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DECEMBER 25, 1937

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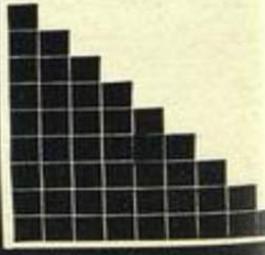
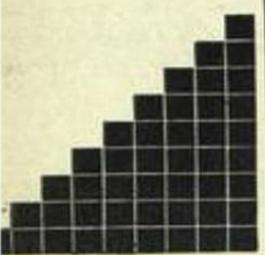
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EAST GETS OUTDOOR CLUB

Meredith Has Inside Track

Backed by Liberals in Equity race—Dullzell rebuffed by lopsided vote

NEW YORK, Dec. 18.—Council of Actors' Equity, meeting this week to consider a successor to Frank Gilmore, president for many years, adjourned until Monday with no decision made at the time of going to press. However, it was regarded as certain that Burgess Meredith would be chosen. A motion was made yesterday that Paul Dullzell, executive secretary, be named acting president until June, but this was overwhelmingly voted down by the largest council meeting in years. Only two votes favored the proposal.

Meredith, the young, has the backing of the entire Liberal element in the council. He is considered constructive, progressive and has been active in the association's affairs. In view of the attitude toward Dullzell, as mirrored in the overwhelming vote, it is pointed out that Meredith is the one logical choice.

Council opposition toward Dullzell. (See MEREDITH HAS on page 29)

Performer Responsibility on Social Security Tax Clarified

Precedential decisions—hotel called employer of Hoffman girl troupe—ad agency named boss of script radio show—partnership not necessarily contractor

NEW YORK, Dec. 18.—The liability of performers, agencies, employers, etc., under the confusing Social Security laws was clarified somewhat this week with the handing down of the first two decisions affecting performers. Still another decision, on a newspaper case but providing a similarity to situations in vaudeville, night clubs and radio, was issued and is believed to set a line on future decisions. The Social Security Commission ruled that where an act can be supervised and controlled by a buyer of entertainment, the party vested with and exercising such prerogatives becomes the employer. Hence, the Sherman Hotel, Chicago, for having butted in in the selection of line girls to perform under the direction of Gertrude Hoffman, whom the hotel had booked thru the Music Corporation of America, became the employer of the whole unit, while Gertrude Hoffman was absolved from the independent contractor category.

Similarly because Erwin, Wassey & Company, Inc., retained the power to supervise the script prepared by Carson J. Robison for his broadcasts the agency was held liable as employer of Robison and the several persons he had engaged to carry thru his act. (See radio department for details on this first decision concerning commercial broadcasts.)

Such action on the part of the commission throws considerable light upon the SS problem to show business, tho it's not the complete answer. The decisions are meant to be only individually applied. If upon taking into consideration the hundreds of other inquiries from show people the commission finds cases paralleling the two thus disposed, it may then issue a general ruling for the benefit of the trade.

In answering the inquiry of Harold Gray, cartoonist, the commission in-

(See PERFORMER on page 23)

A. C. Publicity Holiday Threat Stirring Biz Men

ATLANTIC CITY, Dec. 18.—Declaration of a city commissioner that Atlantic City should take a "holiday" from the business of attracting visitors, drop the \$100,000 publicity appropriation, forget its press bureau and put more police to work instead, this week had business, hotel and amusement interests in an upheaval, which may result in some drastic changes in set-up of the resort.

Coming on top of apparent lack of interest of city officials in welfare of amusements, collapse of which was prevented only by amusement men them-

(See A. C. PUBLICITY on page 65)

PCSA Banquet - Ball Declared Club's Most Outstanding Event

LOS ANGELES, Dec. 18.—The 16th Annual Charity Banquet and Ball of the Pacific Coast Showmen's Association in the Grand Salon of Hotel Biltmore Wednesday night was another history-making event. It was a huge, glamorous affair, with attendance up to former years, and was graced by the presence of notables of the amusement field and prominent persons in the civic life of Southern California.

Leo Carrillo was the principal speaker,

Independent of Showmen's League But Aim Is To Tie Up With It

George A. Hamid elected president and Arthur L. Hill secretary of group organized for social and benevolent purposes—next meeting, open to all, December 28

NEW YORK, Dec. 18.—Carrying thru a movement launched at the outdoor meetings in Chicago two weeks ago, a group of 20 leading Eastern outdoor showmen organized a club for social and benevolent purposes Thursday evening in the offices of George A. Hamid, Inc. Detailed structure and character of the organization, including a name, were not worked out, altho it was indicated by nearly all present that the new association should in no way hinder or obstruct the work and position of the Showmen's League of America.

George A. Hamid was elected president; Max Linderman, World of Mirsh Shows, first vice-president; Art Lewis, Art Lewis Shows, second vice-president; Oscar C. Buck, O. C. Buck Shows, third vice-president; Arthur L. Hill, secretary; Jack Greenspoon, Greenspoon & Bramson Concession Company, treasurer, and Roger Littleford Jr., The Billboard, assistant treasurer. Writing of a constitution and development of other details were put in the hands of an organization committee consisting of George P. Smith Jr., the New York World's Fair; Lew Dufour, Dufour & Rogers' Attractions, and Joseph H. Hughes, George A. Hamid, Inc. Committee was instructed to draw up a constitution, by-laws and general outline of the organization for consideration by the assembly at the next meeting, scheduled at the Picoadilly Hotel at 8 p.m. December 28.

Main topic of discussion at the meeting centered around relationship of the new club and the extent of its relationship with the Showmen's League of America, an organization 25 years old and with headquarters in Chicago. General feeling prevailed that every effort should be made to interest the SLA in the creation of a working agreement of (See EAST GETS OUTDOOR page 65)

Press and P. A. Club Forming

EL PASO, Tex., Dec. 18.—Plans for organization of the National Showmen's Honorary Press Association were announced here today by Roy Stein, temporary secretary.

Purpose is to establish a closer relationship between show press agents and (See PRESS AND P. A. on page 67)

Chi Stations' Threat To Boost Service Charges Causes Rumpus

CHICAGO, Dec. 18.—Network stations here caused plenty of rumpus this week, threatening to shut off all local dance music pick-ups if hotels and the larger

nighterites did not pay a \$100-a-week service charge after January 15 for broadcasting facilities in each remotely aired spot. As this was written, nearly all the spots had definitely decided they would not pay the charge. Reason the stations are hollering is on account of ever-increasing nut, which will be upped again when the new mustker contracts go into effect next month, and they claim the (See CHI STATIONS' on page 10)

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To Carry Out Ringling Ideas

To operate R-B Show as brothers did, execs say—plan better Barnes Show

CHICAGO, Dec. 18.—"We intend to operate the show as the Ringling Brothers did," was the declaration of John Ringling North, senior vice-president and director of Ringling Bros. and Barnum & Bailey Combined Shows, when interviewed here Friday by a representative of The Billboard. His declaration was heart-

(See TO CARRY OUT on page 67)

BAA Wins Four A's Decision; "Irregularities" Are Charged

AFA ordered to quit organizing out-of-town burly houses—must return Hirst dues—"breaches" of parliamentary procedure protested—lawyer role aired

NEW YORK, Dec. 18.—As expected, the Associated Actors and Artists of America ordered the American Federation of Actors to "cease and desist" from organizing "burlesque houses" outside of New York, the announcement being made at a board meeting Wednesday. Announcement followed Frank Gillmore's statement to the meeting that the decision had already been reached the day before, but that a formal vote would be taken by the Four A's members, as some of the Four A's unions had not been present at the other meeting. The disputants, AFA and BAA, were ordered out of the room and a vote taken revealing a unanimous vote against the AFA. When permitted to re-enter the AFA delegation protested against this alleged breach of parliamentary procedure and was then permitted to have its vote recorded as opposing the resolution. With the BAA not voting, this gave a final vote of 51 to 11 in favor of the BAA.

With the AFA protesting the alleged irregularity in procedure and the BAA preparing to recoup its ground, the attitude of the Hirst Circuit, which has been caught in the middle, is unknown. According to a spokesman for Hirst, "if the fracas becomes too troublesome the circuit may close its houses and there won't be any burlesque." Circuit is primarily interested not in unions but in getting more patrons into the houses.

At Wednesday's hearing the AFA (See HIRST CIRCUIT on page 27)

Melton To Thrill Girls in Detroit

DETROIT, Dec. 18.—The golden tenor of James Melton will be subjected to scientific analysis, at least as far as reception quality is concerned, when he comes here for the Detroit and Michigan Exposition at Convention Hall in January.

Thru Milt Herman, press agent of the exposition, special paraphernalia is being borrowed from the austere Wayne County Medical Society. This includes apparatus designed to test pulse beat and presumably to give emotional reaction to various impulses. It is understood to be somewhat similar in general function to the much-publicized "lie detector."

The subjects of the test will be three assorted girls—blonde, brunet and red-head—and their pulse reactions after listening to Melton will be scientifically gauged, resulting in a measurement of the Melton differential for the three types.

Full Operator Crew Asked

NEW YORK, Dec. 18.—Laws which would require a full crew of motion picture operators in all projection rooms, and which would make stockholders of theaters liable to employees for wages will be advanced by the New York State Federation of Labor for Albany enactment. Proposals were reviewed at Federation conclave in capital city. Second measure aimed to insure salary payment to road companies.

Detroit Operetta Season

DETROIT, Dec. 18.—Wilson Theater, which has been closed for two years, will open December 27 with a production of *The Student Prince*, produced under the joint sponsorship of the Messrs. Schubert, Fortune Gallo and the Wilson Producing Company. The house is being extensively refurbished for the reopening. A season of popular-priced operettas is planned, the length of the season depending upon the response of the public. New shows will open each Monday evening.

Fingerprint Warning

NEW YORK, Dec. 18.—A warning was issued to performers today to be leery of attempts to fingerprint them. Maxwell Lehman, of the American Civil Liberties Union and the Book and Magazine Guild, stated that such reasons are usually part of an attempt to "black list" active union members and organizers. While the reason for fingerprinting is often declared to be to ferret out criminals, Lehman stated that it is an attempt to "mark" trade unionists and to discriminate against them in employment.

Five "Best" Dancers

NEW YORK, Dec. 18.—In the second annual nomination to its Dancers' Hall of Fame Dance keeps its recommendations down to five. Last year the enrollment numbered 14. This year's addition includes Hanya Holm, Tamiris, George Balanchine, Russell E. Markert and Paul Draper.

New England Unions Elect

PROVIDENCE, Dec. 18.—Southern New England unions are holding their annual elections. At Fall River, Mass., December 6, Local 216, APM, elected William Allison as president to succeed William Harris. Frank Mellor was re-elected secretary-treasurer, and Charles Russell, Raymond Holland, Frank Fineran and Ernest Wilkinson, members of the executive board. A social followed the meeting.

In Westerly, R. I., Gerald H. Payne has been re-elected president and business agent of Local 538, IATSE. Other officers chosen are William P. O'Hearn, vice-president; Thomas J. Crowell, secretary-treasurer; Gerald H. Payne, William F. O'Hearn, Thomas Crowell, Arthur R. Jackson and George J. Fahey, executive board members. Payne was named delegate to the Central Labor Union and AFL and IA conventions.

Texarkana Worried by Road

TEXARKANA, Tex., Dec. 18.—A committee from the Texarkana Ministerial Alliance conferred with the mayors of Texarkana (both sides) in an effort to prevent the proposed showing of *Tobacco Road*. Women clubs have joined with the ministers in the protest, terming the play "vulgar, salacious and not representative of the South in its true light." Play received same protest wave in New Orleans but was allowed to go on and papers of that city were loud in their praise of a "splendid p.-a. move."

Large World's Fair Committee Outlines Entertainment Plans

NEW YORK, Dec. 18.—At a luncheon meeting Thursday a discussion of tentative plans for the New York World's Fair entertainment took place. Discussion was held on the exposition grounds in Flushing Meadow Park, Queens, and members of the advisory committee on amusements made their suggestions. With Grover A. Whalen, fair president, reminding the committee that it had a year and three months to fulfill its plans, and John Golden, committee chairman, cautioning members not to forget the box-office angle, suggestions ranged from a Federal Theater production with a cast of 4,000 to a dramatization of safety in the home and industry. Frank Gillmore, retiring Equity president,

urged importation of the best foreign talent, and William Gaxton, Lambs' Club shepherd, suggested a reproduction of the Lambs and the famous table at which many theatrical celebrities have sat. Gene Buck, ASCAP head, proposed daily broadcasts of the fair events. Carnival advisers urged more midway attractions.

Construction of a temporary Exhibitors' Hall has been started, and building will be up by spring.

Amusement committee is fronted by over 100 big names in show business. Full list of members includes: PRODUCERS—William A. Brady, William Caryl, Delos Chappell, Charles B. (See LARGE WORLD'S on page 29)

An Open Letter to Frank Gillmore

Dear Mr. Gillmore:

NOW that you have resigned your Equity presidency to concentrate on your directorship of the Associated Actors and Artists of America yours is a great opportunity to bring order out of chaos in the union actor movement.

Let us point out that today there are hundreds of performers compelled to pay dues simultaneously to two or three unions which are members of the Four A's. Then there are the continual jurisdictional squabbles between Four A's unions, confusing performers and splitting their loyalties and interest. And, too, the performers' interests in legislative, WPA, industrial matters, etc., are not protected vigorously enough—the various Four A's unions often working at cross purposes.

It seems to us that a progressive, militant Four A's policy is being hampered by the inadequate structure of the Four A's itself. For example:

1. Such minor organizations as the German White Rats, the Choral Alliance, the Hungarian Actors and Hebrew Actors have as much voting power in amending the Four A's constitution as have the larger unions such as Equity, Screen Actors' Guild, etc.;
2. It is apparently not necessary to pay per capita tax in order for member unions to vote in the Four A's board;
3. Altho the Four A's constitution guarantees interchangeability of membership cards, Equity and Screen Actors' Guild found it necessary to make a private pact and, more recently, Equity, SAG, the American Guild of Musical Artists and the American Federation of Radio Artists found it necessary to sign a four-way interchangeability pact. These pacts are an open admission that the interchangeability of memberships needs special action—but why leave out the other member unions?

With the Four A's representation of SAG controlled by Equity and that of AFRA by Equity, SAG and AGMA, genuine representation of performers' interests takes a very devious road indeed. We think it time to overhaul the entire Four A's set-up so that the union performers of this country can be closer to their leadership.

Mr. Gillmore, this is your golden chance to cap an honorable Equity career with genuine leadership of the Four A's. We are sure you can do it.

THE BILLBOARD.

TA Is Loser In Chi Clash

Fails to collect 15 per cent on benefit—Corelli blames lack of organization

CHICAGO, Dec. 18.—Lack of organization among the night clubs and theater performers, more than anything else, brought the failure of Theater Authority, thru its executive secretary, Alan Corelli, to get its customary 15 per cent from the sponsors of the annual *Night of Stars* pre-Christmas show which was staged in the Stadium here Wednesday. While unionized actors stood by the Theater Authority orders and did not show up at the benefit, they were in the minority and did not make an appreciable difference in the routine of the show. Also, the absentees were Equity people who, if present, would only have taken a bow. The American Federation of Actors had in all the clubs only a handful of members who could be ordered to stay away.

James C. Petrillo, head of the musicians' union, who threatened non-appearing acts with the banning of ork music for their turns, is now dropping the whole matter, satisfied that the benefit was a success. When contacted by *The Billboard* he revealed that not a single invited night club act failed to appear. He will not bring action against the Equity members, who are working in local legit houses, or Ethel Waters, who was playing an engagement at the Palace Theater.

Corelli stated that the Chez Paree management had been given permission to send its entire show to the benefit "due to mitigating circumstances." Only paid-up Equity act in the Chez Paree show was Gracie Barrie. TA, it is learned, did not want to put the club in a spot with local authorities, the Chez being the only one in the city that had a paid-up union act. Corelli, before leaving for New York Thursday, revealed that he will attempt to set up TA offices here next year and work in co-operation with local organizations for the strengthening of TA's position in this territory. Petrillo, who furnished TA with most of the opposition, told *The Billboard* that he does not plan to co-operate with TA at any time. While he agrees with the argument that actors' charities should be supported, each organization, according to his thinking, should have its own regulations and not be governed by a clearing house such as TA.

RUTH DENNING

(This Week's Cover Subject)

RUTH DENNING, featured vocalist at the Hollywood Restaurant, has appeared in films, dramatic stock, musical comedies, vaudeville, radio and night clubs. Born into a theatrical family, her first venture into show business was via the silent pictures, in which, between the ages of 3 and 11, she appeared with William Farnum and was directed by Herbert Brennan. Leaving pictures to attend school, Miss Denning received a scholarship from Ned Wayburn, who trained her until she was 14. Her first show as a grown-up was Charles B. Dillingham's "Oh, Please." Other musicals were George White's "Scandals" and "Lovely Lady." Following "Oh, Please," Miss Denning went to Atlantic City for Joe Moss to dance at the Beaux Arts.

Career in radio began about five years ago, with Miss Denning getting two shots on the Rudy Vallee program. Followed with six guest appearances on the Bab-O show, and then followed Morton Downey on the I. J. Fox program, remaining 10 weeks. An engagement at Radio City Music Hall preceded a series of vaude bookings. Ben Marden, seeing her at the Esle, Philadelphia, booked her into the Riviera for eight weeks the summer of 1936. Subsequent engagements were eight weeks at the Esquire Club, Toronto; four weeks at the Park Central, New York; 14 weeks at the Powhatan, Detroit; at Mario's Mirador, New York, from August 1 to October 20, 1937, and with Jack Osterman and Roy Soffley, and finally the Hollywood Restaurant, where she opened October 27.



By GEORGE SPELVIN

ACCORDING to American acts returning from the other side, the German Government frowns even upon pop music if it happens to have been written by a Jew; a ballroom team recently had to drop Gershwin's "Rhapsody in Blue" because Hitlerites were afraid it might endanger the pre-eminence of the Aryans. . . . Also, all performers have been told to avoid "swing dancing," whatever that may be. . . . A-Mike Vogel, the guy with the very fancy first name, is now editor of Motion Picture Daily, succeeding Red Kaen, resigned. . . . Joe Fornshell, p. a. for the El Torador Club, writes detective stories on the side. . . . "Pins and Needles," the surprise smash put on by the amateur stagecrafters of the International Ladies' Garment Workers' Union, is so successful that it had to advance the start of its nightly performances from Christmas to last Friday (17). . . . A visiting Coast bigwig, catching Olga Bruce's work in "Moon Over Mulberry Street," which is still sporadically playing the canteen circuit, called her a coming Duse. . . . George Dupree, local agent, has hired a man to carry around a placard reading "Strike for George Dupree—Unfair Not To Use His Services."

The height of serenity or something: A party bent on night-clubbing called La Conga recently to make a reservation, and the headwaiter, answering the phone, asked if dinner would be desired. When told it would be, he very politely said that it would be no use to go down—that there was no room in the dining room proper—that instead of the party going down and being shoved around and told there was no room he preferred asking it to keep away that time, trusting his consideration for patron's comfort would bring it back another time. Which is not only polite, but smart. Other night spots, please copy.

THE ALBUM: The gentleman who astounded Times Square by getting a bevy of workers to clean the gum off the streets isn't a screwball. Far from it; he's J. LeBlanc Marlaime, a perfumer with an establishment in the Empire State Building. He is French, between 45 and 50, strikingly handsome, and wears his hair pompadour fashion. His current ambition is to get the Wrigley interests to change the chewing gum sign opposite the Astor to read, "Keep Your Sidewalks Clean." Mr. Wrigley has already received a letter to this effect. Clean streets have been a Marlaime hobby for 15 years. Why did he become interested in clean streets? Because they were dirty. In Paris, he says, the sidewalks are spotless. He started the ball rolling himself and is reported to have spent \$2,000 of his own money. He has now effected a tie-up with the Outdoor Cleanliness Association, which hopes to make clean sidewalks a national issue. Mrs. Henry Alexander is president and Marlaime is executive vice-president. A membership drive is now under way.

Dudley MacThomas, colored washroom attendant at the Yumuri Club, is an Oxford grad ('33); he studied journalism and came here to seek his fortune; what's more, he still optimistic. . . . Along the same line, Chic Orto, doorman at the Casa Valencia, was once a famous Spanish bullfighter. . . . Hal Schenker, the press agent, knew darn well that it would ultimately get him an item: his phone number is Wickersham 2-8639—so if you dial "what news" you'll get it. . . . one of the best sillas in years came on a recent Jack Oakie program: "Please, mister, do you want to buy a college; I'm working my way thru a magazine." . . . Jerry's Hash House on West 46th street, patronized by circus people, is at present without its guiding hand; Jerry has gone to Greece to grab off a wife.

With the big international crisis concerned with Japan, there's a minor one on with China—and all over the old question of whether or not chow mein is an American dish. Stearns cafeteria chats, in an advertising throwaway, said that it was—that no Chinamen in China ate it. So now Ruby Foo's Den, Chinese eatery, has started suit against them, claiming that chow mein is authentically Chinese. So the customers go on eating it anyhow.

OUR OWN MAIL DEPT.: This week's exhibit, a long mimeographed affair, which, because of space, can be reprinted only in part, came in addressed to The Billboard. It's headed Enigma: "Chiselers great painting of mother love shows the strong instinct of the mother as she is leaving dear Old England and its noble traditions. This painting was on exhibition at the Actors' Dinner Club. . . . It is distinctly British and the 'Mother Love' greatly resembles her most gracious Majesty Queen Victoria. . . . To my dear British Public: Do you believe for one moment that the Great British Government would have continual care of American Paupers who happened to be stranded on the British Isles while its own rank on file were on starvation or Home Relief? . . . Wake up, you Protestant Real Estate Dealers of America! . . . And it came to pass that mother love, the British Wet Nurse, chiseled in on all that New York had to give; but she remained loyal to the King; she remained an Englishman and while American Actors of the rank and file went on Home Relief, Stage Relief or WPA, this mother love sang Rule Britannia, Rule the Waves and the Right Reverend Morphine Velvet administered his spinal anesthetic to put his overwealthy congregation in the land of dreams—so the weak king abdicated and the new Gracious Majesty was crowned in Westminster amid regal splendor, while 70,000 poor white trash—outcast Protestant Americans of the third and fourth generation of them that love me—listened in on the loudspeaker way out in the desert of Central California—dwelling in shacks made of oil cans and cracker boxes—for whom the Lord loveth he chasteneth." It's signed: "Irving Goldberg, Secretary for the Committee in Behalf of the Native Born Outcast Protestant American People, living in shacks made of oil cans and cracker boxes out in the desert of Central California."

Street scene: A brash middle-aged man with a decided Galicians dialect trying to sell horse-and-buggy whips on a Bronx street corner—and being very serious about it. . . . The only FTP blow-up among the commercials in Dave Farley's subterranean window in the Times Building is for "Professional." . . . Charles Di Carlo, of Di Carlo and DuBois, is having his nose shaved. . . . Sim Collins broke in his new nudist comedy act at the Village Grove Nut Club last week, but not very successfully; when the smoo called for Collins to pop out he remained shyly at the performers' entrance.

Watters and other employees at a local Cuban night spot threatened an immediate strike the other night "if ex-President Machado of Cuba weren't tossed out on the spot." To everybody's relief it was discovered that "Machado" was just an ordinary patron who happened to look a bit like Cuba's former president.

TO KEEP THE RECORDS STRAIGHT: The marquee of the newly opened Swing Club reads, "Wingy Manone, Originator of Swing"—but Wingy, in the first place, spells it Mannone—and Clarence Williams, W. C. Handy, Jelly Roll Morton, Bessie Smith and a couple of others, including the Original Dixieland Jazz Band, might have something to say about the origin of swing. . . . Dan Walker, incidentally, copied the misspelling of Wingy's name in his December 16 News column. . . . The News—but anonymously this time—in announcing D. A. Doran's forthcoming production of Francis Edward Faragon's *Sunup to Sundown*, refers to the playwright as a "new author"; it seems there was once, quite a few years ago, a not entirely unknown play called *Pinschedel*. . . . Right in Mr. Spelvin's (See BROADWAY BEAT on page 23)

Announcement of WPA Costs Awaits Recovery of Hopkins

NEW YORK, Dec. 18.—Neither Paul Edwards, local administrator of the WPA four arts projects; George Kondolf, head of the local Federal Theater Project; Mrs. Hattie Flanagan, director of the national FTP, nor Mrs. Ellen S. Woodward, assistant administrator of Women's and Professional Projects of

the WPA, could muster authority in their individual or combined hierarchy at a Washington huddle last week to release FTP production cost figures in the absence of Harry Hopkins, WPA administrator, who has been ordered to a long rest by physicians.

This was the essence of Edwards' reply when The Billboard made its eighth weekly inquiry into the progress his office was making on the financial statements of Federal Project No. 1. Previous to The Billboard's request for an account on how the last \$6,000,000 appropriation of taxpayers' money was being allotted here executives kept no expense records per production. Edwards promised economy and a reorganization of book-keeping system which would give more accurate picture of goings on. Since then Hopkins also asked for the cost line-up, which auditors are still compiling. Even if the audit is completed pronto, however, it won't be made public at least another five or six weeks—duration of the Hopkins rest cure. The Stern and taxpayers in general will have to wish Hopkins a speedy cure if they want official figures on what was done with their taxes.

Iowa Project Ends January 1

DES MOINES, Dec. 18.—Iowa Federal Theater Project is finished January 1, according to announcement of George Keller, Iowa works progress administrator. He said he had received a telegram from regional headquarters informing him that because of "excessive man-month costs" the program would be indefinitely abandoned after the turn of the year.

Keller said an effort would be made to place on other projects the 24 office workers and actors now active in the theater program. A total of \$121.35 has been spent during each month of the last year to maintain each person in the project. The man-month cost on other projects in the State has averaged \$59.44.

The announcement followed recasting of the last Federal Theater play, *Arms and the Man*, after J. Howard Miller, acting national FTP director, and Herbert Ashton Jr., regional director, had seen it produced in Davenport, Ia., a week ago. Officials said Miller and Ashton had "criticized" the production.

C. H. Talbot, present State theater director, will join the announcing staff of a Des Moines radio station this month.

The unit to be dissolved started its activities three years ago under the Iowa emergency relief administration, presenting vaudeville acts to audiences in veterans' hospitals and civilian conservation corps camps. It was taken over by WPA in the fall of 1935. The first Des Moines play was presented a year ago at the Kendall Community Playhouse. Meantime the troupe has toured the State and last spring appeared at the President Theater in Des Moines.

Salt Lake IA Elects

SALT LAKE CITY, Dec. 18.—Local 99 of the International Association of Theatrical Stage Employees elected the following officers for 1938, incumbency to begin January 4: E. A. McFarlin, president; William G. Tapsfield, vice-president; Chester Myers, financial secretary; M. A. Francillon, recording secretary; Bert Whaley, business agent; Arthur Myers, sergeant at arms. These members also constitute the executive board. Walter Brown, M. De Korver and Henry Smith constitute the board of trustees.

Concert Convention Planned

NEW YORK, Dec. 18.—Concerts Association of America is planning its first convention for some time in January. Alfred R. Allen is chairman of the organization committee and F. C. Schang secretary.

Chi Opera Season Sets New BO Record

CHICAGO, Dec. 18.—Chicago Civic Opera Company is closing the most profitable season in its history, President Jason F. Whitney announced. He added that present signs indicate the development of a self-sustaining organization.

Much of the season's success has been due to the appearance of notables in the operatic field and the exploitation of each program on the order of an important movie or legit production.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters, 5 minutes walk to Loop.
Theatrical Booking Agencies located in hotel.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT CO., FOWLER, ILL.

INFORMATION WANTED

Can you tell me where Al Whiter Johnson, Mable Curtis or Whitey Williams are located now? Your assistance will help. Write

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Lower Intrastate Rate in All But a Few States

TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

<p>QUALITY STOCK TICKETS</p> <p>ONE ROLL... \$ 50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS, 15.00 ROLLS 2,000 EACH. Double Coupons, Double Price.</p> <p>No. C. O. D. Orders Size: Single Tick., 1x2"</p>	<p>20,000 Tickets in a roll or a Continuous strip of 2,000 feet No Bother in</p> <p>Neither will be any order you send our way.</p> <p>Circus Theatre Games or any other kind of</p> <p>TICKETS</p> <p>Prices right Service quick Workmanship good as the best.</p> <p>THE TOLEDO TICKET COMPANY, Toledo, O. Send us your inquiry.</p>	<p>SPECIAL PRINTED</p> <table border="1"> <tr> <td>10,000</td> <td>.. \$ 6.55</td> </tr> <tr> <td>20,000</td> <td>.. 9.25</td> </tr> <tr> <td>50,000</td> <td>.. 12.75</td> </tr> <tr> <td>100,000</td> <td>.. 20.00</td> </tr> <tr> <td>1,000,000</td> <td>.. 150.50</td> </tr> </table> <p>Double Coupons, Double Price.</p>	10,000	.. \$ 6.55	20,000	.. 9.25	50,000	.. 12.75	100,000	.. 20.00	1,000,000	.. 150.50
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FIRST SS RULING RE RADIO

Kid Stuff

SPRINGFIELD, Mass., Dec. 18.—Here's what the popularity of Charlie McCarthy has done for Kay Payne, singer on WMAS.

When she was working Fanchon & Marco time, Kay had a kid routine which went over well. She dropped it, tho.

But it's revived again, now over the ether. Kid's moniker is Jean.

Final Control Over Air Script Places Responsibility for Tax

May be ad agency, advertiser, chain or indie producer says SS commission—first specific ruling anent radio—decision clears up confusion

NEW YORK, Dec. 18.—The Social Security Commission this week rendered its first decision concerning commercial broadcasting, declaring as employer that party which exercises final authority over performers' scripts. Ruling was specifically communicated to Carson J. Robison, head of a hillbilly act heard thrice weekly on Mutual, in relation to his contractual affiliations with the sponsor, the Wasey Products Corporation (Musterole and Zemo); the Erwin, Wasey & Company, Inc., agency, and members of his act. Robison's employment contract specifically awards to Erwin, Wasey & Company final editorial supervision of his program which he prepares himself. To fulfill his contract, Robison, in turn, has engaged the services of John, William and Pearl Mitchell. But, because he has a profit-sharing arrangement whereby he divides moneys with them as a group on a 60-40 basis, and in spite of his hiring, in addition, Frank Novak, musician, at a constant weekly stipend, he escaped classification as an independent contractor.

In view of this, and considering also that the agency pays to Robison a weekly lump sum salary, the commission ruled that each and every one of Robison's cast, tho they have no direct contract with the agency, are employees of the Erwin, Wasey advertising agency "within the meaning of Title VIII of the Act, and the taxes imposed under that title are applicable to the wages paid and received for such services."

"Erwin, Wasey & Company, Inc., is liable for the tax imposed on employers by Section 804 of the Act," ruled the commission, "with respect to the wages of such employees, and is required to collect the tax imposed by Section 801 by deducting or causing to be deducted the amount thereof from the wages when paid."

In handing down the above ruling, the commission clarified also the \$3,000 maximum security credit allowed per employee.

"You are further advised that if the remuneration paid for employment performed during any calendar year by an employer for the same employee exceeds \$3,000, the term 'wages' does not include that part of such remuneration in excess of the first \$3,000 thereof. The \$3,000 limitation applies only if the remuneration received by an employee from the same employer for employment performed during any one calendar year exceeds \$3,000. If the employee has more than one employer during the calendar year, the limitation of wages to the first \$3,000 of remuneration received applies to remuneration received from each employer with respect to employment during that year."

In other words, if a performer had a half dozen employers, and his stipend from each for the year did not exceed \$3,000, he would be taxed for all six jobs.

The commission deliberated two months on the Robison case.

This ruling will finally clear up a maze that has existed ever since the SS went into effect. Advertising agencies with radio programs have followed no specific course. Each agency has done as its own attorneys have advised. Some agencies have deducted the SS fee themselves; others have passed it on to the advertisers, their clients; others have done nothing about it; one agency collected the SS fees retroactive for the period effective since the start of the system this year.

Since most agencies are responsible for programs, they are now responsible for the collection and payment of the assessments. In the case of an agency buying a program from an indie producer, latter would be responsible, provided the agency gave the indie carte blanche on the show. Few do this.

DES MOINES, Dec. 18.—Cliff Carl, former comedian with repertoire companies in this part of the country, has joined WHO to be featured in *Coffee Pot Inn*, *Pappy's Matinee* and the *Sunset Corners Frolic*.

Me. & Vt.

NEW YORK, Dec. 18.—Noting that New England, including Maine and Vermont, leads the country in radio ownership, dopesters are now trying to figure-out how those two States still went Republican, in view of President Roosevelt's radio potency.

G. M. To Study Sales During Rodeo Lapse

DETROIT, Dec. 18.—A close study of General Motors' sales will be made during the period that the auto firm is off the air. While no official announcement has been made about G. M.'s return, well-informed sources report that it will probably be six to nine months before broadcasts are resumed. During this "layoff" period the effect of curtailment of radio programs will be thoroughly analyzed.

Other important factors such as seasonal demand, general business conditions and use of other advertising media will, of course, enter into the study. Certain G. M. officials, it is understood, are still unsold on radio's merits and want a rigid "test."

While General Motors institutional type programs are not expected to be resumed for some time, G. M. units may alter or enlarge upon present air schedules.

Added interest was created in the changing radio schedules of auto companies when Dodge suddenly decided to yank four news-sports programs off the air. Programs, placed by Ruthrauff & Ryan, were canceled without warning and plans for adding similar shows were nipped. While no official explanation was made, it is believed that Dodge (Chrysler) was influenced to some extent by the G. M. move.

Chicago Local Ready For AFRA Go Signal

CHICAGO, Dec. 18.—American Federation of Radio Actors held a general meeting yesterday, discussing the findings of the committees detailed to survey the wage and general working conditions here to aid in the setting up of demands from the stations and agencies.

Raymond Jones, local secretary, leaves for New York this week, where he will report to George Heller, national secretary. AFRA expects within the next two weeks to have a definite program outlined for the opening of negotiations with radio employers.

Editors Cold Toward Surprise Radio Poll

CHICAGO, Dec. 18.—Midwestern and other editors are understood to be reacting in a violent manner against *The New York News-Chicago Tribune* Syndicate's "surprise" radio poll. Vote is intended to determine radio's most popular idol and is set for January 2. Editors and publishers are balking at the idea of "tossing so much publicity to radio."

Dailies co-operated wholeheartedly in a recent poll which "selected" the most popular picture stars. Because of cordial relations between the picture and publishing industry and the films' juicy ad budgets, papers gave the poll much publicity. But it's a different matter with radio. Many publishers still resent radio's inroads on advertising budgets and don't see the wisdom of giving so much publicity to their rival.

WAAW, Omaha, Sold; Price Given at \$55,000

LINCOLN, Neb., Dec. 18.—WAAW, Omaha, has been sold, subject to Federal Communications Commission okeh, to the Central States Broadcasting Company. This firm, owner of KPAB, KPOR, Lincoln, and KOIL, Omaha, is understood to be paying \$55,000 for the 500-watt on the 660 band.

WAAW owner, Omaha Grain Exchange, had negotiated with *The Omaha World-Herald*, but the deal never went thru. It is understood that the price then mentioned was \$150,000. Station is a daytimer and will probably make an outlet for Columbia and Mutual programs, unprovided for now.

FCC Loser in Suit To Prohibit Alien Broadcasts of U. S. Discs

NEW ORLEANS, Dec. 18.—Federal Communications Commission lost another round Thursday in its fight to silence Mexican stations that seriously hamper reception of cleared channels over wide areas in the South and West. Fifth Circuit Court of Appeals here voided the conviction in the South Texas Federal District Court of Norman Baker and E. R. Rood, officials and operators of Mexican Radio Station XENT, Nuevo Laredo.

Federal government charged that Baker and Rood violated the Communications Act of 1934 by recording programs in Laredo, Tex., and then shipping the discs into a foreign country for broadcasting. Court ruled that the law might have been drawn to prohibit such action, but the intention is not expressed with the clearness that is required in a penal law.

Baker had been sentenced to a four months' term and a fine of \$2,000, while Rood drew a similar term with a \$500 fine in a lower court ruling at Laredo April 22, 1936. When Baker and Rood appealed to a Houston court on technicalities, these were ruled constitutional in the government's right. Baker, former

operator of KINT, Muscatine, Ia., was accused by the government of airing unethical medical and astrological advice.

His license was revoked in 1934. He then moved to Mexico and Laredo, Tex. He operates in Mexico on a mid-channel with power of 50,000 to 150,000 watts. He and Rood were also accused by federal witnesses of receiving money from Americans for books and medical advice.

RADIO IS A WOMAN'S GAME

By BERNICE JUDIS

Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

NEXT WEEK

A Symposium in Which New York Editors and Press Agents "Have It Out"

RADIO EDITOR

vs.

PRESS AGENT

A Feature of

The Billboard Holiday Greetings Number

U.S. Shows Weak On English Pull

Especially produced for transatlantic audience, but reaction is mild

LONDON, Dec. 11.—American programs especially broadcast to England are not clicking despite attempts to put them into shape for the British fan. While several types of programs have been received here at regular intervals, they have not caught the British public fancy. Two Columbia Broadcasting System programs are received now, one regularly, the other occasionally.

Broadway Matinee, with Freddie Rich, guest talent with a Hollywood interview, is received on Mondays, while *American Dances* is broadcast from time to time. Later has aired Eddy Duchin, Tommy Dorsey and other name bands.

Several reasons have been advanced for the failure of such programs. One is that entertainers and musicians may not have the interest in their work that they have when broadcasting for a local, American audience. Another idea offered is that the programs are, in reality, built for Americans, not Englishmen.

British Broadcasting Corporation, thru its New York office, nevertheless is understood to be lining up other programs for future broadcasts.

No British programs, save shortwave, are sent regularly to the States. Occasional one-shots, such as the King's Christmas address, are available to all American networks. Number of exclusives to one web has been reduced because of occasional friction when an American network found itself frozen out.

NEW YORK, Dec. 18.—Felix Greene, BBC's representative here, is expected back on the Normandie December 23. Greene made a recent study of radio propaganda in South America for the BBC and then sailed to England for a brief stay.

Go Wacky Trying To Follow Boston Changes

BOSTON, Dec. 11.—WORLD led in the role of godfather to WLAW, new Lawrence station, in giving personnel. Other local outlets aided.

George R. Luckey, WORLD chief engineer, has that title at WLAW, before coming to WORLD, being at WLLH. Irving Grandall, formerly of American Telephone and Telegraph, has been upped as WORLD chief engineer. Stanley N. Schultz, former WORLD program and music director, is WLAW program director.

Harrison Flint, WMEX chief organizer, took the same berth at WLAW. Estelle Broderick comes to WORLD as assistant to Helen Howarth, special secretary of the program department. Walter Cook, of WHDH, is now a WORLD salesman, and Howard Smart is also on the sales force. Marshall Shantz Jr. comes in from New York stations to fill staff vacancy of Harry Marble, former WORLD program secretary (when Schultz left) and now an announcer at WCAU, Philadelphia. Dick Bates, announcer, has been boosted to chief announcer and program director of WORLD.

C. Herbert Masse, ex-Yankee Network salesman, is now on the NBC pay roll. Replaces Jameson Slocum, repping New England for *Photoplay Magazine*.

Pix Chain Seeks Station

ASHEVILLE, N. C., Dec. 18.—A local picture chain is attempting to branch into the broadcasting business with a 100-watt station. Publix-Bamford Theaters, Inc., has filed a petition with the Federal Communications Commission for a 100-watt station on the 1370 band.

Station, if and when, will be run in conjunction with the chain.

WIP Gets Scroll

PHILADELPHIA, Dec. 18.—Station WIP was the recipient of a golden scroll signed by heads of 11 educational and art institutions in the city for the station's contribution in fostering arts and science in Pennsylvania.

The award was made during a broadcast last Monday.

State Sells Self To Self by Air

NEW YORK, Dec. 18.—State of Minnesota is being sold to Minnesotans with a *March of Minnesota* stanzas on five stations. Live show calls for the Minneapolis Symphony conducted by Daniele Amphitheatrof and a dramatization of various town's historical highlights. Spotted on WCCO, Minneapolis; KDAL, Duluth; KROC, Rochester; WMPG, Hibbing, and WHLB, Virginia. B. B. D. & O. placed.

That Amphitheatrof is the McCoy.

Civil Groups Get Yankee Editorials

BOSTON, Dec. 18.—Leland C. Bickford, editor-in-chief of the Yankee-Colonial network news services, in a crusade to publicly attack public wrongdoers has inaugurated a system of direct mail to some 900 civic, political and social organizations. List will receive a weekly letter from Bickford, "a visual copy of editorial discussion, carrying the principles for which Yankee-Colonial networks are devoting their time and effort."

Miniature treatises, of which the following is typical, begin: "Dear Friend—In accordance with the many pledges which I have made from public platforms throughout the State, and with the approval of Mr. John Shepard III, president of the Yankee and Colonial Networks, this is the first of a series of periodic reports which will be mailed you concerning important measures and how the representatives and senators vote thereon. The purpose is to create a closer understanding of the true conditions which exist in Massachusetts with a view toward ridding the State of gangdom, corrupt politicians and other undesirable which will ultimately reduce the tax rate by a substantial figure and restore good government to the Commonwealth. It is hoped that you will bring these reports to the attention of your clubs, and that thru this medium the proper effect may be accomplished."

Bickford then cites a measure outlawing dog racing which he suggests be backed by such groups.

Mich. Safety Show

DETROIT, Dec. 18.—Radio Little Theater is preparing a program to be sponsored by the Michigan State Police, scheduled to go on the air over WMBC after the first of the year. Subject will be a dramatization of the work of the Michigan State Police.

Radio Little Theater is branching out into the recording business, making 16-inch records. It is now making transcripts of *Operator Steele*, which has been produced by the Radio Little Theater for some time on WMBC.

No Radio Plugs for Hit Tunes From Labor Sponsored Musical

NEW YORK, Dec. 18.—Sponsors may soon be faced with the dilemma of either playing anti-capitalistic tunes on their programs or taking no cognizance of three and possibly four songs that may turn into hits.

Diplomacy-craving situation arose with the surprising success of the amateur musical production *Pins and Needles*. Altho acted by cloakmakers from the International Ladies' Garment Workers' Union and altho played only three nights a week, show drew raves from all critics. Score especially has been acclaimed. Harold J. Rome is the composer and lyricist. Mills Music is publishing the tunes.

In spite of critics, who call the words and music satirical, clever, hilarious and brilliant, the publishers are wondering how the ad agencies will react to a tune like *Doan's* the *Reactionary* and *Four Little Angels of Peace* (which lams into Emperor Hirohito, Mussolini, Hitler and Franco). Sponsors may be on the spot if the public starts demanding the above selections or *Sing Me a Song of Social Significance* and *One Big Union for Two* (which isn't a CIO theme song, but a love ditty).

Score got its radio baptism on the *March of Time* December 2, with three of the "red" hot songs on the dramatiza-

Brewery's Two-Hour WCAO Show Broadcast Without Commercials

BALTIMORE, Dec. 18.—A two-hour show for a beer sponsor minus commercial plugs is no fantastic dream. It's a reality here with McCarthy-Hicks, Inc., two-hour wax show Saturdays 11 p.m. to 1 a.m. on WCAO. When the program first started several months ago a local beer was promoted, but plugs have now been eliminated. There are occasional credits of this type: "This program is coming thru the courtesy of McCarthy-Hicks, Inc., and no commercial announcements will be made."

Jolly Scot ale and beer were plugged during the program's early days while now the distributor takes but a brief mention. The appeal now is intended to build both dealer and retail good will. Large ads are run in the local gazettes Saturdays announcing the program. Brands of liquor and beer which Mc-

Carthy-Hicks, Inc., distribute are included in the ad.

PITTSBURGH, Dec. 24.—Example of restraint in programs paid for by brewers is WCAE's *Night of an Inn*. Show is Pittsburgh's biggest native talent production and is sponsored for Old Shale Ale by Victor Brewing Company. Show has been praised by local critics as one of the burg's best, with blarney held down.

Screams Follow Chi Ruling on Remotes

SAN FRANCISCO, Dec. 18.—Local hotel managers are now more worried about the major networks' move in Chicago to bill hotels for music band charges. Local stations now charge for the line haul to the studios, and Lloyd Yoder, NBC manager, said he did not think that the Chicago ruling would apply to San Francisco network stations.

"It's pretty tough for hotels to stay in business as it is," Melvin Erskine, Mark Hopkins Hotel manager, said. "Less than 90 days ago hotels were forced to boost the wage scale of musicians. Hotel culinary workers are also demanding more money." He predicted that hotel owners would vote against paying band charges, just as the Greater Chicago Hotel Managers' Association did.

CHICAGO, Dec. 18.—Hotels are still uncertain as to their next move in the dispute with NBC, CBS and Mutual over music charges. Chains ruled that hotel and night club music would only be aired on sustaining shows upon payment of \$100 a week service fee. Ruling is to become effective January 15.

Hotel owners assert that band leaders will have to absorb the additional charges.

NEW YORK, Dec. 18.—Hotels and similar spots broadcasting locally have been paying for the last three years. Minimum charge of three major webs is \$100. Location determines the charge.

Hollywood Hears of Its Future as Radio Center

HOLLYWOOD, Dec. 18.—This city got some interesting reactions on radio from Edward Klauber, executive vice-president of Columbia Broadcasting System, who is here on a visit.

Klauber had warm words of praise for the future of Hollywood as a creative center of radio entertainment and scoffed at the idea that the pattern would grow thin and tiresome with time.

Hollywood has never failed to reach out for new types of entertainment and will find them for radio as it has for motion pictures, he said. Television, Klauber feels, is not yet ready for practical application. New innovations in radio are yet to be conceived and created. The CBS executive said.

Klauber demurred from the idea that the networks would crack down on gossip and chatters of movie news. A word of caution perhaps, to those who occasionally forget themselves, but in the main, he thought, this reminder would be all that would be necessary to keep the air lines free of any suggestive reporting or subversive scandal.

There is no truth, said Klauber, to the rumor that Columbia has ambitions for a second network to compete against the Red and Blue networks of National Broadcasting Company. CBS is doing all right for itself, he stated.

Klauber left for Del Monte, Calif., thence to San Francisco and back to his home grounds in New York.

"Lady Lillian" Lingers

BOSTON, Dec. 18.—Four-week cancellation notice of the *Lady Lillian* program was canceled and the show has been signified for indefinite continuance. Story in the December 11 issue of *The Billboard* told of show's folding, but the sponsor, Northeastern Laboratories, Inc., cosmetic firm, reconsidered after it announced money prizes. Mail sextupled, and that was enough to satisfy it that there were listeners. More so because of no advance publicity. Show, weekly on Mondays, 15 minutes, remains on WEEL.

Heatter Slated To Fill Carter's Spot

NEW YORK, Dec. 18.—Unverified report has Gabriel Heatter succeeding Boake Carter as news commentator for Philco Radio and Television Corporation. Carter concludes a number of years for this sponsor early next year, shifting to General Foods Corporation, reason said to be that Carter anti-labor talks had affected Philco sales, altho this has been denied.

Heatter reportedly has had a disagreement with his present sponsor, Rogers-Peel, men's clothing organization, with no contract renewal forthcoming. Heatter is now sponsored by General Foods on the *We, the People* program and is also making five-minute waxings for Johns-Manville.

Convicts' Amateur Show Has Third Anniversary

BRIDGEPORT, Conn., Dec. 18.—For the third successive season WICC will present on a bi-monthly schedule a program of rehabilitation amateur contests direct from the Fairfield County jail. Inmates under the supervision of WICC Manager Joseph Lopez and Sheriff Edward A. Platt will produce. Programs are presented as amateur contests, with donated prizes of money and clothes to be awarded to winners upon their release.

Participants are announced by numbers, with listeners requested to phone in their choice. In 1937 the program was awarded a certificate of merit from the National Research Bureau in recognition of its "service as a rehabilitation aid," being "most original idea and a real service to the community."

tion. Since then it has gotten no commercial or sustaining plugs, despite that band leaders Guy Lombardo, Eddy Duchin and others want to play the tunes.

Offered members of the *Pins and Needles* cast for a guest shot, Tony Sanford, Vallee show producer, allegedly turned thumbs down, but Vallee himself is displaying interest in the music.

Not entirely anti-capitalist satire, *Sing Me a Song* pokes fun at radicals, and *Sunday in the Park* is described as an emotionally effective but politically innocuous love ballad.

Situation results in a peculiar jumble. Critics unanimously agree the songs are all potential socks. Today, however, no song is a national hit without radio. Without plugs, then, these numbers may either wind up behind the eight ball or be the first to disprove the necessity for radio as a song builder.

Some time ago Procter & Gamble produced *The Gibson Family*, radio show with original music. Other sponsors refused to play the tunes, even when the necessity for crediting the source was removed. Later the composer, Arthur Schwartz, successfully sold the same tunes elsewhere and they became popular.

"Francine Fashion Parade of Song"

Reviewed Sunday, 3:30-3:45 p.m.
Style—Variety show. Sponsor—Francine Fur Shop. Station—WMEX (Boston).

Sponsor for the last few seasons has been spot-minded, but is now taking to programs and liking it. This quarter-hour session is to spread to a half-hour show after the sixth broadcast. Idea is sound but the production is artificial and somewhat choppy, at least, to it's an attempt to cook up more local shows.

Program legs off in a familiar vein with a bit too much vocalizing. Bill Faine, headlining the Penthouse show, guests and opens with singing the theme and two other tunes. Effect is of a top-heavy show, which makes dialer wonder how the rest of the billing will fit into the 15 minutes.

Marjorie Fosselt, concert fiddler, however, solos one classical number and teams with organist John Kiley for a musical background. John E. Reilly, WMEX program chief, and Francine (Vivienne Mae Cameron) do a commercial skit which might stand some polish. Faine closed the show. He's a tenor and pipes out old sod tunes.

Show needs some re-juggling. S. J. P.

"Earaches of 1938"

Reviewed Sunday, 8-8:30 p.m. Style—Comedy. Sustaining on WABC (CBS network).

As a writer of comedy material for Jack Benny and other top-flight air comics, Harry Conn, the star and writer of this show, established himself as one of the best. His own program marks his debut as an actor and m. c. and after a wobbly start, traceable no doubt to nervousness as well as a pressing problem at home, where Mrs. Conn was, for a while, seriously ill, it is now rolling along merrily.

Earaches is the name of a radio program Conn is producing on the show, and the real program is built around the headaches involved in getting on the imagined program. On the first in the series caught, this being the second broadcast, the first half of the show was mild; the second, hilarious. Subsequent shows bear out that Conn is getting over his temporary nervousness and is now going to town. If he follows thru, radio has another major comic. One mistake he was making when he started was that he wasn't writing for Harry Conn, actor and comic. In other words, when Conn wrote for Benny, et al., he wrote material calculated to fit the styles of the various comics. He should, obviously, get closer to writing for Conn, the performer.

Support includes Charlie Cantor; Bill Jones, a harlequin comic, who works in a Bronx cheer into every other sentence for comedy results that are amazing, if nothing else; Beatrice Kay and Barry Wood, latter a more than personable singer. Mark Warnow's Orchestra does the ace work that's expected.

Radio should nurse all potential comedy stars, especially one so inherently important as Harry Conn, for the industry needs them sadly. Spotting the show opposite the Chase & Sanborn show does not injure its chances. Not only are there lots of other listeners, but if sold commercially, a sponsor can easily take another time segment. J. F.

"Man on the Street"

Reviewed Tuesday, 1:45-2 p.m. Style—Interviews. Sponsor—Greater Pittsburgh Credit Company. Station—KQV (Pittsburgh).

A few more sidewalk interviews like these and vox pop-type programs will be as welcome as a nagging mother-in-law.

Aimed at making the sponsor a friend of the workingman by Bob Pritchard's informal questioning of passers-by, the quarter hour seems to succeed rather in making a listener wonder whether the station and advertiser know what it's all about. Outside of Pritchard's wholesome laugh and pleasant voice, the interviews are confused, the questions too theoretical for even Spinoza to answer on a moment's notice and the plugging too frequent. Blurba, popped at the auditor by both Pritchard and announcer Ernie Neff, take up as much time as interviews, which seems unwise procedure for a program billed as *The Man on the Street*. Neither help nor detriment are brief remarks on women's fashions by "Joan, our stylist."

Especially unwise on the program re-

viewed, whether typical or not of the usual questions, was asking a pedestrian, "Do you think billboard advertising should be abolished?" which the interrogator then proceeded to follow up with leading questions all evidently aimed at knocking outdoor promotions. Only fly in the ointment was that the interviewee crossed up Pritchard by answering, "I think billboards a good form of advertising." M. F.

"Epic of America"

Reviewed Sunday, 8-8:30 p.m. Style—Dramatic sketch. Sustaining on WOR (MBS network).

Third of the WPA's dramatizations of James Truslow Adams' *Epic of America* came thru as a meaty, interest-holding production. Although of the nature of a serial, the episode was actually complete in itself—of interest to the casual or regular dialer.

Colonies' seething discontent with England's rule, unjust taxes, compromises and revolution were sharply depicted against a background of demands for independence. Dialog and playing were terse without being jumpy.

American Legion Auxiliary is running an essay contest in conjunction with the historical drama. B. H.

"It Is the Law"

Reviewed Monday, 8:30-9 p.m. Style—Dramatic. Sustaining on WHN, New York.

Except that this half hour is prefaced by a twaddling narrator who spouts about what is justice and what is law and who thinks quoting Justice Holmes will lend dignity and authority to the sketch, the program is much the same as the *Good Will Court* and the *Court of Human Relations*.

Feature on the whole lacks the fervor which ordinarily sparks a dialer to remember to tune in on a second rendition. Its substance thin. Twenty minutes are devoted to the re-enactment of an ancient litigation, this first on the docket being concerned with a marriage annulment on the basis of deception. Before the recorded decision is announced seven members of the studio audience were permitted to give personal judgments. This audience participation is overdone. Reiteration of warning not to make personal application of decision invites the forbidden and kills the attention-getting quality of the production. S. W.

"Rhythm at Noon"

Reviewed Sunday, 12-1 p.m., CST. Style—Comedy-musical. Sponsor—Dodge Dealers of Chicago. Agency—Ruthrauff & Ryan. Station—WBBM (Chicago).

Little of everything in this variety show which is a bright spot in a usually dull Sunday afternoon line-up. Plenty of music of the slapstick type, with no attempt to be serious, is furnished by a staff outfit labeled Rhythm Riders. Cheri McKay and the Three Notes do a good job of harmonizing on pop stuff. Marshall Sosson, Hilly Edelstein and John A. Cotechil add to the musical section with instrumental solos. Newcomer last Sunday to the program was Dave Bacal, with novelty work on an electric organ. Did an extra hot version of *Limehouse Blues*.

Doug Hope conducts two vox pop sections with members of the studio audience playing stooges. George Watson acts as emcee for the whole shebang. Used cars are theme of the ad plugs. All in all, there is nothing here to set the world afire, but with relativity as a measuring stick, show stands the test. H. H.

Marriage License Romances

Reviewed Friday, 2-2:15 p.m. CST. Style—Vox Pop. Sponsor—Borden Wieland Milk Company. Agency—Buchanan & Company, Inc. Station—WGN (Chicago).

Quin Ryan hit upon a good human-interest angle when he thought up and executed this vox-popper. Ryan goes down to the city hall's marriage license

bureau and nabs couples taking out the permit to get hitched. Questions like when did the romance start, who proposed and who will wear the pants in the family provide plenty of sock situations and laughs. In program caught a couple who had just celebrated their golden anniversary were brought in to give experienced opinions on matrimony. Milk plugs are held to a minimum. H. H.

"I Want a Divorce"

Reviewed Sunday, 8:15-8:30 p.m. Style—Dramatic. Sponsor—Susman & Wormser. Agency—Emil Brisacher. Station—KFRC (San Francisco).

Unlike films, radio needs no more than a few props and a small cast to project a properly aired drama. With a telephone switchboard in a mythical hotel as the setting and just three persons in the cast Author Donald Henderson Clark and Producer Van Fleming staged an unpretentious but thoroughly effective drama based on the trial separation between a telephone operator and her husband.

Piteous pleading of a poor little rich boy who phoned from a hotel sick bed to his wandering, separated parents urging them to join him for Christmas blasted the potential separation between the phone girl and her husband.

Plot, dialog and character delineation made the theme credible. Real life telephone operators, like radio speakers, are chosen for their diction. Yet most radio producers, who should know better, invariably present slovenly speaking operators. Producer Fleming did not condone this error, but used telephone operators whose professional switchboard voices were flawless, their private conversation less formal.

To obtain authentic effect Fleming sat at a hotel switchboard for several days, learned much about PBX. An excellent script by Donald Henderson Clark was well produced. E. M.

Mae West

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

Miss West's much-talked about radio appearance has created another censorship furor within the radio industry. The booking was an ideal one; one, also, that was bound to create talk and a problem. The problem wasn't solved and the attacks on the program, the sponsor, Miss West and NBC are the result of failing to solve the problem. Story is that NBC rejected several scripts before finally oking the one broadcast. Then Miss West's delivery was held largely responsible for the strong double-entendre of the program.

The question involved, however, is deeper and that is whether the original booking should have been made. Surely this is second guessing, but it shouldn't have taken any great oracular power or ability to see that Miss West being Miss West, and her style and delivery being what they are, that trouble would have followed. That J. Walter Thompson has since assumed responsibility is a too late gesture. Somehow it does seem that other material could have been written. The program, the portions of the program with which Miss West was concerned were, to this reviewer, neither amusing nor especially noteworthy as double-entendre. They were much closer to being boring. Nevertheless, even the other material had been chosen, it is more than safe to say that Miss West would have delivered in such a way as to bring criticism.

Left alone, the episode would probably have died of its own weakness. But the snoopers never pass up an opportunity to wham away at any branch of show business which dares trespass the narrow confines these self-established critics seek to impose. These selfsame critics also, for years, fought against open, intelligent and helpful discussions of venereal diseases, preferring to let a portion of humanity rot away with the diseases each year.

Everybody concerned with the Mae West broadcast knew afterward that it was a distasteful mistake. No amends, other than to bar against future repetitions, can be made. But that is no rea-

son why narrow-minded busybodies, eager to snare publicity, should be allowed to holler all over the place. Let them bend these same efforts toward peace, or education, or housing, rather than the stupid mouthings of an overly buxom actress.

Promotion Shorts

CBS has evidently sensed the increasing articulation of the business man. It now releases a schedule of programs of "special interest to business men." Programs included are political, union, historical talks and dramatizations.

From Gene O'Fallon's KFEL, Denver, comes word that network programs originating when KFEL is off the air will still be broadcast. Station will record such programs and schedule them for a suitable time.

More than 5,000 toys and 500 pounds of candy will be distributed by WHN. Gifts are from fans of Jay C. Flippen's amateur hour and will be distributed with co-operation of the police department.

KYW, Philadelphia, is going in for a heavy nut in building up listeners for its *Home-Makers Forum*. Station is offering its listeners a half-pound fruit cake for a dime, which covers packing and handling expenses.

Cost of cake is reported at about two bits and they've been sending out 100 each day since November 29. Offer is open indefinitely. The cake is advertised as "made with the recipe of Rhona Bennett," the directress of the forum, which is aired daily at 1:45 p.m.

A housewarming radio party at CKOW, Moncton, N. B., lasted from 6 p.m. to midnight, with changes every 15 minutes. Program was in honor of the opening of new headquarters, James A. White, chief engineer, supervised the construction job. Formal opening was by W. E. McMonagle, mayor of Moncton, with a resume of the company's activities by J. L. Black, president of the Moncton Broadcasting Company. H. M. Wood is general manager. CKOW invited the public to visit the new centrally located quarters.

An initial press run of 200,000 copies of a thrill booklet has been placed by the Blaw agency. Collection of thrillers will be "radio original" adapted from Charlie Martin's air stanzas for Philip Morris. Booklet goes to those who send in two wrappers from the cigaret packages.

One of the initial car cards placed by Street Railways Advertising Company, New York, features its own program on WHN. Spotted on 50th street busses, it was addressed to "advertising men" and read, *It's the Voice of the City*. Other WHN programs will be plugged in 1,600 car cards in local surface and subway cars.

In anticipation of a deal pending with a recording and radio distributor, Listen, a radio commentary on KFRC, San Francisco, is running a contest to find a list of the 10 most beautiful musical compositions. Purely a mail-pull gag for the show, which has been on sustaining for nine weeks.

Show causing much comment in trade circles and appears to be a natural for radio, phonograph and record tie-in. Commercial deal now being worked on will put show on California-Don Lee web in January.

Borden's Dairy Delivery Company, sponsor of a three-day news broadcast on KFRC, San Francisco, is in the midst of what is claimed to be the first campaign by any milk company to promote the sale of cream.

Two of the daily news periods plug cream exclusively. A tie-in promotional feature is a booklet containing recipes titled *John R. Hughes—His Book on Superlative Eating*. Book is free wherever Borden products are sold. Thousands have already been distributed in Northern California, and the cream campaign is proving successful.

Hand Lotion Tests

NEW YORK, Dec. 18.—A five-minute self-helper, *What You Should Do*, will be tested on 17 stations by Two-Drop Hand Lotion. Disc is being placed by the Frank Presbrey office.

Kellogg Gets Ex On Baseball Airings

CHICAGO, Dec. 18.—Kellogg Company received exclusive rights this week for American League baseball broadcasts, but will share with another sponsor over a second station in the cities involved. Statement was released thru L. C. McEvoy, of the League's local office, Chicago White Sox games will be restricted to two stations instead of five.

National League are still in the dark on radio for 1938, but reports are that definite plans will soon get under way.

Disclaim Reports NBC Cutting in New England

BOSTON, Dec. 18.—Rumors were spiked in the bud this week when John A. Holman, general manager of the National Broadcasting Company's WBZ and WBZA, declared that there was no curtailment or intentional slicing off of personnel. He also denied a drastic change in policy was contemplated.

Apparent freelancing of sales staff affiliates started the rumor. And because of several resignations, it was surmised that NBC was nipping its pay-roll roster. It was explained, however, that due to NBC's slow, "deliberate method" of hiring personnel, and the fact that no replacements were made at the time, caused curtailment comment.

Those who resigned for other positions were Gordon Ewing, sales manager, and Norman Whittaker, replaced by C. Herbert Masse from the Yankee Network, and Christopher B. Sykes. Position of sales manager is not announced to anyone as yet. Jameson Slocum, who handled NBC sales in New England, has resigned, and Walter E. (Hap) Myers, formerly of WBZ, will handle New England network sales direct from New York.

The other two staff salesmen complete the quota of five: Gordon Norris and Frank Bowes. These time sellers have resigned as of November 15, but they remain on the NBC pay roll until January 1, 1938. In the meantime they have a place to hang their chapeaus and rest their blotter pads.

Edward B. Hall, news editor, has resigned, but is working a commercial with Doris Tirrell, organist, for D'Arrigo brothers, broccolini merchants. The staff of WBZA in Springfield, however, has reduced by sending Bob White to WBZ in Boston.

Bulova, WPG Deal Consummated

ATLANTIC CITY, Dec. 18.—City commission here oked the sale of the 1,100-kilocycle frequency of Station WPG to Arde Bulova for \$75,000 Thursday (18). Deal gives the station full time on the air and money to reorganize its broadcasting facilities and artists' bureau. New cycle will be 1.130.

Y. & R. Get Langendorf Account; \$250,000

SAN FRANCISCO, Dec. 18.—With Langendorf Bakeries switching agencies,

La West Airing Brings Apology And Closer Tab on Film Stars

NEW YORK, Dec. 18.—Appearance of Stanley Resor, president of the J. Walter Thompson Company, advertising agency, which engaged Mae West for the Chase & Sanborn program of December 12, before a group of Roman Catholic Church dignitaries in Washington this week, as well as his apology for the incident, has failed to stem the tide of protest. Legion of Decency officials, church leaders and certain factions within the theatrical trade publication group have been severely critical of the program, charging that Miss West's sketch, based on the First Book of Genesis, was not only dirty but sacrilegious.

Film producers are now certain to keep even closer tabs on film stars' radio appearance, and Miss West, as a radio player, now is certainly finished. There is little likelihood of the Federal Communications Commission taking action directly since censorship is not within its province. If the FCC so decides, however, license renewals could

A First?

ROCKFORD, ILL., Dec. 18.—This should start a "I was first" match, but WROK claims that it originated the *Man on the Street* audience show. Indie station put one of the boys with a mike on the sidewalks August 25, 1933, and celebrated the 1,000th broadcast this week. Lynn Brandt, now an NBC speaker in Chicago, was the first WROK street worker. Show is actually a "couple on the street" now as Bill Trautman and Kaye Kremer handle it. Leath furniture store chain has sponsored since the opener.

Surprise is that WROK admits guilt.

Phantom Pilot, produced at KPRC, goes to Hollywood. McCann-Erickson loses the contract, which goes to Young & Rubicam.

Program has been on about two months. When closed the deal represented about \$250,000 and is scheduled to run a year, with option on second year. Howard Duff and Jack Edwards, regulars in the cast, go to Hollywood. Show aired on 26 stations.

Always a Sustainer, Program Packs Heavy Listener Appeal

NEW YORK, Dec. 18.—Paradox of a three-year-old, growing program with promotional tie-ins reaching tens-of-thousands, yet branded forever as a sustainer is the *America's Town Meeting*. Forum, now in its third year, has drawn as many as 14,000 "literate" fan letters; has 4,000 subscribers to its \$2-a-year bulletin; is organizing hundreds of discussion clubs, and costs NBC approximately \$50,000 yearly to carry. Possibility of losing independent character nixes the try for a commercial.

Altho the *Town Meeting* is opposition to the MGM, Major Bowes and Bing Crosby productions, it has grown rapidly. Serious discussions, sometimes almost frays, on topics such as dictatorships, labor problems, Supreme Court issues, Fascism and Communism, go out on 45 stations and two shortwaves.

While the *Town Meeting* management might not be adverse to a sponsor who would give the program carte blanche, NBC is not, and spends \$50,000 a year to sustain it. Network has not tried to sell the assembly production, but has been content to charge it off against public service as an educational non-profit feature.

Town Meeting program keeps away from attempting to become a debate. Opponents, often representing three different views, are gathered together to discuss a timely subject. The New England town meeting technique prevails, as those present question, cross-question, sometimes heckle, speakers. This system is being extended this year to allow listeners in other cities to participate. On next Thursday a special hook-up with a Detroit YMCA will permit Detroiters to

be held up on the claim that the stations involved broadcast a detrimental program. This contingency, however, is not expected.

Trade opinion is definitely that the entire situation is a storm in a teacup and that trade leaders are partly responsible for the mess, having stormed against NBC. It is stated by authorities that the network did everything possible to avoid criticism before the show went on, but that much of the responsibility, allegedly, is directly traceable to Miss West herself.

Radio leaders do not feel that the threats of some action in the future can be maintained since program quality is maintained, from the standpoint involved, at a high level and, with the exception of the West case, there is no ammunition for a concerted campaign.

Unfavorable reaction to a new Mae West picture scheduled for January release by Paramount is expected to ensue. Release date is now being postponed.

New England States Leaders In U. S. Radio Set Ownership

NEW YORK, Dec. 18.—New Englanders own more radios than other Americans, while Southerners own the fewest, according to a survey by Dr. George Gallup, director of the American Institute of Public Opinion. There are 24,206,716 radio sets in America. This means that 77 out of every 100 families own a set. This is an increase of six per cent over the estimate of the Joint Committee on Radio Research made recently.

New England leads with a 92 per cent rating while the South trails with a 52 per cent figure. Mid-Atlantic and Pacific Coast homes vie for second place with an 88 per cent rating. East Central has 86 per cent, while the Rocky Mountains get an 80 per cent mark. West Central homes have a 79 per cent figure.

City folks own more radio sets than their country cousins. Eighty-five per cent of the city slickers own sets against 56 per cent of farm families. In towns under 2,500 population, 78 per cent of the families own sets. Gallup, who also heads Young & Rubicam's research department, declared that the study meas-

ures radio ownership as of January 1, 1938.

In a study made by Dr. Daniel Starch for Columbia Broadcasting System (made in May, 1937, it was estimated that 33,000,000 radios were in use in the U. S. In August, the U. S. Bureau of Foreign and Domestic Commerce estimated that there were about 30,000,000 sets in the country. Gallup's figure cuts these estimates down considerably, altho his survey was of radio families, not sets. It has been pointed out that there are many "two set families" which may account, in part, for the difference in figures.

D. C. Stations Set Musicians' Pacts

WASHINGTON, Dec. 18.—Employment agreements between Stations WJWB, WRC, WMAL and WOL and the American Federation of Musicians, Local 161, are being sent to New York for approval by Joe Weber, AFM president. After lengthy conferences between station heads and union officials several plans for hiring musicians were worked out, with stations being given the option of selecting the plan most suitable to them.

Arriving at a rough figure for bargaining purposes, each station told the musicians the amounts of money available for the hire of musical staff. WJWB allowed a budget of approximately \$16,000 yearly. WRC and WMAL, outlets for the NBC Red and Blue networks, respectively, combined their appropriation into nearly \$26,000, and Mutual outlet WOL chimed in with \$7,000 to spend over the coming year.

Still in a tentative stage, the agreement worked out by the Columbia station manager, Jess Willard, and the union secretary, John E. Birdsell, which employs 14 musicians three times a week for broadcast periods of 15 minutes each, with rehearsal periods prior to each broadcast. WJWB may choose any three nights, and working time for musicians is to be some time between 8 and 10:30 in the evenings.

A 15-piece orchestra for the local NBC outlets will split its time between WRC and WMAL, but number of working days still undecided. Either five or six days is expected. Depending upon the plan accepted, the salaries will

(See D. S. STATIONS on page 10)

Split Looms Between Hollywood Group and AFRA as Field Quits

HOLLYWOOD, Dec. 18.—Factional discord between the local chapter and the national executive personnel of American Federation of Radio Artists, predicting a possible split between the two units, loomed here this week. Emily Holt, executive secretary, is here to iron out differences which threaten to split the local from the national body on the eve of the latter's bid for country-wide recognition.

Critical situation, brewing since Mrs. Holt's recent visit here, arose over the resignation last week-end of Norman Field as executive secretary of the local body. Field's resignation was demanded under pressure from AFRA headquarters. He acceded against the wishes of the fellow organizers of the local AFRA chapter. Bitter feeling towards the head offices resulted from a conviction here that local autonomy was being threatened and that the move to oust Field was unjustified and a further move to subordinate the local unit.

Bill Lawrence, vice-president, stated yesterday that the local group will oppose the removal or the withdrawal of Field and that it would vigorously fight an attempt to cloud local autonomy under this or any other revision which the national executives might sponsor. As spokesman for a group vital in the organization here, Lawrence asserted that if it came to a showdown between local and national bodies a split might result.

Feeling is that this group fostered and organized the original unit from which the national organization developed. It does not intend to see its importance

nor its representation in the national set-up impaired. Field's withdrawal was under pressure which, it is asserted, threatens the position of the Guild here. Criticism is pointed at Mrs. Holt on the basis of her asserted failure to deal with the local AFRA executives on certain matters which, it is claimed, she took up with officers of the Screen Actors' Guild.

Such actions are regarded as an affront to the AFRA here and resented as an evasion of direct dealing, which it is construed in some quarters as belittling the importance of the local AFRA and its board. Matter is expected to be settled in the ensuing week, as Mrs. Holt's visit has a direct bearing on the case.

NEXT WEEK

A Symposium in Which New York Editors and Press Agents "Have It Out"

RADIO EDITOR

VS.

PRESS AGENT

A Feature of

The Billboard Holiday Greetings Number

Himber Grabs Union Publicity And Causes Mixup on Vocalists

NEW YORK, Dec. 18.—Editor by Joseph N. Weber, president of the American Federation of Musicians, that vocalists on bands join the American Federation of Actors has been misinterpreted, according to Four A's unions. Both American Federation of Radio Artists and American Guild of Musical Artists point out that the ruling is aimed specifically at the variety and night club fields. The *Billboard* carried this ruling some time ago.

Bert Henderson, AFM exec, yesterday stated the decision had special reference to vocalists on name bands whose work was more in the nature of variety than instrumental.

Statement that the ruling would affect such vocalists as Richard Bonelli and

Lawrence Tibbett was scooped, a settlement being obtained long ago that such performers came under the purview of AGMA and, upon occasion and subject to the interchangeability regulations, under AFMA.

One leading union authority explained the mixup as originating owing to the fact that the story was released by Richard Himber, not Weber.

Norman Field, first president of the Los Angeles local of AFMA, has handed in his resignation. Explained that private business required more of his time, but indicated he was amenable to remaining on the association's board. Field has been a very active officer.

Phone Circuit and P. A. System Used by WORL After Sign Off

BOSTON, Dec. 18.—Call it showmanship or a smart piece of engineering, but WORL has illustrated how an independent daytime radio station can overcome its handicap. WORL is earning good will and getting promotion in evening hours after sign-off and also getting cash.

Since the WORL studios in the Myles Standish Hotel have normally no particular use after 4:15 p. m. in December, turntables and microphones were hooked up to a p. a. system via telephone lines. Merchants, institutions and the Park Department were offered continuous recorded programs from 4:30 to 8:30 every evening.

Program started December 6 with three points having amplifiers and p. a. speakers tied into the circuit, and by the week's end three more were added. Park Department (Boston Common), Sears-Roebuck, Crawford Furriers, Lenox

Jewelry, General Tire, Morton's and others have tied in. These "sponsors" (although WORL call letters are not used) pay WORL for loudspeaker equipment in return for music.

Each buyer of the music has some message, not a straight commercial plug, such as a safety campaign by General Tires, etc.

BOSTON, Dec. 18.—WORL's idea of bringing Christmas music to downtown Boston was threatened this week with a potential court injunction to refrain its operations.

Pelix Vorenberg, proxy of Gilchrist's department store, complained that the Christmas carols emanating from near-by Crawford Furriers p. a. system were annoying him. Vorenberg's office is up several flights, and the complaint, relayed to W. Cort Treat, WORL station manager, said the music was totally distorted and that unless it were stopped he would seek a court injunction.

Fred Bailey, WORL time salesman, said the station would be pleased to tone the loudspeaker for better reception, but this did not satisfy. Bailey was to have "auditioned" the strains of music with the Gilchrist officials.

Gilchrist threatened to kill all business with WORL if the "annoyance" continued. Bailey said he'd be glad to cancel the Crawford account if Gilchrist's showed any commercial inclinations, but Bailey said that Gilchrist's has never used time.

Boston has no ordinance pertaining to sound. This matter comes up under the nuisance ordinance. Commissioner of streets okeed WORL's venture.

CHI STATIONS

(Continued from page 3)

\$100 is cheap when most of the remotes run seven days a week.

Mutual's WGN is the biggest time-giver, servicing eight dance band airings, including the Trianon and Aragon ballrooms, and was the first station to issue the service charge notice, with CBS-WBBM and NBC's WENR and WMAQ immediately falling in line. Also WBBM has tried to uphold a \$200-a-month policy with its dance airings, it has been difficult in the face of giveaway competition. All of the boys are unanimous now, tho, in wanting to at least cover the actual cost of remote servicing. But will the piper be paid, is the question now, with the operators of the spots involved voicing several verbal "No's!" More concrete, however, was the action taken in a meeting Friday of the Greater Chicago Hotel Association, when all hotel managers talked against paying off the century note to stations. Also station officials have pointed out what it would cost hotels to buy the same time commercially and the publicity benefits they receive by it, the managers feel differently, claiming the station also benefits plenty by dishing up just what local listeners want during the late hours.

Whether the stations have more need for local dance music from night spots than they believe will be seen from their action January 15, if no lucre is forthcoming. Frank Schreiber, of WGN, said his station does not care one way or another what the spots decide and they

PHILIP MORRIS out for a record or "something", planning another network series, using the third Charlie Martin series next year. Will be a half-hour all-dramatic show on a web to be selected. . . . John Golden peddling a script by Rachel Crothers for radio. . . . Tis said that Irving Reis will pay two 10 percenters for his Paramount contract, meaning a 20 per cent slice. . . . Larry Nixon sending out "streamlined releases." Important news of WNEW is condensed on a single sheet. Makes for fast reading by impatient radio editors. He must be doing a mind-reading act or *The Billboard's* radio editor survey.

Looks like a month's bonus for the Lord & Thomas crew. . . . Dr. Alfred N. Goldsmith, engineer, to go with that new fastmile firm. . . . Dave Driscoll and Jerry Danzig on *Let's Visit* to show the Christmas spirit and visit a destitute family. Will take a tree and Christmas dinner (for seven) with them. . . . More Christmas spirit. NBC's warbler, Joan Brook, did seven benefits last week. . . . Maybe you don't realize it, but the U. S. Government's in the entertainment business plenty. WPA shows on the air, Department of Commerce and Department of Agriculture have shows on and more coming. And increasing talk of a propaganda station to combat Europe's ballyhoo in Latin America.

WASHINGTON, Dec. 18.—The \$500,000 fire in Hahn's four-story store in downtown business section gave local stations chance to do their good deed for the day. WJWV, WRC, WMAL and WOL interrupted programs to call off-duty firemen back to their stations to answer the five-alarm blaze. WRC set up remote equipment for blaze description, which was broadcast at a time when most people were listening to WOL broadcast

will be just as happy if they refuse to pay, as WGN's schedules are plenty overcrowded and it will be no trouble to sell the time commercially. Same opinion was voiced by radio execs at CBS and NBC.

Rumor was circulated for a while that due to the bands wanting all the radio time they could get the music men might dig into their own pockets for the \$100. If this idea was being entertained by any of them, tho, it was soon squelched by James C. Petrillo, music czar here, who called the ork leaders into his office Friday and told them that under no circumstances were they to enter into any contract negotiations with either the spot employing them or the radio station.

Hotels to be affected by the new radio rule will be the Drake, Congress, Bismarck, LaSalle, Edgewater Beach, Palmer House and Stevens. Among the night clubs coming into the picture are the Yacht Club, Chez Paree, Blackhawk, Harry's New York Bar, Yar Restaurant, Colostimo's, Grand Terrace and the College Inn at the Sherman Hotel.

At this writing Andrew Karzas, manager of the Trianon and Aragon ballrooms, had not decided what stand to take in the matter. WGN has had commitments with these dancehalls for the past several years, making them nationally known institutions and also eliciting plenty of listeners for the station by giving them air time. Commitments have a four-week cancellation clause, however, which was instrumental in causing WGN to hold off until January 15.

If none of the spots kick thru at deadline time, stations plan to pipe in orks from other cities or fill in with studio orks which will be plentiful when the AFM contracts force more muskies into the stations next month.

Up to this time Chicago has been a haven for bands, which are expected to shy away if the radio lines are pulled and make it tough for the hotels to find name orks.

Air Briefs

New York By BENN HALL

Gabriel Heatter and Rogers Peet haven't seen eye-to-eye for some time. Agency denied a split last week, but it's definite. . . . Some inexpensive one-man shows that take a high rating? Such as "Uncle" Jim McWilliams' stint for George Washington coffee, Walter. And at a fraction of some of the allegedly super-super, hyper-colossal Hollywood costs. . . . N. W. Ayer's Joe Keeley expecting an addition to the family early next year. . . . That Bert Leblar party Wednesday was a honey. Ask Dick Fischel how he likes seltzer. . . . Sam Robins and wife in Mexico.

Jeanette Nolan and hubby, John McIntyre, back east after a sketch in the Wild West. . . . John Gideon's brother Val to come to CBS from BBC for some guest directing of scripts this spring. . . . That Reis-Martin feud was renewed at a farewell dinner this week. . . . Laurette Peterson, who quit WOR's press department to become Dave Elman's secretary, has resigned. . . . Leon Goldstein, of WMCA, has a deep, dark past. Call him Professor Gould and he'll answer. Harks back to the days when he booked musicians and bands. . . . Unlikely that the CIO will make any strenuous attempts to get on the air, despite published reports. Reason: Too expensive for the present state of the exchequer.

Capital Chatter

By EDGAR M. JONES

WASHINGTON, Dec. 18.—The \$500,000 football riot from Chicago. WJWV publicity man, Jimmy Hurlbut, who has fire-horse complex and cannot resist chasing after fireladdies out on the job, received a staggering blow when repeated phone calls from his station found him out enjoying a Sunday drive. Columbia's outlet did fire-fighting description at 5:30 p. m., but Hurlbut didn't get the details until he bought his daily paper. . . . Earl Godwin, long-time news commentator for local NBC, goes on for an indefinite daily stint between 8:30 and 8:45 a. m., commenting on news for Remington-Rand over WMAL.

The 82 employees of NBC offices here made visit of chain president Lennox R. Lohr a gala occasion by throwing a dinner at Wardman Park Hotel. High point of evening was office gals' skits-a-la-Gridiron Club in which they lampooned bosses Frank M. Russell, Kenneth H. Berkeley, John Dodge and Chief Engineer A. E. Johnson. Lohr was scheduled for a courtesy visit to FCC Chairman Frank E. McIninch, but illness of McIninch caused cancellation of the visit. The NBC president had an informal meeting with Washington newspaper correspondents at the Willard Hotel and answered scribes' questions on television.

D. C. STATIONS

(Continued from page 9)

either be \$35 or \$40 per man, with double for the leader.

WOL will hire two musicians, one to be full time and the other with part-time employment. One will be an organist, the other a pianist. William B. Dolph is handling arrangements for WOL.

PCSA BANQUET-BALL

(Continued from page 3)

show consisted of sterling vaudeville acts. Patrick Francis Shanley was emcee. Decorative and lighting effects were most beautiful.

To Ted Le Fors, chairman of the banquet and ball, goes credit for presenting what many declared to be club's most outstanding event of its kind. Full details will appear in the next issue of *The Billboard*.

Due to a slip in the composing room, Philip Lord's name appeared in an AFMA story last week as Philip Loeb. Lord is on the AFMA board in Chicago and he was one of the representatives in the organization's negotiations with WCFL. Excuse, please.

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	For RADIO Radio Productions, Inc., 520 N. Michigan Ave., Chicago.	

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\$25 junior minimum wiped out—council to pass on contract revision—"leveling" of two classes may create friction—move considered best solution

NEW YORK, Dec. 18.—Forty-dollar minimum for legit players will probably become effective in about three weeks, according to Frank Gillmore, retiring Equity president. The present ruling currently exempts summer theaters, co-operative groups and stock, which will be studied later. Before the minimum becomes effective the AEA council must pass on alterations in the contract and the legal department must incorporate these changes into the new contract. Adoption of the minimum, according to some, will create friction between junior and senior Equity members in that it apparently levels the two classes without taking cognizance of the value of experience. On the other hand, senior members had for a long time complained that managers discriminated against them by hiring juniors owing to the minimum of \$25 for that classification.

Juniors, too, had pointed out that under the Equity 50-week ruling, whereby actors had to secure that much work before attaining senior status, they would become old men before they were privileged to make a decent living. Situation is a reflection on the poor employment conditions in the theater now. About a year and one-half ago the juniors formed a Peter Pan club, indicating they would never grow up.

Desire of the managers to overweight their casts with junior members for economic reasons was counterbalanced by Equity's ruling that only 20 per cent of a cast could be juniors.

Present disposition of the matter, while probably not satisfactory to all parties, is judged the best.

"Fickle Women" Amateur Mistake

NEW YORK, Dec. 18.—Monstrosity replete *Fickle Women*, perpetrated at the Nora Bayes Theater Wednesday by the National Players, was pronounced by Actors' Equity Thursday an amateur performance and will be allowed to die a quick and natural death. Show, according to Equity, has a non-Equity cast, and it is the opinion of the association that such a production can't live anyway. So why bother.

National Players were formerly the Little Theater Players. Irving E. Bizman and S. Mario Castagna were behind the production, with Murray Brown directing.

Yarn is about white slavery and bordellos and apparently is supposed to be serious. There is some gunplay, innocent women gone wrong, bad women going good and a love match or two tenderly entwining the whole.

A slim audience laughed in the right places. Or maybe the right places.

Paul Ackerman.

Equity Nixes Sunday 'Cradle'

NEW YORK, Dec. 18.—Actors' Equity yesterday clamped down on the Mercury Theater, refusing to allow a Sunday performance of *The Cradle Will Rock*. Show had already been advertised for Sunday, but without the permission of the association.

During the last two Sundays the Mercury had presented *Cradle* three times, with Equity's okay. Association, tho, had specified any further Sunday presentation was contingent on Equity's acquiescence. Mercury failed to secure this and advertised the show. Equity felt obliged to rule the performance out as a violation of its Sunday show stipulation.

WE CAN TAKE IT WITH US

By TOM ADRIAN CRACRAFT

Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

OUT-OF-TOWN OPENINGS "Between the Devil"

SHUBERT THEATER (Boston)

A two-act 13-scene intimate musical by Howard Dietz and Arthur Schwartz. Production staged by Hassard Short. Settings by Albert Johnson. Stage directed by Frederick De Cordova, choreography by Robert Alton. Gowns designed by Kiviette. Musical supervision by Don Voorhees. Presented by Messrs. Shubert at the Shubert Theater for two weeks, beginning December 7.

Cast: Jack Buchanan, Evelyn Laye, Adele Dixon, Charles Walters, Vilma Ebsen, William Kendall, Noel Cravat, Ralph Sumpter, Natasha Dans, Andy Love, Jack Lathrop, Bob Wacker, Albert Amato, Ward Tallman, Vernon Hammer. (See OUT OF TOWN on page 13)

From Out Front

By EUGENE BURR

A few years ago, when the so-called Legion of Decency was first formed to battle the dreadful immorality inherent in the overlong kiss of a couple of Hollywood hamsters, I suggested that it was only a matter of time until the reformers, with drums rolling and with blue noses waving in the winter wind, marched upon the theater. Once they gained control of the infantile inanities of the motion picture industry, I suggested, they would grid their loins—if any—to tackle the more robust and adult defenses of the theater. It may have seemed like pretty dismal and far-fetched croaking at the time—but results have, unfortunately, proved that it was justified. Now that the film industry has been made as clean (and as intelligent) as a newborn babe, the boys who see dirt in anything that affects their own overactive libidos are planning to descend on the theater.



EUGENE BURR

The Legion of Decency has announced that it will extend its scope to include the legitimate drama. For some time now certain religious organizations have issued white lists and black lists—and green and brown and magenta lists for all I know—cataloging the various plays on Broadway according to their own private metaphysical and medieval standards. These lists they hope to publish, trusting that true parishioners would act accordingly. But now, with the film industry tucked snugly in a puerile pocket beneath their belts (in which general region they also keep their minds) they are taking steps to enforce their suggestions. Members of the Legion of Decency were, last Sunday, asked by their religious shepherds (or keepers) to include the stage when they renewed their annual oath of abstinence that has heretofore included only those cinematic offerings that they were told were bad for them.

To complete the unsavory picture of a show business run by reformers who see dirt where no one else can see it, various religious organizations—including even the editorial staff of a newspaper in what one is appalled to learn is classed as an educational institution—have objected to the appearance of that dreadful lecher, Miss Mae West, on a national radio program. Their protests are funny enough—and disgusting enough—to bear reprinting in full. But there's no space for them at the moment, and in any case they belong in the province of the genial and rotund Mr. Franken. *The Billboard's* overlord of the airwaves. Enough for me to suggest that the good collegians are coming dangerously close to the position of the old maid who objected to the nude display of the gentleman across the hall—a display that she could see only by standing on tiptoe on a trunk. If the Mae West program was as distasteful to the collegians as they claim it was, it seems to me—unversed as I am in the parious intricacies of the reforming mind—that they could very easily have switched the dial and turned it off.

But no. They manage, by dint of much practice, to see filth where there is no filth—so the source of their mental philandering must be kept not only from them but also from all clean-minded people. It doesn't seem altogether logical.

The case against the reformers (it seems silly to state it at all to intelligent readers) was discussed here fully at the time that the Legion was organized. There's really no reason for going into it all again, particularly since the case is built upon tenets that are obvious to anyone with a mental age over eight and a soul unworried by medieval prejudice and intolerance. Enough to say that everything then said now goes double in spades, since the Legion then was concerning itself with an entertainment medium that was never particularly adult. It is now concerning itself with an art.

At the time the suggestion was made that the boys in back of the Legion clean up, not the entertainment field, but the minds and morals of their own parishioners. That, however, would be an impossible task—and impossible tasks never appealed very greatly to professional reformers. Also, there wouldn't be much publicity in it.

The suggestion was also made that theater managers might urge a retaliatory boycott of churches—and now Mr. Sinclair Lewis comes forward with a somewhat similar proposal, that actors prepare lists classifying churchmen as "generally unobjectionable," "objectionable in part" and "wholly objectionable." The only trouble with that is that someone or other would have to go around and expose himself to the preaching of the churchmen. The Legion, incidentally, has never announced how it manages to save the souls of those who see the plays and pictures in order to classify them. Perhaps they're noble martyrs who are willing to be damned for all eternity in order to safeguard the purity of their fellow men.

If the reformers were sincere, incidentally, there is a method of procedure open to them that would be far more effective than all of their present mumbo-jumbo of lists and oaths—and also far simpler. It is to take advantage of the stage's own machinery for self-censorship, set up several years ago and still ready to function. That would involve only the making of a formal complaint. A jury picked by the American Arbitration Association, and so considered impartial and intelligent citizens, would then be appointed to look over the play in question and make recommendations for either cuts or out-and-out closing—if it felt that such suggestions were necessary. The League of New York Theaters has for years been committed to this plan.

The only trouble with it is that it, like the improvement of the reformers' own flocks, would fall to give the boys any great publicity. And, too, there is another more fundamental fault: it would leave the final decision up to an im-

(See FROM OUT FRONT on page 13)

Central Casting Agency Planned

To help junior actors—outgrowth of ATC talks—service for producers

NEW YORK, Dec. 18.—Attempt to establish a central casting agency with the primary purpose of benefiting both producers and lesser known players came out in the open this week. Under the tentative plans, actors' agents, who are concerned with the higher salaried legiters, are not to be replaced, the move being simply one designed to aid the small fry and serve the producers with as much efficiency as possible.

Adherents of the central casting idea are reported to be motivated also by an altruistic purpose—that of helping youngsters crash the drama. Earlier this year the American Theater Council took cognizance of the horde of youngsters coming to New York to chance the producers' offices.

A committee under the guidance of Antoinette Perry was appointed to audition new talent. Under Miss Perry's direction a number of rehearsals orgs have been set up and these are to begin functioning around New Year's before audiences comprising casting directors, producers, etc.

Brook Pemberton has also advanced the notion of forming a club wherein young actors could meet and confab on casting information.

Theater Smoke Ban Planned by N. Y. C.

NEW YORK, Dec. 18.—Following investigation of fire hazards by Commissioner John J. McElligott, it is considered likely that an ordinance to prohibit smoking in theaters will be one of the first considerations at the confabs of the New York City council. Bill has already been drawn up and is in possession of Henry F. Curran, deputy mayor-elect.

Bill, while permitting smoking in lobbies and rooms specifically set aside for the weed, is in relation "to a prohibition in theaters, opera houses, portions of the buildings used for theatrical or operatic purposes, theaters displaying motion pictures and department stores."

One of the things aimed at is the lighting of matches to read programs. Ordinance, if passed, will also formally okay the enforcement of fire laws by firemen in the front of the house. Currently they have control only backstage and on the stage.

Grisman Still Expanding

NEW YORK, Dec. 18.—Sam H. Grisman, judging by his activity in seeking control of legit houses here and out of town, may wind up as the foremost commercial legit operator in the business. Plans call for obtaining more local spots in addition to houses in all important road towns. Grisman now has five New York houses and is negotiating for a sixth.

New Orleans Gets Three in One Day

NEW ORLEANS, Dec. 18.—The old adage, when it rains, came to life again in New Orleans this week. Following several years of flesh starvation, a new peak in a bonanza was reached in the Crescent City when three companies competed for top honors. Included in (See NEW ORLEANS GETS on page 13)

SWAN SONG

By SIDNEY HARMON

Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

MANSFIELD

Beginning Thursday Evening, Dec. 16, 1937

TELL ME, PRETTY MAIDEN

A comedy-drama by Dorothy Day Wendell. Settings designed by Watson Barratt. Staged by Arthur Sircom. Presented by George Bushar and John Tuerk. Settings built by Martin Turner Construction Company and painted by Louis Kennel.

- Jane Housman, of The Record. Ivy Troutman
- Myrtle Binzer, The Post. Ellen Love
- Glory Dawn, of The Globe. Constance McKay
- Walker. Charles Atkin
- Emmie Mahoff. Otto Hulet
- Albert Horning, of The Press. Harold West
- Margo Dare. Doris Nolan
- Mrs. Darrell. May Buckley
- Mrs. Corey. Susanne Willis
- Bobbie Darrell. Charles Powers
- Policeman. Arling Alcine
- Detective. Glenn Coulter
- Hortense. Beatrice Kay
- Clemantine. Ann Thomas
- Sadie, the New Girl. Emily Devine
- Sadie. Florence Herrick
- Hallie. Ruth Conley
- The Mick. Nellie Burt
- Miss Pillsbury. Lillie Brownell
- Gabby. Jean Mann
- Tommy Wentworth. Alan Bunce
- Headwaiter. Walter Armin
- Max. Gustave Weinburg
- His Girl Friend. Nellie Burt

Spectators: Karl Kohrs, Richard Mercer, Leon Rubin.

Upon the slender and rather doubtful jest of a contrast between a famous actress' story of her life and that life as it actually was Dorothy Day Wendell tried to build up a full-length play. George Bushar and John Tuerk evidently thought she was successful in her attempt, for they presented the resultant three acts at the Mansfield Theater Thursday night under the title of *Tell Me, Pretty Maiden*. As the young lady next to me remarked, the maiden was far from pretty, and she had nothing to tell.

The author's idea, altho intriguing at first glance, is also obvious and trite enough to put a tremendous strain on playmaking ability—if any. There isn't much shown in *Tell Me, Pretty Maiden*. The situations used for contrast are the first that would come to almost any mind. The drama is of the elementary and obvious sort. And there isn't really enough material for a play in the first place, tho there's an effort to pad it all out by local color of various sorts, including a lot of highly unsavory stuff in the girls' reformatory.

The mechanics are about what you'd expect, the play opening with a press interview with Margo Dare, a famous star, and flashing back to the real events that underlie Margo's narrative. Thus, when she says that she and her brother play-acted a juvenile Romeo and Juliet in their old Southern manor house, the scene shifts to the New York tenement of Margo—or Maggie's—youth and shows her getting into a jam when she tries to save her brother, wanted by

New Plays on Broadway

Reviewed by Eugene Burr

the police in connection with the theft of the famous Schuyler pearls. When she tells of putting on a play in the convent she attended, the scene shifts to the reformatory where she served her sentence, and the customers are treated to a long session of vulgar and uninteresting horseplay from a bevy of inmates. And when Maggie says that Tommy Wentworth, the rich young producer, discovered her at the coming out party of a friend, the scene shows a broken night club wherein she saves him from getting rolled by a gang of thugs led by her own brother, and he, drunk, takes her home and starts her on the road to success.

In a final scene, the end of the interview, Margo reads in a newspaper of her brother's death in a jail break, and Wentworth presents her with a lovely pearl necklace—the famous Schuyler pearls.

It's all very obvious and very dull, and the generally slipshod and pointless direction of so usually excellent a stager as Arthur Sircom hardly makes matters any better. Nor is help forthcoming from the playing of the leading role, wherein Miss Doris Nolan, who once appeared in *The Night of January 16* and a couple of pretty bad motion pictures, makes a gallant bid for the title of worst actress in the world. It's a very gallant bid, and by the anal curtain I was quite willing to concede her success. Her poising and mouthings are so generally ridiculous that they hardly bear serious discussion.

Nice work is offered by Beatrice Kay, Ann Thomas, Otto Hulet, Ellen Love, Constance McKay and the always dependable Alan Bunce.

If there are any more at home like this one they'd best stay there for the sake of everybody concerned.

JOHN GOLDEN

Beginning Monday Evening, December 13, 1937

LOVE OF WOMEN

A play by Aimee and Philip Stuart. Staged by Leo C. Carroll. "Produced" by Milton Shubert. Settings designed by Raymond Sovey, built by Nolan Brothers and painted by R. W. Bergman Studio. Presented by the Messrs. Shubert.

- Jacqueline Vesey. Cathleen Cordell
- Mr. Wingate. Seyre Crowley
- Mrs. Wingate. Molly Pearson
- James Harckless. Leo C. Carroll
- Philip Vesey. Michael Goff
- Bright Wingate. Heather Angel
- Vere Malcolm. Valerie Taylor
- John Bourdillon. Hugh Sinclair

The Action of the Play Takes Place at Block Beach Cottage, Sussex, England.
ACT I—Living Room of Vere's and Bright's Cottage. ACT II—The Patio of the Cottage (Next Morning). ACT III—Same as Act I (Same Evening).

Under the somewhat less than subtle title of *Love of Women*, the Messrs. Shubert presented at the Golden Theater Monday night a play by Aimee and Philip Stuart that talked around the fringes of the subject of Lesbianism for three confused, boring and sometimes mildly embarrassing acts. There is no Lesbianism in the play, it is never mentioned in the dialog, but everyone concerned in the plot has nothing much else in mind thruout the evening. The result is an impression not that the Stuarts tried to tackle an important and adult subject with an excess of delicacy, but rather that they were trying to be sensational without having the courage for honest, out-and-out sensationalism.

It's all about Vere Malcolm and Bright Wingate, a couple of girls who, in order to get ahead with their playwriting, have forewarned the rigors and delights of sex, living together for five years in a hideaway cottage in Sussex, and there producing a drama that catapults them to theatrical fame. With the fame come certain ugly but unfounded rumors that upset Bright's parents no end—and with it, too, comes a suitor for Bright's hand.

Vere, a wise, self-contained and purposeful young lady, finds herself fighting the suitor for the possession of Bright. Partly it is because she feels the young doctor in question will end Bright's creative life; partly it is because their partnership has become dear to her and the end of it will ruin her own immediate future; partly it is because in her re-

pressed and starved breast there is a great love for the girl.

All of this might have been highly interesting, along with the analysis made by the doctor of Vere's sad case—despising the weak among men, unwilling to be dominated by the strong, she tries unsuccessfully to repress her natural instincts and remains thru stringent necessity on the borderlines of fundamental life. The trouble is that the Stuarts have the faculty of presenting even interesting people uninterestingly, and of writing dialog that seems dull no matter what it happens to be discussing. Also, they have an unfortunate penchant for the trite and expected situation. The young doctor, convincing Vere that she is normal, entices her into an ardent embrace. Later she is convinced that she should send the willing Bright to his arms. She does, and stands heartbroken and defeated as the final curtain comes down.

A splendid cast rises far superior to the material with which it is encumbered. Valerie Taylor and Hugh Sinclair, the finest husband-and-wife team for my money since Herbert Marshall and Edna Best broke up, bring life and fins effect to Vere and the doctor, respectively. Miss Taylor, a fine actress, does a beautiful job in a difficult and tricky role, while Mr. Sinclair proves again that he's one of the half dozen best performers on the English-speaking stage. And they're nobly aided by Heather Angel who, as Brigit, does sincere and effective, tho at times rather naive, performing. Leo G. Carroll bolsters an incidental role, Sayre Crawley and Molly Pearson do what they can with Brigit's parents, and Cathleen Cordell and Michael Goff, as a pair of youngsters both fanatically smitten with Vere's charms, manage to be much more obnoxious than the authors intended.

In outline it sounds as tho it were a serious tho the ineffective treatment of a delicate problem; on the stage it sounds rather like an attempt to cash in on the latent love of sensationalism in the minds of purient customers. In any case it won't be around very long. I'm afraid, for the Stuarts have signally failed to learn the success secrets of their own pair of playwrights.

AMBASSADOR

Beginning Monday Evening, Dec. 13, 1937

DRAMA AT INISH

(Repertory Revival)

A comedy by Lennox Robinson. Directed by Arthur Shields. Setting uncredited. Presented by the Abbey Theater, in association with the Messrs. Shubert.

- John Twohig. Austin Meldon
- Annie Twohig. Maureen Delany
- Lizzie Twohig. Eileen Crowe
- Eddie Twohig. Joseph Linnane
- Peter Hurley. T. D. M. J. Dolan
- Helena. Aileen O'Connor
- Michael. Arthur Shields
- Christine Lambert. Frolie Mulhern
- Hector de la Mare. F. J. McCormick
- Constance Constantia. Ria Mooney
- John Hegarty. Denis O'Dea
- Tom Mooney. P. J. Carolan
- William Slattery. U. Wright

ACT I—A Private Sitting-Room in the Seaview Hotel. A July Morning. ACT II—Scene 1: The Same, Late Afternoon, Ten Days Later. Scene 2: Later, the Same Evening. ACT III—The Same Scene, a Week Later, About Noon.

If the Abbey Theater Players had led off with Lennox Robinson's *Drama of Inish* instead of closing with it it's quite probable that I would have agreed enthusiastically with all the Hiberniophiles who had been shouting—nay, screaming—the troupe's praises for many years. *Drama of Inish* is my favorite comedy among all the items of the Abbey repertory (I even liked it when Harry Moses gave it a typical Broadway production under the title of *Is Life Worth Living?*), and the players bring

warmth, life and rich humor to its characters. It's an excellent job—and it makes one sorry that the troupe is leaving at the end of the week, just as, it seems, it began to get into its stride.

Drama of Inish is the one wherein Mr. Robinson pokes gentle, albeit hilarious, fun at the inhabitants of an Irish seaside resort as they harbor and take to their bosoms a troupe of wandering Ibsenites and Chekovians. Taking plays and players seriously, the townsfolk discover a prize array of hitherto unsuspected sorrows, mental blisters and creaking sins in their souls, and a minor crime wave breaks out, ended only when the local hotelkeeper, who brought the troupe in, peremptorily ends the engagement.

Robinson gives glowing warmth to his characterizations—even the posing troupers are treated gently and understandingly—and the Abbey people interpret the roles richly and well. From F. J. McCormick, who tenderly burlesques the troupe's fading star, to Aileen O'Connor, who makes a pert and amusing maid, all hands rally round to beautiful effect, with the single exception of Maureen Delany, Miss Delany, playing the one same member of the town's population, indulges in her usual vaudeville of clipped words and screamed speeches. The woman is supposed to be a sympathetic, human, understandable and sane character; Miss Delany makes of her an annoying, broadly comic shrew.

Doing much to balance the ledger, however, is the fine work of Eileen Crowe, who offers in this by long odds her best performance of the season. As the spinster sister of the hotel's proprietor Miss Crowe, without sacrificing an ounce of the richly comic values of the role, brings sympathy, effect and insight. Also contributing heavily is Arthur Shields, whose brief recitation as the hotel's stage-smitten boots is one of the funniest things in season. Even Joseph Linnane, who was pretty bad the previous week in *Juno and the Paycock*, comes thru with colors flying, contributing, as the proprietor's son, some of the most amusing burlesqued mugging I've ever seen.

It is, on the whole, a grand job—a much better one than was done some years ago by the high-priced cast assembled by Mr. Moses. Altho I've been a pretty chronic pain in the neck to all those enlightened intellectuals who claimed that the present Abbey Troupe was something more than a run-of-the-mill stock company, even I capitulate before this, the Players' final New York effort. And I respectfully suggest that when they open in other American cities they lead off with either *Drama of Inish* or *The Far-Off Hills*.

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BROADWAY RUNS		
Performances to December 18, inclusive.		
Dramatic	Opened	Perf.
Abbey Theatre Players Repertory (Ambassador)	Oct. 2	80
Drama of Inish, The	Oct. 12	41
Far-Off Hills, The	Oct. 11	51
Juno and the Paycock	Jan. 9	88
Kathie Shoeb	Oct. 19	8
New Grass, The	Nov. 29	0
Playboy of the Western World, The, & In the Trench	Nov. 20	0
Plough and the Harrow, The	Oct. 7	8
Amphitryon 38 (Shubert)	Nov. 1	56
Banchester Towns (Block)	Nov. 20	23
Brother Rat (National)	Dec. 19	479
Edna His Wife (Hittler)	Dec. 7	15
Father Malachuk's Miracle (St. James)	Nov. 17	38
French Without Tears (Mill)	Sept. 28	05
Ghost of Yankee Doodle, The (Gould)	Nov. 22	22
Golden Day (Hibbard)	Nov. 4	22
Having Wonderful Time (Leeman)	Feb. 19	347
Julius Caesar (Marquy)	Nov. 11	44
Lady Has a Heart, The (46th St.)	Sept. 25	97
Love of Women (Golden)	Dec. 13	8
Madame Bovary (Broadway)	Nov. 16	29
Many Mansions (44th St.)	Oct. 27	62
Of Mice and Men (Mushy)	Nov. 23	21
Rocky Mountain (Coed)	Mar. 19	21
Sour-Wagon, The (Empire)	Sept. 29	94
Susan and God (47th St.)	Oct. 7	84
Tell Me, Pretty Maiden (Mansfield)	Dec. 16	4
Tobacco Road (Forum)	Dec. 4	174
You Can't Take It With You (Booth)	Dec. 14	427
Women, The (Barrymore)	Dec. 26	412
Yes, My Darling Daughter (Vanderbilt)	Feb. 9	357
Musical Comedy		
Babes in Arms (Majestic)	Aug. 19	287
Hokey For Wham! (Winter Garden)	Dec. 1	22
1st Father Be Right (Alyn)	Nov. 2	55

"Missing Witness"

(WARNER)

Time, 60 minutes. Release date, December 11. Directed by William Clemens. Screen play by Kenneth Gamet. Cast: John Lital, Dick Purcell, Jean Dale, Sheila Bromley, William Haade, Harland Tucker and others. Reviewed at the Criterion, New York.

For being more concerned with an incidental romance between a detective and secretary than with crusading against the protection racket, *Missing Witness* becomes a listless screening of the Thomas E. Dewey investigations in New York. In this moving picture condensation, the author lost much of the kick and excitement which characterized the unadorned court records.

Up to the point where John Lital is appointed a special prosecutor to get at the bottom of complaints coming from restaurant and vegetable businesses, one can recognize the inspirational source of the plot, and expect drama equal to that produced by Dewey. Alas and alack, there unweels, instead, these skirt-chasing episodes which make Bull Regan, crack detective, look like an awful ssp. Jean Dale remains inanely pretty, as the secretary who dishes the dirt to the prosecutor when she discovers that her employer is a front for the protective association.

If the picture sells at all, it will be on its tieup with the La Guardia administration cleanup. Sylvia Weiss.

"I'll Take Romance"

(COLUMBIA)

Time, 35 minutes. Release date, November 25. Screen play by George Oppenheimer. Jane Murfin and Stephen Morehouse Avery. Songs by Oscar Hammerstein II and Ben Oakland. Directed by Edward H. Griffith. Cast: Grace Moore, Melvyn Douglas, Helen Westley, Stuart Erwin and others. Reviewed at the Radio City Music Hall, New York.

Nothing new in this latest of screen musicals with operatic sequences woven in. Miss Moore is in fine voice, the story is slightly amusing, but the plot is entirely uninteresting, lacking, sadly in imagination and hardly adequate to support the interjection of the lovely aria. Take away the several coloratura offerings of the Metropolitan star and you have left a handful of precious light comedy scenes shared by Helen Westley, Stuart Erwin, Ferdinand Gottschalk and, to a lesser degree, Melvyn Douglas. Miss Moore contributes nothing to the lighter vein, and one scene in particular, where Erwin and Gottschalk merge hillbilly and long hair tendencies for a Coming Round the Mountain duet, she practically ruins things by trying to make a trio of it. Douglas holds up his end with credit, and Westley, Erwin and Gottschalk lend excellent support, but they alone cannot save the film from mediocrity.

Miss Moore plays the part of an American opera star, dictated to by her aunt, Helen Westley, herself an old diva, who decides to play a Paris engagement in

preference to a previous commitment for Buenos Aires. Douglas, as the American rep of the South American opera house, after many fruitless attempts finally succeeds in kidnaping the star and placing her on the boat that leaves for Buenos Aires instead of allowing her to sail for Paris as she intended. Before the trip is half traversed, however, it is plain that the much-sought singer has not been done to as she didn't want done to her, and that the two are nuts about each other. George Colson.

"Thrill of a Lifetime"

(PARAMOUNT)

Time, 74 minutes. Release date, January 21. Screen play by Seena Owen and Grant Garrett. Additional dialog by Paul Girard Smith. Music and lyrics by Sam Coslow, Frederick Hollander and Carmen Lombardo. Directed by George Archaut-Band. Cast: Yacht Club Boys, Judy Canova, Ben Blue, Eleanor Whitney, Johnny Downs, Betty Grable, Lief Erikson, Larry Crabbe, Franklin Pangborn, Tommy Wonder, Dorothy Lamour and Zeke and A'ne.

Thrill of a Lifetime is a type of hamburger that continues to surprise even though it comes out of Hollywood. Its plot, dialog and humor exist mostly in a negative way and, with the exception of Ben Blue, who is a good many, the pic's entertainment value is nil.

Story tells of a playwright whose play, *There Ain't No Such Thing as Love*, finally is produced. Playwright, tho, finds out he is wrong. Another love affair or two

concerns Judy Canova and Ben Blue and Miss Whitney and Mr. Downs, but it is all childish and puerile.

There are some good names for the marquee. Paul Ackerman.

"45 Fathers"

(20TH-FOX)

Time, 71 minutes. Release date, November 26. Based on story by Mary Pickel. Screen play by Francis Hyland and Albert Ray. Directed by James Tinling. Produced by John Stone. Cast: Jane Withers, Thomas Beck, Louise Henry, the Hartmans, Richard Carl, Nella Walker, Andrew Tombes, Leon Ames, Sammy Cohen, George Givot, Ruth Warren and others. Reviewed at the Roxy, New York.

Pic is lightweight comedy with the batting average just fair on laffs. Incidents revolve around a clause in the charter of the Rod and Gun Club whereby an orphan girl (Jane Withers) becomes a ward of the club. The members draw lots to see who gets possession of the kid. She ultimately lands in a household where a young man is being victimized by a designing young lady and her mother. Miss Withers, with the aid of the Hartmans, who are cast as servants in the same house, upsets the apple cart.

Hartmans are the best thing in the picture, and in addition to a few amusing ventriloquist turns the couple do their adagio dance satire.

Withers, gitting plump, is for those who like her. Paul Ackerman.

FROM OUT FRONT

(Continued from page 11)

partial and intelligent jury. The reformers, obviously, can't afford to allow any taint of either impartiality or intelligence to creep into the proceedings.

Just so that you don't think I'm talking thru my sadly battered hat when I cite the dangers of so fantastic an intellectual Hitlerism as that offered by the Legion, the latest list of plays found "wholly objectionable" is offered: *Amphitryon 38*, *Golden Boy*, *Having Wonderful Time*, *Madame Bovary*, *Of Mice and Men*, *The Women*, *Tobacco Road* and *Yes, My Darling Daughter*.

Among the plays found "objectionable in part" are, believe it or not, *Brother Rat*, *Hooley for What*, *The Lady Has a Heart*, *Many Mansions*, *Room Service* and *The Star-Wagon*.

And, for your further edification, I offer the oath taken by all spiritual sheep (even spiritual shepherds must take care of sheep you know) who belong to the Legion of Decency. After the customary introduction, it reads: "I condemn indecent and immoral motion pictures and those which glorify crime and criminals. I promise to do all that I can to strengthen public opinion against the production of indecent and immoral films and unite with all who protest against them. I acknowledge my obligation to form a right conscience about pictures that are dangerous to my moral life. As a member of the Legion of Decency I pledge myself to remain away from them. I promise, further, to stay away altogether from places of amusement which show them as a matter of policy."

This year the eager oath-takers were asked to include the legitimate stage in their vows.

All of this oath-taking might be funny if it weren't at the same time inexpressibly sad. The idea of thousands of adult American citizens of the 20th century solemnly promising to acknowledge their obligation to form a right conscience is a wry one, when you consider that the way they're promising to form their consciences is to let someone else do all their thinking for them. It's not a happy spectacle to see a large group of adults fanatically feeling that the one way to form a conscience is to forget about it altogether and make it the responsibility of somebody else.

There is, in the oath, much talk of indecency and immorality. That, generally speaking, is all very well—but just what is indecency and immorality? Do these thousands of oath-takers feel it is to be found in things which they themselves consider immoral and indecent, or in what they're told so to consider? Who can so instruct anyone else? To me, for example, the most indecent and immoral man in the world is he whose warped and nasty mind nothing but "wholly objectionable" filth in an honest and sincere dissection of a certain type of woman, such as *Madame Bovary*; in a cleansing satire directed against female nastiness, such as *The Women*; in the pulsing sincerity and honesty of purpose, the clean and shining idealism and attack upon shoddy living of *Golden Boy*; in the honest depiction (with intent to raise horror and shame and so engineer improvement) of *Tobacco Road*; in a tender and misty-eyed romance of defeated workers, such as *Having Wonderful Time*. To me it is a man who sees wholly objectionable filth in these who is truly indecent and immoral.

There is, however, one ray of hope for the embattled stage, even though the Legion does send out its lily-corseted hordes against it. For the theater these days depends for fundamental support only upon intelligent patrons. And it's hard to see how the Legion will manage to sign many of that description.

THEATRE EQUIPMENT NEW & USED

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OUT-OF-TOWN

(Continued from page 11)

Jules Epally, Maurice Kelly, the Debonairs, lady and gentlemen guests.

If *Devil* were titled *Hooley for What!* I'd say hooray for Robert Alton's choreography first, the Diets-Schwartz music, the Johnson settings and the Kivette gowns. *Devil* remains an intimate piece thruout, with the principals taking time out to acknowledge applause.

Bigamist theme is logical and the plot has substantiality. It concerns the love life of Buchanan, which flits between London and Gay Paree. In good faith, Buchanan marries a man after receiving authentic notice that his first wife has been lost in a shipwreck. But she

(Dixon) turns up and the fun starts. Buchanan, who is Peter Anthony and Pierre Antoine at one and the same time, attempts to keep his identity unknown to both wives, Laya in London and Dixon in Paris.

But Kendall, from whom Buchanan snatched his love, Laya, avows to get even, and soon he smells a rodent and brings the two wives face to face with their joint husband. Act I closes with Buchanan diving into a faint, and Act II opens with him still out cold.

Laya bemoans her being flitted while in wedlock, but in her bedroom later she attempts to inveigle Buchanan into some heavy loving. After this Buchanan skips to Paris and as a disguised gendarme breaks into Dixon's apartment. But he's caught by up-and-up gendarmes, and the courtroom scene which ensues is priceless and virtually a show in itself. Much credit is due Epally as Prefect de Police.

Buchanan's love for Laya-Dixon is equitable and he wants them both, as who wouldn't? The Prefect allows him to escape to London, and the closing scene shows Buchanan propositioning Laya to spend six months of the year with him at the South Seas, and Dixon to spend the other six months similarly, without either fem's knowledge. But a snag is reached, and the solution is passed on to the audience to figure out. A novel twist, musically presented.

Weaved in and out are some superb dances by the Debonairs and Charles Walters, Vilma Ebsen, and the Savoy Club Boys, singing a baby tune in costume, are riotously funny. Parading by the girls and the smartness of both scenes and wardrobe are bull's-eye. Music should be a hit. Some of it is similar to Babes in Arms music and the lead ditty, *I See Your Face Before Me*, is almost a carbon of *Vieni, Vieni*. But it has dash and the Voorhees musical supervision is indelible.

Gags used are too obviously planted.

With a bit of sandpapering, however, they can be worked into the dialog in a manner that will obliterate any stage laugh cues by Buchanan. Dixon portrays her part as a "destitute" quite admirably. She's got talent and can sell. Laya is okeh, altho Dixon has a better voice. Buchanan is a natural. There's gayety and good entertainment and should be good for an average Broadway run. Book looks okeh.

Sidney J. Paine.

NEW ORLEANS GETS

(Continued from page 11)

the supply was a world premiere by the WPA theatrical project of its director's new drama, *African Vineyard*.

Trump card was probably played by the two-night showing (Friday and Saturday) at the Municipal Auditorium of the Salzburg Opera troupe.

Unusual for the Deep South was a premiere in the WPA play, *African Vineyard*, which was supervised in direction by WPA Director Armitage and the co-author, Gladys Unger, Hollywood scenarist. The small playhouse of the group on Tulane avenue was filled to overflowing Tuesday night when proceeds went to the Doll and Toy fund of a local daily.

The play deals with a South African farmer and his family who befriended an Englishwoman and her two children. This charity pays dividends when valuable property is sacrificed by the guests to save the benefactors' land. (Tom's Cabin in native Africa.) Stale in their theme, Armitage and Unger do a nice job of the material at hand and the boys and girls reveal some fine talent.

The Peruchi Players, in *This Thing Called Love*, followed a three-week stay of *Tobacco Road* at the St. Charles. A good opening-night crowd enjoyed the fun. The critics took kindly to the Peruchis.

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BANDS HURT BY DICE BAN

Miami Spots Shy on Band Buys Until Gambling Lid Is Lifted

Can't pay off by selling steaks is cry of class casinos in giving call to capable unknowns—names may get theater dates

MIAMI, Dec. 18.—Florida gambling situation as handled by newly elected Governor Fred Cone, a devout churchman, leaves Miami night club owners in the dark in setting up budgets for bands this season. While the Royal Palm Club, swank bay front oasis, is keeping to its name policy of last season by booking in Ted Lewis to open January 12, the majority of spots are holding back, waiting for word from their Northern backers regarding funds available for the music splashes. The Cinema Casino, formerly the little patronized French Casino, is now being

the most complete theater layout in Florida for night-living, but nothing stronger than the name of Bubbles Becker to usher in the season on Christmas Eve. Paramount Theater, opening late this month, plans to give name bands the call later in the season, with Benny Meroff tentatively set for a January week as the first of name stage presentations. R. W. Singer, business representative for the local musicians' union, said that the demands presented theater owners regarding the use of out-of-town bands have not as yet been accepted, nor have the union stipulations been turned down. Bone of contention is in the number of men the theaters desire to engage and the number union officials feel they should hire.

The race tracks, both horse and dog, have in the past absorbed name bands from falling niteries, but are now treading lightly before contracting for expensive talent. And while the theaters have taken the jump in bookings, feeling among nitery nabobs is that they'll open up their purses the minute the gambling noose is loosened.

The season, which reaches its peak by January 10, seems doomed financially if gambling is shut off completely, altho Mayor Robert R. Williams looks forward to a record season with 3,000,000 or more visitors. The Royal Palm, thru its owner and operator, Art Childers, local councilman, last season left other spots cold by obtaining from the State license commission the last available slot-machine license, attaching them to dice tables and roulette wheels, and running wide open. Other clubs trying the same trick were immediately closed by law enforcers as violators of the Slot-Machine Act.

Ira's Supper Club, Palm Island and Carter's, all class casinos in 1935, suffered losses last winter by being unable to operate their gambling concessions and are now pruning their talent budget to meet current expenses.

Jack Dempsey will be back on the local scene for a second season at the Dempsey-Vanderbilt, opening Thursday (23) with Joan Abbott and the Meadowbrook Boys. Rumor has it that the Palm Island may be taken over by Harry Richmond to make a go of it where the gaming tables fall to be put into play. Notwithstanding the current outlet, with gambling lids off and on, local clubs are continuing to line up talent, but watching their pennies closely until the gambling concessions become a paying proposition.

PALM BEACH, Dec. 18. — With the business recession and a staggering stock market playing havoc with predictions for the coming season, hotel and cafe owners are proceeding with caution be-

fore committing themselves to big band salaries. Emile Pettit opened Thursday (16) at the Everglades Club, coming down from New York's Savoy-Plaza Hotel, and Jack Bertell announces that he has contracted Al Donahue to open the season at Sam Salvin's Comedy Club on January 27.

DETROIT, Dec. 18.—Florida night life is going far afield in its demands for bands and talent. It was indicated here at the various booking offices. For the first time, the Florida field is opening up for localities. Typical was the report of Duane Sawyer, Musical Enterprises, which received six calls from hotels and niteries during the past week. Calls are for bands capable of playing a class spot for the entire Florida season, with interest extending to the "unknowns" of name caliber.

Neb. Court Makes ASCAP Show Books

LINCOLN, Neb., Dec. 18.—American Society of Composers, Authors and Publishers will have to reveal its gross business done in Nebraska since 1920, according to a court order signed this week by three Federal Court judges in the suit of Gene Buck vs. the Nebraska secretary of state. Order was directed at the plaintiffs, including Buck, Walter S. Schirmer, Saul Bernstein and Gus Schirmer.

As indicated immediately after the temporary injunction secured by ASCAP, the society has already started to function and has collected fees retroactive for the last five months.

No Jingle Bells This Year; a Yiddish Leedle They Swing It

NEW YORK, Dec. 18.—The holiday season calls for carols in songs, but to keep in tune the whole town has gone *Bei Mir Bist Du Schoen* minded. Most of the villagers don't know what it means. Nor do they seem to care, save one thing. When there's song in the soul and spirit moves to *Bei Mir Bist Du Schoen*.

When it was first reported that the Andrew Sisters would record the Yiddish ditty in swing time *The Billboard* gave it a free translation of "you're okeh by me, kiddo." Which is okeh by everybody as long as the next number on the program will be the omission of the flute solo and the band strikes up *Bei Mir Bist Du Schoen*.

Outrounding the Music Goes 'Round roundelay and belittling the bananas of the "yes, we have no" fruiters, ditty is "than whom there is no than whomer" of the day. Decca, in recording the Chaplin-Cahn Americanized versions of the Hester street hotaki, goes the best sellers better. Released only a week ago, almost 10,000 Andrew Sisters' records have been sold already, New York area alone grabbing up 1,200 platters.

Striking while the singing is hot, and they sing *Bei Mir Bist Du Schoen* hot, all the other recording outfits are hopping on the hotaki. A rush order had Guy Lombardo cutting it for Victor, Jerry Blaine for Bluebird, Russ Morgan

Betcha Pop Played Drums

WILKES-BARRE, Pa., Dec. 18.—It can hardly be said that suburban Forty Fort boro boasts many if any music lovers. Appreciation of the hamlet's musical tastes registered zero, almost minus, when WPA officials counted noses at the turnout on Thursday (16) for a WPA orchestra concert. Two persons, a mother and son, made up the audience at the 24-piece band's two-hour free performance.

Local 63 Underbids Non-Union Musikers

BRIDGEPORT, Conn., Dec. 18.—It will be dog eat dog starting the first of the year in the musicians' union, Local 63, campaign against the use of non-union music makers in the night life and ballroom spots. Since operators have been complaining that they can't afford to meet the union wage, the local has radically reduced prices to meet the competition of the non-card holders.

In order to put the non-union boys out of business unless they join up, the drastic cut sets a minimum price of one dollar an hour per man, the only proviso being that no engagement be less than three hours. Union officials feel that the cut will produce the desired results, as it will bring prices for engagements lower than that ordinarily paid out to the non-union musicians.

Wichita Retains Officers

WICHITA, Kan., Dec. 18.—Local musicians' union, No. 297, re-elected Duff Middleton to retain the prez post for another year, also keeping in office Vice-Pres. Harley Moon and Secretary-Treasurer Leo Koppin. Only change in lineup is Bobby Carnahan replacing A. Cale Blakely as sergeant at arms. Middleton is music supervisor of the Wichita public schools.

A Good Time Had by All

MADISON, Wis., Dec. 18.—Approximately 2,000 persons attended the fifth annual ball sponsored by the local musicians' union, No. 166, last week. Charles C. Halvorsen, union prez, estimated attendance to be 25 per cent greater than last year. More than 20 orks furnished music for the event.

Fed Music Code for Pubs Soon a Reality

WASHINGTON, Dec. 18.—Federal Trade Commission's music code for the abolition of abuses within the industry seems nearer reality, with a public hearing set for January 4. Consensus of opinion is that after much stalling on the part of small indie pubs and red tape on the part of Washington the code will really go thru this time. Pubs have been operating under a so-called gentlemen's agreement. Bribery continued rampant, with the more ethical pubs forced to pay for plugs in order to keep in the running.

Two additional rulings have been incorporated in the code, one clamping down on exclusive agreements and the other banning rebates and price juggling. Foremost in the drive to obtain the code have been John G. Paine, Harry Fox and E. B. Marks.

Terp Taverns Thrive On Name Orks in O.

YOUNGSTOWN, O., Dec. 18.—With the advent of the holidays, demand for names in this area is decidedly on the increase. Improved biz has prompted ballroom ops to date the higher priced combos, and more than a dozen attractions are set at the arenas. Installing heating facilities, Paul Jurko is keeping his Yankee Lake Pavilion lit for the winter season week-ends. And with patronage at its peak, Don Dunham and Mal Hallett have been set for the music making.

Tony Caviller's Nu Elm Ballroom is doing nicely with middle-bracket bands on a split-week basis. Bobby Grayson is current and Charles Stenross is next up. Charles Deibel is reopening the dance pavilion at Idora Park with the scheduling of top tooters by sponsoring groups.

Rubinoff Protege Clicks

DETROIT, Dec. 18.—Adam Morgan, paroled convict, whose Rubinoff-inspired violin won his release a few weeks ago, started his professional career Saturday in a concert given at Rumanian Hall. Primarily a solo affair, Morgan displayed genuine talent that was well received by the newspaper critics. A concert tour has been arranged, according to friends of Rubinoff, who sponsored his parole.

Sheet-Music Leaders

(Week Ended December 18)

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

Position	Last Wk. Title
1	1. Once in a While
2	2. You Can't Stop Me From Dreaming
3	3. Vieni, Vieni
4	4. There's a Gold Mine in the Sky
5	5. Rosalie
6	6. Harbor Lights
7	7. One Rose
8	8. Nice Work If You Can Get It
9	9. Ebb Tide
10	10. Bob White
11	11. Blossoms on Broadway
12	12. If It's the Last Thing I Do
13	13. Josephine
14	14. I Still Love To Kiss You Goodnight
15	15. True Confession

PHONOGRAPH RECORD best sellers will be found on page 75.

LOCAL No. 627, AFM—
THE CRADLE OF
SWING

By DAVE E. DEXTER JR.

Will Be a Feature of

The Billboard Holiday
Greetings Number

Dated January 1

Hoedown Hot Stuff For Eds and Co-Eds

SEATTLE, Wash., Dec. 18.—While the college campus has been torturing with Truckin', Big Apple and all sorts of step-pings to swing syncopations, it's the old-time dances that hold sway at leading Seattle ballrooms, terp studios and the dine and danceries.

That the popularity of "swing your partner" has not been overshadowed by "swing it," is the assurance of William D. Rose, whose Hollywood Dance Studio is in the heart of the town's college district and boasts a collegiate clientele. The Schottische, Three-Step and Polka are still in the favor among the terp twerps, says Rose. Besides, they are more graceful than the new-fangled steps that depend mostly on erratic jumps and hops. He has found nothing more graceful than the old-fashioned waltz with its smooth, graceful glides and turns.

Gal Grabs L. I. Pop Poll

JAMAICA, L. I., Dec. 18.—Honor of being Long Island's most popular band, in a contest conducted by Dick Linehan, newspaper man and promoter, went to Bobbie Trotter, fem maestro, at La Casina Ballroom.

Reviews of Records

By M. H. ORODENKER

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

In Royal Style

Continuing to make suckers out of synopated critics, GUY LOMBARDO gains as much inspiration from a beautiful melodic phrase as a swingeroo from a harmonic scale. It's sweet music, but sweet, as the Royal Canadians blend for a fitting Gerahwin tribute, *Summertime*, from *Porgy and Bess*, coupled with *I'll See You in My Dreams* (V).

A close second in the same race, JAN GARDNER adapts the same pattern for *Free Hitched My Wagon to a Star* and *Everything You Said Came True* (B). Russ Brown lyricizing in the agreeable manner.

LEO REISMAN is rich in tonal qualities to make smooth synopating for *This Never Happened Before* and *Let's Give Love Another Chance* (V). Lee Sullivan rich in singing qualities. GLEN GRAY subdues the blaring of the brass for a smoothie as *Kenny Sargent* warbles *I've Got My Heart Set on You*, coupled with a listless reading for the waltzer *I Remember* (D).

Keyboard Kapers

For the superb parlor piano playing that retains the melodic content and yet whips out enough lift to make it right danceable, FRANKIE CARLE, former Mal Hallett keyboard knuckler, adds the rhythm instruments for four sides of pic and musical comedy medleys. Stuff is spread out on a dozen inches of groovings.

From the *Roskile* score weaving carries the tantalizing thematic *Why Should I Care?*, *Who Knows?*, backing with *In the Still of the Night* and *Free a Strange New Rhythm in My Heart* (D). From *Damesel in Distress* a medley of piano playing *Ge-luze* is whipped together with *Nice Work If You Can Get It*, *A Foggy Day*, *Things Are Looking Up Now*, *I Can't Be Sobered Now*, coupled with the *I'd Rather Be Right* score, including the title song, *Have You Met Miss Jones?*, *Sweet Sixty-Five*, *Take and Take and Take* (D).

Music With a Shuffle

It's white tie and tails for the tipping when JAN SAVITT and his Top Hatters make the travellings for a shuffle when indulging in the light fantastic. Cutting their preem with a foursome of platters, the Savitt shufflers give the trite tunes much more than they deserve. And while the tunes are poor, the tooting is good for *My Heaven on Earth*, *Am I in Another World?*, *A Kiss for Consolation*, *You Started Something* (B). Bon Bon for the agreeable chanting.

MAL HALLETT comes thru with a right rhythmic foursome sans swing

Next Comes the Revolution

NEW YORK, Dec. 18.—From royal purple to plebeian is the music making of Mike Markels. Played Monday in honor of the Duchess of Westminster at Hampshire House; on Saturday at a deb party for Jane Rubicam, daughter of the advertising biggie, and in between at the Longshoremen's Union annual dance at the Palm Gardens on Friday.

Says Markels: "The longshoreman's dollar looks the same like anybody else's." Band got \$350 for playing the huskies' clambake. And that, as Beethoven would have said, ain't hay.

Factory Layoffs Cancel Holiday Dates in Detroit

DETROIT, Dec. 18.—Bands, as well as shows, are beginning to feel the pinch of business recession directly in the form of actual cancellation of booked dates. This is especially felt at the present time in parties scheduled for the holiday season, with many dates called off as layoffs in local factories increase.

Band bookers report a considerable flood of cancellations, with the predominating changes in plans among groups made up of industrial workers in all crafts except the society and collegiate circles.

gutturals, *I'd Love To Play a Love Scene*, *I Want a New Romance*, *True Confession*, *You're Out of This World for Me* (D). Jerry Perkins and Teddy Grace splitting the assignments for the wordage. And WOODY HERMAN strikes it straight for the hoofing with *My Fine Feathered Friend* and *You're a Sweetheart* (D), the maestro making the song music; as does GENE KARDOS, cutting 'em clean for *I Can't Be Bothered Now* and *Things Are Looking Up* (ME). Don Carroll for the conventional chants.

Lamour Hardly Lamour

Thanks to the rich orchestral colorations woven by Cy Feuer, the screen sing diva, DOROTHY LAMOUR, cuts a listenable initialer with the film factory fol-de-rols, *You Took the Words Right Out of My Heart* and *Thanks for the Memory* (B). The lady is nasal and much more exciting in the shadow than sight unseen.

JIMMY RAY, Bluebird house warbler, gets an ork tag with the house band. Beating out stock standard stuff in the acceptable manner, Jimmy lends his best bary range to *I Want You for Christmas*, *I Told Santa Claus To Bring Me You*, *Be a Good Sport*, *Rollin' Plains*; and with a SOUTHERN SERENADERS ORCHESTRA identify, more of the holiday spirit with *The Little Boy That Santa Claus Forgot* and *Two Little Wooden Ponies on the Merry-Go-Round* (BL).

And warbling DICK ROBERTSON gives a waltz-me-around-Willie for *Won't You Come Over to My House?*, getting light barrel-house band music on the discmate, *That Old Gang of Mine* (D).

Battle of Clarys

Claude Thornhill created a bit of a sensation when he presented Maxine Sullivan hitting the Scotch lullaby *Loch Lomond* in the fashion of swingeroo. BENNY GOODMAN has borrowed the arrangement and, unless you've cupped an ear to the Sullivan gal, has failed to improve on the original. Nor does Martha Tilton possess the required vocal quality in her pipes to make it count. Plattermate is more to the makings of this gang of Goodmanites. Get in a groove solidly for *Mary Lou Williams' Camel Hop* (V). Harry James doing some top tooting on this score.

For the brand of swingeroo associated with Goodman, here it is in the person and clary of ART SHAW and his band of beat-outs. This one is a *Free for All*, all the lads cutting loose, backing with a blues, not too low-down, *Monsoon* (B).

WILL OSBORNE uses his slide trombones to good effect to embellish the

CIO Musicians' Union Out in Open To Battle AFM in Philly

CIO organizer resents "chiselers" charge, calls AFM leaders "reactionary"—sign closed shops with spots in Philly and Atlantic City—set up office

PHILADELPHIA, Dec. 18.—The long-brewing war between the CIO and AFL over the former's invasion in the music field broke into the open this week. Hitting back at the charges of A. A. Tomel, Local 77 proxy, AFM, that the new union was composed of "chiselers," William Gill, CIO organizer, called the AFM leadership "reactionary." "We feel that the CIO has shown that it is militant enough to find employment at higher wages than the American Federation of Musicians," Gill said. The CIO union established headquarters at the center-city Rittenhouse Hotel and is to be known as the Progressive Musicians' Union. Gill declared that he had been petitioned by a "large majority" of the AFM union to set up the new organization.

Hisses—No Love

NEW YORK, Dec. 18.—Slater stations on the Mutual network don't mind airing plugs for the flicker tunes from *Love and Hisses*, but draw the line and aim to shut their lines since the plugs predominate for the film's *I'd Rather Be in Winchell's Column*. Objecting that the tune is an out-and-out plug for the Friday gal's boss, Mutual has placed the ditty on the restricted list.

Union Nixes Stage Bands When Trench Is Tooless

ST. LOUIS, Dec. 18.—In spite of the fact that a poll conducted by local newspapers showed that townfolks favored band presentations in conjunction with picture showings at the downtown theaters, Panchon & Marco circuit was stymied by the local musicians' union in an effort to book name orchestras in to their houses.

Harry C. Arthur has lined up a string of bands for the houses, but union holds that a pit crew must be employed before the traveling tooters can come in.

Osborne for Normandie

BOSTON, Dec. 18.—Will Osborne takes over the muso-making for the Normandie Ballroom Christmas Day, following a successful run of Dean Hudson and his Florida Clubmen.

Former sax and singing star for Mal Hallett, Buddy Welcome joined up with Nye Mayhew this week at the Hotel Statler. Another change on the orchestra front has Meyer Davis bringing in Michael Zarin at the Copley Plaza Hotel, replacing Jimmie Long, who left for a New England tour.

dressed-up scorings, in swing design, for *Yaaka Hula Hickey Dula* and *Twelveth Street Rag* (D); while in the more modern but less melodic style HAL KEMP has a fractious fingered double for his sax team in Raymond Scott's noise-maker, *Powerhouse*, and his own exercise, *I'm in Dutch With the Duchess* (V), neither of which attain the Reginald Forsythe standard which both compositions try so hard to emulate.

ANDY KIRK misses by miles and more to make it worth the while for the trite commercial tunes, *I'm Glad for Your Sake* and *Downstream* (D). Pha Terrell adding the meaningless warbles.

From Redic to Extreme

FREDDIE FISHER and his Schmickel-fritzers ring in everything but the the kitchen sink to make sound effects for their corn tootles on *Listen to the Mocking Bird*. And heavy on the washboard, they ring in Hicks Adam used to woo Eve to make it a thoroughly delightful double with *Washboard Man* (D).

The ultra ultra in sympho-synopates moderne is batoned by JOE USIFER, using a miniature symphony ork to give Debussy distortion to *The Jockey on the Carousel* and from Peer Gynt Suite, *In the Hall of the Mountain King* (B). Well meaning but too ultra for the plebeian tastes of record buyers.

The EMILIO CACERES TRIO listen better with their stalling fiddle-bary-guitar swingeroo to *What's the Use? Backer in Who's Sorry Now?* (V) has the fiddle as porchy as one might desire, but the use of clary makes for too many tonal clashes for well-sounding and forthright swinging.

Farley Signs With Falk

DETROIT, Dec. 18.—Ed (*Music Goes Round*) Farley signed an exclusive contract with Mike Falk, local booking agent. Falk is lining up a one-night trek and negotiating for a location spot in this territory for Farley. College parties have been putting over most of the dough for band dates here lately. Falk spotting Ted Weems for the Detroit Tech terping tonight and the Charity Ball at Eginaw on the 28th.

Carmen Booking for TTA

SAN ANTONIO, Tex., Dec. 18.—Billy Carmen has severed his connections with the San Antonio Vaudeville Agency to join the Texas Theatrical Agency here in the capacity of band-booking manager.

NEW YORK. MIAMI.

Attractions
desirous of playing Florida Resorts
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Orchestra Notes

By M. H. ORODENKER

Strands From the Stem

Musicians along the 49th street beach showing a sudden interest in the blow-ups in front of the Trans-Lux . . . but only because it's a blowing up of DUKE ELLINGTON'S Band and the boys are trying to identify the Duke's pupils. . . . JERRY LIVINGSTONE deserts the stem to open at Laurel-in-the-Pines Monday, locating until March 13 . . . and RUTH BRENT cancels her local commitments to warble with the band . . . but more important, to be near and with Jerry, a twosome in song and in fact. . . . BETTY ALLEN a Queen Mary sailer to sing for RAY VENTURA in Paris and be missed by the HUDSON-DeLANGE boys. . . . RUSS MORGAN holding over at the Paramount Theater for a second week . . . and in the Morgan manner pipes about the place he won on "The All-American Dance Orchestra Eleven" in a poll conducted by a Pittsburgh newspaper.

Where Men Are Men

Way out west, in Spokane, Wash., to be exact, BENNY SCHRAO settles for a winter stay at Metronome Ballroom. . . . DUKE CARLTON, and unless you look twice you'll think you're looking at PAUL WHITEMAN, was sure made to feel at home on doing a return engagement at La Fiesta Club, Manitowoc, Wis. . . . broke the spot's record on opening night. . . . HUSK O'HARE is one-nighting it in Wisconsin territory . . . speedy recovery for DON HAYNES, CRA exec in San Francisco, who was rushed to the hospital for an appendix slicing . . . after holding forth for four years, Biltmore Bowl, downtown nitery in Los Angeles, is shopping to replace JIMMIE GRIER . . . and it is said GLEN GRAY, at the Hotel New Yorker in that village, has been overtured. . . . PHIL HARRIS follows JAN GARBER at Palomar Ballroom, Los Angeles, January 15. . . . Garber grosses are said to be topping the Benny Goodman record.

Chi Chat and Chatter

HAL MUNRO closed a 54-week stretch at Ivanhoe Gardens and already set for an indefinite stay at the Medinah Club, starting January 18 . . . money matters made HERBIE KAY a last-minute substitution to follow Whiteman into the Drake Hotel rather than JACK DENNY. . . . JIMMY LUNCEFORD will land in the Loop some time in February for theater dates. . . . LOU STROUS, CRA exec, was a recent visitor from New York . . . Loop lads may be interested to know that HERB JONES is back on his feet again and will soon be back to stage a comeback.

Lyrical Speaking

When ABE LYMAN strikes up the band at Billy Rose's French Casino, song spicels will be MARIE SARDI and FRANKIE PARRISH . . . that pretty blond miss with JOE MARSALA at 52d street's Hickory House is BLUE DRAKE, up from Florida for her metropolitan debut. . . . HELEN HUMES is a new sepi swing diva being groomed for raves from the hot fraternity . . . makes her debut on Decca disks with HARRY (Benny Goodman) JAMES . . . platter personnel includes James, Jack Stacey and a half dozen COUNT BASIE boys.

Candy Yams and Sugar Cane

PAUL WIMBISH has set FRANK LA MARR to play the Orange Bowl Ball in Miami on New Year's Day. . . . DAVE (Decca) KAPP and his portable recording truck are touring Texas to cut the Mexican and hillbilly ditties. . . . AB NEWMAN and his Royal Kentuckians locate at M. G. A. Club, Ashland, Ky. . . . DON REDMAN opens December 30 at Lookout House, Covington, Ky. . . . HARRY MOSS has made an exclusive booking deal at Virginia Polytech in Blacksburg for the German and Cotillion dances next month and the Ring Dances in April . . . down in Texas DICK BARRIE opens next week at the Texas Hotel in Fort Worth, BOB McCREW leaving for Bermuda. . . . LLOYD SNYDER checks out of Ringside Club on the first of the year for San Antonio and Shreveport commitments . . . but will be back in the spring. . . . JOAQUIN GRILL opens this week at Hotel Plaza, San Antonio.

Time Out

ANDY KIRK clan breaks up for the holidays with the men going home to see the new year in with their families . . . will reassemble next month to fill Southern dates . . . after the New Year's week at the Earle Theater, Philly, BUNNY BERIGAN gives the band a week's vacation . . . for that tired feeling from too much work TOMMY DORSEY leaves his band behind for a Bermuda rest. . . . BENNY GOODMAN has made several replacements to iron out the wrinkles. . . . VERNON BROWN holds down the trombone sliding after a spell with the ill-fated Mezz Messerow black-white band . . . and BABE RUSIN takes over the tenor saxings that previously sparkled VIDO MUSSO.

Pitt-O-Pations

SID DICKLER promises to become the house band for Phi Alpha Fraternity, making music for the second year when the wide-pants guys convention next week at Smoky City's William Penn Hotel . . . same eve finds LAWRENCE WELK taking over the post from DICK STABLE at the same hotel. . . . NELSON MAPLES leaves this burg next week for New York and for an MCA banner, band and build-up. . . . VAL GARVIN carries on at the Orchard, and pop appeal keeps RAY PEARL at Bill Green's Casino. . . . MARTY SCHRAMM sets at the Balconades. . . . BILLY YATES embarks for the Blackstone Hotel, Fort Worth.

Broadway Blab and Gab

LUCKY MILLINDER stomps into the Savoy Ballroom on New Year's Day . . . and Lucky better pull his punches on those "battle of swing musco" challenges "cause COUNT BASIE is getting ready to call his bluff . . . street is still chuckling over his last challenge that exempted DUKE ELLINGTON in the postscript. . . . EDDIE ELKINS will be back on the beach soon to stage a comeback . . . towering his tomtom tomfoolery, CHAUNCEY MOORHOUSE will desert the CBS Swing Session to form a band of his own that can jive his jungle music. . . . BOBBY HACKETT whipping his barrel-housers in shape for a recording session next month. . . . LARRY CLINTON signed with CRA and plays his first outside date for a coltish crowd down south on Christmas Eve. . . . BLUE BARON gets the Hotel Edison assignment, starting January 6. . . . George Gershwin Memorial Concert at the Mstop is slated for January 18.

Grace Notes

Reports from Texas military camps that the infantry division has cut the number of military bands from eight to one should gladden the hearts of all peace-loving souls . . . and now if only something could be done about the saxophone duets from across the hallway . . . back from the Coast, CHARLIE (Ride 'Em Cowboy) BARNET is being booked for dance dates by CRA . . . first one set on Christmas Day in Providence at the Arcadia . . . there is a terrific tempest brewing at the York, Pa., musicians' union, Local 472 . . . climaxed when all members except one of the York City Band turned in their cards "because of intolerable conditions within the local."

Salute to Simon

For the ninth consecutive year FRANK SIMON brings his ace brass band back to the air lanes January 2 . . . in fact, the only all-professional band heard regularly on a sponsored net show . . . and it is fitting that SIMON is carrying on the traditions of JOHN PHILIP SOUSA, under whom he served as cornet soloist and assistant conductor, as did a dozen other of the bandmen . . . initial shot will guesstar BILLY SNYDER to the mike, 14-year-old cornet prodigy from Edmond, Okla.

Riding Stoki

Since the movie-minded LEOPOLD STOKOWSKI has taken the Walt Disney assignment to score and conduct for a Mickey Mouse flicker feature, lads are labeling Leopold as Stomouski . . . while JOHNSON JOHNSON plays the society holiday dates, ENOCH LIGHT does the subbing at the Village Barn, New York . . . and down in the same village, the Greenwich one, LOU CARROLL was (See ORCHESTRA NOTES opposite page)

"Tops in Swing"

HUDSON DeLANGE

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Personal Representative,
PAUL C. WIMBISH

Airing the Bands

By MAURICE ZOLOTOW

Organ Effects

Freddie Martin (WEAF) at the Ritz-Carlton, New York, listens as a topnotch band that's plenty danceable. Music is distinctive, pleasing, sections are compactly blended, and the results are smooth, finished and tangy enough to provide interesting radio fare. It's commercial, but in good taste, and with a rhythm that makes for the fox-trot impetus.

An excellently manipulated electric organ, used in bridge passages and for a throbbing rhythmic undertone, gives the Martin band a touch of something different.

The arrangements are smooth, skillful and show imagination at work in the effort to inject interesting instrumental and harmonic effects into many of the all-too-mediocre pop tunes. While they are primarily soft and romantic, arrangements also manage to be lively.

Memory Medley

The vocals by Elmer Feldkamp drip with sentiment, but those by Terry Shand are less gooey. Although bulk of the program is pop stuff, Martin wisely tosses in a tango for variety, and winds up his air-stunt with a Memory Medley of four or five oldtimers, not necessarily the standards.

A good idea, and more bands that play commercial over the air should adopt this, or some other method, of breaking the monotony where too many hit tunes are played. Listener is likely to hear them too many times the same night. Sammy Kaye works the same stunt successfully.

Drum vs. Eardrum

Mike Brent (WNEW), at the New Colonial Inn, New Jersey, should take immediate steps to remove the drums from the vicinity of the mike at his next broadcast. It sounds like the drummer is beating the hide off his bass and busting his cymbals wide open. At times the beats were so loud they drown out the other instruments.

Otherwise, band is a solid outfit, using so-called swing arrangements. It's okeh for dancing, but not particularly varied or unusual to be of interest to listeners. On some tunes they showed insufficient rehearsing, even playing out of tune. Sound better on faster rhythm numbers than for strict melody making.

They Forgot the Triangle

George Hamilton and his Music Box

Nice Work If You Can Take It

CHICAGO, Dec. 18.—John Howard had to do some tall explaining, and to the judge, when the cops found him sleeping in the gutter. It was not known whether the pig got up and slowly walked away, but Howard did fess up: "My last job was tuning a piano in a tavern. They paid me off in drinks, and I was collecting my last installment when things began to get hazy."

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Oh! But! They're Knockouts! Newest Orchestra Design: Four Flashy Colors: 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.50. Cards with letter. Special Billie requests to order, \$12.00. No. Wire your order NOW, or write for samples. New Date Book and Price List.

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ESSENTIAL ELEMENTS IN BUILDING A BAND

By JACK WARDLAW

Will Be a Feature of
The Billboard Holiday Greetings Number

Dated January 1

Music (WABC), from Hotel Peabody, Memphis, sound like the last word in wacky music. Band has a jittery squeeze-box that seems ready to throw a convulsion, electric Hawaiian guitar, harp, a much-used set of temple blocks and even a piccolo. Since Shep Fields could do it, why not us?

Fields, however, in spite of his bubbles and temple blocks, still manages to produce melodies and danceable rhythms. This outfit sounds weird, and the stuff they dish out is a patchwork of instrumental tricks and effects repeated over and over to a degree of monotony that irritates the eardrums.

Shribman Handling Carle; Rudy Bundy to R-O'K

NEW YORK, Dec. 18.—Frankie Carle, ace swing pianist, recently with Mal Hallett, formed a band under his own label, built around his solid black-and-white work. Carle has been getting a solo buildup via Decca records and preema at the Edgewood Club, Schenectady, N. Y. Band is under Charlie Shribman personal management. Shribman assigned Rudy Bundy this week to Rockwell-O'Keefe.

Dockerty Joins WORL

BOSTON, Dec. 18.—Dwight Dockerty, local band booker, has joined Jim Carmody, of the WORL Artists' Bureau. Will handle dates for Syd Ross, the Original Teddy Bears, and Bert Williams, former Leo Reisman saxer. Bureau caters primarily to the Hub's blue blood set.

Low Platt Booking Bands

AKRON, O., Dec. 18.—Low Platt, who has operated summer dance pavilions at amusement parks in this territory for many years, has turned to band booking under the licensed medium of Low Platt Orchestra Agency, with headquarters in Salem. Cashing in on clientele he has built up in collegiate and social sets, Platt gets his office off to a good start. Still sticking to ballroom operation, being identified this winter with the Rainbow Room in Cuyahoga Falls and Spanish Ballroom in Dover.

Music Tutors Meet in Pitt

PITTSBURGH, Dec. 18.—Pop music lovers, band leaders and educators will mingle on ground of mutual music-loving when Music Teachers' National Association holds 60th annual convention here December 28. More than 1,500 are expected to attend four-day session headed by Earl Moore, of University of Michigan.

Meeting concurrently will be National Association of Schools of Music, headed by Eastman School's Howard Hanson, and American Musicological Society, presided over by Dr. Carl Engel, head of G. Schirmer editorial staff. Arrangement committee is headed by J. C. Volkwein, music dealer here.

Antigo Local Elects

ANTIGO, Wis., Dec. 18.—Stanley W. Mills was elected president of the Antigo Musicians' Protective Association. Other officers named are W. C. Bohr, vice-president; Lee E. Herman, secretary-treasurer; John Blaha Jr., conductor; Norman Weber, sergeant; Ben Barta, Bruno Meyer and Elmer Luebeck, directors.

ORCHESTRA NOTES

(Continued from opposite page)
A last-minute replacement at the Village Brewery for the advance balled PHIL CATENA. . . . PAUL PAIN locates at Hotel Grossman, Lakewood, N. J. . . . The Game Cock Cafe, New York, is another den adding the jam sessions. . . but you can only let your hair down for the classics and serms.

Notes on the Cuff
PAUL WIMBISH has routed a one-night trek for FRANK DAILEY, starting

The New Dance Sensation!

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AND HIS ORCHESTRA
17—Radio and Recording Artists—17
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DICK BALLOU

and His CBS Orchestra

NOW ON TOUR

opening

VAN CLEVE HOTEL,
DAYTON, OHIO

January 14

Dir.—ROCKWELL-O'KEEFE, Inc.
Pers. Rep.—PAUL C. WIMBISH

this week in Greer, S. C. . . . and bringing him back to the Meadowbrook, Cedar Grove, N. J., late in January. . . also has DICK BALLOU getting under the barn-storm way at Orange, N. J., to bring him to the Van Cleve Hotel, Dayton, O. . . CHARLIE BOULANGER is storming the barns down south. . . VINCENT LOPEZ opened Saturday (18) at Cincy's Gibson Hotel. . . and so we send our cuffs to the cleaners.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, December 10, thru Thursday, December 16.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
7	1. Rosalie (F)	45	21	17
1	2. Once in a While	31	50	19
5	3. True Confession (F)	31	16	13
6	3. Nice Work If You Can Get It (F)	28	37	19
2	4. There's a Gold Mine in the Sky	24	22	17
8	5. I Still Love To Kiss You Goodnight (F)	23	24	16
11	5. Sweet Someone (F)	23	9	22
9	6. You Can't Stop Me From Dreaming	21	25	22
15	6. You're a Sweetheart (F)	21	23	20
4	6. Farewell, My Love	21	21	15
18	6. I Double Dare You	21	7	17
8	7. Bob White	20	29	17
9	7. You Took the Words Right Out of My Heart	20	13	22
3	8. Blossoms on Broadway (F)	18	23	23
20	8. Sweet Stranger	18	21	17
15	8. In the Still of the Night (F)	18	19	17
23	8. I See Your Face Before Me (F)	18	8	17
10	8. Everything You Said Came True	18	6	17
10	9. Mamma, I Wanna Make Rhythm (F)	17	17	20
15	9. I Wanna Be in Winchell's Column (F)	17	15	20
11	10. Mission by the Sea	16	15	15
2	10. Ebb Tide (F)	16	10	19
5	10. When the Organ Played "Oh, Promise Me"	16	5	16
18	11. Dipay Doodle	15	24	17
15	11. Let's Give Love Another Chance (F)	15	6	22
17	12. One Rose	14	22	19
8	12. If It's the Last Thing I Do	14	19	23
17	12. You Started Something	14	17	20
7	13. Vieni, Vieni	13	29	19
10	13. Roses in December (F)	13	25	19
15	13. Sail Along, Silvery Moon	13	8	19
16	13. Cachita	13	6	19

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
14	14. Mama, That Moon Is Here Again (F)	12	16	12
8	14. Trill of a Lifetime (F)	12	14	11
17	15. She's Tall, Tan, Terrific (M)	11	18	11
19	15. Josephine	11	11	11
18	15. Have You Ever Been in Heaven? (F)	11	11	11
23	15. Who Knows? (F)	11	9	10
12	16. Foggy Day (F)	10	17	10
18	16. A Strange Loneliness	10	15	10
16	16. How Many Rhymes? (F)	10	15	10
18	16. Snake Charmer	10	14	10
21	16. I Told Santa Claus To Bring Me You	10	8	10
17	16. Am I in Another World?	10	2	9
17	17. Have You Met Miss Jones? (M)	9	19	9
17	17. Getting Some Fun Out of Life	9	11	9
17	17. Rollin' Plains (F)	9	8	9
17	17. I've Got My Heart Set on You (F)	9	7	9
17	17. I Hit a New High (F)	9	6	9
16	18. I Want You for Christmas	8	14	8
22	18. That Old Feeling (F)	8	13	8
18	18. More Power to You	8	9	8
18	18. Ten Pretty Girls (F)	8	6	8
19	19. I Want a New Romance (F)	7	14	7
19	19. Goodbye, Jonah (M)	7	9	7
19	19. Satan Takes a Holiday	7	9	7
17	19. This Never Happened Before (F)	7	8	7
22	19. An Old Flame Never Dies (M)	7	5	7
23	19. My Heaven on Earth (F)	7	5	7
19	19. Every Day's a Holiday	7	3	7
19	19. Tune In on My Heart	7	2	7
19	19. I Live the Life I Love	7	2	7
19	19. Time on My Hands	7	2	7
19	19. Broadway's Gone Hawaii (F)	7	0	7
20	20. You and I Know (M)	6	15	6
20	20. So Many Memories	6	9	6
20	20. In an Old English Village	6	9	6
20	20. Greatest Mistake of My Life	6	7	6
20	20. Let That Be a Lesson to You	6	6	6
20	20. Sophisticated Swing	6	5	6
20	20. Jubilee	6	4	6
20	20. Toy Trumpet (F)	6	4	6
20	20. Beautiful Lady	6	1	6
20	20. My Day	6	1	6
20	20. Now They Call It Swing	6	0	6

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending December 20.

ORCHESTRA ROUTES

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

A

A. B. C. Trio: (La Chico) NYC, no.
Aces, Four: (Stevens) Chi, 2.
Alfonso's Rumba Band: (Glover) NYC, no.
Allen, Lee: (Trifano) Cleveland, b.
Allen, Eddie: (Perman Club) Monahan, Tex., no.
Aloha, Les: (Rosevelt) Pittsburgh, h.
Aiston, Ovie: (Plantation) NYC, no.
Anderson, Al: (Merry-Go-Round) Newark, N. J., no.
Andrews, Jimmie: (Broad St. Tavern) Pauc-tucket, R. I., c.
Angelos: (Bertolotti's) NYC, re.
Anzano, Jeff: (Wonder Bar) Berlin, Conn., no.
Appolon, Al: (Merry-Go-Round) NYC, no.
Arnold, Harold: (Rustic Cabin) Englewood, Colo., N. J., no.
Aristocrats of Rhythm: (Pontenelle) Omaha, h.
Arthur, Zinn: (Roseland) Brooklyn, b.
Aven, Bob: (Wivel) NYC, re.
Atkinson, Connie: (Berkeley-Carteret) As-cary Park, N. J., h.
Azulim, Sid: (Laurels) Sackett Lake, N. Y., c.
Awater, Fred: (Flamingo Club) Orlando, Fla., no.
Ayres, Mitchell: (Adolphus) Dallas, h.

B

Baker, Fred: (Tropical Bar) Vero Beach, Fla., no.
Bakman's Charkey: (Nick's) NYC, no.
Banks, David: (New Southern) Jackson, Tenn., h.
Banks, Clem: (Rustic Lodge) North White Plains, N. Y., no.
Barber, Hal: (Club So-Lo) Springfield, Ill., no.
Barric, Dick: (Texas) Ft. Worth, h.
Barron, Blue: (Southern Tavern) Cleveland, no.
Barral, Jeno: (Edison) NYC, h.
Becker, Bubbles: (New Penn) Phila, h.
Beckis, Charles: (Zimmerman's Budapest) NYC, re.
Bergers, Maxmillian: (Versailles) NYC, no.
Berkeley, Duke: (Hooney-Dory) Stamford, Conn., no.
Besor, Don: (Netherland Plaza) Cincinnati, h.
Bestner, Jack: (Essex House) Newark, N. J., h.
Blaine, Jerry: (Park Central) NYC, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Borr, Mischea: (Waldorf-Astoria) NYC, h.
Broskie, Vincent: (Plaza) NYC, h.
Bracewelder, Nat: (Pleure) NYC, h.
Brinkley, Charles: (Log Cabin) Aurora, Ill., no.
Brown, Betty: (Chittenden) Columbus, O., h.
Brown, Mickey & Trio: (Kingsholm) West Orange, N. J., no.
Bruno, Al: (Little Old N. Y.) NYC, no.
Busehuk, Jascha: (International Casino) NYC, no.
Burs, Clarence: (Garden) White Plains, N. Y., re.
Barthel, Johnny: (Crystal Terrace) Louis-ville, Ky., re.

C

Caceres, Emilio: (Yacht) NYC, no.
Calloway, Cab: (Cotton Club) NYC, no.
Campus Jesters: (Cypress Arms) West Hart-ford, Conn., no.
Candullo, Harry: (Half Moon Inn) Steuben-ville, O., no.
Candolo, Joe: (Jimmy Kelly's) NYC, no.
Carlin, Ray: (Brown Palace) Denver, h.
Carson, Frank: (Oleam) San Antonio, Tex., no.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
Carson, Duke: (La Fiesta) Manitowoc, Wis., no.
Casa De Fuego: (Chez Firehouse) NYC, no.
Cash, Ken: (Half Moon) Coney Island, N. Y., h.
Cass, Bill: (Place Elegante) NYC, no.
Castro, Amando: (Yumuri) NYC, no.
Catesa, Phil: (Village Brewery) NYC, c.
Chesney, Abe: (Centennial Club) MeAllen, Tex., no.
Clayton, Elliot: (Hay) Manitowoc, Wis., h.
Clegg, Pat: (Browner's Marble Bar) Roches-ter, N. Y., no.
Coes, August: (El Toreador) NYC, no.
Coleman, Emil: (St. Regis) NYC, h.
Collins, Joe: (Wallington) NYC, h.
Continental: (Shawnee) Springfield, O., h.
Costello, Charles: (Petite) Schenectady, no.
Cotton, Del: (Chase) St. Louis, h.
Covato, Ed: (Italian Gardens) Pittsburgh, c.
Craig, Carvel: (College Inn) San Diego, no.
Crickert, Ernie: (Unique Grill) Delawarean N. J., re.
Crocker, Mel: (Troceadero Club) Cleveland, no.
Cromwell, Chauncey: (Radisson) Minneap-olis, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cummings, Bernie: (Olnos) San Antonio, no; Dec. 15-Jan. 2.

D

D'Arcy, Phil: (St. George) Brooklyn, N. Y., h.
De, Ronald: (Macfadden-Deaville) Minnig-Beach, Fla., h.
Darrall, Pat: (Wander Bar) Zanesville, O., no.
Dartina, Eddy: (Meadowbrook) Baltimore, no.
Davidson, Trump: (Esquire) Toronto, no.
Davies, Lew: (Embassy) Jacksonville Beach, Fla., no.
Davis, Eddie: (LaToe) NYC, re.
Davis, Johnny: (Miami Club) Milwaukee, no.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
Davis, Meyer: (Merry-Go-Round) NYC, no.
De, Arthur: (Cotton Club) NYC, no.
Denny, Jack: (Drake) Chi, h.
Deuces, Four: (Auld) Washington, Pa., h.
Deutsch, Emery: (Book-Cadillac) Detroit, no.
Dibert, Samory: (Webster Hall) Detroit, h.
Dixon, Dick: (Gloria Palace) NYC, no.
Dobler, Jerry: (El Bristol Hall) NYC, h.
Don Juan: (El Toreador) NYC, no.
Donahoe, Al: (Radio City Rainbow Room) NYC, no.

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

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

Donation Boys: (Lawrence) Erie, Pa., h.
Dorsey, Jimmie: (Congress Casino) Chi, h.
Dorsey, Tommy: (Consomode) NYC, h.
Duchin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, no.

E

Eckel, Charley: (Berkeley Carteret) Ashbury Park, N. J., h.
Edmond, George: (Loyale) NYC, c.
Egan, Freddy: (University Club) Albany, N. Y., no.
Engler, Charles: (Harry's New York Cabaret) Chi, no.
Engro, Johannes: (Billings) Billings, Mont., cc.
Esquires, Four: (Rickey) Tacoma, Wash., no.
Ezra, Robert: (Eskey Chateau) Birmingham, Ala., no.
Evans, Al: (Chez Firehouse) NYC, no.

F

Feldkamp, Walter: (Stork Club) NYC, no.
Feltou, Itzpy: (Statler) Buffalo, h.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Fernando, Don: (Bliss Glade) Wausenburg, Colo., h.
Fetis, Louis: (Morris) NYC, no.
Fields, Harry: (Royale) Monticello, N. Y., h.
Fields, Shep: (Palmer House) Chi, h.
Fisher, Jack: (Stoupen's) Providence, no.
Fitchard, Maurice: (Loyal) New Rochelle, N. Y., h.
Flind, Emil: (Oh Henry) Chi, h.
Flo-Rito, Ted: (Beverly-Wilshire) Holly-wood, h.
Fogarty, Gene: (Sember Tavern) Akron, c.
Foumen, Basil: (St. Morris) NYC, h.
Frank, Ted: (Red Men's) Rochester, no.
Franks, Willie: (Butler's Ye Old Tap Room) NYC, c.
Fremson, Jerry: (Paradise) NYC, no.
Fursi, Joe: (Brook Summit, N. J., no).

G

Gallo, Phil: (Moorehead) Pittsburgh, h.
Gall, Willie: (Brittwood) NYC, no.
Gasparre, Dick: (La Congo) NYC, no.
Gates, Jerry: (Pia Lan) Des Moines, no.
Gentlemen of Rhythm, Four: (Claridge) Mem-phis, h.
Gerald, Carl: (Dutch Henry's) Pittsburgh, no.
Giblin, Don: (Havann-Madrid) NYC, no.
Gilbert, Jerry: (Edgewater Oulf) Biloxi, Miss., h.
Gold-Mor Trio: (Show Boat) Columbus, O., no.

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

Goodman, Benny: (Pennsylvania) NYC, h.
Gordon, Herb: (Ten Eyck) Albany, N. Y., h.
Graft, Johnny: (Anchorage Inn) Phila, no.
Gratfolter, Frenchy: (Odenbach) Rochester, N. Y., no.
Grant, Bob: (Clover) NYC, no.
Grantham, Billy: (Nelson) Rockford, Ill., h.
Gray, Glen: (New Yorker) NYC, h.
Gray, Jack: (Park Lane) NYC, h.
Gray, Len: (New Cedars) New Bedford, Mass., no.
Graysen, Bob: (Bilmore) Atlanta, h.
Grenet, Eliseo: (Yumuri) NYC, no.
Griddle, Johnny: (Charle's Tavern) Elmoot, I. I., c.
Grier, Jimmy: (Bilmore) Hollywood, h.

H

Hackett, Bobby: (Nick's) NYC, no.
Hadrea, Jimmy: (College Inn) Sherman Hotel, Chi.
Hall, George: (Taft) New York, h.
Hamilton, George: (Peabody) Memphis, h.
Hankook, Buddy: (Pelican) Houston, Tex., no.
Harris, Gus: (Joe's Stables) Detroit, no.
Hauck, Carleton: (Lookout House) Covington, Ky., no.
Hendon, Harry: (Le Mirage) NYC, no.
Heldt, Horace: (Bilmore) NYC, h.
Heikel, Freddie: (Mayfair Casino) Cleve-land, no.
Hembree, Joe: (Bertolotti's) NYC, re.
Hendricks, Dick "Red": (Club Chanticleer) Middletown, Wis., no.
Herbert, Hec: (Club Hollywood) Kalamazoo, Mich., no.
Hersh, Milt: (Shelton) NYC, h.
Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., no.
Hill, Teddy: (Savoy) NYC, h.
Himber, Richard: (Essex House) NYC, h.
Hiss, Lew: (Sebastian's Cotton Club) Culver City, Calif., no.
Hollen, Virginia: (Normandy Inn) Warren, Pa., no.
Horton, Harry: (Le Mirage) NYC, no.
Howard, Len: (Tic Toc) Montreal, no.
Howard, Vincent: (Perona Farm) Andover, N. H.
Hughes, Merrill: (St. George) Brooklyn, N. Y., h.
Humber, Wilson: (George's Palace) Little Rock, Ark., no.
Hummel, Ray: (Wichita Falls, Tex., 23; Berger 24) Canadian 27.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hunter, Vic: (Butterfly) Springfield, Mass., h.

I

Ink Spots, Four: (Bennett) Binghamton, N. Y., h.
Irish, Mace: (Chanticleer) Millburn, N. J., no.

J

Jackson, Paul: (Old Mill Tavern) Jackson Mich., no.
Jahna, Al: (New Kenmore) Albany, N. Y., h.
Jelenik, Eugene: (Taft) New Haven, h.

Jenkins, Al: (Savarin) Buffalo, c.
Johnson, Jerry: (Claridge) Memphis, h.
Johnson, Eunice: (12-13 Club) Marshfield, Wis., no.
Jones, Isham: (Lincoln) NYC, h.
Joy, Jimmie: (Claridge) Memphis, h.

K

Kampus Kids: (Bennett) Binghamton, N. Y., h.
King's Jesters: (La Salle) Chi, h.
Kingsman, Don: (Blackland Inn) Denver, no.
King, Jules: (Statler) Detroit, h.
Kopitz, Johnny: (Beverly Lodge) Morris Plains, N. J., no.
Kross, Andy: (Robert Treat) Newark, N. J., h.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, no.
Kuhn, Richard: (Vanderbilt) NYC, h.
Kyser, Kay: (Blackhawk) Chi, no.

L

Lagman, Bill: (Club Trifano) Mobile, Ala., no.
Lagotto, Olive: (Rosegarden) Middletown, Conn., c.
Lamb, Drexel: (Marine Room) Muskegon, Mich., h.
Lande, Jules: (Waylin) NYC, h.
Lane, Eddie: (Governor Clinton) NYC, h.
Larry, Lee: (Olnos) San Antonio, no.
Lazar, Charles: (Mayfair) Detroit, h.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, no.
Lelloy, Howard: (Orlando) Decatur, Ill., h.
Lee, Larry: (Olnos Club) San Antonio, Tex., no.
Lewis, Harry: (Del Mar) San Francisco, no.
Lew, Harry: (Brown Palace) Denver, h.
Lewis, Vic: (Times Square) Rochester, no.
Lewis, Freddy: (Madison) Jefferson City, Mo., h.
Lewis, Ted: (Palace) Chi, l.
Lindeman, Udo: (Gloria Palace) New York, cb.
Lombardo, Guy: (Roosevelt) NYC, h.
Lucas, Clyde: (Lowry) St. Paul, h.
Lukewala: (Roosevelt) NYC, h.
Lupton, George: (University Grill) Albany, N. Y., no.
Lyman, Abe: (French Casino) NYC, no.

M

McCoy, Clyde: (Beverly Hills) Southgate, Ky., cc.
McCall, Billie: (Gold Front Gate) Cheboygan, Mich.

M

McIntire, Lani: (Lexington) NYC, h.
McLain, Jerry: (Plantation Club) Bassier City, La.
Mack, Austin: (Open Door) Chi, no.
Malone, Don: (Dunn's Tavern) Harlem, Mont., no.
Mannone, Winy: (Swing Club) NYC, no.
Mannora, Frank: (Shorecrest) Milwaukee, h.
Mareno, Greg: (Sweeney) Baltimore, c.
Marina, Bob: (Chez Florence) Paris, no.
Marshall, Duane: (Essex) Boston, h.
Marshall, Jack: (Mayfair) Boston, no.
Marstel, Gus: (Versailles) NYC, no.
Martin, Freddy: (Ritz-Carlton) NYC, h.
Mathews, Frank: (Club 15) Phila, no.
Martin, Bob: (Chez Florence) Paris, no.
Martons, Don: (Coo Rouge) NYC, no.
Mature, Henry: (Three Door Inn) Bridgeport, Conn., no.
Massingale, Bert: (Hi-Hat) Houston, no.
Mason, Ken: (Quater) San Antonio, h.
Mozner, Johnnie: (Avalee Club) Hot Springs, Ark., no.
Melnikoff, Joe: (Philadelphia) Phila, h.
Melvin, Jack: (Queens Terrace) Woodside, I. I., N. Y., no.
Meredith, Jack: (Buccaner) Ft. Worth, no.
Messner, Johnny: (McAlpin) NYC, h.
Meyer, Gus: (Leighton's Tavern) Ardrey, N. Y., no.
Michales, Bill: (Station KUNO) San Antonio, no.
Middleman, Herman: (Nixon) Pittsburgh, c.
Milna, Del: (Ranch) Seattle, no.
Miller, Bob: (Midway Inn) Ft. Worth, re.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Mills, Dick: (The Grove) Beaumont, Tex., no.
Minkler, Edward: (Murray's Inn) Albany, N. Y., no.

M

Moore, Leon: (Sebastian's Cotton Club) Hollywood, no.
Moore, Mauro: (Club Tivoli) Jauvez, Mex., c.
Monroe, Jerry: (Southern) Baltimore, h.
Moore, Eddie: (Eagles) Ithaca, N. Y., h.
Morell, Larry: (Merry Gardens) Lynchburg, Va.
Mortan, Russ: (Paramount) NYC, t.
Morris, Griff: (Paddock Club) Wheeling, W. Va., no.
Morton, Gerry: (Savoy-Plaza) NYC, h.
Mosley, Snub Leo: (Barrel of Pun) NYC, no.
Motley, Berk: (Casa Grande) Berwyn, Md., no.
Munro, Hal: (Trambon) Chi, no.
Musical Aces: (Anvil Inn) Vista, N. Y.

N

Navarro, Al: (Belvedere) Baltimore, h.
Newman, Ab: (M. G. A. Club) Ashland, Ky.
Nickles, Billie: (89 Club) San Pedro, Calif., no.
Noble, Clint: (Arabian Supper Club) Colum-bus, O., no.
Norris, Brian: (Merry Garden) Chi, h.
Norris, Joe: (Fontaine Casino) Detroit, no.
Norton, Bob: (New Garden Center) Detroit, h.
Norvo, Red: (Earle) Phila, l.
Notta, Four: (Chateau Moderne) NYC, no.

Noury, Walt: (M. and J.) Haverhill, Mass., re.
Novak, Frank: (Warwick) NYC, h.

O

O'Hara, Ray: (Greenwich Village Casino) NYC, no.
Oakes, Irving: (Trifano) Detroit, b.
Oleabe Trio: (Pt. Hayes) Columbus, O., no.
Oleam, Val: (Belmont Plaza) NYC, h.
Olson, Walter: (New Julius) Gardenville, N. Y., no.
Olson, Harry: (Evergreen) Bloomfield, N. J., no.
Olson, George: (International Casino) NYC, no.
Osborne, Will: (Normandie) Boston, h.

P

Pablo, Don: (Merry-Go-Round) Dayton, O., no.
Palermo, William: (Place Elegante) NYC, no.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Palmer, Skeeter: (Beneca) Rochester, N. Y., h.
Pancher, Al: (Albion Club) Detroit, h.
Pantone, Mike: (Lofius Ambassador) Albany, N. Y., no.
Parks, Bobby: (Stork) NYC, no.
Payno, Al: (Grill Leon) Montclair, N. J., no.
Peck, Earl: (Cocoon Grove) Bridgeport, Conn., re.
Peiterson, Dec: (Seven Gables) Milford, Conn., no.
Peterson, Johnny Hixlar: (Old Mill Tavern) Salt Lake City, no.
Pell, Emile: (Everglades) Palm Beach, Fla., no.
Ponkston, Tom: (Maher's) Memphis, no.
Ponselle, Andre: (Chez Ami) Buffalo, no.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Price, Stanley: (St. Nicholas) Decatur, Ill., h.
Price, Robert: (Lake Bress) Buckeye Lake, O., h.
Prima, Louis: (Famous Door) NYC, no.

R

Raginsky, Mischea: (Astor) NYC, h.
Ramoni: (Armando's) NYC, re.
Reader, Charles: (Port Montague) Nassau, B. W. I., h.
Reichman, Joe: (Cocoon Grove) Los An-geles, no.
Reinherz, Sid: (Mirador) NYC, no.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Reynard, Jacques: (Vogue) Los Angeles, h.
Reyes, Chico: (Continental) Detroit, no.
Reynolds, Buddy: (Rose Garden) Hamshel, Mo., h.
Rhythm Kings: (Game Cock) NYC, c.
Riecard, John: (21) Phila, no.
Richards, Freddy: (Park Inn) Clearwater Beach, Fla., re.
Rinaldo, Rino: (885 Club) Chi, no.
Roberts, Eddie: (Red Mill) Bronx, no.
Robinson, Jay: (Evergreen) Bloomfield, N. J., no.
Rocco, Maurice: (Kil Kat) NYC, no.
Rodger, Ralph: (Ritz Carlton) NYC, h.
Rogers, Eddy: (Rainbow Grill, Radio City) NYC, re.
Rogers, Buddy: (College Inn) Chi, no.
Romano, Phil: (Hollywood) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.

S

Sager, Buddy, Trio: (Chanticleer) Millburn, N. J., no.
Sabanija, Juanito: (Troceadero) NYC, no.
Sanderier, Ody: (Forrest) Ft. Worth, no.
Saxon, Sam: (Gay Village) NYC, c.
Schwartz, Charles: (Roumanian Village) NYC, no.
Scott, Chie: (Chez Parre) Louisville, no.
Scott, William: (Ambassador) NYC, h.
Sears, Carl: (19th St. Childs) NYC, re.
Senators, Four: (Harney Gallian's) NYC, no.
Serrano, Cantor: (San Souci) Havana, no.
Sherr, Jack: (White Manalona) Pittsburgh, no.
Shively-Yates: (Spanish) Dover, O., h.
Silbony Quartet: (Yacht Club) NYC, no.
Silver, Buddy: (Clover Club Inn) Middletown, N. Y., no.
Slate, Noble: (State) NYC, t.
Smith, Allan: (Jimmy Kelly's) NYC, no.
Smith, Carl: (Athletic Club) Detroit, h.
Smith, Jimmy: (Brook Summit, N. J., no.
Smith, Bill: (Rhinelead Gardens) Armonk, N. Y., no.
Smith, Joseph C.: (La Rue) NYC, no.
Snyder, Lloyd: (Ringside) Ft. Worth, no.
Soarras, Alberto: (Havana-Madrid) NYC, no.
Sortino, Frank: (Paris Inn) Los Angeles, c.
Southern Gentlemen Orchestra: (Decher-Wallick) Columbus, O., h.
Sparr, Paul: (Warwick) NYC, h.
Spicer, Irving: (Andy's Inn) Syracuse, N. Y., c.
Spence-Keefe: (20th Century) Appleton, Wis., c.
Starr, Freddie: (Park Lane) NYC, c.
Stedman, Jack: (Vanity) Detroit, b.
Steel, Leonard: (St. Shelby) Detroit, h.
Sterner, George: (Coo Rouge) NYC, no.
Stewart, Dec: (Continental) Kansas City, no.
Stipes, Eddie: (Blue Moon) Toledo, no.
Stiles, Collie: (Tropical Roof) Memphis, no.
Strom, Roy: (Fifth Avenue) NYC, h.
Strong, Benny: (Bedford) Louisville, h.
Sobel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Stump, Wilbur: (San Pablo) San Francisco, no.
Swanson, Billy: (Edison) NYC, h.
Swingettes: (Hayes) Jackson, Mich., h.

T

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thomas, Eddie: (Nat Club) NYC, no.
Thompson, Denny: (Mayflower) Akron, h.
Thompson, Lang: (Consomode Perry) To-ledo, h.
Tobin, Otto: (William Penn) Pittsburgh, h.
Tip Top Boys: (Jefferson Davis) Mont-gomery, Ala., h.
Torney, Bob: (Powell) Niles, Mich., h.
Towne, Loren: (Peony Park) Omaha, Neb., no.
(See ROUTES on page 31)

MIAMI SEASON LOOKS OKEH

MCA Sets Vaude Dates for Orks

Setting vaude tours as soon as bands click in nitery spots—good for b. o.

CHICAGO, Dec. 18.—Encouraged by the theater receipts grossed by their bands during recent tour, Music Corporation of America is abbing more ambitious plans for its ace ork attractions to fill combo house engagements. A tour for a band immediately after a stay in a prominent night club or hotel has been found to be a profitable move. As a result, when an attraction begins to show signs of clicking in a night spot and has time open for its engagement theater bookings are arranged weeks in advance.

Local theaters are being included in the routes now being penciled in for several MCA bands. First in is Ted Weems, who opens a seven-week theater tour January 7 at the Chicago Theater here, with Detroit, Indianapolis, Washington, Baltimore, Philadelphia and Pittsburgh to follow.

Hal Kemp is filling dates on the West Coast until he concludes his commercial series this month and then will head for the Midwest and East. Benny Goodman's Band is slated to begin theater dates in February, and Frankie Masters' outfit, closing at the Colgate Inn here Thursday, will begin a brief tour, starting in one of the Balaban & Katz theaters here. Masters, due to radio work here, cannot leave this territory at present.

A review of the bands that played the Palace, Chicago and Oriental theaters here in the last few months strengthens the fact that the public is buying orchestra entertainment in theaters. Among the names here included Jack Denny, Rudy Vallee, Fred Waring, Eddy Duchin, Duke Ellington, Paul Whiteman, Ina Ray Hutton, Red Norvo, Vincent Lopez, Chick Webb, Louis Panico and Rita Rio. Ted Lewis is at the Palace this week, and Phil Spitalny is coming into the Chicago week of January 21.

Minors, Mixing Blamed on Clubs

PHILADELPHIA, Dec. 18.—All Philadelphia booking agents will be taken on the carpet by the State Department of Labor and Industry at a hearing Tuesday.

The State has become incensed at the prevalence of minors as entertainers and hostesses in night spots in the city. Bookers will be warned against continued infractions. If they continue to violate the law, State agents said, the bookers will be strenuously prosecuted.

The State is also seeking to end the evil of performers being forced to drink with patrons by their employers.

Pittsburgh Entertainers Elect

PITTSBURGH, Dec. 18.—Western Pennsylvania Entertainers' Association will elect officers tomorrow from slate that includes Billy Connolly, incumbent; Freddie Meyers and Sunny Ludwig for president; Ted Huber, incumbent, and Bobby Mife for vice-president; incumbent Amy Berlinner and Lois Donn and Dorothy Cook for corresponding secretary; Betty Simons, Terry Holmes and Nora Lewis for recording secretary, and Syd Magidson to succeed himself as treasurer.

Washington Hotel Opens Room

WASHINGTON, D. C., Dec. 18.—The Carlton Hotel opened a new night spot Thursday evening with Jules Duke and orchestra. New room is named the Shaz-Zad. Ceiling of room is deep blue to represent a desert sky with blinking stars and moving clouds.

Moya (Engle) presents the lone act with her Oriental dances and eccentric routines.

Five Dance Teams Set For Single Floor Show

NEW YORK, Dec. 18.—A Danco Cavalcade employing five dance teams will be staged at the New Year's Eve opening of the Miami Beach Biltmore.

The production will survey history of dance styles, demonstrating the old waltzes, tango, rumba, bolero, and such, to the modern Big Apple. Famous dance team styles will also be reproduced.

Thus far, the teams of Wilkins and Walters, Minor and Root, Caperton and Columbus, and Raoul and Eva Raye have been signed for the novelty. The fifth team is not yet set. Booking by Mrs. Estie Hunter is for four weeks.

Maxmillian Bergere's Orchestra will accompany the dances to January 9, when it leaves for a season booking at the Palm Beach Biltmore. Substitute will be Ramon Ramos.

New Baltimore Club To Look Like Gym

BALTIMORE, Dec. 18.—After several delays D. E. Mumford will open his new club here December 23. Pleasure College will be under sponsorship of the Tuxedo Club and is located in the Hotel Chateau.

Mumford, who toured with his own band, will produce the floor shows as well as have his own orchestra play for the dancers. Club has been decorated to represent a college gym. Floor show to change each week.

Bramson Sets Five Shows

CHICAGO, Dec. 18.—Sam Bramson, of the William Morris office here, set five coming vaude shows this week. Four of them are headed for the Riverside, Milwaukee, starting week of January 28, with a bill headed by the Three Stooges. Other three are Major Bowes' 1918 Collegiate Revue, week of February 4; Bell's Hawaiians, week of February 11, and Milt Britton and band, week of February 18. Also set the Ethel Waters Swing, Harlem, Swing unit for the Lyric, Indianapolis, Christmas week.

Kansas City Clubs Reopen

KANSAS CITY, Mo., Dec. 18.—Following reopening of its biggest competitor a block away, Tootie's Club opened again this week with Ray Hudgens' Orchestra and Juanita Bishop, singer.

Mary's Place, with Ray Laughlin's Ork and Oliver Messmer, dancer, reopened last week.

Syracuse Spot's Full Show

SYRACUSE, Dec. 18.—Luigi's Italian Village, has lined up a full show, featuring as emcee Billy Ferber, the Al Norton Cocktail Girls and Mike Chicetti's Orchestra.

WALTER WINCHELL
LOUIS SOBOL
LEONARD LYONS
HY GARDNER
TED FRIEND
GEORGE ROSS

DAN WALKER
MALCOLM JOHNSON
JACK GOULD
ROBERT DANA
BEN SCHNEIDER
MARCUS GRIFFIN

CONTRIBUTE TO

WHAT THE NIGHT CLUB EDITORS THINK OF THE PRESS AGENTS

A red-hot symposium, with our own Paul Denis as referee, in the

HOLIDAY GREETINGS NUMBER

Out Next Week

Name Acts, Bands Lined Up as Rivalry Sharpens Among Clubs

Royal Palm plans big show including Ted Lewis, Hollywood girl troupe—Villa Venice girl show, too—rivalry sets booking pace—vaude house opens—two more

MIAMI, Dec. 18.—With present indications pointing to a record season, night club owners are scrambling for name talent and first-run acts. Copying from pioneers, who last year invested heavily in name attractions, numerous small club owners are this year planning to regain losses suffered from competition and bad crowds last season. Three movie houses are planning on running vaude along with first-run films. First to open is the Cinema Casino on the site of the old French Casino. The Paramount and Olympia theaters are to follow, according to plans. Last year only one house, the Paramount, installed a stage policy and as a result made big profits.

News of U. S. Acts in Europe

LONDON, Dec. 18.—Clifford Fischer's French Casino Company, in from New York, replaces the current show at the London Casino December 22.

The Duffins clicking with *The Big Apple* at the Embassy, class nitery.

Una Cooper, whirlwind acro-dancer and piquette specialist, recently at the Savoy Hotel, sharing honors with the Maurice Colleano Family at the Ronacher, Vienna.

Mickey Brants, tap and acro dancer and juggler, is featured this month at the Parisien Grill, Budapest.

Loper and Hayes have split following a successful six months' tour of Europe. Lydia Sue Leeds makes her European debut at the Savoy Hotel here December 20.

Russell Swann, conjuring emcee, now in his fourth successful month at the Dorchester Hotel, is getting plenty of publicity from instructing the Duke of Kent in magic.

Entire Grosvenor House floor show is moving to the Cafe Anglals.

The Yacht Club Boys closed a return season at the Cafe de Paris here December 11. Josephine Baker opens there tonight.

Ames and Arno, comedy dancers, opened at the Grosvenor House December 9.

Bands Shift in Columbus

COLUMBUS, O., Dec. 18.—Local hotels continue to go after the night club patronage with new band replacements. Billy Baer replaced the Southern Gentlemen at the Deshler-Wallick Ionian Room; Ernie McCay continues at the State Restaurant; Frank Fernau is at the Nell House, and Billy Grantham at the Virginia.

Columbus Club Reopens

COLUMBUS, O., Dec. 18.—Redecorated Myer's grill and night club has been reopened under management of Myer Schechter. Bob Simmons and orchestra, plus floor show, presented nightly.

Five Floor Shows In Jacksonville

JACKSONVILLE, Fla., Dec. 18.—The Embassy Club has opened for the winter, with Gene Zepf again manager. Lew Davies and six-piece ork is handling the music, with a floor show on tap.

The enlarged and redecorated Rainbow Lounge of the George Washington Hotel opens this week, with seating capacity doubled and augmented floor show.

There are three other spots here carrying dance orchestras and floor shows, Roosevelt Hotel Patio Grill, Bernie's Restaurant and Hotel Mayflower Tavern.

Madison, Wis., Club Opens

MADISON, Wis., Dec. 18.—Dick Hendricks and ork opened the Club Chanticleer here Tuesday for an indefinite engagement, with broadcasts nightly except Monday over WIRA. Vocalist is Merideth Balocoff, with other members including Carl Heit, Cal Calloway, Tommy Thompson, Don James, Vito Salerno, Al Alverson and Jerry Whitford. Spot is featuring an electric organ, with Jerry Bellman at the helm.

New Yacht Club, New York

The new Yacht Club, one block from last year's original site, is going along nicely, offering good floor shows and music at moderate prices.

Current show possesses several sockers—Johnny and George, the Emilio Caceres Trio and Bea Saxon, with the Gilberta and Floria Vestoff not far behind. Dan Healy and the Ralph Watkins' Band complete the satisfying show.

First standout is the grand swing music of Caceres (violin), his brother Ernie (baritone sax and double clarinet) and Johnny Gomez (guitar and vocals). This new trio, which clicked on the Benny Goodman program recently, is a real attention-getter. They work well together, swinging thru neat arrangements with catchy verve and arresting style. When they warm up and get into the groove, they're just about the best swing trio you can hear in town.

Miss Saxon (formerly of the Saxon Sisters) is another show-stopper. A confident singer of very fancy arrangements, Miss Saxon knows the tricks of the game. She has the delivery and a good voice, plus expression and personality and the other little mannerisms of face and voice that demand attention. Bob and Fleurette Gilbert, a handsome young pair of dancers, have no trouble clicking. She's a luscious little brunet and Bob is a handsome guy. They combine to form a zippy, easy-to-watch novelty and comedy dance team.

Johnny and George, colored team, are still one of our favorite musical combinations. Johnny's singing is superb and George's piano accompaniment is excellent, both joining for some swell harmonizing.

Miss Vestoff, blonde in leg-display costume, rattles off her fancy taps peppered spins, drawing a huge hand. She has technique and delivery and also joins Healy in some challenge and team tapping.

Healy emcees the show nicely, surprising with some tap and acrobatics and then doing a bit of singing, too. As the self-appointed Night Mayor of Broadway, Healy impresses as a typical night club emcee, possessing poise and smooth geniality.

Frances Pays, who just closed a run

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here, happened to be a patron at the show caught and was persuaded to do a number. She's a fine night club entertainer, dishing out riegue songs in vigorous attention-demanding style.

Ralph Watkins leads his eight men for the show accompaniment, doing a neat job, and then plays for dancing.

Mack Millar is now the p. a.
Paul Denis.

Empire Room, Palmer House, Chicago

A most striking feature of the new show here, which ushered in Shep Fields' Orchestra for an eight-week run, is the out-of-ordinary work of the zealous Abbott Dancera, a 12-girl line that is just about tops in the city.

Very seldom do chorus numbers get more than passing attention. In this case it is a thunderous hand for each routine. Merril Abbott, the producer, is an expert in devising novel numbers that are eye fetching on a floor. The girls are a clean-looking, mirthful bunch and enthusiastic workers.

Their opening classroom routine brings on Frank Gaby, ventriloquist. His theater act gab with the dummy is not for this room. Very few laughs in it. Scored big, however, with his amazing stomach-muscle singing. A midget stoozes for him in the latter session.

Gertrude Simmons, of the line, follows with a nice acrobatic number and the girls return with a bird routine in which Johnny Bryant holds the featured whistling spot. Another novelty.

The Nonchalants, in a return engagement, stopped the show. Their comedy is greatly improved and their knock-about work has both thrills and laughs. Boys make a nice appearance on a floor and sell an article that is usually looked upon as theater ware only.

The line for the final appearance engages in mass acrobatics, softly and harmoniously executed.

Milton Douglas, another act that played here before, proved himself a great salesman of songs. His comedy injections help make him a showman, and his clear, resonant voice has never been in finer shape. Left them begging after doing *Your Broadway and Mine, Once in a While; Goodby, Jonah, Goodby, and The Cuban Gobby*.

The Fields Orchestra, rippling with as much rhythm as ever before, dished out some smooth dance music that turned the dance floor into a magnet. And the boys play a grand show. Fields has that "movie hero" appearance that makes him a center of attraction on the band stand. Bob Goday is band vocalist.

Phil Dooley's Ork, a four-piece combination, is on hand for intermission music. And Edward Allen has again been chosen to handle the broadcasts over WGN and Mutual for the Fields aggregation.
Sam Hanigberg.

Paradise Club, London

Della Carroll, last year a line girl at the Dorchester Hotel, still heads the floor show here. Miss Carroll, in her fourth month, still carries plenty of publicity on the strength of her alleged romance with Clarke Gable. Her semi-nude dancing is enhanced by her almost perfect figure, of which she shows plenty, but her actual performance is nothing remarkable.

Dinah Miller is a capital torch singer with a clear diction and an appealing personality.

Ward and Draper, two-men piano singing team, are noteworthy. Boys sing topical lyrics and also take-off the better known male singing teams. A hit. Divinia and Charles are a good adagio pair specializing in daring throws and whirrs.

The Six Paradise Starlets add to the sex appeal of a floor show that is certainly speedy and highly attractive to the male customers.
Bert Ross.

Lobby Cafe, Juarez, Mexico

Still a shortened show, current offering at Lobby Cafe is an improvement over the last edition. Another act would bolster show.

Lou Lockett continues as emcee. Lupe and Joe opened show with *Guadalupe* and *El Toro*, authentic Mexican songs, which they sang with plenty of gusto. Encouraged by good

hand, they encoored with *Vieni, Vieni* in Spanish and English.

Lockett then sang to a nice hand. Finished with a whirlwind tap which brought more applause.

Rust and Jones, a couple of muscular youths, pleased with a hand-balancing act, which got best hand of the evening. A bit where one partner lights a cigaret from a lighted one in his partner's mouth while balanced over him drew most applause.

The Dancing Costellos, held over, finished show with a version of *Peckin'* for fair hand. Their interpretation was excellent.

Roberto Ulrich's Orchestra continues with the best dance music in Juarez.
Hal Middlesworth.

Club Yumuri, New York

Now under management of Julio Morales, this Cuban atmospheric club on Broadway has been struggling to make a comeback after the usual slump which hit most niteries in town.

Business has been picking up right along and there's no reason why this club can't hold its own. The food and liquor are fine and not expensive, while the atmosphere is congenial and the dance music excellent.

Softer lighting has improved the spot tremendously, giving the club an illusion of intimacy despite its large size. Key to building up of the Cuban atmosphere is the music of Eliseo Grenet (pianist) and his seven men. Grenet's combo is especially competent at rumbas, but also does okeh with other Latin music, while Mando Castro's swing band alternates. Castro, a clarinetist, is called the Benny Goodman of Cuba, and, unfortunately, was not caught at this performance.

Feature of the show is Rosita Oretga, a fine Spanish dancer now doubling into the Metropolitan Opera House ballet for solo work. She is a striking, vivacious brunet whose heel clicks, castanets and fine sense of rhythm combine to weave a spell over her audience. Her peasant dance, in which she makes full use of a pliant and expressive body, is an especial delight.

As a special attraction, the Yango Voodoo Dancers (recently at the Le Mirage) provide extra fancy Cuban voodoos. Five dusky musicians, a male singer-dancer and a girl dancer comprise the troupe. The novelty alone is enough to carry them, but they are also good performers and have no trouble impressing.

Carlos Vivian, husky Argentine tango tenor, is emcee, doing a fair job at Latin and American tunes. Manchito, band maraca player, steps out for some hotcha native singing and shaking. Joel Rose-Coleman Jacobs combo are doing the press agentic.
Paul Denis.

Starlight Room, Jung Hotel, New Orleans

With the splendidly attended opening of the Starlight Room, New Orleans now boasts of two Class A spots. Renovated and rechristened from its old name of Roof Garden, Louis Degering, its manager, looks like he's ready to keep step with best spots in South.

The band of Ken Moyer, accompanied by a vocal chorus of 12 men, is good enough for the Deep South, and on the opening bill is a favorite team of Southland, Forrest and Rilda, skaters. As usual, Forrest goes to town with his call for "volunteer" riders.

Tudel and Jean, smooth and talented dance team, billed as straight from Havana, gave good interpretations of a Cuban dance, but they do their best in fast adagio. Encore brings a *Gigolo* and *Gigolette* number that is fair.

Bob Hall, young with a strong voice, sings well, but could pick renditions better suited for his limits. Nancy Gay, cute auburn-haired combo of singer and tapper, flirts her way along nicely.

Moyer's Band, strong in the trumpets, puts on two specialty numbers, and Ken, in addition, offers a couple of saxophones just to convince his listeners that he is not only a baton waver.

Candido Garcia, Mexican guitar-singer, a familiar figure here, enlivens the evenings between acts. As usual, he gets plenty of support in the whooping parts of his cowboy specialties.

Two shows nightly. Dinner, \$1.50. Food is good and up to par of New Orleans rep.
P. G. Muth.

Casa Valencia, New York

If you want to see Spanish melodies sung on an ice floor, this is the place, for the show here is positively the queerest in town.

It seems the owners of this Spanish atmospheric club brought in an ice ballet and then—not being sure what to do—mixed the ice show with the regular Spanish entertainment. The result is novel, to put it mildly.

The logical thing to do would be to put the ice show on intact as a novelty and then at a later time have the Spanish entertainment go on, also intact.

But, getting on to the Ice Ballet, it is a show produced by Ben Nu Dyke, who manufactures the chemical artificial ice laid over the regular dance floor. Walter Arton, of Toronto, staged the routines and Rudy Smith arranged the music for the troupe of 12 Lake Placid Girls. The girls are okeh lookers, with model Kay Morris the standout, and perform simple and short runs on ice skates. Sonia and Margo, also on skates, offer interesting routines, the rest of the show working on the ice but without skates.

There is ginger Ford, pretty redhead doing neat toe specialties peppered with high kicks and spins. Estelle MacMeal, brinet, contributes very ordinary singing, and La Gitania, vivacious and comely brunet singer, show-stops with authentic Spanish songs.

Hal Sherman, vaude comedian who is featured, emcees and does a poor job. Apparently here to polish the ice show for vaude dates, he was careless in his announcements.

Lyric Trio (guitar, clares and maracas) provide the customary between-show strolling music. Don Juan's six-piece band is in the band stand, displaying much improvement since last caught at El Toreador Club.

Joe Garcia is manager and Joel Rose and Coleman Jacobs the p. a.'s.

Club itself is large, accommodating about 400 at tables, and the dance floor is unusually ample. It is modestly furnished, and food and service are okeh. Lighting can be improved, yellowish overheads being disconcerting.
Paul Denis.

Kabala, New York

This is a slick looking restaurant which opened in September and which just took on Pat Rooney as official host.

Located at 57th at Seventh avenue, this spot gets a good lunch, dinner and supper trade, with Rooney ready at all times to shake hands and reminisce about the good old days of vaudeville. Pat is not entertaining, preferring to

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simulate the host Jack Dempsey a few blocks away.

The spot itself is a beautiful beige-colored room which includes a bar and a mezzanine floor. Wired music (Musak) is used almost continuously, altho the management may bring in an instrumental trio next week.

As for the food, it is surprisingly moderate in price and exceedingly tasty. On the menu, you will discover that you may order Pat Rooney Delight and Rooney's Mixed Grill. Pat says the mixed grill is terrific and colossal and, in fact, very good. Paul Denis.

Nick's, New York

After nine years as a Greenwich Village cellar hideaway, Nick Rossetti has moved his jam sessions and sizzling steaks across the street to a newly constructed and fancier spot with plenty of elbow room and comfortable seats.

Brand new from the roof down, the spot is done in warm brown colors with the rathskeller type of decoration, and nut must have run to 30 grand—which is a lot of nut for a Village nitery, usually only a stopover on an evening's round of entertainment. If Nick can hold his considerable following, he should recover and show a profit on his investment. On the other hand, he runs the risk of losing many customers who were attracted to the old spot by its cramped quarters and noisy barrelhouse atmosphere. What has been gained in space, comfort and beauty may be lost in atmosphere.

Entertainment and prices remain the same. Hot music, furnished by two excellent jam bands, deafens the customers' ears. Sunny Rustin, sister of saxman Babe, supplies relief pianistics and vocalizing. And Red MacKenzie baritone *There'll Be Some Changes Made*, as only he can baritone.

While some might find the continuous program of swing too monotonous, the slug-nutty jittersburgs who haunt this spot get a kick out of contrasting the styles of Sharkey Bananas and Bobby Hackett. Bananas and his hand dish out New Orleans music, in the old-fashioned Dixieland manner, that recalls the heyday of Shields and LaRocca. Hackett counters with the more modern and subtle Chicago brand of hot, ably supported by Pee Wee Russell on clarinet. As we said in the music section a few weeks ago when reviewing Hackett's Band, they would be much improved by dropping trombonist Brunies, who, altho excellent in his own way, plays in a grunt-style that throws the rest of the band out of gear. With the addition, instead, of a saxophone, manipulated a la Trumbauer. Hackett's combo would be without a doubt the outstanding swing sextet in this or any other city.

No cover or minimum. Regular dinner, \$1, and steak dinner \$1.50. Nick is always on hand to greet you, and Lee Poerner is doing the publicity. Maurice Zolofos.

2 o'Clock Club, Baltimore

Altho located in the cheaper section and surrounded by slums, this club stands out like a bright light shining thru a sea of darkness. Club has a modernistic setting, with indirect and shadowed lighting lending plenty of atmosphere.

Since reopening for the season, floor shows have been the major attraction with at least two big names usually on hand.

Harry Rose, co-starred with Soni Shaw this week, keeps the show rolling along. He doesn't pull his punches when ribbing waitresses and patrons, much to everyone's enjoyment.

Altho at least five of the six Paul Florenz chorines would win no pulchritude contest, all of them are at least shapely and their excellent timing, along with clever routines, counterbalance other defects.

Jeanne Goodner, a gorgeous brunet, attempts dancing, but leaves the audience unimpressed. However, her series of unusually difficult acrobatic feats bring forth plenty of applause. Her routines could be improved with more acrobatic effort.

Soni Shaw, auburn-haired honey, handles her turn in top-notch fashion. Bubbling over with personality, she is not only easy on the eye but her excellent warbling is delightful. Her style is distinctly individual.

The dance team of Kinley and Grant do a swell job. Eddie Kinley makes a smooth appearance, while Miss Grant rounds out a perfect dance couple. Kin-

ley sings to good advantage and he and his partner execute an intricate soft-shoe and clever tapping.

Rose closes the show with a bang. He deserves credit for keeping the patrons in good humor all during the show.

A seven-piece band, headed by the pianist, Milton Lyons, supplies superb rhythms. However, no one dance set consists of more than two numbers, followed by a lengthy intermission.

Acts are booked thru Will Weber, of New York. Owner and operator is Sam Lampe.

No cover, with \$1 week nights and \$1.50 minimum week-ends prevailing. Phil Lehman.

Gold Coast Room, Drake Hotel, Chicago

The highlight of the new show here is Herbie Kay's Orchestra, smooth-as-silk tune manufacturer both for dance and listening purposes. Outfit should add to its popularity which it has been enjoying during its previous engagements in the city. Kay doubles as emcee and while his comedy style may not exactly strike the elderly "400" patrons as funny, it amuses their offspring. Some of the band boys double vocally and all of them form a harmonious singing group which the leader chooses to call the Kay Kwyrre.

The floor bill is mildly entertaining. A line of eight Dorothy Byton Girls opens with an acro-tap routine in crinoline costumes that make a pleasant sight. Howard Nichols, hoop juggler, is another turn that held his own, altho his ace tricks did not look as well here as they do on a theater stage. It is a novel act for hotel rooms and cafes, however.

The Kay Kwyrre steps out on the floor for *Can It Be Infatuation or Love?* and Eleanor Christian, carefree little dancer, continues with a high-kick acro number that is a harmless if not out-of-ordinary offering.

The Gilberts work next on their portable crossbar. The boys are more at home on a stage where they can be seen in all of their tricks. Their amiable personalities, tho, are a great asset in front of table customers.

Four Little Women, harmony quartet, promise to develop into a great novelty singing act once the girls acquire enough poise and self-confidence to work before a close-at-hand audience. Kids, young and attractive, come from the airwaves and do original arrangements.

The Byton line closes with a *Posin'* strut. Sam Honigberg.

Piccadilly Hotel, London

No floor show here. Just one act on view. Current is George Robey, 65-year-old English rednecked comic and still a headliner of merit despite the fact that he has topped bills all over England for the past 45 years.

Robey is the greatest example this side of the adaptability of the real good vaude trouper. His timing is perfect and his diction an object lesson to the younger school. Robey certainly makes good with his funny numbers, all his own material.

Maurice Winnick and orchestra and Jerry Hoey and band alternate. Bert Ross.

Grillroom, Hotel Muehlebach, Kansas City, Mo.

Camille De Montes, Mignone and the dance music of Carl (Deacon) Moore comprise this week's floor show at this class spot in the city's best hotel.

Miss De Montes offers two vocal numbers, one of which, *Vieni, Vieni*, brought wild applause. A little on the plump side she nevertheless is attractive and has an engaging style. Brought back for two encores at show caught.

Mignone is a dark-eyed, shapely little gal who does a balancing act neatly. She dances adroitly, with the Moore Band playing accompaniment solidly behind her. One encore.

This room changes bands often, but none of the many are more popular than the one led by Moore. His Arkansas style of introducing numbers goes big with radio audiences as well as grillroom patrons. Moore took part in the floor show by singing *She Don't Want It*, and the prop he used to portray an Italian, a Jew, an inebriate and a poney were effective and excellently presented.

Marge Hudson, in her sixth year as

band vocalist, also does her numbers well. Munson Compton, guitarist; Eddie Mehas, saxophonist, and Lowell Davis, trumpeter, also take turns with the vocals. They are all just so-so in comparison with the girl and Moore.

Shows are held twice nightly, with minimum charges for supper, 75 cents week days and \$1.50 Saturdays.

Service and food are the best in city. Atmosphere strictly class.

Dave Dexter Jr.

Rose Bowl, Chicago

Here is one small spot that continues to attract nice trade in spite of the alleged his recession. The intimacy of the room, decorated with modernistic murals and furnished with a highly modern bar, attracts the type of patron who can have his fun at reasonable prices. Frank Hart, manager, has been instrumental in developing a reputation for the Bowl, having many night clubbing friends thru his former connections in the Casino Parisienne.

The floor on which the show is presented is the size of a doormat. Yet a few acts parade thru with their routines and spending couples crowd it during the dance sessions.

The Voices of Rhythm, musical quartet formerly at the Famous Door, are the new band-stand occupants. The boys play dance tunes ably, but furnish weak show music. Lillian Aubuchon, local soprano, opens the short bill and, while not too colorful, has a knack of commanding some attention.

Loras Lorraine is a shapely eye-fol on the floor. Did a swing tap number which she sells well with a cute personality. Kid rates a spot in a larger cafe.

Phelps Twins, blond song duo, did a couple of pop tunes and a strut exit. The girls worked too softly to go over and did not use the type of material that rates attention from the bar trade.

Tom Ferris continues as intermission pianist. A good dinner at \$1.25 is also served here. Sam Honigberg.

Cafe De Paris, Los Angeles

Caught an early show at this usually popular night spot and maybe the guys and gals didn't give because of the sparse house, but there wasn't much "yerp" to the performance.

Jerry Colt is m. c., scoring with two not-bad bits, a comedy rendition and a novelty tap done by a little black Sambo which he manipulates with his fingers.

Helen Golden sings in a fashionable 1890 costume. So-so, but she did not score with her 1890 version of a striptease, taking off petticoats, pants and bustle down to the iron corset. Billie Cutler, billed as the "California Songbird," isn't much shakes as a singer, but a really fine whistler and a swell trumpet player of the Henry Busse type.

Outstanding in the dances of the Gregorys is that the femme half sports all-purple costume, including purple hair. They offered *Dancers Moderne*, *Cuban Piratation* and *College Prom*. Not bad, nor terrific either, altho they work hard.

Billy McDonald and his Royal Highlanders are an ordinary orchestra, outstanding being their Glee Club. This singing group tries hard, but arrangements are not spectacular and anyone who has heard the Fred Waring singers doing any flash number won't appreciate these boys.

Business around 10 at night quite bad; but they say it gets good toward midnight. David Arlen.

Swing Club, Hollywood

Following a disastrous fire, the Swing Club has reopened its doors with little change to mark the accident, save for the absence of most of the famed John Decker caricatures in oil, now replaced by ruffled red velvet. About half the entertainers have been held over, with several new and talented faces to add piquancy to the floor show.

Clever Helen King, slim tap dancer, offers varied tap rhythm routines. Frankie Gallagher, on the Dick Powell type and with as good a voice, does a swell job, with hot piano accompaniment by Fred Thompson.

Dorothy Roberts, vivid titan-haired beauty, sings and dances the Big Apple and the Suzi-Q, encoring with *Let 'Er Go*.

Nan Blakstone proved the usual highlight of the show with her inimitable numbers. *Sex Reared Its Ugly Head*, *My Last After*, *Merry-Go-Round*, *The Duchess*, *Isabella the Queen* and *Blakstone's Been to the Laundry*. The



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crowd wouldn't let her go. Our guess is she'll grow old at this spot.

There are a group of swell-looking "hostesses" who mingle with the crowd and come up every few minutes to sing a song, keeping the entertainment fairly continuous. This night Betty Claire, a lovely senorita, offered *I Hum a Waltz*, *I Know Now* and *Moon Got in My Eyes* in fine ballad fashion. Frances Kane did *Smarty* and *The Natural Thing To Do*.

Maxine Mann sang two songs and repeated later *The Bad in Every Man* and *Summertime*. Carol Manners, a nice-looking babe, offered *A Country Girl* at heart. Nice crowd at this popular spot, which is managed by "Babe" Hensley. David Arlen.

El Toreador, New York

This Spanish atmospheric spot at the northern edge of Central Park and in the heart of the Spanish and Porto Rican district recently went thru an ownership change. Sam Schneiderman becoming manager.

Augusto Coen leads the new eight-man Porto Rican outfit, succeeding Don Juan's Band, which moved downtown to the Casa Valencia. Coen is a swell trumpeter who has surrounded himself with competent musicians who can swing rumbas, tangos, boleros and even American rhythms. The band is at its best when handling Latin tempos, but is surprisingly good at U. S. stuff, too.

As for the floor show, it is a lightweight affair comprising a ballroom team: a dancer, Joe Smith; with Joe Forsnell doing emcee and the El Toreador Trio working in both the show and between dance sets. Forsnell is also the assistant manager, in addition to handling the publicity.

The Coen band, incidentally, just made a batch of Decca records. Paul Denis.

Club Management

News and Angles on Night Club Operation

Novelty Pencils

THE Radio City Rainbow Room, New York, has put out novelty four-color pencils that draw the basic colors of the rainbow simultaneously. Good novelty angle that gets the customers talking.

Property Right to Name

SUPREME COURT last week ruled that the name Chico or El Chico is property of Benito Collada's club in New York. Collada had sued Jose Cabral, who recently opened a Chico Restaurant. Collada says he also plans to sue a Miami night club operating as "El Chico Club."

Decision reiterates property rights to a night club name.

How Night Clubs Are Born

IN AN interview in *The New York Post*, Bobby Marlyn reveals how he launched his overnight sensation, La Conga Club. He borrowed \$10,000 and got four waiters to put up \$1,000 each. The combo opened the swank spot on a shoestring and it clicked.

Troubles? Yes, people who are on the cuff. And musicians, waiters and headwaiters fighting among themselves, he says.

Cashing in on Comebacks

BILLY HARDY, owner of the Gay Nineties, New York, has almost made a business out of arranging comebacks for fading stars. He takes these ex-luminaries, presents them properly and builds them up—and then gladly releases them for better things. This policy has more than paid dividends.

Claring Lights

A HEADACHE in most night spots is placing of overhead and spot lights. Mirrors attached to pillars or on the walls often reflect lights aimed at the floor show, the bouncing light blinding patrons. Proper lighting has always been—and perhaps always will be—a problem for night spots.

Perhaps worse than poor lighting has been inadequate lighting, which doesn't point up the costumes and show in general. A single light on a long floor show can make it look quite monotonous.

Angle for Theatergoers

THE Park Central Hotel, New York, now places cards on tables reading, "If you are anxious to have your dinner served quickly because of a theater engagement or other appointment, please tell the captain or waiter of your wishes. Thank you." The St. Regis Hotel worked this angle last season, landing a lot of publicity with it. Whether it brought in new business is something else again.

Handing Calls for Patrons

AN INEXPENSIVE courtesy appreciated by patrons is the opportunity to receive messages while dining. Since pages are rarely permitted in dining rooms, some dining spots leave cards on tables reading something like this: "If you are expecting a call or other message while dining, please sign this card and leave it with the headwaiter."

It's a small courtesy, but spots providing it find it pleases patrons.

Making It Tougher

HURTING the entire night club field is the series of films, plays and magazine stories depicting night clubs as the background for racketeering. For example, there's a film current called *Night Club Scandal* and a new one coming is *Queen's Local* (Paramount), announced as dealing with "cafe racketeering."

It may not be a bad idea if night club owners formed a nation-wide association to fight this sort of stuff.

Owners Get Together

MORE than 3,000 restaurateurs, cafe owners and nitery operators are expected to attend the fifth annual convention of the Western Pennsylvania Restaurant Association, to open January 19 in the William Penn Hotel, Pittsburgh. More than 100 exhibitors will display products and services during three-day sessions. Guest speaker will be Harry L. Dunnock, of Baltimore. National Restaurant Association proxy.

Joseph Carson is general chairman, assisted by Marie McKenzie Schreier and V. O. Wright.

Padula Elected President

ARTHUR H. PADULA, president of the Arcadia-International and Anchorage night spots, was elected president of the Philadelphia Restaurant Association. Padula, only 27, is the youngest man ever to hold this position.

Padula urged restaurant men to band together to fight against "racketeering unions and illegal strikes."

The organization plans to organize a credit exchange to fight the rubber-check evil, and also to form an employment bureau. They will set up a permanent headquarters with a paid secretary.

Max Hoff May Resume

MAX (BOO-BOO) HOFF, prize-fight manager and former operator of the 1214 Club, is reported ready to take over the Colony Club in Philadelphia after the first of the year. His bankroll is said to be Abe Grabosky, cigar manufacturer.

Mayfair Casino on Block

EFFECTS of the Equid Casino Company, operator of the Mayfair Casino, Cleveland, closed thru involuntary bankruptcy proceedings, brought \$3,836 at auction Monday. Company listed liability of \$177,900. Meantime, question of opening for the holidays remains in abeyance. Several are dickering with the Leow interests, who hold a long-time lease, in an effort to reduce the weekly rental of \$1,000. Phil Selnick, who operates the Wonder Bar just off Play House Square, is the latest bidder.

Bid for Esquire, Toronto

CLOSURE Saturday of Bill Beasley's Club Esquire, Toronto, promises to be of short duration. Club may reopen "on or before December 24."

John Houser, the club's contact man, said it was too early to discuss either new owner or management. Several offers have been made for the club, which is stated to have set Beasley back \$90,000 for the opening a year ago. One report, not clinched, is that Chez Maurice interests of Montreal are hidden.

Mansfield Clubs Fight Law

BATTLING a 1 a.m. curfew on liquor sales ordered by Police Chief Bates, 34 Mansfield, O., night club proprietors have petitioned city council to amend an ordinance so it will permit liquor sales until 2:30 a.m.

Naughty-Naughty; Mustn't Advertise

HARRISBURG, Pa., Dec. 18.—Pennsylvania Liquor Control Board has issued further regulations to nitery operators, prohibiting them from outside advertising of talent.

The board regulations specifically prohibit "descriptive poster or picture of anything pertaining to the entertainment conducted" within the establishment being placed outside the spot or anywhere inside so as to be seen from the outside.

Elevated stages giving an outside view of the entertainment are also ruled out, as are loud-speakers and other devices which would transmit entertainment or advertising from the interior to the exterior of the night spot.

These regulations were issued in conjunction with the board's drive against overzealous nitery operators who have jumped beyond limits approved by the liquor control body. A number of citations have already been issued for revocation of nitery liquor licenses.

Won't Sleep; Fired

CHICAGO, Dec. 18.—Add to reasons for getting fired: A vocalist with a unit in Greensboro, N. C., was given the air when she refused to "sleep" in a show window bed for a publicity stunt.

Fr. Casino After Names

Book show, name acts—hope to dent Int'l Casino—Sally Rand in AFA rumpus

NEW YORK, Dec. 18.—With less than two weeks left for the New Year's Eve deadline set by Billy Rose for the re-opening of his French Casino, frantic efforts are being made to signature appropriate big names. The chorus and some of the lesser principals have been in rehearsal for over a week.

It now appears that Rose and John Murray Anderson, in charge of staging the show, are very much in earnest as regards the scalp of their arch competitor, the International Casino. If the French Casino is successful in lining up a formidable array of names, it may dent the record-breaking attendance of the International. And the slightest crimp, claim observers, will be the straw that will break the camel's back.

Wini Shaw is set for the FC, and negotiations with Morton Downey have been going on for several days. The FC show so far hasn't a dance team and terms have been offered to Veloz and Yolanda.

Besides the music of Abe Lyman, other acts set so far for the book show are Doctor Rockwell, Walter "Dare" Wahl, Frazee Sisters, Stuart Morgan Dancers, Proke's Tigers, Lulu Bates, Willie West and McGinty.

After a big rumpus involving the Hollywood Restaurant and the AFA, Sally Rand seems definitely set for the FC. Originally to go into the Hollywood, she then accepted an offer from Billy Rose. The Hollywood appealed to the AFA, demanding fulfillment of contract. Later the Hollywood dropped its claim, informing the AFA she would be kept out of both the Hollywood and the FC. The AFA, calling this a "blacklist," threatened trouble. Then the Hollywood again withdrew its claim, the AFA oking Miss Rand's going into the FC.

Week-End Chi Vaude Expected

CHICAGO, Dec. 18.—Future for week-end vaude in nabe houses here looks bright, judging by reports from the Balaban & Katz offices and by news that local authorities will attempt to outlaw twin bill policies by a city ordinance.

B. & K. circuit, which entirely eliminated vaude from the neighborhoods, is planning to give fresh another break to halt falling grosses. The Sunday date in their North Shore starting day after Christmas will be extended into a week-end if business warrants such a move and Saturday and Sunday shows will be spotted gradually in other houses thru-out this territory.

Elimination of dual bills will definitely bolster the hope for more vaude here, lottery games as a way out having been banned some time ago. Alderman A. G. Lindell is heading the council committee which will draft the anti-twin bill measure. Bill is expected to include arguments from medics that long movie programs are unhealthy for the youngsters.

Youngstown Club Enlarged

YOUNGSTOWN, O., Dec. 18.—New annex to Pete Myer's Gray Wolf Tavern, near Masury, doubling accommodations, was formally opened recently. Opening-week show was topped by the Eight Ambassadors, Arturo and Evelyn Jackson, Mills and Reeve, and the Six Bachelor Girls, with Dave Wallace as emcee. Lee Leall stays on with an augmented band.

Seattle Cafes Still Musicless

Lockout in second week—out-of-town spots gain—check on canned music

SEATTLE, Wash., Dec. 18.—With floor shows suspended at most local night spots and musicians out from cabarets, the situation remained practically the same this week, although considerable activity was noticeable beyond the city limits.

Seattle folks flocked Saturday evening to the opening of the Jungle on the Seattle-Everett highway, near Edmonds. An evening previously there was a grand opening of Show Boat Tavern, Tacoma. E. E. Marble is proprietor there, where a fine dance floor and excellent music have been installed.

Meanwhile the older night clubs out of town and several of the leading in-town spots held mirth and gaiety, floor shows and music, while at the larger number there was only "canned music." The dispute between the musicians' union and the Washington Dispensers' Association, which dispensed with 150 musicians Saturday a week ago, is still raging.

The "canned music" was the subject of inspection, musicians visiting night clubs to report on records played with a view to collecting a royalty for recording artists, since records as well as radio have been employed by the tavern keepers, who claim they could not grant the \$1-a-night wage increase sought by the union.

Considerable support has been given members of the musicians' union, who refuse to return at the old scale. This week they were backed by the New Deal Progressive Scandinavian-American Democratic Clubs, Inc., which ordered members to patronize only places where union musicians were employed.

AFA Tells Bands Of AFM Decision

CHICAGO, Dec. 18.—Guy Magley, local representative for the American Federation of Actors, mailed letters to the orchestra leaders in clubs and hotels in this area asking them to get their non-musical entertainers organized under the AFA wing.

This is in accordance with the American Federation of Musicians ruling which states that all acts working with AFM bands must be union members. Letters were mailed to Orrin Tucker, Kay Kyser, Frankie Masters, Eddie Varcoe, Jimmy Dorsey, the King's Jesters, Paul Whiteman, Shep Fields and Earl Hines.

Southern Hotel Chain Tries Flesh

MIAMI BEACH, Dec. 18.—The Collier hotel chain has deviated from its former policy—to book a floor show for one of its hotels, the Tampa Terrace, Tampa.

A one-week experiment with Savar and Neil, Ted DeL Monico, Lois Bailey, Betty Ann and Sid White, all bookings thru the Southern Theatrical Agency, went over so well that the agency was awarded another four weeks in which to book talent, with acts changing weekly. Placements include John Sherman, the Boyettes and Ann Sherwood.

Philly Clubs on Carpet

HARRISBURG, Pa., Dec. 18.—Pennsylvania Liquor Control Board has cited a number of Philadelphia spots to show cause why their liquor license should not be revoked.

In addition to the 31 Club, these places have also been cited: Continental Grill, Upper Darby; the Rathskeller, the Famous Italian Restaurant and the Ubang Club.

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Vaudeville Notes Paris Vaude Boom Fizzles

THE FOUR ROBEYS, after playing the Oriental, Chicago, have left for an engagement in Winnipeg, Man., to be followed with dates in Calgary, Alta.; Spokane, Wash.; Vancouver, B. C., and other Coast spots. This is the first Coast bookings for the Robeys. . . . SAM MYLIE, veteran tab and vaude comedian, is now working West Coast night clubs for L. Mantell, of the Levy office in Seattle, Wash. . . . GLORIA LORRAINE, accordionist, has joined Joe Hannon's *Meads of Variety* unit, replacing Lorena Merrill, forced out on account of illness.

PETE CONNELLY and Maggie Radcliffe and the Geddis Duo, now playing Butterfield Theater, booked by Conlin-Michigan Vaudeville, are leaving after January 1 for the Mardi Gras, New Orleans.

JIMMIE LUNCFORD and his band will grace the Loew's State, New York, boards for the New Year week, opening December 30. Following the band into the same house are Willie and Eugene Howard. . . . Featured in the Vitaphone short, *Forget Me Not*, are the GAE FOSTER TROUPE, Margie Knapp, Eddie Bruce, Eugene Sigaloff and Ray Wilbert. . . . JACK LARUE and VINCE BARNETT, film players now on p.-s. tour, go into the State, New York, January 20.

THE MUSIC HALL BOYS sail December 26 for a January 3 reopening at the Berkeley Hotel, London. . . . ALBERT POWELL reaches Melbourne, Australia, December 23 for work at the Tivoli Theater. He stays on till March, 1938, when he will return to the United States. . . . BUCK AND CHIC AND COMPANY return to England Christmas time from a Continental tour to make the rounds for Gaumont-British, G. T. C. and Moss Tours. . . . LOTTIE MAYER has concluded her American schedule and opens January 1, opening at Scala, Berlin, for two months. . . . GEORGE CAMPO returned to the Savoy Hotel before taking in other London and provincial spots. GINGER DULO has left the *Waikiki Nights* unit. . . . LITA GREY CHAPLIN and Ann Pennington will play the State-Lake next month. . . . CLIFF AND DELL, comedy act, have split.

Vaudeville performers who returned to America on the Normandie this week included Collette Lyons, Eddie Floy, Muriel Gardner, Marvin Kane and Ben Berri. . . . JACK CURTIS will be going to the Riviera soon. . . . HACKER AND SIDELL, being booked to the end of February, open for Christmas at the Tabarin-Varieties, Nice. . . . THE SPURGATS inaugurated a series of theater dates December 15 at the Earle, Washington, D. C., and following up with the State, Hartford, Conn. Act had been with the Ringling show for the past eight months. . . . FRANK WALLACE AND TRIXIE LAMAE report bookings at the Oasis, Detroit; Casino Theater, Toronto, and Mayfair Theater, Buffalo.

J. C. FLIPPEN was given a testimonial dinner by the Nordac's club at the Hotel Edison, New York, Saturday. . . . THE TITANS replaced Boy Foy at the Music Hall, New York, last week. . . . SIDNEY RHEINGOLD is opening a Utica, N. Y., office. Booking six single-day vaude stands now. . . . THE JACK POMEROY-JOSEPHINE EARLE office, New York, has closed. Pomeroy is in Hollywood managing Bill Brady. . . . WEAVER BROTHERS and Elvira are set for *Saving Your Lady* (Warner).

MAURICE SHAW and orchestra left this week for a Havana cruise. . . . HARRY AMES is producing a flash a week for Eddie Sherman. Five people and a single eye. Flashes play two and a half weeks. . . . CHARLES DUNCAN and Josephine Liso are a new dance combo. . . . MONA LISTA and John Moore showed at the Folly, Brooklyn, last week. . . . RALPH WHITEHEAD, accompanied by Mrs. Whitehead, will leave the West Coast for New York this week.

150 More Join Boston AFA

BOSTON, Dec. 18.—Boston branch of the American Federation of Actors, Thomas D. Senna Jr., representative, has enrolled about 150 members since the first of September. Local outfit has about 10 deputies.

Annual Boston AFA Christmas party is scheduled Christmas night at the Wells Memorial Hall.

Three straight vaudeurs—few vaudefilmers—but night club field gains

PARIS, Dec. 13.—Prospects of a vaude boom here this winter were definitely killed this month with the Alhambra reopening as a nabe six-vaude house and the Empire reopening with legit. Only big-time vaude spot remaining, the ABC, switches to revue this week, leaving only three straight vaude houses, the Bobino, European and Petit-Casino—all small nabe spots.

In all probability the ABC will return to vaude after its usual holiday revue is played out, and the new Parisiana is slated to open shortly with big-time vaude.

Apparently the Moulin Rouge Music Hall has dropped plans for running vaude this winter. The Sandrini group, controlling the adjoining Moulin Rouge dance hall, has closed the hall but is also planning a complete transformation and will open it as "the finest night spot in Europe" on May 1. As both buildings have much idle space, it is possible something big will result from the transformations.

Night spots appear to be doing fair business and many new spots are being opened. Spots opening recently in the Montmartre cabaret belt are Adelaide Hall's Big Apple, the Pompadour, Don Juan and the Aladdin. They are depending mostly on bands and atmosphere, with one or two singers and a dance team.

Picture houses are enjoying a boom. Most successful of the newcomers is the recently opened Radio City Cinema, near the Paramount. Operated by the Radio City broadcasting group, it offers newsreels, feature film and constantly changed program of radio entertainers—pros and amateurs.

Vaude Draws in Hartford

HARTFORD, Conn., Dec. 18.—State Theater, Hartford, is starting its fifth month, using 16 acts a week, changing Sunday and Thursday. Sunday shows, now allowed by law, draw big. Many units with bands play house.

Oked Now To Turn in S.S. Tax Each 3 Months

NEW YORK, Dec. 18.—After January 1, Social Security tax returns are to be made on a quarterly basis instead of monthly as has been the practice heretofore.

To simplify bookkeeping, the Internal Revenue office will permit employers and employees' taxes and taxable wages to be reported at the same time and on the same form with the quarterly "information returns."

8 Warner Houses Set

PHILADELPHIA, Dec. 18.—A rebirth of vaude in Philadelphia is indicated by the contract signed by Warner with musicians' Local 77. Two central city houses and six neighborhood theaters will have musicians, five of the latter having been without flesh for the past year. The agreement was termed "satisfactory" by both management and union officials and was brought about without the bitterness and strife that accompanied negotiations last year.

Neither side would make the terms public, but from reliable sources it was learned that the contract covered the following stipulations:

1.—Thirty-five men to be employed at the Fox Theater for a full year. Fifteen "overflow men" to be paid \$30 per week, while "key" musicians to be paid \$70 a week.

2.—Twenty-one men to be employed at the Erie Theater at \$64 per week.

3.—Six neighborhood houses will play vaude two days a week. Four houses will employ 10 men and the other two eight. Wages will range from \$18 to \$20 for the two days, according to admission scale.

Nabes that will run flesh for 35 weeks will be Stanley, Camden, Kent, Allegheny, Oxford, Alhambra and Frankford.

Wage scale and conditions are virtually the same as last year's agreement, with a few improvements in the neighborhood houses.

NEW YORK, Dec. 18.—George J. Bennett has been added to the staff at the Harry Norwood booking office here as a radio script writer and salesman.

Vaude Season Is Picking Up

Musicians' federation reports raft of new vaude spots—mostly indie houses

NEW YORK, Dec. 18.—Reports that vaude will return to one or more houses here coincide with vaude activity in the hinterlands. Flesh, supposedly "dead," is showing marked movement in many areas. According to *The International Federation of Musicians*, official organ of the American Federation of Musicians, indie owners are spreading out with flesh shows wherever possible, with name bands continuing a great draw in both indie and circuit houses.

Wilbur Cushman chain is characteristic. This circuit, now carrying leaders in shows rather than name bands, has been able to get bookings in the Rocky Mountain and West Coast sections—areas which Cushman never before served. *International Musicians* reveals that among the spots are houses in Greeley, Colorado Springs and Pueblo, Colo.; Cheyenne, Laramie, Rawlins, Rock Springs, Caldwell and Kemmerer, Wyo.; Ogden, Utah; Idaho Falls and Pocatello, Ida.; Yakima, Walla Walla and Ellensburg, Wash.; and Nampa, Calif.

Other houses that recently added stage shows are the Patio Theater, Freeport, Ill.; Globe, Bridgeport; Palace, Stamford; Paramount, New Haven; Binghamton, Binghamton, N. Y.; Pagoda, Hackensack, N. J.; Mt. Ephraim, Mt. Ephraim, N. J.; the Gates, Broadway and Strand in Lowell, Brockton and Haverhill, Mass., respectively; State, Kalamazoo, Mich.; Colonial, Nashua, and Strand, Manchester, N. H.; Variety and Orpheum, Lincoln, Neb.; Warner and Rajah, Reading, Pa.; Lyric, Allentown; Union, New Philadelphia, O.; Criterion, Oklahoma City; Ceramic, East Liverpool, O.; and Liberty, Zanesville, O.; Central, Cedarhurst, L. I.; Grand Florissant and Manchester, St. Louis, and others.

European outlook is still strong.

PERFORMER

(Continued from page 3)

deated the line of reasoning it has been inclined to apply to show business. In following this course the commission tossed aside the stipulation whereby an incorporated partnership would automatically become an independent contractor. Because the cartooning was a work which *The Chicago Tribune*, the service buyer, could direct and revise without voiding the employment contract with the artist the commission declared Gray an employee of the paper, subject to having the 1 per cent Security Tax deducted from his salary. Yet Gray and his wife had set up a duly recognized corporation to handle employment contracts. As early as February of this year the commission established a precedent for vaude and for itself by committing itself in show business on a hypothetical situation presented by motion picture producers and distributors. As cited by the Hays office, "A" company operates a motion picture theater where vaudeville in addition to motion picture is exhibited; "B" is a vaudeville actor whose services are available to owners of theaters, night clubs or any one else willing to pay for "B's" entertainment. "B" is the owner of an act. The "A" company engages "B" to perform his act for a designated number of days at its theater for a designated sum of money. By contract the "A" company reserves the right to order certain portions of the act changed by omissions or additions. These rights are seldom exercised and only when necessary to conform the act to the standards of morality and decency in that community.

In its analysis the commission likened "B's" act to lawyers, physicians, contractors and such who offer their services to the public as independent contractors.

"From the facts presented it is held that 'B' is not an employee of the 'A' company, but is an independent contractor and therefore the 'A' company would not be subject to the taxes imposed by the Social Security act with respect to the services rendered by 'B.'" concluded the commission.

Benefit Shows Aren't as Bad As They're Painted, Really

THERE'S been a lot of criticism against benefit shows lately, with the performer unions and the Theater Authority being especially bitter in their attacks. Now we are not going to defend benefit shows, but we would like to point out that they're not as bad as they're painted.

First of all, a benefit show implies some worthy cause being helped. When the Society of Neighborly Dames wants to raise money to help undernourished children it is logical for the good dames to ask performers to give just a bit of their time and talent. It is better for the society to help the kiddies than the government or other official agencies. For one thing, the benefit show will keep the good dames out of mischief for weeks and, for another thing, government and endowed charity organizations are the surest road to Communism. People have more fun running charity shows—selling tickets, making speeches, visiting homes—and performers should never, never conspire to undermine this fine neighborhood spirit.

A benefit show revitalizes the entire community. It gives the officials of the charity group a chance to make stirring speeches, it gives many organizations a profound reason for existence, it brings money to the printer, the checkroom and washroom concessioners, the landlords of halls, theaters and hotel ballrooms and the musicians. Above all, it gives everybody such a delicious glow of goodness. Benefits exert a purifying effect on all who promote them.

Of course, occasionally there are booking agents who make a bit of money arranging the show, and occasionally some money goes to the Theater Authority. There are even times when benefit sponsors are gracious enough to give some money or handsomely embossed Honorary Membership cards. But on the whole it must be admitted by all fair-minded people that benefits are a wonderful thing.

ASIDE from the charity angle, benefits provide big acts with a chance to be magnanimous. As for the lesser acts that don't work much, they can always ask the committee in charge for some of the delicious sandwiches which stagehands and others backstage enjoy so much. Another very important angle is that benefits usually occur on Sundays, when acts are laying off anyway after searching for bookings the previous six days of the week.

Now there are a lot of malicious croakers around claiming performers should worry about their own needy before rushing to benefits to help the Frances X. McQuilligan Association's annual handout to members who voted the straight ticket. That attitude is all wrong. Performers shouldn't think of unemployment or sickness or old age. They should just keep working and everything will be all right. Being antagonistic to benefits will not help at all.



PAUL DENIS

the acts care for money or handsomely embossed Honorary Membership cards. But on the whole it must be admitted by all fair-minded people that benefits are a wonderful thing.

Loew's State, New York

(Reviewed Thursday Evening, Dec. 15.)

Noble Slatke's Orchestra heads the stage show this week, the septa aggregation closing a bill of average strength—an average at the State means good elsewhere.

Earl, Jack and Betty, standard skating trio, send show off to a good start with expert routines on a mat. They work together, in pairs and singles. Two of their trickiest routines are lighting a cigaret while spinning at top speed, and one of the men whirling the other, the latter's face seeming to scrape along the floor. Routines are introduced rapidly. No time wasted.

Sara Ann McCabe, brunet, has a rhythmic voice of full and liquid quality. Did *Everybody Sing*, *Roses in December*, *Vivid Vivid*. Took an excellent hand and encoored with her impression of a swing-classical recording, Miss McCabe's material covered a wide technical range, and this technical facility, combined with voice qualities, should carry far.

Shaw and Lee, male comedy team, do an almost infinite variety of comedy, including a kind of double-talk gag business, hoks, comedy dancing, a bit of knockabout, etc. It's the kind of turn that is the result of long experience and knowledge of audience reaction. That folding leg routine is a terrific bit of business. Act had a tough time getting off.

Slatke's orchestra has a strong rhythmic beat as undercurrent to the melody. Plays, among others, *Swing Is Here to Stay*, a medley from *Porgy and Bess*, and including *It Ain't Necessarily So* and *I Got Plenty of Nuttin'* and *St. Louis Blues*. Pair delivery, with Slatke fronting well. Four Swingsters, clarinet, bass, guitar and drums, swing out with *Nobody's Sweetheart* and hot tunes. Bill Banks scores the biggest individual hit with his vocal on the Gershwin medley and his comic renditions of tunes. His different voice delineations are very good. He encoored with plenty of stuff, including comic hoofing, Sidney Bechet, ace clarinetist, scored individually also. Pic, *Conquest*. Business good.

Paul Ackerman.

Folly Theater, Brooklyn

(Reviewed Tuesday Evening, Dec. 14)

Folly has a pleasant show for a nabe house this week and the patrons love it. Presentation has plenty of variety, including atmosphere, hoofing and comedy.

Joe St. Onge and Company, one man-two girl aerial act, open. They work on rings and a bar in the upper rigging, displaying nice form. One girl does a mouth-spinning turn, supported by the second femme, and St. Onge does his piece de resistance by winding two canvas strips to his biceps and turning somersaults in such a way that he raises himself to the top of the stage meanwhile. It looks like a mean stunt. Act took a nice hand.

Dot and Dash, colored hoofers, open with a tune, *Swing for Sale*. Costumes are flashy. Boys go into rapid hoofing, with a good deal of comedy work. One impersonates a pansy with a lisp and shrill voice and does a take-off on *Stay as Sweet as You Are*. At times act develops into knockabout. A Lindy Hop by both was excellent and a session of competitive hoofing brought an encore. A fast team.

Rea and Rowe, male comedy act, have a dialog technique that is sure-fire for this type of audience. One is togged out as an aged war veteran with an ear trumpet. The other, a young squirt with a way of devastating the English language libally, shouts into his ear, often spraying him. Talk is of domestic details, old love affairs and such. Last part of act given over to singing such tunes as *Heart of My Heart*, *Frisoleus Sal*, *Sweet Adeline*. They did well.

Tyrolean Revue, four men and one girl, who were in *White Horse Inn*, present a splendid atmospheric touch in next-to-closing. Three of the men do rhythmic, slapping dances. A fourth, with a guitar, offers a yodeling number. Girl and one man follow with a dance, with the other men joining in. It's novel stuff and very entertaining. Group easily could have encoored.

Vernon and Draper, dancing and singing turn, close. Vernon, in addition to his spot with Draper, encoores the show splendidly. One of the few encoores who are natural and do not get on the audience's nerves. In his own turn Vernon solos, doing *Cuban Caddy* and *The World Is Mine*. His last tune introduces Miss

Draper in an acrobatic dance. Next is a dance by both, with Draper doing one of those loose-limbed raggedy Anne pieces with a comedy injection. Closed strong. Pic, *Sophie Lang Goes West*. House fair. Paul Ackerman.

Bobino, Paris

(Week of December 5)

Program is heavy on singers, with Jacqueline Claude, excellent vocalist; Stephen Weber, crooner, and Felix Paquet, comedian.

Novelty numbers are Gregory and Raymond, two American boys who coax melody out of vacuum cleaners, balloons and bicycle pumps; Two Soullis, acrobatic comedians; Billy Bourbon, ace tumbler; Mel and Melba, burlesque adagio, and the trained cats of Ellin.

European is running revue with Claire Francoeur. Songfest is at the Petit Casino. Ray Ventura and his Collegians are held over at the Paramount. Holl and Rey, ballroom dancers, are doubling between the Harlem and Cigale. Three Bonos, nut comedians, tripping between Casino de Paris, Alhambra and Chez Ray Ventura. Varo-Astis, jugglers, are at the Cigale. Edith Rogers Dahl, American singer, is at the Bagatelle. Adelaide Hall is opening "Big Apple" cabaret in Montmartre. T. W.

Union Opera House,

New Philadelphia, O.

(Reviewed Friday Evening, December 10)

Revue Glorified Unit

Good talent plus international flavor makes Earl Taylor, vet producer's most ambitious stage effort, *Revue Glorified*, highly entertaining.

Standees at both shows opening night, with his Saturday topping the opening day. Taylor uses no names in his newspaper exploitation for his local engagement buildup, but has the folks talking plenty about his show before the end of the first day in town.

There are more than 30 in the company, which offers lots of variety pleasingly presented. Vaude turns make up the nucleus of the unit, with an ex-burlesque comedian as the outstanding comic, 14 girls in line, with a half dozen big scenes that would do justice to musical comedy. Taylor has dressed up this year's edition in great style, giving much detail to staging. He has kept the production fairly void of risqué lines and nudity.

Opening introduces Gordon Bennett, tenor, who does well with the song assignments. Entire company makes its bow in a better-than-ordinary first number, climaxed by an exotic dance by Connie Cella. Wardrobe is fresh and flashy.

Action gets under way with the appearance of Rasso and Duval, jugglers, who do an amusing repertoire to prolonged applause. Next is the *Compo* number, one of the most effective in the program. It features Bennett, tenor; Connie Cella, soubret, and Ona Mayo, soprano. All three got good hands and the gals romp thru difficult dance session.

Ray Taylor does impressions of stars most capably. His Amos 'n' Andy bits are his best. Harry Harper picks a mean banjo to good audience response, climaxed with a better-than-average Western number, while gals are on for a neat roping novelty as Bennett solos again.

Harriman and Evans, eccentric dance team of the slapstick type, keep up a continual and amusing chatter. Their dances are difficult and they had to beg off. Coo Coo Morrissey, from burlesque, gets a lot of laughs with the much-used crazy house bit with the aid of several stooges. He stops the show later with his drums novelty, which has been a part of his repertoire for many years.

Probably the most pretentious scene of the show is *Pretty Girl*, in which ladies of the ensemble parade in lavish costume creations as Bennett sings the title number and Rita and Roul, accomplished dance team, lend variety. Number gives an excuse for a living curtain which is new to the folks of the small towns.

Everybody is on for the finale. Few units out today any better than this one, which gives patrons of larger movie houses hereabouts a lot of entertainment for a half dollar. An orchid to Del Smith, musical director for the smooth presentation.

Film, *Big Town Girl*, the average. Rex McConnell.

Vaudeville Reviews

Golden Gate, Frisco

(Reviewed Monday Afternoon, Dec. 13)

Benny Rubin contributes song, dance and imitable quips to the vaude turns he presents this week. The bounding Billmorettes, three blondish girl athletes, won heaviest applause. But close behind were the Novella Brothers in the old variety classic known as *The Love Birds*.

Fitz and Cahill were revealed as comic dancers of a refreshing type, and the Three Randall Sisters pleased with harmonizing, Southern style. Miss Chic Kennedy offered a one-woman show in song and characterization.

Sally, her dog and her acrobatic boy friends and a strong-jawed European, who swings a trunkful of femininity in circles, gave the bill a rounding out in the old two-day manner. To give the show a new flip Maestro Jay Brower handed over his baton to Benny Rubin to impersonate with dialectic skill the comedian himself.

Enhancing the finale were the Peggy O'Neill Beauties in a routine with white-wing effects.

The entire show is generous and varied and more pretentious than usual, even tho the salesmanship of emcee Benny Rubin would make something of much less. The sum total of the stage fare neatly balances the screen showing of *Victoria the Great*. Edward Murphy.

Brixton Empress, London

(Week of December 6)

This London neighborhood houses three headliners this week from the States.

Moray Sisters, two English girls, are fairly efficient high-kicking, ballet and tap dancers.

Hope and Ray, man and woman cross-chatter team, get laughs with topical gagging. This is a type of act that always goes over strong at this spot.

Edison and Louise are the first of the American contingent. Couple register solidly with a bright melange of hoke comedy, plus freak instrumental work and some smart tricks by a pooch. Act is entertaining thruout and okeh for any theater in Europe.

Vic Oliver, who comes on to a reception, closes intermission. Gags, clowning at the Ivories and on the fiddle and generally proves his ability to be classed as a reliable headliner.

Bud Cordell wins laughs and applause with comedy cartooning.

Bert Nagle and Company (latter are two girls) are recent arrivals from America. Act is a corker, full of comedy, novelty and skill. Nagle does a comedy cat impersonation that tops anything of its kind seen here. His agility and amazing leaps are astounding. Hilja, one of the girls, gets a big hand with a dandy acro-dance and contortionist routine. Show-stop.

Stainless Stephen, English North Country comedian, comes here with a radio reputation. Holds the stage for 15 minutes with the most boring and unfunny talk that this reviewer has heard from any comedian in a generation. It says much for the tolerance and good nature of the locals that Stephen, definitely not "Stainless," was given a hearing and a fair reception.

Wetzel Sisters, two Continental gymnasts, make a swell closer. Girls do smart tricks, including daring trapeze evolutions, in showmanly manner. Bow off to insistent recalls. Bert Ross.

Orpheum, Lincoln, Neb.

(Reviewed Thursday Evening, Dec. 16)

Tossing in several new gags and presenting a stronger show than during their previous appearance in this territory more than a year ago, Browne and LaVelle, the Alka-Seltzer air salesmen of many weeks, have forsaken their old show tag, *Comedy Stars of Hollywood*. This one is called *Hollywood Sketchbook Revue*. Show leaves the Cushman Time here, hopping south for two or three weeks. Will go again with Cushman after mid-January. Show has R. Patrick Sutton as explainer and manager, he also being responsible for the gags and bits used by the Browne and LaVelle combo.

Getaway number is by Milan and Marlowe, dancing youngsters. Girl gives to the act by appearance, but not in talent. Best is this first try, since their effort later in show is Arkansas goofery and

only for those left who laugh at blacked-out teeth.

Besides Browne and LaVelle, the other big act in the unit is the Six English Macks, acrobatic and teeterboard artists. To provide the second act on the bill, the Macks break into a trio, taking the name of the Three Byrons for a short session of knocking heads together. Pretty good.

Bill Outhrie, singing cowhand tunes, one of which is supported by a toe number with Dolores Norton, looks slightly incongruous in tux and carrying a 10-gallon topper. Real pick-up of tempo and class for the show comes with Weyman and Mack, musical turn. Banjo, violin and guitar used, and goes over with a wallop. Girl's violin is very good.

The Macks are next to closing, the high toss from the board of one youngster to a perch being the feature. Gymnastic cut-ups are good. Browne and LaVelle, fat gal and slim guy, tote in their chatter at this point, and it's all very funny. One nice touch is the noticeable lack of need for a mike except in minor instances, not only in the headline act, but all during the show.

Consumes about 50 minutes. Picture is *Westland Case* (RKO) and business good. S. Owe.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Dec. 16)

Straight vaude policy and admission cut still favorite here. Second show opening day ran 75 minutes. Six acts, with Red Skelton emceeing.

Nick Lucas, crooning troubadour, still retains that vocal flavor which only his pipes can offer. Ease, ability and mellowness of song selling and guitar plunking gave him nice mitt clapping after *You Can't Stop Me From Dreaming* and *Once in a While*. Audience requests were *Josephine* and *Tip Toe Thru the Tulips*. Pinal encore was his corking good work with *Red Mr. Sisk Schoen*.

Skelton tickled the ribs with his clowning, a pleasing departure from the usual stuff handed out by emcees. The customers went into guffaws over his burlesquing a fem's a.m. awakening ritual, of doughnut dunkers and stair walker uppers and downers. Skelton sends each of the acts off to a well-balanced intro. He uses a fem assist in some of his work.

Three Samuels and Harriet Hayes (acro) hit a bull's-eye with their precision tap and program of pratt falls.

Two Zephyrs blew in like a Nor'easter and took all the applause in their wake. Septa lads have one sweet act, each of the three portions a turn within itself. Start off with washday paraphernalia transformed into musical instruments. Next is a well-co-ordinated slow motion of a dice game and its progress into a tragic end for the two participants. Ace pantomime—with the easy and difficult bits treated alike. Soft-shoe clog winds up an entertaining session.

Woodford's Pets, comprising a bunch of dachshunds which go thru a zippy routine of tricks. Audience liked it and the hunds were given a nice send-off.

Variety Gambol (seven), acros, jumpers and trampoliners, went thru a fast-paced session of business, better than its previous Metropolitan Theater appearance. Revamping greatly noticed and the act is better for it. Pic, *Trouble of Midnight* (U). Biz good.

Sidney J. Paine.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 16)

First half of current bill offers the annual presentation of a religious tableau apropos of the imminent Christmas holidays and spirit. A gorgeous spectacle depicting the Nativity, *Peace on Earth*, with special settings done by Sergei Soudelkine, and the whole thing enacted behind the softening effect of a scrim drop. It presents Edwina Eustis in a soprano hymnal offering, backed by the choral work of the ensemble, blending background effects with soft intermingling of Christmas carols.

A fantasy, *The Toy Princess*, based on the dance pantomime, *Coppelia*, of DeLibes, makes up the remainder of the stage show. Besides being a timely subject, the presentation also serves as a reminder of the Dance International currently in progress in another of Mr. Rockefeller's houses, the Center Theater. Adjunct to and incorporated into the pantomime is the Punch and Judy show of George Prentice, cleverly mounted and cleverly executed; the double and solo ballet work of Eleanor Tennis and

Andre Eglevsky, with Eglevsky getting the nod for his neat and sure work in his solo turn; a rag doll dance by Jessie Draper, assisted by Robert Vernon, an amazing exhibition of flexibility, and the unbilled efforts of a sailor quartet in a hornpipe stilt and also of a trio of Scotch lassies in a suitable short turn.

The dependable Rockettes get an extra round of applause, besides the one for their faultless precision, for a novel effect achieved at the windup of their routines. As the girls graduate themselves into pyramids, they turn on multicolored lights attached to their cape-like costumes, giving a pretty effect of blinking Christmas tree lights. The Corps de Ballet serves to frame the work of Tennis and Eglevsky very prettily.

Screen offers *I'll Take Romance* (Columbia), and a Walt Disney cartoon, *The Old Mill*, is thrown in for honest measure. Not a full house opening night.

George Colson.

State-Lake, Chicago

(Reviewed Friday Afternoon, Dec. 17)

A long show this week, six acts, an orchestra and two line numbers comprising the pre-Christmas flesh present. Verne Beck's Orchestra opens on stage and the line follows with a mass tap routine in brief skating costumes, executed to holiday flavored music. Stock arrangement, but entertaining.

Johnny Sanna netted a heavy reception with his fancy tapping and monkey dance that boasts of some intricate acro tricks. Combines a few comedy bits to make the act a novel one.

Maudie Hilton and Gladys Fox are next with a talk session that went over despite familiar material. The rough lines go well in this house, and Hilton's salesmanship milks sock laughs out of it. Gladys makes a striking and helpful straight.

Betty Lee stopped the show with expert xylophoning. The girl is an attractive brunet and as capable a player as any of her male competitors. It was her evident ability displayed with an abundance of appeal that won the audience.

Markell and Faun, comedy acro dancers, came too late in the bill to make a proper showing. Familiarity of the man's acro tricks with that of Sanna's, on earlier, was no help. Their god and country maiden struts are amusing.

Muriel Parker and Charles Fredericks, romantic song pair, have the appearance, material and voices to make an effective McDonald-Nelson stage pair. Deliver sure-fire and time-mellowed numbers and please well with an arrangement of *Blue Danube*, trimmed with swing ripples (warbled by Miss Parker), and a modern version of the quartet from *Rioletto*.

That Jed Dooley had a tired house laughing in the closing spot is to his credit. His dry talk and versatility with a unicycle, type and bicycle held attention and garnered a big band. Andre Evans, a pert miss in brief wardrobe, is spotted with Dooley.

The line folds the curtain with a dummy dance. Good house first showing opening day. On screen, *West of Shanghai* (WB).

Sam Honigberg.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 15.)

It's music in the Morgan manner for the Para patronage on this trip. And for all the swell harmonies this band can produce, it was the music in the "Molish" Morgan manner that roused the stub-holders from their seats. With *Bei Mir Bist Du Schoen* doing a Yes, We Have No Bananas these 'round and 'round days, Russ Morgan was a decided show-stopper with the swingy singy. In fact, show caught had him doing the ditty three times, the crowded house yelling for more.

Morgan capably demonstrated his own capacities as trombonist, pianist and warbler for a medley of pops, and petite Bernice Parks is the agreeable chanteuse for a roundelay of chants, both the bawl ballads and the snap yo' fingers sort.

Music is agreeable enough, but not the silky straits associated with Morgan. An arch-enemy of swing, the large band leans to the *Ldwehosa* and *Wang Wang* blues. And it's left leaning there.

For the entertaining qualities, three standard turns fill. And one for the books, an acrobatic team stands out. The Ghezzi, Paul and Nino, click handsomely with the same act they've been trekking the boards for the past 10 years or so. The hand-to-hand feats show unusual endurance powers. Sure-fire encore is upside-down bis for a truck routine on their hands. They called it the Black Bottom when that

step was in style. And while step fads fade, this one is beaucoup under any name.

Eddie Garr is essentially a grand comic for the solo gags and mimicry, but fails to build his solo turn to the smash it might have been. *Zing Went the Strings of My Heart* is still in the script and still sellable. Only Garr is getting mighty careless in his delivery. His poor sense of timing gags and stumbling on lines would ordinarily make for the hen fruit. Fortunately, the house was in a good mood, thanks to what preceded, and Garr had no chestnuts to pull out of any fire. He comes thru all right, but it's mighty close.

Hour's layout gets off fast with Chilton and Thomas as the starter, the septa boy-belle team making rhythmic tapes with their booties to the delight and enjoyment of everybody concerned.

Screen filler is *True Confession* (Paramount).

M. H. Orrodenker.

Roxy, New York

(Reviewed Friday Evening, December 17)

The crop of Class B and C pictures brought into this house by 20th Century-Fox doesn't seem to be doing attendance figures any good, and a less than fair house on opening night broke the hearts of nearly everyone making up a darn good bill. Altho the stage show is no great shakes on paper, still the film must be held to account for the discouraging draw.

Opening is Paul Robinson, harmonica wizard, manipulating during one medley at least a half-dozen mouth organs, pulled out of every conceivable pocket. *Tiger Rag* and *St. Louis Blues*, wherein he sustains a lengthy note, are good for hands, and a short sketch in which he makes his instruments all but talk helped raise his stock considerably.

Lewis and Van, tappers in the deuce spot, raised the roof at the Paramount with their sure-fire precision and lightning steps, but here they raised a ripple, the limit to palm-pounding this show even for show-stoppers. The singing quartet, the Merry Macs, from Al Pearce's program over NBC, are possessors of cute stage personalities and a nice sense of comedy, besides their harmonizing accomplishments. The three boys and a girl are more welcome than the usual run of their ilk.

Motter and Davis have improved and polished their graceful strong-arm stuff since their last appearance here. Beginning where other teams leave off, the pair gives an amazing demonstration of power and beauty of motion. Boys are beautifully proportioned and seeming smallness of the understater gives their difficult tricks added impressiveness.

Nice, Florio and Lubow have a slow-motion sequence to brighten up an otherwise familiar outline of dance satirizations. Quite a bit of knockabout and a tap-dancing session are included in their offering.

Appearing by courtesy of Universal Pictures, Larry Blake offers a treat in character impersonations. His manner of unfolding a characterization is entirely novel. Using no turning of the back methods or of screwing up of features, his characters materialize before your eyes, like a Dr. Jekyll-Mr. Hyde metamorphosis, even as he explains the various peculiarities of the persons he is about to impersonate.

The Gae Poster Girls don Scotch kilts and shoulder rifles in military formations for the finale.

Paul Ash leads the pit boys with credit and also handles some of the emceeing by remote control.

Screen offering, *Charlie Chan at Monte Carlo* (20th Cent.-Fox).

George Colson.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 17)

December Rhythms, as this brief stage conglomeration is labeled, is not too rhythmic, critically speaking, principally because of a couple of acts that, while good, do not belong in this cold Music Hallish house.

Initial offering, to be sure, is good. The 16 girls in snappy costumes spring up from the pit and on the stage with a frivolity concocted to introduce Emerson Froom, ballet tap dancer, on a tall pedestal. He is impressive in a soft-shoe routine with a fast acro finish. Tops in appearance, too.

Ada Brown, colored mammy warbler, is still brimming with personality, but it's somewhat pallid here. Especially so since she tried to sell the numbers that went over in a late local black-and-tan spot. Did *Alabama Barbecue*, *Some of These Days* and closed *Sust-Quing* with

the line that was peppery in a cakewalk fancy.

Frakson, the magician, is the other act that went well, but then his type of work will do well almost anywhere. Despite his broken English, which in spots is a help rather than a hindrance, he sells his tricks with the expertise of a veteran. A couple of his feats truly are brain twisters: the vanishing radio and the heaving cards from a large beer glass.

William and Joe Mandel, the familiar *Springtime* clowns, had a pretty hard time getting laughs with their good hand and foot-balancing nonsense. Take this turn in another theater and they will stop a show. Their closing head-stand trick stirred up the customers to a good head.

House talent, including Rudy Wagner at the piano and Adrian Friche and his violin, is employed for the *Giant Piano Fantasy* finale. While the idea has been used before, it is good for another round, especially during these pre-Christmas days when everything novel is preserved for the holidays. The line, half of the kids working on an elevated platform in the form of a lifted piano top, toes thru a dreamy ballet routine that blends with the classical music played by Wagner and Friche.

House poor second show opening day. *True Confession* (Paramount) on screen.

Sam Honigberg.

Paramount, Los Angeles

(Reviewed Thursday Evening, Dec. 16)

A pleasant variety show graces the Paramount stage this week, with music, dancing and comedy nicely proportioned to make up an hour's diversion. Terpsichorean turns of the Fanchonettes hold the eye, and the standard acts of vaudeville are of the better grade.

Larry Kent and orchestra, in their second week here, opened with an intriguing special arrangement of *Johnny One-Note*, with vocals by Mary Lou Cook, a slender looker. They follow with a novelty arrangement of *We're Working Our Way Thru College*, in which the entire band participated, the boys trying the old college gag in fragments of song on Miss Cook, who impersonated the weary housewife tired of listening to the same old story.

The Fanchonettes did *Seten Takes a Holiday*, which they presented several weeks ago. Costumed in red satin outfits of abbreviated type, they perform the dance against a backdrop representing the devil himself in white tie and tails, an effective setting. They returned later to offer a classic version of Gounod's *Ave Maria*. Attired in white nun's costumes and carrying two candlebrabs, the electric flames of which blinked on and off, they made an impressive and beautiful picture against an enormous stained-glass window background.

Clyde Hager, pitchman comedian, has a turn in which he sells potato peelers, giving away with the article an amazing variety of cook books, shoe polish, face cream, chamomile cloths and the like. His pitchman's spiel is humorous, fast and efficient.

Russell and Tracy, clever acrobats, did an amazing turn on crossbars. One of the team is a straight man, the other a comedian, and both are expert in their work. Their swings, turns, flights thru the air, somersaults and other feats were presented easily and gracefully. An excellent act and the audience liked them.

Dolores and Andre, another of those interminable comedy knockabout teams posing as a ballroom duo, were last on the bill. Somehow we grow weary of these teams; they all have the same routine. This pair is clever, but it could do with a better act.

The Fanchonettes in a solid routine finished the show. Business was swell at the evening show, not a seat to be had.

David Arlen.

Fox, Detroit

(Reviewed Friday Evening, December 17)

This week's opening was better than in several weeks, stage show and James Cagney in *Something to Sing About* dividing the honors.

Opening is symphonization of *Smoke Gets in Your Eyes*, plus added themes

by Sam Jack Kaufman's Orchestra. Melody is by Frank Connors' melodious tenor, which appears to have added a deeper quality.

The 16 Gae Poster Girls come on for a well-timed pony number, returning for a reminiscent comedy number in hoop-skirts and pantalettes, and closing the show with black-face masks in an ecstatic *Sadie-Q*.

Ace spot goes to Gower and Jeanne, who do a ballroom dance routine in satiric mood.

The Maybrach Duo, unicycle act, open with the man holding the girl aloft on one hand and follow with some amazing stunts on the wheel, the girl doing some on her own. The male member does a number on an eight-foot perch wheel atop a two-foot-square table and does hoop juggling, balancing and twirling simultaneously while riding, with as many as 11 hoops going at once. Should be near tops among dumb acts.

Count Basie's Orchestra, new colored aggregation, has a well-liked swing atmosphere, featuring a strong sweet brass section. Featured trombonist, saxophonist and vocalists all rate mention in a band that works well together.

Septa end of the show was well held up by Billie Holiday, a vivacious songstress, with *Getting the Fun Out of Life*; James Rushing, jovial heavyweight singer, with *My Cabin of Dreams*, and Cook and Brown, one of the fastest tap, buck and wing combinations going, who add eccentric comedy to boot.

Show proved that a good colored attraction can still draw a good house.

H. F. Reeves.

Ready for Vaudeville

LINCOLN, Neb., Dec. 20.—If vaude ever returns to its former vigor, Charlie Gorr here won't be found wanting.

Charlie was guardian of the stage door for Orpheum Circuit houses in Omaha, Des Moines and Kansas City for 30 years. For the past 10 years he's been doorman at the Nebraska State Capitol, which, viewing the legislators' and politicians' antics, he says, is just the same—without the layoffs.

West End, N. Y., Folds

NEW YORK, Dec. 18.—West End Theater, located on 125th street in Harlem and opened several weeks ago by Harry Brock in an attempt to switch the house to black and white presentations from its former burly policy, became dark again this week.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
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Club Talent

New York:

MITZI MAYFAIR will succeed Dwight Fiske at the Savoy-Plaza January 10. . . . According to Leslie and Rollins, and contrary to a line that appeared in a recent ad in *The Billboard*, the team is not being managed by Paul Lester. . . . **RUBY ELYZ**, colored soprano, lost a \$100-a-week job at the Kit Kat Club after she had entertained Mrs. Roosevelt at the White House. She told newspapers the club let her go because she didn't sing the "right kind" of songs.

VELOZ AND YOLANDA will go into the Plaza Hotel next month. . . . **ALBENICE** is a holdover at the St. Moritz. . . . **HARRIET BURKE** replaces Julie Phelps-Hall at the Rainbow Room and Grill, as her New York debut. . . . **CONTINENTAL TRILLIETS** will return to the Wivel Restaurant upon concluding their engagement at the Park Central Hotel. . . . New combo of **COOK AND SNODGRASS** opens at the Show Bar, Forest Hills, L. I., Christmas Eve. . . . **APRIQUE** is on his way here to open at the Rainbow Room January 12. Bobby Goodman, his personal manager, preceded him.

Chicago:

BHETTA RAY returns to the Royale Proles in February after closing her current engagement in two weeks. . . . **SID TOMACK** and the Reis Brothers are being held for the third consecutive show in that spot. . . . **CALIFORNIA VARSITY EIGHT** go into the Chez Paree after Harry Richman's engagement. . . . **FRANK LIBUSE** opens at the Hi Hat Sunday (26). The club, incidentally, will be enlarged to twice its present capacity next year. . . . **HARVEY THOMAS** and Bob Tomlinson have opened a booking office in the Loop. . . . **NICK CASTLE**, formerly of Castle and Pay, just drew a new five-year contract with 20th Century-Fox as dance director. . . . **BARRY, BREEN** and **WYLER** moved into Colostino's. . . . **ABE LASTPOGEL**, William Morris chief, was in town on business. . . . **ADAIR**

ADAMS holidaying here.

JANE RUBEY added to the 606 Club show. . . . **BERT GILBERT** left for Milwaukee to play a return engagement at the 26 Club.

JACK GILFORD opening in Miami Christmas week. . . . **SHERR BROTHERS** are headed for the same city the second week in January. The boys, incidentally, got a break in the Harold Teen cartoon recently. . . . **THE DUANOS** dancing at the Rancho San Pablo, San Francisco.

Here and There:

SENIE GAMSA spotted Ann Suter into the Commodore, Detroit. . . . Also placed the Chateau, Milwaukee, show, which includes Lee Morse with Bob Downey, Six Faith Bacon Girls, Lester and Irma Jean and Bud Sweeney.

ESTELLE AND LEROY upon closing at the Casino Municipal, San Remo, Italy, will take on a two-week date at the Tabarin-Variety, Nice. . . . **JOHNNIE WAGES** and **EVELYN TOWNLEY** open at the Havana, Detroit, January 10. . . . **DEANA AND DEL CAMPO** will remain at the Royal Palm Club, Miami, indefinitely. . . . **JACK BALLARD AND BILLIE RADE**, Martin and Marya, and the Lane Sisters are the current attraction at the Hotel Claridge, Memphis. . . . **LEWIS AND AMES** start at the Cinema Theater, Miami, December 24. . . . **AL PARKER** opens as emcee for Flamingo Park, Miami, December 26. . . . **JAYDEE THE GREAT** is being featured at the Hofbrau Club, Lawrence, Mass. . . . **VERNON AND VANOFF** are current at the Jefferson Hotel, St. Louis.

JACK STACEY was held over at the Casino, Lancaster, Pa., until the 15th. Now he is Florida-bound for the winter. . . . **EDDY AND EDDY**, current at the Showboat Ballrooms, St. Louis, open Christmas Eve at Moonlight Gardens, Springfield, Ill. for a month's stay. . . . **REDFORD AND WALLACE** are winding up a two-week engagement at the Mayflower Hotel, Jacksonville, Fla., from where they go to Miami for three weeks. . . . **CARLOS AND DOLORES**, after a three-week stay at the Clover Club, Sharon, Pa., open at Castle Farm, Cincinnati, Christmas Day for Jack Middleton, Cincy booker. . . . **HOLLY AND LEE DAY** are in their 60th week at Burr Hollow, Hollywood. . . . **FRANCIS AND WALLY** have returned to Chicago for vaude dates after a fling at Midwest night clubs. They open in Winnipeg, Can., December 26 for the Billy Diamond Agency. . . . **"SPARK PLUG" GEORGE** has returned to Pittsburgh's Harlem Casino. . . . **DOROTHY ADAMS** is billed in Larry Steele's new edition of *Harlem in Spring*, which opens December 23 in Pittsburgh. . . . **DAVIS AND DAVIS** are stepping at Lew Mercur's theatrical night club, Pittsburgh. . . . **NEECE MEEHAN** is in his ninth week as emcee at the Watkiki Hideaway, Baltimore. . . . **EDDY MORTON** is at the Variety Music Hall in the Oregon Hotel, Portland, Ore.

Football Champs Take Vaude Dough

WASHINGTON, Dec. 18.—Loew's Capital this week took advantage of town's dizzy football following by headlining Redskins Cliff Battles and Charlie Malone. Act runs 14 minutes, being introduced by WOL Sports Announcer Tony Wakeman, who during the past season announced Redskin games for local sponsor. The act immediately follows movie shots of some of Cliff Battles' spectacular, field running and Charlie Malone's pass catching. Only concession to football uniform during act is the helmets.

Fan following developed by the championship team is being regarded as phenomenal by sports writers throughout the country.

Sandler Sets Cruises

NEW YORK, Dec. 18.—Phil Sandler, who has been booking the U. S. Lines and the Panama Pacific line for four years, has just set 20 acts on the Virginia, sailing December 24, and the Manhattan, leaving December 27. Paul Winchill is booking two orchestras and a full program of acts for the Bremen's sailing December 28.

Detroit AFA Forces Clubs To Restore Canceled Floor Shows

DETROIT, Dec. 18.—Two sudden cancellations of shows by night spot operators were settled by having the spots take back the shows and pay for the full week, even the one night's work was missed, thru intervention of Walter Ryan, deputy of the American Federation of Actors, here this week. First spot was the Beach Garden here, which canceled after the first show Monday. Only reason given was that the proprietor didn't like the show. This was settled by Ryan personally.

Second spot, Merry-Go-Round at Dayton, O., canceled four acts, some of them

top-line names, not even allowing them to go on Monday. This was settled by Ryan thru long-distance phone and wire work on Tuesday, with the acts going back in. AFA secured an agreement from the proprietors that there will be no more cancellations and that they would pay for seven nights' work, altho the acts only worked six nights.

Ryan said Peter J. Iodice, of Amusement Booking Service, who booked both shows, was to be commended for his insistence that the acts were of good quality and that managers had no grounds for cancellation.

Reviews of Acts

Kirk and Lawrence

Reviewed at the Orpheum Theater, Los Angeles. Style—Comedy. Setting—Full stage. Time—Seven minutes.

Kirk and Lawrence are oldtimers in vaudeville and they have a good standard act. They come on with fake horses, using their own legs for locomotion, with stuffed ones hanging over animal's saddle. They gallop, post, canter and buck, and the results are extremely comical. Team offers usual comedy routine, fairly new jokes and an amusing bit of roping. Male member does take-offs on Buffalo Bill, Sitting Bull and other historic figures, all in comedy vein. Audience liked them and they galloped on several times for a bow, riding off in an amusing strutting style. D. A.

Hilton Sisters

Reviewed at the Orpheum Theater, Los Angeles. Style—Songs and interviews. Setting—In one. Time—Seven minutes.

Violet and Daisy Hilton, "Siamese Twins," hardly need an introduction. Clad in blue satin, they opened with a good harmony arrangement of *Moonglow*. Orchestra Leader Al Lyons next interviewed them, asking some pertinent questions regarding Violet's marriage and their life together; but it must have been stock stuff.

Blue Hawaii, in a special harmony arrangement, completed the presentation. The Hilton Sisters grow older, it is apparent, and when they are not smiling at the audience their faces reveal a look of unhappiness, which isn't exactly entertaining. D. A.

Dorothy and Lou Rella

Reviewed at the Orpheum Theater, Los Angeles. Style—Novelty act. Setting—Full stage. Time—Eight minutes.

Lou Rella has an amazingly strong mouth and set of teeth. He fastens his jaws on a heavy table and lifts it from the floor, balancing it. He then places Dorothy in a chair, picks up the chair and balances it in his teeth. He places a strap around his partner, grasps the end of it in his mouth and whirls her in a wide arc, faster and faster.

Perhaps the act's top attraction is Rella's stunt of locking his partner into a big steamer trunk, attaching a strap to one of the handles, grasping it in his mouth and swinging trunk, girl and all clear of the floor in a wide arc—a mere matter of about 160 pounds. The man is good in his specialty, but whether it can be termed entertainment is a matter of question. D. A.

Mary Dees and Monte Blue

Reviewed at the RKO-Keith Theater, Boston. Style—Interview and dramatic. Setting—In One. Time—15 minutes.

Mary Dees is the much-heralded stand-in for Jean Harlow, having completed the late star's last picture.

Monte Blue, silent flicker hero, opened the act with self-kibitzing, and then put on the build-up for Dees, explaining the vacillation of MGM to either scrap or shove the *Saratoga* pic. Then out comes Dees in an evening gown. Fate put her in the limelight, she said, and she got the mitt slaps when she said she relied on the public's liking for her success.

Dees and Blue worked a scent from

Blonde Bombshell, in which Dees portrayed Harlow as Lola. During Blue's announcement, Dees stood off a bit to allow the customers to gawk at her Harlow likeness. This scene was the best within the quarter hour.

Interview was too stilted, too obvious. Harlow-Tracy business would have been better radio fodder.

Dees got a good hand for their p. a., and the house biz was exceptionally good. S. J. P.

Joyce Brothers and Dean

Reviewed at the Oriental Theater, Chicago. Style—Dancing. Setting—In two. Time—Five minutes.

A speedy entertaining swing dance turn presented by two young chaps and a shapely attractive female partner. Not a dull moment here, three routines performed in five minutes.

Open with a foot-loose number, closing with sock mass Russian steps to modern music. Then a Sus-Q embellishment, which is equally as good, and close with acrobatic challenges greeted here with fine hand mittings. S. H.

Ted Leary and Ruth Craven

Reviewed at the State-Lake Theater, Chicago. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes.

Leary is a singing emcee, minimizing vocal work and specializing in gags and stories. Miss Craven is an attractive songstress who delivers a few numbers on her own and is Leary's sparring partner in the talk session. Here Leary doubled as the house emcee, in addition to his appearance in his own act.

Entire turn is only of fair standard, however, with Miss Craven responsible for most of the applause. She opens the act warbling *Goodby, Goodby, Goodby; That Old Feeling, The Lady Is a Tramp*. Leary joined her for *Vient, Vient*.

While Miss Craven has no strong legit voice, her delivery is charming and capable of holding attention. Leary, following some gags, piped *Blossoms on Broadway*, which was only fair. S. H.

Barry, Breen and Wyler

Reviewed at the State-Lake Theater, Chicago. Style—Knockabout. Setting—Full stage. Time—Eight minutes.

Two men and a woman presenting a funny knockabout turn.

Come on for a straight opening and follow up with tricks and nonsense that have a generous sprinkling of laughs. Men do some difficult feats, a test for strength and endurance. The bit with the woman in horseback riding position on her partners' hands midway of the act is good for a few belly laughs. S. H.

Doyle To Head Unit

LONDON, Dec. 13.—British vaude is going in for freak attractions to head vaude units. Jack Doyle, boxer and singer, heads his own unit over the General Theaters and Moss Empire's circuits, opening a 15 weeks' route at the Birmingham Empire today.

Betty Kirby-Green, British aviatrix and former club proprietress, who recently smashed the London-South Africa and return air records, is heading a unit over the same circuits.

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Burly Talent Eyed for Air

NEW YORK, Dec. 18.—Burlesquers playing local houses have been or will be eyed by advertising agency scouts eager to unearth new radio talent. The lack of radio-training grounds such as vaude has caused the Madison Avenue moguls to peer into the burly spots in the hopes of finding talent that will be suitable for broadcasts. Radio's own failure to develop its own outstanding comedians and the rising talent costs of names are additional factors which are causing the agency scouts to be on the lookout for possibilities.

The search, it is understood, is confined to the pants-wearing sex. While scouts may not close their ears to any vocal charms of burly's feminine entertainers, agency men are especially on the lookout for dialect comics who might score on the air. Actual style and delivery rather than material are the scouts' objectives. Agencies as a rule don't expect comics to provide their own material, as even the top-money air comics pay gag writers for the funny lines. Style rather than material is what the agencies want. Jack Pearl and other burlesque-trained comics have shown the younger scouts that burly has trained some of the best funny men on the air.

New Names, Faces In Circuit Shows

NEW YORK, Dec. 18.—New shows, titles and changes in casts in both circuit and stock productions were announced this week. Pace Makers opens at the Avenue, Detroit, December 24 with Amy Fong, Sam Raynor, Murray Briscoe, Harry Evanson, Evelyn Whitney, Ruth Donald, Les Sponser and Alexanne. Opening at the Roxy, Cleveland, December 24 is *Merry-Go-Round* with Steve Mills, Jack Greenman, Viola Spaeth, Jimmie Walters, John Grant, Dorothy Maye, Deanne Lee and Vicky McNeely.

In *Vanity Fair*, opening at the Rialto, Chicago, December 24 are Al Golden, Diana Logan, Max Coleman, Benny (Wop) Moore, Harry Bentley, Irving Karo, Collette and Romayne. *Big Rescue* opens at Cincinnati's Gayety, December 24 with "Slats" Taylor, Tommy Raft, Eddie Lloyd, Tom Bundy, Ermaine Parker, Dorothy Dee, Jade Rhodora and Rance and Gordon. *Smart Set* is slated to open at the Garrick, St. Louis, December 24 with Harry Clexx, George Lewis, Marie Voe, Leona Lewis, George Kaye, Cecil Vendell, Johnny Cook and Bobby Burns.

Jazz Babes goes into the Palace, Buffalo, December 24. Mike Sachs, Alice Kennedy, Charmaine, Billy Arlington, Max DeVol, Jack LaMont, Diane Johnson and Ruth Brown are in it.

John Barry and Evelyn Brooks open with *Fus Parade* December 27 at the Casino, Pittsburgh. Lovely Lane, dancer, goes to the Old Howard, Boston, January 3 for a week's added attraction. Billy "Scratch" Wallace opened Friday at the Republic for a week.

Jack Greenman, "Slats" Taylor, Ermaine Parker, Dorothy Dee, Jade Rhodora, Harry Clexx and Marie Voe were booked by Milt Schuster. All others by Phil Rosenberg.

Youngstown Lights Up

YOUNGSTOWN, O., Dec. 18.—Buddy Kane will give burlesque another try here, starting Friday, December 24, when the Princess will reopen after being dark for several weeks. Business recession and unemployment here caused the spot to fold. Policy will be continuous stage revues, combined with vaude acts and films. New company is now being picked. Lee Cannon continues as manager.

22 Years for Michaels

SAN FRANCISCO, Dec. 18.—Charlie Michaels, manager of the Kearney Theater, is rounding out his 22d year in the business. House is one of the most intimate in town, as it seats less than 600. Jack Kirkwood is producer and works as straight man. Phyllis Lane, Diana Redburn and Lilly Jolly are current peelers. Biz reported off. Michaels at one time operated 18 shows in California, but he has dropped 16 of them.

Notes

New York

HERMAN FERBER and Inez Marvin retired from the stage at the Roxy, Cleveland, December 16, former to enter the furniture business with his dad in Chi and latter to keep house.

FRANCES ROBERTS busy working on a new dance, *Vulture*, at her home in Sunnyside, L. I. ROSE BERNARD returned last week to the Wheel, nitery in lower Manhattan. Previously held over for a record stay of seven months.

GAY KNIGHT left the Star, Brooklyn, December 9 to open the next day at the Shubert, Philly, while sister, June March, is held over at the Eltinge.

PATRICIA PAIGE opened in Rochester, N. Y., last week. BETTY ROWLAND, replaced by Jay Leta, moved back to the Republic from a week's stay at the Eltinge across the street. Eighteenth week at the Republic for Betty and Gus Schilling.

EVELYN ARLINGTON, daughter of comic Billy Arlington, and Marie Silk, daughter of comic Frank X. Silk, were among those injured at the Shubert, Philly, recently when the stage props collapsed.

ESTELLE ROSENTHAL was in the Eltinge audience the other evening and laughed with the rest at the comedy of big brother, Hank Henry.

PEANUTS BOHN and Kenna Vinton come from the Hirst Circuit to the Star, Brooklyn, December 24 and Fred Binder, Jack Rosen and Jane Dobbin return. All to replace Murray Lewis, Shorty McAllister and Harry (Stinky) Fields.

MILDRED HARRIS CHAPLIN, while extra-attraction at the Star, Brooklyn, confided she was studying for light opera while here and had finished a few more chapters of her book. It's about romance and Hollywood. To be tagged *Tissel Town*.

MARION (MARTY) REMSEN, one of the Republic's front-line steppers, taking up dance routines with ambitions to become a higher-upper.

BEVERLY CARR, producer, left the Republic to take care of Hirst Circuit shows. Fred O'Brien replaced.

CRYSTAL AYMES soon to introduce her new dance. She calls it *Gloomy Sunday*, an interpretation of a suicide. At the Republic.

DORAL DINA DESHON, formerly of the Hirst wheel, recovering from illness in St. Petersburg, Fla., where she has been the last three weeks. Forced her to turn down offers, one from Billy Rose's *Shoe of Shoes*. Set to open January 5 in Esquire nitery in Miami with a new repertoire of dance routines.

GINGER SHERRY is now with the Shubert, Philly, stock. MIMI REED moved from burly to nitery. Opened December 14 at the 20th Century Club, Philly.

VIRGINIA JONES and Helen Nelson leaving December 26 in latter's car for Miami night clubs.

McALLISTER and FIELDS return to the Eltinge December 24 when Hank Henry and Marjorie Roye leave for three weeks' stay at the Shubert, Philly.

JOE LYONS shifted to the Star, Brooklyn. Replaced by Bert Grant at the Eltinge.

BILLIE SHAW, another Eltinger, exited, with Marie Joyce entering.

HONEY and TODDY, former Hirst Circuit dance team, now at the Candee Club, Syracuse.

PHIL SILVERIS opened at the Shubert, Philly, December 24.

From All Over

FROM SAN FRANCISCO comes news of the Harry Farros Circuit. C. D. (GAB) ROOD info that the Chez Liberty, San Francisco, principals are switching places with the Rex, Fresno, east. Farros also plans to spot shows at the Mission, Sacramento; Moulton Rouge, Oakland, and California, Los Angeles. Houses in Seattle and San Diego

Hirst Circuit in Middle as BAA Resumes Jurisdiction

(Continued from page 4)

pointed out that the meeting was a continuation of the previous Thursday's hearing and, according to parliamentary procedure, the stenographer called in for the Thursday meeting should also have been present to record the business of the Wednesday meeting. There was also a rumpus over the eligibility of attorneys at Four A's meetings, the Four A's now being regarded as a "lawyers' paradise." Among attorneys who have attended Four A's hearings are Paul Turner, Four A's counsel (he is also Equity's counsel); Henry Jaffe, for both the American Federation of Radio Artists and the American Guild of Musical Artists; Mrs. Emily Holt, as delegate of AFRA; Lawrence Heltenson, for Screen Actors' Guild, and William J. Rapp, for the APA. The issue in question is whether certain attorneys were delegates or counsel for sister unions. Incidentally, the BAA debated with its first attorney, a Mr. Silverman.

In answer to reports that the decision had been reached in advance of the Wednesday meeting, Gillmore said that if such reports were being circulated then apparently someone was looking for a technicality.

Findings of the Four A's board review the history of the case and go on to say, "... a circuit known as the Hirst Circuit, operating outside the city of New York and at a time when the BAA had employment agreements with the operators of burlesque houses on this circuit covering the employment of members of the BAA and protective of their rights, the BAA, without the consent of the BAA, made and entered into with the said circuit, and operators on said circuit, contracts covering the employment of artists employed in said burlesque houses and solicited and took into membership in the APA artists who were then members of the BAA and employed on said circuits.

"All these acts of the APA were done under a claim that the performances in which the members of the BAA were working were not performances in burlesque but of vaudeville or variety, and this board

"finds and decides that such assertion is incorrect and that as burlesque is defined by this board such performances were performances within the jurisdiction of the BAA."

Committee composed of Frank Gillmore, Paul Dulzell and Jean Greenfield was appointed to receive from the APA information on all people taken into the APA who had been working in burlesque since June. Contracts will be gone over. Committee will then decide upon how much the APA should give

are also being eyed for an eight-week circuit.

ADA LEONARD opens an indefinite run at the Rialto, which reopens Friday.

MARY SUNDE, Buster Lorenzo and Marian Morgan have left for California.

LEO STEVENS is restaging the Bobby Morris unit for Western time.

JUNE ST. CLAIR will spend her Christmas holidays here.

M. W. PICKENS, of the Garrick, St. Louis, and Harry Hirsch, of the Gayety, Minneapolis, were visitors here.

BOBBY PERGIM now producing the line numbers for the Casino, Toronto.

THE DECKHANDS at the Gayety, Cincinnati (Gus Uchtman, Charles Glascher, Joe Buck, Willie Meader and Eddie Hollen), are tossing a mammoth party for the Gayety burlesquers on the stage after the Christmas Eve show. There'll be scads of eats, including two whopper turkeys, and plenty of the stuff to wash it down with.

CHIEF CENSOR J. F. X. Masterson reports that there's no truth to that rumor that the censors suggested that the New York city powers oked the use of the word burlesque. Also reports a few "slips" by operators, but no drastic action planned.

CASINO, BROOKLYN, still dark except Sunday, when Italian shows play the house.

HUDSON, Union City, to open for the Christmas week biz after a brief shuttering.

ANN CORIO announced Friday she was planning to divorce Emmett Callahan, burly house operator, immediately after January 1. Ann is currently at the Old Howard, Boston.

the BAA in dues coming from these people, January 10 has been set as date for disciplining APA.

Four A's will not consider before December 27 BAA's plea for a return of jurisdiction in this city. Chorus Equity has indicated that should such request be granted it will relinquish jurisdiction of chorus lines to the BAA.

Two N. Y. Spots Still Wondering

NEW YORK, Dec. 18.—License renewals for both the Irving Place and the People's are still held up. There is some possibility that a decision will be made next week by License Commissioner Paul Moss.

Houses are operating as "follies" theaters, with official oked but minus the license. Other "ex"-burlesque houses received licenses last week.

Reviews

Gayety, Cincinnati

(Reviewed Friday Afternoon, Dec. 17)

Tho the recent switch from Hirst Circuit shows to stock burly here hasn't caused a groove to be worn in the tile leading to the box office, it has shaved the house's talent nut about one-third, quite a little saving to start off the week with in these recession days. Business, tho far from good, is on par with that done by the traveling contingents, and as to the quality of the presentations it's about a draw. The stock group, however, holds an edge on appeal with the coiffured burly fans by dishing out more frequent and more prolonged flashes of white meat, an item lacking to a noticeable extent with the Hirst shows. This extra display of nudity, palatably presented, should lure some of the regulars back to the town's only burly sanctum and lead to better h-o showings when the holiday excitement has passed.

Current layout's laugh department is handled by Virgil (Slats) Taylor and Claude Mathis, who experienced little difficulty in pulling guffaws from this fair first-show crowd, which apparently didn't care how long the moss grew on the comedy material tossed its way. Comedy scenes were the usual run-of-the-mine stuff, with Taylor adding an occasional gag of his own to win an extra laugh or two. Both lads display a pleasing style, but Taylor holds the edge by virtue of his superior salesmanship.

Stripper squad comprises Ermaine Parker, Boo LeVon, Diane Quinn and Carmen, an attractive and pulchritudinous foursome. First three registered handsily with their peeling efforts, altho they offer nothing unusual. Carmen, black-haired looker, cops top honors with a slinking contortionistic routine presented in a showmanly manner. Her style is unique and pleasing. She is also seen with her partner, Mario, in a tasteful ballroom routine earlier in the show.

Clyde Hodges looks after the bulk of the straightening and does it in a capable fashion. Also contributes a fair bit of warbling. Mitch Todd, roly-poly juve, handles several song assignments in good style sans the p.-a. system and does (See REVIEWS on page 30)

WHAT'S WRONG WITH BURLESQUE?

(Leaders Give Their Ideas for Putting Sock Back in the Box Office)

Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

WANTED WANTED
BURLESQUE
People in All Lines.
CHORUS GIRLS
(Opening Date December 31)
Write or wire
MEL COPELAND, Park Theater, Erie, Pa.

Thru Sugar's Domino

MAYOR LA GUARDIA should give an ear to the rumblings that have been heard on all sides lately in connection with his obviously unfair treatment of burlesque operators in New York. If censorship and moral tightening up is imposed in a city it should be indiscriminate and universal. We would be the last to plead with the City Fathers to pounce down on certain night clubs and legitimate attractions for alleged infractions of the moral code. But we hope we are not the first to call the attention of the municipality to the fact that burlesque has been wiped out of existence by executive order for reasons that seem silly when one surveys the current scene and picks out one after another of hot and blue spots that have been permitted to operate unmolested.



N. E. SUGARMAN

The deprival of the use of the word "burlesque" to designate the entertainments formerly in the jurisdiction of the Burlesque Artists' Association had a sound basis in theory, but as it has worked out the only effect has been to hurt or close the box offices. From the standpoint of the mayor's apparent aims there has been no discernible improvement in the general situation. The only real difference is that performers are paying dues to one organization instead of another—and that most of the performers who not long ago were steadily employed are now roaming the streets and circulating among the offices looking for work.

We understand quite well the problem that has confronted the city in its efforts to make burlesque operators respect their alleged word of honor. But we sincerely believe that burlesque operators have learned their lesson and if permitted again to operate with a semblance of co-operation on the part of licensing authorities they will not only clean house but keep it clean. If there is still something of fight left in the burlesque managers they ought to get together and choose a highly respected leader who will carry their battle to City Hall via the public prints. This time burlesque has a good case. It should win hands down in a court test. Even without going to court its case—if presented honestly and intelligently—will get a fair hearing from the public and complete victory will be the reward.

Despite the fact that we appraise La Guardia, from a strictly non-political viewpoint, as the best mayor New York has had in our times, we feel that one of his few regrettable mistakes is his handling of the burlesque situation. La Guardia is a reasonable man and he will listen intently and respectfully to the pleading of burlesque's case by honest and intelligent protagonists.

THERE seems to be no argument about the point that most of the comedy shows originating from the Coast are pitifully unfunny. There isn't general agreement, however, on the causes. An interesting theory voiced by one of our Coast observers is that networks and agencies are leaving production of their shows in the hands of men with dramatic background who are unversed in comedy technique. It is held by our observing friend that when writers put a show together they have a definite thought in mind, slanted for the type audience they are trying to reach. It is unfair to the writers, the sponsors and the listening audience to permit a broken-down Shakespearean actor to have the last word on material of which he knows little or nothing. The situation is a bad one psychologically because the two minds—those of writer and producer—are as far apart as the poles. Perhaps if a responsible and influential person looked into this angle some good might result.

THE trend towards employment of wired music by eating places, bars, etc., in the metropolitan area should not unduly alarm musicians and others who look upon each installation as another threat against their security and professional future. Comparatively few of the spots using wired music are in a position to employ musicians. The difference is so great between the wired music charges and salaries that would be paid musicians that actual competition is out of the question. True, wired music might tempt the owner of a spot who is in a position to lay out \$200 a week in musicians' salaries, but there aren't many of these among the clients of wired music services now operating.

A more cheerful aspect of the wired music trend is that of the part wired music is playing in training patrons to digest music with their food. Many of the places involved had never used music in any form because of the inferior quality of "flesh" substitutes and the prohibitive minimums involved in hiring union musicians. The wired music services now operating cannot displace real musicians who will not work under the union minimum. In a day that is not very far off, perhaps, wired music as sold to eateries and bars may constitute a serious opposition to theaters. We visualize in this connection the augmentation of wired music by televised features, such as spot news events, Hollywood-produced films and other forms of entertainment that lend themselves to television. We are not minded, however, to regard wired music as a further threat of serious consequence to the economic status of the musician.

TO BE successful in three closely allied fields—radio, theaters and night clubs—the performer of today must be unusually versatile. The comedians have suffered particularly by the increasing shifts of talent among these fields. It is not easy for the artist whose commodity is laughter to swing gracefully from the informal, slow-paced atmosphere of the night club to the strictly vocal medium of radio and then to theaters where speed is the all-important factor in going over. The mark of the highly successful comedian of today is his ability to change pace, adjust personality and make other changes necessary to the branch in which he is engaged. When a comedian gains universal favor today he is deserving of more credit from every angle than the funnyman of yesterday who devoted his entire career to one field and let it go at that.

As I See It

By DAVE VINE

CHRISTMAS TALK. . . . Well, here it is only a few more days to Christmas. Just think of it. Then after Christmas it's only seven weeks to Washington's Birthday and 12 weeks till Easter. Then eight weeks after that is Decoration Day. . . . My goodness, look at that. We're halfway thru next year already and it isn't even Christmas yet! . . . Do you hear those Christmas bills a-ringing? . . . That's a nice Christmas tree you have. It's lit up so beautifully. . . . That isn't the tree, that's pappy. . . . Oh, by the way, your uncle is here for Christmas dinner. He arrived July 9. . . . Have you any New Year's greetings for me?—Yes, I wish I never knew yer.

I JUST FOUND OUT. . . . That vaudeville is coming back. It's no idle talk. They say the Capitol Theater is trying to get Eddie Cantor for its first show. The Strand and Orpheum theaters in Brooklyn may open with vaudeville. It looks like it's coming back, all right. The only thing that worries me is whether I'll live that long. . . . Shaw and Lee do their first Wrigley air show December 26 on WABO at 6:30 p.m. . . . Collins and Peterson play the Earle Theater in Philadelphia next week for the third time in four months. . . . Paramount Films puts in a call for Edith Delansy, whom this writer recommended. . . . At the first meeting of the Negro Actors' Guild it does my heart good when Noble Sissle, the founder, is elected president. (That's as it should be.) . . . I asked a picture man what was playing at Loew's State. He replied, *The Bride Wore Red* and the manager wore black.

A WINTER'S THOUGHT. . . . Eskimos must be God's frozen people.

MORE I JUST FOUND OUT. . . . When I first went into show business seven or eight years ago (all right, so it was 15 years ago, so it was 25 years ago), someone told me that jokes and stage material were very valuable, so I started to save them. And during all those years I spent hours and hours digging up material. I saved so many gags that I have at the moment thousands and thousands of them neatly filed away. And now, after all that work, only yesterday someone told me that all those years I was saving the wrong thing. It's money you're supposed to save. Well, how was I to know? Nobody told me!

IF I HAD MY WAY. . . . I'd tell the world that Japan doesn't want war, she wants peace—a piece of Russia, a piece of China, a piece of pie, a piece of anything. . . . I'd put a turkey in every pot for Christmas and I'm not running for President. . . . I'd have somebody thank Sidney Piermont, the booker of Marcus Loew Circuit, for all the time that he devotes to staging benefit performances for many worthy charities. . . . Yes, if I had my way there would be peace on earth. . . . There would be no wars. . . . I'd stop them at least during this month so that the rest of the world could enjoy the holidays in their true spirit. . . . Of course, I can't do all these things, but I would, so help me. **IF I HAD MY WAY.**

I HOPE YOU'LL REMEMBER. . . . That the higher you feel at night the lower you feel in the morning. . . . It never rains but it bores. . . . Poets are born, not paid. . . . The trouble with most cafes is that the tables are reserved, but the habitués aren't. . . . Two pints make one cavort. . . . Above all, always remember when girls go wrong men go right after them.

Chicago Chat

By NAT GREEN

THE chimes of Old Heidelberg are pealing forth Christmas carols. On the corner a synthetic Santa vigorously rings his bell as a reminder to keep the pot boiling. Up and down State street huge lighted holly wreaths make the famous thoroughfare a Christmas lane. All about us are evidences of the yuletide spirit, and callous indeed would be the person who could resist it. Business recessions—muggy skies—everyday worries—what are they when the holiday spirit takes hold! So to our friends and readers we send friendly holiday greetings and the wish that Christmas may bring you happiness and the year 1938 health and prosperity!

Politics, whether it be city, union or office, certainly makes strange bed-fellows, as has been remarked times without number. We are led to repeat the remark after standing on the sidelines and watching the battle that has been raging over Mayor Kelly's *Night of Stars* show. It's been something of a comic opera battle with plenty of laughs—but also some headaches. No doubt there were no laughs in it for Mayor Kelly, the Theater Authority, some night club operators and Jimmy Petrillo. On second thought, Petrillo probably garnered some chuckles even tho the fight was serious business. At any rate, the show went on Wednesday night as scheduled, but without some of the big names from the legitimate that had been counted upon. Doubtless the audience got just as much enjoyment out of it as if the legs had appeared, for those shows are always a heterogeneous collection of talent which, no matter how good, works under difficulties and is glad when the ordeal is over. As the thing lined up at the last minute it looked as if there would be no casualties—no Equity actors suspended, no bands pulled out and all political fences intact.

Thoda Cocroft, head of American Theater Society, in New York for the premiere of Dorothy Day's play. . . . Robert Taylor, screen idol, dodged the autograph hunters when he stopped here on his way to the West Coast by leaving the Century at a South Side station and slipping off to his hotel, then flying from Chi to Kansas City and there taking the Chief west. . . . On the same train that brought Taylor to Chicago were Lionel Barrymore, Betty Furness and Johnny Green, all Coast bound, and Doris Duke Cromwell, tobacco heiress, and her husband, Jimmy. . . . Newest drink introduced here is called The Big Apple. . . . It's served in a scooped-out apple and is said to have plenty of kick. . . . A local team in the fair-money bracket was offered \$30 for a three-day engagement and were told they would be paid by the booker, not the theater manager—which opens up avenues of speculation. . . . Another periodical drive against taxi dance halls is on, with the usual results. . . . Marion Odmak, recently handling publicity for the Stevens Hotel, has joined the staff of the Medinah Club magazine. . . . Northwestern Railroad is again running ski trains to North Woods winter sports resorts. . . . Zion mirows are now operating on a pay-as-you-please basis, no admission being charged but a collection being taken at the door. . . . So far the receipts have been about 2 cents a head. . . . The "migrant workers" who patronize the Knowledge Box on West Madison street are looking for some kind-hearted guy to donate them a piano so they may have music in their hours of enforced idleness.

Screen Guild Expels Nine

HOLLYWOOD, Dec. 18.—Screen Actors' Guild expelled nine members this week as it started its drive to purge its own ranks of undesirables. Five other members face trial today, all charged with conduct unbecoming members of the SAG organization. Several others are being investigated as a result of the recent Hollywood murder mystery, and expulsions may total 20 before the present inquiry is closed.

All are members of the Junior Guild, and several are reported to have been questioned by District Attorney Byron Pitts in connection with gangsterism here. Registered letters were placed in the mails today notifying each that his name had been removed from the membership rolls of the Guild.

Twelve players were called before the SAG trial board when the inquiry started, but three were exonerated. Trial board found the remaining nine guilty and recommended to board of directors of Senior SAG that they be expelled. Board reviewed evidence last night and approved findings of trial tribunal.

Recommendations for expulsion were submitted by Kenneth Thomson, executive secretary, who said Guild would not countenance membership being retained by any persons of questionable character, regardless of their standing as actors. President Robert Montgomery presided at the trial.

Local 306 Elects

NEW YORK, Dec. 18.—Members of the motion picture projectionists' union, Local 306, will elect 21 officers from a list of 61 candidates December 29 for president, vice-president, recording secretary, financial secretary, treasurer, 13 executive board members and three for the board of trustees.

Joseph D. Basson, incumbent, and Bert Popkin, business agent, vie for the upper berth, with Basson's election expected.

Unger To Give Cincinnati Vaude

CINCINNATI, Dec. 20.—Milford Unger, for many years manager of the Grand Opera House here, former Klaw & Erlanger legit stand, is taking another fling at local show business beginning New Year's Eve, when he opens the Taft Theater with a policy of vaudeville and pictures. First attraction in will be Anton Seibla's *Walked Nights*.

The Taft has given Cincinnati its only vaude fare this season, playing Blackstone, magician, for a week early in the fall, and an eight-act vaude bill sponsored by the local Firemen's Protective Association for five days early in November. The modern 2,500-seater, located in the downtown section but several blocks from the regular theatrical district, tried vaude several years ago but folded after four weeks. While theater drew satisfactory houses on that occasion, it suffered from mismanagement, causing a quick fold.

Local theater men are waiting to see what effect the Taft's reopening as a vaude house will have on the RKO Shubert here, operated by the Ike Libson interests and which this season again dropped its vaude policy. When the Taft opened with vaude several years ago the Shubert, then also dark to vaude, reopened with flesh shows the following week.

Unger after leaving the Grand here when that house tossed aside its legit mantle took a brief fling at politics, and during the last two years has been in charge of the Taft box office for the varied attractions which have played there.

Jack Kalkheim to Coast

CHICAGO, Dec. 18.—Jack Kalkheim, local agent, is leaving for the West Coast today on a 10-day business trip. Plans to sign up acts for local engagements and set up West Coast connections. Associate Marty Whyte will handle the office during his absence.

Artists Bolt to CIO

NEW YORK, Dec. 18.—Commercial Artist and Designers' Union, former AFL affiliate, will apply for CIO membership, as will the Cartoonists' Guild of America.



GLEANNED 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

CHARLES FRIEDMAN—director of the season's pleasant surprise, *Pins and Needles*, revue presented by members of the International Ladies' Garment Workers' Union at Labor Stage, New York. Amazingly smooth and professional playing of the amateur cast—which is uniformly up to professional standards—must be credited chiefly to him. Has done an amazing job in whipping amateur talent into line and shapes as an ace director for either musicals or dramatic works in the professional field.

For RECORDING

JOE SODJA—featured hot guitar player with the Swing Club and Leith Stevens' aggregation, heard over CBS and recently seen at Loew's State, New York. Can give the fans anything that any other solo guitar player can give, and in addition an advanced touch of swing that's his alone. Was accorded a tremendous ovation by awing fans at the State—and solo

waxings find a ready and wide market.

For FILMS

BEA WANE—radio singer now with Larry Clinton on the RCA-Victor air shows. Is one of the best warblers in radio, strong on both swing and ballad stuff. Is quite attractive and should do well in films. Also strongly recommended for both legit and night spot work.

WALTER LONG—brilliant and good-looking young tap dancer who recently doubled between the Paradise Restaurant and Paramount Theater, New York. Has marvelous taps, plenty of control and standout flash. Should click in anything. Swell bet for stage musicals, too.

JACKSON HALLIDAY—legit actor recently seen in the short run of Norman Bel Geddes production of *Siege* at the Longacre Theater, New York. Has poise, assurance and an excellent sense of theatrical effect. Possessing an assured manner and plenty of talent, he'd do excellently in a great variety of types.

Two for FTP In Detroit

DETROIT, Dec. 18.—WPA Federal Theater is currently producing two plays with different companies. First, *Boy Meets Girl*, opened Tuesday at the Cinema Theater, where it is being produced on a two-a-day basis in conjunction with the Austrian film, *Masquerade in Vienna*. Play, the second to be produced in this manner, will run 10 days.

Second production is *The Grid*, a Christmas nativity play, which is being produced in old style, with the stage actors carrying their parts in pantomime exclusively, while all dialog is done by off-stage actors.

The Tragical History of Dr. Faustus, a WPA hit of last season, will be revived in January for a series of 10 individual bookings in high schools and colleges in Detroit and vicinity and for one at Lansing, Mich.

Pitt Sked Looks Good

PITTSBURGH, Dec. 18.—Nixon breaks fast December 27 after three dark weeks out of four, with pre-Broadway showing of *Shadow and Substance*, with Sir Cedric Hardwicke and Julia Haydon in lead roles. Opus will be third of six in American Theater Society subscription series. Eddie Dowling is producer.

If penciled bookings are confirmed following week will bring Pulitzer Prize winner *You Can't Take It With You*, with the Guild's *Wine of Choice* for six days, beginning January 10. Definite for week of January 17 is road company of *Room Service*.

All are expected to cram the box office, which last week, on Fred March's *Yr. Obedient Husband*, lashed the best advance sale of the year excepting Helen Hayes' *Victoria Regina*.

Tentative for February is *Babes in Arms*, which as first musical this season in a city that devours tune shows will mop up even with a kindergarten cast.

Movement Is Started To Help Those Over 40; First Meet

NEW YORK, Dec. 20.—A group of theatrical people have endorsed a new movement to get jobs and greater government consideration for those over 40 years of age. The first open meeting of this movement, called the Over Forty Project, has been called for Wednesday night at Union Church here. Channing Pollock, Henry Chesterfield, Dr. C. E. Wagner, H. Schiffman and James Madison will speak with Taylor Holmes, Pat Rooney and Al Shean scheduled to make a personal appearance.

According to organizers of the project, Shean will be given a loving cup to dramatize the idea that older people can be successful. The Le Mirage Club is

contributing the Van Smith band for the meeting.

The group calls the project a "non-profit organization." It copyrights its printed material. It urges establishment of local clubs, with dues going direct to national headquarters at Carnegie Hall until the local clubs get under way.

The group is being publicized by Colby and Bryant. Theatrical unions are being approached for help, the project claiming it seeks changing of the Social Security laws to help those over 40, more openings for civil service jobs and more business and industrial jobs for those past 40.

BROADWAY BEAT

(Continued from page 5)

Billboard, in the supposedly infallible route department, a couple of acts were listed as appearing at the Havana-Madrid after they'd left for weeks—and acts were listed as at the Harlem Uproar House after that gentle resort had long closed its doors. . . . Leonard Lyons, of *The Post*, columned: "The most famous salon in the world—that of Gertrude Stein at 37 Rue Fleurbaes in Paris—will be moved this week." But the address, a household word among advance-guard bohemians, is 27. . . . Again *The News*: In a yarn about a Hollywood Lady Godiva, who took her ride for publicity purposes, the esteemed tabloid had the somewhat surprising news that she was dressed in a pink leopard. It took a minute or so to figure out that she wasn't returning from the hunt at all, but that *The News* proofreader had allowed the "l" in leopard to go thru as a "p."

CRA Resumes Theater Booking

NEW YORK, Dec. 18.—In line with Consolidated Radio Artists' recent expansion into direct theater and artist booking activities, brought on by the severance of the booking agreement with Mills Artists, who up to now had handled all theater bookings for both offices, the bands of Don Bestor and Clyde McCoy have been signed to play the Circle Theater, Indianapolis, starting January 7, in a battle of music.

Dorothy Byton's *Girls*, a floor show line, have also been set by CRA to open at the Stevens Hotel, Chicago, Christmas Day. Lizzie Hoy, Dutch character comedienne, and Princess Neloms, Sioux Indian singer and organist, have also been signed and are being plugged for radio and hotel work.

Theater and talent booking departments have been set in all of the branch offices. Larry Allen, formerly in charge of the NBC Artist Service in San Francisco, now heads the CRA office there.

MEREDITH HAS

(Continued from page 3)

which became increasingly evident at the time of the Four A reorganization, had never shown itself so strongly, altho his ill health was also a determining factor in the vote.

Dullzell had previously indicated that no matter who was elected he would remain a while to show him the ropes. It is felt in some quarters, tho, that he will now endeavor to make effective as soon as possible the resignation he tendered some time ago, which has been held in abeyance until now.

Gillmore, reporting on the Wednesday meeting, reported that preliminaries were thrashed out. He claimed no candidates were put forward in a parliamentary way.

Discussion was also held on whether the presidency should be a salaried or honorary position.

LARGE WORLD'S

(Continued from page 4)

Cochran, Alfred De Liagre Jr., Eddie Dowling, Vincent Preedy, Crosby Gaige, Max Gordon, Sam H. Harris, Theresa Helburn, Arthur Hopkins, Harry Kaufman, Brock Pemberton, Lee Shubert, Joe Weber, Dwight Deere Wiman, John O. Wilson, A. H. Woods.

DRAMATISTS—Maxwell Anderson, S. N. Behrman, Clare Boothe, Rachel Crothers, Owen Davis, Philip Dunning, Ben Hecht, Sidney Howard, George S. Kaufman, Sidney Kingsley, Robert Sherwood.

DRAMA CRITICS—John Anderson, Brooks Atkinson, John Mason Brown, Robert Colesman, Richard Lockridge, Burns Mantle, Sidney Whipple.

MUSIC—Irving Caesar, Howard Dietz, George Gartin, Moss Hart, Andre Kostelanetz, Oscar Hammerstein II, Cole Porter, Richard Rodgers, Sigmund Romberg, Arthur Schwartz, Rudy Vallee.

MOTION PICTURES—E. A. Alperson, Alfred L. Barton, Jack Cohn, Stanton Griffs, Rupert Hughes, William P. Phillips, J. Robert Rubin, Winfield Sheehan, Walter Wanger, John Jay Whitney.

RADIO—M. H. Aylesworth, Major Edward Bowes, Lennox Lohr, Alfred McCosker, William Paley, John S. Royal, Lowell Thomas.

STAGE AND DANCE DIRECTORS—John Murray Anderson, Georges Balanchine, R. H. Burnside, Erik Chappel, Alexander Dean, Fanchon and Marco, Seymour Felix, Michel Fokine, Dr. Herbert Graf, Chester Hale, Leon Leonidoff, Ernst Lubitsch, Kenneth McKenna, Vincente Minnelli, Albertina Rasch, Max Reinhardt, Howard Short.

COLUMNISTS—Lucius Beebe, John Chapman, O. O. McIntyre, Jack Pulsaski, George Ross, Louis Sobel, Dan Walker.

EVENTS AND OUTDOOR—Jess Adkins, Harry C. Baker, Frank Buck, William F. Carey, Sam Gumpertz, Charles Moskowitz, Irving Rosenthal.

MISCELLANEOUS—Halle Flanagan, Colonel George Hume, George Jessel, Howard Reinheimer, Donald Stralen, David Werblin.

REPRESENTATIVES OF THEATRICAL GROUPS—Gene Buck, American Society of Composers, Authors and Publishers, William Gaxton, shepherd of the Lamb's Club, Frank Gillmore, Actors' Equity Association, Clarence Buddington Kelland, the Dutch Treat Club.

Brown-Cosbey Plan Under-Canvas Show

CINCINNATI, Dec. 18.—Claude Williams, known professionally as Jimmie Brown, and Ruby Cosbey, who has out the Cellophane Girls unit, are making arrangements to take out a 40-people tab musical under canvas early in the spring.

They will begin actual work on the new tent show upon their return to the States from Cuba, where Cellophane is slated to begin a four-week engagement January 6. The canvas company will be completely motorized, Brown announces.

Brown and Miss Cosbey were married December 11 at Hollywood Beach, Fla.

Tilton-Guthrie Working Circle of Illinois Towns

DANVERS, Ill., Dec. 18.—Tilton-Guthrie Players, who closed the tent season September 28 at Guthrie Center, Ia., are working a circle of Illinois towns, with headquarters here. Company will continue in rotary until the middle of April, when it again begins its canvas season in Iowa.

Next season will mark the show's 15th consecutive year on the road. Tilton-Guthrie partnership is one of the oldest in the tent-show business today.

Herb Camp Plans Circle

CINCINNATI, Dec. 18.—Herb Camp, novelty fiddler, well known in tab and rep circles and now working clubs in the Middle West for Ernie Creech, Sun office representative in Columbus, O., is making plans to launch a circle out of his home town, Arcade, N. Y., shortly after the first of the year. The rotary unit, to be known as the Douglas Players, will work six towns in that section, Camp says. He had a circle stock in that territory several seasons ago.

Shaver Rotary Changes Base

MARTINSVILLE, Va., Dec. 18.—Shaver's De Luxe Entertainers, now in their 10th week of circle stock out of this city, will move their base to Winston-Salem, N. C., next week to work a rotary route in that section. Show's present circle included two days at the National Theater here, and business on the season so far has been satisfactory. There are 10 in the company. Manager Shaver left the show for four days early this week to set the new route.

Radeliffes Plans Pies Unit

MARSHALLTOWN, Ia., Dec. 18.—Gleenn W. Radeliffe, erstwhile repertoire performer, and wife are making plans to launch their Associated Attractions, sound motion picture unit, next May to work a circle of towns in this territory. Radeliffe, whose health has not been up to par recently, is resting here for the winter.

MR. AND MRS. BILLY WAGONER, after closing recently with the J. C. Lincoln Minstrels in McKinney, Tex., enjoyed a week of fishing in Florida waters as guests of Mr. and Mrs. Buddy Hale and Mr. and Mrs. Henry Ferguson. The Wagoners are now in Dothan, Ala., to spend the winter with their son, Billy Doss Wagoner.

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Rep Ripples

CARL AND MARIE REPLOGLE are working schools and theaters thru Alabama with a four-people act, featuring Baby Mary Ellen Replogle. They report business okeh. The Replogles will invade Mississippi after the holidays.

BOB AND MARG DEMOREST, the past season with Hunter & Pfeiffer's Showboat Players, are in Weldon, N. C., organizing a show to play schools for the

winter. Bob plans to launch his own canvas attraction next spring to play the Virginia and West Virginia territory formerly made by his dad, Bob Demorest Sr.

THE WILLIAMS FAMILY (Rusty, Dot, Wilma and Billie), who closed the season with the Odell White Show December 11, will spend Christmas with Dot's parents, Mr. and Mrs. Jack Huncy, in Pittston, Pa.

LUCIUS JENKINS, erstwhile repertoire and now operator of a tourists' park in Tifton, Ga., is up and about again after being confined to his bed for several days with a siege of carbuncles. Among the trouperers now at the Jenkins camp are Ray Ewing, Mickie Hanley, Al Fox and wife and Mr. and Mrs. Roe Nero. Earl Woltz was a recent visitor.

MR. AND MRS. JOHN ANDREWS are working in and out of Tifton, Ga.

FRANK X. LARELL and wife are playing Georgia schools to satisfactory results.

BILLY AND MARION WEHLE and Don and Della Palmer are happily settled in Miami, where they will remain until the middle of March. The Wehle kiddies, Winona and Billy Jr., are attending the University of Miami as sophomores and

freshman, respectively. Wehle reports that the season just ended was by far his biggest. He says that everything will be new next season, including a Baker-Lockwood top—a 100 with six 20s.

MR. AND MRS. BEN HEFFNER are in Cincinnati to spend Christmas with Ben's brother and his wife, Mr. and Mrs. H. W. Heffner. The day after Christmas they will hit out for Miami to spend some time there with Mr. and Mrs. Billy Wehle. Ben was a visitor at the rep desk Monday of last week.

HEFFNER-VINSON SHOW, Jim Heffner, manager, closed the tent season last Saturday (18) at Fernandina, Fla.

SEASON'S GREETINGS to all you repertoire players and managers, May Santa Claus be good to you all and may the new year make you all more prosperous.

MR. AND MRS. EDDIE MELLON, of Billroy Comedians, are spending the holidays at Eddie's home in Charlotte, N. C. They will hustle back to the show's winter quarters in Valdosta, Ga., right after the first of the year. The Mellons will make a few stopovers and fro.

REVIEWS

(Continued from page 27)

okeh with a small bit in one scene, Wilbur Rance, handsome straight, works well in the various scenes and registers with several vocal efforts. Rance and his partner, Grace Gordon, also pulled a sound hand with some fair harmony singing. The Misses Parker, LeVon and Gordon are so-so in reading lines.

The 13-line girls, average on looks, are a hard-working crew, doing no less than seven numbers when caught. Drilled by the veteran Lillian Hunt, the girls sport some unusual work for a burly chorus. Wardrobe and scenery is in good taste. Show ran a bit rough in spots at this showing, but this was remedied when Arthur Clamage, Gayety bossman, and Morris Zaidins, house pilot, compared notes. Dave Platt's pit lads (six), a better-than-average set of burly-house blasters, played the show in their usual able fashion.

Bill Sachs.

Burbank, Los Angeles

(Reviewed Tuesday, December 14)

Arts and Modes is the title of a better than usual burly show here this week. With few dull spots this week's attraction proved a fast-moving revue, appropriately garnished with the current hit tunes of the week and a chorus line which really can dance. The Johnny Baker production features Dot Farley, "Tiny" Fuller and Billy Mack, with a Parisian touch in the excellent array of costumes designed by Dick Staub.

Show opens with a peppy high-kick routine by the Bakerettes, 14 "lovelies in scintias." They form an introduction for prima donna Dot Farley, who sings *Rosalee*, followed by Ted Blair, a pleasant enough tenor who vocalizes *Swing Is Here To Stay*. After that there's a sketch entitled *A Bullfight*, which regrettably hits a low for amut.

With the boys in the audience liking it and Mae Reed singing *You Can't Stop Me From Dreaming*, a neat exhibition of how to disrobe completely while the stagehands are striking a set was given by Miss Reed.

Highlight of the show is a nicely produced ballet number with effective drappings and settings and the pleasant voice of Miss Farley singing *Blue Illusion*. Wearing a purple velvet hostess coat, supple Floy Clark really makes herself at home by taking off her coat and staying a while, in the meantime giving a demonstration of how to polish her ribs without removing the skin—a neat trick in muscle control.

A comedy bit reveals Dot Farley attempting to sing a song, but being interrupted by carpenter Leonard Kramer, who does some humorous heckling from the audience as he proceeds to repair a broken seat. Two strips by retheaded Helen Colby and blond Jerry Dean supplant a routine dance number by the girls in the chorus. Kay Johnson, a shapely lass, does a little act called *Speed* in which she denudes in record time.

For the windup the entire cast portrays a human rainbow, with a brilliant flash of colored gowns worn by the gals, augmented by a specialty offered by Marie Kelley. Business slow in the afternoons, but picks up at night, with a sellout for the Saturday midnight matinee.

David Arlen.



CHICO, "wonder horse" belonging to Don Null, leading man with Harley Sadler's Own Show, and featured in the company's Western bill, "Rose of the Rio Grande." In the foreground is the show's band wagon. Five other large trucks and semi-trailers are used to transport the Sadler outfit. Manager Sadler reports good business in his established Texas territory.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 18.—Joe and Georgia Hoffman, who have been with *The Big Ole Company* for the last three years, are recent arrivals here for the holidays. They will return to the show after the first of the year.

Foy Witherspoon, leading man with Ted North Players, now in stock in Topeka, Kan., is vacationing in Galveston, Tex. He will return to the show after Christmas.

Harry Goldie left here this week to join Elmer Wright's stock at the Reno Theater, Oklahoma City. Goldie recently closed a three years' run with the Morgan-Helvey Players.

Mr. and Mrs. E. C. Bickford, with Eddie and Mona Hart Players last summer, are recent arrivals here after closing the season in Oklahoma.

Denny's Comedians, after circling in California for many months, are returning to their old territory in Colorado.

Sid Snider's circle closed in Eastern Missouri last week. Oscar Howland, show's director, was spotted on the main drag here this week.

Joe Marion, well-known comedian and manager, has opened a theatrical exchange in Omaha.

Roy Case will open his Illinois circle at an early date under the title of *Sights' Comedians*.

Walter Price and Helen Gentry, after closing with the Princess Stock Company in Arkansas, are recent arrivals here.

Eddie and Mona Hart, after closing their tent show in Oklahoma, are sojourning in Omaha.

Neal Stock Company opened a circle out of Lenora, Kan., recently. Roster includes Henry and Ruby Neal, Jimmy and Edith Erickson, Press Wickertsham and Del and Florence Post.

Pete Wight, after closing with the Lowry-Shout Players in Michigan, is a recent arrival here.

Arthur Kelly left here recently to rejoin the Ted North Players, playing in stock at Topeka, Kan.

Herschall O. Weiss, veteran character man and playwright, produced his religious drama, *The Nazarene*, at Ivanhoe Temple here recently to over 1,000 persons at 35 cents top.

Ward Perry, formerly with the Federal Theater Players, is now engaged in commercial lines here.

Fred C. Vance, veteran comedian, was spotted on the local rialto this week.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

LORING CAMPBELL, after completing his lyceum dates in Pennsylvania and New Jersey, jumps into St. Paul for Christmas and then heads for Salt Lake City. He is set in the West for the next two months. Campbell recently passed thru Indianapolis to pick up some of the stuff stolen from him several months ago. He lost three trunks, a suitcase and his gullotine when thieves ransacked his car there, and the Hoosier gendarmes succeeded in recovering one trunk of stuff and his vent figure, but the paraphernalia was in bad shape when found, having lain in a damp basement of a deserted house for some time.

GAIL GALL, popular Egyptian magician, was born in Fort Said and his real name is Mahgoub Mohammed Hanafi. **PRINCESS ZAMA**, mentalist, is at the Cirque Medrano in Paris, and **Teddy Strik**, magisth, is at the Lyon-Pathé in the same village. **DECLEO** has closed his mystery unit for the holidays and after the first of the year will resume with school dates in Ohio territory, featuring *Silks From Nowhere*.

HURB THE MAGICIAN has just concluded a long string of school dates thru Virginia. He will pick up his route after New Year's. **JIMMY EYSTER**, card trickster, has returned to Seattle, Wash., after residing for a time in Massillon, O.

MILBOURNE CHRISTOPHER, Baltimore magisth and rope wix, sails December 27 on the Manhattan for Havana for a New Year's Eve opening. He played York, Pa., recently on the same bill with Alpinini and says the latter scored a big hit with his card and mental work.

OTIS MANNING, after a fortnight at the Lord Baltimore Hotel, Baltimore, returned to Washington's Mayfair Rest December 20. He heads for Miami shortly after the first of the year to remain for the balance of the season. **MOGUL**, who has made a rapid rise in mental circles during the past year, began an indefinite return engagement at the Shoreham Hotel, Washington, December 13.

JAY PALMER AND DOREEN took their magic teakettle into Palumbo's, Philadelphia, Monday (20) for a two-week stand. **JOHN MULHOLLAND'S** new book, a thick little paper-bound volume explaining simple tricks and puzzles in the inimitable Mulholland manner, made its first appearance in New York last week.

HERE'S WISHING all of you in Magicdom a delightful and happy Christmas season and may 1938 take you all a step farther up the ladder.

JASPER MASKELYNE, one of England's foremost illusionists, is back as headliner at the Metropolitan, important London vaude house. It's his third return there within 10 months. **MOXO**, magic and vent man, who has been working the New Orleans area, is en route to Los Angeles. **IBM RING NO. 20**, Harrisburg, Pa., recently elected the following officers: Dr. William Endlich, president; Harry Messersmith, vice-president; William Campbell, secretary; Charles Spring, treasurer, and Fred Landrus, publicity director.

DUKE HALL was a magic desk visitor during his recent engagement at the Wonder Bar, Cincinnati. He is playing Midwestern clubs for Ernie Creech, Sun office rep, with headquarters in Columbus, O.

HARDEEN, during his recent engagement at Fay's, Providence, was honored with a theater party by members of Rhode Island Assembly No. 26, EAM, followed with a buffet supper party at the home of Charles A. Ross-Kam. Latter's 10-year-old son entertained Hardeen and his assistants with a 10-minute magic routine, after which the assembly members presented an impromptu program. It was Hardeen's second stay at Fay's in four months. **L. O. GUNN** again showed his wares at Arrowhead Springs, popular California resort, December 5. He has performed there on an average of three times a year for the last 12 years.

ROY ELLWOOD, ventriloquist, is demonstrating the new Charlie McCarthy dolls at the Condo Toy Store, Syracuse, N. Y. **PROFESSOR ROBERTSON**, illusionist, and Mme. Lucille, mentalist, are with the Isola Brothers at the Theater Isola in Paris. **JENKINS THE MAGICIAN**, who closed recently for the holidays, will resume in theaters shortly after the first of the year. **COTTRELL J. THOMAS**, colored mystery

worker, and his company, after seven weeks of school dates in the Carolinas and Virginia, have invaded the cane fields of Louisiana. Assisting Cottrell are Carrie L. Carr, Vivian Jones and Catherine Thomas. **CHARLES R. (BAPFLES) BRUSH** was featured entertainer at the annual banquet and entertainment held by the Gus A. Doeright Ring, IBM, in Youngstown, O., December 11. Others on the program were Will Ross, Don Lee, Mr. and Mrs. Nevil Hoefert, Claude Bowden, Arthur Bush, Kingdon Brown, Frank Casono and Orville (Tryston) Wilson. Charles A. Leedy emceed.

Tom Maguire in Hospital

OAK FOREST, Ill., Dec. 18.—Tom Maguire, formerly for many years piano leader with various attractions on the old Sun and Spiegelberg tabloid circuits, is now confined at Tuberculosis Hospital here. Among the shows he formerly trouped with were Al Barlow's *Rainbow Revue*, Jack Gerard's *Whirl of Girls* and Joe Murray's *White Light Frolics*. Maguire is anxious to hear from old-time show friends.

Chorus Equity Notes

Last-minute preparations are being made as this issue of *The Billboard* goes to press for a Christmas ball to be held Tuesday evening, December 21, in the ballrooms of the Manhattan Opera House, which is being given for the benefit of unemployed people of the chorus under the auspices of Actors' Equity Association, Chorus Equity and the Theater Authority, Inc. From the many telephoned requests for large batches of tickets for the affair that come into the offices of Chorus Equity there is a heart-warming indication that the general public, as well as men and women in the theatrical profession, are responding generously and are well aware that there is wide-spread unemployment in the ranks of the chorus, many of whose members have a jobless Christmas season to look forward to.

A glittering array of talent has also come forward with offers to entertain at the big affair. Many actors, singers and dancers, noted bands and entertainers are listed on the program. The money raised will be used to send chorus people home for the holidays; to give money to others to buy clothes and to cover other needs—in short, to make for Christmas cheer where it is most needed.

Many members of the chorus are entering the field of night club and presentation work, and this in turn presents a new problem, the solution of which Chorus Equity hopes to achieve for their benefit and for the benefit of those in these entertainment fields generally.

To this end it is entering on an organization drive and has drawn up a list of objectives which has already been attracting favorable attention. Preliminary interviews show that there is a real interest in organization among the ranks of chorus people in night clubs and presentations and an agreement on

several points of the objectives to be achieved by it. Members of Chorus Equity now in night clubs are particularly urged to help for their own benefit and that of the other boys and girls with whom they work. They can receive full information as to what can be done by dropping in to the offices of the association or phoning the executive secretary and getting acquainted with the program under way.

Eleven new members have joined the Chorus Equity Association in the past week.

CHORUS EQUITY ASSOCIATION.

No "Birth" for New York

ALBANY, N. Y., Dec. 18.—The *Birth of a Baby*, a sound motion picture, has been denied a license for public showing in New York State despite the alleged indorsement of 16 medical and health organizations.

The State Education Department today made public a decision by Dr. Frank P. Graves, commissioner of education, upholding the State's Motion Picture Division's rejection of the film. The picture is a "medical treatise in pictorial form presented for the alleged purpose of enlightening prospective fathers and mothers," Dr. Graves explained. In his ruling he objected on the grounds the film was "indecent, immoral and would tend to corrupt morals." No one could say whether a similar legal ban would be placed on childbirth itself for the same reasons.

Minsky Stronghold Dressed Up

MIAMI, Dec. 18.—Miami Beach's Million-Dollar Pier, for the past few years the spot where the Minskys held sway, has been remodeled and redecorated and has installed a stock policy of Broadway plays. The first step the new management took was to arrange free taxi service from Miami to the hall. The first presentation will be *Behind Red Lights*, with a cast headed by Arthur Hughes.

Saranac Lake

By T. BODWELL

Mrs. Louise Sanntag, of Stapleton, N. J., is one of our newest arrivals.

Minna Morse, former NVA'er, passed the first stage of the rib operation in the New York Hospital with flying colors.

Dr. Karl Fischel, superintendent of the Will Rogers Memorial Hospital, spent the week-end in New York on business.

Another newcomer to our ranks is Mary Kelly, of New York, formerly connected with Warner Bros.' music company.

Hub Carlson celebrated another birthday last week. Hub is doing fine.

Edith Lemlich and Rose Hoenig received an early Christmas present in the form of promotion to the up-patient department and all meals in the dining room. Both girls have made excellent progress.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

Endurance Shows

(Communications to Cincinnati Office)

BILL GOSS pens from Los Angeles that he'll put in the winter in California. Says, too, that he'd like to read a line on Sailor Harris, Billy Willis, Ann Barker and LeVerne Collins.

FORREST (SOOR PUSS) BAILEY, well-known floor judge, is now at his home in Pasadena, Calif., waiting for a show to get under way somewhere close by.

WE HAVE HAD INQUIRIES recently on the following: Pat Webster, L. E. Watson, Al Morgan, Jack Kennedy, Johnnie Dillon, Dennis (Pee Wee) Leigh, Fred Mitchell, Frank Richardson, Billy King, Lane Jessup, Jackie Murphy, Walter Gross, Mickey Sinclair, Slim and Dorothy Hager, Red Leinen, Les White, Carol Courtney, Red Pulgona, Johnny O'Shea, Armand DeLuca, Billy Clark, Eric Ross, Eddie Howe and Charlie Niccol.

JOHNNIE PREBISH is now residing in Detroit and working the State of Michigan with a mammoth bingo production.

He pencils that he'd like to see some notes on George Fughe's Dallas show, as well as on Merrin Ellison; Chick Tommy and Dorothy Williams; Buddy Dyer and Pop-Eye Tomlinson.

BOOTS HUGHES, out of the business for more than a year, contemplates a return to the endurance field just as soon as a new show pops not too far from Atlanta, where she is now residing. Boots inquires about her old friends Ginger Brown, Billy Lynch, Roland Drews, Sammy Lee, Jacky Murphy and Duke Hall and says she'd love to read a line on them in the column.

FRANK COSTELLO, popular in endurance show circles, is in New York rehearsing with a show that is slated to hit the road soon. Says he is anxious to read a line here from his old friends in the game.

HENRY LEWIS is in his third month as master of ceremonies at Mattoon's in Stockton, Calif.

Minstrelsy

By BOB EMMET

(Cincinnati Office)

DAN HOLT, former minstrel star, now residing in his home town, Macon, Ga., recently produced the *Jay-Ce Christmas Follies* for the Junior Chamber of Commerce there. Show had cast of 100 Macon people and had a two-day run in Municipal Auditorium. Holt presented several of his old-time specialties.

HARRY FIDDLEE posts from Leesburg, Fla., that he's still out with the Silas Green Show and that the opry is playing to good returns down that way. Show will spend Christmas in Orlando, Fla.

FRED HERRMANN (violin and clarinet), born in New York City August 24, 1874; first minstrel engagement in 1902 with Arthur Demming's Minstrels; later appeared with George Primrose and other minstrel organizations; also in dramatic stock and burlesque. Now booking orchestras, with headquarters in St. Petersburg, Fla.

CLAIBORNE WHITE, colored advance agent and billposter well known in colored minstrel circles, is now with Elmo Cullins' snipe plant, doing the billing for Memphis theaters.

Carlin, Franks to Chestnut

PHILADELPHIA, Dec. 18.—Lex Carlin and Abe Franks have been appointed box-office managers at the Chestnut Street Opera House. They replace Irving Keyser, who has been transferred to a New York house, and Barney Abrams, now at the Locust Street Theater.

ROUTES

(Continued from page 18)

Ulrich, Roberto: (Lobby Cafe) Juarez, Mexico, Mo.

Vaasta, Vic: (Ritz) Bridgeport, Conn., & Valie, Rudy: (Paradise) NYC, Mo.

Vanderbill, Archie: (Francis Monroe, La., & VanWinkle, Joe: (Moby Grill) Kokomo, Ind. Vargos, Eddie: (Bismarck) Chi., & Veil, Tubby: (Bruno) Chi., re. Vorden, Vivian: (Broadway Tavern) San Antonio, Mo.

Wade, Johnny: (Romance Inn) Angola, N. Y., Mo.

Wardell, Tick: (Kungsholm) West Orange, N. J., re.

Watkins, Ralph: (Yacht Club) NYC, Mo. Wagner, Bud: (Rosevelt) St. Louis, & Wardlaw, Jack: (Casa Madrid) Louisville, Ky., Mo.

Watkins, Sammy: (Hollenden) Cleveland, & Watkins, Ralph: (Yacht Club) NYC, Mo.

Webb, Joe: (Queen Mary) NYC, re. Weber, Marc: (Haven) Chi., & Weik, Lawrence: (St. Paul) St. Paul, & Weiner, Michael: (Old Roumanian) NYC, re. Weiser, Leo: (Michigan Tavern) Niles, Mich., Mo.

Weston, Ernie: (Glean) San Antonio, Mo. Whiting, Faber: (Baker) St. Charles, Ill., & Widmer, Gus: (Palais Royal) St. Petersburg, Fla., & Williams, Sande: (Astor) NYC, & Williams, Joe: (Mark Twain) Hannibal, Mo., & Williams, Charlie: (Checker) St. John, N. H., Mo.

Wilson, Ray: (Rainbow) Grove City, Pa., Mo. Winston, Jack: (Bal Tabarin) San Francisco, Mo.

Woodfield, Harry: (Hofmann) Canton, O., & Zelman, Rubin: (Caravan) NYC, Mo.



NEWER Minstrels FUNNIER

America's unrivaled selection of complete Minstrel First Acts, Black-and-White, Opening Chorus, Minstrel and Comedy songs, jokes, songs, vaudeville, make-up goods, wigs, banners, tableaux—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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ANDREWS—“Andy,” 64, veteran showman, in Halls, Tenn., December 11 of heart trouble. Born in Alpine, Mich., he had been connected with the Howard Medicine Show and Dixie Exposition Shows and was a member of the Moose Lodge. Among showfolk attending the funeral were Frank Carmon, Ken and Mabel McIntyre, George B. Stone and Mr. and Mrs. Howard. Survived by his widow, Elizabeth.

BERZAC—Mrs. Jean, 65, December 8 in Cook County Hospital, Chicago, after a long illness. Funeral services December 12 under auspices of the Ladies' Auxiliary, Showmen's League of America, with burial in Rose Hill Cemetery, Chicago. Mrs. Berzac, born in Durham, England, and her husband, Cliff Berzac, for years were prominent in vaudeville and the circus with their animal act on the revolving table. Act was with the Ringling Bros.' Circus for five years and later toured Australia and Europe.

BOARDMAN—George, 56, former stagehand at the Orpheum Theater, Sioux Falls, S. D., in that city November 23 of a paralytic stroke.

BODA—Lee Milton, 78, head of the old Valentine Theater Circuit, December 17 in Columbus, O.

BREEN—David J. (Beano), 38, night club operator, murdered in Boston December 17. When bingo first went to Boston devotees of the game called it beano after Breen's nickname. Survived by his widow, Mrs. Madeline Breen.

BROREN—W. G., 73, president of Florida Fair, Tampa, in Tampa Hospital December 12 following an operation for appendicitis December 11. He founded the Florida Fair and had been at its head since first organization 25 years ago. He was also founder and president of the Peninsular Telephone Company, Tampa. Funeral in Tampa December 15.

COTTER—J. J., 54, partner in the J. & R. Company, theater builders, recently in Chicago. At one time he was identified with National Theaters, Ascher Brothers and the Orpheum Circuit.

DOUGHTY—Clark, 89, showman, promoter and politician, in a Columbus, O., hospital recently. Survived by his widow and three children. Services and burial in Columbus.

FARNSWORTH—George Henry (Cap), 43, veteran carnival talker and well known in outdoor show business, in a Houston hospital December 2 following a stroke. He had been falling in health for two years. Born June 19, 1889, in Dalton-in-Furness, Lancashire, England, he came to this country in 1905 with his mother, settling in Belvidere, Ill. During his career he had been connected with the Roy Gray, Bill Hames, J. George Loo, Johnny J. Jones, C. A. Wortham, Con T. Kennedy and Dodson World's Fair Shows. Services December 6 from the Boulevard Funeral Home, Houston, with the Rev. J. W. E. Airey officiating. Burial in South Park Cemetery, Houston. Survived by his widow, Gladys Farnsworth; a sister, Mrs. Jessie S. Stephenson, of Belvidere, and a brother, John, residing in England.

FORMAN—Mrs. Addie Walling, 82, pianist, organist and composer, at her home in Hightstown, N. J., December 10 after a long illness. Born in Brooklyn, Mrs. Forman was best known for her operetta, *The Pirate's Umbrella*, and a cantata, *Rose Streams*. Services December 11, with burial in Cedar Hill Cemetery, Hightstown.

GARVIE—Mrs. Billy S., wife of *The Billboard* representative at Hartford Conn., died in that city December 16. She had many stage and circus friends. High mass at St. Joseph's Cathedral. Interment in Cedar Hill Cemetery.

GENTER—Clare Celeste, 66, actress, December 13 in Chicago of bronchial pneumonia. She had been identified with stock and tent repertoire companies for many years. Survived by her husband, Chester Genter, Chicago actor and musician; a son, Lawrence Sullivan, connected with the Blackstone Theater, Chicago; two sisters, Mrs. Daisy Foster Clements and Mrs. Mildred Wagner, of Burlington, Vt., and two brothers, Ed Guyette, of Burlington, and Allen, of Wilkes-Barre, Pa. Services December 16 and burial in Glen Oak Cemetery, Chicago.

GIBBONS—Martin Henry, 70, president of the Troupers' Club, New York, December 17 in Columbus, O.

HARMAN—Bill (Doc), former circus musician and showman, December 12 in John Gaston Hospital, Memphis, of a heart attack after an illness of several months. Survived by his widow, Elsie, and two children, Charles and Susie, all performers. Burial in Soldiers' Cemetery, Memphis.

HIMMELREICH—Ferdinand, 58, organist, at his home in Laurel Springs,

N. J., December 13. Altho blind, Himmelreich was well known for his musical ability, playing with the aid of specially constructed lights. He had appeared many times with Rudy Vallee's Orchestra, had made numerous recordings and had been a featured entertainer at Madison Hall, Atlantic City.

In Memory of JOHNNY J. JONES

Who Departed This Life
December 25, 1930.
JOHNNY J. JONES EXPOSITION
E. Lawrence Phillips
Director General

JEFFERS—Frank, 63, Chicago theater owner, recently in St. Theresa Hospital, Chicago, following an operation. Survived by his widow, three sons and three daughters.

In Loving Memory of Our Husband, Father and Brother JOHNNY J. JONES

Who departed this life seven years ago.
We miss you more as the years roll by.
MODY JONES, JOHNNY J. JONES JR.,
and SISTER SUE.

KENYON—Charles W., carnival cookhouse operator and concessioner, December 10 in Phenix City, Ala., after a lingering illness. Survived by a son, Henry, of Cedar Rapids, Ia., where services and burial took place.

KLEIN—Eddie, 59, former vaude performer, in Seal Beach, Calif., December 4 after an illness of six weeks. Born in Troy, N. Y., he began trouping when 12. As a member of the musical act of Klein, Ott Brothers and Nicholson, he toured Europe and this country for many years. With his marriage to Estie Murphy in 1912 there was formed the team of Murphy and Klein. They played vaudeville for several years, later settling in California, where Klein became a member of Herbert L. Clarke's Long Beach Band. Following his engagement with Clarke's band, he returned to vaudeville for a short time. At the time of his death he conducted a band in Santa Ana, Calif.

KOSZEGI—Alexander, 57, violinist and member of the New York Philharmonic-Symphony Orchestra, December 15 in Roosevelt Hospital, New York, following a short illness.

KRYZOVINSKY—Adella, cashier at the Palace Theater, San Antonio, recently in that city from injuries sustained in an automobile accident.

LAMONT—Forrest, 67, dramatic tenor, December 17 of pneumonia in his Chicago apartment. He received his training in the United States and Milan, Italy, making his American debut with the Metropolitan Opera Company. Later he made many appearances in Europe. For 15 consecutive seasons Lamont was seen with the Chicago Civic Opera Company, and for several years appeared with the Cincinnati Zoo Opera Company. Survived by his widow, Eunice Stein Lamont, operatic singer, and a brother, Willis, of Springfield, Mass. Services and burial in Chicago December 20.

LISSAUER—Ernst, 55, German composer, December 16 in Vienna.

LOTTO—Fred, 82, former Shakespearean actor and stage director for Edwin Booth's American productions, at his home in Hollywood December 11. He was born in England and came to this country when 13. He retired in 1924. Survived by his widow. Services and burial in Hollywood December 13.

MACCOLLIN—Mrs. Fannie Hall, 70, light opera prima donna, December 10 in New York. Born in New Orleans, Mrs. MacCollin went on the stage at the age of 15. In 1880 she played with the D'Orly Carte Company in *Pirates of Penzance* and during the '90s starred in the MacCollin Opera Company's productions. She also appeared in the original productions of *Rebecca of Sunnybrook*

Farm and Pollyanna. Services December 15 and burial in Greenwood Cemetery, New York.

MCNAMARA—Henry, motion picture exhibitor, with theaters in Alexandria Bay and Valatie, N. Y., recently in Troy Hospital, Troy, N. Y., following an appendectomy.

MEYER—Charles E., formerly a well-known carnival concessioner and in recent years identified with the coin machine business, December 17 at his home in Chicago. He was a brother of Sam Meyer and first entered show business with the Gaskill & Mundy Shows. Survived by his widow, three sisters and five brothers. Services and burial in Chicago December 20.

MONTANA—Anthony, 60, father of “Babe” Montana, theatrical manager and producer, recently in Brooklyn after a two years' illness. Burial in St. John's Cemetery, Brooklyn. Survived by his widow, Mrs. Mary Montana, and 11 children.

MURPHY—Maurice P., 75, former legit actor, of a paralytic stroke at his home in Syracuse, N. Y., December 12. At one time he played with Raymond Hitchcock, later entering the government service. Burial in St. Joseph's Cemetery, Syracuse.

MURRAY—N. A., 68, father of E. A. Murray, general agent of Bullock Amusement Company, at his home in Greensboro, N. C., December 5. Services and burial in Greenhill Cemetery, Greensboro, December 6.

O'HARE—George L., 37, brother of Husk O'Hare, orchestra leader, in Chicago December 15. Services December 18 at St. Matthew Church. Burial in Holy Sepulchre Cemetery there.

OSBORN—Lincoln A., 58, actor and playwright, December 13 of heart disease in Columbia Presbyterian Medical Center New York. Born in Oakland, Calif., Osborn had acted with stock companies at the old Alcazar Theater, San Francisco. His *Uptown*, West was produced on Broadway in 1923. He also wrote many adaptations and dramatizations of novels like *Coppy Ricks*. Illness prevented completion of a play on which he had been working recently. Osborn was a member of Equity and the Authors' League. Survived by his widow, Mrs. Nina Sutton Osborn. Services December 15 in New York.

OSIEL—John Santos, 74, showman, December 3 in Houston of heart trouble. Born in Valencia, Spain, October 10, 1863, he entered show business as a performer when 15, trouping in South America, Canada, Mexico, Europe, Asia and Africa, as well as in this country. In 1917 he entered private business in Wichita, Kan., selling out in 1928 to go to Tulsa, Okla. In 1930 he served as special agent and publicity director for his son-in-law, Jack Hamilton, aerialist, and as a side line worked as an astrologer. At the time of his death he was court interpreter in Houston. Survived by two daughters, Rose and Mercedes, the latter the wife of Hamilton, and a brother, Isaac, of Margarita, Argentina, South America. Services in Houston and burial in Adath Israel Cemetery, that city.

RECOVERS—Edward, former theatrical electrician, December 10 at his home in North Attleboro, Mass. For many years he had toured with the Otis Skinner companies and later with Maud Adams. Since his retirement 15 years ago he had been active in local stage presentations. Services from St. Mary's Church, North Attleboro, December 13, and burial in St. Mary's Cemetery, that city.

RINEHART—Thomas P., 77, pianist and composer, in Detroit December 9 after an illness of two years. He was at one time head of the music department at Adrian and Westminster colleges, Detroit, and had studied extensively at Adrian College, the Conservatory of Music, Leipzig, Germany, and the Cincinnati Conservatory.

IN MEMORIAM Charles H. Rooney

(Riding Reorganist)
Died December 24, 1936.
MINNIE H. ROONEY, His Loving Wife.

ROGERS—Francis, 70, musician and theatrical producer in the '90s, in Evans-

ville, Ind., December 10. Survived by a sister, Mrs. Cora Lusink, of Alameda, Calif.

SABIN—Wallace Arthur, 70, choral director and official organizer for San Francisco 1915 Panama-Pacific International Exposition and of St. Louis Exposition in 1904, at San Francisco December 9 of a heart attack. Survived by a daughter, Patricia Sabin.

SAVILLA—Mrs. Gladys R., 34, wife of Henry J. Savilla, of the Savilla Trio, acrobats, in Grace, Miss., December 11. She was born in Wapello, Ia., March 25, 1903. Services from St. Joseph Catholic Church, Grace, December 14, and burial in Greenville (Miss.) Cemetery.

SCHNYER—Theresa, 38, Detroit singer, killed in an automobile accident December 9 in Dearborn, Mich. Survived by her husband, William Schnyer.

STEPHENS—Mrs. Lillie, 64, mother of Harvey Stephens, film actor, December 7 in St. Vincent's Hospital, New York, after two months' illness.

TAYLOR—Mrs. Lulu Mae, 34, representative of the Alexander Film Company, Dallas, recently in McCombe, Tex., of injuries sustained in an automobile accident near McCombe.

TRUEMAN—J. W. (Bill), 54, well-known carnival cookhouse operator, December 9 in Graduate Hospital, Philadelphia, from injuries sustained in an altercation with a man who entered the Philadelphia shooting gallery which Trueman was managing. He had been in show business for 40 years. Survived by his widow, Lucille.

VITALE—Edoardo, 70, conductor of the San Carlo Opera, Naples, Italy, December 13 in Rome. He formerly conducted the Royal Opera in Rome and once led in the San Paolo and Colon theaters, Buenos Aires, South America.

WAGNER—William, 63, former stage manager and director, December 7 in Kalamazoo, Mich. He was born in Williamston, Mich., February 24, 1874, joining a circus as an acrobat at an early age. Later he became associated with the New York stage and vaudeville as director and stage manager. For several years Wagner was identified with the Roberson-Smith stock companies, and for the last four years before his retirement directed the L. Verne Stout Playmen. Services December 9 and burial in Summit Cemetery, Williamston.

WEBB—Austin, 58, actor, formerly with D. W. Griffith, recently in Hollywood.

Marriages

ALOIRE-VARELA—William K. Algire, Toledo, O., and Lala Varela, of the Moss Theater staff, Albuquerque, N. M., in the latter city recently.

COHEN-BERNSTEIN—Louis Cohen, St. Paul, 20th Century-Fox salesman, and Pearl Bernstein, in that city recently.

CUTTNO-DICKSON—William Cuttino, Westinghouse Electric and Manufacturing Company engineer, and Carolyn Dickson, former member of Station KDKA staff, recently.

GERZEN-JOYANT—Henry P. Gerzen, film technician, and Toneya Joyant, actress, in Yuma, Ariz., recently.

HARRISON-ANSON—Nap Harrison, connected with RKO Radio publicity department, Hollywood, and Peggy Anson, secretary in the same department, in Tascote, Mex., recently.

MEHALE-WIGHT—John MeHale, assistant manager of Radio City Music Hall, New York, and Geraldine Wight, Music Hall precision dancer, in New York December 16.

METEROWITZ - RABINOFF—Paul Richard Meyerowitz, civil engineer of Flushing, N. Y., and Anastasia Rabinoff, opera singer, daughter of Abraham Rabinoff, Russian-American baritone, in the Municipal Building chapel, New York, December 15.

MOORE-COOPER—Sam D. Moore, connected with the Ramona Theater, Frederick, Okla., and Barbara Lee Cooper recently.

MYERS-WAGNER—Elmer Myers, in ticket department of Al O. Barnes Circus, and Mary E. Engle Wagner, formerly with that show, in Newport, Ky., December 2.

NEAGLE-MALLOY—Manny Neagle, Cincinnati, 20th Century-Fox salesman, and Dorothy Malloy, of the personnel department, December 18.

NOLAN-GRIMALDI—Richard Nolan, Radio City Music Hall Glee Club tenor, and Marie Grimaldi, member of the Radio City corps de ballet, in New York recently.

ORRISON-SMITH—Jack Orrison and Margaret Smith, heard over Station (See MARRIAGES on page 62)

ACTS, UNITS AND ATTRACTIONS

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

A
Ace, Red (Ye Olds Tavern) Ft. Wayne, Ind.
Adair & Richards (Mayfair Casino) Cleveland, O.

B
Bachelors, Four (Belmont Plaza) NYC, h.
Bacon, Faith (Colosimo's) Chi, no.
Baker, Mildred (Earle) Phila, t.

C
Calgary Bros. (International Casino) NYC, no.
Campo, Deana & Del (Royal Palm Club) Miami, no.

D
D'Avales, Rodolfo (El Chico) NYC, no.
Dae, Donna (Chatterbox Inn) Chi, no.
Dale, Billie (Galt House) Johnston, Pa., no.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; ce-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Coralli, Claudia (Barney Gallani's) NYC, no.
Coriell Bros. & Zasa (Playhouse) Winnipeg, Can., t.
Corts, Al & Toni (Barkley's) Brooklyn, no.

E
Earl & Francis (Sebastian's Cotton Club) Culver City, Calif., no.
Edwards, Irving (Légit) Montreal, no.

F
Farrar, Jane (Locust) Phila, no.
Farrell, Bill (Pisco Elegante) NYC, no.
Farris, Dolores (Greenwich Village Casino) NYC, no.

G
Gaby (Le Mirage) NYC, no.
Gabby, Frank (Palmer House) Chi, h.
Gale, Diana (Berlotti's) NYC, re.

H
Hall, Eddie (Colonial Tavern) Hawthorne, N. Y., c.
Hamil, Thos. J. (N. E. Democratic Club) Pittsburgh, no.

I
Ice Ballet (Boston) Boston.
Ice Follies (Sports Arena) Hershey Inn Hotel, Hershey, Pa., 25-28.
Iceberg Trio (Roosevelt) Pittsburgh, Pa., h.

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

DeCarlos & Granada (Steuben's Vienna Room) Boston, re.
De La Orange, Chrystal (International Casino) NYC, no.
Deane, Laura (Village Barn) NYC, no.

J
Jacks, Two (Earle) Washington, D. C., t.
Jasinski, Mgnac (International Casino) NYC, no.
James & Felix (Hall-Hall) Chi, no.

K
Kammerer, Mercedes (Gay '90s) Chi, no.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.

L
L'Ana (Edison) NYC, no.
LaDelle, Babe (Publ) Portland, Ore., no.

M
Mason, Musicales (Onesto) Canton, O., h.
Kaye, Grace (Bertolotti's) NYC, re.
Kaye, Johnny & Playboys (Market Tavern) St. Louis.

N
Narrow, Musicales (Onesto) Canton, O., h.
Kaye, Grace (Bertolotti's) NYC, re.
Kaye, Johnny & Playboys (Market Tavern) St. Louis.

Abuse, Frank (Palace) Cleveland.
Lieber, Tod & Revue (Fox) Philadelphia, 1.
Stanley Pittsburgh 6-13.
Lita, Carmen (El Gaucho) NYC, 10.
Honey, Leslie (American Music Hall) NYC, 10.
Little Sachs, Three (Bertolotti's) NYC, re.
Littlejohns, The (Riverside) Milwaukee, 1.
Lola & Rocha (606 Club) Chi, re.
Loma, Jean (Chatterbox) Jamestown, Pa., 10.
Lona, Avon (Plantation) NYC, 10.
Lora, Walter (Paradise) NYC, 10.
Lorraine, Lillian (Bertolotti's) NYC, re.
Lora's Dogs (Hooy) NYC, 1.
Lorraine & Richard (Blackhawk) Chi, re.
Lorraine, Ada (Old Romanian) NYC, re.
Lorraine, Nick (RKO Boston) Boston, 1.
Lorraine, Pepita (El Chico) NYC, 10.
Ludovs, Nadia (Russian Kretchma) NYC, re.
Lynn, Tommy (Lola) NYC, 10.
Lynn, Carl (Down Towners) Columbus, O., 10.

McCabe, Sara Ann (State) NYC, 1.
McClelland, Reed (Weylin) NYC, 1.
McCormack, Frank (Greenwich Village Casino) NYC, 10.
McCoys, Bob (Billmore) NYC, 1.
McCoys, Jack (Staff) (Cafe Madrid) Buffalo 10.
McCoys, Orla (Pere Marquette) Peoria, Ill., 1.
McGilly, Jean & Gino (Aristophia) Phila, 1.
McKenna, Joe & Jane (Oriental) Chi, 1.
McKenna, Boots, Girls (Park Central) NYC, 10.
McKensie, Red (Nick's Rendezvous) NYC, 1.
McMahon, Larry (Village Barn) NYC, 10.
McNaughton, Virginia (Le Mirage) NYC, 10.
Mace, Merry (Hooy) NYC, 1.
Mack, Lyle (Chatterbox) Jamestown, Pa., 10.
Mack, Ed (Martin's Tavern) Lima, O., Dec. 19-Mar. 12, 10.

Maddison, Rudy (Gay '90s) NYC, 10.
Madara, Paul (Rudy's) NYC, 10.
Mandell, Willie & Joe (Chicago) Chi, 1.
Manginis (Mevins House) Paris, 10.
Manning, Ode (Billmore) Dayton, O., 1.
Manolis, Fred (Royal) NYC, 10.
Mansfield, Cyril (Village Barn) NYC, 10.
Mansuarez, Jose (Havana-Madrid) NYC, 10.
Mara (Perroquet) NYC, 10.
Marcos, Sensational (Silver Bowl) Sacramento, Calif., 10.
Marcy Bros. & Beatrice (Michigan) Detroit, 1.
Marce, Lola (Colosseum) Chi, 10.
Marek, Madeline & Fala (Beacon) Vancouver, B. C. 24-30, 1.
Mario & Floria (Statler) Detroit, 1.
Marr & Mirth (Paradise) NYC, 10.
Marfield, Maxine (Bismarck) Chi, 1.
Marinos, Leo (Trocadero) NYC, 10.
Marion, Alice (Essex House) NYC, 1.
Marshall & Puan (State-Lake) Chi, 1.
Margules, Three (La Marquise) NYC, 10.
Marr, Palay (Pere Marquette) Peoria, Ill., 1.
Marrin, Oscar (Rudy's) NYC, 10.
Marriner, Juan (Havana-Madrid) NYC, 10.
Mars, Jack (Chateau Richelieu) NYC, 10.
Massey & Miller (American Music Hall) NYC, 10.

May, Bobby (International Casino) NYC, 10.
Mayo, Buddy (Triangle Gardens) Peoria, Ill., 10.
Mayo, Florence & Co. (Beverly Hills) Southgate, Ky., 10.
Messybrook boys (Hollenden) Cleveland, 1.
Mellan, Les (Madison) NYC, 1.
Mella, Kirk & Howard (Blue Moon Garden) Milwaukee, 1.
Mendes & DuNons (Capitol) Atlanta, Ga., 1.
Mason, George (McAlpin) NYC, 10.
Mercedes, Eileen (Mirador) NYC, 10.
Michon, Michel (Russian Kretchma) NYC, 10.
Miller, Mary (Democratic) Pittsburgh, 10.
Miliken, Bob (Little Old New York) NYC, 10.
Minson, Tom (Lexington) NYC, 10.
Miska (Russian Kretchma) NYC, 10.
Moffe & Lemaux (Olmos Club) San Antonio 17-31, 10.
Moffett, Adelaide (Ambassador) NYC, 10.
Montoya, Peggy (Trocadero) NYC, 10.
Monty & Decha (Harry's New York Cabaret) Chi, 10.
Morales Bros. & Little Daisy (Drury Lane) Casville, Mich., 10.
Morgan, Loretta (Gay '90s) Chi, 10.
Morgan, Russ, & Orca (Paramount) NYC, 1.
Morrice, Jess (Trocadero) NYC, 10.
Morris & Teresta (Trocadero) NYC, 10.
Morrison, Alec (St. Regis) NYC, 1.
Morton, Alvin (Club Mignet) Chi, 10.
Mottier & Davis (Rocky) NYC, 1.
Muriel, Mimi (Crista) NYC, 10.
Murphy, Jimmy (Travelers) Chico, Calif., 1.
Musical, Maudie, Three (Greenwich Village Casino) NYC, 10.

Meyers, Helen (Radio City Rainbow Room) NYC, 10.
Myrus (College Inn) Chi, 10.
Myrtle & Decha (Mevins House) Paris, 10.
Myrtle & Peadar (International Casino) NYC, 10.
N.
N. T. O. Revue (Lyric) Indianapolis, 1.
Nations, Evelyn (Netherland Plaza) Cincinnati, 1.
Neagle, George (Yamur) NYC, 10.
Neller, Robert (Hollenden) Cleveland, 1.
Nelson, Nellie (Open Door) Chi, 10.
Nelson's Boxing Cats (Leon & Eddie's) NYC, 10.
Nelson & Knight (Riverside) Milwaukee, 1.
Neville & Day (Westminster) Boston, 1.
Newman, Doug (Statler) Boston, 1.
Nice, Florio & Lubow (Rogey) NYC, 1.
Nichols, Howard (Drake) Chi, 1.
Nichols, Elizabeth (Crista) NYC, 10.
Nissen, George (Club Rainbow) Buffalo, 10.
Nistia, Mildred (Rudy's) NYC, 10.
Nissen, George (Southern Dinner Club) Houston, Tex., 10.
Nixon & Andre (Chez Ami) Buffalo, 10.
Nobis, Art, De (Dofish, Ala.) 10.
Noland, Nancy (White) NYC, 1.
Nonchalants, Three (Palmer House) Chi, 1.
Norre, Lee (Triangle Gardens) Peoria, Ill., 10.
Norvo, Red & Orch. (Earle) Phila, 1.
Nowack & Pay (Strand) Brooklyn, 1.
Nussner, Johnny (Yacht) NYC, 10.
Nuri Sisters (El Ocho) NYC, 10.

O'Toole, Edythe (Pulman Thurston) Worcester, Mass., 10.
Omer (St. George) Brooklyn, 1.
Ortega, Rosita (Yumurt) NYC, 10.
Ortina, Joe (Trocadero) London, 10.
Ortina, Four (Michigan) Detroit, 1.
Owen & Parco (Embassy) Jacksonville Beach, Fla., 10.
P.
Pavola, Margaret (Gay '90s) NYC, 10.
Payer, Lyle & Broadway Playboys (Triangle Gardens) Peoria, Ill., 10.
Paine, Hot Lips (Small's Paradise) Harlem, NYC, 10.
Palmer Sisters (Sak's) Detroit, 10.
Palomo (Ambassador) NYC, 1.
Parer, Pat (Golden Empire) Marysville, Calif., 10.
Parker, Lou (Anchor Club) Sandusky, O., 10.
Parker, LaRue (Brown Palace) Denver, 1.
Parker, Bob (Dutch Village) Toledo, O., 10.
Parker & Fredericks (State-Lake) Chi, 1.
Parrington, Lew (Savoy-Plaza) NYC, 1.
Parraga, Senorita Graziella (La Rue) NYC, re.
Paul, Fred (Rosina's) New Haven, Conn., 10.
Pedro (Gaucho) NYC, 10.
Pedro & Luis (National) Richmond, Va., 1.
Pennington, Ann (Hi-Hat) Chi, 10.
Pepper, Matt (Open Door) Chi, 10.
Peppers, Three (Elkroy House) NYC, 10.
Peppy & Peanuts (506 Club) Chi, 10.
Perry, Diamond (Lil Black Cat) NYC, 10.
Peterson, Sally (Gambols) Seattle, 10.
Peterson, Gene (Hi-Hat) Brooklyn, 1.
Pils & Tabet (Mayfair) London, 10.
Polono (Ambassador) NYC, 1.
Ponard, Robert (Station WQAI) San Antonio, 10.
Powell & Nedra (Michigan) Detroit, 1.
Powell, Albee, & Co. (Tivoli) Melbourne, Australia, Dec. 25-Mar. 15, 1.
Powell, Eddie (Chateau Milwaukee) cc. 10.
R.
Radio Rockets (Steuben's Vienna Room) Boston, 10.
Raeburn, Burt (Queen Mary) NYC, 10.
Ramon & Lurinda (Trocadero) NYC, 10.
Ramos & LeMayne (Plantation) Niagara Falls, N. Y., 10.
Raphael (Waldorf-Astoria) NYC, 1.
Rancheros, Les (Weylin) NYC, 1.
Ray, Alvin (Madison) Jefferson City, Mo., 1.
Ray, Rhonda (Royal) NYC, 10.
Rays, Prince & Clark (Wallon) Phila, 1.
Rays, Vivian (Mirador) NYC, 10.
Raye, Iris (Monte Carlo) NYC, 10.
Ray & Naldi (Coconut Grove) Los Angeles, 10.
Raymond, Charles & Celeste (Philadelphia) Phila, 10.
Red Book, Princess (Rainbow Inn) Marysville, Calif., 10.
Redford & Wallace (Mayflower) Jacksonville, Fla., 10.
Red Deer, (21) Phila, 10.
Reed, Billy (Capitol) Washington, D. C., 1.
Rees, Belle (Oetjens) Brooklyn, re.
Reed, Ruth (Paradise) NYC, 10.
Reis Bros. (Royale Frolics) Chi, 10.
Reis, Charles & Corla (El Chico) NYC, 10.
Reis, Jimmy Kelly's) NYC, 10.
Rhody Twins (Ranch) Seattle, 10.
Rhodes, Dorothy (Kil Kat) NYC, 10.
Rich, Pat (New Yorker) NYC, 10.
Richard, Earl (Harry's New York Cabaret) NYC, 10.
Richards & Monette (Club Rio) Allentown, Pa., 10.
Rickey, Alice, & Co. (Hollywood, Fla., 10-34; Miami 25-31.
Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
Roark, Edith (Hollenden) NYC, re.
Roberts, Betty & Freddy (St. Moritz) NYC, 10.
Roberts & Parley (New Yorker) NYC, 10.
Robinson, Bill (Cotton Club) NYC, 10.
Rodrigo, Rosita (Yumurt) NYC, 10.
Rogey, Teddy (Yumurt) NYC, 10.
Rohlin, Adrian, Trio (Essex House) NYC, 1.
Rolph, Wynne (St. George) Brooklyn, 1.
Rohmer, Bob (Adelphia) Phila, 1.
Rosamonds (Strand) Brooklyn, 1.
Rose, Jack (Place) (Gambols) NYC, 10.
Ross, Gertrude (Northwood Inn) Detroit, 10.
Roer, Murray (Fox River) Batavia, Ill., cc. 10.
Roos, Frank (Steuben's Vienna Room) Boston, re.
Roos, Dr. Sydney (Rainbow Grill) Radio City, NYC, 10.
Roos, Pat (Ambassador) NYC, 1.
Roth & Shay (Oskar) Stockholm, Sweden, Jan. 1, 1.
Rowland, Mary (Paradise) NYC, 10.
Royal Revue (Princess) Nashville 24-30; (Hi-Hat) NYC, 10.
Royce, Rosita (Chez Paree) Chi, 10.
Russell, Mabel (52d St.) NYC, 10.
Russell, Sunny (Nick's Rendezvous) NYC, 1.
Russian Gypsy Trio (Gay Village) NYC, 10.
Rust, Shirley (Village) NYC, 10.
Ryan, Bob L. (The Escorta Club) NYC, 10.
Ryan, Jerry (Gay '90s) NYC, 10.
S.
Sahl (Plantation) NYC, 10.
St. Clair, Irene (Mayfair) Boston, 1.
Salazar, Hilda (La Couza) NYC, 10.
Saldia, Elmer (Marathon) Chi, 10.
Salisbury, Jerry (Cafe of All Nations) NYC, 10.
Sayers, Dorothy (Kil Kat) NYC, 10.
Santucci, Three, & Harriet Hayes (Strand) Brooklyn, 1.
Samuels, Three, & Harriet Hayes (RKO Boston) Boston, 1.
Sanna, Johnny (State-Lake) Chi, 1.
Santury, Frank (Royal York) Toronto, Can., 1.
Sargent, Krany (New Yorker) NYC, 1.
Satz, Ludwig (Romanian Village) NYC, re.
Sava, Mariata (Russian Kretchma) NYC, re.
Saxon, Bea (Yacht) NYC, 10.
Schaps, Ed (Piedmont) Chi, 10.
Schady, Marjorie (Sebastian's Cotton Club) Culver City, Calif., 10.
Schmertz, Estelle (Mayfair Casino) Cleveland, 10.
Selys, Leo (Montparnasse) NYC, 1.
Shenaders, The (Miami) Dayton, O., 1.
Shindler (Hickings) NYC, 1.
Sharp, Betty (Rascroft) Springfield, O., 1.
Shatten, Anna (Romanian Village) NYC, re.
Shaw & Lee (State) NYC, 1.
Shea, Norma (Wivli) NYC, re.
Shep, Bebe (Rudy's) NYC, 10.
Sherman Bros. (Dent's Terrace Club) Cohoes, N. Y.
Sherr Bros. (Hi-Hat) Chi, 10.
Sherr, Willie (Hi-Hat) Chi, 10.
Shuta, Ethel (Belmont Plaza) NYC, 1.
Shuler, Billy (Wester Club) New Orleans, re.
Shurman, Jack (Old Romanian) NYC, re.
Simpton, Carl (Arcadia International) Phila, re.
Shale, Noble, Orch. (State) NYC, 1.

Skellon, Red (RKO Boston) Boston, 1.
Small, Bill (Rudy's) NYC, 10.
Smith, Earle (Beverly) Chi, 1.
Smith, Cyril (Paradise) NYC, 10.
Smith, Rudy (Black Cat) NYC, 10.
Sprey, Billy (Hollywood) NYC, re.
Stacey, Jack (Casino) Lancaster, Pa., 10.
Stadler & Rose (International Casino) NYC, 10.
Stanley, Flo (Barham) Brooklyn, re.
Stone, Al (Old Romanian) NYC, re.
Storrs, Allan (Commodore) NYC, 10.
Stump & Scumpy (Plantation) NYC, 10.
Stuart, Gene (Kil Kat) Boston, re.
Sullivan, Lee (Paradise) NYC, re.
Sullivan, Russell (Dorchester) London, 1.
Sweeney, Bud (Lobby Hall) Chi, 10.
Sykes, Harry (Lobby Cafe) Juarez, Mex.
Symington, Ewe (Waldorf-Astoria) NYC, 1.
T.
Tall, Ted & Mary (Bismarck) Chi, 1.
Tapia, Cesar (Havana-Madrid) NYC, 10.
Tatum, Art (Pamoss Door) NYC, 10.
Taubman, Paul (Ambassador) NYC, 10.
Taylor, Key (Hollywood) NYC, re.
Taylor, Chas. A., Bronze Manikins (Palace) Huntington, W. Va., 23-24; (Crawford) Gloucester, O., 25-27, 1.
Templeton, Alec (Radio City Rainbow Room) NYC, 10.
Texas Youngs (Dorchester) London, Eng., 1.
Theodore & Denesha (Park Central) NYC, 1.
Theodors (Old Romanian Cabaret) NYC, 10.
Therrien, Henry (Embassy) Jacksonville Beach, Fla., 10.
Thorn, Eddie (Palumbo's) Phila, re.
Three of Clubs (Hollywood) NYC, re.
Tilton, Martha (Pennsylvania) NYC, 1.
Tinney, Det (Hi-Kat) NYC, 10.
U.
Urburn, Burt (Queen Mary) NYC, 10.
V.
Vanderbilt Boys (Riverside) Milwaukee, 1.
Valeo & Yolanda (Statler) Detroit, 1.
Variety Gambols (RKO Boston) Boston, 1.
Varens, Joe, & Four Sparkettes (Wonder Bar) Cincinnati, 10.
Vaughn, Ray (Riverside) Milwaukee, 1.
Venesta, Chiquita (Greenwich Village Casino) NYC, 10.
Vermonte, Claire (St. Moritz) NYC, 1.
Vernon & Vanoff (Jefferson) St. Louis, 1.
Vermont, James & Evelyn (Ambassador) NYC, 1.
Vespers, Four (Adelphia) Phila, 1.
W.
Waldorf, Irene & Co. (Riverside) Milwaukee, 1.
Vestoff, Floria (Yacht) NYC, 10.
Villano & Lorna (Princess) Nashville, Tenn., 1.
Villarino, Jeronimo (Havans-Madrid) NYC, 10.
Vodery's Jubileers (Cotton Club) NYC, 10.
W.
Wade & Wade (Levings) Boston, 10.
Wages, Johnnie (Corktown Tavern) Detroit, 1.
Wahl, Dorothy (Harry's New York Cabaret) Chi, 10.
Walders, Darlene (Spotting d'Ette) Monte Carlo, France, 10.
Waldron, Jack (Hollywood) NYC, re.
Walker, Betty (Black Cat) NYC, 10.
Walsh & Barker (Berkeley) London, 1.
Wayne, Lillian (Holland) NYC, 10.
Weaces (Dorchester) London, 1.
Weber Bros. & Chelita (Variety) Pueblo, Colo., 19-24; (Main Street) Wichita 25-Jan. 1, 1.
Wehrle, Helen (Embassy) Jacksonville Beach, Fla., 10.
Wescott, Dorothy (Little Old New York) NYC, 10.
Wessels, Henry (Plantation) NYC, 10.
West, Billie (Piccadilly) Baltimore, 10.
Whalen, Jackie, & Streamline Steppers (Show Boat) Cypress Hill, L. I., N. Y., 10.
Wheatley, Jessie (Seventh Avenue) Pittsburgh, 1.
White, Jack (18) NYC, 10.
White, Ann (Bertolotti's) NYC, re.
White, Hal C. (Club Caricoa) Chi, 10.
White, Jack (Gay '90s) NYC, 10.
White, Bob (488 Club) Chi, 10.
White, Frances (Gambols) NYC, 10.
Whitman, Pio (Club Mignet) Chi, 10.
Whitney, Marjorie (La Salle) Chi, 1.
Wickes Bros. & Armida (Melbourne) Sydney, Australia, Oct. 15-Dec. 30, 1.
Wicks, Gus (Gay '90s) NYC, 10.
Wilbert, Raymond (Capitol) Washington, D. C., 1.
Wilken, Dorothy (New Yorker) NYC, 1.
Williams, Janis (Chez Paree) Chi, 10.
Williams, Norah, & Co. (Michigan) Detroit, 1.
Wilma Waldor (Paradise) NYC, 10.
Windle, Mildred (Wivli) NYC, re.
Winston, Walter (Brittwood) NYC, 10.
Winters & Marano (Plantation) NYC, 10.
Withoe, Jerri (Paradise) NYC, 10.
Wolfe, Lorna (Mt. Royal) Montreal, 1.
Wood, Bill (Michigan) Detroit, 1.
Wood, Lorraine (International Casino) NYC, 10.
Woods & Bray (Shoreham) Washington, D. C., 1.
Woodford's Pets (RKO Boston) Boston, 1.
Wright, Edythe (Gambols) NYC, 10.
Wright, Jack (Village Brewery) NYC, 10.
X Sisters, Three (Earle) Washington, D. C., 1.
Y.
Yates Sisters, Three (Embassy) Jacksonville Beach, Fla., 10.
Yerman, Miriam (Village Barn) NYC, 10.
Yum, Helen (Leon & Eddie's) NYC, 10.
Z.
Zana (Armando's) NYC, 10.
Zephyrs, Two (RKO Boston) Boston, 1.
Zig & Zag (Powers) Rochester, N. Y., 1.
Zudella & Co. (Esquire Club) Sheboygan, Wis., 10.

Abbey Players: (Copley) Boston 27-Jan. 1.
Babes in Arms: (Forrest) Phila, opens Dec. 23.
Bad Russian: (Auditorium) Chi 29-Jan. 2.
Brother Rat: (American) St. Louis 25-Jan. 1.
Brother Rat: (Loeust) Phila, opens Dec. 23.
(See ROUTES on page 67)

THE TITANS
(J. J. Ryan—A. J. Beck—F. L. Barker)
"RHYTHM IN SLOW MOTION"
Direction MILES INGALLS,
International Theatrical Corp., New York.

TIP TAP & TOE
EARLE, Philadelphia.
Dr. LEDDY & SMITH, N. Y.
Week December 24th.

Tisdale Trio (Le Mirage) NYC, 10.
Tomack, Sid (Royale Frolics) Chi, 10.
Tramp Band (Cotton Club) NYC, 10.
Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., 10.
Travis, Jimmy (Club Piccadilly) Baltimore, 10.
Towley, Evelyn (Corktown Tavern) Detroit, 10.
Toy, Ming (Fifth Avenue) NYC, 1.
Trasky, Vera (International Casino) NYC, 10.
Turner, Elma (Plantation) NYC, 10.
Tyler, Smiling Tex (Tower Inn) Lyons, Ill., 10.
V.
Vaccaro (El Gaucho) NYC, 10.
Valdes, Alfredo (Havana-Madrid) NYC, 10.
Valdes, Vern (Piccadilly) Baltimore, 10.
Vale & Stewart (Gaiety Cabaret) Brussels, 1.
Vallee, Rudy (Paradise) NYC, re.
Vanderbilt Boys (Riverside) Milwaukee, 1.
Velo & Yolanda (Statler) Detroit, 1.
Variety Gambols (RKO Boston) Boston, 1.
Varens, Joe, & Four Sparkettes (Wonder Bar) Cincinnati, 10.
Vaughn, Ray (Riverside) Milwaukee, 1.
Venesta, Chiquita (Greenwich Village Casino) NYC, 10.
Vermonte, Claire (St. Moritz) NYC, 1.
Vernon & Vanoff (Jefferson) St. Louis, 1.
Vermont, James & Evelyn (Ambassador) NYC, 1.
Vespers, Four (Adelphia) Phila, 1.

NEW DATE BOOKS
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Hill Pays Tribute to Fellows; Saints, Sinners Sponsor Service

NEW YORK, Dec. 18.—Friends and admirers of the late Dexter W. Fellows assembled Tuesday afternoon in the East Ballroom of the Hotel Commodore here to hear a short memorial service broadcast over a Columbia Broadcasting System network. Approximately 150 persons, including representatives of nearly every Metropolitan newspaper and many circus people, heard Edwin C. Hill, ace radio commentator and newspaper columnist, pay tribute to the beloved herald of "The Greatest Show on Earth."

Hill presided throughout and shared the air with Orson Kilborn, president of the

Dexter Fellows Tent of the Circus Saints and Sinners' Club, sponsor of the service; F. Darius Benham, founder of the same organization, and Fred Pitzer, secretary. Phil Dewey sang *I Love Life* and incidental organ music filled out the program.

Mrs. Fellows, members of her family and her close friends came down from New Britain, Conn., for the services. Among the many show people in attendance were Frank Mayer, Eddie Vaughan, Jesse Klugeman, Wesley Blair, Tex O'Rourke, Leonard Traube, Bert Cole, C. J. Meyer, Elias Sugarman and Roger Littleford.

More Land For Wallace

Lot acquired by Ray W. Rogers—construction begun on four buildings

YORK, S. C., Dec. 18.—Wallace Bros.' Circus, in quarters here, is adding to its real estate holdings and also to its building equipment. Another lot has been acquired by Manager Ray W. Rogers adjoining the property of the show on East Jefferson and Trinity streets, while a start has been made in the construction of four buildings.

The structures to be erected are a cookhouse, dining room, sleeping quarters for men equipped with shower bath and a lumber shed.

It is planned also to construct three additional buildings.

Central Show Printing Co. In New Plant at Mason City

MASON CITY, Ia., Dec. 18.—The Central Show Printing Company, of this city, owned by W. M. Temple, recently completed a fireproof daylight air-conditioned building with 15,000 square feet of floor space. All equipment of the old plant has been moved and installed along with new lithographing and engraving equipment. It is one of the best equipped of show printing plants.

Temple has served shows in the West and Northwest territories for 25 years. The Temple Lithographing Company has been established in Chicago under management of Jack Auslet. The Temple or Central trade-marks can be seen in every State in the Union and Canada.

Blackie Levine Not Connected With AFA

NEW YORK, Dec. 18.—Officials of the American Federation of Actors stated here this week that one "Blackie" Levine, Claridge Hotel, this city, is in no way connected with the AFA, nor does he have the sanction or right to solicit membership for that organization among show people.

The AFA organized the Ringling-Barnum and Cole Bros. circuses last season and intends to broaden its scope in 1938. Levine, however, has no part in that drive.

1937 Circus
Season in Review
IMPORTANT EVENTS
AND HAPPENINGS
OF THE YEAR
These and Other Features
Will Appear in
The Billboard Holiday
Greetings Number
Dated January 1

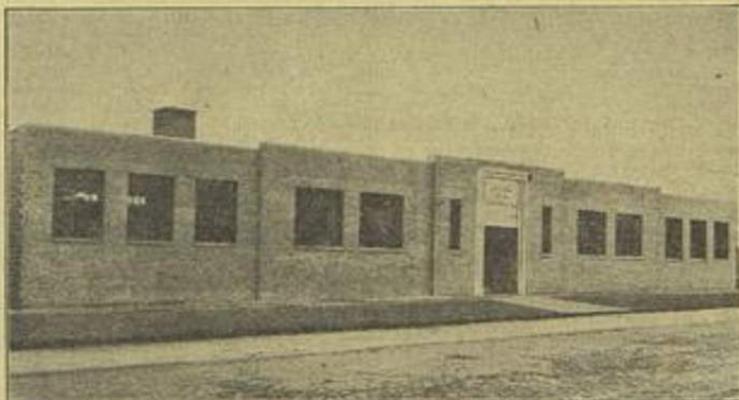
F. B. Kelley Elected Director Delaware Fair

DELAWARE, O., Dec. 18.—F. Beverly Kelley, former circus press agent, was elected a director of the Delaware Agricultural Society. His term is for three years. A new sponsoring group, of which Kelley is one of seven newly named directors, will have charge of the 1938 fair, which will be held at Delaware instead of near-by Powell.

In all probability he will have charge of exploiting the fair.

Head Back at Springs

HOT SPRINGS, Ark., Dec. 18.—F. B. (Bernie) Head, who was out with two road shows this fall, *Ziegfeld Follies* and *Show of Shows*, both of which have closed, is back at the Springs.



W. M. TEMPLE'S CENTRAL SHOW PRINTING PLANT at Mason City, Ia., which was recently completed.

New Animal Feature, 500-Pound Gorilla, Joins Ringling-Barnum

SARASOTA, Fla., Dec. 18.—A crowd of 2,000 persons gathered at the Seaboard Air Line depot here last Sunday to witness the arrival of a 500-pound gorilla, newest animal feature of Ringling-Barnum Circus menagerie. The animal, traveling on a first-class passenger ticket, came in on the Orange Blossom Special from New York, where he was recently purchased. Was accompanied by his keeper, John Kroener, ape specialist, and a pair of chimpanzees, which also will be added to the show's menagerie.

At quarters here, the gorilla was placed in a special room at the hospital, without being removed from his traveling cage. His keeper watched the animal like a hawk for any sign of cold or other illness to which the species is subject, but after 24 hours announced that his charge apparently suffered no ill effects from the journey.

The gorilla, said to be the largest of its kind in captivity, will not be placed on exhibit until such time as it is thoroughly accustomed to the Florida climate, every precaution being taken to protect the delicate health of the specimen which is valued at \$100,000. Workmen at quarters are preparing a special duralumin cage for the animal. The cage will be glassed in as a protection against chilly weather.

Former Trouper Is Now an Artist

COLUMBIA, Mo., Dec. 18.—Paintings by a former trouper with Ringling-Barnum Circus are on display here this week in Library Building on the University of Missouri campus. The artist is John Stewart Curry, a native of Kansas, who recently completed a series of murals in the new Department of Justice Building in Washington. Curry traveled with the circus for two years when a youth and he never forgot the experience, for many of his most noted paintings today use the big top for a subject.

Fairly Good Year For the Main Show

CINCINNATI, Dec. 18.—William Newton Jr., manager of Walter L. Main Circus, states that show had a fairly good year and is in quarters at Greenville, Ala., in National Guard buildings. Work will be started after first of year. Newton adds that all equipment that was with show has been leased and other equipment will be elaborated on. Expects to have three elephants.

Beagles Joins Marie Act

TAMPA, Fla., Dec. 18.—Harry Beagles sailed from here December 15 for Havana, Cuba, to join his wife and son, who are with Santos & Artigas Circus with their trained animals, Marie's Marvel Dogs and Animal Circus. Beagles' father is very ill at Edwardsburg, Mich.

Bougliones End Long Run

Were at Royal, Brussels—Sarrasani opens at Ghent—big but spotty program

BRUSSELS, Dec. 13.—Bouglione Bros.' Circus terminated long run at Cirque Royal here yesterday and will open this week at the Hippodrome in Antwerp. Seven Varady's teeterboard tumblers, are at Ancienne Belgique in Brussels. Court's animals, presented by Antons, are with Circus Demuyak at Malines.

Circus Sarrasani opened at Ghent December 1 with big but spotty program, badly presented and lacking pep and punch. Outstanding are the splendid Schumann horses, presented by Ernest Schumann; Medrano Sisters, clever equestriennes; the Orantos, double perch, and the Fernandos, clowns.

Included in bill are the Cherkos, flying trapeze; Venos, iron jaw; Bremlova, hoop and club jugglers; Miss Lily, pad act; Bill Jenkins, cowboy sharpshooter; Manzano, bull thrower; Joffoff's comedy dogs; Truzzi, musical clown; Ugo Rosetta, double wire; Liazed Arabs, tumblers; Mme. Stosch-Sarrasani, horses; Richard Rosler, lions; Hermann Haupt, tigers; Escosillo Ballet, and Sarrasani elephants.

Hopper, Newman Welcomed at Springs

HOT SPRINGS, Ark., Dec. 18.—Last Friday Arthur Hopper, director of outdoor advertising of Ringling-Barnum Circus, and J. D. Newman, general agent of Al G. Barnes Circus, had wired ahead for reservations here, so Harry Bert, superintendent of tickets on Barnes show, and Mickey Coughlin, billing inspector of R-B, got their heads together and arranged a "royal" welcome at the Missouri Pacific station. A three-piece colored brass band was pounding away on *Hail, Hail, the Gang's All Here* as they stepped from the train.

Quite a delegation was on hand to welcome them to the circus colony, including Charles Sparks, owner, and Charles Katz, manager of Downie Bros.' Circus; Fred Kilgore, Bert, Coughlin, Harry Cancele, George Reader, Joe Walters, Jake Jacobson, "Uncle Phil" Phillips, Billy Stephens, Bernie Head, and Mrs. Marie Stokes, assistant secretary of the Davenport (Ia.) Fair, and her daughter, Leone.

The showfolks went to the Majestic Hotel, where the band had preceded them to strike up again as the "honored" guests came to register. A good laugh was had all around and soon the "serious" business for which they had come—that of playing a good fighting game of hearts—was in progress.

Paris Jinx on Flying Acts

PARIS, Dec. 13.—Flying trapeze acts at Cirque Medrano seem to be having run of bad luck. Just two weeks after Lalo Codona injured his arm at his opening show at the Medrano, Mrs. Wolken, of Wolken Trio, slipped from hands of her son, catcher of act, and crashed to the ring. Result was a bad fracture of right arm and severe bruises.

Mrs. Tom Mix Hurt

FT. WORTH, Tex., Dec. 18.—Mrs. Tom Mix sustained a laceration of the forehead when the car in which she and Mrs. George McQueen were riding and a truck collided on a highway west of San Angelo last Saturday night. They were released from hospital in that city after treatment.

The officers and directors of the recently organized League of Eastern Showmen (not official title) invite all show business to attend the club's first open meeting at the Piccadilly Hotel, New York City, at 5 p.m., Tuesday, December 18. Bring your friends. Everybody welcome.

Community Circus Honored

GAINESVILLE, Tex., Dec. 18.—December 9 was Air Mail Day in Gainesville and on the envelopes of all air mail letters dispatched from here that day was hand-stamped a special cachet—a clown head and the legend, "Home of the only community circus in the world. Now in its ninth season, 1930-1938, Gainesville, Tex." The honor was bestowed upon the Gainesville Community Circus by a committee representative of the Chamber of Commerce, the municipal government and civic organizations.

TO CITY, COUNTY AND STATE OFFICIALS
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WILL L. WILKEN, Press
H. E. COLVIN, Radio
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ROBERT DeLOCHTE, Treasurer
LEONARD KARSH, Auditor and Front Door
WILLIAM MOORE, Adjuster
AL COFIELD, Traffic
VIRGIL BEESON, Trainmaster
ALLEN MILNE, Tractors
TOBE FINN, Master Mechanic
FRANK SEIGEAR, Car Builder

POODLES HANNEFORD, Equestrian Director
HENRY KYES, Band Leader
LEON DARROW, Announcer
CHEERFUL GARDNER, Elephants
FRANK MILLER, Horse Trainer
GEORGE SINGLETON, Canvas
FRED MERKLE, Supt. Ushers
GEORGE (Laugho) DAVIS, Cook House
GEORGE (Groucho) DAVIS, Concessions
MEL SMITH, Side Show (Exclusively)
ANTHONY (Scotty) DUNN, Side Show Canvas
DAN FAST, Electrician
LLOYD STARR, Sound
IRA SHARP, Properties
MRS. S. IVANOFF, Wardrobe
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KANSAS CITY, MISSOURI.

Under the Marquee

By CIRCUS SOLLY

FROM SOLLY to all ye troupers—Merry Christmas and Best of Cheer throughout the New Year.

WALTER L. MAIN and wife, of Geneva, O., will go to Pittsburgh for Christmas.

R. M. HARVEY was in Cedar Rapids, Waterloo and Perry, Ia., last week.

JOE MARTIN, after closing season with Mighty Haag Circus, is spending winter at home in West Palm Beach, Fla.

THREE CARDS, teeter-board act, are with Folies Internationales playing thru the Middle West.

CHARLES E. (CHUCK) MOULDS has been re-engaged as secretary-treasurer of Lewis Bros.' Circus.

F. J. PLANCK (Sl Pickles) is appearing at McElroy store, Fulton street, Brooklyn.

JEROME T. HARBIMAN, general agent Downie Bros.' Circus, is wintering at Port Kent, Me.

MABEL STARK recently visited with George Singelton and wife at Many's Circus Cafe, Baldwin Park, Calif.

FRANK LAPOINTE, cornetist, who is spending winter at home in Buffalo, will again be with a big top next year.

THINK and act in terms of friendliness, not for what you can get out of it, but what you can put into it.

L. B. GREENHAW and wife are spending holidays with former's mother at Stuttgart, Ark.

DON TAYLOR closed with Mighty Haag Circus at Marianna, Fla., and is now playing schools. Last Monday he worked for the Elks there.

REX TAYLOR is still operating a sign shop at Galena Park, 10 miles from Houston, Tex. Says Christmas business is above average.

HERBERT WEBER pens that he will work his tight-wire act 21 feet high, using umbrellas instead of balance poles.

WIN PARTELLO, after closing his second season with Cole Bros.' Circus, opened with Carter's Great Eastern Circus.

RUBE EAGAN, clown with Russell Bros.' Circus, is playing lodges and indoor circus dates around his old home town, Oakland, Calif.

SIG BONHOMME closed with Haag Bros.' Circus at Ferriday, La., due to illness and returned to Marshall, Tex., his home, where he will remain until opening of the white tops.

POLACK BROS. will stage annual El Maldin Temple Shrine Circus, El Paso, Tex., for third straight year. Dates are January 24-30 and show will be in Liberty Hall.

M. L. BAKER is working on his Dakota Bill Wild West Circus at Crouse, N. C. Will open early in April at Lincolnton, N. C. Baker broke a troupe of dogs and has started on a goat act.

ELDON D'ORIO, xylophonist and drummer, formerly with circuses, is in floor show at Country Club, Springfield, Mo. Has Sedalia, Pt. Scott, Joplin, also Juarez, Mex., spots to follow.

JAMES MCKENNA, of Pawtucket, R. I., pens that about 25 cages of Benson animals, also a small elephant, are at the Outlet Store, Providence, R. I.

LINDA JEAL JULIAN, 85, is living with her niece, Mrs. John R. Andrew (Dallie Julian), at Springfield, Ill. Mrs. Andrew is the widow of former circus treasurer.

JACK AUSLET, manager of Temple Lithographing Company, Chicago, spent several days at Mason City, Ia., guest of W. M. Temple on dedication of Central Show Printing Company plant.

J. P. (IRISH) HORAN, general agent of Tom Mix Circus, left Chicago on a business trip to Cincinnati and Eastern points. He and the missus will go to Wilmington, N. C., to spend the holidays.

CHARLES ROBINSON was at Elks' Circus, San Antonio, Tex., and also appeared UNDER THE MARQUEE page 47.

G. E. Roberts Program At Philadelphia Store

PHILADELPHIA, Dec. 18.—George E. Roberts is presenting one-ring circus in Snellenberg Department Store Toyland here. Will run until December 23. Four performances are given daily. Mike Welch is furnishing grand-stand chairs and blues and Snellenberg one-pole top. Bud Kihlakahlia is boss of props; Eddie DeVoe, superintendent ring stock; six-piece uniformed band is under direction of Tony Gonzales; Bill Lewis is superintendent of concessions—balloons, juice and pop corn.

Program: Johnnie Lyons, juggler and clown; Lew Klash, dog act and clowning; Major Nowak, midget jockey; Al Bedell, comedy wire act and character clown; Horace Laird, producing clown and director of clown band; George DeMott, juggler and clown; Harry and Charlotte Levine, ground and aerial numbers; George Freda, magical clown; Roberts, equestrian director, manager of show and presenting Pamahasika's Pet-ponies, dogs, canaries, monkeys and cockatoos.

Macon

MACON, Ga., Dec. 18.—Carl and Mickey Larkin returned to Central Hotel after closing of Mighty Haag show, which they joined shortly after closing of Downie Bros.

Mr. and Mrs. J. J. Herve, of Montgomery, are spending a few days here. Bert Wallace and wife state that fishing is fine at Jensen, Fla.

Roberts Trio and Martha Principena returned after a week's work at Shrine Circus in Columbus, Ga.

Mamie Butters jumped from Ft. Wayne, Ind., to Miami, Fla.

Paul Conaway was successful in getting Dusty Rhodes out of his trouble at Augusta, Ga.

Marton Shufford returned to husband, Clint, after spending a week with her folks near Atlanta.

Nettie Yates, wife of Jimmy Yates, who operated Hickey Cafe in Macon, was killed in an auto accident near Americus, Ga., November 29. With Mrs. Yates was Elizabeth Speer. From reports she is getting along okeh in hospital at Americus. The Yates are well known to troupers.

Dinty Moore is now a member of the Macon Shrine, also Dick Harris, of Model Shows. Eddie Ross came over from Columbus, Ga., where the Blue Ribbon Shows are wintering, to take the Shrine, but the Shrine fooled Eddie. Instead of Ross taking it, they gave it to him.

Went back to Columbus to supervise building for coming season. Karl Larkin, of Downie Bros.' Circus, finished his Shrine work, also E. B. Kaw, general agent of Model Shows.

Richard (Dick) Scatterday, of Downie show, left for the East on business.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Dec. 18.—Clowns are more in demand in department stores this holiday season than ever before. It looks like a clown parade, with Tad Toakay at Sears-Roebuck's, Joe Coyle at Mandel's; Joe Madden at the Barr Company, St. Louis, and the writer at W. T. Grant Company.

Castang and his chimpanzees are re-rehearsing at the club.

Harry Sykes, treasurer, is playing in Juarez, Mex., at a night club for a month.

Harry Coddington is playing a return date at American Hospital. Visitors always welcome.

Three units are now in rehearsal at the club.

Al Ackerman, of the Ackerman Troupe returned from Cincinnati last week.

The Janajays, high act, are having a new rigging made for coming season, higher than ever.

A batch of mail for members in the office. Write and tell us where to forward your mail.

Miami

MIAMI, Dec. 18.—Gardner Wilson and Tex Sherman will handle publicity for the annual midwinter Police Circus.

Clyde Beatty and wife spent a few days here, then sailed for Havana. Will do some fishing, then return to Miami for a short visit and then go to Rochester, Ind., to train animals.

Bob Morton will leave Miami Beach January 3 on a business trip to the East. Will return to take up reins of his Police Circus. In past years show has been held under top, but Morton plans to hold it in the new Rodney Burdine Stadium, which seats over 21,000.

Forest D. Freeland, former circus press agent, pulled the best publicity stunt this winter. With opening of Cimes Casino at Miami Beach, the picture The Voice of India was brought to home of Fred Snipe, who is lying in the "iron lung." Was shown on a special screen, and Snipe saw it thru mirrors. Stunt hit front page of all Miami papers. Freeland, who has an advertising agency here, has added Wilson to his staff.

Walter Thompson Heads Cincinnati Local No. 11

CINCINNATI, Dec. 18.—At annual election Thursday of the Billers Alliance, Local No. 11, Walter Thompson was elected president; William Guckin, vice-president; Edward J. Norton, secretary-treasurer, and Al Linneman, sergeant at arms. Al Lane, William Watke and William Kennedy were named trustees. Norton and Thompson were selected as delegates to Central Labor Council.

Guckin was chosen representative of Kenton and Campbell counties in Kentucky.

WPA Business Light At Armory in Brooklyn

NEW YORK, Dec. 18.—The WPA Federal Theater Project's circus closed its week-end run at the 105th Field Artillery Armory in Brooklyn last Saturday night. Six was light during the engagement. Savage Africa spectacle continues to be the hit of program. New lighting effects have been added by Manager O'Sullivan for the specialty dance of "Compina." Japino, bull, is out of show with a bad cold.

Visitors included Hazel Williams, Welby Cooke and Art Eldridge, reports Wendell J. Goodwin.

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Week January 10, Shrine Circus, Pueblo, Colo.; Week January 17, Shrine Circus, Albuquerque, New Mex.; Week January 24, Shrine Circus, El Paso, Tex.; Week February 14, Shrine Circus, Sacramento, Calif.

Write IRV J. POLACK, Care Shrine Circus, Colorado Bldg., Pueblo, Colo.

15 Years Ago

(From The Billboard Dated
December 23, 1922)

A fire in the cookhouse at Ringling-Barnum Circus' quarters in Bridgeport, Conn., nearly caused a stampede of the big elephant herd, which was in a barn near the cookhouse. . . . Fred Ledgett, for several years equestrian director of John Robinson Circus, announced that he would be with Sells-Floto Circus in that capacity in 1923. . . . The Montana Belle Show, after 42 weeks, closed December 7 and went into quarters at Malvern, Ark. . . . Martha Florine, who formerly worked the big lion act and appeared in "Alice in Jungland" with the Al G. Barnes Circus, was seriously injured during the filming of a Jackie Coogan picture at the United Studios in Hollywood when the horse she was riding fell on her.

Cole Bros.' Circus was wintering in New Orleans. . . . George H. Fowler was confined in a hospital at Hammond, Ind. . . . A valuable menage horse of the Shipp & Peltus Circus was strangled to death at Barbados, B. W. I., as it was being put ashore from a steamer. . . . Orville Speer, who had been with Campbell, Bailey & Hutchinson Circus for two seasons, and his brother were operating a grocery store in Indianapolis. . . . James W. Beattie, side-show manager, was recovering from an operation at the Hospital of the Good Shepherd, Syracuse, N. Y.

Leahy Brothers were in Pittsburgh awaiting their opening at Harris Theater December 25. . . . Tom Atkinson's Dog, Pony and Monkey Circus was contracted to open a new salesroom for Paul G. Hoffman & Company, Hollywood. . . . Harry Trimble, who had traveled with the Barnum & Bailey and John Robinson circuses for 12 years, was in University Hospital, Columbus, O., suffering with rheumatism. . . . Walter Beckwith's five famous Hons were engaged by Charles Sparks for the 1923 season.

T. F. Hutton Old-Time Friend of Dexter Fellows

BINGHAMTON, N. Y., Dec. 18.—Tom R. Hutton, editor of *The Binghamton Press* and *Leader*, was an old-time friend of the late Dexter Fellows and in an editorial in that paper December 2 paid great tribute to him.

Hutton is one of the best known circus enthusiasts in the country. He has written many articles and editorials on great personages of the circus and Wild West firmament. He lives practically the year round on a ranch of his own outside the city. It is called Bar H Ranch. On it he has 30 head of steer, numerous dairy animals, several work horses and a number of good saddle horses. One of these horses, a bay mare, was sold to Howard Y. Bary last spring.

Remembrance Services For Doughty and Osiel

CHILLICOTHE, O., Dec. 18.—In the circus parsonage of Doc Waddell here remembrance services were held for Clark Doughty, of Columbus, O., and the veteran John Santos Osiel, of Houston, Tex. Chaplain Waddell spoke the memory tributes as appended:

Clark Doughty was outstanding. Born in Roseville, O., near Zanesville, he soon sensed the tramping air of that section that produced so many high-grade showfolk. As a boy he was on the blues, a full-fledged candy butcher. Later years found him in advance of shows and then to promoting. I never knew a promoter that possessed the clever go-getting ability Doughty had. He quit the game of tented field, playhouse and park for the glittering offerings of politics. As politician he walked the paths of square deal, battling to the end.

John S. Osiel was Spanish born. Of Jewish parentage. At 15 he was a performer in South America. Brazil, Argentina and Paraguay applauded him. In 1888 he married in Rio de Janeiro Judith M. Correa, daughter of the Brazilian governor. To this union were born three daughters. After touring the Americas, Mexico, Europe, Asia, Africa and Canada, in 1917 he went into business at Wichita,



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 18.—Another capacity crowd was in attendance at Monday night's meeting. 227 members being accounted for when President Will Wright called the meeting to order. Other officers present were Dr. Ralph E. Smith, first vice-president, and Charles J. Walpert, second vice-president.

Usual business procedure was followed. Reading of the financial statement revealed that the club's funds had hit an all-time high for the month of December. New members: Lewis Haskins and William Charles Beckham, credited to William Hobday, and C. E. Moore, E. M. Webber, Clarence M. Hood and Henry C. Froude credited to Ted LeFors.

Communications: Charles Wrightman lettered and inclosed a check. Texas Tommy Updegrave came thru with an interesting letter about his tour of England. He also sent along an inclosure. William M. Lowmyer lettered from Fayetteville, Ark., that he would be confined in the Veterans' Hospital there for part of the winter. His letter also carried an inclosure. Roy Ludington, aboard the S. S. Lurline, wired that he is en route to Honolulu and the United States. L. G. Chapman came thru with a letter and inclosure. Al Fisher lettered his resignation for nomination as fourth vice-president. Lou Berg sent dues and a much-appreciated cash donation. M. E. Arthur sent news of the Arthur Bros.' Circus from Oakland, Calif.

Hobday Is Winner

Membership drive came to a conclusion at this meeting, revealing the greatest increase in new members for a number of years. William Hobday, of the Golden Gate Shows, was returned the winner and was awarded the first prize, Gold Life Membership Card, the donation of Johnny T. Branson. Other winners and prizes awarded follow: Ted LeFors, reservations for 10 persons at the annual Charity Banquet and Ball; C. F. Zeiger, third, three-year membership; Fred Stewart, fourth, three-year membership; Dr. George W. T. Boyd, fifth, two-year membership; Sol Grant, sixth,

Kan. In 1928 he sold out and located in Tulsa, Okla. At his death he was interpreter for the federal and other courts at Houston, Tex. He was a world traveler, and while being an American citizen he nevertheless belonged to all peoples the earth over. His happiest moments were in aiding those in need. He was a humanitarian in the fullest. Loved by those who met him; worshiped by those who knew him. This friend and brother of ours was a miracle of thoughtfulness and help and love.

Dexter Fellows

(Editorial by Frederick Sullens, reprinted, in part, from Jackson (Miss.) Daily News)

All newspaperdom is mourning the death of Dexter. Many will be the editorial tributes to his memory.

Dexter dead? It is hard to believe. He looked as indestructible as the Rock of Gibraltar. It seemed he would last forever.

Other press agents came and went and flitted out of minds forever. Dexter kept on coming and going. There never was one who clasped with him. It is said his salary was about equal to that of the President. If so, he earned and deserved every penny of it.

Dexter knew more newspaper workers than any man in the world. He could walk into a newspaper office at any time and get all the space he wanted as a free gift, no matter how hard boiled the man on the desk. He was a publicity man par excellence. He knew how to shoot his stories full of human interest. He could make the first page whenever he wanted to do so. He never wrote a bad piece of copy.

Genial, affable, lovable, homely as a mud fence was Dexter Fellows. He may have had a nice suit of clothes somewhere but he never wore it.

There was no pretense about him. He was what he was. . . . It's hard to write this story about you, Dexter—just as hard as taking a smashing blow in the face. Many will be the tributes written to you and each and every one will be sincere. Tears trickling down the cheeks while writing is going on.

Words of sympathy are mostly futile. They carry so little meaning. As for you, Mrs. Dexter Fellows, Signe Eugene von Brietholts, former child of the circus lots, you can console yourself with the fond memory that for a quarter of a century you had the precious love of a man who was a prince in his profession.

So long, Dexter! This writer is going to miss your annual Christmas card. You will be missed when the big circus opens at Madison Square Garden next April.

You will be so sadly missed in all the daily newspaper offices of the nation.

Dexter has landed in the middle of "the big top." If God needs a good press agent Dexter is there and ready for business.



PAUL M. LEWIS, manager of Lewis Bros. Circus, was recently in the north woods of Michigan and for the 11th consecutive year did not miss getting a buck.

one-year membership, and Clyde Gooding, seventh, one-year membership. Memberships were donated by Ted Metz, of Tom Mix Circus.

After a discussion by Joe Sternberg, J. Ed Brown and Mel H. Smith about the annual Christmas Dinner, it was decided to effect the motion of Al Fisher, which asked that instead of serving the dinner in the clubrooms as has been the custom, a buffet luncheon should be provided during the entire day for members and their families and all showfolk who were not able to provide their own Christmas dinner.

Zeiger Presidential Nominee

Diverting a bit from the set schedule of meeting, Mike De Kreko, Louis Lee, Mel Smith and J. Ed Brown came thru with some interesting talks on club matters and show business. At this point it was disclosed that C. F. Zeiger was the presidential nominee on three of the four tickets up for election. Fourth and last ticket includes the following: Dr. George W. T. Boyd, president; Frank J. Downie, first vice-president; Ted Metz, second vice-president; Mel H. Smith, third vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and Harry C. Rawlings, secretary.

Ladies' Auxiliary

President Peggy Forstall presided at Monday night's meeting and all officers and 96 members answered the roll call. After the salute to the flag the regular (See PACIFIC COAST on page 66)

The Corral

By ROWDY WADDY

A VERY MERRY CHRISTMAS and prosperous New Year to all rodeo and Wild West folk. May your 1938 season be an enjoyable and remunerative one.—Rowdy Waddy.

WEAVER AND JUANITA GRAY, after a successful season, which saw them play 18 rodeos and four Southern fairs, have purchased two horses which they are training for the 1938 season.

MICKEY HUNTER and Audrey Vauchet, hillbilly and cowboy novelty act, open an Eastern vaudeville tour shortly after a four-week engagement at Baldwin Harbor Inn, Baldwin, L. I.

ROSCOE ARMSTRONG, of Montezuma, Ind., and his bucking Ford act have been engaged by Col. Jim Eskew as one of the features of the third annual Pittsburgh Rodeo, to be held at Duquesne Garden in April.

SUICIDE TED ELDER has completed negotiations to appear at the Royal Sydney Show, Sydney, Australia, during Easter. He and his wife will take three horses and leave early in March. Upon their return to this country the Elders will work under the George A. Hamid, Inc., banner.

TEX COOPER, who has been working in pictures for the last 11 months, reports from Hollywood that last season was the first he has been off the road in 35 years. He adds that California is a wonderful place in which to live but that work is scarce there for cowboy and rodeo hands.

SHORTY SUTTON and Betty Lee, whip manipulators, blew into Cincinnati last week for a two-week vacation after a successful season with Jack Van's show. During a visit to the Corral desk Shorty intoned that he is contemplating taking out a Western musical show next summer.

COL. AL HERNIG, horse fancier, of Buxton, Pa., who seldom misses a big-time rodeo, is going to the 1938 shows in true Western style. He recently purchased an old-time Concord coach and is breaking in a four-horse team of black and white spots to draw it. Col. Hernig plans to take the coach and four to all the Eastern events.

FOG HORN CLANCY, who picked daily winners at the recent Madison Square Garden Rodeo just like a hand-capper picks race-horse winners, attracted the attention of the metropolitan press and had his picture used in several hundred newspapers thruout the United States. Correspondents say Fog's selections were 98 per cent correct.

DIRECTORS of the Reno Rodeo have already signified their intention of attending in "full force" the Rodeo Association of America convention in Ogden, Utah, next month. They include Lester Hill; Charles Sadler, Reno president and national vice-president; Ken Foster, Eddie Questa, Charles Short, Lou Gammell, Morley Griswold, Ted Baker, Frederick Wilson, Howard Doyle and Dud H. Ray.

BUD VALLEE, bronk buster, is holding down a salesman's berth in the toy department of the William Flene Sons Company, Boston. Vallee sustained two broken ribs at the recent Hub rodeo when he was tossed into the second row of boxes by a bucking horse. He has seen service with Zack Miller's 101 Ranch, Tim McCoy, Tom Mix and Jack Hoxie. He also spent two years at the Texas Centennial and was with Billy Rose's Casa Manana at the Pan American Exposition, Dallas.

"ON TO OGDEN" seems to be the byword of rodeo folk who are genuinely concerned with the future of the rodeo business. If the activities of Ogden's Mayor Harmon W. Perry and his staff can be taken as a criterion the Rodeo Association of America convention there early in January will be nothing short of success. According to reports from that sector, the mayor, who is attributed with being the motivating force behind Ogden's Pioneer Days, is sparing no pains nor expense in an attempt to make the event an enjoyable one for those who attend.

PUSH AKRON PLANS

Summit Beach Work Continues

New high ride considered in revamped spot with improvement program

AKRON, O., Dec. 18.—Rehabilitation of Summit Beach Park here, once one of the outstanding amusement centers of the Middle West, will be continued in 1938, said officials of Summit Beach, Inc., owner and operator. The new owner group spent about \$50,000 last season in restoring the park, including revamping and installation of new rides, modernization of concession buildings and beautification of grounds.

Directors will meet soon to determine a definite construction program, expected to get under way soon after first of the year. Major building project, it is said, will be a new high ride to replace one razed two years ago. Other midway features new to amusement parks hereabouts will be added before the new season is launched on May 1, according to officials.

Policy of free acts, as well as name bands at the big dance pavilion, will be continued, with a WADC wire airing bands for a half-hour period nightly. Buildup thru this medium last season is said by heads of the park operating group to have been responsible for record attendance at the pavilion, which last season was under management of Lew Platt, Eastern Ohio band booker and ballroom executive.

Extensive improvements to grounds, including some new buildings, are under consideration, with a possibility that a new type of fence to completely inclose the park will be installed. Some staff personnel changes are understood to be contemplated for next season.

Key West Spot Books Acts

MIAMI, Dec. 18.—Ted Filbert, manager of Key West (Fla.) Park, who was here, signed several well-known free acts for the new spot. Key West Park is scheduled to open on January 6 with a celebration planned by merchants and city officials. At present to go to Key West from Miami it is necessary to take a five-hour boat ride, but with completion of new Flagler highway there will be a direct auto route.

McElwees to St. Petersburg

GRAND RAPIDS, Mich.—John McElwee, of this city, operator of Coaster Ride at Newport (R. I.) Beach, and family have gone to St. Petersburg, Fla., for the winter.

LIMA, O.—About 100 men have started beautifying of Lima's newly acquired municipal site, Schoonover Park, the former McCullough Lake Park, well-known amusement center. Plans have been speeded with allocation of \$38,787 in WPA funds to augment \$50,000 given by T. R. Schoonover when he donated the site to the city last October. Some amusement features in the park probably will be retained under the new setup.

Blackpool Lighting To Help Inn Keepers

BLACKPOOL, England, Dec. 18.—Town council decided that next year's illuminations should be from September 16 to October 24. Opening date has been fixed on a Friday to help boarding-house keepers whose visitors hitherto have stayed on over the week-end to see the illuminations, says *The World's Fair*.

There was a suggestion that a day fixed for the beginning of the illuminations, third Saturday in September, should be adopted so that transport firms and other organizations could make arrangements well in advance, but council decided against the proposal. There were other pleas for extended illuminations. Members wanted such thoroughfare as Central drive, Lytham road and Church street illuminated in Stanley Park. Council requested the electricity committee to prepare plans, with estimated cost, for carrying out these suggestions and for special illuminations in open spaces on the Promenade. There was a recommendation that illuminated "Welcome" arches should be placed at entrances to town.

The Casino at Blackpool Pleasure Beach is being demolished to make way for a new building to cost £125,000. It is said work will be started early next year. Gellignite has been used to demolish steel and concrete in the old Casino by a demolition company.

Out To Open Outdoor Shows

MIAMI, Dec. 18.—Outdoor shows at the Miami Biltmore Hotel, under personal direction of Alexander Ott, will start shortly. He said some well-known circus acts will be engaged during the winter.

English Pleasure Beach And Fairground Planned

OLDHAM, England, Dec. 18.—More-cambré town council has unanimously

Rather Be a Hot-Dog Seller In U. S. A. Than a Big Shot In Europe, Confides Traver

—By "REMOTE CONTROL"

"Amusement Adventures in Europe" was title of a paper by Harry G. Traver, American showman and device manufacturer, who had concessions at Brussels and Paris expositions and is still on the other side. It was delivered by Walter K. Sibley at the recent 19th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago.

Hello, fellows: This is Harry Traver speaking. I am talking to you from the Paris Exposition. The voice may not sound like mine. I have a frog in my throat, but the thoughts and the words are mine and my spirit and good wishes are with you. In an office at Chicago in 1933 several men were swapping lies and the biggest liar in the bunch suggested that I could make a lot of dough in Europe. I took his tip like a taxi driver and jumped abroad.

You can get much experience building rides and shows in Europe. I got plenty. People in Europe are the same as in the States, only more so. They like American attractions and copy ideas as fast as they come over. One Frenchman in front of the Coaster in Paris said: "You must be an American; no Frenchman would build a crazy thing like that; only an American."

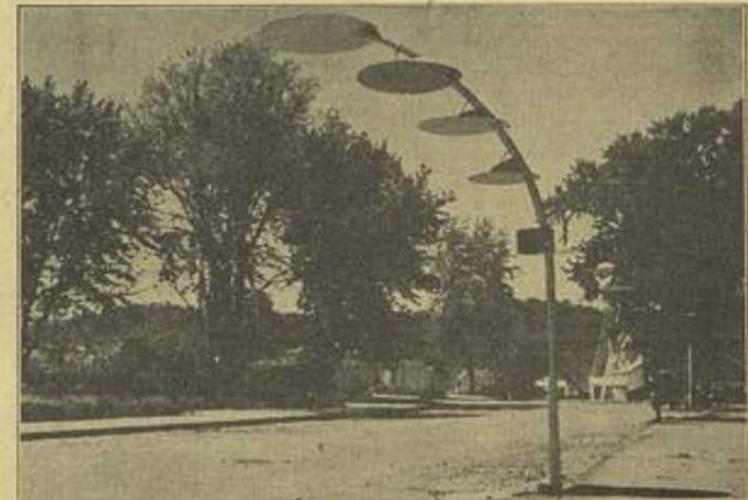
English Resorts Flourish

I haven't been lonesome here, as many friends have called to see me. Johnny McTigue, of Kennywood Park, was here in October. Johnny said he wanted to get at some of the bare facts of Paris, so we took him out one night in a car

approved plans to cost £300,000 for a new pleasure beach, fairground, concert hall, arcade, shops and parking ground, says *The World's Fair*.

There was a division over plans for an extension of the Promenade railway station, costing £250,000, because it involves closing Euston Road Station, which members representing that section strongly opposed. Station scheme was passed, 18 to 9.

The pleasure beach will be on West End Promenade, with concert hall, arcade and shops. The fairground, parking ground and other shops will be on Central Promenade, adjoining Winter Gardens.



ONE OF THE STRIKING FEATURES installed in Cincinnati's rebuilt Coney Island the past season is the lighting system along the driveaways. Larger view shows the modern type of standard with mushroom-shaped lights. Smaller picture sets off the night effect of the arched standards. System is part of the \$300,000 reconstruction program carried out after the devastating January Ohio River flood. Photos by Myron Benson, Cincinnati.

Puritas, Following Gooding Death, Is To Be Continued

CLEVELAND, Dec. 18.—John E. Gooding, 73, who died in Lakeside Hospital here on December 10 of diabetes, with interment here on December 14, was born in Somersetshire, England, and came to this country with his parents at the age of 4 years. His early years were spent on a farm near Orwell, O.

At the age of 25 he saw a great future for outdoor amusement business and purchased and operated one of the first steam Merry-Go-Rounds in Ohio. The amusement enterprise grew to be one of the largest in the United States. Later he sold his interests to three of his nephews, Roy, Arby and Floyd E. Gooding, and it has been carried on successfully by them.

In 1901 he purchased ground on the west side of Cleveland, where he built Puritas Springs Park, which in recent years has been under management of his son-in-law and daughter, Mr. and Mrs. James E. Visoky, and they will continue its operation under the same title. For several years Mr. Gooding had devoted his attention to agriculture and developed one of the most beautiful farms in Northern Ohio.

England. After dealing with certain stallers and incompetents on the Continent, one is glad to know there is old England, where people talk, think and act as we do. If England would only change her climate and cooking it would be an ideal place.

Food in England is dished out very (See RATHER BE on page 46)

The officers and directors of the recently organized League of Eastern Showmen (not official title) invite all show business to attend the club's first open meeting at the Pizzagilly Hotel, New York City, at 5 p.m., Tuesday, December 28. Bring your friends. Everybody welcome.

1937 Park Season in Review
IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR
 These and Other Features Will Appear in
The Billboard Holiday Greetings Number
 Dated January 1

American Recreational Equipment Association

By R. S. UZZELL

J. Eugene Pearce (Jean), brother of congenial and distinguished Fred, is in a tussle with pneumonia. He came down with it on December 4 just as Fred had returned from the convention. Jean's condition will be watched with keen sympathy by his many friends in our business. His brother has had three encounters with this dreaded affliction and will see that Jean has the best of care and that all precautions are scrupulously observed.

There can be no doubt of George A. Hamid's sympathy for the concessioners at the New York World's Fair of 1939. He has had a lifetime of dealing with fairs, big and little, and knows of the many perplexing problems of the concessioner. He has already written a lengthy letter to the general manager of this fair, setting forth his disagreement with proposed requirements the exposition management wants us to meet. He speaks our language and asks the management of the fair for drastic modification in our behalf.

He is modifying and adding to our World's Fair committee. He called to his office your treasurer, Harry C. Baker, and the author, your secretary, on December 15 for our first conference on the exposition and the policy of AREA for the ensuing year. Needless to say, there will be doings all along the line.

Fathers and Sons

The first familiar face to greet the writer at Hamid's office was none other than that of Leonard Traube (of baseball fame?), former writer on *The Billboard*. Leonard is publicity man for the Hamid organization, and how! He has a snapshot man at his command to spring on visitors without warning. He seems happy in his surroundings.

The father and son picture made in Chicago on opening day of the convention, just at the close of the luncheon, did not come out well enough for reproduction. Nat Green, of the Chicago staff of *The Billboard*, reports that it cannot be used. There were several shots but the photographer slipped somewhere. A copy was promised to each father and son of the group, so here is our reason for not producing. We shall try it next year and get Roger S. Littleford Jr. in the center of the picture, since he is the grandson of the departed William H. Donaldson, founder of *The Billboard*.

Lower Canadian Duty

Your secretary is working with committee for reciprocity information to get into Canada with our amusement rides and devices under reciprocal trade agreements between Canada and the States. Removing the present high duty barrier will allow our products to flow into Canada as they have never done before. Your secretary has already submitted data on the products of W. F. Mangels Company, Lusse Bros., Dodger Corporation, Spillman Engineering Corporation, R. E. Chambers Company and R. S. Uzzell Corporation because we had their literature. Will all of you, including those named here, submit your literature and present classification for Canadian duty if any to Chairman, Committee for Reciprocity Information, Seventh and F streets, Washington, D. C.? This drive means much to the industry and your compliance with this request will show that you are supporting your secretary and will add to the cumulative requests that get things done.

The hoax of a broadcast from Paris was so well done that the official stenographer of the convention took it all in shorthand so as to have every word for the record. His face was a study in psychological expression when, to the surprise of all, the paper itself came from behind the curtain, where Walter Sibley had been reading it, word for word, before a mike. A hoax is good when it fools everybody and the stenographer. It was explained that thru the long hook-up the voice would not sound natural. This statement by Herbert O'Malley, presiding, effectively disguised Sibley's voice.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Yuletide shopping and amusements are upped considerably. Long Island has gone daffy

over bingo, with games sponsored nightly in everything from a barn to a bathhouse. Plans have been filed for construction of 300 cottages at Rockaway Point, near recently improved Jacob Rills Park, making the largest contingent of bungalows contemplated at a shore resort hereabouts in many years.

More than 500 persons gathered to form the Camping Association, chief aim of which will be to have Commissioner Robert Moses, Long Island Park Commission, suspend his order on auto trailers in State parks in this region. Moses' thought behind the ban was to discourage trailers during the 1939 World's Fair in Flushing. Tho the 1939 fair's opening details are just in a little past the formulative stage, the gang around here is already waging that the expo will be a holdover for 1940, insinuating that it would be silly to utilize the set-up for just one season and then begin the scrapping processes.

Best gulp of the week: John (New York Journal) McClain's comment on Commissioner Moses' plan to alter the Rockaways, in which McClain declares that "Moses wants to make the Rockaways the No. 1 road company of Jones Beach."

ROCKAWAY BEACH: Kinda dull around, with most of the amusement importants in Florida or doing their yuletide buying in town. A. J. Kenny, newly elected prez of Rockaway Chamber of Commerce, has elaborate plans that he proposes to advance eventually, calling for erection of a 5,000-foot pier along the lines of Million-Dollar Pier in Atlantic City. Tho the idea at its best would be a good distance from materializing, it could have fewer sponsors of more powerful influence in bringing it about than Kenny.

LONG BEACH: The new mayor, Louis Edwards, has ambitious plans for the town and he hopes to carry out his purpose thru publicity. The budget allows \$1,000 for exploitation purposes and Edwards insists that \$50,000 would more fit the necessary amount. He advocates study of methods of Miami Beach and Atlantic City with a view toward copying them. Before summer, it seems certain, something will be done in this respect. Long Beach's winter population is 6,000 and its summer residents number 50,000. Average week-end finds in excess of 250,000 visitors.

Monkey Race New Game

A new group game in the merchandise concession field is the Monkey Race, which H. A. Mitchem and C. M. Lewis, known to their friends as Mitch and Louie, had on exhibit at the recent convention of the National Association of Amusement Parks, Pools and Beaches in Chicago. Walter K. Sibley, sales manager, was in charge of the exhibit and said park, carnival and fair men showed keen interest.

The device was tried out for the first time at the Louisiana State Fair, Shreveport, a few weeks ago, and from there was taken to the South Texas Fair at Beaumont. At both places, Sibley said, it registered heavily.

Ten monkeys named after girls are used in each unit. They are made to climb poles by pressing on a lever with the thumb. The lever when pressed down strikes a ball placed in a circular tube. In the center of this is another tube running from top to bottom, and into this the ball drops if the proper strength is put on the lever. Each time this is done the monkey moves a short distance up the pole. The monkey reaching the top first is the winner, causing a bell to ring.

"Mitch" and "Louie" are known in the South, where they operate a number of coin machines.

With the Zoos

GENEVA, Switzerland.—As a result of an epidemic of hoof and mouth disease in Switzerland, zoological gardens in Berne and Basle have been temporarily closed.

LITTLE ROCK, Ark.—A large python in Overman Park Zoo died following a struggle of several months by Superintendent W. R. Spratt and assistants who kept the reptile alive by forcibly feeding it ham, eggs and sweet oil to save it from effects of a "lung worm." All animals in the zoo are being protected from unusually cold weather with cod liver oil as a preventive against colds. Mr. Spratt was appointed a member of the committee on exhibits for the NZA at its convention in Fort Worth, Tex.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, *The Billboard*)

Prize Pool Paper

Tho the 1937 national convention has been over several weeks, judging from conversations one overhears at indoor pools or parks' winter quarters, you'd think the confabs were still on. All of which is, of course, as it should be, proving that the recent meetings were a huge success and that ideas which originated and developed at the convention are sure to be used as examples by pool men during the coming year. One of the things which seems to be the topic of discussion everywhere tank owners congregate since the meetings is the paper read by Omaha's gift to the aquatic world, R. N. Perkins, who talked on *Correcting Public Opinion Concerning Infantile Paralysis and Its Relation to Swimming Pools and Beaches*.

This paper earned for Mr. Perkins the distinction of being honored as having read the finest pool paper during the convention. Because of this and because so many letters have come requesting that I write about the prize-winning paper the column will reprint Perkins talk just as it was delivered in Chicago, except for technical and medical passages concerning the disease itself. Those who failed to attend the confabs will therefore have opportunity to learn about this all-important subject. Lack of space, however, will necessitate republishing the paper in installments so that you'll have to read the column for the next three or four weeks consecutively to be sure to get the entire paper.

Mr. Perkins began his interesting thesis by writing, "The subject concerning public opinion and infantile paralysis is a rather difficult one to handle, particularly in view of the fact that this subject, like many others, has two sides. One side of the question is represented by the swimming pool owner who is operating his pool in June, July and August. Generally July is the best month from the standpoint of revenue and it is during this month that infantile paralysis starts."

"The other side is that of the public health official whose duty it is to guard the public health and to keep the records of the community under his jurisdiction free from epidemics of infectious diseases. In the event the prevalence of any infectious disease shows more than the average number of cases, it would be a lax official who would not take some measures to prevent further increase."

"The question is what to do in July when a few cases of the disease begin to make their appearance in a community where there is a public swim-

ming pool. If health authorities know that the pool in question is well equipped and is operating understandingly, they know that the chances of the pool spreading the disease are quite remote. On the other hand, if the pool is not properly equipped and not being properly operated then the pool should be closed, irrespective of any cases of the disease."

Southern Topics

The new proprietor of Cascades Plunge, Birmingham, Ala., has some mighty fine plans set for that tank. He is J. H. Dickson and I understand one of the first ideas he has is to tie up with Paul Huedepohl and stage a Jantzen Learn-To-Swim campaign in the spring. This particular aquadrome is also plotting to use water acts to pull 'em in once the outdoor season gets under way.

New Orleans Levee Board is in the midst of designing a beautiful new bathhouse for Ponchartrain Beach, New Orleans, which is run by Harry J. Batt. My Southern operative reports that the new aquatic establishment will cost about 100 grand and that it will be a honey.

Just a Hint

Another report informs that Suro's new ice pavilion, San Francisco, built over his Tropical Beach described in the column a few issues back, is going great guns. Understand swimming biz, which is going on as usual, has increased about 100 per cent since the icicle emporium was inaugurated. No specific reason for the sudden upturn can be given except that the skating is drawing new faces to the establishment and that apparently plenty of folks like to combine swimming and skating. All right then, you other pool men who are crying about your own turnouts, why not give it to them? It's just a hint—take it for what it's worth.

Dots and Dashes

Congrats are in order for J. O. Ziegfeld, Baltimore, who not only supervised round-table discussions of pool men at the recent convention which were most interesting, but also ran off with first prize in the competition to honor the best pool promotion stunt of 1937. . . . A Mr. R. A. Lopez is at present trying to raise funds to promote a big park and pool in Havana, Cuba, which most certainly could use a big amusement project. . . . They tell me that those interesting motion pictures of high divers projected in slow motion and shown by Harry O'Hare at the Chi convention are available for clubs and swim pools for educational purposes. . . . Sam Howard, high diver, and his wife dispatched the first greetings card of the season to this column. . . . For which thanks and the same goes for the hundreds of others who have sent theirs in since then. . . . And the merriest of Christmases to you all!

THE MONKEY RACE GAME

Something Really New in the Amusement Field

Adorable Monkeys that climb perpendicular poles in a life-like manner to a finish high above the heads of the spectators.

THIS GAME IS MANUFACTURED IN 10, 15 OR 20 UNITS.

It is a mechanically fool-proof, hilarious, thrilling, fast and fascinating game of skill. This game attracted the attention of park men and outdoor showmen at the Convention and received greater interest than any other device.

Manufactured and distributed by

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2 CAROUSELS FOR SALE AT GREAT SACRIFICE

Must Be Sold on Account of Death

1—48 ft. in diameter Jumping Horse, 18 Sections, 3-Abreast Carousel with 2 Organs, in best condition.

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WATER SKOOTER.

Cost of N. Y. Fair Is Upped

More than \$150,000,000 is latest figure for developing and operating in '39

NEW YORK, Dec. 18.—More than \$150,000,000 will be spent in developing and operating New York World's Fair of 1939, President Grover A. Whalen announced this week. Cost of the expo was originally estimated at \$125,000,000, but officials arrived at the new figure after they had made a recapitulation of the outlay by industrial exhibitors, concessioners, foreign and State governments, the Fair Corporation and city and federal governments.

In arriving at the estimate, President Whalen said the fair itself will spend in the neighborhood of \$50,000,000 for the 30-odd fair-built buildings, for paying, landscaping, sewerage, etc., and other improvements of a permanent nature.

Big Layout for Exhibits

Exhibitors, including industrial and business concerns, concessioners and foreign governments will devote about \$65,000,000 for their participation and the city of New York expects to budget its appropriation at around \$20,000,000.

State of New York will spend about \$8,000,000 before it is thru and the U. S. government will lay out more than \$3,000,000 for its exhibits and buildings.

Mall To Be Created

An announcement from the Whalen office last week revealed that the fair will have a central mall, nearly a mile in length and embellished with stately symbols of the nation and what it stands for. Project right now is the subject of much comment around New York and indications point to that part of the fair being one of the most outstanding attractions on the Flushing Meadows site.

There will be an immense statue of George Washington, whose sesquicentennial birthday anniversary the fair is honoring, a time group including a sundial and "The Tree of Life" and statues representing the "Four Freedoms," freedom of press, religion, speech and assembly.

Briese Contracts at Tampa

TAMPA, Dec. 18.—Art Briese, Theatre-Duffield Fireworks Company, who was here last week, contracted for 11 nights of displays at the 1938 Florida Fair here with General Manager P. T. Strieder. While in Bradenton he chatted with Bobbie Broiler, who was Scotch tenor with Ray Smith's Band and is now manager of Bradenton Trailer Park. Mr. Briese also visited with Pat Valdo at Ringling-Barnum quarters in Sarasota and witnessed arrival of the giant gorilla for the show.

\$14,180 From Winter Fair

TORONTO, Dec. 18.—City treasury has received \$14,180 from the 1937 Royal Winter Fair. The amount, sent by President Gordon G. Perry and Manager W. A. Dryden, is in line with an agreement of 1926, initial fair year, by which the city is to receive the revenue in excess of operating expenses and a \$10,000 continuing fund.

More Building in Ruskin

RUSKIN, Fla., Dec. 18.—Additional buildings are planned for the 1938 Florida Tomato Festival here, said Manager George D. (Buck) Buchanan, widely known lightning artist on the big easel at fairs. This annual has been chartered and is conducted as an old-time country fair, some buildings having been erected for past events on the grounds which are now being prepared for the coming fair.

The officers and directors of the recently organized League of Eastern Showmen (not official title) invite all show business to attend the club's first open meeting at the Piccadilly Hotel, New York City, at 5 p. m., Tuesday, December 28. Bring your friends. Everybody welcome.



W. G. BROREIN, who died in Tampa on December 12, was founder of Florida Fair 25 years ago and had been president since its organization, having been active in all steps for its advancement and for development of Gasparilla Carnival. Long a business leader of Tampa, he also was founder and president of Peninsular Telephone Company.

Paris Expo's Park May Be Eliminated

PARIS, Dec. 13.—Members of city council have a plan for the city's proposed participation in revival of Paris International Exposition next summer which calls for suppression of the main amusement park of the exposition, on city property in the Esplanade des Invalides.

So long as the Chamber of Deputies does not approve plans for reviving the exposition no definite projects can be undertaken. The lawmakers are slated to discuss the question within the next few days and it is probable that some definite information will be available before end of the month. Streets and bridges occupied by the expo are being cleared and thrown open to the public and several buildings in danger of damage by winter floods are being de-mounded.

Paris is preparing a substitute in the event the expo is canceled and is lining up ideas for a series of celebrations thruout the nation in commemoration of the 300th anniversary of the birth of Louis XIV, which falls in 1938. Plan is to conduct fetes thruout cities of France with a national show in Versailles. Celebrations would naturally lack the international flavor as well as private commercial support. Theatrical presentations, midways and other concessions would probably predominate, it has been learned.

Outstanding Stock Displays— Major Outdoor Entertainment

By HAROLD F. DEPUÉ

Address of the secretary of North Montana State Fair, Great Falls, before the 47th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30.

One of the first principles of salesmanship is to provide your prospect with a logical reason, or excuse, for buying what you have to offer. In other words, while he may want what you are selling, fear of what the wife will say may keep him from yielding to his desire. Provide him with a logical reason for the purchase, and he becomes your customer.

This same situation prevails very acutely in selling your fair—my fair—or any fair—to the public. John Jones, who runs a grocery store 100 miles from the fair gates, may have been gazing for weeks at pictures of night show cuties and may be sure he can clean up on our race meet—but can he tell his wife and his friends that these are the reasons

New Records of '37 Announced by IMCA

CHICAGO, Dec. 18.—New records made in 1937 were reported by the board of directors of the International Motor Contest Association at its annual meeting during the convention of the International Association of Fairs and Expositions in the Hotel Sherman on November 29. New records on mile tracks: ***1 mile, :38.32, Gus Schrader, Miller Special, Wisconsin State Fair, Milwaukee, June 20; *5 miles, 3:15.07, Gus Schrader, Miller Special, Wisconsin State Fair, June 20; *10 miles, 6:53.22, Emory Collins, Miller Special, Wisconsin State Fair, June 20. Half-mile tracks, *1 mile, :53.93, Emory Collins, Miller Special, Iowa State Fair, Des Moines, August 28; *2 miles, 1:47.90, Gus Schrader, Miller Special, Iowa State Fair, September 3; *2½ miles, 2:14.23, Emory Collins, Miller Special, Iowa State Fair, September 3; *3½ miles, 3:10.33, Emory Collins, Miller Special, Clay County Fair, Spencer, Ia., September 18; *7½ miles, 6:51.44, Gus Schrader, Miller Special, Iowa State Fair, August 27. ***Time trial. **Made in competition, intermediate distance. *Made in competition.

Sanctions were issued to Jack Shepard, Florida Fair Track, Tampa, February 14; North Dakota State Fair, Grand Forks, June 26; Wisconsin State Fair, Milwaukee, June 20; American Booking Agency, Chicago; Iowa State Fair Track, Des Moines, June 6; North Dakota State Fair, Minot, July 10; Mississippi Valley Fair, Davenport, Ia., August 15-21; Ionia Free Fair, Ionia, Mich., August 21; Sac County Fair, Sac City, Ia., August 26; Wapello County Fair, Eldon, Ia., August 26; Minnesota State Fair, St. Paul, September 4-6-8-11; Kansas Free Fair, Topeka, September 15-17; South Dakota

(See NEW RECORDS on page 46)

Vickers Resigns In Donaldsonville

DONALDSONVILLE, La., Dec. 18.—Following 25 years at the helm of South Louisiana State Fair here, R. S. Vickers has resigned as secretary-manager. A school teacher, Mr. Vickers has seen the fair grow from a one-parish affair in 1913 to one of the largest in the South, drawing from more than a dozen parishes. Citizens gave a farewell dinner to him Thursday night, in which county agents, board members and State officials joined. He will devote all his time to school work.

DETROIT.—Indoor and outdoor branches of show business clashed last week over use of the Coliseum on Michigan State Fair grounds for polo matches. Coliseum was denied to the Gold Hats, Detroit polo team, with Mac Krim, of Krim Bros' Circuit, one of the largest theater operating organizations in Detroit, a star performer. Denial was made by Frank N. Isbey, general manager of the State fair, when the poloists failed to pay \$925 said to be due for past use of the Coliseum for matches and practice by the team.

Profit and Loss, Luck and Guesses Budgeting Guides?

DES MOINES, Dec. 18.—Results of a study of Iowa's 376 county and district fairs held during the past five years and suggestion that fair secretaries and officials study averages on their own fairs were presented by Frank Harris, assistant secretary of Iowa State Fair, here in an address at the 30th annual meeting of Iowa Fair Managers' Association on December 6 in the Hotel Savary.

He declared that the fairs studied had received \$2,357,624.83 during the five years, had spent \$2,302,077.30, and that 199 fairs had shown a profit amounting to \$167,140.95, while 186 had shown a loss amounting to \$111,603.42.

"If one group can show a yearly profit and another group an operating loss, there must be a more definite reason than one group being lucky or good guessers, while the other group was unlucky or poor guessers," he said.

"I have often wondered whether there was not a deadline or a definite percentage of receipts available within which a fair must stay as far as operating expense is concerned, in order to be fairly certain it would not be in the red at the end of the year."

Mr. Harris presented a detailed study (See PROFIT AND LOSS on page 46)

Hillsdale Cuts Into Profit To Make Changes in Plant

HILLSDALE, Mich., Dec. 18.—More than 100 feet of one of the speed barns, destroyed by fire of unknown origin recently, will be rebuilt next summer as soon as the grand stand has been completed. It was decided at the annual board meeting of Hillsdale County Fair here.

Secretary H. B. Kelley reported that 1937 fair attendance was more than 125,000, it being necessary to close auto gates on three days at 3 p. m. Grand stand had complete sellout four afternoons and nights. Horses numbered 115 in 12 events, racing for \$4,000 in purses.

Receipts were \$35,174.59, and expenses \$40,610.07, of which amount \$14,115.42 was for 96 feet of new grand stand erected this year and material on hand for 132 feet more now under construction; 112 feet of the old stand were moved to the ball grounds to replace bleachers. Reserve will show \$4,436.48 less than last year. Deducting this amount from money spent for the grand stand leaves a profit of \$9,878.94 for the year.

Flash Williams Ends Season

JACKSONVILLE, Fla., Dec. 18.—Despite heavy rain a fair crowd saw the Flash Williams Thrill Drivers show at Camp Foeter here on December 5. Same group gave a performance on November 28 to a big crowd. The Thrill Show has closed the 1937 season and Mr. and Mrs. Williams left for Miami to spend the holidays. Jim Caraway went to Tulsa, Okla.; Melvin Burke to Miami and Billy Sinsel and Red Well, clowns, to Savannah, Ga. Charles McIntyre, head mechanic, is here with equipment.

NEW HAVEN, Conn.—Edward M. Kohnstamm, Scranton, Pa., was appointed exposition director of New Haven Arena by Nathan Podoloff, general manager, to succeed Frank Dubinsky, Hartford, Conn., who resigned to accept another post.

1937 Fair Season in Review
IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

Because of the two classes which it attracts, those who use a live-stock show (See OUTSTANDING STOCK page 46)

Fairs Led Great Industry Out of Perilous Times

Excerpts from address of retiring President Maurice W. Jencks, manager of Kansas Free Fair, Topeka, at 47th annual meeting of International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30. (Continued from last week)

Spirit of the Festival

As an example of how fairs served in the early days when men were thirsting for knowledge, 15 farmers in Washington County, Pa., in 1867 contributed \$10 apiece for the purchase of a pure-bred bull. They desired to improve their scrub cattle. The history of fairs in the United States includes hundreds of such instances, each a stepping stone in the development of a great industry.

A fair that is representative of the entire social and economic life of a rural community, its products, its social organization, its recreation, its cultural attainments, is the most graphic presentation of the collective achievements of the community. The participant in the fair comes to a new realization of his own dignity and importance, for here are the fruits of his labors. Here are the results of his intelligence, his dexterity, his ideals, and he may look upon his achievements with the satisfaction of a skilled artisan. Men and women in all walks of life at a fair come to a more rational realization of the interdependence of different sections of society, to a fuller appreciation of the contributions of certain classes, to a more definite comprehension of the meaning of society itself.

Fairs still retain the spirit of the festival, but it is the one place where the modern American has an opportunity to pay homage to the harvest of the earth and perform at least one educational function that no other institution performs at all; namely, the competitive exhibition of agricultural products under authoritative judges who make the awards, interpret the recognized standards and instruct exhibitors and spectators in their adoption. During the last 10 years there has been a steady progression in the amount of recognition given by fairs of all classes to boys and girls' club work. I believe that our greatest field of service lies with the boys and girls' work in our 4-H Clubs, and at Kansas Free Fair and Kansas State Fair we let no year go by without something new for the boys and girls of our State. During the past three years we have erected three new 4-H Club buildings and we're not thru yet.

Show Experience Valuable

There is a big job ahead of us. We must not lose sight of the fact that the field of our activities can be extended only in direct proportion to the widespread interest we generate in all classes of people. There is a crying need for a widespread educational program. Men like Washington and Jefferson had the vision. You and I have the job of carrying on. When growth stops, our fairs will fail.

Much has been done in the last 100 years. To note the inside history is to swell with pride. Just 100 years ago John Deere made the first steel plow from an old saw blade. Three years before him Cyrus McCormick took out a patent for his reaper. After 1850 corn planters and cultivators extended farmers' ability to raise corn. One hundred years ago the Ohio Importing Company

brought shorthorn cattle to this county. Think of the progress that has been accomplished!

I haven't been in the fair business very many years. I have a lot to learn. But I do know something about agriculture. When I was a boy I saw the long wagon trains as they rumbled across the rolling prairies of South Dakota. My dad was among those pioneers. I lived and worked on a farm, but, like a lot of farm boys, the bright lights got me.

I went into the show business and I stayed there for 30 years, but during those three decades I never lost touch with agriculture nor did I forget the hard grind of my youthful days. My experience in the amusement business has been of great value to me in the fair business. When the time came for me to serve the fair in Kansas, I felt that a real opportunity had opened to me. I have enjoyed every minute of the association. The year 1937 was a banner one for most of us and it is my hope that we are entering into a period that will give us an opportunity to further expand our facilities and thus be of greater service to the industries we represent.

Northampton Association Holds 119th Dinner Meet

NORTHAMPTON, Mass., Dec. 18.—At the 119th annual dinner meeting of Three-County Fair Association here on December 9 Treasurer Erwin M. Hill reported the 1937 season a success, with a balance of \$111. George H. Bean, toastmaster, exhibited a photostatic copy of the original charter given Hampshire-Franklin-Hampden Fair Association in 1818 by the Legislature and gave an epitome of history of early fairs in Northampton. Fred J. Stevens, director of experiment station and graduate school at M. S. C., was principal speaker.

Other guests and speakers were Robert F. Cross, director of fairs and soil reclamation, State department of agriculture; Alfred W. Lombard, assistant State director of fairs and secretary of Massachusetts Agricultural Fairs Association; Mayor-Elect William H. Felker; County Commissioner Clarence E. Hodgkins, Northampton; William H. Dickinson, Hatfield; Paul N. Denish, Boston manager of George A. Hamid, Inc.; Benton P. Cummings, 4-H Club agent in county extension service; Phyllis MacDonald, Huntington; Osborne West, Hadley; LeRoy Sabin, South Deerfield; Charles Griffin, Holyoke; Marshall Belmer, Holyoke, and Secretary James Dorsey, Chamber of Commerce.

Chinese Village and Series of Lagoons for S. F. Expo

SAN FRANCISCO, Dec. 18.—Color of San Francisco's Chinatown and primitive background of *The Good Earth* will be combined in a \$1,250,000 Chinese Village announced for inclusion in the 1939 Golden Gate International Exposition.

Chinese Factors, Inc., formed to build and operate the block-square exhibit, will be directed by Ching Wah Lee, who played the Chinese lead in the motion picture. In the village will be Oriental art objects, craftsmanship displays and demonstrations of farm methods.

Dramatic new architectural plans for a chain of lagoons linked with the Lake of All Nations have been revealed by W. P. Day, exposition vice-president. Bordering on the lagoons will be exhibit palaces to be erected by countries of the Pacific area. Colorful bridges will span the connecting streams. A vast open-air stage is to be provided for pageantry and musical spectacles. An exhibit palace will be used for theatrical events during adverse weather.

Young Had Show in Regina

CINCINNATI, Dec. 18.—In a report from Regina, Sask., in *The Billboard* of December 11 it was inadvertently stated that Barnes-Carruthers staged the grandstand show at the 1937 Regina Exhibition. The show was staged this year by Ernie Young Production and Management Company. Mr. Young having had the contract for the past two years and, despite conditions in that section, reports having increased grandstand receipts.

LITTLE ROCK, Ark.—Arkansas Live-Stock Exposition elected Col. T. H. Barton, president; Fred G. Brissette, vice-president; Raymond Higgins, secretary; A. Howard Stebbins, treasurer. Meeting to formulate a program for the initial exposition will be held soon.

More Annuals Go in Black During Bay State's Season

BOSTON, Dec. 18.—During the 1937 Massachusetts fair season of 40 days, beginning with Marshfield Fair on August 23 and concluding with Acton Fair on October 2, total attendance of the 16 major fairs was over 10 per cent higher than 1936. Midways came in for a 10 per cent increase. Grand-stand attendance was between 10 and 12 per cent greater than last year. Paid attendance was between 8 and 10 per cent larger. Educational exhibits were better and more numerous. Entertainment, booked 100 per cent thru George A. Hamid, Inc., thru the Boston office, managed by Paul A. Denish, and assisted by Esther Lane, was fully up to standards set in past years.

Alfred W. Lombard, secretary of Massachusetts Agricultural Fairs Association, sized up as the reason for the increase in all departments that "1937 was a fair year and people were not only ready for fairs but you couldn't keep them away from fairs." Fair days totaled 37. Rain hampered several, but in spite of weather setback a number of fairs saw the black side of the ledger for the first time in many seasons.

Sixteen major fairs were those of Marshfield Agricultural and Horticultural Society, Nantucket Agricultural Society, Highland Agricultural Society, Middlefield; Sturbridge Agricultural Association; Plymouth County Agricultural Society, Bridgewater; Union Agricultural and Horticultural Society, Blandford; Brockton Agricultural Society; Franklin County Agricultural Society, Greenfield; Martha's Vineyard Agricultural Society, West Tisbury; Essex County Agricultural Society, Topsham; Littleville Community Fair, Huntington; Eastern States Exposition, Springfield; Hillsdale Agricultural Society, Cummington; Barrington Fair Association, Inc., Great Barrington; Hampshire, Franklin and Hampden Agricultural Society, Northampton, and Acton Agricultural Association.

Maxwell Succeeds Curtiss, Retired, on Board in Iowa

DES MOINES, Ia., Dec. 18.—A unanimous vote of Iowa State Fair board installed W. H. (Billy) Maxwell, Winterset, as successor to Charles F. Curtiss, Ames, on the board here on December 8. Retired dean of the agricultural division, Iowa State College, Mr. Curtiss was not a candidate for re-election. He has served for more than 30 years. Mr. Maxwell operates a farm and has been active as an assistant to fair board members for 15 years.

John P. Mullen, Fonda, was re-elected president of the board by acclamation. Next year will be his eighth consecutive term as president. All other officers were re-elected: F. E. Sheldon, Mount Ayr, vice-president; A. R. Corey, Des Moines, secretary; Neff McBeth, Des Moines, treasurer.

Three director incumbents succeeded themselves: J. C. Knickerbocker, Fairfax, second district; Earl Ferris, Hampton, third district; Harold Pike, Whiting, ninth district. Directors whose terms do not expire until next year are E. T. Davis, Iowa City; Lloyd Cunningham, Cresco; C. E. Beman, Okaloosa; Carl Hoffman, Atlantic; Sears McHenry, Denison.

KANSAS CITY, Mo.—Frank H. Servatius, for 25 years a buyer of talent for the annual American Royal Live-Stock and Horse Show here, resigned as secretary, effective on January 1.

LITTLE ROCK, Ark.—Young Business Men's Association has voted to sponsor Pulaski County Fair in 1938 in Overman Park. Linwood L. Brickhouse is chairman of the committee in charge.

Fredericton Reports Profit

FREDERICTON, N. B., Dec. 18.—Fredericton Exhibition, Ltd., sponsoring the annual fall fair here, reported profit of \$832 from 1937 operations, altho faced with an infantile paralysis epidemic and some unfavorable weather. Held the week preceding that in Fredericton, St. John (N. B.) Exhibition went about \$4,000 in the red on the 1937 show, it was said.

Reports of President Roy W. Smith, Treasurer C. D. Holder and Secretary C. L. Sypher were considered good in view of the drawbacks, the secretary declaring the 1937 fair, everything considered, the most successful in recent years in Fredericton. Decision was made to provide additional space indoors for some exhibits and cattle and for erection of a new officials' stand at the race track. Satisfaction was expressed with the outdoor show, harness racing and midway. For 15 years rides, shows and concessions have been supplied by Ben Williams Shows.

B. C. Meet in Vancouver

VANCOUVER, Dec. 18.—At a preliminary meeting of British Columbia Fairs Association in Hastings Park here dates were tentatively selected for Class A and B fairs, Canada Pacific Exhibition, Vancouver; Victoria Provincial Exhibition, Kamloops Fair, Armstrong Interior Provincial Exhibition and Chilliwack Regional Fair. Matt Haszen represented Armstrong Fair Association; T. J. Turner, Kamloops; E. H. Barton, Chilliwack; W. H. Murrins, D. J. Bonavia, Victoria; D. E. MacKenzie, head of the association, presided. Vancouver Exhibition Association was represented by John Dunsmauir, vice-president; Frank D. Gross, acting general manager; William Dalton and P. C. Tingley.

DELAWARE, O.—Delaware County Fair, which for 29 years has been held in Powell in Southern Delaware County, will be held in Delaware, probably beginning in 1938. Several sites are being considered. Action to move the fair from Powell came as a surprise, it is said, to many members of the agricultural society. Years ago the fair was held here.

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Fair Elections

SPARTANBURG, S. C.—Mayor Tom W. Woodworth is new president of Spartanburg County Fair Association, succeeding the late Samuel J. Nicholls. Howard McCravy was re-elected vice-president; D. C. Todd, treasurer; John P. Fielder, secretary.

HILLSDALE, Mich.—Hillsdale County Agricultural Association re-elected Frank H. Carter, president; J. I. Post, treasurer; H. B. Kelley, secretary.

NORTHAMPTON, Mass.—Charles N. deRose was elected president of Three-County Fair Association at the 119th annual dinner meeting in the Hotel Northampton on December 9. He succeeds Earle M. Parsons, and vice-presidents are George H. Bean, Benton P. Cummings, Myron M. Clapp, W. H. Dickinson, Joseph W. King, J. W. Parsons Jr., Lewis P. Rogers, James P. Reed, Leroy Sabin, Joseph Sena, John Schoonmaker and Osborne West. John L. Banner was elected secretary to succeed Mr. Bean. Erwin M. Hill was re-elected treasurer and Alvertus D. Morse was named auditor.

ROCKPORT, Ind.—Spencer County Fair Association elected H. T. Chinn, president; Salem Parker, vice-president; John V. Vittitow, treasurer; F. J. Fella, secretary.

MONROE, Wis.—Green County Fair re-elected Albert Stoldt, president; William A. Brown, vice-president; Charles A. Schindler, treasurer; Leland C. White, secretary. Arle Frost, superintendent of speed, was elected to the board to succeed Jacob Burg. The 1937 fair was reported a success.

WILSON, N. C.—Wilson County Fair, sponsored by Robert B. Anderson Post, American Legion, re-elected Stickney Boyd, president; W. H. Dunn, secretary, re-elected for the fifth term; J. D. Bobbitt, re-elected first vice-president; Z. V. Morgan, second vice-president, succeeding H. P. Williamson; Carl F. Batts, treasurer, succeeding M. W. Edmundson; J. F. Morris, C. N. Woolard, A. D. Shackleford, directors.

PAINESVILLE, O.—A. N. Champion was elected president of Lake County Fair here, succeeding M. O. Ware.

WASHINGTON, C. H., O.—Fayette County Agricultural Society re-elected Ray Brandenburg, many years identified with the annual here, president.

NEW CASTLE, Pa.—J. L. Burton was re-elected president of New Castle Agricultural Society; C. M. McCormick, vice-president; Thomas A. Gilkey, treasurer; Clyde Shoaf, secretary.

DELAWARE, O.—Carl McCurdy was re-elected president of Ashley Junior Fair, conducted annually in connection with Ashley Fair, Ashley, near Delaware.

GALESVILLE, Wis.—Trempealeau County Agricultural Society re-elected Alfred Ravnum, president; Clarence Brown, vice-president; Alfred Sagen, secretary; Leonard Larson, treasurer.

NOBOWALK, O.—John Liles was elected president of Huron County Fair; N. W. Lee, vice-president; Aro Sanders, treasurer; J. F. Henninger, secretary.

ELKHORN, Wis.—George Pope was elected president; A. C. Engel, vice-president; J. C. Woodford, treasurer; F. M. Porter, secretary, and Roy Lauderdale, marshal, of Walworth County Fair Association. The 1937 fair reported over 40,000 paid admissions and receipts in excess of \$43,000, association having a surplus of about \$9,000 for the year.

OUTSTANDING STOCK

(Continued from page 44)
as an unbeatable excuse and those who really want to look at the animals, the live-stock show is so important to the fair that I should like to go on record as believing that major outdoor entertainment goes over only because it is offered in conjunction with outstanding live-stock displays. At least, we have worked on that premise for seven years at North Montana State Fair, since it started. Right or wrong, you may judge by these facts:
Last year, for the third successive year, we had the National Hereford Show. The fairgrounds are located on the outskirts



RITA AND DUNN, high-wire act, use for transportation while playing fairs and celebrations the Dodge truck and car shown above. Photo was taken recently in the rear of their home in Newark, O.

of Great Falls, which has only 30,000 inhabitants. In all of Cascade County, which is larger than some Eastern States, there are only 46,000 persons, and that includes the 39,000 living in Great Falls. Within a 150-mile radius of the city, which means 150 miles in every direction, there are less than 30,000 persons. Yet this year we had 217,112 paid admissions in six days and our live-stock barns were thronged with thousands of visitors. We find that interest in live stock is accelerating at a tremendous rate. We found, however, that that interest did not begin to mount until our patrons had seen the best that the nation could provide.

Now as to the secret of building a live-stock show that will really be an attraction. It really isn't any secret. Simply offer cash awards of such size that really good breeders can afford to show. A few words as to the conduct of a live-stock show of that type may not be amiss. Our shows have been uniformly successful and you may or may not want to take advantage of some of our rules.

We have headed our live-stock departments with stock-minded superintendents, in practically every instance men who have made a success raising the breeds shown in the buildings which they supervise. They take time out from their ranch or dairy duties to serve during the week of the fair and exhibitors who contact them find that they talk a common language.

And another rule, perhaps more important than any, is to pick judges who will put the blue ribbon on the animal and not on the exhibitor. It is true that the most famous ranches should logically produce the best stock in the long run and they do. But in every show you will find unknowns, perhaps exhibiting for the first time, and some of them may show animals of world-championship caliber. It is all important at this time that these animals be judged, as I have said, by men who judge the animals and not the exhibitors.

(Continued next week)

PROFIT AND LOSS

(Continued from page 44)
of receipts and disbursements of fairs considered, as well as fairs showing a profit and those showing a loss. His conclusions were that there is a wide spread between the percentages of the incomes, disbursed as "expense of fair" by those fairs showing a profit and the fairs that showed a loss, which apparently is the reason for those that were successful having shown a profit.

"If 88 per cent of the funds received as receipts of a fair may be expended as expense of fair and show a profit, just where is the safety line to which the management of a fair may hew when compiling the budget?" he asked. He suggested that if the management of fairs that have been or are in financial distress takes the time to work out a five-year or more average and then change the percentage of their expenditures for the items composing their "expense of fair" to approximate those shown as being safe by having been put to actual use by successful fairs in Iowa, "they will find at least a partial solution of their problem."

NEW RECORDS

(Continued from page 44)
State Fair, Huron, September 17; Kansas State Fair, Hutchinson, September 21-

24; Oklahoma State Fair, Oklahoma City, September 27-October 2; Eastern States Exposition, Springfield, Mass., September 24-25; State Fair of Louisiana, Shreveport, October 24-31; Southeastern Fair, Atlanta, July 4; American Booking Agency, Chicago; Alabama State Fair Track, Birmingham, July 18; Iowa State Fair, Des Moines, August 27-28-September 3; Eastern Montana Fair, Miles City, July 4; Richland Post, American Legion, Sidney, Mont., July 5; Central Iowa Fair, Marshalltown, September 17; Steele County Fair, Owatonna, Minn., August 22; Du Quoin State Fair, Du Quoin, Ill., September 11; Southeastern Fair, Atlanta, July 11; Cottonwood County Fair, Windom, Minn., September 2; South Mississippi Fair, Laurel, September 21-25; Howard County Fair, Cresco, Ia., August 31; North Iowa Fair, Mason City, August 22; Kossuth County Fair, Algona, Ia., September 10; Antelope County Fair, Neligh, Neb., September 15-16; Missouri State Fair, Sedalia, August 22-28; Southern Iowa Fair, Okaloosa, Ia., August 20 (rained out); Southeastern Fair, Atlanta, September 5-6; Clay County Fair, Spencer, Ia., September 14-18; Mid-South Fair, Memphis, September 18; Tulsa Fair State Fair, Tulsa, Okla., September 19; Tri-State Fair, Chattanooga, Tenn., September 24-25 (canceled); Alabama State Fair, Birmingham, September 28; Mississippi Fair and Dairy Association, Meridian, September 30; Oklahoma Free State Fair, Muskogee, October 6-10; Southeastern Fair, Atlanta, October 9-10-16; Mississippi State Fair, Jackson, October 11-12-15.

RATHER BE

(Continued from page 42)
springly. When I was eating in the dining car one day on the way from London to Blackpool I said to the waiter: "Here, waiter, you've given me a wet plate." The waiter gave me a funny look and said: "I'm very sorry, sir, but that's your soup, sir."

Russian Parks Antiquated

I went to Russia to see how many of these lies that we hear are true. The Russians have dropped many crazy socialist ideas. They are no longer working for bread tickets. They are paying wages to their workers and a premium system as well. Equal wages to all are abandoned. Hustlers, leaders and executives get more than the common workers. Clerks in stores get a salary and a percentage. Russia has opened banks and encourages the people to save money. Everybody is busy and working hard, including women. I showed my wife how these women work and how she might profit by their example. If we should go Bolshevik can you imagine Ida Cohen and Mrs. Ackley carrying railroad ties and shoveling concrete?

I visited a factory in Russia which makes twist drills. It is the most up-to-date factory I ever saw and employs 5,000 people. The average wage is about \$60 per month, which is about the same as in England, France and Belgium. They have sent to America for experts who have designed and equipped factories. They are making locomotives, automobiles, motor trucks, airplanes, tractors and farm machines that would be a credit to any nation. Some industries are more advanced than in other European countries. However, they have not done much to improve houses and clothing of the people. In a backward country, climbing the scale, basic industries come first. Ordinary merchant-

dise is scarce, of a poor quality and expensive. A good pair of shoes costs \$60. Milk is 26 cents per quart and a 10-cent bar of chocolate sells for \$1.50. Gasoline is 90 cents per gallon.

I visited amusement parks in Russia and the people have money to spend. The equipment is antiquated, but the government will not buy amusements nor grant concessions. We were permitted to go any place we pleased in Russia without restriction and we were not followed. They operate a tourist bureau and want tourists. They should succeed with the present set-up. Any people who work hard and live cheaply should succeed, but she does not need a five-year plan. She needs 50 years. However, so far as Russia being a menace to the world, as Hitler says, that is the bunk. Russia has plenty of land and people and work to do. What she needs is peace to develop her resources, educate her people and do the big job ahead.

(Continued next week)

Fair Meetings

Indiana State Association of County and District Fairs, January 4 and 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

North Carolina Association of Fairs, January 10 and 11, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 12 and 13, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Association of Georgia Fairs, January 13 and 14, Richmond Hotel, Augusta. E. Ross Jordan, Macon, secretary.

Western Canada Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 17-19, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Maine Association of Agricultural Fairs, January 18 and 19, Showhegan House and Hotel Oxford, Showhegan, J. S. Butler, Lewiston, secretary.

Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

South Carolina Association of Fairs, January 18 and 19, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Association of North Dakota Fairs, January 20 and 21, Hotel Dakota, Grand Forks. H. L. Pinke, secretary, Minot.

Western Fairs Association, January 20 and 21, Whitcomb Hotel, San Francisco. Tevis Paine, secretary, Sacramento.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Brunswick Hotel, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Baleson, secretary, Staunton.

Rocky Mountain Association of Fairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suckstorf, secretary, Sidney, Mont.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Yorktown Hotel, York. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

New York State Association of County Agricultural Societies, February 15, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

SECRETARIES of associations should send in their dates, as itineraries are being made.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MUCH was accomplished at a meeting of directors and members of the Roller Skating Rink Operators' Association of the United States, with sessions in the Netherland Plaza Hotel, Cincinnati, on December 14 and 15. Some delegates arrived in time to witness Greater Cincinnati amateur speed contests in Norwood (O.) Rink on night of December 14. Many members were accompanied by their wives. Evenings were spent in inspecting Sefferino's Roller-drome, Cincinnati, and Norwood Rink, and both structures were highly praised.

That a hurried call for a meeting should bring forth such a representative attendance in inclement weather augurs well for the future of roller skating and the new association, and indicates that leaders are keenly alive to the fact that roller skating must and will be made one of the major sports.

Ban on Metal Rollers

"It was a pleasure to see such a group of men, who came by train, plane and automobile, gathered to improve roller-skating conditions in general and adjust policies of operation to conform with rules and regulations governing future events," said Secretary Martin. "Each has taken the initiative in his district, going to great effort and expense with the idea of benefitting roller skating and bringing about good will and co-operation. This, our first official meeting, proved to me just what these meetings will mean to all of us in the future, when such interest is shown at present when the association is still in its infancy, being only eight months old."

During sessions it was decided to have a board of control of 10 members to decide on activities and sanctions of all future events. A committee of five was formed to decide on roller-skate dancing, importance of which was discussed. So many had voiced the opinion that roller skaters are becoming more skate-dance minded that, to improve conditions and standardize steps, it was voted to have a skate dancers' convention at the same time and place as the national amateur championship races for this season the first week in April. By that time each district or State will have finished elimination, contests, city, county and State, and will have bona-fide winners in speed and dance. These winners will take part in the national amateur speed championship and in the first national skate dance contest. Operators in each State are asked to get together and make this an event of importance.

Existing floor conditions in many rinks, due to use of any kind of metal rollers were considered, and discussion brought out important factors relative to injurious effects. Much time and thought were given to the subject and it appeared definitely proven to the satisfaction of everyone present, including skate manufacturers, that metal rollers were a detriment, and it was voted that such rollers be eliminated entirely.

For Interests of All

"Thru *The Billboard*, in voicing the opinion of the representatives of the association, may we ask all rink operators throught the United States,

whether members of the association or not, to lend their whole-hearted support and co-operation in this matter," said Secretary Martin. "However, we do not wish to create the impression that the association is dictatorial in any way, but \$1,500,000 were represented at this meeting, which does not include skate manufacturers who were there, and decisions made were in the interest of smaller operators as well. I wish to thank the members and non-members who attended for their profound confidence and sincere interest, as evidenced by them at one of the finest gatherings in behalf of roller skating ever assembled. With such a spirit, there is every reason to believe that roller skating will go to the top in sports."

In attendance were Victor J. Brown, president, Newark, N. J.; Fred A. Martin, secretary-treasurer, Detroit; W. H. (Billy) Carpenter, New Philadelphia, O.; Edward J. Von Hagen, Cincinnati; Al B. Dexter, Niagara Falls, N. Y.; Jack G. Shuman, Sandusky, O.; Fred E. Leiser, Chicago; Hy D. Ruhlman, Pittsburgh; William F. Sefferino, Cincinnati, represented by his brother, Cap; Fred H. Freeman, Boston; Orville Godfrey, Detroit; Earl Van Horn, Mineola, L. I.; Charles McCormick, Chicago; Howard Force, Buckeye Lake, O.; Henry Thomas, Crystal Lake, O.; Al Fiath, Brooklyn; E. M. Moorar, Cincinnati; Ralph Ware, secretary-treasurer, Chicago Roller Skate Company, Chicago; E. R. Whitcomb, vice-president, Richardson Ball Bearing Skate Company, Chicago; Jack Steinfeld, Cincinnati.

WORD is that Frank Vernon, veteran exhibition roller skater, who is at the New Ute Hotel, Salt Lake City, Utah, is in poor physical condition.

FRANK CARPENTER'S Tuscora Park Rink, New Philadelphia, O., has introduced speed races, presenting best available racers in the district every Friday night. Opening program included Johnny Uebel, Dover, O., and Wayne Jackson, New Philadelphia. Rink is also featuring a supervised Saturday matinee for children.

THREE COSSACKS played a week, beginning on December 9, at RKO Keith Theater, Boston, to good applause at each show.

FORMER operators of Garden Roller Rink, Hamilton, O., Mr. and Mrs. F. O. Elston, have moved to Austin, Tex., to open a rink there to be known as Marfar Roller Rink.

ALKI-NATORIUM Roller Rink was opened on December 10 in West Seattle, Wash. Skating instruction will be given and plans are for big Christmas Eve and New Year's Eve parties. New Chicago skates, music, fountain lunch and 10,000 square feet of skating floor are among provisions of the new place. Plenty of parking space is provided. Spectators at a dime a head are given comfortable seating in a large balcony.

REMODELING has been started for construction of the newest and second largest rink in Portland, Ore., to be known as the Roller-drome, reported Virgil Crum, owner of the old public market, the building which will house the rink. He left for California to visit newer rinks in Los Angeles and San Francisco. Main floor will be about 18,000 square feet, with a beginners' rink, lobbies, restrooms, foyer and dining rooms occupying another 9,000 square feet. Skating floor will be of masonite, rest of the building will be completely insulated and exterior will be remodeled into a modernistic effect.

"A RECENT visit to Arena Gardens, Detroit, was made interesting by my friend, General Manager Fred Martin, executive secretary of the Roller Skating Rink Operators' Association of the United States, and his son, Robert," writes George A. Corbell, of Roller Skating Publishers, Chicago. "Their untiring efforts have certainly made a very attractive rink. The indirect lighting scheme struck me as being very well arranged and easy on the eyes. Had a pleasant Saturday night roller-skate dancing and meeting old friends as well as making new ones. Dropped in again early Sunday morning and got a thrill at finding about 200 skaters of the Figure Club arranged in a semicircle around Fred and Bob in the center of the rink. Each in turn was explaining and drawing diagrams on the good old school board of the fine points of school figures on roller skates. After this lecture each was given a copy of instructions. From then on

the rink surface was treated to a series of numerical movements that was heart-rending. However, Sunday evening the maple floor looked none the worse for the treatment it had received. Too much praise cannot be given the Martins and their skaters' efforts towards future participation in the Olympics. Rink operators should get behind the new operators' organization and benefit from helpful information available for elevation of roller-skating business. The 1937-'38 Arena Gardens Year Book is a splendid contribution to roller skating. I find the featured comments most interesting."

FRED MURREE, Bright Star, 77-year-old Pawnee Indian fancy and figure roller skater, now on tour of rinks on the West Coast, writes from Los Angeles that he has had fine receptions everywhere. He expects to leave soon for the East, planning to stop in Denver, St. Louis, Chicago, New Philadelphia, O., and probably Cincinnati. In Los Angeles he met Manager Robert Bollinger and wife, of Oaks Rink, on their way home to Portland, Ore., after a trip east. He sends good reports from Shrine Rink and Roller-drome. Fred was scheduled to appear with numerous big shots in a Hollywood charity show but did not perform, as the show ran too long to use all the acts in readiness.

ALFRED P. FLATH, veteran roller skater and rink manager, who attended the Cincinnati meeting of directors of the Roller Skating Rink Operators' Association of the United States on December 14 and 15, was a caller at the skating desk and confabbed about old times in the game in the East and Middle West. He left for Chicago to spend Christmas with his mother, 83 years old, and will make a visiting tour of leading rinks, including Arena Gardens, Detroit, before returning east.

UNDER THE MARQUEE—

(Continued from page 46)

peared at Harlandale Theater for the Popeye Club of that city in a pantomime review.

CHARLES (KID) KOSTER is rounding out his 65th week without a layoff with George Abbott attractions. He has had several circus offers but will not troupe with a big top if the Abbott office keeps him going.

WILLIAM J. GILMAN, who spent 23 years in circus business as car manager, brigade agent and contracting agent, late years in outdoor advertising business, planning to be with a truck show coming season as general agent.

FOUR GENERATIONS of the "Lucky Bill" Newton Family—Mrs. Newton, Mrs. Grace Wilbur Brown, Mrs. Charles Poole and Grace May Poole—with Walter L. Main Circus past season, are at home in Quenemo, Kan.

PARKER & WATTS Circus issued a yuletide folder on which, including other matter, is following: "You can greet us by presenting this card which admits the holder to any or all departments at any time or any place during the 1938 season."

ELMER MYERS, in ticket department of the Barnes show, and Mary E. Engle Wagner, formerly with that show, who

were married at Newport, Ky., December 2, will shortly go to Hot Springs, Ark., where they will remain until season opens.

HERE ARE SOLLY'S best wishes to Carl T. Hathaway, the new general manager of the Big One. Carl knows what it is all about.

MCGUNE GRANT TRIO, comedy horizontal bar act, recently played DeSoto Theater, Lake City, Fla. Trio is located in that city, Bill McCune having a dance school and is using name of Gary Gray. Mr. and Mrs. Eddy Roselle have a rooming house and eatery in Lake City.

FOLLOWING TROUPERS can be found at Joe Matel's Cigar Store and Voria Candy Store, Muskegon Heights, Mich.: Belmosky, one-man band; Andy Kirk, Tige Hale, King and Billy Balle, Charles Bowers, Max Gruber and Jack Pierson. Voria recently had a full window display of *The Billboard*.

JAMES A. BAILEY operated Howe's London Circus for several years and didn't make enough money to pay the interest on the investment. When he joined hands with P. T. Barnum his show became a money-maker, ascending unbelievable heights. Moral: Don't become discouraged too easily.

J. E. HILL will be press agent for Doto's Symphonic Band and William Hood, billing agent. Joseph Lombardi, conductor, and J. C. Admire, tour manager, were in Indianapolis and Louisville last week. Tour will open January 9 at Milwaukee instead of January 1 as previously announced. Show will be 100 per cent union.

STRANDED

'Tis sad to see, in this world of sin, A mongrel pup with its tail tucked in. But a sadder scene in village or town Is an old lost trouper when Life's tent comes down.—ED BODIN. (In *Short Hand*, official bulletin of Dexter Fellows Tent, C.S.S.C.)

THE BODY of Tommy Bastow, who died of pneumonia in a hospital at Miami, Fla., two days after the Ringling-Barnum Circus closed its season there, was shipped to Providence, R. I., for burial. Bastow had been a porter on the Big Show train for years and was one of the most popular boys in that department. His car was No. 94 in section three.

RINGLING BROS. and Barnum & Bailey Combined Circus has issued a nifty Holiday Greetings card. Shows the brothers—Otto, Charles, Alf T., John and Al—and P. T. Barnum and James A. Bailey, Jacob A. Wagner, of Des Moines, Ia., a past president of Circus Fans Association, and wife, Myrtle G., have a dandy, with their pictures and the Two Hemispheres circus wagons as background.

IN LAST WEEK'S issue it was stated that Joe Lewis, following engagement of Carter Bros.' show at Waterloo, Ia., will return to Peru, Ind., and then go to Chicago for Orrin Davenport. Joe sends following correction: "Contracted to play with Carter show for five consecutive weeks, opening at Omaha December 25, then Madison, Wis.; Peoria, Ill.; Davenport and Cedar Rapids, Ia., following which will appear for Dennie Curtis at Minneapolis and St. Paul Shrine circuses."

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J. C. McCaffery, President SLA, Starts Ball Rolling for Drive

Fred Beckmann made chairman, with Barnes, Hennies, Linderman, Conklin, Goodman, Velare, Doolan, Hirsch, Phillips, Gruberg and Evans on committee

CHICAGO, Dec. 18.—Dreams of a home for showmen, which have long been cherished by members of the Showmen's League of America, came nearer realization Thursday night when at the regular weekly meeting of the League preliminary steps looking toward the establishment of a home were taken. After a thorough discussion of the proposition motions were adopted authorizing the secretary to draw up the necessary resolutions for launching a home drive, appointing a permanent committee to direct the work and handle the funds and looking after whatever details are necessary. The home proposition, which has been under discussion for some time, was enthusiastically received when President J. C. McCaffery outlined the preliminary plans which he had worked out after consultation with members of the League. President McCaffery called attention to the substantial progress which the League has made during the last two years, its excellent financial condition and the widespread interest which has been aroused among showmen the country over by the splendid charitable work of the League. He stated that it had been felt for some time that the League should embark upon some charitable work other than its cemetery and hospital activities, and many members feel that the time is ripe to work toward a home for needy showmen. He pointed out that such a proposition is one that will require considerable time for development and must be handled on a sound, conservative basis. In answer to inquiries of members he stated that there is no definite location in mind for the home at the present time. As it will be necessary to raise a considerable fund before the actual

(See SHOWMEN'S HOME on page 55)

The Lawrences in N. Y. for a While

NEW YORK, Dec. 18.—Sam Lawrence, head of the show bearing his name, was a visitor here this week for the first time in three years. He informed the outdoor desk of *The Billboard*. Lawrence, accompanied by his wife, will remain here until about January 5, when he returns to winter quarters, Waycross, Ga. Work has started, he announced, at quarters, with anticipation of a big season ahead.

Lawrence recently purchased four new White semi-trailers from Charlie Guerin, White Motor Company agent. Mr. and Mrs. Lawrence plan to rest here, taking in a few of the brighter spots along Broadway and renewing old friendships hereabouts.

McDaniel New B. M. For Hodge Shows

GARY, Ind., Dec. 18.—W. M. Tucker, general manager of the Al G. Hodge Shows, announced here this week that Tressie G. McDaniel has been contracted for season 1938 as business manager of the shows. He is now in Tampa, Fla., in the interest of his new affiliation.

Tucker also said that Mrs. McDaniel will have her concession on the show. Other concessioners booked are Eddie Brenner, who was with the shows the past season with bingo, and Mack McChellan will have the canteen.

Work in winter quarters will start some time after January 1. Some new-style fronts will be built, in addition to other improvements. The show will carry a dog and pony show, starting with the opening of season 1938, which is set for the middle of April in a town in the central part of Illinois, Manager Tucker further stated.

The officers and directors of the recently organized League of Eastern Showmen (not official title) invite all show business to attend the club's first open meeting at the Piccadilly Hotel, New York City, at 5 p.m., Tuesday, December 28. Bring your friends. Everybody welcome.

1937 Carnival Season in Review
IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

Those and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

Heart of America Showmen's Club Has All Plans Set for Big Event

KANSAS CITY, Mo., Dec. 18.—Stage is set and details are completed for the 18th annual banquet and ball of the Heart of America Showmen's Club, quarters of which are in the Reid Hotel here.

The convention will get under way Christmas Eve at the clubrooms. According to Secretary G. C. McGinnis,

visiting showmen will represent all 48 States when the opening sessions begin.

"The boys and members of the Ladies' Auxiliary will come here from winter quarters thruout the nation to greet old friends," McGinnis said today. "The convention also will serve to bring showmen together for an exchange of (See HEART OF AMERICA on page 56)



"ALL ASHORE." THIS SCENE WAS TAKEN ON BOARD OF THE S. S. Cuba on arrival at Havana, Cuba, recently. Left to right, Billy Wolfe, manager of Mildred Burke, standing next to him; Mrs. J. L. Landes and J. L. Landes, owners and managers of the shows bearing their name. The Landes went to Havana with Wolfe and Burke, where the latter filled a wrestling date night of December 1 to a packed arena. All connected with this party speak highly of the Athletic Commission of Cuba and promoter Joe Corono, who entertained them royally during their stay in the capitol city of Cuba. It will be recalled by many that Mildred Burke broke into the wrestling game under the management of Billy Wolfe on the J. L. Landes Shows in 1932. She is the proud owner of the belt which rates her "Champion Lady Wrestler of the World." Photo by Servicio Grafico Periodistico de Cuba.

Memorial Services of PCSA Held; Most Impressive in All Details

LOS ANGELES, Dec. 18.—The annual memorial services of the Pacific Coast Showmen's Association was held Sunday, December 12, in the Showmen's Rest, Evergreen Cemetery. There were about 200 in attendance, not as many as in former years. The siege of rain for several days preceding the date had much to do with the smaller gathering of showfolk and friends.

J. Ed Brown was chairman of the ceremonies. The grave of each member buried in this plot was flower strewn, with an American flag at the head of each grave.

The program: The laying of the wreath at the monument by President Wright, who said in part: "We lay this wreath at this monument that marks Showmen's Rest, in loving remembrance to our brothers who have gone before." Then

President Peggy Forstall, of the Ladies' Auxiliary, placed large floral piece from that organization at base of monument. The San Pedro Boys' Band of San Pedro, Calif., official band of PCSA, 40 members, headed by Brother I. W. Latimore, played appropriate selections. J. Ed Brown spoke briefly of the organization and its objectives. Rev. Edward G. Morse, of Central Christian Church, former trouper, made a very appropriate talk. The Euterpeans, vocal choir, sang two numbers. Mrs. Millicent De Graff sang Sweet Mystery of Life. Mel H. Smith paid the tribute, and with no desire to overstate his was a most inspiring talk, that had in it much heart appeal. Detail from local Boy Scouts patrol sounded tape at the conclusion. Charles Soderberg assisted in handling the details. Downie (See MEMORIAL SERVICES on page 55)

Hyde Shows To Enlarge

Will be baggage car organization in '38—work now being done in quarters

COLUMBIA, S. C., Dec. 18.—Eric B. Hyde, general manager, and Mrs. Mabelle Hyde, secretary and treasurer of the Eric B. Hyde Shows, arrived here recently following the close of the season and short vacation in Florida. Their purpose in coming to this city was to make this their winter home and to lay plans for the season of 1938, as well as to set the place of opening, which will be here in April under the auspices of the Odd Fellows. This date will also be celebrated by the Hydes in honor of the success attained the past season by the shows bearing the Hyde title.

In speaking of the past season and future plans, General Manager Hyde said to a reporter for *The Billboard*: "The show is in winter quarters. The latter part of the tour recently closed was not up to expectations, due principally to cold and rainy weather, yet as a whole satisfactory and profitable. The show has accumulated considerable additional property during recent months and will go out in 1938 much larger and more complete in details than before and will be transported in baggage cars."

"We have already started to overhaul the equipment and repainting of the shows and rides, the color scheme to be red and yellow for the rolling stock. The quarters are amply adapted for our work and we have the following me-

(See HYDE SHOWS on page 53)

Dodsons Book Free Acts and Band

HOT SPRINGS, Ark., Dec. 18.—Melvin G. Dodson, general representative Dodson's World's Fair Shows, announced here this week that the policy of independent bookings, pay-gate inclosures, free acts and band attractions and other features will be persistently pursued for season 1938.

In this connection he announces the booking of Zaccini, human cannon ball; Four Jacks, high act, and the Eagle Sisters, high wire, as free attractions, and Charles Clark and band of 16 pieces.

He also made known that the shows will open next season in St. Louis in April for a two weeks' engagement before taking to the road.

C. Guy Dodson, general manager, and Melvin G. Dodson, owners of the shows bearing their name, are here for a rest prior to leaving for Miami December 28. Following few weeks' vacation they will return to winter quarters in East St. Louis, Ill. Work on the new show will not start until February 1, however.

The Parkers on Visit To Cincinnati

CINCINNATI, Dec. 18.—Mr. and Mrs. Harry A. Parker, formerly in the carnival business, visited here this week from Cleveland and called at *The Billboard* offices. They recalled the fact that it has been about 20 years since they were on a show lot as part of an organization, he being with J. H. Johnson when he had the Monitor and Merrimac show and she with various carnivals. Both looked in fine style and are still interested in what outdoor folk are doing.

Harry A. is connected with the DeWitt hotel chain with his headquarters in Cleveland at the Hollenden. Their other hotels are in Akron, Columbus, Toledo, Jamestown, N. Y., and Miami Beach, Fla., which extend a welcome to all showfolk. His mission in this city was in connection with a convention to be held in Akron, O. His card reads "Sales Promotion Manager."

Giroud Plans New Show

Well-known Eastern showman to launch own carnival for season '38

MIAMI, Fla., Dec. 18.—William J. Giroud and family, of New York, arrived here recently from Hot Springs, Ark., following a course of baths and a rest necessitated by a most strenuous 1937 season. The party will remain here for an indefinite stay, after which they will return to New York.

Early part of past season Giroud was associated with John D. Kilonis and J. D. Stapleton in the operation of the New England Shows, he being in the capacity of general manager. Prior to this connection he was with Oscar C. Buck for several years in an executive position and is no stranger to the Eastern carnival scene.

On arrival in Gotham probably about February 1 Giroud will open an office, from which he will organize a carnival to be on tour in the New England States for the coming season, probably under the title of the New England Shows. With this idea and plan in mind he has been looking over the ride and show market and may later on purchase a number of rides and canvas equipment. During the interval, however, business has been set aside for that of rest and recreation. Sonia Giroud reports from the sunny shores of this winter recreation capital of the eastern part of the States.

"Big Chief" Redcloud He "Eat 'Em" Too Many Tacks!

SAINT JOHN, N. B., Dec. 18.—Recovering in a Halifax, N. S., hospital from a stomach operation is Jack Redcloud, of Los Angeles and Toronto, a professional glass, razor blade, tack and fire "eater."

After playing the Eastern Canadian exhibition midways the past season, Redcloud took to the indoor fairs and motion picture houses in the Maritime Provinces for the winter.

About two hours after completing his act in a Halifax picture house, he was found on the street in severe pain by a policeman and rushed to the hospital. He had been lying on the sidewalk groaning steadily and unconscious. At the hospital an emergency operation was decided on by a consultation of doctors, and within two hours after being found had undergone the surgical treatment. He has been steadily recovering ever since.

The performer had walked out of the theater without complaining of anything wrong, collapsing on the street over an hour later. Redcloud stated he had been a performer in Bob Ripley's Odditorium at the Chicago World's Fair, and since then had been on tour in the U. S. and Canada. Before collapsing, he had "eaten" several light bulbs and some tacks.

Carnival Man Freed of Charges He Murdered Wife

DETROIT, Dec. 18.—William Hitchcock, carnival pitchman and a resident of Hastings, Mich., was freed by Justice of the Peace Raymond Smith, of Holland, Mich., on charges that he had murdered his wife, who died two years ago.

Hitchcock was arrested a few weeks ago on the testimony of a druggist who was ultimately unable to identify him as the alleged purchaser of poison at about the time of Mrs. Hitchcock's death. The court agreed that there was no evidence justifying further holding of Hitchcock, who was exonerated by dismissal of the charges.

Street Fairs in France

PARIS, Dec. 18.—An important street fair, running three full weeks, is on at La Grand Combe and has 80 rides and concessions. Including Auto Scooters, Whip, Caterpillar, Ferris Wheel, Autodrome, two menageries, freak show and museum of anatomy.

Other street fairs under way at Avignon, with 50 attractions; Pezenas, with 45 and Anney, with 35.

Crafts' Party Back Home; Mrs. Crafts Given Party

LOS ANGELES, Dec. 18.—Mr. and Mrs. Orville N. Crafts, owner amusement enterprises, and Mr. and Mrs. Roy E. Ludington have returned from their trip to Honolulu. The party visited the E. K. Fernandez Shows and reported very good business and met Chuck Gammon with a feature freak. Whitley Tait was in charge during the absence of Fernandez in Chicago. Concessions are not arranged in the usual midway style, but are under a big top.

Adelaide Fernandez met the party at the boat with floral leis and showed them around points of interest. Crafts' party arrived home December 11 and had arrangements made for a table at Coconut Grove at Hotel Ambassador. This party was in honor of Mrs. Crafts' birthday. Attending were Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. Elmer Hanscom, John Hagland and Mrs. Ruth Korte.

Los Angeles

LOS ANGELES, Dec. 18.—Many out-of-towners have been arriving here for the Pacific Coast Showmen's Association Banquet and Ball.

Mike Krokos and Louis Leo, of the West Coast Amusement Company, arrived last week for a visit.

Mr. and Mrs. Roy Ludington report that they will remain here until after Christmas.

Mr. and Mrs. Tommy Myers, of Crafts enterprises, came up from San Bernardino, Calif., for a visit last week.

Mr. and Mrs. Elmer Hanscom will sojourn with the Coast defenders until after the holidays.

Mark and Ruby Kirkendall, after a

Your Mail! Attention, Please!

The Billboard is being flooded with mail for show people in all branches of the profession of entertainment.

Will you be so kind as to look in the LETTER LIST and send your FORWARDING ADDRESS at once.

WRITE IT ON A POSTAL CARD NOW!

MAIL IT AT ONCE!
Address The Billboard, Mail-Forwarding Service, 25 Opera Place, Cincinnati, Ohio.

IT IS HOLIDAY TIME!
MAIL IS VERY HEAVY!

four-week vacation in Canada, drove into town in a new car.

Theo Forstall returned from a trip to the East and is now located in the Baldwin Park office of the Al G. Barnes Circus.

J. Ed and Mabel Brown are commuting between Los Angeles and Gilman Hot Springs, Calif.

Mr. and Mrs. Archie Clark came up from Gilman Hot Springs. They will attend the Pacific Coast Showmen's Association Banquet and Ball and return to Gilman Hot Springs after the holidays.

Charles Dodson and wife came in from San Diego, Calif., last week, as did Pete and Riko Siebrand.

Harry Horowitz also came into town last week for a short visit.

Miami

MIAMI, Dec. 18.—Morris Kaplan left for Tampa.

Those working in Funland Park are

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Busk, Fla.

Week ended December 11, 1937.

Dear Red Onion:

Friday night at 12 o'clock our famous Three-in-One Band played *Where Do We Go From Here?*, thus terminating the 1937 season. The reason for playing this spot was just to predate some event before closing, and we thought that Buck's Tomato Festival was as good as any. The season as a whole was both good and bad, from spotty to indifferent. Rain hurt the grosses in the spring; heat knocked the show out of many dollars during the summer, and the cold weather in the fall hurt considerably. Nevertheless the bosses enjoyed the largest financial season of their careers.

Immediately after the train was loaded it departed for Gibsonton, Fla., where it was unloaded and quickly moved to Eddie LeMay's tourist and trailer camp. Suitable parking and camping grounds were leased, on the cuff, from the owner. Not only is this an ideal place to work the show over in but also fish for the cookhouse are abundant in the stream near by. Large tents were erected to house the different shop departments and paraphernalia.

Then came the big task of moving the show's 80-some double-length cars to the quarters. The fact that the closest railroad track was located a distance of two miles or more from quarters had the department heads stumped for a while. This was soon settled by contracting a house-moving concern to take the cars off of the wheels and bring them out to our hibernating place. The trucks, wheels and axles were left alongside of the tracks to stay until we move out again. It was more than necessary to bring our coaches to provide living quarters for the staff and shop personnel.

Due to limited parking space, our flat cars were stacked on top of each other. They were piled so high that they formed a skyscraper loftier than the famed Bok Tower. They were then lighted up by placing our light towers on top as a warning beacon for passing airplanes.

On our arrival many showmen and their families were already parked here for the winter. When our 673 house

trailers and occupants arrived quite an argument arose in regards to locating their portable homes. This situation was soon settled by forming an independent trailer-way, the early arrivals holding their original locations. Then the city plot for our rubberized residential section was laid out in streets and alleys. Paper street was lined up with trailers inhabited by the sheet-writers. Quarter and Half streets were occupied by the grind-store agents and operators.

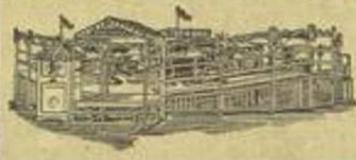
All wheel operators moved their trailers to Merchandise avenue, while the "sticks" set up concession tops in the timber. Our ride men settled on Muffler avenue. The showmen and families moved on Paris street and Museum boulevard. The show's staff and mechanics moved into the coaches that were parked wheelless along the side of the highway. Many passing tourists stopped, thinking they were lunch cars. More news next week regarding the final destinations of the entire personnel.

The bosses arrived from the convention with bloodshot eyes. Pete Ballyhoo claimed that at one time before leaving he did have contracts in his pocket for the biggest string of State fairs on the North American continent but some jealous carnival manager picked his pocket for the contracts to give his show a route. When the guilty party is apprehended and contracts are returned the long list will be given to The Billboard for publication.

Not many know that the show was closed. The automobile finance companies will find it out first.

MAJOR PRIVILEGE.

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—

YEAR AFTER YEAR.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

satisfied with receipts in spite of the cold spell.

Bryan Woods and his new Zoo should get a break as the cold spell has about spent itself. Paul Curtis arrived to spend the winter. He was with Barfield's Cosmopolitan Shows past season and will be back again in '38.

Philadelphia

PHILADELPHIA, Dec. 18.—Weather has been against business at the museums this week, cold spell continues.

South Street Museum has in big pit Johnny Williams' colored revue of eight people. On stage, Arthur Treacy, sword swallowing; Eocella, physical culture exhibition; Eduardo, magician, and Mme. Orva, mentalist. In annex dancing girls.

Eighth Street Museum this week has De Wise, handless determination; Naff Corey, comedy magician; Pop Eye, sailor; Tattooed Van; Jack Garrison, glass blowing; Poses Patique and illusions. In Garden of Eden annex, dancing girls.

Bluch Landolf, well-known clown, having recovered from his recent illness, has been secured as added attraction for closing weeks at Joyland. Excellent business is being had there.

John H. Marks, owner of Marks Shows, was a visitor in the city during the week with Joe Payne.

Iszy Cetlin and John W. Wilson passed thru the city on way to Trenton, N. J., and New York. After visiting the latter city they returned to quarters at Greensboro, N. C., to spend the holidays.

Ernie McGee, cartoonist, arrived. Was with Endy Bros.' Shows past season.

BOSTON, Dec. 18.—Red Circle Gun Clubs, spotted around the town in Louis Gloth's active expansion of shooting galleries loaded with all forms of features, is getting heavy play in George Holland's Boston After Dark column in The Boston Evening American.

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You Can't Go Wrong

If you include a new No. 5 BIG EYE Wheel in the plans you are making for 1938, its ability to make money is a widely accepted fact, and the investment need for upkeep is so little that you always have a big profit left. Write for additional information.



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BINGO GAME

75-Player, complete, \$6.25.

Including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Bears, Lamps, Aluminum Ware, Cans, Pillow Tops, Ballons, Paper Hats, Papers, Confections, Artificial Flowers, Novelties.

Send for Catalog No. 237, Heavy Conviction Walking Games.

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THE NEW CHAIRPLANE



The Chairplane has done its full part in assisting its owner to complete a successful financial year. Cheapest, safe, ride on the market, also most economical to operate and transport. Why not prove this to yourself by adding one to your Carnival or Park equipment?
SMITH & SMITH, Springfield, Erie Co., N. Y.

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\$15.00 Indian Feathered Head Gear, beautiful collection.

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\$1.75 Men's White B'k'nin Skate Shoes, all sizes.

\$18.00 Illusion Sewing a Woman in Half. Others.

\$20.00 Two-Headed Wax Baby, fine specimen.

W. B. BILLY, M.A., KINGS OF THE LAND AND W. B. BILLY, M.I.R.O.R.S., WELLS' CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

Send your correspondence to advertisers by mentioning The Billboard.

Midway Confab

By THE MIXER

MERRY, MERRY CHRISTMAS.

HAVE a good time. Do all the charitable acts you can afford.

YOUR PLANS have been made as to what you will do after January 1.

FORGET all business problems now and do not take them up until after you have celebrated New Year's Day.

THIS IS the period of good cheer, enjoy yourselves.

FORGET all grudges you have against your fellow man.

MERRY CHRISTMAS. Let it be that in reality. Let joy reign unconfined.

EVER SUFFER with a spell of luck?

WHO IS the Mollie Poon of the carnival business?

GET IN line with progress.

WONDER WHAT ever became of the Foley & Burk Shows.

LEW HENRY seems mighty quiet of late. Heard he was in Detroit.

Beach, Fla., that he is there for the winter.

BUCKEYE STATE SHOWS, under the ownership of Joe Galler, is rated by him as the carnival with the community spirit.

W. H. (BILL) RICE came back to the fold as general agent for the Mighty Sheesley Midway. You will be hearing from him.

DO THE best you can at all times on whatever job you have in hand. That is all that is expected of any man.—Wadley Tif.

JACK O. GALLUPPO letters from New York his thanks to The Billboard for its co-operation the past season while he was with the Blue Ribbon Shows.

DON LUCUS—Mrs. Lucile White letters from Memphis that your child died and that you should communicate with your wife at once, as she needs help.

RAYNELL, of Royal American Shows, letters from Tampa: "It was sure cold when we got back here from Chicago. Heard a lot of comment about my French Casino."



BROADCASTERS FOR THE "MIGHTY THING": Left, Dewey Drum, representing Station WSOC, Charlotte, N. C., and Floyd Newell, press representative and camera man for the Sheesley Midway. Photo by Paul Norris, of WSOC, was taken October 4 in Charlotte during the annual fair held in that city.

JACK WIRTH, Motordrome rider, letters that he is in Detroit.

THERE is no such thing as a total blank.

DAN BAUCUM JR. must be wintering in a hothouse and he letters from Magnolia, Ark.

REGARDS to Punch Allen, Joseph H. Hughes, Ben Williams and J. Alex Brown.

EVER HEAR of conscience money?—Wadley Tif.

DON'T MAKE the "nut" for 1938 so heavy in January that you cannot lift in December.—Wadley Tif.

1938 MODEL letterheads are a great improvement over the '36-'37 models for the most part.

GEORGE W. WATSON letters from Atlanta to thank The Billboard for all past favors.

MONDU letters from Little Rock, Ark., that he is working in the annex of the International Museum.

BILLIE CLARK cards from West Palm

F. J. BLIGH cards from Chicago: "Harry Coddington, 76 years young, is at the American Hospital. All who know him should send him a Christmas card."

ROY E. LUDINGTON cards from Honolulu, T. H.: "Aloha! We made a long journey just to find out that a 'Lei' is only a bunch of flowers."

THE DETERMINATION to do and dare along legitimate lines will eventually aid a man in reaching his objective.—Wadley Tif.

MRS DOROTHY PULLMAN cards from Louisville, Ky.: "Left Stanley Bros.' Shows to spend the holidays with my parents, Mr. and Mrs. Barnett Harris, at Erwin, Tenn."

NO ONE seems to be making glass eyes for Merry-Go-Round horses any more so I think I will set Soapy Glue up in that business because there is a demand for them.—Tillie Few Clothes.

ALBERT O'LEARY cards from Albany, Ga., that among the carnival people in that city are Dr. J. K. Brewer and family, of the F. H. Bee Shows, and Happy Stuart.

WHY BE "bent on doing a thing?" Straighten up and do your work right.—Soapy Glue.

CHARLES SCHWEITZER cards from Savannah, Ga.: "Closed the season with the Mighty Sheesley Midway as fair manager for the Georgia-Carolina event. Will spend the winter here."

PRINCESS CLEO, dancer, cards from Tampa that she arrived there from Jacksonville to spend the holidays and that she was with the O. J. Bach Shows in New York State the past season.

HARRY E. WILSON, of Bantly's Shows, writes from Reynoldsville, Pa., that the reason he did not go to Chicago for the convention was that he was busy with his bingo game in Du Bois, Pa.

IT IS ESTIMATED that about 95 per cent of the human race is honest, so why be weak and let the other 5 per cent upset your business. Can the racket.

EVERY UNDERSTANDING carnival owner and manager is taking up the slack in his organization in preparation for season 1938. This is as it should be.

FRANKIE SHAFPER types from Seattle: "We have advertised in The Billboard at different times in the past. Frankie and Jack Shaffer, concessioners, will be with the West Coast Shows."

JACK AUSLET, of the Temple Lithograph Company, takes pleasure, it seems, in announcing that Floyd Newell, the streamlined press agent and public relations ambassador for the "Mighty Thing," is visiting relatives in Wisconsin.

A GOOD New Year resolution would be: "My show shall be as good as any of its size on the North American Continent, and I am going to stay in my class and will compete for bookings with only those in my class as to size."

R. E. HANEY letters from Kansas City, Mo.: "Now building a new portable Scooter house for Jack Ruback. The 1938 model Lusse Bros. cars will be used. This Scooter will be operated on the Western States Shows."

IF AUSPICES! Then the ones with the most prestige in the spot you intend to play. Cut out the "fixers"; they are in bad repute all over the country.

FRANK ZORDA cards from Pittsburgh: "Lost my equipment in a fire in a storeroom here and the building was condemned. Unable to get another location, so I closed the store show and am going to work."

JIM ROGERS cards from Canton, O.: "All is quiet up this way but an early spring opening for Samuel Stricklin and myself is not jackpot. Our plans will be carried out as per recent announcement."

I HAVE NEVER bet on a one-leg Merry-Go-Round horse yet and I see no reason why I should start to next season.—Unkie Jerk.

BROADWAY and 43d street, New York: "Just got in from Miami. Had a tough season but am all set for next year."

PRESS AGENTS Walter D. Nealand, Gaylord White, Walter Hale and Floyd Newell are being asked for. They should know where they will be season 1938 by this time.

DICK THOMAS cards from Washington, Ind.: "Jack Beard and R. C. Pfister, of the Sunset Amusement Company, worked here recently for The Pike County Democrat on advertising and visited all show people wintering in Washington."

ERIC B. HYDE letters from Columbia, S. C.: "Many thanks to The Billboard for



MRS. JACK WILSON, wife of the well-known "Doctor" of Sol's Liberty Shows, is shown here with that string of red snappers she caught off Fort Myers, Fla., on a recent trip to that city. These fish are the ones Mr. and Mrs. Wilson were talking about during the convention in Chicago.

WONDER how many talkers and announcers are taking voice lessons during the winter layoff so that they can fully qualify when season 1938 opens.—Wadley T.H.

JACK V. LYLES, general agent Art Lewis Shows, letters from his home, Tarboro, N. C., that he has the quail and other things ready for the Christmas feast and wishes his friends would drop in. Jack V. put on a quail feast in Richmond one time that a lot of showfolk have not forgotten yet. Lew Dufour was there.

LOUIS GALL pencils a card from Coolidge, Ga.: "Had my Chairplane and sound car with J. Harry Six Attractions and closed the season in Lewisburg, Tenn. Planned to join another show, but it has been such bad weather that most of them got cold feet and pulled into the barns. Still have hopes. Can make it in my chair business until things change."

BILLY GEAR letters A. C. Hartmann from Wichita, Kan.: "The Miller Bros. Shows advertisement in the Christmas Number of The Billboard brought in 100 replies up to December 2 and the end was not yet. It does pay to get acquainted with show business thru The Billboard. This show will go into entirely new territory, new for the show but old for me. Will carry free acts."

IT APPEARS from where we sit that those in charge of getting amusements for the midway of the New York World's Fair will have a lot to learn if they want real showmen to be interested. They had better wake up before it is too late. Showmen are not going to build the midway and give the fair all the profits if any. What are they going to call the midway anyway?

MRS. CATHERINE OLIVER, ride owner, advises that she will remain in Dallas, Tex., this winter. She spends most of the time, according to a letter received from her, in playing bridge with the showwomen in that city, including Mrs. Margaret Pugh, Mrs. Louise Hickman, Mrs. Ketta Lindsey and Mrs. Mildred Ray.

LEONARD McLEMORE letters from Corpus Christi, Tex.: "After closing a most successful season with F. H. Bee Shows returned to my home here and have been doing nothing but fishing since. This place is indeed the fisherman's paradise. My first catch was 50 pounds of Specks. Hear Mr. and Mrs. Bob Parker are fishing, too, in Florida."

MR. AND MRS. WALTER K. SIBLEY passed thru Cincinnati recently en route from Chicago to Miami in their new LaSalle car and were visitors at The Billboard office. They were accompanied by Roscoe, their well-known dog. Walter K. stated that while in Dayton, O., he made arrangements with an amusement device maker in that city to build the Monkey Racer, for which he is the general sales agent.

GREAT SHOWS are the ones that give the public full value in entertainment features, and strange to note is the fact that none of the really "great" shows are titled

"great." They are simply titled so-and-so shows. Their presentations in many cases qualify them as "great," but they let the public call them that, the owners do not themselves. Speak up, Josephine, you make great pies.—Tillie Few Clothes.

RELATIVES of Bud Deeds, known professionally as LeRoy LaMar, banjo player and rifle sharpshooter, are trying to locate him. Deeds' father died four years ago and his estate is now being settled and there is insurance and other money due Deeds. He is supposed to have been with Sol's Liberty Shows the past season. His relatives ask that anyone knowing him inform him he has received a discharge from the U. S. Navy and is free to return to his home town, Ottumwa, Ia.

ROBERT CURTIS letters from Gladwick Beach, Fla.: "Closed the season with Dodson's Shows in Lake Charles, La., then went to New Orleans for a few days. Then to Sarasota, Fla., where Mrs. Curtis (Big Bertha) and myself spent Thanksgiving Day with Mr. and Mrs. Al Tomaint, 'half girl' and giant. Mr. and Mrs. Dave Francis came in for dinner and all of us had a good time. Will be here until after the new year fishing. Best wishes to The Billboard."

VAN CAMERON, secretary Rogers' Greater Shows, letters from Nashville: "Members of the show were present recently at the annual ball given by this city's well-known humanitarians, Dr. Carter, H. V. Rogers put on the bingo game. Barney Oglesby and family were present as guests of Mr. and Mrs. Lehman Dorsety. For weeks monkeys played in the window of Blume's Odditorium downtown but now this museum is in Little Rock, Ark."

QUITE a large number of new carnival titles will be announced following the new year. There will also be several consolidations of titles that were out the past season. The wise ones always book their attractions well in advance. There is an enormous demand for good independent shows, meaning those that are well framed and presented. Good shows get plenty of money in 1937, they will do even better in 1938.—Uakle Jerk.

BOB WHITE letters from Lake City, S. C.: "B. Pelly closed his concessions here with Stanley Bros. Carnival and left for Hazard, Ky., accompanied by Mrs. Pelly and son, Gabe. He bought three rides and will have them shipped to Fitchburg, Mass., where he will take out a carnival to play in New England season 1938. Show will be titled Pelly's Superior Shows. I will be in Corbin, Ky., until after the new year. Booked with this show as secretary and treasurer."

ERNEST DELLABATE writes from Hot Springs, Ark.: "Mrs. Dellabate and myself here with the Johnny J. Jones Exposition one time. We closed a season of 25 weeks of hooptoching fair dates. Due to the condition of my tonde I had to come here for an operation and consequently missed the meetings in Chicago. After a course of baths Mrs. Dellabate and myself will spend the holidays in New York with my brother and family. We will then go to Miami."

OWNERS AND MANAGERS: Have you bought your 1938 model airplane yet. Get in the market. Airplanes are becoming more popular each year. Red Onion would like to know who was the first carnival owner or manager that owned the first airplane in the carnival business. Was it Carl J. Sedlmayr or O. N. Crafts. Barney S. Gerety says he does not care particularly about taking trips

its co-operation in the past. J. C. Roberts promoted an indoor circus here, auspices of the Elks, which opened December 14. Quite a number of showfolk in this vicinity."

SOAPY GLUE says he has a brother in San Francisco that has red whiskers and drives a bread wagon, but he cannot remember his name.—Tillie Few Clothes.

KING REID cards from Dorset, Vt.: "Booked our monkey circus as a feature of Toyland in a department store, Rutland, Vt., for the month of December. This show was in charge of C. Hardenbrook during the season's tour of the King Reid Attractions."

J. H. JOHNSON is reported to be in business in Kansas City, Mo., in same line he has been for quite a while. He one time had one of the best and most sought after girl shows in the business. It was titled "Nomia." One word titles would still be good.

THESE CARNIVALS are on flat cars: Royal American, Beckmann & Gerety, Hennies Bros., Rubin & Cherry, Johnny J. Jones, World of Mirth, Goodman Wonder, Dodson's World's Fair, West's World's Wonder, Strates, Mighty Sheesley, Model and State Fair.

HARRY E. GRANDELL is taking eye treatments at Lady Lake, Fla. Sight of his right eye is gone, and he can see only a little out of the left. He cannot do any tramping, or anything for that matter, as it is difficult for him to focus the good eye.

THE EYES of the entire amusement world are on the carnival for 1938. There is no question that the carnival will make good. Look out for some big surprises within the next few weeks.

SHERMAN HUSTED letters from Sarasota, Fla.: "Finished a very successful season as general agent for the Crescent Amusement Company. Will spend several weeks on vacation in Florida before the show opens its 1938 season. Will again be with L. C. McHenry."

JAMES ANDERSON letters from Fairmount, W. Va.: "My wife, Tiny Lee, died November 14, 1936, and my mother-in-law December 8, 1937. Am now visiting my grandmother, 83, here. Been with F. H. Bee Shows eight years and will be back with them in '38."

FLOYD E. GOODING letters from Columbus, O.: "Had a delightful time at the Showmen's League banquet in Chicago. Think it was the best banquet ever. Program was excellent and all the arrangements were within keeping. Kindest regards to E. Walter Evans, A. C. Hartmann and Claude R. Ellis."

SPEED HENRY, of Hennies Bros. Shows, letters from Shreveport, La.: "We are in the midst of a big building program and everything round here is humming. Am foreman of the carpenter shop and the crew is working full time. Think we will have a beautiful show in 1938."



MILFORD H. SMITH, well known in the show tent field as of pleasing personality and with an understanding of the needs of the trade. He was with a St. Louis firm the past year but is now in charge of the Show Tent Division of the Campbell Tent and Awning Company.

in them because of the habit they have of forever going up, down and ducking winds and storms.

JOHNNY VARA pens from Tampa: "Mr. and Mrs. Filbert Parley, after playing the Georgia-Carolina Fair, Savannah, with the Sheesley Midway, booked their sound truck at Sulphur Springs, Fla., for the racing season. George Gofas, the concessioner, is again manager of the amusements at the springs. Under his direction the midway there is more popular than ever and business is excellent. The midway has two sound systems, rides and shows. Many showfolk are wintering there. Roy Coffin has pop

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for Latest and Best Amusement Equipment.

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OF ALL KINDS \$7.50
Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.
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LOADS ON ONE SEMI-TRAILER.
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BANTLY'S - ALL-AMERICAN - SHOWS
PLAYING THE BEST OF OUR 1937 TERRITORY AND NEW SPOTS EQUALLY AS GOOD.
CAN-PLACE-FOR-1938
Cook House (Murphy write); Fish Pond, Pitch 'Till Win, Ball Games, Legitimate Concessions of all kinds. Will book Lion-O-Plane, Want and will furnish outfits for new and need shows. Will furnish complete outfit for good Illusion Show (Great Letter write). Will also book Waco Thru or Fun House. This Show consists of 10 office owned Rides, 3 Shows and plays only the cream of territory. Committee wanting a large, clean show, we have it, and invite correspondence. Address Reynoldsville, Pa.

18th Annual
BANQUET and BALL
HEART OF AMERICA
SHOWMEN'S CLUB

To be held Friday Evening, December 31, 1937,
 Congress Room, Hotel President, Kansas City, Mo.

An event you will always remember

Tickets \$5.00 per Plate
 Includes Dancing After the Banquet

For reservations write or wire

HEART OF AMERICA SHOWMEN'S CLUB
 Coates House, Kansas City, Mo.

SEASON'S GREETINGS

FROM THE **SAM LAWRENCE SHOWS**

TO ALL OUR FRIENDS, OLD AND NEW, FOR A
 MERRY XMAS AND HAPPY NEW YEAR
 NOW BOOKING ATTRACTIONS FOR 1938

Want to hear from Harry Ramish, Earl Meyers and Eddie Billette.
 Also Good Cook House. Address

PARAMOUNT HOTEL, NEW YORK CITY, TILL JANUARY 5;
 Then Waycross, Ga., Winter Quarters. **SAM LAWRENCE, Mgr.**

150 MIDGETS WANTED

Season '39-'40, for World's Fair in New York. Those holding 1937 Circus Contracts, get in touch with me immediately. Specify, letter only, what you do; no wires. Send photo, complete information, age, size and weight unless I know you. Give information to other Midgets you know. Pleasant work. Highest salary. **ALSO WANT 15 MIDGETS**, must be small and able to entertain, **FOR SEASON 1938. JOHNNY FERN McDILL**, wire immediately. Address all information to me personally.
F. A. (WHITEY) WOODS, 1236 W. 51st St., Chicago, Ill.

MERRY XMAS AND A HAPPY NEW YEAR TO EVERYBODY

FRISK GREATER SHOWS

3710 EMMERSON AVENUE, NO., MINNEAPOLIS, MINN.
 NOW BOOKING FOR 1938 SEASON.

ATTENTION, FAIR SECRETARIES—We have a grand set of new slides, new Shows, clean Costumes, new Motorized Equipment, a Complete Show that will add flash and greater earning power to your Fair. Write or visit us at Minnesota meeting, Rooms 423-427, Lowery Hotel, St. Paul.
WANT clean Conscientious street Buses, Diggers, Photos, Novelties. **WANT Show People** that are capable, with or without equipment. Geo. Townsend, Gordon Smith, Lowell write. By booking with us assures you of a long, profitable season. We played 24 Fairs and Celebriations, and 11 SUII Dances in 1937. **WANT TO BUY No. 5 ELL.**

1938 — AL BAYSINGER SHOWS — 1938

WILL BOOK OR LEASE OCTOPUS, SMALL WHIP AND DUAL LOOP-O-PLANE.
COOK HOUSE OPEN (Fried in Tanks); **FROZEN CUSTARD, CANDY FLOSS** and a FEW **GRAND CONCESSIONS STILL AVAILABLE.** **GOOD PROPOSITION FOR TEN-IN-ONE FREAK** **ANIMAL, MOTOR DROME** and ANY **GOOD MONEY-GETTING GRAND SHOWS.**
HAVE FOUR RIDES AND FIVE SHOWS. BUY CAN ALWAYS PLACE GOOD, CAPABLE **PEOPLE THAT WANT TO PLAY REAL TERRITORY WITH A MANAGER THAT PUTS YOU** **THERE. SHOW OPENS FIRST WEEK IN APRIL, PLAYING MISSOURI, ILLINOIS, WIS-** **CONSIN AND MICHIGAN.** Write or wire
A. S. BAYSINGER, Box 208, Pepplar Bluff, Mo.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

corn: J. W. Gross, photos: Kappy Martin, roll-down; Mr. and Mrs. Charlie Harborough, clothespins; J. M. Corbett, stum wheel, and H. Hebenstreit, pin game. D. List is as spry as ever. Bob Draper is lot superintendent. Mrs. George Gofas is hostess to visitors. I am announcer for one of the sound systems and emcee in the ballroom."

At the Convention
 By C. Guy Dodson

Heard several managers and agents while in the lobby of the Sherman Hotel say, "My, how this floor makes my feet burn." I wonder if their ears were not burning at the same time. . . . L. C. Kelley always uses green ink in his fountain pen while doing his correspondence. But he sure knows how to paint a town red. Some entertainer, that man Kelley. . . . Conversation heard between Willie Zeldman and a carnival manager: Carnival Manager—"After this meeting is over I am going to Hot Springs, Ark. for a much-needed rest." Willie Zeldman—"Are you really going to Hot Springs, Ark. or to the carnival men's Hot Springs?" . . . Ray Balzer and wife, Jewel, were right on the job. They had the number of every room that had anything in it in the way of refreshments and jotted it down in their book. . . . Mr. and Mrs. Dee Lang sure put things over and made one feel at home when one paid their rooms a visit. . . . Charles T. Goss did not take on any of the festive waters. . . . Some roofs had old Scotch 14 years old. That is, they had the bottles that the old Scotch came in. . . . Three different managers were heard to say that they had the Michigan State Fair contract in their pocket. . . . Dear Fred Beckmann and Barney Gerety did not say much, but they got what they came to the convention for. . . . J. C. McCaffery was the most popular man at the ball and banquet and his charming wife was proud of him. . . . James Patterson had a smile of content. One gets that after he unloads a big show off his shoulders. . . . William Judkins Hewitt called on his many friends and was always welcome. . . . Each year one can see the old bunch getting a few more gray hairs and slowing up a bit. . . . Mr. and Mrs. John M. Sheesley came for a good time and had it. . . . Bill Rice looked good and did his best for the man he was working for. . . . Jack Ballie engaged a suite of rooms at the Sherman Hotel for himself and Mrs. Ballie for the duration of the doings but never slept one night in their room during the convention. They slept during the day and partied at night. . . . Orville and Harry Hennies, owners of the Hennies Bros. Shows, had open house and you always felt welcome when you visited their rooms. . . . Smiling Bob Lohmar always calls you by your first name and greeted many of his friends. Bob surely worked hard for the show he represents. . . . Elmer Day, of corn game fame, was missing. He was found in Hot Springs, he and Mrs. Day taking a much-needed rest. . . . Danny Pugh said, "Never again. Too much night life for me." . . . Noble Fairly and Phil Little said next year "Bigger and better than ever." . . . Jimmie Simpson knocked the props out from under one of the leading North Carolina fairs and caught it for the Johnny J. Jones Exposition. . . . W. C. Fleming with it and for it, back to his first love. Bill knows what it's all about. . . . Frank West was just looking around and meeting old friends. . . . John Francis was wearing the same old smile. . . . Mr. and Mrs. Jack Paige renewed their old acquaintances. . . . Nancy Miller worked hard for the Beckmann & Gerety Shows. . . . Jack Ruback paid spot cash for new rides. Sorry that he could not bring his partner, Boobie Oberdal, with him. . . . Bill Bartlett flew in from Miami, Fla., got what he wanted and jumped in another plane and left for Havana. Some business man, that Bartlett. . . . The writer is now in Hot Springs, Ark., getting the callouses off his hands that he received from shaking hands while at the convention.

F. PERCY MORENCY, secretary Art Lewis Attractions, letters from De Land, Fla.: "Am enjoying the layoff down here with the exception of the weather, which the natives claim is very unusual. It has been rainy and cold quite a bit but once in a while we get warm and sunny weather, too. Our season opening first week in January in Eustis, Fla." Staff of the Lewis Attractions: Art Lewis, director; L. Barney Lamb, manager, and Jack A. Purcell, general rep-

WANT MORE REVENUE
 for
YOUR ORGANIZATION?
 Read

"BINGO BUSINESS"
 A Column About Bingo in the
WHOLESALE MERCHANDISE
 Department
THIS WEEK and EVERY WEEK

representative. Nothing is said about who is the press agent.

IT IS REALLY wonderful when one thinks of how many men there are in the carnival business who are way past 60 and still going strong. Some go as far as past 80 and still insist on making their own living. The spirit is commendable. They have age but insist they are not old, which is exemplifying the true manly spirit. When one sees so many men in other lines of business who are on relief they feel like giving more than three cheers for the men past 60 who are still carrying on and asking no quarter. Let the Labor Relations Board think this over.

JOE V. PALMER letters from Miami Beach, Fla.: "I read *The Billboard*. Mr. and Mrs. Maxie Herman celebrated their third wedding anniversary with a dinner party at their home off Biscayne Boulevard. The guests were all from Conklin's Shows and those present were Mrs. Palmer and myself, Mr. and Mrs. Jack Schwible and Al Cohen. Mrs. Herman's mother is visiting and will leave soon for Cincinnati. This made my fourth season with the Conklins and I will be back with them in '38. Watch this show go places next summer."

ONE TIME Eric B. Hyde was on the lot in a town in Florida. A man came up and introduced himself as "Speedy" and said he was a Tilt-a-Whirl operator. Hyde said to him that he needed a Tilt-a-Whirl operator but did not think it would be necessary to be speedy about hiring one; but, however, said to the man that if he would reduce the speed of his speedy name that they might talk business. The man gave his full name and did really know about the setting up of Tilt-a-Whirls and the operation of them, so Hyde gave him the position. Moral: Speed is many times not needed around riding devices.—Unkle Jerk.

MACON, Ga., Dec. 18.—Returning from the Chicago meetings, E. Ross Jordan, secretary-manager of the Georgia State Fair, announced that the Johnny J. Jones Exposition will again be on the midway in 1938. The Jones organization played the fair here for past two consecutive years. Three in a row for the Macon date is unusual.



W. E. WEST, owner of West Motorized Shows, and his brother, Willie, are seen here ready for the hunt in the Ozark Mountains of Northeastern Arkansas. The dog seems interested in what is about to take place. Both Mr. and Mrs. W. E. West are making their home in Hot Springs, Ark., for the winter.

Johnny J. Jones Exposition

AUGUSTA, Ga., Dec. 18.—After a season of 31 weeks the exposition is in quarters here. The rolling stock is tracked adjacent to the buildings, with the coaches practically in the show-grounds yards.

Twelve men under Assistant Manager Tom M. Allen will be employed in re-building and renovating the paraphernalia until February 1, when the force will be augmented in putting into effect the management's program of expansion and improvement.

Most of the personnel long since departed for their homes or warmer climes. The last of these to go were Mr. and Mrs. Budy Paddock and Frances Scott, who left for Florida this week.

The show's dining hall is being managed by Johnny Harrison. Thanksgiving Day the force was treated to a dinner under the direction of Mrs. Hody Jones and Mrs. Bootsie Paddock. Owner E. Lawrence Phillips left to spend the holidays in Florida, after which he will return here. William C. Fleming, the show's new executive head, has been in quarters for some time directing activities and conferring with department heads. After spending the holidays at his home in Buffalo, N. Y., he will return here. The writer is finishing up the books of the past season as well as attending to the office work.

Those returning here from the Chicago meetings were E. Lawrence Phillips, Tom M. Allen, Mr. and Mrs. Harold Paddock, Frances Scott, Mrs. Hody Jones, Johnny J. Jones Jr. and Ralph Lockett.

Siarr DeBelle writes from Bradenton, Fla., that he is busy with a promotion there. J. C. (Tommy) Thomas stopped off for a conference with Director Fleming, en route to Tampa and other Florida places, where he will winter. General Agent J. C. Simpson continues active here and there. Reported by Ralph Lockett.

Cetlin & Wilson Shows

GREENSBORO, N. C., Dec. 18.—Frank Massick is rebuilding the Paradise Revue front. Trainmaster Neil Hunter returned after a trip north. General Agent Harry Dunkel is busy getting spring contracts. J. W. Wilson and I. Cetlin busy on fair contracts. Mrs. Ray Hawkins confined in bed for past two weeks. Duke Jeannette cards from Hot Springs, Ark., that he is getting rejuvenated. James O'Dell here after a visit home, leaving for Florida first of January. Mrs. J. W. Wilson, Mrs. I. Cetlin and the writer going to Florida in January. Eddie Eger is spending the winter at VFW Lake, Graham, N. C. Jackpot Club meets nightly at Clegg's Hotel. Fred Utter is managing a hotel for the winter. L. C. (Ted) Miller is back in New York after the Chicago meeting. Charles Cohen and Chet Dunn taking life easy in Miami. Speedy Merrill and Leo Carrell are in Funland Park, Miami. Spot Basinger a visitor, as was Max Gruberg and Dr. Livingstone of Gruberg's Shows. Mr. and Mrs. Toney Lewis are wintering on fairgrounds. Mr. and Mrs. Gean Shriver left for Florida. Art Parent is wintering in Salisbury, N. C. Bert Miller is night clerking at a hotel here. Harry Dunkel will return in time to give his annual New Year's Day dinner. An addition to the show for the coming year will be a Rumba Show. Deal was made in Chicago for a new Merry-Go-Round. Reported by George Hirschberg.

Bantly's All-American Shows

REYNOLDSVILLE, Pa., Dec. 18.—Mr. and Mrs. Herman Bantly and Harry Copping returned from Chicago with nothing but praise for the big time shown them by many old and new friends they met and made there. This was the first time Mr. and Mrs. Bantly had ever attended the ball and to quote them, "We'll never miss one from this time on." General Manager Bantly and Harry E. Wilson, representative, made a three-day trip in the interest of the show and returned. Harry Copping is out every day with his big blunderbus but to date no luck. Bingo game under management of the writer going along okeh. Bill Whitmore, secretary, being ribbed plenty about his haircut. Looks like he got it from a mail-order house. Jerry Moore, Eddie Morrison and Mr. and Mrs. George London arrived, the men to work in winter quarters after the new year. Mrs. London is assisting Mrs. Copping in the dining room of the Imperial Hotel. Total of 14 men here ready for work in quarters. Harry Marshall left for Lock Haven, Pa., to visit friends, and Jimmy Marshall still grieving for him. Reported by Harry E. Wilson.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Crowley's United Shows

AUSTIN, Tex., Dec. 18.—In another three weeks this show will be ready for the road all spick and span, but will not open until March 1. Doc Crowley and V. McLemore arrived after a trip to the meeting at Chicago and after two days here left on a booking trip.

Contract was received from Victor Drum, who will have his aerial contortion act on the free-act program with Captain Webb's high dive.

Writer, with Roy Kincheloe, drove up to Taylor, Tex., and had a visit with Bert Rogers, who has his International Rodent Menagerie booked on this show. Bert in his younger days was a flyer and clown with the Walter L. Main and old John Robinson shows. Order was given for special paper with special three sheets of the free acts. Also order was given to Baker-Lockwood by Doc Crowley for new motordrome and minstrel show top and scenery. Blackie McLemore ordered new concession tops.

Gross' Cavalcade of Wonders closed a successful 10-day engagement on East Sixth street. A Christmas tree will be put up in quarters and presents will be exchanged. Mr. and Mrs. G. C. Crowley will be the host and hostess to a Christmas dinner to be served at the Austin Hotel. They ordered plates for 18 people. All the carnivalites are looking forward to this feast. Reported by George Webb.

Art Lewis Shows

DE LAND, Fla., Dec. 18.—With but a few more weeks before the opening of the 1938 season, which starts at Eustis, Fla., a busy atmosphere prevails at quarters. Finishing touches are being made to complete the work of overhauling all rides and shows. Entire show from front gate to the back end has been repainted and redecorated. A brand-new front 60 feet in length is nearing completion for the new Minstrel Show. Art Lewis' airplane is now housed at the Eustis Airport and daily flights with passengers are being made by Speedy Palmer, pilot. Writer made his first flight recently and enjoyed the beautiful scenery from the skies. Speedy Palmer purchased a new home adjacent to the airport. He and his family are now enjoying home comforts.

Mr. and Mrs. Newton Kelly returned to De Land from a two weeks' fishing trip and are now quartered in their house trailer at the fairgrounds. Mrs. Aylene Potter Morency, after spending a vacation of several weeks at home in Dallas, Tex., arrived last week, so the writer is now enjoying some real home cooking for a change. Mrs. Barbara McIntyre, after a visit to Dallas and then attending the big doings at Chicago, returned to Miami, Fla. Mrs. McIntyre will have two

sets of diggers with the show the coming season.

Chief Joe Decker prepared a Thanksgiving Day turkey dinner for the entire personnel and staff at quarters. Charles Lewis, as director of finances, is ably handling his position in the absence of brother Art, who is busy attending meetings north.

Al Rogers, superintendent of quarters, is busy from early morning until dark supervising the work, purchasing materials and seeing that nothing is being left undone. Jack Kearnes and family and Pat Fisher are hibernating at Port Orange, Fla. Dave and Mary Kirwin, Mr. and Mrs. Dornin, Louis Sage and family, Mr. and Mrs. Teddy Underwood, Al Reno, John Spink, Dutch Leventhal, Martin Irving and family, all members of the Art Lewis concession department, are here anxiously awaiting the opening. Reported by F. Percy Morency.

Marks Shows

RICHMOND, Va., Dec. 18.—Manager John H. Marks returned here this week from a booking trip and started winter-quarters machinery, which will perform the complete rebuilding of the show. Jimmie Hester is repainting all the rides and rolling stock. Master carpenter George Griswold is building five trailer-cages for the animals purchased for the new animal show, which will be the piece de resistance at the back end of the lot in 1938. Tommy Heath has started on the new fronts.

After a conference Business Manager S. A. Kerr had with Marks in Philadelphia this week, Kerr left for New York to spend the holidays. Slim Brett and Bill Pagot are putting new motors in three of the shows' motorized pieces and is rebuilding the balance. Contracts have been signed with Jack Burns, of the International Harvester Company, for the purchase of four new truck and trailer units. Visitors: Arthur E. Campfield, of Baker-Lockwood; Ralph Lockett, of Johnny J. Jones Exposition; Jack Lorenzo, of Royal American Shows, and Ban Eddington, of Columbia Printing Company. Reported by Joe Marks.

Strates Shows

WELDON, N. C., Dec. 18.—Announcements regarding fair bookings and attractions for 1938 will be made by General Manager James E. Strates in the near future. General Agent C. W. Craft has started on his bookings of still dates. Writer returned to Weldon and is at work on publicity matter and making sketches for a new line of pictorial paper. Two new wagon fronts will be constructed, also one more 60-foot light tower.

Several of the folk have arrived back in quarters, among them Captain Wally

and Billie Smithly and Chief Electrician Giff Ralyea and wife Marguerite. Several acres of ground adjacent to quarters has been reserved as Strates Trailer Park.

Manager Strates took Mrs. Strates, brother, sister and Elizabeth Strates to Miami for the winter, and while there the three kiddies will attend school, along with little Gloria Ann Jones, charming daughter of Bill and Onales Jones.

A letter from Fred Thomas reports that he is enjoying the Florida sunshine at his home in Jacksonville. Jack and Frances Paige wrote that they will leave home for New York to engage in special promotional work. Peter Christopher says that he is going to Tarpon Springs, Fla., to catch up on his Greek. Bill and Ada Cowan are home on Long Island with daughter, Francine. Reported by Ben H. Voorheis.

All-American Expo Shows

MASON CITY, Ia., Dec. 18.—This show is settled in quarters on the fairgrounds here after an excellent season. Work of repainting and building will begin middle of January. Show has opened a general office in Minneapolis. Two rides and three shows were added past season. Staff will remain the same, with H. V. Petersen, general manager; Percy M. Jones, general agent; LeRoy Lyons, special agent; Swede Andersen, concession manager; Sore Hansen, chief electrician; Han Hansen, lot superintendent, and Art Holden, ride foreman. Reported by LeRoy Lyons.

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, \$3.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Placed in 3 rows across the card—got up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real glass, . . . \$12.50. Lapboards, white cards, 8 1/2 x 14, Per C. . . \$1.50. Stapling Bingo Cards on same, extra Per C. . . \$2.00. Bingo Card Markers, in strips, 25,000 for . . . 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay U. S. D. expense. Instant delivery. No checks accepted.

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Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

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Opening date and stand for 1938 if definitely set



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Convention After-Thoughts

Chicago, November 27-December 4

By WILLIAM JUDKINS HEWITT

W. H. (Bill) Rice did not seem to be doing much writing "just for fun" during the week.

Arthur E. Campfield, Eastern representative for Baker-Lockwood, sold a bill of canvas goods to L. E. Roth, of the Blue Ribbon Shows, and many, many others. He was also busy giving his friends and customers a very nice little account book, which is very suitable for keeping one's budget in.

John Francis, general manager Greater Exposition Shows, told a story of not having provided a place for Doc Waddell to preach in in a certain town. This laxity on the part of the shows' general agent seemed to have greatly peeved Waddell.

In all large gatherings it is always noticeable how the leaders in each line work. They never bluster, talk loud, rave, rant or try to run other people down. They are easy-going, apparently never in a hurry, but always get what they want and have time to spare.

L. S. Hogan, former general agent Beckmann & Gerety Shows, spoke in the highest terms of praise for Fred Beckmann and Barney S. Gerety. However, he was looking forward to most pleasant relations with Mr. and Mrs. Rubin Gruber, of the Rubin & Cherry Exposition, for which he is now general agent.

D. D. Murphy and L. M. Brophy, one time head men for the D. D. Murphy Shows, said that they were in from St. Louis as observers of the showfolk and various doings and not in show business for the present.

Jack E. Dadevell, the press agent, was due in from Tampa, but somehow did not make the doings as planned.

F. L. Flack, of the Northwestern Shows, Detroit, was around and about and was seen doing some shopping in the park men's exhibit rooms. Was looking fine.

J. Alex Brown and F. Percy Morency could have straightened out a lot of things had they been present.

Jimmie Sullivan upheld the prestige of the Irish by wearing a green necktie. He was as dapper and snappy as ever, well liked by all who know him.

A light reflector of a new kind of metal was exhibited in the park men's exhibit halls, being weather and acid-proof. All carnival men should have seen it, but probably did not get around to it. You will probably see it advertised in *The Billboard* soon.

G. E. Kohn, of the Atlanta branch of the Fulton Bag and Cotton Mills, seemed to know every carnival showman present.

L. R. Sloan and R. N. Adams exhibited the *Gbl* in the Fish Bowl illusion. It has all the Tenagra out-Tenagraed. Remember III K1?

A number of railroads were well represented.

All looking for business from railroad shows. Very good sign indeed.

L. S. Rohter, general representative Bloom's Gold Medal Shows, is of pleasing personality and forcefulness. He seemed to be there for both business and pleasure. Former coming first, however.

Even at this convention it was not learned just which of the motorized carnivals is the largest. If they would do like the big railroad carnivals do, it might help them to gain some prestige and recognition as to size and quality of amusements, but they do not.

D. M. (Doc) Broadwell was one of the general agents of the Greater Exposition Shows the past season. He said he took care of bookings north. Doc told of the time he was with the Cosmopolitan Shows, when under the management of the late J. R. Anderson. The story is: Doc and late Walter E. Kern's g. a. were in Logansport, Ind. They had a buggy; wanted a drink, so they tied the horse to a box car in front of a saloon and went in to get a drink. An engine came along and moved the car and the horse and buggy went along.

Walter C. Kelly, famous as the "Virginia Judge," and the writer met in the lobby of the Hotel Sherman after many years and talked over the shipyard days in Newport News, Va. It was in that city that he created his famous act which later was headlined in vaudeville all over the English-speaking world. He looked fine and is still the affable gentleman he always was.

It seems that the idea for a showmen's home gained considerable attention. Now that all the various showmen's organizations have cemetery plots, it is very likely that in time the proposed showmen's home will become a reality.

Fred H. Kressmann was spoken of as the financial genius of the Showmen's League of America. However, he was busy looking after bookings for Barnes-Carruthers.

K. G. Barkoot and Babe Barkoot, of Barkoot Bros.' Shows, were there and both looked fine. They had many pleasant talks with the veterans of the carnival world, Jean and Charles DeKroko, who also appeared contented with life. Jean said he was going back with Conklin's Shows and Charles said he would again be with Rubin & Cherry.

Charlie Williams, now manager of the Anderson (Ind.) Free Fair, met many old friends. He was once with K. G. Barkoot and presented motion pictures, among the first to do so, and Sako, with a question mark. Charlie was on the same train carrying A. C. Hartmann, Claude R. Ellis and the writer back to Cincinnati, but he got off at Anderson.

James E. Strates was there with a smile and had a nice party at his table for the banquet. Ben H. Voorhels was his man Friday and saw to it that they all knew that the Strates Shows were on

the map, while C. W. Cracraft, the shows' general agent, was busy running away with some fair bookings.

Law (Peezy) Hoffman had the Rubin & Cherry Exposition billed from the roof to the basement of the Hotel Sherman. When this was called to Rubin Gruber's attention, he said: "Peezy thinks we are going to play Chicago, in the winter, too."

George H. Cramer and W. F. Mangels both reported satisfactory sales for the products their respective firms manufacture and sell.

The carnivals with only one boss seemed to fare exceptionally good when it came to final decisions in booking dates or attractions.

Mrs. J. C. McCaffery looked charming at all the functions. She, like her illustrious husband, J. C. McCaffery, also know how to attend to business when social duties come to a close.

It was at the convention that the writer first learned that William Bennett Davis had been made secretary and treasurer of the Hennies Bros.' Shows. Glad to learn of his climb up, as he and yours truly put on the first Merchants' Free Street Circus. The place was Moultrie, Ga., in December, 1935.

Earl Reed has a dog that comes near being able to talk. He is Mrs. Reed's pet. Earl had him in the lobby of the Sherman and the canine was looking up at his face and saying something in dog language which Reed interpreted as being "this dog wants his breakfast."

Mrs. Rubin Gruber and daughter, Edith, Mrs. Alexander Margolis, of Philadelphia, loomed on all occasions as pals. Mrs. Gruber said, "remember that Edith is the daughter of Rubin and Annie Gruber and we think the world of her, always have and ever will." They both added to the feminine picture in becoming, graceful style.

John Wendler, president of the Allan-Herschell Company, was one of the proudest exhibitors at the convention as his firm won the first prize for the most modern and attractive exhibit. It was a new modernistic Merry-Go-Round with indirect lighting effects.

M. H. Barnes, treasurer and general manager Barnes-Carruthers, was in great form and represented his firm with full dignity as did his late illustrious brother, Fred M. Barnes.

Elmer Brown, general agent Dee Lang Shows, did not have much to say but seemed to be satisfied the way bookings were going for the shows. Dee Lang himself was one of the busiest men at the doings.

W. H. (Bill) Rice jumped away early in the week and dodged a lot of them that got in the way of the bookings for the "Mighty Thing."

Roger Littleford, in charge of the outdoor departments in the New York office of *The Billboard*, seemed to enjoy his assignments. He attended all the park men's meetings and made many acquaintances in all outdoor branches. He knows the carnival men of the East and was strong for a New York branch of the Showmen's League of America.

Barney S. Gerety made the writer guess that Beckmann & Gerety Shows had signed up J. C. McCaffery as general representative.

Considerable comment was directed toward a carnival manager who closed the season without telling his people good-bye. It seems that he did not even speak to a man or woman on the show about being, or not being with him, for the 1938 season. They say he just walked away after seeing the show in quarters. Even his last season's press agent was left in the dark as to where he stood.

Before the convention several carnivals were "for sale." After the fun for booking started you could not buy a single one of them.

William Zeldman was there in his regular form. He said very little, but that little counted. Willie, as he is called, is rated as a regular guy. That must mean something.

Fred Beckmann and Barney S. Gerety seemed to know where they stood every minute of the convention. Fred would

15 Years Ago

(From The Billboard Dated December 23, 1922)

Arrangements to put only one large C. A. Wortham Show on the road in 1923 were concluded by Mrs. C. A. Wortham at San Antonio December 16. . . . W. C. (Bill) Fleming, general agent of T. A. Wolfe's Superior Shows, and R. L. (Bob) Lehmar, general agent of C. A. Wortham's World's Greatest Shows, resigned their positions with those organizations. . . . J. T. McClellan, owner of the J. T. McClellan Shows, celebrated his 50th birthday anniversary December 6 at a surprise party tendered him by his wife at the Hotel Oakley, Kansas City, Mo. . . . Capt. Jack Paine, sensational water high diver, joined W. H. (Bill) Rice's Water Show at San Francisco after a successful season at parks, celebrations and fairs.

Aunt Lou Blitz was seriously ill at her home in Chicago. . . . M. L. Matthews Shows were playing Arkansas territory. . . . After closing with the Greater Empire Shows at Dunn, N. C., opened a store show in Selma, N. C. . . . Cecil Boger and wife were in Birmingham to spend the Christmas with Cecil's mother. . . . C. B. (Happy) Dawly and wife were taking a much-needed rest in Rochester, N. Y. . . . Ray B. Stone, of the William Gause Attractions, was confined in the Hillsboro Hospital, Hillsboro, Ill., with a fractured leg. . . . After a successful season with Zeldman & Pollie Shows as special agent, J. P. (Jerry) Jacobs rambled over to Grand Rapids, Mich., and planted himself at the Hermitage Hotel for the winter.

Rube Liebman had just received a contract to fill his fourth consecutive engagement as announcer at the Iowa State Fair. . . . S. W. Brundage, owner of the shows bearing his name, had just been contracted to stage an Indoor Circus for the Knights of Columbus in LaSalle, Ill. . . . Aunt Ann McNulty was doing some sightseeing in San Antonio prior to opening her 15th annual season doing Punch and Judy for Chicago children. . . . Howard Herman, of Homer E. Moore Shows, was wintering in Altoona, Pa.

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WILL WRIGHT

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Some heard the galloping dominoes but did not touch them. Fitzie Brown, in this connection, was the most talked about man at the convention. Fitzie was sought after, but he had been sold down the river to Frank West and will (See AFTER-THOUGHTS on page 59)

Museums

Address Communications to Cincinnati Office

Kuntz's Palace of Wonders

WASHINGTON, D. C., Dec. 18.—Wendel Kuntz's Palace of Wonders opened here November 28 for an indefinite stay. Pat Redding is emcee and presenting his act. Bluey-Bluey is doing fire and magic. Congo, gorilla man, mystifies, as his make-up causes people to ask whether he is man or ape. Prince Ramachanda, rubber man, and Mrs. Kuntz are working Buddha, Bruno's dog, cat and monkey show please women and children. Helen Winters presents three pythons. Winters works in evening gown and does her own lecturing. Gertrude, pinhead, is ballyhooing in the window. Freda-Fred is added attraction, and with Pat L. E. Redding is making the openings. Jack Lang and Wendel Kuntz Jr. are on tickets with Charley Johnson as front-door greeter. Wendel Kuntz is owner and manager. Sam Golden is doing the booking. Callers were Johnnie Rehs, side-show manager; Lawrence Leader, James Madison and wife, of the De Luxe Shows; Blackie Fredricks, Bill Stirling, John Berry; Wally Weldriver, formerly with Cliff Wilson and last year operator of a big snake show with Rubin & Cherry; John W. Wilson, Izzy Cetlin and Harry Dunkel, of Cetlin & Wilson Shows, and Doc Ogden, circus side show manager. Jack Walsh stopped in on his way to Philadelphia and Kitty and Jerry, of cookhouse fame, on their way to Miami. James Hester is general utility man. Harry Fitz Gerald, from Fall River, Mass., wishing Kuntz success on his 25th year as a museum operator. Reported by Prince Ramachanda.

Anthony's Museum

EL PASO, Tex., Dec. 18.—This museum will be on the midway of the Sun Carnival at its opening here, as arranged by Verne Newcombe. Anthony, since closing a successful season with Silver State Show and T. J. Tidwell Show, has been busy rebuilding front of the show. The roster for the El Paso opening will include Milo Anthony, secretary and treasurer; Major Hall, lecturer and assistant manager on inside; Linn Johnson, No. 1 ticket box; William Payton, No. 2, and Bill Morgan, No. 3; Harvey Thompson, general utility man; Geraldine Shower, alligator girl; Peggy Johnson, neon lady; Tiny Cowan, fat boy; Pete Holmes, tattoo artist; Chandu, magic; Ossie Knight, blade cabinet; Jelloline, rubber-skin lady; Major Hall, singing midget; Mechano, human wax figure; Chief Matthew, fire-eater; Professor Peterson, steel man; Raymond Delmar, featuring Ho-Jo, cetrich man; Edna George, annex; Maxine, half lady; H. B. Ladd, Scotch bagpiper; Matthew Johnson, cook and canvas man. Reported by Mrs. Milo Anthony.

World Congress of Freaks Clinks in Wichita

WICHITA, Kan., Dec. 18.—Miller's World Congress of Freaks closed a two weeks' engagement in a heart of the city location, sharing two big sponsored events of the Christmas season, the Santa Claus parades of The Wichita Eagle and Wichita Beacon.

R. Kobacker represented Miller and scored several good plugs in both newspapers. Before Kobacker arrived Doc Waddell did advance work.

Lauther's Oddities on Parade

CHARLOTTE, N. C., Dec. 18.—Opened here in a very desirable location next to the Charlotte Theater, auspices of the Disabled War Veterans. Business on opening day was only fair. Tuesday the fog packed the auditorium. Show will stay here until the holidays. Last week in Greenville, S. C., was somewhat hampered by the cold weather but Friday and Saturday business came back to normalcy. Mr. and Mrs. Carl J. Lauther returned from Chicago and report the largest meeting in years. Lauther will leave soon for a trip to his mother in Jacksonville, and Mrs. Lauther will sojourn for a few days at her home place, Tappahannock, Va. Personnel: Carl J. Lauther, owner and manager; Mrs. Frances Lauther, secretary and treasurer; Roy

B. Jones, general agent and publicity; Charles Lobdell, special agent and billposter; Paul Sprague, floor superintendent; Percilla Lauther, monkey girl; Captain White, pincushion man; Jesse Franks, bag puncher; Audrea Boggs, electric girl; Mr. and Mrs. Jatchenk, sword box; Emmet Bejano, alligator boy; Tex Yates, torture artist; Ted Knoll, sword swallower; Louis Bourke, contortionist; Fred Seymour, iron-tongue man; Professor Shapiro, magician; Tex Willis, human ostrich, with Clara Johnson, Duke Edwards, Ida Mason, Thadis Rosch and Herbert Hinson in the Africa Village. Jack Rogers is emceeing, Herb Walberg on the outside ticket box and Jean Rockford handling the ticket boxes on the extra added attractions. Lee Hayworth, master mechanic and electrician; Charles Woods and Dale Phillips, assistants. Slim Brown is porter; Milton Wright is chef, with Tom Cobb as assistant. Sailor Joe Simmons has tattoo concession in the lobby and Pete Thompson photo gallery. Extra added attractions are "Life" exhibit in charge of Ben Rockford, and Kay, "Man Changing to Woman," with Louis Grosse as attendant in these acts and is also *The Billboard* representative. Show moves in two semi-trailers, one small truck, six living trailers, one 16-seat Overland bus and nine private cars. Reported by Roy B. Jones.

Hutchen's Modern Museum Closes Season in Louisiana

MEMPHIS, Dec. 18.—Museum closed outdoor season after 36 weeks, some good and some bad. Played some of the best towns in Illinois with the J. T. McClellan Shows. Our summer dates and fall fairs with Ralph R. Miller Amusements proved satisfactory. Miller, Small and all others connected with the shows were very congenial. Traveled 7,402 miles in eight States, made six changes in people during the season, had no accidents, opening stand being Dyerburg, Tenn.; closing stand, Lafayette, La., where trucks and paraphernalia is stored. People with museum at closing stand were Mr. and Mrs. J. T. Hutchen, owners and managers, to Memphis for a visit with their daughter and son, Mr. and Mrs. J. H. Evans, and daughters, and then to Cassville, Mo., for the winter to visit Mrs. M. E. Hutchen, his mother; Mr. and Mrs. Leopold Williams, Savannah, Ga.; Mr. and Mrs. W. N. Montgomery, Trevorton, Pa.; Mr. and Mrs. Ted Ward, Little Rock, Ark., to fill an engagement at a department store; Mr. and Mrs. W. C. Russell, Monroe, La.; Mystic Odd and Leo Bowman, his assistant, to Baton Rouge, La.; Happy Sam Hall to Norfolk, Va.; Esther Lester and Ted Keller, York, Pa.; Louis Dewitt, Vineland, N. J.; Chief Rain-in-the-Face, Miller-ville, La.; Leo Hutton, Cassville, Mo. The new 135-foot green tent received first week in September from Hurst & Son was most satisfactory. While playing Franklin, La., Mrs. Hutchen presented her husband with a carat and a half diamond ring. Reported by John T. Hutchen.

Alfredo & Logsdon Traveling

HAYNEVILLE, Ala., Dec. 18.—This museum played a week's stay here under the auspices of the Parent-Teacher Association to good business. Complying with a request from the superintendent of the Hayneville Consolidated School, a special show was arranged for the school children. David, "Electro," who gives the electric chair demonstration, was chaperoned thru the jail here. Rose Star, mentalist, keeps customers well amused, and Louise Logsdon is still going good in annex. Reported by Billy Logsdon.

Howell's Variety Show

MAYO, Fla., Dec. 18.—Since closing the outdoor engagements Howell's Variety Show has been touring Florida. Entire staff and performers are now taking a rest. Paraphernalia will be repainted and new props added before opening again. Staff: Doc Howell, owner and manager; R. B. Howell, secretary and treasurer; R. N. Menge, publicity; Coy Newhill, advance; Howard Ellis, sound

car, and Mrs. Coy Newhill, tickets.

Acts: Bennie Stewart, human volcano; Roy Menge, chalk-talk artist; Norman, ventriloquist; Rono, mentalist; Radie Runningdeer, Indian escape artist; Nixon's bird act; Alco, alligator boy; Teddy, educated monkey; Benart, magician, and P. A. used for novelty radio broadcast impersonations. Alta Crider at piano. Entire show runs hour and half.

Since starting fall and winter tour Al Benart purchased several new magic effects from Abbott's Magic Novelty Company, and Norman a new ventriloquist figure from the same concern. Doc Howell is the possessor of a new house trailer recently purchased from Little Manufacturing Company. Reported by R. N. Menge.

MEMORIAL SERVICES

(Continued from page 48)
brothers supplied the big top and chairs. The funds on hand and with the additional funds being accumulated will be partly used in payment for more graves and further beautification of Showmen's Rest.

Those buried in this plot are William Krider, Louis Buckley, John Hilton, Fred T. Nau, William D. Westlake, George E. Robinson, James Keenan, Earl McCreary, Thomas P. Ambrose, George L. Garvey, Sam C. Haller, Jessie Enoch, Harry Hunter, Robert E. Stevens, John Donnelly, Timothy Buckley, W. C. Campbell, Elmer Garner, R. M. Ricks, A. E. Atkinson, Fred P. Sargent, C. M. Gillespie, B. H. McKinstry, A. J. Ziv, Walter Rhoades, Charles Hatch, J. Sky Clark, William Denny, J. L. Karnes, Hugh M. Fowler, Matthew Gay, Richard Ferris, Jack Thomas, Walter M. Klencok, Camillus Schultz, William Henry Emgard, John D. Bently, Frank C. Foley and Roy Bard.

HYDE SHOWS

(Continued from page 48)
chances and showcrafters already on the job; namely, Charles Cartwright, Charles Eichorn Sr., Charles Eichorn Jr., Mr. and Mrs. William Earl, Hoots Killinger, Mrs. Lula Killinger, Dad Ward and Tony Martinie, in addition to Mrs. Hyde and myself.

Mr. and Mrs. Tom Terrill have left the show and the advance is being taken care of by Harry Ramish as general agent, who is now on the road booking. The coming season looks promising and in accordance with this viewpoint we will go forward to make the Eric B. Hyde Shows one that will make good under our established policy and that is to present meritorious outdoor amusements for the masses."

SHOWMEN'S HOME

(Continued from page 48)
building or acquiring of a home can be considered, details of location and other matters must come later. The League's present concern is to get the movement definitely under way.

Fred Beckmann Chairman

That an excellent start has been made may be gleaned from a perusal of the names of men selected to make up the permanent Showmen's Home Committee. With the approval of the body, President McCaffery named Fred Beckmann

Missouri Show Women's Club

ST. LOUIS, Dec. 18.—Meeting of December 9 was held in the clubrooms in the hotel. Those who attended the meetings in Chicago were present with good reports. Guests over the week-end were Elizabeth Yearout and Helen B. Smith, secretary and treasurer, respectively, of the Ladies' Auxiliary of Heart of America Showmen's Club in Kansas City. Entertainment was held in the new headquarters of the International Association of Showmen in the Maryland Hotel.

Petitions for membership accepted were those of Leah Brumleve, Margaret Haney, Viola Hayes, Florence Cobb, Clara Bullock, Nancy Miller and Pearl Vaught. President Norma Lang donated a large Shirley Temple doll for a raffle among the members and quite a nice sum was realized for the treasury, with Florence Parker winning the doll. Because of fast-increasing membership decision was made to move into larger quarters, and a committee composed of Grace Ooss, Mary Francis, Ruby Francis and Nell Allen was appointed to locate a new home for the club. Reported by Kathleen Riebe.

Blue Ridge Amusement

Coleman, Ga., Week ended December 11. Weather, cold and rain. Business, poor. No auspices.

Second stand in Georgia. Show moved from Mississippi. Weather has been bad since opening November 1. Played four weeks in Mississippi in rain and cold. Low price cotton and relief in that State. First week at Morris, Ga., fair business. Bob Sickles departed, leaving the outfit in charge of William E. Dyer. PETE DYER.

chairman of the committee. Serving with him will be M. H. Barnes, Harry W. Hennes, Max Linderman, J. W. Conklin, Max Goodman, Elmer C. Velare, M. J. Doolan, W. R. Hirsch, E. Lawrence Phillips, Rubin Gruberg and E. Walter Evans, all of whom are well-known showmen or prominent business men connected with show business.

Resolutions drafted at Thursday night's meeting will come up for action at the next meeting and are certain of adoption, as they met with the hearty approval of the body.

It was agreed that the campaign for funds in 1938 shall include the Showmen's Home, cemetery fund and hospital fund. Of the funds obtained, 50 per cent will be allocated to the home, 25 per cent to cemetery fund and 25 per cent to the hospital fund. This will enable the League to have ample working funds with which to care for any cases of illness or distress. Funds for the home will be placed in escrow with the committee aforementioned until such time as they shall be required for establishment of the home.

With the intense interest recently manifested in the League by showmen, it is believed that this highly constructive and humanitarian move will result in a greatly strengthened Showmen's League of America.



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Chi Shriners' Circus Is Set

Five-year lease taken on Amphitheater by Medinah Temple for annual shows

CHICAGO, Dec. 18.—Capt. Terrell M. Jacobs with his wild animal act will be featured in Medinah Shrine Circus in International Amphitheater, 43d and Halsted streets. Orrin Davenport, director of the circus, has engaged a number of the best known acts in circuses and will present a huge three-ring show.

In addition to Captain Jacobs and acts mentioned in a recent issue, Director Davenport has engaged Hoot Gibson and his congress of rough riders, Torelli's dog and pony circus, Aerial Solta, Griffey Sisters, Besse Hollis, Genevieve Ward, Rudy Rudynoff, Ella Bradna, Hunt Sisters, Josephine Martin, Bell Trio, Rose Walleit, Etta Hodgini, Kerns Trio, Naida and Perez, Janet May, Donahue and La Salle, Floretta Troupe, Palermo Troupe, Carl and Babe, Barnett Sisters and others.

Cloves will include Paul (Chester) Mortier, Bell Trio, Otto Griebing, Chester Barnett, Art Lind, Roy Barrett, Melvin Hollis, Frederico Carnestrelli, Donahue and La Salle, Leo Kerns, Kenneth Waite Trio, Shorty Flemm and several others. There will be a menagerie and side show.

Case L. Griffith, potentate of Medinah Temple Shrine, said the circus is to be held annually for the next five years and a lease on the Amphitheater for that period has been closed.

Pleasure Trail for El Paso

EL PASO, Tex., Dec. 18.—The 1937 Southwest Sun Carnival midway will be dedicated to memory of the late Fred (Happy) Myers and will be called Pleasure Trail, a name Myers originated, said Verne Newcombe, manager of amusements and concessions. Myers was formerly Newcombe's partner. He died in Chicago last summer. Banner crew, directed by Mrs. Manny Gunn, is finding much interest in the event. William J. Collins, producer of *The Drunkard*, to be a downtown attraction, is elated over ticket sales. Southwestern interest in the Sun Carnival is greatest in its history, 55 floats having been entered in the Pageant of the World parade in which 20 bands and 20 towns will take part.

Profit at Worcester Bazaar

WORCESTER, Mass., Dec. 18.—Second annual bazaar of St. Margaret Mary's Parish in Municipal Auditorium on November 25-27 had attendance about 30 per cent better than in 1936, nearly 18,000. Al Martin booked the acts for twice nightly shows, including Four Dubas, teeterboard; Leo and May Jackson, unicyclists; Osaki and Taki, perch; Madeline Berio, high and fancy diving; Potts and Pilsom, comedy, and Nine Iliadized Arabs. Profit to the parish totaled several thousand dollars.

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

Macon Shrine Circus Again Goes Over Well, Despite Snow and Cold

MACON, Ga., Dec. 18.—Fifth annual Macon Shrine Circus, which ended a week's run last Saturday, scored another success. Net profit showed a decrease from the previous year, but the Shrine committee termed the show successful in every way. On first two nights Macon had the coldest weather in 14 years. On Wednesday there was snow, which temporarily paralyzed the community. Attendance built up tremendously in the last half, with Saturday night the biggest. Bad weather and increased operating expenses, jumped to \$3,500 this year, were blamed for the decline in net profit.

Program Is Praised

Members of Arab Patrol, Al Sihab Temple, again staged the circus. D. C. Ferguson, chairman, was manager of the show. Others on main committee were A. M. Harrison, Isadore Putzel, G. P. Lockhart and K. D. Sloan, veterans of previous Shrine shows here. Program of 18 displays won high praise of newspaper critics and spectators.

Among acts were Berniece Kelly Circus Revue, which jumped from Chicago, with Berniece Kelly in wire and swinging ladders numbers, and troupes of trained dogs and ponies under direction of Pat Loyd; Kno Family of six, foot juggling, perch and Raley numbers; Charles (Bounding) Johnson, tight rope;

Cooke and Cooke, comedy acrobats; Stewart Roberts Trio, ground bare; Martha Principena, web, and Ben Beno, swinging trapeze number. Shorty Hinkle, who has appeared in each of the Shrine shows here, returned as clown. Other clowns doubled from Roberts and Cooke and Cooke acts.

Orphans Are Guests

Shriners operated about a dozen concessions. Other concession operators included Joe End and Sam Glyckman, doll wheel; Dinty Moore, two sets of diggers; Harry Vartanian, short-range shooting gallery; George Thornhill and George G. Griffin Jr., Lord's prayer penny machine; O. E. Bradley, pop corn, peanuts and fish pond, and W. R. (Dick) Harris, manager of Model Shows, Inc., wintering here, who operated several privileges. Wesley Miller and Charles Engel operated Harris' guess-your-weight scales, Robert Barnett was in charge of Harris' novelties, Frank Smith in charge of photostrip machine, and Eddie Taylor, graphology. Manager Harris became a member of the temple since opening winter quarters here, having been initiated with Dinty Moore. P. D. Griffith was in charge of admissions, and Grady Gillon, Julian Kennedy and Boyce Miller alternated as emcees. Free matinees for children, with orphans as special guests, were given on Tuesday and Saturday.

Revival of Denver Festival Is Started

DENVER, Dec. 18.—A committee of business and civic leaders, headed by Edward V. Dunklee, is sounding out business men as to whether Denver would support a revival of the old-time Mountain and Plain Festival, modernized and on a bigger scale than the event so popular years ago.

The committee hopes to interest business interests to the point where they will underwrite necessary expenses, feeling that with proper publicity and promotion the festival can be revived into an annual of such magnitude as to attract nation-wide attention.

Plans propose a pageant, *Winging of the West*, in Denver University Stadium; rodeo and Wild West show, also in the stadium; band and drill contests, "Slaves of the Silver Serpent" parade, a spec depicting Denver in the '60s, merchants' market festival, intersectional football game, celebration of opening of an air school being established by the U. S. Army, downtown street dance with masked costume parade and a carnival-type midway.

Jubilesta in 1938 Planned

KANSAS CITY, Mo., Dec. 18.—Kansas City Fall Festival Association, sponsor of the Jubilesta, re-elected 59 members of the board of trustees at a business session in the Hotel Muehlebach. At a meeting next month details of the 1938 Jubilesta will be worked out, said Louis S. Rothschild, general chairman. It is generally agreed that the third annual event will be held despite loss of \$6,000 on the venture last October. The Jubilesta brought a host of big names for personal appearances during the nine-day show.

Ind. Temple Clears 3 Grand

EVANSVILLE, Ind., Dec. 18.—About \$3,000 profit was shown by the annual Hadri Shrine Temple Indoor Circus here on November 22-27, reports Chairman Del V. Blackburn. Proceeds were to be used for reduction of indebtedness on the Shrine Building. Acts were booked independently.

Pomona Vets' Indoor Circus Benefit Draws Good Houses

POMONA, Calif., Dec. 18.—Altho not doing capacity business, Disabled American Veterans' Indoor Circus here on December 8 for benefit of tubercular veterans, did satisfactory business, reports Bob Orth, in charge of arrangements. Joe Siegrist was equestrian director. Show was sponsored by Jack Chester Post.

Excellent co-operation was received from the sponsors, Mr. Orth said, and others who aided were "Skinny" Matlock, of Al G. Barnes-Sells-Photo Circus, and Mr. Turner, husband of Babe Thomason.

Epper Keiser's Band played the acts, including Mr. and Mrs. Joe Siegrist, double trapeze; Gus Lind, foot juggling and comedy ladder; Bertha Matlock, swinging ladder; Elisandro Acevedo, iron jaw; Pay Avalon, comedy acrobat; Babe Thomason, trapeze, and Bebe Castello, cloud swing. Boxing and wrestling completed the program.

Miami Ticket Sale Bigger

MIAMI, Dec. 18.—Leo Lefevere, promoter of the third annual Gesu Catholic Church Carnival here, reports that tickets are selling better this year than ever before. Sol Solomon, high diver, and his water circus have been booked. Proceeds will be applied to the debt on Gesu Church. Carnival will have rides and concessions.

Shorts

HI-JINKS Association, Inc., Milwaukee, decided not to stage a summer celebration in 1938. An unused common council appropriation of \$1,500 for 1937 will be returned as will balance of an allowance for the 1936 festival.

SIX VAUDE acts will be presented at Birmingham (Ala.) National Home Show, sponsored by the Real Estate Board, reports Sam C. Starke, executive secretary. The FHA will be asked to furnish displays and 60 booths will be operated. Edwin N. Williams is managing director.

A PROFIT was shown by Cheminus (B. C.) Indoor Carnival on December 8 and 9, sponsored by the Community Club to aid the Christmas Fund, reports Vernon C. Stiles, director.

HEART OF AMERICA

(Continued from page 48)
business ideas, something we all need these days."

The busiest week the club has ever experienced will begin on the day the convention opens. Business sessions, dances, the unveiling of a long-sought monument and a banquet are scheduled.

Monument To Be Unveiled

After a year of intense activity on the part of members in obtaining subscriptions for a monument to be erected in Memorial Park Cemetery in memory of deceased club members, the monument will be unveiled December 28 in the clubrooms with services being conducted by the Rev. J. P. Rodebaugh, chaplain. Following services the monument will be taken to the site at the cemetery. Art Brainerd, committee chairman, said the cost of the monument would exceed \$2,500.

Next on the calendar will be a tacky dance at the Hotel President December 30. It will serve as a get-together for the 400 members expected to come here, the high spot of the year for showmen of this territory.

Hotel Reservations Made

The banquet will be held in the Hotel President's Congress Room. In addition to the entire 12th floor which houses the ballroom, the club has hired the entire 11th floor as quarters for visitors.

Jack Ruback, president, stated today that he expected the largest crowd ever to attend the annual affair. Harry Duncan, manager of Fairyland Park and second vice-president, is in charge of the committee arranging for professional entertainment.

New officers will be elected Thursday night, December 23. Harry Altshuler continues to lead the pack in the membership drive.

Secretary McGinnis today said the Ladies' Auxiliary also will play a big part in the program during the holidays. Mrs. Marie Beckmann, San Antonio, is president. Reservations from auxiliary members and out-State club members are pouring into McGinnis' office here.

1937 Sponsored Event Season in Review

Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

Concessions and Displays Are at Army Charity Fair

LANGLEY FIELD, Va., Dec. 18.—Attendance at first annual Peninsula Charity Fair here on December 10-12 was estimated at from 25,000 to 30,000. Aerial shows on Saturday and Sunday with demonstrations by Langley planes pulled big crowds. Major A. E. Waller, operations officer, was killed in a crash before the reviewing stand.

Exhibits and concessions were in six large heated hangars, concessions being operated by individuals and firms. Peninsula Auto Show was held in conjunction.

Gate receipts in excess of \$5,000, admission being 25 cents, went to charity, half to army relief fund and other being divided among civilian causes.

Calif. Show Proves Success

SAN FRANCISCO, Dec. 18.—Arthur Craner has returned from Dunsmuir, Calif., where he was associated with Siskiyou County Auto and Fashion Show in Joyland Auditorium. Negotiations for entertainment were handled by Carl Holt, of Varied Amusement Enterprises, with whom Craner is affiliated, and despite stormy weather the three-day show drew large crowds and proved profitable. Featured attractions were Phillips and Dolores, "aristocrats of the ballroom"; Ken Phillips, also acting as emcee; Tex and Sunshine (Frank and Bernice Dean), "Stars of the Prairie," and Three Clarke Sisters, with Rhythm Makers, seven-piece band, furnishing music. Varied Amusement Enterprises has recontracted to handle the show on an enlarged scale next season.

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LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. MAX HOLDEN, 220 W. 42d St., New
York City. jal8x

NIGHT CLUB MAGIC IN TRUNK—NICKEL
Tables. New Effects, fifty dollars for this
bargain. RAMONA, 835 Ridge Ave., Pitts-
burgh, Pa.

PINKY PUPPETS—VENTRILOQUIAL FIGURES.
Punch & Judy and Marionettes. PINKY,
1313 North Wells St., Chicago, Ill. Illustrated
Folder Free. jal

VENTRILOQUIST FIGURES—24-PAGE ILLU-
strated catalog 10c. FRANK MARSHALL,
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dress. jal

VENTRILOQUIST—PUNCH FIGURES CARVED
to order. Acts. Stamp please. (I play
theaters, clubs, etc.) SPENCER, 3240 Colum-
bus, Minneapolis, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT
prices. Out new Photo-strip Outfit, 1 1/2x2
or 2 1/2x3 1/2, complete, \$140.00. WABASH
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negative, 28c, or 3 for \$1.00. From print,
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York City.

FREE NEW CATALOG OF MONEY-MAKERS
for 4-For-Dime Operators: Photo-Strip Junior,
complete with lens, \$140; Rolls, 1 1/2x250,
\$4.75. Sample assortment. Mounts, Mirrors,
Frames, etc. \$1.00. Send for free catalog.
MARKS & FULLER, INC., Dept. BC-11, Roches-
ter, N. Y. de25x

HEAVY DUTY RUBBER CARNIVAL CABLE—
Foot & 1,000 Watt Floodlights, \$9.00.
MILLER SURPLUS, 2553 Madison, Chicago. jal

LOTS NEAR LAKE OF THE OZARKS AND RE-
sorts, \$75; \$3 down, \$3 monthly. Free list
and literature. HUBBARD, 240 Crossman Bldg.,
Kansas City, Kan. jal8x

ROLLS DEVELOPED—TWO PRINTS EACH AND
Two Free Enlargement Coupons, 25c. Re-
prints, 2c each; 100 or more 1c. SUMMERS'
STUDIO, Unionville, Mo. jal8x

WE'LL PAY YOU FOR SOMETHING YOU HAVE and we can use it. You pay us for something should interest you. Send \$1.00 and make amazing discovery. Legitimate scheme that will return both of us money. **ANTHONY LAWRENCE**, Sta. V., Box 134, Cincinnati.

M. P. ACCESSORIES & FILMS

CHRISTMAS TALKIE SPECIAL—HAPPY NEW Year and Holy Night, featuring Roxy Choir and Jesse Crawford. 10mm., 35mm., 8 minutes, \$25.00. Other religious specials. **CHURCH FILMS**, Box 524, Cincinnati.

EVERYTHING FOR THE THEATRE—SAVE 20% to 30%—Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. ja8x

ITALIAN ROADSHOW—"THUNDER OVER Ethiopia", 12 reels, 35. Sound. A-1 print, \$90.00. Official war films. **AHERNE**, 716 Federal, Troy, N. Y.

MOVIE ROADSHOW BARGAINS—35MM. PORTABLE Sound Equipments, Choice of Universal, Weber or DeVry, complete and guaranteed, \$189.50. Other Supplies at low prices. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600 Broadway, New York. ja8

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. **WINE APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. de25

SOUND FEATURES—WESTERNS, ACTIONS, Dramas. Also shorts at bargain prices. Rentals, \$7.50 two nights; \$13.00 week. **MOORE BROS. EXCHANGE**, Portsmouth, O.

TALKING CHRISTMAS SPECIALS AT \$25.00 each—All Prints like new, positively no lists. \$5.00 down, balance C. O. D., subject to examination. Paper free. "Demon for Trouble," "Rawhide Mail," "Big Caliber," "Western Justice," "Smokey Smith," "Lawless Frontier," "Kid Courageous." Also \$17.50, "Skingsame," "Indiegroom for Two," "Submarine," "Fascination," "Flying Fool," "Defenders of the Law." **OPERA HOUSE**, Millbridge, Me.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc., Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. de25

MUSICAL INSTRUMENTS, ACCESSORIES

DRUMS—PROFESSIONAL SET, COMPLETE FOR dance band. Practically new. Sacrifice for \$35.00 cash. **KENT WILKINS**, Box "S," Greensboro, N. C.

PERSONALS

DIVORCES—QUICK - EASY - SIMPLE. Send one dollar for information on Arkansas Divorce Law. **D. D. BABB**, Lawyer, North Little Rock, Ark. de25

INFORMATION WANTED CONCERNING whereabouts of Joe McKinley, formerly Kansas City and recently connected with a carnival show in South, and 1935 Chevrolet Pickup Truck, Mtr. No. 5246216, Confidential. BOX C-403, Billboard, Cincinnati, O.

SALESMEN WANTED

SALESMEN—SELL BUSINESS STATIONERY, Book Matches, Calendars, Xmas Cards, Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets, Business Cards, \$1.50 thousand, 35% comm. daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. XA, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. de25

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ja1

DYE DROPS, LIKE NEW, OVER 300 DESIGNS. from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO**, Columbus, O.

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Wintons, Pennsylvania.

100 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00; Date Changes, 25c each. "DOC" ANGEL, ex-Trouper, Leavittsburg, O.

WANTED TO BUY

WANTED—USED HAMMOND ELECTRIC Organ. BOX C-402, care The Billboard, Cincinnati, O.

Show Family Album



TOM YARBOROUGH'S Black Hussars Band was organized on the Smith Greater Shows, season of 1920, and in succeeding years became well known as a fair, park and celebration attraction. Among those shown are Mr. and Mrs. Tom Yarborough, director and trombone soloist, respectively; Tom Kelly; "Mac" McNally; Tommy Poplin; John Hutchins, now side show manager; Frank Ferrati; Walter Lankford, now manager of Lankford's Family Band; Dixon DeCarro and Chris M. Smith, who was manager of the Smith organization at the time the picture was taken.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED—EYERLY LOOP-O-PLANE AND Octopus Rides. Will pay spot cash. **NORTHLAND AMUSEMENT SERVICE**, 1012 Oaklawn, Grand Rapids, Mich.

WANTED—WRESTLING BEAR, PUBLIC-Address System, 40 ft. or 50-ft. Round Top, with Middles. **B. C. DAVENPORT**, Lincoln, Ala. x

WANTED—USED NAME PLATE EMBOSSING Machine. Must be in good working condition. **DAETWYLER NURSERIES**, 50 E. Colonial Drive, Orlando, Fla. x

WANTED—60, 70 OR 80-FT. ROUND TOP with 20 or 30-ft. Middles. **CIRCUS**, 1323 Kimball Bldg., Chicago, Ill.

At Liberty Advertisements

20 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). 10 WORD, CASH (Small Type) (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

BAR PERFORMERS—Aerial and Ground Bars. Straight or Comedy. **LOUIS OCZYVILK**, 302 W. Wells St., Milwaukee, Wis.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT AND PROMOTER—YEARS of experience in handling indoor and outdoor attractions. Good appearance, sober and reliable. Reliable connections only. State your best proposition. Have car. Address: ADVANCE AGENT, General Delivery, Columbus, Ga.

ASSISTANT MANAGER, SECRETARY, TREASURER, Lot Man or other executive capacity. Experienced in carnival field, real, gilly, truck. Strictly reliable, sober, capable and trustworthy. Desire connection with reliable organization only. References. Address: **BOX 382, Bossier, Shreveport, La.**

AGENT—To Represent Five Acts. Minnesota Federation of County Fairs Convention, January 12-13, for 1938 bookings. Write at once. **BOX 681-44, Billboard, Chicago, Ill.** ja8

AT LIBERTY BANDS AND ORCHESTRAS

FIVE-PIECE ORCHESTRA AVAILABLE—BAND now in 15th week of hotel location; desires better spot. All dependable, highest type musicianship. Doubles include first-class accordionist, full sax section, guitar. Absolutely cut all shows, uniformed, strollers if desired. All entertain. Union, costs money. **BILL GILBERT, 1112 W. Dunklin, Jefferson City, Mo. de25**

GIRL ORCHESTRA—ALL YOUNG AND ATTRACTIVE musicians. 4 to 14 pieces, open for high-class hotel, restaurant, nite club or theater stage work. Write, stating full details, including best price. **GIRL ORCHESTRA**, 214 A. P. National Bank Bldg., Asbury Park, N. J.

MODERN 3-PIECE ORCHESTRA—SWEET AND Swing. Modern arrangements, large library, well uniformed, novelties, Three Vocalists. Absolutely fast, can cut anything. Own transportation. Michigan or adjoining States preferred. Available for hotels, ballrooms and night clubs. Open to any proposition. All write. **TROUBADOURS**, 615 E. 2d St., Flint, Mich.

SEVEN-PIECE BAND OPEN FOR LOCATION January 2. Flashy setups. Uniforms, latest library, doubles. Prefer South or Southwest. Travel anywhere on reliable offer. Augment or cut to suit engagement. State all. **KLAYTON KELLOGG**, New London, Wis.

SIX-PIECE SWING UNIT—HOT AND SWEET. Good Singing Trio. Fast bass fiddle, trumpet, sax doubling, trumpet, piano, drums, guitar and entertainers. High-class beer garden, taverns and spots take notice. Prefer Cleveland or Dayton, O., and vicinity. Everyone write. State all. **MOOSE GARDENS**, Moose Club, Newcastle, Ind.

BILLY COPPOL and His Orchestra—Five professional musicians together ten years, now playing the Grey Village Nite Club for over sixty weeks. Band doubles on various instruments, including vocal trio, piano accordion, violins, Warburton and public-address system. Reliable, union, pier floor shows. Agents and bookers, please contact at once. Can leave week's notice. Reliable, steady engagements only. If you prefer wine or bribe stating all. **BILLY COPPOL**, 2408 Jacob St., Wheeling, W. Va. ja1

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY JANUARY 2—Pinch and Magic for museum, store show, etc. **BEN BERNAED**, care Michalsky, 2805 Surf Ave., Coney Island, N. Y.

GOLE ROBINSON CIRCUS—Season 1938. Five Trained Animal Acts, Posies, Dogs, Honk, Cockatoos; General Agent and Executive Director. Indoor dates open. 287 E. 10th St., St. Paul, Minn. ja8

MARIO AND MARIO—Australian Kettle Dancers, also Pinch, John now. Write **HARRY LEONARD**, care Bennie Mae Johnson, Box 80, Greenville, Miss.

PROF. PLANCK—Ventriquist, originator Stereoscopic Poses and demonstrator. **McGlorey's Store**, Fulton St., and Flatbush Ave., Brooklyn, N. Y. Open after December 24 around New York City. **PROF. PLANCK**, 231 Dean St., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

LADY PIANISTE—EXPERIENCED, READ, fake, pianose. Can Sing. Reliable, prefer location. **PIANISTE**, Room 7, Majestic Hotel, Stevens Point, Wis.

AT LIBERTY DRAMATIC ARTISTS

NON-UNION SCENIC ARTIST—Twelve years' professional experience, including New England summer dramatic stocks and Great Theatricals' scenic studios, New York. Your best job salary. **JOSEPH HALL**, 26 Western Parkway, Schenectady, N. Y.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—TRAINED Flea Circus. **JOHN LYNCH**, 6 Valentine St., Roxbury, Mass.

ATTENTION, BILLY ROSE—IF YOU SELL ENTERTAINMENT you need promotions that "sing" to make sales hum; cash drawers ring and competitors whistle. Here's how! Columbia Cub seeks opportunity to utilize dynamic imagination, intuitive foresight plus a sound business judgment. **BOX 829**, care Billboard, 1564 Broadway, N. Y.

AT LIBERTY M. P. OPERATORS

A-1 PROJECTIONIST—Experienced on Western Electric, ECA, DePurres, Patent Sound, Bell, Operon and repair all make machines. Fifteen years experience as operator. White, sober and reliable. References. Non-union. **HARRY SMITH**, 310 S. Market St., Kokomo, Ind. ja1

MOTION PICTURE CAMERA MAN—With production experience, wants to connect with independent studio or other parties interested in producing motion pictures. How 16 and 35mm. camera equipment. **DAN ALBERTO**, 26-22 30th St., Long Island City, New York. ja8

AT LIBERTY MUSICIANS

A-1 DRUMMER—LIBRARY OF LATEST HITS. Wide experience all lines. Union, sober, dependable. Steady engagement anywhere. **MUSICIAN**, 967 Mann Ave., Flint, Mich. de25

ALTO OR TENOR SAX, CLARINET—READ, take, tone, take-off. Young, experienced, union. Go anywhere. Good steady salary. Have new sedan, sound system, library. **CHAD BERRY**, Continental, O. de25

AT LIBERTY—TROMBONE, DOUBLING VIOLIN, for dance, radio, etc. **BOB CHASE**, West Liberty, Ia.

BASS MAN AT LIBERTY—BOTH STRING BASS and Brass Bass. Fully experienced in all types of work. Can read or fake anything! Will really help any rhythm section. Age 21, sober, reliable. Prefer location in South. **LEONARD FYE**, OH City, Pa. de25

DRUMMER—YOUNG, MODERN, RELIABLE. Experienced. Vocals. Cut floor shows. Good equipment. Prefer reliable location. Consider all offers. **MICKY FINN**, General Delivery, East St. Louis, Ill.

FLUTIST—THEATRE EXPERIENCED. INDUSTRIAL offers also considered. Am reliable. **BOX C-389**, Billboard, Cincinnati, O.

GUITARIST—DOUBLING TRUMPET, VIOLIN. Write, wire, **JIM DOUGHERTY**, 31 N. Division St., Auburn, N. Y. ja1

HARPIST AND VIOLINIST—EXPERIENCED. Classy team for cocktail lounges, etc. **BOX C-380**, Billboard, Cincinnati, O. ja1

STRING BASS AND DRUMMER—TOGETHER. Both fast, any style. Bass doubling recording bass. Both Singers, Entertainers and reliable. Prefer Eastern or Western Ohio. Union. Write or wire **EDDY & EDDY**, 425 N. 17th St., Newcastle, Ind. ja1

TENOR SAX-CLARINET. PREFER SWING Band, cafe or club. Read, fake, take off. Write or wire **ORVILLE REINOEHL**, World, Wyo. de25

TROMBONIST—AFTER JAN. 1. READ ANY thing, good tone, high range, jam (but not terrific), arrange. Name band experience. Age 25, sober, reliable. Southern location preferred. State all first letter. Write **LES NICHOLS**, 7111 S. Broadway, Los Angeles, Calif. de25

TRUMPET—TOAD THARP, DIXIELAND STYLE. Fast Take Off. Fast Reader, Union, Tones, Range. **TOAD THARP**, Throckmorton, Tex. de25

VIOLINIST—DOUBLING STRING BASS. South preferred. **BOX C-350**, Billboard, Cincinnati, O. ja1

AT LIBERTY JANUARY 1—Dresser, Seventeen years' experience dance, club, radio. Boy's girl or boys. Read, swing cut. Union. Write or wire **RAY L. LONG**, 1288 Dale, Muscatine, Ia. ja1

AT LIBERTY JANUARY 1—Tenor Sax, Clarinet and Baritone Sax. Union. Age 26. Read, take off, good tone. Have fine swing arrangements for small band or large. Prefer South, but will go anywhere on reliable offer. Can bring fine *W. Man* and *Tenored Man*. **AL RICCI**, 402 W. 8th St., Mishawaka, Ind. ja1

MODERN TENOR SAX, CLARINET—Union. Age 21. Good reader, fake all, take off, prefer swing stuff. **JACK GARRETT**, 88th and State, East St. Louis, Ill. ja1

STRING BASS AFTER 3:30—Modern, all essentials. Help arrange. Rather go south but will travel. Have light couch. **MUSCIAN**, Room 18, 110 1/2 W. Colfax, South Bend, Ind. de25

TENOR SAX (NEW BELMER)—Double Clarinet, Viola, Violin, Alto, Baritone, Piano, tenor and saxophone. Modern, set up take-off. Name band and recording experience. With "Dan Russo" in '35 and '36. Union, reliable. Now working on staff at WYAN Broadcasting Co. On this job last 12 weeks. Reason for this advertisement, cutting staff to rock bottom. At Liberty by December 26 or before if necessary. Write or wire **HARLEY WALKER**, Hotel Yankton, Yankton, S. D. ja1

TRUMPET MAN—Tones, range. Prefer location in South with good ensemble. Available after New Year's. **WM KIMMEL**, 114 1/2 W. Colfax, South Bend, Ind. de25

**AT LIBERTY
PARKS AND FAIRS**

BALLOON ASCENSIONS for 1938—Parks, Fairs and Celebrations, covering United States and Canada. Write **JACKSONVILLE BALLOON CO.**, Jacksonville, Ia. ja8

BALLOONISTS AND AIR-plane Parachute jumpers. One unit in Southeast. Contact **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. de25

"DIVE OF DEATH"—THE World's Greatest Thrill Act. Booking 1937-1938 dates now. Write **CLARENCE A. MCCONNEY, INC.**, 60 Washington St., Salem, Mass. de25

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. Billboard, Cincinnati. ja8

CHARLES LA CROIX (in Person)—Original Outstanding Novelty Troupe Act. A high class feature act. Available for indoor dress engagements, bazaars, etc. Very attractive equipment, etc. Special large advertising posters free. Price per act reasonable. **CHARLES LA CROIX**, 602 Colburn St., care Dexter Drug Co., Ft. Wayne, Ind. ja1

FRED AND MARIE GUTHRIE—Four separate acts for sale or use. Double Tights Wire Act, Single Tights Wire Act, Butterfly Iron Jaw Act and Double Tights Act. Reasonable. **Bradford O.** de25

**AT LIBERTY
PIANO PLAYERS**

PIANOMAN—5 YEARS' EXPERIENCE STAGE and Dance work. Union. Take off and take wire or write. **WESLEY GREEN**, 1306 S. 25th St., Omaha, Neb. ja1

PIANO MAN—40 years and plenty of experience. Good rhythm man. Plenty of swing cakewalk tunes. Age 22. Sober and reliable. All hands going off write or wire. Will answer all offers. State full particulars. **MUSCIAN**, 909 4th St., Bismarck, S. D. ja1

**AT LIBERTY
SINGERS**

BARITONE SINGER AT Liberty. Capable M. C. Thoroughly experienced. Young, reliable, sober. Go anywhere. Hotels, clubs, etc. Contact **CROONER**, care Western Union, Tucson, Ariz. ja1

**AT LIBERTY
VAUDEVILLE ARTISTS**

MASTER OF CEREMONIES—STRONG ARM Pantomime, Flash Tap. A distinct novelty. Age 25, wardrobe, photos on request. **GEORGE NIESEN**, 323 Gibson, Buffalo, N. Y. ja1

AVAILABLE JANUARY 1 for reliable Med Show —Lawrence Maule and Larry Salisbury can put on entire show and play own music. Strong B. F. Arts, Hits, Showies, Stables, Doublets, Novelities. Change 2 weeks. Sober, congenial, hard-working people. Low wage salary. Name it. **LAWRENCE SALISBURY**, Frankfurt, Ind. ja1

GALVREY'S SOCIETY PUPPETS (Punch & Judy). The Biggest Little Show in the business. Arts, Hits, Showies, Stables. Special advertiser. **GALVREY**, 226 W. 30th St., New York. ja1

FOUR PEOPLE—Mottler & Co. Ethnomusic. Ecstasy. Ozio Gile. Trick Rope Spinner. Address 208 Iowa Ave., Iowa City, Ia. de25

LADY VENTRILOQUIST for hall shows. Ten routines. Change two weeks. Old-time Acrobats. Also: Songs, Singing, Dancing, Songs, Piano, Straight or Characters in acts. Car, house trailer, Charlie and Katherine writs. Also Doe Street and Chief Dwyer. Can join now. **DOLORIS DUBHANE**, Pasadena, O. ja1

THREE FLASHES—Jovial Song and Dance Act. Two girls and a boy doing fast tap and acrobatic routines. Experienced entertainers, excellent wardrobe. Available week-ends. **O. CLARK**, 4123 Fairfield Ave., Ft. Wayne, Ind. ja1

AFTER-THOUGHTS

(Continued from page 54)
again be business manager of the West Shows.

Herman Bantly, Soapy Glee, Tillie Few Clothes, Wadley Tif, Uncle Jerk and Red Onion met in the Celtic Bar of the Sherman and drank to the health of the carnival business and all the people in it. Herman said he sure to tell 'em that Bantly's Shows were on the road the past season and would be touring again in '38, somewhat bigger and better, if possible.

**Observations in Lobby of
Reid Hotel**
By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 18.—Hollywood should take a lesson from Mrs. C. W. Parker in the art of growing old gracefully.

Hattie Howk believes in greeting all of her friends with a kiss, and she has few enemies.

Viola Fairly's simplest speech is delivered as tho a challenge to credulity.

Glenn Hyder, the giant who looks after the candy and cigar counter, is a college graduate. After many years on the road he seems content to stay in Kansas City. Doc Allman retains a youthful appearance in spite of the passing years.

Harry Althuler never overlooks any angle to get a new member for the showmen's club.

Dan MacOugin, who was in a wheelchair this time last year, is spry enough to have taken a drink from the fountain of youth.

Evelyn and Dick Wayne Barlow in from their roller skating rink in Murphysboro, Ill.

It would be interesting to have a list of girls who started now successful show careers in the Barlow '49 Camp in '16 or '17.

Harry Duncan is the greeter type, which is a good trait for a park manager as well as a hotel manager.

Jimmie Patterson, now a reporter on The Kansas City Star, in to meet his sister, Milly Lou Patterson Alexander, and her 11-month-old son, Pat.

Mike, the Toney Martones' cocker spaniel, is as well known as many people.

Frank Capp's Irish spaniel, Lady Luck, has the saddest eyes I ever saw.

Dave and Sally Stevens call their Peke Chinky.

All that Jackie Wilcox has to say to her fox terrier Bing is "a towner" and he takes them out.

Sammy, the chimp mascot of the showmen's club, is among the missing this year. He is spending the winter in Miami with Juanita and Eddie Strassburg.

First time in many years that George Howk has not had a good bird dog. Bad luck with the last two.
Henry (Fat) Duncan has a fox terrier,

**American Carnivals
Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Dec. 18.—At the recent annual meeting one of the members of the association reported that he had encountered difficulty in the State of Georgia with reference to being required to have automobile plates upon his trucks, altho his movement thru the State was of short duration and his engagements in the State were never more than a week at a time.

It will be recalled that the action of the meeting directed us to take this matter up with associate counsel for the Southern section. In accordance with the action of the association we have taken this matter up. We presume that the laws of Georgia provide for reciprocity with other States relative to the use of motor vehicles registered in other States. We have requested our associate to communicate with us on the subject advising the status of the laws of Georgia and to ascertain what can be done for our membership to adjust the unfairness created by the present system of motor vehicle licensing in that State. As soon as the information is available, it will be given to our membership.

Mason Article of Interest

Under date of December 6, 1937, an article appears in *The Congressional Record* under the sponsorship of Representative N. M. Mason of Illinois, which should be of particular interest to truck shows. Congressman Mason points out that he disagrees with the President's plan to balance the budget by eliminating \$214,000,000 from the annual appropriation for Federal aid in the construction of highways. He points out that this move will single out the 29,000,000 automobile owners to bear the brunt of the first step in a budget-balancing effort; that the Federal Government collects \$320,000,000 each year from the automobile owners of America in special taxes on gas, tires and oil and other excise taxes; that \$214,000,000 of this amount is now returned to the several States for road-building purposes which is of direct benefit to motor vehicle operators, and the balance is diverted to other purposes.

A feature of the congressman's argument which appeals to us and which we feel will undoubtedly appeal to our members is that of the money spent for highway purposes labor receives 91 cents out of each dollar for wages, the balance being used for materials.

While it has never been, and so far as we are concerned never will be, the policy of the association to engage in political discussion, it would certainly seem that Congressman Mason's article on the subject is timely and of interest to those of our members who require the use of America's highways for the purpose of transporting their shows. All of our members are interested in seeing labor in a position to purchase the type of entertainment they have to offer.

At the last annual meeting of the association the following resolution was unanimously adopted:

"Resolved that the gratitude of the association to The Billboard Publishing Company be, and the same is hereby expressed, and that the general counsel of the association be, and he is hereby authorized and directed to write the said The Billboard Publishing Company, thanking that organization for the contributions of space and publicity devoted to the activities of the association, and particularly to the space granted weekly to the column sponsored by the association."

Persuant to the intent of the resolution, I am pleased to forward this letter setting forth a copy of the same.

MAX COHEN, General Counsel.

Tools, and thinks so much of her he has the following printed on the back of his business cards:

I've been a good fellow—I've made all I spent,

I've paid all I borrowed, I've lost all I lent,

I had a pal once, but that's come to an end;

I've got a dog now, and by god he's my friend.

E. K. Fernandez Shows

Honolulu, October 16 to 30. Auspices, Shriners. Location, downtown. Business, excellent.

Hilo, Hawaii, November 6 to 16, under American Legion. Excellent engagement despite incessant rain.

Fine committee. Entire Fernandez organization treated royally. Trips were enjoyed thruout this beautiful island as the guests of the committee. E. K. Fernandez as is his usual custom tended a Lulu party to his entire organization at "Auntie Eva's." Over 200 people sat down to a Hawaiian feast in real native style, followed by native entertainment that was topnotch. All the girls of the show are wearing Holokus, native evening dress, and they make a very colorful sight. Fifi (Rose Westlake) did capacity business at this spot.

Lihue Garden, Isle of Kauai, November 20 to 29. Auspices, American Legion. Another excellent spot.

The Hi-Jinks showed in the Armory surrounded by the side-show concessions. Enjoyable and profitable Hawaiian tour, moonlight steamer trips between the Islands. Wonderful treatment by the committees, not forgetting the ever-present and always smiling courtesy and good fellowship of E. K. Fernandez. Jack Randall, of the Randall dancers, is gaining weight rapidly on the native pot. Al Linton has Believe It or Not Show with his new and novel tests of sword swallowing. Jimmy Kimura, Oriental tap dancer, is the idol of the Japanese colony in every city. Thanksgiving dinner was enjoyed by entire troupe at Lihue Hotel. Dolores Morell, of the Blue Streaks, gave a party on the stage after the show and received many nice gifts. Eddie Camara was host to his 14-piece syncopated orchestra to celebrate their third anniversary together at a dinner in the Lihue Hotel. Rose Westlake, Fifi sheepheaded girl, was tended a surprise party on her 28th birthday. Received many gifts, including hundred-year-old Javanese batik. Many people have the idea that the natives of these Islands move slowly. Here is one for the record: E. K. Fernandez proved this all wrong by making the following trip. Left Lihue, Kauai, by plane November 26, 9:45 a.m. Arrived in Honolulu one hour later. Boarded the China Clipper 3 p.m. Arrived in San Francisco 7 a.m. PST November 27. There he boarded a plane for Chicago, arrived November 28. He came back same way. Bon voyage! Aloha Nui!

El Paso

EL PASO, Tex., Dec. 18.—Mr. and Mrs. Mel H. Vaught are back from the Chicago convention.

B. A. Childs, of T. J. Tidwell Shows, left for Corpus Christi, Tex.

Akbar Warsby made a trip to San Antonio last week.

Glenn Webb, of Hollywood, member of the San Diego Drunkard troupe, arrived to join William J. Collins' *The Drunkard*, which will be a Sun Carnival attraction.

Judith Lawton, singer, billed as the lobby Cafe floor show next week. She is sister of Frank Lawton, of the movie.

George H. Black has been making school and Y. M. C. A. lectures on his *Little America* show which will be at the Sun Carnival. Pete Deamus will bring the show in next week.

**'HASC Ladies' Aux.,
K. C., Names Ticket**

Great excitement was the order at the club Friday, December 10, as it was the night for the nomination of officers for the coming year.

Following were nominated, forming only one ticket: Mrs. Myrtle Duncan, president; first vice-president, Gertrude Parker Allen; second vice-president, Lettie White; third vice-president, Virginia Kline; secretary, Elizabeth Yearout, and treasurer, Helen Brainerd Smith.

Board of directors: Mrs. C. W. Parker, Jess Nathan, Bird Brainerd, Hattie Howk, Irene Lachmann, Margaret Haney, Viola Fairly, Sally Stevens, Ruth Martone, Anna Rossell, Grace Goss, Mary Francis, Lucile Parker Hemminger, Ellen Cramer and Martha Walters. The election of officers will be Friday, December 17. The rummage sale was postponed until after the first of the year. It was voted on to take care of a poor family for the Christmas season. Other plans were made for the festivities for Christmas week and the ladies were then invited down to the men's club for lunch. Reported by Helen Brainerd Smith.

Wholesale merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

NADSCOS SWING INTO ACTION

Burly Comic Becomes Direct Seller

The new strip-tease highball glasses were being shown to an ex-burlesque comedian who was planning to enter the direct-selling field.

"This," the jobber told him, "is the newest, snappiest item on the market. These glasses are going over big everywhere. You'll clean up with them. Try a few dozen."

"Not I," the ex-burlesquer said. "Strip-teasers got the authorities down on us in the last business I was in. I'm not taking any more chances. Gimme a couple dozen sewing kits."

Million-Dollar Defense Fund Considered at Cincy Confab

Direct selling is industry's shock-absorber—3,000,000 stand off relief by entering direct selling—antiquated methods used to fight "Green River" sentiment

CHICAGO, Dec. 18.—Direct-selling leaders today rolled up their sleeves and went into action against various municipal ordinances prohibiting house-to-house canvassing. Enoch Steen, NADSCOS president, gave a general outline of the problems facing the industry and the methods it would have to pursue to meet these problems. In another interview, P. O. Fessel, vice-president of Real Silk Hosiery, a company with a strong direct-selling force throughout the country, commented on the grave situation faced by direct-selling industry which has been inarticulate before the court of public opinion, said Steen. "The time has come when we must make the public realize that direct selling is a monitoring influence on all retailing, that by means of direct selling the residents of a community are enabled to make comparisons of value with the merchandise they are offered in retail stores."

Direct Selling an Industry

"Then, too, direct selling is an industry that quietly and without ballyhoo of any kind serves as a continuous shock absorber for employment. The best impartial estimates are that at least 3,000,000 men and women have kept themselves off relief rolls by employing themselves as agents, representatives and dealers of companies listed in our membership."

The annual meeting of the association, which was conducted recently at the Netherland Plaza Hotel, Cincinnati, considered ways and means to improve the standing of all direct sellers in the public's opinion.

The first authentic rebuttal to the

attacks that are being made against direct selling came last month in the form of a booklet sponsored by the National Protective Conference, a legalistic organization formed for combating the ordinance grief by means of litigation. Insiders now say that the lawyer method of preventing the ordinance spread has proved ineffective, since the "Protective Conference" does not bear of a proposed ordinance until sufficient resolution has been crystallized in a community to get it introduced into a council or board of aldermen. Before "protective" steps can be taken the ordinance is enacted and on the books.

Leaders in the direct-selling industry have refused to comment on the measure which Senator Patman, of Patman-Robinson Law fame, has declared he will introduce in the regular session of Congress. Striking at chain stores Senator Patman will ask that no corporation be permitted to engage in interstate retailing. It is said that the same support that he had in his earlier bill

(See NADSCOS SWING on page 62)

More Dough for Ops

In case there are a few operators of bingo games here, there and everywhere who haven't heard of the latest way of cashing in on their games, here it is: On the lap cards handed the players as they enter the hall there is plenty of white space all around the card. This space can be sold for advertising to local merchants in all lines. What better display can an advertiser ask for his name and product than a bingo lap card—a card at which his prospective customer must stare for several hours during a playing evening? Rates for this advertising in most cases must be low, but after all it's pure gravy.



By JOHN CARY

THERE HAVE BEEN doings in Milwaukee since Archbishop Samuel Stritch announced that cash prizes were not to be awarded at bingo parties conducted by Catholic churches there. The bluesnoses, who aren't ever happy unless they can stick their poisoned needles into something all the time and who at the moment seem to be pecking away at bingo, immediately leaped upon the archbishop's thoroly wise edict and tried to use it as ammunition in their fanatical drive against an innocent pastime. The Rev. H. A. Velle, pastor of St. Boniface Roman Catholic Church, in answer to the bluesnoses, released to the press the following letter which we think everyone genuinely interested in the future of bingo will enjoy reading. For that reason we reprint it herewith:

"Is gambling a sin? To read some of our daily papers one would be led to think so. A few years back a group of people tried to make us believe that drinking was a sin and in their fanaticism brought about prohibition. They failed to distinguish between use and abuse of the thing. Gambling in itself is not a sin.

"People are gambling when they insure their property. People who invest their money in stocks or business ventures gamble. Everything is more or less a gamble. The only things we are sure of are death and taxes. When you or I play cards or indulge in a game of golf and, in order to add zest to the game, play for small stakes, we are doing no one a wrong, providing we can spare the money. Just as much as I am entitled to spend my surplus money on travel, music or any form of legitimate amusement, just so much am I allowed to spend in a game of chance.

"But you say there is a danger of contracting a habit which may become a vice. Granted! But there are millions of people who can gamble without contracting a vice. Should the 99 per cent of the good people be penalized for the abuse of 1 per cent. As well do away with automobiles because there are reckless drivers who imperil life.

Papers Give Wrong Twist

"Is gambling sometimes sinful? Let us hear the archbishop's own words on it in a letter published last week, the contents of which were given a wrong twist by certain papers in order to furnish grist for their own fanatical mills. Here are his words: 'Any man who makes

(See BINGO BUSINESS on page 62)

Bingo Needs a Hypo

(A Bingo Editorial)

We had a dream the other night. In this dream a big guy with a grin which showed five large white buck teeth on which were stamped "B-I-N-G-O" knelt on our chest and crammed 17 lamps, 83 bed quilts, 69 radios, 34 cocktail sets and 27 electric toasters down our throats. And like Nero fiddling while the home town blitzed, Round Robin Rostie stood over us and giggled all thru our ordeal. The next morning, however, instead of having indigestion, we had a bingo editorial. And (we think) a good one. For we realized that our dream smacked with symbolism. The big guy with the teeth represented the majority of bingo operators and we represented the poor defenseless bingo player. The lamps, bed quilts, radios, cocktail sets and toasters represented lamps, bed quilts, radios, cocktail sets and toasters. And the action in the dream was symbolic of the way the operators at bingo parties, week after week, cram these items down the throats of the players. Not that there is anything wrong with the items themselves. They are all practical and usually beautiful and decorative. But the player who attends bingo games is the bingo fan and it is the same player who attends the same game week in and week out. After one of these players has hit bingo six or seven times in the course of a season and has been awarded



JOE CSIDA

six or seven radios she does begin to wonder whether it's really worth while to attend that bingo party, no matter how much fun it seems to be.

We've sat in on bingo party after party where the same merchandise prizes have been offered week after week. And we've heard our bingo-playing neighbors at the games complain loudly and long about the lack of new types of prizes.

If there were any excuse for it we wouldn't kick. But there isn't any excuse for it. Just browsing thru our own news and advertising columns, for instance, we see dozens of items which would make good merchandise awards. How about fur coats, bathrobes, dresser sets, ladies' and men's wrist watches, boudoir dolls, kimonoes, pajamas, fountain pen and pencil sets, bed jackets and cameras. There is no reason why any or all of these and many other items heretofore unseen at bingo games can't be used. We're certain that if the prizes at bingo parties were varied and changed more frequently more players would continue to patronize the games regularly. What a lot of bingo games need is a good shot in the arm. A hypo of new merchandise awards.



By BEN SMITH

What Price Subterfuge—

We can't understand why some operators insist upon playing the public for suckers. They have two strikes against them before they start and inevitably wind up by striking out.

It is almost unbelievable to what extremes these crackpots will go. For instance, several months ago a group started an operating company and showed certain items as they distributed their cards. When the cards were completed, instead of delivering the awards originally displayed, they made cheap substitutions. In a number of cases where the seller of the card was glibble enough they collected the money, promised to deliver the merchandise later and never came back. They expected to get away with this indefinitely we don't know. Of course, they did not. The law finally caught up with them.

In another instance an operator worked up a deal which featured a nationally advertised product. The deal was good but in his anxiety to make it better he permitted his enthusiasm to run away with him. In his circular matter he listed several of the awards used on the card at far above the actual list price or actual value. He used these circulars in solicitations thru the mail and it wasn't long before he had the Federal Trade Commission on his neck. He was forced to discontinue the deal. It was rather bitter medicine to take, for the deal was going over, but what made it tougher still was that the deal would have clicked even if he had not resorted to that inflation of list prices.

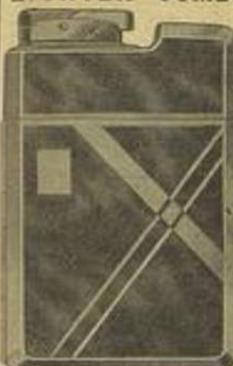
Now we know that the large majority of operators do not work this way. For there is no percentage in film-damming the public.

However, there are a few dumbheads in this business, as there are in every other business, and the sooner they get wise to themselves the better it will be for all concerned. Big money is being made in this field by giving value for money received and there is no excuse and no reason for operating in any other way.

Charlie McCarthy has taken the country and now his cousin may take the salesboard market. Which is another way of saying "Willie Talk," the

(See DEALS on page 62)

LIGHTER COMBINATIONS



The most popular of all smokers' items today. Snappy model, with gorgeous designs in rich enamel, beautifully finished inside and out. Unfailing automatic type lighter. Case holds 14 cigarettes. Sells at slight. Looks \$10.00 value. Ideal for Pushing, Salesmen, Boards, Shows, Concessions & Coupon Workers. Order a dozen No. B3247 today. Dozen, \$7.50. Sample, Post-paid, 80c.

25% Deposit on C. O. D. Orders.

JOSEPH HAGN CO.

Wholesalers and Importers Since 1911.

217-225 W. Madison St., Chicago, Ill.

Now the RADIO SENSATION PEE WEE POCKET RADIO

USES NO ELECTRICITY NO BATTERIES NO TUBES NO UPKEEP COSTS

Beautiful clear tone DIRECT FROM POCKET RADIO. An one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Turns broadcast bands. Shows last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessions, Push and Salesboard Men—Your price \$21.00 per Dozen, plus postage, or send \$21.00 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Snow Card. Samples, \$2.95 Each.

PEE WEE RADIO MFG. CO.

200 W. 3rd Street, Dept. 10-K, LOS ANGELES, CALIF.

BIG PROFITS for Salesboard Operators

Handling Our New **CANDY BOARDS** Complete Deal of 21 Boxes Costs Only **\$5.75** Brings the Dealer - **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:
12 Half-Pound Boxes Fancy Chocolates,
8 Full Pound Boxes Chocolates,
3 Three-Pound Boxes Fancy Chocolates,
1 Three-Hundred-Hole Salesboard,
21 Winning Numbers.
Your Cost Complete Only **\$5.75**,
Deposit of \$3.00. To be required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas Edition of the House Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS,
TERRE HAUTE, IND.



69c EACH

No. B101—Case Metal, Assorted Colors. Snap or Time Picture. Size 1 1/2 x 1 1/2 in.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
223-226 W. Madison St., Chicago.

PAYNE'S PARTY PEPPER UPERS
Red Hot Cartoon Books, 15 diff. 1.25 a 100
New Funny Spicy Folders, 10 diff. 1.00 a 100
New Cannon Back Mylers, 10 diff. 35c doz
Vest Pocket Band Cards, 5 diff. 35c doz
Comic Paper Mylers funny 35c doz
Send 25c for SPEC. Catalogue or IF YOU want samples 1.00 for 25, all different.
T. R. PAYNE, Dept. 4, 25 Cardinal Pl., N. Y.

DIRECT SALES
A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.
STUFF

By **WALTER ALWYN-SCHMIDT**

Carl Heinman, amateur photographer, who covers Midwestern territory, advises that he has worked out a new plan for selling small cameras. His idea combines some of the features of house-to-house selling with a store demonstration and has the advantage of a good address while working the town. This is another "account-opener" plan. Upon arriving in a town he looks up the best druggist. He shows him his new miniature camera and suggests a deal. The druggist gives him demonstration space and a list of his customers. He calls all over the town, makes some store demonstrations and sells as many cameras and initial orders for supplies as he can. The profit of these sales goes to him. The druggist gets the repeat business and the advertising that goes with his calls. Carl says that it is easier to get a hearing when you have the introduction of a local business man and that it is generally not difficult to find a suitable druggist. If the druggist says "no," you can always go to a gift shop or any other suitable store.

News from Cleveland is that Addie Phillips is headquartering there, demonstrating and instructing beauticians in the use of a new hair beauty preparation. She will supervise affairs in the Ohio sector.

Book selling seems to have come back as a house-to-house proposition. A book publisher tells me that several of his old representatives have begun calling on teachers, school principals, local officials and others to good results. This is strictly a "recommendation" trade with one sale leading to another. There has been a shortage of salesmen in this field lately, because selling books requires a special type of man. He must be the sort of person that can talk books and has the right kind of approach. The field is wide open at this time, commissions are unusually high and sales are generally large. This will appeal to local magazine subscription men who wish to extend their business.

Looking over the recent Christmas issue of *The Billboard*, I was impressed by the large number of advertisements offering all-year-round merchandise for house-to-house selling. I hope you saved that copy, because it will pay you to refer to it and pick an additional good seller now and then. Switching from one line to another generally is not a good plan, but the essence of house-to-house selling is novelty and service. Once you have established a following with one article it is good to add others.

Says Jep Jenson, the Super-Salesman: "It's the uppers of your shoes that show your success, but the lowers do the real job."

Note from a friend of this column, although not a salesman himself. He has just bought 12 sets of those new cocktail glasses that show a pretty lady at the outside, who turns into a stripper when you look at the inside. This friend happens to be the editor of a well-known magazine, and the man who sold them to him called at his office. Says his wife likes them and they are the life of his cocktail parties. I am telling this to point out that salesmen can do their selling in high-grade offices if they have something snappy to offer.

Hairwaving specialists are on the move demonstrating, lecturing and selling to professionals. Beryl Shearer covered Lake Charles, Alexandria, Leesville, Shreveport and Winnboro, all in Louisiana. C. W. Aiken has been running classes in Peoria, Springfield and Decatur, Ill.

If you are selling neckties add a good selection of handkerchiefs. I have seen several lines these days and I know they make a good alternative to the man who happens to have all the ties he wants.

Salesmen, send your news to *Direct Sales*. Anything that interests you interests others.

Salesboard Operators

Here's a Natural!

"WILLIE TALK"

Genuine Ventriloquist Dummy THE BEST BOARD ITEM IN THE LAST TEN YEARS!

Don't wait! Get your orders in and be the first to feature this Dummy that everybody is asking for now!

34 in. Tall, Dressed in Sport Suit. Has Controls in Back to Operate. Mouth Opens and Shuts. Head Turns. Shipping Weight 8 Lbs. Be Sure to Include Transportation Charges with Order.



No. B36N387 Per Dozen **\$36.00** | Sample \$3.25 Each

PUSH CARDS AND BOARDS WITH PICTURE OF DUMMY
A1176—80-Hole Push Card. Per Dozen \$1.50
A1177—600-Hole Salesboard. Each \$1.00

FAST SELLING XMAS SPECIALS



Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

Packed 1 Dozen to Box—6 Distinctive Styles.
Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds.
Be sure to include transportation charges with order.

B1N105 — Per Gross \$21.00 Per Dozen \$1.85
Packed 6 Glasses in Beautiful Gold, Black and Red Display Boxes
Per Gross \$26.40 Per Box of 6 \$1.20

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices. . . Be sure and mention your Line of Business.

Buy Your Decorations, Noisemakers, Paper Hats, Serpentine Confetti and Balloons at Wholesale Prices.
CARNIVAL HATS, Special Billboard Assortment 100, \$1.50; 1000, \$14.00
NOISEMAKERS, Special Billboard Assortment 100, 1.50; 1000, 14.00
SERPENTINE CONFETTI, Regular 5c Packages 100, 2.50; 1000, 21.00
Wire or Airmail Half Cash With Order, Balance C. O. D.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

SINCERE HOLIDAY GREETINGS FROM GELLMAN BROS.

To You . . . and to Every Single One of Our Host of Customers and Friends in Every Nook and Corner of the Land . . . We With the Merriest Christmas and the Most Prosperous New Year it is Possible to Experience. May Your Success in 1938 Be Greater Than Ever Before! May Our Pleasant Business Relations Continue for Many Long Years to Come.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NOTES from SUPPLY HOUSES

Richard Rosebury (Diamond Dick to you early-bird sub-getters), in addition to his activities in the circulation field, is gaining prominence as a director of trade shows. His recent activity in that field was the First National Bar, Grill and Tavern Equipment Show held at the Park Central Hotel, New York. Dick has developed a talent for staging this type of exhibition and received many favorable comments for the clever manner in which his show was laid out in the ballroom in the Park Central. He had a good line-up of representative manufacturers in the bar and tavern field and opinion is that this show will become an annual affair under Dick's direction.

Carnival Novelty Corporation, well known among the concession trade, has moved into new quarters at 30 West

Third street, New York. R. Karpel, of Carnival Novelty, states that henceforth he'll carry a wider range of merchandise, which includes bingo items, and adds that he is doing a lively business locally in the bingo field. New quarters include a finely appointed salesroom and Karpel is receiving the well wishes of his many friends in the outdoor show field for success in his new location.

Micro-lite Company has moved to a new office and factory directly across the street from its former location. Feature of the new setup is a circular showroom. When one enters he is in complete darkness. A spotlight on a table in the center of the room lights and then seven built-in displays light up with various types of merchandise on display, thus creating a striking impression on the buyer. Micro-lite manufactures 14 different models of pocket lights, key-case searchlight and its latest sensation, the Flash Gun.

New 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.

Skyway Clock

Skyway is a newly designed electric airplane clock that is said to be crammed full of the flash and appeal that guarantees fast profits. Announced by the B & D Novelty Company, the new salesboard and premium item consists of a chromium airplane standing out in relief from a two-tone ivory background. Clock forms the motor of the plane and a rotating propeller ticks off the seconds. Stands 6 1/2 inches high and is 10 1/2 inches long. Low price is said to allow unusual profit possibilities.

Bath and Lounging Robe

Really luxurious looking are the new Camolatre Bath and Lounging Robes recently introduced by the Lombardy Corporation. Robes come in three distinctive new shades, royal blue, wine and bittersweet. Latter is the latest tone of rust and makes a smart appearance. Robes come with contrasting piping and in sizes from 14 to 20. Very low priced, they can be used as premiums at bingo parties or on salesboards. Also make a good house-to-house number, especially in the smaller towns where the women do not have the latest styles in robes convenient to them.

NADSCOS SWING

will be behind him in this new measure. On the face of it such a federal law would demolish the sales structures of such companies as Fuller Brush, Real Silk Hosiery, Electrolux and others who do interstate retelling thru agents or representatives. The direct sellers are sure that "It Can't Happen Here."

Present Methods Inadequate

P. O. Ferrel, vice-president of Real Silk, is strongly of the opinion that the measures adopted by the industry to combat unfavorable legislation are inadequate and incomplete.

"We have tried to oppose the spread of the Green River sentiment by antiquated means," said Ferrel today. "To rely upon the law, with its inevitable delays, while the ordinance epidemic rages, is like fiddling while the barn burns. The direct-selling industry must realize that the social order is changing, that to oppose the Green River ordinance without having a substitute measure which in effect accomplishes all that the public wants is to simply play into the hands of our opponents—the organized wholesaler and retailer lobbies that have thrown a scare into the politicians.

"Direct selling must effect its own reforms. The day of the 'high-pressure' canvasser is over. We must find a

Next Issue LIST NUMBER

Will Feature the
Following Lists:

**WINTER FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
POULTRY SHOWS**

Order a copy from your news-
dealer NOW or mail 15c in
postage or cash to

Billboard

Circulation Dept.,
25 Opera Place,
Cincinnati, Ohio

method and means of interpreting our business to the public, not in terms of our own selfish interests, but in terms of what direct selling does to benefit the public. In this day when subjects of employment and living costs are urgent national issues it is ridiculous for the direct-selling industry to stand mute at the coast of public opinion or for it to employ lawyers in litigation to oppose ordinances and State statutes when the whole difficulty rests in the fact that the benefits of direct selling are not understood by the customer.

Immediate Action Needed

"I want to see the whole direct-selling industry—for the sake of the men and women who are employed in it—take immediate and vigorous steps to oppose the slander that is being heaped upon us all. Every person engaged in direct selling has as high a moral right to that occupation as the ownership of the biggest department store in any city has to its right to do business.

"If a man or woman prefers to be in his or her own employ, out from under the rules and regulations of organized retelling with its timeclocks, labor problems and all the rest, it is the right of the individual to so act and enter direct selling where he or she is both boss and employee.

"The direct-selling industry has ignored the necessity of dealing in public relations. Whether it has delayed too long events in the months just ahead will determine.

"The hundreds of thousands engaged in direct selling have a right to expect militant, vigorous action on the part of the national association and what the association does in its meeting this week will make the army of direct sellers take heart and go forward to new sales records or drive them into despair."

BINGO BUSINESS

money which he cannot afford easily to risk, sins, and anything which encourages the habit of gambling among young people is an occasion of sin. Let us add to this, if one cheats in gambling, he sins.

"Is bingo playing, which is being indulged in by various church organizations, including our own, wrong? No! Thrice no! Notwithstanding what one or the other daily papers in Milwaukee may say against it.

"How absurd to think that when parents and their children sit down to a game that costs them as little as 35 cents for the sake of a thrill that comes to them when seeing themselves or their friends win a prize. Of course, even this innocent game can be carried to extremes. Let it be, we must exercise the Christian virtue of temperance, which enjoins upon everyone that he partake of amusements moderately. Too much of anything is bad.

"Who is to prevent the abuse? Our own will power coupled with the grace of God. That failing, the authorities step in—the authorities, both church and civil. We can trust our police and common council to do this. We have the

example of last Thursday when our arch-bishop did it.

"It seems that some people are not content with the Ten Commandments. They want to add a few pet injunctions of their own and impose them on unwilling thousands. Would that they devote their time to graver immoralities which are corroding not only individuals but society. Race suicide, dishonesty, divorce—real evils might better deserve of their fiery darts. Next week bingo will be played at St. Boniface as always heretofore, moderately."

DEALS

(Continued from page 60)
ventriloquist dummy being offered by N. Shure, looks good for card promotions.

Boudoir dolls are gaining in popularity with salesboard operators, according to reports received from Max Hanfield, of the Standard Doll Company. Because his salesmen have been writing some good orders on these dolls in the past few months, Max is seriously considering working up a deal of his own which he will sell complete to the boys in 1938.

Blossom Doll House has also become aware of the increased interest which operators are showing in boudoir dolls and will probably have a Chicago concern exhibit its line at the Coin Machine show in January.
Let's hear from you.

The Strip Tease Highball Glass exhibit at the National Bar and Equipment Exposition was arranged and supervised by the Florn Company. Joe Florn reports that the firm did a spanking business at the show.

MARRIAGES

(Continued from page 32)
KDKA, Pittsburgh, in the program Adam and Eve, in that city recently.

ROUTHER-MARTIN—Fred Routhier, manager of the Strand Theater, Staunton, Va., and Edwina Martin, of Washington, soon.

SEYMOUR-EVANS—Sydney Seymour, London band leader, and Constance Evans, American dancer, in London December 12.

WAITT-GOODWIN—Al Waitt, sax player in Jimmie McHale's Orchestra, Boston, and Alicia Goodwin, of Lynn, Mass., in Lynn November 25.

WILKINS-MARTIN—Bruce Wilkins, sax player in Woody Herman's Orchestra, and Lynne Martin, New York, formerly of the Merry Macs, secretly in New York September 1, it has just been revealed.

WILLIAMS-COSBEY—Claude Williams, known in the show world as Jimmie Brown, and Ruby Cosbey, dancer, who has out her own unit, Cellophane Girls, in Hollywood Beach, Fla., December 11.

Births

A son to Mr. and Mrs. John B. Nathan in Buenos Aires December 11. Father is managing director of Paramount in Argentina, Uruguay and Paraguay.

A daughter to Mr. and Mrs. T. E. Campbell in Detroit December 11. Father is associated with the production department of Bruce Deemer, Inc., Detroit radio advertising agency.

A daughter, Diane Kay, to Mr. and Mrs. Carl B. Boughton in Bethesda Hospital, St. Paul, December 12. Father is a motion picture projectionist.

A nine-pound daughter, Barbara, to Mr. and Mrs. Irving Kaplan in Ravenswood Hospital, Chicago, December 10. Father is assistant musical director and librarian at the Chicago Theater there.

SELLING LIKE WILD FIRE

DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Cellulose. Complete Deal 10c

DEAL No. 2—Shaving Cream, Giant Tube, Shaving Razor, Styptic Pencil, 10 Blue Steel Blades. Complete Deal 12c

DEAL No. 3—Shaving Cream, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades. Complete Deal 17c

DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double-Edge Razor, Styptic Pencil, Complete Deal 11 1/2c

DEAL No. 5—Shaving Soap, in Box, 5 Blue Steel Blades, Styptic Pencil, Pair 27-inch Side Laces. Complete Deal 4 1/2c

SALESBOARD SPECIAL—4 100-HOLE, Cigarettes, Candy, Cigar, Gasoline, Novelty or Plain Reading Boards, Big Variety, Your Choice, Each 70c

As always we guarantee NEVER to be UNDERSOLED.

72-Page Salesboard Catalog and 196-Page Novelty Catalog FREE With All Orders.

Send Order to New York Only.

UNIVERSAL WHOLESALERS

901 BROADWAY, New York, N. Y.

WE SHIP FROM COAST TO COAST FOR 1833

ELECTRIC RAZOR

Majestic Make. Well advertised brand. Two shaving edge, scientifically designed to increase contact and shaving speed. Guaranteed or money refunded. Retail for \$15.00 each.

Each \$4.90

Complete Line of Push Boards and Sales Cards. Send for Catalog.

BENGOR PRODUCTS CO.

875 BROADWAY, NEW YORK, N. Y.

SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new card, bridge size, all die cast. Dazin, S.P.S. Dress, \$38.50, Semole, Potstaid, 35 Cent. Catalog of 350 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Ashbury Park, N. J.

ELGIN-WALTHAM

RAVENSWOOD MODEL 16—SIZE 7 JEWEL \$2.85
15 JEWEL 3.65
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HOT OFF THE PRESS!

THE NEW 1938 CHAMPION CATALOG

- Lowest Prices—Items for LIVE Waggonmen—Pitchmen—Home and Office Canvassers.
- Sideline Merchandise. Also Salesboards, Notions and Carded Goods.

Write for Catalog and FREE SAMPLE CASE OFFER.

CHAMPION SPECIALTY CO., 814-W CENTRAL ST., KANSAS CITY, MO.

19 Box Chocolate Deal & Salesboard

Costs you \$ 6.00
Brings 28.00

25% Deposit on C. O. D.'s.

Bango!!! Hot New Year Items

Storekeepers, Canvassers, UP with these sellers. ACT NOW! Items listed at 50c each.

NUDIE BARESKIN GLASSES 1.75	TABLE JOKE ITEMS75
SERPENT EGG MATCHES40	Plasticizers 72"75
POO POO PILLOWS, best50	Bending Spoons75
Loaded Claps50	NUDIE BARESKIN GLASSES 1.75
SHOOTING ITEMS50	Snake Egg Matches40
Auto Wire Bangs50	POO POO PILLOWS, best50
The Bang Bangs50	Loaded Claps50
Plasticizers 72"75	SHOOTING ITEMS50
Bending Knives50	Auto Wire Bangs50
Bending Knives50	The Bang Bangs50
Drizzle GLASSES50	Plasticizers 72"75
Drip Whiskey Gls.	1.10	Bending Knives50
Rubber Hot Dogs45	Bending Knives50
Rubber Nuts, ast.25	Drizzle GLASSES50
Snapping Gum50	Drip Whiskey Gls.	1.10
Haven, Exale, Dev.25	Rubber Hot Dogs45
Snake Nut Cat 1.25	Rubber Nuts, ast.25
"Clear Line50	Snapping Gum50
"Rose, rubber35	Haven, Exale, Dev.25
NEW YEAR Hat, ast.	1.50	Snake Nut Cat 1.25
Fancy crown, 12 kinds 1.00	"Clear Line50
NOISEMAKERS at 90c, 1.50, 2.50 & 5.00 a 100.		"Rose, rubber35
SERPENTINE and Conetti, 130 a 100 packages		NEW YEAR Hat, ast.	1.50
Rush and Rubber50	Fancy crown, 12 kinds 1.00
MAGNETRIX NOV. CORP., 126 Park Row, N. Y.		NOISEMAKERS at 90c, 1.50, 2.50 & 5.00 a 100.	

REMINGTON
PENS • PENCILS • COMBOS

May 1938
Be to You and Yours
The Very Best Ever
"Fast Service SULLY"

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS
Games and Whitelines
Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.
OLYMPIC BEAD CO., 307 5th Ave., New York
Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



UNDERWOOD
PEARL PLUNGERS, Special \$24.00 PER GROSS.
PENS • PENCILS • COMBOS
290 Broadway, New York City.
GRODIN PEN CO.,

963% PROFIT
Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$5.00. MONEY BACK GUARANTEE.
KAPLAN
B-1610 S. Kestner, Chicago, Ill.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases,
Send for Circular, showing the Biggest Bargains in Retail Watches and unmounted Diamonds in the country.
H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

BENSON PEN CO. 347 Plymouth Bldg., Minneapolis, Minn.
PLUNGER PENS, \$20.00 PER GROSS.
Don't Buy Your Pens Until You See Our Samples.
No. 4—MOTTLED PLUNGER, \$20.00
No. 5—PEARL PLUNGER, \$20.00
No. 6—MARBLE CORN PLUNGER, \$21.50
No. 6—PEARL PLUNGER, \$20.00
All 4 Samples, Prepaid, 75c.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Home sets made for the Goodrich Co., Kat. 1934, they buy with confidence. Pitchmen, Window Workers, Dicta, write for our free prices. Best season ahead. Sample 6c.
GOODRICH, 1500 West Madison, Chicago, Dept. BG-12.

BANKER PENS
The only Pen just like a Banker, is another Banker. The Pen with the "Silverlike" Tip Point.
PLUNGERS—COMBINATIONS—SETS
Holly Boxes Free With All Pens



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

PAPERMEN
Attractive farm paper proposition. For good Southern territory write C. L. DOBSON, Raleigh, N. C., or R. W. TAYLOR, Cotton Exchange Bldg., Memphis, Tenn.

EXPERIENCED PAPERMEN
Come to Texas, where business is good. Well-known National Farm Paper in square-shooters.
E. HUFF, Temple, Tex.
P. O. Box 821, Temple, Tex.

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

TO EVERYONE IN PITCHDOM! A sincere and very Merry Christmas and a Happy New Year. It is our earnest wish that you may enjoy not only one of your greatest holiday seasons in years, but a highly remunerative season in 1938.—Gasoline Bill Baker.

EARLE B. WILSON . . . working windshield cleaner to good business at the Checker Tire Company, Cincinnati, advises that he is anxious to read a pipe from his brother Mack, of polish fame.

FUTURE SUCCESS . . . depends a great deal upon the profits derived from past errors.

FOUR REQUESTS . . . were received last week from pitch-folk asking that we publish that they would like to receive correspondence from certain persons. If you don't know their address write them in care of The Billboard's Mail Forwarding Department.

WE KNOW AN OLDTIMER who once said: "Sales resistance may have a lot to do with failure to get the biz from a tip—but very often it's just plain lack of sales aggressiveness on the part of the pitchman."

THESE WEEKS . . . should be busy ones for hustlers. But are they?

SOME OF THE BOYS . . . have advised that it looks like a "long hard winter." How will it affect the remainder of you fellows?

WHO WILL . . . lay claim to being the champion mulligan maker this winter?

THE FACT THAT . . . a person talks foolish is no reason to believe he is. When the right time comes along you'll see how much sense he has.

CONSIDERED AS A CLASS . . . you find no more willing workers than those who make pitching their profession.

APPLY THE SAME principles and ethics that bring success in other professions and you'll succeed in pitchdom.

WE GET NUMEROUS . . . communications from pipesters who say: "Saw Smith, Jones and McCarthy." This is news to pipes readers, but such statements make for confusion because there may be several in the profession with the same name. It is always better to give the full name.

GENE FREDETTE . . . scribes from Los Angeles under date of December 9: "Pat Fahey, Shorty Grace and I just arrived here from Phoenix, Ariz. There's no reader on private property there, but I wouldn't advise anyone



PALS MEET AFTER 20 YEARS: Mike Doolan and Doc Black were photographed in Chicago recently, where they met for the first time since starting out together in Pitchdom 20 years ago with needle threaders. Doolan at present has a string of 12 rides, while Black is associated with the Coliseum, Tulsa, Okla.

to make it. We found it a blank. The boys are working here on lots for \$1 per day, but the reader is \$15 and free to ex-soldiers. There isn't any big money here, tho. It's just like all the other towns. Shorty Grace is confined in a hospital here, but it's nothing serious."

MIND THE other fellow's business to a point where you neglect your own and you eventually wind up behind the eight ball.

W. B. HARRIS . . . whistle purveyor, will return to the Royal American Shows next season, according to reports drifting into the pipes desk.

AL AND BERTHA BENNETT . . . wintering in Canton, Ill., where the Bennett sisters, Vivian and Gladys, are conducting a dance school to a reported good business.

DOC TOM DEAN . . . journeyed to Pine Bluff, Ark., recently and was initiated into the Shrine Temple there. Doc and wife are wintering in Blytheville, Ark.

ED FRINK . . . who quit tramping two years ago, fogs thru from Tulsa, Okla.: "A German," says Ed, "was expressing his opinion of city detectives here recently and wound up by saying, 'You never see one of dem together. Dere is always two.'"

A SADDER BUT WISER BIRD: The fellow who didn't order sufficient stock and ran out of it a few days before Christmas.

"JUST BLEW IN HERE . . . from New York," tells Ray Herbers from Pittsburgh. "Worked Hoboken, N. J., recently. You must see the chief there before working. He'll issue a free permit ranging from a day to a week, depending upon what mood you catch him in. Plan to remain here a few days before Christmas and then head for my folks' farm at Morning View, Ky., for the holidays. Send in a pipe, Buffalo Cody."

"NOW WORKING . . . Darien, Ga., under American Legion auspices," pens Rictor, "Barnum of the Sticks," under date of December 13. "All the boys are working hard to put it over and their efforts have met with success thus far. We've found it necessary to run extra shows. We go to Simon Island, Ga., from here."

DR. SCRIBES that while in Baltimore recently he saw Harry Malers, "Mayor of Park Row," working to some good takes.

INSURE YOUR return to a town by leaving the natives satisfied.

SIGHTED IN . . . Jackson, Tenn., recently were Dr. Moore, his wife and daughter. They were en route to Florida.

CHIEF YELLOW BIRD . . . is reported to be getting the long green with herbs in a Memphis department store.

"HERE'S A TIP . . . to the boys and girls who contemplate coming thru Tennessee," blasts Dr. J. L. Hays from Jackson, Tenn. "Stay away from this town. It has a high reader and med men are finding it a difficult spot to fix. Worked to fair business in Memphis recently, but had to pay a \$10 per day reader there. It has been extremely cold in this section and I plan to head for Owensburg, Ky. My wife and I worked fair dates in Missouri, Arkansas and Kentucky the past season. Pipe in, Morris Kahntroff."

IF YOU'RE GOOD you don't have to tell anyone about it. Everyone knows it.

JIM FERDON . . . the Great Pizarro, pipes from his Rancho El Casa Don, which is located in California on the Mexican border near McAllen. "Fine weather and sunshine makes this an ideal spot for a worn-out med man. After riding a tractor all

OAK-HYTEX DONALD DUCK BALLOONS
A great money getter. Try it at your indoor dates. Has colorful latex body with cardboard head and five package. Ask your jobber.
The OAK RUBBER CO. RAVENNA, OHIO.



PITCHMEN
Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming.
Get Started on This Now.
Price, \$7.20 Per Gross; Simple, 10c.
GOLD MEDAL PRODUCTS CO.
133 E. Pearl St., Cincinnati, Ohio.

NEW YEAR SPECIALS
654—RUBBER RAZERS, Fresh Stock, Gross, \$.70
TIN HORNS
No. 12-T—12" Colored, with Widespread Bottom, Red and Blue Metal Mouthpieces, Gross, 4.50
218/3—18" Same as Above, in Red, White and Blue, With Widespread Bottom, Gross, 9.00
824/3—24" Red, White and Blue, Special Wide Body and Widespread Bottom, A Knockout 25c Item, Gross, 12.00
50% Deposit with orders. Same Day Shipments. Send for Special New Year's Circular.
GOLDFARB NOVELTY CO.
20 W. 23rd St., NEW YORK CITY.

CHEWING GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Full Size 5¢ Packs of Factory Fresh Gum! Sweeter Display Boxes help you to get quick 100% to 200% profits. We can distribute. Send for sample box (free-paid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

EZ WAY STROPPER, Sample 35c
SEE OUR NEW ITEMS.
RADIO STROPPER CO. SANDWICH, ILL.

Big Profits!
Own your own business, stamping, K & F Check, Social Security Tag, Name Plates, Sample, with name and address, 25c each.
HART MFG. CO.
811 Deane Street, Brooklyn, New York.

COST 5c (in 100 LOTS) SELL 25c
Up to 400% Profit—Silverite Signs—Sparkling, Brilliant, Size 8 1/2" x 3 1/2". Order today at the Annually low price. 150 signs cost \$3.00, 50 signs \$3.99, 10 signs \$1.00, none free. Postpaid in U. S. A. Send M. O. only (no cash) or by Exp. No. 63—We thank you. No. 634—Pleasing You call again. In New York, N. Y. Send for Free Slogan List Today Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 25¢. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Posters, 5c. Veterans' Joke Books, 2c. St. Patriotic Calendar! Hot Season, 5c. Samples. 10¢. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

MED. MEN OPPORTUNITY
Use G.P.L. Quality Preparations. A complete medicine chest, private label and Office Special Inc. Immediate service. Reasonable prices. Wholesale catalogue on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.

ONCE IN A LIFETIME!

—a "Natural" like this comes along. Cash in on the tremendous demand for crosses.

Whitestone Ring Sales

—are better than ever now. Every jewelry store is going good this year — and we have the rings that sell.

Cross Pendant Sales

—are truly as big as a woman's dress can take. Six good styles — each cross mounted on tissue card. Priced right — guaranteed delivery.

Cameo Ring Sales

—are big money-makers. We have the newest styles. With our prompt shipments, you can run a sale every day.

We Wish You
A Merry Christmas and a
Happy and Prosperous New Year

Harry Pakula & Company
500 N. WABASH AVE., CHICAGO, ILL.

day, putting in a crop of wheat and supervising the picking of the citrus crop, one is ready to hit the hay at 7 p.m., rise at 5:30 a.m. the next day and feel like taking his own medicine. After making 50 per cent of all the States in the Union in the last five years I can say that I have met few hostile city officials. I played 20 weeks in Moline, Ill., and paid no license. In fact, I seldom pay a town or city license. Whether you get by or not depends a great deal on how you work and conduct yourself in a town. Remember, as soon as you open a spot the eyes of the world are upon you. If you are hostile and dominating trouble lies ahead. It's up to you to make friends and things agreeable. Leave the lots in good clean conditions because there are others who will follow you. For 23 years I had what I believe was one of the largest med organizations in the business, but I'm just a gypsy med man now, getting

along okeh and having a good time and enjoying good health. Don't always blame the city officials, fellows. Perhaps we are as much at fault as they are."

REPORTS EMANATING from Syracuse, N. Y., indicate that Doc Burns and Fonda will take out a hall show before Christmas.

AMONG THE PITCH up here from the Midwinter Valley Fair at Harlingen, Tex., where I did okeh despite the fact that wages are very cheap," scribbles D. W. Thomas from Carthage, Mo. "As I came thru Oklahoma, Kansas and Missouri I noticed that almost all of the factories and mines are shut down, with no money to be had anywhere. Plan to head for Miami soon."

PITCHMEN ARE reported to be conspicuous by their absence in Oklahoma territory. Could it be possible that they followed the ducks South this year?

A **HUSTLER** never worries about remuneration. He is confident that he'll be rewarded by good passouts when he has finished his talk.

SALEM BEDONIE from pipes the following effusion from Birmingham, Ala., under date of December 7: "Since closing with the Walter L. Main Circus October 25 in Geneva, Ala., I worked the Dothan (Ala.) Fair and then went to Montgomery, Ala., which was advertised as a fair but turned out to be only a promotion. Have been here since November 17 and this town is closed tighter than the Dallas Fair, which isn't even operating. Stay away from Alabama, boys, if you aren't prepared to pay high readers. Almost all the towns are hostile and there are many prohibited spots. All in all, the State isn't worth the time and trouble it takes. I plan to stay here until the bells ring another new year in and I hope it will be as good to me as the one that is about to go out. Will then go to Florida or remain here until the show opens. Scottsboro, Ala., is big on the first Monday. I have just about decided that it's much better to buy coal and groceries than to buy gas and oil. I'll get mine from April to November. Willard Griffin is working with me and since I'm entitled to my opinion I believe he is tops in his line and his snake oil is well represented here."

MADALINE E. RAGAN scribbles from Lebanon, Pa., that she is ill and confined to bed there. She says she would appreciate receiving letters from her friends.

BLAINE YOUNG show talker and pitchman, is garnering the lucre with a swell line of merchandise in Colorado territory.

SUCCESS AND HAPPINESS run hand in hand. That's why we find so few knockers in the ranks of successful pitchmen.

DUKE DOEBBER is reported to be working watches and blades on Dr. L. P. Stanton's med museum, now playing Texarkana, Tex.

DOC BERT CAYTON and wife are said to be entrenched for the winter in their favorite camp in Miami.

AFTER A STRENUOUS but successful season which saw them work the jam pitch at almost all of the big and little fairs in Vermont, New York, Pennsylvania, Massachusetts and Connecticut, Clarence and Sonia Giroud have taken quarters in Miami for the winter. Writing from that city under date of December 12, Sonia says: "After closing the season we went to Hot Springs, Ark.,

for the baths and we met Doc and Mrs. Ross Dyer, Joyce Maxwell Reynolds and Dr. Sam Friedman. Doc and Mrs. Dyer have been frequent visitors to our camp here and jackpots are cut up thick and fast. Clarence plans to jam at the Southern fairs, as has been his custom for the last three years. Would like to read some pipes from Jerry Russell, Morris Kahn-troff, Harry Malers, Harry Perkins and Mr. and Mrs. Harry Corry."

MEMORIES: Remember when Ed Frink had the almost incurable habit of writing his moniker in dressing rooms until the following incident occurred? Ed played a return engagement in a certain town and as was his wont he immediately made a bee line for the dressing room. And there on the wall was his name with a border around it. Written underneath and signed by the manager were the words: "A few more shows like this and I'll put hay in the building."

PAUL (RUSSELL) BRADSHAW is doing his escape act and passing out plenty of hum-a-tones in Miami, according to reports drifting into the pipes desk from the section.

DICK CLARKSON blew into Cincinnati last week from Akron and Youngstown, O. He says the two Ohio cities are beset with labor troubles. Dick plans to remain in the Queen City for about a week before heading for the Southland. He's still working horses.

"WORKED MY WAY up here from the Midwinter Valley Fair at Harlingen, Tex., where I did okeh despite the fact that wages are very cheap," scribbles D. W. Thomas from Carthage, Mo. "As I came thru Oklahoma, Kansas and Missouri I noticed that almost all of the factories and mines are shut down, with no money to be had anywhere. Plan to head for Miami soon."

FAMOUS LAST WORDS: "Got a fis I can borrow?"

"HAVE NOTICED that pipes from Doc George M. Reed contain complaints about various spots," pens Herman Brent from Richmond, Va. "In the December 4 issue he writes about Columbus, O., and I have to take issue. Columbus is a good town and within reason and can be worked by any pitchman and everyone knows it. Have been working Virginia courts with oom med to pretty good results. The courts, however, will be closed until after Christmas. I plan to work O U Dogs on streets here."

ROY BUTLER cracks thru from De Land, Fla., that he, assisted by his wife and two sons, is doing his music, mystery and magic act for General Electric in the company's store auditoriums. Roy says that when his engagement in Florida is terminated he'll head for the West Coast via the Southern route. He would like to read pipes from Doc Marshall, Doc Spangler and Carl Drukenbrod and wife.

TRIPOD OPININGS: When a fellow flashes a new bank roll on anybody and everybody, is he used to carrying money or did he get it by accident?"

"SOUTH GEORGIA is in much better shape than North Georgia," opines Elder Omar from Lyons in the Cracker State. "This town is a good Saturday spot and it and Vidalia can be worked to a \$1 reader. Have been working my palmyristy layout to good business. Converts are bringing me plenty of chickens, hams and good old-fashioned Georgia cane syrup. Let's have some pipes from Harold Newman, Bill Ellis and Denver Mack."

LOWRY AND GRACE are working to good passouts with the toss-ups in Lyons, Ga., according to reports drifting in from that sector.

THERE ARE FEW of us who cannot afford a card or letter. Write the loved ones at home.

PITCHMEN'S SAYINGS: "Say, son, is that wire for me."—Ned Housie.

LET'S LISTEN to what Thomas J. Moran, veteran pipester, says from Sterling, Colo.: "Have been making a cross-country tour and stopped off in Colorado to work a few farm sales with sharpeners to good results despite the cold weather prevalent here. Will go to Chicago from here and then head for Sunny (I hope) Florida."

EARL GODFREY and wife are reported to be working ties in a Dayton, O., chain store to fair business.

Pitchdom Five Years Ago

James (The Great Pisaro) Perdon was on his way to the West Coast. . . . Gene Goldin was clicking with pens in St. Louis. . . . Earle B. Wilson sold his Cincinnati territory rights and returned to Columbus, O. . . . Al Siegel opened a pitch store on West 42d street, near Eighth avenue, New York. . . . Roving Al Burdick was wintering in Lawton, Okla., and recuperating from injuries sustained in an automobile accident in Rotan, Tex. . . . Jimmy Mathews was working sheet in Wahpeton, N. D., to some good takes. . . . Clyde Wilson was getting some huge passouts with rad in Mobile, Ala. . . . Tom Sigourney was working to fair-to-middlin' business on a Main street location in Fort Worth. . . . John O'Hara was rapidly regaining his health in the government hospital at Dayton, O. . . . Business in Long Beach, Calif., was rather slow, according to Mary Ragan. . . . December found Jack Gardner doing pretty well in West New York, N. J. . . . J. A. (Hav-a-Laf) Walker and wife were playing Springfield (Mo.) spots with their two-people med show. . . . The Bennett Family was wintering in Bloomington, Ill., playing one-nighters and giving dances in adjacent towns. . . . Harry C. Busch was still working Brooklyn spots. . . . Myrtle De Cleo joined the Happy Phillipson Comedy Company at Kennard, Ind. . . . Hazel and Leo A. Dilks, formerly of advertising fame, were Kilke, formerly of advertising fame, were playing South Carolina territory with Doc and Mrs. Henry Forworth's med show. . . . Akron was proving a red spot for Gus Young. . . . Hot-Shot Austin blew into New Orleans after a successful season in the North. . . . Herbert Hull and wife were working High street, Columbus, O., again after a three-week absence. . . . D. P. (Hoot) McFarland and wife were visiting with relatives in Waterloo, Ia. . . . Chief Red Cloud was packing 'em in with herbs and oil in Toronto. . . . Mary Jeffery opened her Christmas display and sale of whitestones and novelty jewelry in a Massachusetts department store. . . . That's all.

TOM SIGOURNEY tells from Texarkana, Tex., under date of December 4. "Have been a little dilatory with epigrams of late because I've been sort of celebrating the end of a perfectly terrible season under canvas. However, here's one that might score with the intelligentsia, whatever that is. 'You may be a great guy to yourself and your mother, but you must deliver to your dear public or be just another mooch for java and stinkers.'"

THINGS WE NEVER HEAR: "That certainly is good flakem you're selling. May I buy some more?"

IN ANSWER TO MANY requests: The Billboard's Mail-Forwarding Department is governed by United States Postal Regulations and is not permitted to give out information concerning the whereabouts of a person, nor is it permitted to make known to inquirers where mail is forwarded.

DOC SCHNEIDER infoes that while playing a Mt. Vernon, O., theater with his Texans from Station WLW Thanksgiving Day he enjoyed a visit from Mr. and Mrs. Mat Harlan, their son, Bruce, and wife, and Mrs. Kirby. All are old med folks, says Doc. He adds that they spent the visit talking over old times, with each trying to get his pitch in first.

IT'S ABOUT TIME we begin making plans for next year.

FRED McFADDEN letters from Dayton, O., that he has been working whitestones in the H. L. Green store there to good business for the last six months. Writing from the Ohio city under date of December 7, Fred says: "Also have whitestones and assorted jewelry layouts in nine stores thruout the Midwest. Would like to see some pipes from Fido Kerr, Shorty Martz, Ed Gillespie, Fred Cummings, Frank Polk and George Beyer."

HUSTLER'S TIPS: You still have a little time to order stock for the New Year's celebrations, but do it now. It may be too late tomorrow. Fireworks are the big item in the South, while plenty of noise makers, slappsticks, confetti and paper ribbon have been disposed of by alert hustlers in the North at a good profit in previous seasons. There's no reason to suspect that the same condition will not hold sway this year.

FUR COATS \$10.00

All Sizes to 44. \$2.00 deposit. Balance C. O. D. Money refunded within 3 days if not satisfied.

AGENTS MAKE MONEY SELLING.

Very Popular Single Prices.

WAYNE FUR CO.

8761 Linwood Ave., Detroit.

PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1½x2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . . Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
581-17 W. BANCROFT ST., TOLEDO, OHIO

Christmas Card Agents

Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.

DOROTHEA ANTEL,

226 W. 72nd St., New York, N. Y.

AN EASY \$5. A DAY

Possible with new perfected invention that 13 g b's gas a instantly without sparks or flame. A sure sale wherever artificial gas is used. Retail for 25c.

Automatic GAS LIGHTER

Get in on this Big Money Maker. Act Now! Packed on individual cards with instructions. Sample, 10c. Hook \$1 for doc. or \$5 for 12 doz. postpaid. NEW METHOD MANUFACTURING CO. New Method Rigs., BB-23, Bradford, Pa.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.

Details FREE. (Samples 10c).

NATIONAL BLADE CO.

37 South Avenue, Dept. 1-S, Rochester, N. Y.

ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size In Engraved Cases at . . .

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO. 118 N. Broadway, St. Louis, Mo.

FREE! FREE! FREE!
GENUINE
25 GEM BLADES
Retail Value, \$1.35 These Blades Are
Genuine, New Gem Micromatic Single Edge
Blades. . . . Fit All Gem Razors.

**FREE WITH
1000 WILKUT BLADES for \$3.25**

WILKUT Double Edge Blades are made of the
best Charcoal Steel, highly tempered, triple
retted. All absolutely Guaranteed to give Com-
plete Satisfaction.

Full Cash with Single Deal Orders.
1/3 Deposit on Quantity Orders.

JEDRO CO. NEW YORK
138 W. 32nd St.

Hartmann's Broadcast

A BUSE will kill any good thing, and that's what is going to happen if carnival and independent show owners don't heed our recent warning about the handling of sound amplification on



A. C. HARTMANN

carnival and fair midway or any place where p.-a. systems are operated simultaneously. It was outrageous the way some individuals last season tried to outdo one another from the standpoint of sound volume. And what did they gain? NOTHING—except possibly the personal satisfaction of "getting even," which is generally costly to each side.

As a matter of fact, abuse of sound amplification already has resulted in ordinances in a number of cities and towns barring p.-a. systems from the city limits. Just a few weeks ago the towns of Chester, Pa., and Wilmington, Del., passed such a law, caused, to a great extent if not wholly, it is claimed, by a window demonstrator who wasn't satisfied with keeping the microphone at a normal tone but had to turn it on full blast. Another city that will ban sound trucks on its streets after the first of the year in Harrisburg, Pa., we understand.

Such laws are bound to spread unless mike operators use good judgment in sound control, and that will mean unpleasant situations for fairs, carnivals and celebrations held inside of city limits.

It is deplorable that some people never learn until it's too late.

WE HAVE received several communications in response to the

suggestion made by Mr. and Mrs. William Dressman, of the Cincinnati Zoo, in this column, issue of November 27, that something be done to perpetuate the memory of Col. Linaud Jones, "The Little Colonel," in the form of a monument at his grave bearing an inscription about his esteem for circus folk and circus folks' esteem for him. "Count me in," was the word from Frank V. Baldwin Jr., of New York City.

From A. Dornbrack, of Stillwell, Okla., came this message: "I tramped 19 years, altho not with circuses, but I have kept up with the stories of this young man—he was wonderful. Just think where the show business would be today if able-bodied show people had the grit and getup this little hero had. When I read of his death it hurt me. It was the same as if one of my own boys had passed on. His memory will be an impulse to do bigger and better things in life. Let us all do our best to carry on the memory of this little fellow for all time. If you will name the party to whom to send check mine will be in the next mail."

From W. L. (Bill) Montague, of West Hartford, Conn.: "That was a fine article you had in your column regarding 'The Little Colonel.' I think the suggestion of the Dressmans for a monument at his grave is very good. If one is erected my suggestion would be to have it in the form of an elephant, the symbol of the circus. But I think the Florida Elks first should be consulted in the matter, as they may have some plans along this line. If they haven't, I would suggest that The Billboard receive contributions for a monument and that a small committee representative of those interested in the project be appointed to plan and take charge of the erecting. I would like to see you made chairman of such a committee and a representative of each of the following for the remainder of the committee: Elks, Circus, Circus Saints and Sinners and Circus Fans' Association. Am sure the Colonel's hundreds of friends would like an opportunity to contribute toward a memorial for him. I hope my suggestions will be of some assistance in working out a plan to perpetuate the memory of this brave little soldier who was such an inspiration to us all."

From Dr. E. J. Irvine, of Washington, D. C.: "I think that the erection of a memorial to 'The Little Colonel' is the most fitting way to show our appreciation of him and if there is any way in which I may aid in this I can be reached care General Delivery, Washington, D. C."

Tracy (Bojo) Hager, who spent many days with and did many kind deeds for "The Little Colonel," also is in favor of the erection of a memorial. To quote him from our issue of December 4: "Members of the State Elks' Association will help, but I would like for it to be as nearly all circus as possible. He belonged to the white tops, and the people with them thru their kindness gave him, I am quite sure, a longer life. Others had a chance to do something for this boy, but it remained for troupers to tell his story and arouse interest. It's too early now, but I have a plan to suggest to Ed Baker and I am sure you won't mind if you are a part of it."

That sums up the matter of the proposed memorial and we shall now await the plan of Hager. Merry Christmas and Happy New Year to everybody.

PACIFIC COAST

(Continued from page 41)
lar business procedure was carried out and reports from board of governors, committees, etc., heard. Several new members were introduced by their sponsors.

Election of officers for the coming year was next in order and a large vote was cast. President Peggy Forstall and Secretary Ruby Kirkendall were re-elected for another year. Others elected were Edith Bullock and Marie Jessup, first and second vice-presidents, and Inez Walsh, treasurer.

After the nice luncheon provided by Relfey Castle and Lucille King was served the meeting adjourned.

INEZ WALSH.

Notes From the Crossroads

By NAT GREEN

THE Radiator League gang in the back of Barney's cigar store listened with amused tolerance as "Dopey" Duggan discoursed at length on his marvelous plans for a weather-proof midway. "It can't be done," "You're nuts!," "Absolutely cuckoo" were some of the retorts that greeted him. "All right, laugh, you guys," Dopey came back, "but you will see it, sure as fate.



NAT GREEN

Just think what an advantage a weather-proof midway would have over the others. And why isn't it feasible? It is. Canopies over the rides; a 12-foot covered way extending the length of the midway in front of shows and concessions. What? It would kill the fronts? Nonsense! Cellophane is the

answer. Mr. Dupont, or whoever makes it, could make a quadruple-strength cellophane that, being transparent, would not interfere with lights or signs. They even could make it in half a dozen colors that would give a kaleidoscopic effect to the whole midway and at the same time would protect the ump—pardon me, the customers, from the weather. Think what a publicity gag it could be made! You'd have something to tell the natives about and they'd flock to the lot just to see the set-up. What if it did cost maybe a grand a week. Don't you lose a lot more than that from rainy days?"

"Screwy," cracked one of the gang, "but somebody will be cuckoo enough to try it and—no tellin', maybe put it over. Ten years ago who would have been crazy enough to talk about 75-foot neon towers on a midway!"

It's playtime at Hot Springs and the showboys are whoopin' it up at the Majestic, what with their baths, hearts games, horseback riding and sundry other pastimes. When a three-piece big band struck up *Heil, Heil, the Gang's All Here* a week ago as the Missouri Pacific train pulled in from Chicago and two colored boys held aloft placards reading, "Welcome, Mr. Bailey," and "Welcome, Mr. Barnes," natives wondered what distinguished gentlemen were arriving. And out stepped Art Hopper and Jake Newman, to be greeted by Charlie Sparks, Mickey Coughlin, Bernie Head, N. Harry Canale, Charlie Katz, Harry Bert, Uncle Phil Phillips, Maste Stokes, George Reader, Joe Walters and others. Such is the spirit of the springs—and the ribbing sessions at the Majestic make similar sessions on the Magic Carpet in Chi look sick. By the time this is in print Samuel Gumpertz and S. L. Cronin probably will have joined the gang.

Raymond B. Dean, Cole Bros.' publicity man, has departed for Columbus, O., to spend the holidays at home. . . . John Ringling North on an inspection trip to Peru and Chi. . . . E. W. (Deak) Williams, secretary of the Fair Managers' Association of Iowa, back in University Hospital, Iowa City, Ia., for further treatment for his eyes. . . . F. M. Welch and his wife and son, circus fans of St. Cloud, Minn., stopped briefly in Chicago on their way to Miami, where they will spend the winter. . . . Harvey Mayer in Chi from New York. . . . Agnes Doss and her daughter, Ethel, have left for Edge-water, Colo., to spend the holidays with her sister, Ethel Hamilton, of the D'Arcy Girls act. . . . Leo Hamilton doing his usual Christmas tree biz at Edge-water and will return east about the first of the year. . . . What's all this talk about two shows in the Garden next spring! . . . Rubin Gruberg and Sam Ghuskin last of the carnival boys to leave Chi for the South. . . . Allen Lester popped into Chi and out again for his home in Roseville, O.

Holiday greetings to our many friends throuth the country. May 1938 bring you good health, dry lots and plenty of folding money!

Coupon & Medicine Men

We have a new, large flash, cellophane wrapped Herb "Breeze" brand low. Also new coupon set-up. Must be seen to be appreciated. Lowest prices on regular packages. Please specify time.

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FOR SALE

Complete, all in A-No. 1 condition, Eight-Tub Walzner, well lighted; Caterpillar, the Tunnel in good shape; Over the Falls, called Hefty's Dungeon; very attractive front. Also a 55-ft. Whale on semi-trailer, House Unit in A-1 shape and rubber same as new. Address

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FOR SEASON 1938,
Flashy Caterpillar Ride, New Canvas. Penny
Arcade, Two Sets Diggers.
RISE OPERATING CORP.
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3-Truck Circus. You can buy at your own price for cash, quick. Don't write, visit, if interested. Plenty trussed stock, Ponies, Mules, Mustangs and Goats, Horse Cage Animals. Everything in first-class condition and low priced. Terms. Address

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WANTED

BANNER AND PROGRAM MEN.
Ray Walton, George Whinnarver, Ray Zimmerman
wire me at 0200.

JIMMIE McGEE
Metal Meyer, Peoria, Ill.

CONTINUOUS HAPPINESS is the SEASON'S GREETINGS FROM ENDY BROTHERS SHOWS, Inc.

MAY 1938 BE AS JOYOUS AND HAPPY FOR YOU AS 1937 WAS FOR US.
On Tour We Will Have 14 Superior Rides—18 Mammoth Shows—Augmented Brass Band—
Old Fashioned Steam Calliope.
TWO OUTSTANDING FREE ATTRACTIONS.
If You Really Have Something That Will Get Money, We'll Finance It. CAN PLACE Showmen
That Produce. WANT Motordrome and Monkey Show.
For Three Years **ENDY BROTHERS SHOWS, INC.** Have Never Closed. Now Successfully Oper-
ating **FUNLAND AMUSEMENT PARK, Miami.**

Season's Greetings to my many friends. My sensational cannon act is the feature free attraction with **ENDY BROTHERS SHOWS, INC.**, for the season of 1938.

THE GREAT WILNO

THE HUMAN CANNONBALL Shot Over 2 Ferris Wheels

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COMMUNICATE NOW TO FUNLAND AMUSEMENT PARK, MIAMI, FLORIDA.

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12 FAIRS OPENING JAN. 3, Eustis, Florida

Want 1st-class Organized Minstrel Show with Band.
Shows that do not conflict. Strictly legit Concessions.
**WISHING ALL OUR FRIENDS A MERRY XMAS
AND PROSPEROUS NEW YEAR**
Wire or Write Deland, Fla., Until January 1.

Out in the Open



Roger Littleford Jr.

About Cole Bros.' Second Show and Other Things

NEW YORK, Dec. 18.—Despite repeated denials by Jess Adkins and Zack Terrell, key men of the Cole Bros.' Circus Corporation, certain individuals persist in spreading the gossip that Cole No. 2 show, tentatively scheduled to make its debut in 1938, will operate under the old and dormant Sun Bros. title. These same people will have you believe that Ken Maynard, contracted several months ago to appear with Cole again, is being counted upon to headline the new show and that Adkins will manage the contingent while partner Terrell carries on with the big one.



R. S. Littleford Jr.

It all sounds good, pretty logical, too, but this corner still holds that, for the most part, the above is nothing more than a lot of idle talk. The fact remains that Adkins and Terrell are definitely interested in introducing another circus soon, but whether it will be launched next spring or the year following and whether the moniker will be Sun Bros., John Robinson, Maynard's Wild West or what have you all remains to be seen. That Messrs. Adkins and Terrell are not nearly so hot about the idea right now as they were last summer when they announced their intention of bringing out Unit No. 2 is pretty obvious.

Jess is in Florida fishing and thinking things over, the little birdies say, and Terrell is resting and enjoying the yuletide season in Owensboro, Ky., his home. There's lots of important news scheduled to emanate from the two showmen and it evidently will after the first of the year. Until about January 15, however, things are going to be pretty quiet along the Rochester, Ind., front. About that time, tho, we will know about the new show, if there is one, and we will also learn the results of their negotiations to pre-season the Year again with an indoor date in New York.

It's common talk herabouts that Adkins and Terrell are interested in the Bronx Coliseum before Ringling-Barnum opens downtown at Madison Square Garden. Rumors that Cole will replace R-B at the Garden are silly and entirely unfounded.

RECENT arrivals in the big city bring optimistic reports of the season past, as well as brave plans for the future. Howard Y. Barry dropped in recently with an allegedly new bank roll and new plans for Hagenbeck-Wallace. . . . Al Hamilton in to report that Frank Wirth's indoor season continues to roll along in unprecedented fashion. . . . Leo Grund, of the George Hamid office, back from Europe with secretive contracts in his pocket. . . . Lew Dufour and Frank (Doc) Shean hitting the spots along Broadway and spending time around the Empire State Building. Joe Rogers, still in the West, due in this week, but shoots that he won't be able to make it until just before Christmas.

Max Linderman and Gaylord White, his press agent, busy getting out mailing pieces before the holiday rush really begins. White leaves for his home in Iowa this week-end. And might not be back in the East next season. . . . Sam Lawrence, operator of the Lawrence Shows, in for the holidays with his wife. . . . Mickey Graves, head of Ringling's prop department, back for the

WANTED For Indoor Rodeos

Conroy, Cowgirl and Bullfinch, Rodeo Novelties Arts, Joe Cohen, Bert Northrup write: Open Birmingham, Ala., Auditorium, January 10; New Orleans, January 24. Five more indoor dates to follow. Write G. L. McLAUGHLIN, 708 Texas Bldg., Houston, Ala.

winter, and son Gabe, also of the Big Show, in to contact the local radio set-up.

P. Darius Benham, Circus Saint and Sinner, says the man to watch is Charlie Sparks. . . . John North, of the Ringling-Barnum org, off to Peru and Chicago, but due back this week-end. He's leaving for Sarasota next week. . . . Ted Miller, press agent, recovering in Mt. Arlington, N. J., from a flu attack.

Andrew Donaldson Jr. of Strohbridge Litho, Cincinnati, in for a day to sell some paper and line up a few of the boys. . . . He used to be with Donaldson. . . . Representatives of U. S. Steel spending time on back issues of The Billboard for fair statistics. They're interested, they say, in big outdoor annuals as advertising and promotion media via the exhibit manner.

PRESS AND P. A.

(Continued from page 3) newspaper workers, Stein said. Active memberships will go to press agents at \$5 each. Honorary members will be newspaper men, including reporters, editors, desk men, magazine writers and special writers. Each active member may nominate 15 honorary members each year. Only requirement for honorary membership is that the nominating active member send in tear-sheet proof of good-will and co-operation on the part of newspaper men.

"Honorary memberships will increase the good-will between newspaper men and press agents," Stein declared. "Each month a complete list of honorary members will be sent to all active members, giving them a working list of newspaper men friendly to shows and their agents."

Staff members and correspondents of The Billboard will be given honorary memberships at once, Stein said.

A quill and elephant will be combined in the symbol of the new organization. Temporary address will be in care of The Billboard. Stein asked that all press agents interested in the organization get in touch with him at once.

There will be no salaries paid and dues collected will be used only for actual operating expenses, he said.

ROUTES

(Continued from page 34) Greenwood, Charlotte: (Wilbur) Boston, opens Dec. 23. Having Wonderful Time: (Erlanger) Phila 27-Jan. 1. Hayes, Helen: (Erlanger) Chi, opens Dec. 27. Right This Way: (Shubert) Boston, opens Dec. 25. Room Service: (Cox) Cincinnati 26-Jan. 1. Stage Door: (Cass) Detroit 27-Jan. 1. Tobacco Road: (Auditorium) Abbeville, Tex., 25. Tonight at 8:30: (Davidson) Milwaukee 25-Jan. 1. Tovarich: (Belwyn) Chi. Wine of Choice: (Erlanger) Chi: (Chestnut St.) Phila 27-Jan. 2. Women, The: (Memorial Aud.) Louisville 28. Yes, My Darling Daughter: (Biltmore) Los Angeles 25-Jan. 1. You Can't Take It With You: (Harris) Chi. You Can't Take It With You: (Hanna) Cleveland 25-Jan. 1. You Can't Take It With You: (High School Aud.) Little Rock, Ark., 23. Yr. Obedient Husband: (Cass) Detroit.

MISCELLANEOUS

Discosons of Dixie Revue: McComb, Miss., 20-25. Rhythe, Billy, Players: Highspire, Pa., 20-25. Bragg Bros.' Show: Layoff at Salisbury, Md., 20-25. Craig Bros.' Show: New Midway, Md., 20-25. Daniel, Magician: Coral, Mich., 20-25. DeCloe, Magician: Marysville, O., 19-Jan. 1. Dressen's Circus Capers: (Secura) New Orleans until Dec. 24. Dressen's Side Show: (Barnett Store) New Orleans until Dec. 24. Lauther's Oddities on Parade: Charlotte, N. C., 20-25. McNally's Variety Show: Salisbury, Md., 20-25. Modern Noah's Ark: Dothan, Ala., 20-25. Pizden's Show: Townsend, Ga., 20-25; Meridian 23-25; Darien 27-29; Sterling 30-Jan. 1.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Blue Ridge: Arlington, Ga. County Fair Attr.: Da Point, Ga. Dyer's Greater: Okolona, Miss.; season ends. Evangeline: Ville Platte, La. Green's, Doc, United: Ehrhardt, S. C., 20-Jan. 2. Southern Attr.: Uvalde, Ga. Tip Top: Redsville, Ga.

CIRCUS AND WILD WEST

Bible Bros.: Toledo, O., 27; Cleveland 30; Dayton Jan. 1. WPA: (Ridgewood Grove Stadium) Ridgewood, N. Y., 26-Jan. 4.

HATS - HORNS - NOISEMAKERS
WRITE FOR OUR CATALOG, COVERING THE MOST COMPLETE LINE OF CHRISTMAS AND NEW YEAR DECORATIONS — HATS — HORNS — CONFETTI — BALLOONS — BAR GLASSWARE, ETC.
AT PRICES THAT CAN'T BE BEAT - BAR NONE!
WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

WISHING ONE AND ALL A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR
Mr. & Mrs. Sam Solomon
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CARUTHERSVILLE, MISSOURI

Showmen's League of America
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THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America
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It brings outdoor showmen in closer contact and fraternal friendship, for the betterment of all concerned, and also for the wholesome betterment of showdom in general.

WILL COMPENSATE
Party Furnishing Us with Present Address.
MURRAY MILLER
Formerly with Wagner Concessions. Write or wire BOX 59, South Bend, Ind.

ders, are at the Scala in Lyons; Lee Tehung Foo, Chinese acrobat, are at Casino Municipal in Nice. Three Alizes, flying trapeze, and the Albertinis, perch and tumbling, are at the Coliseo des recreos in Lisbon.

TO CARRY OUT
(Continued from page 3) ily seconded by Robert Ringling, vice-president. They and Carl Hathaway, newly appointed manager of the show, had just returned from Peru, Ind., where they inspected the various circus properties in winter quarters. Queried as to plans for the Al G. Barnes Circus, Mr. North stated they have plans for making it a much more valuable show. He said they believe it has many undeveloped possibilities and it is the intention to develop them to the fullest extent. None of the officials had any statement to make as to revival or disposition of titles. They returned to New York Friday night. CINCINNATI—Sleda LaMart, former well-known dancer, is ill and bedridden in this city. Friends can communicate with her thru The Billboard.

CHICAGO, Dec. 18.—Another interesting meeting was held this week with President J. G. McCaffery presiding. Seated with him were Vice-Presidents Joe Rogers and Frank P. Duffield, Secretary Joe Streibich and Past Presidents Edward A. Hock and Sam J. Levy. This should be good news for Rubo Lieberman. The clock will be put in place next week.

Brother William Carsky advises that it will be impossible for him to handle the New Year's party. Jack Benjamin will take charge. Keep the event in mind if you are in town.

Brother Nat Green attended the meeting and graciously accepted charge of the press committee for next year.

Membership committee is showing signs of real activity and no meeting passes without new applications. Those passed at this confab were Lee S. Jones, Arthur D. Pierce, Lucian J. Arrell and Max Davidson.

Vouchers were ordered issued to M. L. Harris and O. Peterson, winners in the 1937 Cemetery Fund drive.

Greeting cards have been received from J. Doug and the other Morgans, Mr. and Mrs. Tom Volmer, George Eiser, Joe Geller, S. L. Cronin, John S. Bullock and Colonel and Mrs. F. J. Owens.

Funds accrued from the Cemetery Fund drive have been turned into the regular accounts and will be invested in government bonds.

Discussion was opened on the question of a home for needy showmen and action started in that direction. A committee named includes Fred Beckmann, M. H. Barnes, Harry W. Hennies, Patty Conklin, E. C. Velare, M. J. Doolan, E. Lawrence Phillips, Max Linderman, Max Goodman, W. H. Hirsch and E. W. Evans. Plans will be formulated to start a fund-raising campaign and more reports will be forthcoming.

Back list includes Brother Walter F. Driver, who was taken to the American Hospital this week. Brothers Harry Oodington and George Foster, both confined in a hospital, Colonel Owens and Bob Miller confined to their homes. Brother Lew Keller is back home from the hospital and Brother Al Carsky recuperating after an operation.

We are advised that Brother Theo Schlemmer is ill at Augusta and Brother Jack Fuller at San Antonio.

Thru some mishap earlier news of the League neglected to state that the officers of the Auxiliary visited the League rooms to make presentation of a beautiful wall case containing emblem of the League with the American and Canadian flags to each side of emblem.

Acceptance by President McCaffery and co-officers with a photo of sarge by Atwell.

Pick-Ups From Europe

PARIS, Dec. 13.—Amar's Menagerie and Van de Wall's animal show are at street fair in La Grand Couabe. Lambert's Menagerie and Lambert's vaude show are at fair in Avignon. Amar Bros' Menagerie is at fair in Anpey. Mario Medini troupe, unsupported led-

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AMUSEMENT MACHINES

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago

MUSIC ENEMY NO. 1

(A Guest Editorial by David C. Rockola)

In every nation . . . in every community . . . and in every industry there comes a time when the strong and the weak, friend and foe, must stand shoulder to shoulder and fight a common enemy.

In the automatic music business today we are confronted with a common enemy of this sort. An enemy that not only threatens to overthrow all the fine principles of the industry, but actually endangers the very existence of the industry.

I refer to the manufacture and distribution of smut records. Truly music enemy number one!

For many years the business of operating music has enjoyed a spotless reputation. And the music operator has always had the same standing as any other established business man who performs a service to the community. A successful business and a good reputation take many years to establish . . . but can be ruined very quickly. That is why I am cautioning every music operator to guard his good standing with every means at his command.

None of us would deliberately drive our automobile into a head-on collision. None of us would knowingly wreck or jeopardize any other investment we possess. Yet there are these music operators who thoughtlessly are risking not only their own investment, but the investments of every music operator in the industry.

Of all the people connected with the sale and distribution of these contemptible records, the music operator is the most difficult to understand. With his entire investment at stake, representing years of thrift and hard work, he foolishly gambles against public decency. For a few extra nickels!

Statistics prove that a quick way to ruin your good reputation, along with your good business, is to offend public decency. For whether it be literature, movies or coin-operated phonographs—we must maintain decency and discretion in dealing with the general public.

Of course, there will always be a small minority who ask for risqué recordings. But the minority do not pay your rent, buy your trucks and show you a profit at the end of the year. In the automatic music business you cannot cater to the minority without offending the majority.

It is only natural that the location owner would make a request for smut records if he knows they exist. Due to the nature of his business, his viewpoint cannot be as broad

as that of the operator. He must therefore be guided accordingly. After all, the avoidance of obscene records is for his protection just as much as for the operator.

Don't make the mistake of thinking you can purchase smut records for a few spots and control them so they will not endanger your business. Once you get started in the handling of these records, with the responsibility for placing them divided among several of your men, you will find yourself flirting more and more with trouble. A further hazard is the fact that some locations have additional loud speakers which duplicate the recording to passers-by on the street or to another part of the establishment.

Many instances have been called to my attention where public opinion has compelled the operator to take his smut records and his phonograph out of the location . . . making way for an intelligent, clear-headed operator who understands how to please the general public.

The other evening I conversed with a man who with his wife and daughter had dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a few nickels to play the automatic phonograph. They walked out when the record played. It was one of those talking pieces with a hidden meaning in every remark.

Coin-operated phonographs have been brought into national popularity through their clean, inspiring rendition of popular music. Let us keep them that way! Let us all co-operate to defeat the common enemy. Here are the steps we must take.

First of all, let each and every one of us in the music industry persuade every owner of smut records to destroy them. Let us spread the word so strong and so thoroly that there will be no cause for criticism anywhere in the United States. The next step is to get our music associations in each city and State to boycott the use of smut records.

And last, but most important of all . . . let us learn how to answer the location owner who demands these records. Teach him the truth of the matter. Warn him that smut records may cause him to have his license revoked. Show him copies of such messages as this one. The weight of an outside opinion, clipped from a nationally known publication, will help you to convince the location owner that your policy of avoiding smut records is right.



DAVID C. ROCKOLA
President, Rock-Ola Manufacturing Corporation, Chicago

W U R L I T Z E R

Announces 1938 Policies

The Rudolph Wurlitzer Company will be guided in forming its 1938 sales plans by the following two basic principles:—

One: We shall produce and sell 40% less phonographs in 1938 than we did in 1937,—regardless of the demands that may be made upon us to do otherwise.

Two: We feel confident that there are enough established music operators today to adequately supply the needs of location owners.

Our faith in the future of the phonograph business is just as strong as it was four years ago when we adopted the policy of selling only to operators—a policy that has been—is—and will continue to be, strictly adhered to!

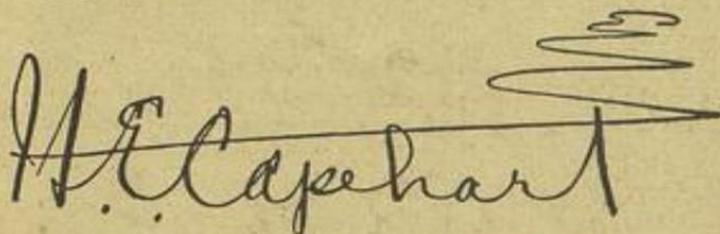
We are opposed, as we have always been, to the sale of phonographs to locations for the reason that such sales do not

bring lasting benefit to you, the location owner, or ourselves. We know that the location's music problem can be handled with greater satisfaction by an operator than by the owner of any location.

We do not care to do business with any operator who persists in selling phonographs direct to locations.

The Rudolph Wurlitzer Company believes in the future of the operating business and in the business of manufacturing automatic phonographs. Were this not emphatically the case, we would not have the courage to look into the future and sacrifice our chance for greater momentary profits during 1938 in exchange for a policy that will for unlimited years to come guarantee consistent profits for both operator and manufacturer.

It is our firm conviction that these basic principles will best serve our mutual interests.



VICE-PRESIDENT

The Rudolph Wurlitzer Company

North Tonawanda, N. Y.

Vending Machines in Detroit

By H. F. REVES

Editor's Note: Detroit as an industrial city has been a favorable territory for the operation of vending machines of various kinds. Detroit also has an interesting history in the manufacture of vending machines, as recounted in this article. Next to New York City, Detroit has probably played the greatest role in the development of the vending machine industry. Detroit is expected to make still greater contributions to the vending machine industry in ideas for new machines, in new manufacturing firms and in new operating ideas and experiences. Only an industrial slump in the Motor City stands to prevent it from striking hard to take first place in vending machine cities.

Just before the depression the vending machine took the center of the stage among coin machines. To some it seemed that everything in the way of standard, tangible merchandise might more economically be sold by machines than by ordinary retail stores and clerks. This was the buoyant atmosphere in which the national convention and exposition were held in Detroit at that time.

Many experiments have been made and many were in progress at that time as well. The record of at least a portion of the types of venders that have been operated in Detroit and the story of both failures and successes should prove a good index of the industry and a means toward the proper judgment of the possibilities of new ideas in vending machines. Necessarily, attention will be centered upon manufacturing, with some discussion of operating experiments in the Motor City in special fields.

Most of these experiments, even of the past six or eight years, were made by companies now dead. The mortality in the field is high. Part of it is directly caused by too fantastic ideas—some machines just won't do the work they were designed for, and no experiment will succeed without the proper mechanical engineering in the product itself.

Again, the vending machine will only be successful in selling some reasonably popular and standardized merchandise. There are possibilities in selective type venders, but even they must be restricted to standard lines. A buying habit must be established by repeated sales to make the machines really profitable.

Aside from violation of these basic merchandising principles, financial difficulties have been the chief cause of mortality among these companies. The manufacture of machines requires adequate capital, and the best of ideas and intentions is no substitute.

The records show that Detroit has been a fairly important center of operations in the vending field for many years. Early records are naturally a little hazy, and the start is made around the beginning of this century, when the original Caille brothers, Adolph and Arthur, were manufacturing old-time Caloscopes, large boxlike view machines, and scales. The latter remained a popular item for many, many years and were for a long time sold chiefly under other brand names, as the entire consignment or design would be ordered by a single manufacturer or large distributor. The success of the Caille scale production was so well recognized that they were frequently asked to build machines for other manufacturers.

These old view machines are still in use after nearly 40 years of service. Only recently I saw a sizable crowd around a battery of them operated by Manfred Linick at Edgewater Park. Looking clumsy and old-fashioned today, they were very popular for decades, and still draw, as parks and several county fairs in Michigan last fall proved.

Boom-Time Firms

Another scale manufacturing organization was the Pioneer Automatic Vending Corporation, organized in 1930 and lasting about two years. It planned to manufacture various specialized dispensers in accord with the trend of the day as well. Other interests also claimed the promoters of this enterprise and it dropped. Perhaps this company, like many others, found sufficient cause for dissolution in the mere fact of the depression.

Pencil dispensers interested several people at different times. The Pencil Graph Company was formed about 1929, manufactured a device to stamp the owner's name upon the pencil. This later became the Butler-Brayton Manufacturing Company and operated a shop in town for about two years. For a while this looked like a successful venture. One may surmise that too restricted a market, plus possible mechanical difficulties in making a machine of a fairly delicate nature, requiring sturdy construction, to stand up under actual operating conditions, caused the demise of the organization.

Another pencil venter manufacturer, the Green Specialty Corporation, made its appearance about the time the first one folded, but apparently never became very active, ultimately disappearing.

Handkerchiefs have intrigued others as suitable vending machine merchandise. As far as known no such machines have ever been manufactured in Detroit on a production basis, but the Robot Service operated for some time with a number of such machines. They proved acceptable in drug stores and similar locations and should be a good wash-room service product. The major problem in this case should be the necessity of the most extreme care in selection of proper locations. The product must be reasonably high priced and the potential sales will always be low by comparison with many other lines.

Machines dispensing fluid fuel for cigaret lighters in the form of "gas station" pumps were made from about 1930 by the National Vending Company, which bought out the original Simplex Engineering Company. These proved a good item and are still on many locations in some territories today. Operating for 1 cent, they require volume but have been popular around all types of cigar counters. Every smoker is a prospective customer—and as most smokers know, the lighters tend to run out of fuel at unexpected times, making these filling stations a good item. This company is now winding up its business

due to the interest of the proprietors in other lines at the present time.

Drug Lines Limited

Drugs have not escaped the vending machine inventors. Aspirin has been the most popular of all, naturally. Many States have laws that tend to prohibit the sale of most drug or even patent medicine items except under the direction of a professional pharmacist. In 1932 the Milburn Company and the United Vending Company were both formed to manufacture an aspirin venter. The United kept vaguely active for several years, with a few machines even now in existence, but has long given up active operation. The Milburn Company, soundly financed, went on in the drug field and today is a recognized drug manufacturer in other lines, while this original aspirin machine is off the market. The moral is that aspirin is not a sound machine item under some conditions—largely, it would seem, the requirement for a fresh stock and careful servicing of machines that required the conscientious attention of a professional pharmacist rather than the casual attention of an operator accustomed to candy and gum machines. The operator rather than the machine or manufacturer seems at fault here.

Soap has been vended experimentally in various ways. Most satisfactorily so far is the industrial soap venter for hand paste soap. The National Dispensing Corporation, formed over a year ago, put out a machine which was satisfactorily used in several large industrial plants. This company disappeared when the managers turned their attention to other interests, and the machine production was taken over by the Venitor Corporation, which is active manufacturer.

A washing machine with coin-controlled attachment has interested many operators. One was prepared for the market in 1929 by Fred Blanchard but never was actively manufactured, perhaps because of the restricted market for it. Apartment houses would be a principal source of such locations, and many specialized problems of dealing with the ultimate consumer are involved here. Blanchard turned his attention to other coin machine fields. An established route of such machines was actually operated for a while by the Coin Meter Washer Service Company, but this company also was dissolved after about two years of life. Coin-controlled irons, fans, heaters and the commercial coin-controlled devices such as coin meters for electric and gas service are splendid examples of the adaptability of the vending machine in its many forms but are practically unknown in Detroit for various local reasons. For one thing public utility tariffs have not favored this type of machine. The pay telephone, of course, is too common to rate further mention.

Vending Newspapers

Newspapers have been sold by vending machines here. The Shives Vending Machine Corporation was formed to manufacture such a machine but gave up the ghost quietly without active results being obtained. The International Vending Corporation, a \$50,000 company, was organized with former Mayor John W. Smith as a member but was dissolved a year ago. This company, too, planned a newspaper machine. The size of the machine required to handle a newspaper, the variable thickness of the paper and varying number of sections, difficulties with the large Sunday or Saturday supplements and the low price of the product itself combined to make this a poor profit-making proposition. The competition from newsboys on every important corner, papers in every possible kind of store and short life of the merchandise are further discouraging factors. Some vending machines are still seen in occasional locations selling magazines, particularly *The Saturday Evening Post*. Several of these factors are mitigated in this case, and the question of the prestige of the magazine itself is another important element in maintaining the machines. It will be observed that machines used for vending large objects like this tend to be rather cheaply constructed, making damage or pilferage easier because of the large size required per unit sold.

Drinks have been a bugaboo with

machine manufacturers for many years. The problems involved are considerable, and while the Automat type of installation has solved them, the machines not so frequently serviced out on location have been far less successful. With the coming of Repeal the Icy-Kold Vending Device, Inc., was formed and got nowhere. The promoters of this enterprise turned their attention to the Beverage Vending Machine Company and had some models out on experimental location. Results were ultimately unsuccessful and this, too, was abandoned. Even earlier than this the Eli-See Products Corporation had been formed to operate another type of drink venter but the operators were forced to turn to other types of machines.

In the Food Field

The Food Service Company and its associate, the Majestic Auto Service, were manufacturing a food vending machine about 1930. This sold sandwiches at 10 cents and other food products at standard amounts and proved fairly successful. It was used largely in factories, where workers needed no longer to bring their lunch boxes, since the machines provided lunch for them. The L. A. Automatic Service Company had a similar machine, of which little was ever disclosed. The Food Service Company met the depression, investment in heavy equipment like this for factories proved unprofitable and the company suspended operations. The machines are largely still in stock in Detroit and some ultimate disposition will probably be made of them. A good idea was handicapped here by business conditions that made it come at the wrong time.

Among other discontinued enterprises which could be listed here are the Penny Products Sales Service of America, which manufactured a selective 1-cent venter designed particularly for apartment houses in 1932; the Candomatic Vending Company, manufacturer of a large selective candy venter of handsome appearance, intended especially for well lighted theater locations, which is now confined to the operating field rather than manufacturing; and the Michigan Vending Machine Company, operating Wrigley gum venders exclusively.

A policy of selling cigaret venders of the selective type for location owners in beer gardens, confectioneries and other locations brought the ill will of operators upon the Safeway Vending Machine Company only last year. This company was established by Cleveland coin machine interests and attempted to operate on a direct-to-you basis. The obvious difficulty of not having the fraternal and business co-operation of those in the same line of business was a serious handicap. The Safeway company had its own finance plan for location owners who could buy their single machine on terms thru the Automatic Finance Company. This company opened up in February, 1936, and closed its door just a year later. Operators have alleged several times that many location owners who bought this company's machines soon went back to the old policy of working with an established operator.

A word should be said about the Detroit Automatic Vending Machine Company formed about 1923 by State Senator Arthur E. Wood and others. This company was to operate the Automat type of restaurant in this State. Some experimental units were brought to the city and an elaborate display was set up one year at the Michigan State

Attention, Coin Men!

Milwaukee has been afflicted with intermittent crusades against pinball games and other devices for some time. Recently the crusade was extended to bingo games in churches. Rev. H. A. Velte, pastor of St. Boniface Catholic Church, Milwaukee, however, made a forceful defense of bingo and gave a liberal interpretation on gambling, the general principles of which are worthy of the attention of everyone associated with the coin-machine industry. An excerpt from his statement appears under "Bingo Business" in the Wholesale Merchandise Department of this issue.

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Pair at Detroit. Apparently not a single such store was ever opened. Response of the public to the trial units indicated that Detroit people did not "go for" such an installation. Each city is a special case in itself and Automata have been primarily restricted to the Eastern cities. It is to be seriously questioned whether they are not patronized more for the novelty of the thing by out-of-towners visiting New York or because it is "the smart thing to do" as at the Chestnut Street Automat in Philadelphia. People just have not got used to general automatic merchandising as evidenced by the reaction in Detroit.

A Spectacular Move

By far the most spectacular single installation ever made in Detroit, and probably in the country, was an experimental series of Consolidated Automatic Merchandising Corporation ma-

chines made by the Cunningham Drug Company in its main Griswold street store about 1929. About 50 machines in all were placed there, running some 90 feet along the wall in one part of the large store. A change machine was placed at one end to make change for whatever the desired machine called for in coins.

Five, ten and twenty-five-cent units were used in the different machines. About 50 different types of products were merchandised in this way in a thoroughgoing experiment in mechanical merchandising. All items, of course, were packaged to fit the machines. Tooth paste, candy and drug sundries were among the items.

The experiment was abandoned after a few months. Various factors were involved and no final statement appears to have been made by the executives concerned. However, one known difficulty was that the change machine at that time was not sufficiently perfected to prevent frequent use of lead quarters, which resulted in giving out five good nickels for a slug, a very costly way of doing business. Slug rejectors have been improved since that time and that objection might no longer be possible.

Another difficulty was that the machines required a relatively large space to stock the merchandise, particularly in floor space. A different design, with machines designed to save floor space by having several merchandise items discharge in a vertical line, with the merchandise stocked in back, would probably help on this point. Large store merchandising costs are calculated on a selling ratio per square foot and the vending machine must meet those standards if it is going to enter this field.

The firm of Joseph J. Schermack, Inc., ranks well with the oldtimers who are still active manufacturers. This company has been responsible for valuable money and merchandise machines for many decades, including change makers, automatic deposit savings banks and postage stamp machines. The latter and the change makers are in common use. The banks could not prove too useful in an era which witnessed the closing of every bank in America, but may readily stage a comeback in the era of prosperity.

More Recent Activities

Mention of Schermack products should introduce a brief survey of manufacturing and national distributing activities now being carried on in Detroit in the vending field to conclude this article. The Nik-O-Lok Company, for instance, headed by the well-known Frederick E. Turner, has sole franchise rights for its product—a lock for toilet room and similar doors—but does not manufacture. It is one of the most widespread of washroom service organizations. Caille Company has been mentioned. Let the rest be just briefly listed:

Protex Corporation, manufacturing a machine to sell protective toilet seat covers, both individually and in packages.

Automatic Towel Cabinet Company planning to manufacture an individual towel vender for washroom use.

American Dispensing Company, which



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Protect them against Tuberculosis, the disease that still leads as a cause of death between 15 and 25

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The National, State, and Local Tuberculosis Associations in the United States

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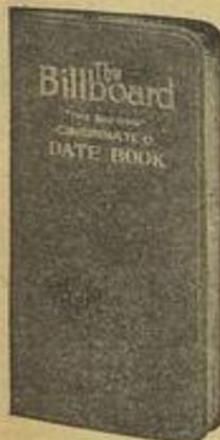
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A MERRY CHRISTMAS

to all our friends of years gone by and to all those we hope to have as friends through the years to come

J. H. KEENEY & CO., Inc.
"The House That Jack Built"
CHICAGO

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.
IS THERE SUCH A THING AS
YET, there is, and although we have never handled used equipment of any description, we offer for sale in any quantity, slots described below:
Face "COMET" \$32.50
Walling "ROLATOR" \$32.50
Mills "BLUE FRONT" \$35.00
Jennings "CHIEF" \$40.00

These machines were operated in Florida by officials of this corporation, and have now been overhauled, so we say without hesitation that they are the best buy on the market. Tons of one-third cash as you can, because they will not last forever. Don't miss us by asking about serial numbers. They are all late ones. Take our word for it—this is fine stuff!

Lee D. Jones

P. S.—We have never sold used stuff, but these slots are the "McCoy." Grab 'em!

lately started manufacture of an industrial hand paste soap dispenser, now being nationally distributed.

Mechanical Merchandisers, Inc., working on a drink vender, which is likely to help solve this important problem for the industry.

Ice Cream Vending Machine Company has an ice-cream vender which may be ready for the market soon.

Venitor Corporation, manufacturer of Pack It Shops, candy vendors and the soap dispenser hitherto mentioned.

Snax Automatic Stores, manufacturers of a rotary selective vender, which has been steadily in business for seven years and is preparing to begin more widespread production and distribution.

Penny King System, manufacturers of a small 1-cent ball gum machine.

Hackett Vending Machine Company now working on a new selective cigaret vender.

Phonoguard Company, national distributors for a device for attachment to dial phones requiring insertion of a coin before the phone may be dialed.

Electrical Products Company, manufacturers of the well-known Electrolok and Electropak.

Automatic Distributing Company preparing to manufacture a flashlight battery vender.

That completes the roster of present-day manufacturers and the tale of the many experiments of the past 8 or 10 years. They all illustrate the need of sound operation based upon the merchandising principles stated at the beginning of this article.

There are other kinds of vending machines besides those which have been mentioned—pop-corn vendors, photograph machines and fortune tellers, for instance, but none of these have been manufactured in Detroit in this time the all may be found on location with varying degrees of success. A route of large pop-corn vendors, for instance, was established a few years back but soon failed. For one thing the machines cost about \$1,400 apiece and the initial investment plus other handicaps ultimately ate up the profits. But it would take as much space again to list the possible varieties in vendors covering the country. In this article we have applied the microscope to the operations in a single locality which may be in many ways typical of vending machine operation everywhere.

Vera Jordan, secretary to Jerry Kertman, of the American Coin Machine Company, Rochester, N. Y., looks forward with pleasure to making the Chi-

100 BALLY ROLLS A-1 Shape

All Reconditioned and Clean, \$45.00 Uncredited.
500 SLOTS—Mills Blue Fronts, Jennings Chiefs and Walling Rol-A-Tops, \$37.50.

1/3 Certified Deposit, Balance C. O. D.

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CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

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SPORS CO.
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ago trip for the coming coin-machine convention. Altho Miss Jordan is a recent addition to the firm, she has learned of the glamour attending the yearly conventions.

Seeburg Sales Hitting New High

CHICAGO, Dec. 18.—The J. P. Seeburg Corporation, manufacturer of Seeburg Symphonolas, reports that sales are hitting new highs, especially for this particular time of the year. "This higher sales record is attributed to a number of factors," according to officials. "First of all, there has been a marked increase of interest in recordings, due in part to the large number of phonograph combinations that have been sold for individual homes. This revived interest in recordings is continually having more and more effect on the playing of records in public places.

"With this continually increasing interest of the general public in musical reproduction," they declare, "location owners are more eager to have Seeburg Symphonolas placed on their locations because they know that they are a source of extra profits to them as well as a definite attraction to their places of business.

"Our machines are beautifully styled and have a dignified appearance, thus they blend harmoniously in practically any type of surroundings," the execs concluded. "The technical improvements that have been made on our Symphonolas, plus those on the records themselves, have brought musical reproduction to a point where it is more life-like than ever and thus more appealing to the public."

Kresberg Gets Reply To Ad 15 Years Old

NEW YORK, Dec. 18.—"If you don't believe advertising pays in the long run," says Sam Kresberg, of the Capitol Automatic Music Company, "read this and be convinced. A good many years ago before the coin machine industry had developed a wide variety of equipment we operated under the name of the Capitol Piano Company. Among the automatic machines we handled was the orchestra piano, which is now practically obsolete.

"Naturally," he went on, "we advertised our products to prospects we were anxious to interest. Imagine our surprise the other day when we received one of our own return cards addressed to our old firm name at our former address which we left 15 years ago. The card, of course, asked for details about our orchestra piano. Imagine a fellow keeping our card for 15 years and then sending it in! We wouldn't believe it either if we didn't have the evidence."

The Capitol Automatic Amusement Company is one of the largest distributing organizations in the country. A great deal of credit for this well-established business is said to be due Sam Kresberg, who heads the organization. Kresberg reports that his firm handles Rock-Ola equipment because he believes it measures up to the standards which he has set for his organization.

Sheet-Music Leaders

(Week Ended December 18)

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

Position	Last Wk.	This Wk.
1	1	Once in a While
2	2	You Can't Stop Me From Dreaming
3	3	Vien, Vien!
4	4	There's a Cold Mine in the Sky
5	5	Rosalie
6	6	Harbor Lights
7	7	One Rose
8	8	Nice Work If You Can Get It
9	9	Ebb Tide
10	10	Red White
11	11	Blossoms on Broadway
12	12	If It's the Last Thing I Do
13	13	Josephine
14	14	I Still Love To Kiss You Goodnight
15	15	True Confession



Music Firm Adds 3 Service Men

DETROIT, Dec. 18.—Champion Automatic Music Company, which is Michigan distributor for music machines, has just made a further expansion of its organization with the addition of three well-known sales and service men to its staff, Louis Berman, general manager, said this week. The company has recently remodeled its main offices and storeroom and is now enlarging sales facilities as well. The company now has a total of 20 employees, Berman said.

The two Chase brothers are the first of the new additions. They, like Philip Schacht, the third of the new trio, have come from New York City. William (Willie) Chase is well known in the coin-machine trade in Ohio, where he has many friends, and has lately been in the service end of the field in New York. His brother, Jack Chase, also a service man, has lately been in the service field in both New York and Philadelphia, while Schacht's experience has been in New York.

Commenting on competitive relations in the industry, Berman said: "The cause of a lot of the ill feeling in the coin machine business is the need of some service operator for an excuse. The manager does not know conditions in the field except as his operators report them to him in a large company with several men out on the routes. Accordingly, the

operator is likely to tell the manager that he lost some location because of the competitive tactics of some opposition company, leading to a false picture of that firm's business and resultant bad feeling."

Texas Music Ops State 1938 Goal

HOUSTON, Dec. 18.—Harold W. Daily, president of the Texas State Music Association, announces an ambitious program for the coming year. Immediately after the holidays a campaign will be started to enroll every music operator in Texas. Dues are \$1 a year per machine, and Texas has over 800 music operators. Daily believes that more emphasis should be placed on the activity of the membership and less on the amount of money the organization might be able to raise. He pointed out that every operator owed it to himself and his business to join the organization, then use his influence at every opportunity. A 100 per cent membership, paid-up and working, is Mr. Daily's goal.

At the regular December business meeting members of Harris County (Tex.) Music Operators' Association voted overwhelmingly for a continuation of the non-bumping policy. There were only two dissenting votes; these for modified bumping.



HERE'S THE CARD recently received by Sam Kresberg, of the Capitol Automatic Music Company, New York, which he mailed out as part of an advertising campaign 15 years ago.

Detroit Operators Air Opinions On Current Topics Before Trade

DETROIT, Dec. 11.—Cross sections of opinion among operators in this section revealed interesting ideas on such things as prices of games, that a location doesn't stay very long in the operating field, and that too many machines in one location is a poor idea.

Profitable ideas in operating pinball games were discussed recently by Al Curtis and Charles Friedenberg, of the C. & F. Amusement Company. On the question of prices of machines they say that "games are worth the new higher prices. The new \$75 games will do as much on location as two of the \$35 games. I'd rather have ten good locations with ten good machines than to have 50 mediocre locations with inferior equipment. It's easier to service and to maintain the smaller routes with better machines."

Curtis said that "a lot of operators complain about poor business when the trouble is that their equipment is too old instead. Business, it is true, has shown a slight drop in the last 4 or 5 weeks, due to local industrial conditions, but not enough to account for all the complaints of operators."

Friedenberg said: "I like the pin game business. I used to be in the mall business a few years ago, but I know

of no field where one can make such quick returns on the money invested. Of course there is another angle—that no business in which a man can start with too small an investment is likely to be too good. It requires some stake in the business to keep it stable."

Curtis called attention to the fact that "before an operator can realize a profit on a machine, the location begins installing on a new machine. I think this is unfair on the part of the location, to ask for so much, yet the operator is almost compelled to buy him a machine, or some other operator will furnish him one. If all operators would co-operate, so that location jumping cannot occur, it would be better for everyone."

Sam Liebers, a veteran Detroit operator, affirmed that high prices of games is one of the major sources of the operator's difficulties in the business today. He even predicted that a continuation of high prices would ruin his business. "Manufacturers, unconsciously perhaps, are gradually putting the operators out of business by the high prices of machines," he said. "A few years ago I had 150 machines. When the new licenses become effective on January 1, I will have about 40 machines.

Capehart Makes 7,200-Mile Trip

NORTH TONAWANDA, N. Y., Dec. 18.—After spending three weeks in parts of the United States where the temperature was around 72 degrees, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, returned recently from a 7,200-mile trip to find one of the worst blizzards on record here. On the long trip Capehart met with music operators in Oakland, San Francisco, Los Angeles, El Paso, Dallas and Oklahoma City. Problems of mutual interest were discussed and plans of the Wurlitzer Company now under way for 1938 were outlined.

Accompanying Capehart on his trip across the country was his charming wife. As a consequence, "Cape" abandoned his old love—airplanes—and rode the rails. Robert B. Dolles, advertising manager, went by plane to join Capehart at Los Angeles. Ernest Petering, sales manager, and Carl Johnson, plans manager, also went by plane to attend the big banquet at Dallas.

Operators in California, Nevada and Arizona were invited to attend parties either in Los Angeles or Oakland, whichever was most convenient. The Los Angeles party was held on November 20 and the attendance passed over the 400 mark. At Oakland on November 27 a similar party was held for Wurlitzer operators from Northern California. A number of officers and directors of the California Music Operators' Association were present at the Oakland meeting, including George A. Miller, Anthony Compagno, F. Knudson, Alfred Lamb, Glen Bridgeford and J. C. Dorser.

Following conferences with operators in Oakland and San Francisco, Capehart left for Texas to spend a day each in El Paso and San Antonio before going on to Dallas for the big meeting there.

Over 400 operators registered at the big party in the Baker Hotel, Dallas, on December 4 and they were royally entertained by Capehart in the Presidential suite before the banquet. Earl E. Reynolds had got up from a hospital cot, where he had been confined with a broken collar bone and five broken ribs sustained in an automobile accident, to attend the meeting. As Wurlitzer's district manager he introduced Capehart to the operators. Among those at the speakers' table besides the Wurlitzer officers already mentioned were William Brennan, A. H. Shannon, Arthur Flake, Oscar Branch, Tom Murray, W. E. Medaris, R. E. Alexander, Don P. Lee and O. P. Kramer. At all of these parties there was creditable entertainment and a good program. Souvenirs were also presented by Wurlitzer.

In explaining the purpose of his visit and the get-togethers with music operators, Capehart said that "business today is a hard fight for profits. It makes no difference whether it be the clothing business, the drug business, the butcher, the baker or the candlestick maker—all are constantly confronted by a succession of major problems that require careful attention and real hard work. The business of being a music operator or a manufacturer of musical instruments is no exception to that rule. It is my belief that if we can get together once in a while to mix in such good times, to talk and to relax without touching upon business matters—that everyone is refreshed and goes away with the desire to tackle the job at hand with renewed energy and frequently with new ideas and a new forward-looking viewpoint. Everybody likes a good time and I believe that an occasional get-together with people you do business with for the sole purpose of having a good time is a mighty healthy thing to do."

At that time I used to buy three new machines a week. Today, in buying a machine at \$75 as an average price, too large a percentage of my income has to be put in for new investment. The average operator should be able to put back one-fourth of his net income into new machines. The average operator today makes about enough in a week to buy two machines at present prices, if he used all his income to buy machines. It now requires about 8 weeks to recover the full purchase price of a machine. One operator I know doesn't get his money for about 90 days and by that time the games are antiques. If the manufacturers could figure out some

way to help us stay in business, it will be the salvation of the industry."

A restaurant owner, J. A. Loughran, who operates the Golden Tower Restaurant, a popular downtown place, had the idea once of owning machines and operating them himself. Now he says: "I believe the location owner should stick to his last. The operator has his field and I as a restaurant owner have mine. The problems of servicing coin machines cannot be adequately handled by the store owner. Machines require service, they sometimes get out of order, and they require frequent changes to keep them with the appeal of novelty. For these reasons, it is a better proposition for the store proprietor to have someone else place machines in his store on a commission basis."

Henry C. Lemke, well known to the trade, is the man who comes forward to say that "too many machines in a single location is a poor idea. My recent complaint is about a bowling alley location where I had five machines. Because it was a recreation place, the tendency was to place more machines in as freely as the location owner wanted them. This soon meant an investment of about \$2,000 because of the expensive type of machines I placed there. Figuring things up, I soon found that I should take in a dollar a day each per machine to justify the investment, or an average of \$35 a week for the location. Some places would pay that much, but this one could not. So I finally persuaded the location owner that it would be better for us both not to have too many machines in the place. I would lose a location before I would again keep a batch of expensive machines in a place that did not pay out on the investment."

Deadline Set for Exhibits at Show

CHICAGO, Dec. 18.—A departure from the policy of previous years with reference to exhibit space at the 1938 Coin Machine Show was announced from the office of the National Association of Coin Operated Machine Manufacturers following a recent meeting of the convention committee.

To protect operators, jobbers and distributors against any unscrupulous, last-minute exhibitors, it was agreed that no applications should be considered unless received at the NACOMM office not later than January 5.

Space available for exhibits is already practically filled, and as announced in lists previously published, practically every manufacturer who exhibited last

Puffless Issue

Due to the exigencies (whatever that is) of the Christmas season the bright idea of having a puffless issue of *The Billboard* has been suggested as a sort of good-will gift to the operators of America.

The issue of *The Billboard* dated January 1 is the one in question. All of the editorial work in getting this issue out must be done just before Christmas. The advertising men of the manufacturers' staff, the advertising agencies and others would be relieved of work just before the big holiday of the year—and operators will be too busy recuperating from playing Santa Claus to read puffs about machines.

year will be at the 1938 show with new and improved models in addition to many manufacturers who have never before exhibited.

Any prospective exhibitors who have not yet applied for space are urged to do so immediately.

Forecasts of attendance at the show by operators, jobbers and distributors exceed those of any previous years. These are based on the large number of advance registrations already received at the NACOMM office, with registrations still coming in every day in large quantities.

Operators are warned that the free advance registration closes also on January 5, 1938. After that date the regular registration fee of \$1 will be charged.

Never So Promising, Word for 1938 Show

CHICAGO, Dec. 18.—Never before in the history of coin machine shows has there been as much enthusiasm displayed as there is for the 1938 coin machine show, according to statements of those connected with directing the annual convention.

C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, reports the greatest advance registration of operators at such an early date. Each mail brings in registrations in quantity, he says, so that the office staff is working overtime to keep up with the recording. Hotels also are reporting a flood of room reservations.

To date there are only a few more booths available for exhibits. From all indications these will be sold in a few days.

Many of the manufacturers are going to exhibit many new and novel machines for the first time at the convention. There will be machines for every territory. The show committee has arranged one of the greatest parties for the operators. Nothing is being left undone to show and to give them the time of their lives.

Valuable prizes, such as a Buick sedan, Royal Wilhelm house trailer, Garwood speed boat, traveling bags, radios and numerous other prizes, will be given away absolutely free to the operators.

If you have not already made your reservations you had better do so now. Send it in today and avoid a lot of red tape and unnecessary delay. Send for your season pass today. Use the free registration blank elsewhere in this issue.

Jerry Kertman, of the American Coin Machine Company, Rochester, N. Y., has just returned from Syracuse, N. Y., where he displayed Seeburg's Rex and Royale symphonolas. Jerry reports that the Syracuse operators are highly pleased with the merits of the Seeburg productions. Jerry also says that he is having his best year with Stoner's products since his assignment as a Stoner distributor for Western and Central New York.

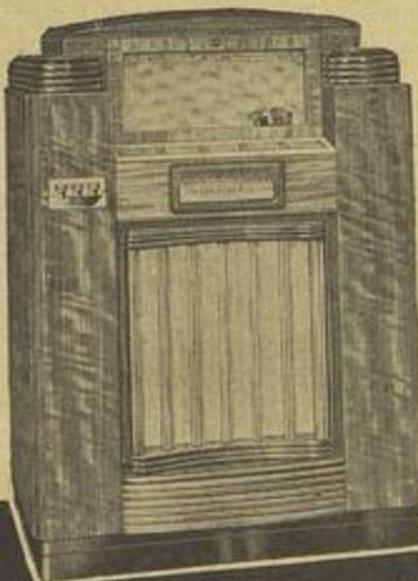
They've Got
what it Takes!



GEORGE OLSEN—And His Music of Tomorrow
Management Music Corporation of America

● Creation of a particular style or development of a definite trend . . . consistent high quality performance . . . out-of-the-ordinary presentation—these are the markers which measure success on the yardstick of entertainment.

It is this same yardstick which has measured the success of Seeburg instruments—which has proved their leadership in the phonograph field. The distinctive beauty . . . life-like reproduction and superior mechanism of the 20 Record Multi-Selector Symphonolas, Royale and Rex, with the original Lumalite Grille, are factors contributing to greater daily profits for Seeburg operators.



20 Record
MULTI-SELECTOR
Royale



FINE MUSICAL INSTRUMENTS SINCE 1902

TO THE
MUSIC OPERATORS
OF AMERICA, THE
J. P. SEEBURG CORPORATION
EXTENDS THE
COMPLIMENTS OF
THE SEASON

J. P. SEEBURG
CORPORATION
1500 Dayton Street
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PERMO POINT
STANDARD
DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point.
Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

RECONDITIONED PHONOGRAPHS

WURLITZER—Model P-12s	\$85.00
WURLITZER—Model 400s	140.00
<small>(These 400's have been used less than six months—Look like new.)</small>	
ROCK-OLA—1936 Models	85.00
CAPEHART—1936 Models	60.00
TERMS—1/3 Cash Deposit With Order, Balance C. O. D.	

CENTRAL DISTRIBUTING CO., 105 W. LINWOOD BLVD. KANSAS CITY, MO.



Truly-meant words bear many repeatings
So again to our friends . . . here's
Good Wishes and Greetings

THE GEORGE PONSER ORGANIZATION

31 West 60th Street, New York City.
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11-15 East Runyon Street, Newark, N. J.
900 North Franklin, Philadelphia, Pa.

AND

803 WEST ADAMS STREET, JACKSONVILLE, FLORIDA.

A NEW MEMBER OF THE PONSER FAMILY PLEDGED
TO SERVE FLORIDA OPERATORS WITH
SPEED, SAVINGS and SATISFACTION!

Readers' Forum Has Defense of Pin Games in Local Newspaper

Getting favorable publicity in local newspapers for amusement games is a matter that deserves intelligent approach in all cities. When local people are getting publicity for their agitation against pinball games it often happens that the "Readers' Forum" or "Letters to the Editor" column of the local paper is about the only means available for making a public defense of the games.

The following letter and the article which follows will illustrate what can be done:

"Dear Mr. Hurd: For over six months I have followed with interest your articles on coin-operated machines in *The Billboard*. Most of your presentations have incited me to the pitch you must have had when doing your writing. My only outlet was to write for a local newspaper in defense of coin-operated machines in this locality.

"I have had the opportunity to see the inside of the business. I have also heard from the outside disapproving arguments and fanatical fury directed against the pin games. One person in particular, a minister, has devoted his time to cleaning up, as he calls it, the racketeers in our town. For some time the minister has made public criticism of the pin game business, and it was only recently that anyone ever bothered to refute him.

"Incensed by the latest attack he had made on the games and their supposedly ill effects, I composed a letter to the minister and sent it to the editor of the local newspaper. It was published and the public response has been very favorable. In fact, they have been looking for the author to write more articles."

The article as it appeared in the local newspaper is reprinted as follows:

OPEN FORUM

Dear Reverend: Criticism has long been the incentive for progress. Since man first objected to woman coming out of the cave there has been argument and discussion. But had woman not come out of the cave could we have reached our present status of civilized order? Man's criticism of woman in that case indeed lost its purpose. Criticism of any kind can lose its purpose where it loses direction.

We are referring to the type of criticism you are expounding daily on the evils of pin games, their operators, taverns and their owners. You have painted a dark and wicked picture of the wrongs that are caused by this type of amusement. You are objecting to amusement which is necessary to every human being and show only one side of the question. Being, I am sure, a learned man, you must admit there are two sides to every argument—let me shed some light on the other side for you.

I am a Christian man, attend church each Sunday and am employed as a longshoreman and work in the mills regularly in Anacortes. At times when I need relaxation you will find me amusing myself in one of the several taverns

of the community. There are moments, too, when you will see me playing some of the pin games located in these taverns. I am not forced to play the games—no one induces me or bears the slightest pressure to encourage me to play them. The machines are merely sitting there, and when I feel any desire to gamble I enjoy putting a few nickels in one of the pin games whether I win or lose.

Since man first came into existence he has gambled. He can't help it. It's instinctive. In all our lives, when we merely walk across the street, we are gambling with fate. I might walk right into your car, Reverend, and never again see the light of day. But do I ask you to junk your automobile? Even in business, trades and professions you find gambling holding full sway in whether or not they will take a profit or a loss. So you see there will always be gambling in some form. Isn't it better to have that type of gambling which has the fewest evils? Pin games, it is the belief of many of us, as they are now conducted in an orderly and businesslike manner, are that type of gambling, with the fewest evils and the most advantages and benefits.

The first great advantage that pin games bring to the community is the opportunity for employing a large number of people. In Anacortes alone pin games directly give work to nine people—who, if you could look into their lives, need the work badly and would not at present have employment were the pin games not in operation. Indirectly many people are employed thru the numerous beer taverns which, due to the entertaining qualities of these games, enlarge their trade and necessitate additional help.

Another great advantage which comes directly to thousands of people thruout the city, county, State and nation is the income derived thru taxation of these games. The city gains a yearly income of approximately \$2,500, which spreads itself thruout the community in new buildings, improved civic works and social welfare. The county receives an income thru the taxation of pin games of approximately \$200 a year, the State receives about \$300 yearly and the federal government gets 10 per cent of the cost of all machines purchased during the year, which amounts to approximately \$500. Can any more be said on the point where pin games bring an income to the people which spreads itself advantageously to universal good? No, unless we add that Anacortes, individually, is given the gain of keeping her own money in the city and preventing some outside interest to come in, reap the harvest and take the money away where it does us no good. Anacortes is growing with pin games operated locally.

I repeat again that it is true that criticism is necessary for continued progress and advancement of any community, but it seems only right that criticism, where it is given, should be directed toward true evils. Pin games may have a few disadvantages—any business or profession contains evils of

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

HORACE HEIDT
Brunswick 8021

There's a Gold Mine in the Sky (and this should draw plenty nickels when they hear the singing guitar).
Shenanigans (a dandy mate for a double with Yvonne King and the Glee Club using an Irish jig to truck-on-down).

RUSS MORGAN
Brunswick 8022

How Many Rhymes Can You Get? (a new twist and a better one for the Knock, Knock parlor game).
I'm Laughing Up My Sleeve (and they'll want to get in on the ha-ha's of this side at a nickel a ha).

GLEN GRAY
Decca 1541

Thanks for the Memory (Kenny Sargent warbles sweetly while the Casa Loma boys inspire soft lights).
Mama, That Moon Is Here Again (rolly poly Peo Wee Hunt is in a jovial mood to chide the moon about that man).

SWING MUSIC

JAN SAVITT
Bluebird 7295

The Gypsy in My Soul (the Top Hatters toot with a shuffle rhythm that's go-to-town).
I Live the Life I Love (both songs are from the Mask and Wig show, so hang out a U. of P. banner on your phonos).

LARRY CLINTON
Victor 25724

Oh, Lady Be Good (but it's so hard to be good when the Clintonians sing it and syncope it so swingly).
The One Rose (a recent favorite with Bea Wain soon to become everybody's favorite for fitting the lyrics).

VOCAL

DOLLY DAWN
Vocalion 3874

You're a Sweetheart (with George Hall's Band making the music, this doll sounds sweet on any song).
Let's Pitch a Little Woo (the lady plays games and this is just another way of saying "I love you").

FRANCES LANGFORD
Decca 1542

Once in a While (they'll feed the phono more than just once in a while).
Farewell, My Love (a sweet lady of sing that really gets under a ballad to woo the customers).

JERRY COLONNA
Vocalion 3876

You're My Everything (puts Joe E. Brown to shame when it comes to yelling).
Hector (not Hector the Pup, but Hector the Garbage Collector).

INSTRUMENTAL and NOVELTY

TEDDY WILSON
Brunswick 8025

Don't Blame Me (Benny Goodman's piano star really shines for solo playing in the swing style).
Between the Devil and the Deep Blue Sea (Teddy whips that ole debil mean with them ivories).

MAE QUESTEL
Decca 1544

In Our Little Wooden Shoes (this is the original Betty Boop girl and wouldn't you?).
I Want You for Christmas (and with the holiday rush as it is, you'll want Betty Boop for Christmas).

RACE

THE ZA ZU GIRL
Vocalion 03884

My Righteous Man (blues singing in the dusky, husky manner).
He Left Me (but she'll get him back some day—she hopes, she hopes, she hopes).

its own—but these disadvantages and these professions exist only because their disadvantages or so-called evils are outweighed by their benefits.

Let me cite an example of this for you. Medicine and its science have no doubt been one of the greatest boons to mankind. But do we for a minute doubt its truth of greatness merely because there has developed a vast horde of quacks, quack medicines, dope rings and the like? It is foolish to even suggest it.

All right then, let us look at some of the truly corruptive vice rings in the world that actually warrant criticism and reform. As long as we are on the question of "gambling," reflect for a moment on the stock market hazard. This vice has ruined the lives of millions of people in this country and abroad. The stock exchange (its title most apt—for it exchanges an innocent man's money to the hands of a thief) has stood alone in its glorified destruction of life and property, and yet do criticism and reform begin to touch it? What have you in all your life done to help alleviate this evil? Can you truthfully say that you have made one gesture toward annihilating the largest "gyp racket" in the world?

Our Lord gave his Son to the world to die on the cross for the evils of man-

kind. Christ died for the wrongs he knew were inherent in all the people. His disciples were given to the world to help eradicate the evils of weak men. You, as one of those disciples, must feel your duty. But first, what is your duty? Is it to condemn one person or two for attempting to live and let live? Is it to drive one man to poverty—be grudge him a right to make a living when he is doing more than his part in charitable enterprise daily? Should you fight the rights of many merely because of personal grudge or prejudice? And does personal prejudice find any cognizance in the eyes of our Maker? Wouldn't it rather be to do the most good for the greatest number of people, and wouldn't you come nearer to accomplishing this by reforming the vices existing which contain only corruption and wickedness?

If you could offer some plan of possible working reform that would be for the common good and would at the same time provide some means of amusement and entertainment to fill the normal needs of man instead of panning, criticizing and falling to offer any constructive reform, you can rest assured of universal co-operation.

In closing, as a spokesman of hundreds, let me say: "Let he who hath not sin cast the first stone."

New England

BOSTON, Dec. 18.—J. V. Fitzpatrick, president of the Fitroc Company, is reported to be making frequent trips from Bridgeport, Conn., to the Hub to confer with George V. Young, of Westrock, Inc. There are rumors of something happening after the coin machine show.

Men along coin machine row have been trying to find out the name of Jack Swartz's fiancée. It is Ruth Goodman and she comes from Quincy. Jack and his brother, Phil Swartz, operate the Winrox Vending Company, of Winthrop, Mass.

Percy A. (Bob) Sylvester, who operates Watling scales, and Helen Costello, dietitian at the Hotel Brunswick, recently tied the marital knot at Cambridge, Mass., where they both reside.

Barney and Louis Blatt, of the Atlas Coin Machine Company, were spotted in the balcony press seats at the Boston Garden last Monday night enjoying the Hearst all-American amateur boxing tournament sponsored by the Irish-American A. A.

Harold Harwick, local phono op, has returned from New York, where one of his new inventions was exhibited before a group of aeronautical engineers. Harwick's invention is reported to be a liquid wing defroster, which if successful should do a lot toward making flying safer in icy weather.

Luke Levine has formed a new company known as the Advance Coin Machine Company. He reports he is being kept plenty busy fulfilling demands for Seeburg music machines. He's said to be lining up the better spots in the south end of town.

Mr. and Mrs. Charles Holt in the Hub from Bangor, Me., for several days seeing the sights and doing some Christmas shopping. While Mrs. Holt spent her time shopping Charlie kibitzed around the coin machine sector.

Ben Palastrant, of the Supreme Vending Company, reports that the number "18" holds no horrors for him. On this past Monday, the 13th, he showed Cy Jacobs the new U-Pop-It corn-popping vender. Jacobs, who operates a scale route and heads the Interstate Back Number Magazine Company, hails from Cambridge and is reported to be the first New England jobber to see this machine. Palastrant reports that Jacobs was certainly impressed with what he saw, for he placed an order for 100 U-Pop-Its and gave Ben a check for the full amount of the sale.

Fort Worth

FORT WORTH, Tex., Dec. 18.—Texas operators from all over the State attended the premier showing of Bally's new-trend games in Dallas December 6. Right on hand with a smile and handshake and enthusiastic description of the new idea was Jim Buckley, genial

sales manager and ambassador of good will from the Bally office.

S. L. Stanley, general manager of Automatic, swung into Dallas right on time to greet Jim, as did Helen Savage from the Automatic-Ft. Worth office. After the showing Stanley continued his trip thru Texas, stopping off in San Antonio and Ft. Worth before heading for the Tennessee line and home.

Lots of familiar faces were seen at the showing. Among them El Lynch and Ed Furlow; S. E. Queen, Ed Moore and Jack Sprott from Temple; while Louis Solomon and C. F. Moore represented the Far West. Very glad to see "Tubby" Andrews, Eddie Schatz, "Pop" Newell, R. L. Davis, Jack Maloney, Bob Martin, Jack Walker, W. S. Antonio and N. Ledbetter from Oklahoma.

Everybody is very glad to hear Earl Reynolds is recovering rapidly from a broken collar bone after narrowly escaping serious injury when his car overturned near Italy, Tex., a week ago. A gold medal to Earl, who, still suffering terribly and looking like a bandaged football hero, completed his job of co-hoet with Homer Capehart at the Wurllitzer party held in Dallas last week, sending all the operators and their wives home happy.

"Sweet dishes" on lots of tables around Ft. Worth these days, since Ernest Walker, Harry Hoosier and Pete Angell returned from deer hunts with DEER—believe it or not!

With Christmas just around the next week-end, Helen Savage is making preparations for spending the holidays in Memphis with her mother and brother.

The J. B. Livingstons and Harry Hoosiers are "expecting" grand little Christmas presents, and here's hoping they grow up to be big coin machine men—or women.

Detroit

DETROIT, Dec. 18.—Skill Game Operators' Association has completed arrangements with the Wabash Railroad for a group of special cars to carry operators from this section to the coin machine convention in Chicago. The special will leave the Union Station at Port and Third streets here at 12:07 p.m. Monday, January 17, and will arrive in Chicago at 4:55 p.m. The round-trip special fare for ops has a return time limit of 10 days. Tickets can be secured at A. P. Souve Company, 3002 Grand River avenue, or the Angott Coin Machine Exchange, 8625 Linwood avenue.

Charlie Katz, representative of Exhibit Supply Company, spent the week-end with Gadco and helped introduce the new Exhibit game Hare and Hounds to the local trade. Charles Sigal, of Toronto, Ont., was another visitor. During the course of his five-day stay with the

firm he is reported to have placed a large order of various types of equipment.

A group of Canadian operators arranged a party at the Book Casino, leading Detroit night spot, for last Wednesday evening. Feature of the evening was to be an exhibition by William Goldberg of how the Big Apple is danced in Canada.

On December 11 Judge Sherman Callender granted a 60-day continuance of the restraining order in the suit brought by the Lemke Coin Machine Company to restrain police of Hamtramck from interfering with the operation of the firm's machines in the north-end Detroit suburb.

James Ashley, of the American Novelty Company, purchased a number of Watling scales during the past week. Scales are enjoying a steady patronage in this territory. Ops who have established routes report the play of these machines to be the steadiest in the industry.

All Gadco employees have been invited to attend a party given for the employees of the Electrical Products Company on December 23. Gadco will install three automatic phonos to entertain the group, and gifts will be exchanged. Scene of the event will be the main office of the Electrical Products firm.

Louis Berman, general manager of the Champion Automatic Music Company, returned from a business trip to New York City. While he was away he left the business here in charge of his brothers.

Alex Pappas, local amusement machine operator, has recovered sufficiently from his recent illness to return to active operation of his routes.

The firm of Ray and Noel, amusement game operators, has split up, and Ray Zientarsky, one of the partners in the business, has sold his interest to Harry Weinberger, operator of Harry's Amusement Company. The original firm of Ray and Noel is being changed to the Noel Amusement Company and will be carried on by Noel Cotner, one of the original partners.

Lee M. Berman, New York City representative of the Electrical Products Company, was a visitor at the home office of the firm this week.

Annual meeting of the Detroit Skill Game Operators' Association has been postponed until after the holidays. Election of officers will be held at that time.

H. E. Graseck has completely recovered from his recent illness and again has resumed management of the H. E. Graseck Company, operator of amusement machines. He recently purchased the interest of Max Moore in the company and is now sole proprietor. At the present time he is operating from 8100 East Jefferson avenue, but expects to open new headquarters shortly.



DIAMOND 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 Cold Award. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel. 3 GOLumb 2770.
Cable address "WATLINGITE," Chicago.

Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$15.00 Profit. Price, express prepaid, \$2.15. Low Prices on Quantities. Write for details. 39 other Games.
TOM THUMB, Dept. 77, Nauvoo, Ill.



**BIGGER THAN
"MARIE"**

Tommy Dorsey's

**NEWEST—
"WHO"
AND
"DIPSY-DOODLE"**

**VICTOR
RECORD
No. 25693**

Topping the records of Tommy Dorsey's "Marie"... his "Who" and "Dipsy-Doodle" are making coin machines hum everywhere! Get this record now! It pays big-time profits! Remember, Victor Records are warp-resisting.

When buying radio tubes say "RCA" — First in Metal — Foremost in Glass — Finest in Tone.

Listen to the "Magic Key" every Sunday, 7 to 8 P. M., E. S. T., on NBC Blue Network

It Pays  To Use

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

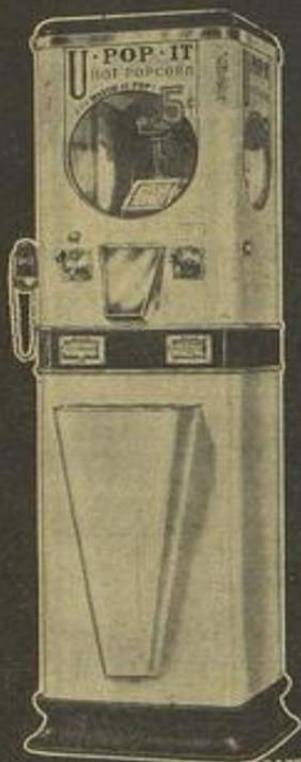
Five Best Record Sellers for Week Ending Dec. 20

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	87318—"Thanks for the Memory" and "Mama, That Moon Is Here Again." Shep Fields Rippling Rhythm.	8005—"The Dipsy Doodle" and "I Want You for Christmas." Music in Russ Morgan Manner.	1536—"That Old Gang of Mine" and "Won't You Come Over to My House?" Dick Robertson Orchestra.	25712—"What Will I Do in the Morning?" and "How Ya, Baby?" "Fats" Waller Rhythm.	3654—"Loch Lomond" and "I'm Coming, Virginia." Maxine Sullivan Orchestra.
2	87305—"How Many Rhymes Can You Get?" and "Better To Love You With." Shep Fields Rippling Rhythm.	8013—"Mama, That Moon Is Here Again" and "Sweet Someone." Horace Heidt Alesite Brigadiers.	1530—"I've Got My Heart Set on You" and "I Remember." Glen Gray Casa Loma Orchestra.	25705—"I've Got My Heart Set on You," and "True Confession." Larry Clinton Orchestra.	3861—"Have You Met Miss Jones?" and "A Strange Loneliness." Swing and Sway with Sammy Kaye.
3	87304—"You Took the Words Right Out of My Heart" and "This Little Ripple Had Rhythm." Shep Fields Rippling Rhythm.	8015—"Nice Work If You Can Get It" and "Things Are Looking Up." Teddy Wilson Orchestra.	1531—"I'm Glad for Your Sake" and "Downstream." Andy Kirk Clouds of Joy.	25717—"Loch Lomond" and "Camel Hop." Benny Goodman Orchestra.	3873—"How Many Rhymes Can You Get?" and "I'm the One Who Loves You." George Hall Orchestra.
4	87256—"Once in a While" and "Queen Isabella." Ozie Nelson Orchestra.	7985—"In the Still of the Night" and "Who Knows?" Leo Reisman Orchestra.	1521—"Just a Simple Melody" and "Holiday in Harlem." Chick Webb Orchestra.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3862—"I Wanna Be in Winchell's Column" and "Sweet Someone." Isham Jones Orchestra.
5	87320—"Hawaii Calls" and "Song of the Islands." Bobby Brown, boy soprano, with Max Terr's Chorus.	8007—"Popcorn Man" and "Goin' Haywire." Hudson-DeLange Orchestra.	1533—"True Confession" and "You're Out of This World to Me." Maf Hallett Orchestra.	25707—"Abba Dabba" and "The Campbells Are Swingin'." Larry Clinton Orchestra.	3850—"If It's the Last Thing I Do" and "You're in Love With Love." Fletcher Henderson Orchestra.

PLAY SAFE!

Buy U-POP-IT

IT BUILDS PERMANENT, STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!



PATENTS PENDING

U-POP-IT IS . . .

a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT

to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED

against all hidden defects, a product of DAVAL, backed by 29 years of successful manufacturing and business experience—plus fair dealing.

RANEL, INCORPORATED
325 N. Hoyne Ave., CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Distributors Announced By Popmatic Exec

ST. LOUIS, Dec. 18.—The growing popularity of the corn-popping machine was reflected this week in the announcement of R. Greenbaum, president of Popmatic Manufacturing Company, of new distributors for the firm's Popmatic machine.

Distributor for Maine, Vermont and New Hampshire is W. P. Hamel, 80 South Main street, Concord, N. H. In Georgia H. E. Sklare has organized the Georgia Popmatic Company, with headquarters at the Ansley Hotel, Atlanta. Allen E. Roberts, whose address is the George Vanderbilt Hotel in Asheville, N. C., has been appointed distributor for that State. In Texas, B. B. Moseley, 602 North St. Paul street, Dallas, has promised to introduce Popmatic to the Lone Star State in a big way.

New York City and New York State rate two separate and distinct organizations for the handling of the machine. Sam Kresberg, of 460 West 34th street, New York, has organized the Popmatic Sales and Supply Company at the same address, covering the cities of New York, Rockland and Westchester, the territory directly north of New York City, the State of New Jersey and the eastern half of Pennsylvania. A. J. and George Navickas, 231 Broad street, Forestville, Conn., have taken over all New York State except those parts just mentioned and the States of Connecticut and Rhode Island as well.

Urge Cleanliness Upon Vending Ops

We seem to repeat ourselves frequently on the subject of keeping machines clean and attractive, but it is simply because we want every operator to give plenty of thought to this subject. The majority of bulk vending machine operators realize that cleanliness is a virtue which cannot be denied if you expect patronage.

When you walk into a restaurant you invariably look around to see whether the place appears to be clean and you walk out if you are unfavorably impressed. You are justified in your action, too. Public sentiment and public health commissions have taken hold of every restaurant in the country. They must have a license to operate, and sanitation and cleanliness is one of the requirements for the license.

Well, then, people are the same about vending machines. They refuse to spend money for merchandise which comes out of an unsightly machine. Not only this, the principle of common decency demands that you keep your machines clean and sanitary, and if you

don't there's going to be stormy weather ahead.

But look at it from your own side of the story. Every operator knows that a bright, clean and shining machine far outearns the dirty, grimy vender. So if for no other reason than increased sales it certainly pays to clean up your equipment inside and out—and keep it clean.—Northwestern Corporation, Morris, Ill.

U-Need-a-Pak Sales Launched in Boston

BOSTON, Dec. 18.—Maurice Kushner, well-known distributor of reconditioned vending machines, announced this week the establishment of the U-Need-a-Pak Sales Corporation, located here at 1351 Washington street. Kushner reports that this new firm, of which he is president and treasurer, will be the New England distributor for the cigaret venders manufactured by the U-Need-a-Pak Products Corporation, of Brooklyn, N. Y.

The X. L. Coin Machine Company, of which Kushner is manager, formerly handled both used venders as well as the new U-Need-a-Paks. However, under the new arrangement Kushner stated that the sales of the new cigaret venders will be handled separately.

"This new company," he declared, "requires a lot more space to accommodate the business we have been enjoying since we announced its opening. For that reason we have taken space adjoining the present headquarters of the X. L. Coin Machine Company. The X. L. company will handle used venders exclusively from now on, and the new machines will be distributed by the U-Need-a-Pak Sales Corporation. We have a complete stock of the latest cigaret venders on hand ranging from the four-column vender on up to the 12-column machine. We also have a nine-column gum, candy and mint machine put out by the firm. In addition to our stock of equipment," Kushner concluded, "we have a staff that is thoroly trained in all the essentials of the merchandising industry."

Robbins Markets New Apple Vender

BROOKLYN, Dec. 18.—The opportunity for buying apples all wrapped up in cellophane is being offered to the public by the new vender manufactured by D. Robbins & Company.

In describing this new machine Robbins stated: "Our apple vender is not an experiment. We are now operating several hundred in New York City and they are doing a fine business, because we are using the best apples obtainable. People like the idea of buying apples wrapped in cellophane because this pro-

tective covering keeps out the dust and dirt which usually gathers on an exposed, unwrapped apple."

"In designing our apple vender," he continued, "we took into consideration the operator's investment, and we are offering our device at such a low price that the average vender should pay for itself very quickly. The operator of apple venders is assured of a steady lifetime income, as apples are eaten daily by many people. We are allotting exclusive territory for the apple vender and we are in a position to make prompt shipments," Robbins concluded.

Cigaret Venders Used in Austria

WASHINGTON, Dec. 18.—A report released by the Department of Commerce shows that a total of 281 cigaret vending machines were in operation in Austria in 1936 to take care of the demand during the time the tobacco shops are closed. Their number increased by 38 compared with 1935. Furthermore, there were 10 vending machines supplying denicotinized cigarets, operated in various restaurants and cafes. In 1936 these automata together sold 72,000,464 cigarets valued at 3,819,944 schillings, or 5,828,880 cigarets valued at 284,175 schillings more than in 1935.

5/8" BALL GUM ASSORTED—FACTORY FRESH

Per Case 10,000 Balls
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

ROY TORR

2047A-So. 68th Street, Philadelphia, Pa.

SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE!

Designed Especially for TOYS, CHARMS!

Make yourself Big Money! Install a route of SEL-MOR TO VENDOR! SEL-MORs out-sell all others. Preferred by the more savvy spots. Crinkled Cellophane! Baked Keweenaw Base, tamper-proof lock, chrome-plated trimmings. 5 lb. capacity.

VENDS EVERYTHING

Nois, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

Write for Operators' Special Prices.

STAR MFG. & SALES CO.
3911 Wayne Ave., Kansas City, Mo.

PROVEN Money Makers!

Experienced operators know the important thing is to get the Vender into the location! Tom Thumb's got everything best. Handmade, compact. It gets into taverns, waiting rooms, stores and restaurants closed to ordinary venders. Thousands already placed; room for thousands more. Die cast precision machinery to come-back. We'll match 3 against any other in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Turnkey Locks, adjustable dispenser. Vends candy, gum or tobacco. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait! Write for full details, terms and money-back guarantee today. FIELDING MFG. CO., Dept. 21, Jackson, Mich.

Big Opportunity for Experienced Route Salesmen.



MEMBERS OF THE STAFF of the newly formed U-Need-a-Pak Sales Corporation, Boston, are (left to right) Gladys Kushner; Maurice Kushner, president; Ruth Workman, O. Adams and Harold Kushner.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Ace Vending Buys U-Pop-It Venders

NEWARK, N. J., Dec. 18.—Jack Kay, of the Ace Vending Company, reports that he has just signed up for immediate delivery of 100 U-Pop-It automatic popcorn machines from Ranel, Inc. Kay stated that in his estimation the U-Pop-It is the best of the merchandising money-makers that has been presented in many years.

"We feel that U-Pop-It will be a big hit in New Jersey," stated Kay. "The machine is sure-fire from many standpoints. It has real appeal for the public; its novelty action will create a lot of attention. It vends one of the best known novelty foods and it is truly modern in appearance and mechanically perfect. We are eagerly awaiting the arrival of our machines, for we already have made arrangements for their placement in many spots in this territory."

"Ace Vending Company will create an entirely separate operating division for the U-Pop-It machines which will function entirely on its own," Kay concluded. "The service trucks and the men connected with them will only devote their time to the popcorn business and will have nothing to do with the rest of our operation."

Tobacco Use Nears All-Time Record

WASHINGTON, Dec. 18.—According to government statisticians the largest consumption of tobacco in 30 years is being registered for 1937. Use of cigarette, cigars, chewing and smoking tobacco, together with snuff, is expected to average about 7½ pounds per capita this season. All-time peak was chalked up in 1917 at 7½ pounds per person.

Federal statisticians find that the annual consumption of chewing tobacco is little more than half a pound per person now as compared with four times this quantity in 1900. Men then chewed or snuffed as much as they smoked. They smoked cigars and pipes, but few cigarettes.

Now, with the aid of women, the total consumption of cigarettes this year is expected to total about 165,000,000,000. This compares with 153,000,000,000 in 1936, and with 104,000,000,000 in 1932. The statisticians say the increase during the last four years—from 2½ to 3½ pounds of tobacco per person—has exceeded that of any similar preceding period.

Fewer cigars are being smoked than during the first quarter of the century—about 5,400,000,000 a year now, compared with the all-time peak of 8,500,000,000 in 1920. There has been a marked shift, also, to the nickel cigar, but not enough to make up for the decreased smoking of 10 and 20 centers.

GET ACQUAINTED OFFER
• SUNFLOWER •
 BRAND
BALL GUM
 ONLY \$9.50 PER CASE

F. O. B. New York.
 5/8" SIZE—6 FLAVY COLORS
 PACKED 100 BOXES TO CASE
WRITE FOR PRICE LIST
 ON NUTS, CANDIES, TOYS, CHARMS,
 VENDING MACHINES
 Lowest Prices — Best Quality

SUNFLOWER
 VENDING MACHINE CORP.
 658 W. 183rd ST., NEW YORK

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES,
 PREMIUMS AND SPECIALTIES

THE COIN CHUTE LEAGUE

ENTERTAINMENT • CONSPIRACY • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

Christmas Spirit

Even before the day of arrival for Santa Claus there were reports of coinmen who have their own personal way of contributing to some local cause, sometimes a children's home or a hospital, in which good cheer is brought to the inmates in some way. In practically all these cases, too, the coinmen who have the habit of performing these good deeds do not want any publicity.

It is natural that people who perform good deeds desire to do it quietly and without any noise. But such deeds of private charity will become known and react to create good will both for the giver and for the industry of which he is a part.

Those members of the coin machine trade who plan good deeds in order to attract attention to the charitable work of the industry and its members cannot be accused of ulterior motives any more than the gifts of prominent rich people whose gifts are being heralded in the newspapers at this season of the year.

The \$10,000,000 gift of Alfred P. Sloan, head of General Motors, is a recent example. Newspapers have made a grand rush to write in praise of the gift and the giver. Yet if some local coinman happened to openly make a creditable gift in his community to some charity many of these newspapers would cast reflections on the giver and the source of his income. Such is the fate of the small giver in comparison with the rich, who are not only able to give millions but also to control the sources of public information. If anyone wanted to be nasty about it there are many critical questions that could be raised about the gift of Mr. Sloan and all others like him.

But the proper Christmas spirit for the coin machine trade is to continue quietly building up its own program of charitable work, and it will begin to have the desired reaction as time goes on. While every member of the trade should have his own private charity, there is great need also that he co-operate in the building up of a program of national charity, representing all branches of the industry as a whole.

Neediest Cases

The New York Times has attracted national attention for its annual custom at Christmas time of seeking aid for the "100 Neediest Cases." It is an effort to search out those cases of great need that may be overlooked. The idea is applicable in any community and many newspapers follow a similar plan.

The Times explains that "the neediest are people so broken and bewildered by illness, self-sacrifice or neglect that only such compassionate ministrations as friend gives to friend can lift them out of their misery. They have borne such burdens, they have suffered so long, their distress is so deep-rooted that food and shelter alone cannot save them. They need spiritual no less than material help."

"In these stories you will read of tender children without homes or love; of

old people, once self-reliant, who have come to destitution and loneliness; of family groups clinging together in the shadow of death and the fear of separation.

"For these forlorn folk the friendly hand and the steady word of a neighbor, the assurance that someone cares and that someone is standing by will mean the difference between hopeless survival and happy restoration."

Private Charity

Heads of private charitable agencies in New York have, in a combined statement, made an admirable presentation of the great need for private charity. The ultimate field for the charitable objects of the Coin Chute League is in support of private charity. The good will which the coin machine industry hopes to build up will come thru support of various private agencies for charitable work.

The following statement was issued by New York agencies:

"The need for private charitable agencies is still with us today. Despite the success of the public relief agencies in meeting the needs of the destitute for food and shelter, there remain wide areas of human misery which they cannot reach.

"Called into being by the catastrophic economic storm that swept over the nation, the public relief programs have done and are doing a great work in providing the needy with the minimum essentials. However, there are definite limits to the services that they are prepared to render at this time.

"Many individuals, stricken in body, mind or spirit by individual calamity, still turn to private philanthropy for many types of personal assistance that they so sorely need and that cannot now be provided by the governmental agencies.

"These human problems—the rehabilitation thru personal and individual service of families wrecked by some tragic twist of fate until once more they can become self-supporting, and the amelioration of the mental and emotional sufferings inflicted by insecurity—remain to be dealt with on a selective basis.

"Private charity, with its skilled staff trained thru the years to administer this intensive individual care and with its wider discretion to deal with exceptional circumstances, can be of great help. All the resources of the city must be mobilized to minister to the morale as well as to the physical requirements of the needy, including the "white collar" or skilled worker, and to help them regain hope for the future.

"The hope of many cases of tragic need outside the present scope of the public relief program lies in the generosity of individuals administered thru the private agencies."

The spirit of the coin-operated machine industry, as symbolized in the Coin Chute League, can best be stated in the season's good wishes: TO ALL A VERY MERRY CHRISTMAS.



DISPLAY OF ARCADE EQUIPMENT of International Microscope Reel Company at the recent convention of the National Association of Parks, Pools and Beaches, Chicago.

VENDING MACHINE OPERATORS

The fall season is now on! Have you ordered your supply of—

CHOCOLATE RAISINS AND CHOCOLATE SPANISH PEANUTS

WE HAVE THEM!

WRITE FOR FALL PRICE LIST INCLUDING OVER 20 ITEMS.

(Fill in Coupon for Price List.)

FAN CONFECTION FACTORY

(National Candy Co.)

345 W. Erie St.,

Chicago, Ill.

Gentlemen: Please send me full particulars of your Hard Shell Candies, including Chocolate Items.

Name

Address

City

State

(Use Pencil, Ink Will Bleed.)

126

DUO-VEND THE OPERATORS' CHOICE

2-Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



DISTRIBUTORS-JOBBERs and ROUTE MEN

Write for Details.
 1c Vender—Capacity 10 lbs.
 Size—18" High, 7" x 8".
 Rejects Tax Tokens.
 Shipping Weight, 24 lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
 85 East Wacker Drive, CHICAGO.

HEADQUARTERS FOR CHARMS!!!

NEW—DIFFERENT SPECIAL ASS'T \$5 ea Gr.
 Write for Quantity Prices. Plus Postage.

ASSOCIATED ENTERPRISES, INC.,
 Pure Oil Building, Chicago, Ill.

SOMETHING NEW!

A LOW PRICED 5c APPLE VENDOR
 Your Opportunity to Earn a STEADY, Life-Time Income.
Exclusive Territory Now Being Allotted to Operators
 WRITE OR WIRE TODAY!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

PRE-INVENTORY SALE

BECAUSE THESE GAMES ARE SO NEW WE ARE NOT PERMITTED TO ADVERTISE PRICE

FLEETWOOD STABLES

WRITE FOR PRICES

NEW IN ORIGINAL CRATES
9 FAIR GROUNDS... \$147.50 2 RACING FORMS... \$52.50
2 FOTO FINISH... \$69.50 4 CLASSICS... \$52.50

RECONDITIONED USED GAMES!
20 FAIR GROUNDS Like New... \$89.50

12 RACING FORMS
3 COLLEGE FOOTBALL (RED CABINET)
3 DERBY RAY (BLUE CABINET) \$39.50

5 ARLINGTONS... \$64.50

2 STONERS LATONIA... \$32.50

3 PACIFIC PHANTOM... \$32.50

2 CHICAGO COIN'S BALL PARK... \$49.50

6 BREAKNESS... \$49.50

5 BALLY CAROMS... \$22.50

4 CHICAGO COIN'S PADDOCK... \$22.50

2 ROYAL RACES-2 HEAVYWEIGHTS... \$39.50

3 TURF CHAMPS... \$17.50

1 MILLS POST TIME... \$17.50

2 MILLS MC COY... \$17.50

2 BALLY MULTIPLE... \$37.50

9 BALLY'S GOLDEN WHEEL... \$17.50

3 PAMCO HI-DE-HO... \$10.95

4 TEN-STRIKES... \$17.50

2 BLUE BIRDS... \$17.50

2 STONERS AIR RACES... \$9.95

17 SPRING TIME AND 9 BUMPA-LITE... \$18.50

6 Trio PAKS... \$9.95

7 Reel Spots \$19.25

2 NUGGETS \$9.95

5 DOUBLE DECKS... \$12.25

11 SUM FUNS... \$9.95

5 STAR BALL GUM 100 PIECES TO BOX

50 BOXES TO CASE... \$5.45

1/3 DEPOSIT WITH ALL ORDERS BAL. C. O. D.

Acme Novelty Co.

23-25 NO. 12TH ST. MINNEAPOLIS MINN.

Maryland Ops See Inevitable End

BALTIMORE, Dec. 18.—Resident operators of Baltimore and of the State are said to be in the dismal state of awaiting the inevitable failure of the 1937 State law licensing skill games, diggers and similar machines. The law was finally passed as a revenue measure for the relief fund and operators all over the State were quite hopeful at first.

But conditions have gone from bad to worse, many of them say, and the license law will eventually be added to the list of failures of a State license to properly control the operation of machines. To a man the native operators of the State say it is due to "outsiders" from other States who rushed in as soon as the license went into effect. These "outsiders," they say, have had no regard for the law and have set in to make what they can before the law is declared a failure.

Each passing day seems to bring some new confusion into the situation. It may be in the form of a new machine that does not conform to the letter of the law, or some new cutthroat practice that lowers the operator's income that much more. The license department only issues licenses and makes no attempt to decide the qualification of machines. Interpretation of the law seems to have been left to district police officials, which increases the confusion and abuses under the law.

The flood of machines which increases steadily is said to be growing more in disfavor with the public also. The abuses are evident to all and in many locations the owners are tacking placards and advertising matter on the cabinets. All operators complain of the poor earnings, one prominent operator saying that one of the most expensive table games had netted him a profit of \$1.50 for the week.

The Maryland license law was hailed upon its passage as one of the most favorable laws for the operation of skill games, diggers, etc., that had ever been passed in any State. It would be held up as a national example for legalizing the machines and operating them under proper control. But native operators say they had not reckoned on the "gold rush" that would bring so many operators from other States and the consequent abuses of the law. The failure to fix official responsibility for proper approval of games has also proved to be a serious weakness, many contend.

Operator Comes First, Says Frank

NASHVILLE, Tenn., Dec. 18.—The Automatic Sales Company, one of the leading distributors in the South, has built an enviable reputation as one of the most successful distributing companies in that section, according to owner Joe Frank.

He says: "We have built our business with one idea in mind—that the operator comes first above all else. We realize his importance to us and strive to do everything in our power to maintain this policy. Our business since the very beginning has been a steady climb upwards, for once operators buy from us they know that we are sincere in our efforts to help them and become steady customers. As a matter of fact, some operators make the office of the Automatic Sales Company their buying headquarters and purchase their requirements from us exclusively."

McCALL CLOSE-OUTS

2 Rockets	Each \$3.50	2 Put 'n Take	Each \$3.50
2 Champions	7.50	1 Ace	12.50
2 Giants	5.50	2 Monkeys	0.50
2 Trade	7.50	4 Bonifina	0.50
1 Round	5.50	1 Derby	7.50
1 Par-	0.50	1 Bally Boss	0.50
1 Mammoth	4.50	1 Hammer	0.50
1 Peerless	8.50	2 Credits	0.50
		1 Leatherette	0.50
		1 Pamco Balls	0.50

3147 Locust St. St. Louis, Mo.

THE McCALL NOVELTY CO.

Chicago Council Considers Bills For Licensing Bookies, Pinball

CHICAGO, Dec. 18.—The campaign to license bookies in Chicago grew in intensity as it reached its third week. The movement centers in the work of the city council, which is trying to meet the city budget, and turned to the idea of licensing bookies as a new source of revenue. From the start the move developed into a political fight between factions here and in the State. Rather than considering the plan on its merits, the daily newspapers have taken a position on the subject in accordance with their known political leanings. Accordingly, the bookie license plan has been front-page matter for the past several days.

The discussion assumed new meaning for the amusement games trade this week when the idea of licensing pinball games came into the news, and also a State official took advantage of the general discussion of gambling to release a tirade against slot machines.

So evident are the political factions in all discussions of the bookie licensing idea that it is not easy to discuss the subject impartially, many city officials state. The Chicago Daily News, most conservative of the local papers, seems to be most ardent in its opposition to licensing bookies. The Hearst papers and The Chicago Tribune seem non-committal or to favor the idea. The liberal Daily Times strongly favored the bookie license in an editorial this week and also issued a strong statement that newspapers had thru the years been making the public racing-conscious by publishing news of racing, bets paid, etc. "We have betting on horses largely because newspapers have promoted it by the publication of race entries, tips, selections and past performances. The newspapers are more a part of the horse-betting system than any other agency except the bookies themselves," said The Times. It is considered one of the frankest admissions of fact on newspaper promotion of betting yet made by a metropolitan daily. The Times frankly criticized The Daily News for hypocrisy in opposing legal bookies.

One cause of all the argument about licensing bookies is the fact that apparently the city does not have the authority to license them due to State statutes to the contrary. Backers of licenses for amusement games ran into this obstacle some years ago.

Pinball Mentioned

Pinball games got into the news (featured in The Daily News) when it was

Nov. Games Okehed By City Solicitor

YOUNGSTOWN, O., Dec. 18.—City solicitor here discarded a proposal to repeal legislation under which pin games are licensed on the ground that games which do not pay off are legal and cannot be termed gambling devices. He held that repeal of the ordinance would not interfere with the continued operation of what he termed "legal boards." Those which pay out coins, however, were termed "illegal boards" in his opinion.

Mayor Lionel Evans, who some time ago threatened repeal of the pin-game ordinance, recently declared that he was satisfied that nothing could be done about novelty games. The mayor stated that repealing the ordinance, in face of the city solicitor's ruling, would reduce city license fees about \$8,000 a year and accomplish nothing. He declared, however, that he will insist that the police continue to seize non-skill games.

Baby Production

BOWLING GREEN, Ky., Dec. 18.—Mr. and Mrs. Huston Kirby are doing their part to insure the industry against a dearth of pin game fans at some future date. Just recently they announced the arrival of a bouncing eight-pound girl. Kirby is a well-known operator in these parts. The latest addition to the Kirby household has yet to make up her mind whether she will join the blond or the brunet faction. One thing is certain, however, she's bound to enhance Kentucky's well-known reputation as being the home of beautiful women.

reported an alderman had introduced an ordinance to license the games, which have been banned for two years. The proposed ordinance would draw a distinction in types of games, permitting only those with more than one ball.

Owners of locations or places in which the games would be operated, the ordinance suggests, must be of good character and reputation. The bill also insists that members of partnerships must also be of good character.

The State official who spoke against slot machines later modified his statement by a requested explanation on pinball games. He was quoted as saying that any pinball game which offers a chance of a greater than "fair" return to the player, either in cash or merchandise, could be classified as a slot machine.

Royal To Stage Big Game Sale

NEWARK, N. J., Dec. 18.—Dave Stern, of Royal Distributors, Inc., reports that his firm has purchased a large stock of the latest new and used games, and that this complete stock will be featured in one of the biggest sales the firm has ever staged. "We expect every operator in the country to find something of interest in this big sale," declared Dave Stern and Harry Wichansky, who are responsible for gathering together all the machines to be featured.

"We're doing more than merely staging a sale," they continued. "We are also making arrangements for additional machines to replace those which may be sold soon after the announcement of this sale. In this way we will always have new and used games on hand at prices which operators can afford to pay. Just wait until operators see the bargains we have put on the block," they continued. "Without a doubt they are just about the most remarkable we have ever featured."

Tennessee Ruling Interests Trade

NASHVILLE, Dec. 18.—A recent State Supreme Court decision is of interest to the coin machine trade and also to locations that dispense beer. Confronted by a decision of the Tennessee Supreme Court that county courts have no legal authority to regulate the hours of beer selling in licensed places of sale, the Davidson County Beer Board will hereafter make no attempt to enforce the closing regulations prescribed by the county court, D. P. Caldwell, chairman of the beer board, said here this week. Under rulings of the State Supreme Court, he said, the board cannot take away the license of a beer hall proprietor for operating a slot machine on the premises unless it is so operated as to constitute a nuisance.

It was held by the State Supreme Court in the governing case (Wright vs. State of Tennessee, appealed from Lawrence County) that the powers entrusted to the county court emanate from the Legislature alone, hence a power not conferred by the Legislature does not exist.



Join 



POPMATIC

not only pops good corn -
but **MAKES MONEY** for you!

CUSTOMERS everywhere are talking about POPMATIC popcorn - piping hot, golden yellow, deliciously crisp. The flavor wins them! They like to put a nickel in the slot and watch the pop - pop - pop!

OPERATORS from coast to coast are finding POPMATIC steady, dependable and **profitable**. POPMATIC's operation is simple, positive, and requires minimum servicing. All working parts within easy reach. No

complicated mechanism to cause out-of-service delays!

LOCATIONS of every kind welcome this **legitimate** machine. Slim, beautifully-finished modernistic cabinet fits into $\frac{1}{3}$ the space of an ordinary popcorn machine!

BE FIRST IN YOUR TERRITORY to get a corner on POPMATIC profits. Write, wire or phone **TODAY** for complete information and prices.

TRADE MARK REG. U. S. PAT. OFF. U. S. & CANADIAN PATENTS. OTHER PATENTS PENDING.

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVENUE ST. LOUIS, MISSOURI

Kansas City

KANSAS CITY, Mo., Dec. 18.—Amusement game folk in Kansas City will enjoy a merry Christmas next week, as virtually everyone connected with the business reports satisfactory sales during the last two months.

Chances for a happy and prosperous new year are none too bright, inasmuch as economic conditions are worse than a year ago, with no prospects of an upturn. Most distributors and operators believe the condition to be temporary, however.

Conversation among Kansas City amusement game men has already turned to the annual coin machine show, to be held January 17 to 20 at the Hotel Sherman in Chicago. Many are planning to attend and several have had their reservations made for a week or longer.

Roe F. Mason and Tim C. Crummett, of the Central Distributing Company, report the sale of three carloads of the Skee-Ball units. To date 84 machines have been sold outright here by the company, and indications are that many more will be needed to supply demand of local ops. Mason and Crummett are looking forward to attending the Chicago coin machine show and they will make the trip together.

Central's new Sportland Arcade, opened December 3 in the Keystone Building in the heart of the city's downtown business section, is not attracting as many patrons as Mason and Crummett had hoped. Some changes may be made soon in the operation of the enterprise, Crummett said today. It is the only arcade of its type in this section of the United States.

A survey of dance spots using phonographs revealed these platters to be most popular here this month:

Sugar Blues, by Clyde McCoy on Decca.

Marie, by Tommy Dorsey on Victor.

I'll Love You in My Dreams, by Horace Heidt on Brunswick.

Bob White, by Benny Goodman on Victor.

Bob White, by Bing Crosby-Connie Boswell on Decca.

Twelve of the city's most noted night spots were used. The five discs listed were found in each, and all had been receiving heavy play, operators declared.

Joseph Berkowitz and Richard Chandler, Universal Manufacturing Company heads, continue to report good business. The company is probably largest manufacturer of jar games in this territory, and the holiday season increased an already excellent season. Several new employees were added at the Universal factory and offices in the last two weeks, and Berkowitz reports his new Baby Midget jar to be leading the entire line in sales.

Carl Hoelzel, United Amusement pres-

ent, also will attend the coin game show in Chicago. He has been unusually busy lately taking care of orders for Bally products, which his company distributes.

New Orleans

NEW ORLEANS, Dec. 18.—Santa Claus could really become a popular "saint" of the local coin machine colony, and who knows, perhaps he may bring the awaited break that operators have been waiting for.

Good year or bad, poor kids of adjacent Jefferson Parish will not be forgotten this Christmas by Mark Bosberg (Jack Sheehan). It's an annual event

by the Bosberg family to see that every poor child in the vicinity of the Sheehan "Suburban Acres" home is convinced that Santa Claus forgets no one. A giant Christmas tree with dozens of lights, toys by the scores and plenty of candy and other confections are to be distributed. And all done without the usual publicity gags of other "philanthropists."

"Unlawful raids by the Mississippi State militia are willful violations of a man's just rights on his own property and unjustly in opposition to the Constitution of the United States upon which this country is founded," a judge ruled last week in a Jackson (Miss.) court and as a result the guardsmen have been instructed by that court to return to locations a score of slot and pin machines "illegally" seized from a dozen night clubs near Jackson recently.

Sam Gentlich, of the Dixie Coin Machine Company, is on a business trip in North Louisiana and East Texas. He is working in the interest of the Bally and Chicago Coin Corporation line of pin games and Mills slots and writes back that things are humming in the oil centers of the two States.

Melvin Mallory, of the Louisiana Amusement Company, local branch for Stelle & Horton, Houston, reports a brisk play in salescards for the Christmas season. He has just taken on a line of low-priced radios as top prizes. The firm is also handling a line of U-Need-a-Pak cigaret venders.

Harry Batt has been signally honored for his fine work at his Pontchartrain Beach by being named a member of the new board of directors of national beach and resort operators. Batt was an outstanding speaker at the recent Chicago convention of the association.

Charlie Phillips, of the General Novelty Company, reports brisk returns on his candy and gum venders which he has widely scattered over all sections of the city. In addition to his couple of hundred of venders on location Phillips operates candy concessions in lobbies of three leading downtown theaters.



MR. CHRISTOPHER AND MR. BLUM (right) look mighty pleased now that they have joined forces to represent leading manufacturers and feature Western Equipment machines.

HERE'S THE PLACE TO BUY YOUR XMAS GIFT! WORLD'S MOST COMPLETE SELECTION OF SLOTS PHONOGRAPHS AUTOMATICS, ETC.

★ GUARANTEED RECONDITIONED SLOT BARGAINS ★

	Each
MILLS 5c Blue Front Mystery Balls or Vendors, with or without gold award	\$59.50
MILLS 5c War Eagle Jackpot Balls or Vendors, regular payout	45.00
MILLS 10c Blue Front Mystery Balls or Vendors, with or without gold award	62.50
MILLS 10c War Eagle Balls or Vendors, regular payout	45.00
MILLS 10c Cherry Balls or Vendors	77.00
MILLS 25c Blue Front Mystery Balls or Vendors, with or without gold award	85.00
MILLS 25c Cherry Balls or Vendors	80.00
MILLS 25c War Eagle Balls, regular payout	51.00
MILLS 50c Blue Front Mystery Balls with or without gold award	87.50
MILLS 50c War Eagle Ball, mystery payout	77.50
MILLS 1c Blue Front Mystery Gold Award Balls or Vendors	49.50
MILLS 1c Yellow Front Responder Golden Ball	57.50

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MODEL "K" BEEBURGS, used less than 60 days, like new	\$209.50
MODEL 616 WURLITZERS, perfect condition	209.50
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MILLS DELUXE MODEL DANCE MASTERS	64.50
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★ ★ ★ 1-BALL AUTOMATICS ★ ★ ★

	Each		Each
BALLY BLUE BIRD	\$11.00	BALLY RACING FORM Ticket	\$55.00
BALLY BONUS Ticket	11.00	BALLY TRAFFIC, 5 balls supplied as either amusement or automatic pay- out	5.00
BALLY BELMONT	25.50	GOTTIE'S FOTO FINISH	55.00
BALLY CAROM	25.50	KEENEY GRAND SLAM	11.00
BALLY CHALLENGER	15.00	MILLS DOUBLE HEADER	11.00
BALLY CLASSIC	25.50	MILLS RAILROAD	18.00
BALLY CLASSIC Ticket	25.50	PAMCO PINCH HITTER	11.00
BALLY DERRY	11.00	WESTERN PREMIER	15.00
BALLY GOLDEN WHEEL	35.00	WESTERN WINNER	29.50
BALLY GOLDEN WHEEL Ticket	42.50		
BALLY PRAISE	57.50		
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54 ELIZABETH AVE., NEWARK, N. J.

Baby Production

CHICAGO, Dec. 18.—With the increasing stress being placed on baby production in the coin machine industry, attention is now being directed to a study of those mechanisms or processes which will produce more boys than girls. Manufacturers are anxious that more male babies than females be produced since the majority of players as well as operators are from the male sex.

Studies of the phenomena governing the production of boy babies are now being made at the University of Illinois and some interesting information was given out this week. Dr. William F. Peterson stated recently that periods of sun-spot activity tend to produce more boy babies. This statement is proving to be somewhat disconcerting to manufacturers and operators alike, as they have been hoping for the invention of some mechanism that would insure delivery of boys instead of girls.

Dr. Peterson did say, however, that conceptions during disturbed seasons of the year are more likely to result in male offspring. Due to the disturbed conditions about amusement games in 1937, many coinmen feel that if the professor is right the percentage of boys born into operators' homes will soon show a big increase. The Illinois scientist went on to explain that the trends toward a preponderance of boys or girls are world-wide, which means that the co-operation of coinmen overseas will have to be secured before the American trade can boost the production of boys to the desired percentage.

On male births Dr. Peterson cited studies in Vermont during March, 1927, in the height of a period of sun-spot ac-

tivity. The sex ratio of conceptions reached 133 males to every 100 females at that time, as compared to a year later when the ratio fell to 89 boy babies to every 100 girls conceived during that month.

St. Louis Phono Ops Hold Meeting

ST. LOUIS, Dec. 18.—St. Louis Phonograph Operators' Association held a meeting Wednesday night, December 15, at the offices of the Brunswick Record Corporation, this city. About 30 members were present, and the Brunswick company played host to the operators, serving refreshments and lunch to all present.

H. P. Victor, manager of the branch here, was unable to be present, but in his absence his assistant, Earl Brewer, acted as host to the visitors. An attendance prize was donated by the Brunswick corporation in the form of a metal record carrying case, which was won by Delbert Veach, of the Automatic Phonograph Company, St. Louis.

While nothing definite was brought up for attention at the meeting, it was decided that there should be a meeting of phonograph and music operators during the convention week in Chicago at the Sherman Hotel, and plans were laid to call such a meeting for Tuesday afternoon, January 18.

Among those in hand were Carl F. Trippe, William B. Betz, Leo Biederman, Martin Halenssler, Joe and Ed Morris, William Marx, Michael Orliv, William Taber, Vincent Sieve, Delbert Veach, Ed Brinkmann, George L. Mareschal, Harry Siegel, Frank W. Gianino, Joe Mercurio and others.

WANTED

The names and addresses of progressive operators who have the vision and foresight to cash in on the operating possibilities of Western's New AK-SAR-BEN, Free Game Table. Write now for complete information on how to build up your territory with this newest in coin-operated money-making devices.

Address: **JIMMY JOHNSON**
WESTERN EQUIPMENT AND SUPPLY COMPANY
925 W. North Avenue, Chicago, Ill.

Alarm About Playing of Students Is Uncalled For

Newspaper hints some people show too much concern about pinball—association officials state case of operators—license to continue for year

MINNEAPOLIS, Dec. 18.—When a member of the city council here became "alarmed" about the report that university students were indulging in petty gambling on pinball machines, *The Minneapolis Journal* in an editorial on December 2 suggested that the matter is not so serious as some people might think. "Mustn't gamble," the editorial headline warned the students. "Alderman Wallace is concerned to find university students playing pinball machines as gambling devices and not merely for amusement. Lessers of the machines, it seems, have been known to reward winning players with prizes of cash or merchandise."

"This will come as a shock to the patrons of the pinball devices. To find that they have really been gambling, albeit unwittingly, will make the young folks despondent, conscience-stricken. They should feel grateful to the alderman for his solicitude, his splendid effort to protect them from an immoral misuse of the pretty pinball toys."

"The alderman proposed to boost the license fee from \$25 to \$75, and with the added income to hire inspectors to 'stop pinball gambling.' That is like making a small boy go and cut a switch for use on his own person. If every machine had its inspector, what fun would there be, and who would pay money to play it?"

"Anyway, it seems that the present licenses run until next November, so the proposed ordinance was laid over until next summer, or some time. Meanwhile, boys and girls, please remember that pinball machines are to be used for amusement only, and not for gambling purposes. It is naughty to win money or merchandise. If you lose, you can take comfort in feeling that you are being good boys and girls. The percentage of sinners usually is small."

The Minneapolis Tribune gave its readers some details about the "alarm" on December 1. It seems that an alleged tendency of young people in the University of Minnesota and vicinity to play pinball games not merely as amusement but as gambling devices sent the city council ordinance and legislation committee to delving into the vagaries of games of skill as related to games of chance. *The Tribune* said:

Before the committee was Alderman W. Glen Wallace, of the second ward (which includes the campus), and the Wallace proposed ordinance to boost the license fee on pinball machines from \$25 to \$75 each—the increase in fee to make possible employment of additional inspectors to stop pinball gambling.

Also before the committee were members of the Minneapolis Amusement Games Association, headed by Don Leary, organization secretary, and with Robert Cowling, attorney, as chief spokesman.

Alderman Wallace insisted he wanted the ordinance as a means of putting a stop to the practice of paying off in cash or merchandise.

"We are against having a non-gambling machine being made into a gambling machine," he declared.

"But the mere fact that certain proprietors make use of the machines for gambling purposes," countered Attorney Cowling, "is not good reason why a majority of the proprietors should be penalized."

Employees Number 200

"First of all, if the pinball machine is a gambling device then the city has no right to license it. If it is not a gambling device then the city is not justified in establishing a prohibitive license fee. A high license fee means that many must drop out. On November 1 when the license fee rose from \$15 to \$25 a machine there was a big drop in machine licenses. And please remember, gentlemen, these

devices have very short lives. People want new devices repeatedly, they get tired of the old. There's also an economic factor involved. Some 200 persons earn a livelihood out of these machines. There's in them an investment of \$100,000 to \$150,000. The men who invested in them did so because they depended on the guarantees given them by the existing ordinance."

"Take" \$9 a Week

"What's the average 'take'?" Alderman Wallace queried.

About \$7 to \$10 a week, he was told. "Well, let's call it an average of \$9 a week," said Cowling. "Nine times 52—but when you consider the license fee and the fact that these operators have to employ mechanics to keep the machines in repair the license fee would be more than the traffic could bear."

At this point Alderman Edwin L. Hudson, committee member, spoke up with the statement that in any event the license period would not expire till November, 1938, and there was nothing that could be done to change the license fee until that time anyway. He suggested that in view of that fact that the matter be laid over till some time next summer.

Kalson Says More Courage Is Needed

BROOKLYN, Dec. 18.—Saul Kalson, managing director of the Greater New York Operators' Association, stressed the fact that now is the time for members of the operating fraternity to show their courage. As Kalson put it: "For some reason or other some operators seem to delight in burying their heads in the sand instead of showing the world that they are legitimate business men. There is a crying need for more courage on the part of the operators. They have found that location owners realize their equipment is necessary for the maintenance of their own business. With such a fine backing they should have no fear of what might come to pass."

Kalson's daily contact with operators and his activities in this city are well known. He went on to state that he feels the industry should get together for its own good. In this way it could definitely establish its legitimacy and bring about more favorable opinion amongst the public at large, he maintains.

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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

WHO SAID NO SANTA CLAUS! LOOK AT THESE PRICES!

NON-PAYOUTS

\$5.00 SCREAMO CHEER LEADER CROSS ROADS FIFTY FIFTY FIVE & TEN FINANCE FLASH SURE SHOT	\$8.00 BOLO BOMBER BROADWAY \$10.00 RACK UP RED & BLUE RUN-A-ROUND RUGBY HOME RUN SHORT SOX	\$15.00 ELECTRIC SCOREBOARD HI DE HO WIZARD BLUE BLAZER \$25.00 ALSO BOWLETTE \$75.00 Late SKEE BALLS 75.00
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Special—200 Latest Models Snax, 5c Play; Perfect Condition, \$20.00 Ea.

PAYOUTS

\$10.00 AIR LANE BALLY BONUS BIG RICHARD JUMBO SKY HIGH CALIENTE DOUBLE SCORE STAMPEDE WHIRLPOOL, Ticket	\$15.00 DERBY PAMCO CHASE PAMCO PARLAY DAILY LIMIT DAILY RACES SUNSHINE BASEBALL WHEEL OF FORTUNE PAMCO BELLS	\$20.00 HIALEAH FLICKER TRIFLE REEL WESTERN RACES AND SPRINGTIME \$40.00 RAILROAD 40.00 TURF CHAMPS 50.00 POST TIME 40.00
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CONSOLES

ROULETTE \$65.00 THOROBRED 75.00 TRACK TIME 150.00	BANG TAILS \$150.00 GALLOPING DOM. INO 150.00	PACES RACES, 2 at \$100.00
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SLOTS

Special—11 Mills D. J. P. Esc. Front Venders, at	5c Extraordinary \$ 45.00 10c Dragon Head 25.00 25c Dragon Head 27.50 10c Dragon Head, S. J. P. 17.50 1c Q. T. 27.50	Columbia \$45.00 5c Watling Gold Seal 30.00 1c Chief, Like New 60.00
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2 Rockola Nite Clubs \$115.00 2 Rockola Regulators 125.00	1 Dance Master \$ 95.00 1 Swing King 100.00	P-10 & P-12 \$ 95.00 Selectophone 60.00 412 150.00
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CARL TRIPPE Price Plus Guaranteed Satisfaction

PRICES SLASHED AGAIN SALE ON RECONDITIONED AUTOMATICS

ALL GUARANTEED — READY TO OPERATE.

ACE \$ 4.00	HIGH POCKETS \$ 4.00
ALAMO (Ticket) 6.50	HIALEAH 7.50
ARLINGTON 72.50	JUMBO 8.00
BALLY DERBY 15.00	KING FISH 5.00
BIG FIVE (5 Ball) 5.00	LATONIA (Ticket) 27.50
BIG SHOT 5.00	MULTIPLE 17.50
BONUS (Cash) 7.50	PARI-MUTUEL (Tkt.) (6 Slot) 20.00
BONUS (Ticket) 8.50	PARI-MUTUEL (Cash) (6 Slot) 17.50
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CARIOCA 4.00	PAMCO DELUXE BELL 65.00
CREDIT (Ticket) 6.00	PREAKNESS 59.50
CLASSIC 34.50	PACE'S RACES (Serial 671) 67.50
CHAMPION (Ticket) 6.00	PUT 'N TAKE 4.00
DAILY LIMIT 5.00	RAY'S TRACK 99.50
DAILY DOUBLE 7.00	RACING FORM 49.50
DOUBLE HEADER 7.00	RED ARROW 4.00
DOUBLE SCORE 7.00	SNAPPY 19.50
DE LUXE "46" 6.00	SPORTSMAN (10 Ball) 6.50
ECLIPSE 4.00	SUNSHINE DERBY 10.00
EQUITY 6.00	SKY HIGH (5 Ball Ticket) 5.00
FAIRGROUNDS 102.50	SKIPPER 17.50
FAVORITE (Bally Console) 89.50	TEASER (Console) 69.50
GOLDEN WHEEL 42.50	THOROBRED (Ticket) 89.50
GOLD RUSH 4.00	TURF CHAMPS 42.50
GRAND CHAMPION (Race Horse Counter) 11.00	TOP ROW (Cash) 6.00
GOLDEN HARVEST 5.00	TOP ROW (Ticket) 7.50
GIANT 6.00	WINNER 24.50

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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Keeney Gives Party For Dept. Managers

CHICAGO, Dec. 18.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, proved that he could give it as well as take it when on Friday of last week he donned the fur-lined suit and long whiskers and played Santa Claus to his various managers. The Christmas party started with a game (wild fowl, not coin) dinner at the Little Bohemia Restaurant, with experimental department chiefs Binks, Lax, Holts, Thoeke and Hunt all present but not paying.

Fred Yung, production manager, and Chief Inspector Kroschel represented the factory end of the business, while Ray Becker is said to have put away more food than any five sales managers in the coin-game industry could possibly eat. Purchasing Agent Muenzer's appetite was reported not up to normal, because the arrangements were made and menu selected without first sending out specifications for bids.

The dinner party proved the most costly Keeney has ever thrown, it is said, and each manager's Christmas will be made considerably merrier by the "Pay to the Order Of" place cards he put at each plate. While the assembled Keeney managers did not say it with American bank note place cards, as did their chief, they nevertheless did broadcast the fact that their boss was the sweetest guy in the industry.

Early this week Ray Becker observed "that party was a real success and helped a lot to put new pep in all of us here at the plant. Pep and plenty of it is what we need these days, for in spite of every effort to keep production abreast of orders for Track Time, Skill Time, Dark Horse and Free Races, each week finds us with more orders than we can fill."

Salesboard Law Termed Success

CANTON, O., Dec. 18.—Legalized salesboards and tradecards recently celebrated their first birthday in Canton, Ohio, dating from early in December, 1936, when the city became one of the first in the nation to license and regulate gambling devices of this nature for trade stimulation purposes, the plan has been termed successful by nearly all concerned.

City officials, local merchants and private individuals joined in stating that the salesboard ordinance has to a large extent fulfilled hopes of its sponsors to control and improve a recognized condition in which gyp boards, poor merchandise and rackets had thrived previously. Mayor James Secombe stated that after a year's trial the plan has proved fair and workable. "Rackets have been kept from the city, fair methods of trade stimulation have been put into practice and chiselers have found they can't get away with it," his honor stated.

During the year 325 established business places took out licenses which permit them to display and use salesboards and tradecards under certain conditions set down in the ordinance. The \$5 revenue from each license has brought \$1,625 in revenue to the city. A full-time inspector has been provided by the city in co-operation with the candy wholesalers' organization here. Boards which do not comply with the provisions of the new law have been eliminated. Hundreds of money boards and cards which offered illegal merchandise or permitted too much profit to the retailer have been confiscated by the city inspector. Dozens of applications for permits have been denied because the applicants were not established business concerns within the city.

Under provisions of the ordinance here only three cards or boards may be displayed at one time. Minors are not allowed to play the boards. Profit is limited to 10 per cent on the board proper plus a reasonable amount on the merchandise sold thereby, and only merchandise regularly carried in stock may be offered. A fine of not less than \$5 and not more than \$100 for violation is provided in case of conviction.

Ewing Buys Florida Slots

EVANSVILLE, Ind., Dec. 18.—Charles Ewing, of the Automatic Amusement Company, this city, is touring Kentucky, Tennessee, Georgia, Florida and Alabama to acquaint operators and jobbers with his company's lines. While in Florida Ewing purchased a large number of slot machines, which his company plans to offer its customers at attractive prices.

Coming

SKILL DERBY

A GAME OF SKILL

Legal Everywhere

STONER Corp.

AURORA, ILLINOIS

SOFT PICKIN JAR OR CIGAR DEAL

900 Tickets and Seal Card. Takes in \$48.00; pays out average of \$31.20; average profit \$16.80. No label necessary. 5 1/2 x 8 seal card with 90 green seals paying 25c to \$1 or red seal. 65 green seals to pull. 14 red seals paying \$3, \$5, \$10. Highest possible number of pulls at these 4. Lowest possible pull at red seal, none. Average 1 winner to 15 tickets. Each winner has same chance to get in big money. Plenty of winners and at the same time a good profit for dealer is the reason for the large increasing demand for these sets. Can be handled in Jar or Cigar Box. Seal card fits inside average cigar box lid. Sample Set, \$1.00. Dozen Sets, \$16.00. Check or money order for one-fourth amount must accompany C. O. D. order.

BARNES PRINTING CO., New Paris, O.

A-1 CONDITION MACHINES

Bally Console Teaser, Like New \$95.00
Turf Champs, Excellent Condition 40.00
5-Ball Gusher Payout, Bally Derby 18.50
Fence Buster, Boo Hoo 18.50
Home Run, Bally Bonzer 14.75
Daytona, Bumper, Jumbo 11.75
Courtesy Game, Red Spot 16.50
\$4.75 Each—Mid Cap, Short Sox, Top Hat, Neck 'N Neck, Red 'N Blue, Gusher, Bala, Bank Nite, Rock 'Em Up, 20 Grand 1.75

1/3 Deposit, Recouped with Order.
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SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

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THIS WEEK AND EVERY WEEK



Hare-n-Hound

NOW—for the first time—a 5-Ball Bumper Novelty Game with definite SKILL SHOTS—OUT BALL RETURN—STAY LIT BUMPERS—BONUS SCORES, ETC.—that's why 'HARE-n-HOUND' is out-earning ordinary novelty games 5 to ONE on every location!!

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Order 'HARE-n-HOUND' today for long time big profit.

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BARGAINS! Automatic Payouts Consoles BARGAINS!

Arlington	\$55.00	Challenger	\$12.00	Ray's Track	\$110.00
Breakneck	55.00	Blue Bird	15.00	25c Ray's Track	125.00
Fairgrounds	95.00	Hilcalah	12.00	(Serial over 3500)	
Golden Wheel	55.00	Bally Derby	12.00	Favorite	55.00
Carom	35.00	Palooka	12.00	Track Time	115.00
Racing Form	65.00	All Stars	12.00	COUNTER GAMES	
Famed Races	55.00	Royal Races	25.00	Clinger (New)	\$17.50
Mazuma	25.00	Foto Finish	50.00	Reel 21	7.00
Rover	55.00			Penny Pack	6.00

BARGAIN
STEWART McGUIRE'S
7-Column Cigarette Machines,
\$50.00

Zenith	\$5.00
Hi Hand	4.00
Rodoo (Ticket)	5.00
Bobo	4.00
Gusher	4.00
Fifty Grand	5.00
Action	4.00

And many other Games equally low priced. Send for list. Operators: Our new home was built by repeat orders from satisfied customers from Coast to Coast.

All Used Games Reconditioned, Ready for Location. Ask Your Fellow Operator.

J and J NOVELTY COMPANY, 4840 Mt. Elliott, Detroit, Mich. Phone—Plaza 1433.

Mitnick Heads New Ponsler Fla. Office

NEW YORK, Dec. 18.—George Ponsler, head of the George Ponsler Company, announced during the past week that Jack Mitnick has been put in charge of the new branch office of the firm which is temporarily located at 803 West Adams street, Jacksonville, Fla.



JACK MITNICK

Mitnick is well known in Florida coin circles. In the short time that the new Jacksonville quarters of the Ponsler firm have been open he is said to have done a whale of a buying, selling and trading job. "Florida operators know the reliance they can put upon Mitnick's word," says Ponsler. "The new branch office of the firm is filled with a great variety of new games and a large stock of the firm's reconditioned games sent there by our other branches. Every bit of merchandise is backed by our time-honored guarantee."

Mitnick reported to Ponsler that he expects Florida coinmen to come flocking to the new offices of the firm as soon as the news becomes widespread throughout the territory. "I am determined to give the Florida operators clockwork service," Mitnick maintains. "Already I have on hand carefully trained mechanics to take care of the mechanical needs of operators in these parts and give them real service. My fellow branch managers in the other Ponsler offices had better watch out, for I'm going right after their fine records. What's more, I'm determined to beat them at their own game of making Ponsler customers Ponsler friends," he concluded.

Ohio Slot Bill To Aid Pension Fund

COLUMBUS, O., Dec. 18.—A concentrated move to materially raise the average monthly grants to old-age pensioners in order to keep within the "spirit and intent of the Social Security Act" has been launched by two members of the General Assembly who would finance their plan thru legalization of slot machines, it was learned here this week.

The two representatives, George J. Harter (D), of Akron, and William H. Whetro (D), of Ironton, staunch supporters of Ohio Social Security measures, are reported to have presented to the governor a picture of declining average monthly pension grants for the specific purpose of placing more pensioners on the rolls.

While Representative Whetro, who intimated he would offer a bill in the House shortly to legalize the operation of slot machines, made no estimate of the amount of revenue which could be derived from this source, he asserted that approximately \$3,000,000 would be required annually, which with a similar grant by the federal government would provide an additional \$12,000,000 for pensions for the biennium.

Budin Gets Hare and Hounds

BROOKLYN, Dec. 18.—Budín Specialties, Inc., Brooklyn, this week received its first shipment of Exhibit's Hare and Hounds, new novelty game. Operators liked the many novel features. Budín reports, particularly the animated back-board showing a dog chasing a hare. The playing surface also appealed to the

RECONDITIONED Guaranteed Games

Ball Fan	\$10.00	Chico Derby	\$35.00
Carnival	30.00	Hand Bell	15.00
Box Hop	22.50	Home Run	10.00
Home Stretch	22.50	Make or Break	10.00
Long Beach	35.00	Race Bowl	50.00
Sensation	10.50	Gettled	12.00
Fire Ball	7.50	Scoreboard	12.00
Happy Days	10.00	Gettled	12.00
Turf Kings	22.50	Elco 21	12.00

OLIVE NOVELTY CO. 3020 OLIVE ST. ST. LOUIS, MO.

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—each as pictured and 2 others similar; all have 2240 Tickets and beautiful Jackpot Cards for Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.
LOUISVILLE NOVELTY MFG. CO.
830 E. Breckenridge St., Louisville, Ky.

15—Mills Phonographs—Do-Re-Mi, Perfect Condition	\$ 99.50
25—Wurlitzer No. 412 Phonographs	129.50
25—Wurlitzer No. 312 Phonographs	127.50
3—Seeburg Phonographs, Model "A"	99.50
6—Seeburg Phonographs, Model "B"	115.00
20—Rockola Phonographs, 1936 Regular, 15,500 Serial	99.50
1—Mills Radio Coin Box	20.00
25—Bally Bumpers	12.00
10—Ball Fans (Stoner)	15.00
20—Bowling Bumpers	85.00

Terms: 1/3 Down, Balance C. O. D.
The Canton Automatic Phonograph Co.
1103 Cherry Ave., N. E., Canton, O.

SLOT MACHINE OPERATORS!

Here's A Xmas Present For You
With every Slot Machine purchased from us during the month of December, we are giving away absolutely free, at no cost to you,
1 S.L.B. BOX ALLEGRETTO FABRUS HAND-DIPPED, HAND-ROLLED CHOCOLATES.
SOMETHING YOU WILL ENJOY.
Drop us a line and let us know what type Slots you are interested in and we will quote you our rock-bottom prices.
We will take your late Model Wurlitzers (410, 416-A or 716) in trade on any type Slots you purchase from us.
"When in Our City, Pay Us a Visit."
BAUM NOVELTY CO.
(Phone Grand 7499)
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BOOSTER, SCOREBOARDS—\$15.00. Running Wild, Stoner's Ball Fan, \$19.00; Home Stretch, Carnival, \$29.50; Blocky, \$22.50; Lancers, Snowmont Console, Classics, Jockey Club, Chuckalein, \$49.50; Rays Track, check spec., \$109.00. All A-1 Condition. — Wire Deposit.
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"COCK FIGHT" GREET'S 1938!

Superior's "Cock Fight", 2280-Model, average Payout Board with accompanying Payout Card is ready for you! Lush colors make this one much greater than all the rest! New way to win. NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.
5c DEAL
Takes in 2280 @ 5c



Profit (Average)

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WITHOUT A PEER!
AURORAN
 5-BALL NOVELTY GAME
\$74.50



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Aurora, Illinois

Ops Interested in New Award Records

NEWARK, N. J., Dec. 18.—Announcement of the new Hercules award records has evoked an unusual amount of interest among operators here, according to Irving Orenstein, of the Hercules Machine Exchange, Inc. "Ever since the first announcement of the new award records," Orenstein declared, "we have been flooded with inquiries from operators regarding their use. The records have clicked and many experienced coinmen have stated that they will prove unusually successful in every territory. "Operators believe that the time has arrived when storekeepers must be trained to the use of award records," he continued. "These new records of ours are so handy and worth while that they are sure to prove to be a hit wherever they are introduced." Orenstein reported that the new award records are being manufactured in large quantities and will be delivered everywhere thru the present distribution setup of the firm.

Bally Announces New Turf Special

CHICAGO, Dec. 18.—The new console machine Turf Special announced by Bally Manufacturing Company is said to be in recognition of the demand for a console in the popular price field. The maker states that the price on the console is about the same as the average

price range on payout types of table games. Discussing the new machine, Jim Buckley, Bally's general sales manager, stated that Turf Special was designed as a result of an extensive market survey. "In every territory," Jim explained, "we found that there are hundreds of spots which perhaps don't rate a full console but where a popular-priced console with real play appeal will make plenty of money for the operator, and Turf Special is built to do the job. "Turf Special has everything it takes to get the play—1 to 10 mystery selections, changing odds, win-place-show-purse payouts up to a 40-to-1 top and plenty of race-track flash. Nothing has been overlooked. Neither has anything been skimped in the mechanism. The chief difference between Turf Special and more expensive consoles is the smaller size, which results in savings all along the line and makes possible a price actually no more than the average payout pin game. "Incidentally," he added, "this reduced size is a big advantage in getting into those busy, crowded spots where space is at a premium. Several operators have already advised me that the compact construction of Turf Special has enabled them to grab off some really hot spots where they have never before been able to place consoles."

Forward Petitions

"All members of the Michigan Reliable Operators' Association are requested to send in the petitions they now have in their possession, whether signed in full or in part," Harry Cheron said this week. "We also want them to see that all petitions in their territory are sent in. We are very near our goal of 100,000 signers. "These petitions will then be presented to the proper officials in Lansing. The object of the petitions is to inform the officials that the novelty machines are not primarily of a gambling nature and are demanded by the citizens and taxpayers of Michigan. We want to enlighten the officials of this fact."

TO ALL OPERATORS AND FRIENDS



It is you who have made it possible for us to expand our little business to a good-sized firm. We have tried and will continue to try to give you the best novelty jar deals that it is humanly possible to manufacture. We have sold and we are selling to operators only, and we hope to continue to do so with your co-operation. While prices have advanced, we are selling at the same that we started out with. And we promise you to continue with low prices in the future. And with all this in mind permit us to extend to you



A Very Merry Christmas,
 and a Prosperous New Year
GO GETTER JAR CO.
 P. O. BOX 691 TYLER, TEXAS

Always	\$45.00	Ohio Races	\$27.50	Outboard	\$19.00
Around the World	29.50	Gross Line	14.00	Ricochet	0.50
Auto Derby	27.50	East & West	18.50	Roll Over	7.50
Box Nco	25.50	Firecracker	0.50	Running Wild	19.50
Europa	9.50	Great Guns	22.50	Sensation of '37	24.50
Booster	9.50	Home Stretch	29.50	Silver Flash	45.00
Buttons	9.50	Home Run	9.50	Skooby	19.50
Batter Up	17.50	Long Branch	30.00	Sprint	19.50
Central	37.50			Scoreboard	8.50

ALL MACHINES GUARANTEED PERFECT WORKING ORDER.
 1/3 Deposit Required With All Orders — Balance Shipped C. O. D.
ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.

CERTIFIED USED GAMES

1/3 DEPOSIT, BALANCE C. O. D.

PANCO TOUT	\$ 7.50	PREVIEW	\$17.50	MILLS BLUE FRONTS	
PEARLESS	7.50	CLASSIC	25.00	Late Serials	\$52.50
MULTIPLE	12.00	PREAKNESS	49.50	JENNINGS LIBERTY	
BALLY DERRY	12.50	ARLINGTON	52.50	BELL Console	69.50
MAZUMA	15.00	FAIR GROUNDS	55.00	BOWLING ALLEYS	85.00
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Panco Markman		Varsity	\$ 5.00
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SLOTS

Panco Markman, Se	\$15.00
Cette DJP	30.00
25c Mills S.J.P.	15.00
Mills Front Vender, Escalator, Se	28.00
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CAROM	27.50	PREVIEW	27.50
FAIRGROUNDS	89.50	ROVER	54.50
GOLDEN WHEEL	42.50	TEN STRIKE	19.50

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EXHIBIT'S RACES	\$105.00	PAMCO DE LUXE	\$ 59.50
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(Brand New)		TRACK TIME	149.50
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CHICO DERBY	\$ 40.00	EXHIBIT'S SILVER BELLS	\$124.50
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Municipal Court Ruling Favors Pin Games, But--

State official says order to seize still applies—games suffer under long political feud—1937 anti-slot law had faulty definitions

DES MOINES, Dec. 18.—Municipal Judge Don G. Allen on December 3 ruled that pinball games not equipped with an automatic payout "are not gambling devices in themselves" under the new State anti-slot machine law that went into effect July 1. This adds another chapter to a political scene that has kept up slot machine agitation for two years and which finally led to the enactment of the 1937 anti-slot law, which had such a faulty definition of what constitutes a slot machine that it was possible for the attorney-general's office to immediately start a State-wide crusade against the simplest type of pinball games. Altho one of the authors of the bill stated that it was not meant to include skill games, the drive against the games has continued.

The recent ruling by Judge Allen led to comment as follows by opposing sides in the contest over pinball games: 1. Att. Milton Strickler, for the Automatic Merchandisers' Association of Iowa, said pinball machines, which have become scarce in Iowa, probably will reappear soon; 2. Don Burlington, assistant attorney-general, said his office would

continue to classify pinball games as gambling devices until a Supreme Court ruling could be obtained.

Judge Allen's ruling was based mainly on what he called the uncertainty of the "probable intended meaning" of the gambling law, and also on the fact that there was no evidence the machine in question was used for gambling. At the same time the judge, in his opinion, indirectly accused "strong lobbies in the last legislature" of welcoming an obscure and uncertain law on gambling devices.

The uncertainty, Judge Allen said, centers around the word "such" in the law. In his opinion, he says: "If we strike from the law those things which do not concern us in this hearing at bar we have in substance the following: 'No one shall possess any machine used for gambling, or any slot machine or device with an element of chance attending such operation.'

"Why was the word 'such' inserted before the word 'operation'? The words 'such operation' obviously must refer to some other previously mentioned operation and the only other previously mentioned operation in the law under consideration is 'gambling.'

"To say otherwise would be giving an ungrammatical construction to the statute. This statute is a criminal statute

and under the law the court must construe it strictly."

Until there is a Supreme Court ruling on the interpretation of the new law the question as to the legality of pinball machines is definitely "up in the air." The Automatic Merchandisers' Association indicates it will welcome an appeal, since it is anxious to have the matter settled.

Since the ruling in the Municipal Court police officials have had their doubts about picking up pinball machines. But all inquiries to the attorney-general's office say that the order to pick up pinball games is still in effect. So the week since the court ruling has been marked by intermittent picking up of machines, and the consequent publicity in newspapers—pictures and all. Officials of the AMA of Iowa are busy at trying to get some kind of an adjustment or else start a test case on its way.

Favorable Legal Moves in Seattle

SEATTLE, Dec. 18.—Several legal moves of interest to the coin-machine trade happened here recently and also at Tacoma. As the city of Seattle contemplates licensing the payout type of table games a pulpit move has been started in opposition to the licensing. The minister who initiated the movement is trying to enlist other churches in the city to also oppose the move.

Rube Gross, Seattle manufacturer of amusement devices, was acquitted in Superior Court of a charge of having gambling devices in his possession. The specific charges were that he had 61 slot machines in his factory. His attorneys contended that the prosecution had not proved they were gambling machines, since the machines were of the mint vending type. The court sustained this contention.

In Tacoma the city commission took up the licensing of digger machines since the council had decided they should be licensed following a Superior Court ruling that the city had not proved such machines to be gambling devices. A tax of \$3 per quarter per machine is being assessed upon the operator. The

Convention Issues

Complete coverage of the 1938 Coin Machine Show will be found in three issues of *The Billboard*, which make in reality three big show issues.

PRE-CONVENTION ISSUE. Dated January 15, this issue will contain the very latest announcements and information concerning the convention, a buyers' guide, etc.

CONVENTION ISSUE. Dated January 22, this issue will live up to its reputation for a mass of information about the trade, organization work and news and advertising of the latest machines.

POST-CONVENTION ISSUE. Dated January 29, this issue will contain the most complete news coverage of the 1938 Coin Machine Show that it is possible to get. It will contain a priceless editorial review of what trends are indicated by the show, and it will reach you by six days after the show comes to an end.

tax is being collected for the last quarter of 1937.

The bright new Colman Ferry dock recently completed at the foot of Marion street, Seattle, has been equipped with many new amusement games, weighing, shooting and other machines to while away the time of those waiting in and near the waiting rooms of the modern ferry terminal with its many ferry lines that ply over picturesque Puget Sound. There is dance music furnished, marksmanship practice and games of skill to enjoy near the fountain while ferries are waited for by the commuters and visitors to the picturesque Sound spots.

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 - 2 CAROMS 24.50
 - 1 MILLS POST TIME 24.50
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 - 3 RAY'S TRACKS, Serials 3573, \$125.00; 2535, \$115.00; 1671 97.50
 - 1 JENNINGS DERBY DAY CONSOLE 65.00
 - 1 BALLY BELLS, Console 59.50
 - 5 MULTIPLES, 3 BALLY DERBYS, 1 TEN STRIKE, 1 CRUB-STAKE, Each 10.00
 - 100 Late Model 5c and 10c Slots, All Makes, \$30.00 and Up. Also Single and Double Safes. Write for List.
 - 1/3 Deposit With Order, Bal. C. O. D.
- OHIO VENDING CO.,**
3219 Maher Street, Toledo, O.

Rock-Ola Equipment Shown at Va. Fair

RICHMOND, Va., Dec. 18.—The Moseley Vending Machine Exchange, Inc., of this city, recently had quite an elaborate display of coin-operated equipment at the Virginia State Fair. H. P. Moseley, president of the firm, expressed his delight at the interest taken by members of the coin machine industry who visited the fair. In particular was he pleased with the lively curiosity which the public evidenced in the equipment in their booth.

"We displayed Rock-Ola's Imperial 20 phonograph," Moseley stated, "and its music certainly did attract the crowds. Many people reported that they were drawn to it because they thought a real orchestra was playing. When they found out that it was a Rock-Ola phono they stayed on to marvel at the true-to-life reproduction of the music.

"We also had Rock-Ola's LoBoy Scale on exhibition," Moseley continued. "We decided that if people saw it in the booth they would remember it the next time they saw a LoBoy on location. The Rock-o-Ball bowling game and the World Series Baseball Game came in for a share of genuine enthusiasm when inspected by passers-by.

"We think it is a good idea to let the public see our high-grade equipment once in a while," Moseley summed up. "It helps popularize the right sort of machines and creates a demand for them."

Coinbiz Upswing Noted by Distributions

NEW YORK, Dec. 18.—The general upswing in business which is being felt in coin circles here is the cause of much celebration among local distributors. Locations in this area have been in need of good equipment for some time and ops have been on the lookout for the proper type of machines. Those that have arrived in the past few weeks have caused a great deal of comment. Other territories supplied by distributors here report that conditions in general seem to have bettered themselves.

Local distributors are watching their sales volume grow, and many have already informed their factories that as far as they are concerned quantity production can again be resumed. Many experienced coinmen have predicted that buying will soon spring to new heights.

The upswing is also noticeable in the used game market. The used games have been shipped abroad in greater quantities every week, there is now a definite trend among distributors to take care of the local used market. Many games are being shipped to ops in this area and are bringing better prices than they did some time ago.

NOTICE! WARNING!
M. RAY JAMES
Formerly Manager of the McCall Novelty Co. It is no longer in our employ, and we take this method of publicly stating we will no longer be responsible for any debts or contracts made by him.
A. McCALL, President.
THE McCALL NOVELTY CO.

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- BAZAAR 89.50
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- CAROM 24.50
- CHALLENGER 15.00
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- DAILY RACE 22.50
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- JOCKEY CLUB 44.50
- LONG CHAMP (Double Coin Game) 150.50
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- PRAEKNESS 52.50
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MULTIPLE RACES

CONSOLE TYPE 1-Ball Multiple Payout

58 Top Award! 30 possible Winners! Payouts multiplied by number of Coins inserted up to four. Win, Place, Show, Fourth, Field and Daily Double Awards—Odds up to 40-1!

A spectacular money-maker, sensationally low-priced! Magnificent modern console-type cabinet—Giant 24" square light-up Back Panel—New Super-Features! Glass and Flash that get top play in any location!

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POWER PAK (AC) EQUIPPED.
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HORSE SHOES
Combines the best features of DERBY DAY and DAILY RACES plus many new innovations — the greatest racing hit of today! Amazingly low-priced!
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DERBY Console High Card Console
Miracles in Class and Earnings! Write for Complete Description.

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600 HOLES—5c. THIN BOARD ONLY.
Takes in \$30.00
Pay out:
1 \$5.00
1 2.50
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2 25c
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Total Pay Out 14.30
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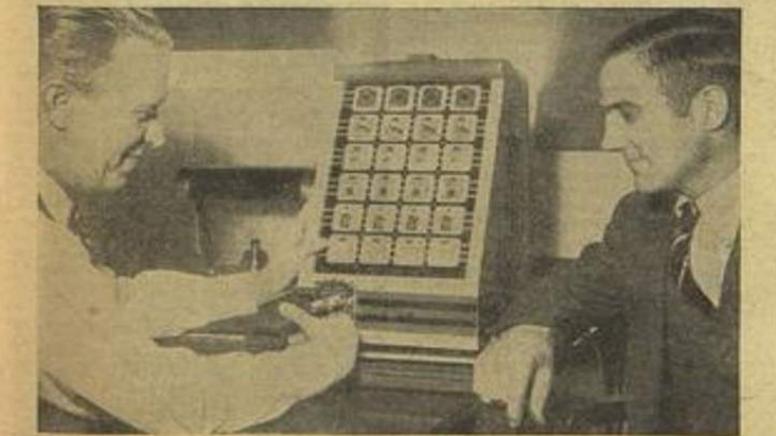
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412 @ \$145.00; 312 @ \$135.00; P-12 @ \$99.50; P-30 @ \$80.00.
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CARL HOELZEL, United Amusement Company, Kansas City, ordered big shipments of the Bally Lite-a-Paz counter game after Jim Buckley (left) explained its features.

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 - Winner, A-1 Races, ea. 25.00
 - 1/3 DEPOSIT, BALANCE C. O. D. SEND FOR COMPLETE LIST.
 - Lite-a-Pair 22.00
 - Carom 40.00
 - Ace, Carrioca, ea. 7.00
 - Sunshine Derby 12.00
 - Geno's Bank Roll, 13" 50.00
 - 5c Mills Escalator, Double Jackpot Front Venders 24.00
 - 10c Mills War Eagle 30.00
 - Hold 'Em, Madcaps, Neck 'N Neck, Happy Days, Springtime, pack, 8 4.00
 - Mills Dial 20.00
 - 5c Mills and Wasting 'Single Res., Jackpot 10.00
 - Bally Bumper 10.00
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THE MOST BEAUTIFUL
BACK RACK ANIMATION
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SOMETHING ENTIRELY NEW!

MARS



Between the front glass and the rear panel of the highly decorated back rack there is inserted an extra glass panel. By using clever lighting effects, the combination of the 2 glass panels and the backboard is most unusual. The action is so realistic that players actually drop coins into MARS just to see the clever illumination and animation.

and many other
exciting features!

2 modernistic space ships rotate between the inner glass panel and the rear of the backboard. If a ball played contacts any of the 11 bumper springs while a space ship is visible and the back rack illuminated, the hits are automatically totalized on the back rack. 2 repeater action bumper springs light up when a space ship is in view. If these springs are contacted while lighted, a continuous number of lights are recorded until the space ship goes out of sight.

MARS requires genuine skill since all bumper and repeater springs are dead when either of the space ships is not visible.

Included in MARS is CHICAGO COIN'S Recorder and Score Set

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- 4—Jennings Chief, 5c Play, Late Models, Each \$37.50
- 4—Walling Rotatop Vender, 5c Play, Each 34.50
- 4—Walling Rotatop Gold Award Vender, 10c, Each 27.50
- 2—Walling Rotatop Gold Award Vender, 25c, Each 27.50
- 2—Mills Blue Front, Mystery Pay, 10c, Each 39.50
- 2—Walling Wonder Bell, 25c Play Each 27.50
- 1—Pace Blue Front Comet, 25c Play 29.50
- Mills Single Slot Safe, \$9.50; Double 12.50
- 4—Paces Races, Black Cabinet, Nos. 2700 to 2900, Each... 79.50
- 4—Ray's Tracks, Each 54.50
- 4—Skill Katch, Auto, Pay, Each 5.00
- Automatic Pay Pin Tables, \$5.00, \$7.50, \$10.00 Each. Write for List.

All Cash With Orders Less Than \$10.00.
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- 8 Paces Races, Check Models, Serial Over 2500 \$120.00 Ea.
 - 2 Gallipolis Dominoes, Ticket Models 125.00 Ea.
 - 1 Gallipolis Domino, Cash Model, Like New 125.00
 - 9 Classics, Ticket Models, Good Condition 40.00 Ea.
 - 2 Caroma, Ticket Models, Good Condition 39.00 Ea.
 - 1 Multiple, Cash Model 15.00
 - 4 Preakness, First-Class Condition 50.00 Ea.
 - 5 Bookola Multi-Selector, First-Class Condition 120.00 Ea.
 - 1 Buckley Digger, 1935 Model, Like New 75.00
- 1/3 Cash With Order, Balance C. O. D.
KNOX MUSIC COMPANY,
206 1/2 W. Magnolia Ave., Knoxville, Tenn.

Send your correspondence to advertisers by mail—listing The Billboard.

Calcutt Shoots the Works in Closeout

PAYETTEVILLE, N. C., Dec. 18.—Joe Calcutt, of the Vending Machine Company here, reports that he really is shooting the works in his current sale of used equipment. "We want to clear our warehouse of all the equipment we now have on hand," stated Calcutt, "in order to make room for new stocks of machines which will arrive here most any day. That's why I've cut the price way down on all the merchandise we now have on hand. It has to go to make room for the new shipments."

Calcutt also declared that he plans to feature a complete listing of all the games he has on hand at the Coin Machine Convention in January. "Just wait until operators see the bargains I plan to unloose at the show," he concluded. "They will be breath-taking to say the least and are certain to gain the attention of the leading buyers throughout the coin machine world."

Lose Petition for Vote on 1937 Laws

PIERRE, S. D., Dec. 18.—Petitions to obtain a popular referendum on the State's extreme anti-slot machine laws passed by the 1937 Legislature came to an unsuccessful end here when the State Supreme Court ruled that the petitions contained insufficient signatures. The petitions were started last June and when filed the secretary of state refused to accept them officially, saying they did not contain the necessary legal signatures to refer the laws to a vote of the people.

The two laws passed in 1937 are about as extreme as any statutes known today in their definitions. One law prohibits the use or operation of "any slot or card machine, contrivance, appliance or mechanical device" by which "money or other valuable thing" can be "staked or hawarded by the use of coins, checks, slugs, balls, tokens or other articles." The second law, a companion measure, prohibits the licensing of any type of

vending machine which returns slugs or tokens.

A mandamus action was started in a Minnehaha County court by Vernon A. Shields, a Sioux Falls machine operator, and Circuit Judge Luctus Wall ruled in favor of Shields. The Supreme Court reversed the action of the lower court, holding with the secretary of state that the petitions did not meet the requirements of valid signatures.

Mars Scores Hit With Chicoin Fans

CHICAGO, Dec. 18.—Mars, the latest creation of the Chicago Coin Machine Manufacturing Company, was made available to distributors throughout the country last week, according to Sam Wolberg and Sam Gensburg. In commenting on this game, Wolberg stated: "We released Mars simultaneously to all of our distributors so that everyone would have an equal chance to cash in on this new novelty game. Since the original announcement orders have poured in for the game."

"Mars is entirely different from the ordinary type of game," Wolberg continued. "It has an unusual exciting action. Featured on this game are a double-glass actual depth back rack in brilliant colors, two modernistic moving space ships which rotate within the back rack, two repeater-action bumper springs, as well as 11 regular bumper springs and other exciting features."

In explaining the play principle of this game, Gensburg stated: "As a coin is inserted in Mars the two modernistic space ships begin to rotate thru the actual depth back rack, only one ship being visible at a time. As a ball is played it may contact one or more of the 11 bumper springs on the playing field. If one or more of these contacts are made when a space ship is visible the hits are recorded on the light-up totalizer on the colored back rack. Incorporated on Mars also are two repeater-action bumper springs which light up when a space ship is visible. If a lighted

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- Perfect Condition
- MILLS FLASHERS.....\$89.50 (Slablike Used)
 - WESTERN WINNERS... 29.50
 - GENCO BANK ROLLS... 49.50
 - 1937 PACE ALL-STAR COMETS 42.50 (Mystery Pay, 5c-10c-25c Play)
 - FOM MIX RODEO RIFLE 135.00

Slightly Used Slot Machine Parts, One-Half Price.

1/3 Deposit.—Rush Your Order.

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Save 25 to 33 1/3%—Low Prices—Perfect Condition

- NOVELTY GAMES
- Ball Fan \$ 7.50 Ricochet \$15.00
 - Country Club 3.00 Top Hat 3.00
 - Mad Cap 5.00 Mercury 32.50
 - Short Box 7.50 Head Lite
 - Replay (Free Game) 5.00
 - (Bumper) 12.50
 - Daytons .. 15.50 Home Run, 17.50
 - Carnival .. 32.50 Bally B'mp'y 12.50
- COUNTER GAMES
- Jennings Club Vender, Check Payout \$18.50
 - A. B. T. Target Ball 22.50
- AUTOMATIC GAMES
- Latona .. \$42.50 Pop 'Em \$27.50
 - Bally Bonus 12.50 Spring Time 39.50
- 1/3 Deposit With Order, Send for New Price List.

W. B. NOVELTY CO., Inc.
3000 North Grand Blvd. St. Louis, Mo.

repeater-action spring is contacted a continuous number of hits are recorded until the space ship goes out of sight. We have added another feature that is making a hit with operators," he concluded, "and this is the Chicago Coin payout recorder and score set."



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CLOSED
TERRITORIES**

Skillo

A GAME OF SCIENCE AND SKILL—LEGAL EVERYWHERE

Here's how you can get back into the money with a game that requires as much science and skill as Bowling, Billiards, Golf, Trapshooting, etc. Yet, it has all the earning power—all the fascination of the best payouts or slots! Anybody can play SKILLO right off: Simply make selections by inserting coins in proper chutes, then try to stop spinning Rotor-Lite at your selection: Takes a keen eye, steady nerve, judgment, muscular co-ordination, timing, split-second action! Odds 2-1 to ? (Mystery Jackpot) for

top skill! Models for merchandise certifi-
cafes, trade checks or cash payouts!
Evans NEW patented Multiple 7-Coin Head is absolutely unbeatable and tamper proof. The last three coins for each selection are plainly visible at a distance . . . an added protective feature! Modernistic walnut console! Magnificent playing field, 9 dazzling colors, richly silver-etched illuminated Arrowhead Rotor-Lite! Mechanism refined to a a-b-c simplicity! Absolutely fool-proof! Evans' famous precision-engineering throughout! Perfect performance guaranteed! Order from your jobber or Write, Wire or Phone Haymarket 7630.



EVANS' NEW 7-COIN HEAD!

Nothing like it! Routs the gyp artist! Saves price of machine in eriding operating losses! Prevents grief of overlapping or thick coins, slugs, gum, string, metal strips, etc. Costs no more to operate than single slot, but what a difference in collections! EVANS' Patent—exclusively on ALL EVANS GAMES!

IMMEDIATE DELIVERY

H. C. EVANS & CO. 1522-28 W. Adams St., CHICAGO, ILLINOIS

USED MACHINE SALE

NOVELTY GAMES	
Baseball . . . \$14.00	Lights Out . . . 7.00
Blochet . . . 14.00	Big Shot . . . 3.00
Bumper . . . 12.00	Chico Derby . . . 25.00
Sure Shot . . . 4.00	Happy Days . . . 7.00
Neck 'N Neck . . . 4.00	Home Stretch . . . 25.00
Fair Play . . . 3.00	See How . . . 25.00
Bank Note . . . 4.00	Always . . . 25.00
East & West . . . 20.00	Track Meet . . . 25.00
Rummy . . . 8.50	Salipper . . . 17.50
Outboard . . . 20.00	Osborn . . . 25.00
Long Beach . . . 25.00	Hold 'Em . . . 10.00
Madcap . . . 4.50	Ken 'Em . . . 18.00
With Pak . . . 4.50	Mercury . . . 20.00
Fire Ball . . . 10.00	Yorps . . . 5.00
Cross Line . . . 5.00	Skooky . . . 20.00
Neighbors . . . 3.00	Stones . . . 20.00
Short Sox . . . 4.00	Races . . . 52.50
Five & Ten . . . 3.00	Ross Bowl . . . 50.00
	Touch Down . . . 50.00

AUTOMATICS

Turf Champ (A-1 condition) . . . \$48.50	Jumbo . . . \$ 8.50
Peekaboo . . . 57.00	Peerless . . . 10.00
	Garmon . . . 42.00
	Pace Races . . . 150.00

COUNTER GAMES

Real Spot . . . \$12.00	Real Dice . . . \$3.00
Real "21" . . . 3.00	Races . . . 3.00
Horses . . . 2.50	

MISCELLANEOUS

New Gun Tank . . . \$ 60.00
Merchandisers with Van Eck . . . 58.50
Blig Ejectors . . . 40.00
Mills Dance Masters (A-1 Condition) . . . 40.00
Wurlitzer P-412 (A-1 Condition) . . . 125.00

\$20,000 Worth of Choice Merchandise for Resellers at Close-Out Prices.
Terms: 1/3 Cash with Order, Bal. C. O. D.

ARROW NOVELTY CO.
2832 Sidney St., ST. LOUIS, MO.

Abe Fish Distrib
For Exhibit Game

HARTFORD, Conn., Dec. 18.—Charley Katz, of the Exhibit Supply Company, called on Abe Fish, of General Amusement Game Company here, and the result of the meeting was that Fish has been chosen to handle the distribution of the firm's new Hare N Hounds novelty game in this city.
Fish is 100 per cent behind the game and believes that it will prove to be one of the hits of the season. "Hare N Hounds has a lot of player appeal," he stated, "and it is suitable for all operators regardless of territorial conditions. The game itself is well built and beautiful in every way. I feel sure that Hartford's operators are going to find this game one of the best money makers they have had in a long time."

High Court Says
1907 Law Valid

HARRISBURG, Pa., Dec. 18.—Pennsylvania operators were hard hit by the decision of the Supreme Court of their State in declaring constitutional a 1907 tax measure that has been inactive as far as amusement games are concerned since it was passed.
Originally this tax measure was aimed at Ten Pins or games played with balls and pins as bowling was first called.
The act imposes a tax of \$20 a year on amusement games. In addition there is an assessor fee of \$1.50 a game. For a six-month period the tax is one-half.
Several months ago efforts were made to enforce the law, but an injunction was obtained by a prominent North-western Pennsylvania operator. The Supreme Court finally acted upon this injunction and declared the law constitutional.
The law will undoubtedly work a great hardship upon the small storekeeper who depends upon the games in his place. Operators will curtail their operation considerably, altho in some cases storekeepers have indicated the willingness to share the cost of the license with the operator.

IT'S NEW! IT'S HOT!
IT'S A WOW!

-THE BIG APPLE-
A NEW THIN HARLICH JACKPOT BOARD

IT'S GOT THAT EXTRA WALLOP THAT BUILDS PROFITS—FAST

No. 11043 1000 Holes
Takes in . . . \$50.00
Average Payout . . . \$26.00
Av. Gross Profit . . . \$24.00
ORDER TODAY!
BE FIRST!

PRICE \$250
EACH
PLUS 10% TAX



HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS.

WANTED
Keency
TRACK TIMES
Condition and Serial Numbers
Get our List of Used Machines at giveaway prices.
REX NOVELTY COMPANY
1022 Cathedral Street
Baltimore Maryland

LUCKY PURSE DEAL
POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-toed purses containing coupons ranging from \$1.00 to \$5.00. Real awards, cigarette and soft drink tickets give this board more than fifty winners. Takes in \$50.00, pays out approximately \$30.00.
Sample \$5.75; Lots of 10 or More, \$3.50.
Deposit required on all orders.
H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

Slug Visible Slotted Coin Counter
MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, use this as your business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set, consisting of penny and nickel counter. The penny counter can also be used for tubing glasses.

50 PENNIES
THE JOYFUL PENNY COUNTER COMPANY
WRAPPER TUBES, 75¢ per 1,000 in 1¢, 5¢, 10¢, 25¢, 50¢ Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Patton, Pennsylvania



ORDER
TODAY!

THE NEW NOVELTY SENSATION---
BREAKING ALL RECORDS FOR SALES

JUNIOR

AS A COUNTER GAME OR AS A JUNIOR TABLE GAME
FASTER PLAY---FASTER PROFITS

Here is the game all operators have been waiting for! JUNIOR is a complete novelty game made in a smaller size—full size bumper springs, full sized 1" steel balls, large illuminated totalizer back rack. Earns as much on all locations as large sized games. High score play that appeals to all players. Order JUNIOR today and get started with more profits than you ever dreamed of!

Note The
Low Price

\$39⁵⁰

JUNIOR is available as a junior table game with legs at \$2.00 additional. Please specify when ordering.

F. O. B. Chicago

GENCO, Inc.

2621 N. Ashland Ave.

Chicago, Ill.

WHILE THEY LAST!

WURLITZER • P • \$99⁵⁰
12

ROCK-OLA—Late 1936 Model. \$99.50 | KEENEY BOWLETTES..\$49.50

WURLITZER — P-400 \$119.50
ALL MACHINES GUARANTEED PERFECT CONDITION.

BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C.
INC. 6-1942)

Genco Offers New Style Counter Game

CHICAGO, Dec. 18.—"In spite of its newness, our latest counter game, Junior, is fast becoming a sure-fire hit," declared Meyer Gensburg, official of Genco, Inc. "Junior is the first and only bumper counter game and has all the features of big tables. It has the same sized bumper springs and is played with full-sized one-inch steel balls. It is a complete bumper-type novelty game made in a smaller size for those locations that cannot, because of space requirements, accommodate a full-sized table. The illuminated glass back rack, plus the beautifully colored playing field, are definite attractions for players.

"In addition to the beautiful coloring Junior has the fine mechanical construction so characteristic of Genco games," he went on. "It is chock-full of action and excitement and is so appealing to players that they play one game after another.

"Before we offered Junior to operators and distributors we predicted that it would be a hit. We felt that since it was so different from any counters now on the market it would offer all the appeal of a big table-sized game, and our prediction has been proved by the number of orders arriving daily from all parts of the country. We honestly believe that Junior offers operators a real opportunity to cash in on extra earnings in new locations. Another feature for which Junior is fast becoming noted is that it is available in the floor model,"

he concluded, "with four standard-length legs at only a small additional cost."

Ak-Sar-Ben Going Strong, Says Burras

CHICAGO, Dec. 18.—"Within the past 10 days we have received orders for more than 200 sample Ak-Sar-Ben free-game machines," declares Hugh Burras, sales manager of the Western Equipment and Supply Company. "There are a lot of reasons why this new free-game model has become so popular," he went on. "In the first place it can be introduced and used in all territories in which games of the so-called novelty type are in operation. What's more, it can be operated with one, two or five balls.

"The payout model is identical with the free-game machine," Burras continued. "Sales on this model have been mounting steadily. We feel that the biggest reason for this great popularity of Ak-Sar-Ben is the fact that it has so much player appeal. It is punch-packed with excitement and action and gets players so pepped up with interest that they keep playing game after game.

"Ak-Sar-Ben is one of the most fascinating of this type now on the market," he concluded. "The captivating excellence of both the free game and the payout model have firmly established both of these games in the front ranks of those machines which are proving so popular at this time."

Bklyn. Amusement Increases Its Force

BROOKLYN, Dec. 18.—Charley Aronson and Bill Alberg, of the Brooklyn Amusement Machine Company, report that they have increased the number of their employees to 14, have added more trucks to their fleet, and have jumped their business during the past months to a point where every one in

their organization is proud of their achievement.

"That's nothing," Aronson and Alberg state. "We expect to practically double the size of our company during 1938 with some of the new products we expect to pick up at the coming convention. We are using more equipment today than we have ever used before. During the coming year we expect to enlarge our activities still more. There is no doubt that we have plenty of room for expansion. Now that our organization is beginning to function as it should we shall be able to add more lines just as soon as they enter this territory."



SAM SIMONSON, sales manager of Milwaukee Coin Machine Company, Milwaukee, on a recent visit to the Gottlieb plant smiled approval of the multiple nine-coin console made by Gottlieb.

BAGS OF GOLD 5¢



STAKE
YOUR
CLAIM
WITH
"BAGS
OF
GOLD"

Jack Pot
Card Pays
\$5.00 to
\$50.00

SAMPLE DEAL COMPLETE, \$4.00
Dress lot prices, refills (with card) ..\$ 2.50
Complete deals 3.00
Deal takes in (2280 @ 5c) \$14.00
Average profit \$4.00
The same deals can be had with 2,620 or 2,720 tickets.

Write for Quantity Prices.
1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.
DISTRIBUTORS
1731 BELMONT AVE. CHICAGO, ILL.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS

22 Caroms	\$24.50	Fairground	\$ 99.50
12 Derby Day	32.50	Fleetwood	119.50
25 Golden Wheel	39.50	16 Previews	16.50
SLOTS			
Jennings Chiefs	\$37.50	Liberty Bell	\$ 72.50
Mills Blue Front	45.00	Bally Favorite	79.50
Mills Blue Front, 50c	59.50	Paces Races	109.50
Jennings Chief, 50c	47.50	Evans Roletto	129.50
Bally Reliance	19.50	Galloping Domino	129.50
War Eagle	32.50	Paces Races, 25c	265.00
Cherry Bells	59.50	Paces Races, 5c	265.00
Mills QT	34.50	PHONOGRAPHS	
Grotchen's Columbia		Wurlitzer P-10	\$69.50
Convertible, 5-10-25	30.00	Wurlitzer P-12	89.50
		Rock-Ola 1936	89.50

1/3 Deposit.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

In Production on Games To Be Shown

CHICAGO, Dec. 18.—In announcing their plans for the coming 1938 coin machine show, officials at O. D. Jennings & Company stated emphatically that the Jennings firm would undertake to give operators a "surprise" this year by having already in production every device which will be exhibited by the firm at the convention.

"We have all heard from year to year the common saying that most of the machines on exhibit at the annual conventions will never go into production," W. J. Ryan stated. "But the Jennings firm has already decided on a different policy. We have a number of new ideas in process of development now. We think they will prove to be excellent for the operating needs they are designed to meet. But whatever we bring to the exhibit hall in 1938, operators can count on it that we have those machines in production and will be ready to start filling orders. We think that is a matter of fairness to operators."

Atlas Execs Trek To the Southland

CHICAGO, Dec. 18.—Recent announcement coming from the offices of the Atlas Novelty Company disclosed that Morris Ginsburg has left for Florida, where he will have an opportunity to confer with his brother, Eddie, for the first time since their Miami branch was opened. It is believed that the two will formulate quite a few plans for the coming year and decide upon what sales methods they will use to increase the already noted personal service of their firm.

Phil Greenberg, manager of the Pittsburgh office, has also left for Miami and has taken his mother along with him. While his visit down there will be more in the nature of a conference with

the Ginsburg brothers, he stated that he expects to take advantage of this opportunity to enjoy his first vacation in two and a half years.

It is understood that Morris is making arrangements with several Middle West operators who will be in Miami at the same time to try their hand at catching some barracuda and other deep-sea fish. Two well-known operators who already are reported to have made definite arrangements are Harold Johnson and Ted Russell, of Rock Island, Ill.

With the executives gone from the Chicago office business will carry on under the able guidance of Irving Ovtiz, Al Stern and Harold Pincus, all of whom are very well acquainted with the manufacturers and the trade. Art O'Melia at the Pittsburgh office will carry on in Greenberg's absence, ably assisted by Harry Lieberman.

Exhibit Red Dog Shoots the Moon

CHICAGO, Dec. 18.—Perc Smith, of Exhibit Supply Company, who collects famous sayings of poets and philosophers as a hobby, went into a tallepin when asked to make statement of significant news value for operators to read in the December 25 issue of *The Billboard*. He said he believed the issue dated December 25 should be a "puifless issue" instead of the one dated January 1.

"You can say that our plant is so busy the Red Dog is chasing the Hare-n-Hound while I Shoot the Moon," Smith said.

Red Dog is a new counter game being offered by Exhibit and officials state it has proved so popular on test locations that players simply will not leave it. It is based on a card game idea, with five reels, and permits players to draw, etc. Counter games are receiving new attention from the operating field, the firm reports.

"Operators are proving by their orders that they know the qualities of our novelty game, Hare-n-Hound, and Shoot the Moon, a console game," Smith added.

Register for 1938 Coin Machine Show

Name..... Company.....
 Street..... City and State.....
 Check whether: Operator Jobber Distributor

Please inclose letterhead, business card or other identification as Operator, Jobber or Distributor.

Give name of at least one manufacturer from whom you have purchased machines during past year

No registration fee is required if this form is received before January 3, 1938.

MAIL TO: THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, O.

PRE-INVENTORY CLEARANCE SALE

We're cleaning up our factory for the New Year, re-arranging our huge stock rooms, and reducing our big inventory radically. "No ifs or ands" about our desire to get action—just look at these amazing prices!

BARGAINS IN MILLS REBUILTS

All Guaranteed the Same as Brand-New Mills Novelty Machines

Extraordinary Mystery Bells		Futurity Bells	
5c Play	\$60.00 each	5c Play	\$60.00 each
10c Play	62.50 each	10c Play	60.00 each
25c Play	65.00 each	25c Play	60.00 each
Dice Machine		Gooseneck Bells	
25c Play	\$125.00 each	5c Play	\$37.50 each
Escalator Jackpot Bells		10c Play	37.50 each
5c Play	\$52.50 each	25c Play	40.00 each
10c Play	54.50 each	Silent Jackpot Front Venders	
25c Play	56.50 each	5c Play	\$37.50 each
Mystery Bells		10c Play	37.50 each
5c Play	\$60.00 each	25c Play	42.50 each
10c Play	62.50 each	Futurity Venders	
25c Play	65.00 each	5c Play	\$62.50 each
		10c Play	62.50 each
		25c Play	62.50 each

USED MILLS MACHINES

Astounding Values

Mystery Golden Side Venders		Extraordinary Mystery Venders	
With or Without Milco Coin Chutes		10c Play	\$40.00 each
5c Play	\$55.00 each	Mills Silent Jackpot Front Venders	
10c Play	57.50 each	5c Play	\$22.50 each
25c Play	57.50 each	25c Play	25.00 each
Extraordinary Mystery Venders		Mills Reserve Jackpot Bells	
5c Play	\$37.50 each	5c Play	\$15.00 each
Extraordinary Mystery Golden Venders		10c Play	15.00 each
5c Play	\$37.50 each	25c Play	15.00 each
Extraordinary Mystery Golden Venders		50c Play	30.00 each
10c Play	\$40.00 each	Mills Reserve Jackpot Front Venders	
		5c Play	\$15.00 each

OTHER USED MACHINES

Jennings Chief Mystery Venders		Caille Cadet Jackpot Bells	
(This year's model)		5c Play	\$22.50 each
5c Play	\$40.00 each	10c Play	22.50 each
10c Play	40.00 each	25c Play	22.50 each
Jennings Chief Mystery Bells		Watling Rol-a-Top Mystery Venders	
(This year's Model)		5c Play	\$25.00 each
5c Play	\$40.00 each	10c Play	25.00 each
10c Play	40.00 each	25c Play	25.00 each
50c Play	40.00 each	Watling Rol-A-Top Bells	
Jennings Jackpot Side Venders		5c Play	\$25.00 each
5c Play	\$12.50 each	10c Play	25.00 each
Jennings Victoria Jackpot Bells		25c Play	25.00 each
5c Play	\$17.50 each	Watling Jackpot Bells	
Caille Jackpot Bells		1c Play	\$12.50 each
5c Play	\$12.50 each	5c Play	15.00 each
25c Play	12.50 each	25c Play	15.00 each

ONE-BALL AUTOMATIC PIN TABLES

Brand-new Tycoons, 5c play, sale price.....	\$47.50 each
Rebuilt Tycoons, 5c play, sale price.....	27.50 each
Brand-new Railroads, 5c play, sale price.....	77.50 each
Rebuilt Railroads, sale price.....	47.50 each
Brand-new Double Headers, sale price.....	39.50 each
Rebuilt Double Headers, sale price.....	29.50 each
Rebuilt Post Times	75.00 each
Used Post Times	57.50 each

Prices good only while stocks last! You may never again have the opportunity of buying machines from Mills Novelty Company at such low prices. Be safe when you buy second-hand machines—deal with the biggest company in the business.

MILLS NOVELTY COMPANY
 4100 Fullerton Avenue, Chicago, Illinois.

BULL'S EYE

WITH UNIQUE NEW TARGET FIELD

Greatest novelty money-maker since Bumper—and in many places actually earning more than Bumper did in its heyday! It's the Skill Spring that gets 'em! See BULL'S EYE at your jobber!

5-BALL NOVELTY GAME



\$7450
F.O.B. Chicago

ORDER TODAY

LITE-A-PAX

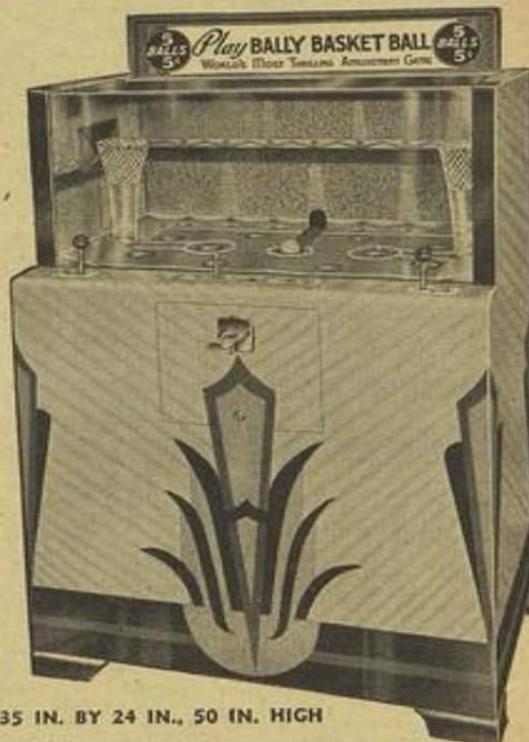


Bally's newest Counter Game—hit! Penny-Nickel-Dime-Quarter play! Juicy array of winners guarantees constant repeat play. Cigarette packages in full colors, illuminated by flashing lights, create sensational eye-appeal. Replacement fronts for various different games at slight extra charge insure perpetual profits with amazingly low investment. Write for price.

BALLY BASKETS

- 100% LEGAL!
- FAST MONEY-MAKER!
- DE LUXE CABINET!
- REALISTIC PLAY FIELD!
- NON-ELECTRIC MECHANISM!

Open your territory and keep it open with BALLY BASKETS! And earn big money, too! Absolutely legal—no awards possible! Duplicates all the thrills of real basket ball! COMPETITIVE PLAY gold mine in any location—and actually EARNING MORE THAN MANY NOVELTY PIN GAME HITS! Get in on the ground floor—order today!



35 IN. BY 24 IN., 50 IN. HIGH

LOW PRICE
WILL ASTOUND YOU

Write or See Your Jobber

AMERICA'S GREATEST LINE OF PAYOUTS & CONSOLES

Fairgrounds, Bally Stables, Club House, Saddle Club, De Luxe Freakness, etc. Write for details and prices.

BALLY MANUFACTURING CO. 2640 BELMONT AVE. CHICAGO, ILLINOIS



\$18.75
Each Paid



TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Real" strips—thus getting the benefit of two machines for the price of one. Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 6 Reward Cards. 100 & 200 (100 Pieces) 100 & 200 (100 Rolls) 100 & 200 (100 Rolls) \$8.50

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.46
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Hurviches Aiding Imperial Operators

BIRMINGHAM, Ala., Dec. 18.—Max and Harry Hurvich, of the Birmingham Vending Company here, report that they have been mighty busy for the past few weeks photographing locations in which their Imperial coin operated billiard table has been placed. The "Gold Dust Twins" state that the main reason they are so interested in obtaining these photos is to provide operators with powerful ammunition that will enable them to obtain bigger and better locations.

"There is no doubt in our minds that photos are the best means of educating prospective locations to realize the value of our product," Max Hurvich stated. "We have found that operators can obtain locations much easier when they use pictures of actual installations. Location owners are far more impressed when they have actual pictorial evidence of the high-type locations in which the Imperial is operating. That's why we have been so busy taking pictures of all the spots that boast of an Imperial in these parts."

"Before long," he concluded, "we expect to have enough photographs on hand to supply pictures of Imperial installations to every operator who wants them."

Galveston Reports Total Tax Intake

GALVESTON, Dec. 18.—A total of \$4,262.54 has been collected by the city assessor on coin-operated machines for the year 1937, according to figures announced recently.

This includes slot machines, marble machines and others of a similar type. The city tax on 5-cent machines is \$15 per year, and \$30 per year on those requiring coins of larger denominations. This represents one-half of the amount of the State tax.

These licenses are subject to renewal on January 1, 1938. The county collects about \$20,000 in taxes on the coin vending machines.

SALE OF ALL LATEST USED GAMES

WRITE NOW
FITZGIBBONS DISTRIBUTORS, inc.
453 W. 47th ST., New York

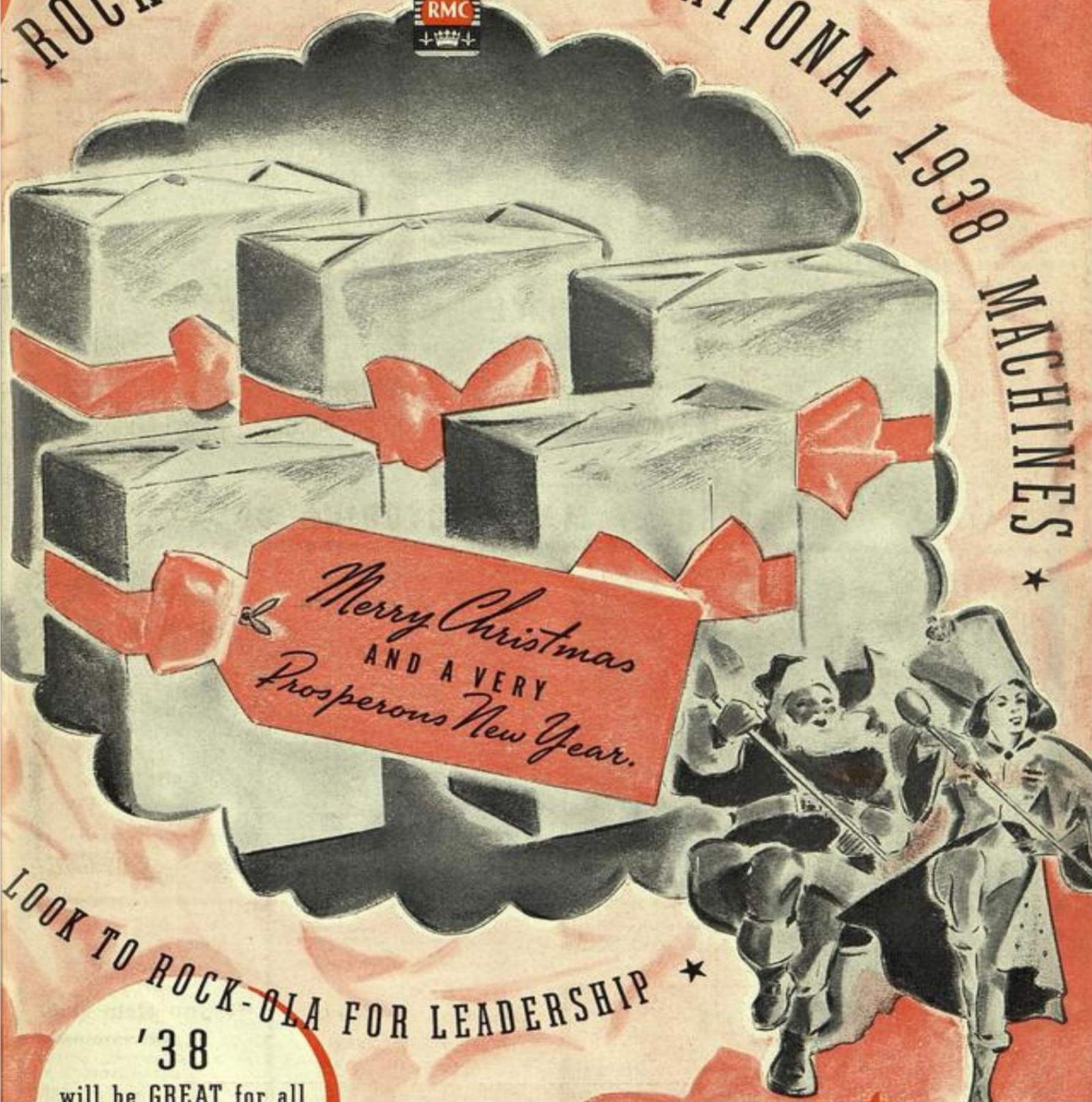
382 Mulberry St., Newark, N.J.

A Merry Xmas and Happy New Year

TO ALL OUR CUSTOMERS!
TO ALL OPERATORS, JOBBERS AND DISTRIBUTORS—
AND TO OUR MANY FRIENDS OVERSEAS!

SAVOY VENDING CO.
406-8 W. FRANKLIN ST. BALTIMORE, MD.

ROCK-OLA'S NEW SENSATIONAL 1938
MACHINES



*Merry Christmas
AND A VERY
Prosperous New Year.*

LOOK TO ROCK-OLA FOR LEADERSHIP

'38
will be GREAT for all
ROCK-OLA
OPERATORS

Rock-Ola Mfg. Corp.

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

BOB CROSBY and his **ORCHESTRA** swing out in that modern "Dixieland Style" . . . nightly favorites in thousands of **WURLITZER** locations, coast to coast . . .



SOLD ONLY TO OPERATORS

BOB CROSBY and his **ORCHESTRA** have made musical history with these recent **DECCA RECORDS**

- 1560—"This Never Happened Before"
"Let's Give Love Another Chance"
- 1555—"Why Should I Care?"
"I've A Strange New Rhythms In My Heart"
- 1556—"I've Hitched My Wagon To A Star"
"Silhouetted In The Moonlight"
- 1552—"Vieni Vieni"
"Little Rock Getaway"
- 1539—"FOREY DAY"
"Nice Work If You Can Get It"

The wise Wurlitzer operator puts these new hits on his phonographs and changes them often for greatest appeal.

BOB CROSBY, talented young band leader sends his boys deep in that New Orleans groove.



Famed for rendition of the blues in rich New Orleans style, Bob Crosby and his Orchestra play a relaxed type of rhythm that is an inspiration to hear. Their marvelous arrangements, their melodic improvisings make them a stand-out organization.

Each night, eager fans jam the ballroom of the Rice Hotel in Houston, Texas to hear the distinctive Crosby music. And each night these enthusiastic crowds are duplicated ten thousand times in restaurants and taverns throughout the land. In every neighborhood in America, people relax, dine and drink to the music of the nation's favorite orchestras, reproduced with life-like fidelity by the WURLITZER Automatic Phonograph.

The WURLITZER is the first choice of entertainment among location owners who are necessarily limited to automatic music. Patrons, too, are rapidly growing more discriminating . . . they look for WURLITZER music and go where they find it.

To wide-awake operators this nation-wide preference for Wurlitzer means just one thing: opportunity to make more money! Get full particulars now . . . write, wire or phone today.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory:
RCA-Victor Co., Ltd., Montreal, Quebec, Canada

W U R L I T Z E R
AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions