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JAN 14 1939

The Billboard

The World's Foremost Amusement Weekly

JANUARY 14, 1939

15 Cents

Vol. 51. No. 2



**HERBIE
HOLMES**

Currently Edgewater Beach
Hotel, Chicago
Broadcasting WBBM-CBS
Network

Exclusive Management Frederick
Bros. Music Corporation
New York—Cleveland,
Kansas City

Maurice Seymour

A NEW COAST TO COAST "NETWORK"

a powerful factor in making "names"

200,000 AUTOMATIC PHONOGRAPHS

ON LOCATIONS FROM THE EAST COAST TO THE WEST
... FROM NORTH TO SOUTH

IT HAS BEEN CONSERVATIVELY ESTIMATED THAT NO LESS THAN

9,000,000 RECORDS

ARE PURCHASED BY OPERATORS AND ARE PLAYED ON THESE MACHINES EACH YEAR

● In the past several years a new "network" has quietly come into being, even more quietly climbed to a place of importance in the musical scheme. This Coast to Coast "hook-up" consists of more than 200,000 automatic phonographs on locations all over the country. Operators of these machines—the men who place them on locations—purchase over 9,000,000 records for them. And millions hear the music played by today's leading orchestras on these machines and thus determine their band and vocal favorites.

● More and more orchestra leaders are coming to the realization that records play an important part in determining their future popularity on one-riters, on location, on any and every engagement. More and more they are learning that they can build prestige and increase the drawing power of their names by turning out the kind of records the automatic phonograph operator will place in his machines.

● The automatic phonograph operators—the men who decide which records will be "broadcast" over this great new "network"—count upon The Billboard to help them determine which records they shall use. They look to the outstanding, authoritative features illustrated in the box at the right to guide them in proper record selections.

ARTISTS' Management
Salutes
NACOMM
AND GREETES OPERATORS WITH
A New Series OF
PAUL WHITEMAN DECCA RECORDS
Including The Billboard's recent Hit Selection, featured in "Operator's Special"
"I'M COMIN' VIRGINIA"
"AUNT ADAM'S BLUES"
By Paul Whiteman's Swing Wing.
Watch for the DECCA Releases of Paul Whiteman's "Bouncing Strings."

17 E. 45th ST. N.Y.C.
MU. 2-1888

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.

Record Buying Guide

An Analysis of Current Songs and Recordings from the Standpoint of Their Value to Phonograph Operators.

Off the Records

By M. H. ORODENKER

Sheet-Music Leaders

(For Week Ending December 10)

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.

SONGS WITH MOST RADIO PLUGS

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.

Progressive orchestra leaders—men who know their business—are extending every effort toward making the automatic phonograph operators who control the "network" of 200,000 machines conscious of their latest releases. At the left is a typical example—an advertisement which appeared in the December 17, 1938, issue of The Billboard for Paul Whiteman.

In 1939 . . . in working for your band's progress, don't overlook the new automatic phonograph "network." And don't overlook the help

The **Billboard**

can give you in getting time on this Coast-to-Coast "hook-up."

The Billboard

Vol. 51
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The World's Foremost Amusement Weekly

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NO CORN IN 1938 HIT CROP

Equityites Favored in FTP Cuts; No Productions Out

NEW YORK, Jan. 7.—The there will be 1,500 dismissals on the Five Arts Projects here by January 16, none of the present units will be closed, while all productions already started in the Music and Federal Theater divisions will be carried out, according to the Paul Edwards administrative office. Project No. 1 is expecting a 15 per cent budget cut despite the President's Congressional plan for increased WPA spending allotments.

With 51 to go to meet the quota

stipulated by Washington headquarters, the following cuts have been ordered: 99 from an enrollment of 1,823 on the Arts Projects; 118 from 490 on the Writers' Project; 199 from the 1,373 on the Music Project; 28 from the 812 on the Historical Records; 176 from the 4,400 on the Federal Theater; 41 from the 180 in the Radio division of FTP and 93 from the 470 in the National Service of the FTP. Executives maintain that shifting of remaining personnel, to be accomplished within next two weeks, will take care of current production commitments.

Doubting the finality of the dismissal edicts, major union representatives are planning a public demonstration here January 13 to protest cuts. Spokesmen for projects doubted any good would result. Union officials, caught under this increased load of unemployment in their ranks, declared that pressure from commercial producers on complaint of FTP competition bound them from being too energetic in pleas unless projects altered courses and headed for straight relief and free-show policy. Local FTP operated on allowance of \$2,950,000 for six months ending December 31.

Actors' Equity, which has been most active in campaign against cuts for its 1,000 FTP members, will fare better than expected. To begin with, pink slips were spared the majority of Equity contingent. Those who did receive them will be given a hearing next week, with likelihood that the dismissals will be shifted to those unable to prove union membership or substantial professional experience.

Stem Legit Still Booms

Land-office business continues after New Year—week's take hits \$375,000

NEW YORK, Jan. 7.—Continuing in proportion the record smashing progress of the first four days of the Christmas week, legit shows chalked up another tidy high last week. Picture houses gained similarly.

The week's total returns for 22 attractions are estimated at \$375,000, with (See STEM LEGIT on page 63)

Sublessee Search Is Now On

Fair Contractors, Needing Dough, Look About for Subconcessioners

NEW YORK, Jan. 7.—Holding a contract for the Gotham Gargantuan (also known as the World's Fair) doesn't necessarily put the paw holder on Easy Street. It might turn out to be Phizzie Place. It all depends on your affluence (also known as wealth or b. i.), nature of your space, connections and/or influence, and your ability to pony up at deadline time (also known as the eleventh hour.)

Gas pipes (if you favor that utility) may be at a strange premium when the time comes to serve up the soothing sugar (also known as mazuma) to that niche of the fair which is the watchdog of the chequer. The fair can and does float losses to rate up the where-withal, but amusement contractors—that is, some of them—will be lucky if they can keep above aqua pura with the help of water wings, the entire life-saving corps of the Red Cross and Johnny Weismuller (also known as Tarzan). Gas pipes will be as scarce as hen's chop-pers because the guy next to you and all his friends may be in possession of the same. You can take seconds—if there's any gas left in the jet.

It seems there's such a thing as space available for subconcessioners, particularly in the villages. Right now contractors are feverishly scouting the trail for

likely prospects interested in obtaining a spot without having to take a lease on the mint and without going thru official W. F. channels. There are scores of

B.-O. Boys on Carpet for Violations of Ticket Code

NEW YORK, Jan. 7.—Having traced box-office leaks thru which unaccredited ticket brokers have been obtaining tickets, the League of New York Theaters has summoned several box-office boys to trial before its board and grievance committee Thursday to answer charges of violating the code and the basic agreement between the producers and the Theatrical Managers, Agents and

Anni Hits Lived Longer Due To Vastly Improved Quality

Titles, lyrics more original and clever—pop tunes lead field—no deluge of "rain" songs this year—"love" missing from titles

By DANIEL RICHMAN

NEW YORK, Jan. 7.—Out of the phantasmagoria resulting from a survey of The Billboard's weekly listings of sheet music leaders and songs with most radio plugs during the past year there stand revealed the asserted facts that "I've Got a Pocketful of Dreams" was the standout among best selling songs, that "A-Tisket A-Tasket" was the most inescapable number on the airwaves, that for all the comment it evoked "Flat Foot Floogie" had a comparatively short and unprofitable life on the country's sheet music counters and rose no higher than fifth place as

"Holy Night" in Swing Time Called Most "Irreverent"

BOSTON, Jan. 9.—The Licensing Board yesterday banned as "immoral" one of the acts at the club Southland and disclosed in imposing new regulations that scantily clad colored chorus girls had sung the Christmas carol "Holy Night" in swing time. Match boxes and wine cards were also banned because of objectionable drawings, it was announced.

Chief object of the board's action, according to Edward M. Richardson, member of the board, was the act known as (See "HOLY NIGHT" on page 5)

people around who have been hammering the fair for contracts but who haven't rung the carillon—yet. They could snub their schnozzles at the fair by sneaking in as subconcessioners. But the current burden is on those with original contracts. Deposits are due, their resources have been drained, so where to go for more folding money? To prospective sublessees, of course. Hence the frantic search.

Few, if any, of the contractors for the amusement zone are wealthy in their (See SUBLESSEE SEARCH page 53)

Treasurers' Union. Further evidence of sabotage may lead to a central distributing bureau, the disposition of the control system will be held in abeyance pending outcome of injunction suit instituted by the Acme Theater Ticket Office against the League.

Confident that obedience to the code on part of managers and their staffs (See B.-O. BOYS on page 63)

a radio song, that "Joy Trumpet" in the last week of the year had five more air performances than it got during the first week, that the 27-year-old Alexander's Rhapsody Band put its younger competitors to shame by garnering 20 consecutive weeks as a most played number and 10 as a best seller, that pop tunes still sell better and are played more than picture songs, and that a radio columnist, Nick Kenny by name, was the year's most successful songwriter, with two numbers in first place among the 15 sheet music leaders, a third not far behind and the same ditties in first and second places among songs with most plugs.

Perhaps the most significant fact to be gleaned from the survey concerns the increased length of time tunes remained at the top as compared with the findings of a similar examination conducted last year by The Billboard. Of the 271 songs that crawled, limped or bounded onto the most-played-on-the-air list during the year just ended, only 33 can claim the immortality accompanying the description "No. 1," and emerging from the conglomeration of 100 composes that managed to find their way into the glorified company known as the week's 15 best sheet music sellers were a mere 13.

Generally speaking, the quality of (See BIGGER AND BETTER page 11)

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Thru Sugar's Domino
Wholesale Merchandise-Pipes

World's Fair Department

With this issue The Billboard introduces a new department devoted exclusively to news and views pertaining to the 1939 World's Fair in New York and the Golden Gate International Exposition, San Francisco. This week the department begins on page 33; hereafter location will be designated in the regular index to weekly features.

DAVIS AIDS TYRO WRITERS

Criticism Service Bureau for Amateur Tuners To Start

Music Friends' Service, Inc., hopes to eliminate song shark evil—nominal charge for constructive criticism—possible publication by Davis firm

NEW YORK, Jan. 7.—Joe Davis' Music Friends Service, Inc. is attempting to combat the song shark evil and at the same time aid and possibly discover worthwhile songwriting talent by the establishment of a critical opinion service for amateurs. This is a plan Davis has had in mind for some time and is similar to the one he proposed to American Society of Composers, Authors and Publishers recently, when he suggested to the Society that it institute such a service using two different ASCAP writer members weekly as judges. ASCAP's organizational set-up, however, could not permit such a plan, although officials looked with favor upon the idea.

Davis intends to offer, thru a staff of song experts, impartial and authoritative criticism on the works of tyro songwriters at a nominal fee. He is not promising publication of songs even with unusual merit, but such numbers stand a chance of being accepted by Job Davis, Inc., under the usual royalty agreement. Criticism and correction suggestions will be sent to amateurs within a couple of weeks after receipt of their manuscripts.

Music pub's main idea in setting up a legitimate service for unknown writers is to deal a death blow to the song publishing racket now flourishing all over the country. Money fleeced from amateurs on the guarantee of publishing their songs runs into high figures over a year, and although attempts have been made by the authorities to stamp out the evil, song sharks continue to operate throughout the United States and Canada.

Davis hopes also to unearth composers and writers of real merit in the same way that he first brought out tunes by Larry Clinton, Berdo Grofe, Reginald Forsythe and Sammy Cahn and Saul Chaplin.

HERBIE HOLMES

(This Week's Cover Subject)

HERBIE HOLMES, "the young maverick from the Mississippi Delta," was born at Yazoo City, Miss., 24 years ago. Graduating from high school, Herbie spent two years at the University of Florida and then transferred to the University of Mississippi; he received his degree two years ago.

During his college days Holmes scouted a taste for music by directing the school orchestra and winning a State vocal contest and the Eddie Cantor NBC United Artists Pictures singing competition. All this was enough impetus for Herbie to carry on along similar lines and he formed his own band, debuting on Joe Sanders' "Midnight Flyers" program over the Mutual network from the Blackhawk Restaurant, Chicago.

The result was a resounding click for the new outfit, and in the short year and a half following Herbie played successful engagements at the Chase Hotel, St. Louis; St. Paul Hotel in the city of that name; Claridge Hotel, Memphis; Club Greyhound, Louisville; Cabana Club, Urbana, O., and Jimmy Brick's New Lookout House, Cincinnati.

Herbie and his boys have also, during the past season, been featured at some of the country's better known amusement parks, among them Glen Echo, Washington; Euclid Beach, Cleveland; Chippewa Lake, Chippewa Lake, O.; Idlea Park, Youngstown, O., and the New Casino, Walled Lake, Mich.

Holmes is currently playing at Chicago's Edgewater Beach Hotel, broadcasting four times a week over WBBM and the Columbia Broadcasting System. Frederick Brothers' Music Corp. has the band under exclusive management.

Theater League Also To Pass on Benefits In Legitimate Field

NEW YORK, Jan. 7.—Board of Governors of the League of New York Theaters, via a resolution passed at yesterday's meeting, will hereafter supervise the granting and denying of benefit performances for its members, in co-operation with Theater Authority and Actors Equity Association, in an attempt to cut down the number of free shows and save individual producers embarrassment.

Under new regulations, all requests for benefit shows addressed to the individual producers will be turned over to the League's secretary for handling. Producer directly concerned will express his personal opinion on the worth of the request. Representative group will be polled and the consensus reported to Theater Authority, Actors Equity, of course, retains power to pass on applications also. If petitions are merely for additional performances, wherein costs get the added contextual salary, Equity will readily approve. However, actors' union, as the managers, is anxious to tighten up on threatening benefit racket.

Move on part of League was hastened this week by increased requests for not only benefit performances but "net profits" for charity. New arrangement will enable trade to turn down requests without embarrassment to an individual producer and will also handle more readily requests from controversial groups.

Book Names in Dow-Sherman Vaude Battle

NEW YORK, Jan. 7.—A spectacular battle for big attractions is being waged by the Paramount Theater (Adam Brothers) and the Shubert Theater (Sherman and Steifel) in Newark, N. J. The Paramount is using first-run Paramount pictures and name bands, units or vaude bills, while the Shubert, only a couple of blocks away, is running name bands and name acts, along with film shorts.

This is believed to be the first time a feature-vaude combo house is fighting a shorts-and-vaude house. The Shubert seats 1,917 and the Paramount 1,200. Admission scale is the same (30 to 99 cents). They have been opposition from the RKO Palace (2,300 seats), the Warner Bransford (3,900) and Loew's State (2,600), all straight film first-run

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 LEGIT

MUSICAL

FRANK LIBUSE—comedian who has been clobbered heavily at the Diamond Horseshoe. Billy Rose's new New York night club. A vaude veteran, he appears to be hitting his stride as a joke comedian who can convulse audiences. Seems ripe for a revue spot. Some producer ought to grab him.

BERNICE STONE—acrobatic dancer now appearing in the three-day vaude at the Majestic Theater, New York. Branching out as a single, she does a well-rotated session, performing difficult acrobatic twists and turns with timing and grace. Her dancing ability, plus shapeliness and an extremely attractive appearance, could undoubtedly be put to good use in a legit musical.

Bookers Mad at Direct Booking On Cruise Shows

NEW YORK, Jan. 7.—Winter vacation cruise entertainment, both proving a lucrative field again this season for class bookers, is making the bookers apprehensive. Bookers blame uninformed acts who have been booking direct and for peasants, unaware of field's potentialities.

Anxious to avoid agents' commissions, performers on occasion have been negotiating with the steamship companies on their own. And, ignorant of the decent price most of the cruises will pay, have taken jobs for keep and the salt-air cure. Agents are burning at direct booking and the cut-rate salaries. They contend the practice threatens to undermine this field just as it has the private club entertainment-business.

CHICAGO, Jan. 7.—Gardner Wilson, circus and legit advance man, has been named the new director of operations for the Federal Theater here, taking over the post held briefly by Roy L. Harvey, who will again handle publicity for FT road shows. Wilson is due to start some time this month.

houses that formerly used vaude. The Doves are booking the Paramount and have Larry Clinton's Band this week; Ozop Nelson's Band and Harriet Hilliard and The Beachcomber next week; Duke Ellington and an all-colored show and Zee January 20 week; Will Osborne's Band and the Andrew Sisters and Fats Honeycutt January 27 week; Little Armstrong's Band week of February 10; Artie Shaw and Doris week of February 17, and Jimmy Dorsey's Band week of March 15.

Battling the big-name line-up of the Dow, owner-booker Eddie Sherman has Ann Sothern and the Roger Fryer Band this week, Harry Richman next week and the Tommy Dorsey Band week of January 27 at the Shubert. The house, which—oddly enough—had been operated by the Doves earlier in the season, reopened with vaude and film shorts two weeks ago. The first bill had Ben Bernie and band and the second had Lou Holtz, Helen Morgan, Abbott and Costello, Ann Miller and two other acts.

Thru Sugar's Domino

LAST week Ernie Emerling, first lieutenant on Oscar Doob's staff in Loew's publicity and advertising department, sent out a press notice of which Loew could be proud. The only thing wrong with the release was that it told only part of the story. The release started off with the statement that Charles O. Moskowitz, Loew's general theater representative, will observe his 26th anniversary with the organization on January 20. Then trailed references to various other men—including Doob—who during this month will observe 10th to 34th anniversaries with Loew, the high man being Fred Mitchell, of the film booking department.

The Emerling release tells only part of the story, because in seeking an angle of timeliness Emerling refers only to the outstanding anniversaries in the current month. His release would have covered a good three sheets if he had listed the various veterans with Loew; most of whom have been connected with no other companies in the show business; some who have been employed by no other companies in their entire career. Such a condition is the most genuine tribute that can be paid to a concern, particularly in fickle show business.

On many occasions we have adversely criticized Loew among other circuits. We will surely be convinced that we have reached stodgy old age when the time arrives that we will no longer have anything derogatory to say about Loew. But we have never taken the credit from Loew that it justly deserves—that of being the best managed outfit in the business—that of exemplifying more graphically than any other organization the theorem that business has a heart. Loew and its affiliate MGM are highly successful enterprises. It is not beyond probability that the basis of Loew's success is its loyalty to its employees in the same measure that the average organization demands loyalty from its employees. And Loew employees are loyal. Both loyal and smart—and smart because their organization gives them a chance to grow, develop and make better employees and men of themselves. Loew also goes further. It does not call a halt to its responsibility after an employee has left the office or theater. It helps him in times of trouble; it carries him thru periods of illness whether the illness be that of an employee or a member of his family.

Very few of Loew's executives have been recruited from high places on the outside. We don't know personally any one of them who hasn't risen from the ranks. True, there is a certain amount of nepotism in the Loew organization. But before we become too critical of this let us try to find any large organization in which this does not exist—at least to the moderate and harmless extent to which it does in the Loew outfit. The beneficiaries of Loew's nepotism were probably drawn into the swim by their accidents of birth, but we know and everybody in Loew who comes in contact with them is convinced that they have to do their share of the work to make progress. And the men among them who are not exceedingly brilliant have had to pay the price by staying in one spot thru the years.

Having an organization like Loew in the show-business is an inspiration and a stimulus to other organizations. Were there not an organization like Loew—with its beautiful handling of men shining as a beacon over the industry's sea—we have no doubt that other organizations thru the years would have gone further in shake-ups, mass letouts and general malevolence than they have.

You can count on the fingers of one hand the number of Loew executives of consequence who have moved to other organizations. And of those most were voluntary moves on the part of the ones and later keenly regretted, so far as we know.

Having gone thru successfully with his trial period, Loew doesn't let a man (See SUGAR'S DOMINO on page 63)

<p>SPECIAL PRINTED ROLL or MACHINE</p> <p>100,000</p> <p>FOR \$20.00</p> <p>ELLIOTT TICKET CO.</p>	<p>TICKETS</p> <p>RESERVED SEAT—PAD—STRIP</p> <p>COUPON BOOKS—RESTAURANT</p> <p>CHEQUES—SALES BOOKS AND</p> <p>ALL ALIED FORMS</p> <p>1409 LAFAYETTE ST. N. Y. C.</p> <p>127 N. DEARBORN, Chicago</p> <p>1018 CHESTNUT ST., Phila.</p>	<p>STOCK</p> <p>ROLL TICKETS</p> <p>ONE ROLL \$.50</p> <p>TEN ROLLS 3.50</p> <p>FIFTY ROLLS 15.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupon</p> <p>Double Price</p> <p>No. C. O. D. Orders</p> <p>Accepted</p>
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Broadway Beat

By GEORGE SPELVIN

THE Robitschok straight vaude at the Majestic provides program sheets—at a cost of a dime apiece to the customers. . . . A lot of the patrons murmured resentment at the clip-on opening night; when you're trying to bring vaude back why resort to practices that are guaranteed to kill it? . . . With Fredi Washington playing in the Guthrie McClintic production of *Mammy's Daughters*, Lou Layne, former theatrical editor of *The Amsterdam News*, takes over her post as executive secretary of the Negro Actors Guild. . . . Premature protection: Ben Marden's brother Dave is said to be the backer of a new night club that will be called the 77-b. . . . Speaking of night spots and 77-b, one of the new entries on the Stern is already in lock to the musicians' union for \$13,000—and the union is also insisting that another seemingly successful hot spot pay off its bandmen every night. Its future is that precarious. . . . The newest after-dark operium in Greenwich Village is called the "City Dump"—and before New Year's Eve they were distributing throwaways that read, "Start the New Year in a Dump." . . . It's highly possible that they weren't kidding.

Doping out the whys and wherefores of the mysterious Lindberghs is turning out to be more fun than doping out the horses—and whispers have it that International News Service has been sitting on a Lindbergh yarn for several

weeks now, and it's still too hot to handle.

One of the current and chronic evils in Tin Pan Alley is the vicious practice of making the music publishers and their friends (the more the better) turn out each week on a designated night at one of the local hotels to help bolster the band's grosses. If the publisher plays hooky the band leader won't plug his songs on the air. All of which is bad enough—only now the musical located out of town are demanding that the music pubs tag along. The Ben Franklin Hotel down in Philadelphia is even giving top billing to its "Tin Pan Alley Night," promising the yokels that a fistful of celebs will be on tap. At least it's a new wrinkle for the publisher to get billing—and if the trend continues it may not be long before we see *Loew's State*, running short of columnists, hiring a music publisher to head the bill.

Those who didn't get enough New Year's Eve (perish the thought!) can celebrate another one January 13 at the Russian Krotchma, which adheres to the old calendar. . . . The Screwball Convention stout that Noel Meadows cooked up for Eddie Garr spread Friday night into a Screwball World's Fair Jamboree at the Manhattan Center, complete with symbol (a screw and a ball). . . . Charles DePhil, whose sensational narial act was tragically disrupted a few years ago when his partner fell to her death at the local Roxy Theater, is doing his terrific slide as the climax of the Wild West section of the WPA circus. . . . Murray (Looney) Lewis, vaudeburlesque comic, noted for his double talk, who recently scored heavily on a couple of Fred Allen broadcasts, is a fine artist and used to make his living doing color sketches, mostly pasted work, and he also studied the Drama, and he's also an ex-prize fighter. . . . Meyer Horowitz, owner of the Village Barn, admits that he has been stuck a dozen or so times as co-maker on notes—\$50,000, he went to the Morris Plan recently and pleaded with it to put his name on an "Unfair List." . . . But the Morris Plan refused; they said he was their best customer.

Le Gallienne Set For Oberfelder 1-Night Tours

NEW YORK, Jan. 7.—In keeping with the plan to give the road New York names when possible, Arthur M. Oberfelder, Denver impresario, completed contracts this week to include Eva Le Gallienne in person in the four-unit legit package going on sale January 20 for a tour of one-night stands in United States and Canada.

For the same \$5,000 price local markets will have a choice of *Le Gallienne's The Master Builder* or *Hedda Gabler*, along with *What a Life*, *Golden Boy* and *On Borrowed Time*. To get both *Le Gallienne* productions buyer will have to pay an extra \$1,250. Miss Le Gallienne will be director, designer, producer and actress for her two shows.

Before leaving town yesterday Oberfelder announced that a dozen agentsmen would start canvassing the potential circuit January 20 with promise of October delivery. Production will start early in September.

TMA Local 33 Celebrates

CINCINNATI, Jan. 7.—Theatrical Mutual Association, Local No. 33, staged a New Year's Eve celebration at its new clubhouse, 103 W. Central parkway. Many showfolk, both local and out of town, were in attendance.

EMA Re-Elects Slate

NEW YORK, Jan. 7.—Entire slate of officers of the Entertainment Managers' Association was re-elected for 1939 at organization's meeting Tuesday. Officers remain Edward E. Wheeler Jr., president; Edward Newman, vice-president; Carmelle Marantz, treasurer, and Frederic Watson, secretary.

Davis & Schwegler Announce Deal To Aid Small Stations

HOLLYWOOD, Jan. 7.—Davis & Schwegler, purveyors of tax-free music, this week announced a new transcription deal which reportedly underbids all wax companies. Deal was put thru in order to take care of small stations unable to hire live talent which claimed they were being left out of the free music picture. Music firm has offered stations contracts calling for 64 times per month for \$60. Provisions call for eight double-faced transcriptions and 23 double-faced records, including continuity. Also tax-free sheet music and orchestrations. Carl Haverlin, general manager of the music firm, reports 150 stations interested, with 100 stations already signed to the \$60-per-month contract. It's reported that other transcription companies are quite jittery over the Davis & Schwegler move. In ordinary transcription deals, discs are leased, not sold; whereas users of Davis & Schwegler waxen own the tax-free discs outright.

As near as could be learned, deal offered by Davis & Schwegler would cost at least \$100 if offered by another firm, and in latter case station still would not own the wax. It has not been ascertained whether

deal will have musicians' union repercussions. Agreement between American Federation of Musicians and stations calls for strict regulations of use of waxes.

Elsie Janis Honored

CINCINNATI, Jan. 7.—Elsie Janis is very proud of the fact that she has just been given a life membership in the Veterans of the Purple Chevron, Inc., an organization consisting of only service-connected disabled men of all wars with national headquarters here. She was sent chevrons representing the three divisions of service—army, navy and marine—and in acknowledging the honor conferred upon her, she wrote the vets from New York: "I can't tell you how proud I am of my membership. I shall wear all the chevrons at once, carry the card in my hand and the button over my heart—seriously. Thanks a lot, and love to you all."

"HOLY NIGHT"

(Continued from page 3)
the Beachcombers, which Richardson described as "highly objectionable." The act, Richardson said, depicts a man cast on a desert island for 20 years suddenly confronted with a shipwrecked woman. Richardson described the man as hurling himself upon the woman and stripping from her all but a scant portion of her clothing.

Richardson, in describing the rendition of *Holy Night*, said: "The chorus girls who sang the Christmas hymn wore very little clothing. They sat in a circle on the dance floor with their legs crossed and sang *Holy Night* in jazz time. It was utterly irreverent." On the wine list there was a picture of a semi-clad girl, and the match boxes contained a picture of a nude woman. The restaurant officials agreed to get new wine lists and match boxes.

The board said it would keep a close watch on the restaurant in the future. It has not yet determined exactly what hours and entertainment rights the restaurant will be given.

Lewis Dropping "Angela" Lead

CINCINNATI, Jan. 7.—Sinclair Lewis in two weeks will bow out as leading man in his own play, *Angela's Ashes*, which finishes its run at the Cox Theater here tonight. Philip Moravai was scheduled to arrive in Cincinnati late this afternoon to witness the last two performances of the play here with a view of taking over Lewis' role. Lewis will take another part.

JOHN IRVING FENN, who is Banker Cartwright in the cast of *Our Town*, was a guest of Mr. and Mrs. Oscar Schath while the show was in Cincinnati last week. Mrs. Schath was one of Finn's proteges in the London production of *The Prince of Pilsen*. Finn was a visitor at *The Billboard* office January 4 and recalled the old days spent with shows on the Queen City. This was his first Cincinnati trip in about 25 years.

Return Engagements

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For World Fair News Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

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30,000.. 9.85	70,000.. 15.65	150,000.. 37.35	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

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1 ROLL.....50c	FORT SMITH, ARK.
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TEN ROLLS... 13.50	20,000... 9.85
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100 ROLLS... 135.00	100,000... 20.00
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Radio Survey of Williamsport, Pa.

WRAK, LOCAL STATION, MAKES EXCEPTIONALLY STRONG SHOWING IN DAYTIME PROGRAMS . . . NEW YORK CITY STATIONS TOPPED BY WJZ, OTHERS COMPARATIVELY WEAK . . . MANY FAMILIAR DAYTIME SERIALS FALL BY WAYSIDE . . . NEWS STRONG

By PAUL ACKERMAN

NEW YORK, Jan. 7.—Survey of daytime programs heard in Williamsport, Pa., shows a preference for programs of National Broadcasting Co. stations in preference to those of WABC. WRAK, local station, has a very strong listening audience in most of the daytime periods and is reaching more people in Williamsport than any not outlet other than WJZ.

For the survey, prepared for The Billboard by Market Research Corp. of America, covering the period from Wednesday, November 16, thru Tuesday, November 22, 1,103 residents of Williamsport were queried. Of those, 474, or nearly 43 per cent, stated they had listened to the radio before 5 p.m.

A few figures will give the reader a fair example of the comparative listening audiences of the different stations heard in Williamsport. Of the total number of 828 mentions gained by programs listed on the chart of leading daytime shows, WJZ scored 418. Local station WRAK scored 284. This leaves only 124 to be divided up among WABC, WOR, WEP, KDKA and WGY. A small number of mentions came under the DK classification, meaning listeners

did not know the station carrying the particular program; but, generally, Williamsport listeners proved very station-conscious.

Leaders

Program gathering most mentions was WJZ's "Breakfast Club," carried by the station at various time periods between 9 and 10 a.m. Reported heard six times weekly, "Club" received a total of 58 mentions. Scoring second highest in mentions are news broadcasts, discussed later on. "Devotions," local 15-minute WRAK program heard six times a week, garnered the strong score of 37 stations, which is equal to total made by "Vic and Sade," five-a-week serial reported heard over WJZ, WOR, WEP and WGY. Serial gathered 27 of these mentions over the NBC-Blue outlet, which aired the program Monday thru Friday at 11:15-11:30 a.m. Audience pull by WOR, carrying the program at 8:30-8:45, and WEP and WGY, carrying it at 4:30-4:45 p.m., was very weak in comparison. Two-column box on Page 6 gives further details on "Vic and Sade" reception.

In the hour division, "The Early Riser," a news and music program

over WRAK, compares very favorably with WJZ's "Club Matinee-News." In the order given, they scored 25 and 26 and were reported heard six and five times weekly.

"National Farm and Home Hour," 45-minute program, scored very well with 32, of which 31 were reported over WJZ. In half-hour division, WRAK holds top spot, with "Jim and Jane" getting 22 mentions and "Smoky Mountain Boys" 21. Both reported heard six times a week. Third spot in half-hour division also goes to WRAK's "Radio Dot and Smokey," scoring 17. Three programs carried by WJZ hold comparatively weak fourth, fifth and sixth positions.

In 15-minute category, runners-up to top spots held by "Vic and Sade" and "Devotions" are "Mary Martin" and "Pepper Young's Family," with 25 and 24 mentions respectively. "Ma Perkins" with 18, "Jane Arden" and "Happy Clarks" with 12 each; "Getting the Most Out of Life" and "Bachelor Children" with 11 each follow. WRAK again does very well in 15-minute division, carrying, in addition to "Devotions" and "Happy Clarks," such leaders as "Melody" (See RADIO SURVEY on page 9)

How Williamsport Listens

Of the 1,103 residents of Williamsport who were queried as to whether they used their radios before 5 p.m., 474, or 43 per cent, said they did. Saturday came thru as best listening day, with a percentage of 68. Following were Friday and Thursday, with 48 and 47 respectively.

Day	Listening	Not Listening	Pct.
Sunday	85	118	25
Monday	87	124	31
Tuesday	87	125	31
Wednesday	80	75	44
Thursday	50	85	47
Friday	67	70	48
Saturday	100	51	68

Wmsport Station Strong on Local Audience Shows

Of all the cities surveyed for The Billboard by Market Research Corp. of America, WRAK, in Williamsport, made the best showing for a local station.

Ten local programs aired over WRAK showed sufficient strength to warrant listing in the leading daytime program chart. Of these, seven are live-talent broadcasts.

JIM AND JANE, 30-minute hillbilly opus reported heard six hours weekly, holds highest spot in its division with 22 mentions.

SMOKY MOUNTAIN BOYS, 30-minute show, also reported six times a week, follows "Jim and Jane" with 22. Both are sustaining, "Boys" being a string group playing Western and pop songs and featuring a vocal trio.

RADIO DOT AND SMOKY, 30-minute program reported four times during the week, scores third highest among half-hour shows. (See WMSPORT STATION on page 9)

Leading Williamsport Programs

DAYTIME PROGRAMS

TWO-HOUR SHOW

(Reported Heard Once Weekly)

Philharmonic Society of New York	N	WABC-13	13
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HOURLY AND A-QUARTER SHOW

(Reported Heard Once Weekly)

First Presbyterian Church	L	WRAK-8	8
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HOURLY SHOWS

(Reported Heard Six Times Weekly)

Breakfast Club—News (9-9:15) (Mon. thru Fri.)	N	WJZ-34	
(9-10) (Sat.)	N	WJZ-10	
Breakfast Club (9:30-9:45) (Wed.)	N	WJZ-3	
(9:30-10) (Thurs., Mon., Tues.)	N	WJZ-11	58
Early Riser—News-Music	L	WRAK-25	25

(Reported Heard Five Times Weekly)

Club Matinee—News	N	WJZ-26	26
Dance Matinee (3-4) (Mon., Wed., Thurs.)	L	WRAK-5	
(3:30-4) (Tues., Fri.)	L	WRAK-3	8

(Reported Heard Once Weekly)

Radio City Music Hall of the Air	N	WJZ-17; DK-1	18
Magic Key of RCA	N	WJZ-13	13
Coast to Coast on a Bus	N	WJZ-6	6
Great Plays—"Julius Caesar"	N	WJZ-6	6
Major Bowes—"Capital Family"	N	WABC-5	5

45-MINUTE SHOW

(Reported Heard Five Times Weekly)

National Farm and Home Hour	N	WJZ-31; DK-1	32
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HALF-HOUR SHOWS

(Reported Heard Six Times Weekly)

Jim and Jane	L	WRAK-22	22
Smoky Mountain Boys	L	WRAK-21	21

(Reported Heard Four Times Weekly)

Radio Dot and Smokey	L	WRAK-17	17
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(Reported Heard Once Weekly)

U. S. Marine Band	N	WJZ-3	3
National Vipers	N	WJZ-7	7
U. S. Army Band	N	WJZ-5	5

15-MINUTE SHOWS

(Reported Heard Six Times Weekly)

Devotions	L	WRAK-37	37
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(Reported Heard Five Times Weekly)			
Vic and Sade (11:15-11:30) (Mon. thru Fri.)	N	WJZ-27	
(8:30-8:45) (Wed., Thurs., Fri.)	S	WOR-5	
(8:30-8:45) (Wed.)	S	DK-2	
(4:30-4:45) (Mon., Tues.)	N	WEAF-2	
(4:30-4:45) (Thurs.)	N	WGY-1	37
Story of Mary Martin	N	WJZ-23; DK-1; WEAF-1	25
Pepper Young's Family	N	WJZ-24; WEAF-2	24
Melody Men (11:30-11:45) (Tues., Wed., Fri., Sat.)	L	WRAK-6	
(11:30-12) (Mon.)	L	WRAK-4	10
Lillian L. Gramley	L	WRAK-9	9
Wright Mackey	L	WRAK-9	9
Joyce Jordan—Girl Intense	N	WABC-3	8

(Reported Heard Four Times Weekly)

Ma Perkins	N	WJZ-14; KDKA-1	15
Bachelor Children	N	WABC-11	11
The Gospel Singers	N	WEAF-6; DK-3	9
Love of Life	N	WABC-4; WEAF-2; DK-1	7
Between the Book Ends	N	WJZ-5	5

15-MINUTE SHOWS

(Reported Heard Three Times Weekly)

Jane Arden	N	WJZ-3	12
Happy Clarks	L	WRAK-12	12
Getting the Most Out of Life	N	WJZ-11	11
Gene and Glenn	N	WEAF-5	5
Story of the Month	N	WJZ-5	5

10-MINUTE SHOW

(Reported Heard Three Times Weekly)

Women of Tomorrow	L	WJZ-6	6
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5-MINUTE SHOW

(Reported Heard Four Times Weekly)

Luncheon Music	L	WRAK-15	15
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NEWS BROADCASTS

News (12:15-12:25)	L	WRAK-45 (7 times)	
(2-2:15)	L	WEAF-3 (3 times)	
(1-45-2)	L	WRAK-3 (once)	
(10:30-10:45)	L	WRAK-1 (once)	54
Breakfast Club—News (9-9:15)	N	WJZ-34 (3 times)	
(9-10)	N	WJZ-10 (once)	44
Club Matinee—News (4-5)	L	WJZ-26 (5 times)	26
Early Riser—News (7:30-8:30)	L	WRAK-25 (6 times)	25
News for Women (9:45-10)	L	WRAK-5 (3 times)	5
News (6-8:45)	L	WOR-1 (once)	
(12:30-12:45)	L	WOR-2 (once)	
(4-4:15)	L	WOR-1 (once)	4
Press Radio News (9-9:05)	N	WEAF-2 (twice)	
(9:25-9:30)	N	WABC-1 (once)	
(11-11:05)	N	WJZ-1 (once)	4

SPECIAL BROADCASTS

(Reported Heard Once)

Football: Notre Dame Vs. Northwestern (3:30)	N	WJZ-42; WDKA-1; DK-1	44
Football: So. Williamsport Vs. Millon (2-4)	L	WRAK-32	32
Football: Ohio State Vs. Michigan (1:45-4:30)	N	WEAF-7	7
Football: Yale Vs. Harvard (1:45-4:15)	N	WOR-7	7

DAYTIME PROGRAMS HEARD IN WILLIAMSPORT, PA.

FROM NOVEMBER 16 TO NOVEMBER 22

Table listing daytime programs heard in Williamsport, PA, from November 16 to November 22, 1938. Columns include Hour Listening, Program Heard, Station, Number Listening, Hour Listening, Program Heard, Station, and Number Listening.

Pennsy Stations Fight Ban On Nag News; WCAU Plaint

HARRISBURG, Jan. 7.—Radio Station WCAU and 20 other Pennsylvania stations went into Dauphin County Court on Thursday (5) to ask a preliminary injunction against the State's new law prohibiting the dissemination of racing information, pending adjudication on validity of the act.

After a three-hour argument, marked by lengthy testimony by Dr. Leon Levy, president of WCAU, the court reserved its decision.

Dr. Levy said that the act may force him to go out of business, as he was under contract with the Columbia Broadcasting System to broadcast all programs disseminated by the chain. If he refused to air the Kentucky Derby under the terms of the act, his station stood to lose its CBS business, which amounts to more than \$250,000 a year, he said.

Levy said that 20 per cent of the station's income came from broadcasting sponsored sporting events. He admitted under cross-examination that he couldn't tell how much, if any, gambling was carried on by listeners.

Levy said his station had no control over the programs aired by CBS.

Former Attorney General William A. Schnaeber, representing the radio stations, declared that the act was discriminatory against radio for the benefit of newspapers.

Defendants in the suit are the Public Utility Commission and the Bell Telephone Co.

Joining in the suit with WCAU are

WIP and WDAS, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WQAL, Lancaster; WLEU, Erie; WKBO, Harrisburg; WFBG, Altoona; WSAW, Allentown; WBAX, Wilkes-Barre; WRBK, Williamsport; KGU, WJAS, WCAE and WWSW, of Pittsburgh; WRAW and WEEW, Reading; WGBL, Scranton; and WCBA, Allentown.

Standard Brands Cuts Radio Time

NEW YORK, Jan. 7.—Standard Brands has dropped eight stations from the Chase & Sanborn Charlie McCarthy program, eight from *One Man's Family* for Tenderleaf Tea and one from *Rudy Vallee Show* for Royal Desserts. Seven stations have been added and Standard Brands radio appropriation remains the same. Reason for retrenching on time has been to meet increased talent costs, increase in cost of NBC minimum facilities requirements and increase of individual station rates.

Stations dropped for Chase & Sanborn program are WPTF, Raleigh, N. C.; WSOB, Charlotte, N. C.; WWNC, Asheville, N. C.; WIS, Columbia, S. C.; WDAE, Fargo, N. D.; KEY, Bismarck, N. D.; KEAR, Phoenix, Ariz.; WBCB, Duluth, Minn.; WBER, Wilkes-Barre, Pa., was added.

On *One Man's Family* stations dropped are WMBG, Richmond, Va.; WSEAN, Allentown, Pa.; WTAR, Norfolk, Va.; WBOC, Charlotte, N. C.; WWNC, Asheville, N. C.; WIS, Columbia, S. C.; WIBA, Madison, Wis.; KTAR, Phoenix, Ariz.

Added were WJDX, Jackson, Miss.; KTBS, Shreveport, La., and KARK, Little Rock, Ark.

Rudy Vallee program dropped WIBA, Madison, Wis. Three stations added are WJDX, Jackson, Miss.; KTBS, Shreveport, La., and KARK, Little Rock, Ark.

WEMP Defies Nazi Ukase

MILWAUKEE, Jan. 7.—O. J. Lanphier, manager of WEMP here, has announced that despite a threat by pro-Nazi leaders to boycott advertisers on the station unless it takes supervision of its German-hour programs away from Bernhard Hoffmann, president of the Wisconsin Federation of German-American societies, it will continue its present policy.

Hoffmann took over the program supervision after WEMP on November 22 canceled a provisional sales contract with Bert Weislag, president of the German-American Citizens' Alliance, who had been named before the Dies committee in Washington as a Nazi leader.

"The station is now and has been running the German hour for the German-Americans of the community and will continue to run it that way," Lanphier declared.

KNX Ogles Pulp; Feeds Hoke Fodder

HOLLYWOOD, Jan. 7.—First definite attempt to appeal directly to the pulp-reading American public via the airwaves was seen here this week when it was announced KNX will continue its new series, *Nightcap Yarns*, indefinitely.

Altho the majority of air-strip shows are written primarily along pulp lines, this is believed to be the only time a series of radio programs has been aimed to hit the pulp reader. The five classifications of pulp headings have been taken by Russ Johnston, KNX, CBS story head, and turned into nightly *Mera*, Monday, finds a detective yarn; Tuesday, a Western; Wednesday, aviation stories; Thursday, adventure, and Friday is request night, which usually features a sport story.

Shows run for 15 minutes, starting at 10 p.m. General idea in making them late shows was explained by Johnston. "Readers of pulp magazines like their stories just before going to bed. We believe that after a heavy evening of variety shows, dramas, music, etc., the listener will enjoy a straight action yarn to top off the day."

Radio Talent

By JERRY LESSER

HARRY MacFAYDEN, ace NBC director who handled this year's big AP show, handed the cast a laugh when he inadvertently cast three Jewish boys in a scene where one of them, Mill Herman, ended his scene with, "Adolph Hitler, I arrest you in the name of the German Republic." . . . Cornelia Horn has replaced Beatrice Hurbit in the production department of NBC. The latter went to Austin, Tex., to become the private secretary of Senator Winfield. Incidentally, Miss Horn becomes the fourth H in the job, having been preceded by Misses Heidemann, Holliday and Hurbit. . . . Larry Esquin is playing the role of Professor Elwood Trotter on the *Pretty Kitty Kelly* show. During his first broadcast he had to read such words as papilionoides, megathymilinea, lepidoptera and entomological. He came thru nobly but claims that it is harder than announcing operatic selections.

Helen Claire and Richard Kohmar, currently playing the juvenile lead in "Knickerbocker Holiday," Dick claims that his playing the leads on "Dreams of Long Ago" is directly responsible for his having been selected for this role.

SPENCER BENTLEY has returned from Chicago, where for the past year and a half he has been playing Bob in the Betty and Bob series. The rating jumped from 2.3 to 5.6 since he joined the cast, but after all this time the agency just discovered that Spence's voice is really too light for the part and so he has been replaced. . . . Irving Reis, writer-director for Paramount Pictures, is here to deliver a treatise on sound effects in dramatic presentation before a Rockefeller Foundation committee investigating the advisability of research in this field. Reigned to be in New York as director and writer of *Columbia Workshop* and other programs.

Just had a card from Jean Paul King, who informs me that he has been catching sailfish at West Palm Beach, swimming in the surf at Delray Beach and will address the Rotary Club of Miami this week. . . . Listen to Earl Rogers, CBS's new tenor, on the *Music for Moderns* program every Saturday afternoon at 1:30. . . . Clark Andrews will be in from the Coast to direct the next three Big Town broadcasts with Edward G. Robinson from the New York studios. . . . Have you been listening to *Horse and Gypsy Daps* every Friday night on NBC? It is one of the most restful and beautifully done programs on the air and deserves a sponsor. . . . Fred Uhall, hobbling into the *For Men Only* broadcast, binned it all on a back-to-the-soil urge which had him roaming the country looking for a farm. Last Sunday in climbing over a fence his left foot slipped into a hole covered by leaf mold. His friends found him with a dislocated knee and sprained ankle.

Ethel Park Richardson, author of "Dreams of Long Ago," saw a prophecy come thru last week. Years ago when she was a school teacher in Hopston she met a little shaver of 4 whom she heard play the piano. They became great friends and she was instrumental in having him study at the Curtis Institute of Philadelphia, where he met Joseph Hoffman, who sent him to the Juillard Conservatory of Music. At the age of 7 the boy said to Ethel: "Maybe some day I'll be a concert pianist, and if I do, will you promise that if I ever make my debut in New York you'll come, no matter where you happen to be?" Ethel promised and last Tuesday left a sick bed to attend his debut. The boy is Jacques Abram, and he appeared as soloist with the Philadelphia Orchestra. Miss Richardson has also helped many others on the road to success, including the Vasa Family.

Advertisers and Agencies

By PAUL ACKERMAN

JIM DILLINGHAM, lately of the research department of Benton & Bowles, left the agency to open publicity offices in the Squibb Building. Firm is Dillingham, Livermore & Durham, Livermore being the son of Jesse, noted banker. . . . Steve Hannagan has lost his Puerto Rico account. Loretta Hopton, of J. Walter Thompson, had a birthday recently. Telegraph operators phoned, sang *Happy Birthday to You* and asked for an audition. . . . Don Higgins handling radio relations for New York end of the President's Birthday Ball affair. . . . Adrian Rollini Trio starts for American Chicle Co. January 19 over WJZ. Pacted for 13 weeks. . . . Margaret Partom, daughter of Lem Partom, columnist on *The New York Sun*, now in news department of WNEW.

OIL and paint account of L. Sonnenberg Sons, Inc., New York, to be handled by Alfred P. Wilcox & Associates, of Catawauque, Pa., who will make a test campaign preceding a national campaign to include radio. . . . Phil Baker, January 12, has a preview at 9 o'clock. Screen Actors' Guild program on CBS January 13 will have Fred Astaire, Loretta Young, Herbert Marshall, Franklin Pangborn and Ernst Lubitch. Writers are Arthur Sheekman and Dwight Taylor. . . . Thomas D. Connolly, resigned as advertising manager of Abraham & Straus, has joined CBS advertising and sales promotion department. . . . Robert L. Hutten, formerly of CBS, now promotion manager of WCCO, Minneapolis. . . . Negotiations by J. Walter Thompson for Deanna Durbini on the Kellogg program have fallen flat. . . . Kelly-Smith representing WBPA, Spartanburg, S. C., a 1,000-watter.

Compton Agency last week notified station representatives of a national contest for P&G's Ivory Soap. P&G salesmen authorized to place four spot announcements in their territory to run before March. A Buick car will be given away. . . . Charles J. Hoban, of Barnes & Aaron ad agency, Philadelphia, in town on business. . . . Health note: Vida Kone, of WNEW production department, back after open weeks in hospital. Richard O'Day, station vice-president, back after three-month illness. . . . Will Tolson, of Tom Faddala office, sick last week. . . . Ed Hill gave a one-column rave to Larry Nixon's book, "Vagabond Vagabond," in last week's *Journal-American*.

Law of Radio Broadcasting, two-volume work by Attorney A. Walter Socool, published recently by Baker, Voorhis & Co., is expected to be the standard on that subject. Takes in every phase. Among subjects covered are artists, authors, producers, agencies, composers, sponsors, contracts, copyright, trade names, contests, networks, news broadcasts, Federal Communications Commission and other federal, State and municipal laws.

Milton Herth trio making series of transmissions for *Light Up and Listen* broadcasts over Canadian net starting Monday. Sponsored by Imperial Tobacco. . . . Dick O'Dea out of the hospital and back at WNEW, New York.

Chicago Air Briefs

By HAROLD HUMPHREY

FRANCES HOOPER, agent for Wrigley's new *Gatesway to Hollywood* show, walked out to the Coast for the first broadcast Sunday. Jack Van Valkenburg, of CBS here, also went out to catch the premiere of the same stint. . . . John Dunham agency is framing a new waxed string reported already sold to Procter & Gamble. . . . Robert P. Robinson, account exec at Lord & Thomas, will take

an indefinite leave of absence to travel. . . . Chester Grimm is back in town and ready to take up his sports announcing duties at WBBM but will leave again shortly on a business trip to New York. . . . Jimmie Parks, ex-chief of the Chi William Morris office, gets a post with the Gardner Advertising agency in St. Louis, assisting Charlie Claggett, head. (See AIR BRIEFS on opposite page)

For World Fair News Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

Philly Poison to Hillbilly Acts

PHILADELPHIA, Jan. 7.—Radio hillbillies are in a tough spot here. First came the ukase from the musicians' union that they join up or else. The big-haired boys and girls with the gee-tars signed up and, armed with their new union cards, they thought their troubles were over.

They signed up with local radio stations and all was serene until the union laid down the law that no member in good standing could do a cuffed show. And since virtually all of them are doing sustaining shows, the "down-homers" are behind the w.-k. eight ball.

The first troupe to feel the ax were Betty Joe and the Radio Rangers on WFIL, who were dropped when station officials got the word from union headquarters. The gang had been on the air for less than a week when they were pulled.

The Sleepy Hollow Boys on WCAG and WIP have a commercial, and are immune from the axing. KTWB's Hank Keene and his Gang are still doing their cuffed stints and are awaiting word from the AFM. Their exodus is expected momentarily.

WPNP boasts Pete Taylor, but he's tagged as a "Cowboy Singer" and as such is not subjected to AFM rules. (At least they think so.)

WDAS hillbilly music is restricted to recordings, and there's no rule as yet that forces discs to join a union.

RADIO SURVEY

(Continued from page 6)
Men, "Wright Mackey" and "Lillian L. Bramley."

In addition to leaders already mentioned, programs making the chart were "Radio City Music Hall," 18; "Magic Key of BGA," 13, and another WRAK program, "Dance Matinee," with 8.

Week Serials

Checking over the general reception of dramatic serials in Williamsport, data obtained by the Market Research Corp. of America shows that many of the well-known hoke concoctions failed to get sufficient scores to warrant inclusion in the list of leading daytime programs. Among these were "The Goldbergs," "Pretty Kitty Kelly," "John's Other Wife," "Myrt and Marge," "Just Plain Bill," "Hilltop House," "Woman in White," "David Harem," "Young Widder Brown," "Big Sister," "The O'Neills," "Romance of Helen Trent," "Life Can Be Beautiful," "Those Happy Gilmans," "Betty and Bob," "Stella Dallas," "Giri Alone" and "Mrs. Wiggs of the Cabbage Patch."

News

News programs rate very highly with Williamsport listeners, and WRAK in this category again shows up very strongly. Straight news broadcast periods carried by the local station score a total of 54 mentions. "Early Rise" program, giving music and news, adds another 25 for WRAK, and "News for Women," also WRAK, garners five. Station has the largest audience on straight news programs, as the chart indicates. Runner-up is WJZ, whose "Breakfast Club" and "Club Matinee" scored 44 and 36. Mentions gained by these programs, however, cannot be attributed solely to the news broadcasts given in the programs—whereas in the case of WRAK a great proportion of the mentions are traceable to strictly news broadcasts.

Football games scored most heavily among the special broadcasts, Notre Dame versus Northwestern (tallying 44, compared to 32 for the next highest, the South Williamsport-Milton game. First mentioned was reported heard primarily over WJZ, with local game carried by WRAK.

DETROIT, Jan. 7.—WXYZ started another blood and thunder show this week with the addition of *The Challenge of the Falcon* on Tuesday and Thursday. Show is directed by Charles Livingston, with Jay Michaels in the lead. This brings WXYZ's shows to four, others being *The Lone Ranger*, *The Green Hornet*, and *Ned Jordan, Secret Agent*.

Q. E. D.

NEW YORK, Jan. 7.—Johnny Mercer, who did a guest spot on Benny Goodman's Camel cigarette show last week, was given a biographical quiz by Dan Seymour, program's announcer. Mercer said that on his way up he was vocalist with "the band."

Note: The band was Paul Whiteman's.

Note: Whiteman broadcasts for Chesterfield cigarettes.

Question: Are sponsors adults?

AIR BRIEFS

(Continued from opposite page)

of its radio department. Erwin, Wassy & Co. sold Hollywood Newsprint to the Aurora Laboratories for airings over WGN starting Monday. . . . WBBM sustainer, Bull Session, goes network January 14, but label will probably be changed to *The Student Takes the Affix*.

Frankie Masters and ork hit the one-nighter road this week after finishing their radio contract with the "If Can Be Done" show. The Fibber McGee road unit knocked off a neat \$7,500 in Des Moines for the New Year's Sunday and Monday. . . . Ruth Isis, daughter of the Western hero, Tom Mix, did a guest spot on WLS Saturday. . . . NBC news department started the year with the addition of an INS wire. . . . Les Tremayne is on the road again for about the 10th time — recovering from food poisoning this trip.

Actress Ruth Barth and writer Paul Benning were hitched in Yuma, Ariz., Saturday. . . . Malt-o-Meat topped its "Teen and Tim" schedule to see-a-week over WBBM. . . . Jeff Wade quit his continuity job at WPLS to team up with his pal at the Wade Advertising agency. . . . A couple of local promoters are framing another of those artists' catalogs, this one to be published annually and distributed free to agencies, etc.

Arnold, who created role of Rita in *The Mad Hatterfields* over WLW, Cincinnati, nearly two years ago, returned to the role last week. . . . Con Heyworth, oldest announcer at KTW, Philadelphia, in point of service and night supervisor for the station, celebrates 12 years in radio this week. Station, incidentally, has three new sustainers, including Joseph Green, the Back Porch Philosopher, and Warren E. Schutt, who returns in *Looking Over the Books*.

Larry Taylor commutes daily between New York and Philadelphia for his broadcast over WCAU at PHIL. . . . W. O. (Bill) Pape, owner of WALA, Mobile, Ala., recently left for an extended cruise in Florida waters aboard his yacht, *Vigilant*. Jack Bridges, formerly WALA's sports announcer, has been appointed studio director. . . . S. Niles Gates has been appointed sales counselor of WCAU. Gates was formerly associated with the General Electric Co. . . . Herb Metz, formerly musical director with Radio Station WJBK, Detroit, has taken the position of musical director at Station WWJ, Detroit, commencing Monday (15).

Morgan Oareau, organist and pianist for two years with Station WWJ, is leaving for California. . . . Beginning Monday (15) Lorin Schulz, at present with WXYZ's orchestra, will become contractor for Station WWJ.

BILLY HOUSE has built his new vaude act after the character which he created on the *Wrigley Laugh Limer* show which left the boards January 1. Calls himself "The Amazing Dr. Billy House." . . . George Harvey, of WGN's sales staff, is taking on one of those New Orleans vacations. . . . Howard Peterson, organist at WLS, doubled on a pan of fudge on Martha Crane's Feature Foods show when Martha suddenly found herself short-handed and had to get someone to stir the stuff while she read her script. . . . AFRA is readying its new bulletin, which makes its first appearance this month in printed magazine form. . . . Sylvia Clark has joined the Fibber McGee theater unit for the remainder of its dates. . . . Ulmer Turner, whose radio column was reinstated in *The Herald and Examiner* after being out a week, has joined AFRA on the strength of his spelling on *The Globetrotter* show.

JOHN M. BEMIS, for 10 years a reporter on *The Spokane (Wash.) Daily Chronicle*, has replaced Bob Phillips as news director for KHQ and KOA. . . . Bill Bruner, Everett, recently replaced Vinis Bell as announcer at KPIO. . . . Raymond Michael, WLW, Cincinnati, announcer since August, now with NBC Station WRC, Washington, D. C. Marie Mitchell, switchboard operator at KSL, Salt Lake City, recovering from appendicitis. . . . Jack Stevens, commentator on *Inside of Sports* on Yankee network, has been renewed thru April 23. . . . DIXIE DOINGS: Frank Hennessy, WMC Memphis announcer, heard Christmas and wedding bells at the same time. . . . Jim Thomas, formerly of announcing staff of KSTP, St. Paul, has replaced Ad Oodwin on staff of WWL, New Orleans. . . . Al Paul Letton Co., Inc., of Philadelphia, has grabbed off the MVM account. MVM is a new vitamin-mineral product. MVM will be used. . . . Richard A. Poley Advertising Agency, Inc., Philadelphia, which has been handling radio and newspaper advertising for Abbot's Dairies for many years, received honorable mention at Eighth Annual Milk Dealer Advertising Exhibit conducted by International Association of Milk Dealers in Chicago.

consider situation. Factor which might be taken into account is drop in Crossley rating of *Good News*—last check-up having showed program about equal with *Gangbusters*, a 30-minute program in comparison to *News*' one-hour time. Whatever is done with Maxwell House account by Benton & Bowles, it is figured that client will by no means drop radio.

Situation on the Joe E. Brown program for Post Toasties has reached the stage where the agency has another campaign all mapped out in the event it is deemed advisable to junk the program. This would be a newspaper and mag set-up, using testimonials by motion picture stars. Brown's contract was inked for 26 weeks.

WHEEN Coca-Cola Bottling renewed Doc Schneider's Texans for three months over WFBC, Greenville, S. C., recently *Greenville News* gave the item an eight-column streamer. . . . Charles R. Hector, musical director at WEEI, Boston, is collaborating with Maurice Salper, lyric writer, on a satirical operetta. . . . Betty

From All Around

HOLLYWOOD, Jan. 7.—Despite renewal of MGM-Good News of 1937 for Maxwell House Coffee, effective Thursday for 13 weeks, unimpeachable authority revealed this week that the program is definitely under scrutiny and may be canned when present contract is up. Joe E. Brown program, handled by same agency, Benton & Bowles, is also in a shaky position.

Trouble with *Good News* stems from MGM, pic company having asked that the ante be raised. Talent cost is now \$25,000 weekly, with air time figured at another \$15,000. Maxwell House reported not ready to lay more on the line in response to MGM's plaint that it cannot get by on present money layout. Benton and Bowles execs in New York held a confab about two weeks ago, to

Congress Warms Up on Radio; McNinch Foresees Better FCC

WASHINGTON, Jan. 7.—Opening days of Congress found activity on radio front restricted to Federal Communications Commission, with the exception of minor bills concerning broadcasting and copyright being reintroduced by their sponsors in the hope of passage after their second and in some cases third year in the legislative hopper.

The first day of Congress Representa-

tive Maloney, Democrat, Louisiana, reintroduced his bill which would require endorsements of merchandise for radio advertising to be accompanied by statement that endorsement is paid for. On the next day Representative Culin, Republican, New York, shook the dust off his bill which would prohibit radio advertising of alcoholic beverages, providing fines of \$1,000 or a year in jail or both.

Representative Luther A. Johnson, Texas, reintroduced a bill which would transfer to the Register of Copyrights jurisdiction over commercial prints and labels. Representative Daly, Democrat, Pennsylvania, reintroduced a 25-page bill which would take the present copyright act apart and put it together all over again with enough provisions and repeal sections to greatly hamper activities of ASCAP, NAPA and other performing right societies.

Two anti-block-booking bills were reintroduced by Congressman Edinonton, West Virginia, and Representative Culin, of New York, respectively. Of the two, Culin's is the more comprehensive and would create a Federal Motion Picture Commission.

It is known that various members and senators plan to attack the Federal Communications Commission, and work has gone out from the Hill that last year's critics, Lawrence Conery and Richard Wigglesworth, are planning to reintroduce their investigation resolutions as soon as practicable. Now blocking early action are the various maneuvers incidental to the opening of a new Congress.

However, from a few blocks down Pennsylvania avenue, Chairman Frank R. McNinch of the Federal Communications Commission transmitted the annual report to Congress from the FCC declaring that his reforms "promise decidedly improved administration of the Communications Act." Going beyond the usual perfunctory letter of transmittal, the chairman almost made an individual report to Congress to explain the actions of the McNinch regime. His letter declared that his reforms "have two broad purposes: first, greater efficiency, and second, the utmost protection obtainable against possible improper influence by those having business with the Commission." He pointed out that his reorganization is not a complete one because the FCC is overloaded with work and that it is "gravely understaffed," and that this condition is largely responsible for the Commission's inability to keep its work current. To remedy this insufficient force, the chairman explains that the Commission is asking for a substantial increase in its budget.

In reference to the current investigation of network broadcasting, the chairman stated that the hearing "promises to produce much information of value."

WOXR Builds Grosses

NEW YORK, Jan. 7.—WOXR during 1938 doubled time sales over the 1937 figure, according to Robert M. Scholle, a station sales manager. Scholle at a sales meeting recently predicted station would again double its time during 1939 and cited figures indicating upward curve of station's listening audience.

WMSPORT STATION

(Continued from page 6)
hour programs, tallying 17. Content in hymns and old favorites.

MELODY MEN, half-hour participating program, has pop music on the Hammond organ and piano. Also has a music contest angle.

WRIGHT MACKKEY, quarter-hour show sponsored by L. L. Stearns & Sons' department store, provides music on Hammond organ direct from the store. It was reported heard five times a week and scored nine.

LILLIAN L. GRAMLEY, quarter-hour sustainer with Hammond organ music and poems by Paul Breining, also reported heard five times a week and equaled Mackey's score, nine.

HAPPY CLARKS, quarter-hour sustaining, is a participating evangelistic program, reported three weekly. Scored 12. It is transcribed.

EARLY RISER, e. t. c., and weather reports, etc.; DANCE MATINEE, hour participating program, transcribed, and NEW FOR WOMEN, transcribed sustainer, make up the remainder.

MGM Asks More \$\$ for "Good News"; Joe Brown Show Shaky

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"News in Review"

Reviewed Sunday, 1-1:30 p.m. Style—News with music and sound effects. Sustaining on WHP (Harrisburg, Pa.). Program covers news with all different voices. Sound effects introduce and divide the various departments, lifting the program to the presentation level. Aday directed by Dick Redmond.

Routine is general news by Abe Redmond, sports by Ed Gundaker, women's news by Diane Rhin, amusements by Dick Redmond and possibilities of the days ahead by Ed Smith. Closes with last-minute flashes. Bridge announcements are by Bob Dehl.

The presentation is sprinkled with tickers, radio signals, the roar of the press and music. Listeners especially appreciate this Sunday program because town has only one small Sunday morning paper.

"The Man With the Ladle"

Reviewed Tuesday, 6:30-6:45 p.m. Style—Interview. Sponsor—Virkler Cheese. Station—WSYR (Syracuse, N. Y.)

This, an all-male interview show, broadly conducted by Bill Rothrum, is designed to attract women by revealing interest of men in cooking.

Rev. Charles Newkirk, Episcopal clergyman, was guest amateur cook, and Rothrum opened the show by interviewing him entertainingly for six minutes before even mentioning cooking. Rev. Newkirk not only had his own pet recipes but argued for every ingredient he used, indicating that he not only knew his stuff but was proud of his culinary specialties.

Program ran nearly 13 solid minutes of entertainment, with commercials brief and smoothly done. Rothrum's work is pleasant, bright and nicely adapted for putting guests at ease. Script is clever.

Response has astonished the station, which started the show without expecting much, then found it had a hit on its hands. At present is considered one of best shows on station's schedule from angle of sponsor satisfaction.

Vadeboncoeur.

"Romantic Troubadour"

Reviewed Thursday, 6-6-15 p.m. Style—Songs. Sponsor—Dr. Mallas Dental Offices. Station—WIP (Philadelphia)

One of the most popular tenors in Philly is aired over WIP and WIP by the same sponsor. He is Henry Patrick, who mixes his program of light operas with popular ballads, accompanied by accordionist Eric Wilkinson. Patrick introduces own numbers in a pleasing style, with commercials handled with plenty of finesse by Ed Wankle. Most of Patrick's fan mail comes from the women listeners.

Shultz.

"Meet the New Hans Andersen"

Reviewed Thursday, 5-5-15 p.m. Style—Fairy tales. Sustaining on WJZ (NBC-Blue network).

Program is a 15-minute period with Paul Leyssac, actor and author, narrating his own translations of the Andersen stories. NBC maintains that Leyssac for the first time has revealed the Danish intermingling of sentiment and irony present in the original scripts. Be that as it may, Leyssac presented his material in interesting fashion, even the

BILLY SWANSON

and his MUSIC ON TOUR

Net. CONSOLIDATED RADIO ARTISTS.

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, "HELLZAPOPIN"

And on the Air via NBC Saturday, 1:30 P.M.—Sunday, 11:30 P.M.

Program Reviews

EST Unless Otherwise Indicated

program had no production other than a few sound effects.

Yarn told was *The Tinder Box*, with elements of magic, witchcraft, gold and romance. From commercial angle appeal is essentially to kids, but program will likely pick up stray adult listeners.

Selling angle, however, must be kid appeal, notwithstanding the excellence of Leyssac's work from a scholar's viewpoint.

good voice for operetta selections. Alexander Granach, German Shakespearean actor, quoted one of Shylock's famous speeches from *Merehand of Venice*—apropos in view of plight of refugees—and Ghizella Weberzirk, comedienne, corralled some laughs.

Program had a strong pro-America note and should draw well considering special circumstances.

Commercials straightforward and okeh. Ackerman.

"Parents on Trial"

Reviewed Wednesday, 9:30-10 p.m. Style—Dramatic. Station—Sustaining over KECA, Los Angeles (NBC Blue).

True-to-life stuff culled from reports gathered from the Los Angeles Juvenile Court by writer John Boylan and whipped into dramatic form. Programs have the official stamp of the California Congress of Parents and Teachers and have caused so much comment locally that there is talk of introducing a bill in the State Legislature to help solve the juvenile problem here.

Show caught dealt with the incompatibility of a strait-laced wife trying to live with a husband who was completely normal in his outlook on life and the effect it had on their daughter. Dramatizations are very good, Boylan making the most of interesting court cases. Sex and the facts of life are not looked upon as taboos by producers of this show as long as the subject is treated with dignity. There is no attempt to honey coat the rather outspoken dramas, and much more leeway in this respect is granted here than in previous shows aired around here. Program has a large listening audience.

Cast is adequate, headed by Joe Kearns, who plays the part of the judge in each show. Others are Elliott Lewis, Beatrice Benaderet and Mary Lansing. Douglas Evans announces, and Glen Hetsch is the producer.

"Inventions and Inventors"

Reviewed Friday, 7:45-8 p.m. Style—Dramatized narrative. Sustaining on WBBN (Buffalo).

Ingenious devices, original processes, new machines and their creators are being discussed, by Grandpa Grimes, narrator in this once-weekly production. Theme of Old Grimes' educational tale on the show caught was Luther Burbank. Burbank's life, from the time he first became interested in plants and their cultivation was unraveled and related. Also covered were incidents of human interest, some humorous. Cross-pollination, the theory on which all of Burbank's success was built, and his experiments and accomplishments were explained plainly for the layman. The Burbank potato, the first real step to fame in the life of this inventor, was described from its origin.

Script is written by Ben Darrow, WBBN educational director. Grandpa Grimes is played by Elwood Farber, of the station's dramatic staff. His delivery and dramatic ability are beyond reproach, and he does a really fine job of characterization and dialogue. Announcer is Robert Denton.

"Refuge Theater of the Air"

Reviewed Wednesday, 7:30-8 p.m. Style—Variety. Sponsor—Horowitz-Margaret Co. Agency—Direct Station—WMCA (New York).

Program presented by refugee group was a rather impromptu 30-minute spot, with performers working under handicap of language. More careful integration of the program would have helped.

Program was mostly singing, a bit of comedy and included brief dramatizations of recent occurrences motivated by the Nazis in Germany. Chief male singer was Hans Helms, tenor, who delivered well with *Flieg, Gypsies*. Has a

"The Bookworm"

Reviewed Thursday, 2-2:15 p.m. CST. Style—Selections from prose. Sustaining over Station KWOS (Jefferson City, Mo.)

The Bookworm has a good idea and it's working out nicely, but there are a few fundamental faults with the program. One is in the commentator's diction. It's too flawless, too "pretty." Jack Donnell, the reader, is a little too precise even for a reader. He needs to "Americanize" his English, which is too stilted as is.

When caught Donnell was reading a section from Charles Dickens' *A Christmas Carol*. It was handled nicely save for the aforementioned "pretty" talk. Plans for the program call for timing selections with the season.

"Cross Currents"

Reviewed Wednesday, 11:30-11:45 a.m. Style—Dramatizations. Station—WHN (New York).

Cross Currents, title of new thirteen-weekly series starring Jerry Mann, consists of dramatized short stories. Wednesday yarn, according to announcer, was designed to give listeners a fuller concept of the real meaning of faith, hope and charity. Yarn, accordingly, told of a stekly gal who, thru the beneficent influence of a character played by Jerry Mann, cured herself by faith and belief in God.

Story was divided into distinct sections, after the fashion of a play, with intervals of some years. Thus in second part invalid kid has grown into a strong young lady who can dance and run around and corner a marriageable young man. Final dramatization shows the femme as an old dame making out a will and concluding a worth-while life.

And, my friends, it was all done thru faith, hope and firm belief.

Script is on the saccharine side. Jerry Mann plays the lead male role and Helen Adams plays Janice, the femme lead. They are good. Production by Maurice Barrett is fair enough for the material, but material seemed weak on this particular program.

"Rich Hayes Plays"

Reviewed Thursday, 2:30-2:45 p.m. CST. Style—Music. Sustaining over KWK (St. Louis) and by direct wire over KWOS (Jefferson City, Mo.)

Rich Hayes, organist, swings out and sweetly! This boy has melody in his finger tips and when he leans on the pipes they give!

When caught Hayes displayed a great deal of versatility, going in turn from such swingers as *Lambeth Walk* thru *Music, Maestro, Please* and down to a fine rendition of *My Reverie*.

We can't find any reason for this thing not being sponsored, but until somebody gets wise to it, it isn't.

Allen G. Anthony, a favorite here, announces. A. D. Jackson Jr.

Kicking the Five Gong

LINCOLN, Neb., Jan. 9.—One of the smartest time buyers of opportunist nature is O. A. Johnson, who has an insurance agency in North Platte. Has contracted with KGNP, North Platte, Neb., location of his agency, for spot broadcasting of every fire of size in North Platte, with liberal plugs thrown in for his insurance.

Believed to be the first time fire gets a talent charge, since Johnson is billed for so many fires per month.

One Way Out

NEW YORK, Jan. 7.—WNEV's Douglas Arthur, when filling out questionnaires, was always frustrated over the item "Clubs." He never belonged to any clubs.

He surmounted this obstacle recently by joining the Book-of-the-Month Club and is now considering membership in the National Geographic Society.

NBC To Tighten Up On Programs

WASHINGTON, Jan. 7.—Children's programs will be safe to listen to now—at least the critics should think so—because Lenox L. Lohr, president of NBC, told the FCC this week that the network was planning to tighten its restrictions on child stories. Following Mark Woods to the stand at the "monotony" hearings Lohr was subjected to frequent questioning by Chairman Mc-Ninch, who sought to ascertain who controlled the web's programs—NBC or the advertisers. To establish the company positions Lohr described the program set-up at NBC, declaring that numerous departments in the company had the sole duty of checking over various phases of radio programs—the advertising continuity, the remainder of the entire day's program, the propriety of the individual program and previewing the scripts for each show.

The committee composed of protestants, Jews and Catholics, Lohr explained, insured the various groups of fair treatment in broadcasting religious subjects and to bar dogmatic and sectarian discussions.

Asked as to his views on various aspects of radio programming, Lohr said that there shouldn't be any sound effects of death or physical torture, that beer and wine should be dropped from radio advertising and that the children's programs should not select heroes who are not intelligent and worthy of respect. The supernatural and blood-and-thunder should be eliminated, he declared.

WASHINGTON, Jan. 7.—Lenox Lohr, president of the National Broadcasting Co., appeared before the Federal Communications Commission in the last of the week's FCC hearings. Lohr's two days on the stand were marked by frequent FCC questions on how radio should operate. He told the FCC that program regulations that will be enforced at NBC regarding kid shows and advertising, plus the regulations already in effect on the network, will make NBC the pattern of how radio should function.

His conclusion motivated FCC's General Counsel Dempsey to say that he would recall George Engles for quizzing on activities of the Artist Bureau, and that David Barnoff, of RCA, will be asked to make a reappearance.

AFRA, Agencies Meet Jan. 10

NEW YORK, Jan. 7.—Meeting between representatives of American Federation of Radio Artists and advertising agencies, originally slated for yesterday, has been postponed until January 10. Radio union expects that Tuesday negotiations will result in a definite counter proposal from the agency men regarding price scales and acceptance of an AFRA contract.

Meeting was postponed because certain of the agencies had not submitted reports to the negotiating committee.

WINDOW CARDS

FOR PRESIDENT'S BALL Printed on 8-Ply Cardboard, size 14x22, 50-\$3.50; 100-\$4.50 (imprinted).

BOWER SHOW PRINTING CO. FOWLER, IND.

Burrelle's ESTABLISHED 1888 PRESS CLIPPING BUREAU, Inc. World-Telegram Building, 188 Broadway St., New York, N. Y. Order 7-3271

BIGGER AND BETTER SONGS

Top Radio Tunes During Past Year

The 33 songs to reach No. 1 position on *The Billboard's* weekly chart of songs with most radio plugs are listed below. These 33 were the most played out of 271 that made the list during the year by receiving 10 or more major plugs over a seven-day period.

Publisher's name follows each title. The symbol "F" indicates a film song. "M" indicates a musical comedy number.

Title	No. Weeks in first place	No. Weeks among first three
A-Tisket A-Tasket (Robbins)	5	6
Ti-Pi-Tin (Feist)	3	6
You're a Sweetheart (Robbins) F	3	6
My Reverie (Robbins)	3	6
While a Cigarette Was Burning (Berlin)	3	6
Don't Be That Way (Robbins)	3	3
Stop Beatin' Round the Mulberry Bush (Bregman, Voocco&Conn)	2	4
Says My Heart (Famous) F	2	4
You're an Education (Remick)	2	4
Lovelight in the Starlight (Paramount) F	2	4
Change Partners (Berlin) F	2	3
True Confession (Famous) F	2	2
Music, Maestro, Please (Berlin)	1	7
I Double Dare You (Shapiro, Bernstein)	1	7
Cry, Baby, Cry (Shapiro, Bernstein)	1	7
Now It Can Be Told (Berlin) F	1	5
Sweet as a Song (Robbins) F	1	4
I Let a Song Go Out of My Heart (Mills)	1	3
You Go to My Head (Remick)	1	3
Thanks for the Memory (Paramount) F	1	3
Love Walked In (Chappell) F	1	3
At Long Last Love (Chappell) M	1	2
Dippy Doodle (Lincoln)	1	2
You Took the Words Right Out of My Heart (Paramount) F	1	1
Goodnight, Angel (Berlin) F	1	1
Let Me Whisper (Chappell)	1	1
This Time It's Real (Spier)	1	1
There's Honey on the Moon Tonight (Miller)	1	1
Heart and Soul (Famous) F	1	1
Have You Forgotten So Soon? (Berlin)	1	1
This Can't Be Love (Chappell) M	1	1
Don't Wait Till the Night Before Christmas (Chappell)	1	1
Thanks for Everything (Robbins) F	1	1

13 No. 1 Sellers Out of 109; 33 Top Radio Numbers in 271

(Continued from page 3)

melodies to go to the head of the class during 1938 was a great deal better than it has been for the past several years, which may be a commentary on the improved intelligence of either public or publishers or both. Titles were brighter, lyrics were smarter, and the accompanying tunes didn't let either down. A breakdown of the 13 front-running sheet sellers shows only five ballads, one song with the word "love" in the title (*Love Walked In*), and a preponderance of unusual titles and ideas, foremost among them *Bei Mir Bist Du Schoen*,

longest run of any tune in No. 1 position during the year. Three weeks in a row was the closest its competitors could come, five of them sharing that honor. *You're a Sweetheart*, *Ti-Pi-Tin* (despite its apparent tremendous air popularity), *Don't Be That Way*, *While a Cigarette Was Burning* and *My Reverie*, *Music, Maestro, Please* reached the broadcasting pinnacles only once but landed among the first three-seven times, tying *I Double Dare You* for supremacy from this angle. Worthy of note was the tenacious proclivity of *Dippy Doodle* and *Toy Trumpet*, the latter especially.

Average number of major plugs heading *The Billboard's* chart each week was 34. Highest number chalked up by a 1938 song for a single week was 46, achieved by *True Confession*, with *You're a Sweetheart* the runner-up with 43 majors. *A-Tisket A-Tasket* in three of its five weeks of leadership hit 42, 42 and 40, with only two other ditties going over 40 during the 12 months. *Thanks for Everything* a couple of weeks ago went to 41, and *Have You Forgotten So Soon?* eked out an even 40. Lowest major plug total for a No. 1 tune in a week was recorded by *Love Walked In*, which managed to crawl to its top position with a weak 24 performances.

Robbins, Berlin Tie for Most No. 1 Radio Tunes

Publishers whose songs reached first place in *The Billboard's* list of songs with most radio plugs during 1938 are given below. Number of tunes pushed by each firm into the top spot follows the publisher's name.

Robbins Music Corp.	8
Irving Berlin, Inc.	6
Chappell & Co.	5
Famous Music Co.	3
Paramount Music Co. (Paramount sub'd)	3
Shapiro, Bernstein & Co.	2
Remick Music Corp.	2
Lincoln Music Co.	1
Leo Feist, Inc. (Robbins sub'd)	1
Miller Music Corp. (Robbins sub'd)	1
Bregman, Vooco & Conn, Inc.	1
Larry Spier, Inc.	1
Mills Music, Inc.	1

Ti-Pi-Tin; *Music, Maestro, Please*; *A-Tisket A-Tasket* and *My Reverie*.

The same novelty and originality was carried thru on songs that distinguished themselves with No. 1 air rating also. Love songs bore straightforward, non-poashy, streamlined notifiers in the vein of *Says My Heart* and *You Go to My Head*; even ditties concerning themselves with unrequited love said it a little differently, as demonstrated by *Music, Maestro, Please* and *My Reverie*. Of the 33 top tunes, *You're a Sweetheart* was the only one with that term of endearment in the tag. "love" appeared but thrice (with one "lovelight" thrown in for good measure), only a single white showed itself (and that was the novel *Ti-Pi-Tin*), and the element of rain, either in title or theme, faded out of the picture as completely as it had been prominent the year before.

June apparently is only the month after May as far as songwriters are now concerned, and while the institution of motherhood is just as firmly grounded as ever among the common herd, the lofty denseness of Tin Pan Alley apparently have forgotten such a thing exists. The usually infallible lunar subject was touched upon just once, in *There's Honey on the Moon Tonight*, which would seem to imply that lunemaths have finally come down to earth. The only "timely" tune during the whole 12 months was *Don't Wait Till the Night Before Christmas*, but it wouldn't be popular music without the annual appearance of a Santa Claus number some time between November and December.

On both sheet music and most played lists, so-called pop tunes walked off with first prize, film songs trailing not too far behind and musical comedy numbers a very bad third. From the selling end, the ratio was 7-6-0, and on the airwaves the 33 leaders divided themselves up in an 18-13-2 proportion. The two standard bearers for musical comedy were Cole Porter's *At Long Last Love* from the short-lived *You Never Know* and Rodgers and Hart's *This Can't Be Love*, just recently started on its career as the hit song from *The Boys From Syracuse*.

The distinction of five consecutive weeks as the nation's most heard song was enjoyed by *A-Tisket A-Tasket*, the

The 52 tabulations covering a publisher's only goal in life, i. e., plugs, were peppered with startling jumps from nowhere into first or second place by as many as 11 songs, four of which leaped into the top spot on a list they didn't even make the week before. Six tunes debated in the second notch, and *While You Work* bounded from 20th to second place. Two Nick Kenny composers, *Cathedral in the Pines* and *While a Cigarette Was Burning*, were curiously susceptible to these sudden, amazing vaults into air favor. Other numbers to distinguish themselves along these lines were *Goodnight, Angel*, *where in the World?*, *Gold Mine in the Sky*, *Tu-It Tulp Time*, *The Night Is Filled With Music*, *Day After Day*, *Have You Forgotten So Soon?* and *April in My Heart*.

On the sheet music front *Ti-Pi-Tin*; *Music, Maestro, Please* and *I've Got a*

Berlin Songs Take First Place Among Best Sellers

Publishers represented by songs taking top honors among *The Billboard's* list of 1938 sheet music leaders are as follows. Number of copies each firm landed in first place is listed after publisher's name.

Irving Berlin, Inc.	4
Chappell & Co.	2
Robbins Music Corp.	2
Leo Feist, Inc. (Robbins sub'd)	1
ABC Music Corp. (Berlin sub'd)	1
Harms, Inc.	1
Famous Music Corp.	1
Santly-Joy-Select, Inc.	1

Pocketful of Dreams were tied for the enviable position of leader for the most consecutive lengths of time, each topping the field eight weeks in succession. *Pocketful* and *Gold Mine in the Sky* shared honors for the greatest number of times a song placed among the first three: each tune held on for 11 weeks before dropping below that figure. With *Pocketful*—the hit song from Bing Crosby's *Stag Young Slammers*—claiming its place in these two categories, and with its undisputed record of 19 weeks among the best sellers, it would appear to have been the strongest over-the-counter performer of the year. Crowding behind it in point of number of weeks on the glorified list were *Love Walked In*, 18, and *Gold Mine in the Sky*, 17.

Oddities of 1938 included the phenomenal success of the old Irving Berlin standard, *Alexander's Ragtime Band* (See *DIGGER AND BETTER* page 29)

No. 1 Sheet Music Leaders for 1938

The 13 best selling songs of 1938, according to *The Billboard's* weekly list of Sheet Music Leaders, are given below. The 13 songs are those that reached the No. 1 position out of the 109 tunes to appear among the 13 best sellers of each week during the year.

Publisher's name follows each title. The symbol "F" indicates a film song.

Title	No. Weeks in first place	No. Weeks among first three
I've Got a Pocketful of Dreams (Santly) F	8	11
Music, Maestro, Please (Berlin)	5	10
Ti-Pi-Tin (Feist)	3	8
My Reverie (Robbins)	3	8
Bei Mir Bist Du Schoen (Harms)	7	8
There's a Gold Mine in the Sky (Berlin)	4	6
Says My Heart (Famous) F	3	11
Love Walked In (Chappell) F	3	10
Whistle While You Work (Berlin) F	3	8
Cathedral in the Pines (Berlin)	3	8
A-Tisket A-Tasket (Robbins)	2	7
Alexander's Ragtime Band (ABC) F	1	10
Rosalie (Chappell) F	1	7

More Anti-ASCAP Measures Brewing

NEW YORK, Jan. 7.—Further legislation against American Society of Composers, Authors and Publishers is brewing, this time in Oklahoma. State Legislature convened this week and a bill outlawing ASCAP is a possibility during the session. Matter has been discussed by a number of legislators and it is more than possible one of them may formally introduce an anti-ASCAP measure.

The Society intends to carry its legal difficulties in Montana to the U. S. Supreme Court in an effort to have that body rule on the question of the constitutionality of the State's anti-ASCAP law. U. S. Statutory Court in Helena, Mont., has refused to take jurisdiction in the litigation involving ASCAP and Montana. Thus far developments in this State have paralleled those in the ASCAP-State of Washington instance.

Supreme Court is scheduled to hear arguments Monday (9) on the allegedly

unconstitutional bills directed against the Society in Washington and Florida.

Italian Book Sues Marks

NEW YORK, Jan. 7.—Italian Book Co. has instituted suit against Edward B. Marks Music Co. this week, claiming infringement of *Tango Des Roses*. Plaintiff asserts the compo was copyrighted by it in Italy and later registered here on October 6, 1928. Injunction and accounting of profits are asked.

Dean Hudson Draws 2G Mob

BLUEFIELD, W. Va., Jan. 7.—Dean Hudson and his Florida Clubmen drew 2,000 dancers at \$1 per copy to the West Virginia Hotel Ballroom last Friday night, the largest throng to attend a dance session in this area in the last three years. Hudson topped the mark set by his combo here last June by a considerable margin. Ork is reported to have received \$1,000 for its share.

Blackstone Darkens Room

FORT WORTH, Tex., Jan. 7.—Venetian Ballroom of Blackstone Hotel shuttered this week, being unable to hang on until the spring season because of slim biz during the wintry months. CRA's Dallas office has been spotting bands here, and hotels are expected to light up the ballrooms again in about eight weeks.

For World Fair News Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

The Champagne Music of
LAWRENCE WELK
Currently CHASE HOTEL, St. Louis, Mo.,
KWK and MUTUAL
BRUNSWICK-VOCALION RECORDS
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

MUSIC by GOLLY
CECIL GOLLY and his ORCHESTRA
CLUB GREYHOUND, Jaffetownville, Ind.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

"Music Played Smart"—Stylish by
Little JOE HART
and his ORCHESTRA
Currently RAYMOR BALLROOM, Boston, Mass.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE and his
HOLMES ORCHESTRA
Currently Featured
EDGEWATER BEACH HOTEL,
Chicago, Ill.
WGBM and CBS.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HOWARD BECKER
and his Orchestra
Currently featured
LANZ MERRY-GO-ROUND, Dayton, O.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RALPH WEBSTER Musical Patterns
Designed for Dancing
FLORENCE DAVIS Electronic Piano
RUSS BODINE
NU-ELM BALLROOM, Youngstown, O.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JACK TRACY and his
"BOULEVARDIERS"
New Playing
Broadmore Country Club, Downers, Calif.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JIMMY BARNETT and his
ORCHESTRA
"New Moods in Music"
featuring ESTHER TODD
On Tour
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

Orchestra Notes

By M. H. ORODENKER

Gotham Cab

STOCK belonging to Corky O'Keefe was bought over by the incumbent shareholders in Rockwell O'Keefe with General Amusement Corp. becoming the new name of the agency. . . the old title is being retained until the trade becomes familiarized with the new name. . . outlook for the new year has never been brighter, agency's billings bearing out that optimism. . . and if his continues at the pace set additions will be made to the staff. . . GAC is already shopping around for an assistant to HARRY SQUIRES, who commands the one-night deal. . . the same degree of optimism is also shared by FREDERICK BROS. MUSIC CORP. which are also eyeing prospective performers for the staff. . . there are some very red faces at CRA for playing samaritan to the Ben Franklin Hotel, Philadelphia. In supplying a band for the holiday season when MOA had the account all along. . . RED SORVO takes over the spot Friday (13) but without MILDRED BAILEY, staking out on his own for the first time. . . Philadelphians, incidentally, are in for a steady flow of traveling names, MOA having lined up a string of spots. . . fireworks are in the offing again when the Bob Crosby-R-O-K-MOA triangle untangles itself before the union board.

East and West

RAY HERBECK opens the 10th at Biltmore Hotel, Dayton, O., with Bob Chester bowing out. . . TASTY PAUL locates for a 13-week stretch at Greenery Hotel, Chicago. . . FRANKIE AND JOHNNIE'S ORCHESTRA takes over the stand at St. Paul (Minn.) Hotel, set by Meyer Davis. . . Brown Palace Hotel, Denver, picked up the option on DICK BARRIE keeping the band at the Casanova Room for the next two months. . . NELSON MAPLES, remembered for his S. S. Leviathan Band, gets the call as musical director for KQV, Pittsburgh. . . HUGHIE BARRITT, a new CRA property, opened a two-month stand at Sagamore Hotel, Rochester, N. Y. . . JIMMY RICHARDS bows out of Commodore Perry Hotel, Toledo, on the 15th for ballroom stands, starting his tour the 23d in Cleveland at the Trionon. . . REGGIE CHILDS adds two college dates to his one-nighting, playing St. John's Military Academy, Manlius, N. Y., on February 4 and on the 11th the Maryland College prom in Washington.

The Mail Bag

A LETTER from S. J. State, manager of Hotel Lowry, St. Paul, tells of the swell job DEAN HUDSON did recently. . . band didn't break attendance records, but the draw was well above average, advises State, and "I held Hudson over for six weeks and a day, the longest I have held a band over on its initial engagement for a long time." . . looks like Dean, who is currently clicking handsomely on a Southern tour, will be called back to the Lowry. . . VINCENT J. WEBER, operator of Spanish Ballroom, Dover, O., finds ballroom business down 50 per cent since last year but blames general biz conditions in Ohio. . . Mondays and Fridays finds midbracket and territorial bands stopping at Weber's dancant. . . JOHNNIE ADAMS takes exception to reports that Will Rock's Thurston Magic Show has folded. . . his band is still touring Midwest theaters with the unit. . . RUDY (RED) NICHOLS whose Hollywood Premieres Stage revue is touring the Southern houses, sends raves for a University of Mississippi band, HERMAN TAYLOR, which was an extra-added on the bill at Ritz Theater in Oxford, Miss.

Cocktail-Combos

Piquing patrons by playing all the tunes they request, or for that matter, getting them to request tunes, spells success for the strolling synopsators. . . it remained for DICK KUHN, at Hotel Astor's Broadway Cocktail Lounge, New York, to devise a stunt that packs plenty of showmanship along with service. . . Dick has rigged up a "Requesto Tune Table" technically a glass table marked off in 24 square with special chalk pencils. . . an attractive folder at each bar bench and at the tables contains a numbered and classified list of songs. . . the tune table is near the stand, and between sets or while patrons dance they scratch the number of the requested tune on the table. . . Dick picks up

next song set from the table, eliminating the usual whispering into a waiter's ear hopeful that the request will get to the band stand before the night is over. . . THE CAMPBELLS linger at Santa Rita Hotel, Tucson, Ariz. . . it was a happy holiday in town, MOM coming here to shoot some picture scenes and left some 20 Cs for the natives. . . ALLAN KANE TRIO open the 20th for four weeks at Hotel Gibson, Cincinnati. . . FOUR CALIFORNIANS come in this week to Manhattan Room of New York's Hotel New Yorker, PETER KENT bowing out for a jump to Detroit to take in four weeks at Book-Cadillac Hotel.

New York Newsy

THE new year found several band boys coming to the parting of the ways with their personal managers. . . RUSS MORGAN and CARL LEHR have parted, likewise RUDOLPH FRIML JR. and JACK DIAMOND. . . HARRY JAMES, Benny Goodman's star trumpet pupil is staking it out in the ork world in his own right, band being sponsored by Willard (MOA) Alexander and Goodman. . . but they won't start him on the top, booking James in smaller locations for schooling. . . BEN BERNIE is peddled in to follow Ray Kyser next month at Hotel Pennsylvania, with TOMMY DORSEY returning to town to take over mid-April. . . William Morris Agency is grooming JOHN PHILIP SOUSA III, grandson of the late marching king, for an orkdom career. . . General Amusement Corp. adds HAL BORNE to the band rolls. . . AL DONAHUE has added the American Republic Line, cruises to Buenos Aires, to his string of steamship bookings. . . DIOSA COSTELLO and her Echoes of Cuba Ork open this week at Hotel Delmonico's Road to Mandalay. . . LEE SHELLEY goes into Le Mirage for an indef run. . . WINOY MANNONE wings out for the Harlem Savoy Ballroom stompers on the 20th.

Doings in Dixie

MEYER DAVIS set GAIL OLSON for Sir Walter Hotel, Raleigh, N. C., and THE DUNES BOYS at Hollywood (Fla.) Beach Hotel. . . JAMES F. VICTOR ATTRACTIONS spotted WILLARD F. KEELER to supply the season's music at Fort Royal Worth Hotel, West Palm Beach, Fla. . . also setting CHRIS CONTI to a Barron F. Collier resort hotel. . . JACK WARDLAW and his Castleberry-sponsored band playing the Suckum theater chain, taking in the Princess at Lebanon, Tenn., and in Kentucky, the Capital at Madisonville and Alhambra, Hopkinsville. . . JOHNNY RANDOLPH is playing the Louisiana Theater, sharing the billing with songbird Mildred Glenn. . . PAUL CORNELIUS draws an indef holdover ticket at Ocean Dinner Club, San Antonio. . . playing the solo stands since leaving New York's Hotel Edison, LES BROWN returns to his alma mater Friday (13), home-coming at a Duke U prom. . . Masonic Order of the Elks at Athens, Ga., gets JOE HAYMES for its February 24 dance. . . RAMONA opens the 17th for a month at Roosevelt Hotel, New Orleans. . . EDDIE CAMDEN holds over till February 10 at Henry Grady Hotel, Atlanta. . . TED TRAVERS opens this week at Lookout House, Covington, Ky. . . more Florida bookings have TED LEWIS taking over this week at Royal Palm Hotel, Palm Island; RON PERRY, locating at Miami's Boca Rotan Hotel, and PAUL BAHN opening the 25th at Colony Club, Hollywood.

Called From the Coast

OUT at the Hollywood movie lots, LOUIS R. LIPSTONE moves in this week at Paramount as music director, taking over the post vacated by Boris Morros. . . Lipstone comes here from Chicago, where he was musical director and production head for the Balaban & Katz theater chain. . . BENNY GOODMAN starts a cross-country hike in March that leads to the Coast. . . a Warner Bros. feature pic deal for the swing king is hanging fire. . . PHIL HARRIS has been spotted for a role in Jack Benny's forthcoming Men About Town at Para. . . will wave the wand over Mitty Malneck's swing gang. . . LOUIE PRIMA is doing a stint at 20th Cent-Fox for Rose of Washington Square. . . BING CROSBY cut a set of Victor (See ORCHESTRA NOTES opposite page)

Sheet-Music Leaders

(For Week Ending January 7)

Acknowledgment is made to Music-Rice Richmond's Music Dealers' Service, Inc., Music Sales Corp., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gumble Hinged Music Co., and Western Book and Stationery Co., of Chicago.

Rank	Title	Artist
1	My Favorite	
2	The Umbrella Man	
3	Champ in a Dream	
4	Two Sleepy People	
5	All Ashore	
6	You Must Have Been a Beautiful Baby	
7	They Say	
8	Jeepers Creepers	
9	Sweethearts	
10	FDR, Jones	
11	They Can't Be Love	
12	You're the Only Star in My Blue Heaven	
13	Ferdinand the Bull	
14	Heart and Soul	
15	I Must See Annie Tonight	

Berigan Fizzles in Philly With a G New Year's Draw

PHILADELPHIA, Jan. 7.—Bunny Berigan plus a gala 15-act show drew poorly at a New Year's Eve jitterbug frolic at the 103d Regiment Armory here. Despite plenty of advance publicity and advertising, less than 700 customers paid the \$1.50 tariff to hear Berigan's hot tooting, putting a little more than \$1,000 in the till.

Promoters of the affair blamed the scant attendance on the mayor's statement that all festivities would cease at the stroke of midnight due to Sunday blue laws. Despite the fact that the town ignored hissoner's statement, many people were afraid to plunk down any money with the prospect of being streeted at midnight. Dance was sponsored by the Garrity Post, American Legion, and Jolly Joyce, local booking agency. Promoters went into the hole for about \$1,500 for the affair.

WALLY STOEFLER
and his Orchestra
Currently
TANTILLA GARDENS, RICHMOND, VA.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

LARRY FUNK
and his
Band of a Thousand Melodies
Currently
VILLAGE BARN, NEW YORK,
WOR-MUTUAL NETWORK.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK
and his
MUSIC with ROMANCE
Current BILL GREEN'S CASINO, Pitts-
burgh, Pa.
WORE and MUTUAL,
BRUNSWICK-VOCALION Records.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

"SONGS FOR ALL" by
EDDIE PAUL
AND HIS ORCHESTRA
Sold Over
Exclusively
COLUMBIA
BALLROOM,
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

AFM, Pic Firms Renew Conclave

NEW YORK, Jan. 7.—Conference of American Federation of Musicians executive board and representatives of the film studios to work out some plan to increase theater employment for AFM members is set to resume Wednesday (11), at which time a definite proposal is expected to be advanced by the picture men. Unless some plan is offered by the studios it is likely that action will be taken at the coming AFM convention in June to pull all musicians off the Hollywood lot.

Rejection of a plan presented by proxy

Joe Weber of the AFM at the initial confab between the union and the film companies last October resulted in a demand by Weber that the studios present a counter suggestion of the next discussion. AFM head's proposal involved levying a nominal charge on each reel of film shown in theaters, price scaled according to the size of the house.

Two factions have only a couple of days to get together on a plan, since Weber leaves for Miami on Friday (13) to attend the midyear executive council meeting of the AFM. He will stay South after that for the AFL council meeting. If a deadlock results once more in the theater employment situation it is possible that one further attempt may be made before the AFM June convention; but it is more likely that the union will take matters into its own hands at the annual conclave and attempt to force things by a studio musician strike.

Charlotte Holiday Dance Gets Only 78 Admissions

CHARLOTTE, N. C., Jan. 7.—Jerry O'Moore's ultra-fashionable dance promotion New Year's Eve at the local Armory-Auditorium started the new year with a deluge of box-office eggs, the gate taking a terrific lashing when only 78 persons paid admissions at \$9 per. Jim Pettie and his 12 Philadelphians walked off the stand at 20 minutes before midnight when O'Moore was unable to pay the remaining \$200 due on a \$250 contract for the date. Walk-off climaxed an hour of wrangling between promoter and maestro. As a result, O'Moore was unable to present the scheduled floor show.

Failure of celebrators to patronize O'Moore's highly patronized promotion was blamed on the reputed reputation of the Armory for dance promotions, Sunday blue laws which called for dancing to stop at midnight and competition from private club promotions that night.

MILWAUKEE MUSICIANS UNION rejected proxy Volmer Dahlstrand for another term; Walter Homann, vice-president; Roland Kohler, secretary; Charles G. Wagner, treasurer; Jerry Pollansbee, sergeant-at-arms, and Otto Henniger, trustee-forever three-year period.

In Fewer Words—"Screwy"

DETROIT, Jan. 7.—The contribution of science was added to the study of, among this week when Dr. Lowell Selling, court psychiatrist, turned in a report on one Kenneth Durie, self-styled "King of Jitterbugs." Durie had a record of eight traffic violations, with no progress on any of them, and was turned over to the psychiatrist by Judge George T. Murphy when he offered his jitterbug rating in palliation of his crimes.

Said Dr. Selling, he is "egocentric, inferior, infantile, excitable and undependable. The only way to keep him straight is to allow him to dance, as he has perfect psycho-physical coordination and should be allowed to engage in activity with not too much brain strain."

"Thanks" Still Up There; "Annie" Comes Right Along

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 5. Independent plugs are those received on WOR, WNEV, WACA 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
1	1. Thanks for Everything (F)	Robbins	38 21
2	2. I Must See Annie Tonight	Bregman	30 13
3	3. Jeppers (Creep) (F)	Witmark	33 27
4	4. You Must Have Been a Beautiful Baby (F)	Remick	30 30
5	5. This Can't Be Love (M)	Chappell	29 23
6	6. Two Sleepy People (F)	Famous	27 23
7	7. Get Out of Town (M)	Chappell	26 26
8	8. Deep in a Dream	Harms	26 22
9	9. P.D.R. Jones (M)	Chappell	20 17
10	10. Ya Got Me (M)	Lincoln	23 14
11	11. They Say	Witmark	23 20
12	12. Umbrella Man	Harms	22 16
13	13. You Look Good to Me	Bregman	22 13
14	14. I Have Eyes (F)	Famous	22 9
15	15. Boom With a View	Bregman	21 16
16	16. What Have You Got That Gets Me? (F)	Famous	21 13
17	17. Have You Forgotten So Soon?	Beglin	20 15
18	18. What Do You Know About Love?	Markis	20 13
19	19. I Won't Tell a Soul	Crawford	19 24
20	20. Hurry Home	Spiel	10 18
21	21. Please Come Out of Your Dream	Words of Music	19 18
22	22. It's a Lonely Trail	Bertin	18 11
23	23. Between a Kiss and a Sigh	Santly	17 14
24	24. All Ashore	Shapiro-Bernstein	17 13
25	25. I Go for That (F)	Famous	15 10
26	26. Never Felt Better	Miller	15 9
27	27. You're a Sweet Little Headache (F)	Famous	14 11
28	28. Who Blow Out the Flame?	Feist	14 8
29	29. Love, I'd Give My Life for You	Stahny	14 6
30	30. Girl Friend of the Whirling Dervish (F)	Harms	14 4
31	31. An Old Curiously Shop	Feist	11 12
32	32. You're Gonna See a Lot of Me	Ager	11 11
33	33. Old Folks	Remick	10 11
34	34. Your Eyes Are Bigger Than Your Heart	Shapiro-Bernstein	10 7
35	35. Singin' in the Saddle	Powell, W. & Schuster	10 2
36	36. Angels With Dirty Faces	Fischer	10 2
37	37. Say It With a Kiss (F)	Witmark	12 15
38	38. I Long to Belong to You	Red Star	12 13
39	39. Ferdinand the Bull (F)	ABC	12 8
40	40. Just a Kid Named Joe	Shapiro-Bernstein	12 10
41	41. April in My Heart (F)	Paramount	12 7
42	42. Simple and Sweet	Muller	11 16
43	43. Could Be	Santly	11 10
44	44. Lovely Delibante	Fox	11 7
45	45. Lambeth Walk	Mills	11 7
46	46. When I Go a-Dreamin' (N)	Lincoln	10 3

Music Items

Songs and Such
Oscar Levant and Harry Tobias combined to turn out *Made for Each Other*, title song of Selznick-International's forthcoming Carole Lombard pic, Crawford Music publishing. Witmark and Remick have acquired renewal rights on Gus Edwards' songs, embracing 138 copyrights. Warner-owned pubs also get the renewal on three Victor Herbert operettas.

George Kleininger, composer-pianist and a student at the Juillard School, won first prize for his operetta, *A Life in the Day of a Secretary*, libretto of

which was written by Alfred Hayes and Jay Williams, in a contest co-sponsored by the New Theater League.

Music Men and Matters
Lou Diamond, chief of Paramount Pictures' music interests, is a much-traveled man these days on behalf of his other Paramount post, that of short subjects head. After a Miami conference with Milt Fleischler, the animated cartoonist, Diamond hopped to St. Louis for a district manager's sales session.

Colo Porter is back from a Caribbean cruise, denying he will have to undergo another operation on his legs, broken last year in a fall from a horse. The composer of *Leave It to Me!* is still confined to a wheelchair, however.

Billy Hill has been elevated to Class A rating in ASCAP. He is at present vacationing in Florida.

Orchestra Notes

(Continued from opposite page)
Herbert songs for Decca, teaming with FRANCES LANGFORD for some of the sides. ABE LASTPOGEL, general manager of William Morris Agency, back at his Hollywood desk after powwows in New York, where the band booking department was set in order... with ED FISHMAN having the New York end under control, band booking deals will be polished up for William Morris branches here and Chicago... LEO SALKIN, incidentally, has been mentioned for the Windy City post... LOU WOLFSON, of the home office, came into Chicago to make the rounds and the Chicago band department is set to start functioning next week.

Notes Off the Cuff
As we go to press, Mrs. Maria Kramer is signing JAN SAVITT for the Hotel Lincoln, New York, to follow Arlie Shaw next month... FRANCIS MURPHY holds over at Hotel Ten Eyck, Albany, N. Y. ... back on Broadway for the

Hotel New Yorker stand, boys, in Jimmy Dorsey's Band tall of a publicity stunt pulled last month for their opening at Adolphus Hotel in Dallas. Dorsey gathered all the newboys in town and sent them into the streets shouting extras—"Jimmy Dorsey opening at the Adolphus"... town was taken by surprise and thought it was another attack from Mars... MOE GALE, Chick Webb's manager, is losing his private sea... Claude Ulan (Mrs. Robert Hertzberg) left to rehearse her role as Hilda mother in a Stork production... six-day-week ruling for New York spots finds RALPH HITZ making his Hotel New Yorker a solo stand for name bands on the off night... a band of the week will be brought in each Sunday, with RUSSELL MORGAN teeing off the 15th... JACK WYATT, with songbird Marcia Martin, holidayed his music at Domaine D'esteral, Ste. Marguerite, Que., one of the smartest hotels in the Laurentian Mountains... and so we send our cuffs to the cleaners.

ARTISTS' Management

The Nation's No. 1 Box-Office Attraction

PAUL WHITEMAN
And His ORCHESTRA

- Played to 120,000 persons at Loew's State, New York, during week ending Jan. 4.
- Broke all existing house records for single day's business Dec. 31.

Broadcasting Weekly
CHESTERFIELD PROGRAM
Coast to Coast CBS
Wednesday—8:30 P.M.

PLAYING
STATE THEATRE
Easton, Pa.
Jan. 12, 13, 14.

17 E. 45th ST. N.Y.C.
MU. 2-1888

The Jovial Host of Captivating Rhythms.

JACK GILLETTE

and His Famous NBC ORCHESTRA
Featuring GRACIE WHITE, Lady of Swing
Currently at HENRY GRADE HOTEL, Atlanta, Ga.
Broadcasting Nightly.
Mgt. CONSOLIDATED RADIO ARTISTS.

JACK WARDLAW
and His **Castellanos ORCHESTRA**

Rolling Rhythms
Mgt. CONSOLIDATED RADIO ARTISTS

The **BILTMORE BOYS** and their ORCHESTRA

Now Playing
CARLTON HOTEL, Washington.
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

This is **FRANKIE** and **JOHNNIE**
their *Orchestra*

with **"Music in the Southern Style"**

★ ★
NOW 4TH WEEK
SAINT PAUL HOTEL
SAINT PAUL, MINN.

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

Orchestra Routes

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

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

Ackley, Carleton: (Rancho San Pablo) El Centro, Calif., nc.
Adcock, Jack: (Manoa Trail) Manoa, Pa. rd.
Alberio, Doc: (El Chico) NYC, nc.
Almona, Harold: (City Dump) NYC, nc.
American, Pearl: (Hill) Syracuse, h.
Ancho, Bertolotta: NYC, nc.
Apollo, Al: (Onondaga) Syracuse, h.
Arden, Art: (Blue Lantern) Detroit, h.
Armstrong, Louis: (Strand) NYC, t.
Arthur, Zinn: (Hudson) NYC, h.
Ash, Paul: (Hazy) NYC.
Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., rd.

Bafla, Emil: (Florentine Gardens) Hollywood, nc.
Bardo, Emil: (Schroeder) Milwaukee, h.
Barris, Dick: (Brown Palace) Denver, h.
Barrow, Blues: (Rice) Houston, h.
Bartel, Gene: (Piccadilly) NYC, h.
Barkin, Alton: (Club Continental) Miami, nc.
Baum, Charles: (St. Regis) NYC, h.
Becher, Keith: (Colony Club) Chi. nc.
Benson, Ray: (International Casino) NYC, nc.
Beck, Joe: (Rivers) Pittsburgh, h.
Beebe, Stephen: (Dupont) Columbia, G. C., nc.
Berne, Ben: (Stanley) Pittsburgh, t.
Bills, Bob: (Carlton) Washington, D. C., h.
Boe-Altra: (Thomas Jefferson) Birmingham, h.
Boeck, Lewis: (Dempsey-Yanderbush) Miami, nc.
Bozo, Americo: (Club Am) Buffalo, nc.
Brandwynne, Max: (Dixie House) NYC, h.
Brigall, Vincent: (Ambassador) NYC, h.
Brislow, Irving: (Jack Stamp's) Phila. nc.
Bress, Lou: (Club Fasco) Chi. nc.
Brown, Joe: (Dorsey's) New Haven, Conn., nc.
Bryce, Ace: (Aragon) Cleveland, h.
Burtson, Milt: (Downtown Casino) Detroit, nc.
Brown, Rudy: (Log Cabin) Atlanta, h.
Bryson, Jack: (Tara) New Haven, Conn., h.
Buckley, Rudy: (Indiana Root) Indianapolis, h.
Burkhardt, Johnny: (Club Edgewood) Albany, N. Y., rd.
Bush, Eddie: (Lo-Seas) Hollywood, h.
Busse, Henry: (Shubert) Cincinnati, t.

Callaway, Blanche: (Congo) Hollywood, nc.
Caldwell, Gabe: (Cotton Club) NYC, nc.
Cassidy, Joe: (Versailles) Boston, Fla., nc.
Cavara, Vic: (El Dampol) Chi. nc.
Caine, Frankie: (Seven Gables) Milford, Conn., rd.
Carter, Chick: (Northland) Boston, nc.
Casser, Bob: (Westwood Supper Club) Richmond, Va., rd.
Cavanaugh, Ray: (International Casino) NYC, nc.
Childs, Reggie: (Ben Franklin) Phila. h.
Chisler, J.: (Governor Clinton) NYC, h.
Coleman, Emil: (Waldorf-Astoria) NYC, h.
Collins, Bernier: (Analy) Atlanta, h.
Conteras, Manuel: (Isary) Pittsburgh, h.
Cooper, Al: (Fountain Club) Detroit, nc.
Coppers, Paul: (Columbus Dinner Club) San Antonio, nc.
Cornwall, Joe: (Newhouse) Salt Lake City, h.
Courtney, Del: (Rainbow Room, New Kentmore) Albany, N. Y., h.
Craig, Carvel: (Century Room) Tulsa, Okla., nc.
Crawford, Dick: (Derby Tavern) Minneapolis, nc.
Crownell, Chauncey: (Gray Wolf Tavern) Sharon, Pa., rd.
Crosby, Bob: (Marie) Phila. t.
Crosby, Jenn: (Community Coffee Shop) Birmingham, N. Y., c.
Cutter, Ben: (Rainbow Room) NYC, nc.

Daley, Jack: (Corktown Tavern) Detroit, nc.
David, Eddie: (Larson) NYC, rd.
Davis, Frank: (House of Jacques) Oklahoma City, Okla., rd.
Davis, Milton: (Hamilton) Washington, D. C., h.
De Angelo, Harry: (Copley-Square) Boston, h.
Deas, Eddie: (Congo) Boston, nc.
DeArosa, Oscar: (Road to Mandalay) NYC, nc.
Del Mar, (St. Nicholas) Deerist, Ill., h.
Delman, Cy: (Miami Billmore) Miami, h.
Demery, Danny: (Gray Wolf Tavern) Youngstown, O., rd.
Denech, Henry: (Book-Cadillac) Detroit, h.
Dinger, Duke: (Town Casino Club) Miami, nc.
Dir Bros.: (Rainbow) Fresno, Calif., h.
Donahue, Al: (Palms Island Casino) Palm Beach, Fla., nc.
Donald, Jim: (Walton) Phila. h.
Dorsey, Jimmy: (New Yorker) NYC, h.
Duchin, Ed: (Piazza) NYC, h.
Doer, Dolph: (Green Dragon) Cleveland, nc.
Dutra & Their Orchestra: (Dragon Call) Corpus Christi, Tex., rd.
Dwyer, George: (Hollywood Beach) Hollywood, Fla., h.
Dzardas: (La Coga) Hollywood, nc.

Eby, Jack: (Roadside Rest) Miami Beach, Fla., nc.
Edwin, Earl: (Club Amos) Milwaukee, nc.
Eichler, Frank: (Piazza) Pittsburgh, nc.
Ella, Joe: (Queen Mary) NYC, h.
Ella, Sam: (Hollywood) NYC, nc.
Engle, Freddy: (University Club) Albany, N. Y., rd.
Engle, Charles: (Harry's New York Cabaret) Chi. nc.
Ems, Skinsay: (Victor Hugo) Los Angeles, h.
Ernie, Val: (Versailles) NYC, nc.

Faber, Bert: (Florentine Room, Cibola) Cincinnati, h.
Fathers, Eddie: (Club Mayfair) Ypsilanti, Pa., rd.
Festhersons, Sforz: (La Coga) Hollywood, nc.
Fellon, Happy: (College Inn) Chi. nc.
Feld, Dan: (Stratford) Bridgeport, Conn., h.
Feldner, Thelma: (Rosa) Omaha, h.
Fisher, Johnny: (Piazza) San Antonio, h.
Flintner, Allen: (Floridian) Miami Beach, Fla., h.
Flu-Rito, Ted: (Troadero) Hollywood, nc.
Flu-Rito, Jack: (Vignas Room) Boston, nc.
Flu-Rito, Eddie: (Crystal Terrace) Louisville, h.
Foster, Jerry: (Front St. Gardens) Toledo, nc.
Fossen, Beal: (St. Moritz) NYC, h.
Forman, Leo: (President) NYC, h.

Foster, Chuck: (Topsy's) Los Angeles, nc.
Four Californians: (Congress) Chi. h.
Franklin & Johnnie: (St. Paul) St. Paul, h.
Frank, W. Willie: (Y Old Tap Room) NYC, nc.
Fredm, Marvial: (Biltmore) Atlanta, h.
Fredrick, Jan: (Boulevard Tavern) Elmhurst, Ill., rd.
Fremont, Jan: (Casa Manana) NYC, nc.
Fremont, Al: (Half Moon) Steubenville, O., nc.
Fischer, Charles: (Colonial Club) Augusta, Ga., rd.
Fitz, Larry: (Village Barn) NYC, nc.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., rd.

Gagen, Frank: (DeWitt Clinton) Albany, N. Y., h.
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
Gart, John: (Sheffon) NYC, h.
Gaspard, Dick: (Ambassador) NYC, h.
Gates, Mimi: (Royal Palm Club) Miami, nc.
Gaudin, Annie: (Colostonia) Chi. nc.
Gobo, Billy: (Bodell House) Grand Island, N. Y., h.
Golden, Nell: (De Witt Clinton) Albany, h.
Golly, Cecil: (Bank Box) Omaha, h.
Gonsler, Ralph: (St. Moritz) NYC, h.
Goodman, Ben: (Paramount) NYC, t.
Gordon, Gray: (Midway) NYC, h.
Gould, George: (Old-Fashioned Cafe) Boston, rd.
Grain, Johnny: (Henry the Bum's) Phila. nc.
Grashler, Freddy: (El Tirol) Dallas, nc.
Orlando, Joey: (El Taberna) NYC, nc.
Gray, Glen: (Waldorf-Astoria) NYC, h.
Griffin, Jack: (Little Rathskell) Phila. nc.
Griss, Murry: (Belmont Blazer) Bermuda, h.
Grueter, Johnny: (Perkins Club) Kansas City, Mo., nc.

Hall, George: (Peabody) Memphis, h.
Hamilton, George: (Shubert) Cleveland, h.
Harding, Buster: (Savannah) Cincinnati, h.
Hardy, Bob: (Flamingo) Boston, nc.
Harris, Phil: (William Bowl) Los Angeles, rd.
Harris, Buddy: (Century Club) Birmingham, rd.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., rd.
Heidt, Horace: (Biltmore) NYC, h.
Heidrich, Dick: (Pia-Mor) Cedar Rapids, Ia., h.

Heller, Jack: (William Penn) Pittsburgh, h.
Herbeck, Ray: (Bill Owen's Casino) Pittsburgh, nc.
Herman, Pete: (Casa Manana) Boston, nc.
Herrandez, Frank: (Royal Palm Club) Miami, nc.
Hogland, Everett: (El Patio) San Francisco, h.
Hobbs, Elton: (Main Central) Asbury Park, N. J., h.
Hodak, Frank: (Orpheum) Springfield, Ill., h.
Hoffman, Earl: (Ivanhoe Gardens) Chi. nc.
Holt, Ernie: (El Moreoco) NYC, nc.
Holmes, Herbert: (Edgewater Beach) Chi. h.
Horn, Ed: (Buena Vista) Biloxi, Miss., nc.
Hughes, Merrill: (O'Connell) Brooklyn, N. Y., nc.
Hummel, Ray: (Lorington, N. M.) (New Club) Hobbs, La., rd.
Huster, Bob: (Wonder Bar) Cincinnati, nc.
Houston, Tom Ray: (Tower) Kansas City, Mo., t.

Irla, Mico: (Chanticleer) Milburn, N. J., nc.
Jahn, Al: (Biltmore) Providence, h.
James, Benny: (Havana-Madrid) NYC, nc.
Jenny, Jack: (Cory Club) NYC, nc.
Johnson, Johnny: (El Jito) NYC, nc.
Johnson, Pete: (Loe Star) Kansas City, Mo., nc.
Johnson, Eddie: (Cotton Club) Jefferson City, Mo., nc.
Jurgens, Dick: (Aragon) Chi. h.

Kane, Allen: (Rose Bowl) Chi. nc.
Kane, Gus: (Hudson) NYC, nc.
Kassel, Art: (Bismack) Chi. h.
Kay, George: (Stage Door) Westport, Conn., nc.
Kaye, Sammy: (Commodore) NYC, h.
Kemp, Hal: (Palace) Cleveland, h.
Kendall, Sonny: (Berk Club) NYC, nc.
Kenny, Matt: (Vancouver) Vancouver, B. C., h.
Kent, Larry: (Rainbow Rendezvous) Salt Lake City, nc.
King, Henry: (Palmerston) San Francisco, h.
King, Wayne: (Crabs) Chi. h.
King, Teddy: (Strand) Brooklyn, t.
King, Jay: (The Brook) East Orange, N. J., rd.
King's Sisters: (Commodore Club) Detroit, nc.
Kinney, Ray: (Lexington) NYC, nc.
Kirby, John: (Savoy Door) NYC, nc.
Kirk, Andy: (Savoy) NYC, h.
Knepp, Johnny: (Boothmore) Chi. h.
Kuhn, Dick: (Lester) NYC, nc.
Kurtis, Jack: (Victoria) NYC, h.
Kwyer, Kay: (Pennysylvania) NYC, h.

Lally, Howard: (Five o'Clock) Miami Beach, Fla., h.
Lands, Jess: (St. Regis) NYC, h.
Lang, Ed: (El Hat) Chi. nc.
Lang, Teddy: (Club Cavalier) NYC, nc.
LaPette, Joe: (Old Roumanian) NYC, nc.
Lapp, Horace: (Royal York) Toronto, Ont., h.
Layton, Bert: (Piazza) Pittsburgh, rd.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
Lebo, Walter: (Royal Armat) Buffalo, rd.
Leonard, Italian: (Dremland) Kansas City, Mo., h.
Leroy, Howard: (Lobby) St. Paul, h.
Loyall, Phil: (Orpheum) Orange, Tex., nc.
Lynn, Harry: (Royal Palace) Boston, nc.
Light, Okey: (Trit) NYC, h.
Lombardo, Tony: (Rosevelt) NYC, h.
Long, Johnny: (Statler) Buffalo, h.
Lopez, Vincent: (Casa Manana) NYC, nc.
Lory, Eyt: (Club New Haven, Conn., h.
Los Gaudos: (Club Casca) NYC, h.
Lovelace, Archie: (Olympic) Seattle, h.
Lowe, Bert: (Lemon) Boston, h.
Lowy, Babe: (Arson) Bryan, Tex., nc.
Lucas, Clyde: (Mark Hopkins) San Francisco, h.
Lyon, Milt: (Five o'Clock Club) Baltimore, nc.

McCooy, Clyde: (Palomar) Los Angeles, h.
McCurse, Will: (Bosmer) Brooklyn, h.
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
McFarland, Frank: (Rainbow Grill) NYC, nc.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McMill, Billie: (Noelweiss) Saul Ste. Marie, Mich., h.
McOrrane, Don: (Paramount) NYC, h.
McQuire, Dick: (Hala Hut) Hollywood, rd.
McQuire, Lank: (Lookout House) Covington, Ky., nc.
McKay, Coyle: (Jefferson Beach) Detroit, h.
McKee Bros.: (Havana Casino) Buffalo, nc.
McKee, Jerry: (The Chess) San Antonio, nc.
McKenna, Jay: (Martinez) Kansas City, Mo., nc.
Mancaranera, Jose: (Colony Club) Chi. nc.
Mance, Art: (Dell's Inn) Poughkeepsie, N. Y., rd.
Mansfield, Dick: (Deponi) Wilmington, Del., h.
Marshall, Don: (Old Glasgow) Peoria, Ill., nc.
Marzo, Ray: (Swing Club) NYC, nc.
Marsala, Joe: (Hickory House) NYC, nc.
Marshall, Gus: (Club de Rio) NYC, nc.
Martini, Hugo: (Club de Rio) NYC, nc.
Marshall, Harry: (Somerset) Boston, h.

Marshall, Jack: (Detroit-Statter), Detroit, h.
Martin, Dave: (St. George) Brooklyn, h.
Martin, Freddie: (Cocoon) Grove) Los Angeles, nc.
Martin, Leon: (Leon & Eddie's) NYC, nc.
Masters, Frankie: (Tower) Kansas City, Mo., t.
Master, Freddie: (Koi Club) NYC, nc.
Masl, Herbie: (Silver Moon) Pacific, Colo., nc.
Maslin, Jack: (Halt) NYC, nc.
Maslin, Jack: (Midnight Sun) NYC, nc.
Manning, Ray: (Casa Loma Gardens) Steubenville, O., nc.
Mered, Al: (Almas Sulphur Springs) Fla., h.
Meroff, Benny: (Golden Gate) San Francisco, nc.
Merritt, Vic: (Tristram) Seattle, Wash., h.
Miller, Glenn: (Paradise) NYC, nc.
Milliner, Lucky: (State Palace) NYC, h.
Millington, Hans: (Black Cat) NYC, nc.
Mills, Carlos: (Savoy) Chi. h.
Morse, Jerry: (Greenbrier) White Sulphur Springs, W. Va., h.
Moon, Billy: (El Club) Grand Rapids, Mich., nc.
Moore, Eddie: (El Rancho) Chester, Pa., nc.
Moore, Carl: (Deacon) (Oleas Dinner Club) San Antonio, G.
Morton, Gerry: (Savoy Plaza) NYC, h.
Morton, Hugh: (Anchorage) Pittsburgh, nc.
Moseley, Gene: (Woodmore Country Club) Bellmore, L. I., nc.
Moss, Gus: (White Horse) Kansas City, Mo., nc.
Munro, Hal: (Athletic Club) Milwaukee, nc.
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.

Nagel, Harold: (Pierre) NYC, h.
Napoleon, Phil: (Paradise) NYC, nc.
Nelson, Ozzie: (Strand) Brooklyn, t.
Newton, Frank: (Cafe Society) NYC, nc.
Nichols, Red: (Nicoll) Minneapolis, h.
Nielsen, Paul: (Moonlight Gardens) Saginaw, Mich., h.
Niola, Bert: (Brant Inn) Burlington, Ont., h.
Noel, Leighton: (Statler) Boston, h.
Norton, Stan: (Halt) Chi. nc.
Norton, Eddy: (Koi Koi Club) Des Moines, nc.
Nottingham, Al: (Village Cellar) NYC, nc.
Nottingham, Oary: (El Taberna) San Francisco, nc.
O'Keefe, Ray: (Greenwich Village Casino) NYC, nc.
Olson, Major: (Webster Hall) Pittsburgh, h.
Olsen, Gail: (El Water) Raleigh, N. C., h.
Orlando, Don: (Club Parel) Chi. nc.
Orens, Harry: (Sevelly-Whitlure) Los Angeles, h.
Orens, Freddie: (New Windmill) Natchez, Miss., nc.
Orensbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

Pago, Hot Lips: (America) NYC, h.
Page, Gene, & Curie: (Cowboys) Raleigh, N. C.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Panche: (Central Park Casino) NYC, nc.
Parks, Bobby: (Piazza) NYC, h.
Pard, Eddie: (Columba) Cleveland, h.
Pard, Frank: (Troadero) Boston, nc.
Payne, Sam: (Orbit) Washington, h.
Peggo, Doc: (Cranmere) Chi. h.
Pendarvia, Paul: (Palace) San Francisco, h.
Perez, Chuy: (Club Zarape) Hollywood, nc.
Pfeil, Emil: (Sveriges Club) Palm Beach, Fla., nc.
Peyton, Jimmy: (Piazza) Pittsburgh, rd.
Phillips, Wendell: (Medina) Chi. nc.
Phillips, Ray: (Crawford House) Boston, h.
Pierce, Ross: (Old Vienna) Cincinnati, rd.
Pobley, Bob: (Deshler Wallack) Columbia, S. C.
Pizzomonte, Vic: (Warwick) NYC, h.
Poyall, Eddie: (New Riverside) Spread Eagle, W. Va., nc.
Prest, Jack Arnold: (Berkeley-Carrier) Asbury Park, N. J., h.
Primo, Leon: (Bradford Penthouse) Boston, nc.
Primo, Louis: (Jitterbug House) Hollywood, nc.

Ramona: (Orpheum) Memphis, t.
Rapp, Barney: (Gibson) Cincinnati, h.
Rayana, Carl: (Unit) Salt Lake City, h.
Reid, Bill: (Club Continental) New Haven, Conn., nc.
Reyna, Al: (Lemon) Troy, N. Y., rd.
Revard, Jacques: (Cocoons Grove) Boston, nc.
Reyes, Chica: (Continental) Detroit, h.
Reynolds, Maurice: (Dremland Gardens) Ontario, N. Y., nc.
Richard, Joe: (Yacht Club) NYC, nc.
Riesner, (Hollywood) NYC, nc.
Ricaldo, Nino: (Six Club) Chi. nc.
Rinea, Joe: (Road to Mandalay) NYC, nc.
Robbins, Billy: (Coronado) Worcester, Mass., h.
Rocheater, Joseph: (Cameo Cafe) Fishing, L. I., rd.
Rocco, Manno: (Havana-Madrid) NYC, nc.
Rogers, Ed: (Savoy) Syracuse, h.
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.
Rogers, Buddy: (Rosevelt) New Orleans, h.
Rosa, Carl: (Westminster) Boston, h.
Rollin, Adrian: (Piccadilly) NYC, h.
Royal Palm Boys: (New Willard) Toledo, h.
Royal Ambassador: (Village Brewery) NYC, nc.
Ruby: (Palm Springs Club) Palm Springs, Calif., nc.

Sachs, Coleman: (Rutledge) Birmingham, rd.
Salancik, Tony: (Blue Meadow Club) Lexington, Ky., nc.
Sanavia, Agusta: (Cuban Casino) NYC, nc.
Savitt, Jan: (Clarendo) Memphis, h.
Schickelrjha Band: (Paramount) Ft. Wayne, Ind., rd.
Seogin, Chas: (Show Boat) Fort Worth, Tex., nc.
Scott, Hattie: (State Palace) NYC, h.
Shank, Artie: (Lincoln) NYC, h.
Shank, Maurice: (Dempsey) NYC, nc.
Sherman, Marie: (Central Gardens) Chi. rd.
Shugel, Irving: (Harry's) West Palm Beach, Fla., nc.
Shure, Buddy: (Penthouse) Sioux City, Ia., nc.
Shuss, Paul: (Tutti) Birmingham, h.
Shute, Noble: (Paramount) NYC, h.
Shinner, Fred: (Capri) Hollywood, nc.
Smith, Joseph O.: (La Rose) NYC, nc.
Smith, Stu: (La Salle) Chi. h.
Sparr, Paul: (Biltmore) Palm Beach, Fla., h.
Stahla, Dick: (Gibson) Cincinnati, h.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Steele, Blue: (Westwood) Little Rock, Ark., nc.
Steepler, Wally: (Tentacle Gardens) Richmond, Va., h.
Strong, Benny: (Edwin) Louisville, h.
Stutz, Dick: (Brown Derby) Boston, nc.
Stylio, Don: (Bertolotta) NYC, nc.

Thornton, Lang: (Blackstone) Fort Worth, Tex., h.
Tidona, George: (Berk) Kansas City, Mo., nc.
Tidona, Leo: (Coc Rouge) NYC, nc.
Tison, Carl: (Troika) Washington, D. C., rd.
Tolte, Norman: (El Chico) Birmingham, Ala., nc.
Tomaso, Joe: (Club Continental) Miami, nc.
Torres, Ramon: (Savoy-Plaza) NYC, h.
Towns, Lorea: (H-H Club) Wichita, Kan.
Tolbert, Skeels: (Plantation) NYC, nc.
Tracy, Jack: (Broadmore) Denver, h.
Tucker, Tommy: (Meadowbrook) Cedarbrook, Ill., nc.
Tucker, Orin: (Palmer House) Chi. h.

Velasco, Emil: (Danzonland) Hammond, Ind., h.
Vernal, Joe: (Belmont Plaza) NYC, h.
Vouche, Nick: (Coc Rouge) NYC, nc.
Waldner, Herman: (Lucille's Paradise) Kansas City, Mo., rd.
Wallace, Ray: (Troadero) Boston, nc.
Walton, Jack: (Schenley) Pittsburgh, h.
Walton, Vern: (The Tavern) Reno, Nev., nc.
Warple, Red: (Margaret) St. Louis, h.
Ward, Frankie: (Bradford Penthouse) Boston, W. Va., nc.
Webb, George: (Henry) Pittsburgh, h.
Weiss, Randy: (Club Mayfair) Boston, nc.
Weiss, Ted: (St. Francis) San Francisco, h.
Webb, Lawrence: (Cassio) St. Louis, h.
Webb, Frank: (Bradford) NYC, nc.
Webster, Harry: (Village Inn) Phila. nc.
Wilmer, Ben: (Palmor) Cheyenne, Wyo., nc.
Williams, Gail: (Trianon) Chi. h.
Williams, Glen: (Arcadia-International) Phila., rd.
Williams, Ozie: (Esquire Club) Toronto, Ont., nc.
Williams, Ernie: (Subway) Kansas City, Mo., nc.
Wilson, Hamme: (Coronado) St. Louis, h.
Wilson, Bill: (Top Hat) Union City, N. J., nc.
Wood, Gus: (Arcadia) NYC, h.

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

Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.
Zarin, Michael: (Roney House) Miami Beach, Fla., h.

Music in the Air

By DANIEL RICHMAN

Theme Songs

IF BAND leaders could place themselves on the receiving end of their broadcasts they would realize something that probably does not occur to them from their position in front of the microphone. They might perhaps be surprised to learn that their identifying melodies, if not handled correctly, can react against them to the point where the dial may be tried before the listener even knows to what act he is listening.

A great many bands let themselves in for this pre-emptory dismissal by playing lengthy two or three-minute themes before the announcer introduces the outfit. Except for the big names with established, familiar musical signatures, a band leader whose theme identifies him to only a few outside of his immediate family makes what can often be a fatal mistake by forcing a listener to wait several moments to learn what band he is hearing while its theme song drags on interminably.

The Time Element

DIALERS with particular tastes in-ork have to work fast at the hour and half-hour marks around midnight to catch the name of each band coming in at the same time. Making them waste precious time until the band is finally introduced by name is more often than not apt to result in a disgusted twist of the wrist without waiting for the name. In most cases, theme songs aren't of much help in identifying an outfit, and while the listener might actually want to keep the band tuned in if he knew who it was, that irritating delay in finding out usually means that the band is out off without a fair trial.

It's a good idea for an ork to have a theme, but only a few bars of it should precede the vocal introduction. Once that's over, it can be played thru to the bitter end; but withholding the announcement is a bad error that too many bands are making on their dance remotes these nights.

Misleading Melody

JACQUES RENARD (Cocacnut Groes, Boston, WOR), in addition to a 300-lengthy theme before his nominal introduction, has one that is bound to make dialers, unfamiliar with the band, believe they're about to hear a string ensemble, which is very far from the case. Renard uses Zigeuner, the gypsy waltz from Noel Coward's *Bitter Sweet*, to introduce himself and his "singing" violin, and it contains no hint of the superior melange of sweet and swing that is to follow.

Renard knows how to routine a broadcast, as evidenced by Raymond Scott's *Minuet in Jazz* following the ballad *Deep in a Dream*, and the sentimental *Old Folks* coming on the heels of the *Berk-town Strutters Ball*. Nothing is better to hold listeners' interest than a varied program like this, and Renard backs up his wise programing with first-class music-making, an unbeatable combination for a dance remote.

Good Example

AN ALMOST perfect model of a good remote by a band that has to rely on its music and presentation rather than on its reputation is RAY HERBECK (*The Green's Casino, Pittsburgh, WOR*). His half-hour was a fine example of blending new, old and novelty pops, and omitting those current numbers worn thin from repeated airings. A listing of the songs played demonstrates better than elaborate phrases the excellent balance of the program as achieved thru careful, showmanly song selection: *If Never Was You* (from the Broadway musical, *Knickerbocker Holiday*); *Verdilly Drag*; a novel ballad entitled *Juglor, You Look Good to Me*; *While a Cigarette Was Burning*; *I Won't Go Home, They Say* and *12th Street Rag*.

The last eight minutes were given over to a clever medley idea, which Herbeck calls *Yesterday's Hit Parade* and which included successes of former years that are heard all too infrequently, a shrewd hint of programing. Ray styles his music smoothly, sweetly and with the proper rhythmic lift, bearing out the implications of his *Musio of Romance* catchphrase, and turning in one of the better of the current dance remotes.

WETMARK and Renick have acquired renewal rights on Gus Edwards' songs, embracing 158 copyrights. Warner-owned tuba also got the renewal on three Victor Herbert operettas.

The Reviewing Stand

Gray Gordon and His Tic Toc Rhythm

(Reviewed at Green Room, Hotel Edison, New York)

HAILING from the Midwest and hitting this metropolis by way of an up-State location, Gray Gordon brings a well-schooled, smartly styled entourage of instrumentalists that shows promise of keeping dancing feet happy. Sidestepping the swing extremes and the Lombardo school of lush with richness, Gordon establishes a restful musical mood that is geared for maximum audience appeal. In fact, the only disturbing element is the inane "tic toc," using the thumping of gourds and a w. k. Shep Fields gait to segue from one number to the next. Band sounds plenty slick and hardly needs such trite fanfare.

The tooters take in three saxes, two trumpets, a swell wah-wah trombonist, an arpeggio-fingered accordion and the conventional four rhythm. Library runs the gamut of pops, with a generous sprinkling of novelty songs and a further pace changer in the Viennese waltz and rumba. It all leans toward the sweet side in staccato style, gaining some particularly melodious effects in the arrangements.

Band is just as strong on the singing assignments. Cliff Grass, saxer, steps down for the ballad singing, while the rhythmic songs are capably sold by the individual efforts of Shirley Lane and Betty Lane, blond and brunet sisters.

Gray, in front, makes a personable maestro and adds a cheery note with an informal announcement for each number.

It's all soothing to the ear, never disturbing to the siter-outers, and easy to take for the hoof. *Orodenker.*

Glenn Miller

(Reviewed at Paradise Restaurant, New York)

AFTER a couple of months' sojourn at the State Ballroom in Boston, Miller invaded New York for his second appearance here at the same spot, demonstrating once again that his best stock-in-trade is a musically swing that engenders a high degree of listenability.

Glenn's virtuosity as an arranger is evident in every number and is particularly noteworthy in its adaptation to white-heat stamperees. This paradox of musically orchestrating superimposed upon rug-cutting swing is one of his most valuable assets and gives the band its greatest individuality.

Five brass, five reed, three rhythm—in addition to the Miller trombone—do a good job of music-making in all departments except showmanship. There's a little too much stodginess in that respect, with the boys seemingly more intent upon selling their music than themselves. Resulting seriousness could be lightened by the injection of a little clowning and a few novelty numbers.

Library is rather top-heavy on swingerees, with relief coming from current pops mostly, plus a scattering of oldies. Arrangements are evenly distributed among the instruments, no section or soloist being given the opportunity to stand out. Miller's trombone work is usually in concert with the two other aliphorn men, maestro allowing himself only a few choruses on his own.

Band carries two vocalists, Ray Eberle and Marion Hutton. Former is not up to the balladeering standard of brother, Bob, of Bob Crosby's Band, but his work is satisfactory. Eberle Miss Hutton has too many stock mannerisms and not enough vocal equipment. *Richman.*

Jimmy Livingston

(Reviewed at Turnpike Casino, Lincoln, Neb.)

FROM the Deep South, Jimmy Livingston started with his orchestra in Florida some eight years ago, and with few changes in personnel has come up to the present time with an intimately styled group—three brass, three sax and four rhythm. Bass player turns brassy on occasion, swelling the metallic and cutting down on the rhythm. Orchestra features soft music, trombones strained thru a megaphone for the humming effect now noted in several of the more popular name sweet-swing bands. Livingston handles the baton acou-

sively, altho he's a sax player when needed. Cuts himself out of most of the arrangements, however, and lends a youthful personality to fronting the band. His voice has the below-the-line drawl which clinches him when he talks for a good getaway with the femme portion of the audience. His face and general rostrum behavior entirely fit his music.

When it's time for solo or trio numbers at the mike Livingston calls individually or collectively on the Three Cs (Jack Crowley, Nolan Canova and Bernie Cole). Canova, incidentally, is a first-cousin of the hillbilly hop-to-its, Judy, Zeke and Annie Canova. *Oldfield.*

Griff Williams

(Reviewed at Triton Ballroom, Chicago)

AN ex-keyboard mameur for Anson Weeks several years back, Griff Williams has since chalked up a goodly score for himself as a leader, making his debut with his own ork in San Francisco. Boasts a 13-piece outfit which dispenses a type of dance music almost classical in nature when compared with the hot swing jivings of the majority of orks. Band is no doubt appreciated more in the surroundings of a class hotel, but is also for dancers which are not catering to the young hop-bugs.

Griff has collected a heavy schedule of varied arrangements which stand this crew off from the multitude, feeding the hoofers with everything from ensemble singing backgrounds to a hot clarinet and trumpet duet. This A to Z variety pleases the dancers principally because it is refreshing. For the solid pop ditties, the four reeds, four rhythms, three brass and two fiddles combine into some very rhythmical tune-pumping, which is sweet but does not gag. Griff himself doubles between the baton and a second piano, and his work at both is good. His personality works well on the crowd too. Boys do their job with casual and free style, and their stuff is very danceable.

Song department is capably handled by guitar-man Buddy Moreno and trumpeter Monty Kelley. Former gives out on the pop ditties with a good delivery, while Kelley handles the sentimental ballads with a very able tenor voice. Outfit is well groomed and makes a small appearance. *Humphrey.*

Clem Williams

(Reviewed at Arcadia - International Restaurant, Philadelphia)

A YOUNG localite and socialite, Williams is shooting the works here for a "do-or-die" try to make the grade as a big-time maestro. Refusing to be rebuffed by the same fate that overtook Roger Wolfe Kahn at one time, he has reshuffled the entire deck, bringing in new instrumentalists, and puts his best foot forward once more. From the sounds of it—only a week after reorg—it seems that Clem has finally got something that shows promise of catching on. With the addition of a songbook to make for hand-stand decor and delight, the band should really go places.

Specializing in the swingy rhythm geared to the sweet and danceable settings, personnel is three fobars, with the maestro occasionally coming in for a solo fiddle scratch. Ork showed it can let its hair down if Hittbergs demand when they beat out on Williams' own compo, *Swing in the Afternoon*. Ray Smythe, blind pianist, does the arranging. Elmer Hofman, possessing a pleasant bary range, handles the vocal chores. Clem uses an effective tag-time stunt, the vocalist repeating the first two lines of each song as a fadeout. *Shalts.*

Lee Myles

(Reviewed at Cocacnut Grove, Park Central Hotel, New York)

RETURNING to his musical haunt of last summer, Myles' now aggregation leans more to rhythmic and melodic arrangements which have greater commercial qualities than his old style of straight sweet dance numbers. The old stuff was listenable and danceable enough, but the present style affords greater use of interspersed harmony and trick changes in orchestration, which should prove to be of greater value in his airline assignments.

Present crew consists of three sax, trumpet, bass, electric guitar, accordion, piano and drums, with drummer Tony Knight stepping in for the vocals. They

Light Makes Light Of Am Tunersmiths

Editor:

A great many aspiring amateur song-writers seem to have misinterpreted a story appearing in a recent issue of *The Billboard* concerning the willingness of Enoch Light to play any tune for any writer (professional writers were implied). As a result I have received a barrage of musical brainstorms and am beginning to believe that everybody in the country writes songs.

Besides just submitting songs so that Light can make them "hit tunes," many aspirants propose business deals. Most of them offer 60 per cent of the proceeds if I put the song across; some are not so generous and offer 25 per cent and foreign royalties; some "overly generous" ones will allow to have my name on their songs and 5 per cent of the profits; others promise nothing unless the tune sells over 5,000 copies and then I may have 25 per cent of the profits over that. Many want to come to New York if I will finance the trip and will be happy to give me a share in all of their successful songs.

There are also specialists in the song-writing field, some sending in only lyrics and expect me to write the music, while others offer the music and want me to fill in the lyrics. There was, too, a letter from a super-specialist who can only write song titles. And he sent in 1,120 to prove it, asking me to write a song around any of them—all he wanted was a trip to New York with all expenses paid.

If only these amateurs knew the great amount of effort and expense that is put into making a song a "hit" by the big publishing houses and how many weeks of intense plugging it requires to make the public even faintly aware of a song—which is probably a good one to begin with. *Enoch Light.*

Fugitive From Music Pub Listing Lets Out a Howl

Editor:

As per the attached copy of our December 20 letter to you, we indicated a desire to be listed in your Holiday Greetings Issue as (what we allegedly term) a music publisher. Since we had kept our fingers faithfully crossed and made a few Christmas devotions—we looked forward to scanning over this issue to peruse our little name in bold diamond type.

At first we must admit being chagrined upon not finding ourselves listed, but later surmised that we had been given a few columns on some other page. This, too, was not apparent, and so thus we have come to the only logical conclusion, i. e., that you intend to devote your next full issue to "Modern Melodies."

Please accept our thanks for this slight plug; with compliments of the treasurer.

Modern Melodies Publishing Co.
(New York City)
Charles Lowe.

(To Modern Melodies and other pubbers whose letters arrived too late for inclusion in the address list of music publishers, our humble apologies. We feel that it is unnecessary to assure you that the "slight" was entirely unintentional. The list will be repeated during the year, at which time proper amends will be made.—ED.)

Haynes Heads Cleve. CRA

NEW YORK, Jan. 7.—Forsrow of Consolidated Radio Artists branch managers and bookers at the home offices here this week resulted in a step up for Don W. Haynes, who has been with the agency since its inception. Haynes goes to Cleveland to become manager of that branch office, with Ben Zucker transferred to Chicago. Zucker joins his brother, Stan Zucker, CRA general manager, taking over the one-night department in the Windy City. Haynes started his booking activities here, moving to the West Coast and then to Cleveland territory.

have a smooth and even tempo, and concentrate in the main on a rhythmic style that seems to have potentialities. Miles, an efficient front, is equally proficient on swing and rumba tunes but is more prolific at the others. Band, of course, has some distance to travel before it arrives, but it must be said that it has a certain quality that persuades customers to the dance floor and keeps them there. *Zait.*

New Plays on Broadway

Reviewed by Eugene Burr

EMPIRE

Beginning Tuesday Evening, January 3, 1939

MAMBA'S DAUGHTERS

A play by Dorothy and DuBose Heyward, dramatized from the novel of the same name by DuBose Heyward. Starring Ethel Waters. Staged by Curtius McClintic. Settings and costumes designed by Perry Watkins. Settings built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studio. Costumes executed by Eaves Costume Co. Incidental song with lyric by DuBose Heyward and music by Jerome Kern. Press agent, Richard Manoy. Stage managers, James Nelson and John Cornell. Presented by Curtius McClintic.

Mamba (Hagar's Mother) ... Georgeette Harvey
Polkman ... Bob Coogan
Ketcher ... John Buford
Clerk of the Court ... John Cornell
The Prosecuting Attorney ... Oliver Barbour
St. Julien Dec. Wentworth (Saint) ... Jose Ferrer
The Judge ... Harry Mestayer
Hagar ... Ethel Waters
Davey (Saint's Assistant) ... Al Stokes
Nancy ... Hayes Pryor
Mingo ... Louis Starr
Drayton ... Canada Lee
Maum Nina (The Island Matron) ...
Ethel Purvillo
Eva ... George Burke
Willie May ... Helen Dowdy
The Reverend Quintus Whaley ...
Rosamond Johnson
Cilly (Saint's Daughter) ... Willis Grayson
Dolly (Ned's Sister) ... Albert Hunter
Lissa (as a Child) ... Joyce Miller
Martha (Eva's Daughter) ... Rena Mitchell
Cordelia ... Annie Brown
Tony ... Jimmy Wright
Slim ... Reginald Beane
Lida (Hagar's Daughter) ... Fredi Washington
Tessie ... Dorothy Paul
Charleston Courtroom Visitors and Edwinder Island Field Hands, Church Members: Edna Beane, Alhauer Brown, Inez Brown, Dora Champion, Rebecca Champion, Mary Motron, Ella Mae Lashley, Assotta Marshall, Fredi Marshall, Laura Vaughn, Edna Waters, Wilson Bradley, Henry May, Arthur McLary, Robert Raines.

ACT I—Scene 1: The Courtroom. Charleston. A Summer Morning, 20 Years Ago. Scene 2: The Commissary of Brick Works Plantation on Edwinder Island. Early Evening in May, Five Years Later. Scene 3: The Church. Later, Same Evening. Scene 4: Mamba's Room on the Charleston Waterfront. Later, That Night.
ACT II—Scene 1: The Commissary. An Evening 12 Years Later. Scene 2: Cilly's Cabin. Edwinder Island. Later, the Same Night. Scene 3: The Commissary. Night, the Present Time. Scene 4: Cilly's Cabin. Later, Same Night. Scene 5: The Commissary. Later, Same Night.

Pursuing his course down the byways of Americana, Curtius McClintic moved southward this week and emerged with Mamba's Daughters, which he presented Tuesday night at the Empire Theater. It was dramatized by Dorothy and DuBose Heyward from the latter's novel of the same name—how accurately this reporter can't say, not having read the novel; but there are analogies of printer's ink still suiting it, and the chances are that it is a more or less faithful transposition. It may be that novel readers are more prone than players to accept and gloss over trite plotting, which in a novel may be buried beneath local color and detailed characterization; but Mamba's Daughters, as a play, seems merely a carbon copy of a dozen or so other items. Since it has transposed the terms into blackface, the carbon copy metaphor is doubly applicable.

However, the play isn't the big thing at the Empire these nights; far overshadowing the Heywards' stereotyped tale of mother-love are magnificent performances by Ethel Waters (hitherto confined to musical comedies) and Georgeette Harvey, to say nothing of some superlative direction by Mr. McClintic. The performances and the direction give such power and effect and driving force to the proceedings that they lift the play headlong into the realms of excitement and excellent theater.

The tale is of Hagar, Mamba's strapping, simple-minded daughter, who feels that God never meant for her to think and who acts accordingly, as she raises her daughter to a place in the sun despite all sorts of painfully grease-painted adversity. Thru Mamba's efforts she beats

a five-year jail rap when Lissa her daughter, is still a suckling infant and is taken on parole to a plantation by the kindly Mr. Wentworth. But she breaks parole just before her time is up in order to save the life of a local sepa no-good who has been killed in a brawl; and, after serving her full time, she goes back to the plantation to skim and save money for Lissa's upbringing. Mamba raises the child in Charleston.

Finally, when Lissa is grown and on the threshold of radio success she is raped by the very buck whom Hagar saved—and Hagar is prevented from killing him and going to the chair by the constantly protective Mamba. Later still, when Lissa is a success, the duck black-mamfa Mamba and Hagar because Lissa's newborn child, the result of his own efforts, was buried without a certificate—and he has an affidavit to prove it. So the harried Hagar goes again to his cabin—and this time there is no Mamba to save him. Hagar burns the incriminating document and then goes out and shoots herself.

The ingredients, as may be seen, are as old as the idea of tear-jerking: it's pretty hard to find a double bill on the screen that doesn't have a few of them presented with appropriate ritziness. As a matter of fact, the plot grows so dandelion at times that one can't help wondering if Miss Waters, as Hagar, isn't Irene Dunne in blackface after all.

But such moments don't last long; for Miss Waters gives a performance that overshadows anything else this reporter has ever seen in the long mother-love series. Evoking sympathy without any hint of bathos, indulging in broad humor, keeping constantly within the limits of a difficult character and yet always avoiding monotony in her delineation of it, making sweeping, heart-lifting assaults upon the emotions, using every legitimate means of getting maximum theatrical effect, Miss Waters' switch from the merry-merries to a personal triumph. And matching that superlative job in every particular is the work of Georgeette Harvey, that fine actress, as Mamba. Between them Miss Waters and Miss Harvey take the trite, cardboard vehicle and turn it into a thrilling experience in the theater.

Various of the others help, too, including J. Rosamond Johnson, Fredi Washington, Al Stokes, Harry Mestayer, Oliver Barbour and Anne Brown. And Mr. McClintic's direction rises to beautiful heights, making full use of the melodic opportunities offered by spirituals, and changing its pace so magnificently that it almost seems to make new situations out of material that is as old as the stage.

You've seen the play at the Empire many, many times before. But you're seldom, if ever, seen it done as well, and you've certainly never seen it done any better. The trite and formless script is swept to theatrical heights by the power, sensitivity and effect of the acting and direction.

BAYES

Beginning Friday Evening, December 30, 1938

POLICY KINGS

A musical comedy with book and lyrics by Michael Ashwood and music by James P. Johnson. Directed by Winston Douglas. Dances staged by Jimmy Payne. Settings uncredited. Musical arrangements by Ken Macomber. Press agent, S. Friedman. Presented by Michael Ashwood.

Small Fry ... Billy Cunby
Buddy ... Frankie Jackson
Street Player ... Ray Sneed Jr.
Small Fry's Girl ... Wilbur Gullford
Preacher ... Monte Norris
Court Attendant ... Monte Norris
Newspaper:
Kenneth Mitchell, Ray Sneed, Herbert Evans, Arthur Moore
Policeman ... Robert Mason
Barracuda ... Norman Ashwood
Shee Shina Boy ... George Jenkins
Santa Clara ... Enid Raphael
Bend Man ... Edward Davis
Dumb Head ... Edward Davis
Dream Book Players ... Cora Green, Nettie Perry
Master of Ceremonies ... Niles Wells
Rumba Dancer ... Bessie DeSousa
Acrobatic Dancer ... Irene Cort
Broom Dancer ... Herbert Evans
Buddy's Wife ... Margie Elinch
Judge ... Henry Drake
Prosecutor ... Cora Green
Attorney for the Defense ... Niles Wells
Mr. Seal and the Interpreter ...
Roland Gilhe, Edward Davis
Mary Bruce
ACT I—Harlem. Today. Scene 1: A Street in Harlem. Scene 2: A Harlem Alley. Scene 3: Cabaret Life in Harlem. ACT II—

Scene 1: A Policy Bank in Harlem. Scene 2: A Flat in Harlem. Scene 3: A Court Scene in Harlem.

It is a tangle of Broadway folklore that a Negro musical show falls inevitably into one of two classifications—exceptionally good or exceptionally bad. The old saw was corroborated again by Policy Kings, a Negro musical show which, after some postponing, managed to squeeze itself into the Bayes Theater last Friday night under the sponsorship of Michael Ashwood, its librettist. Policy Kings is by no stretch of the imagination exceptionally good.

The show does, however, serve one purpose; it introduces a young acrobatic dancer named Irene Cort, who is nothing short of sensational. Attractive and immensely talented, Miss Cort unleashes a flood of acrobatic arabesques unmatched in this reporter's play-going experience, performing novel and tremendously difficult feats with ease, grace and aplomb. She's a standout little performer, and she would be (and should be) a standout in far better shows than this.

Beyond that there's little except apology awaiting customers unwary enough to take the elevator to the rooftop Bayes. The book, such as it is, centers about a police drive upon the Harlem numbers racket, which is controlled by a handsome Harlem cafe owner known rather quaintly as Barracuda. A couple of Barracuda's henchmen plan to double-cross him by getting the winning number before he does and plunging on it; and they also, for some reason, betray him to the police. So in the middle of the noisiest cabaret scene this side of Mottswan Barracuda is plucked—which means, presumably, that his silly henchmen won't be able to make their killing. Precisely what it means, tho, will be one of the great unsolved mysteries of 1938 for readers of The Billboard and their correspondent. A single hour-and-a-half act of Policy Kings seemed enough punishment for even a conscientious reporter.

Some of the tunes are catchy and thumping, the dancing has the exuberance that one expects, and there is a singer named Cora Green who knows what she's doing on a stage and can sell a number with showmanship and effect. Beyond that—with the exception of Miss Cort—there is nothing. The performers are almost as hard to take as the book and lyrics; and the ragged ineptitude of the production is pitiful.

It's lucky, tho, that it managed to open when it did. It would have been appalling as the first show of the new year.

BILTMORE

Beginning Wednesday Evening, Jan. 4, 1939

THE PRIMROSE PATH

A play by Robert Buckner and Walter Hart. Staged by George Abbott. Settings designed and painted by C. Har & Robles and built by Kellam Construction Co. Costumes by Helene Pons. Press agents, Barclay McCarty and Ted Goldsmith. Stage manager, Robert Griffith. Presented by George Abbott.

Eva Wallace ... Marilyn Erskine
Grandma ... Helen Westley
Dey Wallace ... Philip Wood
Dey Wallace ... Leslie Barrett
Clara Wallace ... Betty Field
Maggie Wallace ... Florida Fricus
Emma Wallace ... Betty Gardie
Byard Lawrence ... Russell Hardie
Augustus Cummings ... Clyde Fillmore
A Police Matron ... Teresa Dale

The Action of the Play Takes Place in a Small Town Near Buffalo.

ACT I—Scene 1: The Shanty. Early Evening in Late Winter. Scene 2: A Boat House. Afternoon a Week Later. Scene 3: The Shanty. ACT II—Scene 1: The Shanty. Noon, a Week Later. Scene 2: A Room in the Canandaigua Hotel in Buffalo. The Following Wednesday Morning. Scene 3: The Shanty. Late Afternoon in Late Spring. ACT III—Scene 1: The Shanty. Mid-afternoon the Next Day. Scene 2: The Jail. Noon the Next Day. Scene 3: The Shanty. Later the Same Afternoon.

Tastes, as someone may once have said, differ, and taste, particularly in the theater, is a commodity that is peculiarly hard to define. A month or so ago a couple of gentlemen who wrote an item called Good Hunting thought it was excruciatingly funny to tell about British battalions in the World War sent by official incompetence to their deaths. And on Wednesday evening at the Biltmore Theater George Abbott presented The Primrose Path, whose authors, Robert L. Buckner and Walter Hart, evidently think that prostitution, juvenile depravity, foul-mouthed senility, and culture mixed in alcoholic merica are subjects that are simply hilarious. Per-

haps they are; and perhaps they're in the best of taste too. This reporter is undoubtedly a pernicious hangover from Victorianism—but somehow he can't agree.

The Primrose Path, under one title or another, has been knocking around the producing schedules for some time and was originally announced as the dramatization of a novel called February Hill, which several years ago delighted those puritones who have learned how to read. No mention is made of the novel in the program at the Biltmore; but from rumors current during its heyday one gathers that it was intended to depict a sort of Northern counterpart of Tobacco Road and, at the same time, display the warm, human, humorous qualities of the immoral, contrasted with the nasty coldness of those foolish puritones who live within the boundaries of the codes. In any case, that is the attitude of the play. The only trouble is that, nasty or not, the characters who revolt at the cheap lewdness of the play's Wallace family inevitably attract the sympathy of such code-fettered wet-blankets as this reporter. Some of the Wallace antics are really enough to make even a burlesque patron throw up.

The story is of Grandma Wallace, painted and filthy-mouthed, mourning over the glories of her departed flood-blood; her daughter Emma, a good-hearted strumpet who supports a drink-sodden husband (Harvard 19), and a flock of purlent brats; Little Clara, a shoplifter and pickpocket, who falls in love with a meanly clean-minded young smuggler who won't even let her visit her family after they're married; Maggie, another daughter who is nasty enough to want to get away from her environment, and little Eva, a darling tot who sings bawdy duets with Grandma. The father ultimately kills himself and is given a funeral that is supposed to be simply too funny for words. Emma refuses to get married to an evidently insane business man from Houston, preferring to stay home and take care of her brood in the usual manner. And little Clara's husband is killed and Clara, who is pregnant, returns rather thankfully to her native cesspool. Grandma, talking of the coming child, shrieks out, "Don't send it to Harvard!" That is the curtain line—which, may be why it seemed like the only amusing line in the play.

All of this, mind you, is supposed to be excruciatingly funny. If it had been presented seriously or with any honesty of purpose, in an effort to portray certain conditions (like the much-maligned Tobacco Road) it might have been an absorbing study, if not an interesting play. But the insistent attempts at humor, sly, forcing and often acutely embarrassing, give it the general odor of an unwashed latrine. Emma, for example, might have been a splendid character (and Betty Gardie, who plays her, tries valiantly to make her one), but in the writing she becomes merely a nauseating stut.

Again, of course, this is all a matter of taste; and I am probably entirely misguided in my attitude. But tho I once shared Penrod's (and the modern Intellectual's) aversion to being called a litt'l gentelman, I'm beginning to think that Little Lord Fauntleroy had his good points when compared with the Dead End Kids.

Miss Gardie is aided in her valiant efforts by a beautiful, sensitive, altogether lovely performance from Betty Field as Clara, and by some outstanding performing from Philip Wood as the drink-ridden Harvard man. Russell Hardie is pleasant and entirely right as the moralistic smuggler. Clyde Fillmore is excellent in a small role, and Helen Westley, returned from the cinema, overplays Grandma rather frightfully. A little girl named Marilyn Erskine, a fine child actress, is involved in the mess as little Eva and, what with her lines and the putrescence of the play around her, serves as one of the chief causes of the almost constant embarrassment. Her presence, I'm afraid, gives the Gerry Society a perfectly good talking point.

Aside from the would-be hilarious attitude of its inverted morals, The Primrose Path is a very dull play. Its action is scattered, its plot-line is practically nonexistent, and it falls entirely (as a play) to explain why anyone bothered to write it out.

It will, of course, appeal none the less to puritones on the loose. The laughter of the second-night customers made them sound, in that connection, almost like a first-night audience.

For World Fair News
Complete news of the World
Fairs (New York and San
Francisco) will be found on
page 33.

MARTIN BECK

Beginning Thursday Evening, January 23, 1939

TRIAL BY JURY

(Repertory Revival)

An opera with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Presented by the D'Oyly Carte Opera Co. Settings and costumes uncredited. Staging uncredited. Musical director, Harold Godfrey. Press agent, Wallace Munroe. Stage manager, Harry Arnold. Assistant stage managers, T. Perry Hughes and Harry Mastie.

The Learned Judge William Sumner
The Defendant Leonard Osborn
Foreman of the Jury T. Perry Hughes
Usher C. William Morgan
Associate C. William Morgan
The Plaintiff Margery Abbott
First Bridesmaid Maylie Dean

Scene: A Court of Justice followed by

THE PIRATES OF PENZANCE

(Repertory Revival)

An opera with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Presented by the D'Oyly Carte Opera Co. Settings and costumes uncredited. Staging uncredited. Musical director, Harold Godfrey. Press agent, Wallace Munroe. Stage manager, Harry Arnold. Assistant stage managers, T. Perry Hughes and Harry Mastie.

Despite the fact that there hasn't been a hit since The Boys From Syracuse opened way back in November, all's right, once more upon Broadway. The D'Oyly Carte Opera Co. has returned to our shores, opening Thursday night at the Martin Beck Theater in Trial by Jury and The Pirates of Penzance.

Least the foregoing sound entirely too enthusiastic for a reporter who has repeatedly put himself out on a limb by insisting that there are American singers every whit as good as the famed D'Oyly Cartians. It must be pointed out that there is no American troupe in existence at the moment. Dawdling away our time in the typical American go-getting way, we have had to wait for England to send its troupe on another trip in order to get another taste of the Savoy opera. We have them now, and for nine weeks all will be right in the best of all possible worlds.

To a reporter who hasn't heard a professional rendition (unless you want to stretch a point and call the PTP productions professional) of the Savoy masterworks since the D'Oyly Carte Co. was last here, the sight of Harold Godfrey's pink thatch rising above the thro of the orchestra pit was the thrill of a lifetime. And Maestro Godfrey's rendition of the overture to The Pirates later on was, of course, an even bigger thrill.

displaying all the magic and magnificence of the Godfrey interpretation of Sullivan.

The production of The Pirates is much the same as it was two and a half years ago, the only notable change being the introduction of Helen Roberts as Mabel. It is an introduction that is something less than fortunate. Miss Roberts' voice being unsteady and badly managed, with a painful tendency to go off key and stay there. She improved as the evening progressed but never managed to reach a point even approximating adequacy.

For the rest, Mortyn Green, an excellent General Stanley anyhow, has improved tremendously since his last visit and now gives a truly outstanding performance. Skiney Granville is still a thoroughly amusing sergeant, Darrell Fan-court is still an acceptable pirate king, Richard Walker is still an altogether excellent Samuel, John Dean still seems unable to do full justice to Frederic, and Evelyn Gardiner is still a Ruth whose voice is far flatter than her figure.

Why Trial by Jury, one of the most charming of the entire Savoy series, should be relegated to the mercies of a secondary cast is beyond me. The Learned Judge surely deserves better treatment than he gets from William Sumner. But at any rate Walker is a fine usher, and Margery Abbott, as the plaintiff, unleashes the loveliest soprano that I have heard in the D'Oyly Carte ranks since the troupe inaugurated its modern visits.

This corner still insists, iconoclast and boor that it is, that the Civic Light Opera Co. when it was going at the peak of its form was far better than the D'Oyly Carte contingent. But the Civic troupe isn't functioning at the moment; some of the D'Oyly Cartians are really superb in their lines; the choral work of the company is superlatively lovely, and the Godfrey musical direction is something that would lure whole flocks of Zebras down to earth to listen. And, most important of all, Gilbert and Sullivan, the divine Siamese twins of opera, are back on Broadway. So, as they'll be singing next week, all right, toooooooalry.

BELASCO

Beginning Thursday Evening, January 5, 1939

THE GENTLE PEOPLE

A play by Irwin Shaw. Directed by Harold Clurman. Settings designed by Boris Aronson. Presented by the Group Theater. Scenery constructed by William Keilman and painted by Dunkel Studios. Lighting by Michael Gordon. Press agent, Emanuel Eisenberg. Stage manager, W. E. Watts. Assistant stage manager, Will Washco.

Irwin Shaw's third Group Theater play is an engrossing comedy-drama of so-called ordinary life that often reaches peaks of great feeling and that sometimes slips into vaudeville dialog and characters.

It is not a great play. Rather, it is a grand show that splashes out stimulating, thought-provoking ideas as it starts like an inevitable tragedy and then, perhaps as a concession to the box office—slides into a melodramatic happy ending. Shaw has taken a subject close to all of us, the struggle of the underprivileged to live a full life, and given it warm, sympathetic, often heart-rending treatment. He reaches into that great section of lower middle class existence Brooklyn and shows us the Goodman family and the small circle of friends.

Jonah Goodman is a \$27.50-a-week optician hunched by a nagging, hypochondriac wife and a discontented daughter impatient for the gay adventures of the movies and the tabloids. In a desperate effort to escape from his dead-

ening existence Goodman plots with his cronies, Anagnos, a Greek chef, to sell their small fishing boat and, with their small savings, buy a larger boat and go off to the sultry Caribbean. It is a wild plot foredoomed to failure, and soon the villain appears in the form of a waterfront racketeer, Harold Coff, who forces them to pay tribute for "protection."

Goodman's daughter plans to run off with the racketeer for that one great fling at adventure and rich living despite the pleadings of her adoring boy friend, Eli, who dreams of a satisfactory life of a small apartment, babes and a good job. Goodman and Anagnos have the racketeer arrested, but he has protection and beats the rap. In mad desperation the two old men finally accept the cruel maxima of fighting violence with violence and that right makes might. They induce the racketeer to come out in their fishing boat, then beat him and dump him overboard. This, of course, solves their problem—but the solution also erases whatever high moral point Shaw tried to make in his play.

Shaw's mouthpieces cry for justice and against a brutal economic system that is neither democratic nor just. They moan at their tragic fate and beat their anguished wings to escape into the good life free from money worries. In dialog that etches sharply the plight of average Americans Shaw takes lousy blows against the banking system, racketeers, government, the courts and other not so venerable institutions. But instead of coming to a natural conclusion, his idea of a solution, he steers away and into the safe waters of boy-gets-girl, racketeer-is-killed and everybody-is-happy. The plot is for Hollywood, altho the radical undertones would have to be wiped out, of course. As with Clifford Odets, Shaw has a magnificent gift for pungent, pithy and illuminating dialog.

Franchot Tone is back with the Group after six years of Hollywood gold. He is an attractive performer, but never gets inside the characterization of the racketeer. He is still a glamour boy in this role. The grandest performance is turned in by Sam Jaffe, whose Goodman is a warm, lovable, understanding character. Roman Bohlen makes a not-too-convincing Anagnos. Sylvia Sydney with her knack for portraying pent-up emotions offers a convincing portrayal of Goodman's daughter. Eli Kagan wins bursts of applause by overplaying his boy friend role, but generally turns in a good characterization. Lee J. Cobb wins howls with his explosive manner of handling comedy lines.

Boris Aronson's settings are magnificent, and Harold Clurman's direction is shrewd and deft and gets surprising feeling of action out of limited movements made necessary by small sets. Audience the second night responded heartily to the comedy situations in particular and gave the cast three curtain calls. Paul Denis.

NATIONAL

Beginning Thursday Evening, December 29, 1938

EVERYWHERE I ROAM

A play in three acts by Arnold Sundgaard and Marc Connelly. Staged by Marc Connelly. Settings and costumes designed by Robert Edmond Jones. Choral arrangements and choral direction by Lehman Engel. Dances staged by Felicia Sorel. Incidental songs by Fred Stewart. Burning and painting of production by Studio Alliance, Inc. Sound effects by Thomas J. Valerith. Costumes executed by Elvas Costume Co. and Brooks Costume Co. Stage manager, B. D. Krantz. Assistant stage manager, Sam Sherwell. Press agent, Ann Groverover Ayres. Presented by Marc Connelly and Bela Blau.

Jerome Veve Deane
Samuel Royce Blackburn
Prudence Ormand Lydon
Pupilar Dorothy Littlejohn, Kathleen Slagle, Frank Westbrook.
The Man Dean Jagger
The Wife Katherine Emory
Johnny Appleseed Norman Lloyd
Clayton Robert Collins
Florentine Brown, William Howell, William Maters, Charles Clarke, Robert Green
Little Boy Paul Huber
Sandman Erik Waltz
Jay Royce Blackburn
Arthur Barnerl

Mayor Earl Weatherford
Martyrs Robert Egan, Frank Maxwell, Frank Westbrook, William Howell, Jean Burrell, Peggy Anne Holmes.
Continental Soldier Phil Brownfield
Cynus Robert Portchford
Joseph Robert H. Harvey
Fate Tony Kraber
Jacob Bill Berner
Voice of the Steel Caller Fred Stewart
Mac Kathleen Slagle
Swedish Girl Katha Humphreys
Swedish Boy Douglas Stark
Norwegian Girl Hannah Lee Childs
Norwegian Boy Judson Best Hall
Danish Girl Camilla Hull
Danish Boy John Dickies
Train Announcements Meredith Johnson
Train Guards Charles S. Clarke, Jon Urban, Robert Collins.
Jim Jr. Jay Owen Jr.
Joy Jr. Fred Lawrence
Joe John A. Kennedy
Travel Agent Earl Weatherford
Accountant Robert Collins
Clery Judith Best Hall
Decorator William Howell
Process Server Frank Maxwell
SINGERS: Misses Vera Deane, Annamary Dickey, Anne Francis, Eleanor Knapp, Dorothy Johnson, Louisa Virden, Messrs. James Burrell, Charles S. Clark, Robert Collins, Meredith Johnson, Laurence Slagle, Jon Urban, Earl Weatherford.

DANCERS: Misses Dorothy Bird, Jennifer Chaffield, Peggy Anne Holmes, Kathleen Slagle, Messrs. Robert Green, Phil Brown, James G. Burrell, William Howell, William Maters, Frank Maxwell, Erik Waltz, Frank Westbrook.

COUNTRY FOLKS AND CITY PEOPLE: Misses Emily Bollean, Louise Lamont, Amy Liles, Jane Hartigan, Becky White, Mary Ford Bowman, David Evans, Melchor Ferrer, Jamie Heron.

The Action of the Three Acts Covers a Hundred Years and Takes Place in America and Snowshoe.

Commercial managers have been known to squawk on occasion over alleged audience inroads made by the WPA Federal Theater. Whether this has been a legitimate (See NEW PLAYS on page 27)

OUT-OF-TOWN OPENINGS

"White Steed"

(Chicago St. Opera House)

PHILADELPHIA

Drama in three acts (four scenes) by Paul Vincent Carroll. Staged by Hugh Hunt. Sets by Watson Barratt. Presented by Eddie Dowling. Principals: Whitford Kane, Leslie Blinham, George Coufouria, Ralph Cullinan, Jessica Tandy, Roland Bostonly, Parrell Pelley, Grace Mills, Elizabeth Malone, Liam Redmond, Thomas P. Dillon, Moranco Barrett and Tom Tuily.

White Steed brings to the stage the same Celtic beauty and flavor that were in Carroll's first opus, Shadow and Substance. The play's theme is rebellion—always dear to an Irishman's heart. The title is derived from the old Gaelic legend of Oslan, who rode a white horse into the land of little dark men and sought to bring back the light of the old days in the land.

Norah Finny, daughter of Pihelm Finny, a vegetable dealer, returns from a protracted stay in England to face the bigotry and peasant ignorance of her little Irish village. Her proud spirit rebels at the smallness of the village and she finds Father Shaughnessy, a tight-lipped narrow priest, organizing a group of so-called "moral policemen" to patrol the morals of the parish.

In desperation she tries to awaken the spirit of Dennis Dillon, a school teacher addicted to drink, to join her in revolt against the town fathers. Dillon, afraid of losing his job, refuses; but at one point, bolstered by drink and the feeling that he loves Norah, he boldly joins her in her rebellion. In the end Father Shaughnessy wins out and succeeds in (See Out of Town Openings on page 28)

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BROADWAY RUNS

Performances to January 7, inclusive.

Table with 3 columns: Dramatic, Musical Comedy, and various play titles with their respective opening dates and performance counts.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1894 BY FRANKLIN D. SARGENT. The foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. WINTER TERM BEGINS JANUARY 16. FOR CATALOG Address Secretary, Room 48, CALNEIGH MALL, NEW YORK

NEW YEAR'S EVE BIZ GOOD

N. Y. Clubs Lose to Hotels; Other Key Cities Do All Right

NEW YORK, Jan. 7.—New Year's Eve supposed to fill the coffers of all, was just a fizzle as far as local night club owners were concerned, but most hotels cleaned up.

A check-up showed plenty of confetti and broken glasses strewn about, but very little cash in the safe tills. Night club owners bewailed the 3 a.m. curfew, which put a damper on all night club partying.

Hotels were able to capitalize on the 3 a.m. curfew by renting out private rooms for parties after the curfew. Virtually every hotel which houses night life reported S. E. O. in every room.

Night club owners claim that because of the curfew the populace arranged to do its all-night guzzling where there would be no interference by the law. Also, it is reported, many cops turned their backs. The damage was done by the threat that the law would be invoked.

Price cutting also ran rampant. Customers were hep to the empty tables and got away with almost anything they asked. Several Broadway clubs managed to come out in the black, but the best business was done by society spots. Owners of the leading night clubs in Greenwich Village also reached for the towel. One reported his Worst New Year's Eve in 14 years.

The daily newspapers enthusiastically reported that \$15,000,000 was spent for entertainment that night, but the nitery ops say that if this amount was spent very little of the extravagance was included in the night club budget.

PHILADELPHIA, Jan. 7.—Jack Lynch's Wilton Roof did the biggest night club business in town New Year's Eve. He drew 780 people, who jammed the room's normal capacity of 500. The \$5 cover added much to his gross that night. Arcadia - International drew more than 1,000.

CHICAGO, Jan. 7.—The amusement industry here enjoyed its best New Year's Eve since 1929. Theaters, cafes, ballrooms and hotels played to capacity crowds and the average check was higher than it had been in the last nine years.

Prices in pop-priced houses were tilted up to \$2.20 per person, with all of the first-run temples downtown getting a minimum of \$1.10. While the minimum in clubs scaled from \$2.50 to \$15, the average customer spent way more.

SAN FRANCISCO, Jan. 7.—This town saw many dollars laid out to see the new year soar in. The better spots packed them in.

Reservations at most of the night clubs were sold out days, and in some cases weeks, in advance. Business all over was exceptionally good.

Rancho San Pablo, in El Cerrito, by selling out completely set a record. Belle Baker headed a gala floor show at the Rancho, where \$7.50 per person was top. Hal Tabarin took in a capacity crowd, as did the 365 Club, Royal Hawaiian, Bagdad, Embassy, Music Box and Club Kona. Hotel ballrooms, like the Palace, St. Francis, Mark Hopkins, Fairmont and St. Francis Drake, likewise got a big play. The established rate was \$6.50.

Also the lid was off to a certain extent, authorities having promised no interference except in cases of undue rowdiness.

Town's normal closing hour, 2 a.m., was extended to 3 o'clock, with dancing permitted until the later hour, the liquor sale shutdown was enforced at 2 a.m.

Nearly 100 casual engagements were filled from the ranks of the American

Federation of Actors, most of the acts reporting to private parties. Actors' minimum of \$10 was upped to \$15 for the night.

DETROIT, Jan. 7.—New Year's Eve proved to be practically a capacity event for better class night spots, altho actual business was somewhat off. Reservations were all taken at most of the spots a few hours before the Eve, but the overflow of customers was much smaller than a year ago. Patrons also spent less.

A limit of a 48-hour party was set by State regulation for merry-makers. Only beer and wine were allowed after 2 a.m. Sunday morning. At midnight Sunday night spots were again allowed to serve hard liquors, but were forced to call off the sales at 2 a.m. Monday.

About 350 of 500 licensed establishments having dancing in Detroit applied for extended hours permits for dancing, as required by city ordinance.

NEW ORLEANS, Jan. 7.—With the influx for the Sugar Bowl events taxing the city's ability to lodge tens of thousands comfortably, night spots and other entertainments did a record-breaking week.

Lou Lemler, manager of the Hawaiian Blue Room, cited with a good show headed by Buddy Rogers and ork, given plenty of play in the dailies thru visit of Mary Pickford. Big crowds were found at the temporarily reopened Tulane Room of the Jung Hotel, where Al Kavelin and ork shared honors with a splendid floor show, all booked thru MCA.

The Vieux Carre spots did their best business in a decade. One or two spots loudly announced, "You can bring your own bottle" and be welcomed.

Hotel officials estimated about 4,200

He Knows

NEW YORK, Jan. 7.—Billy Glason, who booked New Year's Eve for a Loyal American Lodge affair at the Central Plaza.

But Glason knows those New Year's Eve affairs, so he appeared at the lodge's membership meeting a week before New Year's Eve and told the startled members: "You fellows are going to be too tight New Year's Eve to appreciate my act; so I'm going to do it right now." And he put his act on.

Sure enough, on New Year's Eve the club members were so bossy and tipsy that they didn't pay any attention to Glason and the show.

were accommodated in their clubs on the one night.

SPOKANE, Wash., Jan. 7.—Hotels spent more money on floor shows New Year's Eve than in several years. Imported talent included Vivienne Lee, dancer; Olive Broseau, singer and violinist; and Betty Vikkers, dancer, at Davenport Hotel's Italian Gardens, and Flo Ash, "nudist," at Desert Hotel's Round-Up Room.

DALLAS, Jan. 7.—Local night clubs registered the greatest week's business ever recorded from Christmas to January 2. An almost continuous holiday rush topped club and dance-hall bids to an all-time high. The Cotton Bowl Jubilee celebration, extending from Thursday thru Monday, brought 25,000 football fans. Downtown niteries upped admissions to \$15 per couple for week-ends. S. R. O. signs at the Baker Hotel Mural Room, Adolphus Hotel Century Room and the Chez Maurice.

Christmas Day marked the opening of the newest night spot, the English Village Tavern at Fair Park. Lou Bovis, prop., is experimenting in entertainment with the Drunkard's Daughter, a moller. The Tavern, seating 250, offers two shows nightly. Admission is 40 cents.

Joe Pursent, That High-Class Agent, Always Keeps His Word

Dear Paul:

THOSE letters from Maise are doing us agents a lot of harm. You shouldn't pay any attention to stuff like that. Maise is a swell kid, but she's like all performers—they're always blaming their agent because they can't make a lot of dough quick. Now why should performers act that way? They make it so hard for high-class agents like myself to keep on working day and night for their welfare.

I can't understand it. Here we agents run around to bum night clubs all night, drinking up a lot of cut liquor at fancy prices, getting an earful from the night club owners—and then when we line up a swell little job for some act it turns around and walks out on us.

Why I remember when I got that big El Dumbo job for Maise and then she says she can't take it because that chiseling agent, Mark Muggsy, had already booked her for one of those mountain resorts. And here I had a nifty \$97.50 net date (only four shows a night, no mixing except with steady customers, and a private corner in the dressing room) and Maise crosses me.

IT JUST shows you what tough people performers are. Here I had a test lined up for Maise with Sam Goldwyn and Greer in calling me up every day from the World's Fair—and where is Maise? Working for that chiseler Muggsy! It just disillusiones a high-class agent, that's all!

The trouble is that I'm too kind with my acts. When I borrow a 10-spot from one of my acts I always pay it back within a month. When I promise an act a lot of work I get it—even if I have to dig up \$3 dates. I always keep my word—maybe that's why I'm not making as much money as that chiseler Muggsy.

Well, I guess the only way I can protect myself against acts that aren't loyal is to sign them up to exclusive management contracts. I just signed the Two Piggos, comedy acrobats, to a five-year management contract. And it is a wonderful contract, too. I manage the act for five years and I can pick up an option for another five. The act must take whatever dates I give it; it must pay me only 40 per cent commission on all dates, but when it gets its own dates it only has to pay me 25 per cent. I think it's a swell contract. (Incidentally, you should see what a beautiful contract it is. It is in red ink, with my name in gold on top and red seal on the bottom.)

REALLY, sometimes I sit up in bed and wonder why should I knock myself out for these performers when they are so ungrateful. If things don't get better I'm going back to the little bungalow I bought last summer (only \$3 payments to go) and make a living selling worms to fishermen. Or maybe I'll unpack that old trunk and put the old make-up on. Maybe what show business needs is a terrific standard act like the old act I used to do. You remember, don't you? I used to open with the sock gag, "Lady, your motor's running!" The finish used to have me and the midgets doing a fast-off-to-Buffalo. Sensational stuff.

Maybe I'll drop in at The Billboard next week and show you my scrapbook.

Joe Pursent,

P.S.—Please run something in Talent Agencies column. I've just combined offices with Mark Muggsy. He's a great guy. The new agency will be called Muggsy-Pursent Theatrical-Enterprises of the World and Greater New York, Inc.

Club Talent

New York City:

ROSS WYSE JR. has been added to the Palm Island Casino, Miami Beach, opening January 12. Rest of cast includes Cross and Dunn and Paul and Eva Beyco. HOTEL BRETOOFT, stage lower Fifth avenue landmark, joined night life last week, offering entertainment in the Cafe Lounge by Claire Willis, Bert Whaley and Fred Duro. . . . MARLYN AND MICHAEL, in their 10th consecutive month at the Rainbow Grill, say that Shag, Big Apple, all sorts of walks and glides are on their way out and are, accordingly, giving exhibitions of the Polka, no less. . . . HACKER AND SIDELL, just returned from a two and a half year tour of Europe, open at the Rainbow Room January 11. . . . PATRICIA RYAN, singer and comedienne, began at Radio Franks' last week.

HAL SINGER, singer, is making his first New York appearance at the Village Barn. . . . HARRIS ASHBURN, of the dance team the Ashburns, has written a song collabing with Eddie Le Baron, the ork leader. The novelty rumba, Peter, the Scoop Beater, is now being introduced at the Rainbow Room. . . . SYLVIO AND MELBA, currently playing at the French Casino, Havana, Cuba, are set to reopen at the Havana-Madrid here next month. . . . GLOVER AND LAMAE are the first dance team to be held over at the Copacabana Casino, Rio de Janeiro. They are due back here January 24. . . . MAURICE AND CORDOBA will close a two-month engagement at the Ercelan Room of the Plaza on the 23d, opening at the Book-Cadillac Hotel, Detroit, January 26. . . .

Chicago:

LOYANNE AND RENARD closed in Montreal's Mount Royal Hotel early due to an emergency operation performed on Loyanne. . . . SPENCER AND FOREMAN are leaving for San Francisco. . . . RAY GOODY has been set for the Edgewater Beach opening February 4 by Jack Kalkheim, thru the Eddie Eligh office.

CONGRESS CASINO closed after the New Year week-end. . . . GARRON AND BENNETT played at the Stevens Hotel Sunday. . . . EDDIE VARZOS has reduced the size of his band and is bringing his abbreviated outfit into the 885 Club January 19. . . . JACKIE GREEN returns to the State-Lake week of March 3. . . . DWIGHT FISKE returns to the Colony Club January 27.

Here and There:

RUTH DENNING remains as a hold-over at Club 17, Chicago. She is now handled by Phil Tyrrell, of Chicago, and Arthur Silber, of Hollywood. . . . RALPH AND HELEN STERNARD booked into the Ray-Ort Club, Niagara Falls, N. Y., for two weeks. . . . BILL LAWTY is producing the floor shows at the Sunset Gardens, Burlington, Ia. Current show has Leroy and Lee, dancers, featured. . . . DORN BROTHERS and Mary were in the closing show of the Beverly Hills Country Club, Newport, Ky. Spot reopens in March.

ESTRELLITA LUCAS, Latin American singer, has returned to the Palm Beach Hotel, Palm Beach, for her second season, singing over WJAX. She has just recuperated from a long illness. . . . FRANKIE LAINE and Art Hodes, singer and piano' team, began an engagement at the Crawford House, Boston, last week. . . . SUZANNE AND CHRISTINE are in their third week of a six-weeker at the Continentals, Miami Beach. . . . HANK LEWIS is going into the new year with a record of 16 months of emceeing at Mattoon's, Stockton, Calif. . . . NORMA GALLO, dancer, opened at the Tower Club, Boston, January 2. . . . FLORETTA AND BOYETTE just finished three months of dates around Detroit for Gus Sun office and this week begins a series of club dates at the Statler Hotel, Cleveland. . . . BUDDY LESTER closed a 12-week run at the Ambassador Club, Detroit, and moved over to Sack's in the same town. . . . DICK CALE started a six-week stay at the Wagon Wheel, Akron, together with Shalley and Jeff. . . . JOE WYCOFF has returned as emcee to the Kasig Club, Toledo.

For World Fair News
Complete news of the World
Fairs (New York and San
Francisco) will be found on
page 33.

Jack Lynch's Walton Roof, Philadelphia

Without the terrific out that has marked his recent shows, Jack Lynch has put together a show that was a click both in entertainment and variety.

Caught on the opening night (Thursday), the almost capacity house received it with enthusiasm.

Opened with Jeno Donath's Band in a semi-classical rendition of a melody from the *Merry Widow*.

The Four Rileys, a refreshing kid tap-dancing quartet, open the show with a snappy tap routine. They're good-looking youngsters who put their stuff over with a bang.

Miss Trixie, a midget juggler, puts on a good novelty show. The lady, recently arrived from Germany, tosses around about everything under the sun and winds up juggling five large medicine balls. She breaks up the act doing an acro turn with her sister.

Wini Shaw, throaty chanteuse and headliner of the show, comes out in a red velvet gown and gives out in her best manner. A little nervous at her initial govt, she straightens out and really goes to work.

Among the numbers she sang were *Zing Went the Strings of My Heart*, *Get Out of Town*, *Franklin D. Roosevelt Jones* and a melody from her recent pictures. She got a big hand.

The Olanour Girls, a group of 14 lookers, go thru a Spanish number that's pleasing to the eye, with Donath's crew playing the musical accompaniment with plenty of dash.

The Rileys come back in a snappy sing routine, working hard and getting a couple of encores.

Rex Weber winds up the show with his familiar ventriloquist singing.

The dance routines of the Olanour Girls are under the direction of Midge Fielding. The costumes are beautiful and all new.

The relief band is under the baton of Vincent Rizko, with Barney Zeeman's crew playing in the cocktail room. Also entertaining in this room are Helene Heath, Mona Reed and Charles Smith.

The showgirls are Lee Frederick, Captain, and Betty Pope, Claire LeBoh, Jacqueline Susan, Jane Strapkinson, Shirley

Freeman, June Sevier, Kay Orlin. Dancing girls: Dorothy Heaps, Catherine O'Neil, Pat Hayward, Lillian Wulff, Billy Walker and Ruth Kaye.
Food good. No cover or minimum.
From agents are Bill Shapiro and Sam Bushman.

Rose Bowl, Chicago

The new show is one of the strongest compiled since Frank Howard took over the managerial reins. With Willie Shore on hand to guide the proceedings, and Countess Yvonne Monoff, of the former Tin Toot Girls, offering her new single, it had plenty of comedy.

Shore has improved his comedy delivery and is more of the veteran in telling a gag and getting the best out of it. Does satirical magic and soft-shoe routines in addition to stories in his own spot and generally livens up the show by engaging in amusing nonsense with the girls.

Miss Monoff, a tall blonde with a natural, easy style, is a clever interpreter of comedy songs. Some of her double-meaning ditties are okeh in this informal spot, particularly in the wee hours of the morning. She displays experience along this line and backed it up with such offerings as the *Football Song*, *Sports*, *A Private Secretary Has No Privacy* and a new version of nursery rhymes.

Ruth Brent, rhythm singer, works with plenty of spice and has a lively personality that is quite easy to take. With sufficient voice to carry popular tunes, she brightens her spot with neat arrangements. When caught she piped *My Blue Heaven* in swing time, *You Must Have Been a Beautiful Baby*, *Down With Love* and *Lady in a Tramp*.

The Selbya, swing acrobatic ballroom team, do a creditable job on this small floor, managing to execute some neat tricks with flash and speed. In one show they work as a couple of Harlem strutters, but it is not necessary to color the skins, for the type of routine they do and the way they present it are suffi-

cient to project the idea.

Winnie Hoeller has a striking four-girl line, and the numbers have sense and are nicely costumed. Solly Wagner, at the piano, conducts a five-piece outfit for dancing and show. Intermission piano music is furnished by Walter Hensing.

Minimum is \$1.50 week nights and \$2 Saturdays and holidays.
Sam Hönigberg.

Cocoanut Grove, Hotel Park Central, New York

Show here is loose and stringy. Perhaps the fault lies in the overabundance of dance duos who perform sincerely but not too well. Truth, bad business has affected this place as well as all the others, but there is still little reason for the show's slackening of pace.

De Rondo and Barrie, on straight ballroom work, seemed to be impeded in some ways by the slow tempo of the orchestra and were too mechanical.

Nina Olivette and Dimitri, in a so-called madcap comedy dance, should cut out some of the needless patter that slows their act down to a limp. They have several comic breaks, but they are done with little polish and with an overbearing attempt at being funny, with little results.

There is one turn, however, Garland and Maria, conducting the Champagne Dance Instruction Hour, that is done in a suave and mannerly fashion. Garland goes thru a short spiel and then invites the patrons to the floor for dance instruction. Does it with gentlemanly charm and doesn't interfere with the privacy of the customers. They are on for an hour, with three bottles of champagne given away to the winners. The Three Continentals (trio), accordion, guitar, doubling for the cocktail lounge, provide nice accompaniment.

On the singing end is Peter Higgins, doing novelty songs, among them, in a nice personable fashion and with a good sense of stage presence. Goes thru some chatter that wouldn't be otherwise missed, but good voice and personality puts him over. There is also Lisa Harris, a sweet young blonde, that shows a great deal of promise with her vocals, but is still lacking in poise, personality and technique.

Music is supplied by Lee Myles' very listenable and danceable band. A new show headed by Chick Webb and Ella Fitzgerald is scheduled for the room January 25.

Ed Weiler attends to the press.
Sol Zoff.

New Town Casino, Miami Beach, Fla.

Paula Stone, Fred's daughter, debuted here New Year's Eve. Gal's voice is just fair, but she has many of old man's mannerisms. Sings two ballads and an original swinger which meet with public apathy; but house goes crazy when she imitates pappy in his dance of the Montgomery and Stone era.

Paula's a looker and looks smart in evening gown. Her kid sister, Carol, leads cheers from ringide. Understanding is Paula will appear for two weeks while family visits Rex Beach in near-by Florida home.

Previously reviewed show of Johnny Hale, Hank the Mule and Cyril Smith continues with her, Duke Dingley batons.
Lee Stimmonds.

Tic Toc, Montreal

Established as a radio artist on this continent and all set for movie work, Jean Sablon was hired to Montreal by the Tic Toc's alert little producer, Sidney Tapley.

Since Christmas Day this French singer of the winning way and versatile voice has been packing 'em in. And the reason isn't difficult to figure out. Sablon has it. He can handle a modern English number or an old French folk song with equal facility. He knows how to inject the swing note, and he's got a grin that would excuse any vocal deficiency, if he had any.

Paced by madcap Billy Vine, this revue has verve and whatever else means cabaret goodness. Vine unleashes his screwy idea of our crazy world from the outset. The sheer force and unconventionality of his delivery makes old gags fresh. His "I'm Happy" routine, calling for the

expression of utter agony, as he urges one and all to smile and laugh and so forth, is exccruciatingly funny. Possessor of a personality and an infinite sense of fun, he doesn't have to rely on suggestive material.

The Mia-Ming Foursome is in for the thrills. Three young men and an attractive lithe blonde, the act builds to a wow finish in adagio stunts. The girl is tossed from one end of the floor to the other. It's a combination of skill and nerve which would drag out applause from the most reluctant patron. Standard tap dancing is supplied by petite Vera Dunn. Because she is tops in the cute category, she's a bit of a hit all on her own.

The balance of this show is composed of Cliff Dermody, a young man with a good baritone voice but in dire need of grooming, and a not too agile girl line. Freddy Nichols is the band soloist, while Len Howard's music-makers improve weakly both for the dance and the show.
De Conlay.

Lookout House Covington, Kentucky

This is the most novel floor show seen here in many a moon. Aided by Loni McIntire, his band and company of hula dancers and singers, Manager Jimmy Brink has turned this room into an "Island of Paradise," using the Hawaiian motif. At this look-in Tuesday (8), show played to a half-filled house, despite the low ebb of night club business in this section.

First on are the gorgeously costumed Donn Arden Girls (eight) in an effective tap routine led by Donn himself, who clicks in a nifty acrobatic tap number. McIntire and his troupe take over here, with the former handling the ameece chores in capable manner. Mona Kaimi offers a potent rendition of a native song in pleasant voice and polishes off with a good hula effort. McIntire's tribute to Irving Berlin, in which the Donn Arden Girls parade in costumes depicting the name of Berlin-written songs, proved a decided click.

Lei Ma Ala, comely Hawaiian maiden, and Pua Kealoha, former Olympic swimming champion, who also doubles as bass player in the band, proved show-stoppers with their offerings. Lei sings and sways in a number called *When Hilo Hattie Does the Hilo Hop*, and Pua takes off in a hula-que burlesque of a hula number. Another pretty maiden, Aloha Kaima, manages to grab off her share of hand whoopings with potent singing and hula efforts. Interpersing the Hawaiian bill are Lafayette and LaVorne, well dressed and graceful ballroom team, who annex huge mittings for their whirlwind dancing and adagio routines, with the latter especially pleasing. Finale featured the Donn Arden Girls, with McIntire singing his own hit tune, *The One Note*.

McIntire's Band, composed of both native and American musicians, provided the show and dance music in competent style. The \$2.50 minimum still prevails, with drinks and food reasonably priced and good. Table service continues good, and spot's publicity and advertising is still being handled by George Babe.
Bob Doopker.

Merry-Go-Round, Newark, New Jersey

First big floor show to come to Newark for some time has met with enthusiastic approval; but from recent observations it seems the presentation went the way of all flesh when it hit this town.

The NTO unit headlined and emceed by Joe Kirk is full of talent; but either they consider Newark another hick town or we caught the show in the new year lull.

Mary Louise, one of the ponies from

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the outstanding Wally Wanger line, is the hit of the show. Her difficult acrobatic routine spotted just before the finale draws a big hand. She has an intoxicating smile that makes you like her. Yet all the advertising and publicity stars Della Carroll, whose two appearances a pearl dance and an orchid routine, fall flat. Maybe the city's censors have her working under wraps.

Frances Neal and Kenneth Clarke, utterbugs, drew a good response with their animated hooding. Princess Michi gave her interpretation of the Dance of the Islands. Mary Johnson did a little tapping, etc. That was just the way it seemed to run thru the show. Kirk worked hard as emcee and did a nice bit of imitating, but he could not dispel the air of listlessness. Production seemed to be at fault for talent was there. Good-looking line should have been seen more often.

Three shows are given nightly, at 8:30, 11:30 and 1:30. Jack Betzner's Orchestra plays for dancing and the show and does a nice job. One dollar minimum weekdays, \$1.50 on Saturdays.
Bruno M. Kern.

Pepper Pot, New York

The depending primarily for its trade on its Greenwich Village location, historical background and past reputation, Doc Shortell's Pepper Pot nevertheless offers a trim half-hour entertainment produced by Kathaleeh O'Hanlon, and claims that the set-up grosses a weekly average of \$6,000. Moderate dinner prices, starting at \$1, and two bands are important considerations.

Show, which is modified every other week, opens with Miss O'Hanlon herself and Tony Del Reno in a fast ballroom tango. Later the pair serve up an apaché. Both numbers are vigorous but not so smooth. Doris White's acrobatic dancing is pleasant enough, coupled with a dash of coyness and good looks. Peggy Ann Barrie falls short of all scores as a vocalist. Singing waiter Jimmy Calvo relieved the patrons measurably.

Continuing a program overweighted by dance numbers, Iris Ray, well clothed, presents a bubble dance with much grace. Then one Aloha races thru a coach without even an alibi, authentically but with satisfactory exposure of a streamline chassis. The in the floor show, Amedeo also offers magical antics to table and bar clientele. His intimate demonstrations are strictly of the sleight-of-hand variety which shuns elaborate mechanical equipment. His style is the quiet denouement.

To keep the show tied together Al Ferguson emcees. He could fare better with less fatigued legs. Staunch musical support for the show and customers' hooting was rendered by Joseph D'Andrea's sextet and Bob Mata's Hawaiian crew. Latter is usually featured in Polynesian annex, which turns on the lights only for rushing business.
Lou Cortese is p. a. Spide Weiss.

The Drum, Coral Gables, Fla.

Newest big time nitery in Miami is The Drum, located just outside of town in Coral Gables.

Erected in hurry by Emile Melancon, local millionaire, it has town gasping with its beauty. Modern in design, place has main room seating 300 and an ante-room bar that gets a play 24 hours a day.

Melancon is beating rest of the boys with names and opens Dwight Flako January 9. Flako, in for two weeks, will be followed by Sheila Barrett, Ramon

and Renita, appearing now, will continue along with Flako and Barrett.

With exception of dancers, current show is a smalle. Henry Nestor, a pleasing baritone and no ex-flatfoot, goes over as long as the customers don't see him walk. Joyce Lane is just another singer. Ramon and Renita have spiced up their familiar routines with impersonations of leading dancers. Score particularly with Paul Draper and the De-Marcos numbers. Great favorites here, Antonio Lopez, local band nine musicians with union cards, but understanding is that same outfit will come in later.

Novelty stunt in bar is Hammond organ played by Betty Lee Taylor and Roy Parks. Polish of owner Melancon is a traveling mike passed around bar for customers to sing. They love it.

From present indications The Drum is what the doc ordered.
Lee Simmonds.

Green Gables, Drums, Pa.

This nice night spot on the Wilkes-Barre-Hazleton highway was open for the holiday season, presenting two shows nightly.

The Raoulettes, six girls, opened the floor show with a number to the tune of Dance of the Hours from La Gioconda. Later, members of the line did solos, with Connie Jean Gordon warbling Old Man Mose and Joyce Caudell singing I Won't Tell a Soul I Love You and accompanying with a swell rendition of Heart and Soul.

The stars of the unit, Itzoul and Virginia, opened with a ballroom number and later teamed with Emerson Promie, emcee, to stage a comedy ballet which kept the patrons laughing. Promie also solos with a soft-shoe routine.

Closing the program the Raoulettes came out to do the Lambeth Walk and then got patrons to do the step with them. Luckily most of the men pressed into action took the thing good-naturedly and got into the swing, providing an enjoyable time for the audience.

Eddie Kahn and his 10-piece orchestra furnished the music and they did well. Owner Pete Desopolous has a swell spot here, but can't seem to make a go of it for a year-round spot.
Milton Miller.

Harry's New York Bar, Chicago

A late-hour spot just outside the Loop catering to local and convention trade. There is a lower floor for private parties, the regular entertainment staged on the main floor and more bar privacy is provided on the top floor, where the advertised "Globe Trotters Club" is located.

Billy Rankin handles the shows which, naturally enough, abound with femininity. Usually a top nude name tops the bill with several singles supporting. In this case, Mona Leslie fills that assignment creditably, being one of the better strip dancers who works with class and a sufficient amount of grace. When viewed she presented a fast and pleasing cape number.

Dorothy Wahl had a fair Oriental fan and acrobatic routine, ending with a cartwheel spin. She is a striking blonde who fits well in a room of this type. Tiny Person, the emcee, is a rotund and youthful personality but lacking punch in delivery and is also in need of some material. As is the case of most fat men, he is a jolly fellow and likable enough, but one needs more these days

to hold attention in a prominent show spot.

Kay La Belle, rhythmic tapster, opens with a smoothly executed number. A young and lively personality, Dorothy Johnson, singer, held her own with Week-End of a Pricess Secretary and Beautiful Baby. She is a regular intermission entertainer who is doing double duty this time.

Fonda and St. Clair, dance team, close with two numbers featuring tricks and spins. Considering size of floor, the ballroom duo emceed gracefully and contributed a good job.

Dude Kimball is a Tunny rube musician, using plumbers' supplies for odd musical sounds. The intermission crew still has Art Buckley, Al Wagner and Billy Meyers. Charles Engler's Band furnishes the show and dance tunes.
Sam Honigberg.

El Gaucho, New York

Tucked away in what was once the Bohemian atmosphere of Greenwich Village, this Latin nitery is rounding out its sixth year of catering to uptowners who come downtown looking for South American atmospheres.

For its size and weight, it is one of the "authentic atmosphere" spots in town that manages to retain a degree of charm and intimacy, and the floor show, which is fast and short, blends in with the Argentinian touches. There is even a wood-burning fireplace to lend the last flourish conducive to romance. The place itself is tiny, having a seating capacity of 75, and depends more on spenders than regular diners to make profit.

The floor show is all dancing, with the exception of emcee Eduardo Sandoval, who also sings. There is nothing organized about the entertainment, but what there is of it is pleasing and easy to take.

Three dancers, doing solos, include Maria Ellen with South American folk dances; Carmelita, adding the Flamenco touch, and Nedra Madera, contributing to the lightness with rumbaing chore. In the order named, Maria, besides presenting a shapely appearance, did well with a folk dance. But Carmelita, (m-m-m) speed out all of her charm and Latin beauty in an exotic interpretation of the Samba that rated pretty high. Nedra filled the rumba assignments with what they call a dash of ah-ha in an abbreviated gown and shapely figure. Sandoval gets by on charm and personality, and his voice is suitable, too. The El Gaucho Rumberos (six-piece Latin crew) provide the music.

Pedro Vall is the general manager of the spot. Prices range around \$1.50 for dinner.
Dorothy Ross is press agent.

Sol Zell.

Rathskellar, Madison Hotel, Jefferson City, Mo.

Leo Levy has temporarily dispensed with a line, but the idea goes across that he considers his show of such high caliber that it doesn't need a line. The customers on the whole agree.

The self-styled "Original Rhythm Girls," a trio of musically inclined ladies, form the number one item and you might be surprised at the amount of toe-tapping they get from the crowd. Mary Caulfield plays guitar, clarinet, trumpet and sax; Ruth Nelson handles the piano and Lola Lee the drums. Orchestras are plentiful in this sector, but so is lollolity, and these girls are doing well enough to rate an encore.

Chuck Payne, who emcees, gets by fairly well with his patter and adds a slightly nasal tenor to proceedings. He handles the show well, too, and his gaze stand up nicely, particularly with the added attraction of a Southern accent.

Irene Randall is a fancy stepper with a heat tap and some really refreshing eccentric dancing. She clicked better than the rest of the bill, principally because she added to her routine a pleasant stage personality, something that local shows lack.

Juanita Gardner, tall, dark-haired charmer, minkie, her strip tease the climax act and gives the boys exactly what they pay to see; but on the strength of the one performance caught she's just another stripper.

Rathskellar is serving excellent food and good drinks at moderate prices, no cover. Gross appears to be about \$500 weekly, and show acts are booked independently; a little extra jack finds its way into the profit side of the ledger each week.
A. B. Jackson Jr.

Mayfair, Yatesville, Folds After New Year's

YATESVILLE, Pa., Jan. 7.—The Club Mayfair here (on the Wilkes-Barre to Scranton road) folded suddenly after taking in the New Year's Eve dough.

The owner, Joe Bianco, could not be found after the club folded and Peter Wells, emcee, who had worked the club for eight weeks, and Mary Lou King, singer the last six weeks, have left for New York. A dance team and Allan Reid's Band from New York could not be located for a statement.

Joe Bianco, the owner's brother, says Joe Bianco paid the band and singers and that he did not pay waiters and bartenders their full wages.

The club was the only nitery in this section that has been giving two full shows a night right along.

Opens New Ft. Worth Club

FORT WORTH, Jan. 7.—Red Quail, local club operator, has opened a new spot, the Nitro Spot. Jack Meredith's Orchestra, formerly at Club Forest here, plays for dancing. Policy now is orchestra and occasionally floor show.

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Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotels; mh-music hall; nc-night club; p-amusement park; r-road house; rc-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

A. B. C. Trio (Paradise) NYC, nc.
Abouli, Sam & Nancy (Hollywood) NYC, nc.
Ace Red (Bowers) Detroit, nc.
Adler, William (Cafe Royal) NYC, re.
African, Eric (Hudson & Broadway) NYC, nc.
Alec & Evans (Drake) Chi, h.
Allen, Alfonso (Village Casino) NYC, nc.
Allen, Roberta (McAlpin) NYC, h.
Allen, Beverly (Palmer House) Chi, h.
Allen, Vicki (Bischkopf) Chi, nc.
Ames & Arms (Hollywood) NYC, nc.
Ammonia, Albert (Cafe Society) NYC, nc.
Anderson, Helena (Midnight Sun) NYC, nc.
Andre, Julia (Cristal) NYC, nc.
Arcene's, Don, Arnie Models (Lookout House) Covington, Ky, nc.
Armstrong, Louis, & Orch. (Strand) NYC, t.
Armstrong, Maudie (Ernie's) NYC, nc.
Armstrong, Harry (Diamond Horseshoe) NYC, nc.
Arnold & Broderick (Earl Carroll's) Hollywood, nc.
Ash, Paul, Orch. (Roxy) NYC, t.
Austin, Gene, & Co. (Earle's) Washington, D. C., t.

Bacon, Faith (Midnight Sun) NYC, nc.
Baldy Sisters (Palmer House) Chi, h.
Baldy, Mildred (Famous Door) NYC, nc.
Bain, Donald (Class) Detroit, (Paramount) Toledo, 10; (Hartman) Columbus 17-18, t.
Baines, Pearl (Black Cat) NYC, nc.
Baker, Bonnie (Palmer House) Chi, h.
Baker, Berle (Colony) Chi, nc.
Baker, Ida (Cristal) Miami, nc.
Banks, Bernice (Plantation) NYC, nc.
Banks, Sadie (Old Roubamanian) NYC, nc.
Barker, Frederic (Armando's) NYC, re.
Barrera, Shelia (El Rio) NYC, nc.
Barr, Grace (Ches Paree) Chi, nc.
Barris, Mickey (Mother Kelly's) Miami Beach, nc.
Bartels, Paul (Leon & Eddie's) NYC, nc.
Bartel, Lee (Hi-Hat) Chi, nc.
Bartis, Ruby (Yacht) NYC, nc.
Bart, Lulu (Diamond) NYC, nc.
Batsony, Dr. L. (Zingerman's) NYC, re.
Baumann, Pierre (Meady Carlo) NYC, nc.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell & Gray (V. F. W. Club) York, Pa, nc.
Bella, Isabella (Palms) Bradford, Pa, nc.
Bell, H. (Broadway) NYC, nc.
Jamesstown, N. Y., 13-14; (Palace) Ashluba, O., 15; (Mano) Lisbon 16; (Paramount) Fremont 17, t.
Belmont Bros. (Carlton) Ambridge, Pa., c.
Bell, Beverly (El Taberna) San Francisco, nc.
Benson, Ethel (Old Roubamanian) NYC, nc.
Beno, Ben (Playland) Key West, Pa., 18-23, p.
Berle, Milton (Ches Paree) Chi, nc.
Bernis, Herman (Roubamanian Village) NYC, nc.
Bernard, Freddy (Bedford Rest) Brooklyn, nc.
Bernis, Ben & Orch. (Stanley) Pittsburgh, t.
Bessner, Joe (Beale-Loeb) Chi, t.
Bessy & Walter (El Rouban) NYC, nc.
Bess, Doris (Roumanian) NYC, re.
Biala, Dorothy (Gloria) NYC, nc.
Bo Brummels, The (International) NYC, nc.
Boas, Jean (Alma) Cincinnati, h.
Bolton, Jean (Royal Palm) Miami, nc.
Bord, Arthur (El Royal Medical) Que., h.
Bora, Igna (Colonia) Chi, nc.
Bowers, Truine (St. Regis) NYC, h.
Bousa, Major, Swing Unit (Riverdale) Milwaukee, t.
Boy Foy (Tower) Kansas City, Mo., t.
Brady, Margot (Diamond Horseshoe) NYC, nc.
Bridges, Ace, & Band (Aragon) Cleveland, h.
Brock, Neine (Pan-Pacific Rink) Los Angeles, h.
Brown, Jimmie (Commodore) NYC, h.
Brown, Ralph (Kis Kat) NYC, nc.
Brown, Johnny (Cristal) NYC, nc.
Brown, Evans (Gay's Own Club) Lafayette, Ind., nc.
Bruck, Carol (Casa Matana) NYC, nc.
Buckley, Denise & Louise (Earl Carroll's) Hollywood, nc.
Burns, Kathleen (Cristal) NYC, nc.
Buse, Henry, & Band (Shubert) Cincinnati, t.

Calloway, Hazel (Plantation) NYC, nc.
Calloway, Cab, & Orch. (Cotton Club) NYC, nc.
Carrin, Al & Margie (Orpheum) Los Angeles 11-12, t.
Carroll's Trio (Saxia Hill Tucson, Ariz., h.
Cary's Sisters (Leon & Eddie's) NYC, nc.
Carpenter, Imogene (Wayton) NYC, h.
Carr, Bill (608 Club) Chi, nc.
Carr, Alexander (Roubamanian Village) NYC, nc.
Carter & Bowie (Barney Oldfield's) NYC, re.
Carter, Betty (Jimmy Kelly's) NYC, nc.
Carter & Holmes (State-Lake) Chi, t.
Castler, Joan (Rainbow Room) NYC, nc.
Carrion & Carrion (Havana-Madrid) NYC, nc.
Carpenter, Barbara (El Rio) NYC, nc.
Carr, Charles (Village Barn) NYC, nc.
Cassandra (White) NYC, h.
Century Dancers, Twelve (Century) Baltimore, t.
Carr, Alice (Hollywood) NYC, re.
Chandler, Walter (G-Clock) Baltimore, nc.
Cherry & Fox (Ambassador) NYC, h.
Charles & Barbara (Royal York) Toronto, Ont., h.
Chase, Chas (International) NYC, nc.
Cherney, Max (Hi-Hat) Chi, nc.
Chiquita (Bedford Rest) Brooklyn, nc.
Christiana, Bix (Roxy) NYC, t.
Chire, Jean (Pecoddy) NYC, h.
Clare, Peggy, Sisters (Edgewater Beach) Chi, h.
Clare, (Midnight Sun) NYC, nc.
Clendish, Marguerite (Lowry) St. Paul, h.
Chery, Michael (La Cava) NYC, re.
Chifford, Pete (Swing) NYC, nc.
Cobey, Lew (White) NYC, h.
Coleman, Fred (College Inn) Chi, nc.
Coleman, Joan (608 Club) Chi, nc.
Colligan, Bill (Cristal) NYC, nc.
Collins & Beasley (Plantation) NYC, nc.
Colonna, Aurelio (El Moritz) NYC, h.
Congo, Frank (El Mirage) NYC, re.
Conrad, Jack (Onyx) NYC, re.
Constitution Three (La Marquette) NYC, re.
Cooper & Dixon (College Inn) San Diego, Calif., nc.
Corbin & Palmer (Queen Mary) NYC, re.

Cornio & Ardeola (Exposition) Aurora, Ill., h.
Crane, Gladys (Maxine) Bronx, NYC, nc.
Crane, Fred (Leon & Eddie's) NYC, nc.
Crang, Reginald (Earl Carroll's) Hollywood, nc.
Crosby, Bob, & Orch. (Earle) Phila, t.
Cullen, Patricia (Ernie's) NYC, nc.
D'Amore, Franklin (International) NYC, nc.
D'Avolio, Rodolfo (Versailles) NYC, re.
Dandridge, Sallera (Cotton Club) NYC, nc.
Danley, Jean (Plantation) NYC, nc.
Dandley, Muriel (Hungaria) NYC, re.
Dandley, Billy (Mama's Chicken Farm) NYC, nc.
Dario & Diane (Casa Nacional) Havana, nc.
Daleko, Yasha (Russian Art) NYC, t.
Dandridge Sisters (Strand) NYC, t.
Davis, Benny, & Gang (State) NYC, t.
Davis, Dolly (Lorington) NYC, h.
Dawn, Alice (Continental) Miami, nc.
Day, Gloria (Paramount) NYC, t.
DeCamp, Bonnie (Old Roubamanian) NYC, nc.
De Paris, Felipe (Havana-Madrid) NYC, nc.
De LaPlante, Victor (Jimmy Kelly's) NYC, nc.
Dean, Birdie (Royale Frolies) Chi, nc.
Deaurille Boys (Top Hat) Union City, N. J.
Debonair, The (Capital) Washington, D. C., t.
DeH, Helen (Berkeley) NYC, nc.
DeLaney, Betty (Ches Am) Dayton, O., nc.
DeLaney, Edith (Bedford Rest) Brooklyn, nc.
Dennis & Deo (International) NYC, nc.
Dennis, Ruth (Club 17) Hollywood, nc.
De Tracy, Helen (Tokay) NYC, re.
DeVaux, Leo (Le Mirage) NYC, nc.
D'Yvoas, The (Continental) Miami, nc.
Diamond Brothers (Bayou) London, h.
Dewitt & Helen (El Choco) NYC, nc.
Dixon, Alice (Kis Kat) NYC, nc.
Dominguez, Precita (El Choco) NYC, nc.
Donahue, Al & Band (Rainbow Room) NYC, nc.
Donnelly, Harry (Gay Nineties) NYC, nc.
Dorsey, Jimmy, & Band (New Yorker) NYC, h.
Doris & Valery (El Choco) NYC, nc.
Dowling, Yola, & Rita (McAlpin) NYC, h.
Downey, Morton (State) NYC, h.
Doyle, Buddy (Diamond Horseshoe) NYC, nc.

Dracken, Russell (Whirling Top) NYC, nc.
Drayton Sisters & Jack (Times Square Supper Club) Rochester, N. Y., nc.
Drigo & Frandee (Edgewater Beach) Chi, h.
Drysdale, Grate (Waldorf-Astoria) NYC, h.
Duane, The (Casa Cubaga) NYC, nc.
Duff, Marilyn (Royal Palm) Miami, nc.
Dunbar, Valerio (Village Casino) NYC, nc.
Dunbar, Midget Jackie (Frank's Casa Nova) Buffalo, nc.
Dunn, Vera (Maxim) Bronx, NYC, nc.
Durkin, Nellie (Swing) NYC, nc.
Duro, Fred (Baronet) NYC, nc.
Duro, Dorothy (Mountain Square) Cincinnati, h.
E
Ellieman, Lois (Flare) NYC, h.
Emma & Henry (International) NYC, nc.
Estelle & Leroy (New Yorker) NYC, h.
Evelyn, The (New Town Casino) Miami Beach, nc.
Fagan, Nutsey (Village Natl) NYC, nc.
Fanton, Joe, & Co. (Apollo) Dusseldorf, Germany, t.
Farred, Bill (Place Elegance) NYC, nc.
Fava & Jordan (Mayfield) Boston, nc.
Fay, Vivian (Earl Carroll's) Hollywood, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fayne & Foster (State-Lake) Chi, t.
Fera, Kay (Diamond Horseshoe) NYC, nc.
Fera, Peggy (Casa Matana) NYC, nc.
Fesley, Mickey (Boulevard Tavern) Elmhurst, nc.
Fero, Vera (El Royal) Montreal, Que., h.
Fertinago, Red (White) NYC, h.
Fink, Henry (El's Chop House) NYC, re.
Fisher, Dwight (Hollywood) NYC, h.
Fisher, Lillian (Plantation) NYC, nc.
Fisher, Steve (Hollywood) NYC, nc.
Flippin, Jay C. (International) NYC, nc.
Flying Top (Lion & Eddie's) NYC, nc.
Folan, Dick (Hate) NYC, t.
Forbes, Maie (Ches Firehouse) NYC, nc.
Forsyth, Herb (Lancaster) NYC, h.
Foster & Adams (Oriental) Chi, t.
Foster, Oss, Girls (Roxy) NYC, t.
Foster, Oss, Girls (18 Carlo) Washington, t.
Fyz, Dorothy (New Town Casino) Miami Beach, nc.
Froese, Emma (Diamond Horseshoe) NYC, nc.
Francine, Alice (La Coq Rouge) NYC, re.
Franklin, Cass (Hollywood Beach) Miami, h.
Frederick & Yvonne (Blackhawk) Chi, nc.
Frederick, Charles (Midnight Sun) NYC, nc.
French, Steve (Ambassador) NYC, h.
Fuller, Jack (Orpheum) Memphis, t.
Gag, Nadine (Earle) Washington, D. C., t.
Oak Judith (Pala) NYC, h.
Gallagher, Ruth (Melody Garden) Elmhurst, N. Y., nc.

Gang Busters (Lyric) Indianapolis, t.
Gardner, Oran & Ellen (E. K. Fernandez) New York, nc.
Garland & Victoria (Park Central) NYC, h.
Gaudin, Thrice (Coco) NYC, nc.
Gibson, Thrice (Coco) NYC, nc.
Gerrin, Dorothy (Earl Carroll's) Hollywood, nc.
Gerris, Paul (Earl Carroll's) Hollywood, nc.
Gibson Girls, The (College Inn) Chi, nc.
Gibson, Virginia (88 Club) Chi, nc.
Gifford, Jack (Cafe Society) NYC, nc.
Gifford & Karol (Viv) NYC, re.
Glover & Lams (Copsabana Rio de Janeiro) NYC, nc.
Gowan, Bea & Roy (Village Casino) NYC, nc.
Gonzales & Menca (McAlpin) NYC, h.
Goodman, Benny, & Orch. (Paramount) NYC, t.
Gordon & Rogers (Strand) NYC, t.
Gordon, Al (State-Lake) Chi, t.
Gover & Jeanne (Rainbow Room) NYC, nc.
Grace & Nixie (International) NYC, nc.
Grater, Bernice (Gay '90s) NYC, nc.
Gray, Jack (Park Lane) NYC, h.
Green, Al (Pleaser Club) NYC, nc.
Green, Ernest (Mother Kelly's) Miami Beach, nc.
Grey, Betty (Hittmarck) Chi, h.
Grogan, Willie (18) NYC, nc.
Guy, Barrington (Plantation) NYC, nc.
Gyldenkrone, Baron (Viv) NYC, re.
H
Hacker, Paul (Casa Matana) NYC, nc.
Hacker & Sisti (Rainbow Room) NYC, nc.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hale, Johnny (New Town Casino) Miami Beach, nc.
Hanson, Carl F. (Kilmo Troupe (Ice Palles of 1937) Atlantic City) NYC, nc.
Hans, W. C. (Cotton Club) NYC, nc.
Hark the Mule (New Town Casino) Miami Beach, nc.
Harmon, Bill (Ernie's) NYC, nc.
Harold & Lois (International) NYC, nc.
Harrington, Pat (Club 18) NYC, nc.
Harris, Margie (Monte Carlo) NYC, nc.
Harrison & Fisher (Earl Carroll's) Hollywood, nc.
Harrison, Spide (Gay '90s) NYC, nc.
Harvards, Three (Oriental) Chi, t.
Harty, Sharon (Hungaria) NYC, nc.
Hayworth, Seabee, Betus (Lombard) Leuburg, N. C., 10; (Carolina) Burlington, N. C., 11; (Gem) Kannapolis 12-13; (Carolina) Asheboro 14, t.
Heck, Horace, & Band (Hittmarck) NYC, h.
Heck, Homer & Band (White Hill Billies (Broadway) Holdville, W. C., 10, t.
Hickey Nuts (Viv) NYC, re.
Hilgata, Peter (Park Central) NYC, h.
Hill, Florence (Plantation) NYC, nc.
Hillard, Jack (Royal) Chi, nc.
Hillard, Harriet (Strand) Brooklyn, t.
Hill, Low, Florence (Oriental) Chi, t.
Hoffman, Gertrude, Girls (International) NYC, nc.
Hobbs, Rolf (Lyric) Indianapolis, t.
Hobbs, Rolf (Hi-Hat) NYC, nc.
Holiday, Billie (Cafe Society) NYC, nc.
Holmes, Johnny (El Taberna) NYC, nc.
Holmes, Billy (Paramount) Ft. Wayne, Ind., t.
Holmes & Harmon (Swing) Chi, h.
Holmes, Eddie (La Cava) NYC, nc.
Holmes, Winnie, Girls (Harry's New York Cabaret) Chi, nc.
Howard, Comp (Stage 18) Hollywood, nc.
Howard, Edgar (Nut Club) NYC, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, re.
Hoyt, John (Ches Firehouse) NYC, nc.
Hoyt, John (Fifth Ave) NYC, h.
Hunter, Alberta (Tom's) NYC, nc.
Hutchinson, Hal (Hittmarck) NYC, h.
Hutton, Eddie (Paramount) NYC, nc.
Hutton, Da Ray, & Band (Tower) Kansas City, Mo., t.
I
Ice Palles of 1937: Boston 11-13; Providence 16-21.
Iles, Stephen (Gay Nineties) NYC, nc.
Irving, Jack (Club Alabaster) Chi, nc.
J
Jackson, Jigsaw (Cotton Club) NYC, nc.
Jackson, Henry (Paradise) NYC, nc.
Jackson, Condie (Plantation) NYC, nc.
James, O. (Hate) (Hate of France) NYC, re.
January, Pepper (Hollywood) NYC, re.
Jarvis, Johnny (Pala) NYC, h.
Jarvis, Sam (St. Regis) NYC, h.
Jaxon, Ventriloquist (Leola) Evansville, Wla., h.
Joe & Annie (608 Club) Chi, nc.
Johnson, Mae (Cotton Club) NYC, nc.
Johnson, Myra (Yacht) NYC, nc.
Johnson, Charlie (Black Cat) NYC, nc.
Johnson, Johnny (Royal) NYC, nc.
Johnson, Marjorie (Cristal) NYC, re.
Johnson, Max (Midnight Sun) NYC, nc.
Joney, Roberta (G-Clock) Baltimore, re.
Jones, Owen (Leon's) NYC, re.
Joyce, Beatrice (White) NYC, h.

Joyce, Marion (Bedford Rest) Brooklyn, nc.
Joyta & Maravilla (El Choco) NYC, nc.
K
Kapelova, Klavdia (Russian Kreichma) NYC, nc.
Karavoff, Shmon (Russian Kreichma) NYC, nc.
Karina, Karin (Tokay) NYC, re.
Karela (Hittmarck) Los Angeles, nc.
Karsky, Ethel (Tokay) NYC, re.
Karsony, Maria, Musicals (Onesto) Canton, O., h.
Kay, (Royale Frolies) Chi, nc.
Kay, Beatrice (Diamond Horseshoe) NYC, nc.
Kaye, Evelyn (Hittmarck) NYC, h.
Kaye, Marilyn (Cristal) NYC, nc.
Kedy, Paula (Rainbow Room) NYC, nc.
Kepp, Max, & Orch. (Pal) Cleveland, t.
Kepp, Max, & Co. (Earle) Washington, D. C., t.
Kermit & Dennis (Washington-Tower) Biltmore, La., h.
Kidodora, The (College Inn) Chi, t.
King, Anna (Gala) NYC, re.
King the Wonder Dog (Rainbow Room) NYC, nc.
King, Carol (Paradise) NYC, nc.
Kinlay, Ray (Lorington) NYC, h.
Kissner, Leon (Hungaria) NYC, re.
Kress, Carl (Oxy) NYC, nc.
L
La Carmelita (Coco) NYC, nc.
Lafayette & LaVerne (Lookout House) Covington, Ky, nc.
Lafayette, Sally (Gay Nineties) NYC, nc.
Lama, Chi (Chicago) NYC, re.
Lane Lovelace, Jack (Paradise) NYC, nc.
Lans, Mary (Jimmy Kelly's) NYC, nc.
Lans & Carol (Proctor's) Schenectady, N. Y., 13-14; (State) Hartford, Conn., 15-16, t.
Lans, Fred (Armando's) NYC, re.
Laurin, Jack (Swing) NYC, nc.
Lava, Billy (Wonder Bar) NYC, nc.
Le Verne, The (Hittmarck) NYC, nc.
LeZabla, Aerial (Nite Spot) Dallas, nc.
LeZabla, Peggy (Viv) NYC, re.
Lee, Bob (Viv) NYC, re.
Legg, Harris (Pan-Pacific Rink) Los Angeles, h.
LeMaire, The (College Inn) Chi, nc.
Leimoral (Lorington) NYC, h.
Leimoral, Marjorie (New York) NYC, nc.
Leonard, Hans (Roubamanian Village) NYC, nc.
Lester, Max (Lymans) Los Angeles, nc.
Le Shay & Leda (Top Hat) Union City, N. J., nc.
Lester, Ted (Viv) NYC, re.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, Texas Jim (Village Barn) NYC, nc.
Lewis, Joe (Hi-Hat) Chi, nc.
Lewis & Van (Chicago) Chi, t.
Lewis, Meade Lux (Cafe Society) NYC, nc.
Lewis & Owen (Cristal) NYC, nc.
Libase, Frank (Diamond Horseshoe) NYC, nc.
Lilliane & Marie (Netherland Plaza) Cincinnati, h.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lind, Margaret (Hittmarck) NYC, re.
Lloyd, Shirley (Shubert), Cincinnati, t.
Lombard, Guy, & Band (Roosevelt) NYC, h.
Lombard, Leda (Queen Mary) NYC, re.
Long, Aron (Plantation) NYC, nc.
Long, Barral (Village Barn) NYC, nc.
Lorraine & Pauline (Shubert) Cincinnati, t.
Los Rancheros (Viv) NYC, h.
Los Calaveras (El Choco) NYC, h.
Lucien & Asbeur (Ches Paree) Chi, nc.
Lynn & Lasteron (Village Barn) NYC, nc.
Lynn & Dering (Jimmy Kelly's) NYC, nc.
M
McArthur, The (Boulevard Tavern) Elmhurst, L. I., nc.
McCabe, Sara Ann (Capitol) Washington, D. C., t.
McCane, Mabel (College Inn) Chi, nc.
McCoy, Clyde, & Band (Palmer) Los Angeles, h.
McCoy, Fibber, & Co. (Pal) Chi, t.
McCann, Rose (New York) NYC, re.
McMahon, Larry (Village Casino) NYC, nc.
Mack, Three (Hollywood) NYC, nc.
Mack, The (Gray Wolf Tavern) Youngstown, O., nc.
Mada, Nedra (Gaucho) NYC, nc.
Madison, Rudy (Gay Nineties) NYC, nc.
Makarino, Daniel (Rainbow Inn) NYC, re.
Malloy, Ullame (Bradford) Boston, h.
Mabel, Oreta (Village Casino) NYC, nc.
Margaret Sisters (Diamond Horseshoe) NYC, nc.
Mansfield, Cyril (El Rio) NYC, nc.
Mara (Old Roubamanian) NYC, nc.
Marble, Alice (Waldorf-Astoria) NYC, h.
Marpet (Tokay) NYC, re.
Marin, Floss (Ches-Paree) NYC, nc.
Marin, Proccadia (Gay) NYC, h.
Marley, Madge (Gay Nineties) NYC, nc.
Marlyn & Michael (Rainbow Room) NYC, nc.
Martin, Gabe (Beech House) NYC, h.
Martin, Mary (Rainbow Room) NYC, nc.
Marty, Gene (Warwick) NYC, h.
Maurois & Cordeas (Flare) NYC, h.
Maxwell, Pire (International) NYC, nc.
Madrano & Donna (Waldorf-Astoria) NYC, h.
Men of Manhattan, Eight (Century) Baltimore, t.
Meyer, Max (Oxy) NYC, nc.
Michon, Michel (Russian Kreichma) NYC, nc.
Miller, Tita, Jim (Gay Nineties) NYC, nc.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Minor & Root (El Rio) NYC, nc.
Morgan, George (Gray Wolf Tavern) Youngstown, O., nc.
Mott, Adelaide (Hate) (Mandabai) NYC, nc.
Moss & Fols (Plantation) NYC, nc.
Mona, Jean (Hi-Hat) Chi, nc.
Mormont, Betty (Roubamanian) NYC, nc.
Morgan, Betty (Jung) New Orleans, h.
Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.
Murphy, Dean (Rainbow Room) NYC, nc.
Murray & Alan (Old Roubamanian) NYC, nc.
Murray, Steve (Hi-Hat) NYC, nc.
Murray, Alan (Zeigler) Miami, nc.
Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
Murphy Sisters, Three (Drake) Chi, h.
Myers, Helen (New Yorker) NYC, h.
Myers, Timmy (Moonlight Cafe) Chi, nc.
N
Nadine & Charles (Royal Palm) Miami, nc.
Nathura, Three (Netherland Plaza) Cincinnati, h.
(See ROUTES on page 59)



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AFA Backs Its Philly Branch In Nitory Fight

PHILADELPHIA, Jan. 7.—Ralph Whitehead, executive secretary of the American Federation of Actors, expressed his confidence and approval of the local AFA leadership at a meeting in the Musicians' Hall, Wednesday.

He scored reports that the national group was at loggerheads with the local AFA and declared he was in back of Tom Kelly, militant business agent, "100 per cent" in his fight for contracts with local night spots.

A. Rex Riccardi, secretary of the musicians' union, declared his group would back the actors in their campaign to unionize the entertainers of this city.

No musician will cross a picket line set up by the AFA," Riccardi said.

Kelly said that he already had nine night clubs under contract and expected at least as many more within the next few weeks.

A scheduled conference between Whitehead and Florence Bernard, EMU president, did not take place because of Miss Bernard's sudden illness. Miss Bernard asked Whitehead to come to Philly to "straighten out" difficulties between the organizations.

Earle, Philly, Beats Sunday Rep

PHILADELPHIA, Jan. 7.—Maurice Gable, manager of the Earle Theater, was exonerated in Magistrate's Court on Thursday of violating the Sunday blue law for running a show New Year's Eve.

Gable was arraigned with 18 central city motion picture theater operators on warrants sworn out by the superintendent of police. The proceedings were in the nature of a test case, as virtually every local theater ran a midnight show.

As Magistrate James W. McBride discharged the 19 men summarily, the city will not press for convictions in the other cases. Business at the midnight showing was not up to par.

Those Club Shows

NEW YORK, Jan. 9.—Mike Hammer, local club booker, recalls the time when he brought a show to a lodge affair at the Astor Hotel and when he got there an hour late the committeemen who booked him staggered up and murmured: "Mike, that was the greatest show we ever saw. It was wonderful."

Hammer told them: "Since you liked the show so much, I'll show what a regular guy I am and put it on again!"

So the show went on and the come mitteemen still think Hammer is a great guy.

First Refugee Act Booked for Vaude

NEW YORK, Jan. 7.—The first vaude act composed entirely of refugee artists will play Pay's, Providence, opening January 11. It will be called the *WHN Refugee Theater of the Air* and will include Myrian Zunzer, of Leipzig; Tony Newhouse, of Frankfurt (soprano); Ernest Leansit, of Vienna (a Rinehardt protegee); Walter Graf, of Austria (baritone), and Richard Rodok, of Breslau (a cantor).

The 10 people in the act, which will headline the bill, were assembled by Ben Shanin, indie agent, who submitted the idea to Abe Peinberg and Ed Pay, owner of the house.

Pay says he hopes other vaude houses will give work to the act and plans to use other refugee acts which Shanin plans to put out.

Belle Baker to Chicago

SAN FRANCISCO, Jan. 7.—Belle Baker closed at the Rancho San Pablo, El Cerrito, Tuesday and left for the Colony Club, Chicago, where she opens January 14.

During her six weeks at the Rancho, Miss Baker topped all records at the spot, particularly on New Year's Eve with a sell-out weeks in advance.

Spokane Orph Out For "Good Shows"

SPOKANE, Wash., Jan. 7.—Thirty-five traveling units were booked into the Orpheum Theater during 1938, the largest number during recent years, according to Manager Russell Brown. Policy in 1939 depends on availability of good shows, Brown says. Shows were booked thru Bert Levy, Los Angeles; Bowers office, New York, and Joe Daniels, Seattle. The house features "first-run movies."

Personal appearance of Senator Fish-ace (Elmore Vincent) and his footloose-philas of 1939, including Everett and Conway; Don, Donna and Don Roy Dove and Nap Hazard and Co. for the New Year's week-end did not come up to expectations of the management, running behind Major James' *Rodeo Rhythm Revue*, which played the Christmas week-end, a much poorer show date.

Marcus in India For Six Months

CALCUTTA, India, Dec. 24.—The A. B. Marcus show arrives here this week from Bombay and expects to keep working in this country for another five months. India will be followed by Burma, Siam, Singapore, Hongkong, Shanghai, Tokyo, Manila and then South America.

The revue has been away from the United States for two years and recently completed eight months in South Africa, including 18 weeks at the de luxe Empire Theater, Johannesburg.

Harry Clark Sees Work for Big Units

CHICAGO, Jan. 7.—Harry Clark, small unit producer, is planning to branch out into the big-time field this season, starting out with a 30-people unit to play the Warner time around Pittsburgh and Cleveland and the Kemp time in the South. Clark currently has two 16-people shows on the road but states that

bigger shows can pick up more time this year.

Clark figures that a larger unit can get about 10 weeks and later can be trimmed to pick up the dates in the smaller houses. His shows, *Swing Parade* and *Personality Parade*, are now playing Ohio and Southern territory, respectively, and each has a line of girls that provide all the dancing. Each carries four comedy and novelty acts.

Trend to Old-Time Atmospheric Night Clubs in New York

NEW YORK, Jan. 7.—If you rush out of your hotel some morning and a hansom answers your call for a cab; if all trolley lines and the make Columbus Circle their uptown limit; if you are nearly knocked down by a high-wheel bicycle or scared out of your wits by the clanging of a horse-drawn hook 'n' ladder—don't be fooled.

It's just the return of the Marve Decade, the lavender and old lace period that is hitting the town. What with Bill Hardy's *Oxy Minettes*, Billy Rose's *Diamond Horseshoe* and the imminent Steve Brodie Exhibit at the World's Fair, Dan Christie's *Sidewalks of New York*, the American Music Hall, the Gros Fren- house, the atmosphere at Radio Frank and what not—it is not at all improbable that the clock may be set back 25 generation.

Turner New Head Booker for B&K

CHICAGO, Jan. 6.—Max Turner, independent agent here, today becomes the head booker for Balaban & Katz, houses, succeeding Louis Lipstone, who is leaving for Hollywood to take over the post of musical director.

Turner, formerly with the William Morris Agency, has had extensive experience in vaude booking. He is giving up his own office as well as duties of managing acts. A farewell shindig was tossed for Lipstone at the Blackstone Hotel Saturday by the Balaban & Katz executives.

Shubert, Newark, N. J.

(Reviewed Friday Afternoon, January 5)

Third week of vaude here found a fine two blocks long waiting for the house opening. Stage show that attracted the throng was headed by Roger Pryor's Band and screen star Ann Sothern.

Outstanding acts on the 75-minute presentation were Pryor's comic imitation of leading bands. Miss Sothern's vocals and Nick Lucas' songings. Show opens with Pryor's theme, Whistler and His Dog, written by his father, after which he goes into a gag explanation of why he left the screen. Serves as a strong opening, setting a fast pace for the Comdos Brothers, who follow.

Lucas, one of Newark's favorite sons, is on after a band number and gets a great hand from the local crowd. He repeats on My Blue Heaven and Tip-Toe Through the Tulips. Valentine and Vox, ventriloquist duo, and English Brothers and Marion Bellist, acro stunts and knockabout comedians, are spotted between band numbers and do fairly well. Ventriloquist spell goes down midway, but a clever baby imitation by the girl picks things up again.

Lana Truesdale, one of the two band pianists, does nicely with the vocals on You're Not the Kind and then the cork goes into his comic routine of band imitations. Kemp, Lombardo, Busee, Wayne King, Sammy Kaye and a WPA band all come in for a bit of kidding that pleased the stubholders.

Miss Sothern finishes the show nicely by vocalizing Deep in a Dream and With a Song in My Heart. Gives ample proof that her pipes have not frozen up despite three years in glitterland.

Stage show gets all the credit for any success, for house only offers film shorts between stage shows. Buddy Page directs the pit band for the overture and directs Pryor's Band for the vaude spots. B. M. Kern.

Loew's State, New York

(Reviewed Thursday Evening, January 5)

Gary Cooper in The Cowboy and the Lady is the attraction this week, with the vaude show taking second place.

Benny Davis takes the stage with another one of his Star Dust revues in which he introduces "future stars." His new lot of youngsters is a promising one, although not one of them looks like star timber. Davis himself encores, cracking a few gags when introducing the specialties and then for the finish sings some of his own songs hits—always a sure-fire applause getter. He sings in a wavering tenor, but it's good enough for the purpose.

Deck Moran, singing cowboy star, is making a personal appearance and comes on before the finale of the Davis revue, which is presented before Ruby Zwelling's Band on the stage. Moran does not throw any bull about glad-to-be-here-folks. He goes right into his songs and his modest demeanor wins him friends and influences people to applaud. Sang My Little Buckaroo, Old Man River and My Revere. Voice has a

Vaudeville Reviews

tenor-to-baritone range and delivery is good.

Of the Davis hopefuls, Beatrice Howell and Three Toll Sisters seem to have greatest possibilities. The sisters are young stagers (with one at the piano) who harmonize in Andrew Sisters' style, emphasizing rhythmic arrangements above everything else. Took three bows and earned some fair and some excellent impersonations of movie stars. Her Sylvia Sydney and Barbara Stanwyck are her best.

Ted Lester was a heavy applause winner with his competent playing of straight and novelty homemade musical instruments. A sock novelty turn, The Colossus, boy-girl ballroom team, go thru the now-familiar burlesque of dignified dancing. Won an encore. The girl carried the comedy, her pliant body being perfect for comic posturing.

Tall and handsome baritone Johnny Elliott suggests Nelson Eddy in delivery and voice. Won appreciative applause with the women being especially interested. Small brunet Evelyn Pursey ingratiated herself easily with lively, attentional tapping plus an eager-to-please personality. Won an encore.

Oil and Bernie Mason, boy and girl, have a novel turn that opens and closes with tap dancing but which sandwiches in comedy handling of three small dogs. The dogs get laughs, thanks to the clever gugging of the boy, and also win the usual "ahs" from dog lovers. The Three Freshmen, two small youths and a big fellow, show-stopped with their straight and comedy acrobatics and dancing. Some of their stuff has been seen around and some is new, but the boys work hard and make a good impression.

Lois Longo is at the piano. Hon. Hon. Buddy is billed outside but not apparent in the show.

Next week: The Duke of West Point and Betty McNeill's Band, Joy Hodges and Stroud Twins. Paul Dennis.

Palace, Chicago

(Reviewed Friday Afternoon, January 5)

This will probably prove a comparatively poor stand for the Fibber McGee and Co. unit, with the program originating at the local NBC studios Tuesdays and the gates open for audiences. And, too, there is not enough talent on hand to spread out for a full-length stage show despite the addition of two extra acts.

Fibber McGee himself (Jim Jordan) is a pleasant enough fellow, and his old vaudeville experience comes in mighty handy in carrying on almost single handed. His radio cohorts are strictly for the airwaves, their acts being far from strong to face a theater spotlight.

Billy Mills' Band is studio frocks and berets graces the stage band stand, but with little life. They seem to conduct themselves as indifferently as they do in a regular broadcast, although Mills does come up front a couple of times to listen to a few of Jordan's gags. Jordan is on most of the time with a running sus-

pended bit and in between brings out the various specialties.

Bill Thompson, as the Oldtimer and Nick, a Greek character, and Hal Peary, billed as "the man of 100 voices," assist in the talk sessions. The singing assignment falls to the Four Notes, three men and Marjorie Whitney, the former queen with the King's Jesters. Their turn, too, is strictly for the dial listeners, as the presentation is not adequate for a critical theater audience.

The revue may be okeh for the small towns where the curious will want to peek at the widely exploited characters and may therefore consider the entertainment value secondary.

Added attractions include Sylvia Clark, comedienne, who satirized Josef and repeated her familiar sketch of a family seeing a daughter off at the station. She is a veteran showgirl and contributes a pretty, effective selling job.

Lois Vermillion and her four trumpeters were at a disadvantage in front of the band. Miss Vermillion's solo routines not looking too well and her girl quartet's work sounding too brassy on the same platform with the heavy accompaniment of a full-sized band.

Business off second show opening day. On screen, Pacific Liner (RKO-Radio). Sam Hanigberg.

Paramount, New York

(Reviewed Wednesday Evening, Jan. 4)

This week's concert—and probably for several weeks—at the Paramount features Benny Goodman and his philharmonic gut busters, playing such assorted Bach, Handel and Debussy pieces as One O'Clock Jump; Sing, Sing, Sing and the like. This is a return engagement for the maestro and his assorted rhythm virtuosi, the group having won first place in the Paramount Theater's band popularity poll. The accompanying picture is Zaza, and of all the cockeyed bookings this is a champ. Just why Paramount had to resurrect this old bag of bones is a mystery. It is a boring old trump of a picture, and such business as the house writes will be traced to B. G. Between the picture and the bugs sitting thru several shows, gross may be affected.

Goodman show, except for two dance interludes and Martha Tilton's songs, is straight swing but without flare. It's class swing played by master-craftsmen. One O'Clock Jump, building to a classic ending, and Sing, Sing, Sing, closing number in "concerto" form, are superb. Trio and quartet work, with Teddy Powell, Lionel Hampton, Davie Tough and B. G. are ditto excellent. How the quartet ever managed to get off is still a mystery.

Gloria Day, tapster, is the first vaude act. Girl is an okeh hooper, but hurts her presentation with excessive arm motion. She's quite lanky, and the overdose of arm throwing makes observers even more arm and length-conscious. Shee and Raymond, comedy hoofers, are swell and got constant laughs with their muggings and eccentric tapping.

Miss Tilton did three numbers and the house wouldn't let her go. A comedy lass with a good band vocalist voice.

Back to Ooze to You, by Alec Templeton, is a tip of a number, typical Bach style in rhythm. Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Afternoon, January 5)

Another tight-packed show, running well over an hour. Length will undoubtedly prove a disadvantage to some of the closing acts, although it wasn't true in this case, Joe Besser and Al Gordon's canine act keeping up the pace until the final bell. Business is holding up (now for the third successive week), and with Operators Balaban and Katz having plenty of first-run "B" pictures for this house, the low-price combination should continue to prosper.

Al Kvale and the house band are again on the stage, through the session. Al is okeh, as an encoer, but in certain spots he goes overboard in intermission nonsense with the participating acts.

The Shanghai Wing Troupe open with a maze of acrobatics, novelty contraption balancing on strings and plate spinning. Ociel in Oriental costumes makes a flash opening. Barbara Parks, back in these environs after a long absence, show-stopped with some hearty recitalizing of popular tunes. The girl sings with plenty of life and with a voice that never fails her. Gave out with Get Happy, My Revere, Melancholy Baby and

returned for Alexander's Ragtime Band.

Carter and Holmes are acrobatic comedians doing familiar but amusing stuff. Their wrestling match and impression of a marathon dance couple are funny. Wind up with strong acro tricks.

Payne and Foster furnish a musical novelty, dialing out pleasing tunes on glasses and with bells. Make a flip appearance and their offering should go well in hotel rooms and the tamed night spots.

Eleanor Whitney, movie starlet, is still the cute little dancer of the Rae Samuels unit days. While out on the whole has a bit of unwelcome Hollywood hooey, she overcomes it with some neat steps and a radiant personality. Reveals a shapely figure in a mermaid's type pajama outfit.

Joe Besser, in the next-to-closing spot, garnered many strong laughs. His shy comic type and solid talk session with his straight man Leo Roney go over big. Roney is still singing Old Man River in his voice and leaves to impressive applause.

Al Gordon and his Rocketeer, an amusing assortment of trained canines, close strong. Act is well polished and so timed to net some fine results. While few of the animals do any amazing tricks, all of them are top comedy material.

On screen, Warner's Zowies Gets Her Man. Business good first show opening day. Sam Hanigberg.

Music Hall, New York

(Reviewed Thursday Evening, January 5)

With more outside acts on the bill than it has incorporated in some time, house's presentation, Happy Times, stacks up pretty strongly, abetted by especially interesting offerings by the dependable fixtures here, the Corps de Ballet and the Rockettes. Proceedings are also speeded up for better impression by restricting the usually dragging heroics of the Globe Club to a mere atmosphere appearance.

First two of the four divisions of the program are entirely devoted to entertainment along culture lines. Opening being a spirited animation of the ballet paintings of Degas. Girls perform in light blue tulle skirts, with put-up hair and before settings of large gilt-edged picture frames for added touch of authenticity to Degas' oils. Second finale offers Holace Shaw in a coloratura rendition of the Polka-messe from Mignon. Slightly singer is a decided hit, satisfying pleasantly with a soft liquid version that is obviously more concerned with being listenable than impressing with the customary staccato stridency of their ilk.

As a sight act, Ray and Trent have no trouble at all getting across since that's the best bet in a house of this size, and their elastic-bound ankle-to-ankle tap routine, as well as their hand-to-hand balancing, got its quota of laughs. The closing trick, a strong-arm stunt with the underlander draped over the back of a fixed chair, is effectively done, although scarcely original.

In the closing production, Artistic.

GIL and BERNICE MAISON "Doggone Nonsense" Currently with BENNY DAVIS' STARDUST REVUE OF 1939 LOEW'S STATE THEATRE NEW YORK - WEEK - JAN. 5

FAYNE & FOSTER CONGRATULATE OUR EX-AGENT, MAX TURNER, ON HIS EXECUTIVE APPOINTMENT WITH BALABAN & KATZ. THIS WEEK—STATE-LAKE THEATER, CHICAGO NEXT WEEK—RIVERSIDE THEATER, MILWAUKEE West—SAM ROBERTS East—MARK J. LEDDY

Princess and Baby YVONNE "PSYCHIC WONDERS" BELL'S HAWAIIAN FOLLIES BEATRICE HOWELL Character Comedienne LOEW'S STATE THEATRE NEW YORK Week Starting Jan. 5—NOW! With BENNY DAVIS' Stardust Revue of 1939

Robert Weede sings *Shadrach* with as much abandon as might be expected from a singer of his type, and is backed up chorally by the glee club. Weede incorporates a portion of *It Ain't Necessarily So* and it helps quite a bit, as the latter is more down his alley than *Shadrach*. Cannibal outfits and bizarre make-up for Weede and the glee club also boost the illusion. Also in the same get-ups, Cook and Brown come out for some wild eccentric tapping which is more in the order of a "natural" for the production than anything else. The latter of the two colored boys, however, shows a flash of real dancing skill.

Charles Master is doing the entire first half of the act of Jack Powell. From drumming on the floor, chair, proscenium arch, bald head of a pet musketeer, etc., down to the slide for the last beat on the drum, it's a carbon copy. The Rockettes close appropriately with a routine to Raymond Scott's *To a Pack of Hysterical Cannibals*.

On the screen, *There's That Woman Again* (Columbia).
House pretty lean for the closing season.
George Colsons

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, 1/13/39)
Show is brief this week but has several good acts that sell themselves well. Opening found Wally and Verdyn Stapleton doing some of the smoothest dancing seen here in a long time, and their trick of mixing talk with their terping clicked. John Tio, educated parrot, does some startling and almost unbelievable imitations. His mimic of a swing band is superb.

Jeanette Moore makes another appearance here. As in the past, she does some first-class warbling. Charles Amboss, country fiddler, reminds one of the late Chio Sale, and his rustic manner and homespun chatter put him over nicely.

Peg-Lee Bates does some adequate tap steps and a sock finish that finds him pivoting on his wooden pin. It's a good routine and got plenty of applause. Orpheum biz seems to be keeping on an even keel since the holidays. Pics were *Thanks for the Memory* and *A Man to Remember*.
Dean Ouga

Loew-Poli-Globe, Bridgeport, Conn.

(Reviewed Monday Evening, January 9)
House Manager Harry Shaw should have taken a candid-camera shot of the customers aboving each other around in front of the box office and sent it to the Loew home office to show that this burg will support stage shows more often than the one-day bills that are sent here weekly. Shaw, division head, comes here Mondays to emcee the shows. An old rouser himself, Shaw is popular with the folks here.

Opening rather weakly, the Dopersons, a mixed duo, in hand-to-hand balancing and acrobatics, warmed up gradually for a strong finish the male raking the girl from a reclining position 17 times without stop.

The O'Hara Sisters, three lovely misses from the NBC studios, followed in some nifty harmony singing. Their *Old Man Mose* was a standout. Also do a few fancy steps, which didn't mean much.

Jack Morrison in some clever impersonations easily scored. Bits included Boris Karloff, a mechanical wooden soldier and Lon Chaney. Pantomime bit of a woman drowsing in a knockout.

Shaw introduced a 4-year-old local male youngster, who played well on a piano accordion. Anthony and Rogers, standard wop comic, walked on to a reception. Audience fairly ate up their assassination of the King's English.

Jean Kirk and the Claytons, a girl and two boys in evening clothes, closed in a neat combo tap and soft-shoe routine.

Two pictures also on the long bill and all for a two-bit top. Irving Barrett, New York, doing booking.

Samuel A. Lefkowitz

Strand, New York

(Reviewed Friday Evening, January 6)
Dancing by Bill Robinson and music by Louis Armstrong and his band is putting the customers here in rare humor. Robinson, in excellent fettle, goes thru a routine of hoofing, gags and nut impersonations and leaves no doubt as to his high niche in the entertainment field. His manager is informal, his de-

BOB JAMES

MARJORIE WHITNEY

FOUR NOTES

VOCAL SWING QUARTET

NOW—PALACE THEATER, CHICAGO

On Fibber McGee Program—NBC, Tuesdays
Broadcasting From Hollywood Starting January 31.

LEE GILLETTE

LEE GOTCH

livery deft and his material strictly rock. Robinson's dancing is a cascade of rippling rhythm, effortless, changeable and intricate. He contributed plenty of time to the bill and scored solidly.

Louis Armstrong's Band, 13 including Satchmo, blared plenty hot. Outfit is a bit too much on the brassy side for this reviewer, but audience liked the style. Armstrong, pudgy and guttural-voiced, let go with his trumpet magic and drew strong applause. Vocalists were Midge Williams, whose voice seemed rather limited in quality, and Sonny Woods, male singer who delivered excellently.

Rogers and Gordon, male duo, ate a very fast, versatile act with a strong humor angle. Do eccentric tap with occasional wop; sing a bit and go into more hoofing. Toward finish turn becomes progressively wilder and more abandoned and clicks well. A showy team.

Nicodemus, stooge-type comic, shuffled and drawled his way thru a hokey turn that drew many laughs. He is slack-limbed and one of his chief routines is falling asleep in the middle of a hoofing session. It went off very well. Nicodemus also contributed gags. Sonny Woods straightening for him.

The Dandridge Sisters, added attraction from the Colton Club, are an expert vocal trio. They deliver swingeroo with oost, Irish and Swedish rhythm. Numbers include *St. Louis Blues* and the novelty, *Hold Tight*. Arrangements are

tops. Luis Russell is at the piano. Pic, *Going Places* (First National). Louis Armstrong also gets strong billing in picture.
House well packed when caught.
Paul Ackerman

New Act Review

Joan Davis

(Reviewed at the Palace, Chicago. Style—Comedy.)

With a flock of screen comedies behind her, this former vaudevilleienne is a chief for strong response. Works with her husband, St. Wills, who straight and fills in a brief crystal-gazing bit of nonsense himself.

The strongest portions of the act are Miss Davis' funny dance steps and her precarious slide on the side of her shoe. Her singing is comparatively weak, but some of the lines are funny. She warbles a medley of tunes from recent pictures and slides thru the *Lippy Dippy*, a strathairn-origined in *Hold That Co. Ed*. For an encore she introduces Wills as her husband and sandwiches in a gag or two. S. H.

Olympic Club Remodels

OLYMPIC, Wash., Jan. 7.—The Ship, night spot, recently underwent beauty treatment by Ted Kosoff, Russian proprietor. Four floor shows a night, besides dancing to the Beaver Dance Band.

We're Leading East

TED WEEMS AND HIS ORCHESTRA

Giving a most successful five-month stay on the West Coast, Ted Weems and his orchestra and entertainers are now on their way East to fulfill personal appearances engagements. Ted and his all-star 20-piece orchestra are on their Eastern tour on January 13 at the Tower Theatre in Kansas City; January 20) Chicago Theatre; Chicago; January 22, over NBC on Fitch Bandwagon program; Lyric, Indianapolis; Stanley, Pittsburgh; Newark; Earle, Philadelphia; and other theatre dates in the East.

THANKS
To P. M. Weisley and Harry Stuegh for six happy weeks at the famous Casino on Santa Catalina Island; to George Anderson for a similar stay at the Palace in Los Angeles; to Managing Director Dan Landon of Hotel St. Francis in San Francisco for extra pleasant weeks; to Universal Pictures, Inc., for their cooperation during the filming of "Teddy, Teddy, Teddy" in which we are appearing; to both NBC and CBS for their splendid manner in handling our numerous Coast-to-Coast broadcasts from the West Coast.

TED WEEMS AND HIS ORCHESTRA
Management: MUSIC CORPORATION OF AMERICA

Vaudeville Notes

CHARLES (PEANUTS) BOHN, comedian, reopened January 2 at the Argyle...

THE HOLLYWOOD DOUBLES will play the Riverside, Milwaukee, week of January 20...

GIL LAMB, at the last minute, was switched from B&K's State-Lake to the Chicago, Chicago, this week...

HELEN MORGAN was the name attraction of the newly installed vaude policy at the Riviera, Brooklyn, last week-end...

RED-SKELTON is making his first of a series of Vitaphone shifts. Titled Broadway Buckaroo, supporting cast includes Condo Brothers, Hank Lawson and Texa...

MISCHA AUER is finishing in Three's Company (Universal) and goes to New York for two weeks at the Paramount Theater...

CHICAGO, Jan. 7.—Rite of the Midwestern Burlesque Circuit is remarkable in the face of conditions in the burlesque field...

Midwest Burly Circuit Clicks

CHICAGO, Jan. 7.—Rite of the Midwestern Burlesque Circuit is remarkable in the face of conditions in the burlesque field...

Stock chorus groups and producers are maintained by the individual houses, with the leads booked by the Milton Schuster office here...



Material

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Talent Agencies

SAM ROSBY Agency, San Francisco, is booking exclusively into the new Shammar Bowl, dance palace. Set for opening, January 12, are the Three English Mice; Bill and Joy Serrin, acrobatic dance team, and Don Amato, juggler...

WILLIAM SHILLING, New York, says he is giving more attention than ever before to outdoor acts and fair dates for vaude turns.

MOE GALE, New York, is looking for novelty colored dance teams for his Savoy concession at the coming New York World's Fair...

RAY LYTE, formerly of the dance team of Rose and Ray Lyte, has joined the David P. O'Salley agency, Chicago, and will be in charge of the hotel and night club departments.

ABE SCHILLER, Detroit agent specializing in night spot and banquet dates, is opening a new office.

Briskman Vaude January 27

NEW YORK, Jan. 9.—Sam Briskman's Continental Theater announces again that it will switch to a vaudeville policy January 27, Friday. Allan Gilbert, the burly producer, will produce the "miniature musical comedy" which will be changed weekly. An hour of film shorts will complete the program.

Show will have a house emcee, 30 chorines and acts.

Burlesque Notes

(Communications to New York Office)

New York:

TINY HUFF replaced Peggy Reynolds at Werba's, Brooklyn, New Year's week.

STAR, BROOKLYN, had as a special attraction for New Year's week a bike-riding contest, with Jimmy Walthour, Jr. and Larry Lawson the contenders, assisted during the stay by Herb Marks, another rider, Al Tiffany managed the act and Harry Lee was booker.

JOYCE BREAZELLE, dancer, opened at the Columbia, Boston, January 9 after two weeks at the Star, Brooklyn. Ditto, Helen Colby...

LOU MILLER, of Phil Rosenberg's office, placed Foley and Mason and Carpenter and Miller with the Furman show on the Hirst Circuit, opening January 1 in Pittsburgh, and Dunoon and Dodd in Werba's, Brooklyn stock show.

LILLI DAWN played the piano; Gina Valente, six-year-old daughter of Prof. Ciro Valente, the accordion and piano, and Lea Howard and Louise Rogers did a sister act with Ed Bennett in the Jack Blum decorated suite of the Peerless Hotel at a New Year's party tendered the guests by Manager Leo Judson. Other entertainers were Walter Brown, emcee; Irving Engel, Frank Paxton and Texas...

Hirst Circuit

NEW YORK, Jan. 7.—National, Detroit, and Capitol, Toledo, ceased to be spokes in this wheel yesterday. Both will probably return to burly stock. Kenneth Rogers, producer, stated for the former.

This will leave eight weeks on the circuit—Union City, N. J.; Boston; Newark, N. J.; Philadelphia, Baltimore, Washington, Pittsburgh and the one-nighters of Allentown and Reading, Pa.

Wednesday was the closing date for Pleasure Cruise in Reading, and yesterday for Going Gay in Detroit.

Valerie Parks vacations January '15 week in Philly and rejoins in Newark January 22. Georgia Sothorn substituted.

Margie Hart extra-attractioned January 15 week at the Howard, Boston, for Frisky Frolics, featuring Bob Ferguson. Pinto and Della replace Harry (Shut-It) LeVan in Follies of Pleasure tomorrow in Boston.

Carrie Finnerly left her show week of January 8 to extra attraction at the Triboro. Rejoins January 15 in Pittsburgh. Paula Lind also left the Finnerly show in Union City today to vacation two weeks and then open at the Shubert, Philly.

Werba, Brooklyn, Closes

NEW YORK, Jan. 7.—Werba's Brooklyn, which opened housing light shows under Sam Briskman and Jules Levenstein's operation and was then a Hirst Circuit stop and last a Polite stock theater with Harry Palmer and Phil Rosenberg in control, shuttered today, with the lease reverting to the original holders, the Wainstock-Bertzig firm. Future policy plans are still vague.

Seattle Burly Cashes In

SEATTLE, Jan. 7.—Bits of burlesque, spley vaude and chorus cuties furnished flesh entertainment for New Year's at a number of film or vaude houses.

This entertainment was a big "extra" at many places, such as the Palomar, the Embassy, the Liberty and smaller film houses such as the Star with its half-man half-woman act by Norma Norman.

Armond's Unit in 22d Week At Roxy Theater, Knoxville

KNOXVILLE, Tenn., Jan. 7.—Billy Armond's stock unit is in its 22d week at the Roxy Theater here and business is reported to be holding up okeh. Added attraction this week was Grace Halley.

Show's roster includes George E. Hill, comic; Margold Lawrence, the Lee Sisters (Betty and Kay); Helene Hill, Gretchen Norris and Herman and Dolly Lewis.

Chl mid-season's vacation, with the former returning to the Gaiety and the latter opening at the Million-Dollar Pier, Miami Beach. Brought back their mother, Ivy E. March...

MARGO MEREDITH was sent to the Will Rogers Sanitarium, Saranac Lake, N. Y., January 3 for medical care, Pellice Ridgeway and Jack Block bid her good cheer at the depot...

LILLI DAWN, Eddie Lloyd and Walk Stanford replaced Ruth Donald (who goes to the Columbia, Boston), Fred Walker and Charles McNally at the Republic January 6...

Kenneth Dawson and his three-piece combo furnish the music. Show works on a six-day week, as no Sunday shows are allowed in Knoxville.

Burlesque Review Rialto, Chicago

Reviewed Friday Evening, January 6 N. S. Berger has a pretty good combination in his local burlesque show this season. He augments his weekly presentations with several principals from the Midwest Circuit and has a strong stock cast of mused, comedians and chorus line. Ida Rose stages the production numbers and, judging by the current show, is keeping up with the parade by pacing the kids thru tastefully costumed and well-executed routines.

Comedy has been cleaned up considerably and while strictly lowbrow it keeps the laughs coming in. The road candidates included Red Marshall and Jack (Tiny) Fuller, with Murray Leonard and Eddie Hayward their respective straight men. House staff listed Charles Country, now working sans Kenny Brennan, and Jack Buckle. They are on frequently with individual and collective assignments and the most of the acts have been seen here before the boys worked with new spirit.

Old favorites do credit to the stripping department. Dolores Dawn, tall and likable brunet, opens with a talking song and goes into a neat parade number. Renee, voluptuous redhead, has a torrid bumps routine which was warmly approved by a visiting crowd of conventioners, Dorothy Wahl, one of the more talented strippers, presented an impressive interpretation of a slave, winding up with a sock afro aplin on one foot. Marion Miller, sexy blonde in a form-fitting silver gown, is another eye-opener for the male trade, working with zeal and speed. Ada Leonard, the featured nude back after a long spell in a hospital, started with a song, done in okeh fashion, and proceeded with a graceful clapping routine.

Mitch Todd comes in handy as the juvenile, pitching in with vocals and strutting away in the Jitterbug production number with Miss Wahl. Louise Miller is back as the featured songstress. The Showboat finale features the house line in its most colorful number. Screen has a second-run showing of Universal's Little Tough Guys in Society. Business was very good last show opening day.

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Advertisement for Louise Rogers, featuring her name in large letters and the text 'Singer Stripper' and 'Current at THE STAR, Brooklyn'.

Kinsey Players Rep Ripples Get Away Well

CANTON, O., Jan. 7.—Loyal friends who remembered the Madge Kinsey Players from their previous engagements here turned out in large numbers for the two-day Christmas opening of the troupe at the Grand Opera House here. Business was off Tuesday and Wednesday after the holiday due largely to the near zero weather. Down on the Farm was the opening bill, with The Body Washers the offering for the last half.

Harry E. Graf is handling the front of the house. Aside from Dave Hemminger, character actor and scenic artist, all members of the cast are new to local patrons. Included in the line-up are Bud Rowley, Patricia Bryant, George Colbert, Madge Kinsey, Ewan Davis and Otto Imig. The Kinseys' talented daughters, Jean and Betty Graf, appeared with the unit the opening week. They returned Monday to Postoria, O., where they are attending high school.

Bills will be changed Sundays and Thursdays, with matinee Wednesdays, Saturdays and Sundays and performances nightly.

A union stage crew is employed and Jack Davis and orchestra furnish the music. Drummer Bill Oieb does vocals for the entertainment of patrons before the opening curtain.

SeaBee Hayworth Adds Two Houses to Circle

HIGH POINT, N. C., Jan. 7.—SeaBee Hayworth troupe, working rotary stock out of High Point, this week added the New Gem Theater, Kannapolis, N. C., and the Paramount Theater, High Point, to its circle, giving the unit a six-day week. Circle now includes State Theater, Salisbury, N. C., Mondays; Balto. Durham, N. C., Tuesdays; Carolina, Burlington, N. C., Wednesdays; Paramount, High Point, Thursdays; Gem, Kannapolis, N. C., Fridays; Carolina, Asheboro, N. C., Saturdays. Business is good, Hayworth reports. Roster includes SeaBee Hayworth, owner-manager; Marion Andrews, Mac McKemie, Gene Mathis, Leo Hansberg, Charles Hicks, Monty Navarro, Billie Navarro, Broadus Stewart; Tainya, featured dancer, and Don Phillips' Ork.

G. W. Thomas Is Rebuilding At Jonesboro, Ark., Quarters

JONESBORO, Ark., Jan. 7.—G. W. Thomas has his Community Players' equipment in winter quarters here for needed repairs and rebuilding. He is making several changes in the outfit for the coming season.

Thomas is at present operating two talking picture circuits out of Jonesboro, concentrating on the knowledge boxes in the territory. He's working six nights a week with one outfit and three nights with the other.

Shows working this section report satisfactory business for 1938, Thomas says, although all agree that the business wasn't as heavy as the year before. Circuit picture shows in the territory are doing only fair, Thomas reports.

The Tiger Brothers and Tex Wilson of the Tiger Bros. Show, and Mr. Price of the Palace Show, are also here.

Van & Della Brown on WFMD

FREDERICK, Md., Jan. 7.—Van and Della Brown, former Midwest rep folks, are now doing eight half-hour periods a week over Station WFMD here as Uncle Cal and Della. On three of the programs they furnish only the music, and on five spots they present their rural comedy material with music. Van writes the continuity. They are heard each Monday, Wednesday and Friday at 1 p.m. and the remainder of the week at 11:30 a.m. They started out on WFMD early in the fall with only three spots.

Wilson Takes Simpson Agency

KANSAS CITY, Mo., Jan. 7.—Earl P. Simpson, who has conducted a theatrical agency and play brokerage business here since 1922, retired from management of the firm January 1. Simpson has other interests here which will require all his time. Al W. Wilson, former book director, who has been an associate of Simpson for many years, will take over the exchange and carry on the 17-year-old business.

MONA RAPIER, formerly with Harold Roster's Michigan merry-go-round and Neil Schmitt's Players, is visiting friends in Michigan. . . . LEONARD AND GAIL DAVIS, of the Davis-Brunk/Comedians, took in the Heart of America Showmen's party in Kansas City, Mo., New Year's Eve. They plan to launch a circle soon. . . . JEWELL AND JIMMY PARSONS are visiting relatives in Kentucky. . . . HERB WALTERS, manager of Walters' Comedians, is wintering in Kansas City, Mo. Walters vacationed for a time in California after closing his tent opy in Oklahoma. He says the tent season was very satisfactory. . . . TOM WEDEMAN, veteran Southern manager, is seriously ill at Charity Hospital, Jackson, Miss., and would appreciate hearing from friends. . . . ART AND DUCKY VERNUM are with the Original Floating Theater in North Carolina. . . . DAVIS SULLIVAN, juvenile, spent several days in Kansas City, Mo., last week on route from California to New York. . . . J. C. MICHAELS left Kansas City, Mo., recently on a business trip thru the Midwest. . . . AL W. CLARKE has severed his connection with the Henry and Buby Neal Players after a 35-week season. . . . LEN HARRINGTON, veteran trail blazer, formerly with Norton's Comedians and other Midwest Feps, was spotted in Kansas City, Mo., the past week. . . . JACK AND LUCILLE COLLIER, of Collier's Comedians, took time out from their Missouri merry-go-round to visit Kansas City, Mo., during the holidays.

HARRY DELANEY has forsaken the field temporarily to enter commercial lines in a Midwestern city. . . . LUCILLE AND SLIM ANDREWS, who trouped the past summer with Davis-Brunk Comedians, have been engaged for the E. P. Davis rotary stock scheduled to open this week in Arkansas. . . . ED (CORKY) RENDLER and Conway Cruise are recent additions to the cast of Harry Dunbar's Comedians. . . . BEVERLY SUTHERLAND and Jimmy Murphy jumped into Kansas City, Mo., last week after closing a short engagement with a Kansas circle. . . . JUDY AND MAC GREEN, who have their own tent opy in summer months, are conducting a dance band in and around Newport, Ark. . . . HARRY DUNBAR'S Comedians, after 10 weeks in and around Garden City, Kan., have moved to Elk City, Okla., which will be headquarters for a new loop. . . . VERN SLOUTS Theater Workshop was scheduled to resume Monday (8) at Dubuque, Ia., after a three-week layoff. . . . TED NORTH'S circle, which opened recently in Kansas, is reported to be doing nicely. . . . LEWIS OS-TRANDER, formerly with Jane Hastings Stock Co., was in Kansas City, Mo., during the holidays. . . . BETTY ZANE recently joined the Leonard and Gail Davis circle in Fort Smith, Ark. . . . SID SNIDER left Kansas City, Mo., recently to join Jim Warren's Comedians in Lawton, Okla. . . . ROE NERO spent the holidays at his home in Rome, N. Y.

HERMAN AND DOLLY LEWIS, who closed recently with the Heffer-Vinson Show at Valdosta, Ga., joined Billy Armond's tab-ruby stock at the Roky Theater, Knoxville, Tenn., January 6. . . . PAUL PRAGUE, who has been vacationing at home in Rollo, Mo., is heading a merry-go-round to work Missouri towns, with Rollo as the base. . . . MR. AND MRS. JACK SCHAFF have hit the road again after spending the holidays with the latter's parents in Little Rock, Ark. . . . MACK LUNSFORD and his Westerners are playing one-nighters thru Western Indiana and Eastern Illinois. . . . FRANK SMITH, who has been visiting his home in Mt. Vernon, Ill., since the closing of his Texas circle, is reported to be launching another rotary combo to play Arkansas towns. . . . FRANK WILDER is in his 73d week in Minnesota with his Rainbow Players, circling out of Fairmont. . . . HARRY WHITESTONE, magician, mentalist and hypnotist, formerly with the Tony Lamb talking picture show for 46 weeks, denies that he's launching a unit show, as recently reported, but says he's taking out a talking pic show under canvas, opening around January 15 in Georgia. . . . DAN F. ROWE, veteran rep manager and performer, reports that he and his family, which comprises his wife, Gertrude Walsh; their son, Barney, and two daughters, Gertrude and Marie, are enjoying good health in San Antonio these days. "We're got a trumper for a new governor," says Dan, "and we're all looking forward to better conditions in the state."

J. A. Ogle Maps Plans For 1939 Canvas Tour

PENSACOLA, Fla., Jan. 7.—Mr. and Mrs. Jimmie Ogle, of the J. A. Ogle Tent Show, and their leading man and assistant manager, Robert Anderson, have returned to Pensacola after a fortnight's stay in Mobile, Ala., and a three-week tour of Florida.

Ogle already has begun framing a new layout for the 1939 season. He plans a number of improvements for the next canvas swing. A chorus will be added, the orchestra will be augmented and more seats will be carried.

Mrs. Ogle is greatly improved in health and will resume her spot in the cast when the show begins its canvas trek early in the spring.

The Ogles are residing at an apartment here operated by a veteran circus trouper, W. G. Richards. Also in town are Mr. and Mrs. Ralph Harbert and Mr. and Mrs. Paul Harbert, of the Heffer-Vinson Show.

Little Indiana Town Base For Many Rep Companies

WORTHINGTON, Ind., Jan. 7.—This White River town of 1,700 inhabitants, including a couple of dozen actors and musicians, claims the distinction of being the headquarters of more repertoire and stock companies than any other place of its size in the United States.

Tent shows that winter here or have wintered here in the past include the Mercer Bros.' Shows, the Starline Stock Co., the Guy Players, Drybaugh's Comedians, Jessup & Francis Stock Co., the Rose Stock Co. and the John Lawrence Players.

Other repertoire shows which have called Worthington their home include Eddie Doyle's Orpheum Players, the Hermann Stock Co. and the Educational Players.

Dan Baurac Frames Circle

TULSA, Okla., Jan. 7.—Dannie Baurac has organized a new troupe to work an Oklahoma circle, opening next week. Initial offering will be O'Night, Percy, written by Baurac himself. Cast includes David Hallowell and Carolyn Cason, leads; Evelyn Bowles, Dorlas Tribble, Marjane Davis, Maureen Willis, Ross Cartright, Vernon Crouch, Warren Blair, Bill Pierce and Dannie Baurac. Line-up includes a four-piece ork.

NEW PLAYS

(Continued from page 17)

mate beef has never been ascertained, but in Everywhere I Roam, presented last week at the National, Marc Connelly presumably thought well enough of the FTP method to present a play very like those cooked up by the relief theater's Living Newspaper.

The Lying Newspaper, taking a cue from the Newspaper Guild, developed what might be called the Hesterbug method of production. The plays were nervous, hectic and noisy. Everywhere I Roam is not particularly strong in these characteristics, but its kinship to the mother form is unmistakable, both in content and in the theme presentation.

Everywhere is a recounting of a portion of America's history during the last 100 years. Specifically, it depicts the opening up of the West, foreign immigration into the new territory, development of agriculture and industries and, finally, the development of financial phrengling and economic upheaval. This phrengling is chiefly done by Jim and Jay, who in real life were Jim Fiske and Jay Gould. Jim and Jay put the railroad thru the wheat fields and flood the country with rascality and misery.

The spoilation of the country and its inhabitants by what passes for progress is symbolized allegorically by the experience of a character called Johnny Applesed. Johnny loves to wander about planting apple trees and advising the inhabitants. He is by way of being the spirit of agriculture and spokesman of the soil. His voice sounds silly, but his lines are supposed to carry philosophical import. The railroad tore up his apple trees and Johnny knows something is screwy. He opines, tho not in so many words, that the old way of life was better.

Play is in three acts, by Arnold Sundgaard and Marc Connelly, and was designed by Robert Edmond Jones. It has choral arrangements by Lehman Engel and dances by Felicia Sorel, as well as a couple of songs by Fred Ste-

art. It is directed by Marc Connelly and is a serious, dignified job.

But it is serious and dignified in the same way an educational lecture is. Your reporter, perhaps thru some failing, got the impression that he was being exposed to a course on what was good for him and how to live right. Altho it is undoubtedly true that audiences are becoming more social-conscious, your reporter doubts that they have reached the stage where they find such forced feeding entertaining — particularly at \$3.30.

Cast is entirely adequate, with Dean Jagger and Katherine Emery playing the leads. Norman Lloyd is Johnny Applesed. Production is well set up and looks sleek notwithstanding much stamping and jumping by Felicia Sorel's modern and barefooted dancers.

Paul Ackerman.

BURLESQUE NOTES

(Continued from opposite page)

GERTRUDE MCCARTHY, another new Nat Morton dancing and singing find from Panama, opened December 28 at the Nomad, Atlantic City, where Morton, also placed Manicka, dancer, who closed recently at the Republic. Both will be exploited in New York theaters after the Nomad engagement.

PLAYHOUSE, formerly the MShora, Providence, is copying Fuy's, Philly, in booking burlesquers as reinforcing attractions. Dave Cohn doing the booking. Boso Snyder was the first for December 28 week. Walter Brown, Harry Allen and Margjote Royce came in January 4; and "Beef Trust" Watson, with Grogan Spencer and Six Beef Trust girls followed January 11 week. . . . VIC & FLANT, comic, forced to leave his Midwest Circuit show Christmas week on account of illness. Upon doctor's advice, will rest up a few weeks at his Albany, N. Y., home. . . . ROSE HEATH-ERLY, dancer, placed by Nat Morton in-do the Gaiety recently. . . . KITTY ALLEN and Norma Niles placed by Lou Miller at the People's January 6.

STELLA LAVELLE, wife of producer Russell Lavelle, according to manager Larry Nathan, is making the house wardrobe for the Roky, Cleveland, on the Midwest Circuit, which co-featured January 6 week Evelyn Nesbit and Rose La-Rose, along with Herbie Faye and Moggie Lexing. Balance of cast included Paul West, Kitty Ella, Eddie Inness, Madlyn Allen, Kay Johnson and Stella Anderson. UNO.

Chicago:

MARY SUNDE lost her father New Year's Day in Racine, Wis. . . . PAUL MOROKOFF is the new producer at the National, Detroit, which has switched to stock. . . . CAPITOL, Toledo, has closed. . . . DOROTHY WAIL is doing bing between Harry's New York Bar and the Rialto here. . . . HAL G. WHITE, juvenile, escaped serious injury when he smashed his new car in an accident near Cleveland last week. Received a broken collarbone and cuts but was able to leave for Erie, Pa., to open at the Palace.

From All Around:

EVERETT LAWSON, tab and burly juke, closed Thursday (5) as emcee at the Roky, Cleveland, and is now working for the Joe Mall office, that city. . . . FRANCES PARKS and her Bobbitantes of 1930 (Helen Cummings, Helen Reed, Sally Walker and Ruth Bailey) are playing a return engagement at the Merry-Go-Round, Akron, O., after a fortnight's stand at Castle Farms, Lima, O.

MYRON EMERSON, well known in Cleveland burlesque circles, has been confined for the past month at U. S. Veterans' Hospital, Sautelle, Calif., with a severe case of sciatic neuritis and a bad heart. He'll be there for at least three months and would appreciate hearing from friends. Emerson is in Ward 19-Bed 16. . . . CORINNE BURNS, who closed recently at the State, Ft. Worth, Tex., has joined her husband in Los Angeles. . . . TERESITA, who recently concluded a week's stand at the Gayoty, Cincinnati, is slated to return there next week. She's being handled by Matt Kohn. . . . HARRY CROSS, handling the press for the burly troupe which recently moved into the Atlanta Theater, Atlanta, info that business has been surprisingly good. In the cast are I. B. Hamg and Bobby Vall, comic; Charles Evans, straight; Louis Yudel, singer; Esta Alja and Snookie Woods, strippers; Gertie Beck, biga, and Perry and Green, dancers. There are 16 girls in line, Cross says.

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Vol. 57, JANUARY 14, 1939, No. 2

Magic

By BILL SACHS
(Communications to Cincinnati Office)

PAUL ROGINI, now in his 14th week at the Hotel New Yorker, New York, and doubling between there and the Belmont Plaza's Glass Hat Room, has been chartered to remain indefinitely at both stands.

VIRGIL THE MAGICIAN, after winding up on a string of Public dates, is playing indie houses thru Illinois, with W. L. Oliver handling the bookings. On February 10 Virgil heads south under the management of Henry Hudson Davis for a string of auspice dates with a two-hour show. Virgil totes four people and a truckload of equipment.

GERBER, Cincinnati house-potter, closed a two-week engagement at the Anchor Club, near Hamilton, O., January 1. His wife, Marybelle, amped during his engagement there. JOHN BOOTH, dapper Canadian conjurer, postals from Cuban capital; "Enjoying a much-needed rest after a splendid season to date. Had a publicity break with the chief of Havana's fire department on the other day and fooled him."

FROM PHILADELPHIA comes word that Little Marco, South American prestidigitator, is going places in the East under the tutelage of those two magic vote, Bill France and Tom Osborne. WILLIAM A. YOUNG, Pond du Lac, Wis., was elected president of the newly formed Pond du Lac chapter of the National Houdini Club at a meeting of 25 Fox River Valley magi in that city December 28. W. W. Vandell and K. L. Grunwald, both of Pond du Lac, were named vice-

president and secretary-treasurer, respectively. FLORETTA AND BOY-SITTE are now working for the Frank Sennet agency, Cleveland, after concluding three months for the Gus Sun office around Detroit and Columbus, O. RUSSELL SWANN, who divided the last three months between the Spatter Hotel and the Commodore Club, Detroit, has left the Motor City for the West Coast. KIM, Chinese magian, opened last week at the Detroit Casino, Motor City's new nitery. JOHNNY FLATT, Conj. frator, has been kept busy in Detroit clubs for the last two months. ALEX. WHEELER, shadowgraph artist and magician, a recent arrival on the West Coast from Chicago, has been engaged by Paramount to double on shadowgraphs for Zaaz Pille and Hugh Herbert in a pic now in production.

SOCIETY OF American Magicians will hold a testimonial magic festival at the Heckscher Theater, New York, February 23, in honor of Sam Margules, Theodore Hardeen, chairman, and Jacob Daley, treasurer, head the festival committee. Sponsors include Paul Rosini, Isidore I. Altman, William J. Arenbauer, Robert M. Sherman, Julien J. Proskauer and Dal Vernon. PAUL DUKE will present his second "command performance" before President Roosevelt January 11 at a dinner to be held at the White House in honor of Homer S. Cummings. THURSTON'S MYSTERIES, presented by Will Rock, since its opening several months ago, has played one, two and three-day stands in more than 40 cities of Michigan, Indiana, Ohio, Kentucky, Illinois, Iowa, Nebraska, Oklahoma, Kansas and Missouri, covering more than 8,000 miles. Show comprises 14 people and is carried in a specially constructed 21-foot trailer. MARQUIS THE MAGICIAN has augmented his mystery organization, with Richard Francois, son of Francois, the hypnotist, and Ina Ferguson joining the assistant staff. He also has added a number of new effects. The Marquis shows entering his second year under the guidance of Lynn M. Parks. JARVIS THE MAGICIAN has resumed in his West Virginia territory after a holiday close-down. AL P. SAAL, Toledo, Greater, has been keeping busy between his home town and the Michigan sector on select private club dates in recent months, booked by the Debridge-Gorrell Agency, Detroit. AMONG THE MAGIC literature received at the desk this week was Will Goldston's *Magical Quarterly*, that bewsy and interesting article published in London. JIM SHERMAN'S latest catalog supplement lists more valuable items suitable for club

magicians or amateurs looking for a gig to break the monotony of their routine.

OUT-OF-TOWN OPENINGS

(Continued from page 17)
driving Norah from the little community.
In the final scene Dennis pleads with her to stay—but she refuses, scornful his fear of flouting conventions.
Jessica Thady as Norah does a superb job with a difficult role; Liam Redmond, young Irish new comer, is equally impressive as the cowardly schoolmaster.
Others who score are George Coulouris as Father Shaugnessy, Ralph Cullinan as Norah's father and Grace Mills as a show who leads the "moral policemen." The play suffers a bit from mystical phrases, but this can be toned out before its Broadway opening. St. Shaitz.

"Dear Octopus"

(Plymouth Theater)
BOSTON

A play by Dodie Smith. Staged by Glenn Byam Shaw. Presented by John C. Wilson. Cast: Reginald Mason, Lucile Watson, Phyllis Jones, Phyllis Powals, Rose Robert, Jack Hawkins, Peter Robinson, Shirley Porter, Warren Milla, Helen Kane, Ivy Troutman, Margaret Dale, Lillian Gish, Alice Belmont, Cliffe, Georgia Harvey.

The British are coming. First we have Noel Coward's *Set for Music* and then *Dear Octopus*, as delightful a little play as has come to these shores in recent years. It is one of those "family" plays, but this time one with merit and constant entertainment value. It is one of those delightfully charming British plays which roll along smoothly and with such ease that the audience is left at times wondering just why it is that the action and dialog remain so unobtrusive and yet so interesting.

As new arrivals round out the cast in the Randolph country house it is apparent that the occasion has its embarrassing moments. The family is persistently frank about Margery's increasing aversion to the redoubtable, voicelessly curious about Cynthia's mysterious design for living in Paris, repeatedly flamed by the neuroses of Edna and awfully wonderful about Grand Aunt Belle, whose head at 70-odd still has not a hair of silver.

It's all highly amusing; every line is worthy of a chuckle and now and then one brings forth a real old-fashioned roar.

If New York liked *Beachier Born* than *Dear Octopus* is certain to capture the fancy of Broadway. Floyd L. Bell.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

WEST COAST REPORTS have it that Charley Walpert is planning another derby show out that way some time in the near future.

JERRY (THE LUO) BRENNAN stopped off at the Chi office of *The Billboard* last week to announce that after 12 years in the biz he is now in retirement, but "rain" to get back to the grind." Meantime, says he would like to read a line or hear from Ike Buchrach, Tom and Betty Day, Jimmy Gable, Frankie Rizzo and Eddie Gilmartin.

ALTHO THE WHITE CITY show in Chicago did not materialize, Charley Hayden, it is reported, will probably launch a contest in a near-by town within a few weeks.

JUNIOR JACK KILLEY letters from Chicago Memorial Hospital that he recently was forced to leave the Coliseum show there to undergo an appendectomy. While he is getting along okay, he says he will be out of the field for some time.

KING BRADY has just completed a new organization and is reported to be arranging a schedule of locations that will keep the organization in action for some time.

FRANKIE DONATO and wife pen that they are still among the niters and at present are working the Lucky Star Inn, Uniontown, Pa. Frankie says he expects to join with an amee soon and work comedy in clubs.

FLOURNOY LATHAM, Washington writer, was a visitor to the endurance desk last Tuesday. Flournoy, who appeared in the recent Silver Springs, Md.,

contest, garnered a hunk of publicity in the Cincinnati papers last week when he offered to put one of his eyes on the auction block for the sum of \$5,000 to aid his family, which Latham claims is in destitute circumstances.

HELEN TYNE spent Christmas at her home in New York and with Carroll at her home in California.

BILLY WILLIS and Louis Meredith were in Kentucky for Christmas, pulling roller derby pals in Louisville.

EAST ST. LOUIS SHOW got under way December 27 with 19 teams and four solos. Moon Mullins, Art Wolf and Jack (Deadpan) Kelley are handling amusee duties.

THE WELSTON, MO., show is in the wind-up with final elimination features every night. The three teams battling

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BEN E. TAYLOR, cornet soloist, of Fort Angeles, Wash., agrees with Billy Hall that minstrelsy was finished when A. C. Field died. He goes further, however, and says that minstrelsy was too big a field of entertainment to pass out of the picture by the death of one man and believes that it was all thru wobb Field, Primrose and Hi Henry passed on as they all died within a few years of each other. Answering Hall's query, Taylor says he remembers Hi Henry and his gold cornet and wonders if Billy remembers Charlie Bartell and his piccolo, who substituted for Hi Henry when the latter was indisposed; also Bob Factor and his bass drum.

THE BIRTHPLACE of George Primrose is being disputed by some old-time minstrel men. Billy James, who recently referred to Binghamton, N. Y., as the home of George Primrose in a statement in this column, was corrected last week by Walter Brown Leonard, who says Primrose was born in London, Ont. Now Ben E. Taylor challenges James' statement and says Primrose was born in Pictou, Ont., and that he moved to London, Ont., at an early age and joined Haverly's Minstrels as a dancer and prop boy.

CHARLES COLLIER'S Sila Green show is sailing along in fine shape in Florida, according to word received from Dr. H. P. Troutman, of Page, W. Va.

C. E. DUBLE wonders if some old-timers can supply data on and name some of the lads who were with the Ted Feltz Minstrels and the Who, What and When Minstrels. He recalls that Mill Boyer operated the latter troupe. He also inquires about the Barlow & Wilson troupe, which was on the road in 1903-04.

AL TINT postals that he's still doing radio work in the Windy City.

It out for top money of the three prize were Pauline Boyd and Fee Wee Collins, Angie Oger and Clyde Hamby and Opal Ford and Ralph Ellis.

KENNY CRUWELL postals from San Bernardino, Calif., where he is now working, that he would like to read a line here from some of his ex-partners and other kids with whom he has worked, and that he expects to hit a good show this summer.

INQUIRIES HAVE BEEN received on the whereabouts of Judy Ellis, Louise Meredith, Jackie Parr and Hi Hill. Come on, kids, drop in a line.

GEORGE MILLER came thru with a hefty bit of endurance copy last week and says, "If I can help the column by sending in a few notes once in a while I certainly will." Don't everybody also sit back, tho, and let George do it all. Do your part, too.

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The Final Curtain

ALLENTON—Joseph, 55, actor known in private life as Joseph Butterly, found dead in his hotel in New York January 5. His last appearance was in the road company of *You Can't Take It With You* and previously he had appeared in *Pure as Heart*, *Best Sellers*, *Ladies Don't Lie* and others.

ALEXANDER—Lillian, 61, retired actress, known in private life as Mrs. Lillian Alexander Fenton, widow of John C. Fenton, actor, in Southside Hospital, Bay Shore, L. I. December 30. She was born in Pittston, Pa., and went on the stage in 1883. For many years she played stock in Boston, Baltimore, Richmond, Va., and Wheeling, W. Va. Services under the auspices of the Actors' Fund January 3.

ARNOLD—Ray, 20, radio singer and also half of a singing team with her brother, Buddy, of a heart attack in Caldwell, N. J., January 2.

BAUGHMAN—Walker, 57, associated with the show business in Circleville, O., for more than 50 years, at his home there December 30, after a six-month illness. Baughman's first job was bill-poster for Peck's Hall, Circleville, and in turn the old Warner Hall and the Coliseum there. He was manager of the Opera House, Winchester, Ky., for two years and the Washington Opera House, Mayville, Ky., for five years. He also owned the Gorm Theater, Mayville, for two years. Survived by his widow, Ida, and four children: Proctor, Linden and Harold and Mrs. Edna White, all of Circleville. Services January 2, with burial in Forest Cemetery, Circleville.

BILES—Jack, 52, vaude performer, dance instructor and producer, of Garden Home, Ore., from injuries sustained when struck by an automobile in Portland, Ore., January 1. Biles entered vaudeville as a dancer, touring the country via the *Fanbox* and *Maroc*, *Paramount*-Public and *RKO* circuits. For a time he produced stage shows at the El Capitan Theater, San Francisco, and later established himself in Portland as an instructor in tap and ballroom dancing. Long associated with the production of juvenile vaudeville in and about Portland, he was branch manager for the Chicago Academy of Kinder Rhythms and president of the Oregon Actors Club. Biles had more recently been engaged in teaching dancing under WPA auspices and taking part in Federal Theater projects. Survived by a daughter, his parents and a brother, all of Garden Home. Services January 4 in

Garden Home, with burial in Riverside Cemetery there.

BOLLY—William V., 72, for many years excursion agent for the G. A. Bookling Co., Sandusky, O., operator of Cedar Point resort on Lake Erie, December 29 in Sandusky. His widow and a daughter survive. Services and burial in Cleveland December 31.

BURNETT—Tom L., cattleman, rancher, rodeo producer and owner of the Triangle Ranch, Iowa Park, Tex., recently. He was the son of the late S. Burk Burnett, cattleman and industrialist and owner of the Four Six's Ranch. Tom left his father's employ to engage in the cattle business with Marion-Samson Sr. After acquiring the Triangle Ranch he added the old Moon Ranch in Ford and Cottle counties in Texas. He produced rodeos as a hobby, among which were the Southwestern Exposition and Fat Stock Show Rodeo, Fort Worth, Tex., in 1923; the Wichita Falls Round-Up in 1921-22; the Triangle Ranch Rodeo, Iowa Park, Tex., in 1923-24; the Texas State Fair Rodeo in 1924, and the Cattleman's Convention Rodeo, Houston, in 1924.

CALLARD—Samuel C., 70, a starter on Ohio harness-racing oval for a quarter of a century, in Bellefontaine, O., December 30 from injuries sustained when his automobile overturned. Services and burial in Bellefontaine.

CAUFFMAN—David M., 68, manager of the *Red Rafter Be Right* Co., starring George M. Cohan, recently in Kansas City, Mo., of a heart attack. Cauffman had spent more than three decades in show business and had been manager of the company for the 14 weeks since it left New York. Survived by a son, Richard, of New York.

CHANDLER—William T., 72, father of Grant Chandler, assistant manager of Goodman Wonder Shows, in Trenton, Mo., December 23. Survived by two sons and two daughters. Services and burial December 25 in Trenton.

CORRELL—Lillian, daughter of Mr. and Mrs. Charles J. Correll in a Hollywood hospital January 7, 24 hours after birth. Father is Andy, of the radio team *Amos 'n' Andy*.

DEDRICK—Mrs. Lela E., in Independence, Mo., November 15. Burial beside her husband, David Dedrick, in Spring Grove Cemetery, Cincinnati.

ELWOOD—Charles M., 87, in Stratford, Conn., suddenly December 30. Elwood was a former minstrel comedian and at one time was with Lew Dockstader and Primrose & West.

GATES—Melvin, 52, veteran Shakespearean actor, on the stage for more than 30 years, in French Hospital, New York, January 1. He began his career in Shakespearean repertory with the late Charles B. Sanford and appeared with John Barrymore in *Stubborn Claverella*. He was a leading man in stock for several years and also appeared in *Light Wines and Beer*, *Lang No Your Eyes*, and in recent years in radio plays.

GREENWOOD—Cyrus S., 77, at his home in Grose Pointe Farms, Detroit, January 1. He was for many years a member of the firm of Greenwood, Atkinson, Armstrong Co., uniform manufacturer in that city. He retired three years ago. Survived by his widow, two daughters, two sisters and two brothers. Burial in Woodmere Cemetery, Detroit.

HAUN—Ewald B., 40, first flutist of the Metropolitan Opera Co. for 10 years, until a year ago, in Clifton Springs Sanitarium, Clifton Springs, N. Y., January 5. Haun studied the flute under Theodore Habib at the Cincinnati College of Music and was with the Cincinnati Symphony Orchestra from 1920 to 1926. For the past two years he had been with the New York Opera Co. Orchestra. Besides his father he is survived by his widow, Mrs. Kathryn Reese Haun, widely known Cincinnati soprano, and his stepmother, Mrs. Adele Haun. Burial in Vine Street Hill Cemetery, Cincinnati.

HERMAN—Joseph, 55, lecturer and formerly connected with dramatic and theatrical enterprises, in Warwick, Md., December 9. He retired about 10 years ago. Burial with Masonic and BPOE honors.

HILLS—Donald D., 41, better known in the show world as Darwin the Magician, of pneumonia in a Hillsdale, Mich., hospital December 25.

JACKSON—Alma, at the home of her parents in Milwaukee November 29 after a long illness. She was formerly with the *Pastor Show*, *Wild Flower*, *Dancing Gals* and *No. 10, Nanette*.

JEFFERS—John E., 60, better known as Jack, at his home in Long Beach,

Calif., January 3. Jeffers started trouping in his early teens with a med show in a song and dance routine and had spent 30 years in various lines of show business. He performed on the Pantages Circuit and then entered motion pictures, playing for the old Bison companies, one of the pioneer movie organizations. He later took his own rop show out under canvas, known thru the Middle West as the California Boys. A heart ailment caused his retirement two years ago. Survived by his widow and a son, Laird, projectionist at the Main Street Theater, Lexington, Mo.

JOACHIM—Max, 67, father of the three Rita brothers, comedians of the stage and screen, of a heart attack in the Belvedere Hotel, New York, January 4. He had been living with his sons since the death of his wife several years ago. He is also survived by another son and a daughter. Burial in the New Mount-Carmel Cemetery, New York.

KOMMEL—Walter, 30, veteran projectionist and stagehand, December 30 at his home in East Liverpool, O. He was for many years an operator at the American Theater there and was a member of the *Magicians' Union*. Two sisters and three brothers survive. Services and burial in Zanesville.

LECLAIR—Mrs. Anna, 62, wife of William LeClair, former vaudeville juggler, in a tenement fire in New York January 5.

LIVINOSTON—Richard D., 40, outdoor showman, of strangulation in Savannah, Ga., December 27. Livinoston was *Life Show* lecturer with Grubberg's World Exposition Shows in 1933; Dodson, in 1937, and the past season with the Strates and Johnny J. Jones shows. His body was claimed by friends. Burial in Bonaventure Cemetery, Savannah, January 2.

LOGSDON—Edwin D., 71, former president of Indiana State board of agriculture and father-in-law of Earl Kirtze, of *WLS Barn Dance*, Chicago, January 1 at his home in Indianapolis after a long illness. Survived by his widow, three daughters, two sisters and a brother. Burial in Crown Hill Cemetery, Indianapolis, January 2.

LUNDQUEST—Judith, 7, child musical prodigy, December 27 in Children's Hospital, Detroit, after two weeks' illness of spinal meningitis. She started playing piano at the age of 2 and composed her *Shirley Temple March* at the age of 3. She could play complex scores on the piano. Survived by her parents and one sister. Burial in White Chapel Memorial Cemetery, Detroit.

MORGAN—Mike, 70, maintenance man at Saskatoon Exhibition grounds since 1922, there recently. Survived by a sister in Chicago. Burial in Saskatoon Cemetery December 30.

MORGAN—Paul, German comedian, recently in a German concentration camp of inflammation of the lungs. Morgan starred in a number of farces, light comedies and musicals a few years ago, playing the lead in *Why Cry at Parting?*, the second German-produced talking film to appear in this country. He was also seen in *Theaterische von Berlin*; *Vienne, City of Song* and *Das Kobold des Dr. Larifari* and made a hit on the stage in Berlin in 1920, playing the part of Count Waldstein in the opera *Cassanova*.

PERRY—Jeno, outdoor showman formerly with Gooding, Dodson, Strates and Malarky Amusement shows, in Veterans' Hospital, Dayton, O., December 31. He had also been employed by W. H. Smith Side Shows, of Buffalo.

ROSE—Dorothy, wife of Speedy Rose, med worker, in New York December 19 of pneumonia. Burial in Pittsburgh December 24.

SCOTT—Walter V., 40, who had charge of programs at Soldier Field, Chicago, for eight years, of pneumonia at his home in

that city January 3. He was with the Ringling show for many years and had guide and picture-book concession at A Century of Progress, 1933-34. Burial with a brother, William. Services January 6 in Chicago.

SEIP—Charles, 70, veteran circus and carnival man, in County Hospital, Little Rock, Ark., December 31 from a heart attack. Born in New Albany, Ind., in 1856. Seip for a time sold newspapers before entering the circus field, where he remained for 24 years, appearing with such organizations as Barnum & Bailey and Sells Bros. Shifting over to the carnival field, Seip appeared with several organizations, including C. R. Loggelle Shows for 14 years and three years with Zimzare Greater Shows, with which organization he was associated at the time of his death in the capacity of mail man. The *Billboard* agent and night watchman. Seip also formerly did balloon ascension work.

SNYDER—John W. (Windy), 51, veteran shooting gallery man, well known thruout Illinois, Indiana and Ohio, at his home in Kankakee, Ill., December 18. Survived by two sons, Ray and John, and three daughters, Mrs. Mrs. Leo Jordan and Mrs. Earl White. Burial in Kankakee.

STOEKEL—Mrs. Robbins, 59, organist and choir leader, suddenly in Norfolk, Conn., recently.

TEMPLE—Frank Irving, 70, professor of music, author and composer, in Denver General Hospital December 28. He was a graduate of the Rochester, Mass., Conservatory of Music and at one time orchestra director at the Opera House, Hurka, Utah. Survived by two sons, Kenneth and Howard. Interment in Crown Hill Cemetery, Denver. An effort is being made to contact relatives.

THORNTON—Roy B., 50, manager of Alki Natatorium and Roller Rink Seattle, recently as a result of a fall from the rink balcony. He formerly managed dance halls in Alaska and Seattle and at one time was well known in local politics.

TILLER—Clarence (Cap), 53, owner and operator for the past several years of the Cap Tiller Show, traveling motion picture organization, in Newport, Ark., December 29. Tiller was known to many show people as Captain Tiller, high diver. Survived by his widow. Burial in Cave Springs, Ark., December 23.

WILLIS—Mrs., 24, wife of J. E. (Tex) Willis, formerly with the Morgan & Helvey Show, and later on advance for Billroy's Comedians, in Ardmore, Okla., January 2. Burial in that city January 3.

WORMS—Blanche Barilla, 54, well-known Paris stage actress of a half century ago and widow of Gustave Worms, also a famous stage actor, in Paris recently.

YOUNG—Joseph, 76, father-in-law of the late showman Fred Jewell and half-brother of Alex Starnes, of the Starnes Stock Co., in Worthington, Ind., January 4 after a long illness.

Marriages

BINDER-DE VITO—Edward Binder, known as Smoko, human volcano, and Louise De Vito, nonpro, in Haverhill, Mass., recently.

DOYLE-CASTANEDA—Jack Doyle, Irish *Cooner*-boxer, and Maria L. Castaneda, known as *Movita*, Mexican screen actress, recently.

FORREY-POULKES—Page Forrey, nonpro, Louisville, and Elizabeth Elders Poulkes, Fairfield, Conn., former vaude single and night club singer known as *Marjorie Burton*, recently.

FULTON-CRENNER—Dave Fulton, announcer at Station WJW, Akron, and Marion Crenner, formerly of *WCAE*, Pittsburgh, in Gibson Heights, United Proby. (See *MARRIAGES* on page 59)

WALTER KELLY

Walter Kelly, veteran vaudeville and character actor and known to theatergoers as "The Virginia Judge," died of injuries received in an auto accident three weeks ago in Hollywood at the Women's College Hospital, Philadelphia, January 6. He was 55. At his bedside was his brother, John B. Kelly, Democratic city chairman of Philadelphia.

Born in Mineville, N. Y., in 1873, deceased took up the trade of machinist but soon abandoned it. He fell in with Judge John Dudley Bowen, of Newport News, Va., whose daily task was to pass judgment on colored magistrates there. From listening to the wild and somewhat lurid alibis offered in the courtroom of his friend Kelly soon had a stock of funny stories and anecdotes that was to serve him for his long career on vaudeville and legit stages and which was to earn him the nickname of "The Virginia Judge."

One of his first appearances on the stage was at Pastor's in 1899. Early in his career he also was given a part in *Huckleberry Finn* by A. L. Erlanger and still later in *The Office Boy*. About that time Marie Dressler hired him for her act, and when she was stricken ill suddenly he went out to fill in as a *spic* with his portrayal of the Southern "jedge" and thus began a vaudeville career that lasted over 20 years, starting in 1904 and taking him all over the world. Intermittently he had part in legit shows. In 1914 he appeared in *The Whirl of the World*, and in 1917 in *The Shop of Wonder*. In 1921 he was in *The Passing Show*; in 1929, in *The Great Day*; in 1933 in *Both Your Houses*, his first big part, and in 1934 in *The Jaywalker*. The next year he entered films, making several pictures.

He was a member and officer of the NYA for many years. He was unmarried and survived by his two brothers, the Philadelphia politician and George Kelly, author of Pulitzer Prize play *Crucible's Wife*.

BIGGER AND BETTER—

(Continued from page 11)

years after its first publication and initial popularity. Its use in and its title go-up with the 30th Century-Fox film of the same name, which featured nearly 30 Berlin compositions of yesteryear, of course was greatly responsible for its revival, but its achievement of 20 weeks among songs with most plugs, during which time it rose to eighth place, and its 10 weeks as a sheet music leader, in first place once, second place five times and third place four times, remains an eloquent testimonial to the fact that if a song really has something John Q. Public goes for it every time.

Flat Book: *Billboard's* actual report card

is a bit inconclusive with the apparent tremendous favor the novelty seemed to enjoy, but figures don't lie, and *Floppie* didn't do as well as those citizens who began to hear bells on account of it might think. Seven weeks among the 15 sellers, rising no higher than No. 11, was the best it could do in sales, and it climbed no higher than fifth place among air leaders, with a poor total of 23 major plugs. And to conclude on a note indicating that the music business is just as screwy as it's thought to be, the old-timer, *Mexican Rose* for one week was the nation's 15th biggest selling song for the time and only reason that Bing Crosby made a recording that turned into one of the most popular coin machines discs during the year.

The 1939 World's Fairs

- ATLANTIC -
New York World's Fair
Flushing, L. I.
Opens April 30

- PACIFIC -
Golden Gate International Exposition
San Francisco
Opens February 18



NEW YORK, Jan. 7.—The concession department entered the new year with more than 60 per cent of its amusement zone space sold to operators and a large part of the remainder to final process of negotiation. With a little less than four months remaining before the big show opens on April 30, no less than a dozen major concession projects are under actual construction and nearly that number are reaching a point of final pre-building arrangements. Fifty-four contracts have been signed as of December 31 and officials indicate that half a dozen more will be in the fold within a week or so.

Of the 54 by far the majority are completely set, possessing the complete material, legal and financial requirements demanded by the Fair Corp. On the other hand, about six of the signed shows and rides are in the "doubtful" category so far as finances are concerned. These hold executed contracts, have met their initial down payment to the fair and have an option on ground space until operators can secure additional backing to develop and build their individual enterprises. Nearly all money-seeking concessions will eventually obtain sufficient capital, but those which do not will forfeit their ground space and down payment.

Only new amusement contract to be executed since January 1 was with the American Museum of Natural History for operation of a planetarium at the upper end of the midway and between the shows of Dr. Martin Couney and Morris Cost's Little Miracle Town. Project will be modeled after the Hayden Planetarium in Manhattan, which is also operated by the museum. Title of development is "Time and Space."

Signed Concessions

Following is an alphabetical list of firms or individuals currently holding executed contracts with the Fair Corporation.

- (All New York addresses unless otherwise listed)
- Atwood Cafeterias, Inc.—Pre-Fair Feeding of Workmen.
- Harry C. Baker—Rides Turtle Chase.
- Sallantine Breweries—Three-Ring Restaurant.
- Norwan Bartlett—Three Rides: Drive-a-Drome, Bobbed Run and Aerial Joyride.
- M. W. Bingley and Idena Powell—Kivas the Indian Village.
- The Borden Company—Grade B Milk.
- Children's World, Inc. (Frank W. Dettling)—Children's World; Kiddytand.
- Childs Co.—Flankbusters and Hamburgers Restaurant.
- Cuban Village, Inc.—Cuban Village.
- Dale Fifth Avenue, Inc.—Sale of Luggage.
- Dodgson Corp., Lawrence, Mass.—Rides: Auto and Water Dodgman.
- Doughnut Corp. of America—Restaurants.
- Dufour & Rogers—Shows: Strange in It; Seams; Ride: Boomerang.
- Ray E. Deans—Guess-Your-Weight Scales.
- Frozen Custard.
- Inchanted Forest, Inc. (Tony Sarg)—Walk-thru: Enchanted Forest.
- Exposition Greyhound, Inc.—Operation of Intra-mural Busses.
- Exposition Grounds Catering Corp.—Restaurants.
- Exposition Publications, Inc.—Official Guide Book, Souvenir Book and Daily Program.
- Exposition Souvenir Corp.—Souvenir and Novelty Stands, Postcards, View Books and View Folder Blinds.
- Fisher, Coo & Co. Inc.—Cigars, Cigarettes, Candy, Vending Machines; Cigarette Coffers.
- Jack Fine—Circus Cabaret Road.
- Mo' Gale Enterprises, Inc.—The Show Show.
- Frank Galland, West New York, N. J.—Penny Crusher.
- Theodore Goldstein, Dallas, Tex.—Humorous, novelty.
- Colman Productions, Inc. (Billy Rose)—Show in State Amphitheaters: Shows: "Killers of the Deep."
- Heisen's-on-the-Zuider Zee, Inc.—Holland House Restaurant.
- Hortus, Inc.—Horticultural Gardens.
- Infant Incubator, Inc. (Dr. Martin Couney)—Infant Incubates.
- International Microscope Ref. Co., Inc.—Coin Scales; Automatic Photography.

Concessionaires' Association is seeking suitable spot in the Yako Club, Vanderbilt avenue and 44th street, for its regular meetings. Date of next session not set.

Why Postal Department Deficit Isn't Greater

NEW YORK, Jan. 7.—Talent and others involved in the fair's New Year's Eve Ice Carnival which was canceled because of mild weather were not informed about the shelving until after New Year's. Christy Walsh, director of sports, dictated form letters on December 30, but apparent clerical negligence caused them to be mailed a few days later, with several parties receiving the form this week. One line in letter read, "We are anxious to get word of cancellation to you promptly in order that your personal plans for Saturday night may be arranged accordingly."

- International Parachuting Co., Inc.—Parachute Jump.
- Jungleland, Inc. (Frank Buck)—Jungle Camp.
- Kaplan & Bloom—Canes and Umbrellas.
- Little Miracle Town (Morris Cost)—Midget Village.
- Messmore & Damon, Inc.—Walk-thru: "Adventures of Flash Gordon."
- Messmore & Damon and George Jessel—Village: Old New York.
- Leo McDonald—Admiral Byrd's Penguin Isle.
- Nyssa Corp. (N. Y. Zoological Society)—Walk-thru.
- Refreshments at the Fair, Inc.—Carbonated Beverage Stands.
- Richardson Corp., Rochester, N. Y.—Root Beer Stands.
- Sanitary Berle Concessions, Inc.—Orange Crush and Non-Carbonated Citrus Fruit.
- Schaffer Brewing Co.—Restaurant.
- Schless Construction Co.—Village: Merrle England.
- Jack Sheridan—Shows: Living Magazine Covers.
- South Sea Island Village, Inc.—South Sea Village.
- Star Pop-Corn Products, Inc., Chicago, Ill.—Pop-Corn Stands.
- Sulter Candy Co., Mansfield, O.—Salt-Water Taffy.
- Harry C. Traver—Ride: Stratoship. Walk-thru: Laffland.
- Harry Traver and Harry Baker—Giant Roller Coaster.
- Triangle Restaurant Co., Chicago—Restaurant.
- Underwood & Underwood Studios, Inc.—Official Photographs.
- Carl Wilson, San Francisco—Shows: Live Monsters.
- Winter Wonderland, Inc. (R. J. Sipeha), Chicago—Village: Sun Valley; A Winter Wonderland.
- Norman Yale (Southern Rhodesian Government)—Shows: Victoria Falls.

On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Jan. 7.—Another week goes by and those big concessions remain unassigned. For almost a month half a dozen big projects, shows probably, have been knocking at the door of the exclusive hall of executed contracts. Within a week we'll have the info, it is understood, altho all this is beginning to sound monotonous.

They're still talking Wild West and rodeo as an attraction for Section T and rumor has it concession department ranks are split wide open on the potential power of a thing like that. Col. Tim McCoy's road experience last summer is being recalled by the pessimists—and the optimists point out that native New Yorkers haven't seen an old-time Western extravaganza for years and years and years.

Billy Rose's Barbary Coast show struck a snag recently and is on the brink of the pit of unwanted attractions. Too tight, the reason. . . . Flans for his water

SAN FRANCISCO, Jan. 7.—Treasure Island will be a sold day, 10 months of field days, for the press—both working and visiting. Golden Gate International Exposition will be the biggest, longest-running story of San Francisco since the fire and earthquake of 1906. Preparations for this story already are under way. Daily papers are planning to maintain staffs at the island day and night. Gayway will remain open until 2 a.m. News services are also planning bureaus during the run of the fair. Dark-room facilities have been provided for use of cameramen. Telegraph companies will maintain branches on the island.

The press will work at Treasure Island, but it will also play. A press hospitality building, to cost about \$50,000, will be erected. It will house a bar, grill, dining room, recreation facilities and sleeping accommodations. First move to house the press in this building was vetoed by city editors. "The atmosphere will not be conducive to work," one city editor said in a grim piece of understatement. The press building will be headquarters for visiting newspaper men, expected from all parts of the country, Canada and Europe.

Phil Berle has signed Jack Marshall, comedian, to an exposition date.

Beatty Set for 41 Weeks

CHICAGO, Jan. 7.—Clyde Beatty, now appearing with his wild animal act at the Shrine Circus here, has been signed to appear at Golden Gate International Exposition, San Francisco, for 41 weeks. He will open at the West Coast fair on February 18.

Harriet Beatty also will go her act, the lion and tiger riding in elephant, at the fair. Beatty now has 40 lions and tigers and also has bought three elephants.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Jan. 7.—Sally Reed has awarded contract for the building of the Dude Ranch, an attraction she will sponsor, to D. W. Nicholson, Oakland, Calif. She will also be identified with another major attraction, probably as a dancer.

H. Michaelson, of the Treasury Department, was stricken with a heart attack recently and is now convalescing in Paralta Hospital, Oakland. Mike was identified with A Century of Progress and is well known in exposition circles.

Allice Tapley, chief of personnel, has a tough job, not only because she handles so many applicants but because she can place only a small number. She has had over 70,000 applications for work.

The lobby of the Administration Building on Bush street has been crowded to the doors the last 15 days with last-chance buyers of 810 books of

pageant and Killers of the Deep proceed unmolested, however.

Jottings . . . Exposition Publications, Inc., which has the contract on publications, is readying the Official Guide Book, 300 pages with illustrations and maps, plus translations into French, German, Italian, Spanish and Yiddish: Official Souvenir Book, 36 pages, and the daily program.

Coronation Scot, famous train of British Isles, being shipped to fair for exhibit, following which it will tour the U. S. and Canada.

Mayor La Guardia says crooks and gamblers better stay away from Flushing. Broadway's Girl of Tomorrow stepped out of giant eggshell at the Times Square W. P. section below Father Duffy's statue. Section was dismantled after Yuletide holiday, and now you can see the monument again.

About 615 firms in 20 classifications have been licensed to identify their products with fair hook-up or insignia. World's largest corillon will be part of Florida's exhibit. It's a 25-tonner with 78 tubular bells.

Kurt Well, Broadway tunesmith, contemplated to tin pan Railroad on Parada for fair.

Exposition tickets. Daily sales average is \$25,000.

The miniature railway for the Gayway arrived recently from Fort Worth, Tex. J. W. Anderson, owner, found railroad rates too high, so he hauled it by truck.

Harry Hillons' rides are well up in the air and when they are scenically decorated they will present an unusual picture. Harry feels sure he will break records with the big wheels here.

Ralph M. Fogelman, Callender, Ia., has booked his world's prize horse, Brooklyn Supreme, on the Gayway. The horse weighs 3,200 pounds.

Cliff Wilson's new snake, as yet unnamed, is the biggest reptile I have ever seen. Cliff's building is nearly completed.

Fred McPalla, who has two lead galleries here, had his daughter and son with him over the holidays.

The City of Los Angeles Building is nearly completed.

Johnny Branson is erecting the Globe-o-Drome and his Deep Sea Divers show.

There are 30 programs a day being broadcast from stations in San Francisco and vicinity now. Art Linkletter, chief of the Radio Division, is on his toes. He grabs personalities for broadcast as soon as they arrive. "Link" is also writing the script for Capalade.

One of the most novel attractions on the Gayway will be the replica of Mark Twain's home. Many of his original manuscripts will be on exhibition, as well as personal belongings.

Another unusual attraction will be the stamp exhibition of the Rev. Buoni.

The Strato-Rocket should be in the workshops soon. Priority rights have now been granted by the government. The show has three years of absolute protection.

G. E. Baem, president of the San Francisco Convention and Tourist Bureau, reported that 800 conventions are already booked for 1939, to be attended by about 600,000.

The week's releases . . . Crosley Corp. of Cinoy, on dotted line for three-quarters of an acre with exhibit hall and broadcasting studio. Studio will be used by WLW of the Queen City, most powerful of the stations, enabling it to bring direct broadcasts from fair to a large section of the Middle West. Building will also house items from the Crosley shelf of products.

Salutes . . . Ireland's 21-gunner, W. P., headed by President Douglas Hyde and Eamon de Valera, Brooklyn-born premier, ethered over Columbia network January 8 as second in series of transoceanic bows. . . . Jim Sibelius, famous Finnish composer, conducted Helsinki's Symphony Ork in first international broadcast New Year's Day.

15 other nations primed for airwave-tub-thumping. Finland selected as first nation on list because that country became first to participate in the fair's activities.

Public got first look-see of Interior of Perisphere during holiday exercises for gift and prospective paying customers. An elaborate production was held in connection with the "un- (See ON FLUSHING FRONT on page 53)

Jumbo Show Has Premiere

National Circus Syndicate offering draws at Chattanooga—excellent program

CHATTANOOGA, Jan. 7.—Moving with the precision and snap of a big top in midseason, Jumbo Indoor Circus had its premiere in the Memorial Auditorium here Monday evening.

Show is being produced by the National Circus Syndicate of New York, Harold V. Morrissey, vice-president, and is showing here under auspices of the Woman's Hospital Auxiliary, whose share of the take will go towards outfitting and equipping the day wing of a local hospital.

Show drew a crowd of some 3,000 on opening night, which, however, is not capacity for the auditorium. A well-balanced program of acts from leading circuses, a performance that was tops and rare reviews from the dailies bettered the second night performance, and Wednesday's matinee with special prices for school children was practically a sell-out. Show here all week, with the house being bought out by a large local business concern, which distributed the tickets to underprivileged colored children Friday afternoon and a matinee Saturday, which was bought out by leading citizens and organizations, tickets distributed among orphanage and mission children.

The auditorium was transformed into a big top, with the main floor covered in midwest and two rings and a large stage in between. The 24 acts move smoothly without a halt, and program runs some 2 1/2 hours.

The Program

Following the opening display and spectacle with girls on swinging ladders set off with fireworks fountain, the Royal Rollers present a fast skating act. Hal Silvers does a tight-wire act that is a wow, mixing comedy with his feats. The Three Larkins appear in juggling and high-pole acts while Mickey Larkin did a death slide on the slender steel wire from the lofty ceiling of the building. The Two Aces received a big hand in their feats of hand balancing, while Bert Deairo, the "human pretzel," tied himself into all kinds of knots. Kaichi Koban walked up stairs on his head while Corine Deairo did a breath-taking cloud swing.

Write White, Chattanooga's contributor (See JUMBO SHOW on opposite page)

WPA Brooklyn Biz Fair; Planning Big Comedy Riding Act

BROOKLYN, Jan. 7.—The WPA Federal Theater Project's circus closed its week's engagement here last Saturday afternoon. Business was fair throughout the engagement. Managing Director Burns O'Sullivan and Captain Engerer, who has the lion act on the show, conferred on plans for building a big comedy riding act. Plan is to use several of Engerer's horses, two of his assistants and "Dodo" and "Rocco" from clown alley.

Mr. O'Sullivan will confer with his staff again next week on further plans for "Circus Fans' Night," which is to be held on night of February 3, when the show exhibits at the 244th C. A. Armory, 14th street and Sixth avenue, New York City. Many fans who will not be able to attend are sending checks for underprivileged children to represent them on that night.

A letter from the New Brunswick Government has been received by the executive staff which seeks information on the "organization, operation and maintenance of the WPA circus," reports Wendell J. Goodwin.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.



ORRIN DAVENPORT, who started his string of indoor circus dates, under auspices, at the International Amphitheater, Chicago, December 31.

Parker-Watts Buys Trucks

Acquired from Chase & Son Show, which will not be on the road this season

SOUTH PT. SMITH, Ark., Jan. 7.—Era M. Watts, manager of the Parker & Watts Circus, has returned from Kansas City, Mo., where he purchased the trucks used on the Chase & Son Circus, which will not be on the road, the coming season. They will be remodeled.

Frank Nally, master mechanic, and wife have arrived in quarters from North Carolina and work on trucks will start at once.

Joe B. Webb, who spent the holidays in Kansas City, has returned here for the winter.

With only two cold spells, lowest being 20 above, this city is now having spring-like weather.

Chi Shrine Show Draws

Orrin Davenport presents fine program—many Ringling acts in line-up

CHICAGO, Jan. 7.—The second annual Medinah Shrine Circus, which opened at the International Amphitheater December 31 and continues thru January 18, is going over big. Opening night attendance was light, as had been expected, it being New Year's Eve, but at the Monday matinee the show played to a packed house and business since then has been very good. With many well-known Ringling acts in the line-up, Orrin Davenport has produced a fine, entertaining show that sends the customers away satisfied.

Twenty-Eight Numbers

Show opens with a tournament that is full of life and color and in all 28 numbers are presented. In the order of their appearance, the acts presented are: Comedy acrobats, Art Lind, Kerns Trio, Repenski's, Stegise's Trio, Davison, and Rice, and clown walk-around; Clyde Beatty presenting his wild animal act with his usual superb showmanship; clown band; Snow White and the Seven Dwarfs, with Theol Nelson as Snow White, a novel presentation especially pleasing to the kids; lady principal—the Repenski's, Rose Waiet and Eta Hodge; Naida and Perez; Janet May; Rink Wright Duo; menage number, a pleasing display of high-school horses; Arthur O'Shea's chimpanzees, clever and entertaining animals; clown rocket; Naitto Troupe, wire artists; Chester Barnett and his hind-leg dog circling the track to continuous applause; aerial ballet, etc.—Miss Merkle, the Booncy, Cook Sisters, the Ortons, Doro Duo; elephants worked by Gloria Hunt; Diane Lovett and Bobbie Warriner; riding number—the Davenport Family, the Loyal Repenski's and Bobbie Warriner; clown walk-around; high wire, the Cronas; stunts number; cannon gag; Liberty horse, pleasing routines in the three rings, with Rudy Rudyoff, Gordon Orton and Jack Foley working the horses; clown crazy number; flying acts. (See CHI SHRINE on opposite page)

Circus and Its Personnel

On December 31, 1938, newspapers of Scranton, Pa., took a final photographic look at the year just ending. A five-column layout of pictures showed (1) Ringling-Barnum circus paying back money to customers after 1,000 employees struck, sending the show back to Florida winter quarters and (2) the giant and the midjet discussing the strike. A picture in the rotogravure section shows property men tugging away to get mud-soaked strike-bound R-B out of Scranton.

A correspondent, commenting on the clippings, observes: "I stood with John Ringling North, Frank Braden, Frank Buck and Fred Braden just inside the connection when Mr. North told the

announcer on the sound system to break the news to the patrons. I have been in blowdowns, wrecks and rainstorms, but that was tops. I turned to Mr. North and said, 'It's a crime that this wonderful organization must have this trouble.' He said, 'I know it, and I have done everything in my power to keep harmony in it, but it is just impossible.'"

"Throughout their delay in Scranton the drivers and manageric men fed and cared for the stock and the prop and canvasmen protected the show's physical equipment, and with all their difficulties with the management they were loyal, as trouper are. There was no disorder of any kind. I have heard it, said time (See CIRCUS AND ITS on page 33)

LeMaire, Ringling Designer, Says That Tent Poles Must Go

SARASOTA, Fla., Jan. 7.—The Ringling canvas department, builder of the world's biggest big tops for more than a score of years, was thrown into a mild uproar by an ultimatum delivered from the hotel studio of Charles LeMaire, Ringling's carte blanche circus designer, last week. Briefly the LeMaire dictum was this: "Tent poles must go." From time immemorial the number of front poles a show could crowd beneath its big top ranked with the number of elephants as an indication of the size of the show. They also served the more or less practical purpose of keeping the canvas in place.

All this must change, according to LeMaire, now in his second year with the Big Show. Where he devoted his first season to synthesizing spangles and spotlights and bedecking elephants in

cloth of gold, the former Ziegfeld designer seeks this year to introduce more and more of the legitimate theater into the circus tent.

It is the theater influence which is responsible for big war on the inoffensive tent pole. "Every fan who views a show from behind a sturdy spruce beam goes away—dissatisfied," LeMaire reasons. "Simple arithmetic reveals that the more poles a show has, the more dissatisfied customers it also has, potentially."

Stands Pat

LeMaire stood pat thru a storm of sports' disapproval from circus veterans, pointing out that theaters have been able to largely eliminate the pillar problem by advanced engineering. "A circus tent, once erected, represents the same (See LeMAIRE, RINGLING on page 33)

World's Fair Department

With this issue The Billboard introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 33; hereafter location will be designated in the regular index to weekly features appearing on page three.

Pyne Planning Show for 1939

CINCINNATI, Jan. 7.—Cliff McDougall states that Dan Pyne, formerly on press staff of the Tom Mix Circus, now connected with M. O. Hutton, recently arrived in Hollywood and contemplated framing a circus this season. McDougall is scheduled to be general press representative and George Lowe advertising manager.

Pyne was guest of McDougall and attended the opening of the Earl Carroll Theater-Restaurant.

W.W. Workman Tent Party Big Success; Somma Is Honored

RICHMOND, Va., Jan. 7.—The annual Christmas Party of the W. W. Workman Tent of the Circus Safets and Sinners' Club at the John Marshall Hotel Roof Garden December 29 was a big success. Speeches during the performance were broadcast over Station WRFD by Mayor Bright, Dave E. Satterfield, Fritz Satterfield, Charles A. Somma, Clarence T. Riddick and Remmie Arnold, of Petersburg.

Saint Somma, secretary and general manager of the Virginia State Fair, was presented with an engraved gold case life-membership card (first and only) by President Satterfield for his splendid work in behalf of the local Tent.

Forty members of Will Rogers Tent, Petersburg; Dexter Follows Tent, New York; Convolv Tent, Norfolk, and other visitors rode in the parade of 15 flash wagons, six cages and a band wagon, with a calliope and much paraphernalia fashioned by Chandler Junior High School students, which wound up the colorful pageant. Little Gloria Wilkinson, impersonating Mae West, was featured in stage show.

The menu: Fresh shrimp cocktail (a la Consolvo Tent), hearts of celery, green olives (a la Lillian Letzel Tent), cream of mushroom soup, roast young turkey, dressing, cranberry sauce (Dexter Follows Tent style), potatoes au gratin, green asparagus (Hi-Ho Will Rogers Tent), Alberts salad (the Poodles Hanneford Tent way), C. S. & S. (Workman Tent) "Surprise" coffee, goose liver, tea, pink lemonade, milk, D. Y. O. L.

Picked Up in Macon, Ga.

MACON, Ga., Jan. 7.—Eddie Jackson went to Akron, O., the home of his mother, having received word that his sister had broken a leg and was in hospital.

Dinty Moore, accompanied by several of his crew, also Jack Bailey, left for Brownsville, Tex., New Year's Day.

Frank Mayers, of carnival fame, spent New Year's Day here. Says Florida is not so good.

Clint Shufford and wife returned from St. Louis, having spent the holidays there with Clint's folks. They also visited in Perryville, Mo.

Charles Underwood, of Billroy's Comedians, passed thru Macon on way to Americus, to spend New Year's Day with his mother. Mrs. Underwood remained in Union, S. C., with her folks.

It was recently stated that Eddie Jackson was the champion casino player, which was in error. Jack Bailey is running first; Dinty Moore, second, and Jackson, third.

The Downie elephants and ponies were contracted for the indoor circus at Chattanooga, Tenn.; Bert Wallace and wife, Buck Taylor and others accompanying same.

FRANK D. THROOP, publisher of The Lincoln (Neb.) Star, received as a Christmas present a miniature circus, the joint gift of union and nonunion employees in all departments of the daily. It was built by them. It included a replica of Clyde Beatty's lion cage.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, W. M. BECKINGHAM
716 Evans Bldg., Washington, D. C.
Secretary Thomas Bank, Norwich, Conn.
Editor WALTER HOBENADEL, Editor
"The White Top," care Hobenadel, Printing Company, Rochelle, Ill.

ROCHELLE, Ill., Jan. 7.—The outstanding meeting and luncheon of the Chicago Tent in many months took place in the Old Town Room, Hotel Sherman, December 29. Those occupying "reserved seats" were Clint E. Beery, Frank H. Hartless, Irving K. Pond, Walter Krawiec, Dr. Roosevelt, T. Pettit, of Ottawa, Ill.; W. H. Hobenadel, of Rochelle; J. R. Shepard and Burtis L. Wilson. All were pleased to see the last named back in town, but he left again January 1 for a three weeks' business trip in Oklahoma. When he returns he will remain in Chicago for several months. Hartless, after a short trip to the States, will go to San Antonio, Tex.

The many friends of William H. Kasiska, CPA of Baraboo, Wis., will regret to learn of the death of his father, Carl H. Kasiska, 76, January 1. Funeral

services in this city January 5, 1939, who was a harness maker by trade, made harness for the Ringling brothers in the early days of their show, and did practically all the harness and leather work for Gollmar Bros.' Circus.

Mr. and Mrs. George H. Schulerer, of Binghamton, N. Y., returned home December 28 after a 10-day voyage to Havana, Cuba, where they spent five days visiting their friends Fred and Ella Bradna, who were playing in that city. They visited the Santos & Artigas Circus a number of times. Met Colonel and Mrs. Batista in Cuba.

The Parker & Watts Circus has extended an invitation to the Circus Fans to hold their 1939 convention on the show.

Plans for the annual "vest-pocket" circus of the Recreation Hippodrome (Pat Valdo Tent Circus Room), Binghamton, N. Y., are being made. Show will be presented in the room some time in February. There will be new features with all new scenery.

W. H. Hobenadel and son, Walter, attended the second annual Shrine Circus at the International Amphitheater, Chicago, night of January 2. Other Fans present were Mr. and Mrs. Frank Hartless and Mr. and Mrs. Burt L. Wilson.

LABPBD Locals Elect

DETROIT, Jan. 7.—At the last regular meeting of the Billers' Alliance, Local No. 94, the following officers were elected: Johnnie Carano, president; Frank Poehles, vice-president; Charles Mitchell, business agent; William P. Hines, secretary-treasurer; Turner Perry, Pete Lasky, Elmore Solomon, board of trustees.

ATLANTIC CITY, Jan. 7.—At a meeting of the Billers' Alliance, Local No. 63, Tuesday night, the following officers were elected for this year: James J. Brown, president; Clyde Anderson, vice-president; Harry Himes, secretary; Thomas Nace, treasurer; John Rompler, business agent; Archibald Lafferty, sergeant at arms.

With a record of at least 30 years' association, four were admitted to life membership. They are Alexander Spencer, who was with the Al G. Field Minstrels; Anderson, who joined the W. P. Hall Shows in 1905; Thomas McCarl, who trouped with the P. T. Barnum show, and Brown, who for many years was legal adjuster and chief of detectives with the Kove's Great London, Haggenbeck-Wallace, Sells-Floto and John Robinson Shows.

The union includes on its membership roster England's former ruler, Edward VIII, who as the Prince of Wales, was inducted at Melbourne, Australia.

Los Angeles

LOS ANGELES, Jan. 7.—Joe Siegrist presented a new trapeze act at a local theater—20 girls on single bar, with Bebe Siegrist doing the high aerial feature stunts.

Blaesman, animal hypnotist, who has been at Osebel's Lion Farm with his cats, finished contract at Universal Studios in the W. C. Field's film, "You Can't Cheat an Honest Man." Went to Mexico and will sail for South America. Ted Metz and wife are building residence and market property in Bell, Calif. Ted reports that he will not be with any circuses this season.

CHI SHRINE

(Continued from opposite page). the Concellos, the Artons and the Randolls.

Following the big show there is a concert featuring Ruth Mix, Major Outhris and John R. Agce.

The clown contingent is particularly good. The cream of the country's jokers is to be found in the show's clown alley. Line-up will be given next week.

Fred Bradna, still limping from his injuries of some months ago, is equestrian director; Merle Evans, Ringling show band leader, and his boys provide snappy music.

Tovlin Has Side Show

Jack Tovlin has gathered some excellent attractions for the Side Show, which includes Marvello, fingerless pianist; Thomas Todd, fat girl; Larry Benner, magic; Doc Mayfield, human volcano; the Tom Thumb brothers; two Yokahama-rosters, and Susie, elephant-akn girl, presented by John Kuehnal; Val Coogan, Hindu mystic, and for the show-off, the headless situation. Tovlin makes outside openings, John

SURPLUS CIRCUS EQUIPMENT

A Complete Line of Circus Equipment for Ten, Fifteen or Twenty-Car Show, with exception of Baggage Horses and Canvas

- PASSENGER COACHES
- STOCK CARS
- FLAT CARS
- ELEPHANTS
- CAMELS
- HIPPOTAMUS
- LIBERTY HORSE ACTS
- CIRCUS WAGONS
- COOK HOUSE EQUIPMENT
- DINING ROOM EQUIPMENT
- THE TIM McCOY ALL-STEEL STOCK CARS
- ADVANCE CARS
- PRIVATE CARS

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Kuehnal inside openings and Homer Hobson and Jack Andrew are on the ticket boxes.

JUMBO SHOW

(Continued from opposite page) tion to the circus world, was roundly cheered in his head-balancing act performed on a spinning top fixed to a trapeze bar. Viola and Harry Hooks also in this display. The Larkins and the Hooks join in a breath-taking act on the high poles. The Larkins also appear in a juggling act. The Bedell Troupe perform feats of the teeterboard while Flying Coyots give an excellent exhibition of aerial casting and trapeze work. For the animal acts Jeanette Wallace brings a herd of performing elephants from Downie Bros. Circus and returns for one of the pachyderms to give a "tight-wire" walking exhibition. Helene Snyder presents her military ponies. Harburd's dogs also are on the bill. For the concert the Del Rio midgeets are featured. Joe Lewis is the producing clown and has done a fine job. Costumes and uniforms are fresh looking and sparkling, and show is well presented.

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NEW YORK, Jan. 7.—Upon written promise of the Morrissey-Paige combination that the Jumbo title has been withdrawn from use in connection with its circus, at Chattanooga, Tenn., this week, Billy Rose, owner of title, has dropped his contemplated action alleging infringement.

Under the Marquee

By CIRCUS SOLLY

THERE IS SOME talk about S. W. Gumpertz and Jess Adkins getting together on a circus proposition.

AERIAL ROMAS (Mary Atterbury and and Boy G. Valentine), double trap act, are with Polack Bros.' Indoor Circus.

KENNETH WAITE was unable to open at the Shrine Circus in Chicago for Orrin Davenport, he having the flu.

FLOYD HARVEY, electrician on Newton Bros.' Circus last season, is wintering at his home in Des Moines, Ia.

FRANK DETRE, past season with Parker & Watta Circus, is wintering at Elk City, Okla.

FRED SCHMAOER, Circus Fan of Sterling, Ill., is visiting in Los Angeles, with Jack Beach showing him the town.

CLARENCE MONROE HOGE, who closed with Mighty Haag Circus at Chitmax, Ga., will return to Alabama for the winter.

LEE S. CONAROE, with Downie Bros.' Circus last season, stopped off in Cincinnati last week and visited The Billboard offices on his way to Florida.

HAVE YOU WRITTEN to the horsefolks lately? If not, better do it NOW.

WALTER GUICE and wife, Flora, and Howard and Thelma Bryant, of the Downie show, and Henry and Norman Twindell and Griffith are in Tampa, Fla.

WALTER AND LOLA LEVINA card that Dan Goodin, old-time trouper, has a club, the Triangle, in Jackson, Miss., on Route 51.

H. D. HUBBARD, now located in Shreveport, La., was a recent visitor at the home of J. W. Bonhomme and family at Marshall, Tex.

BUD E. ANDERSON bought the bull Babe from the Tom Mix Circus at El Paso, Tex. Blackie Bowman, elephant trainer, and Johnnie Teifer, truck driver, delivered the animal to Emporia, Kan.

MIGNON EWING, with the Barnes show past season, is playing hotels and night clubs in and around Tampa, Fla., presenting Cuban rumba and Hawaiian dances.

AERIAL LAKES, who were with the

Stout-Admiral Indoor Circus, have returned to Gosport, Ind., for a rest prior to playing Shrine dates opening late in the month.

BILLY PAPE, who presented dance routines at the Coliseum, Tampa, Fla., during the holidays, will play Shrine circus dates in Birmingham, Ala., and Shreveport, La.

JOHN R. KILPATRICK, president of Madison Square Garden, New York, will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Sinners, at Hotel Astor January 11.

BARNEY AND JIMMY ARENSEN, comedy acrobats and clowns, who were with the J. R. Malloy Circus unit, are now with the Madge Kinsey Players in Canton, O.

C. W. (RED) SELLS, former clown, will take over management of the Dixie Rangers, a cowboy unit, now broadcasting over Station WSTP, Salisbury, N. C. Unit will play theaters and schools in the Carolinas, Georgia and Florida.

HERBERT AND CHATTA WEDER have been vacationing at their home in Ohio since closing with the Barnes show. Will again have their wire act with the G. G. Gray Shrine Circus in Winnipeg, Can.

THE GREATEST human achievement is to be useful.

IN A RECENT issue it was stated that trucks and trailers of Silver Bros.' Circus were parked at Durham, N. C., to remain about three or four weeks. This should have read H. R. Britton's side-show outfit, which had left the Silver show.

W. R. ROBSON, who died December 10 at Topeka, Kan., trouped for 30 years. The past 21 years he had played baritone in C. S. Brooks' Band on various shows and circuses. Robson was with Russell Bros.' Circus last year.

LLOYD SENTER, contortionist, and Frank and Grace Webb unit are playing to satisfactory business in the South. Carl Kartwright, magician, last season with Robbins Bros.' Circus, was a recent visitor.

DAKOTA BILL, owner of Dakota Bill's show, who suffered a heart attack eight weeks ago, is still at U. S. Veterans' Hospital, Ward B, Room 215, Columbia, S. C. He is steadily improving. Would like to hear from friends, also have visits from troupers when in the city.

PEDRO MORALES and Luis Merlines recently closed 15 weeks of vaude dates with the Personality Parade at Empire Theater, Glasgow, Scotland, following which they went to the Tabarin Cabaret in Paris for two weeks. Will play all the cinema houses in London.

CHARLES B. CARSON, for 15 years on editorial staff of The Youngstown (O.) Vindicator and widely known among circus executives, is at the U. S. Veterans' Hospital, Aspinwall, Pa. Carson, who underwent an operation, is slowly improving.

COS. BROOKS, band leader on Russell Bros.' Circus last season, en route to California stopped off in Jefferson City, Mo., and visited with Charles Warner, formerly a trouping band director. At present Warner is derogating most of his time to composing and has three circus numbers just off the press.

THE MOST interesting income you will receive from doing good work is the increased ability to do better work.

ORRIN DAVENPORT has contracted the Helen Reynolds Eight Glamour Skating Girls for the Grotto Circus, Cleveland, and the Shrine Circus, Detroit, each for two weeks. Act recently closed a long engagement at Billy Roe's Casa Manana, New York. Helen Reynolds is now at Chicago Theater, Chicago.

WILLIAM J. SCOTT, of Chicago, informs that he buried his brothers, Herbert, January 2, and Walter, January 6. Walter had charge of programs at Soldier Field, Chicago, for eight years and had guide and picture book at the Cen-

Favorite Outdoor Performer Contest

● Sponsor—THE BILLBOARD ●

DONORS: Circus Fans of America; Dexter Fellows Tent, C.S.S.C.A.; National Showmen's Association.

For ballot with detailed explanation and request postcard to Contest Editor, 1564 Broadway, New York. Active performers not eligible to vote.

First returns were published last week. In a week or two more results will appear, and the picture may change, with current leaders expected to be replaced, according to ballots already on hand but not as yet tabulated.

The Contest Editor urges that voters, wherever possible and when information is available, submit brief reasons (one short sentence is sufficient) for their selections. Here are the reasons given by one voter, for example:

"The Spurgate—for their artistic and refined balancing and contortion work, which exemplifies beauty and grace of rare excellence.

"Great Poters—for his daring and unique aerial work, fine presentation and appearance.

"Clay Beatty—for his remarkable courage and showmanship in the ring.

"Polidor—for his traditional exuberance, the circus clown spirit.

"Kinko—for his efforts in keeping the circus awake and for his interest in his fellowmen.

"Bluch Landolf—the everlasting laugh getter and a vital part of the arena from horns to blues.

"Laisla Lora—the acme of perfection in lady serialists.

"Reiffenach Troupe—for outstanding riding, horsemanship and immaculate presentation."

Send for YOUR ballot!

tury of Progress, 1230-34, Herbert Ave. 47 and Walter 49.

LEE SMITH, clown, finished a two weeks' engagement December 24 for the Chamber of Commerce, Newark, N. Y. Smith, with Robbins Bros.' Circus past season, received a letter from Jack Kilp-pel (also on Robbins show), who is in South Africa with Page's Olympic Circus as producing clown. Show, now playing theaters, will go under canvas in March.

BOB COULTER and his clown band entertained the children at the Kiwanis Christmas Party at Wichita, Kan. Band also appeared on a float in two Christmas parades sponsored by the Crook Furniture Co. and has been contracted again for next season. Mitchell Hower, drummer, finished his third season with troupe.

CHICAGO PANS were well supplied with Orton troupes last week. The Four Ortons, who act, were at the RKO Palace Theater, while at the International Amphitheater at the Shrine Circus Garden Orton had several Ringling animal acts under his direction. Aerial Ortons were also at the Shrine show, presenting double trap act. This represented two generations of that well-known circus family.

THE CIRCUS BUSINESS is a business if conducted as such. Sorry to say there ARE showmen who do not know the meaning of the word.

THE FOLLOWING paragraph appeared in a press story of Angela Va Tenny-Tico in The Cincinnati Enquirer last Wednesday: "Sam Stratton, genial company manager, who used to be a circus press agent, comes in for ribbing. Sinclair Lewis insists that he expects to enter a

The Corral

By ROWDY WADDY

X BAR X RANCH RODEO is wintering in West Liberty, O., with George (Irish) Young, veteran horse trainer, in charge of stock. Al Jones and Ray Doering also are there getting things ready for next season.

R. H. BOOKER has been named secretary of the rodeo to be held in connection with the El Paso (Tex.) Southwest Live Stock Show next month, under auspices of the Sheriff's posse, an organization of deputies and horsemen of the Southwest. According to Felix Hickman, president, stock for the various contests will be obtained from Mexico.

EIGHT Indian cowboys from Alberta, Can., will sail from Vancouver on February 15 for Sidney, Australia, to participate in the Royal Agricultural Society of New South Wales Eastern Exhibition. Party will include Frank Many Pingers, Joe Young Fina, Douglas Kootenai, John Left Hand, Edward One Spot, George Runner, Minor Chief Joe Crowfoot and Joe Bear Robe. Const. S. J. Leach, RCMP, will accompany them.

JUNIOR ESKEW, one of the featured ropers at the Madison Square Garden and the Little Rock, Ark., rodeos, after spending a week in Tulsa, Okla., with Don Wilcox, trick rider, visited with the Monte Rogers in Woodward, Okla., and then, with his two horses, returned to the Eastern quarters of the JE Ranch Rodeo. Later on he will go to Texas, where he will be one of the features at the Houston rodeo. He recently turned down a six-week engagement in England. He says there are too many war clouds over there.

LOVELY TANNER, writing from Cranston, R. I., champions the need of co-operation among members of the rodeo field: "The item 'Co-Operation Will Do It,' which appeared in the Corral column the December 31 issue of The Billboard, should be plugged until the desired results are obtained. That type of news is of vital importance to all performers. This phase of the rodeo and Wild West field has been sadly neglected and the Corral column is worthy of far greater co-operation than it has received in the past."

Frank Buck Show to Omaha

NEW YORK, Jan. 7.—Frank Buck's Jungle Camp unit which recently closed a Christmas-season run at the Fair Store, Chicago, opened a three-week engagement January 5 at the J. L. Brandeis & Sons department store, Omaha.

Unit is being handled by Jack Burke, business manager, and Cole Smith, superintendent. Staff includes William Harvey, Otis Lloyd, Clarence Taylor and the regular animal crew, T. A. Loveland, secretary of the Buck enterprises, who accompanied show to Omaha, will return to New York headquarters January 10. Buck is spending the winter in New York preparing his large jungle camp at the World's Fair.

city where Stratton reverts to type and bills the show as Angela's Two Thousand and Two (Count 'Em). Lewis, who collaborated on the play with the movie actress Fay Wray, also appears in the production. The play was at the Cox Theater the last half of last week. Stratton visited The Billboard offices January 5.

THE FOLLOWING appeared in The Atlantic City (N. J.) Press of January 8: "Frank B. Hubin, bo of the chiefest ring and the Boardwalk, may or may not have a million friends—but employees of Uncle Sam's post-office department think so. At any rate, County Probation Officer Preston Crook sent one of his Christmas cards thru the mails addressed only: 'The Man With a Million Friends—Local' and Hubin received the letter."

RÓDEO

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STATE AID, CLEAN-UP TOPICS

Hoosiers Hit 'Undesirables'

Action dodged on merger of harness race bodies—officers are re-elected

INDIANAPOLIS, Jan. 7.—A line of action to weed out operators of undesirable concessions and shows was laid out by members of Indiana Association of County and District Fairs at the annual meeting in the Palm Room of the Claypool Hotel here on Tuesday and Wednesday. Altho no definite action was taken, members agreed to experiment with some sort of rating system for concessions and shows, details to be worked out later. "If we can't get action by ourselves, we will be forced to go to the State board of agriculture," remarked one member.

C. E. Edwards, Connersville, president; (See HOOSIERS HIT on page 38)

Illinois Aid Is \$262,510

SPRINGFIELD III., Jan. 7.—Illinois fairs have received since the first of the new year \$262,510.94 in State-aid payments, according to J. H. Lloyd, director of the State department of agriculture. He said approved State-aid claims of the 73 agricultural fair associations totaled \$267,770.14. "Unfortunately," he added, "the balance of \$262,510.94 in the fund appropriated to our department by the 50th General Assembly from the agricultural premium fund to provide State aid to agricultural fairs is \$5,259.20 short of the amount necessary to pay in full all approved 1938 State-aid claims."

Strange Favors Aid Funds

DETROIT, Jan. 7.—John B. Strange, State commissioner of agriculture, recommended aid for county fairs in his annual budget recommendation, saying that he hoped the 1939 Legislature would restore funds to meet the State's share of local fair premiums which the last Legislature gave to Michigan State Fair. Intent of the Legislature, he said, had been to provide funds to enable the State to meet its 50 per cent share of premiums paid by fairs in Michigan.

HARRY DESSINGER has been engaged by the Ohio Display Fireworks Co. as representative in Ohio, Indiana and Michigan.



CLYDE AND HARRIET BEATTY, whose wild animal acts were featured with Cole Bros. and Robbins Bros. circuses last year, have been signed for Golden Gate International Exposition, San Francisco, for 4 weeks, beginning February 18. Beatty will do his lion and tiger act and Mrs. Beatty will present her act, a lion and tiger riding an elephant.

Conclave To Show Revival for Texas

DALLAS, Jan. 7.—The most optimistic reports on operation and management that the Texas Association of Fairs has had in the past 10 years are expected when that body meets for its annual convention in the Hotel Adolphus here on January 27 and 28. O. L. Fowler, Denton, secretary-treasurer, in announcing the meeting, said: "In addition to a large number of fairs started last year, for the first time in many years practically every fair in the State showed a profit. It seems that interest has been revived and we are expecting a large group."

The association has membership of 45 district and county fairs, including the State Fair of Texas, Dallas; Louisiana State Fair, Shreveport; Southwestern Exposition, Dallas.

Governor Asks Refinancing Of Neb. Stand Bonds Again

LINCOLN, Neb., Jan. 7.—Governor Cochran recommended to the Legislature yesterday the refinancing of \$250,000 State Fair grand-stand bonds thru the State school fund. He said the present school investments pay less than 8 per cent and advocated that the present fair 5 1/4s be replaced with school fund 2s.

The proposed legislation was turned down two years ago, but as the plan would have saved \$14,500 for application on the indebtedness, the governor said, he asks its consideration again.

Maddock To Have Annual

MADDOCK, N. D., Jan. 7.—The fall fair here will be an annual event as a result of action taken at a recent meeting of sponsors. A temporary committee was named to take charge of the fair until a permanent board is elected at the spring meeting. L. H. Palmer is chairman and C. S. Thompson is secretary. Others on the committee are: Harold Hofstrand, Floyd Allan, Ardell Ludahl, A. G. Sundet, L. H. Paffner, Orris Nordhagen, C. I. Gruber, C. J. Pierson, Lawrence Donaldson, Henry Wisness, C. T. Madison and Mrs. L. A. Olsson.

Maritime May Be Relocated

ST. JOHN, N. B., Jan. 7.—Alleged inadequacy of the Arena in Amherst, N. S., and refusal of city officials to obligate the town financially by constructing a \$100,000 plant to seat 5,000 may result in Maritime Stockbreeders' Association, sponsor of the six-day Maritime Winter Fair in that city many years, taking the event to another town, it is said. Dominion government is expected to contribute a heavy grant for construction of an arena, plans for which have been drawn. Nominations have been made to hold the fair in Halifax and Truro, N. S., and St. John, Moncton and Fredericton, N. B., last named cited as an ideal location since C. P. Bailey, president of the association, resides in that city where he is superintendent of a Dominion experimental station.

Certainty of 15-Day N. Y. State Fair Seen After Secret Confabs

SYRACUSE, Jan. 7.—Announcement that the 1939 New York State Fair will run 15 days was expected within a few days from Paul Smith, fair director, after a session with the fair advisory board was believed to have ironed out some difficulties. Following the meeting, Smith said he would reveal plans shortly. Delay has been caused by a split in the board, some members declaring the two-week fair last year was too long. Farm machinery manufacturers, too, have opposed a long show and, as a group, have withdrawn from the 1939 fair for that reason. However, Director Smith is sold on the two-week plan and this year's fair will add still another day, making the longest fair the State ever has staged. Smith's announcement, following the meeting, that he would soon



RUTH McKay, attractive and competent superintendent of the stenographic division of the Golden Gate International Exposition, San Francisco, for the past two years, has received a merited promotion. Now at the head of the press division with 25 girls in her department, she will hold one of the important posts during the operation period.

E. Hanefeld Appointed for N. Y. World's Fair Duties

COLUMBUS, O., Jan. 7.—Ohio's part in the New York World's Fair will be directed by Earl Hanefeld, recently appointed by Governor Martin L. Davey. Hanefeld will retire as State director of agriculture on January 9 after eight years of service and will take up his new duties on the following day.

The State commission to handle the exhibit also appointed John P. Schooley, State architect, Senator Keith Lawrence and Arthur Hamilton to direct affairs between meetings of the commission. An appropriation of \$60,000 was made by the Legislature to finance the exhibit.

Price Manager in Muncie

MUNCIE, Ind., Jan. 7.—Frank J. Claypool, 25 years secretary-manager of Muncie Fair and member of Delaware County Agricultural Society since 1880, was elected vice-president at the annual meeting on December 16. He will not take an active part in managing the fair but will serve in an advisory capacity. Seward B. Price, elected secretary-treasurer and who will succeed Claypool as manager, formerly had charge of horse shows and industrial buildings at the fair. He came to Muncie seven years ago and had experience in operation of horticultural and industrial expositions in New England and New York. Recent improvements to grounds include piping of city water to stables, spreading of cinders on the race track and reconditioning of stables.

Badgers See Boost of 50%

Budget of \$200,000 set after test case victory—convention turnout big

MILWAUKEE, Jan. 7.—More State aid for county fairs of Wisconsin in 1939 and 1940 seems assured, it was stated at the opening of Wisconsin Association of Fairs by William T. Marriott, president of the association. The association's State-aid case was won, President Marriott said, by the excellent work of Attorney James F. Malone and his aids and thru the good offices of Ralph E. Ammon, director of agriculture and markets. The amount of State aid budgeted for the coming two years is \$200,000, an increase of about 50 per cent. The budget has yet to be adopted by the Legislature, but there is little doubt that it will receive the okay of the legislators.

Educational aspects of fairs, rules and (See BADGERS SEE on page 61)

Revue, Acts and AAA Auto Races Set for Tampa Expo

TAMPA, Fla., Jan. 7.—Ernie Young's Follies International, which will be the night show feature of Pan-American Hernando De Soto Exposition here, will open second week of the fair and continue thru, said General Manager E. T. Strieder. First week of the exposition the spectacle De Soto, produced by John B. Rogers Co., will be night attraction, with vaude and circus and acts each afternoon.

Among acts booked are Canastrotti Family, ladder balancing; Toes; bounding rope; Peerless Posters, aerialists; Great Dingo, high net dive; Ann Rolier Skating Trio; Irish Watkins' dogs, ponies and chimp; Relfenach Equestrians; Howard Bryant and Indians; Miss Strepetow, trained horses and leaping greyhound; Six Dominos, teeterboard; Hasty and balancing; Alce Sixty, Roman standing leap over auto.

For the first time since auto racing was introduced at the Florida Fair 15 years ago the events will be under auspices of the contest board of the American Automobile Association, said General Manager Strieder. Contracts for four days of AAA auto racing were awarded to Ralph A. Hankinson, president of Hankinson Speedways, first program to be presented on opening day.

Jaycees Win Lease Case

PAYETTEVILLE, N. C., Jan. 7.—Argument over ownership of a lease on Highland Park, site of Cumberland County Fair here, was settled when a Superior Court judge ruled the lease belongs to Fayetteville Junior Chamber of Commerce. Lease was executed by J. T. Williston, park owner, to R. Glenn Cobb, Fayetteville lawyer, who had been acting as attorney for the Jaycees and manager of the fair. Jaycees maintained Cobb obtained the lease as their attorney, while Cobb said he was acting in his own behalf and after his contract with the Jaycees had expired. Cobb said he did not intend to appeal the decision.

GREAT EUGENE swaying pole turn reports, he will appear as free act with a railroad show this year. Wilma Freed will be featured with him.

World's Fair Department

With this issue The Billboard introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 33; hereafter location will be designated in the regular index for weekly features appearing on page three.

Favorable Report Given At Edmonton Assn. Meeting

EDMONTON, Alta., Jan. 7.—Presidential address of F. W. Kemp at the annual meeting of Edmonton Exhibition Association showed that continued profits had turned a \$18,000 deficit of liabilities over assets in 1931 into a \$50,000 surplus in 1938, while cash surplus for the year was \$18,706.

HOOSIERS HIT

(Continued from page 37) W. C. Manrow, Goshen, vice-president, and W. H. Clark, Franklin, secretary-treasurer, were re-elected for the coming year.

At a meeting of Indiana State board of agriculture on Wednesday Harry Caldwell, Connersville, was elevated from vice-president to president. P. L. White, Oxford, was named vice-president. Five members of the board whose terms expired were re-elected unanimously. They are O. L. Reddish, Waveland; C. Y. Foster, Carmel; Everett S. Priddy, Warren; Francis Overstreet, Columbus; and Caldwell. Other members of the board are J. H. Skinner, La Fayette; Guy Cantwell, Gosport; Charles Morris, Salem; U. C. Brouse, Kendallville; Levi F. Moore, Rochester, who heads the publicity department of the State Fair; George Stolte, Fort Wayne; John Bright Webb, Indianapolis, and William Settle, Indianapolis. Harry C. Templeton, secretary of the board and manager of the State Fair, reported a net profit of \$40,213.01 for the 1938 fair. The board awarded the 1939 State Fair midway contract to the Johnny J. Jones Exposition for the fourth consecutive year.

No Failures in 1938

Honest concessioners, booking agencies that do not fulfill contracts and operators of immoral shows should be "blacklisted" in the State, declared U. C. Brouse, member of the State board of agriculture in charge of the State fair concessions, at a conference of fair officials and concession and attraction men Tuesday afternoon. Few showmen or concessioners were present at this session. Superintendent Brouse urged honest concessioners and showmen to cooperate with fair officials in eliminating undesirable.

The association took no action on a proposal for a single governing body to replace various trotting associations in an effort to present harness racing as "an organized sport." Leo G. McNamara, president of Indiana Trotting and Pacing Horse Association, explained in detail the Indianapolis conference plan of November 11 when, he said, all affected speed organizations had agreed to a merger. Since then, he said, the conference plan had been repudiated in several instances. He declared the sponsors of the proposed merger had "no axes to grind, their object being only to unify the sport" and explained the proposed set-up which would follow so far as possible rules of the United Trotting Association until directors of a new amalgamation could take action. It is expected that after a meeting in Columbus, O., more sentiment for the proposal will be forthcoming than has been manifest at the Indiana and Iowa meetings of fair men.

Lieut.-Gov. Henry P. Schriker, introduced by President C. E. Edwards, Connersville, opened the Tuesday session with an address of welcome in which he declared there had been no failures among Indiana fairs in 1938. Manager Harry C. Templeton, Indiana State Fair, told of the many angles used in publicizing it. T. A. Coleman, noting director of Purdue University Experiment Stations, gave great credit to county agents for having aided the national high standard of fairs. How junior fair activities have been built up was emphasized by Vigo County Agent O. C. Redenbacher, Terre Haute.

Group Meetings Tried

A new group meeting plan was tried Tuesday afternoon with separate round-table conferences for fair presidents and vice-presidents, with W. E. Strickman, Huntington, presiding, and J. B. Cummins, Portland, secretary; fair secretaries, J. L. Kennedy, Connersville, presiding; A. C. Derr, Moonville, secretary; fair treasurers, Ray Lopez, Crown Point, presiding; C. Blaine Hays, Corydon, secretary; speed officials, A. S. Beaulieu, Loganport, presiding; Howard Opton, Shelbyville, secretary; Northern Indiana Fair Circuit, J. A. Terry, La Porte, presiding; W. C. Manrow, Goshen, secretary; Eastern Circuit, F. J. Claypool, Muncie, presiding; A. G. Morrick, Muncie, secretary; Southeastern Circuit, Francis M. Overstreet, Columbus, presiding; W. H. Clark, Franklin, secretary; Southern Circuit, Charles R. Morris, Salem, presiding; J. F. Overbeck, Huntington, secretary.

Wednesday afternoon Charles R. Morris, Salem; Mayor Harry Baldwin, Anderson, and Overstreet discussed elimination and substitutes to keep fairs abreast of the times. Cliff Steele, Princeton, urged more meritorious professional attractions, backed by Ray E. Adams, Franklin, and Carl Helms, Bluffton. Neglected aspects of fairs were pointed out by Dr. L. B. Wolfe, Corydon; Jay Gage, Fort Wayne, and James Williams, Hartford City. Advertising value of a good first day and how membership tickets will increase were told about by A. C. Derr, Coonville; J. L. Kennedy, Connersville, and Roland Ad. Kentland. J. A. Terry invited speakers to "get it off their chest" in a symposium on fairs in general.

Floor Show at Banquet

With President Edwards as toastmaster, speakers at the annual banquet in the Italy Room of the Claypool Tuesday night were Lieutenant Governor Schriker, President White, State board of agriculture, and Governor M. Clifford Townsend. Mr. White declared leading State fairs were made so because county and district fairs made the public fair-conscious. Governor Townsend, in fair work 25 years, said he had started as superintendent of "the pumpkin department" and that "fairs should be places of entertainment, altho their fundamental purpose is education."

A floor show, introduced by Jack St. Julian, manager of the fair department of Maguire Consolidated Attractions, was provided thru courtesy. It was announced of Maguire Attractions, Barnes-Carruthers, P. E. Gooding Amusement Co. and Johnny J. Jones Exposition. The 1939 Continental Revue was billed with Johnnie Sweet, emcee; Fire Hatters, fast-stepping girls; Six Royalins, fan swing stylists; Esau, educated chimpanzee; Danny Kinder, juvenile banjoist; Leo the Clown; Roberta, East Indian dance; Irene, Girl on the Pedestal; Argentine Duo, rope spinning and whip manipulation; Gayle Silva, dancer; Betty Lou, dance stylist; Fitch Cooper, rube comedian; Betty Allison, roller-skate dance; Helen Lee, novelty;

Fair Meetings

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, Deahler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Association of Georgia Agricultural Fairs, January 12, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

Minnesota Federation of County Fairs, January 11-13, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 10 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.

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, Cheanning.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 138 State House, Boston.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Porkner, secretary, Langdon.

North Carolina Association of Agricultural Fairs, January 20 and 21, Sir Walter Hotel, Raleigh. A. H. Fleming, president, Louisville.

Mississippi Association of Fairs, January 20 and 21, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 22 and 23, Havre Hotel, Havre, Mont. Jack M. Sucktorff, 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 25 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.

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

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. O. 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.

J. Goutermout, Mr. and Mrs. Ed Drumming; Pearson Shows, Mrs. Jane Pearson; Zindars Greater Shows, Al H. Fine; Gold Medal Shows, Oscar Bloom, Pat Ford; Great Lakes Exposition Shows, Al Wagner, C. D. Clark; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Rolland Ade; Illinois Fireworks Co., G. H. McCrady; United Booking Office, Mr. and Mrs. Henry H. Lueders; WILE; Barn Dance, Earl and Larry Kurize; Baum's Circus, C. L. (Jack) Baum; "The Stratosphere" Man, A. E. Selden; Adams Rodeo, George V. Adams; Maguire Attractions, Mr. and Mrs. Jack St. Julian; Gus Sun Exchange, W. C. (Billy) Senior; Theatre-Duffield Fireworks Co., Art Britze; Globe Foster Corp., Sunny Barnett; B. Ward Beam's Congress of Dardevil, B. Ward Beam; Ohio Display Fireworks Co., Harry Leminger; Renfro Valley Barn Dance, Bill McCluskey; Boone County Jamboree; Lucas Derby Coats; Monnett & Hammons Rodeo, C. H. Monnett, Oberokee Hammons; Desplenter Bros.; United Fireworks Co.; Cincinnati Fireworks Co.; O. Henry Tent and Awning Co., Bernie Mendelson; United Fireworks Manufacturing Co.; Campbell Tent and Awning Co., Ernie Campbell; Albert Neuberger, Fred Terry, Fielding W. Scholler, Mike T. Clark, Indianapolis; Claude R. Ellis, The Billboard, Cincinnati; John W. Oalligan; John Dale; E. E. Simmons, Guy D. Hammitt, Crawfordsville, Ind.; Mrs. Bertha McDaniel, Johnny J. Jones Exposition; J. W. Winters; Al Humko, Anderson, Ind.; Gus Sun, Springfield, O.

Some Contracts Signed

While closing of some contracts were announced, there was the usual situation of attending delegates desiring to confer with other board members at home before making decisions.

L. E. Roth, manager of the Blue Ribbon Shows, announced bookings at Elkton (Ind.) County Fair for the fourth year, Booneville (Ind.) Fair for the fourth year, Cassopolis (Mich.) Fair and American Legion Festival on the streets at Goshen, Ind.

Zindars Greater Shows were contracted for Princeton (Ind.) Fair.

C. L. (Jack) Ratum, of Ratum's Circus, who will have two units next season, announced contracting fairs in Lawrenceburg, Ind.; Fowlerville, Ithaca, Mt. Pleasant, Mason and Jackson, Mich., and Wooster and Ashland, O.

CONCLAVE TO SHOW

(Continued from page 37)

position, and Fat Stock Show, Fort Worth; Houston Fat Stock and Live-Stock Exposition and Tri-State Fair, Amarillo, Tex.

Meeting will open with registration and call to order by President Lee Caviness, Paris. Remainder of the program will be taken up by a welcoming address by Alphonse Ragland, junior director, State Fair of Texas; response, George Barber, Sweetwater; introductions; president's report and appointment of committees; education exhibits, Mildred Horton and Jack Shelton, vice-directors, Texas A. and M. College Extension Service, and a discussion conducted by Richard W. Knight, Corsicana. Meeting will adjourn for noon luncheon, with John Brogotti, manager of Central East Texas Fair, Marshall, as emcee. Latrobe speaker will be Russell H. Rhodes, manager of Tulsa (Okla.) Chamber of Commerce, who will speak on Better Entertainment Must Be Decided for Fairs.

Roll will be called at 2 p.m. by Secretary Fowler and the following addresses will be made: What Does a Community Get Out of a Fair, by W. E. McKinney, Corsicana, and The Mechanics of Fair Operation, by V. F. Fitchugh, manager of East Texas Fair, Tyler. Discussions will be conducted by Glen Burgess, manager of North Central District Fair, Graham; and Sidney Kring, manager of Valley Mid-Winter Fair, Harlingen. Following a question box program conducted by A. B. Davis, manager of Panhandle South Plains Fair, Lubbock, the meeting will adjourn for the annual banquet, presided over by President Caviness. Principal banquet speaker will be Victor H. Schnaffelmeyer, of The Dallas News.

Saturday's meeting will be called at 9:30 a.m. and a paper, Special Celebrations, will be read by C. B. Godfrey, manager of the Oak Cliff Dallas Commercial Association, to be followed by the financial and committee reports and election.

NOSEY DE COP, clown, known off-stage as Albert Towle, is reported recovering in Receiving Hospital, Detroit, where he is being treated for a stomach disorder; his head is being offered a post as deputy sheriff.

Jack Dugan, impersonator, the St. Juliana, balancing, and Stephen Porter Singers, colored quartet. Novelty favors were provided by Desplenter Bros. and Illinois Fireworks Co.

Attraction Raps Visit

Carnivals, attractions and supply houses with representatives in attendance and other visitors included Johnny J. Jones Exposition, E. Lawrence Phillips, J. C. (Tommy) Thomas' Amusement Corp. of America, J. C. McCaffery, James C. Simpson; Blue Ribbon Shows, Mr. and Mrs. L. E. Roth, Edward E. Johnson; L. J. Heth Shows, L. J. Heth, Joe Fontana; J. J. Page Shows, J. J. Page, William R. Hicks, R. E. Savage; Stella Barker Shows, C. S. Reid; Imperial Shows, Edward A. Beck, Harry Zimmera; Vic Canario; Ed. Groves Shows, George Kane; P. E. Gooding Amusement Co., Floyd E. Gooding, J. J. Murphy, William

Advertisement for 'SOLDIER THE STRATOSPHERE MAN' featuring a starburst graphic and text: 'A spectacular night feat by exhibition parachutes, spin-diving and the best of pictorial direction. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. World's Highest Aerial Act! No Nets—No Safety Devices! Financing with a \$5000.00 loan for Life.' Permanent Address: Care of THE BILLBOARD, Cincinnati, Ohio.

WANTED: ARTS AND ATTRACTIONS OF ALL KINDS FOR 1939 FAIR SEASON. Send Photos, Descriptive Billing and Lowest Salary. EDNA DEAL-RAY SHUTE THEATRICAL EXCH., 329-361 Arcade Bldg., St. Louis, Mo.

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

Indiana Uses Ad Angles To Pull Big Gate

(Continued from last week)

Excerpts from address on "Methods of Advertising a Fair" by Harry G. Templeton, manager of Indiana State Fair, Indianapolis, before the 47th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30.

A talk is given by Prof. Tom Coleman, of Purdue University, who is in charge of all county agents and vocational agricultural teachers in the State. His talk is on 4-H Club work. Then the publicity director gives a talk on the present and past Indiana State Fairs in comparison with other fairs. He also impresses upon the people's minds that it is their State fair at all times. Then our commissioner of agriculture, who is also the lieutenant-governor, gives a fine talk on agriculture and a message to deliver to their friends over the State of what they may expect at the State Fair.

Meetings Make Boosters

These meetings are held the last week in June and the first week in July, seven in all, generally arranging three meetings for one week and four for the next. These are held in various locations over the State so it will be easy for any person to attend at least one of them. County agents make all arrangements for the place of the banquet and letters are sent out from the fair manager's office, inviting people to attend the meeting which is closest to them. There are over 1,400 who attend these seven meetings and they are real boosters for the State Fair.

Two special days at the fair that we have built up have resulted in a great deal of publicity and good will without much cost. Opening day is 4-H Club and Children's Day. We mail to county agents and vocational teachers in every county enough complimentary tickets to take care of every boy and girl who has earned recognition in some phase of club work and also to all 4-H Club boys and girls under 12 years old. Of course, papa and mamma have to come along to the fair. This creates a great deal of word-of-mouth publicity.

Wednesday is Educational Day. The State superintendent of public instruction co-operates with us on this day. Every school child under 12 years old who comes to the fair in a school bus in charge of a teacher is admitted free. We have a big school parade with 25,000 to 30,000 children in it, interspersed with 30 to 40 selected school bands. Again papa and mamma come, pay admission at the gate, go to the shows, drink pop and eat hot dogs and make our concessioners happy.

Advance Sale Increases

What we consider the greatest publicity stunt for our fair is our advance sale of tickets. A few years ago our board of directors decided to sell 50,000 tickets in advance at half price or 25 cents. Our gate admission is 50 cents. These half-price tickets admit one person or an automobile at the outside gate. When these 50,000 tickets were sold, being put on sale the first of July, there would be no more printed, and they had to be sold from the State Fair office before the fair opened. This 50,000 was sold just a couple days before the fair opened and sold for cash. Then each year from then on the number was raised 25,000 until last year there were 175,000 tickets on sale at half price. These were put on sale on July 11. Drug stores over the State took 40,000 and gave us a check for them. They wanted 100,000. The Farm Bureau also wanted 100,000, but we could only allow 60,000, making a total of 120,000 already given out. County agents, newspapers, banks, drug stores and individuals sent their checks into our office and on August 18 the tickets were all gone from the State Fair office and we had \$44,750 in our treasury. By August 20 nowhere in the State could an individual buy a single ticket because they were all in the hands of boosters for the State Fair. We estimate that probably 60,000 families or more purchased these tickets and then and there became boosters and advertisers for our fair. We sent back over \$1,100 worth of checks, stating that there were only 175,000 tickets printed and that when these were gone there would be no more, as was advertised in every newspaper,

over radio stations and printed on the outside back cover of the State Fair pamphlets and premium list.

Best Budget Returns

The publicity budget is set up in three parts. First, there must be advertising for exhibitors in farm magazines and breed papers which takes around \$2,000 or better. Second, it takes out of this budget around \$4,000 for the publicity director's service and his help during and before the fair. The publicity department maintains an office in which there are ready at all times articles written for all magazines that there might be a call for. During the fair this department makes out award sheets, and they are ready for distribution on the evening of the show. We are also lucky in having one of the best photographers in the State co-operating with us with his office and dark room in the administration building on the grounds. He takes around 1,500 pictures during the week. Every evening the newspapers in Indianapolis can secure pictures. Last year there were over 264 pictures used in the three Indianapolis papers and surrounding papers the week of the fair. Third, the balance of the budget goes to bringing crowds to the fair.

This year's budget, which took in getting the exhibits there, the crowd to the fair, and paying the publicity director and all his help, was \$15,000, of which the publicity department spent only \$14,568.74 of that amount. Probably no other State fair the size of ours that we have heard of secures that amount of publicity for only \$15,000. Of course, our State Fair is in the center of the State, with good roads leading from all directions, and three to four hours of decent driving can get anybody to the fairgrounds from any corner of the State.

At the 1937 State Fair we had 300 boys taking attendance at the gates and asking each person who came in what county he was from. It showed that from the farthest county we would have 600 or 700 and sometimes as high as 1,300. Every county was represented by a great number. The smallest number from any county in the 92 was 294. Marion County, in which the fair is held, had 37 per cent of attendance.

Every night before attendance is given out every ticket is counted and this year we had paid admissions of 345,520. Of course, with the free Children's Days on Saturday, Sunday and Wednesday, and Soldiers and Veterans' Day on Sunday, over 500,000 passed thru the gates. Our profit this year was \$58,027.65 in comparison with \$72,350.78 last year. We paid out this year over \$13,000 more in premiums than in 1937 and also more for entertainment. Last year and this year Indiana State Fair had a lucky break. Last year there was only one rainy day and this year the sun shone every day.

Officials Set Ill. Program

SPRINGFIELD, Ill., Jan. 7.—Program for the 26th annual meeting of Illinois Association of Agricultural Fairs here on February 1 and 2, said E. E. Irwin, president of the association and general manager of Illinois State Fair, has been prepared by Walter I. Manny, Mt. Sterling, vice-president; A. W. Grunz, Breese, secretary-treasurer; C. W. Walker, Shelbyville; Harry Beatty, Carrollton; W. W. Warnock, Aledo; Ois Fleming, Arthur; Glen P. Seibel, Princeton, and S. S. Bitcher, Pinckneyville. Exhibitors' Association, J. Garrett Tolaz, Pleasant Plains, president; Ralph Peak, Winchester, and C. O. Anderson, Jacksonville, vice-presidents; Dwight Hart, Sharpburg; C. C. Hunter, Taylorville, and S. W. Behtol, Industry.

Among speakers at sessions in the St. Nicholas Hotel will be J. H. Lloyd, State director of agriculture; B. W. DeBord, assistant director, and Ralph E. Ammon, director of Wisconsin department of agriculture.

Detroit W. F. Probe On

DETROIT, Jan. 7.—Projected promotion of a World's Fair in Detroit for 1941, under discussion from several sources, was being investigated this week by the Wayne County prosecuting attorney.

ERAU, educated chimpanzee, presented by J. J. (Doc) Kelly and booked thru Christine Maguire Exchange, played the banquet of Indiana Association of County and District Fairs in Claypool Hotel, Indianapolis, on January 3. Kelly reports the act has played Indiana night clubs this winter, including Columbia and Riviera clubs, Indianapolis, and is booked for Stator Hotel, that city, for January 11.

RENFRO VALLEY BARN DANCE

Under the Direction of John Lair
RADIO'S GREATEST HOMEFOLKS' SHOW
1938's
RECORD-BREAKING FAIR ATTRACTION

Here's the Proof! OHIO STATE FAIR

"More than 9,000 people jammed into the coliseum to see the Renfro Valley Barn Dance and many were turned away."

Columbus, O., Dispatch

GUERNSEY COUNTY FAIR

"A record-breaking crowd. We want you back next year."

J. W. DUGAN, Chairman
Entertainment Com.

JAY COUNTY FAIR

"The Renfro Valley Barn Dance proved one of the greatest drawing cards ever staged by the Fair Association."

Portland, Ind., Sun.

RENFRO VALLEY BARN DANCE Heard Over WLW

Saturday Night, 7:30-8 P.M. Also 8 to 8:30 P.M.

Members of the Cast Also Featured on:

PLANTATION PARTY

Friday Night, NBC, 9-9:30 P.M.

AND

AVALON TIME

Saturday Night, NBC, 7 to 7:30 P.M.

NOW BOOKING DATES FOR 1939

BILL McCLUSKEY

600 Fountain Square Bldg.
Cincinnati, Ohio

BROKE RECORDS AT 75% OF FAIRS PLAYED!

FAIRS — CELEBRATIONS — COMMITTEES PLEASE TAKE NOTICE

Do not be misled by statements being circulated to the effect that we will cut down our operation in 1939, for same are fictitious. On the contrary, we are making more extensive plans than ever. Already we have bought several New Rides and are building New Show Fronts.

GOODING GREATER SHOWS Will Open April 22
AMERICAN EXPOSITION SHOWS Will Open May 27

F. E. GOODING, General Manager.

L. R. Wants To Keep Show

LITTLE ROCK, Ark., Jan. 7.—With reported success of the first Arkansas Livestock Association Show and Rodeo in North Little Rock last fall, several counties have been pressing association officials to move the site of the 1939 show, but a protest has been raised by Mayor Lawhon of Little Rock, who considers it unfair for any city or county to attempt to get the show after it has already been voted by the committee to hold the show in North Little Rock annually and R has proved successful.

JAMES F. VICTOR reports his *Musio* Nell Reuse, his band and eight other acts have again been contracted for South Carolina State Fair, Columbia; Spartanburg County Fair, Spartanburg, S. C.; and Orangeburg County Fair, Orangeburg, S. C. Isabel Walsh will direct the revue.

Fair Grounds

WEYBURN, Sask.—Weyburn Agricultural Society financed its fair last year without borrowing and all arrears of membership owing to Western Canada Fairs Association, including 1938 fees, had been paid, according to report of P. C. Zabel, secretary-manager. There was a balance of \$250 over cash on hand at the beginning of 1938.

SANDERSVILLE, Ga.—Washington County Fair is planning a WPA project for ground improvements and probable enlargement of the grand stand, which now has inadequate seating capacity, and Secretary and General Manager, C. L. Dunbar, who reported nearly \$2,200 profit last year.

AUGUSTA, Ga.—World of Birth Shows have been booked as midway attraction (See FAIR GROUNDS on page 43)

Amusements Buck A. C. Pay Plan of Officials

ATLANTIC CITY, Jan. 7.—Visitors to Atlantic City next summer may face personal taxation. With rising cost of local government, officials are looking about for additional forms of revenue and see anticipated World's Fair year crowds as an excellent means to an end. Mayor C. D. White, who usually pushes his ideas to the limit, is not unfavorable to some form of tax upon visitors, either a toll at entrances to the city or entrance fees to the beach.

A propaganda campaign, apparently launched by the city hall, however, is not hitting and the sugar-coated pills so handed out are having some rebounds. Last meeting of Chelsea Heights Civic Organization called upon Chamber of Commerce Secretary Russell to explain what he now declares were misstatements about the class of people wanted here. But, as the voice of the C. of C., he still favors some kind of taxation.

The mayor has a planning commission to suggest something to cover the situation. Secretary Russell said this week, "The State of New York, city of New York and federal government are showing us the only practical solution to our problem—that of asking each visitor to pay a small sum toward supplying those things which make his visit more enjoyable." He pointed out that Jones Beach and Ritz Park charge admission fees and that national parks charge admission fees ranging from \$1 to \$3.

Amusement men disagree with the city officials and those of the C. of C., holding that proposed fees will diminish the number of visitors and that, while such a plan may pile up money for the city and create new jobs, it will reduce their returns. The situation here is that amusement men must make enough money in two months to carry their investments the remainder of the year. This can be done only thru unrestricted crowds, they say.

This question, which has been debated for some months, is likely to be settled before opening of the New York World's Fair, so that the city, if it decides in favor of toll, can make the most of it and set machinery in operation.

Long Island

By ALFRED FRIEDMAN

All told, Long Island beach resorts plan to spend about \$75,000 for publicity and general exploitation in connection with bringing to attention of World's Fair visitors next summer the enhancements of the water front. Rockaway and Long Beach will appropriate the largest amounts. Under direction of John Burton, Rockaway will expend about \$30,000. The city administration, headed by Mayor Edwards, is piloting the publicity details. The newspapers will get a sizable chunk of the money, an even larger sum will be allotted for use in bullhounding the beaches thru use of signboards on important highways.

Manager Nelsel, who is making extensive alterations on Playland Park, Rockaway, is taking advantage of the opportunity of scattering a lot of publicity by billboarded vital locations with important facts pertaining to the big play spot. The announced intention of salvaging the Pavilion Royal, Valley Stream, will remove one of the best known night spots for beach relaxers.

Bill McShane, amusement press agent, is now president of Lawrence-Cedarhurst Chamber of Commerce. Federal government is intensifying its survey of methods of fortifying the shore against storms. Tom Verrity, 40 years of photographer at Rockaway and other beaches, shifts his cameras over to Flushing to be in the region of the fair next summer.

World's Fair Department

With this issue The Billboard introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 33; hereafter location will be designated in the regular index to weekly features appearing on page three.



FRANK W. DARLING, former president of the National Association of Amusement Parks, Pools and Beaches and erstwhile Director of Playland, Rye, N. Y., who is general manager of the Children's World, now under construction on a 3 1/2-acre plot on grounds of the New York World's Fair. It has been announced that 42 attractions have already signed for the Children's World, a feature to be Titania's Palace, to be imported from England for the fair.

Ohio's Chippewa Is Pulling Crowds For Winter Sports

CHIPPEWA LAKE, O., Jan. 7.—Chippewa Lake Park here has gone in for winter sports in a big way. Manager Parker Beach said, "The park is now open for ice skating and ice boating. Weather in this part of the country does not warrant expenditure for toboggan slides and ski jumps, but skating is turning out to be a big draw."

"We are open seven nights a week and attendance averages from 150 to 500 on week nights and from 800 to 1,500 on Sundays. Chippewa Lake freezes solidly all the way across and offers an excellent surface for the sport. There are 500 acres which afford skaters probably the largest skating area in this section. It is illuminated at night with five giant (See OHIO'S CHIPPEWA opposite page)

A. C. Draws One of Best Holiday Weekends; Building on Beachfront

ATLANTIC CITY, Jan. 7.—This resort had one of its best New Year's weekends, all beach-front hotels reporting capacity. As early as Saturday afternoon many were turning down reservations. All beach-front grill parties were S. R. O., although cafes and clubs further back in town could not say as much. Perhaps the outstanding affair was held by the Chelsea Hotel, with Eddy Morgan and his orchestra featured. Morgan, who played Hamid's Million-Dollar Pier all summer, is now spending time between here and Philadelphia hotels. Biggest night spot opening, that of Babette's, with an Earl Lindsay revue featuring Joan Merman, reported good attendance. Steel Pier reopened doors for Christ-

mas week with flasks, game room and dancing with the Alex Bartha Ork, and on New Year's Eve gave a floor show. All six houses did midnights but found them not so profitable.

While amusements are scheduled to go dead until February, there will be some building activity along the beach front. Steel Pier has plans for plenty of changes. Hamid's Pier is to start where it left off last season. There is a rumor that Central Pier may extend activities, while Steeplechase kiddie playground will add several new bits. Clear weather and mild temperature are keeping week-ends active and the resort is pushing its natural attractions.

Year-Round Amusement Ride

By ALFRED W. NICHOLS

AN AMUSEMENT railway that may be the answer to "What Is To Become of the Roller Coaster?" may be seen in operation at Cannon Mountain, N. H. It carries more than 1,500 daily and is called the Cannon Mountain Tramway. This unique ride is used at this time of year principally by skiers and considers who wish to see frost formations on evergreens at the 4,000-foot altitude. Some skiers make as many as eight trips a day. The ski trail, located in Franconia Notch, is graded smooth and is unusually wide. Turns are so banked that a skier who has mastered the snow-plow turn may slow down or stop.

The tramway car is suspended from an overhead cable. The ride was origi-

nally intended for summer pleasure seekers, but it has been so successful that influential people from New England are now supporting plans for construction of a \$500,000 aerial tramway and winter sports mecca on the slope of Mount Nickerson. The project is to be completed within a year.

The original Mount Washington Tramway, a railway type of ride, was considerably damaged by the hurricane of September 21 and costly repair work was necessary to replace hundreds of feet of damaged trestle.

Why can't we have a tramway ride to the top of a steel tower and an artificial ski slide from the tower in amusement parks?

Cleveland Luna, Once Mecca of Fashionables, Later of Toughs, Passes at Sale as Housing Site

CLEVELAND, Jan. 7.—Sale of Luna Park to the Metropolitan Housing Authority for a net price of \$67,800 as a housing site has ended the old and once fashionable amusement park's losing fight with a changed neighborhood. Park was founded in 1903 by Andrew Squire, John Pickands and Clark Harvey, three Cleveland financial and social leaders, and in its heyday was the resort of Cleveland society.

M. P. Bramley bought the spot, then known as Ingersoll's Luna Park, from its founders in 1911. The next year he installed the first of his many motor-dromes in the park and, according to Bramley, Mayor Tom L. Johnson used to bring his Red Devil Winton touring car to the motordrome, where he could run it without interference by his own police, who were enforcing the eight-mile speed limit for autos and bicycles on city streets. Luna's motordromes was so popular that a syndicate headed by Bramley built 22 in as many cities, with the largest dromes in Philadelphia, New York, Chicago and Indianapolis.

Power for Van Sweringens

Bramley interests installed many new rides and other attractions, which used so much current that city power lines could not supply them, for Luna Park was then in the suburbs. The Bramley group installed its own power plant and it was large enough to supply power for the first railroad the Van Sweringens brothers bought, as well as to run and light the park. It was this railroad that served as base for the Van Sweringens railroad holdings.

Growth of Cleveland during and after the World War brought great changes. The park found itself surrounded and choked by a factory and alum neighborhood, and the character of its clientele underwent a sudden and complete change. It became a rendezvous of young toughs who drove away the few old customers who would drive thru a factory and alum district to reach it, while Euclid Beach Park kept its pleasant surroundings and visitors, and the new Puritas Springs Park drew West Siders.

Fires and Killings

The young toughs responsible for the loss of prestige grew up into sugar

barons and during prohibition made a battle ground of two of the streets bounding the park. Woodland avenue and East 110th street, and the intersection at the park gate became known as the "bloody corner." Semi-weekly killings and daily woundings did not encourage attendance of potential innocent bystanders and the toughs themselves regarded an invitation to the park as an attempt to put them on the spot.

Many of the rides were sold at sheriff's sale. Of late years the park has been the scene of many fire calls, for the few structures left became the practice schools of neighborhood arsonists. A wooden football stadium was first of the buildings to burn, and the brick building on the lot, a dance hall, burned last fall. Firemen estimated the crowd at the fire at 8,000, all of them unfriendly to the firemen and loud in their demand that the building be allowed to burn. Rubbish had been piled against the walls and oil-soaked rags placed beneath the floor and in spaces between the studs of the walls—all from the outside. Voices from the crowd boasted of setting the fire but the police held small hopes of arresting, let alone convicting anyone, for the mortality rate among informers in the neighborhood is high.

S. H. Squire, superintendent of banks, arranged the sale for the liquidating Guardian Trust Co., which succeeded to many of the Bramley properties. The bank had paid \$217,000 for the park at sheriff's sale. The gross price paid by the Authority was \$182,500, but the seller must build a road, to cost not less than \$35,000, thru the park before the sale is consummated.

Dick Johns to Florida

COSHINGTON, O., Jan. 7.—Dick Johns, operator of Lake Park here and penny arcade at Ohio fairs and celebrations, with Mrs. Johns and her mother, has departed for Florida, where they will sojourn until spring in the vicinity of Hollywood. They recently returned from a jaunt to California in their trailer, accompanied by Mr. and Mrs. Jimmy Rice. Rice is assistant manager of Lake Park and ballroom manager at the park spot. He is also assistant manager of the penny arcade concessions.

American Recreational Equipment Association

By R. S. UZZELL

Now that 1938 has gone into history with its many wallops to our industry, let us look about for some encouraging signs. 1939 presents us an upturn in the theaters, the best in nine years. Usually an upturn for the theaters in winter foreshadows an advance for the park business the following summer.

There is to be a more conservative course at Washington during this session of Congress. A revision of some radical laws is promised, especially as to labor and relief. They show acknowledgment that a balanced budget should come in for some consideration. We are promised that business will not be clubbed so much. The outlook for farmers, railroads and steel is brighter. Automobile industry has been making the grade since last fall. Distress loans for the devastated parks of New England have a promise of favorable consideration. No loans have yet been granted.

Some Unseen Possibilities

Two major expositions will present to park men a new architecture, lighting and color scheme that are sure to mark a new era for amusement parks far more beautiful and useful than Buffalo and St. Louis expositions gave us. To the enterprising and courageous, here is (See RECREATIONAL on opposite page)

MADISON, Wis.—Tuck, 13-year-old female chimp at Henry Vilas Park Zoo here and mate of the late Nip, who died in 1934, passed away recently. Both formerly appeared in vaudeville in an elephant turn.

The Pool Whirl

By NAT A. TOR

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

Athletic Equipment

Altho a paper was read at the recent national convention concerning playground equipment and swimming and much has been written about this all-important subject, I feel that athletic equipment for pools is so vitally necessary that another reminder won't be amiss. Most outdoor tank managements take their athletic equipment seriously, realizing importance of such facilities. It's the indoor fellow who needs a lecture, as those in that field don't seem to feel that swimmers require a bit more than a fair-sized tank in which to swim. They forget that there's much time between a duck and a dive that has to be accounted for to make a patron's day complete.

Majority of plunges furnish a handful of rings and chaining bars and let it go at that. A great many open-air aquadromes have slides, which always prove popular, while few indoor pool men think of offering similar facilities, altho there is no reason why they shouldn't. Athletic equipment is as important for indoor installations as for outdoor tanks—even more so—for as the latter there is always a sand beach which makes for its own athletics. Some indoor pools have well-equipped gymnasiums adjoining, but how about hundreds of others sans such extra-curricular activities? It's difficult to expect swimmers to throw around a medicine ball on the edge of an indoor pool, so why not supply them with some other form of diversion?

Many pool operators who fail to offer playground equipment do so under the pretense that they are looking out for their swimmers' welfare. They claim that too many accidents occur when one has athletic paraphernalia. All of which is tommyrot, for statistics prove that no more accidents occur at tanks which have athletic playgrounds than at those without them. It all depends upon discipline.

Pool men who provide athletic equipment should remember that extra help is necessary not only to take care of that equipment but also to protect patrons participating. Don't expect regular life guards to supervise hobby-horses, basket balls or ping-pong tables. It would pay to engage a regular play director who could have charge of not only the equipment itself but proper indulgence in it. Many tanks, indoor ones especially, lose sight of this fact and create bad will instead of good by permitting patrons to use equipment any old way, meaning that no system is employed, with a few roughnecks hogging the play. This, of course, is wrong. Therefore, provide athletic equipment for swimmers, but make certain you do it properly.

Swim for Health Week

Daily newspapers next week will record results of a meeting conducted by the National Knitted Outerwear Association in New York. That trade association, which underwrites the National Swim-for-Health Week, discussed plans for the fourth annual commemoration of that popular drive started by Martin Stern in 1935. The campaign this year will be on June 26-July 1, with Mr. Stern again acting as executive secretary. Take it from one who had the honor of being the only trade journalist present that elaborate plans are being made. Complete details will appear in a near-future issue of this column. A more elaborate program for swim tanks is plotted for this season.

Final Chapter

Readers of this column will recall that in the last two issues portions of Julian Bamberg's paper on Co-Operation With Health Authorities, as read at the NAAPB confab, have been printed here. Mr. Bamberg concludes: "Also you should bear in mind that the health official is primarily interested in the health and welfare of your patron. It is his worry to avoid an epidemic and certainly this is your primary desire also. An epidemic may mean financial ruin to your pool. You are therefore vitally interested in avoiding such a catastrophe, not only at your own pool but also at any of the other pools in your vicinity, for any such occurrence is certain to have a very harmful effect upon all pools in the neighborhood. Immediately the pool gets into trouble the swim-

ming business in the entire community hits the toboggan. You are interested, therefore, in having an efficient health department and active health officials in your territory so as to assure that your own and your neighbor's pools are operated safely and free from contamination. You have all to gain by assisting in every way to assure frequent inspections, careful water analysis, meticulous supervision of design of new pools and complete correction of existing objectionable construction and poor operating conditions. I heard one health official say he regretted that there was such a lack of co-operation from certain pool operators and such an apathy toward improving shocking unsanitary conditions at many pools in his district and that he feared that only a serious epidemic would solve the situation and bring all to a realization of how bad conditions really were. Certainly members of this association are not going to be so blind that they must have the house burn down before they find out whether there is a fire department in the neighborhood. Our experience has convinced us that an honest approach to health authorities has been most helpful. They have helped to solve many difficulties, have made innumerable tests for us when we have been attempting various experimental water treatments, have given many valuable suggestions which have improved our operations and our pool appearance and, most of all, they are our best boosters. Need I say more to convince you that co-operation with health authorities builds public confidence?"

RECREATIONAL

(Continued from opposite page)

Your opportunity. There is strength in joy, and there is no joy equal to useful work well done. The best things in life do not come to you unthought; you must go out and find them. So here is wishing you another year of hard useful work and ample reward for your efforts. Surely in every amusement park there are possibilities that have been un-noticed all of these years. There is a real thrill in making a discovery aside from the benefit your resort may derive from your ingenuity. The last word has not yet been written in department store conduct and management. More true is it that no park man can write links over his management plan. Better would it be if all of us should say we are only started; now let us really do something. Echo answers back in the same tones and with the same enthusiasm you use. Can you expect an echo when you say nothing, or do nothing?

Premium for Safety

The Associated Indemnity Corp., the company which has done yeoman service in handling our insurance business, has gotten out a calendar that is not only a piece of art but also a daily reminder to be careful. It is so attractive that it commands attention and, best of all, changes the subject each month. On the current month, with a beautiful picture, it shows how to take precautionary measures, and on the reverse side it shows a glaring example of what carelessness brings. All who have not received one should apply to John L. Campbell, Baltimore, or to George Lauerman or Carl Schmidt, Chicago, for one. Your employees are sure to study these pictures and comment on them. What could better help to install safety-first habits? All along the line we are making gains in the safety of operation, but there is a different crowd to handle each day, so to be eternally watchful is the only procedure. The insurance company is generous enough to recognize the cautious operators and offer better rates to those who take every wise precaution for safety. The better record we maintain fortifies our insurance committee in its negotiations for us. Here is wishing you a safer 1939.

OHIO'S CHIPPEWA

(Continued from opposite page)

floodlights which spread almost a third of the way across the floating area. "We have arranged better facilities this year than last and inaugurated our winter sports activities the day following Christmas."

CINCINNATI—Renewal for five years of the lease held by the Zoological Society for operation of Cincinnati Zoo was authorized by the board of park commissioners on January 5. Lease will be presented at the annual meeting of the society, operating since 1932, on February 1.

"How World's Fair Is To Affect the Outdoor Industry"

Remarks by George A. Harms, New York, before the 39th annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 1, 1938.

Mr. Mermey (Maurice Mermey, previous speaker) is one of the greatest salesmen that I have ever listened to. Last night he kept this entire room of showmen and folk from together, and most of them stayed up until 7 o'clock in the morning. They did not stay up for dancing or partying; they stayed up because they were bewildered at the amazing picture Mr. Mermey described briefly at the banquet last night.

George P. Smith described a beautiful picture, followed by Frank Darling, and Mr. Darling almost had me wishing that they had floated bonds on the Children's World instead of the World's Fair. But I changed my mind when Mike—belongedly called that by those who know him—made his wonderful talk. I am even ready to buy stock on Harry Traver's ride, and I do not think it is any good to start with. (Laughter.)

We park men have gathered here today and waited all afternoon to receive a message from these beloved gentlemen who have millions-upon millions at their disposal, who have government connections, many wise men and many suckers at their disposal, to juggle around and do with as they please. I know one thing and that is if I did not learn one single lesson from my trip to Chicago—but to have listened to Maurice Mermey's speech, I should gain the expense, the time and effort for coming out here to this convention. Not because he is going to imitate Noah in his Ark. He is doing a little different act. He is going to take a lake up into the air and drop it to hell or something. I do not know what he is going to do with it. Maybe he has learned to do that from the many pilings that Frank Darling and others have been sinking into hell, and they have not found the devil yet. (Laughter.)

Fair Teaches Lesson

But I believe Maurice Mermey, in his description of what they are trying to do, has given us showmen and park men something to think about. I will tell you why I say that. Up until two weeks ago I lived next door to the World's Fair, a stone's throw, two blocks away. I have been seeing this fair grow and grow day by day, but I am too-near to it to picture it as the outsiders do.

The World's Fair has possibly the greatest lesson in life for all of us. In my opinion it will be the lifeline for most of the amusement parks and fair operators and carnival companies. The reason I say that is this: The World's Fair was good enough to extend to the showmen and the visiting fair men an invitation to come out to the grounds and inspect the buildings and exhibits. That was two and a half weeks ago.

I happen to be president of the National Showmen's Association to whom they acted as host. I went out there with the rest of these folks, and I had some people in my car from the Canadian National Exhibition. That is one of the finest annual affairs in the world. I also had a number of park men, a number of fair men and a number of carnival men. We started in a group, going around and seeing the World of Tomorrow being built today. I want to tell you that it was an inspiration. I had no idea that we could learn as much by going around and seeing with our own eyes the World of Tomorrow being built for us today. Every fair man and every park man that went out to the Fair grounds agreed that they would not miss it if it was the last day they had to accomplish in their lifetime.

Specifically, I am referring to New York, but actually I feel that San Francisco will have its place among the world's fairs of the present day. I think they will also have a wonderful World's Fair. I am making this apology in this manner because I know nothing about San Francisco, but I do know a awful lot about New York. My eyes will be focused on just what will take place next year at the New York World's Fair that may help me in a small measure. I hope at least to accomplish better things in the outdoor amusement world.

Opportunity for Ideas

I have been fairly successful in keeping a number of successful fairs. I took over the fair in New Jersey for the third year last year. I operated that fair and brought it up from a deficit of \$40,000 to a \$24,000 net profit. I did that because I copied some of the successful undertakings that were being effected at some parks and some fairs.

If you park men and pool men have been observing as much as I know you have, and I have seen most of you talking notes during this convention, you will have learned a lot. You can't float bonds; you can't float even a loan, most of you, and we have got to face the facts. But we can do this: We can go out and steal a few ideas from Mike Mermey. Maybe Mike will be out of a job at the end of the World's Fair. I hope so. I will offer him one. Possibly George Smith may be available. (Mike Mermey asked: "How much?")

In other words, we can learn and obtain some facts and concrete ways of being able to help our business.

(Continued next week)

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MICHIGAN amateur skate-dance and figure-roller championships will be held in Arena Gardens Rink, Detroit, on March 2-3. It was announced by Fred A. Martin, general manager of Arena Gardens and secretary-treasurer of the Roller Skating Rink Operators' Association of the United States. R. D. Martin as contest manager will receive entries at Arena Gardens, 5795 Woodward avenue. These contests will decide which dance couples and figure skaters will participate in the national amateur dance championships in Minneola (L. L.) Rink on April 27-29, under auspices of the RSROA, which will hold its annual convention there at that time.

Preparations are also being made for the first United States amateur figure-skating championships in Arena Gardens, Detroit, on April 19-22, sponsored by the RSROA.

This leaves only one more RSROA championship detail to be arranged—the location of the national amateur speed championships.

"So far no requests have been sent to RSROA national headquarters from any member operator for this contest," said Secretary Martin. "However, at the annual convention last April in Cincinnati members were in favor of such championships being held in the Midwest so as to make it most convenient for contestants from all parts of the country. Indianapolis was named but since then no definite arrangements have materialized for that city. So I suggest that Chicago, being centrally situated, would be a very logical city for the event. We are desirous of hearing from operators who have rinks large enough to accommodate a national speed meet. Otherwise, we might be compelled to dispense with a 1939 speed meet. Detroit had its first in 1927 and Cincinnati in 1933. A 1939 meet now depends upon members."

ACTING on the petition of E. J. Kallenberg, local dance hall proprietor, Plymouth (Wis.) Common Council on December 27 voted to repeal the outmoded roller skating license ordinance. Kallenberg had protested the provision of the ordinance which required payment of a \$15 monthly license fee if a dance hall is used for skating.

TED MERRIMAN reports that his Three Rhythm Rollers appeared in Fair Park Roller Rink, Dallas, week of December 10; drawing a big crowd on December 23 when a beauty contest on skates was staged. Rink employees and the Three Comets, roller skating act, appearing at a local night club, were Merriman's dinner guests on December 24.

ARMAND J. SCHAUB SR. reports he has been appointed assistant manager and dance and figure-skating instructor at J. D. Wiseland's Cross Country Club Roller Rink, Carl Junction, Mo. He is also organizing a class in ballet dancing on skates. Rink operates seven nights weekly, with matinees on Sunday.

MR. and MRS. HARRY FREEDMAN, proprietors of Skateland, Trenton, N. J., entertained rink employees with a dinner at a local country club on December 21, reports B. W. Martin, manager. Moe Gilvren was toastmaster and Al Foulds

presented Mr. and Mrs. Freedman and Manager Martin with gifts on behalf of employees. A grand New Year's Eve party in the rink drew a large crowd, as did a special program on New Year's Day, featuring trophy awards to winners of a popularity contest held during December.

ROYAL ROLLERS appeared with the Junco Indoor Circus, Chattahoochee, on January 2-7, they report.

FRED (BRIGHT STAR) MURREK, 78-year-old Hawnee Indian figure skater, reports a successful Western tour to date, having drawn good crowds in Miles City (Mont.) Roller Rink for seven days; Full's White City Rink, Boise, Ida.; Rollinger's Oaks Rink, Portland, Ore.; Redondo (Wash.) Rink and Keller's Mellow Moon Rink, Salem, Ore. Murrek reports that the last three named rinks have undergone improvements since last year and are drawing well. He will make appearances in Los Angeles and Oakland, Calif., returning to the East via St. Louis, where he is also booked.

DESPITE snow and cold weather more than 300 attended a party on December 26 in Fred Lelzer's Armory Roller Rink, Chicago, including about 225 club members of Mr. and Mrs. Bartlett's Skateland Roller Rink, Aurora, Ill., reports Joe Laury, Armory race and hockey coach. Armory broom-ball team defeated Skateland 4-0 and also won speed races.

V. P. SWANSON, of Bartlett's Skateland Roller Rink, Aurora, Ill., reports that business has been good since opening in October. About 500 attended a party on December 21 when shoe skates and five door prizes were awarded, in addition to souvenir gifts. Swanson visited King Park Rink, Omaha, during Christmas and reports the rink is doing good business.

PERIN (Ill.) Roller Rink, which opened on October 20, has been having good business under management of Roland M. Hesel, a newcomer to the field, reports Albert Ball. Rink operates six nights weekly. Forrest J. Joestings, formerly associated with Mr. and Mrs. Frank Dixon, is floor manager.

CARL DEVOT'S North Beach Roller Rink, Corpus Christi, Tex., drew about 300, biggest crowd of the season, on December 31 when a party, featuring prize costume awards and novelty giveaways, was staged, reports Jack Darling, broad and high jumper on roller skates. Novelties, prize awards and skating acts are weekly attractions. There are six broom-ball teams for men, and four girl teams are being organized. Rink is equipped with Chicago skates and recently installed a maple floor. Three sessions are held daily during winter, and the rink operates continuously in summer.

WINTER GARDEN, Chez Vois and Lyonnais rollerways, Boston, staged parties on December 31 and January 1, the latter a midnight session. Souvenirs were given away on both nights. During the holidays daily matinees were held. Private clubs in Winter Garden-managed rinks to join the National Council of Roller Skating Clubs recently include Midnite Rollers, Edward Funk, president; Edmund Granath, vice-president; Louis A. Bertolami, secretary-treasurer; Whin-gard Rollers, John Laytek, president.

treasurer; James Olson, secretary; Roller-dromers, Malcolm MacDonald, president; Margaret Connolly, vice-president; Hazel O'Brien, secretary; Herbert Coleman, treasurer; Tomplers, Luigi Sandini, president; Charles Coppoletti, vice-president; Joseph DiCenzo, Jr., secretary; Reggie DiCenzo, treasurer. New dance classes, to be held on Mondays and Fridays, began on January 5. Mondays will be devoted to instruction of beginners.

"I WAS SORRY to hear of the recent death of John Davidson, pro roller and ice figure skater, against whom I formerly competed in exhibitions," writes Jack Darling, broad and high jumper on roller skates. "He was always a gentleman and a real booster for the skating profession."

ROY R. THORNTON, 50, manager of Seattle's Alki Natatorium and Roller Rink, died recently as a result of a fall from the rink balcony. He was formerly well known in local politics and at one time managed dance halls in Seattle and Alaska.

RIO GRANDE VALLEY, Southwest Texas, is planning organization of a roller hockey league with R. P. Graham, La Feria, a leader. Nine teams in seven valley cities have joined, and it is hoped 14 will join when schedules are drawn. Plans call for two brackets, one in upper and another in lower valley communities. Round-robin matches within each bracket are proposed. Teams organized include Brownsville, San Benito, La Feria, Mission, McAllen and two in Harlingen and Weslaco.

FAIR GROUNDS

(Continued from page 39)
for the annual fall fair here, said R. L. Sumerau Jr., president and manager, and plans are being made to increase all features of the six-day event with a marked tilt in premiums.

CENTERVILLE, Mich.—L. B. Schrader, who was re-elected treasurer and general manager at the annual meeting of St. Joseph County Fair here, reports the 1938 event made a profit of \$8,000, and that \$26,000 was spent for improvements. It was voted to build show horse and swine barns and clay the track. Others re-elected were H. C. Bucknell, president, and P. J. Kammerling, secretary.

BANGOR, Me.—W. H. Hinman, representative to the Legislature and contractor of Skowhegan, Me., has purchased controlling interest in the Bangor Fair, reports Howard Goldman.

WARREN, Minn.—At the recent annual meeting of Marshall County Fair here Secretary C. M. Mattson reported that the 1938 event closed with a profit of \$754. Improvement program for this year includes erection of a grand stand, payment to be made over a period of years.

SIDNEY, Mont.—Richland County Fair Bi-State Exposition voted to hold the event for four days this year instead of three as in the past, to erect a 300 by 100-foot mercantile building and to oil the midway. In the past two years the board has spent \$50,000 on improvements.

YORK, Pa.—York County Agricultural Society, operator of York Interstate Fair, reported profit of \$23,553 for 1938. Income was \$116,974 and expenses were about \$93,241.

HAZLEHURST, Miss.—Business clubs have acquired a tract here as site for the new plant of Copiah County Fair. Eight acres have been taken over and suitable buildings will be erected for the 1939 event. The 1938 fair was called off due to insufficient space but a three-day event is set for this year. Parking ground will be included in the new facilities.

FARMER CITY, Ill.—Changes in operating Farmer City Fair will be inaugurated this year by sponsoring a free gate and substituting other attractions in preference to the society night horse show.

MANTOWOC, Wis.—Work was started January 3 on the county's new \$25,000 exposition building and armory on the fairgrounds. The 80 by 200-foot building is expected to be completed by July 1.

Fair Elections

SIDNEY, Mont.—Richland County Fair Bi-State Exposition elected R. P. Blair, president; P. George Johnson and E. H. Rounce, vice-presidents; J. M. Suckatorf, secretary-manager, and E. B. Lawler and Theo Fosse, directors.

WEYBURN, Sask.—Archib MacTaggart was re-elected president of Weyburn Agricultural Society and Fred Zabel was appointed secretary and manager.

WILKIE, Sask.—Wilkie Agricultural Society elected: President, P. W. Norton; D. W. Reid and E. B. Gilbert vice-presidents.

BANDERSVILLE, Ga.—Washington County Fair Association re-elected Felt Hart, president; O. L. Wright, treasurer, and C. L. Dunbar, secretary and general manager.

MEDINA, O.—Medina County Agricultural Society elected Samuel Owen president, succeeding Blake Hartmann; Levi Tanner, vice-president, and re-elected Paul Jones, treasurer, and J. V. Einhart, secretary.

FLAXTON, N. D.—Board members of Burke County Fair elected P. N. Lamborn, president; B. B. Bair, secretary, succeeding H. C. Wood; Philip Christensen, vice-president and director, and Howard Bird and L. E. Mahoney, directors.

CRAIK, Sask.—Crail Agricultural Society elected: President, Gerald Roe; J. H. Blason and Roy McGregor, vice-presidents. Report showed a deficit of \$30.

TROY, O.—Miami County Agricultural Society elected Charles Hance, president; Jacob Reichman, vice-president; Virgil E. Hale, treasurer, and E. O. Ritter, secretary.

DUNGANNON, Va.—Scott County Fair elected W. H. Goss, president, and E. N. Busic, secretary, reports H. L. Stallard.

WARREN, Minn.—Marshall County Agricultural Association re-elected R. E. Taralaeth, president and director; Clayton Olson, vice-president and director; L. O. Wimbeg, treasurer and director; O. M. Mattson, secretary and director.

Ohio Annual Has Profit

KENIA, O., Jan. 7.—Net profit of \$1,800 was realized on the 1938 four-day Greeno County Fair despite unfavorable weather which held down attendance, according to report of B. U. Bell, treasurer. The board was able to finance \$1,702 worth of permanent improvements, pay off \$300 on a loan, pay all regular expenses and still wind up with a balance of \$51.87.

DeLand Books Midway Shows

DE LAND, Fla., Jan. 7.—West's World's Wonder Shows have been booked as midway attraction for six-day Volusia County Fair here, reports Fred G. Conley, manager. In an effort to increase patronage the fair will be located within six blocks of the business district. An enlarged premium list is expected to increase the number of exhibits which will be housed in tents. A citrus exhibit will be a feature.

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**Tin Bucketeers
"Incorporate" in
Bow to Hostesses**

MILWAUKEE, Jan. 7.—For the fourth consecutive year the Royal Order of Tin Bucketeers held the spotlight on opening night of the Wisconsin Association of Fairs convention here.

Inaugurated in 1936 by Louis and Ned Torti, the Bucketeers have become a firmly established institution to which the fair and show people look forward with keen anticipation. This year's affair was, if possible, bigger and better than any of its predecessors. More than 80—the capacity of the Torti basement—attended, and among those who graced the festive board were Otto Hadsar, secretary to Milwaukee's mayor; Frank L. Fawcett, prominent lawyer; Morris Oestrich, city official; Don Baker, of Michigan State Fair; Joseph L. Streibich, secretary Showmen's League of America; John Francis, president of the International Showmen's Association, and two past presidents of the Showmen's League, Edward A. Hock and Sam J. (See TIN BUCKETEERS on page 62).

**FBI Reported Interested
In the Jewell Murder Case**

CHICAGO, Jan. 7.—That the Federal Bureau of Investigation has taken an interest in the search for the murderer of Cliff Jewell, carnival man, killed in a holdup near Americus, Ga., last month, is reported in show circles.

Altho nothing definite is known concerning any movements from Washington, it is said that the FBI has recently been active in similar cases where a crime has been committed in one State and there was reason to believe suspected persons had gone to another State.

Spencer Signs Murray for '39

GREENVILLE, S. C., Jan. 7.—William C. Murray, general agent for Keystone Shows for the past four years, said this week that he had been signed as general agent and assistant manager of the Sam E. Spencer Exposition Shows for 1939. Murray and his wife spent the holidays with the latter's relatives on their farm here, where Murray reports the hunting has been good. He plans to attend the Georgia and Carolina fair meetings this winter.

HASC BALL SCORES

**Jones Given
Indiana State
Midway Again**

INDIANAPOLIS, Jan. 7.—The Johnny J. Jones Exposition was awarded the midway contract for the 1939 Indiana State Fair here on Wednesday at a meeting of the newly organized State Board of Agriculture.

This will be the fourth consecutive year for the Jones organization on the Hoosier midway. Members of the board declared relations with the company had been satisfactory and that record grosses had been established by the shows and rides.

The Jones organization was represented at the meeting by Owner E. Lawrence Phillips and General Representative J. G. (Tommy) Thomas. Owner Phillips left after the board session for his home in Washington, D. C., to attend the 64th birthday anniversary celebration of his father.

Besides the Indianapolis Fair there (See JONES GIVEN on page 62)

Dale Is Injured by Auto

INDIANAPOLIS, Jan. 7.—John Dale, veteran carnival general agent, who came to attend the annual meeting of Indiana Association of County and District Fairs in the Claypool Hotel here on Tuesday and Wednesday, was struck by an automobile Monday afternoon while crossing a street. His injuries were such that he was taken to a hospital for observation. Friends reported that his condition was improving.

Party for Sam J. Levy

CHICAGO, Jan. 7.—A testimonial party will be held for Sam J. Levy the night of January 28 at the clubrooms of the Showmen's League of America, 165 West Madison street. Party is in recognition of the splendid work Levy did as chairman of the league's annual banquet and ball. Bernard Mendelson is chairman of the committee which is arranging for the party and he promises plenty of good entertainment. There is to be no admission charge.



MRS. JANE PEARSON, newly elected president of the Missouri Show Women's Club, St. Louis organization, is proprietor of Pearson Shows, which owns its permanent winter quarters in Ramsey, Ill. President Pearson, who says that she is "quite a joiner," is also a member of the American Legion Auxiliary, Business and Professional Women's Club of Paris, Ill., and Order of the White Shrine of Jerusalem.

**Event Preceded
By Tacky Party**

Impressive memorial services are held on December 29 in Auxiliary clubrooms

KANSAS CITY, Mo., Jan. 7.—Altho attendance at the Heart of America Showmen's Club 19th annual Banquet and Ball in the Reid Hotel here on December 31 was not as large as that which prevailed in several previous years, event was put down as one of the most successful in the club's history from an entertainment and financial standpoint. Official attendance figures (See HASC BALL on page 49)

Beresoff Joins Winters

TAMPA, Fla., Jan. 7.—Harry H. Winters, owner of the shows bearing his name, announced here this week that he had obtained the services of Albert A. Beresoff as general agent for the organization in 1939. Beresoff was formerly associated with the Frank Murphy Shows and spent several years with the Mike Prudent Amusement Co., Long Island, N. Y.

Allan Herschell Orders Up

NORTH TONAWANDA, N. Y., Jan. 7.—Allan Herschell Co. reports more orders on hand than it has had so early in the season in many years. Several orders are for the new Rocket ride, which was seen on midways of prominent parks and traveling shows last season. For Ro-Lo Funhouses many new orders have been forthcoming. More than 300 Kiddie Auto Rides have been sold.

**Huge Turnout
Has Gay Time
At PCSA Party**

LOS ANGELES, Jan. 7.—Pacific Coast Showmen's Association Christmas Dinner here on December 25, under direction of George Tipton, proved highly successful affair, with the event drawing a large crowd. An excellent menu was offered, the piece de resistance being Utah Tom Turkey with all the trimmings. Another feature was the floor show, which pre- (See HUGE TURNOUT on page 62)

World's Fair Department

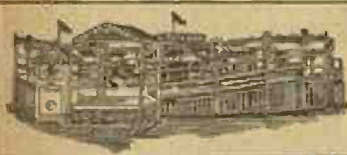
With this issue The Billboard introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 33; hereafter location will be designated in the regular index to weekly features appearing on page three.



HERE ARE THE 231 PERSONS who attended the 19th Annual Banquet and Ball of the Heart of America Showmen's Club and Ladies' Auxiliary in the Grand Ballroom of the Reid Hotel, Kansas City, Mo., on December 31.



ROCKET RIDE
22 Bullet Shaped Flashless Steel Cars, Seats 80 Adults, 120 Children Per Trip. Complete Control Demos Reserved in Opposite Direction of the Operating Wagon Train or Rockets. Thrilling! Safest! Proven! Modern!
ALLAN HERSHELL CO., INC.
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STREAMLINED CARROUSELS



Invest in the Time-Tested
TLT-A-WHIRL
Flashy ... Reliable ... Money Getter
For Particulars, Price and Terms Write
SELLNER MFG. CO., Inc. Faribault, Minn.

UNITED STATES TENT AND AWNING CO. GEO. JOHNSON, V. P.
S. T. JESSOP, Pres.
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."
701 North Sangamon Street (Phone: Haymarket 80444), Chicago, Ill.

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THE ACKNOWLEDGED RIDE SENSATION OF 1938
NO MIDWAY IS COMPLETE WITHOUT A BOOMIERANG
Capacity Gross Repeats
Send for Illustrated Circular
Boomerang Mfg. Corp. 355 HAMILTON AVE. BROOKLYN, N. Y.
HARRY WITT, Sales Mgr.

GREAT LAKES EXPOSITION SHOWS
OPENING APRIL 15. PLAYING OHIO, INDIANA AND ILLINOIS. WITH AN EXCELLENT STRING OF FAIRS STARTING THE MIDDLE OF JULY.
CAN YOU sober kids for 25 cents? CAN ALSO PLACE Cuckoo House and Cuckoo exclusive. Cuckoo House used to be large and well-lighted. Legitimate Cuckoo House of all kinds. Positively no honest operators. Would like most Photo Gallery, Large and Short Range Galleries, American Palms, American Grand Stairs of all kinds, Candy Appliance, Time and Day Cream. Only one of a kind will be carried. Will book any show not conflicting with above already booked. John K. Rea wants all people who were formerly employed by him to write direct to JOHN T. REA, R. F. D. No. 2, Indiana, Pa. All people desiring to connect with Mr. Rea, for his show, (Hill Show, Gabon Show, Snake Show and Washburn Show) write immediately. Will book high-class Motorshows, with or without transportation. FAIR SECRETARIES in Ohio, Indiana and Illinois write, as we have some open positions given to interested parties. AL WAGNER, Mgr., 2647 Olmstead Rd., Toledo, O.; O. G. OLARM, Mgr., 1802 Cherry St., Toledo, O.

Pacific Coast Showmen's Assn
730 S. Grand Ave., Los Angeles, Calif.

LOS ANGELES, Jan. 7.—About 100 members attended the club's regular Monday night meeting, which marked the induction of newly elected officials into office. After Rotating President Zolger turned the gavel over to Incoming President Harry Hargraves, J. Ed Brown, since, installed the remaining officers, including First Vice-President Joe Glacy; Second Vice-President Phil Williams, who was absent; Third Vice-President John H. Ward, Fourth Vice-President Mike Kekoa, who also was absent, and Ben Dobbert, Secretary. All received tremendous applause.

President Hargraves' first official act was to appoint his standing committees. Since there might be some changes, official announcement of the personnel was withheld until the next meeting. Usual order of business was followed. Announcement of the winners in the membership drive contest showed Joe Glacy, first; Claude Barie, second; Clyde Gooding, third; Ted LeFors, fourth; Harry Seber, fifth, and Johnny Ward and Al (Moore) Miller, sixth. Membership committee also announced that the 1938 total of new members eclipsed the totals for past several years. President C. F. Zolger left office with a fine achievement record, and his successor, Harry Hargraves, came in for favorable commendation for the able assistance he had given as pinch-hitter for the retiring president.

Communications: First President J. W. (See PACIFIC COAST on page 62)

USED TENTS
48x106—40x50—25x50.
We Specialize in Roller Skating Tops.
OTTUMWA TENT & AWNING CO.
635 W. Second Street, Ottumwa, Iowa.

Important Announcement
New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.
CHAS. T. GOSS
14th STANDARD-CHEVROLET COMPANY, East St. Louis, Ill.

Galler Re-Signs Johnson
LAKEWOOD, O., Jan. 7.—Joe Galler, manager of the Buckeye State Shows, announced here last week that Ted Johnson had been re-engaged as press agent for the organization in 1939, his second season in that capacity. Since the show closed, Johnson has been connected with the Associated Press, Pennsylvania, Pa. office. Manager Galler plans to go to Hot Springs, Ark., before returning to quarters in Natchez, Miss.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show
By STARR DeBELLE

Winter Quarters.
Week ended January 7, 1939.
Dear Mixer:
The first week found Ballyhoo Bros.' winter quarters a beehive of activity. Monday, Tuesday and Wednesday were spent in moving the rubberized canvas dwellers' house trailers from one end of the quarters to the other. On Thursday the actual rebuilding of the show started in earnest. Pete Ballyhoo taking the foreman of the different shop departments on a purchasing trip and returning with two rolls of tarpaper. That kept everyone working, re-covering roofs of the wagons until late at night.
Due to the show wintering in the heart of the produce belt Friday was set aside as canning day. Every girl on the show was kept more than busy putting up 16 barrels of sauerkraut that will be served in the cookhouse on our winter tour. Saturday was recognized as butchering day, with every available hand slaughtering, cleaning, scraping and dissecting hogs. Rendering of lard, making of sausage and smoking of hams and bacon had to be finished before nightfall for certain important reasons. With this supply of foodstuff and a fair break in business the show should make the winter tour in the black.
Our first Sunday in quarters, New Year's Day, was one of festivities and the making of resolutions. Everyone met in the top that had been erected as a workshop for a real train-crew jungle-camp stay and to decide just

PCSA Ladies' Showmen's League of America
165 W. Madison St., Chicago, Ill.



Marlo LeFors assumes presidency at 9th annual dinner—club financially sound

LOS ANGELES, Jan. 7.—Annual installation dinner of the Ladies' Auxiliary of the Pacific Coast Showmen's Association in the Blue Room of the Clark Hotel here on the night of January 3 saw the induction into office of Marlo LeFors, club's ninth president, reports Lucille King, publicity chairman. Event marked the seventh annual installation banquet in the club's nine-year history, the other two being held in the clubrooms to a mere handful of members. Today the club lists some 200 among its members and has grown by leaps and bounds until it is said to be one of the largest and most financially sound auxiliaries in the show world.
Music, donated by Ted LeFors in honor of Marlo LeFors, prevailed during the reception hour, and as each officer, past and present, was led to her chair by Chairman Sis Dyer appropriate selections were rendered. First to accept the honor was Olga Zaiger, mistress of (See PCSA LADIES on page 63)

CHICAGO, Jan. 7.—Since the Wisconsin Fair meeting was on there was a light attendance at the January 5 meeting. Past President C. H. Fisher presided, and routine matters were handled with precision. Entertainment and house committees are busy with arrangements for the Sam J. Levy party on the 28th.

Sick list is the same as last reported, with Brother Harry Paul in the hospital and Brothers Colonel Owens, Tom Rankine, Tom Vollmer and Peter Pivor confined in their homes. Full list of 1939 committees being completed and new stationery will be ready soon. Brothers Sam Solomon and Max Goodman visited while en route to Milwaukee. Bob Lohmar was a regular caller at the rooms while in town. Denny Howard and Orville Menzies were among those who took in the Wisconsin meeting, as were Ed Hock, Oscar Bloom, Pat Ford, Phil Little, Noble C. Fairly, Lew Keller, Bill Garsky, Lou Leonard, George Johnson and Bernie Mendelson.

Rudy Singer is off on a trip to Hot Springs, Ark., and Leo Berrington is making annual jaunt to the West Coast. A welcome letter from Brother Phil Olson advises he is thinking of the boys. Jack Terkin also sent his best wishes. Vice-President Frank Conklin lettered that he is resting well and getting ready for opening of the season.

Restaurant on Wheels

PITTSBURGH, Jan. 7.—The Dinky Diner, a new item in portable food dispensers, has been placed on the market by Brock Industries, Inc. It is a small closed truck with complete restaurant equipment. "The Dinky Diner," a statement from the firm reads, "is really a beautiful job, being built of stainless steel and white porcelain. When lighted at night, steel and porcelain shine brilliantly, making a very attractive unit for night or day operation. Its possibilities for carnivals, county fairs, football games, movie locations or wherever there is a crowd, are unlimited."

Jitterbug Webb is expected here for a brief visit before leaving for Toronto. Walter Hale left for Florida. The big New Year's party is history and everyone reports a swell time. Chairman Fred Beckman says: "Keep your eye on the stars of the Showmen's Home Fund; it is assuming proportions and shows what concentrated effort can do."

April 10 is the date of the Spring Frolic. Better mark it on your calendar and be with us. Have you paid your dues?

Ladies' Auxiliary

Sister Ida Chase was hostess at the December 22 social. Beautiful prizes prevailed. Leah McCrea, a guest, was awarded a handmade pair of pillow slips. Other winners included Sister Lucille Hirsch, pair of handmade pillow slips; Edith Strublich, silk table scarf, and Frances Kellel, a large basket of fruit. Sister Pearl McChlynn donated a cake, which was awarded Sister Blanche Latta, who redonated it to the club. It was then awarded to Mrs. B. Delgarian. Members were delighted to have Evelyn Creodon from Detroit as a guest.

On January 5 club held its regular bi weekly meeting, with President Leah M. Brumler, First Vice-President Ida Chase, Second Vice-President Edith Strublich, Third Vice-President Maude Geller, Secretary Elsie Miller and Treasurer Phoebe Garsky present. Invocation was rendered by Chaplain Clara Holbe Harker. Relief committee reported that Mrs. Charles Driver is recuperating. Members were sorry to learn of Sister Frances Keller's illness. Club discussed plans on coming activities. Members will hold their regular annual anniversary (See SHOWMEN'S LEAGUE on page 63)

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

SHOWMEN'S HOME FUND
Previously Acknowledged \$20,850.00
Late Additions 1,000.00
GAIL J. SEDLMAYR, General Chairman Drive for Funds.
WRITE FOR PLEDGE CARD.
A Home for Aged and Infirm Showmen
Showmen's Home Trustees:
FRED BECKMANN — Chairman
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M. J. Coolan Max Lindeman
Max Goodman E. Lawrence Phillips
Rubin Gruber Carl Sedlmayr
Harry W. Hennies — Editor C. Velaz
Worthy of Your Co-Operation

Registered at HASC Banquet

Among those filling out registration cards at the HASC Banquet and Ball were the following:

Mr. and Mrs. Clifford Adams, J. L. Lande Shows; Addison Algor, Algor Bros. Shows; Gertrude Parker, Allen C. W. Parker Amusement Co.; Mr. and Mrs. Harry Altshuler, Hotel Beld Cigar Stand; Sam and Margaret Ansher, Henries Bros. Shows; Mr. and Mrs. Kenneth E. Armfield, Midwest Amusement Co.

Dick Wayne Barlow, Barlow's Roller Rinks; L. W. Bauer, Ralph Wilkerson Co.; Al and Maude Bayinger, Al Bayinger Shows; W. A. Beard; Mr. and Mrs. Sam Benjamin, Fairly & Little Shows; Pearl Billings, B & N Sales Co.; Robert B. Board, Ralph Wilkerson Co.; Mr. and Mrs. E. S. Bond, Western Novelty Co.; Mr. and Mrs. Arthur Brainerd, Fox Tower Theater Co.; Mr. and Mrs. J. M. and Mr. and Mrs. Victor Brancato, Fairland Park Co.; Jake and Elsie Calvert Brizendine, J. L. Lande Shows; Henry J. Brown, Playland Amusement Co.; Mr. and Mrs. Charles Bruno, Jubilesta Night Club; Harry W. Burr; Mr. and Mrs. C. G. Buton, J. L. Lande Shows.

Moreland and Sally Cell, J. L. Lande Shows; E. O. Campbell, Campbell Bros.

Tent and Awning Co.; Frank H. Capp, Baker-Lockwood Mfg. Co.; C. J. Chapman, Kansas City Poster Printing Co.; Mr. and Mrs. K. G. Clapp, K. G. Amusement Shows; Anna Beth Collins, Baker-Lockwood Mfg. Co.; J. J. Collins, U. S. Printing and Engraving Co.; Mr. and Mrs. Tom Collins, The Kansas City Journal; Norris B. Crosswell, Crosswell Photo Service.

L. P. and Gall Davis, Davis-Brunk Shows; P. W. Deem; W. Frank Delmaine, J. L. Lande Shows; Mr. and Mrs. Harry Duncan, J. L. Lande Shows; Henry Duncan, U. S. Printing and Engraving Co.; D. O. Dunlap, Baker-Lockwood Mfg. Co.; George Duval, U. S. Printing and Engraving Co.

Mr. and Mrs. Elmer Elswick, Seiditz Paints Co.

Mr. and Mrs. Noble C. Fairly, Fairly & Little Shows; H. Frank Fellows, Springfield Wigon and Trailer Co.; John and Mary Francis, Greater Exposition Shows; Mr. and Mrs. Harry T. Freed, Greater U. S. Exposition Shows; Dr. and Mrs. J. H. Freeman; Virginia Garfield, W. R. Wilkerson Co.

George T. Gordon, Brunk Shows; Mr. (See REGISTERED AT on page 62)

ferring of \$5,000 for the burial and hospitalization fund to a separate bank account. The Emergency Fund Committee, empowered to administer this fund, reported progress had been made in regards to burial and hospitalization and would make a full report at the next meeting, which is scheduled for January 11.

The matter of the Old Troupers' Home project then was entered into with President Hamid reading letters from Bernie Arnold and Charles Summa, of the Circus Saints and Sinners of America, who reported much enthusiasm from various tents of the CESCO in regards to the home. Freddie Pitzer and Freddie Beahm, representing CESCO, were invited by President Hamid to address the meeting and both gentlemen made stirring talks to members who applauded them vigorously. It was moved, seconded and unanimously carried that NSA appoint a committee to meet a



Palace Theater Building, New York.

NEW YORK, Jan. 7.—Roll call of the officers for the January 3 meeting found all present but Secretary Arthur L. Hill, who, due to illness, missed his first meeting since the club's inception. Club wishes him a speedy recovery. Usual order of business prevailed, with the most interest shown in the report of the nominating committee. Its date for the January 31 election is as follows: George A. Hamid, president; Max Linderman, Art Lewis, Oscar C. Buck, first, second and third vice-presidents, respectively; Jack Rosenthal, secretary; J. L. Green-spoon, treasurer, and Sam Rothstein, assistant treasurer. Nominated for board of governors were: Harry C. Baker, Rex D. Billings, W. J. Bloch, Thomas Brady, A. E. Campfield, Dr. Jacob Cohen, J. W. (Patty) Conklin, Lew Dufour, Andre Dumont, Murray Goldberg, Max Goodman, Sam Grisman, Sam W. Gumperts, Mack Harris, Arthur L. Hill, Max Hoffman, Edward A. Hughes, Joseph H. Hughes, Phil Isler, Jesse Kay, Johnny J. Kline, Sam Lawrence, Jack Lichter, R. S. Littleford, Jr., Joseph McKee, Frank C. Miller, H. F. O'Malley, Fred Phillips, William Rabkin, Billy Rose, Irving Rosenthal, Max Schaefer, Carl J. Sedlmayr, George P. Smith Jr., James E. Stratos, Elias E. Sugarman, George W. Traver, Harry C. Traver, Leonard Traube, Irving Udowitz, Ben Williams, John W. Wilson and Frank Wirth.

It was announced that the by-laws are being printed and members will receive their copy within the next few weeks.

Do not fail to make written request if you desire to vote in the election! This request must be received at least 10 days prior to the election. This applies ONLY to those members who are non-residents, or who expect to be out of the city on January 31, of course.

Eligibility committee announced the approval of the following for membership: Mack Brooks, sponsored by Mack Harris; Tom Brown, proposed by Harry Schwartz; and Pete Benway, brought in by Joe H. Hughes.

House Committee Chairman Rothstein reported on the Christmas dinners served as well as the New Year's Eve open house party in the clubrooms where a good time was had by all. From our vantage point on the sixth floor we witnessed the impressive Times-Square celebration as 1039 was born. The party lasted until the wee hours of the morning, the 2 a. m. closing rule being suspended on this occasion.

President Hamid announced the trans-

ODDITIES WANTED FOR RIPLEY'S (BELIEVE IT OR NOT) ODDITORIUM

SAN FRANCISCO WORLD'S FAIR, SAN FRANCISCO, CALIF. OPENS FEBRUARY 2, 1939—CLOSES DECEMBER 2, 1939. WE WANT THE BEST ACTS IN THE WORLD. WHAT HAVE YOU TO OFFER? WRITE—SEND PHOTOS—FULL INFORMATION IN FIRST LETTER TO

CHAS. C. PYLE
ROOM 423, MARKHAM BUILDING, HOLLYWOOD BOULEVARD AT COSMO STREET, HOLLYWOOD, CALIFORNIA.

"LOOK AT LIFE"

LONGEST SEASON OF ALL MUSEUMS. Nice in the 17th Successful Season.

WEEK JANUARY 9—1010 Fourth Ave., Huntington, W. Va.
WEEK JANUARY 16—404 Market, Parkersburg, W. Va.

CAN USE FEATURE FREAKS AND NOVELTY ACTS ALWAYS

NOTE! Willard Babcock has featured after a week in the Indiana state with a "kitty" that led a big gag.

1939 PRODUCTION UNDER WAY

MAY WE HAVE YOUR ORDER — NOW —

New Fabrics—New Designs. Write—Wire—Phone

BAKER - LOCKWOOD
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE.
Eastern Representative—A. E. CAMPFIELD, 152 W. 42nd St., New York City, N. Y.

FOR SALE

Canvas Top for 10-Gr. Hvy. Des. Gas-B-Frank Hot-Dog Kiosks, in A-1 condition. Will buy or boot Ferris Wheel at North Beach Park, Corpus Christi, Tex.

THE GREAT PATTERSON SHOWS

SECOND-HAND SHOW PROPERTY FOR SALE: \$7.85, 500 Pairs Richardson Fibre Risk Socks, all sizes; \$5.00 Men's High Sh. Hosiery, all sizes; \$6.00 2 Natural Size Bone Foot, great Cere. Deter.; \$1.75 New Men's White 8 1/2" Sh. Socks; \$1.00 1000 Pairs \$15.00 Five-Pl. Wood Steering Wheel, other Musical Props cheap. WE BUY ALL KINDS OF HINE SKATES AND KIDIE RIDES. WE'RE CURIOSITY SHOP, 20 S. SECOND ST., Philadelphia, Pa.

West Bros.' Shows

New Contracting SHOWS AND CONCESSIONS FOR SEASON 1939. Address BOX 67, Morley, Mo.

FOR SALE

Size 10 x 24 Coathouse Tent, Anchor made, used only one season. Also Two Top Dodge Trucks in perfect condition. Must sell on account of sickness. Worth \$7,500. Will sell for \$400. Address DIXIE CAFE, Rome, Ga.

on Oatlin & Wilson Shows. Garfield is combining business with pleasure this winter. Unit's line-up, in addition to Garfield, includes Thomas Scully, lecturer; Dr. William Crosby, inside lecturer; James P. Boyd, publicity; Al Smith and Popsy Pack, cashiers; George Boyl, transportation superintendent; Mrs. Hazel Garfield, head nurse, and Margery Pack and Wilner Peacock, assistant nurses.

Philadelphia Houses

PHILADELPHIA, Jan. 7.—Eighth Street Museum this week is offering El Coyote and Princess Wanda in musical selections and whip cracking; Ted Burgess and wife, impalement; Captain Patterson, sword-swallowing demonstration; poses plastique and illusions. New dancing girls are in the annex. Business is good. South Street Museum's bill includes Slim Johnson's Creole Revue; Mabu, iron-tongue demonstration; Magana, juggler, and Prince Singh, Hindu mystery. Dancing girls in the annex. New Year's business was the best since opening of the museum, six years ago.

Museums

Address Communications to Cincinnati Office

Weather Helps Kortez; No. 2 Unit Is Planned

NEW ORLEANS, Jan. 7.—Ideal weather boosted attendance at Peter Kortez' World's Fair Museum on Canal street here and Kortez reports one of the biggest New Year's patronages he has ever experienced. Unit just concluded its fifth week and will remain here until Mardi Gras. Manager Kortez is planning a second unit further back in the downtown area. New acts added this week were Prince Budha, Hindu fakir; Olga, bearded lady; Valene, Polish mystery girl, and Harry Esson, Punch and Judy.

Show hit the front page of the Morning Tribune last week with a spread featuring Alice from Dallas, Harry Lewis, skeleton, and Frank Julian, tattoo man. This story, plus other favorable editorials, two remotes daily thru stations WWL and WBNO, and build-up thru direct mailing to 8,500 preferred residents, are credited with helping to attract throngs. Three days last week saw 1,500 newboys as guests of Kortez and Roy B. Jones, new publicity man. Second show is to be managed by Harry Golub, Kortez said, after his return from a week's visit to San Antonio.

Visitors this week included Honest Bill Newton; Jimmy Durante, agent for Haag Bros. Circus; Johnny Day and Jim Schneck.

Musee Mecanique To Move

NEW ORLEANS, Jan. 7.—After drawing nearly 75,000 since its inception several months ago, Musee Mecanique will be moved from 523 Royal street here in a few weeks to be shown on Broadway in Gotham, reports John Henry

Hewlett, director. Museum's collection of mechanical figures is said to be among the largest in the world.

Pitt Stand Continues Good For C. Lauther's Oddities.

PITTSBURGH, Jan. 7.—Carl J. Lauther's Oddities on Parade, now in its third week here, continues to have good business. Several new acts have been added, including Bly, the Rice Writer, one of the original Ripley oddities. He will remain with the unit until spring, when he will appear in the Hix "Strange As It Seems" show at the New York World's Fair.

Manager Lauther is taking advantage of the extended engagement here by having all trucks and motorized equipment overhauled. Jean Weaver was called home suddenly to the bedside of her mother, who is ill. Carl Lauther Jr. has developed aspirations for glass blowing. Lola Grass lays claim to the champion Museum Billboard salesman. Mary Brandenburg was threatened with an attack of appendicitis and left for a rest at her home in Indianapolis. Mary McKennon sustained several bruises as well as a couple of dislocated vertebrae in a fall, but immediate medical assistance made her almost as good as new in a day's time. Frances Lauther, Miracle Girl, continues popular. Reported by Paul D. Sprague.

Miamij Okeh for Garfield

MIAMI, Fla., Jan. 7.—Hall of Science, under direction of Dr. Ralph Garfield, left for Key West, Fla., after concluding a successful four-week stand here. After three years as a feature attraction

No. 12 BIG ELI Wheel

45 feet high, 12 seats, easily moved for portable operation. The "Old Reliable" Model for this type year the outstanding Money-Maker. A most portable model, latest in a No. 12 BIG ELI Wheel for long-term profit.



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Builders of Dependable Products.
800 Cass Ave., JACKSONVILLE, ILL.



PENNY PITCH GAMES

Size 4 1/2" x 6 1/2"
Price \$30.00
Size 5 1/2" x 7 1/2"
Price \$35.00
Size 6 1/2" x 8 1/2"
Price \$40.00

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 15-20-25 and 30 number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete \$7.25

SEND FOR CATALOGUE

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, Etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

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

CONVENTION theme: "Stall, Brothers, Stall!"

MARGARET AND SHEP MILLER are hibernating in Memphis for the winter.

NEWELE AND VIVIAN TAYLOR spent the Christmas holidays with Taylor's parents at Clarksville, Ark.

JOSEPH HAWORTH SR., circus and carnival legal adjuster, has been vacationing in Macon, Ga.

CHEAP RIDE help and poorly paid truck drivers are expensive in the long run.

KEITH BUCKINGHAM scribbles from Tampa, Fla., that he will return to the James E. Byrnes Shows in 1939.

JESSE RAINEY, well-known ex-trouper, has opened a restaurant in Mt. Vernon, Ill.

CHARLEY TAYLOR, of the Mighty Shealey Midway, has his Minstrel Show playing theaters in the North.

YEAH, I was dumb enough to let him ping me for a "smear ink!"—Milo McCool.

ROUGH-HOUSE FORD will return to the road in 1939 with his Athletic Show after a three-year absence.

in Oshkosh, Ont., for the past three weeks, left last week for Los Angeles.

BILLIE KAY BURKE, who closed with Carl J. Lauther's Oddities on Parade in Pittsburgh, has joined Harry Lewiston's Travelling Museum in Rochester, N. Y.

WINTER tramping in the dear dead past "Yes, ma; dat's de boss man right ovah there—de gen'l'man with de shoes on."

MORRIS THIRMAN closed his shooting gallery and photo concessions in a downtown El Paso, Tex., store on New Year's Day after a two-month stand there.

RIDES, owned by Ralph Forsythe and operated on the Sun Carnival midway in El Paso, Tex., recently have been put in quarters in the Texas city. Repainting will start at once.

PAUL TOWE, owner of the Silver State Shows, stored part of his equipment in El Paso, Tex., following Sun Carnival there. Remainder is in Portales, N. Mex. quarters.

STORE shows and indoor shows sometimes can have more legal angles than a mile-long midway.

Folks playing East St. Louis, Ill., theaters to good results.

EVERY MANAGER and executive should join at least one of the several showmen's organizations.

AFTER COMPLETING construction of their Wonder Car, Doug and Lola Couiden opened with it on New Year's Eve in New Orleans to fair business. They plan to play Gulf Coast and Georgia territory this winter.

AFTER A FAIRLY successful season on the Marks Shows and a visit with his folks in Alexandria, Va., over the holidays, Pete Madia, scale man, accompanied by his wife, is on his annual trek to Florida.

HARRY PROBES pans from Lake City, Fla., that he has contracted his European Aerial Novelty for seven Florida fairs with the West's World's Wonder Shows, beginning January 16 at Bowling Green, Fla.

NOW THAT the holidays are over, it will soon be time to announce how much gold leaf paint is being used in winter quarters.

WILLIAM ZEIDMAN and wife have returned to Brownsville, Tex., quarters of the Mighty Shealey Midway from Hot Springs, Ark., where they spent the holidays. Both report they are feeling 100 per cent.

CAPT. KENNETH BLAKE, high act, with Crowley's United Shows the past season, and his wife and two diving girls stopped off in Cincinnati and visited The Billboard offices while en route from Corpus Christi, Tex., to New York.

YOU CAN'T HOPE to make the "good old days" return by just talking about them. Look forward, not backward.

CAPT. L. N. LEWIS cards from Columbia, S. C., that he is presenting his Congress of American Indians in the leading theaters there to good results, having played the Strand Theater on December 31 to a capacity house.

R. C. CLEMANS letters from Memphis that he has contracted to present his Chem's Circus Side Show on the Wallace Bros. Shows in 1939. Clemans is busy lining up acts for the show, which is being repaired and repainted.

ANOTHER straw in the wind—Indiana fair board leader declares gyp concessionaires, unscrupulous bookers and immoral shows should be "blacklisted" in the Hoosier State.

ROBERT J. BARNARD, since closing the season with Frisk Greater Shows as lecturer for Doc Foster, has been in Madison, Wis., where he is continuing his studies at the University of Wisconsin.

MR. AND MRS. TOMMIE HENDERSON and Mr. and Mrs. Eddie Moore are en route to Georgia and Florida for the winter after spending the holidays in Chicago at the home of H. Murphy, Mrs. Henderson's brother.

YES, Throckmorton, it will be at least 1940 before attractions "direct from the New York and San Francisco World's Fairs" can be exploited on some midway.

JOE GALLER, general manager of the Duckeye State Shows, is busy at his Lakeswood, O., home arranging advance plans for next season, General Agent



HERE'S A PORTION of the crowd which attended the Heart of America Showmen's Club annual Tacky Party at the Beld Hotel, Kansas City, Mo., on December 30. On the floor in front are Frank Jorling, of The Billboard ST. Louis office, left, and Charles Goss, in the center of the top row can be seen, left to right, Art Brainerd, Virginia Kilns and Adger K. Kilns.

JACK L. OLIVER, erstwhile legal advisor of Wallace Bros.' Shows, who spent Christmas in Macon, Ga., was recently sighted in Birmingham.

FRANK J. KINGMAN, for several years with A. C. Hansen Shows, is wintering at Mt. Vernon, Ind. He'll be with the Dixie Belle Shows next season.

COLUMNS of propaganda and untruths is as nothing against the potency of a line of truth.

MANAGER and Mrs. Ernest E. Farrow Sr., of Wallace Bros.' Shows, spent the holidays in Fulton, Ky., with the latter's relatives.

W. H. (BILLIE) OWENS reports everything in "apple-pie" order at Sol's Liberty Shows' quarters, Caruthersville, Mo.

L. G. KING, agent and promoter, after spending some time in Santa Monica, Calif., is now enjoying the sunny climate of Miami, Fla.

MANY a good man has been spoiled by getting an unnecessary and meaningless title.—Cousin Peleg.

KARL J. WALKER and Paul O. Jones are in Akron, where they are organizing a unib-show, titled Gay New Yorkers, for an early opening in Ohio territory.

TRUDY CLIFTON, Blue Ribbon Shows, who has been visiting her sister

P. J. BLOCH cards from Chattanooga that he and 16 other butchers handled candy packages at the Jumbo Indoor Circus there, under direction of George Paige and T. M. (Tommy) Allen.

GLADELLE HOPE, who successfully underwent an operation at Sampson Hospital, Glasgow, Ky., recently, left there last week for Florida, where she will remain until spring.

AL GREER, who saw service with the James E. Strates, Art Lewis and West World's Wonder shows last season, is chief cook at the Haven Grill and Wonder Bar, Winter Haven, Fla.

THAT report that G men are interested in the CBI Jewell murder case will please every real man and woman in show business.

WALTER LANFORD, director of the band bearing his name, cards from Key West, Fla., that the unit began a four-week engagement in a local park on January 1.

J. W. HARTOGAN JR., after closing with West World's Wonder Shows in Florida, headed for West Virginia and Pennsylvania, where he is presently engaged in promotional work.

WILLARD DAVENPORT, who has been contracted to take over management of the Minstrel show on Dodson's World's Fair Shows in 1939, has his Brown Skin

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J. A. Goulich reports some good early bookings.

MEMBERS of the James E. Strates Shows now in Tampa, Fla., include Dick Moore, Steve Jordan, Herbert Wilkins, Mr. and Mrs. L. Hubert Kime, Keith Buckingham, Joe Turner and Carol Morton.

EVER hear the story of the fair secretary who turned the tables, got the carnival manager incriminated and had HIM sign the contract written by the act—Mrs. Upshaw.

TED C. TAYLOR cards from Marietta, Ga.: "Mr. and Mrs. Charles W. Miller, who are visiting friends in Bainbridge, Ga., will build four concessions, which they will operate on the Putland Shows in 1939, in addition to their new Glass House attraction."

GEORGE BARTOW, well known in outdoor show circles, who is visiting relatives in Jefferson City, Mo., has constructed his Circus Side Show with Don's United Shows for 1939. A. B. Chester's concessions have also been booked by the organization.

"NO, we can't sign up with you right now. We'll have to wait till we get home and see what the other members have to say."—Delegates from Whatthis.

J. R. EDWARDS, owner-manager of the J. R. Edwards Attractions, reports activity at Wooster, O., quarters will start about the middle of January. He says a new policy as to midway shows will prevail next season, plans for which he says he will announce soon.

MR. AND MRS. BILL WILLIAMS and daughter, Betty, and Mr. and Mrs. George Puryear and daughter, George Ann, have returned to the San Antonio quarters of Western State Shows after spending Christmas at their respective homes.

THE OWNER of the Great Fishhead Shows says he is opposed to the one-man system of management, because he cannot be in three places at the same time.

BILLIE WINGERT, who is now doing a comedy act with Don Smith's Orchestra, playing Illinois night club and theater dates, cards that he will return to the carnival field in 1939 with a new show, angled and managed by R. H. Lewis of Alton, Ill.

E. GOLDIE FITTS joins from Philadelphia, where he is wintering, that he will again have the side show on the Goodman Wonder Show next season. He plans to remain there until it's time to get the show in shape for spring opening.

GIVE THE PUBLIC something new. It is kind of looking at so-called Pit Shows, Nothing-in-One Side Shows, one-man Athletic Shows and dingy minstrel performances.

DR. B. C. WOLL cards from Princeton, Ky: "I'm operating my strip photo gallery here to so-so business, but plan to remain for the winter. Had the pleasure of entertaining Texas Dede Brower here last week. He's apparently working hard to big results, as he has the appearance of big business."

ROBERT MOUNTS and Vanis Pearson, who have operated a cookhouse, snowball machines and other concessions several years, have opened a candy kitchen in Vincennes, Ind., which is clicking. The boys report they are busy blue-printing several new layouts for next season.

OWNERS who continue to permit disorganizing concessions to remain on their shows may some time be disorganized themselves.

EARL S. MITCHELL, associated with many carnival organizations for many years, cards from Memphis that he is working to good results, with his talking pictures playing school dates. He adds that he drove 98 miles to purchase a copy of The Billboard last week, but that it was worth the trouble.

MRS. L. M. HUNTER, better known as Mother Hunter, veteran cookhouse operator, suffered a heart attack on December 17 and has been confined in her hotel on Main street, Columbia, S. C., since, reports Mrs. Val Ireland. She writes that Mrs. Hunter would appreciate reading letters from friends.

GRAY PINHEAD Shows announce they will play all bona-fide falls next season. Each fair will have a fence around it and admission will be charged to the grounds.

MR. AND MRS. M. A. BRADER, of Anderson-Brader Shows, and daughter, Palay, have returned to their home in Concordia, Kan., after an enjoyable visit with friends at the Heart of America Showmen's Club, Kansas City, Mo. Brader pronounces Mr. and Mrs. C. I. Levin among the best hosts and hostesses he has known.

R. M. ESTYS letters from Richmond, Va.: "Just returned after spending a few days in New York. While there I met Ralph Anderson and Joe Stone, of pop-corn note. They had just returned from a meeting with World's Fair officials and were all smiles, so I suppose they clicked. I'm working for an auction company."

RAW DEAL SHOWS are now in quarters somewhere south of the "Smith & Wesson" line. Their "prize agent" recently sent in a photo of their new post-office box.

ARTHUR WHITE and his side-show troupe are playing theater and night club dates in New Orleans to reported good results. White is handling the booking end. Line-up includes Frances Irwin, midget lady; Phil Rock and his dog, Silver Queen; Fred Gilbreath, Popeye impersonations, and Peggy Ann Shepherd, fire-eater.



MR. AND MRS. J. R. EDWARDS, owners of the shows bearing their name, as they appeared recently at their home in Wooster, O., where the organization is in winter quarters.

COL. FRED WEBSTER, chief billposter with Crowley's United Shows the past season, has resigned the winter billposting position he held in Austin, Tex., and is visiting his cousins in Seminole, Okla. He plans visits in Tulsa and Oklahoma City, and St. Louis and Springfield, Mo., before taking in the Golden Gate Exposition in San Francisco.

THAT general agent of last season who barterqued around hotel lobbies while he winced the boys for money that was spent on w., w. and a., and missed the show around is very much on the market at present—Colonel Patch.

WILLIAM GRACER, past season with Gooding Creator and Byers & Beach shows, has his photo gallery playing small towns in Northern Illinois to fair business. At present he's in Woodstock, Ill. Mrs. Gracer has her gallery clicking in Springfield, Ill., while their son is presenting his photo machine in Mattoon, Ill.

SEEN PATRONIZING the American Legion clubrooms in Brownsville, Tex., daily are the following Mighty Showley, Midway showfolks James Fulmer, Blackie Payton, Art Dietzler, Scotty, the painter, and Mr. Miller. They are conducting a checker tournament among themselves, with the champion undetermined at this writing.

WHY should it be a matter of wonder that an owner-manager who features bang-up sides and clean equipment and entertainment and doesn't have to put out for questionable things can offer such liberal contracts? Let the head scratchers ponder a bit.

MR. AND MRS. G. E. BARFIELD, of Barfield's Cosmopolitan Shows, spent Christmas Day in quarters at Dothan, Ala., where they played host to their staff at a Christmas dinner. Leaving there they went to New Orleans, where

they attended the Sugar Bowl football game and took in the races. They plan to leave for the Mardi Gras City soon to attend several fair meetings.

H. G. STARBUCK, who has been re-engaged as secretary of Buckeye State Shows for 1939, his fourth year in that capacity, accompanied by his wife, has been visiting his relatives in Memphis and Mrs. Starbuck's hometowns in Arkansas since leaving winter quarters in Naiches, Miss., recently. Mrs. Starbuck again will have her concessions on the organization next season.

THE LATE "Mysterious" George Rogers once booked a Fourth of July celebration for an Eastern show, but the corn game concessioner, when apprised of the town, refused to play it, saying it was n. g. At the conclusion of the engagement, which was profitable, it was learned that the corn game man owed a transfer bill there from several years back.

CLAUDINE CLAUDE, who is still confined in the hospital at Belaire, O., enjoyed visits from 21 friends, including Manager Otto Young of the Band Box, local night club, on Christmas Day, reports Frankie Sloan. Claudine is operating two bingo stores, with James Arput in charge of the Belaire layout and Sloan managing the Wheeling, W. Va., stand.

CITIZENS OF KINSTON, N. O., on Christmas Day decorated the grave in Maplewood Cemetery of the late Bennie Smith, who before his death was a well-known agent in the circus and carnival fields, with sprigs of holly in memory of the product of the New York east side, who adopted Kinston as his home, and on each Christmas Eve went from home to home exchanging greetings.



H. NEWMAN, who spent many years in indoor and outdoor amusement fields, has been contracted as special agent for the Johnny J. Jones Exposition for 1939. Among the carnival organizations with which Newman has been associated in the capacity of special agent are the Williams Standard and F. J. Murphy shows.

CARNIVAL managers should not be backward about coming forward at meetings of State associations of fairs. Recently a spot on the program was given over to introduction and hearing the views of showmen at a State meeting. But apparently the boys were too busy elsewhere, for their appearance was about nil. Now the association officers are talking about eliminating this opportunity next year.

HOWARD PIERCY, adjutant of the A. E. Dodson American Legion Post No. 784, on Dodson's World's Fair Shows, writes that several 1939 membership cards addressed to members in care of The Billboard have been returned to the show. He advises that members who do not have their 1939 cards can obtain them by addressing a letter to him in care of M. O. Dodson, 1108 Northeast 90th street, Miami, Fla.

MRS. DAIBY REEVES, concessioner with Arena Shows, writes from the De Soto Park Camp, Tampa, Fla.: "Showfolks enjoyed a swell party here on Christmas Eve. A Christmas tree was laden with presents for all, and a delightful supper was served. Cook and Cook, Hollywood clownie, and Ira Bauer and wife, of quiz-man-band note, fur-

nished the entertainment. About 450 —almost all showfolks—attended. Events were under direction of Mary Rose, fat girl; Mrs. Jack Perry, Mrs. Winegardner, Mrs. Gardner, owner of the camp, and the writer."

NOT to many years ago the average carnival paid its general agent \$75 to \$100 per week; a second man, \$25 to \$35 and a cut on the banners. Some also carried a bill poster at \$15 to \$20 a week. Today the E. A. is supposed to work for the banner privilege, and the manager borrows the agent's banner money and makes the light deposit. When showmen paid a g. a., they made money. Today, notwithstanding the saving on the advance expense, shows are generally suffering. Add that up and what's the sum total? asks R. H. N., of — John Friendly Tip.

AMONG showfolk and their friends attending the annual memorial services for departed members of the Heart of America Showmen's Club and Ladies' Auxiliary in the latter's clubrooms in the Reid Hotel, Kansas City, Mo., on December 29, were: Mr. and Mrs. W. H. Duncan, Mr. and Mrs. R. J. Hanny, Mr. and Mrs. George Hawk, Mr. and Mrs. Abner K. Kline, Mr. and Mrs. Art Brainerd, Mr. and Mrs. Noble Parry, Mr. and Mrs. Charles Goss, Mr. and Mrs. Ellis White, Mr. and Mrs. H. J. Brown, Mr. and Mrs. Bob Flannigan and son, Mr. and Mrs. Neal Walters, Mr. and Mrs. Al Baysinger, Mr. and Mrs. J. McLaughlin, Mr. and Mrs. Sammy Anaher, Mr. and Mrs. Roy Marr, Mr. and Mrs. Tony Marione, Mr. and Mrs. Toadie Spallo, Mr. and Mrs. John Francis, Mr. and Mrs. Jake Brizandino, Mr. and Mrs. Clay Weber, Mr. and Mrs. W. F. Wilcox, Mrs. C. W. Gertrude and Lucille Parker, Helen Brainerd Smith, Elizabeth Yearout, W. R. Mellor, Jimmie Morrissey, Milford Smith, J. B. O'Brien, Jack Moon, Harry Alshuler, Jim Pennington, Art Kern, Dr. Philip Mathers, Charles Morpheus, Charles Horn, Sam Benjamin, H. S. Smith, H. L. Whitehall, Ed Whitesell, C. Haney, Dick Wayne Harlow, Frank Delmaise, Eddie Loggette, Henry Duncan, Boots Cutler, Jerome Kelly, H. Schreiber, George Ross, George Kogman, Tom Rowe and Frank McDow.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$4.95; 50 cards, \$8.75 cards, \$8.50; 100 cards, \$16; 150 cards, \$21.50; 200 cards, \$18; 250 cards, \$27.50; 300 cards, \$29; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 20 sets of 100 cards each. Flashed in 3 rows across the cards—not up and down. Lightweight cards. Put set of 100 cards with markers, \$3.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

THIN BINGO CARDS

Bingo cards, black on white, size 6x7. Thin cards with no mark on bottom, etc. They are marked or printed in playing and then discarded. 3,000 different cards, per 100, \$25, without markers. Set of markers, \$5. Automatic Bingo Book, real cards, \$12.50. Lotteries, who cards, \$10.00. 2. Set of 100 Busting Bingo Cards on same basis, per 100. \$10. Bingo Card Markers, in 200's, \$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 orders accepted.

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James E. Strates

SAVANNAH, Ga., Jan. 7.—Days around quarters reported an enjoyable time at Steward Waller Lumpkin's big spread on New Year's Eve. Passed with good weather, work has been progressing exceptionally well. Rides have been painted and decorated in modernistic design, under direction of Bennie Wells, pictorial artist. Construction Superintendent James Yotas is going ahead with work on three new fronts. One of the large buildings is being used as a shop. Chief Electrician Ralyos has his crew working on several new electrical designs which will be seen on the shows' midway in 1939.

Numerous showfolk have staid here since quarters are on the main highway, Route 17, to Florida. Mrs. Strates' curtain machine will feature an excellent display of electrical illumination. It is reported. Harold G. Inglish, secretary-treasurer, and wife have returned here after spending the holidays with relatives in Lamar, Mo., and Mason City, Ia. Tzy Cettin and John W. Wilson, of Collins & Wilson Shows, visited last week, and Sol Salsberg stopped off en route to Florida. Mr. and Mrs. Eastin are in Sloux City, Ia., while Mr. and Mrs. Blackmon are in Punta Gorda, Fla. A 10-pound base was received last week by the writer from Al and Inez Campbell from Sarasota, Fla. L. L. Buckner and wife have been daily visitors. James Yotas has purchased a new Buick, while Marguerite Ralyos took delivery on a new Austin. Owner Strates is expected in quarters soon. Gertrude Putnam, assistant secretary, is being kept plenty busy in the office these days. Reported by E. J. Putnam.

World's Exposition

NEW BERN, N. C., Jan. 7.—Folks in quarters here voted the Christmas party on December 25 a huge success. A Christmas tree, laden with presents for all, was placed in the main building and Owner Max Gruberg played the Santa Claus role. He then played host to the group at a turkey dinner and saw to it that nothing was overlooked.

Gruberg has ordered construction of two new fronts, entrance arch and another transformer wagon under direction of White Hewett. Work on these will begin as soon as present construction work has been completed. Resting Nance, Tony Didolce, Bert Landing, Mel Heille, Roy Croom and Sailor Showwater comprise the crew. Jimmy Rafferty has been in and out of quarters and is apparently busy with fair bookings. Mr. and Mrs. W. T. Tount are wintering here, where the children are attending school. Two new transformers have been purchased by Owner Gruberg. These will take care of the increased lighting effects which will be used next season.

Paneko Hewett and Peggy Didolce have been fishing daily, but their only catches are catfish and eels. Lena Showalter is looking after the Rafferty's

Winter-Quarters News and Gossip
As Reported by Representatives for the Shows

trailers, while Mrs. Rafferty chauffeurs her husband on his booking trips. Charlie Joy Oramligh and company have been playing the theaters here but left to do radio work in Kingston, N. C. Owner Gruberg left for Philadelphia but will return soon. Reported by P. P. Meier Jr.

Bantly's All-American

KEY WEST, Fla., Jan. 7.—Rides and other equipment in Key West Park here have been put in shape. Paradise Revue has been rebuilt and now sports indirect lighting. Credit for the good work accomplished with the equipment goes to Walter Baker, Slim Hetrick and Howard Mergerle, not forgetting Jimmy Cunningham, who handled the artistic work. Secretary Bill Whitmore is busy answering correspondence which piled up while he was getting the office in shape. Work here was completed about a week ago and the help has been taking it easy since.

Mrs. Bantly reports from Reynoldsville, Pa., that additional help has arrived and work in quarters there will get under way soon under guidance of Harry Copping. Present plans call for a much larger show in 1939. The writer will be here until about January 10 before leaving on a booking tour of the North. Reported by Harry E. Wilson.

Crowley's

CORPUS CHRISTI, Tex., Jan. 7.—Christmas tree in front of quarters was illuminated thru January 1 and showfolk helped the new year in with appropriate music, entertainment and luncheon on New Year's Eve. Work on equipment was to be resumed this week with a force of 25. Three free acts, including Fred Reckless, high-swaying pole! Great Knoll, high trap, and Capt. George Webb, high net dive, have been contracted. General agent E. W. Wells returned from a five-week booking tour. Owner George C. Crowley and Wells are scouting in Texas, concluding the trip at Dallas, where they will attend the fair meeting. Charles (Doc) Gardiner is popular as dining-room chef. Evelyn Hayes is head waitress, with Georgia Thompson, Freda Darlington and Teresa Wambila as assistants. Monkey circus is nearing completion.

V. (Blackie) McLemore, concession director last year, is operating a fish market here. The Crowleys, George C. his wife, Frances; daughter, Georganna, and father, Dr. O. C. and Mr. and Mrs. Otis Vaughan spent part of the holidays in San Antonio as guests of relatives there. Mike Chasoma has been signed to direct the Athletic Show. E. W. Wells was host at a venison dinner for showfolk here. Captain Webb is astounding all with his rod and reel work. Main

entrance arch has been completed and rides are now being painted. J. D. White has booked his new Funhouse and Mechanical Show on the organization. Sammie George and wife, Evelyn, have two shows booked. In addition to his Hall of Human Oddities, Prof. Jack Hamilton will present a Mystery Show. Sammie Lowery, who will have the Leon Thrilldrome, and family are playing local school houses. Visitors included A. O. Dupont, Ralph Schoonert, P. E. Bradshaw, Adolph Johnson, W. W. Tennyson, Grover Keith, Harold Constant, Raymond Grison, Fred Mills, Hon. Donald Christopher, Col. Fred Pickrill, H. A. Derry, W. F. Floto, E. B. Swift, Sam Moses and Carl Higdon. Reported by Doc Waddell.

B. & V.

GARFIELD, N. J., Jan. 7.—Manager J. Van Vliet was busy before Christmas helping the Mayor's Community Fund with its Christmas tree. Much favorable space was devoted in the local paper as to the manner in which the B. & V. Shows co-operated. Gene Hobson, who was on the Athletic Show last season, has booked two concessions for 1939, and Nick Lucas' palmistry concession has been booked again for the coming season. Merry-Go-Round hoopes have been repaired and painted. Quarters work will start late in February as the rides are in good shape except for painting. Ted Lewis visited last week before leaving for the South with Rndy Broe. New paper has been ordered and the new front entrance will be modernistically designed. Reported by Queens Von Vliet.

Dodson's

MIAMI, Fla., Jan. 7.—S. R. Dodson, father of C. O. and M. O. Dodson, owners of the shows bearing their name, motored here from Columbus, Ind., to spend the holidays. The elder Dodson will be 73 years old next June, and 23 years of his life was spent in show business. Willard Davenport has been contracted to present his Brown Skin Follies and take over management of the Minstrel Show next season. A new layout will be constructed for the presentation of the show.

Reports from quarters at Huntingtorf, W. Va., indicate that work is progressing well. Bill Harvey says five new wagons have been built and that almost all of the old equipment has been renovated and is ready for the paint shop. M. O. Dodson, general representative, returned here from a three-month booking trip and reports the show will play several fall fairs in North and South Carolina. Reported by Charles Clark.

Mighty Sheesley Midway

BROWNSVILLE, Tex., Jan. 7.—After the Chicago meetings Owner and Mrs. John M. Sheesley combined business with pleasure on a trip east and south, visiting Mrs. Sheesley's mother in West Virginia and Captain John's brother, Charles E., in Harrisburg, Pa. W. E. (Bill) Rice, general representative, and wife are in Kansas City, Mo. Bill has been attending several fair meetings. Floyd Newell is vacationing and resting in Kansas City. Dinky Moore is in Macon, Ga., on business. He and Mrs. Moore holidayed it at Mrs. Moore's home, Dothan, Ala. Dag Dunbar, mail man and The Billboard agent, is wintering here. Others enjoying the warm weather here are John D. Sheesley and family, Mr. and Mrs. Henry Curtin, Mr. and Mrs. Kokomo Sykes, Dr. and Mrs. Fisher, and Mr. and Mrs. Bob Thomas, who recently came down from Kentucky and Tennessee, where they spent the holidays.

Dutch Erickson has been spending much time in Mexico. Pony Mack is working his pony track here. Secretary and Mrs. Charles Pounds are visiting relatives in California. Clarence Pounds and wife are in Los Angeles, where the former has accepted a position. Hilton Hodges and wife are visiting in Glendale, Calif. Howard Ingram and wife are in their recently purchased home in Sarasota, Fla. Mrs. Ingram will look after it while Howard looks after his trainmaster duties on the show. Mr. and Mrs. Al Benton, Mr. and Mrs. Rowland and Mr. and Mrs. Bill Gray have their trailers parked at Port Isabel, Tex., where they are fishing daily. Reported by E. O. May.

William Bazinet

MINNEAPOLIS, Jan. 7.—After a flying trip from Houston, Dwight J. Bazinet, general manager, arrived here and immediately entrained for the fair meeting in Milwaukee with General Agent Lowell Bazinet and J. C. (Doc) Vincent Jr., secretary. Manager Bazinet has been in the South for the past three months and has returned with novel ideas as well as considerable talent for 1939. General Agent Bazinet has been on the road since the show closed and reports the 1939 still date season is almost all booked, with the organization again opening here under local Police Band auspices. President William Bazinet, assisted by the writer, is attending to various properties here and taking charge of headquarters.

New quarters have been purchased and much activity prevails. A new marquee and panel fronts are being constructed for the Cirque Revue and the Upernon Show. A new bingo game and cookhouse, owned by the management, again will be operated by Jack LeBlanc and wife. A new transformer truck and office wagon have been added, as have two new rides. Trailer and tractor units will be augmented by two. Concessioners already contracted include Maurice



INSTALLATION DINNER OF THE LADIES AUXILIARY OF THE SHOWMEN'S LEAGUE OF AMERICA
CRYSTAL ROOM, HOTEL SHERMAN, NOVEMBER 29, 1938
CHICAGO, ILLINOIS

MEMBERS OF THE LADIES' AUXILIARY of the Showmen's League of America, numbering 70, at the installation dinner of the auxiliary in the Hotel Sherman, Chicago, November 29, 1938. All seemed to enjoy themselves to the fullest. Picture failed to appear sooner thru neglect on the part of party delegated to send it. Photo by Kaufmann & Fabry.

Hellman, Jack Smith, Jimmie Fingers, Matt Gordon and A. Revard. A number of show trucks were used in the wholesale Christmas tree business this year, making possible about three weeks' work for the work crew. Reported by J. C. Vincent Jr.

Goodman Wonder

LITTLE ROCK, Ark., Jan. 7.—Hammer and saw are singing a merry and ceaseless tune in quarters here. With the turn of the new year scores of mechanics and artisans began a maze of work. With the waste of the old year plans were carefully mapped to have at quarters everything necessary for construction, rebuilding of depleted features and a general overhauling of all equipment.

Grant Chandler, manager, has an organized staff well qualified to carry to completion the extensive plans long in the making. Construction range covers every field known to mechanical and electrical worlds. Show officials plan to make the 1938 midway more brilliantly lighted than before and more resplendent with new offerings. At least three new shows and two or more new rides will be added to their 1939 lineup. Owner Max Goodman, after giving all possible time to laying out plans, is attending fair meetings in the North and making contacts in cities where the shows have not been seen. About 100 employees are busy getting things in shape for the opening whistle. Reported by Beverly White.

Winters Attractions

TAMPA, Fla., Jan. 7.—Owner Harry H. Winters has purchased a new truck in which a new p.-a. system from the Columbia Alloy Radio Corp. will be installed soon. He has also taken delivery on a new tractor-trailer and presented his wife with a new Buick for Christmas. Winters and Albert A. Beresoff, general agent, have been attending several fair meetings and report bookings are satisfactory. Work crew will begin activities at Clarksville, Va., quarters about January 20, and as soon as the weather permits more equipment will be moved there from Moundsville, W. Va. Reported by Carl O. Bartels.

West World's Wonder

LARGO, Fla., Jan. 7.—With the show set to open at the Pinellas County Fair here January 10 everything is hustle and bustle in quarters here. Organization has been rebuilt from front entrance to the last stable. New fronts are laden with chromolith and modernistic lighting effects are on every show. Rides have been remodeled and renovated and new canopies is plentiful. New light towers will arrive before opening, and the modernistic front entrance is a blaze of lightning and color. Forty-five men have been here since shows closed in 1938, and have been busy daily to have everything in readiness for the opening.

Among new faces which will grace the midway this year are Irving Lewis, who will have the Big Revue and Posing Show; Jack Perry, Fat People's Convention; Mark Williams, side show and oddities; Homer Finley, Rolo Plane and Kiddie Aero Plane; Barkoot and Frank Rupp, new Dipsy Doodle; Doc Garfield, Life Show; Johnny Williams, Club Alabama Colored Revue, and Art Spencer, Wall of Death. Other new attractions are Midget Village and Monkey Circus, owned by Lee Erdman. Eddie Midgan will have the Midway Cafe this year, and other concessioners here include Harry Rubin and Art Courtney. F. E. Jule, well-known artist and designer, has been in quarters all winter and, assisted by G. D. Williams, has done a swell job. H. D. Singletary, with show for many years, also has been turning out plenty of work. Capt. Charles T. Smithley again will have Wild Animal Show, featuring Princess Marie, chimp; Capt. John Hoffmann will be in charge of the animals. Ed Peyton, veteran trainmanger, is busy getting the train in order. Nell Berk, general agent, reports everything going ahead ahead of the show. Mike Conti, special agent, is busy with his various duties. Ted Woodward, advertising agent, has begun his duties. James T. Owen arrived with Secretary George S. and Mrs. Marr, and George began straightening out the office wagon immediately. Planning parties have been in order nightly. All foremen of the rides are here, namely, Ben Chock, Ferris Wheels; Ray Meade, Carry-Us-All; Don Wilkerson, Dangler; Harry Fox, Whip; Hank Lockard, Ride-O, and ride superin-

tendent Jake Rimel, Caterpillar. Reported by Frank Labar.

Eric B. Hyde

WINSTON-SALEM, N. C., Jan. 7.—With the holidays past, preparations are being made to begin work at quarters here. Shows will hit the road early in April. Material is being delivered and blueprints readied and the lots of the Dize Tent and Awning Co. are being cleared for the new Hyde canvas orders. When owner Hyde returns from Florida he'll find everything ready to go when he blows the whistle. Shows will not be the largest or smallest on tour this season, it being owner Hyde's ambition to present a compact organization of the proper size to play the cities on the itinerary.

It is his idea to hold expenses in reach until the new season has been tested. If it is to be a repetition of 1938, there will be no excess salary list to trim. General Agent James Tierman has turned in some satisfactory spring and summer contracts. Reported by Carlton Collins.

Great Lakes Expo

TOLEDO, Jan. 7.—Work in quarters here is rapidly progressing. New fronts, ticket boxes, etc., are being constructed. John W. Davis has charge of all carpenter work, assisted by Frank Kopcha, Carl Smith and William Weston. Sam Utley is cook. Two new tractors and three new trailers have just been delivered here. All old equipment has been repaired. Recent visitors included Mr. and Mrs. Charles Wertman, Janet Graham, Harry Lessinger and Oscar Mallory. Managers Al Wagner and C. D. Clark have just returned from the Indiana Fair Meeting and announced satisfactory results. They will also attend the Ohio Fair Meeting. Marvin (Whitely) Hunt lettered from Monticello, Tenn., that he will arrive in plenty of time for the opening. Ted Meadows, electrician, writes from Chariton, Ia., that he and family will start east soon. New canvas has been ordered from the Baker-Lockwood Co. Reported by Charles Huntley.

Reynolds & Wells

WENTWORTH, Mo., Jan. 7.—Work is progressing nicely in quarters. Building Superintendent Signor having just completed a new office wagon front. Mr. and Mrs. E. Reynolds, parents of General Manager Reynolds, and Business Manager H. Wells are sojourning in Hot Springs, Ark. General Manager Reynolds, General Agent Burns and Secretary Lindsay are attending the fair meetings in Milwaukee and Minneapolis. All in quarters enjoyed Christmas. Secretary Lindsay had the boys erect a large Christmas tree on the main business corner of the town, and the shows had local kiddies as guests for a visit from Santa Claus. Mrs. Peggy Reynolds is expected here soon. She's visiting in Michigan. Reported by Mrs. W. J. Lindsay.

HASC BALL

(Continued from page 13)

revealed that 231 participated in the festivities. All agreed, however, that from the standpoint of fun and joy the affair exceeded all previous ones staged by the club.

Promptly at 8 p.m. Dick Torres' Orchestra struck up the chord which signaled the arrival of those to be seated at the speakers' table. They were: James Morrissey, who did a swell job with the on-stage chorus; Tom Collins, of The Kansas City Journal and the after-dinner speaker, who in his usual manner had his audience howling from start to finish; W. L. Mellor, club's newly elected president; Abner K. Kline, retiring president; Ben Boodhouse, Ell Bridge Co.; Virginia Kline, new proxy of the club's Ladies' Auxiliary; Myrtle Duncan, past president Ladies' Auxiliary; J. P. Rodabaugh, HASC chaplain; John Francis, president International Showmen's Association; Frank Capp, Banquet and Ball chairman; Harry Alchuler, HASC treasurer, and Frank B. Joerling, of The Billboard and the Showmen's League of America.

With the exception of Tom Collins, all speakers were held to brief talks so that the speaking and dinner were over before 11 p.m. After which all danced until early morning. Grace Ambrose Catering Co., Inc., served a splendid dinner, and at each chair was a copy of the beautiful 28-page souvenir program printed for the occasion. Much

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A complete restaurant on wheels. Built into a Bantam panel truck for greatest economy of operation, the DINKY DINER yields amazing profits as a mobile dispenser of hot dogs, hamburgers, ice cream, carbonated drinks, coffee. Sensation.

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Motordrome, Fun House, Freak Animal and Illusion Shows. All equipment must be first class or save stamps. Can use a few more Concessions. Address HOTEL NICOLLET, Minneapolis, Minn., Until January 13. Then Winter Quarters, Wentworth, Mo.

of the credit for the event's success went to Frank Capp and his committee. Hall was beautifully decorated, with attractive banners revealing various circus and carnival midway scenes. Due to requests from numerous show people, no acts were presented this year, the committee feeling that those present would rather dance and visit the various entertaining rooms and be set for the merriment which usually occasions the arrival of the New Year.

At midnight bedlam prevailed, as the committee had furnished everyone with noisemakers, serpentine and confetti. During his various other quips Jimmy Morrissey, emcee, acknowledged telegrams from the following: Ruby and Ivy Velare, Marlo LeFors, Anna Jane Pearson, International Showmen's Association, Lee and Babe Hutchinson, Jack Baillie, Al Bradley, Missouri Show Women's Club, Showmen's League of America, John R. Castle, Tom W. Allen, Harry O. Seber, Larry S. Hogan, Eddie Strasburg, Will Wright, Louis and Ned Tort, Paul Peiray, Allan Herschell Co., Pearl and Mel Vaught and Matt Dawson. During the dinner President W. L. Mellor was presented with a Life Membership Card by Abner K. Kline, retiring president.

Tacky Party

Club's annual Tacky Party was held in the Reid Hotel Grand Ballroom on December 30 and as usual was the forerunner of what was in store for those attending the Banquet and Ball. Truly styled the "melting pot of the show business," it's one event where show folk "let themselves go." Attendance totaled about 200, 80 per cent of whom came dressed in funny attire or old clothes.

A hillbilly band furnished the music, and concessions of all types were on hand. Those present were furnished with a wealth of counterfeit money upon arrival. A "jail" was installed and almost all attending were lodged in it anywhere from five minutes to an hour. When they were released they were brought before the Kangaroo Court presided over by Charles T. Gos and Abner K. Kline.

Everyone was "mugged" at a 4-for-10-cents photo gallery and the fun continued until 2 a.m.

Memorial Services

Impressive services in memory of the departed members of the HASC and Ladies' Auxiliary were held 2:30 p.m. on December 29 in the latter's clubrooms at the Reid Hotel. Dr. Walter L. Wilson and Art Brainard, respectively, spoke on "Honoring the Dead" and "Our Departed Brothers," while J. P. Rodabaugh said the prayers for the departed. Abner K. Kline made the address for the Showmen's Club and Mrs. W. H. Duncan for the Ladies' Auxiliary. Mrs. J. P. Rodabaugh sang several hymns. Following the services at the hotel, further ceremonies were held at the HASC's plot in the Memorial Park Cemetery. About 100 showfolk and friends made the trip to the cemetery.

Midwest Bar Feature

As usual at these annual events C. L. Levin and E. B. Johnson were hosts to fill in the spacious rooms adjoining the Ballroom at their large circular bar. A dovy of bartenders dispensed liquid refreshments and rooms seemed to be the most popular around the Reid Hotel during the two festive days.

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NOTICE WANTED JOHNIE J. BEJANO With the Fairly & Little Shows Could use a few more Freaks, Pit and Platform Attractions. Bird Reading Act. Address J. J. BEJANO, 215 E. 10th St., FT. SMITH, ARK. WANTED NOTICE

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CAN PLACE FOR '39 SEASON

October Night, Helioplain or Leap. Have Tops for Shows. Complete new Frisco-up for Ten-in-One Show, including 120-ft. Banner Lift, Mounted Show, Athletic Show, Freak Show. Will furnish Top for any Show of merit. Cash City has been Free Ad. Considerable material available. Help report at Winter Quarters by February 12. Show opens March 4 in Houston, Winter Quarters Address 3022 E. Commerce St., Houston, Tex.

'38 DODGE TRUCK AND COOK HOUSE FOR SALE

11,000 miles; 20x40 Cook House. Will book same with some big Shows. Reasons for selling, age and bad health.

Routin No. 6, S. H. DOWDY, Sanford, N. C.

ZIMDARS GREATER SHOWS, INC.

NOW CONTRACTING 1939 SEASON Address P. O. Box 247, North Little Rock, Ark.

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AGENTS—SOMETHING NEW AND HOT.
5-Cent 5, 10, 25. Gum going like wildfire. Sample box, 60c, with full details on plan. Write **MONROE DIST. CO.**, 77 Theresa St., Newport, R. I.

BEAUTIFUL BIRD PICTURES—HANDSOME
and genuine feathers. Sell on sight! Large profits. Free particulars, Samples, 10c stamps. **MARQUIZ-BAG, Apartado 1176, Mexico City.**

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Men wanted for Attractive Club National Magazines. Liberal proposition. **PUBLISHER, 650 Shaker Bldg., Kansas City, Mo.**

FREE SAMPLES—FIFTEEN DIFFERENT BRANDS
of Double Edge Blades. Send fifteen cent postage and handling. **DANMACK BLADE CO., Cincinnati Ave., Little Falls, N. J.**

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a U. S. Penny, colored, \$4.50 gross; sample order, 2 dozen, \$1.00. **PERKINS, 1104 Lawrence Chicago, Ill.**

MAILORDER BOOKS AND ARTICLES, EX-
traordinary. Sell by mail. Use our powerful literature. Free particulars. **STAMFORD, 3752-T Broadway, New York.**

QUICK ACTION AUTOMATIC GAS LIGHTER—
Good for 10,000 lights. Only 35c. Send coin. **ORISCOLL SPECIALTY CO., P. O. Box 252, Taunton, Mass.**

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SELL BY MAIL—FORMULAS, BOOKS, PIC-
tures, Novelties, Signs, Bargains! Big profits. Particulars free. **F. ELFCO, 438 North Wells St., Chicago.**

SELL SOCIAL SECURITY PLATES—SAMPLE
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WHERE TO BUY AT WHOLESALE \$60.00
Articles. Free Directory and other valuable information. **MAYWOOD PUBLISHERS, 925 Broadway, New York.**

107 WAYS TO MAKE MONEY IN HOME OR
Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.**

ANIMALS, BIRDS AND PETS

ANIMALS, SNAKES, IGUANAS, CRA MON-
sters, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. List free. **SNAKE KING, Brownsville, Tex.**

FOR SALE—DOG WITH WONDERFUL DRUNK
Act. Price \$25.00. **C. STRICKER, 2325 Becker, New Albany, Ind.**

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A-1 FUR AND CLOTH COATS CHEAP—CO-
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Weapons, Old Glass, Catalogue \$c; 5 Arrow-heads, 50c. Eagle Feather Indian War Bonnet, \$9.00. **INDIAN MUSEUM, Northbrook, Kan.**

USED—COSTUMES—CHORUS, PRINCIPALS,
dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS, 9 W. 18th, New York.**

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

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ditioned Machines, Payotels, Phonographs, Legal Machines. Write today and save money. **BADGER NOVELTY, 2546 N. 30th St., Milwaukee, Wis.**

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Four-Column Bulk Vendors. Guaranteed perfect. \$9.50 each lots of 5. Sample \$6.50. **ASCO, 383 Hawthorne Ave., Newark, N. J.**

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List. Flats, \$25.00; Chico Nags, \$25.00; Green Light, \$25.00, etc. Over 100 different games. **CANADA AMUSEMENT MACHINE, 353 LaSalle Blvd., Verdun, P. Q.**

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FREE RACES, \$59.50; RESERVES, \$14.90; PALM
Springs, \$34.50; Triple-Play, \$59.50; Rays Track, \$44.50; One-Two-Three, \$35.00; Derby Day, \$39.50; 30-1 Pace Races, Walnut, \$149.50; Tarzan, \$29.50; Wurlitzer, \$12.50; Mills Cherry Bells, \$59.50; Track Time, R. H., \$99.50; Lite-A-Pac, \$14.50; Reel "21", \$22.50. **SEIDEN DIST. CO., 1240 Broadway, Albany, N. Y.**

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Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.**

2 SEEBURG KAY-O-LITE GUMS, PERFECT,
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—Always something different. Write for our low price list. **RAKE, 5438 Woodland Ave., Philadelphia, Pa.**

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Write for free literature describing newest formulas for Fast-Sellers. **H. BELFORD, 4042 N. Kedzie, Chicago.**

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50-LITRE PORTABLE SINK—TWO MONTHS
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HAMMOND ORGANIST—MUST OWN ORGAN.
Also Violinist. Top cocktail work. State doubles. Send photos, details. Write **BOX 919, Billboard, New York City.**

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Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY, 1261 N. Wells, Chicago, Ill.**

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BOWS AND ARROWS—WHOLESALE, FOR
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CASWELL TARGET CARRIERS INCREASE
Shooting Gallery Earnings. Equipped 1000-00 with ball-bearing pushy wheels, easy to operate and give life-time service. **CASWELL TARGET CARRIERS, 1039 Victory Blvd., Staten Island, N. Y.**

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FIFTY PERFECT 35MM. TALKIE FEATURES,
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MOVIE ROAD SHOW BARGAINS—35MM.
Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers. Equipments fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y.**

RELIGIOUS AND EDUCATIONAL FILMS—
Westerns and Action Features and Serials. Portable Sound Projectors, 35MM only. Trade taken in. **WESTERN FEATURE FILMS, 1018 S. Wabash Ave., Chicago.**

SILENT ACME PROJECTORS, \$20.00; SILENT
Shorts and Features, all 35MM. **E. ABRAMSON, 704 Sheridan Rd., Chicago.**

SIXTEEN MM. SOUND ON FILM FEATURES
and Comedies wanted. State lowest cash price. **BOX 449, Dublin, Ga.**

THEATRES, CIRCUIT OPERATORS — SAVE money on film rent. Run out complete program. **MUTUAL THEATRE SUPPLY CO.** Inc. Waterloo, Ia., or Virginia, Ill. la21x

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound equipment, Moving Picture Machines, Sorensen, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. fe1

16MM. S. O. F. AND SILENT PROJECTORS AND Film bought and sold. 8 16MM. Art Films (save 25-50%); 35MM 3-Ref. Features, \$3.75 up. Want A-1 S. O. F. Passion Play. **MILLER CINE FILMS**, 204-B South Main St., Elmira, N. Y.

35 MIC. SOUND ON FILM—WESTERNS. AC- tion, Drama, Sex, Gangsters. Dist. **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. la21x

PARTNERS WANTED

HONEST PERSON THAT CAN INVEST THREE to four thousand dollars in a large building being built, 120x225, for roller skating and dances, near large city in New Jersey. Good opportunity for right party. No pickers. Answer to **MR. LOUIS BIRMINGHAM**, 415 N. Church St., Allentown, Pa.

PERSONALS

JIM—I RECEIVED THE SPECIAL DELIVERY Letter. Please send me a real address from any stand. **ROSE**, 104 East 110 St., New York City.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc.**, Dept. EC-11, Rochester, N. Y. la28

ALL 4 FOR 10 OPERATORS—SURE WE HAVE the new Super Speed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WARASH PHOTO SUPPLY**, Terre Haute, Ind. la2b

BUILD YOUR OWN 4 FOR 10 PHOTO MA-chine. New Improved Camera, together with plans for building the booth now only \$10.00. Enlarger only \$10.00. **OLSON SALES CO.**, 903 Walnut, Des Moines, Ia.

CLEARANCE SALE OF NEW AND USED "4 FOR 10" Picture Machines, Enlargers, Cameras and Equipment. We carry complete stock of supplies at lowest prices. Get out January Sale Bulletin. **THE PHOTO MACHINE SUPPLY CO.**, P. O. Box 714, Louisville, Ky. fe4x

ENLARGEMENTS FROM YOUR FAVORITE Negatives—5x7, 25c; 8x10, 40c. Prompt personal service. **DARR-RAZEY STUDIOS**, 57 Seymour, Tonawanda, N. Y. la21

REGULAR \$375.00 STRIP PHOTO OUTFIT — makes 4 for dime; also 3 for quarter size photos. \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. la21

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Receipts, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. la12x

SALESMEN WANTED

SELL BUSINESS CARDS, \$1.50 THOUSAND. Business Stationery, Book Matches, Gummed Tapes, Paper Towels, Advertising Pencils, Sales-books, Rubber Stamps, Tags, Menu-Covers, Advertising Specialties. Free sales portfolio, 25% commission daily. Money-making specials. **WILLENS**, 2130 Clady, Dept. DT, Chicago. X

SCENERY AND BANNERS

DYE DROPS, LIKE NEW, OVER 300 DESIGNS; from \$10 to \$35, according to size. **SCHILL SCENIC STUDIOS**, Columbus, O.

At Liberty Advertisements

3p WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY — Top Manager for Hand-to-Hand and General Tumbler. Also in traveling and road and flying act and variety board act. Can do doubles to three high or four high. Have been with Valentin Robinson Act. Would like to see some one to invest in same. **FRANK STAN MEDLEY**, 23 Second St., Norfolk, Conn. la21

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—AGENT WITH CAR. JOIN AT once. Percentage of salary. Write or wire. **TOMMY TOMPKINS**, City Hotel, Williamsport, Pa.

Show Family Album



A GROUP of performers, snapped in the dressing room of Christy Bros. Circus, season of 1922. From left to right are Jerry D. Martin, aerialist, who now plays falls and celebrations and is known as Jaydeo, the Great; Kinko; Ray O'Wesney, who presented horse numbers; Ray Wood, Josephine Martin, Mabel James; Harry James (wearing a silk hat), now assistant director of the Benny Goodman Orchestra; Charles Nelson, deceased, and "Shorty" Evans.

The Billboard invites its readers to submit photos taken from 15 to 30 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.

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago la21

NEW PROCESS BANNERS, SCENERY, DYE Drops—More brilliant, colorful, durable than ordinary. Send description for lowest estimate. **ENKOBILL STUDIOS**, Omaha, Neb.

WORLD'S BEST SIDE SHOW BANNERS—NONE better. Prices right. Order early. **HILL & SHAFER STUDIO**, R. F. D. 1, Augusta, Mo. fe1

THEATRICAL PRINTING

WINDOW CARDS—14x22. ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

1,000 6x9 CIRCULARS, \$1,501 5,000, \$4,501 1,000 4x9, \$1,10; 5,000, \$3.50, postpaid zone 4. **LAWDALE PRESS**, Box 303, Franklin, N. H.

WANTED TO BUY

WANTED FOR CASH—USED TILT-A-WHIRL. Must be priced right. **BOX C-75, Billboard**, Cincinnati, O.

WANTED TO LEASE OR BUY — PORTABLE Skating Rink with full equipment and tent. Send particulars to **DUTCH'S HAMBURGER**, Fairmount, Ind.

AVAILABLE IMMEDIATELY — SUCCESSFUL Manager, Bookie, Ballroom, night club, theater, name attractions. Nation-wide experience. Have toured White and Negro name bands coast to coast. Know everybody. Experienced promoter, exploiter, idea man. Know all angles in ballroom, night club, theater operation. Sober, honest, reliable. Best references. Write **BOX C-73, Billboard**, Cincinnati.

ADVANCE AGENT — 31 years' experience. Can sell and book any attraction anywhere in the United States or Canada. Close contractor. Salary, \$100. **BOX 355, Billboard**, Chicago.

ADVANCE AGENT — Experienced. Have act. Work small attraction with good billing suitable for theaters, balls, schools. **OMERUS WASHINGTON** (writing), **JAMIE TALKBET**, 437 E. 2d., Albany, Ore. la21

AGENT—Would like to represent a good Free Act at Minnesota Federation of County Fairs Convention, January 11-12, at 1039 Oakdale. Write at once. **THE L. O. PETERSON**, Minneapolis, Minn. fe14

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY IMMEDIATELY—3-PIECE DANCE Band. 3 Saxs, Trumpet, Piano and Drums. Radio and floor show experience. **WIRE ORCHESTRA**, 1103 Jenny Lind St., McKeesport, Pa.

JACK FROST ORCHESTRA—AVAILABLE FOR One Nighters in Virginia, Maryland, West Virginia, Pennsylvania, Eightmen, Union, Wire, wife. **ISADOR BLOOMBERG**, P. O. Box 484, Hagerstown, Md. la21

PAUL CORNELIUS ORCHESTRA—NOW PLAY-ing San Antonio's finest dinner club, would appreciate hearing from anyone desiring first-class modern unit 9, plus girl vocalist. Wardrobe, complete equipment. Play your floor shows and emcee. Location only, price reasonable, negotiation. 619 Dolores St., San Antonio, Tex.

SMOOTH, SMART DANCE RHYTHMS—STYLED by Cecil Kristal and His Orchestra. Nine versatile men, featured girl vocalist. Sweet, swing, library, fronts, tuxedos. An asset for class location. Management: **GERRY CARROLL ASSOCIATES**, 1052 Camp St., New Orleans.

AT LIBERTY — All Great 3-Piece Dance Band. Modern, sweet and swinging style. Three saxs, trumpet, piano and drums. Experienced in floor shows and radio. Just completed Western tour. **WIRE ORCHESTRA**, 1103 Jenny Lind St., McKeesport, Pa.

SMART FIVE COMBO—Real Healy Bands—Tuba, Bass, Trumpet and Piddle. Featured vocalist Steve Gerwin. Spanish, Swedish and Hawaiian. Play any show or do one if necessary. Three radically different types of instrumental sets. Strubberg and Goble (Gypsy), Hawaiian (Trio and Miller, Dobbie and voice, vocalists and special material, flurba, tempo and tempo piano. Past performances include both major contracts, records and the Nation's finest theaters. Famous agents, here's one that will make you money. **United Co. of Artists**, At 115, 100 West 115th Street of your city. **Z. H. STONE**, 103 Adams Pl., Detroit, Mich.

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST—Dead, Baby, transpo-se, and other or best modern work. Glad to supply and full details in first letter. Will also consider salary, room and board positions or what have you. **TED ABILEY**, 413 E. Columbia St., Detroit, Mich. la21

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—Fat Man for Museum, Stone Eyes for Florida. **Felix JEMIO PINK**, Box 1, Box 252, West Philadelphia, Pa.

RIDICULOUS TRIO—Three regular shows, best of 1938. Free Act! go anywhere. Address **Billboard**, Chicago. la21

BE PICKEL'S PLANCK—Circus Troupe, Patri-stic Circus, One-Man Band, Sideshow Variety Musical, Flapjack Flare, Character Impersonation. **Inside Location, Baby Queens, Open for World's Fair**, New York City. 1013 E. 39th, Brooklyn, N. Y.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—DAVID REGGAN, ON ACCOUNT of show closing. General Business or as cast. Good line of specialties, double piano. Join at once. **STARBUK DAVID REGGAN**, General Delivery, Leslie, Mich.

CHARACTER, JUVENILE, COMEDY, CHAR-acter—Young actor, radio, summer stock. Little theatre experience. Work anywhere, with any kind of company doing straight dramatic. Can double any other department. **BOX C-787 Billboard**, Cincinnati.

AT LIBERTY — Jerry and Viola Bruce. Man-agement or general business. Women, burlesque or second business. Good line of singing and dancing specialties; also plenty of valets and temporary singing doubles with lots of friendly staff, with as show talents, dancing, etc. with double tempo tempo in our wife relief place. We have our **JERRY BRUCE**, 808 E. Grand Ave., Minneapolis, Minn.

AT LIBERTY MISCELLANEOUS

JAXON—THE VENTRILOQUIST AND HIS PAIR "Jerry" putting a new twist in the art of ventriloquism. Available for theaters, clubs, cocktail rooms. Routine and ad lib. Fifty-five inch tall, 5' 10", dark, white, black, sing, dance, wardrobe. Wire or write. State you offer in first reply. Address **Loeta Theatre**, Evansville, Wis.

HAND WRITING ANALYST—Teaches such material, parts, free dates. Will travel. Party and organization experience. Young man, good talker. **WARRHIMAN**, 1066 President St., Brooklyn, N. Y.

TICKET SELLER—SECRETARY — Paid, example spirit. Good correspondent. Honest, steady, eager young man. Age 30. Can double stage. **JERRY ELLIOTT**, 840 Ord St., Albany, Calif. fe14

AT LIBERTY MUSICIANS

A-1 BASSES — ALL QUALI-fications, fine instruments, real entertainer. Union, sober and reliable. Address **MUSICIAN**, 574 King St., Akron, O.

AT LIBERTY — TENOR OR Alto Sax, Clarinet, Reed, take-off, tone, transpose on tenor. Prefer club or hotel location. Married. No parties. **RAY LEE**, General Delivery, Middleton, Wis.

REAL ENTERTAINER — Playing String and Recording Bass. All qualifications. Sing, Union. Address **DEN- TON**, 79 N St., N. W., Lincoln, Ind.

ALTO, TENOR SAX, CLARINET—TRANSPOSE. Age 22, union. Played and studied with name musicians. **MUSICIAN**, 117 S. Main St., Hicksville, O.

ALTO SAX—DOUBLING TENOR, CLARINET "go." Transpose, Union. **MERVIN GILCHRIST**, LeRoy Hotel, Wichita, Kan.

ALTO SAX, CLARINET, CORNET — READY to play. No take-off. Single, union. **SIM CURRIE**, Murray, Ia. la21

AT LIBERTY — FINE TUBA, FIRST CHAIR ability. Union, young. Will travel or locate. Fully experienced. Consider all offers. **P. O. BOX 2483**, Philadelphia, Pa. la21

ATTENTION, TEXAS OR NEW MEXICO LEAD-ers—Change of climate necessary to a drummer and a trombone man. Experienced at lines. Both name experience. Union. Can play any type music. Trombone doubles trumpet. Fine tone and F range either horn. Swing. Open after New Year. We are good and expect you to be too. No parties. Will separate. **PALMER COMBATELLI**, 1833 Marlow Ave., Toledo, O.

CELLIST-GUITARIST—HOTEL OR CONCERT. Florida for this season. Details in first letter please. Records and photo to right contract. **MUSICIAN**, 535 Cedar, Washington, D. C. la21

DANCE TRUMPET — THOROUGHLY EXPERI-enced. Address **MUSICIAN**, 1650 Pearl, Denver, Colo.

DRUMMER—UNION, SINGLE AND RELIABLE. Location preferred. Write or wire. Send full particulars in first. **TOMMY ATCHISON**, Lovington, Ill.

DRUMMER—YOUNG, UNION, READ, SWING drumset. Available immediately. **DRUMMER**, LeRoy Hotel, Wichita, Kan.

DRUMMER WITH VIBES — PREFER CLUB where I can play more vibes. Also play a little trumpet. No parties. **ROY STROSS**, 127 S. State St., Appleton, Wis.

DRUMMER—ALL ESSENTIALS—NAME EXPE-rienced. **JACK KILNER**, Hotel Watson, Rochester, Minn.

GOOD SOLID FIRST ALTO—DOUBLE CLAR-inet. "Go" on both. Write or wire. **MUSICIAN**, 417 N. Broadway, Wichita, Kan.

Additional Ads Under This Classification Will Be Found on the Next Page.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

More Orgs Reported Turning to Salescard Promotions for Funds

Upewing in biz noted as ops line up orgs—50-hole card with \$6 net popular—ops see big season as groups realize potentialities of salescards

CHICAGO, Jan. 7.—With more and more organizations turning to salescard campaigns to raise needed funds for their treasuries, promoters and salescard ops are facing the roughest year in a long time. Fraternal organizations, church societies and clubs have long been good prospects for the salescard promoter. The majority of such organizations have been made acutely fund-raising conscious in recent years and the success of some orgs with the salescard plan has proved to others that it is one of the most sure-fire and painless methods of raising money.

One of the main reasons for the upswing in this biz is that organizations themselves have been staging a comeback during the past year. The recession saw a declination of membership rolls since many members were forced to resign or go on the inactive list due to their inability to pay dues. With better conditions now existing, various orgs have been staging membership drives to bring more into the fold. This increased membership, of course, makes promotion of salescard drives by the promoter more lucrative both for the org and himself.

While some promoters passed orgs by during lean years because they could do better on their own, as a whole they have been paying more attention to lining up groups for salescard promotions in recent months. One op reports he finds working with organizations more profitable because he is assured of a maximum amount of cards completed, since most members of wide-awake organizations who work cards will complete them themselves if they are unable to sell all the chances.

At the present time the most popular card being used seems to be a 50-hole card which nets \$6. This type card is being used extensively in the East and reports indicate it has proved to be best. A wide variety of merchandise awards is being used.

Ops appear to be more optimistic about the possibilities of lining up organizations for salescard campaigns in the months to come than ever before. Most of the men report that popularity of bingo has done much to reawaken organizations to the fact that they can raise money from properly conducted promotions. Orgs which formerly considered themselves above the salescard sort of promotion are beginning to realize that their own members enjoy taking a chance and that other orgs have discovered such campaigns as an ideal method of getting the sale. As a result some of the most exclusive type of organizations are becoming salescard devotees with no harm done to their prestige. Consequently ops expect to have little difficulty in lining up worthwhile organizations to work salescard deals during the next few months.

to make a killing. Members taxed with cards are honor-bound to complete them and usually do, even if it means that they have to punch out the remaining holes themselves. Such a tie-up is a natural, and the smart operator will be renewing his old contacts with organizations and making new ones.

It is much too early to predict what will be the hit item or items in 1939. Each year has had one or more of them and there is no reason to believe that this year will be an exception. It is just a question of being able to recognize it when it appears and to play the item for all it's worth while it's hot.

The small deal is firmly entrenched and will continue to be the ace in the hole for operators. However, the chances are good that operators will also be able to give more attention to cards with a bigger take. If they can they will have a greater selection of merchandise to choose from, and will be able to

(See DRILLS on page 56)

BINGO BUSINESS

By JOHN CARY

MORE OR LESS TYPICAL of a number of letters received recently by this pillar is the following from M. H. Laycock, of McAllen, Tex.:

"My Dear Sir:
"Perhaps I'm just another who has a shirt to lose in the carnival business. At any rate I think I have a little different angle on the bingo business and I want to make a State fair or good county fair circuit in the Middle West next season.

"I don't know a thing about the set-up; whether I could go it independently or would have to line up with some carnival having contracts with fair associations. I would prefer to be independent. I think I have something that would clean up. (Of course, I know they all do.)

"Can you tell me where I can get reliable information about the usual method of play, approximate cost of permits or licenses, whom to contact for concession or contract and States in which bingo is permitted?"

AT THE RISK of boring those among our readers who are familiar with the procedure of operating bingos at fairs, we will go over the methods briefly. Carnivals have contracts with practically all large fairs, and on most of these carnivals the bingo concession has been set for quite some time. It will be extremely difficult for a newcomer to break in. On the other hand, carnivals are ever on the alert for new ideas in bingo as in all other departments. So if you have an idea which you feel has merit take it up with the management of a carnival and the chances are you'll be able to work out some kind of a deal. As for booking an independent bingo concession at smaller fairs, this is done by contacting the concession manager. You pay a per square foot price for the amount of space you want.

TO ANSWER Laycock's questions about the approximate cost of licenses would take more space than is available to this column for a year. We are constantly urging readers to ask specific questions when writing in instead of requesting information on broad and general questions.

WHILE IT IS ENCOURAGING to see the number of letters from fall and winter bingo operators expressing an interest in conducting games on carnivals and at fairs, parks and other outdoor spots during the summer, it must be kept in mind that there are differences between indoor and outdoor operation. In preparation at the present time is a story comparing the two methods, and we promise this feature in an early column.

IN THE MEANTIME operators of either indoor or outdoor games who would like to contribute information to the discussion are cordially invited to do so. Drop us a line.

Bingo for Charity Okeh in Edmonton

EDMONTON, Alta., Jan. 7.—Bingo will be permitted in Edmonton "as long as operators do not commercialize it," Inspector J. J. Shaw, of the city police morality squad, has announced. "We have no objection to organizations conducting bingo games when proceeds are used, for the most part, for charity. But lately some operators have been commercializing their ventures to such

Preview of Prize Merchandise Due To Appear This Year

NEW YORK, Jan. 7.—Booths of bazaars and carnivals that get the most attention are always those that display the newest and best in merchandise awards. The same holds for bingo and salesboard deals. Give the public prizes that they cannot buy at their corner drug or department store and the results will be felt in the form of greater quantities of long green.

To be able to offer not only what is in demand but also to be able to anticipate what items will be hot in the months to come is of extreme importance to every promoter, prize and premium user. For this reason we are listing below a few of many low-priced items suitable for prize purposes which The Syndicate Store Merchandiser forecasts will make their appearance during 1939.

For the Home

Enamelware with heat-proof glass covers, cooking process visible without lifting lid. . . . Glass-topped electric corn popper. . . . Wooden tray with border of bamboo, handles of same, criss-crossed with bamboo strips making squares for glasses. . . . Bridge card case that opens into ash trays, each with two rests and snuffers. . . . World's Fair Ham, chromium salt shaker in trolley shape, periscope for pepper. . . . Flower-shaped salt shakers of clear glass, sets of eight. . . . Miniature log-cabin doorway with pad and pencil, to hang outside door, has sign, "Leave note inside." . . . Glare-eliminating Polaroid desk lamp.

Toys and Games

Increasing use of hand puppets in child education as well as for amusement. . . . Doll that blows, breathes. . . . Indoor marble game for year around, approved by marble f'amp (18,000,000 boys estimated to play marbles). . . . Balance the budget game, said to be a riot, played with 62 cards.

Jewelry Items

Chateaines with three initials, each on separate chain; others with foreign coins. . . . Chokers of twisted pearls. . . . Necklace with string of old-fashioned drawer locks with keys. . . . Necklace of ice cubes (square jewels). . . . Key chain gadget that looks like silver dollar, opens into knife and nail file. . . . Hoop earrings to go with hoop skirts. . . . Wooden pin showing couple doing Lambeth Walk. . . . Heart-shaped ring. . . . Blackboard buttons with line drawings of teacher, dunce, arithmetic symbols.

Miscellaneous

Ribbon bows concealing hairpins, one on each side of hat. . . . Three-way handbag with removable cover buttoning to top. . . . New type of bag closure, opened by yank, closed by push. . . . Bags that when opened stand up. . . . Children's handbags in shape of Scotty, panda, Scotch tam. . . . Pocket album for snapshots, pictures removable to show friends. . . . Liquid for removing dirt from jewelry, gives luster. . . . Fishing knife that floats, has cork handle.

World's Fair Department

With this issue The Billboard introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 11; hereafter location will be designated in the regular index to weekly features appearing on page three.



A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALES-CARDS and TRADE STIMULATORS.

By BEN SMITH.

Looking Back:

The year 1938 proved again the oft-repeated claim made for the salesboard business—that no matter how tough things may be it can always produce a living for a man who is willing to work. Business generally was down and money was not as loose as in previous years. Yet thru the use of the small card and low take and thru greater care in selection of merchandise operators managed to get their share of the do-re-mi. In fact, a good percentage of operators who were clever and fortunate enough to anticipate and cash in on new merchandise trends really made big money.

In addition to seeing the small card come into its own 1938 was highlighted by the introduction of two tremendous hit numbers, the ventriloquist dummy doll and the candid camera. Both had extended runs on deals and both did more than their share to help keep operators out of the red. Many other items received a play, of course, but none quite touched the dummy and the camera for genuine popularity and volume turnover, the one, the inexpensive women's fur coat, had quite a run thru the fall and early winter.

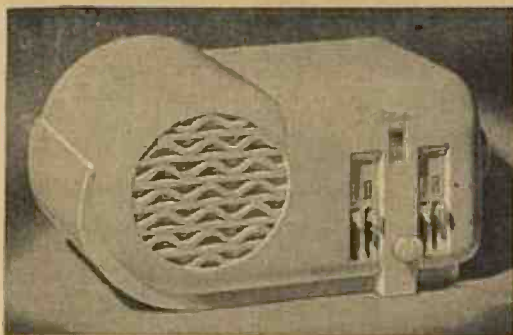
All in all, 1938 was an interesting and satisfactory year, and more so because it also saw many new individuals come into the field as operators to broaden the distribution possibilities for manufacturers and supply houses.

Looking Ahead:

From indications 1939 should be a better year. Business seems to be definitely on the upturn, and manufacturers should feel more encouraged to invest in the development of new items for the market. The scarcity of new items suitable for salesboards proved a severe headache to operators in 1938. If a sufficient supply of new items appears 1939's theme song is sure to be Happy Days Are Here Again.

Fund-raising promotions should come back strong. The lean years and a falling off of memberships in fraternal and charity organizations made most operators forget about these activities for a while. But when conditions are right fund-raising drives are gold mines for operators, and conditions should be right in 1939. Organizations are showing signs of life again. Members are returning and paying dues and there is a general enthusiasm which points to a banner year.

When an operator has whole-hearted support of members of an organization in a drive for funds he is in a position



New as the
New Year!

The
Silver Winner
SUPERHET

\$10.94
Walnut

Ivory, \$1.50 Extra

Order a sample of this new 1939 model now on money-back basis. One year guaranteed. \$2.00 deposit required, balance C. O. D. Shipping weight, 10 lbs.

Catalog Free

1939 Line of Silver Radios for homes, farms and cars. Table Models and Console, 4 to 15 Tubes, priced \$6.94 to \$169.50.

America's Most Beautiful Radio

WITH AUTOMATIC TUNING

Just push a button and there's your station—instantly and accurately. Pleasant cabinet, size 13x6 1/2 x 7 1/4", in walnut or ivory. SUPERHET circuit with 5 genuine RCA 6A tubes. 5" over-size DYNAMIC speaker. Gets standard broadcasts and police short wave. Operates on any AC-DC 110-watt current, 60 cyc. One-year guarantee. ORDER NOW on FREE TRIAL. Money back if not satisfied. Today's best radio buy!

SILVER MANUFACTURING CO., Inc.

2868 ELSTON AVE., Dept. B-46 CHICAGO, ILL.

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.

Evans' New Radio

Evans Novelty Co. announces a new premium item it's named Pick It Up and Go. It's the 1939 Majestic portable radio. This battery-operated receiver incorporates all the newest engineering developments and provides the highest type portable radio performance to date, the firm reports. Very compact, it may be carried wherever desired. Set is self-powered, batteries being contained in its case. Because of a new circuit and new tubes the battery drain is said to be extremely low. No external aerial is needed, as a new-type loop aerial is contained in the case. Dual-purpose tubes are reported to give amazing power. Because the name Majestic has been advertised nationally for years, public acceptance is nation wide, Evans execs state, and the novelty and appeal of the set make it an excellent item for sales stimulation.

reports, is the new product of Economy Darnier Co. Item comes complete in box with instructions for its use and should be a good pitch item in stores and at fairs, the maker claims. It has wide appeal and is priced low enough to allow a wide margin of profit.

Clipper Ship

One of the most successful items in recent months is the Yankee Clipper, offered by Silver Mfg. Co., according to reports. The company claims that this modern version of the old-time sailing vessel is a faithful reproduction of the original, has sails fashioned in chrome, a wood hull and realistic rigging. During the holiday season it broke sales records and is offered to the sales-board and premium fields at a low price, the firm reports.



Jitterbug Twins

The Jitterbug Twins are two colorful yarn dolls which school kids are reported to be taking in wearing on their dresses or lapsels of coats. J. A. Bolzer, who markets the item, reports the number is going over big. Some theaters, he states, are using the number as a giveaway to female patrons on nights they conduct jitterbug contests. Dolls are about 1 1/2 inches tall.

Flexi-Lite

The flashlight with adjustable head is the way Wetzig Mfg. Co. describes its new Flexi-Lite. Item looks like an ordinary flashlight but has an adjustable head which may be moved up or down along the barrel. Number is said to be a boon to the mechanic, motorist, sportsman, boy scout and housewife. A strong beam will flood all spots hard for other flashlights to reach, it is said. Sells at a popular price.

Portable Radio

An entirely self-contained portable radio with adjustable aerial and space for batteries has been announced by D. A. Pachter Co., the item being ideal for beach, office, train or camping trip, the firm reports. Radio uses standard batteries and 1.4-volt tubes. Dynamic speaker, automatic volume control and extreme sensitivity with latest superheterodyne circuit are claimed to be outstanding features. Set comes in a strong, compact airplane luggage-type case 12 1/2 x 8 1/2 x 7 1/4 inches in size, the

Evans Proudly Announces "PICK IT UP and.. GO!"

The First Premium Sensation of 1939
The New.. Portable.. Battery - Operated

Majestic Radio
MIGHTY MONARCH OF THE AIR



- ★ Superheterodyne
- ★ Completely Portable
- ★ Easy to Carry
- ★ Standard Batteries are Self-Contained
- ★ Operates Anywhere
- ★ No Aerial Needed
- ★ Plays Instantly
- ★ Dual-Purpose Tubes
- ★ 6-Tube Performance
- ★ True-Toned Speaker
- ★ Slide-Rule Dial
- ★ Beautiful Airplane Luggage Case
- ★ Fully Guaranteed

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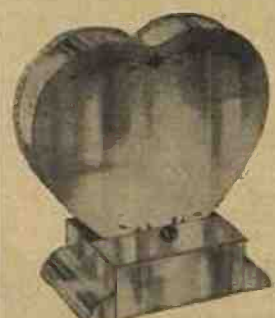


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SAMPLE SETS..... 3.00
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ROUTES

(Continued from page 23)
Kasariuko, Isma (St. Regis) NYC, h.
Red & Clark (Midnight Sun) NYC, h.
Nelson, Ozie, & Oreh (Strand) Brooklyn, t.
Nesbit, Evelyn (Marian) Bronx, NYC, nc.
Nevins, Thelma (2 o'Clock) Baltimore, nc.
Nichols Bros. (Cotton Club) NYC, h.
Nichols, Ned, & Band (Jung) New Orleans, h.
Nicoedemus (Strand) NYC, t.
Niggy, Ruth (Radio City Rainbow Grill) NYC, nc.
Nolan, Bob (Royal Palm) Miami, nc.
Poland, Nancy (White) NYC, h.
Norman, Patricia (Leon & Eddie's) NYC, nc.
Novro, Ned, & Band (Pamora Door) NYC, nc.
Novis, Donald (Oriental) Chi, t.
Novello Brothers (Steves) Chi, h.
O'Day, Darlene (Bismarck) Chi, h.
O'Dell, Doll (Waretick) NYC, h.
Overs, Jessie (Black Cat) NYC, nc.
Ogger, Eved E. (State) Seattle, t.
Ovretta, Nina & Dmitri (Park Central) NYC, h.
Owens, & Mebel (Ill-Hat) Chi, nc.
Oria, Nina (Gauscho) NYC, nc.
Ortega, Eva (St. Regis) NYC, h.
Ortega, Rosita (Marana-Madrid) NYC, nc.
Orton, Guy (Lotte) Indianapolis, t.
Owen, Cour (St. Regis) NYC, h.
Paboy, Nellie (Gallant's) NYC, nc.
Pac-American Trio (Mother Kelly's) Miami Beach, nc.
Pancho & Dolores (Havana-Madrid) NYC, nc.
Parker, Murray (Barkley's) Brooklyn, nc.
Parker, Ray (Gray Wolf Tavern) Youngstown, O., nc.
Parks, Barbara (Shab-Lake) Chi, t.
Parraga, Gracielita (Larue's) NYC, t.
Patricola, Tom (Diamond Horseshoe), NYC, nc.
Peasitte (Buckingham) NYC, h.
Pearce, Johnny (Elysee) NYC, h.
Pearl, Mabel (Oay Nineties) NYC, nc.
Pedro & Dolores (Marina Casino) Pittsburgh, nc.
Perroni, Tiny (Harry's New York Cabaret), O., nc.
Pichonni Troupe (Earle) Washington, D. C., t.
Pierce & Roland (St. Morris) NYC, h.
Pineas, Bobby, & Co. (Tower) Kansas City, Mo., t.
Pinsky, Mark (New Yorker) NYC, nc.
Playboys, The, with Betty Jordan (Blackstone) Chi, h.
Polakova, Nastia (Russian Kretchma) NYC, nc.
Popeye & the Hippo (Oleto Club) Columbus, O., nc.
Powell, Ethel (La Cera) NYC, nc.
Primo, Alberta (Black Cat) NYC, nc.
Princess Mabel (Midnight Sun) NYC, nc.
Pritchard & Lord (Shubert) Cincinnati, h.
Rabb, Joseph (Toney) NYC, nc.
Rainey, Evelyn (Midnight Sun) NYC, nc.
Rambau, Guy (Alma) Cincinnati, h.
Rambona & Band (Orpa) Memphis, t.
Randall Sisters (Lotte) Indianapolis, t.
Randelph, Amanda (Black Cat) NYC, nc.
Randy & Belle (Old Victoria) Cincinnati, nc.
Reddingtons, The (Drake) Chi, h.
Reed, Diane (Village Casino) NYC, nc.
Reed & Mele (Royale Frolics) Chi, nc.
Reynolds, Helen, Glamour Girls (Chicago) Chi, t.
Rich, Dorothy (Black Cat) NYC, nc.
Rich, Sunny (Boxy) NYC, t.
Richman, Harry (Road to Mandalay) NYC, nc.
Riza, Belle (Oetman's) Brooklyn, N. Y., re.
Riz, Eddie & Bros. (Rox) NYC, h.
Riz, Rosita (Road to Mandalay) NYC, nc.
Riz (See-He) Springfield, Ill, nc.
Riz & Rubin (Gray Wolf Tavern) Youngstown, O., nc.
Riz, Rosita (See-He) Springfield, Ill, nc.
Robbins, Billy (Armando's) NYC, re.
Roerka, Mary (Oay Nineties) NYC, nc.
Robins, A. (Earl Carroll's) Hollywood, nc.
Robinson Terms (Oves Parer) Chi, nc.
Robinson, Bill (Strand) NYC, t.
Rocher & Belle (Old Victoria) Cincinnati, nc.
Ros, Chubby Chuck (Wivel) NYC, re.
Rooftops Trio (Victoria) NYC, h.
Rolling Cloud, Chief, Dog Town Politics (Lee's) Appomattox Va., 12-13, t; Blackstone 14-15; Broadway City, N. C., 16-18.
Rosen, Aerial (Christa Circus) Birmingham 10-12.
Roosa, Lela (Village Casino) NYC, nc.
Rooney, Pat (College Inn) Chi, nc.
Roper, Rex & Music (Century) Baltimore, t.
Ross, Anthony (Foster) NYC, nc.
Rosen, Paul (Bismarck) NYC, h.
Rosa, Geraldine (Midnight Sun) NYC, nc.
Rosa, Nestor Al (Wonder Bar) NYC, nc.
Roth & Shay (Opera House) Leicester, Eng-land.
R409, Alexis (Turn Club) Boston, nc.
Royal Duo (Midnight Sun) NYC, nc.
Rugel, Yvette (Colosimo's) Chi, re.
Ruskay, Bill (Cafe Society) NYC, nc.
Russell, Robert (Hollywood) NYC, re.
Ruta, Macdonald (CB Club) NYC, nc.
Ryan, Tommy (Commodore) NYC, h.
S
St. John, Alice (Wivel) NYC, re.
Sakonsky, Simona (Russian Kretchma) NYC, nc.
Sardool, Eduardo & Nicardo (Gauscho) NYC, nc.
Sawyer, Leo (Garbo) NYC, re.
Sava, Marquis (Russian Kretchma) NYC, nc.
Scheff, Fritz (Diamond Horseshoe) NYC, nc.
Schneidkraitz Band (Paramount) FL Wayne, nc.
Scott, George (Garbo) NYC, re.
Scott, Virgie (Black Cat) NYC, t.
Scully, Bill (Pepper Pot) NYC, nc.
Sedwick, Edna (Drake) Chi, h.
Seidly, Roy (Queens Terrace) Woodside, L. I.
Selms & Kaye (Leon & Eddie's) NYC, re.
Shanahill Wile Troupe (Shab-Lake) Chi, t.
Shaw & Lee (Cass Marans) NYC, nc.
Shaw, Alma (Strie's) NYC, nc.
Shaw, Helen (Old Roumanian) NYC, nc.
Shaw, Helen (Old Roumanian) NYC, nc.
Shaw, Miriam (Kedzie) NYC, h.
Shen & Raymond (Paramount) NYC, t.
Shinpalet, Roy (Pan-Pacific Rink) Los Angeles, t.
Shore, Willie (Rose-Bow) Chi, nc.

Almopoa Sisters (St. Regis) NYC, h.
Alston, Her & Co. (Royal Palm) Miami, nc.
Smith, Cyril (New Town Casino) Miami Beach, nc.
Solar, Willie (Diamond Horseshoe) NYC, nc.
Sperry, Frank (Rosevelt) NYC, h.
Sprick, Hal (Penhouse) NYC, re.
Stephany, Karen (Orange City) Orange City, Fla., t.
Stowell, Harry (Boxy) NYC, t.
Stone, Mary (Colosimo's) Chi, nc.
Stone, Paula (New Town Casino) Miami Beach, nc.
Storie, Bebe (Black Cat) NYC, nc.
Stuart, Gloria (Strie's) NYC, nc.
Stuart & Gilmore (Evergreen) Bloomfield, N. J., nc.
Sue, Lydia (New Yorker) NYC, nc.
Sullivan, Lee (Paradise) NYC, nc.
Suzanne & Christine (Comedienne) Miami, N. J., nc.
Sydell, Paul & Spoty (New Yorker) NYC, h.
Tate & Anis (Bismarck) Chi, h.
Tate, Dawn (Capitol) Washington, D. C., t.
Tate, Katherine (Queen Mary) NYC, re.
Templeton, Alice (Rainbow Room) NYC, nc.
Terrace Boys (Barney Gallant's) NYC, nc.
Terry, Marie (Garbo) NYC, re.
Tingo & Sherry (Boxy Grill) Chi, re.
Tomas, Cecelia, Twenty-Four (Capitol) Washington, D. C., t.
Thelma & Velma (Venice) Galveston, Tex., t.
Thomashayk Boris (Rainbow Inn) NYC, re.
Three Peppers (Madam's Chicken Farm) NYC, nc.
Timblin, Slim, & Co. (Oriental) Chi, t.
Timblin & Freddie (Cotton Club) NYC, nc.
Tisdale Trio (Coco Rouge) NYC, re.
Tip Top Girls (Chicago) Chi, t.
Tinsley Trio (Palmer House) Chi, h.
Tomack Sid, & Rein Rose (Royale Frolics) Chi, re.
Tricle (Paradise) NYC, nc.
Tucker, Sophie (Versailles) NYC, nc.
Tushan & My (Colosimo's) Chi, nc.
U
Ullis & Clark (Capitol) Atlanta, t.
Underwood & Underwood (Black Cat) NYC, re.
Upperman, Virginia (Mon Paris) NYC, nc.
Uppman, John (White) NYC, h.
Udornoff, Miltica (Russian Kretchma) NYC, nc.
V
Valda (Plantation) NYC, nc.
Valdes, Vern (The Old Sam Francisco), nc.
Valdes, Tito & Corinne (International) NYC, nc.
Vall, Pedro (Gauscho) NYC, nc.
Van & Victor (Village Cellar) NYC, nc.
Vera, Angela (Barney Gallant's) NYC, nc.
Vera, Lope (Cass Marans) NYC, nc.
Vellis (Jimmy Kelly's) NYC, nc.
Vestida, Fotis (Boulevard Tavern) Elizabeth, N. J., re.
Virgil, Magician (Waretick) Waretick, Ill., 12-13; (Lorraine) Hopconet 13-14; (Clintons) Clinton 13-15, t.
Virginia Sisters (Leon & Eddie's) NYC, nc.
Vodery's, Will, Choir (Cotton Club) NYC, nc.
W
Walker & Corinne (International) NYC, nc.
Walker, Buddy (Madam's) Bronx, NYC, nc.
Wall, Clarence "Rubber Legs" (Cassino) Lancaster, Pa., nc.
Wallace, Beryl (Earl Carroll's) Hollywood, nc.
Walsh, Nathan (St. Regis) NYC, h.
Walsh, Mary (Cotton Club) NYC, nc.
Walton, Betty (Capitol) Washington, D. C., t.
Watson, The (Leon & Eddie's) NYC, nc.
Wells, Daphne (Armando's) NYC, re.
Wesending, Mary Louise (Hungarian) NYC, nc.
Wessex (Dorchester) London, h.
West, Everett (Cafe Society) Chi, nc.
Weston, Robt (Orphe) NYC, nc.
Weyburn's, Med, Gambols (Colonial) Dayton, O., t.
Whaley, Bert (Brevoort) NYC, h.
White, Ann (Cotton Club) NYC, re.
White, Jack (18) NYC, nc.
White Sisters (Leon & Eddie's) NYC, nc.
White's Lindy Hoppers (Cotton Club) NYC, nc.
Whitney, Eleanor (State-Lake) Chi, t.
Wicks, Gus "Poppy" (Radio Frank's) NYC, nc.
Wilkins, Decolthy (New Yorker) NYC, h.
Williams, Pearl (Hickory House) NYC, re.
Williams, Owen (Queen Mary) NYC, re.
Willard, Kareel (Cafe Society) NYC, re.
Willis, Claire (Brevoort) NYC, h.
Wilson, Charlie (Commodore) NYC, h.
Wink, Paul (Flamingo Room) Boston, nc.
Winston & Lohet (2 o'Clock) Baltimore, re.
Wint (Paris) New York, Fla., 12-14.
Wood, Bill (Lyric) Indianapolis, t.
Woodrow, Bill (Lorraine) NYC, h.
Woods & Ray (Methlebach) Kansas City, Mo., h.
Woodrum, Gertrude (Copley-Square) Boston, h.
Wright, Charlie (Buckingham) NYC, h.
Wynn, Onar (Chicago) Chi, t.
Wylie, Una (Bandbox) NYC, nc.
Y
Yero & Doro (Monopole) Cleveland, nc.
Yost Mrs. Poor (Diamond Horseshoe) NYC, nc.
Yvette (Lookout House) Covington, Ky., nc.
Z
Zodella (Fosette) Sheboygan, Wis., h.

Flins and Needles (Lyric) Bridgeport, Conn., 9-11; Hartford 12-14.
Hes & Schaefer (National) Washington, D. C., re.
Hindoo and Substance (Barney) Chi, re.
Stars in Your Eyes (Shubert) New Haven, Conn., 12-14.
Gusson and God's (American) St. Louis, Mo., re.
Tobacco Road: Morgantown, W. Va., 11; Oil City, Pa., 12; New Castle 13; (Sisco) Erie City, Pa., 13.
What a Life! (Locust St.) Phila.
Women, The: (Porter) Phila.

MISCELLANEOUS
Along Came Juliet: Chynesse, Wyo., 11; Sterling, Colo., 12; North Platte, Neb., 13; Kearney 14; Hastings 15; Grand Island 16; Crest 17; Clay Center, Kan., 18; Hutchinson 19.
Arthur, Magician: Echo, Ala., 11-12; Slipperville 13-14.
Biro, Magician: Van Buren, Ark., 11; Paris, Missouri 13; England 14; Brinkley 17; Cotton Plant 18; Marked Tree 19; Hector 20; Malden, Mo., 21.
Bessart, Magician: Brewster, Pa., 11; Fort Meade 12; Mulberry 13; Plant City 18; Orlando 19; Pine Castle, Fla., 18; Tall night, 19; Okaloosa 19-20.
Burro Ball, Spring City, Tenn., 11; Athens 12; Bristol 13; Mountain City 14; Union City, N. J., 14.
Campbell, Leong, Magician: Springfield, Mo., 11; Tulsa, Okla., 13-15; Hertsborn 14-16; Wagon 17; Oklahoma City 19; Lawton 20; Fairview 21.
Daniel, B. A. Magician: East Prairie, Mo., 12-13; Hickman, Ky., 14; Hopkinsville 15; Tinsley 16-17.
Ingolds, Magician: (O. H.) W. Mansfield, O., 11; (Gusman) Richmond 12.
Ginger & Patsy (Earl Gormley's) Lake Charles, La., nc.
H. Himes & Ed. Blue Ridge Hill Billies (Broadway) Rockwell, N. C., 9-10; (Paramount) Hickory 13-14; (State) Newton 16-17, t.
Jordan, Kay (Palace) Houston, t.
Kinsey, Madge, Players: (Orand O. H.) Canton, O., 9-11.
Lippincott, Magician: San Augustine, Tex., 12; Palestine 14; Timpan 18; Jasper 19; Nacogdoches 18; Mt. Enterprise 19; Beaumont 20-21.
Long, Leon, Magician: Arp, Tex., 9-11; St. Augustine 12.
Look at Life Museum, Huntington, W. Va., 9-14; Parkersburg 18-21.
McNally's Variety Show: Aboway, N. J., 9-14.
Mack, Musical May: West Summit, Mo., 11; New Jerusalem 12.
Magnum, G. Thomas, Magician: St. Edward, Neb., 11; Albion 12; Wahoo 13; St. Joseph, Mo., 14-16; Trenton 17; Lynden, Kan., 18; Oswatimie 19; Stafford 20.
Marquis, Magician: Quasah, Tex., 11.
Morton, Twain (Venice) Galveston, Tex., nc.
Morton, Eddy (Fronchels) Detroit, h.
Oodles on Parade: Pittsburgh, Pa., 9-14.
Ricketts Dog Circus: Blackville, S. C., 9-31.
Ripplet, Jack Splash: Dorchester, S. C., 9-14.
Sloot's, L. Verne, Theater Workshop: Mt. Morris, Ill., 11; Lena 12; Dubuque, Ia., 13.

Coming Marriages
Jay Sims, Columbia Broadcasting System announcer, and Mary Bastian in Chicago January 16.
Dolores Casey, actress, and Bob Linden, assistant director, soon.
Gwen Kenyon, actress, and Robert Kelley, socialist-actor, soon.
Joyce Matthews and John Hartley, actor, soon.
Births
An 8-pound son to Mr. and Mrs. Tom Slater in New York December 26. Father is an announcer for Station WOR.
A 7 1/2-pound son to Mr. and Mrs. Fred Waring in New York December 28. Father is the orchestra leader.
A seven-pound daughter to Mr. and Mrs. K. O. Todd in Hamilton, O., December 23. Parents are well-known cook-house operators.
A seven-pound daughter to Mr. and Mrs. Dave Kaplan in Detroit December 27. Father is affiliated with the Theoretical Printing Co. there.
A son to Mr. and Mrs. Bill Evans in Milwaukee December 25. Father is announcer for Station WTMJ.
A 7 1/2-pound daughter to Mr. and Mrs. H. L. Schneider in St. Mary's Hospital, Jefferson City, Mo., recently.
A daughter, Carol, to Mr. and Mrs. Lou Costello in Providence Hospital, Providence, December 24. Father is half of the comedy team of Abbott and Costello.

CARNIVAL
(Notes for current week when no dates are given. In some instances possibly mailing points are listed.)
B. & H. Am. Co.: Jamestown, S. C.
Eyer's, War, Ala.
Eddy Bros. (Fair) Palmtoke, Fla.
Fleming, Mad (Cody) Hotianan, Ga.
Great Southern: Bayed Labate, Ala.
Liberty Am. Co.: Abertown, Tex.
Palmetto: Lane, S. C.
Rocco: Douglas, Ga.
Sorenson Bros.: Ocotopos, Ga.
Scott Bros.: Mobile, Ala.
Texas: Edcosch, Tex.
Texas Kidd: Velasco, Tex.
Tip Top: Polkton, Ga.
Virginia Am. Co.: Adelphi, S. C.
West's World's Wonder: (Fair) Largo, Fla.
(Pair) Bowling Green 16-21.
Wise & Sutton: Atlantapuga, Ga.

CIRCUS AND WILD WEST
Davenport, Orrin (Doll Amphitheater) Chicago Dec. 31-Jan. 12.
Jill: (Olympia) London, Eng., Dec. 23-Jan. 26.
Miles, E.C.: (Municipal Auditorium) Birmingham, Ala., 6-12; (Municipal Aud.) Shreveport, La., 7-22.
WPA: (National Guard Armory) Elizabeth, N. J., 13-15.

T. F. Wiedemann Recovering
JACKSON, Miss., Jan. 7.—Thomas F. Wiedemann underwent his second operation at the Charity Hospital here, having urinary bladder removed. He is showing remarkable recovery. He thanks friends for letters.

MARRIAGES
(Continued from page 29)
terlah Church, Youngstown, O., January 7.
GUTHRIE-MIX re John A. Guthrie, Muskogee, Okla., rodeo promoter, and Ruth Mix, daughter of Tom Mix, in Mexico September 9, it has just been learned.
HIGGINBOTHAM-TAYLOR — William

DRAMATIC AND MUSICAL
(Seats are for current week when no dates are given)
Angela Is 21 (English) Indianapolis 9-11; (Davidson) Milwaukee 12-14.
Bartynore, Ethel: (Technical High School) Omaha, Neb., 11; (Municipal Aud.) Kansas City, Mo., 13-14.
Cohan, George M.: (Lyceum) Minneapolis 12-13; (Auditorium) St. Paul 13-14.
Odden Boy: (Cox) Cincinnati.
Mayer, Helen: (Shubert) Boston.
Kiss the Boys Good-Bye: (Branger) Buffalo 13-14.
Lena: (Pooland): (Eringer) Chi.
Old Men and Men: (Chester) St. Phila.
Our Town: (Cass) Detroit 2-16; (Paramount) Toledo, O., 18; (Hartman) Columbus 19-18; (Auditorium) Louisville, Ky., 19-21; (English) Indianapolis, Ind., 20-21.

(Bill) Higginbotham, chief of Jefferson City, Mo., bureau of United Press, and Eunice Taylor, Jefferson City educational and reader, there December 29.
JACKSON-MERRIFIELD — Jimmie Jackson, carnival front man, of Kirkwood, Mo., and Edna Merrifield, agent, of Hollis, Okla., recently. They were with Greater U. S. Shows part of the past season.

KNOTT-AYLESWORTH — Robert G. Knott, nonpro, and Dorothy Aylesworth, daughter of Merlin H. Aylesworth, publisher of The New York World-Telegram and former president of the National Broadcasting Co., in St. Bartholomew's Church, New York, January 4.
PICKENS-ROSEFIELD — Allan Pickens, film studio employee, and Corinne Rosefield, Iowa beauty contest winner, in Hollywood January 1.
SANDLER-ZYMBAN — Phil Sandler, booker, and Adelle Zymban, secretary at Station WJIN, December 29 in the St. Moritz Hotel, New York.
SORENSEN-POLLE — Bob Sorenson, sax player, and Lillian Polle, of Stuart and Polle, sister team, in Chicago January 3. Both are with Harry Clark's Swing Parade unit.
THOMPSON-JOHNSON — Frederick W. Thompson, nonpro, Blacksburg, Va., and Dorothy Johnson, Jefferson City, Mo., musician, in Jefferson City December 5.

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Divorces
Cyrcha Van Gorden Smith, former prima donna contracts of the Metropolitan Opera Co., New York, from Howard Dunbar Smith, mining engineer, there December 27.
Mrs. Laura Griffith, secretary to the production manager of NBC, Chicago, from Lester L. Griffith, radio announcer, in Chicago December 28.
Constance Talmadge Netcher, former movie star, from Townsend Netcher, wealthy Chicago merchant, in that city January 5.
Helen Flint, former Theater Guild actress, from Harmon Spencer Auguste, millionaire broker, in Reno January 7.

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Out in the Open



Leonard Traube

The Whirl of Today

(Continued)

BOOK NOTE: Gladys Shelley, in private life Mrs. Irving (Palisades Park) Rosenthal, has founded out *It's All Now*, a book of lovely poems which will be offered to the March market by the Poets Press.

Multiple Stuff: The fair in Bangor, Me., has been taken over by several officials concerned with the operation of the Skowhegan Fair, Francis E. Grotreau (but not President Francis Friend) among them. In 1943 the Bangor event reverts back to the city.

A Good Guy: That would be Sam Russell, manager of the Millin County Fair, Lewistown, Pa., who passed on the other day. He loved people, especially show-folk, and was the kind of host all of us would like to be. How did his fair rank in the State? He always said sixth, possibly fifth with a break over a period of years. Most of us would have tried to let people believe we were at least third, if not better. He was too much of a gentleman, and saw much beyond his nose.

Cheerful News: Al Flesco, King of Korns, positively swears 1938 was his best season and current club bookings in metropolitan New York will be beyond his wildest dreams. We know it's no trick and fancy lingo talk because Kid Flesco doesn't hand out the palmer for show trade consumption. . . . And F. Eugene Sykes, Fanny booker-promoter, observes: "I presented more acts, produced more celebrations, indoor dates and fairs in 1938 than I did in six years previous, giving the organizations and associations real money for their share and making money for my troupe and myself."

Foreign Affairs: Venezuela is running an expo. One of those short runs, 12 weeks or so. Starts April. American fairs ops interested.

Sister-Brother Act: Alice the Alligator Girl and Aloa the Alligator Boy at Hubbard's Museum, New York, for limited run.

Job Dept.: The in is that James Quinn, the Vermont general agent, will join the O. C. Book Show as gen. . . . Buck back from winter quarters with report that everything's shaping up fine following recent fair.

Last Roundup? Word reaches this desk that Buddy Keenan, of rodeos, was killed in Tucson, Ariz., around Christmas.

Beauty and the Fair: Tug-thumping action of NY World's Fair says it has no knowledge of an announced tie-up by Hamid's Million-Dollar Fair 1939 beauty show with the fair.

Messy Books: Who remembers Col. Fred Cummings' Indian Congress at the Pan-American Exposition? Which brings to mind that W. C. (Bill) Fleming owns a collection that would fit neatly into a showmen's museum. Why not dish it up to the American Museum of Public Recreation in Coney Island, Bill? . . . And who remembers Rensselaer Park, Atlantic City, or would you rather forget it? . . . Plus the would-be battle of the bulls and bullfight at the same shore resort? Morris Gest has come a long way since then, made and dropped a few fortunes at various intervals—be's now impressario of the midge village at the World of Tomorrow. The erstwhile "Miracle Man" who may turn out to have the miracle show at the fair!

Personal Staff: The columnist wrote to the press agent, Pat Purcell, of Lynch's Death Dodgers, after the recent Chicago conventions. . . . Remind me, sir, to send back that polka-dotted effusion you call a cravat which you were kind enough to contribute to my sartorial equipment. The wife pretty near threw a faint (and so did throw a faint) when she gazed upon her home-coming boy and noted his bizarre addition. . . . The answer. . . . "About that polka-dotted effusion, it is thine as my Christmas present to one of nature's noblemen. Wear it, and I hope next time Mrs. Traube follows the faint with a dazzling right cross to the Traube porcelain. . . . Silly stuff, isn't it? . . . And I don't like that "nature's noblemen" reference. He tells that to all the boys, I'll bet.

At the Play: Mrs. George Hamid and son, George Jr., with Elwood Hughes and daughter, Jack, at Knickerbocker Holiday.

Atlantic City By the Sea: Alvin Steinberg, 6665 Tom-Tom man for the Convention Hall and Million-Dollar Fair, has just joined *The Daily World* as assistant to the publisher. . . . Chief topic of discussion on every front: Is the City of Atlantic broke or is it just the people that go to make up the C. of A.? Or is that the same thing? . . . The Press paged one item that a greeting card addressed to "The Man With a Million Friends" was delivered to Frank B. Hublin, who is lucky enough to have them.

On Their Toes: On January 5 we received a handsome announcement of the 1939 (33d annual) Eastern States Exposition, Springfield, Mass. Congrats to the Brooks-Nash-Danniger triumvirate for progressiveness—again.

What's the World Coming to? Department (Press Agent) Sherman and his wife, Edythe (Hopi Indians) Sterling, visited New York. Dropped into a gin-mill. Tex drank two lemonades, Edythe drained a coke. They just don't live right.

Hartmann's Broadcast

AFTER going thru one of the toughest tont seasons in history, it's a pity that the claimants of back wages from the bankrupt Tim McCoy Wild West Show will probably have to wait until next June before they receive any payment.

We believe that if an investigation were made it would show that the majority if not all of the 600 or more former employees of the show who have filed claims are sadly in need of funds and that any kind of a dividend paid now would be, as the old expression goes, "as welcome as the flowers in May."

Richard A. Harman, who is acting as attorney for many of the former members of the show, knows full well the financial situation of his clients. It is his feeling that one or more dividends should have been declared by this time.

It is claimed by the attorney for Sybil U. Ward, trustee for the bankrupt, that "checking" of claims, to begin after January 26, the deadline for filing, will take some time and that it will probably not be possible to pay a dividend until June. In answer to this Mr. Harman said he does not see any need for "checking" as the claims went thru that process long ago. It is his contention that the declaration and payment of dividends is not within the jurisdiction of the attorney for the trustee, but rests with the referee and that the time of payment is prescribed by law. It is his belief that there is sufficient cash on hand to pay all costs of administration and wage claims in full, and he thinks the claims should be paid now.

The early closing, after a tough struggle, of the McCoy show, naturally, was a terrible blow to the people with it, but just as bad, if not worse, for many was their inability to get work with other shows because of the time of year. And those who did get work in most cases had to accept lower pay. And to top it all off, the circus season of 1938 turned out to be a disastrous one for the majority of shows. In consideration of all these things, let's hope that some way will be found to pay a portion if not the whole claim of each of the 600 or so unfortunate within a short time if not immediately. Five months is a mighty long time to wait!

RECENTLY in the *Out in the Open* column a concessioner was quoted as asking if there is "really a moral difference in a haul of a nickel at a time, and one of much larger proportions." An answer to that question comes from Gerald B. (Jerry) Thorne, a concession op. He says:

"In my humble opinion it is not merely a matter of morals, but of good business principle. Isn't it rather foolish to spend thousands of dollars on beautiful show fronts, neon, light towers, modern riding devices, sensational free acts and publicity to attract crowds to the midway and then permit unethical concessioners and immoral shows to operate on the same midway and keep the crowds away?"

"If a showman goes into a store and buys a pair of shoes and the sales turn out to be paper, or, if he buys a suit of clothes and it shrinks up to his knees

Harmony Appeal Climaxes RAA Convention; Members Must Pay Off or Else; to Houston in '40

LIVINGSTON, Mont., Jan. 7.—Two-day Rodeo Association of America convention in Murray Hotel here wound up tonight with President Maxwell McTutt appealing to all "for harmony in promoting the greatest sport in the world directly connected with a major industry, the cattle business." Delegates left with the idea that harmony will prevail and that there will be no trouble with contestants and managements this year. Convention also voted to eliminate any member which fails to pay its obligation or which has not operated successfully at least one year. The World's Fair Rodeo, to be held at Treasure Island, San Francisco, was accepted to membership and points will be awarded to contestants participating in that event.

Management To Select Judges

Houston was selected as the convention city in 1940, with tentative dates set for February 28 and 29. Other matters adopted were that judges should be selected by managements of rodeos according to their own plan. A committee was named to appoint five contestants representing the Cowboy Turfles and North American Cowboy associations, one contract man and five rodeo managers to select 50 or more men satisfactory to anti-commission as a suggested list from which rodeos may pick their judges if they so desire. RAA board and officers remain the same as last year, except that L. B.

Sylvester moved into the first vice-presidency, with former First Vice-President Charles Sadtler becoming second vice-president.

Convention thanked *Hoofs and Horns* and *The Billboard* for their co-operation and selected them to continue as their official publications. All delegates were taken on a tour of Yellowstone National Park and Western delegates were entertained by the Butte, Mont. Chamber of Commerce and Portland Chamber of Commerce. Altho weather was so warm here it discomforted delegates, they voted the local Chamber of Commerce the most outstanding convention organization in the country.

Mulkey Champion Cowboy

Burl Mulkey was officially named Grand Champion and champion bronk rider for 1938. Kid Fletcher was declared champion bull rider; Clyde Barker, champion calf roper; Everett Rowman, champion steer wrestler; Warner Kinder, champion steer decorator; Hugh Bennett, champion single roper; John and Tom Rhodes, champion team ropers, and Pete Grubb, champion bareback rider. Levi-Strauss again head donors for 1939 by offering \$500 for the Grand Champion and \$300 to the association. Montgomery-Ward Co. is repeating with a Keystone saddle for Grand Champion and \$100 each in four major events. Hamley Saddle Co. also is offering \$100.

the first time it rains, or if he buys a tent that is not properly constructed and it is impossible to set it up right, he naturally feels that he has been burned and boycotts the store or tent company where he made the purchase. Why then is he surprised when the middle, permitted to be burned on his midway, boycotts his show? After all the so-called suckers are human beings the same as the showman and resort to a burn in much the same manner.

Of course there will be those who contend that a carnival cannot exist without grit to move the show, but this has been disproved by a number of shows which not only moved but prospered thru a season conceded to be one of the worst in many years. One encouraging sign on Eastern carnivals is the disappearance of cheap shows, which are rapidly being replaced by revues that depend on talent rather than smut for their sales appeal."

OPERATORS of concessions and attractions at fairs in Indiana who resort to shady practices and filth had better get wise to themselves. The Indiana Association of County and District Fairs has decided to go "gunning" for them thru some kind of a rating system—which is going to be a tough thing to handle, to be sure—and if the situation might be controlled that way the matter might go to the State agricultural board. As one member of the association put it: "If we can't get action by ourselves, we will be forced to go to the State board of agriculture."

That's exactly what happened in Ohio several years ago, and concession operators at fairs in the Buckeye State will tell you that it is far from pleasant to have their licensing by the agricultural board, games limited to what they term "stick pins and promises."

Notes From the Crossroads

By NAT GREEN

WE HAD lost track of Frank Gavin, one of the old Mugivan-Bowers-Ballard stand-bys, until we picked up *Manning*, Ia., newspaper sent by Frank and saw a headline, "Frank Gavin Named Night School Head." It's a far cry from circus concessioner to the role of gentleman farmer, but that's the jump Frank has made. He's now a prominent farmer in the Manning neighborhood and has taken such an interest in the vocational agriculture program in the public schools that he was chosen president of the Farmers' Night School class. Evidently he's as diplomatic as of old, for the news-

paper item says: "As a courtesy gesture Mr. Gavin passed-out a liberal supply of cigars to his fellow members at last night's meeting." In the same mail that brought the Manning paper was a copy of *Wallace's Farmer* with Gavin's physiognomy smiling from the front page, looking just the same as of old except that Frank has developed a high forehead, sometimes referred to as baldness.

Altho Jimmie Lynch and his thrill show will be a feature of the New York World's Fair, Jimmie will not be absent from the fairs during the coming season. He has made an arrangement with the fair management whereby he will jump out to State or county fairs a couple of times a week for personal appearances. Necessarily, he will travel by plane. This will enable him to play his usual number of fairs and it will make excellent publicity material for him and the World's Fair. Frank Winkley has joined forces with Lynch and will handle one of Jimmie's fair units, while Pat Purcell will handle another.

Thanks to L. B. Greenhaw, general agent of the Parker & Watts Circus, for the first 1939 season pass. . . . We'll add it to our collection. . . . J. C. McCaffery returned from Miami in time to make the last day of the Wisconsin fair meeting.

Virginia Saylor, known as the "Sky-High Girl," has signed with the J. J. Page Shows for the coming season.

W. H. (Bill) Rice is confined to his room at the Reid Hotel in Kansas City and would appreciate a line from friends.

Justus Edwards, publicity man for Russell Bros.' Circus, in from his home town—the burg with the funny name, Oklawaha, Ill.

Omer J. Kenyon, after spending the holidays at his home in Des Moines, dropped into Chi for a brief visit before resuming his outdoor circus activities.

Joe Streibich, secretary of the Showmen's League, attended the Tin Bucketeers jamboree in Milwaukee for the first time this year, and he vows he hopes never to miss another.

Mike Rosen will cast his lot with the Gold Medal Shows this season, so he informs the *Crossroads* mug.

Since the Milwaukee convention they're calling him "Hot-Foot" Mike. . . . Walter Holmgvist, showfolk's friend, formerly of the Morrison Hotel and more recently with the Deshler, Columbia, O., is back in Chi at the Draks.

George W. Johnson, chairman of the spring benefit of the Showmen's League of America, is already busy with plans for the event. The date set is Monday, April 10, and the place the College Inn of the Hotel Sherman. Johnson says he is determined to make this year's benefit the finest show yet held and he'll probably do just that.

HASC Tacky Party Notes

KANSAS CITY, Mo., Jan. 7.—This is the one party where fun is rife. . . . Col. Dan McGugin was on the front door as usual, with the Hatfield Howk ticket taker and "stamper outfit." The hillbilly band that went to town. . . . George Howk gathering the six money from the prisoners. . . . Ruth Martone, the official band leader, and down she knew her business. . . . Tony Martone, sister de luxe, didn't fear the judge. . . . Virginia Kline, with her beautiful orange hair and make-up, enough really for four women. . . . Sibe, too, had a tough time staying out of jail. . . . Abner K. Kline and his long flowing mustache which got in the "sheriff's eye." . . . Charlie Cox, Kansas Court Judge, dispensed (liquor with supposed-to-be justice, but there was no justice). . . . Mrs. Harry Duncan, cashier of the phony money bank, wouldn't stand for the "heist." . . . Harry Duncan, high sheriff, who performed his duty, but could be reached. . . . Viola Fairly, official "hot seat puffer," finally got one herself. . . . Noble C. Fairly, prosecuting attorney, was impeached for trying to "grass the judge" and tossed into the hoosegow and then fined 10 grand for "tempting." . . . Virginia Laughlin saying "what a time!" . . . Jimmy Laughlin started with a headache and, according to latest reports, he still has it. . . . Aunt Mary Francis spent about 100 grand "springing friends" from jail. . . . Uncle John Francis excelled at jittersbugging. . . . Louie Lande spent a young fortune "springing himself" from behind the bars. . . . Peggy Lande knocked out with a sore throat, but oh hand never-these. . . . Ruth Clapp came all the way from Fort Smith, Ark., but did not regret making the trip. . . . Kenneth Clapp also enjoyed every minute. . . . Mrs. W. L. Meller saying: "My, what I've been missing all these years!" . . . Larry Meller dressed as a "blind beggar" but couldn't fool the folks.

really went to town and someone said Roy was ill next morning. . . . N. B. Crosswell took some good pictures this year. . . . George Ross, Jack Moon, Cliff Adams, Bill Wilcox and Art Kerne did a swell job as waiters. . . . Betty Webb was dressed as a little girl, but she didn't fool anyone. . . . Joe B. Webb, attempted the role of a country boy but we knew him by his boots. . . . Harry Alshuler grabbed money everywhere, his job as HASC treasurer no doubt occasioning this action. . . . Eddie Leggett did his dancing downstairs in the lobby. . . . Ben O. Roodhouse was charged with being drunk and disorderly and fined considerably, the judge, however, must have erred in his case. . . . Willenda Thomas' train arrived late, but she got in before the party ended. . . . Arlene Smith was able to dance, with claiming she was recuperating from the ladies' party the same afternoon. . . . Milford Smith, sometimes known as Frank Joerling's double, was on hand for the prime reason of introducing himself, so no one would make a mistake. . . . Sam Ben-Jamith, arrested for gambling, gave his name as Al Myers and thought he could get by with it as he did many years ago. . . . Mrs. Frank Layman really enjoyed the party, with Frank doing considerable dancing. . . . Someone claimed it reminded him of the "Merry-Op-Round Walk." . . . Dr. Philip Mather was fined and jailed for "wrong approach." . . . Molly Ross was up to her elbows in suds, dispensing beer. . . . Frank McDow and Tom Rhodes slipped their fingers between the buns many times, giving the impression they had hot dogs. . . . Jerome Kelly started early and ended late. . . . Mr. and Mrs. C. I. (Heavy) Levin and party reported a great time. . . . Heavy had plenty of "hot seats" with him. . . . Slim Johnson, his partner, was strutting high, wide and handsome, altho oversleeping for two hours.

Dick Wayne Barlow, here for the first time in years, vowed he'd return next year. . . . Mr. and Mrs. Sammy Ancher sold their night club in Des Moines to attend the party and said they didn't regret it. . . . Joe Carpenter came clean from Oswego (he is just a "faro" secretary). . . . Boots Outler knew what it was all about in the "constable" line. . . . Frank Hynum stopped selling tires long enough to attend. . . . Mrs. H. Whittle Elliott attended, but her husband was home with their baby. . . . Tutti Spallo was dancing in the lobby, but Ruth was missing the affair. . . . Charley Rotolo, accompanied by his wife, laughed himself sick. . . . Joe Hoy telling about the extinct Mighty Hoop Shows for which he was fined. . . . Edith Hoy fixing it with the judge and tripping the light fantastic almost all evening.

BADGERS SEE

(Continued from page 57)
regulations and state-aid allotment took precedence over the entertainment end of the fair in the three-day season at the Hotel Schroeder on January 4-6. The convention opened Wednesday with the largest first-day attendance in years, 31 fairs being represented. On the second day nearly all of the member fairs were represented and there was a lively, interesting and instructive session.

Marriott Again President

The seven directors who had served during 1938 were re-elected. The board, after reviewing the good work of the officers in 1938, re-elected them. William T. Marriott, Baraboo, continues as president; A. W. Kalbus, Milwaukee, vice-president, and James P. Malone, Beaver Dam, secretary. A committee of five nominated 14 candidates for members of the board of directors, the seven receiving the largest number of votes to serve during 1939. Vote resulted in re-election of all the old directors: Douglas Curran, Black River Falls; A. W. Kalbus, Milwaukee; John T. Omerick, Antigo; William S. Klaus, Do Pere; Taylor O. Brown, Oshkosh; J. P. Malone, Beaver Dam, and William T. Marriott, Baraboo.

Big Year Predicted

President Marriott declared that 1939 looks like a banner year for fairs of Wisconsin. "We have a director of agriculture who is favorable to us and a governor who is favorable to the fair," he said. "The four group meetings held during 1938 were productive of much good, he said, and they should be continued." Russell Frost, Madison, gave an interesting talk on the Junior State Fair, an

innovation of last year that has proved its worth in bringing together boy and girl groups. Exhibits were made by 4-H clubs, Boy Scouts, Farmers Equity Union Juniors, Junior Homemakers and Future Farmers of America, for which \$17,800 in premiums was paid, and Mr. Frost says the plan worked out splendidly. As the 1939 Junior State Fair a Youth Day will be set aside.

William Lindermann, member of Minnesota State Fair board, brought greetings. John T. Omerick, Antigo, presented a resolution on charges for 4-H Club exhibits with a view to establishing a minimum charge instead of the present method of some fairs charging nothing and others \$1 or more. It was the opinion of the body, however, that the matter was purely local and should be handled as such. J. P. Malone, secretary of the association, speaking on Circuit Assets, gave a pertinent talk on the advantages of circuits. Better buying of attractions would be possible, he said, and there would be distinct advantages to concession men, horsemen and exhibitors. Malone presented, merely as a suggestion, eight circuits, but pointed out that were circuits formed changes in the suggested line-up probably would be necessary. It would not be practical, he said, to formulate these circuits for 1939, as most dates are already set, but he suggested the matter be given thought with a view to possible action for 1940.

Thursday's Session

Introduction of agents and attractions people was first order of business at Thursday's session, after which directors for the year were elected. A. O. Collington, Madison, gave some excellent pointers on live-stock production shows. Ralph E. Ammon, director of agriculture and markets, told of the relations of the department of agriculture and the fairs. The regulatory part of the department is not its most important function, he said. The regulation and inspections of fairs, he asserted, should be purely democratic. "All the regulations in force have been put on the books by the Wisconsin Association of Fairs," said Ammon, "and the department has been only an umpire. This group (the association of fairs) has assumed and met its obligations."

W. H. Eldridge, Plymouth, spoke on Rules, Regulations and Inspection for 1939, and Douglas Curran, Black River Falls, discussed the 1939 State aid allotment. Following adjournment of the Thursday meeting all of the old officers of the association were re-elected. A brief session was held Friday at which reports of committees and the secretary and treasurer were presented. Senator Taylor G. Brown, Oshkosh, discussed proposed legislation. J. C. McCaffery, Chicago, spoke on the Amusement Corp. of America; Flash Williams displayed some interesting thrill-day pictures, and C. H. Perry, Chicago, discussed a proposed merger of the various harness racing associations.

The Banquet

The annual banquet Thursday night in the grand ballroom of the Schroeder set a new attendance record. There were 378 guests and all appeared to thoroughly enjoy the affair. President Marriott was toastmaster. With him at the speakers' table were Ralph E. Ammon, J. C. McCaffery, Senator Taylor G. Brown, J. P. Malone, A. W. Kalbus, William Kings and John T. Omerick. The newly elected governor, Julius P. Hall, was unable to be present because of legislative matters, but he was ably represented by Senator Brown. Following a beautiful repeat an excellent program of entertainment was presented. Program, arranged by C. W. Hlnck and Sunny Bernst, and announced jointly by Bernst and Freddie Stritt, included Freddie Stritt, singer and comedian; Woodward Sisters, singers, dancers and instrumentalists; Wilfred Duvon, juggler; DeZurich Sisters, singers and comedians; Lloyd Lyon, hand balancer; Great George, magician; Freddie Stritt and partner, comedy song and dance; the Robertas, song; Miss Williams, concert pianist; Marshfield; Tony and his pal Jimmy, comedy monk; Dale and Dale, dancing; Johnny Kaiser, impersonator; Novacki Trio, balancing; Hashi and Ashi, perch and novelty act; Waxo, mechanical man. Chris Cornelia amused with his clowning before start of the program. Following the show there was dancing until midnight.

Attractions Representatives

While a number of old "stand-bys" in the attractions field were missing, there also were a number of new faces, and in all more than 60 firms were represented in addition to numerous concessions people. Among those noted were

Start a POTATO CHIP BUSINESS In Your KITCHEN!



Make Big Money
Buy potatoes for 2c a lb. Make sensational new "Crispicles" Potato Chips and sell for 25c a lb. Ideal business for men or women in spare or full time. Small investment. Complete equipment. No experience needed. I show you how to get more to sell and you market all year long. Make profit and sell for 25c a lb. Send a postal card for Free Food and the Big "Home Business" Opportunity. **FOOD DISPLAY MACHINING CORP.**, 620 N. Michigan Ave., Dept. E-121A, Chicago.

RIDES WANTED
Will pay Cash! What have You?
J. W. BYERS, Steele, Mo.

WISE & SUTTON SHOWS
CAN PLACE Ferris Wheel, Kiddie Rides, Free Charlotte Gallop, Pith-to-Win, Fishnet Ball Game, Hoop-La, Pezcon. Out all winter. Come on. Water Rates. Facilities no equal. Atlantic City, Pa.

Affiliated Booking Attractions, Bert Peck and Vince Markee; Amusement Corp. of America, J. C. McCaffery and L. S. Hogan; Avery Productions; Badger State Shows; Barnes-Caruthers Fair Booking Association, Mr. and Mrs. Sam J. Levy; Fred Krossmann, Camille Lavilla; William Bazinet & Sons' Shows, D. J. Bazinet, L. W. Bazinet, J. C. Vincent; J. B. Ward Beam, thrill-day attractions; Casey Concession Co., Lou Keller, William Caskey; Collins Enterprises, Billie J. Collins; Arnelta Doken, educated homes; Elman Shows, Charlie Elman, Francis Elman, R. S. Brennan; Fairly & Little Shows, Noble C. Fairly, Phil Little; Fair Publishing House; Fulton Bag and Cotton Mills, P. L. Deane; Garrett Sound System; Goodman Wonder Shows, Max Goodman; Get Medal Shows, Oscar Bloom, Pat Ford; Globe Poster Corp., Sunny Bernst; Goldie's, Miss Goldie; Nat Green, The Billboard, Chicago; Greater Exposition Shows, John Francis; Fearless Gregg, F. O. Gregg; Gould's Million-Dollar Shows, Jay Gould; Hagen Attractions, Rusty Hagen; Viri Z. Hill, auto & Hall Concessions, Mr. and Mrs. L. L. Hall and Ruby Hall; Henales Bros. Shows, Orville Hunnies, Dennis Howard; Henke Attractions, Otto Henke, Joe Henke; Hnck Thrill-Day Attractions, C. W. Hlnck, Kenneth Hahn; E. J. Horeck, midget auto races; O. Henry Tent and Amusement Co., Charles G. Driver, Bernard Mendelson; The Horseman, Robert Terry; Hunter's Artists' Bureau; Illinois Fireworks Co., J. P. Porcheddu, E. E. Roy; Imperial Shows, Edward A. Hock; Jimmie Lynch's Death Dodgers, Jimmie Lynch, Pat Purell; Frank Winkley; Al Miller, utility; Music Corp. of America, William Green, Everett Johnson; National Entertainment Service, George Francis, Barney Wallace; Northwestern Amusement Co., Jule Miller, Leo Semb; Performers' Consolidated Attractions, Toby Wells, Bert Chinton; Racing Corp. of America, John Sloan, Al Sweeney; Regalia Mfg. Co., T. P. Eichenbocker, William Lindemann; Reynolds & Wells United Shows, Mr. and Mrs. Al C. Reynolds, J. A. (Doc) Burns, W. J. Lindsay; Lew Rosenthal Attractions, Lew Rosenthal; Milton Stultz; Elmer Norman; Sacco Enterprises, Tommy Sacco; Schooley Productions, Edgar I. Schooley; Seiner Mfg. Co., Mort Seiner; Skerbeck Amusement Co., A. Hansen; Snapp Bros' Shows, Mr. and Mrs. Jack Downs; E. G. Staats & Co.; Gus Star Booking Agency, W. G. (Billy) Senior, Jack Senior; Sol's Liberty Shows, Sam Solomon; Thearis-Duffield Fireworks Co., Frank P. Duffield, Jack Duffield; United American Shows, G. B. Spencer; Valley View Stables, G. F. King; Station WCCO, Aylea Bennett, Al Sheehan, Jack Kilmartin; Williams & Lee, Billy Williams; WLS Artists' Bureau, Earl Kurkie; Wisconsin De Luxe Co., Louis and Ned Torti; Kris Young Attractions, Mr. and Mrs. Ernie Young. Among individual concessioners and outdoor show people in attendance were: Thomas, Anna A. and Mary Ellen Bird, Ray Baker, Sam Feinberg, Bob Lopdy, Colon Lina, Hans and Anita Kuehler, Will Smith, Fred Walters, Ed Brodie, Harold Dittmar, Helen Buchanan, Ernest Drought, Pat J. Cullen, Doc Romanos, Alfred Lorange, Gus Schimmowski, E. A. Bodart, Bob Hutchinson, Jack Wmberg, Andy Karita.

TIN BUCKETEERS

(Continued from page 43) Levy, along with an imposing list of showmen and fair men.

After the usual Tin Bucketeer preliminaries the guests sat down to a repast such as only Mrs. Louis Torti and Mrs. Ned Torti could prepare.

Near the close of the festivities toastmaster Levy announced that it had been decided to incorporate the Tin Bucketeers. Dues of 50 cents were announced, and in a few minutes \$40 had been collected.

Near midnight the Bucketeers adjourned, every member loud in his praises for the Torti hospitality and vowing to be on hand at the 1940 gathering.

HUGE TURNOUT

(Continued from page 43) sented the following: North Carolina Hillbillies; Capt. W. D. Arment, one-man band; Tivley and Carmen, Chiquita El Mexico, Stander and Eam and Ralph Dobbs and his Wonder Dog. Show and dance music was furnished by the Harlem Hot Shots.

Registration List

Guests included Mr. and Mrs. Ed F. Walsh, Mr. and Mrs. C. F. Zeiger, Rosemary Loomis, Mr. and Mrs. Al Soderquist, Poppy Lindquist, Will Wright, Pat Armstrong, Mr. and Mrs. E. W. Coe, George L. Morgan, Mr. and Mrs. Claude Barie, Mr. and Mrs. Ted LePors, Mr. and Mrs. Ed Brown, Mr. and Mrs. L. J. Miller, Mr. and Mrs. J. Ed Brown, Mr. and Mrs. O. P. Corey, Mr. and Mrs. Harry Hughes, Mr. and Mrs. Harry Phillips, Mr. and Mrs. Harry Taylor, George Tipton, Mr. and Mrs. Joe Krug, Edith and Harry Hargraves, Mr. and Mrs. James D. Smith and son, James Jr., Mr. and Mrs. Al Fishel, Mr. and Mrs. Betty Adams, Hugh Weir, Joe De Mochelle, Moe Levine, Mr. and Mrs. Eimer and Mother Hanscom; Ed Bertie and Edna Kanthe; Dick and Cecelia Kanthe, Mr. and Mrs. James Lynch, Louis Pettinari, Art La Rue, Mr. and Mrs. Joe Mettler, Carlotta Cordell, Mr. and Mrs. H. C. Rawlings, Will E. Smith, Ray and Mrs. Rosard, Vivian Horton, Mr. and Mrs. William McMahon, Art Windcocker, Mr. and Mrs. George Stimmoids, C. O. Loomis, Charles Gammon, Dan Meggs, Harry Wooding, Blossom Robinson, Charles Hanley, Nick Wagner, Norman Peel, Ross Westlake, Mr. and Mrs. Frank Forest, Walter J. Towers, Ernest Fitzgerald, John Wileman, Floyd Gilligan, Charles Mitten, W. B. Parker and Mrs. Sonia Lee, Frank Redmond and Roy Barnett.

Val Vino, Capt. W. D. Arment, Meyer Schlom, James Welch, Charles Clardy, Clyde and Topsy Gooding, Zack Hargis, George Crosby, George Rehan, Carl Foreman, Mr. and Mrs. George Vanderbeef, Charles Miller, Ray Eber, Capt. C. L. (Doc) Barnett, Pete Stobrand, Hank Carlyle, Charles H. Miller, Don Hurr, James Odeth, Mrs. Harriet Leonard, Mr. and Mrs. Frank J. Morgan, James Miller, Mike Skiver, Mortimer Reed, Mr. and Mrs. Bert Harris and son, Rocky; W. L. Harris, Lester Gordon, Leonard Gabelter, Dee Weber, Jack White, Antonia Williams, Louis Maslier, Art McKenzie, Frank Scott, William Lowmyer, Fritz Le Cardo, Sammy, Bertha and Edie Comas; Mr. and Mrs. H. A. and Juanita Groves, Thomas Shearer, C. E. Nelson, Palmer C. Franklin, Raymond Aguilar, Joe Miller, Mr. and Mrs. Crawford, Hazel Fisher, Verna Seeborg, A. M. Porter, Emanuel H. Myers and Mrs. Francis Wagner, Mr. and Mrs. Ted Metz, Mr. and Mrs. Joe Horwitz, B. Beattie, Mr. and Mrs. Bob Perry, Rita Le Doux, C. E. Cook, Nina Rogers, Mother Minnie Fisher, Tillie Palmateer, Esther Carley, Etta Haden, Edward Young, Abrita and Myrtle Porter, H. B. Clifford, William Koeschland, Bert Westcott, Carl M. Adams, Jack and Mame Beach, Eddie Wasmor, Robert Chaplin, Theo Arizona, Charles W. Edwards, Don Wozak, Richard P. Owens, Mr. and Mrs. William Hobbay and son, Sean William; Fred Soley, Joe Glacy, George Surtees, Wallace O'Connor, Dan Gilbert, Mr. and

Mrs. H. J. Webber, Sam Stevens, Bobby Fisher, Grace Asher, Mr. and Mrs. Herb Usher, Charles J. Walpert, Mr. and Mrs. John S. Lyons, John Kobles, Jack Buzzei, E. M. Colom, L. H. Williams, Mr. and Mrs. Eddie Tait, Bud Chosner, E. A. Chosner, Harry Wallace, Lucille Zimmerman and Ethel McDonald.

George and Mildred Cortell, Charles Marshall, Walton de Pallalon, Harry C. Gordon, Arthur Hockwald, Fern Chaney, Betty Corey, William Summers, Mr. and Mrs. Hunter Farmer, James Heller, Mr. and Mrs. Sol Grant, Mrs. F. Dusear, Hugh Evans, Mr. and Mrs. E. A. Thorsen, Al Thomas, M. V. Wardell, Ruth McMahon, George Stone, Herman Walker, William McMullin, Ted Leavotte, George Silvers, Whitely Driscoll, Jack Murray, Robert Mitchell, Emerald Brady, T. R. Gustafson, Jim Pogue, Art McKenna, Richard Dennis, Ralph Black, Roy Sawyer, Gene and Jerry Ray, Sam Abbott, Mr. and Mrs. James Gallaher, Lewis Keller, Jack Schullize, J. P. Koeschland, Mr. and Mrs. H. A. Ludwig, Ralph Dobbs, Frank P. Harris, Harry C. Strickland, Mr. and Mrs. Edward Sherman, Joy and Edith Francis, Mrs. Thomas Burke, Master Trinker Quarles, Geo Quarles, Harry Dodson, Mr. and Mrs. George K. Humeston, Mr. and Mrs. Kinsey Storms, Jack Perry, A. E. Weber, Mr. and Mrs. Harry Harmsworth, Mr. and Mrs. Eric Peterson and Mr. and Mrs. Ed Joachim.

JONES GIVEN

(Continued from page 43) will be included in the 1939 itinerary of the Johnny J. Jones Exposition La Porte (Ind.) County Fair; Kentucky State Fair, Louisville; Interstate Fair, Chattanooga, Tenn.; Shelby (N. C.) Fair; Greensboro (N. C.) Fair; Orangeburg (S. C.) Fair; Georgia State Fair and Exposition, Macon, and others.

PCSA LADIES

(Continued from page 44) ceremonies. Next in line was retiring President Peggy Forstall, only president to hold the chair for two successive terms. Sis Dyer then presented the incoming president, Marie LePors. She was tendered a large ovation and responded with a grand talk. Chairman Dyer then presented all past officers, who bowed to a huge ovation. To climax a hilarious evening of applause new officers were introduced, including Mora Bagby, first vice-president; Margaret Farmer, second vice-president, and Edith Bullock, secretary-treasurer.

Favors Presented

When the banquet room doors were thrown open by Chairman Dyer a scope of beauty was revealed. Tables formed the initials M. L. for the new president, and the array of flowers was astounding. Cossages and favors were presented to each member. Chairman Dyer was assisted by Nina Rodgers, Fern Chaney, Margo Cory, Florence Webber and Lucille King. Music furnished by Ted LePors prevailed throught the evening. Telegrams were read from Pacific Coast Showmen's Association, Riley Castle, Grace McIntyre, Earl Gold, Dan Fox, Bess and Harold Long, Frank King, Mr. and Mrs. Harry Lucas; Ladies' Auxiliary, Showmen's League of America; Virginia Kline, president Ladies' Auxiliary, Heart of America Showmen's Club, and Missouri Show Women's Club. A flower horseshoe, with the words "Good Luck, Sweetheart" inscribed in gold, to Marie LePors from husband, Ted, graced the entrance to the banquet room, and a basket of chrysanthemums from Riley Castle decorated table at the entrance to the banquet room.

The club, conforming its custom of honoring each president and secretary at the end of her term, presented Peggy Forstall with an elaborate baker's electric cooker, while Ruby Kirkendall received a ring set with three pearls, each representing a year of her service. The auxiliary was then presented a tiger mounted on a pedestal, to be placed on the desk as a remembrance from all auxiliary members in commemoration of its ninth year. Credit for the event's success went to Sis Dyer and her committee.

Guest List

Member and guest list included Past President Peggy Forstall, Estelle Hanscom, Ruby Kirkendall, Inez Walsh, Marie LePors, Mora Bagby, Margaret Farmer, Edith Bullock, Clara Zeiger, Mether Minnie Fisher, Martha Levine, Ethel Krug, Nell Ziv, Ethel Carley, Florence Webber, Vera Downie, Mabel Brown, Agnes Henry, Nina Rodgers, Fern Chaney, Verna Seeborg, Hazel Fisher, Betty Coe, Blossom Robinson, Olga

Celeste, Rosemary Loomis, Anella Faries, Marie Corey, May Ward, Bobbie Miller, Lee Sturm, Allrita Loomis, Marie Tait, Marion Zeiger, Eloise Keller, Millie Dobbert, Stella Linton, Rose Rosard, Estelle Brake, Eva Thorsen, Ruth Korte, Aleta Ryburn, Margaret Brady, Helen O'Brien, Nell Robbicus, Dolly Mott, Lola Brooks, Betty Wilson, Vivian Gorman, Anita Harris, Margaret Welch, Minnie Hughes, Tiny Phillips, Lucille Zimmerman, Grace DeGarro, May Collier Tydings, Marie Morris, Peggy Schmitt, Etta Haden, Marie Porret, Ethel McDonald, Jennie Rawlings, Julia Smith, Mollie Lindenber, Marie LeDoux, Laura LePors, Gladys Grant, Eddie Gonzales, Ida Delno, Topsy Gooding, Ruth McMahon, Emily Mettler, Esther Sinclair, Betty Henaly, Mary Taylor, Minnie Vernon, Peggy Steinberg, Alfreda Barnes, Vera Genac, Aloyce Jones, May Stewart, Jewel Hobbay, Cecelia Kanthe, Bertie Kanthe, Jenny Perry, Isabel Mitchell, Marion Bream, Ada Mae Moore, Gladys Forrest, Anna Metcalf, Tillie Palmateer, Leona Barie; Sis Dyer, Mrs. Charles Pounds and Lucille King.

PACIFIC COAST

(Continued from page 44) (Patty) Conklin wired the club his best wishes and expressed his gratification at the result of the election. Lew Berg came thru with an interesting letter and greatly appreciated inclosure from Honolulu. J. L. Crouch also mailed a letter of interest. Fred Weddleton lettered that he and party are anxiously anticipating attending the annual Charity Banquet and Ball on January 17.

New members: George Cortell, credited to Frank Ward and C. F. Zeiger.

Claude Barie and C. F. Zeiger reported they are conducting a search for guest artists for the banquet and ball floor show and said that no matter what may have been offered at previous events of this kind, this year would top 'em all. Reservations are coming in and indications point to a sellout.

Addressing those who were named as members of standing committees, President Hargraves stated that they were selected because of their fitness for such a position and added that each would be expected to get in the traces and do a good job. The board of governors will continue to function as it has done in the past. By-laws committee completed its work, and Dr. Ralph E. Smith was given honorable mention and a vote of thanks for outstanding service to the organization.

SHOWMEN'S LEAGUE

(Continued from page 44) ary party at Hotel Sherman here on January 10. All members are invited.

A welcome letter was received from Maude Benjamin, Springfield, Mo., winner of the siphon donated by Ethel Bailie, Holiday greetings and messages were received from Sisters Mrs. Al Wagner, Mrs. Charles Goss, Pearl Vaughn, Ruth Martone, Mabel P. Strates, Edith Myrtle and Mabel Pierson. After adjournment coffee was served. President Brumleve donated two cakes, and Sister Jeanette Wall a large box of homemade goodies. Sister Mrs. Henry Belden donated a large box of homemade candy kisses.

Club will hold a social on January 13, with Sister Mrs. Henry Belden as hostess. Come and bring your friends. Attention is again called to club's permanent mailing address. Send all mail to Ladies' Auxiliary, in care of the Showmen's League of America, 165 West Madison street, Chicago, Ill.

NATIONAL SHOWMEN'S

(Continued from page 45) (Billy) Ritchey, George Berneri, Dominick Sardone, Donald F. Murphy, January 16; Edward M. Fay, Fred Naaf, Jesse Edward Rhoades, January 16; Morris G. Stokes, January 17, and Kirby C. McGary and Harry C. Baker, January 20.

Ladies' Auxiliary

President Dorothy Packman has returned from a Florida vacation and looks splendid. She's prepared for a winter and spring of strenuous auxiliary activity. Since old, man stork dropped a bundle of joy at the door of Sister Mildred Vilarde, grandparents Jules and Edna Lasupes are very happy and proud and we offer them congratulations and the best of luck.

We are happy to learn that Vice-President Rose Lantz's dad has recovered from that recent auto accident and has left the hospital. Sister Mary Shufro is at her home again, recovering from an operation. Members were grieved to learn

that Sister Fanny Linderman was struck by an auto last week and we are wishing her a speedy recovery.

REGISTERED AT

(Continued from page 45) and Mrs. Charles T. Goss, Standard Chevrolet Co.

Henry Hakon, Hakon Jewelry Co.; Mr. and Mrs. Roger E. Haney, Sol's Liberty Shows; Mr. and Mrs. Maxie Hanley, Hanley Photo Co.; Jim Hart; Mary Pearl Hawkins; Mr. and Mrs. Kenneth Haysler, Cloveret Farms; Margaret Hosenfelt, U. S. Printing and Engraving Co.; W. P. Holston, Midwest Merchandise Co.; L. Hopperman, Western States Shows; George and Hattie How, Fairylaud Park Co.; Joe and Edith Hoy, R. H. Work Shows; J. R. Hughes, Kansas City Auditorium; Mr. and Mrs. Glen Hyder.

Kathryne Imhoff.

Frank B. Joorting, The Billboard; Beulah Johnson, W. H. Wilkinson Co.; Dr. E. Weaver Johnson.

Jerome Kelly, Stebrand Bros. Shows; Jerry Klempner, W. R. Wilkinson Co.; Abner K. and Virginia Kline, Kyerly Aircraft Co.; George Kogman, Kogman Rides.

Mr. and Mrs. J. L. Landes, J. L. Landes Shows; Bob Laughlin Jr. and Mr. and Mrs. James W. Laughlin, West Bros. Shows; Mr. and Mrs. Frank E. Layman, Layman Rides; J. R. Lee Sr. and J. R. Lee Jr., West Bros. Shows; J. E. Leggett, C. R. Leggett Shows; Mr. and Mrs. C. L. Levin, Midwest Merchandise Co.; Willie Levine, Hanley Photo Co.; Don Lutton, Don Lutton Studios.

Frank McDow, U. S. Printing and Engraving Co.; G. M. McGinnis, secretary HASC; Col. Dan McGugin, Fairy & Little Shows; L. K. Tisdor, and Mrs. M. McKay, Walters Comedians; Ross H. McKay, Baker-Lockwood Mfg. Co.; Mr. and Mrs. Roy C. Marr, All-American Shows; Tony and Ruth Martoney, Edna May, U. S. Printing and Engraving Co.; Mr. and Mrs. W. Lawrence Malcor, Baker-Lockwood Mfg. Co.; Jack Moon, Fairy & Little Shows; Mr. and Mrs. James Morrison, Baker-Lockwood Mfg. Co.

C. S. and Jess Nathan, Feeders Supply and Mfg. Co.; Barbara Nelson, Ralph Wilkinson Co.; Floyd (Whitely) Newell, Mighty Sheesley Midway.

Mrs. C. W. Lucello and Paul Parker, C. W. Parker Amusement Co.; James Patterson, Great Patterson Shows; James R. Patterson, The Keweenaw City Star; Jean Patterson, St. Louis Municipal Opera Association; Naomi Porter, Fairylaud Park Co.

Mr. and Mrs. A. N. and Mr. and Mrs. Jerry Rice, E. O. Novelty Statuary Co.; Hester Rice, Playland Amusement Co.; Mr. and Mrs. J. F. Rodabaugh, Baker-Lockwood Mfg. Co.; Ben O. Roodhouse, El Bridge Co.; George Ross, Fairy & Little Shows; Mollie Ross, J. L. Landes Shows; Mr. and Mrs. Charles Rotolo, Kline Exposition Shows; Mignon E. Ruff, Henry Brunk Shows; Loretta Ryan.

Barbara Seckman, Ralph Wilkinson Co.; Hyman Schreiber, B & N Sales Co.; Helen Bratner Smith, Ladies' Auxiliary HASC; E. S. Smith, Curlin's Entertainment; Mr. and Mrs. Milford H. Smith, Baker-Lockwood Mfg. Co.; Mr. and Mrs. T. Spaloff; Betty Spurling; Cecil Stanton, Stanton's Concessions.

Mr. and Mrs. W. B. Tenney, Greater Exposition Shows; Willeda Thomas, Mighty Sheesley Midway; Mr. and Mrs. Louis C. Trabant, Trabant Co., Inc.; John and Helen Tumino, Consolidated Orchestras of America; Mrs. Doc Turner, Hanley Photo Co.

Helen Walters, Baker-Lockwood Mfg. Co.; Herbert and Shirley Walters, Walters Comedians; James, Martha, Mr. and Mrs. O. N. Sr. and Mr. and Mrs. O. N. Walters Jr., U. S. Printing and Engraving Co.; Mollie Watterson; Mr. and Mrs. Harry D. Webb, J. Doug Thomas Shows; Mr. and Mrs. Joe B. Webb, Parker-Watts Circus; Viola Webb, U. S. Printing and Engraving Co.; Ella and Lettie Wilcox; W. F. (Bill) Wilcox, Ringling Bros.' Circus; Miss Jackie Wilcox, Russell Bros. Circus; Betty Welles, Parker-Watts Circus; Ralph Wilkinson, Ralph Wilkinson Co.; Fred (Boxback) Wilson, Brunk Shows; Jimmie Winters, Barker Shows.

Elizabeth Yearout, Greater Exposition Shows; and Sam, (Icewater) Zimmerman.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 7.—By the time this appears in print members of the committee appointed by John W. Wilson, president of the association, in connection with the wage and hour law matter, should be in receipt of a full version of our report on the subject, together with a reprint of the condensed version as it appeared in the December 31 issue of *The Billboard*.

Much interest is being manifested and we acknowledge receipt of an inquiry from William Glick, Ideal Exposition Shows and a member of the association's wage and hour law committee, inquiring as to developments.

We ask committee members as well as others interested to give the report serious consideration and to write us as soon as possible their views so that we may be in a position to ascertain the composite views of our committee as a whole and be in a position to determine what the action of the association shall be, along with the other members of the committee. Reprints of the condensed version of the report are available to all connected with the carnival industry.

We realize the subject may be highly controversial from a business as well as legal standpoint and, despite our own views, we shall be pleased to report views of others, whether or not they be in agreement with us. Only in this way can we be certain that the subject is considered from all angles.

With the Ladies At the HASC Ball

By VIRGINIA KLINE

KANSAS CITY, Mo., Jan. 7.—I don't believe the President of the United States has ever felt as honored or proud at any of his social functions as I did when as president of the Ladies' Auxiliary of the Heart of America Showmen's Club I sat at the speakers' table at the banquet and ball on New Year's Eve in the Reid Hotel here. The HASC is the only one of the various showmen's clubs, as far as I know, that gives this high honor to the women of their auxiliaries, and it was therefore a double honor and privilege. Retiring President Myrtle Duncan was her usual dignified self when introduced. My knees shook when my turn came, but I was very happy and satisfied with both myself and the women who put me there.

The banquet room was well decorated, the music good, food excellent and the evening proved a success. Visitors from other cities included Mildred Head, Omaha; Walenda Thomas, New Bethlehem, Pa.; Margaret Ansher, Des Moines; Marian Tenny, Decatur, Ill.; and the folks that never let us down, such as Grace Coe, St. Louis; Viola Purdy, Wichita, Kans.; Virginia Laughlin, Morley, Mo.; Maude Baysinger, Poplar Bluff, Mo.; Edith Buton, Chapman, Kan.; Mrs. C. W. Parker, Georctown Parker Allen and Lucile Parker Hemingway, Leavenworth, Kan.

Naomi Porter, who formerly traveled with various shows but now a resident here, attended for the first time with the Hanley family. Mother Turner gets younger every year and this one was no exception. Peggy Landes and Ruth Ann Levin had gay New Year's hats to don after the bells rang at midnight. Jessie Nathan and Margaret Hancy were black and looked far from the really motherly girls they are. Jessie Moller and Alice Mortuary sat together and listened to their husbands' speeches. Mrs. Melford Smith attended for the first time but soon was one of us. Elsie Brizendine wore a beautiful new blue gown. Helen R. Smith almost spoiled her evening when she broke the string of pearls her son gave her for Christmas.

Mary Francis' room was a meeting place for all members and she proved a perfect hostess. Cecaly Patterson said she hoped she could be with us again next year. We borrowed handkerchiefs and powder from Bertha Brainerd, and Little Hawk and Ruth Martone brought us perfume at the last minute.

Last year I heard a visitor from San Antonio remark that Kansas City was the kindest place he had ever been in New Year's Eve, but when you get to a

World's Fair Department

With this issue *The Billboard* introduces a new department devoted to news and views of the New York World's Fair and San Francisco's Golden Gate International Exposition. This week the department begins on page 33; hereafter location will be designated in the regular index to weekly features appearing on page three.

place which is so much like home and where you are treated so well the least you can do is to wish them a Happy New Year with a kiss, and that's just what we all did.

J. C. Simpson Leaves ACA; Vacationing in Birmingham

CINCINNATI, Jan. 9.—James C. Simpson has resigned as a general agent for the Amusement Corp. of America, having recently joined its staff after five years as general representative of the Johnny J. Jones Exposition.

In a telegram to *The Billboard* sent yesterday from his home in Birmingham, Ala., he stated:

"I closed with corporation Saturday night, January 7, and came home for vacation. Nothing pending as to connections."

S. L. Cronin in Charge Of H-W Show Equipment

LOS ANGELES, Jan. 7.—S. L. Cronin, former manager of the Al G. Barnes Circus, is at Baldwin Park in charge of the leased equipment and other property of the Hagenbeck-Wallace Circus, supposedly in the interest of the American Circus-Corp.

Howard Y. Bary is reported to be in Peru, Ind.

Georgia Good for Sorenson

NORRISTOWN, Ga., Jan. 7.—Sorenson Bros. Shows concluded a successful two-week stand here after playing to good business in Stillmore, Ga. Show is enlarging each week and things continue to click with everyone connected, reports R. W. Reed. Joe Sorenson joined here with his Chair-o-Planes, two shows and four concessions from Lexington, Ky. Recent visitors included J. W. Weston and Harry Lamonte. Organization plans to remain out all winter.

15 Years Ago

(From The Billboard Dated January 12, 1924)

Heart of America Showmen's Club third annual Banquet and Ball on New Year's Eve in the main dining room of the Coates House, Kansas City, Mo., went over with a bang. . . Dykman & Joyce Shows were in New Orleans playing a benefit for the Worthington House, an institution for friendless men. . . A new outdoor amusement enterprise for 1924 to be known as Happyland was being organized in Detroit, with O. A. Averill as general manager and Felix Biel, general agent. . . Mr. and Mrs. Laren, of Punch and Judy Show fame, were among the showfolks seen down Charleston, S. C., way during the holidays. . . George P. Graham, for several seasons with the Wade & May Shows, altho not trouping in 1923, was visiting friends in Cincinnati.

Harry H. Tipps was hibernating for the winter in San Antonio after closing his season as general agent for the Cotton Belt Shows. . . Carl W. Noid, special representative with Polack Bros. Indoor Circus, passed thru Cincinnati en route to visit his mother. . . Eddie Vaughan's monthly, *Missouri State Topics*, was fast springing into the limelight of Missouri journalism. . . Young Scotty, the "little strong man," and his daughter were wintering in Jacksonville, Fla. . . Dolly LaBerta, daughter of Otis LaBerta, well known in outdoor show circuits, and O. L. Roberts, formerly of Clark's Greater Shows, sprung a surprise on their friends in Houston when they announced they were married on December 18 in that city. . . John M. Sheesley was en route to Los Angeles, where it was reported workmen had struck oil on his land there. . . Paul M. Frell, well-known concessioner, successfully underwent an operation in Marian Barnert Hospital, Paterson, N. J.

. . . Merwyn Holland, owner of the outstanding with the Frank J. Murphy Shows, died at his home in New Jersey on December 16. . . Brown & Dyer Shows wound up a two-week stand in Miami under local Elks' auspices to highly satisfactory results. . . Harry Griffin and Frank Hall returned to New York by auto after closing with the Wise & Kent Shows in Georgia.

B.O. BOYS

(Continued from page 3)

could make it a success despite the occasional digging which would always go on. League agents have maintained steady vigilance and have uncovered the source of most of the bootlegging. Suspected box-office employees will receive summonses by Tuesday and if unable to disprove evidence against them are subject to dismissal. Dismissals will have to be sustained by box-office union, according to terms of basic agreement. Additional disciplinary measure by TMAT would follow should that union's ethics and trial board deem the charges valid. Union's maximum penalty would be expulsion and prohibition of the individual being employed in TMAT jurisdiction.

The producers balked at the idea of a central distributing bureau three months ago when idea was first projected as a solution to the enforcement problem (October 29 issue of *The Billboard*), more of them have been won over to the suggestion despite threat that the system would give the Shuberts too much influence. Sponsors of the idea feel that working arrangement could be devised to achieve proper balance of power. The bureau is the League's trump card against violators in all ranks. The plan will not be reported to the League is effective in its drive on box-office employees. Further, until supported by a favorable opinion from Justice Louis A. Valente in the current litigation, the League cannot go into so elaborate a set-up.

Justice Valente heard arguments of the Acme, the League and Actors' Equity on the restraining order Thursday, giving the plaintiff until Monday to submit its brief. The League has already turned in its copy. Acme, an unaccredited brokerage, seeks to restrain operation of the code.

STEM LEGIT

(Continued from page 3)

Leave it to me gaining the final lead over Hellzapoppin. For 11 performances at a \$4.40 maximum and a New Year's Eve top of \$6.80, Leave brought in \$53,171.50 thru Monday night. For 13 shows with a \$3.30 top and a New Year's Eve limit of \$6.60 the Olsen and Johnson trasses returned \$52,560 up to the same closing. Proceeds of Leave also set a record for the house, Imperial Theater. Other grosses listed *The Boys From Syracuse* at \$37,000; *I Married an Angel*, \$26,403; *Knickerbocker Holiday*, \$22,000; *Abe Lincoln in Illinois*, \$25,000; *Hallelujah*, \$20,044; *Kiss the Boys Goodbye*, \$20,000; *Oscar Wilde*, \$19,500; *Sing Out the News*, \$14,800; *Outward Bound*, \$14,500; *Blossom Time*, \$12,500; *What a Life*, \$12,500; *Rocket to the Moon*, \$9,000; *Tobacco Road*, \$9,000, and *Spring Meeting*, \$8,600.

Twenty-one New Year's Day matinees upped Christmas Day standees; *Hellzapoppin* had 213; *Leave It to Me*, 181; *Oscar Wilde*, 40; *The Boys From Syracuse*, 35; *I Married an Angel*, 30; *Pins and Needles*, 28; *Abe Lincoln in Illinois*, 22, and *Knickerbocker Holiday*, 16. *Kiss the Boys Goodbye*, *Outward Bound* and *Tobacco Road* were sell-outs. Two shows went on the bargain block.

Vaudeville theaters estimate this year's gain to be 15 per cent over last year's holiday receipts. Music Hall reached a \$90,000 gross for five days ending Monday, second week run of show at Roxy drew \$43,500. Paramount estimates \$29,000 was realized New Year week-end, bringing the second week run of bill to \$55,000.

SUGAR'S DOMINO

(Continued from page 4)

out unless he is definitely bad. And Loew has proved that certain men that would have been given up as hopeless by other organizations very early in their cycle of misdeeds are capable of

being rehabilitated. By pursuing such a policy Loew—without any such motive, we are sure—has inculcated a respect for its heart and soul by all of its men. It has brought its men together in a common bond of friendship and mutual helpfulness. It has brought good dividends, which from the strictly business angle is more important than any of the other by-products. We are happy to pay tribute to Loew and the men who have made the organization what it is. The show business can use a few more outfits like Loew and still call for more.

Do You Know?

—FLORESQUE will have some open bookings for 1939 and you may have the opportunity to book these TWO HIGHLY-ARTISTIC ACTS which do not need any introduction.

—FLORESQUE says and all the SHOW WORLD agrees that NO CIRCUS, NO FAIR, NO PARK, NO CARNIVAL MIDWAY has a complete THRILL SHOW without THE GARTHIN No. 2 AERIALIST.

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B. & V. SHOWS WANT

SHOWS—Hoboken, Mosley Circus, Wild Show, Drury, Fun House, Carl Harris, Dog and Pony Show and Great Shows. HITTERS—Book or Loose Whip, Pins, Octopus, Striper, Loop or Rollupans, CON. CESSIONS—Cook House, Ball Games and Grand Shows, Bingo. WANT High Drive, Theater Gardens, French Denture, Wills. 185 Passaic St., Garfield, N. J.

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

OUTLOOK, 1939

This is the time of year for prognostications. Perhaps as never before members of the coin machine industry would like to be able to take a peek into the crystal glass and see what is ahead for the year 1939. Perhaps as never before the coin machine industry is directly concerned with the trends of general business as well as its own affairs.

The papers have already brought to their readers the opinions of the great and the near great on the business outlook for 1939. There are some very definite signs of hope in the background and it pays to look mostly at the cheerful side of the picture.

Altho it has been customary to speak of the coin machine industry as a "depression-proof" business, yet the depression of 1937 cut heavily into the amusement games and music divisions of the trade. It is not easy to explain just what happened or why it seemed to affect the industry so abruptly. It may have been simply a coincidence.

But the fact remains that in facing 1939 the industry's welfare is closely linked with the business and political happenings of the country.

Whatever may be the causes of unemployment and depression, it is now plain that old-age pensions will occupy a front seat in 1939 or at least for the first half of it.

And in the old-age pension movement lies the chief hope for the amusement games trade as we start into 1939. It so happens that both major political parties are trying to outdo the other in proposing bigger and better old-age pensions. The federal government is almost certain to increase its allowance in some way. This will in most cases call for the States to also increase their allotments to the aged. All of which means that the States will be looking for every possible source of revenue.

It is now plainly apparent that the main hope for the amusement games business is to operate under a city or State license, the revenue from the license going to some fund with a popular appeal such as the pension funds. Organized effort will be needed to sponsor such license movements in some States, while it is safe to say that organization will be needed in every State during the first half of the year to be on guard against adverse legislation. It is what is known as a legislative year and many bills will probably be appearing.

Within the trade itself the one thing most needed at present is a greater unity among the manufacturers. There is a general feeling among the trade that division among the manufacturers has come at the very time when unity is most needed. If the first half of 1939 brings about a uniting of manufacturing groups, then something worth while will have been accomplished.

The interest of the trade in all parts of the country to maintain a united manufacturing industry is definite and vital. The firm support and sentiment of the distributing and operating divisions is needed to help heal the breach that now exists among manufacturers. The industry needs that unity regardless of what may have been the primary reasons for any division in manufacturing ranks.

The prospects of the music section of the industry for 1939 include another year in which efforts at limiting production of phonographs will be extended. Manufacturers seem to have accepted to some degree the idea of limited production. Probably the development of an outstanding phonograph would be the only cause for breaking over the limited production idea. Unionization will also be extended in the music field. There are already prospects, however, that opposing unions will be organized which may bring rough sailing into the operating ranks in certain cities.

The record companies themselves still have the problem of fees asked by organized musicians' groups, and even the record firms are not willing to make any predictions as to the final result. The year begins with this problem still unsettled and perhaps more acute than ever.

Organization among music operators will probably make good progress during 1939. Active organizations in this field are already paving the way for dozens of other organizations over the country. Wise leadership among the operators is needed in this section more than in any other.

The vending machine trade begins the year with promising indications of another good year. The new machines are of such quality as to command attention, and the prospects of any open opposition still appear small. Manufacturers seem to be expanding the types of vending machines offered so that a wider variety of products may be brought within the scope of automatic selling. Promotions in the vending field seem to be on a much sounder footing than in 1928 and 1929 and so the comeback of the vending machine should extend over a long period.

The products for which vending machines are being made include chiefly the staple products of the candy and tobacco trade. The new appearance of refrigerated venders will evidently give the industry some permanent machines this time.

Consideration of the operator and his prospects will be treated in a later article. Each year we try to record the changes in the operating trend. A transition began in 1937 and it now seems that the past year practically completed that transition. The music field is the best example of what the professional operator of coin machines may be in the future. Operators themselves will undertake to stabilize their ranks, and the normal supply of new operators will become a trade problem.

Hope for 1939 is emphasized chiefly in the amusement games trade. The matter of closed territory has caused difficulties for two years now. It is well understood that the acceptance of games generally in as many as two or three good States would put new life into the games manufacturing industry and would furnish a good market thru the year.

While hatred and antagonism seem to prevail in many parts of the world, a lot of people are trying to show the spirit of co-operation in America. Perhaps 1939 will be the year in which responsible persons begin to boost minor industries like the coin machine industry—instead of kicking it around so much.

The Most Important
DATES and PLACE
 in the entire
Coin Machine Industry!



JAN. 14th to 19th
 Daily INCLUDING SUNDAY 10 A. M. to 6 P. M.
 AT THE
KEENEY FACTORY

THERE WILL BE SHOWN THE INDUSTRY'S MOST SPECTACULAR
 NEW GAMES—SPECTACULAR IN THE SENSE THAT THEY ARE
 ENTIRELY NEW IN IDEAS



★ KEENEY'S 1939 OFFERINGS WILL BE
 SHOWN AT KEENEY FACTORY ONLY. ALL
 RECOGNIZED MEMBERS OF THE COIN GAME
 INDUSTRY ARE INVITED.

PASTIME CONSOLE GAME
 Introducing new "match point" play principle. 9-coin head. Hit of Dec. showing.

SPINNER WINNER
 Console Action Counter Game
 8 Selections. Takes pennies, nickels, dimes or quarters. Variable odds.

POT SHOT I-BALL PAYOUT TABLE
 Also In Free Game Model. Fastest playing of all pin tables. New at this showing.
 Like-wise other new games shown at the December showing, as well as current games now in production.

*Stunts—
 Refreshments!*

J. H. KEENEY & COMPANY Inc.
 "The House that Jack Built"
2001 CALUMET AVENUE • CHICAGO

CMMA Pushes Home-Coming Plans to a Grand Finish

Railroad and hotel reservations show big response—exhibits to display big variety in coin-operated machines—floor show details are kept a secret

CHICAGO, Jan. 7.—As the CMMA officials rushed to complete final preparations for the opening of the annual convention and exhibit of coin-operated machines, they said that advance registrations indicated a true "home-coming" to the convention. The rank and file of the trade had rallied to the spirit of the slogan, they said, and that even the "special train" delegations were beginning to touch the convention from Chicago. Railroad officials have kept a close touch with the convention management and lines coming from the East, South, North and Northwest report an encouraging number of reservations. The delegates from the Pacific Coast, it was explained, usually come as individuals by various means of transportation and a special delegation was reported from that sector. The delegation from Texas and the Southwest seemed to be leading in the convention spirit this year as the time drew near for embarking on Chicago.

The convention registration booth will open in the lobby of the Sherman Hotel on Sunday, January 15, and for the following days the display hall will be open to the trade. Special meetings for operators will be announced on the convention bulletin board.

Details of the annual floor show, following the annual banquet, are being kept secret this year. It is stated, however, that E. W. (Dick) Hood is in charge of the committee that has been planning for the big floor show and that the trade will know to expect the best. It is recalled that Hood had in charge of the plans for the show in January, 1938, and that it was hailed by the industry as the "fastest and best in the history of conventions."

Six additional firms reserved exhibit space during the week of January 2, which added considerably to the already large list of exhibitors. This is a strong indication, the management said, that the exhibit floor will make it worth while for every member of the trade to see the offerings of manufacturers, as well as join in the convention fun.

Canadian Operators
 A conference of all coin machine men from Canada will be held in Chicago during the CMMA coin machine convention, Hotel Sherman, January 16 to 19, 1939. All trade members from Canada are invited to watch the convention bulletin board for announcement of this meeting.
 The conference will be called by the Ontario Coin Machine Operators' Association of Hamilton, Ont. Communications may be addressed to Gordon M. Noble, secretary, 25 King street, West, Hamilton, Ont.

Exhibitors Swell List of Prizes
 CHICAGO, Jan. 7.—Coming as a climax to the annual banquet each year is the special prize awards, providing a convention thrill to many members of the trade. The CMMA convention this year is offering three general prizes to bona fide, registered members of the trade. The first grand prize will be a Chevrolet Master 76 four-door sedan. Radio and luggage will constitute the other prizes. Exhibitors at the convention have

ELEPHANTS NEVER FORGET...
 . . . But Human Beings Do. That's one reason they love to take pictures of themselves—to help them remember—and that's why PHOTOMATIC operators have been so successful—it's so easy to take a photo on a PHOTOMATIC. Don't forget to
INVESTIGATE
 International Mutoscope Reel Co., Inc.
 518 West 34th St., New York

added to the rest of awards by offering a whole list of prizes. The list on January 6 revealed the following awards by the firms mentioned:
 A. B. T. Mfg. Co., model P Target Skill, Big Game Hunter, Top-Its or dice machine, Bally Mfg. Co., Hawthorne machine; Block Marble Co., operator's tool kit, Daryl Mfg. Co., Side Kick pin game, Penny Pack counter game, Exhibit Sales Co., Philco portable radio, Gay Games, Inc., Gross Jitterbug (Seals), Genco, Inc., "Bubbles" machine, D. Gottlieb & Co., DeLuxe Grip Scales, Groetchen Tool Co., Columbia Convertible Bell Machine, Sparks Automatic Token Payout Game, Glager Automatic Token Payout Game, International Mutoscope Reel Co., Hockey Game, Jasper Brokerage Co., Circumum Horseshoe Clock, King & Co., Northwest-ern Venders, Louisville Nov. Mfg. Co., Complete Jar Deals, D. E. Pachter Co., Stewart-Warner superhet radio with automatic tuning, Pan Confection Factory, 100 lbs. Hardshell vending machine candies, D. Robbins & Co., Criss-Cross counter game, Townsend Mfg. Co., Calvert Vender, Western Products, Inc., Qualified Free Game Machines.

The CMMA Convention Program
SHERMAN HOTEL, CHICAGO, ILLINOIS
JANUARY 16, 17, 18, 19, 1939
 SUNDAY, JAN. 15—Registration booth will be open in Sherman Hotel Lobby from 10 a.m.
 MONDAY, JAN. 16—Exhibition Hall open 10 a.m. to 10 p.m.
 TUESDAY, JAN. 17—Exhibition Hall open 10 a.m. to 10 p.m.
 WEDNESDAY, JAN. 18—Exhibition Hall open 10 a.m. to 10 p.m.
 THURSDAY, JAN. 19—Exhibition Hall open 10 a.m. to 3 p.m.
 Annual Banquet, 7 p.m.
 Special meetings will be announced on bulletin board.

CMMA Coin Machine Show, January 16, 17, 18, 19, 1939--Sherman Hotel, Chicago

THE CROWDS WILL GATHER AROUND BOOTHS 228 - 229 - 230 - 231 to see Exhibit's 'CHIEF' A FIVE BALL HIGH SCORE GAME

- with
- SWITCHING LIGHTS
 - CAPTIVE BALL KICKER
 - OUT BALL RETURN
 - and "POP UP" FEATURE

—ALSO—
EXHIBIT'S SENSATIONAL MACHINE THAT'S LEGAL IN ALL TERRITORY

and Exhibit's
1939 'LONGCHAMP'
A Vest Pocket Console
Selling at less than \$100.00

and Exhibit's
'REQUEST'
NOW WITH FREE PLAY

Write for your samples NOW and see us at the Show.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

Conventioners Heading for Chi Via Many R. R.'s

CHICAGO, Jan. 7.—All points lead to Chicago for the CMMMA convention, according to latest reports from delegation heads. From Fort Worth, Tex., comes the information that the Texas delegation will embark upon the Santa Fe R. R. leaving Galveston. Parties will join it at various points along the route, such as Houston, Waco and Ft. Worth, Tex.; in Oklahoma, Oklahoma City and Guthrie; in Arkansas, Arkansas City, Wichita and Chicago City; in Missouri, Kansas City and possibly the St. Louis delegation.

Tom Murray, well-known Texan, reports that two cars have already been filled and a third car will have to be used. Many Texas towns, Corpus Christi, Beaumont, San Antonio, are contributing operators to the delegation. The train leaving Texas is expected to arrive in Chicago Sunday, January 15, 9:30 a.m. at the Santa Fe Station.

The New Orleans trainload of coinmen, headed by Julius Pace and Jules Perez, is one of the largest delegations reported to date. They will utilize the facilities of the Illinois Central R. R. The railroad reports that many other reservations for the train have been made by coinmen along the route. Principal points at which the train will stop to pick up coinmen will be New Orleans, La.; Jackson, Miss.; Memphis, Tenn.; Cairo and Centralia, Ill. Other towns along the railroad right-of-way will witness the embarkment of those engaged in coin machine work.

Now It's Official

Mrs. Anna Gensburg announces the engagement of her daughter, Eve, to George Finger, of Chicago. Mrs. Gensburg is the mother of Morrie and Eddie Gensburg, heads of the Atlas Novelty Co., and is well known to many of the manufacturers and distributors throughout the country.

From the Eastern seaboard a train leaving New York will wend its way over the Pennsylvania R. R. system, gathering coinmen at such points as Newark and Trenton, N. J.; Philadelphia, Harrisburg and Pittsburgh, Pa.; at various points thru Ohio; and at Fort Wayne, Ind. This road also reports a large influx of reservations for trains coming into Chicago at this particular time. Bill Oersn, New York advertising man, who has been handling the reservations, says that a complete bedroom car is to be reserved with a special club car and bar thrown in "for good measure."

The Canadian delegation will be small, but reports are to the effect that they will bring several important subjects to be discussed at the convention. The Canadians are not traveling as a group but are coming individually by rail, auto and air.

The Michigan Central R. R. will carry its usual large load of Michigan coinmen. Reports from Detroit are that practically every coinman will be on his way by late Sunday night for the convention.

Railroad officials of several carriers covering the Northwest report that there is a goodly number of reservations made by coinmen. Added to this, they say, there is an increase over normal traffic that can be attributed only to coinmen who are on their way to the Chicago conv.

All in all, with these trains running, special sections and with countless operators driving, flying or taking other railroads into Chicago, a goodly portion of the large number of persons engaged in coin machine operation should be congregated in Chicago during convention week.

Mills Announces Big Open House

CHICAGO, Jan. 7.—One of the best known bars in coin machine circles will be in operation during the week of January 16-20 at the Mills Novelty Co., according to an announcement by the firm. Say they, "This bar is maintained for the exclusive use of coin machine operators and the coin machine fraternity, and it's impossible to buy a drink here—every round is on the house of Mills."

The bar was designed by the famous architects Nicolai & Faro, designers of



OVER 100 STYLES TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE THE LEADER OF ALL JAN DEALS.

100 WINNERS, 1800 Tickets, Each \$1.25 (100 Cents) \$1.20
 Takes in \$22.80
 Pays Out \$7.00
 Profit \$15.80
 Write us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

WIS. De LUXE CORP.

1900-12 North 3rd Street, Milwaukee, Wis.

the Time and Fortune Building at the World's Fair in Chicago. It was named the McCoy Bar in honor of Kid McCoy, an inscription to whom may be found on the mirror behind the bar. The legend tells how Kid McCoy slumped down a party drunk who was arguing with another drunk that the said kid wasn't the real McCoy until he hit the floor. Finally he had to admit that only the real McCoy could hit like that. In the opening ceremonies Kid McCoy was on hand to dedicate the room.

Mills announced, "On January 10, 1939, a snappy working addition will be made to the Mills McCoy Bar in the form of Mills McCoy Restaurant, which will operate continuously serving delicious food to the many operator visitors in Chicago. All during the week Mills will be running open house, featuring the spirited kind of doings always to be expected at Mills open-house entertainments."

"On January 17 (Tuesday) Kitty Kelly will appear in person, demonstrating a new Mills surprise, the Little Theater. Don't miss this event. Be on hand early so as not to miss a single trick. Assisting Kitty Kelly will be the newly crowned Miss Coin Machine, Miss Kay O'Brien. It will be a sort of contest to decide which is the prettier."

"Mills' new line of machines has grown so rapidly that it has been necessary to expand display facilities, taking in two huge new rooms. Mills is celebrating its 50th anniversary during the entire month of January, as they did in December. As a consequence, hundreds of

visitors are crowding into the plant every single day. An augmented crowd of thousands is expected during the big open-house week of January 16-20. We hope to tax facilities to the limit. Any operator who has ever enjoyed Mills hospitality will remember it for the rest of his years. During this open-house week special features will be in order each day and the welcome sign will be out to all operators, whether they be Mills customers or not."

Said Vinco Shay, sales manager, "We'll be sore at any operator who doesn't come out to see us during the big week. When you visit us at the Mills factory it's like visiting us at home. We don't expect anything from you. We're just as glad to see you if you buy machines by the carload or if you have still to make your first purchase from Mills. This business was built into the largest in the world by building friends first and customers later. That's the policy we will always follow. Come one, come all. We welcome you from the bottom of our hearts."

Canadian Ops Plan Meeting

Delegates to Chicago will make plans to meet problems at home

HAMILTON, Ont., Jan. 7.—Canadian coin machine operators from coast to coast are putting up a vigorous protest against adverse laws affecting coin machines, particularly the amendment to the Criminal Code enacted at the last session of the Federal Parliament. Because this legislation was embodied in the Criminal Code its effects are far-reaching, as it fully covers the Dominion and only the national government has power to change it.

The movement to secure redress is being led by the Ontario Coin Machine Operators' Association, with headquarters in Hamilton. This organization plans to hold call meetings of Canadian delegates at the coin machine convention to be held in Chicago January 16 to 19 to further complete plans of national organization in Canada.

A spokesman of the Ontario group said that "coin machine operators in Canada have been and still are woefully lacking in organization. If every operator would read and thoroly digest every word of the brilliant and inspiring article *John and Esra*, by Le Roy E. Stein (The Billboard, December 31, 1936), the ultimate result would mean many extra dollars to them."

"The Ontario group is only seven months old," he said, "but it has in that time been vigorously campaigning against adverse and unfair legislation and its enforcement. It is gratifying that because of these activities more machines are operating in Ontario today than in all the other provinces together. The aim of the Ontario association, while sponsoring an amendment to the Criminal Code at the current session of Parliament, is to weld together all coin machine men from all provinces in a Dominion-wide association which could, by reason of its political strength and resources, successfully combat adverse legislation and cure many other ills from which Canadian operators, in common with others who lack the benefits of organization, are suffering."

Communications to the Ontario organization may be addressed to Gordon M. Noble, secretary, 25 King street West, Hamilton, Ont.

More Firms Sign To Exhibit At CMMMA Coin Machine Show

CHICAGO, Jan. 7.—The Coin Machine Manufacturers' Association reported today that seven more firms have signed contracts to exhibit at the CMMMA convention at the Sherman Hotel, January 16-19, 1939, since the list of exhibitors was published in The Billboard last week.

The firms who have recently indicated that they will exhibit are: Acme P. & M. Co., Chicago (formerly Acme Novelty & Mfg. Co.); Auto-Matic Alarm Systems, Chicago; Machine Owners' Service Corp., Chicago; The Pioneer Springless Scale Co., Chicago; The Rudolph Wurlitzer Co., North Tawanda, N. Y.; W. G. Parraash Co., Not Inc., Chicago, and Scout Mobile, Inc., Chicago.

List of Exhibitors

The list of exhibitors, as reported by The Billboard in last week's issue, follows:

- A. B. T. Mfg. Co., Chicago; Acme Novelty and Mfg. Co., Chicago; Atlas Novelty Co., Chicago; Automat Games, Chicago; Automat Age, Chicago; Automatic World, Ft. Worth, Tex.
- Bally Mfg. Co., Chicago; Bearse Mfg. Co., Chicago; The Billboard Publishing Co., Cincinnati; Blackhawk Mfg. Co., Chicago; Block Marble Co., Philadelphia, Pa.; Brunswick Record Corp., Chicago; Buck-ley Mfg. Co., Chicago.
- Central Stand Mfg. Co., Chicago; Chicago Coin Machine Mfg. Co., Chicago; Chicago Lock Co., Chicago; Coin-Settling Co., Madison, Wis.; Caille Bros. Co., Detroit, Mich.; Churchill Cabinet Co., Chicago; Coin Machine Journal, Chicago; Coin Machines Review, Los Angeles, Calif.; Corcoran Cabinet Co., Chicago; Crabb Mfg. Co., Chicago.
- Daval Mfg. Co., Chicago; Electrical Products Co., Detroit; R. G. Emerick, Ploomsore, Ill.; Etching Co. of America, Chicago; Evans Novelty Co., Chicago; H. O. Evans & Co., Chicago; Exhibit Sales Co., Philadelphia; Exhibit Supply Co., Chicago; Filben Mfg. Co., St. Paul; Philip Florida, Inc., New York City.

- Gardner & Co., Chicago; Jay Games, Inc., Muncie, Ind.; General Electric Co., Radio Division, Chicago; Genco, Inc., Chicago; D. Gottlieb & Co., Chicago; Grand National Sales Co., Chicago; Great States Mfg. Co., Kansas City; Grostchen Tool Co., Chicago; Guardian Electric Mfg. Co., Chicago; Karl Guggenheilm, Inc., New York City; Gann Sales Co., Peoria, Ill.

- Hamilton Enterprises, Inc., Kansas City; Hamilton Mfg. Co., Minneapolis; Illinois Lock Co., Chicago; Independent Lock Co., Fitchburg, Mass.; International Microscope Reel Co., Inc., New York City; Jacobs Novelty Co., Stevens Point, Wis.; Jasper Brokerage Co., Chicago; King & Co., Not Inc., Chicago; Louisville Novelty Mfg. Co., Louisville.

- Merchandise Sales Syndicate, Chicago; Monarch Coin Machine Co., Chicago; Muncie Novelty Co., Muncie, Ind.; National Coin Machine Exchange, Chicago; National Manufacturers, Inc., Canton, O.; Hecht Nielsen, Chicago; Operators Supply Co., Chicago.

- D. A. Pachter Co., Chicago; Pan Con-fection Factory, Chicago; Paris Bead and Novelty House, Chicago; Peanut Specialty Co., Chicago; Permo Products Corp., Chicago; Perma Mfg. Co., Chicago; Popcorn Robot Co., Detroit; Pop-O Products, Inc., Chicago; D. A. Robbins & Co., Brooklyn, N. Y.; Rock-Ola Mfg. Corp., Chicago.

- N. Shure Co., Chicago; Shavers Mfg. Co., Chicago; Spen-O-Sales Co., Inc., Minneapolis; Standard Transformer Corp., Chicago; Stewart & McGuire, Inc., New York City; Superior Products, Inc., Chicago.
- Townsend Mfg. Co., Baltimore, Md.; Traders Syndicate, Chicago; Trimount Coin Machine Co., Boston; Underwood Industries, Inc., Chicago; U-Need-a-Pak Sales, Inc., St. Louis; Universal Mfg. Co., Kansas City.

- Thos. A. Walsh Mfg. Co., Omaha; Watling Mfg. Co., Chicago; Werts Novelty Co., Inc., Muncie, Ind.; Western Products, Inc., Chicago; W. W. Wilcox Mfg. Co., Chicago; Winner Sales Co., Chicago.



THE GREATEST - FASTEST
SALECARD DEAL EVER OFFERED!!
GIVE AWAY GENUINE
ACTUAL WHOLESALE VALUE \$27.50

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IMPORTANT

Do not confuse the coats offered on this deal with the \$1.00 and \$2.00 coats of the market. THESE FUR COATS ARE F.A.R. SUPERIOR and REAL VALUES!

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DON'T LOSE A MINUTE. Write, Wire Today and Cash In.
M. SEIDEL & SON D-18, 243 W. 30 ST. NEW YORK, N. Y.

Send Today for FREE SAMPLE CARD and large DISPLAY PHOTO AND LABEL OF COATS.

Card has 100 holes, 1 to 499 (with 2, \$27.74, 5's list; Winner gets absolutely FREE a gorgeous Fur Coat. Person who sells the Card also gets Fur Coat absolutely FREE. Your only investment to start. You don't have to buy the fur coats until the cards have been completely sold and you have collected your profit. If you just hesitate about investing in this amazing proposition, we'll send you one complete deal absolutely FREE.

★ SLOT MACHINES ★ PHONOGRAPHS ★ PAY TABLES ★

★ ARCADE MACHINES ★ SUPPLIES ★ SCALES ★

EXPORT

ORDERS FOR ALL TYPES OF COIN-OPERATED DEVICES BOTH NEW AND USED IMMEDIATELY SHIPPED TO ANY PORT IN THE WORLD! SAVE MONEY! BEFORE MAKING ANY PURCHASES

CABLE: "Coinslots" U.S.A.

The Vending Machine Co., Fayetteville, N.C., U.S.A.
References: Dun & Bradstreet; any Bank in Fayetteville, N. C., or your own Bank.

★ CONSOLES ★ ARISTOCRAT BILLIARD TABLES ★

JOE CALCUTT
... assures every importer complete and expert knowledge of his needs—the result of over 20 years' experience in export shipping—and the finest merchandise regardless of price.

★ NOVELTY PIN GAMES ★ VENDING MACHINES ★ COUNTER GAMES ★



FRED W. WERTS, president and owner of the Werts Novelty Co., by hard work and perseverance has built his present large company, makers of far games and tally cards. Werts is president of the National Tally Card Association and is active in affairs of several companies and organizations.

Licenses Aid To Security

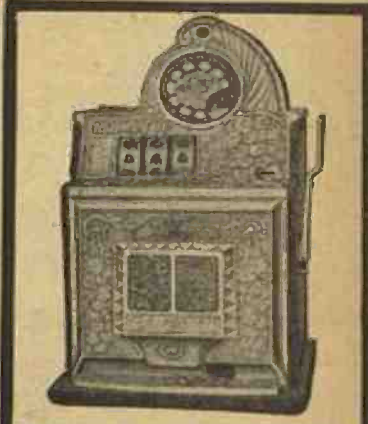
Pinballs benefit thru good will secured by support of city treasury

SYRACUSE, Jan. 7. — Pinball license fees, once fought vigorously by Syracuse operators, are turning out to be a blessing locally, for there is no threat of closing machines out of places licensed for liquor and beer in this county as in other parts of the State. East, west and south of Syracuse the State board has ordered out machines, reports say, but in Syracuse no action will be taken. It is indicated.

Significantly it was revealed at the same time that machines paid \$20,700 last year, or nearly half of the \$54,000 total from miscellaneous taxes. This means machines were fewer this year because 1937 fees amounted to \$32,733. However, when the lower figure is welcome in a strained city treasury and it may be deciding factor in keeping games active.

Old-Age Pensions Absorb Congress

WASHINGTON, Jan. 7. — With the opening of the 76th Congress the newspapers indicated what the country may expect as to old-age pensions. It was definitely a stampede to gain credit for sponsoring pensions while at the same time keeping a certain secrecy about



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1896—Tel. Columbus 2770.
Cable address "WATLINGITE," Chicago.



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VANAK
SLUG REJECTOR
Patented Check and Check Separator give extra protection. Individual check credits for each operation—no added income assured! See your dealer or write
A. DALVIN CO.
4311-13 Ravenswood Ave., Chicago.

WE PAY CASH FOR USED RECORDS
No. 501 too small or too large. Write us at once.
DORAN TRADING CO.
1010 Paul Street, Linden, N. J.

ENGINEERING DEPARTMENT of Metal Manufacturer has designed and toolled up for Making Modernistic Machines to Vend 1c HERSHEY BARS. Production 1,000 weekly. Would like to hear from Salesmen and Distributors who can purchase in 100 lots or more direct.
BOX 358, Billboard, Chicago, Ill.

Robbins Tells of Penny Game Need

BROOKLYN, N. Y., Jan. 7.—Dave Robbins, president of D. Robbins & Co., commented recently on his specialization in the penny amusement machine field. He said he, "Did you ever stop to think that many folks today hesitate about spending nickels but that they spend many pennies without giving it any thought? Millions of pennies are in circulation. A good percentage of these pennies are finding their way into penny coin-operated machines.

"Operate low cost penny machines that have proven to be steady money makers. About 10 years ago, when I was an operator, I made plenty of money with penny novelty games. These machines were consistent money makers in the same locations for about one year. They did not have to be changed every few weeks.

"Conditions are now ripe again for penny machines. We have proven this by selling over 1,500 Bingo counter skill games within 14 weeks! And we haven't even scratched the surface in sales, as repeat orders are coming in daily from operators and jobbers. Bingo vends a ball of gum for each penny, which

makes it legal to operate everywhere. Awards for skill may be given where such awards are permissible. A complete change of play is accomplished by merely changing the scorecards. In addition to Bingo, we will introduce Crisis Cross, another ball gum counter machine, at the Sherman Hotel coin machine show. This new game has been on test locations for 60 days and has definitely proved to be a winner."

Natchez, Miss.

NATCHEZ, Miss., Jan. 7.—Business is not too good after the holidays in this section, but a number of new machines have been placed by the distributors in this territory: Serrano Novelty Co., operated by Sam McGage and Sam Serr; the Lartex Co., owned and operated by Dan Tucker and Bill Eide.

The Tops Grill and Eola Hotel, leading hostelry of Natchez, are latest locations for the Serrano company. Both spots are said to be doing okeh.

Mr. and Mrs. Dan Tucker are receiving congratulations on the recent arrival of a girl. Tucker is the owner of the Lartex Co. Both Mrs. Tucker, the former Bonnie Crumb, of Gloster, Miss., and baby are doing nobly.



A GALA JUBILEE BANQUET GIVEN BY DAVID C. ROCKOLA, president of Rock-Ola Mfg. Corp., Chicago, occasioned the gathering, as shown above, of department heads, officers, executives and their wives at the Gremerc Hotel, Chicago, December 30.

the whole movement. Old-age pensions will be big news for many weeks, and it may soon become big news of direct importance to the coin machine industry. Chief moves during the first week of Congress were the rivalry among congressmen in seeing who would sponsor bills, political maneuvering to see which party could gain an advantage, and the activities of the two chief lobbying agencies. The two prominent lobbies for old-age pensions are the Townsendites and the rival General Welfare Federation of America. Congressmen are on the spot because the elections last November indicated that to support pensions would get the popular vote, and yet the business executives who contribute campaign funds are all opposed to pensions because it would mean high taxes on business. About 80 of the 80 new Republicans elected to Congress favored bigger pensions in their campaign. They saw they face the dilemma of losing 1240 campaign funds from the wealthy if they vote for pensions.

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 57

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CMAA CONVENTION
JAN. 16-19

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Pause That Pays Is Bally Theme

CHICAGO, Jan. 7.—Discussing the new Bally Beverage Vender, Jim Buckley, general manager of Bally Mfg. Co., predicted that industrial locations would prove among the most profitable spots for automatic vending of carbonated beverages.

"Smart industrial management," Buckley said, "recognizes the fact that the pause for a refreshing drink of a cold carbonated beverage is a pause that pays—a pause that pays dividends in renewed energy, increased efficiency and good will between employees and employers. For that reason every factory, every mill, every warehouse, every shop; in fact, every industrial establishment of any description is an ideal spot for the Bally Beverage Vender.

The Bally Beverage Vender is particularly adapted to industrial locations because no plumbing, pipe connections or water supply of any kind is required.

Also it is preferred by factory managers because of the speed with which the beverage is vended. There are no buttons, levers or knobs to slow up the thirsty worker. Simply drop a nickel and take a drink!

"Of course, there are more 'trivious' locations galore—such as subway and 'L' stations, cigar stores, office building lobbies, parking lots and garages, railroad and bus terminals and many others. All are potential gold mines for the beverage operator. But the shrewd operator will also devote considerable time to lining up industrial locations. I know several large operators who have their men out already spotting smokestacks, and the 'pause that pays' will soon be putting plenty of nickels in their pockets.

"We will be in production on the Bally Beverage Vender by show time, and a heavy production schedule will be maintained through 1939. Judging by commitments already received, Bally operators are really going to go to work on America's billion-dollar soft-drink thirst," Buckley declared.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1864 Broadway, New York City.

The CMA of New York is planning a gala day of festivities for all its members as well as for members of other CMA's, cigarette merchandising machine manufacturers, jobbers, distributors and others allied with the trade some Saturday in early spring. While plans are still in the formative stage at this writing, enough definite decisions have been made to indicate that the organization intends to do this event up in grand style. The event most probably will be heralded as the World's Fair Meeting of all cigarette merchandising machine operators. Included in the tentative plans is a preview trip of inspection thru the World's Fair where, in addition to inspecting all the various exhibits and buildings, the visitors will examine in detail the exhibits of the various cigarette manufacturers.

Other parts of the program include a dinner-dance at one of New York's most prominent hotels; the publication of a Merchandisers' Almanac which the organization states will be filled with worth-while information for all operators; and many other features, some of which are still in the process of development. At the present time the committee in charge is busy deciding on the most advantageous date to hold the get-together. Keep tuned to this column during the weeks to come for full details.

An item that recently appeared in the column of the sports editor of The Cincinnati Times-Star stated that "He (the editor) did not know whether or not it was a throwback to the days when cigarettes were called 'coffin nails' but he couldn't help noticing that a good many of the cigarette vending machines in Cincy sport mirrors shaped like the old-time extended coffin." Up in Milwaukee an 11-year-old girl named Dorothy Hess received an artificial leg as a present from Santa Claus which was paid for by cigarette and tobacco coupons. The United Automobile Workers gathered the coupons, redeemed them in cash and purchased the limb for the little girl who lost her right leg last year as the result of a bone infection.

William C. Hollingsworth, president of the Retail Tobacco Dealers of America, Inc., has been appointed national sales manager for the new Dunhill Superior cigarettes, according to an announcement by Arnold L. Ogden, president of Alfred Dunhill of London, Inc. At the same time Ogden said that Philip Morris & Co., Ltd., has been appointed sole distributor for the brand. Hollingsworth stated that his plans are an immediate coverage of New York City, Chicago and Florida. After that distribution will be extended as and when factory production can be geared to take care of it. Dunhills will sell at \$0.25 per 1,000.

The CMA of New Jersey is planning a mammoth birthday party to celebrate its second year of existence. Event will take place on Sunday, February 19, at the Hotel Robert Treat in Newark. At the last meeting President Samuel M. Malkin appointed Leon Eskin as chairman of the second birthday anniversary committee. Other members on the committee are Charles W. Stange, Leonard Ziegler, Michael Lascari, George Dorian, Sol L. Kesselman and Le Roy Stein. Ever since its appointment the committee has been hard at work planning the program. They have announced that music for the evening will be supplied by DR's Musical Vendors, whose music helped to make the first annual celebration such a success.

There will be an exhibit again this year. Whereas last year it dealt with the evolution of the cigarette machine, this year it is planned to conduct one of the new models on the market. Invitations will be extended to the manufacturers to display their new machines. Committee remains mysterious about the entertainment scheduled for the evening and the awards and door prizes they intend to award. Special invitations to attend the affair are being mailed to members

TOPPER!

Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachioes, charms, etc. Capacity 5 lbs.

\$6.75

Special Introductory Offer:
1 Topper
10 lb. Candy
1 gr. Toys
All for \$8.75.

PEANUT & GUM VENDING MACHINES

New, direct from factory.

Only **\$2.40** and up

Over 60,000 sold.
1/3 Dozen With Order, Balance C. O. D.
Send for circular and easy terms.
Order Now
Factory Distributor

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MODEL "E" SEL-MOR

\$6.25

SAMPLE (CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

Ask Any Smart Operator!

GREAT STATES MFG. CO.
Dept. E, 1601-00 E. 38th St., Kansas City, Mo.
Exclusive Chicago Distributors: Central Vending Co., 3718 Ogden Ave., Chicago, Ill.

PROVEN Money Makers!

Be an independent operator. Place Ten Thumb Vendors in stores, walking floors, taverns, restaurants, etc.—where you know how. Ten Thumb vends candy, peanuts, gum, bubble-gum, penny candies, Wracky gum, etc. on penny gum. High Ten Thumb operates now independent. Start small, grow big, have a chain of your own. Ten Thumb works while you're away. You keep 80% collect your profits daily. Handicapped opportunity. High Ten Thumb gets in where ordinary vendors are shut out. Make coin "operator" take Ten Thumb business. Make Adjustable—you get the profit. Precious machine: no investments. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain reported. Get details of your easy business opportunity. Many good locations now open. Don't wait. Write today.
FIELDING MFG. CO., Dept. 2, Jackson, Mich.

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Vendors.
Also Table Size Vendors.
Supplies for All Machines.

Self-Serv Mfg. Co.

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Palmyra, N. J.

ADVERTISE IN THE BILLBOARD—
YOU'LL BE SATISFIED WITH RESULTS

TOPPER

VICTOR VENDING CORP.
4293 Fallerton Avenue, Chicago

New and Used VENDORS

Write for Complete Catalog.

D. ROBBINS & CO., 41-B, DEKALB AVE., BROOKLYN, N.Y.

of the Interstate Association, which includes groups in Syracuse, Buffalo, New York City, Massachusetts, Connecticut, Pennsylvania and Delaware. Committee expects attendance to surpass that of last year, since every effort is being made to make the party an outstanding success.

Cigarette ops are focusing much of their attention on the coming convention of the National Association of Tobacco Distributors being held at the Palmer House in Chicago on January 13-21. Since two days of this convention will coincide with the dates of the CMAA convention, the officials of both groups have agreed to honor admission badges of the other. In other words, an op attending the CMAA show can also attend the NATD show without registering. All he must do is show his badge. One of the subjects scheduled to be discussed at the round-table meetings of the NATD is Mechanical Merchandising and How It Can Be Managed Efficiently and Effectively.

Quaker City columnist Girard, writing in The Inquirer-Public Ledger, reveals a snappy analysis of cigarette progress during 1938: "Our cigarette smokers set up another new record of consumption this year. Believe it or not it is a fact, America this year consumed the equivalent of one cigarette 7,000,000 miles long. At that rate in 13 years all matches in paper jackets could be tossed away because the other end of the cigarette would touch the sun itself about 82,000,000 miles away. Wouldn't it be a novelty to get a light from Sol?"

"Depression may check purchase of new shoes for baby or silk stockings for mamma, but it fails completely to halt cigarette smokers. Yes, 16,000,000 more smoked every day this year than last. There is no precise record of how many are bought by the fair sex, yet the number is enormous. Miss Rittenhouse Square has undoubtedly become one of the best customers of the tobacco farmer. This State is coming up in its production of cigarettes—about \$18,000,000 worth this year—which relieves the feminine consumption of diamonds all the way from the Delaware to the Ohio."

Candy Pound Value Off in October

WASHINGTON, D. C., Jan. 7.—The average value per pound received for all types of confectionery and chocolate products by manufacturers-wholesalers declined 0.7 cent in October, according to tabulation of the Marketing Research Division of the U. S. Foreign and Domestic Commerce.

Sales were off compared with the same month of a year ago. The average value per pound was 15.2 cents in October, 1938, and 15.9 in October, 1937. Nibbles bar goods firms reported \$3,782,277 pounds, worth \$5,810,624, for an average of 17.7 cents in October, 1938, compared with 40,400,372 pounds, worth \$7,456,307, for an average of 18.4 cents a pound in October, 1937.

Thirty-one bulk goods firms reported 24,297,504 pounds, worth \$2,529,368, for an average value of 10.8 cents a pound in October, 1938, compared with 25,252,646 pounds, worth \$2,941,906, for an average of 11.8 cents a pound in October, 1937.

Candy Campaign Broadens Market

By OTTO SCHNERING, President, Curtis Candy Co.

The year just ending marks the close of its first period of the collective cooperative campaign of the National Confectioners' Association devoted to making the consumer familiar with our new slogan, "Candy in Delicious Food—Enjoy Some Every Day."

That we have made substantial progress is undeniable. Millions of our slogans in various forms are now appearing daily all over America. There is no discounting the fact that this has made a very definite and worth-while impression on the public.

The extent to which the industry continues to rally around this slogan for 1939 will, I believe, be a very important factor in the progress which the confectionery industry makes in the new year. Great good can and should come to any industry thru limited and concentrated effort on a real selling

message. I am firmly convinced that we have this message in our slogan. It puts candy into the food class of everyday consumption, where it belongs. It should vastly broaden the field for sales of candy by every manufacturer and everyone within the industry and by the allied trades who sell to us as well.

The objective of any industry should be to increase its circle of influence not only thru the addition of new consumers but also in selling more merchandise to old and regular customers. I feel strongly that our campaign is accomplishing this purpose. I likewise feel that if all of us within the industry and in businesses concerned with our industry will join in this campaign and in the fight to increase our markets that we may look forward to the coming year with confidence and with assurance that our business will be better and more profitable all along the line.

Eastern Flashes

NEW YORK, Jan. 7.—Al Cohen, of Asco, Newark, was trimming over with smiles this week due to the fact that his firm has been appointed distrib for Dave Robbins' new counter-game sequel to Bingo called Criss-Cross. Sales promotion experts are studying the possibilities of using the phones located in the nation's bars and grills. This may bring additional income to the automatic phone ops and bring greater prestige to their biz. . . . Max West, old-timer as far as Brooklyn ops are concerned, has been thru many phases of this industry and is said to be going great guns with his present route. . . . Dave Barron, another Brooklyn op of long standing, is also going along fine and expects even a great year in '39. . . . Famed pinochle quartet is composed of Mike Munvea, Herman Budin, Dave Simon and Jack Semel.

Barney Kahn, of the new Portland Mfg. Co., Brooklyn, was thrilled with his first two big orders for his new legal-action counter game, Tid-Bit. They came from Herman Budin, who ordered 250 of the games, and Frank Hart, of Eastern, who ordered 500 and was appointed State distrib for New Jersey. . . . Brooklyn ops enjoyed a real Christmas party at Budin's Specialties, Inc., with beer and skittles. . . . Dick Steinberg, of Stirling Distribs, Newark, when new location phoned him for game last week, answered: "We can't take on any more locations because we have all that we can properly handle now." Dick claims if more ops would follow this method it would help a lot to curb location owners who like to play one op against another.

George Ponsler firmly believes that the creation of a credit bureau would definitely cure many of the evils now existing in the biz. . . . First really well newspaper publicity break appeared recently in The New York Journal-American. It was big story about C. W. Nixon's new multiple unit change-making marshallizer, with pic of Nixon operating machine and headline reading: "New Vending Machine Seen Booming Sales and Ending Use of Fake Coins." Sounds farfallar. . . . Jim Geiffney, well known to all coin men, is again in the Big Town for a visit. . . . Jack Kay continues to clear away his big stock of used games at unusually reasonable prices.

With the present rate of depreciation for the sunny clime of Florida, it seems that the Big Town will soon be doing all of its biz on Miami's sandy sands.

Joe Calcutt, of the Vending Machine Co., Fayetteville, N. C., reports that he is preparing for one of the biggest export years in the firm's history during '39. . . . Jack Fitzgibbons is clearing away all used games prior to firm's annual inventory. . . . The market for used phones is expected to actually double in '39. This may give some of the boys in the attic a real break. . . . Mrs. Al Cohen, of Asco, Newark, leaves for Florida to visit her folks. . . . Sam Ringler, Newark op, is recovering fast from his recent illness and getting around better on his route once again.

Phil Geuss, who is beginning to go in big for bulk vendors, reports he just purchased a home in Irvington, N. J. . . . Nat Turkel, vending machine op, reports conditions in Newark very good. . . . Fred Dann, who operates thru Jersey City, Bayonne and Hoboken, has gone in bigger for Bingo and Criss-Cross

counter games. . . . The annual pre-Christmas removal of even ball-gum vendors from Union City locations came off as per schedule this year. After the holidays the boys put them back again. This seems to have definitely become the custom for Union City officials. . . . Harry Spotholm, Newark op, who is engaged to Frieda Felsenfeld, reports that wedding bells will soon be chiming for them. Harry claims it's due to fact that his route has been doing above-par biz. . . . Meyer Parkoff, of Modern Vending Co., celebrated his second wedding anniversary on December 30. . . . Lillian Schoenberger, manager of Modern's big record department, helped the family while passing out miniatures of the Three Stooges (famed for their antics with the late Ted Healy) this Christmas. Mine, the leader of the Stooges, happens to be Miss Schoenberger's brother-in-law.

Iris Kay, of Modern, celebrated the holidays with more than the usual cheerfulness due to the return of Sanford Smolin from Los Angeles. . . . Harry Slatin, popular Brooklyn op, has just become the proud daddy of a boy. . . . Sidney Levine, attorney for the Misses Ops' association, received a beautiful watch this Christmas. . . . Requests have flooded this column since reports of largest New Jersey music ops for same listing of largest phono ops in New York area. Well, here they are: Charley Bernoff, New York; Charley Aronson and Bill Allberg, Brooklyn; Bill Goetz, New York; Bob Orenner, New York; Max Cohen, New York; Louis Kerestacy, New York; Leo S. Rubinow, Long Island; Joe Connors and Bill Souzena, Long Island; Art Herman, Brooklyn; Lou Herman, Mt. Vernon; Max Klein, Yonkers; Vincent Trella, Woodside; John Metz, Hempstead; Leny Cantwell, Jamaica; Jim Noonan, Bronx; Charley Sachs, Brooklyn; Lou Becker, Brooklyn; Henry Cooper and Milton Green, Brooklyn, and Willie Blatt, Brooklyn.

Many New Jersey coinmen met at ops' headquarters at Broad street this New Year's for an unofficial New Year's party gathering. . . . Irv Orenstein, of Hercules, Newark, who just got over a bad case of sore knees from playing with the electric brain he bought his kiddy for Christmas, is now suffering from a severe cold. . . . Irv Morris, of the George Ponsler Newark office, reports: "Side kick is kicking the sides out of poor collections everywhere in New Jersey. This is without any doubt one of the best games that we have ever sold to our customers." . . . Dave Stern, of Royal Distribs, Elizabeth, N. J., was No. 1 to make reservation on the special Pennsylvania Railroad train for the CMAA meet in Chicago. Dick Steinberg was a close second. . . . And the rush is on to get on this special for the CMAA show at the Sherman.

The Dave Sterns (Royal Distribs, Elizabeth, N. J.) arranged an "after-New Year's Eve" entertainment at their home in Elizabeth, wherein they continued the previous eve's celebrations. Present were Sam and Maudie Wichansky, Harry and Ann Wichansky, Mr. and Mrs. Bill Gerah, Mr. and Mrs. Tom Burke, Mr. and Mrs. Barney Sugarman, Ruth Schreier, Sam Donner, Freddie Mendelson, Abe Green and Leo, "the dancing snake charmer."

B. A. Sosen, of New York Snacks, has made rapid strides since moving to New York, the outstanding feat being the placing of three-column Snacks vendors in New York subways. . . . By the way, Sosen is quite a fast traveler, making plane trips up and back from New York to Boston frequently.

Boston

BOSTON, Jan. 7.—Ben Palastrant, dapper and clever coin machine dealer of the Hub, proved the old axiom "The dead remain dead" was all wrong. Eight years ago the health scales were at their peak when suddenly the busi-



SPUDS

Now \$6.25

PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

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LIMITED TIME ONLY
LUCKY BOY VENDOR
AMERICA'S MOST BEAUTIFUL VENDOR.
A Great Machine at Any Price. Vends Everything.

SPECIAL INTRODUCTORY OFFER:
ONE VENDOR
5 Lbs. Candy or Peppermint, 500 Balls
Gsm. **\$5.95**
1 Wall Bracket Complete Outfit.
Lots of 10, \$55.50 Complete.
RUSH YOUR ORDER.
Single—Cash With Order.
Lots—1/2 Cash, Balance C. O. D.
Send for Price List of Other Good New and Used Machines. Penny King Ball Gum Machine, Lots 25 or more, \$1.00 each.

RAKE
5433 Woodland Ave., Philadelphia Pa.

ness dropped away to such an alarming extent that Palastrant found that in Boston area at least the scales had no value.

Today the Mills Modern scales are enjoying a rejuvenation of business in New England due to the hard work and foresight of Palastrant. After extensive research he became convinced that beauty parlors would be an ideal spot for the scales, since he learned by observation that women constantly were watching their weight. His idea proved correct and now in New England beauty parlors are doing land-office business on the health scales idea.

EASTERN
350 MULBERRY ST.
NEWARK, N. J.

CLOSING OUT ALL USED MERCHANDISE MACHINES

Ever Ready 1c Four Columns \$5.00	Northwestern 1c and 2c \$4.50
Log Cabin, 1 1/2 Tea Columns 7.50	Columbus 1c 3.00
Empire, 1c 3.50	Ball Gum, 1c 2.50
	Eastern, 1c 2.50
	Best 1c Peppermint 2.00

1 1/2 With Crow, Baltimore, C. O. D., P. O. S. Newark.

MUSIC MERCHANDISING

Chicago Group Holds Big Meeting on Commissions

Historic display of 70 different models—use idea to group phonographs for setting commission rates—may repeat display during CBMA show

CHICAGO, Jan. 7.—International Association of Automatic Electric Phonograph Owners and its Chicago affiliate, the Associated Phonograph Owners, Inc., held sessions during two days, January 4 and 5, here which almost took the proportions of a phonograph convention. About 100 operators in the Chicago area attended the meetings, it was reported. Some of the questions brought up for discussion called for warm but friendly discussion, and officials said after the meeting that "of course a good many details remain to be decided yet." The purpose of the meetings was to "properly classify all models of all makes of phonographs according to value, appearance, earning capacity and popularity into groups in order to determine commission to be paid to locations and to service men." This is the biggest question before the music operators today, many stated, and the discussion brought out many statements as to the need of agreeing on standard commissions.

A list of standard commissions, based on groups of machines, was adopted and will be released for publication soon, officials said. The commission schedule promised to be one of the most complete in every detail ever adopted by any group of music operators. Classifications adopted in other cities were studied, but the group also went deeper into the problem of classifying machines during the two days than has been done heretofore.

Big Phono Display

In order to make the classifying and grouping of machines as concrete as possible the organization management arranged a display of about 70 different phonographs in a big warehouse where the meetings were held. These 70 machines were supposed to include one sample of all the phonograph models made by all manufacturers now known to be used by operators. It was probably one of the most historic displays of phonographs on record, and movies in color were made so that future reference may be made to it.

With this gigantic display of every model before them for concrete comparison and study, the operators set out to group them as a basis for setting standard commissions for each group. They were arranged in about eight groups, thus forming the basis for as many basic commission rates.

New models of phonographs formed the first and highest group. It is understood that the first of each year the new models will form the first group and then other groups will be automatically moved down one step to the next lower classification.

Many advantages are claimed for the grouping once it becomes established with operators. One is that it will prevent locations which merit a third-class machine from demanding a high-priced machine and so on.

Some of Models

A brief mention of the make and models of machines will indicate something of the historic value of the display. (See CHICAGO GROUP opposite page)



NAT COHEN, head of Modern Vending Co., reports that the Arm is enjoying the greatest sales in the firm's history. He states that shipments are coming in larger and larger quantities, and the above photo bears to prove it.

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.

GLENN MILLER

It was more or less inevitable that after years as a top-flight arranger for many of the country's outstanding bands Glenn Miller should eventually turn to forming and leading his own orchestra. Born in Clarinda, Ia., March 1, 1904, Glenn showed an early aptitude for things musical by turning to the trombone at the tender age of 8, but the small town didn't boast of anything as big-city as a trombone tutor, so the boy had to study his instrument, and along with it arranging, via books.

His first professional engagement was with the University of Colorado band, and shortly after his graduation he received the first big thrill of his life—listening to his arrangement of a song called I'm Glad as played by Ben Pollack and his orchestra. This arrangement got him a job as trombonist and orchestrator with Pollack, and he started with the band in California in 1927. After two years with Pollack he left to join Paul Ash at New York's Paramount Theater, where his duties again were tromboning and arranging.

Refused a raise in salary, he then went with Red Nichols and arranged the music for the dance routines for two Broadway musical comedies, *Girl Crazy* and *Strike Up the Band*. There followed then a long period of free landing for the radio networks, doing work for such bands as Paul Whiteman's, Victor Young's and the Dorsey brothers'. He also worked with Bing Crosby, and was musical director as well as trombonist for Smith Ballew.

When Ray Noble brought himself and his well-established English reputation to this country it was Miller who did most of the arranging and rehearsing of the Noble organization. In 1938 he further demonstrated his talented ability at arranging by incorporating a (See RECORD ARTISTS opposite page)

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tubulation 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

Jockers Creepers. One of the best machine numbers extant, this Johnny Mercer-Harry Warren hit gives promise of mounting even higher in public esteem along with the general release this week of the picture in which it's featured, Dick Powell's starrer for Warner, *Going Places*. Al Donahue has a disc upon which operators are reporting very favorably.

They Say. This is a better-than-average ballad in both departments of tune and lyric and its on-the-air and over-the-counter popularity is really merited. The superimposing of a hit of its proportions on an Artie Shaw platter is bringing a contented expression to operators' faces.

Umbrella Man. The second novelty waits within a year—*Ti-Pi-Tin* hit the heights last spring—to achieve success. The marriage of an original idea to a particularly appealing melody is responsible, and the country has reacted as it generally does to a worth-while song. Kay Kyser and Johnny Messner have especially suitable phono versions.

Angels With Dirty Faces. The absence of any connection other than a similar title between this Fred Fisher number and the James Cagney-Pat O'Brien film has made no difference to pop music enthusiasts. The title tie-up gave it its start and the song did the rest, with Cab Calloway's waxing one of the strongest reasons for its current favor under the needles.

Thanks for Everything. After its sudden jump to the top of the most-played-on-the-air heap a week ago this Mack Gordon-Harry Revel title number for 20th Century-Fox's latest musical further distinguished itself by remaining in the ace spot a second week. No impressive sheet music sales as yet, but they will undoubtedly follow now. Artie Shaw again for a guaranteed machine disc with Tommy Dorsey's waxing as an alternative.

COMING UP—BETTER STOCK THEM

You're a Sweet Little Headache. Although it appeared that *I Have Eyes*, the companion piece to this one from Bing Crosby's forthcoming Paris *Honeymoon* picture, would prove the more popular of the two, indications now point to the situation being reversed, at least in the machines. However that may be, it would seem to be mandatory for every operator who hasn't already done so to grab both numbers. The Crosby record is now released, and for strict dissemination Benny Goodman's name can be put on an identification slip.

Please Come Out of Your Dream. This ballad is rising slowly but steadily on all lists, which gives it a chance for a longer life than the freak numbers that shoot up quickly and then go out the same way. They may go for it as recorded by Segar Mills and his "choir of brass."

This Can't Be Love. Here is the romantic ballad and the outstanding hit of Rodgers and Hart's score for the current Broadway smash musical, *The Boys From Syracuse*. Its radio popularity has been widespread the past few weeks and copies are starting to sell commensurate with its position as an other leader. Eddy Duchin and Sammy Kaye share honors for turning out equally listenable discs.

Get Out of Town. Another number from one of New York's reigning hit musicals, this time from the piano and pen of Cole Porter and the Vinton Freedley production of *Leave It to Me!* Duchin comes to bat again with a stand-out recording, included on which is a chorus of Eldy's pianatics and Lew Sherwood's trumpet growl that is guaranteed to have them coming back for more.

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.

I Cried for You. This 15-year-old hit seems to be following in the footsteps of Alexander's *Regime Band* and *Mexicali Rose* and creating quite a furor in its new lease on life. What clinches any argument in favor of getting it on the turntables is the announcement that Bing Crosby will have a disc out shortly.

Jumpin' at the Woodside. It may not be at the woodside, but they'll be jumping plenty to Count Basie's rug-cutting version if you give them the chance. Worth several of anybody's nickels.

Pluckin' on the Golden Harp. Patrieta (*OP Men Mose*) Norman is back again with a platter in a similar vein. It hasn't thus far approached the exalted heights of last summer's classic about the venerable gentleman who departed this earth, but it shows promise and might be handy to have around.

Hold Tight. The Andrews Sisters come up once more with three minutes of their inimitable style, this time on behalf of a hit of five that makes no more sense than *Five Foot Floogie*, and therefore might turn into a hit of equal magnitude. Patti, Maxine and Laverne do one of their best jobs to date on it.

Someone Stole Gabriel's Horn. Bing Crosby for the nth time with a great phono bet made some years ago and now repeated. The erstwhile Dorsey Bros' Band does the rhythmic backing, and Tommy and Jimmy have their linings on the reverse. *Stay on the Right Side of the Road*, in which Bing does only one chorus and the Dorseys come to the fore.

Margie. That gal is here again, this time dressed in a grand Don Redman arrangement in which is featured his swing choir. A good item for colored locations.

Do You Wanna Jump, Chillon? Another likely bet for septa spots is this Eskimo Hawgins platter. There's nothing wrong with it for any type of place, for that matter.

GOING DOWN—NOT WORTH PUSHING

I Won't Tell a Soul, Sixty Seconds Got Together, Heart and Soul, Summer Souvenirs, Wacky Dust, All Ashore, My Reverie, Mexicali Rose, Change Partners, Lamberth Walk.

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.

Detroit

December 31, 1938.

To the Editor:

As the old year whirls to a close we find that *Mexicola Rose* by Bing Crosby is still our No. 1 hit tune. In fact, anything Crosby makes is a hit in our machines. His *Pocketful of Dreams* and *Nyctherie* are also going exceptionally well.

People in Detroit—at least those that patronize the locations in which I've machines—seem to have a strong liking for sweet music. They seem never to tire of hearing soft melodic songs and play them over and over again. As a result the sweet tunes, especially Crosby's, stay on our machines for quite some time. We find that Jitterbug, novelty and race numbers only last for a week or so and then pass out of the picture. That's why we are so strong for Crosby because his tunes stay on the machines twice as long. In fact, his tunes are the only ones on which we are always sure of making money. Our only complaint is that he doesn't make enough tunes.

Only one other song has enjoyed a run comparable with the usual Crosby tune on my machines and that was Ella Logan's *Oh, Dear, What Can the Matter*

Ref, but its popularity has waned and the tune isn't getting any more nickels now.

JAKE HUDDLESTON,
Detroit, Mich.

Long Island, N. Y.

January 7, 1939.

To the Editor:

Please tell me what is wrong with the present crop of records that the recording companies are releasing. When I ask that question I voice a query that is lurking in the minds of 99 per cent of the operators I see these days. No matter what the cause of the present shortage, the fact remains few releases since December 1 have been worth putting on the machines. There are some that are clicking, but by no means are there the number of sure-fire hits to choose from that existed last summer. Here's hoping that the quality of releases improves pronto!

As for the discs that are getting the most nickels in my machines, Artie Shaw's numbers lead by a square mile. His *Thanks for Everything* is our current rave with *You're a Sweet Little Headache*, *Deep in a Dream* and *Begining the Beguine* in runner-up positions. Shaw clicks in all my spots. Patrons of Negro spots go for him just as strong as do those who haunt the white taverns, restaurants, bars and other locations.

At the present time we're still looking for another good ditty from Bing Crosby that will rank with his *Mexicola Rose*. *You Must Have Been a Beautiful Baby* is his most popular number at present on our machines, but it isn't in the same class as his *Mexicola Rose*, *Sweet Leland*, *One Rose* and similar hits which we put in machines and forgot about for several months. I understand he is going to make *I Cried for You*. When it hits the market I'll go strong for it; for it's made to order for the Crosby type of treatment.

Umbrella Man, by Johnny Messner or Guy Lombardo, is going very well for me. It took this number a few weeks to catch on, but now that it has been getting plugs over the air, we find it an A-1 nickel-getter. *Jesspers Creepers* is a tune we're banking on getting under way any day now. It has been holding its own so far, but not getting the terrific play it should as it still is comparatively new. Eddie DeLange's *I Ups to Her* is another number that I find on the okeh side.

In my Negro spots three orchestras leading the pack: Artie Shaw, Erskine Hawkins and Jimmy Lunceford. I've already mentioned the Art Shaw numbers that are my best. Hawkins' *Do You Wanna Jump, Children*, is hot-right now, as is Lunceford's *Margie*.

With the World's Fair on Long Island this year, I'm looking for better collections than heretofore in my phones. I only hope the recording companies start dishing out better tunes to enable us to make the most of our opportunities for big profits.

SAUL LEVI,
State Automatic Music Co.,
Woodmere, Long Island, N. Y.

CHICAGO GROUP

(Continued from opposite page)

play. Of the Wurlitzer machines there were the following models: 500, 600, 24, 718, 618, 618A, 310, 418, 512, 412, 61, P12, P10 and 400. Made by Rock-Ola: Monarch-Imperial 16-20, Rhythmic King, Night Club Regular, Rehabilitated Imperial. Made by Seeburg: Mayfair, Pizze, Casino, Gem, Rex, Royal, Symphonola 1935, Symphonola A, B, C, D, E, F and Melody King. Made by Gabel: Junior, Charm and Elite. Made by Automatic Music Instrument Co.: Top Flight, Silver Dome, 5X, 6X, 4X and FR. Made by Mills: Do-Re-Mi and De Luxe Dance Master.

It was stated that phonographs for this big display were furnished by the members of the association in most cases, and that special thanks had been extended to the Seeburg corporation and to the Chicago Simplex Co. for co-operation in securing certain models for the display.

Officers of the Chicago affiliate are D. D. Eaton, president; L. M. Gillette, vice-president; L. M. Williams, secretary; E.



STEEL TABLE FOR WURLITZER MODEL 61

Especially designed, streamlined table stands, sturdily constructed of heavy gauge steel with steel shelf, leg support. Finished in handsome black leatherweave.

Overall dimensions: height 30"; top 23" x 26"; weight 40 lbs.

\$9.95
P. O. B. YERRE, NANTU, ILL.

OPERATORS: Just what you need for those new Model 61 Wurlitzers. Orders filled promptly.

KONTROLLED AIRE SALES
Room 7, Deming Bldg., Terre Haute, Indiana

DISTRIBUTORS WANTED

WURLITZERS AT SENSATIONALLY LOW PRICE

616 Write or Wire

BABE KAUFMAN MUSIC (CIRCLE 250 W. 54th St., N.Y. C.) CORP. 6-1642

THIS WEEK'S SPECIALS

A-1 Phonographs	Ready for Immediate Delivery
Wurlitzer P-12 \$40.00	Mills Do Ro Mi \$44.50
Wurlitzer 412 \$52.50	Mills Studio \$95.00
Wurlitzer 616 \$99.50	Rock-Ola Regulars \$40.00

Send 1-3 deposit with shipping instructions.

Atlas Coin Machine Company

1209 Washington St., Boston, Massachusetts

Decca Just Out! **BOB CROSBY Sings**
BIG BASS VIOL • **BIG BASS VIOL**
and **MARION MANN Sings the Vocal**
A Terrific Record for Coin Machines
No. 2206

USED PHONOGRAPHS IN A-1 CONDITION

SEEBURG MODEL A \$40.00	MILLS RINGE MASTERS \$17.50
SEEBURG SELECTOPHONES 17.50	WONG KING \$9.50

1/2 Deposit With Order.

SOUTHERN AUTOMATIC MUSIC CO.

542 SECOND STREET, LOUISVILLE, KY.

THE WALCO
GENUINE PHONOGRAPH
Sapphire NEEDLE
EFFECTIVE JAN. 1, 1939 **42 1/2c Ea.** Quantity Prices On Request
MORE THAN **4000 PLAYS** PER NEEDLE
SAMPLE NEEDLE 50c
WALCO DISTRIBUTORS
250 WEST 54th ST., NEW YORK
ALL PHONES: CIRCLE 7-1301

RECORD MONEY MAKERS
WINNERS OF THE WEEK
1937—The Raymond Scott Quintet.
1938—Johnny Heep's Blues
Hodge's Orchestra.
Begin 1939 with
PHIL LANG and his ORCHESTRA
on Brunswick.
Rhythmic Patterns for Dancing.
THE HARE AND THE HOUNDS
No. 8271.
THE JITTERBOO
No. 8276.
BRIC-A-BRAC
No. 8284.
Irving Mills

S. Lindelof, treasurer. The directors are Roy Blomquist, Joe Peakin, J. J. Robinson, J. Nozden, J. Mahoney, Henry Kaufman, Robert Ginnro and Frank Butler.

Officers of the group said that if space could be arranged the big display of phonograph models might be opened in the Chicago Loop during the CMAA coin machine show which opens January 16.

RECORD ARTISTS

(Continued from opposite page)
string quartet in a Dixieland combination. With all this experience and capability behind him, then it was no surprise to the dance-band world when he stepped out with his own aggregation less than two years ago.

So far he has appeared successfully at the Roosevelt Hotel in New Orleans and at the Hotel Adelphi in Dallas, Tex. Last fall he regaled the patrons at Minneapolis' Nicolet Hotel. When Glenn isn't touring around he lives with his wife on Long Island.

And one of the most amazing things about the six-foot-one, brown-haired, 165-pound trombonist-arranger-leader is his remarkable facial resemblance to another rather well-known figure in the realm of swing—Benny Goodman. There are times when it's difficult to tell the two apart.

One Trip Record CARRYING CASE
Lots of B. Each.
\$3.31
Single.
\$3.69
(\$1.00 Deposit With Order)

MURRAY KIRSCHBAUM
Sole Sales Building.
200 11th Ave., So., Minneapolis, Minn.

MUSIC OPERATORS!
Save money! We repair old phonograph needles for \$1.50 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!
Operator's Service Supply Co.
2045 Carroll Ave. Chicago

Conventions Hail Chicago

Trade shows bring thousands of location owners to Windy City

CHICAGO, Jan. 7.—While the Chicago coin machine trade prepared to welcome incoming delegates next week to the CBMA coin machine show, the hotels and other business interests of Chicago were also entertaining or preparing for about 35 other trade shows scheduled to meet in Chicago during the first six weeks of 1939. About 50,000 or more delegates were expected to come to Chicago to attend these conventions. Many of the trade shows are for retail merchants or location owners to the coin machine industry.

This large list of conventions marks Chicago as the convention center of the nation, according to L. H. Whiting, vice-president of the Chicago Association of Commerce.

Whiting said that beginning with January 18 the National Association of Tobacco Distributors meets at the Palmer House. The nationally known companies co-operating not only represent all the big tobacco producers and jobbers but also include the distributors of the countless and varied non-smoking wares handled by the country's 800,000 retail tobacco stores.

Following these events Chicago will become successively the men's wear capital of the nation, the food capital of the nation and the sporting goods capital as well. Some 20,000 merchants and buyers will attend the food shows; between 5,000 and 6,000 will attend the various sporting goods shows.

In February Chicago textile houses, including distributors of dry goods and general merchandise and manufacturers and distributors of apparel, millinery and giftwares, will have their innings.

A series of 13 trade shows and a general market-wide spring opening, together with the 25th semiannual convention of the Association of Commerce's own retail affiliate, the Interstate Merchants' Council, will bring a total of 16,000 to 18,000 additional buyers to the city.

Stop and Go Sets Record

CHICAGO, Jan. 7.—"Stop and Go, Genco novelty game, available in free game model, is now completing the eighth consecutive week on the production line," according to official Meyer Gensberg, "thereby setting a modern record for quantity of games produced by our company. It is believed by production heads at Genco to be an all-time record for a production run on a game of this type."

Said Gensberg, "Accustomed as we are to production runs of more than average length, I must admit that we were really astonished when at the end of four weeks there was actually an increase in operator demand for Stop and Go. At the end of the sixth week of production there was sufficient demand to keep our production facilities fully occupied,

which was a further source of not only surprise but pride in our game.

"How far Stop and Go will continue is conjectural. The game is still in demand and operators report that interest in Stop and Go play on locations is making the game one of the most profitable in history. I can safely say that not only has Stop and Go set production records, but it now stands the equal of any game insofar as consistent location earnings are concerned."

Fitzgibbon Okeh On Inventory Sale

NEW YORK, Jan. 7.—John A. Fitzgibbon, Bally's Eastern regional director, reports that his regular inventory clearance has been very popular this year. He said: "From the first ad that we

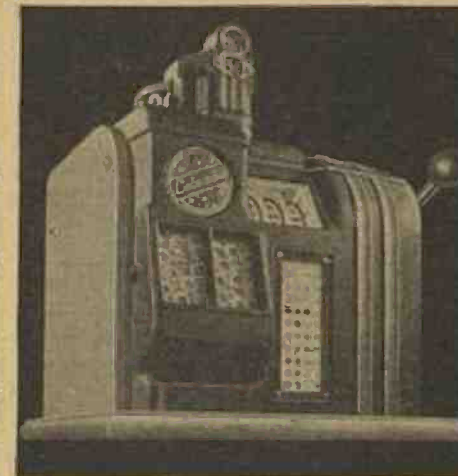
MODERN STYLING

of the latest Model Columbia Jackpot Bell focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters, change from nickels to other coins quickly made.

Completely slugproof, entirely silent in operation. Satisfaction guaranteed or money refunded.

GROETCHEN TOOL CO.
130 N. UNION ST. CHICAGO
See the 1939 Columbia Models at the CBMA Show, January 16-19, Sherman Hotel, Chicago.



Attend the COIN MACHINE MANUFACTURERS ASSOCIATION

Show & Convention
January 16, 17, 18, 19, 1939

HOTEL
SHERMAN
1700 ROOMS 1700 BATHS
HOME OF THE
COLLEGE INN
YOU CAN DRIVE YOUR CAR RIGHT IN HOTEL SHERMAN
CHICAGO



MILLS WEST POCKET BELL
Automatic Mechanical Payout

EASY

TO CARRY (15 POUNDS)

EASY

TO OPERATE (7" x 8" x 7")

EASY

TO COLLECT (\$45 CASH BOX)

EASY

TO PLAY (IT'S A BELL)

EASY

TO BUY

\$49⁵⁰
P. O. B.
CHICAGO

MILLS NOVELTY COMPANY

4100 Pullerine Avenue, Chicago, Illinois



SPINNING BALL on Bally's Paramount machines. Al Adickes and Dick Scott, of Scott, Adickes & Co., Ltd., London. They were snapped during a recent visit to Bally Mfg. Co. plant.

inserted in The Billboard announcing our pre-inventory clearance sales we have been literally swamped with orders.

"Not only are we filling all orders as fast as we can but we are preparing to clear away every single one of our re-conditioned machines.

"We have purposely placed these games on the market at unusually low prices for we feel that the cost of a large inventory and the difference in price that we make about equalize the general expense involved. In short, rather than spend a large number of days on a complete inventory and not actually have a definite means of balancing worth against market price, we are clearing all these games so that our inventory will be of short duration and will definitely give us a basis of calculation."

Asco Distributor For Criss-Cross

NEWARK, N. J., Jan. 7.—Asco Vending Machine Exchange has been appointed distributor for New Jersey for the new Criss-Cross counter game made by Dave Robbins, it has been announced.

Al S. Cohen, of the firm, reports: "Ever since the introduction of Dave Robbins' Bingo counter game and the hit that it made thruout this State we have been in constant touch with Robbins regarding another counter game with legal action features that would act as a companion to the Bingo.

"I believe that he has accomplished this in the new Criss-Cross. Operators and jobbers who have seen it tell me that it is sure to prove just as successful as Bingo."

"The ball gum sales feature of Bingo and especially of Criss-Cross places this game in a strictly legal play action category. We are delivering them as fast as we can and find the demand increasing every day."

ATLAS VALUE PARADE

PRE-CONVENTION SPECIALS

PHONOGRAPHS	JENNINGS PADDOCK CLUBS 99.50
MILLS DO RE MI 44.50	BUCKLEY TRACK 008 119.00
MILLS SWING KING 44.50	JENNINGS FLAT TOP DEM. 44.50
SECOND MODEL R 59.50	BY DAT 44.50
KEEBURG HEX 1037, 20 159.50	RED HEAD TRACK TIME 57.50
ROCK-OLA REGULAR 57.50	GREY HEAD TRACK TIME 57.50
WURLITZER #10 119.50	WESTERN EAST TRACK 32.50
WURLITZER #18A 131.50	PANCO ROSEMONT 34.50
WURLITZER #12 49.50	EXHIBIT RACES (7 Cols) 49.50
WURLITZER #12 49.50	KENNEY 1038 KENTUCKY CLUB 117.50
CONSOLES	DAILY SKILL FIELD 71.50
JENNINGS PARLAY RACES 39.50	TANTORAN 39.50

**STILL SUPREMACY!
MILLS VEST POCKET BELL Only \$49.50**

ATTENTION, CONVENTIONERS! SEE US AT BOOTHS 153 AND 154, SHERMAN HOTEL, during CWMA Convention. Write for Bulletin on Complete Line of Recommended and Approved Portable, Console, Phonograph, Counter Games, Slot and Novelty Games.

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

200 N. Western Ave., CHICAGO, ILL. 1201 Fifth Ave., PITTSBURGH, PA.
Associate Office: ATLAS AUTOMATIC MUSIC CO.,
3151 Grand River Ave., DETROIT, Mich.
Cable Address "ATNOVOO."

AMERICA'S LARGEST DISTRIBUTORS

SEE US IN OUR DISPLAY ROOM SHERMAN HOTEL, ROOM 2378 JANUARY 16-19

NOTICE!

OPERATORS AND JOBBERS, we are pleased to announce that we have been appointed exclusive distributors for Rock-Ola Luxury Light-Up and Standard Models Phonographs for the States of Virginia and North Carolina. Write, wire or telephone us for price. BOTH MODELS ARE NOW AVAILABLE FOR DELIVERY.

MILLS VEST POCKET BELL LATEST IMPROVED MODEL IMMEDIATE DELIVERY \$49.50

MILLS FLIP TARGET 1c OR 5c PLAY \$39.50

WRITE FOR QUANTITY PRICE



M. F. MOSELEY, Pres., Treas.

WANTED—500 Mills Main Bell, Cherry Bells and Mystery Blue Fronts in 2c, 10c and 25c play. Will make liberal allowance to copy of photograph, or will buy outright if the price is satisfactory or will trade for Patent Races, Gallop and other late model machines. Write or bring full particulars as to what you have to offer, guaranteed condition of same, whether Bells or Vendors, whether 2c, 10c or 25c play, and lowest price. Price you quote must be P. O. B. Richmond, following examination.

SPECIALS

The machines listed below are like new and offered subject to prior sale. Prices are effective February 14, 1939.

2 Cherry Bells, 10c 52.00	1 Waiting Twin Up, 5c 220.00
4 Cherry Bells, 5c 46.80	4 Waiting to Cherry Bells Roll-A-Top 85.00
6 Mills Blue Front, Serials from 373052 to 373558 35.00	1 Waiting Roll-A-Top G. A., 25c Play 85.00
1 Mills Futurity, 5c, Ser. 370503 35.00	1 Waiting Bell, 5c 7.50
12 Mills Soap Box, 5c 62.50	3 Jennings Little Duke Triple JP, 1c Play 18.00
1 Mills Red Fr. G. A., 10c 39.80	1 Jennings Bell, No. 350 18.00
2 Mills Blue Fr. G. A., 10c Play 38.00	1 Jennings Century, 25c 15.00
2 Mills War Eagle, 10c 22.00	1 Galie Conole, 5c 60.00
1 Mills Reg. G. A., 10c 25.00	1 Galie Bell, 25c 10.00
1 Mills Red Fr. G. A., 25c 48.00	2 AG. 7 Slot, 10c 20.00
1 Waiting Wonder Bar, 5c Twin JP Ver. 17.80	50 Stack Folding Stands 1.75
4 Waiting Twin Up, 5c 17.50	100 Mills Bell Stands 4.25
1 Waiting Roll-A-Top, 5c 20.00	4 Elliott Double Safe 20.00
1 Waiting Quorum, 10c 15.00	

B-BALL NOVELTY.

4 Palm Springs 33.50	1 Double Track 320.00
2 Baby Reserves 15.00	1 Strick Handicap 22.50
4 Zela 30.00	1 Big Richard 10.00

1-BALL.

1 Golden Wheel 102.00
1 Railroad 10.50
1 Pacific Phantom 10.00

CONSOLES.

1 Patent Races, Check Ser. 5c Play 145.00
1 Patent Races, 5c, Serial 5134 75.00
3 Patent Races, Cash Pay, 5c, Serials 3992-3993-3994 80.00

COUNTER GAMES.

1 DeLuxe Grip Tester 110.00	3 Jennings Grand Standard, 5c 318.00
2 G. B. T. Targets, Serial 10 Days 17.50	8 Tally P. B. 17.50

PHONOGRAPHS.

1 Imperial 20 Phonographs 6120.00
--

Electric Ortes for 45 Models Phonographs Other Than 3922 at \$3.50 Each; 500 of B at \$5.00 Each.

6 Patent Races, 5c Play, Cash Pay, Brand New, in Original Cases 3225.00

2 G. B. T. Targets, Brand New 24.00

2 Conole Wheel, with Dual Cam 15.00

1 Ver. Brand New 18.50

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O., Express or Telegraph M. O. See us at the January Show in Our Display Room on the Same Floor (this Rock-Ola is on at the Sherman Hotel from January 16th through the 19th). We are also Distributors for Betty, Bill, Egan, A. B. T., Stone, Doral, Oeltine, Western. The above machines are offered subject to prior sale. Write and ask us to put you on our mailing list!

MOSELEY VENDING MACHINE EX. INC., 100 BROAD ST., RICHMOND, VA.
Day Phone 3-4511 Night Phone 5-5328

INVENTORY CLOSEOUTS—FOR QUICK CLEARANCE

MULTI FREE \$64.50	NOVELTY GAMES	SWAPPY \$24.50
BRIDGE \$2.50	ZETA \$44.50	CARDO \$22.50
SKYWAY \$2.50	DAILY ARCADE \$9.50	DAILY RESERVE \$2.50
ALIKES \$7.50	EXPOSITION \$8.50	DAILY ZEPHYRS \$2.50
RAOVINE \$5.00	PALM SPRINGS \$8.00	SKI HI \$9.50
JITTE REEL \$5.00	FIRSTA \$9.00	AIRWAY \$8.50
ODD BALLS \$2.00	SPOKES \$7.50	BULL'S-EYE \$8.50
SALLY VIEW \$4.00	SQUADRON \$7.50	TOPS \$7.50
REVIEW \$4.50	SWINGS \$2.50	SLUGGER \$8.00
REGATTA \$4.50	RECORDEUR \$3.00	BOBS \$8.00
MARVEL \$5.00	JUNGLE \$2.00	

DETROIT COIN MACHINE EXCHANGE 5240 Grand River Ave. DETROIT, MICH.

WANTED WE OFFER FOR SALE

CONSOLES	SPORT PAGES	WONNING TICKET
Track Times, Red No. 885.00	1038 Pax 'Em 575.00	Teachers 25.00
Tanfeross 37.00	ONE BALLS & RESERVE 57.50	Daily Rewards 35.00
Dart Norma 30.50	Zeta 25.00	Scanner's Charge 25.00
1037 Ball Field 69.50	Palm Springs 35.00	Playwood 45.00
1038 Ball Field 69.50	Pre-Alex 22.50	Foto-Pay 14.00
Jennings Baby Day 38.50	Berry Day 14.00	High Card 14.00
Jennings Liberty Bell 30.00	Peddie 39.50	Baby Entry 39.50
Gallop and Dominos 40.50		
De Luxe Bell 25.00		
Baby Bell 25.00		
Check-a-Lotto 38.00		
Multiple Exhib. Races 45.00		
Jockey Club 45.00		

CLEVELAND COIN MACHINE EXCHANGE 2336 Prospect Ave. Cleveland, Ohio.

New Detroit Firm Has Grand Opening

DETROIT, Jan. 7.—Al Shifrin, who has been well known in Detroit's coin machine industry for a number of years, has just opened a new jobbing organization under the name of the Detroit Coin Machine Exchange, at 5240 West Grand River avenue. The outfit is very centrally located, near the downtown edge of the city's northwestern coin machine center district, and accessible from all parts of town.

Shifrin's new company is specializing in handling of used machines, both locally and nationally, and is prepared to give service on its products as well.

"Our sales policy is to see that every machine is right before it leaves the floor," Shifrin said. "The company will offer a stock of high-grade used reconditioned machines, which have been placed in first-class condition by factory-trained mechanics who know and understand these machines. We deliver them to our customers ready for profitable operation."

A grand opening introduced the new organization to Detroit's coin machine industry and was well attended by well over a hundred operators. Refreshments were served and "a good time had by all."

The new location combines offices, salesrooms and storage space, as well as shop for servicing of machines. Unlimited warehouse space is available right on the premises, in addition to that regularly used by the company for expansion.

Hart Introduces New Counter Game

NEWARK, N. J., Jan. 7.—Frank Hart reports enthusiasm for the new counter game, Tid Bit, for which he is distributor for New Jersey. He stated, "There has been a great demand for a legal action counter game that would not be both merchantable and amusement device. We have been searching for such a game for some time. When Barney Kahn, of Portland, Me., came to us with Tid Bit we instantly recognized that this was the machine our many customers throughout this State have been asking for."

"The first 25 games we received went so fast that to this day we don't know just who gobbled them all up. Since then operators from everywhere in New Jersey have been calling at our office, writing and phoning us for Tid Bit."

"Our tests indicate it to be one of the finest, mechanically perfect machines we have ever handled. At the same time earnings from Tid Bit exceed those of any other game that has appeared in the New Jersey market in some time."

ROY F. WERTS, associated with his brother in the Werts Novelty Co., is a "team purchasing agent and is actually manager," according to those dealing with him. His experience as a former coin machine operator aids in solving problems confronting him daily.

McCALLS WEEKLY SPECIALS — ALL GUARANTEED

NOVELTY GAMES	Stone's Bell 4.50	Gen Vendor 5.00
Book 39.50	Roller Up 3.00	Tally 11.00
Assembly of 1937 12.00	Schrick 2.50	Dove's Wild 11.00
Bally Reserves 22.50	Rolling Wild 12.50	Dotting Blind 8.50
Chicago 10.50	Electric 4.50	Bally Paths 0.50
Stone's Book 12.50	Scoreboard 3.50	Patrol 6.50
Game Football 1937 7.50	Chicago 4.50	Jack 11.50
Game Tree Game 12.50	Chicago 4.50	
Gallop 4.50	Chicago 4.50	
Slide Wok 4.50	Chicago 4.50	
Stone's Viper 4.50	Chicago 4.50	
Kron 12.50	Chicago 4.50	
Happ 12.50	Chicago 4.50	
Long Beach 12.50	Chicago 4.50	
Home 12.50	Chicago 4.50	
Turk 12.50	Chicago 4.50	
Trust 12.50	Chicago 4.50	
Bally 12.50	Chicago 4.50	
Chicago 12.50	Chicago 4.50	
Contra 12.50	Chicago 4.50	
Lights Out 4.50	Chicago 4.50	

CONSOLES

Bally Liberty Bell 50.00
Patrol 10.00
Jennings Liberty Bell 50.00

MISCELLANEOUS

Contra Water Converter 15.00
Worthless 412 15.00
Procedural Use Note 20.00

COUNTER GAMES

Red 21 4.50
Roll 21 4.50
Roll 21 4.50
Roll 21 4.50

WANT TO BUY? SPORT PAGES, TRITTLE DOWNS, GRAND STANDS.

WE BUY, SELL AND EXCHANGE.

McCALL NOVELTY CO.

173 Deposit, Balance C. O. D.
Cable Address: "McCall's" Phone
Richmond 1844

3147 Locust St.,
St. Louis, Mo.

SIDE KICK

MAGNIFICENT NEW FULLY-ADJUSTABLE 5 BALL NOVELTY GAME

EVERYTHING YOU EVER HOPED FOR IN ONE GAME—ACTION, SNAP, SPEED, SUSPENSE, SHIFTING LIGHTS, FREE BALLS, THRILLING SIDE-KICK FEATURE, COLORFUL BEAUTY AND DAZZLING LIGHT EFFECTS, ANTI-CHEAT PROTECTION, COMPLETE METERING . . . JUST EVERYTHING!

ORDER SIDE KICK!

3 MODELS

1. Straight Hi-Score.
2. Hi-Score With \$50.00 Reserve Bank!
3. Hi-Score With FREE PLAY!

PRICE
Hi-Score \$79.50
Free Play \$89.50
Reserve \$89.50

GUARANTEED 100% mechanical perfection!

DAVAL • 315 N. HOYNE • CHICAGO

See Daval at the Show--Booths 51, 52 and 53

Bert Lane Lauds Employees' Loyalty

NEW YORK, Jan. 7.—In summing up what has been called "one of the most auspicious and successful starts in the coin machine business," Bert Lane, of Seaboard Sales, gives credit to the help his employees have rendered.

Says he: "The good will of one's own employees is often thought to be an intangible asset. It'll go farther and say that the efforts of Seaboard's sales force, headed by Fred Iverson and Harold Lawrence; its office force under Sanford Warner and its mechanical department under Fred Wheeler have been largely instrumental in our firm's heart-warming success. Our men (and our girls, too) have really put some push into their work, with the result that our customers have been treated courteously and served well. Their good will has meant our success. I'm very grateful to my superb staff for the way they've responded to their tasks, and it has helped make business an undeniable pleasure."

New Treaties Boost Export Biz

PAYETTEVILLE, N. C., Jan. 7.—Joe Calcutt, of the Vending Machine Co., reports he is preparing for one of the biggest export years in the firm's history.

"For many years the Vending Machine Co. has shipped to almost every civilized country in the world," he said. "The cable address is as well known in London as in Bombay; it is Coinslots. In fact, many countries attribute the great export business of Vendo to this cable address, which they claim is 'the best in the coin machine industry and fully explanatory of the firm's business.'"

"The reciprocal treaties which our government has made with so many countries this past year have opened an ideal number of markets eager for trade with our country. This has always resulted in an increase in our export business. We feel that South America, which has always wanted to purchase coin games but because of existing restrictions as to payment for shipment could not make satisfactory arrangements, will now become one of our most important customers.

"Our export department is now planning a definite approach to the South American market in conjunction with the many foreign markets to which we are shipping at this time. We believe that our business will show a very fine increase over 1938 and will probably be our biggest export year."



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.

GLOBE 1939 SPECIAL

2590 HOLES PLENTY of ACTION 5 CENTS BARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets: P-Each \$15; \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and \$1 \$1.00.

Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00. Takes In \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

GLOBE PRINTING CO.

1023-27 Race Street, PHILADELPHIA, PA.
WRITE FOR OUR 96-PAGE CATALOG.

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. 97 Spanglish St. Wheeling, W. Va.



READY FOR DELIVERY!

CRISS CROSS

A NEW 1c COUNTER SKILL GAME WITH BALL GUM VENDER. OPERATOR'S PRICE \$17.50

SEE US AT SHERMAN HOTEL, CHICAGO, BOOTH 107

Still the Outstanding Legal 1c Counter Skill Game. Proving to be a Steady Money Maker!

OPERATOR'S PRICE, \$17.50

BINGO

D. ROBBINS & CO. 141 8 DEKALB AVE. BROOKLYN, N. Y.



HOSTS TO ORIOLE'S NEW YEAR'S PARTY (Pittsburgh branch), with Ortole's sweetheart, Nell Ross, of Queen, snapped in the East Room of the Roosevelt Hotel, Pittsburgh, December 31, 1938. Left to right: F. N. Ross, superintendent of equipment; D. E. Kelly, service manager; A. W. Ross, manager Washington branch; Max Stein, Pittsburgh field rep; Roger Ross, president of the Oriole Coin Machine Corp.; Carl Franklin, Southern Pennsylvania rep; Pete Vitale, sound and acoustical expert; Jack Cannon, Ohio and West Virginia rep; E. V. Ross, treasurer, Oriole Coin Machine Corp.; and Don Donohue, Central Pennsylvania rep.

PHONOGRAPH HEADQUARTERS

SPECIAL

- 2 RED HEAD TRACK TIME \$99.50
- 1 GREY HEAD TRACK TIME 69.50
- 6 TAN FORAN 34.50
- 3 DERBY DAY CONSOLES. 39.50
- 3 RAY'S TRACK 44.50
- 1 DERBY CHAMP 59.50
- 50 JENNINGS Chiefs, 5-10-25 29.50

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.

FINAL CLEARANCE

- 15 ZETAS \$24.50
 - 3 PALM SPRINGS 29.50
 - 2 STONER'S CHAMPS 49.50
 - 6 FACE BANTAMS, 1c. 10.00
 - 4 JENNINGS LITTLE DUKES, 1c. 10.00
- 1/2 Deposit With Order.

MT. ROYAL NOVELTY, INC.

306 E. Baltimore St., Baltimore, Md.

FLIP FLOP FUZZEE
Watch the Pennies



Not a make-shift
a real game.
Player drops
spins or shoots
coin. Accurate
record of pay-
outs. 6-umber
lock Triples cig-
arette sales.
**LEGAL—CLEVER
AMUSING!**

Sample \$3.95
No 1/2 Dep., Bal. C. O. D.
Checks (Cheaper in Quantities)

STAR MFG. & SALES CO.
3901-05 WAYNE - KANSAS CITY, MO.

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.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise
Department

THIS WEEK and EVERY WEEK

Gottlieb Ready With Innovations

CHICAGO, Jan. 7.—"Surprise that'll make them sit up and take notice" is the promise to visitors at D. Gottlieb & Co. display at the Sherman Hotel during the CIMA convention, according to company officials.

"For weeks executives at the factory have been in a flurry of activity and excitement preparing our new-idea money makers for their bow to the trade," they say. "Every show visitor is invited to stop at booths 31, 32 and 33 and get his first glimpse of the innovations, which we predict will corner the cash for the operators during 1939. Included in the Gottlieb display will be basically new ideas in pay tables, novelty games, counter machines, as well as other sensational new developments for 1939.

"In 1939 go places with Gottlieb in our show slogan," said Dave Gottlieb, president of the company. "Our prosperity-making hits which will be revealed at the show are geared to the times and destined, I believe, to break all records for profits. They will in all probability materially affect your income during the coming year. No matter what you've seen before you haven't seen anything to compare with these sensational new machines. Be sure to attend the CIMA convention, Hotel Sherman, January 16 to 19, and don't fail to stop at our booths, 31, 32 and 33."

Chi Coin Games Popular in Europe

CHICAGO, Jan. 7.—Comment regarding the popularity in European countries of American-made amusement games, especially those of the Chicago Coin Machine Mfg. Co., is forwarded by Sam Gonsberg.

"We are in receipt of high praise for our recent games, St. Moritz and Alps, from our European distributor, Coin Amusement Supply, Ltd., in London. It appears that the games are not only timely but that the familiarity of players with the actual St. Moritz in Switzerland and the Swiss Alps strikes a responsive chord that is responsible for considerable play. Both in England and in several of the Continental countries St. Moritz and Alps are in great demand.

"We also learned that comment was made in World's Fair, British coin-game trade paper, regarding the extreme popularity of the two games both in America and in England."



MISS COIN MACHINE inspects the new Mills Photograph for a pose reminiscent of daily occurrences at the beach spots.

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
regular

Also available as a FREE GAME MODEL at \$8450

Stoner Corp. AURORA, ILLINOIS

INVENTORY CLOSE-OUT -- BARGAIN PRICES

- | | | |
|---------------------------|--------------------------|-------------------------------|
| AIRWAYS \$10.00 | SWING \$18.00 | ODD BALLS \$48.00 |
| BULL'S EYE 11.00 | BAMBOO 20.00 | PALM SPRINGS 33.00 |
| YURF KING 6.50 | WORLD'S PAIR 20.00 | STONER'S ZETA 32.00 |
| DAILY RESERVE 17.50 | RALLY VIEW 47.00 | STONER'S RITZ 55.00 |
| ATLANTIC CITY 18.00 | RACINE 45.00 | RACE 30.00 |
| SHAPPY 18.00 | FLEETS 25.00 | EXHIBIT PLAY BALL 23.00 |

DISTRIBUTORS FOR STONER'S "CHUBBIE" and EXHIBIT'S "REQUEST"

1/2 Deposit, Balance C. O. D. Write for Complete List of Used and New Games at Lowest Prices.

BUDIN'S SPECIALTIES, Inc.
174 S. Portland Ave. BROOKLYN, N. Y. Tel: Nevins 8-7528

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 for 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 of new heights. Weekly commitments invited. We sell to operators only; inquire for full details.

SUPERIOR PRODUCTS, Inc.
14 No. Pearl Street, Chicago, Ill.

LOOK OVER THESE LOW PRICES AND SAVE \$\$\$

- All Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C. O. D.
- | | | |
|---|---------------------------------------|---|
| Seeburg Rep-O-Lites \$99.50 | Kearny Targeto Bag Game \$24.50 | Rock-Ola Rhythm Master 12 \$48.50 |
| Wurlitzer Five Ball (Let. 64) 99.50 | ANY Targeto, Mod. F. 19.50 | Rock-Ola Rhythm Master 42 40.50 |
| Rock-Ola World Series 89.50 | Wurlitzer #16 99.50 | With De Luxe Dance Master 34.50 |
| Bally Eagle Eye 89.50 | Rock-Ola Imperial 20 99.50 | Rock-Ola Regular 12 34.50 |
| Panola All-Star Baseball 34.50 | Rock-Ola Rhythm Master 16 99.50 | Masters 19.50 |
| Bally Riders 24.50 | Rock-Ola Rhythm Master 18 99.50 | |
| Eschsch. Hi-Ball 24.50 | Rock-Ola Rhythm Master 20 99.50 | |

Used Phonograph Records. All Usable. Our Checks for 100, \$2.50. Write for Our New Bargain List Listing Over 500 Reconditioned Machines.

BADGER NOVELTY COMPANY

2546 N. 30TH ST., MILWAUKEE, WISCONSIN

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

A Statement That Should Interest Every Operator:

WE'VE HAD MANY BIG RUNS BUT—

STOP and GO

Is the Biggest Seller Since 1935's Crisis Cross! This truly sensational popularity with operators and players alike speaks for itself!

Reserve type—up to \$50 top award

\$89.50

STRAIGHT NOVELTY

\$74.50

FREE GAME MODEL

\$89.50

SEE US AT BOOTHS 23-24 43-44

GENCO, INC. 2625 N. ASHLAND AVE. CHICAGO

Ponser Urges Credit Bureau

NEW YORK, Jan. 7.—George Ponser, head of the firm bearing his name, recently urged the creation of a credit bureau for the New York area with the statement that it would be of tremendous benefit to the industry.

He explained: "A credit bureau is of vital importance. It would provide a means whereby reputable operators who have a reputable business and a good record could secure credit from jobbers and distributors without too much red tape and the possibility of being turned down. It would give everyone a definite financial standing and insure better business relations."

"If the credit bureau, after investigating the personal reputation and financial abilities of Johnny Jones, reports that Jones is entitled to \$500 credit, having previously coped with similar amounts, a distributor or jobber will feel more at ease in allowing that much. Too, Jones doesn't ask for more than he is entitled to under this set-up. Thus we come to a middle course which definitely establishes amicable relationships between the buyer and seller of any merchandise."

"Under the present set-up jobbers and distributors sell games for which the cash is not immediately forthcoming. Financial operation under the risk of bad debts is precarious. In refusing to sell to some customers for fear of bad debts, ill will may be occasioned. To eliminate this evil there is but one agency—a credit bureau composed of experienced credit men with reputations for hard-headed, good business methods."

Bromberg Praises Chi Coin Games

CHICAGO, Jan. 7.—"Praise continues to pour in on Chicago Coin Machine Mfg. Co. honoring the newest Chicago Coin release, Miami," says Sam Wolberg, Chi Coin officer, and he quotes Irving Bromberg, Los Angeles distributor, as follows: "I have a double reason for celebrating," says Bromberg. "First, I have moved my organization into newer and larger headquarters so that I can afford my operator-clients an improved service."

"Second, and of equal importance, you have provided me with another one of your hit games, Miami. So instead of holding separate celebrations I am combining the two into one big affair."

"What with Trophy, St. Moritz and Alps, to name just a few of the more recent hits, and the present knock-out game, Miami, we've been an extremely busy group trying to keep all of our customers well supplied with your games."

FRIDAY THE 13TH!

"You may be reading this ad! Or, it may be just a day or two away! This Friday, January 13, 1939, don't be afraid to walk under ladders; don't worry about black cats; break all the mirrors you want to. BUT—before you do any of these things be sure to first insure your luck by ordering any of the games listed here from us. The kind of games YOU CAN BUY WITH CONFIDENCE—AND BUY RIGHT!"



George Ponser

Chicoin's MIAMI

Dave's SIDE KICK

Keeney's PASTIME STEPPER UPPER STABLE MATES SPINNER-WINNER

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Rensselaer St., NEWARK, N. J. 1435 Bedford Ave., BROOKLYN, N. Y. 900 North Franklin, PHILADELPHIA, PA.

5 BREAKNESS	\$17.50	Each
1 ELECTRO	10.00	
5 ARLINGTON	17.50	Each
5 BOBS	10.00	
12 DAILY DOZEN	17.50	Each
1 VOGUE	15.00	
4 ONE-TWO-THREE	37.50	Each
2 STOMER RACES	7.50	Each
5 ZETA	29.50	Each
1 BALLY ENTRY	29.50	
4 GOLDEN WHEEL	12.50	Each
1 AIR DERBY	7.50	
1 PINKS PEAK	11.50	

These machines positively cannot be sold from new ones. We guarantee each and every one to be like new in appearance and performance.

TULSA AMUSEMENT SALES CO.
1126 S FRANKFORT, TULSA, OKLA.
One-Third Deposit Required.
Reference: National Bank of Tulsa.

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. Foolproof. Real money odds, 2-1 to 20-1. Two shakes per game. Combination 10, 5c, 10c, 25c slot. Attractive coloring, cabinet, 17" high, 10" wide.

Regular Price \$24.50. New LOW PRICE NOW ONLY **\$17.50**

(1/3 deposit, bal. O. O. O.) Phone or wire orders NOW. Write for Merchants special trade-in value card.

MONARCH COIN MACHINE CO.
1751 W. Belmont, CHICAGO.

See Us At The Sherman Hotel, Booth 136, During the Show.



ONE HALF FREE

Brings in the Cash

\$1500-Hole F-4885
Takes in.....\$37.50
Pays out.....\$20.00

PRICE \$1.17 EACH

Write for new low prices on Thick and Semi-Thick Boards

CHAS. A. BREWER & SONS
The Largest Board and Card House in the World.
6320 Harvard Ave.
Chicago, U. S. A.



MISS COIN MACHINES tells Miss Joan 'Shag-Mills' that Pocket Bell is a "Agency." Miss Coin Machine won her title at the December coin machine show. The scene is the McCoy Bar at Mills.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

NATIONAL'S BARGAIN COLUMN

SLOTS

Malom Bell, 5c. Serial One	49.50
427-000	49.50
Cherry Bell, 5c.	49.50
Mills Blue Frog, Double Jack, 5c.	49.50
Serial One 40,000	49.50
Pace 1088 Model, 5c.	49.50
Mills Blue Frog, Double Jack, 5c.	49.50
Grovesman Columbia 5c	49.50
Little G. T. 5c. Lala Model	49.50
Wetling Rola-Tops, 5c.	49.50
Jennings Chief, Serial One	49.50
120,000, 5c. 2pc.	49.50
Waltz Star Casino, 5c. 10c. 2pc.	49.50
Pace All Star Casino, 10c.	49.50
Mills F. O. K. Escalator, 5c.	49.50
Jennings Columbia 5c, 5c.	49.50
Mills 5c. Ball Machine	120.00
5c. Stand	4.50

NOVELTY GAMES

Old Ball	50.00
Ball Time	45.00
Billy View	45.00
Zeta	42.00
Marvel	40.00
Outboard	38.00
Excitation	38.00
Peppy	38.00
Flora	35.00
Wickets	35.00
Flea	37.00
Patrol Springs	37.00
Peppy	35.00
Spring	35.00
Billy Reel	34.50
Cargo	33.00
Car Ho	32.50
Hull's Key	32.50
Billy Xephyr	29.50

PAYOUTS

Fair Ground	55.00
Fleetwood	48.00
Deby Day, Ticket, No Odds	35.00
Prokaps	24.50
Outboard Football, Ticket	24.50
Waltz Star Casino, Ticket	24.50
Patrol Springs, Ticket	24.50
Carroll, Ticket	20.00
Outboard, Ticket	20.00
Hit Parade, Ticket	18.00
Lantonia, Ticket	18.00
Patrol Springs, Ticket	18.00
Waltz Star Casino, Ticket	18.00
Royal Races, Ticket	18.00
Daily Races, Ticket	15.00
Patrol Springs	7.00
Carroll	7.00
Queen Mary	7.00

COUNTER GAMES

Acme Electric Shocking Machines	55.00 Ea.
Lookalike (most New)	55.00 Ea.
Gettlich Triple	7.50
Crp. Line	7.50
Model	8.50
Grovesman Sports	7.50
Sc.	17.50
Ginger	18.00
Daily Races	10.00
Grovesman	8.00
Xephyr	8.00
Peppy Pack	8.50

CONSOLES

Keeney Track Time, Red Coin Head	98.00
Red Cabinet	85.00
Reg's Track	85.00
Long Champ	85.00
Pace's Race: 20-4 Odds, Black	85.00
Cabinet	85.00
Keeney Club, 5c. Coin	45.00
Keeney Liberty Bell	45.00
Keeney Shoe Ball, 14 It.	20.00

Terms: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

FIRST WITH THE LATEST NEW GAMES. GET YOUR SHARE ON OUR MAILING LIST.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

No Closed Territory with this Profit Maker

Call and operate Trade by a set, the 100% legal, automatic, 1-2-3-4-5-6-7-8-9-10 out fast in all localities. 150 prizes of great variety. Value in \$13.00. Retail to dealers at \$9.75. High 24" x 24" x 24" box, 18 lbs. Order No. 519. Package two in carton. Each \$5.95

WRITE — WIRE TODAY.
25% Deposit on C. O. D.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1915
217-221 W. Madison St., Chicago, Ill.

WANTED
COIN-OPERATED BINOCULARS OR TELESCOPES
Good Condition.
327, Boston Rd. London, England, N. W. 19

Western Markets Derby Clock

CHICAGO, Jan. 7.—"A short time ago we stated that Western Products, Inc., planned the release of a game that was startlingly different in make-up and appeal," says Don Anderson, Western sales manager.

"I am happy to say that the day has come when the spokesman for Western, I can announce the release of Derby Clock, which we believe will inaugurate a new era of money-making for payout game operators.

"As in the past, when Western first introduced one-ball payout play and then one-ball play with jackpot, Western is first to offer operators a great new play attraction. This attraction is the double jackpot with one-ball play. Thus far it has proved amazing in its player appeal.

"Western's Derby Clock features double jackpots which build up to a maximum \$50. Basic play is similar to regular one-ball play. Playing field is divided into win, place, show and purse sections in which are pockets. When the ball drops into the pocket numbered the same as the lighted backboard selection player receives award according to odds indicated, which range from 3-1 to 40-1. Here similarity ends, for the game offers more than regular awards.

"Derby Clock is a six-coin multiple offering one to seven selections. Upon insertion of fourth coin red jackpot becomes live. A red light indicates that player is eligible for red jackpot award. The amount of award is shown in lighted numerals on the backboard. If the ball drops into hole, the number of which corresponds with the backboard selection, player wins jackpot. Insertion of the sixth coin brings the amber jackpot into action which may be won in a manner similar to the red jackpot. The amount of award is indicated in an amber circle on the backboard. The clock lights up when either jackpot becomes eligible to be won."

Pot Shot Is Keeney's Latest

CHICAGO, Jan. 7.—"We've long sensed the operator's need for a smaller, less expensive and faster playing payout table and free game," said J. H. Keeney in speaking of Keeney's new Pot Shot.

"We have it, I think," continued the head of J. H. Keeney & Co., "in our new one-ball game which we will introduce as our January private showing. The cabinet is only 40 inches long, with a built-in backboard. The price is far below that of other such games on the market. And it is the fastest thing I've ever seen in pay-table play principle.

"I've noticed that this industry goes from extreme to extreme. The games of late have become more and more complicated and elaborate in play principle. The trend is now swinging back to simplicity, and Pot Shot is stripped right down to pure pin game.

"Pot Shot is furnished in either a cash payout or free-game model, with either a single coin or multiple-play coin chute. It will be on exhibit at the Keeney private showing to be held at the Keeney factory from January 14 to 19, inclusive."



A. N. GIFFEL, operator and Ashtab (with gun), and Walter Piotrowski, both of Rexeville, Mich., ready to head home after the hunt.



MAN-O-WAR
1-BALL CONSOLE
BY THE MASTERS OF PAYOUTS!
MULTIPLE PAYOUT
MYSTERY DAILY DOUBLE
MYSTERY SELECTION & ODDS

FIRST — with Mystery Presents in envelopes of 3! — with Flicker Light Field and Illuminated Win Indicator!
— with Mystery "Double Double" Tickets and **TOP AWARD OF \$12 CASH!**
— Greatly game of a recent time!
— Mystery Selections of 1 or more horses!
— Multiple or Single selection!
— Odds 3-1 to 20-1 or more!
— already throwing switch!
— probably best mechanical game!
— Order quick and clean up!

\$189.50

VISIT BOOTHS 31-32-33 GMMASHOW

DUO-GRIP
TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER
Gives You Double Profits!

Besides testing strength of Push, Pull and Grip, Duo-Griff tests with each grip, a winning symbol on the player to award shown on award card.
Available with front ball symbol or numbers.
Combination 1 to 250
5c. Stand, \$2.50.

\$24.50

Still Going Strong!
DE LUXE GRIP SCALE
3-WAY STRENGTH TESTER \$19.50

D. GOTTLIB & CO.
2736-42 N. Paulina St., CHICAGO

DISTRIBUTORS	ALL MACHINES AT REDUCED PRICES	DISTRIBUTORS
WURLITZER	READY TO PUT ON LOCATION	WURLITZER
PHONOGRAPHS		PHONOGRAPHS

NOVELTY GAMES	CONSOLES
1 FORWARD MARCH \$12.50	1 PACES RACES \$55.00
2 STONES RACES 12.50	1 TEASER 17.50
3 BALLY BUMPERS 7.50	1 BANG TAILS 44.50
4 DAILY RESERVES 18.50	1 RAYS TRACK 47.50
5 FIRE CRACKER 7.50	
6 CARNIVAL 14.50	
AUTOMATICS	COUNTER GAMES
1 PROSPECTORS 7.50	4 SEVEN GRANDS \$24.50
2 PIERLESS 7.50	1 ROYAL REELS 4.50
3 BAFFLE BALLS 7.50	1 HI TENSION 8.50
4 DE LUXE 7.50	1 SUM FUN 6.50
5 PLUS AND MINUS 7.50	3 DIXIE DOMINOS 6.50
6 GOLD RUSH 7.50	1 TRACK REEL 11.50
7 HIGH CARD 18.50	2 SHOCK MACHINES 8.50
8 SPOT LITE 35.50	2 DEUCES WILD 10.50
9 TWIN CHAMPS 16.50	1 HIGH STAKES 6.50
1 AIR RACES 14.50	1 TICKETTS 6.50
2 PHOTO FINISH 14.50	4 PENNY PACK CIGARETTES 6.50
3 LATONIA 14.50	1 REEL SPOTS 6.50
4 PRAKNESS 14.50	1 TIT-TAT-TOE 4.50
5 FLICKER 8.50	2 MILL WHEELS 10.50
6 CLASSIC 9.50	1 TALLY'S 19.50
7 CHASE 8.50	1 GINGER 14.50
	6 GRIP MACHINES 8.50
SLOTS	
1 5c and 10c TWIN CONSOLE PACE (New) \$149.50	
2 JENNINGS SILVER CHIEFS, 5c Play (New) 87.50	
3 LITTLE DUKES (the Play) 10.50	
4 WATLING ROLA-TOPS, 5c Play 19.50	
ALSO—163 USED SLOTS. ALL MAKES—FROM \$12.50 EACH UP TO \$47.50. Every Machine in Excellent Condition.	
78 NORRIS "MASTER" PEANUT, "CANDY and CHARM VENDORS" \$ 4.50	
4 VISTASCOPE PICTURE, 3c Play 26.50	
2 AIRPOPS-IT-POPCORN Machine 29.50	
TERMS: 1/3 Deposit With Order, Balance C. O. D.	

OHIO SPECIALTY CO.

713 E. BROADWAY, LOUISVILLE, KY.

Detroit

DETROIT, Jan. 7.—Max Schiff, formerly in the jobbing field, is now concentrating exclusively in the operating end of the business. He has discontinued the name of the M. S. Amusement Co., being known now solely under his own name.

Schiff is cutting down the size of his route and states that he will give more attention to the servicing of his remaining machines.

E. A. Zelonek, who managed the Michigan Solo Sales in this territory, has returned to Rochester, N. Y., his home town. It is reported.



FIRST WITH 1-BALL PAYOUT
 WITH 1-BALL PAYOUT JACKPOT
Now **TWIN JACKPOTS** in Western's
DERBY CLOCK

Featuring
 the Greatest of All Playing Attractions—
2 AUTOMATIC PAYOUT JACKPOTS!

An original Western idea and the greatest repeat-play attraction in payout game history! Two jackpots, each with a \$50 top award—6-coin multiple play—1 to 7 selections each play—Jackpot light-up holes—regular awards with odds from 2-1 to 40-1—Win, Place, Show and Purse pockets—mechanical perfection throughout, plus Western's exclusive Finger-tip Controls.

SEE YOUR JOBBER

SEE DERBY CLOCK AND OTHER OUTSTANDING WESTERN GAMES at the CMMA SHOW—Booths 138-39-40 and 157-58-59

WESTERN PRODUCTS, Inc.
 925 W. NORTH AVENUE CHICAGO, ILLINOIS

SPECIAL NOTICE TO ALL OPERATORS

EXCLUSIVE PREVIEW OF ALL NEW ITEMS IN ROOM 224, SHERMAN HOTEL, O. M. M. A. CONVENTION, JANUARY 10-12. PASSES MAY BE OBTAINED AT OUR BOOTH 104 ON THE MAIN AISLE. ONLY KNOWN OPERATORS AND DISTRIBUTORS WILL BE ALLOWED TO VIEW THESE SPECTACULAR NEW ITEMS.

NEW CARDS ? **NEW PLAY** ? **NEW IDEAS** ?

SKYSCRAPER LIMITED RADIO TIP GOLD BARS JARTIME BINGO SIDE GAME GOLDEN EGGS LUCKY DOGS ROLL 'EM BOOK-A-LOG

SEE THESE AND MANY OTHERS AT THE SHOW. FULL DETAILS OF THESE NEW MONEYMAKERS WILL BE RELEASED AFTER THE SHOW TO ALL OPERATORS, JOBBERS AND DISTRIBUTORS.

WRITE TODAY TO DEPT. 68-1A.

WEBBS NOVELTY CO., Inc. MUNCIE, IND.

Budin Demands More Chubbies

BROOKLYN, Jan. 7.—Herman Budin, of Budin Specialties, Brooklyn, who has come to be known as Chubbie, seems to be attaining a syphilike figure, say recent visitors. When questioned, Budin says: "Well, what else can you expect? Operators are grabbing up every Stoner Chubbie that we get and then blame us for not having more. We in turn call Stoner every day on the telephone, pushing them for faster deliveries. While the machines are coming in in carload lots, they are not coming in fast enough."

"In our last telephone conversation with Clarence Adelsberg I told him that we'd better keep rushing Chubbies along or I will send one of my men to Chicago to pester him all day long. If problems on Chubbie keep up much longer my friends won't recognize me when I get to Chicago for the convention—they'll call me Skinny instead of Chubbie."

2 MACHINES FOR THE PRICE OF 1
BALLY'S GRANDSTAND \$14950

Arlington .. 825.50	Parades .. 632.50
Big Derby .. 15.00	Parade .. 20.00
Air Races .. 15.00	Peepers .. 5.00
Fairgrounds .. 47.50	Pilla's Peak .. 18.50
Foot Flash .. 12.50	Practicas .. 25.00
Golden Wagon .. 12.50	Quinnella .. 75.00
Little 1-2-3 .. 47.50	Wagon .. 12.50
Little Big .. 42.50	Wagon .. 47.50
Race .. 42.50	Wagon .. 20.00
Derby Champ .. 75.00	Zeta .. 25.00

Write for Special Prices on Slots.

SAM MAY & COMPANY,
 2011-13 Maryland Ave., Balto., Md.

BUY FROM THE LEADER

AIRWAY .. \$10.50	FIESTA .. \$27.50	RALLY RESERVE .. \$10.50
AURORAN .. 6.50	FLEET .. 29.50	REGISTER, De Luxe .. 19.50
ATLANTIC CITY .. 12.50	GLOBE TROTTER .. 12.50	RITZ .. 32.50
BEAR-LITE .. 7.50	HIT NUMBER, FIVE .. 30.50	SWING OR SNAPPY .. 10.50
BULL-EYE .. 10.50	PLAY .. 32.50	SLUGGER .. 7.50
BAMBINO .. 21.50	HANDSAP .. 32.50	SPASH .. 25.50
CARGO .. 14.50	JUNGLE .. 19.50	SPOKE .. 25.00
CARNIVAL .. 7.50	JITTERBUG .. 33.50	TRIPLE PLAY .. 44.50
CHICO BASEBALL .. 7.50	KLONK .. 40.50	TOPS .. 9.50
DAILY DOZEN .. 17.50	LINE UP .. 9.50	THE SHERIDOLY .. 24.50
BABY BYE-BYE .. 12.50	LIGHTNING .. 24.50	VOGUE .. 5.50
EL TORO .. 9.50	MAGS .. 27.50	WAR ADMIRAL .. 5.50
EXPOSITION .. 20.50	PLAY BALL .. 11.50	ZEPHYR .. 11.50
FREE RACES .. 40.50		

1/3 Deposit, Balance C.O.D., P.O.R. Newark, N.J.

ACE DISTRIBUTING CO., 1135 BROAD ST., NEWARK, N. J.

More Show Space For Bally Displays

CHICAGO, Jan. 7.—Preparing for what they believe will be the biggest coin machine show of all times, Bally Mfg. Co. has reserved additional display space for the CMMA Show, according to a statement by Ray Moloney, president of the firm.

"In addition to our Booths 19, 20, 21, 22, 47 and 48 in the Main Exhibition Hall," Moloney stated, "we now have lined up a solid block of display rooms upstairs to take care of the overflow crowds we are confident will attend the show. Heading the list is Suite 1014-16, Sherman Hotel, where the Bally Beverage Vender will be demonstrated. We have set aside an especially large suite for the Beverage Vender, because the reaction at the December show indicates that the Bally Beverage Vender will be one of the big features of the entire show."

"Flanking this suite and running from 1605 to 1619 will be a series of smaller suites in which Bally's complete 1939 line will be displayed. In addition to machines now current, a number of remarkable surprises will be sprung at the show. It will definitely pay every operator and distributor to come up to 1618 and adjoining Bally suites."

YES WE HAVE MILLS VEST POCKET BELLS

No stalling or alibis. Immediate Delivery.

Bally's Latest One-Shot "HAWTHORNE"

our tip to you
 "The King of All One-Shots"

ENID MINT COMPANY
 C. M. McDaniel
 711 N. INDEPENDENCE,
 ENID, OKLA.

HURRY! GRAB THESE BARGAINS!
 EVERY GAME GUARANTEED REGARDLESS OF PRICE!!!

LOOK! WORLD'S FAIR BRAND NEW IN ORIGINAL CASES WHILE THEY LAST \$39.00 EA.

ARCADES .. \$21.50
DAILY DOZEN .. 14.50
ATLANTIC CITY .. 10.00
BAMBINO .. 10.50
SUSPENSE .. 48.00
DAILY VIEW .. 40.00

1/3 Deposit With Order, Bal. C.O.D., P.O.R. New York.

JOHN A. FITZGIBBONS, 453 W. 47th St., NEW YORK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**to visit O. D. Jennings & Company
when you're in Chicago
You'll always find a hearty welcome**

See the machines the whole industry is talking about. The newest and smartest ideas in coin operated equipment for 1939,

Be Sure



CIGAR VENDER

Thousands of locations will welcome Jennings Cigar Vender — the only machine to appeal to every cigar smoker. Capitalize on the millions being spent for cigars each year.



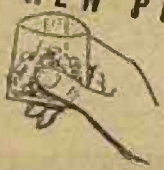
CIGA ROLA

A dual action cigarette vender. Many new models are now available in this unusual machine.



PEDAL PUSHERS

5-ball novelty game — completely registered. A play idea that's new and fascinating.



NEW PEANUT VENDER

A bulk vender that bags the peanuts as vended. The first and only really sanitary peanut machine.



MULTIPLE RAGER

Plays 1-2-3-4 coins. Player has privilege of doubling, tripling or quadrupling his odds.

O. D. Jennings & Company

1309 WEST LAKE ST., CHICAGO, ILL.



\$49.50

MILLS VEST POCKET

Automatic Ball Payout Counter Machine.

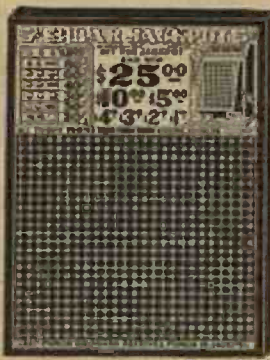
Keystone Nov. & Mfg. Co. 26th & Huntingdon Sts. Philadelphia, Pa.

Western Announces New Jackpot Table

CHICAGO, Jan. 7.—Western Products, Inc., announced recently the completion of a new double jackpot table. Don Anderson, a company official, stated, "We have just completed exhaustive location tests on our new double jackpot table, Derby Clock. Each jackpot has a top award of \$50, incorporating six-way multiple coin chute and offering flashy player and eye appeal.

"Operators in every section have had such great success with Western's single jackpot tables that they have all clamored for dual jackpot equipment. Western's policy is always to give the operator what he wants and he will make a success of a machine. That is the exact policy that Western has followed in the past and the same arrangement has prevailed in the manufacture and production of Derby Clock.

"Several visitors to the Western plant have been given a peek at this new revolutionary machine and they have all acclaimed it to be the outstanding achievement of colidom."



PRICE \$5.50 EACH

Send for Folder NC-17 — It's Packed With New Profit-Makers.

HARLICH MFG. CO.

**ALL THE PROFITS
ALL THE ACTION**

of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.

Takes In \$120.00; Average Payout, \$65.56; Average Gross Profit, \$54.44.

You're Invited to Visit Our Factory Showroom While Attending the Conventions.

1413 W. Jackson Blvd., CHICAGO, ILL.



CHICAGO COIN'S
New

MIAMI

"So Good we couldn't hold it for the Show!"

**ALREADY THE FASTEST
SELLING GAME ON
THE MARKET . . .**

*As the Old Saying Goes—
THERE IS A REASON!*

CHICAGO COIN

MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD.
CHICAGO, ILL.

MIAMI
NOVELTY

\$79.50

FREE GAME
MODEL

\$89.50

Still Going Strong!
TROPHY

Straight
Novelty **\$79.50**

Free Game
Model **\$89.50**

SEE US
AT
BOOTHS
25-26
41-42



\$49.50
DISPLAY ONLY

**MILLS VEST POCKET BELL
AUTOMATIC PAYOUT COUNTER MACHINE**
—AVAILABLE WITH EITHER BELL, FRUIT
OR CIGARET REELS, CARRIED IN STOCK
—INSTANT DELIVERY GUARANTEED.
PHONE, WIRE OR MAIL YOUR ORDER
TODAY.
TERMS: 1/3 WITH ORDER, BAL. C. O. D.

THE VENDING MACHINE CO.,
305-15 Franklin St., Fayetteville, N. C.

WE LOAN-U-MONEY
OPERATORS OF SLOTS, PIN GAMES, VIC-
TROLES, POOL TABLES,
If Your Territory Offers, Why Sacrifice Equip-
ment?
**CAN HANDLE ANY AMOUNT OF SLOTS OR
PIN GAMES.**
We Storage Your Equipment Under a Bank-Fide
Guarantee Against the Following Losses: Fire
Insurance, Theft Insurance, Seizure Insurance.
Liberal Loans Made on Your Equipment.
Write or Wire for Full Details, and What Your
Money Needs Are.
Loans Strictly Confidential.
SIMCO COIN MACHINE EXCHANGE
1162 Broad Street, Augusta, Ga.

CANADIAN OPERATORS

Meetings will be held at HOTEL SHERMAN during the SHOW to discuss PROPOSED CHANGES TO CANADIAN LAWS.
Sponsored by
ONTARIO COIN MACHINE OPERATORS' ASSOCIATION, Gordon M. Noble, Gen. Secp.

**Tippecanoe Has
Two New Games**

BENTON HARBOR, Mich., Jan. 7.—Comments E. R. Henry, of the Tippecanoe Mfg. Co., "I have just returned from a 3,000-mile trip thru the Middle West calling on many leading distributors who had not yet seen our new products, Wonderbell and Get A Pack, counter games.

"It was a 100 per cent trip. It was a pleasure to show a game no one could find fault with; a perfect sell-out with everybody asking for immediate delivery.

"Both counter games have been a long time in the making; having gone thru a long careful test period. Size, price, designing, probable abuse, simplified construction and many other details were considered in making the games.

"I found that distributors were ready to book orders rather heavy. Not only did they go for the 5 and 10-cent models, but to my surprise they showed a heavy preference for the 25-cent model. Per-

haps it is the new type jackpot that attracted them. The new jackpot system and many other surprising features are selling the games faster and faster each day."

**Block Marble Co.
Offers Show Prize**

PHILADELPHIA, Jan. 7.—The Block Marble Co., supplier of parts and supplies for the coin machine trade, recently announced that it would give away to some lucky operator one of the kits on display at its booth.

Sald Byron Block, company official: "In line with the suggestion of CMAA, we are offering as a prize at the coming coin machine show one of our new tool kits for operators which made such a big hit at other coin machine showings. Operators who have seen this kit are very enthusiastic about it and have proved this with their orders. We will have one of these kits on display in our booth 73 at the Sherman Hotel."



DAVAD'S SIDERICK is the center of admiration and topic of discussion between these three veteran coinmen. Left to right, they are D. Helfensberg, A. S. Levy, and A. S. Douglas, Davad president. Levy is the head of A. S. L. Sales Co., Dayton, O.

KEENEY FREE RACES \$44.50

Albany	\$ 8.00	Sensation	\$7.00
Baltimore	10.50	Test King	7.00
Carnival	7.00	Track Star	7.00
Chico Baseball		Vegas	7.00
Flora	7.00	RHs	24.00
Pain Spring	24.00	Ballysway	24.50
Robin Hood	30.00	Chico Baseball	39.50
Silver Flash	12.00	Trois Play	42.50
Sassy	14.00	Bally Nevada	10.00
Spokes	19.50	King, slightly used	8.50
Microscope, hand operated tripod	18.00	Parsons Display	10.00

1/3 Deposit With Order, Bal. C.O.D.

Complete Line of Penny Arcade Equipment Write for Circulars!

MIKE MUNYER CORP.
603 10th Ave., NEW YORK.
Cable Address: "Burmachines," N. Y.

PARIS

Can furnish truck service, also have large warehouses in all parts of Paris. One is centrally located. All warehouses have phone service.

We seek your exclusive representation. For full details communicate with

LECUYER

No. 5 Rue Entrepot, Paris, X^e France

**SEE THE LATEST
JAR DEAL TICKETS**

At the January Show, Booth 132.
If You Are Not Going to the Show, Write for Samples and Prices.

LOUISVILLE NOVELTY MFG. CO.

Manufacturers of Quality Jar Deals,
330 East Breckinridge Street,
Louisville, Ky.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

Now! 5 PROFITS from 1 MACHINE!

EVANS' AMAZING NEW BELL SENSATION LUCKY LUCRE

WITH EVANS' NEW 5-COIN HEAD!

GIVES YOU INCOME OF 5 GAMES - WITH UPKEEP OF ONLY ONE!

Good-bye to small income from bell play! This revolutionary new Evans' creation enables 5 persons to play at once! For each player there is an individual, numbered slot and a corresponding payout cup. On winning lineups of symbols, each player gets his own payout from 3-1 to 18-1, or GUARANTEED JACKPOT of \$5.00 or more in nickels! Far more appeal and copes on than five separate machines... zooms earnings to undreamed-of figures, with amazingly little overhead!

Has famous 1939 Galloping Dominoes silent mechanism... steel inner shield to prevent tampering... recessed payout cups... dozens of new super features!

EVANS' NEW 5-COIN HEAD!

Gyp-proof... stops cheating, saves losses! Ends grief from overlapping coins, thick coins, slugs, gum, string, steel strips, celluloid, paper and other sharpers' tricks. Engineered to accept the new Jefferson nickel! Last 3 coins in each chute visible at distance! Developed solely for LUCKY LUCRE!

SEE LUCKY LUCRE AND THE OTHER NEW EVANS TREND-MAKERS AT THE CMAA SHOW! BOOTHS 29, 30, 37, 38.



36" Wide—19" Deep—38" High. AVAILABLE WITH FRUIT BELL or SPORTS SYMBOLS. At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

WANTED
The Following Equipment
WINNING TICKETS
THISTLE DOWNS
GRAND STANDS
TRIPLE ENTRIES
MILLS FLASHERS

STONER'S CHUBBIÉ
WITH FREE SLOT NOW ON DISPLAY
ANYTHING with a Slot—WE HAVE IT!
SAVOY VENDING CO.
436-3 W. FRANKLIN ST., BALTIMORE, MD.

Rock-Ola Employees At Jubilee Banquet
CHICAGO, Jan. 7.—Five hundred Rock-Ola employees and their wives joined in a Jubilee Banquet at the Grangers Hotel, the evening of December 30, as guests of David C. Rockola, president of Rock-Ola Mfg. Corp. Through the dinner the high humor of the crowd was infectious and it was only by "asserting himself" that Jack Nelson, vice-president and master of ceremonies, could quiet the group.

Nelson said that while this was a happy celebration for the "wonderful acceptance of the glorious line of new Luxury Lightup phonographs for 1939," it was also a meeting of the Rock-Ola family to plan the heavy program of production quickly and efficiently. He then introduced 22 key men in the organization.

David C. Rockola rose to the occasion with a loudly applauded address. He told the group that enthusiastic distributors had flooded the factory with orders for the new 1939 phonographs. He said it was the responsibility of every person in the organization to hasten the efficient production of new machines so that there would be no undue delivery delay. He gave credit to the men who had played an important part in producing what he termed "phonographs of the year."

Jack Nelson then announced that a special vaudeville show would entertain them and turned the chair over to Emcee "Doray" Dorfheld. He introduced a dozen or more fine acts from leading cafes and shows in Chicago.

Following the entertainment the floor was cleared for dancing. Dance num-

bers for the party were appropriately furnished by the new De Luxe 1939 Rock-Ola phonograph.

Commenting on the affair, Jack Nelson said, "What a party! And what spirit! I think it's a grand idea getting the folks together, once in a while. We have the phonograph—we have the orders—and we have a highly trained enthusiastic personnel. Now just watch us go!"

New Games at Keeney Showing
CHICAGO, Jan. 7.—Keeney will introduce several new games at the private showing to be held at the Keeney factory from January 14-19, inclusive, announced J. H. Keeney, head of the firm.

"The new Keeney Pastime console game was shown at the December showing, as was Spinner-Winner, new console-action counter game. These and other 1939 offerings displayed at last month's showing will be on exhibition at the coming factory exposition.

"However, visitors to the January showing will find several new games being shown for the first time. For example, Keeney's new Pot Shot, one-ball payout table, will be presented to the trade. This table is also made in a free-game model, both the payout or free-game models being furnished with either single coin or multiple-play coin chutes.

"As in the case of the December showing, the Keeney factory will be open from 10 a.m. to 6 p.m. each day, including Sunday."

\$49.50
1/3 Deposit

Guaranteed Immediate Delivery!

Mills Vest Pocket Bell--Automatic Payout

The finest Automatic Slot Machine in the world with mystery payout. Only 2 1/2 lbs., weighs only 2 1/2 lbs. Vest Pocket Bells 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.
1022 FREEMAN AVE., CHICAGO, ILL.

ISN'T IT REMARKABLE?
STOP AND GO
IS STILL GOING STRONG!
BERT LANE.
SEABOARD SALES, INC.
619 10th Av., NEW YORK, N. Y.

IT PAYS THE BEST TO SELL THE BEST

WHO ELSE? . . .
Outs sell REAL WORK into conditioning used games? Who else has so clean, fast, new even parts? TRY US! Send for FREE ILLUSTRATED CATALOG and Semi-Monthly Price List.

Atlantic City 12.75
Bally View 48.00
Coney Island 18.00
Electro 10.00
Esperion 33.00
Judge 28.50
Judy 37.50
Oscar

AND MARY OTHERS!
1/3 Deposit, Nat. C.O.D., P.O.D. N.Y.

LOOK EXPORT
\$7.48—5 for \$25
New Rocket
Vogel
Knocheit
Electric Stocker
De Jo
Mia America
Doo Moo
War Admiral

"We Carry the World"
Cable Address
"MATNOVCO."
Merrick, N. Y.

Very Few Left
One 14, Rd. 3d
Olebo.

NATIONAL NOVELTY COMPANY, MERRICK, L. I., N. Y.

BARGAINS

9 C&D Bell (Reverse) . . . \$49.50	1 Pfm Peak Bell (Used 20 months) . . . 34.50
1 Palm Springs 28.50	2 Bally Bell . . . 17.50
1 2nd . . . 32.50	1 Bally Pa . . . 40.50
4 Robbed . . . 25.50	1 White . . . 60.00
2 MDD 1-2-3, 30.80	
7 Wasting So Diamond Bell (Used 20 months) . . . 34.50	
1 Jennings Co. Old, No. 87204 . . . 17.50	
5 Mills Sc. O. J. P. (2-4 Payoff, Check Separator) . . . 10.00	
3 Mills Sc. J. P. Reverse Check Separator (2-4 Payoff), Covered from Sc. Free Play Feature . . . 10.00	
1 Galilei Pm. 4-Red Jack Pot . . . 10.00	
1 100% 2-200 Mills S. J. P. Reverse (2-4 Payoff) . . . 8.50	
20 Mills Feeding Stacks . . . 1.75	
1/3 Deposit, Nat. On Home Order \$24.00, Balance C. O. D.	

MARYLAND COIN MACHINE CO.
8070 MILBURN AVE., BALTIMORE, MD.

LOOK
FOR SALE—600 MILLS LATEST 2-10-200 BLUE AND YELLOW FRONT: SINGLE AND DOUBLE JACKPOT. PRICE, \$35.00 AND DOWN! Also 500 Sign Lot \$25.00 each.

HARRY MURDOCK
LAWRENCE, ILLINOIS.

**CASH IN ON AMERICA'S BILLION DOLLAR
SOFT DRINK THIRST . . . WITH THE NEW**

Bally BEVERAGE VENDER

AMAZINGLY LOW PRICE AND NEW TIME-PAYMENT PLAN OPENS OPPORTUNITY'S DOOR TO YOU

THE BALLY BEVERAGE VENDER is built for the average operator—REQUIRES NO PLUMBING OR WATER SUPPLY on location—is as easy to install and operate as any amusement table—in fact, easier because it's 100 PER CENT LEGAL, everywhere—"stays put" on location twelve months a year—and, mechanically, is twice as simple as any game you've seen in years. The EXTREME SIMPLICITY results in a surprisingly low price for this type of equipment, and your investment is further simplified by Bally's new liberal TIME-PAYMENT PLAN.

TESTED TASTE APPEAL INSURES PERMANENT PATRONAGE

Thanks to the EXCLUSIVE Bally Process—recommended by leading manufacturers of carbonic and fountain equipment—the BALLY BEVERAGE VENDER gives your patrons the true tang and flavor demanded by carbonic beverage drinkers—uniformly refreshing flavor and FULL GAS CONTENT no matter how many cups are drawn in rapid succession. ONLY BALLY offers you the APPROVED AGITATION-CHARGED method which, not only insures "repeat play" patronage, but also SAVES YOU MONEY!

WRITE OR WIRE FOR EYE-OPENING FACTS

BALLY BELL

DOUBLE PLAY! DOUBLE PROFIT!

Collection reports prove that BALLY BELL doubles earning power of any bell spot. In one case, a BALLY BELL, actually earned more than twice as much as two separate bells in the same location. BALLY BELL not only doubles your bell profits, but also provides a golden opportunity to build up a lucrative quarter patronage in your nickel spots. The nickel side takes care of regular nickel trade, while the quarter side gathers plenty of quarters every collection. Both sides can be in play at same time or separately. Also available in double-nickel or double-quarter. Write for new 4-page illustrated folder.

HAWTHORNE

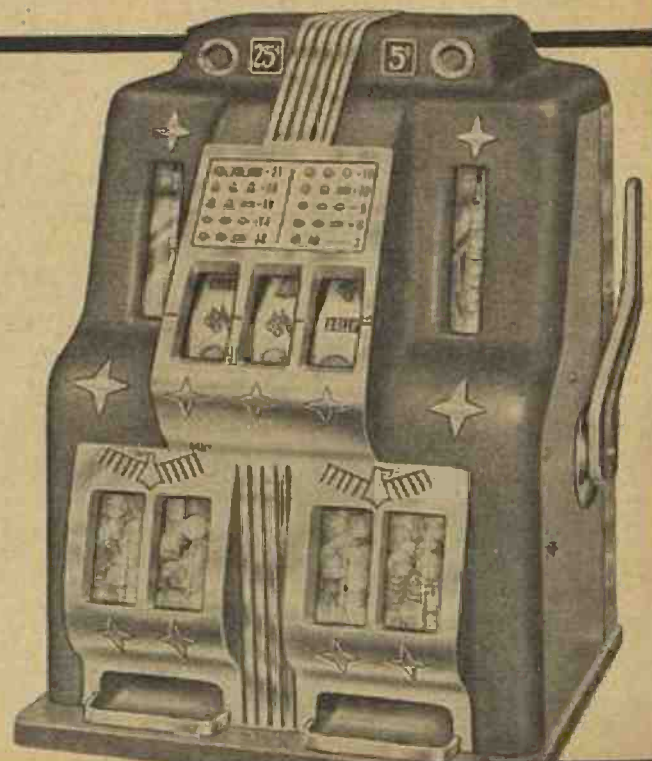
New 10-Way Multiple with Double Receive—one always big enough to be worth shooting for—and sensational new "Fifth Nickel Insurance" idea. Write for confidential details.

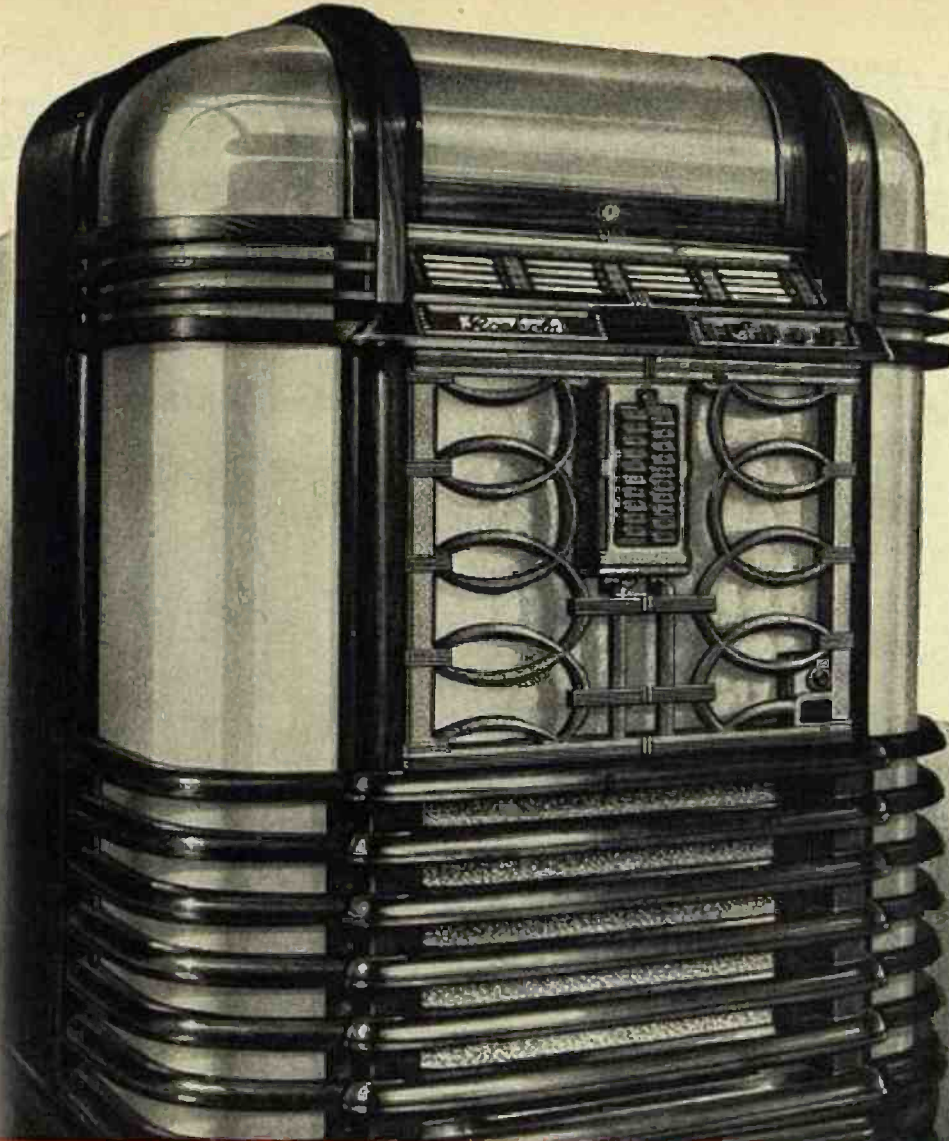
BALLY MFG. COMPANY

2640 BELMONT AVE. - CHICAGO, ILLINOIS

BOOTHS 19, 20, 21, 22, 47, 48

COIN MACHINE SHOW, SHERMAN HOTEL, JANUARY 16-19





Sensation
OF THE NACOMM
SHOW!
See it at
CMMA
SHOW!

ROCK-OLA for 1939

"JIM" BOYLE OF OKLAHOMA SAYS:

 "Three cheers for the new 'feather-touch' selector keyboard and the new improved automatic play register! They're both profit pullers."

B. D. LAZAR OF PENNSYLVANIA SAYS:

 "Operators heartily approve the new 'front door accessibility to mechanism and cash box' on the new 1939 Rock-Ola phonographs."

A. J. LABEAU OF MINNESOTA SAYS:

 "What a convenience for the location and what a time-saver for the operator is the new double cash box with automatic coin divider on the DeLux Model!"

WILLIAM NATHANSON OF CALIFORNIA SAYS:

 "The tone is superb! Never heard anything like it before in phonographs or any other musical device. That clear, balanced tone is true-as-life. Wait until the customers hear it!"

W. R. HAPPEL OF WISCONSIN SAYS:

 "The folks like Rock-Ola's new 1939 phonographs especially because they can enjoy its light-up effects no matter where they sit in the room!"

FISHER BROWN OF TEXAS SAYS:

 "Rock-Ola's new 1939 Luxury Lightup Models unquestionably are tops in play-appeal and in money-making opportunities!"

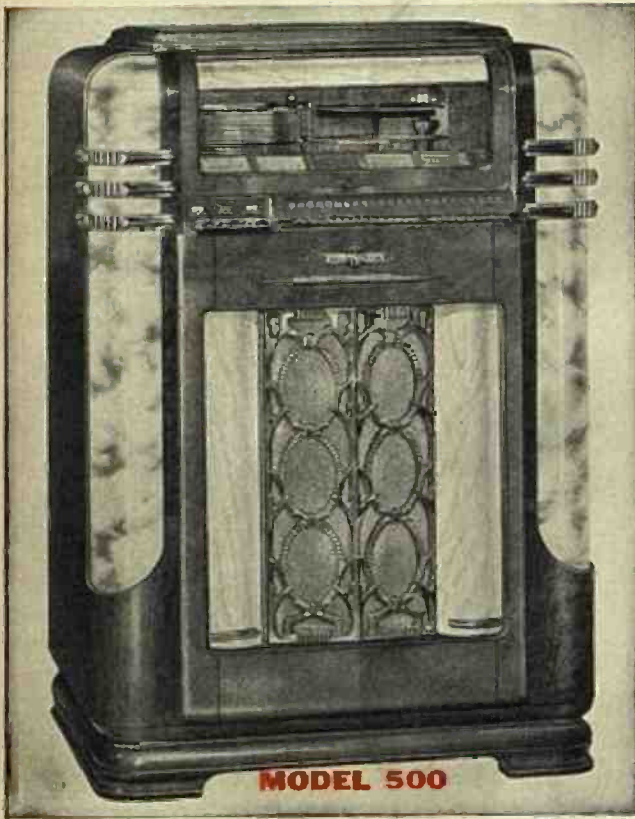
H. G. HYDE OF FLORIDA SAYS:

 "Congratulations in giving us the 99% slug-proof coin chute on the new 1939 models. The Lightup coin chute will aid the play."

1939 ROCK-OLA DELUXE MODEL
 ★
1939 ROCK-OLA STANDARD MODEL
 ★
ROCK-OLA
 MFG. CORP., 808 N. KEDZIE AVE., CHICAGO
 ★

CASH IN ON WURLITZER'S

Leadership



MODEL 500

The "FIVE HUNDRED" . . . A big impressive phonograph with beautiful full cabinet illumination in moving changing colors. A deluxe Model that is enabling Wurlitzer Music Merchants to line up ultra exclusive locations they couldn't "crack" before.

The "SIX HUNDRED" . . . America's most popular automatic phonograph. Beautifully illuminated. Has proven its ability to get and hold the best locations.

Both phonographs play 24 records—give customers a greater selection—more music to play—increase your profits by meeting the musical tastes of every patron.

TURN IN YOUR OLD INSTRUMENTS ON

WURLITZER

AUTOMATIC PHONOGRAPHS

UNDER WURLITZER'S LIBERAL
FACTORY TRADE-IN ALLOWANCE PLAN

PROFIT BY THE PROTECTION OF WURLITZER POLICIES AND BY THE DEMAND FOR WURLITZER AUTOMATIC PHONOGRAPHS

Starting with the pledge that Wurlitzer would sell only to operators, Wurlitzer has lead the industry in inaugurating policies to further and protect the best interests of Wurlitzer Music Merchants.

Today, Wurlitzer's

- ... LIBERAL FACTORY TRADE-IN ALLOWANCES on old phonographs regardless of age, make or condition, and
- ... TOTAL DESTRUCTION OF EVERY PHONOGRAPH TURNED IN, so that it will never again compete with any music merchant for locations

have been welcomed by Wurlitzer merchants as practical steps to maintain profits and stabilize the industry.

Profit by Wurlitzer leadership. Operate Wurlitzers. Write or wire for details.

**THE RUDOLPH
WURLITZER COMPANY**

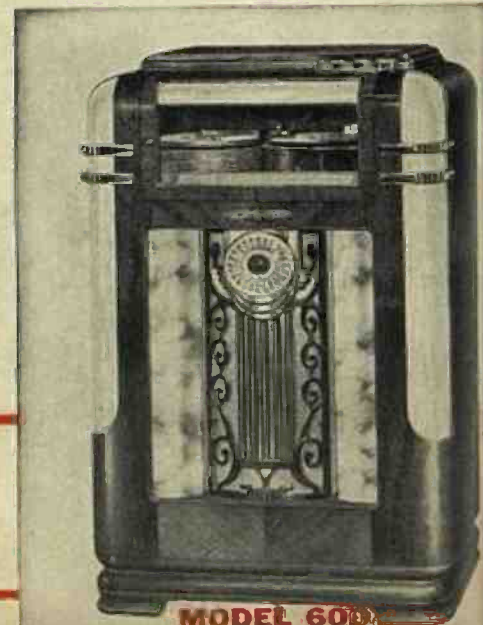
NORTH TONAWANDA, N. Y.

Canadian Factory:

RCA-Victor Co., Ltd., Montreal, Que., Can.

**BOTH MODELS PLAY
24 RECORDS**

**SOLD ONLY TO
MUSIC MERCHANTS**



MODEL 600