

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

JANUARY 8, 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly



WILLIAM EDMUNDS

The logical publication

through which to reach the

Amusement Industry and Allied Fields



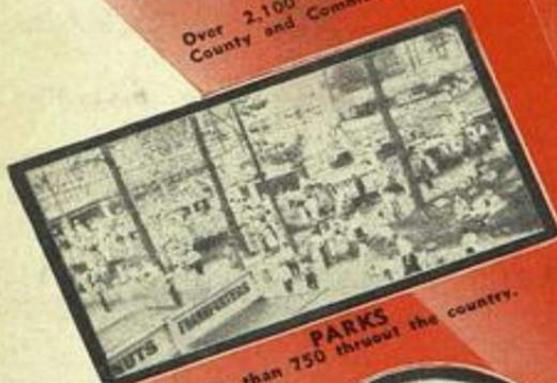
FAIRS
Over 2,100 District, State, County and Community Fairs.



CIRCUSES
About 90 organizations ranging in size from dog and pony shows to 100-car shows.



CARNIVALS
Almost 300 units traveling the entire country.



PARKS
More than 750 throughout the country.



AMUSEMENT MACHINES
Estimated 3,000,000 machines on location in U. S. A.



TENTED SHOWS
Approximately 800 go out annually.



CELEBRATIONS—RODEOS
Over 3,000 celebrations, homecomings and rodeos.



ENDURANCE SHOWS
About 50 organizations put on 250 shows a year.

ESTABLISHED
The Billboard
1894



POOLS BEACHES
800 commercial pools and beaches.



THEATRES
More than 13,500 legitimate and motion picture houses.



NIGHT CLUBS
About 16,000 operate continuously throughout the year.



RADIO
Day and night broadcasting by more than 600 stations.

The World's Foremost Amusement Weekly

The Billboard

Vol. XLX
No. 2

The World's Foremost Amusement Weekly

1938
January 8,

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

JOBLESS INSURANCE--MAYBE

Zeiger New PCSA Head

Spirited election attended by 327 members—Wright chairman governing board

LOS ANGELES, Jan. 1.—Election of officers of the Pacific Coast Showmen's Association for 1938 on Monday night drew the largest attendance (327 members) of any meeting in the history of the organization. Those elected were: J. F. Zeiger, president; Harry Margraves, first vice-president; Ted LeFors, second vice-president; Mark Kirkendall, third vice-president; Al (Big Hat) Fisher, fourth vice-president; Ross R. Davis, treasurer (unopposed); Harry C. Rawlings, secretary (unopposed). There were four tickets and on three of them Zeiger had first spot.

For cemetery board Harry G. Seber was unopposed. As provided in the newly revised by-laws and constitution, the board of governors was elected instead of being appointed by the president. Out of 62 members contesting 30 were elected, as follows: Will Wright, chairman; Dr. Ralph E. Smith, Archie Clark, O. N. Crafts, S. L. Cronin, John M. Miller, Pat Armstrong, Ben Dobbert, Milt Runkle, Roy Ludington, Harry Sussman, George Tipton, Jack Schaller, Charles J. Walpert, W. T. Jessup, O. H. Hilderbrand, Joe Glacey, Frank J. Morgan, Clyde Gooding, Joe De Mouchelle, Louis Godfrey, John R. Ward, Ed Walsh, Pete (See ZEIGER NEW on page 61)

AFA To Fight Four A Rule Giving N. Y. Houses to BAA

NEW YORK, Jan. 1.—With the Burlesque Artists' Association regaining control of former "burlesque" houses in New York thru the Monday decision of the Associated Actors and Artists of America, indications are that the fight is only beginning. On January 17 the Four A board will convene to hear the American Federation of Actors' request that it be given jurisdiction over both "burlesque" and the chorus in all AFA fields. AFA, in presenting arguments for its stand, will try to make the following points: 1. That the BAA has not enough jurisdiction or membership to sustain a union and that the BAA jurisdiction, such as it is, is split, in that no performer category is peculiar to burlesque with the exception of comics, straight men and strip teasers. All other "burlesque" entertainers play night clubs, vaudeville, etc., these fields falling within the purview of the AFA.

2. On the application for Chorus Equity's jurisdiction AFA will argue that every branch of the Four A's, except the AFA, has its chorus. Examples are Screen Actors' Guild, Actors' Equity and BAA. In the near future it is considered likely that the American Guild of Musical Artists will have the Choral Alliance. License Commissioner Paul Moss this week refused to make any extensive comment on the apparent conflict between (See AFA TO FIGHT on page 26)

Newman Resigns From Barnes Show

CHICAGO, Jan. 1.—J. D. Newman announced yesterday that he had sent to Carl T. Hathaway his resignation as general agent of the Al G. Barnes and Sells-Floto Circus.

There has been no announcement as to his connection for the coming season.

How To Apply for Job Insurance in N. Y. State

NEW YORK, Jan. 1.—Actors, musicians and performers who are in the employee class do not pay contributions to the New York State Unemployment Insurance Fund and cannot be compelled to do so by any employer, according to law. In fact, the Fund won't even accept voluntary contributions from employees.

To apply for benefits go to a post office and find out the address of New York State Employment Service office nearest your home or nearest your last job and secure the necessary blanks. If you live in a city or village in which there is such an office you must file application in person. If you live where there is no New York State Employment service mail the cards without postal obligations.

This applies only to performers or other theatrical workers who think they have worked 51 per cent of their employed time during 1937 in New York State.

Heart of America Showmen's Club 18th Annual Convention Tops All in Every Particular

KANSAS CITY, Mo., Jan. 3.—Members and friends of the Heart of America Showmen's Club dined and danced the old year away Friday night at the 18th

Performers, Musicians, Show Workers Appear Out of Luck

Legit, radio employees have best chance to draw unemployment insurance in N. Y. State—21 other States have insurance systems—how to file applications

NEW YORK, Jan. 1.—Prospects of benefiting from unemployment insurance legislations are none too promising for the majority of traveling performers, musicians and theatrical workers, unless they have a leg in legit or radio, according to the New York law, which theoretically will make it first out-of-work payments within the next few weeks, and which is typical of the national trend. Wisconsin's law went into effect in 1934, that State having started paying benefits in the fall of 1935. Twenty-one more States and the District of Columbia will start shelling the out the dough soon after this day. The only ray of hope for performers and musicians is embodied in that clause of the law which authorizes the New York State Industrial Commissioner to enter into agreements with other States and the federal government so that the accumulated rights and qualifications of transient employees may constitute (See JOBLESS INSURANCE on page 9)

Still Talking Jurisdictions

Four A's to meet to discuss Chorus Equity-AFA set-up—burly lines implicated

NEW YORK, Jan. 1.—Chorus Equity jurisdictional muddle may become clarified or more screwy Tuesday, when a meeting of Four A officials is expected to lay down a line of action for the chorus association. Latest reports are that the projected organizational drive, announced a few weeks ago, is running into difficulties, the two main obstacles being the Radio City Music Hall and Billy Rose's Casa Manana (formerly the French Casino). Both of these are refusing to (See STILL TALKING on page 16)

Spirit for Outdoor Showmen's Club in East Gains Momentum

NEW YORK, Jan. 1.—Second informal meeting held Tuesday at the Ploccadilly Hotel of Eastern showmen in their at-

tempts to found an organization here along the same lines as the Showmen's League of America in Chicago took the shape of a heated discussion, pro and con, among the 200 persons attending as to the advisability of going ahead with organization plans despite the cautious hands-off stand taken by the SLA. Altho it was explicitly voiced by President George A. Hamid at this meeting, as he did at the first gathering two weeks ago, that it was his and the organization's intention to formulate along SLA patterns and hoped eventually be accepted as a subsidiary branch of the (See SPIRIT FOR OUTDOOR on page 61)

In This Issue

ROUTES:

Orchestras, page 17. Acts, Units and Attractions, 32-33. Dramatic and Musical, 33. Hirst Circuit Shows, 33. Repertoire, 33. Carnival, 63. Circus and Wild West, 33. Miscellaneous, 33.

	Pages
Air Briefs	8
As I See It	27
Broadway Beat, The	5
Carnivals	48-54
Chicago Chat	27
Circus and Corral	40-42
Classified Advertisements	37-39
Coin Machines	65-84
Endurance Shows	30
Fairs-Expositions	43-44
Final Curtain	31
Forum	34
General News	3-5 and 28
General Outdoor	61-64
Hartmann's Broadcast	61
Legitimate	10-11
Letter List	34-36 and 39
Magic	30
Minstrelsy	30

	Pages
Motion Pictures	12
Music	13-17
Night Clubs-Vaudeville	18-25
Notes From the Crossroads	63
Orchestra Notes	14
Parks-Pools	45-46
Pipes	59-60
Possibilities	4
Radio	6-9
Repertoire-Tent Shows	29
Reviews of Acts	25
Rinks-Skaters	47
Show Family Album	38
Sponsored Events	55
Thru Sugar's Domino	27
Vaudeville-Burlesque	26
Wholesale Merchandise	56-60
Your Wit Parade	62

Walter White Quits Johnny J. Jones Expo

AUGUSTA, Ga., Jan. 3.—Walter A. White, for the past several years the active general manager of the Johnny J. Jones Exposition, was here last week completing details incident to his resignation from that carnival. From his home in Quincy, Ill., on December 15 he wired his decision to resign and with due notice left the Jones organization for good Friday, December 31. To confirm this White wired A. C. Hartmann, editor of The Billboard, on December 29: "Come here today to ship (See WALTER WHITE on page 61)

Meredith Is Investigating Actors' Equity Finances

Will give statement to membership in two weeks—objections to financial report in previous years may or may not be borne out—\$40 junior minimum may wait

NEW YORK, Jan. 1.—Burgess Meredith, first vice-president of Actors' Equity with executive duties, will in two weeks render a financial statement to the association. This is regarded by the liberal element as the first step highly significant in bringing details of AEA into the open. Meredith late this week stated he wanted to make the financial accounting owing to the fact that the membership during the last two years refused to accept the statement of the then current administration. Meredith's view of unearthing nobody can quite say whether conditions can be changed or economies affected. A full study, however, will be made and the membership informed of the findings.

Forty-dollar minimum, while already adopted, may not become operative for a while owing to delays necessitated by legal changes in contracts and press of other work. Meredith feels that it would be best to make the measure operative when the legit season slackens down somewhat, as this would cause less confusion.

Henie Icer Grosses 200 Gs in 8 Shows

CHICAGO, Jan. 3.—Playing to football crowds throughout its engagement, the Sonja Henie ice show mopped up over \$200,000 during its eight performances of the season's initial engagement at the Stadium here. Originally scheduled for seven shows, the advance sale was such that the unit was held for an extra matinee yesterday.

Despite opening day mishaps, due to lack of rehearsals, box-office sales did not weaken and two days after its opening, Christmas night, most of the tickets for the entire engagement were gone. An average of 20,000 people witnessed each performance. Standing room included, the Stadium can pack in a capacity of 23,000.

Newspaper notices based on the break-in performance were lukewarm and some of them severely panned the outfit for lack of preparation and little talent outside of Sonja Henie's performance. Then Director Harry Losee rearranged the show and lengthened it to two and one-half hours. A late viewing of the production revealed a smooth if familiar ice spectacle, with Henie still the brilliant attraction. After an informal skating opening by a company of more than 50 mixed skaters, Ted Harper, Margo and Harry (Smitty) Jackson, the latter doing comedy, were spotted in an amusing specialty. Only novelty act later in the bill included Jay and Lou Sells, of vaude note, who with rubbered ski contraptions tied up the show in knots with hilarious acrobatic nonsense and hokum.

Henie's appearances, sandwiched in between chorus routines, are well cued and prepared with the utmost showmanship. She is an excellent skater and her tricks, altho of stock variety, netted thunderous applause. Her winning personality is lost thru distance, however.

Another skating routine added late last week includes barrel jumping feats executed by eight of the skating boys. Show left for Detroit last night and opens an engagement there Wednesday; then to Cleveland and Pittsburgh, among other cities, before opening a run at Madison Square Garden, New York, January 25.

Some of the local pix exhibitors complained of the wide exploitation given the Henie show, stating that it was cutting in on their grosses. 20th Century-Fox is trying to still rumblings by pointing out that the Swedish skater is one of the top movie house attractions and that her tour will stimulate interest in her future pictures.

Peggy Joyce Wins Suit

HOLLYWOOD, Jan. 1.—E. Hunt, assignee of Celebrity Pictures, lost a \$20,000 suit against Peggy Hopkins Joyce. Hunt claimed she owed the money on a note signed by her in 1928. Miss Joyce said she had repaid the note by working in several films for Celebrity. Superior Judge Edward R. Brand upheld her arguments.

Harry Howard's Augmented Unit Sock Show and a Flesh Bargain

NEW YORK, Jan. 1.—Expanding a successful vaude unit into a full-length vaude revue and adding a couple of stars, Harry Howard brought his Hollywood Hotel Revue to the Majestic Theater, Brooklyn, Monday night. It's no pretentious legit revue, but it was never supposed to be. It offers the customers two hours of fast-moving sock entertainment and manages to give them more than their money's worth at the \$2.20 top. Show may be routed on the road as a full-length layout, in spots not played by the original unit with a \$1.50 top in effect. If so, it will be an entertainment buy. Mid-week matinee at the Majestic had an excellent house that responded enthusiastically thruout the show.

Added stars are Willie and Eugene Howard and Helen Morgan, and they click handily. The Howards' efforts are spotted thruout the show—familiar bits that the comedians have in their repertory, but all of them still highly effective. Willie is still one of the nation's top comics—and the quartet from *Nipoleto* (Howard version) is still one of the funniest bits ever to convulse an audience.

Miss Morgan sings four songs in the first half from her familiar piano perch, delivering them in the inimitable, tremendously compelling tear-in-the-throat manner that is particularly her own. She scored heavily and returned in the second half for another number.

Support, led by Marty May and Helen

Honan, is easily up to the standard set by the stars. May, for years one of the pleasantest, most infectious and most effective of the vaude comics, does his usual grand work spotted at intervals thruout the show, while Miss Honan appears for two sessions of her excellent mimicry and satire.

Among others helping to keep a high entertainment level are Clark and Eaton, an excellent adagio duo; Robert Berry, a personable, nice-looking and pleasant-voiced singer; Mariora, a girl juggler, who does difficult feats smoothly and well, and May McKim, a cute little song saleslady, who scores effectively.

There's a fairly capable dancing chorus and a line-up of showgirls for the frequent production numbers.

Eugene Burr.

Thomas Puts Hate To Panay Flickers

NEW YORK, Jan. 1.—First film prints of the bombing and sinking of the U. S. S. Panay by the Japanese are being headlined in practically every picture house thruout the country to the advantage of the exhibitors and much to the satisfaction of the chauvinists. Advance display of some of the pictures in newspapers no doubt whittled the public thirst for more. This, together with the efforts of the trumpet-blowing moguls and p. a.'s who always rally to the cause of inciting hysteria when a body public needs be rational, will do a bit to give the "unfortunate incident" all the publicity the naval men desire.

The Fox Movietone version, featured at the Criterion Theater, is a 10-minute run of shots by Eric Mayell and Bonney Powell. In themselves the pictures aren't enough to ruffle an emotion of a 100 per center, but the narration of Lowell Thomas makes up for that shortcoming. The 1914 atrocity stories leveled against Germans and the Huns who cut off babies' ears and the other glaring lies designed to egg on Americans to the Argonne were bedtime ditties compared to the dastardly, sneering insinuations and intonations of the Thomas comments. And Lowell has seen the horrors of exaggerations and war propaganda. Maybe the greenbacks are coming.

The Lowell descriptions and innuendoes are to these films as the famous Hearst dictum, "You get the pictures; I'll make the war," were to the photographs brought back from Cuba prior to the Spanish-American fiasco.

Sylvia Weiss.

WILLIAM EDMUNDS (This Week's Cover Subject)

WILLIAM EDMUNDS, who is one of the finest character actors now on the legitimate stage, started as a singer, beginning his professional theatrical career 23 years ago in the singing chorus of "Spongers" at the Broad Street Theater in Philadelphia. He was also understudy, and later in the run replaced one of the principals, playing the part of a 70-year-old man—which was the start of his character work. He later sang in other musicals, his outstanding vocal job being in "The Sweetest Girl in Paris," wherein he was featured with Trillo Friganza. The play paralleled Caruso's career, and in it Edmunds was called upon to sing "Vesti la Giubba" from "Pagliacci," a chore he accomplished to the accompaniment of critical raves.

Later he spent a number of years headlining in vaudeville, playing in a series of sketches with interpolated songs. He spent five or six years producing vaudeville acts with Charles B. Maddock. It was when he was playing the Palace in his act that John Golden spotted him and immediately signed him for one of the leading roles in "Salt Water"—since which he has been again in the legitimate field, in straight dramatic roles for the most part. He has appeared in many plays, his last Broadway appearance being in the ill-fated "Siege."

His longest run was in "Moon Over Mulberry Street," in which, as a matter of fact, he still plays occasionally in recurring road revivals. His favorite parts are the leads in revivals of "The Music Master" and "They Know What They Wanted." When Edmunds guest-starred in the former in a summer theater David Warfield, after seeing the show, sent a wire to the management showering praise on his work.

AGMA Sets Pop Opera Minimums

NEW YORK, Jan. 1.—American Guild of Musical Artists committee of singers and ballet dancers have set minimums and employment conditions for the popular-priced opera field.

Minimums range from \$75 per week for small part singers to \$150 for leading tenors and sopranos. Weekly minimum for solo dancers is \$85, with \$40 the minimum for ballet dancers.

AGMA, recently concluding an AGMA shop agreement with the San Carlo company, says it has now completed organization of the popular-priced opera field. Negotiations to this end were begun last September.

Giveaway Ruling To Go To Ky. Court of Appeals

PADUCAH, Ky., Jan. 1.—A fight against a ruling here this week that theater "thrill night" or "bank night" schemes are lottery will be carried to the Kentucky Court of Appeals, W. V. Eaton, counsel for the Columbia Amusement Company, operator of two theaters, announced.

The decision was made by Circuit Judge Joe L. Price Wednesday in a suit brought against the company by an officer and stockholder, Leo V. Haag, who asked that the corporation be restrained from dissipating funds in "thrill night" awards on grounds that such expenditure constitutes misuse of funds. Leo Keller is the millionaire owner of the company.

Pending further action the company will continue to suspend Monday night awards, halted when the test case was brought three weeks ago.

In holding the bank night plan to be a lottery, Judge Price supported a recent unofficial opinion given by Attorney-General Hubert Meredith that the scheme is in violation of the Kentucky statutes.

CRA Chi Office Adds Vaude Booker for Theater Dates

CHICAGO, Jan. 1.—Reports have it that the local Consolidated Radio Artists office will add a vaudeville booking department and appoint a prominent agent here to manage it. CRA has had an eye on the theater situation in this area for some time, but until now placed little talent with the exception of an occasional band.

More detailed plans for the department have been held up by talk of the possible CRA and Rockwell-O'Keefe merger. And now that it's been decided that each office continue on its own, speedier action on the vaude angle is expected.

CLEVELAND, Jan. 1.—Warner Bros.' new Colony Theater in Shaker Square opened Tuesday night with swinging calcium lights, clipped door ribbons and all the swank of a Hollywood affair. Theater seats 1,500, and Marvin Samuelson, long with Warners' Uptown, Lake and Hippodrome theaters here, is manager. Policy is straight pictures.



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

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

For LEGIT MUSICAL

CHRYSSIS DE LA GRANGE—aerialist now at the International Casino, New York. Pretty brunet, who does amazing show-stopping work suspended or balanced on a rope—hanging mostly from an ankle or wrist hold. Poses and balances and does lifts and acrobatics while high up. Should be perfect for a revue spot, and would also score heavily in presentation houses and vaude.

DOLLY ARDEN—tall, well built control dancer who has a couple of extremely good specialties that would fit well in any revue. A striking looking blonde who works with the utmost ease and grace. Has been spotted

in Chicago night spots and theaters for the past few months.

For FILMS

ADELE DIXON—English star now making her Broadway debut in *Between the Devil and the Deep Water*, New York. Very lovely, very charming and very talented, she should be a natural for the screen. Has a really nice voice which she uses to excellent advantage. In addition she can do standout personality playing—and if her English record means anything she can also act. Has done Shakespeare over there. Many facts of her talent, in addition to looks and charm, make her an outstanding screen find.



By GEORGE SPELVIN

ARE you over your hangover yet? . . . Hey! Messrs. Warner! The Academy of Music billed "Basketball Tonight" over your high-class "Zola" film—and, worse than that, it even threw in another feature, "45 Fathers." . . . When Rudy Valley was at the Paradise Restaurant last week he introduced Vic Hyde as guest star one night—and, altho Hyde has been under Vallee management for more than a year, that was the first time that Rudy saw his act. . . . An outfit designed to give chances to native aspirants to light opera laurels has got itself started and will give its first public performance Friday (7), a showing of "The Bohemian Girl" at the Bronx Winter Garden; outfit calls itself the All-American Light Opera Company and Ballet, with Roy De Valliere as the director.

Most gruesomely effective Christmas card of the lot—tasteless, maybe, but plenty powerful none the less—read: "A Most Merry Xmas from Tom Mooney and Warren Billings, the Jews of Hitler's Ghetto; the Starring Sharecroppers; the Ten Victims of the Chicago Steel Strike Massacre; the Children of Guernica, Killed by Fascist Bombs; the Eight Men Lynched Since Last Xmas." And on the back was written out in longhand: "From the starring waters of Local 16, from the disillusioned actors of the AFA, from the barefooted members of the Newspaper Guild, etc., etc., etc."

THE ALBUM: The rumor that Harry Moss, president of the Remington Management Service Corporation, which owns the Manhattan, America and Remington Hotels, had burned \$65,000 worth of unpaid hotel bills charged against performers was true enough—but it was none the less only about one-third right. For Moss has had to mark off about \$200,000 worth of bad debts since coming to Broadway in 1919 as manager of the Remington. That bad debt issue, he explains, is typical of practically every other hotel, regardless of the type of clientele. Before taking up his Remington associations at the age of 25, he served an apprenticeship in and around New York, including a stint at the Waldorf, where, to get his start, he adopted an alias and was taken on as a kitchen mechanic. One would expect that in his 43 years—25 of them spent in the hotel business—he would have become a hard-going cynic—but he's not. He's a firm, soft-mannered, affable, unexcitable manager, "because somebody has to keep cool and level-headed." He admits that when no one's looking he's a typical hard-working and much-worrying business man, husband and father. His chief domestic concern at the moment is the future of his daughter, who is studying both art and drama but doesn't know which to follow professionally. Despite his long association with performers, he hasn't yet come out flatly and told her to practice art. Outside of that he continues to be a father-confessor, confidant and critic of his tenants, many of whom try their jokes on him before offering them on the stage. He specializes in first nights.

Billy Glason rushes into the Bond Building exclaiming, "Well, I guess I'll go up and get my first 'no' for the day." . . . Billy, incidentally, is the guy who thought he ought to get a sandwich man to parade with a sign reading "Billy Glason is helping the jobless by letting this man carry his Christmas card"—but, he says, he didn't have enough money to pay a sandwich man. . . . At a local night club the other evening a waiter said to the cashier, "The wine man is here and the boss says to give him \$12"—so, "\$12!" roared the cashier, "tell the boss that if he can find \$12 in this house tonight he's a magician and we ought to put his name up in lights." . . . The Davega Sports Shop Company owns the Turkey Inn, Stamford, Conn.—proving something or other, but don't ask what. . . . The son of what Spelvin stoge got a toy pin game for Christmas and is still pestering poppa to teach him how to play—poppa, a pin game enthusiast, having been too busy playing it himself to let the youngster in on it. . . . There's a skit in "Pins and Needles" which calls for the breaking of phonograph records—10 records a night—with the discs obligingly contributed by Decca. . . . Newest ad copy for Gillette razors will stress "The Face on the Balloon Floor." . . . The Roxy is getting a face-lifting, with its new marquee as white and glazing as the snow-slopes of Alaska.

According to the music publisher himself, no Robbins songs can be published in Germany—because Jack isn't 100 per cent Aryan. But if that's true, then practically no American pops can be printed there at all.

AROUND THE TOWN: Fortune, the class mag, certainly gets around. A colored gentleman, attired in work-stained overalls, was glimpsed reading the last issue last week in the Sixth Avenue "L." . . . At the President Theater there's a batch of signs reading variously, "American Play Door," "Stage Door" and "Pull." That "Pull" is interesting. . . . Broadway is full of Chinese students picketing and soliciting funds for war relief. . . . And all the Chinese restaurants feature posters urging a boycott of Japanese goods. . . . The oddest thing about the frequent arty Sunday night dance recitals is the lobby ballyhoo. A recent Martha Graham recital, for example, resembled an old-fashioned burlesque, with the candy butchers wedding programs for a change. Checkroom pests and program sellers made a bedlam out of what was intended as an ultra high-hat hooding session. . . . Those annual radio cocktail parties are about over now, giving the boys a chance to get sock and see what their desks look like. . . . Everybody on the street is hearing bells—but don't be alarmed; they're real bells. The new set, chiming each quarter of an hour during the day, gives the Stern an air of a small village whenever the byous peals ring out. . . . There's more talk currently of the Broadway merchants attempting to clean up the boulevard. Again.

Did you hear about the Santa Claus who was beefing about his boss? "Imagine," he said, "he wants me to work on Christmas Eve, too!" . . . Nick Lucasi opens in Ciro's, London, next month. . . . Marion Morrison, p. a. for the St. Regis Hotel, excitedly writes via a press release, "So many tall guests (over six feet) have been stopping at the St. Regis that extra long side boards for the beds and extra long springs and mattresses have been installed by me management." . . . Well, anyhow, she got one news break on it. . . . Mrs. Ivor Ross, formerly Rebecca Brownstein, of the Equity legal staff, has a raft of her husband's paintings on the walls of the Four A office. Very nice stuff, too.

Since this is a typo and not a hunk of mistaken info, it doesn't belong in the text paragraph. But anyhow, Beau Broadway, columnist of The Morning Telegraph, thought it would be cute to start his Christmas column with the line, "365 hopping days until next Christmas." It would have been cute—only the typewriter double-crossed him and substituted a zero for the "6," which made Beau look silly.

TO KEEP THE RECORDS STRAIGHT: Every year around the holidays Sid Robsky writes a tintype of Santa Claus—and this year Dan Walker emulated him by doing a candidette of the rotund saint. But what both of them forgot to mention was that the first tintype of the sort appeared in the column that Russel (Buck) Crouse used to do in the old Evening Post—and that it was written by the old-timer Jerry Franken, now a member of The Billboard staff, who with the addition of whiskers would look a bit like a diminutive Santa Claus himself.

Hanya Holm's New York Bow Attracts Enthusiastic House

NEW YORK, Jan. 1.—Another major event in the development of the modern dance occurred when Hanya Holm made her New York debut with the presentation of herself and her group of 30 dancers in Trend at Mecca Auditorium Tuesday and Wednesday. Considered a landmark in the development of the modern dance form and hailed by critic John Martin last summer when it was presented at Bennington College as being a dance approach "nearer to the substance and heart of the theater in its fundamental sense than it has ever been brought before in our time," Trend impresses as proof that modern dancing is still not entertainment.

Altho the so-called modern dance is supposed to be a reaction against the rigid formalism of ballet and other flutter-flutter innocuous types of dancing, it is apparently crystallizing a form of its own that may some day become just as stereotyped. To the public it is already associated with bare feet, somber colored severely-cut costumes, lack of scenic embellishments, angular jerky movements and social significance. Altho admittedly still in the experimental stages, modern dancing has yet to show ability to interest mass audiences; and it will never be economically self-sufficient until it does. This angle does not detract, however, in any way from its power to fascinate a slowly-growing audience of devotees.

Our point is that if modern dancing hopes to ever get away from non-commercial concert and move to larger, better-paying audiences in theaters, films and night clubs and thus permit its dancers to make a living, it will have to take another tack. At present modern dancing demands too much painful concentration from its audience; it does not make easy contact with audience minds and it depends too much on audiences who are looking for implications and studying technique rather than seeking entertainment.

Miss Holm's Trend is a tremendously ambitious project. She says it "expresses the rhythm of our Western civilization in which social confusion overlays but cannot eradicate the timeless creative forces that persist beneath the surface of contemporary existence." By giving the work a strong theme she hopes to make it more theatrical and understandable in the same sense that the story makes the dancing in a ballet more palatable. She succeeds in creating a sustained mood.

aiding it by running the six sections in continuity.

Subordinating herself to her excellent group of 30 girl dancers, she successfully projects the idea of the group above the individual. The group goes thru ordeals and agitations, is defeated and finally emerges vital and assured—the fine dancing, choreography and recorded music combining to put over the moods. However, even tho the implications are often abstruse, the patterns, the dancers, vitality and just the pure movement are strong enough to keep interest.

Trend is preceded by three shorter pieces featuring the concert group of nine and Miss Holm. The Trio Dance Rhythms drew the finest response.

Paul Denis.

MORE FOR YOUR MONEY
 800 ROOMS
 \$2 SINGLE WITH BATH
 \$3 DOUBLE
HOTEL IMPERIAL
 ONE BLOCK FROM PENN STATION
 Truly "a preferred location"—this fine 800 room hotel offers the utmost in accessibility, comfort and economy.
 32ND & BROADWAY
NEW YORK
HAWAIIANS
 WANTED to open at once, four Men and three Women. Steady work year around. Address
JACK G. VAN
 Oliver Hotel, Atlanta, Ga.

Tests Planned for Dancing Instructors

NEW YORK, Jan. 1.—A lobby to secure nation-wide legislation which would establish State examinations and certificates of approval for dance teachers will be undertaken by the Dancing Teachers' Business Association, Inc. in accordance with a program outlined at the organization's two-day convention which opened Tuesday at the Park Central Hotel, together with its third annual Christmas normal school sessions.

A second outcome of the assemblage took form of a warning to parents to guard against racket and incompetent dance schools which guarantee film and radio careers to induce large enrollments. Such institutions, reported Thomas E. Parson, executive secretary, fulfill their bargains with a presentation of a song, recitation or tap dance on the school's own radio program, usually bought from a honky tonk station.

Convention members unanimously approved a plan whereby list of subjects in which teachers are found competent by a board of examiners is to be stated on certificates of membership. Such a measure, it is hoped, will prevent deception of parents and children and insure qualified teachers for the various forms of dancing.

<p>QUALITY STOCK TICKETS ONE ROLL . . . \$ 50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 1.50 FIFTY ROLLS . . . 15.00 ROLLS 2,000 EACH. Double Coupons. Double Price. No. C. O. D. Orders Size: Single Tick., 1 1/2".</p>	<p>The glories of the past; the greatness of the present; the promised prospect of the future the two World's Fairs will be winners.</p> <p>If it's a World's Fair; a Miracle; a Merry-Go-Round; a Prize Fight, or anything, or any event you need</p> <p>TICKETS</p> <p>Let us have a chance to quote you. Give us an inquiry.</p> <p>THE TOLEDO TICKET CO. (Centralized Ticket Town) Toledo, O.</p>	<p>SPECIAL PRINTED</p> <p>10,000 . . . \$ 6.95 30,000 . . . 9.95 50,000 . . . 12.75 100,000 . . . 20.00 1,000,000 . . . 150.50</p> <p>Double Coupons, Double Price.</p>
--	--	--

U. S. Court of Appeals Takes Action on Heitmeyer Decision

Asks FCC to reconsider application and inquires if applicant should be penalized for revealing full details of plan to Commission

WASHINGTON, Jan. 1.—The United States Court of Appeals for the District of Columbia this week asked the Federal Communications Commission if a penalty should be placed upon an applicant who advances and to reveal its full details to the Commission. Pursuing the inquiry further, the Court asked if the Commission should not invite just such a revelation of plans so that it can have them in mind when passing on the application for a construction permit rather than drive the applicant to conceal his plans until after a construction permit has been granted.

Capital observers are pondering the decision in which the FCC was ordered to reconsider an application by Paul E. Heitmeyer, of Salt Lake City, for the construction of a new station in Cheyenne, Wyo.

The particular opinion concerns an application by Heitmeyer, who is general manager of KLO, Salt Lake City, for a station in a town which does not have any station whatsoever. In December, 1935, Commission Examiner P. W. Seward recommended to the Commission that the application be granted—if the Commission did not grant the application of the Wyoming Radio Educational Association for similar facilities. In May, 1936, the Commission issued an order denying the application—and the Commission further denied the Educational Association's application. Grounds for the Commission's order were issued June 12, 1936.

In these grounds the Commission disregarded the examiner's findings and concluded, "If the applicant failed to make such a showing of his financial responsibilities, it would justify the Commission in granting the application." And that "a granting thereof would in effect prejudice a proposed assignment of license, the application of which is (was) not presently before the Commission."

Monday's decision, prepared by Justice Justin Miller, took these grounds to task by stating: "It is to be noted that the Commission has narrowed the case down to one question: I. e., has the applicant financially qualified? Our inquiries, therefore, are similarly narrowed to a consideration of three italicized paragraphs of the statement." Upon them the Commission's decision must stand or fall. Do they contain findings of fact, and, if so, are such findings supported by substantial evidence? Generally speaking, the three paragraphs consist of a more or less indiscriminate commingling of arguments, speculations, statements of fact, narrative recitals of testimony and conclusions of law. Taken as a whole, they cannot be said to constitute findings of fact such as are contemplated by the statute. Necessarily, therefore, they provide a highly unsatisfactory basis for appeal and thus defeat the purpose of the statute, which is to inform parties and this court of the reasons for the Commission's action, with that degree of certainty which may properly be expected from a group of administrative experts such as constitute the Communications Commission."

Commission had pointed out that the applicant intended to use borrowed money, which was to be paid back in five years with interest, and that applicant if granted a license intended to incorporate and then seek approval of transfer station control.

Called Arbitrary Action

Court said: "If this contention means the policy of the Commission is to refuse an application—in all other respects satisfactory—merely because an applicant honestly contemplates the formation of a corporation—in the event his application is granted—to which he will transfer the permit and license, with the consent of the Commission, it would seem to verge closely upon arbitrary and (See U. S. COURT on page 8)

Labor Trouble

PHILADELPHIA, Jan. 1.—WDAS had to discontinue its *Man on the Street* broadcast last week. Pickets marching up and down in front of a shoe store on the ground floor of the studio building insisted on honoring in on the broadcast and blasting the store proprietor over the air.

States Court of Appeals for the District of Columbia this week asked the Federal Communications Commission if a penalty should be placed upon an applicant who advances and to reveal its full details to the Commission. Pursuing the inquiry further, the Court asked if the Commission should not invite just such a revelation of plans so that it can have them in mind when passing on the application for a construction permit rather than drive the applicant to conceal his plans until after a construction permit has been granted.

Col. U. Sees Air Relying on Press

NEW YORK, Jan. 1.—That the "independent daily newspaper is essential" to radio was declared by Dean Carl W. Ackerman, of Columbia University's School of Journalism, in his yearly report. Radio depends on newspapers, Ackerman declared, to offer a "common daily access to radio programs" and "because so long as radio is dependent upon the government for a renewal of license, radio must have access to the public mind for the exposition of its rights in an emergency; for an appeal to the public in case of political control or suppression." Ackerman also declared that because of the governmental licensing of radio, broadcasting cannot supplant dailies as a medium of information and education. Rather it will, he said, supplement newspapers. He also cited newspapers classified columns as providers of a "nation-wide series of community market places which cannot exist under radio or television."

UP Appeals Soon In Transradio Suit

NEW YORK, Jan. 1.—Altho United Press' move to have Transradio's trade libel suit dismissed was denied, an appeal has been made by UP. Appeal is expected to reach the appellate division about January 10.

Transradio charged that UP libeled it in a sales letter which was sent to stations and other subscribers to news bulletins.

Peterson Quits ACA Post

NEW YORK, Jan. 1.—M. H. (Pete) Peterson has resigned as vice-president of Van Cronkhite Associates, Chicago news service firm, to join the Chicago sales staff of the Mutual Broadcasting System. John Van Cronkhite, vice-president, resigned from his firm last week to take a post as yet unannounced. Peterson is well known in radio, having been with Hearst Radio and Blackett-Sample-Hummert.

No Legion of Decency Plans For Starting on Censorship

NEW YORK, Jan. 1.—No concerted action against radio's morals will be made by the Legion of Decency if the affair West clears up. Censorship group is watching the outcome of its protest but is not planning to check or grade radio programs as it does pictures. The Legion has not received complaints or made issues of other programs and it is believed that this is an important factor which will prevent the Catholic organization from establishing a radio division.

Because of the comparatively few complaints against radio's morals, the West incident probably stirred more excitement than it would had there been many similar affairs. What squawks have been emitted have usually been on business or professional grounds. On the business front, too, radio is a well-behaved medium. A recent report of the Federal Trade Commission revealed that broadcasters were not violators of business ethics. Professional bodies have occasionally complained of programs, such as the barristers' squawks against WMCA's *Good Will Court* and scattered

More Trouble

NEW YORK, Jan. 1.—Chase & Sanborn, NBC, J. Walter Thompson, et al., got something they didn't want in the latest issue of *Glick*, new photo mag. Present was a full page of pictures of Charlie McCarthy and Mae West. One has Charlie biting Mae's shoulder, while the other poses the dact in a boudoir scene. Captioned, *Little Man, You've Had a Busy Day.*

Mutual Adds 26; Replaces One

NEW YORK, Jan. 1.—The Mutual Broadcasting System added 26 stations to its hook-up during 1937 and replaced one station. WHK-WCLE, Cleveland, replaced WGAE. Eight outlets of the Oklahoma network were added to Mutual. Other additions included: WRR, Dallas, and KTAT, Fort Worth. In Columbus, WHKC became a Mutual link, while WIRE was added in Indianapolis.

On September 26 a string of Don Lee Northwestern stations, including KKRO, Aberdeen; KOL, Seattle; KMO, Tacoma; KVOS, Bellingham; KIT, Yakima; KPQ, Wenatchee; KGY, Olympia; KALE, Portland; KSLM, Salem; KORE, Eugene; KRNR, Roseburg, and KIEM, Eureka, became Mutual affiliates. WGGY, Minneapolis, and KELA, Centralia, were also added.

E. M. Spence Heads NAB Committee

WASHINGTON, Jan. 1.—The National Association of Broadcasters announced that its president, John Elmer, has appointed Edwin M. Spence (WBAL), of Baltimore, to the chairmanship of the NAB convention committee. NAB board of directors voted to follow the recommendations of the reorganization committee to hold the 16th annual convention February 14 at the New Willard Hotel here.

No members were named to Spence's committee, but NAB headquarters stated that the association would announce the other committeemen at a later date. For the local convention committee Elmer named William B. Dolph (WOL) as chairman, with Harry C. Butcher (CBS) and Frank M. Russell (NBC) as committee members.

Convention has been called to consider the proposals of the reorganization committee, which meets in Washington January 5 to weigh the membership reaction toward its plan.

Gracie Fields for Soap

LONDON, Dec. 25.—Gracie Fields has been signed by Fairy Soap for a string of waxings to start January 2 over Luxembourg. It's the first air commercial for Miss Fields. Other stations may be added. Erwin, Wasey agency placed the account.

Leaders Co-Op On Facsimile

Major industrial companies working together to perfect communication medium

NEW YORK, Jan. 1.—Both competitive and co-operative research is being made in the development of facsimile by Radio Corporation of America, General Electric, Hearst Radio, Transradio-Pultograph, John (WQXR) Hogan, WOR, McClatchy newspapers of California, Finch Telecommunications Laboratory and other firms. These experimenters see in facsimile a device likely to put cash in the till before television. Problems facing facsimile are different but not as difficult to solve, according to general engineering and business judgment, than television's riddles.

While the radio industry usually regards facsimile as a gadget to be hooked up to a radio set to enable users to get "printed" morning newspapers, the device has other uses and is actually in commercial practice today. RCA's ship-to-shore service and its inter-communication system with out-of-town offices are facsimile developments. Western Union is another user of facsimile service. Wired photos are still another form of facsimile. Banks use the device to transmit signatures on important documents.

Interest in facsimile's possibilities as a supplement to radio has been considerably hiked during the past year. Quiet experiments have accompanied the loud drum beats proclaiming television as rounding that "corner." Public interests are being watched over by the Federal Communications Commission, which is seeking to prevent any marketing of sets which might become obsolete in a short period or which would be unsuitable for general use. Because facsimile devices, unlike radio or television, can be geared to receive just one station, the FCC is particularly sensitive in granting licenses for "broadcasting" facsimile programs. Stations are permitted to experiment but must not sell sets—they may be given or lent for experimental purposes. Sets, incidentally, are of two general types in appearance. There is a separate unit, distinctive from the family radio set, with which RCA has experimented. Other devices are attachments to the regular home set.

While facsimile's home appeal and function is still nebulous, analysts see it as an aid to radio advertising as well as a news medium. While listeners in territories served by large daily newspapers may only desire facsimile for spot news, it will probably serve a greater function in rural sectors. Farmers who ordinarily receive small local papers late will probably find facsimile news great service. Advertisers will be naturals for facsimile. Directions for use of products, recipes, contest details, as well as printed repetition of radio commercials, might form the basis of the ads in a facsimile newspaper. Attention of fans could be directed to the ads in their facsimile newspapers during the radio broadcasts.

Facsimile speed is about from 40 to 60 words per minute, slow for commercial use, but believed speedy enough for home use, particularly as the sets will probably be on all night.

Two Quiz Programs To Hit Philly Air Waves

PHILADELPHIA, Jan. 1.—Two more quiz-type programs will go on the Philly air waves next week with variations. First will be *The Question Box*, sponsored by the University of Pennsylvania, and will be aired over KYW every Saturday night. It will deal with questions that plague John Q. Citizen and will be conducted by Penn faculty members. The brain trusters will answer questions on politics and economics propounded by characters representing "Mr. Average Man."

Other program is *Question Hall*, over WCAU, which will be aired each Sunday night sponsored by the Sharpless Ice Cream Company and will deal with current events. Prizes will be awarded best answers.

Action To Start On Suit Vs. BBB

CHICAGO, Jan. 1.—First action on the \$500,000 damage suit brought by the Taylor Washing Machine Company against the local Better Business Bureau for allegedly inducing four local radio stations to prevent continuation of Taylor's air account will take place Friday when BBB directors will appear in Superior Court to strike for a dismissal.

According to Harold A. Fein, representing Taylor, this action is a mere formality and a trial date will be set at the hearing. It probably will follow about 60 days hence, Fein said.

Suit was filed some months ago when WCFL refused its time to the washing machine company, claiming it had been warned by the BBB that the advertising methods used by the company were unfair and that the station would be liable. Similar reactions confronted the firm at daily newspaper offices and WBBM, WJJD and WIND. Suit is directed at the most prominent merchants in the city who are members of the bureau's board.

AFRA To Mull Over Important Problems

NEW YORK, Jan. 1.—American Federation of Radio Artists next week will begin a series of significant negotiations along many fronts. Confabs are set for both the networks and advertising agencies. AFRA will first deal with the National Broadcasting Company and will follow the week after with the Columbia Broadcasting System. Practically concurrent with the NBC negotiations, AFRA and the advertising agencies, will get together. Regarding the advertising industry, plans are set for talks between AFRA and the American Association of Advertising Agencies and individual agencies.

With AFRA set for these confabs, word that the seven staff announcers at KYW, Philadelphia, have left American Guild of Radio Announcers and Producers takes on added import. Don Heyworth, of the staff, this week said they had gone over to AFRA. Stations WIP and WCAU may follow suit.

Interpretation of this bolt away from AGRAP is interpreted as showing definite indications of a trend toward AFRA in the very area regarded as AGRAP's stronghold. Situation will probably be clarified when AGRAP holds a vote soon to determine whether it will seek an affiliation with AFRA or the American Radio Telegraphers' Association (CIO).

WOL, Washington, Almost Doubles '36 Air Output

WASHINGTON, Jan. 1.—In a year-end summary of various broadcasts, WOL, local Mutual and Intercity outlet, revealed that the station had almost doubled its airings of spot news, talks and stunt features in contrast to the output for 1936. The station, which is serviced by Trans-Radio, recently added newspaper man Fulton Lewis to its staff as news commentator.

The station regularly broadcasts descriptions of local sports and every Monday night airs the boxing bouts from the local arena. In addition, a daily afternoon feature is a program of recordings, spot announcements and the results and pay-offs from various race tracks. During the past season WOL carried almost the full roster of Mutual broadcasts of collegiate football games in addition to the locally sponsored broadcasts of each Washington Redskins professional game. Other sport features which were fed to the station either by Mutual or Intercity were the America's Cup Yacht Races, Indianapolis Memorial Day auto grind, National Horse Show in Madison Square Garden, New York, and the Golden Gloves finals in both Chicago and New York.

The Film Touch

NEW YORK, Jan. 1.—Dave Alber, press agent, sent as his Christmas gift to radio editors and columnists a waste paper basket, with the editor's name painted thereon.

The gentle rfu now has the newspaper guys feeling like Hollywood film directors.

Recorded Gas

WASHINGTON, Jan. 1.—Local stations which desire to have their senators and congressmen speak to the folks about home are now asking their office-holders to appear at the National Association of Broadcasters' office. NAB is servicing member stations by recording addresses of politicians. Boys speak at the NAB's office, where their oratory is recorded for posterity. NAB charges a flat rate for each disc.

Indiana Exhib Group Kicks at Film Shows

INDIANAPOLIS, Jan. 1.—Local theater owners are protesting against MGM's Maxwell House Thursday night show and are expected to campaign against the Warner show also. Associated Theaters passed a resolution opposing film stars appearing on the air "at any time and more particularly opposed to the motion picture studio produced programs which are now making their appearance on the air."

Resolution stated that the Thursday night box office suffered because of the Maxwell show and that the appearance of flicker names on Sunday night production also cut in on the b.-o. take.

Radio Buying Peak Is Reached, Says CBS Exec

ATLANTIC CITY, Jan. 1.—The radio-buying market has reached the saturation point in urban centers, according to John J. Karol, CBS's director of Market Research and one of the principal speakers at the annual American Marketing Association convention at Haddon Hall this week. Karol revealed that 98.6 per cent of all homes with incomes of over \$5,000 own radios, while over 4,000,000 homes have two or more radios. This, he stated, practically brings the radio-buying situation to a standstill unless new means can be found to go over the old market with later improvements and models.

There are 24,500,000 radio homes in the country, he told delegates, and 4,500,000 autos equipped with radios. Ninety-five per cent of all urban sets, Karol said, are kept in working order, while 75 per cent find usage daily.

He also advised that his check-up indicated that the longer a set is owned the more hours it is used, proving that once radio grabs a hold it not only keeps but enlarges and tightens its attraction.

Locate CKLW Announcer

DETROIT, Jan. 1.—Stephen Douglas LaSeuer, CKLW announcer, who disappeared November 30, has written his father. Letter was mailed from Jersey City, N. J., and stated that he was all right, but "was tired." Father, Percy LaSeuer, is at Hamilton, Ont.

Oxydol Holds Robison

NEW YORK, Dec. 31.—Waxings are being made by Carson Robison's Buckaroos for the third year for Oxydol. Hillbilly troupe's programs are handled by Erwin Wasey.

AFM Behind RCA-Victor's Order Of Forbidding Sale of Records

PHILADELPHIA, Jan. 1.—American Federation of Musicians is behind ROA-Victor's recent order forbidding the sale of records to radio stations. This was revealed by a high AFM official this week, who declared his union had forced the action by the recording company to compel all radio stations to hire live orchestras.

"Unless radio stations sign agreements with the AFM—even if it is only for the hire of one pianist—we will forbid the recording companies to sell records to them," the official said.

Recording company went along with the union after the AFM threatened to bar its members from playing for discs unless the company complied with its demands.

Meanwhile the two stations, which still

AFRA Sets Scales for Singers, Actors, Announcers; Deals Start

Working conditions for member classifications are also established—negotiations to be opened with transcription companies, ad agencies deals already on

CHICAGO, Jan. 1.—American Federation of Radio Artists has the labor limelight in radio with its announcement that everything is set for national negotiations with stations, agencies and transcriptionists. In existence for only a few months, AFRA has completed wage and hour scales for announcers, singers and actors which stand to revolutionize the radio industry for those groups. Data to follow in this exclusive statement to *The Billboard* are the proposed wage and hour scales adopted by the board for national from AFRA officials. First branch of radio to feel the action of this organized labor union will be the advertising agencies, which employ most radio artists in the industry today. A general local survey conducted here by AFRA has revealed that most of the top-notch agencies are now paying close to the minimums set up by the union. Most outstanding exception and probably what will turn out to be AFRA's biggest hurdle is Blackett-Sample-Hummert, one of the big users of radio talent. It is reported that B-S-H falls far below scale to be inaugurated by AFRA and that also a few of the agency officials have expressed a wish to co-operate, the opinion here is that there will be plenty of opposition when the time comes for negotiations. All actors now employed by B-S-H are AFRA members and, with a few exceptions, so are all announcers. Present plan is to contact all agencies separately rather than have a joint meeting with the American Association of Advertising Agencies. Initial negotiations will begin in New York this week, where most agencies have their headquarters.

Actors' Scale

Scales for actors on national network commercials will call for minimums of \$25 for a 15-minute show, allowing one two-hour rehearsal session; half-hour shot will be \$50 with four-hour rehearsal in two sessions and \$75 for a one-hour show allowing six hours for rehearsing in two sessions. Dramatized commercials will demand \$15 for 15-minute spots, \$30 for half-hour programs and \$45 for hour shows, with one hour allotted to rehearsing on each. If a broadcast of either of these type programs is

Pins & Needles Tune Gets Plug Next Week

NEW YORK, Jan. 1.—Gradually overcoming agency prejudice against labor-sponsored tunes, the *Pins and Needles* score will get its first commercial air plugs next week when Mark Warnow (Consolidated Edison) plays *Sing Me a Song of Social Significance*, and Leo Reisman (Schaefer Beer) does *Doins' the Reckless*.

Despite publisher fears that band leaders would shy away from the outspoken lyrics, both plugs will be vocal, with no expurgation. Evidently figuring that the stunt has some gag value, other bantonniers, including Phil Spitalny, Abe Lyman, Benny Goodman and Guy Lombardo, are reported to be making arrangements of the five show tunes. Score also got an extensive break in WABC's *12 Crowded Years*.

made the same day, the fee is 50 per cent of the minimum, but full amount if broadcast any other day.

Singers aired over the ether will receive \$35 for 15 minutes, \$50 for a half hour and \$75 for one hour or less. One, two and three hours, respectively, are allotted for rehearsal. Overtime charge is \$10 for each additional half hour. This scale will apply to soloists only. Scales for groups of two to six singers and for groups of seven or more will be slightly under the above scale. Ten dollars will be charged for auditions of two hours, with \$5 per hour overtime. Transcription fees for both singers and actors will be the same as network commercials.

A national scale for announcers had not been set this week, partially due to an unsettled condition in this craft springing from jurisdictional disputes among themselves and between other unions affiliated with both AFL and CIO. Proposed scale for staff announcers by the Chicago local has been drawn up, however, and is as follows:

100 to 499 watts per station	\$40 week
500 to 4,999 watts per station	45 week
5,000 and including 50,000	60 week
All networks	75 week

Any staff announcer retained by a sponsor for a commercial shot will receive the following scale plus his regular salary:

15 minutes local commercial	\$20
15 minutes network commercial, including 15 stations	25
15 minutes network commercial, including 30 stations	30
15 minutes network commercial, including 31 stations or over	35

Scale for commercials running over 15 minutes are higher proportionately, ranging up to \$50 for a 60-minute local and \$75 for a 60-minute network show.

Several other clauses are also included regarding announcers making transcriptions. These proposals of the local board here are now under consideration by the national committee, and a national scale is expected to be forthcoming within a few days.

E. T.'s

Almost simultaneously AFRA will open negotiations with transcription producers due to their close interlocking with agencies. In dealing with the disc-makers AFRA has passed several rules designed to abolish many evil practices which it claims are equally harmful to both artist and firm. Under AFRA's setup agencies will be given certain daytime hours by the waker to cut their shows, and if overtime is necessary it will have to be paid for accordingly. Big squawk has always been that an agency production man takes up too much time on retakes, using up expensive time. With AFRA in the saddle, it is expected that the director will make better use of his time when he has to pay for it per hour. Regulations such as these will be well met by wax-cutters, according to AFRA, and little or no opposition is expected from that quarter.

Regarding benefits, AFRA for the present will handle these occasions with its own boards. Also it is expected AFRA will later join Theater Authority, Inc., benefit clearing house, consummation of this deal was held up a few weeks ago when TA refused a reappportioning of the splits until after AFRA joined. AFRA balked, calling for a new deal or no game.

No further negotiations with stations have been made by AFRA since signing WCFL here to a bargaining agreement and announcer contract. According to reports, however, station bargaining will be taken up as soon as all announcers here become members. James C. Petrillo, mutaker head, is the fly in the ointment, still holding announcers at CBS as associate members of his org. He is expected to relent when rest of the stations are organized, according to AFRA officials here.

Barbasol Show First Sponsored Series Emanating From Capital

WASHINGTON, Dec. 31.—WJSV, Columbia station in the Capital, will air on January 24 the first commercial program to a full network ever to originate in Washington. Series will be the Arthur Godfrey-John Salb show for Barbasol now being presented by Mutual out of New York. Sponsors in shifting to Columbia are spending more advertising dollars on the larger loop, but will have Godfrey and Salb fed to a radio audience already familiar with their work.

Network commercials are distinctly a rarity for Washington stations. WJSV has always been an important point of origination for sustaining programs and is the first in that line outside of WABC in New York for the Columbia web, but there has never before been a regular commercial series fed to any of the major loops from the Capital.

A. D. Willard Jr., WJSV manager, said that this is the first step in the development of WJSV as a commercial originating station. Citing the *Professor Quits* and *Godfrey* shows as examples of successful network programming, he states that WJSV is rapidly bringing other material up to network commercial caliber for presentation in the future.

Godfrey now can get out of the New York commuter class and get some sleep in between his 15 weekly local and net-

work shows. CBS show will be twice a week, Mondays and Fridays, with a West Coast rebroadcast on Fridays at midnight.

Godfrey is currently working on transcriptions which will be similar to the usual Godfrey and Salb combination. This new work is being done for an undisclosed sponsor and plans are being made for their use by stations in Luxembourg and other across-the-Channel stations which direct commercial programs to British listeners.

U. S. COURT

(Continued from page 6)

capricious action. It would seem to be a rather idle and expensive gesture to require the formation of a corporation for such a purpose before the securing of a construction permit, when a refusal to grant the permit would abort the whole occasion and purpose of the corporation. It would seem on its face to be a rather severe restriction upon business enterprise and an unnecessary limitation upon the availability of radio service in a particular community. Moreover, it would seem to be a particularly arbitrary and futile procedure in a case such as this, where the applicant fully and fairly revealed his plans. Ordinarily, there would be nothing to prevent an applicant from securing a construction permit and a station license, thereafter forming a corporation and then requesting permission to make the assignment. Should a penalty be placed upon one who has the foresight to plan his project in advance and reveal its full details? If the applicant is confident that he can make such a showing as to secure the Commission's approval of a subsequent transfer, should the Commission object? In fact, should not the Commission invite just such a revelation of plans so that it can have that contingency in mind when passing on the application for a construction permit, rather than drive the applicant to conceal his plans until after the construction permit has been granted?"

Leo Fitzpatrick's Bonus

DETROIT, Jan. 1.—Leo Fitzpatrick, vice-president of WJR, distributed bonus checks to 131 employees this week. Checks were for 10 per cent of a year's pay.

Station has increased staff in the past five years from 36 to 131.

Esso Spreads News

NEW YORK, Jan. 1.—Esso's United Press newscasts are spreading out to two more outlets, KYW, Philadelphia, and WBBM, Buffalo.

AFRA Confronted With Amateur, Transient Performers Problem

NEW YORK, Jan. 1.—Non-paid performers, amateurs, speakers and transients before the studio mike will constitute a problem for the American Federation of Radio Artists. AFRA anticipates that it will not be able to sign up as active or associate members all nonmusicians appearing before the studio mikes. The organization is faced with the problem of laying down more detailed rules as to who is and who is

not eligible for membership, as a membership of all those non-performer members appearing before a mike will include a large portion of people who are not really professional entertainers and who will probably not continue to pay dues or take an active interest in AFRA.

AFRA's problem is similar to that of Screen Actors' Guild, which woke up to discover that its closed shop expanded its membership to dangerous proportions. SAG is now pruning its membership, trying to cut its junior rolls down to a number that can possibly make enough of a living in pictures to pay SAG dues. Just as SAG is faced with an overflow of extras who pose a severe problem if they begin to look to SAG for unemployment aid, AFRA might conceivably find itself overloaded with amateur, break-in sustaining artists working for little or nothing.

Amateurs will be a headache. AFRA indicates that it will not go after programs seeking to develop new talent, but it may try to curb indiscriminate use of free talent which displaces professional talent. Which free talent shown are legitimately trying to foster new talent and which are not will be decided as each case comes up.

AFRA claims more than 4,000 members at present and says it is ready for collective bargaining, because it will have to deal with several types of employers (broadcasting stations, ad agencies, program producers, etc.). AFRA is trying to polish up legal angles before it makes official moves for "AFRA shop" contracts.

AFRA does not believe the widely scattered radio industry will need a huge number of branches, such as the AFM's 500 locals. Instead it feels key branches and spotting attorneys in strategic points will be sufficient to police the field. Chicago, Hollywood and New York are obviously the "necks" to the radio bottle and control of these points is expected to mean virtual control of the entire industry.

Air Briefs

New York By BENN HALL

TALK of a faction within the American Federation of Radio Artists that's getting CIO-minded. One angle is that, were such members in a CIO union rather than an AFL organization, support in case of strikes might be forthcoming from the CIO's American Radio Telegraphists' Association more readily than from the AFL's American Federation of Musicians. . . . Don Shaw, of McCann-Erickson, to Hollywood this February for a quick visit. . . . N. W. Ayer dropped its customarily high-hat language in its press releases and yielded to swing fiends. In plugging Carl Hoff, the usually proper-spoken agency broke down and reported that " . . . he can hot lick a saxophone or clarify with the best of them in an occasional 'jam session.'" Wheel!

Sale of radio sets up 7 per cent over last year. . . . NBO to feed the President's Birthday Ball to several indie stations. It's the custom. . . . One of those newspaper breaks which would seldom happen on the air gave a free plug to Deerfoot sausage. Wire services sent thru the President's dinner menu and listed Deerfoot sausages, just like that. Got right by copyreaders on the dailies for a nice free ad. . . . Senator Fishface and Professor Figgibottle, sometimes called

Ensore Vincent and Don Johnson, to do a new half-hour comedy sketch, dropping the variety type touches, on NBC.

No truth to that talk that RCA was set to offer a television unit to be attached to short wave sets. Not practical. . . . Les Quailley, of N. W. Ayer's Philly office, to Florida for a two-week vacash. . . . More script shows expected to replace various musical productions, live and wax. Reason: Greater cost of musical shows, because of union regulations, is getting agencies script show-minded, especially for smaller accounts or those with limited budgets.

WOR sales promotion division won its second American Institute of Graphic Arts award. . . . Ed Clapham, of that department, leaving to assist Harlan Logan, new publisher of Scribner's. Firm is getting out a new radio magazine. . . . Actress Alice Reinhart has an eye-arresting bracelet made up of odd trinkets and trophies. . . . Gager Wasey, of Erwin, Wasey, due back from a vacash at Catakay Island in the Bahamas. . . . Bush Hughes to comment on personalities for Borden's on NBC's Red with a string of 30-odd stations. He hails from the Coast and is a son of Rupert Hughes.

Chicago By HAROLD HUMPHREY

NETWORK stations here are meeting with such a flood of new shows that the execs are in a muddle trying to whittle out more time periods. CBS-WBBM cut a half hour from its eight-year-old *Musical Clock* show this week to make room for Procter & Gamble's *Road of Life*. . . . NBC's live parrot series has been postponed until spring, the bird owners claiming their artists could not be brought out of the house during cold weather or they might contract pneumonia. . . . Tod Hunter starts another news shot four times weekly for Chicago Motor Club. . . . Henri Hurst & McDonald agency is revamping its offices here to make for a larger radio set-up since installation of the new radio head, Frank Ferrin. . . . Mme. Maria Kurenko, the concert and operatic soprano, may make this city her permanent home since signing an other contract.

Five local stations will split a \$90,000 bill for baseball in Chi next summer, with WBBM holding the bag for \$17,500 and WGN for \$15,000. WCFL, WIND and

WJJD split the remainder. . . . Sunda Love is pinch-airing for Margaret Shanna while she recovers from an appendectomy. . . . Betty Reller, of the *Betty and Bob* show, plans to open in a New York legit show some time in March. . . . George Ferguson and Larry Kurtze, of the WLS Artists' Bureau, motored to the Coast, where they will open their own booking office to handle talent for Republic Pictures. . . . Bob Barrett, Midwest WOR rep, is host this week to Theodore A. Streibert, vice-president of WOR. . . . That scheduled new commercial featuring Lee Morse fell thru when the sponsors got the jitters. . . . Jimmy Parks, radio head at William Morris office, just returned from a visit to his home in Arkansas. Jimmy claims to be a McCoy hillbilly.

Marek Weber, the maestro, has run into new difficulties with his German dialect. Started his new sponsored show on the *Carnation* show Monday, but after plenty of rehearsing and prompting Weber still calls it the *Carnation* show.

From All Around

TED KIMBALL, KDYL, Salt Lake City, and Elizabeth Cannon expect to be dodging rice one of these days. . . . Tony Church new to KOIL's staff in Omaha. . . . The boys at WAPI, Birmingham, have marked Joe King as a sensitive soul since they caught him with gloves on when cleaning out a filing cabinet. . . . Dick Paulkner, WAPI's program director, broadcast on both CBS and NBC in one week. . . . Neil Norman, WIL, St. Louis, recovering from shock and minor bruises in a car accident. . . . After long negotiations with the local musicians' union, WICC, Bridgeport, signed up a 10-piece aggregation under the direction of Gus Meyers Jr. Meyers, formerly with Don Bestor, is ork leader at Loew's Globe Agreement calls for a half-hour broadcast before 5 p.m. daily, scale being \$20 weekly, and \$30 for leader. . . . John McKay is joining WXYZ, Detroit. Comes here from KOIL, Omaha. He is a commentator. . . . Ruth Dean Rickaby, actress at WXYZ, is in Detroit Women's Hospital convalescing. . . . With signing by WREX officials with the union musicians, all four Memphis stations are in line with expanded national expenditures, hillbills being eliminated. . . . Lionel Baxter has been reattached to the announcing staff of WAPI. . . . The Sam Bentons, she the former WAPI organizer Beatrice Wright, have signed with WJBY, Gadsden, Ala., as that station's part of the newly organized Alabama network. . . . Dairyman Hagler, of Arkadelphia, Ark. uses radio entertainment to draw home his cows each evening and says that cows likewise give more milk

while being entertained with music. . . . Mededith Wilson, musical conductor on *Good News* of 1936, has been signed to a new contract by MGM, insuring his continuance with the broadcast series for 17 weeks after January 1. . . . Only humans to appear on Disney-Pepodent series will be Walt Disney and Felix Mills. . . . Jessica Dragonette, here from East, informs she is foregoing radio for present to concentrate on her concert work. . . . Frank Pay is grooming a Mutual network series for the new year.

WTAM Formal Opening Set for February 12

CLEVELAND, Jan. 1.—New \$305,000 WTAM studios in Guarantee Title and Trust Company Building, to be renamed National Broadcasting Building, will be given formal opening February 12. Station will move from Auditorium Building to new home, three blocks away, February 1.

Studios will occupy basement and first three floors of new building. Second floor will accommodate Manager Vern Pribble, visiting officials' and two studios, each seating about 300 persons. Program Director Hal Metzger, Assistant Director Edith Wheeler and Music Director Walter Logan will be located on the third floor as will the business and stenographic offices. Cleveland Symphony Orchestra will be featured on the opening program.

ARTISTS MANAGEMENT
Presents
PAUL WHITEMAN
Who Is Now on
TWO SMASH HITS
Chesterfield
CBS Network
Friday, 8:30-9 P.M., EST
and
**COCOANUT GROVE
AMBASSADOR HOTEL
LOS ANGELES**
17 E. 45th St.
N.Y.C.
MU 1-1880

Program Reviews

EST Unless Otherwise Indicated

"Aunt Jenny"

Reviewed Friday, 11:45-12 a.m.
Style—Sketch. Sponsor—Lever Bros.
Agency—Ruthrauff & Ryan. Station—
WABC (CBS).

In this Aunt Jenny character, Spiry has a homesy type with plenty of appeal to housewives. Aunt Jenny is a local character, well-versed in neighborhood gossip, but gossip of the more kindly sort. After a brief chat between Aunt Jenny and some neighbor, setting the stage for what's to follow, lights go out and the sketch begins.

John Loveton, director of this script show, does well in using the output of a large string of writers. This gives a freshness and greater scope to the various episodes and keeps them out of that almost inevitable rut into which so many day-time productions drop. Hokey incidents involving domestic bliss, marital tiffs and the like comprise most of the seasons.

It's strictly for the home gals, but neatly produced with a capable crew of line readers. Plugs effuse a bit, but the housewives probably want 'em this way.

B. H.

"Jack Buchanan"

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

Jack Buchanan, noted English musical comedy performer, is currently in *Servants of the Devil*, Broadway musical, and was a guest star on the Rudy Vallee show Thursday evening. His potentialities as a radio player, as gathered from his work with Vallee, do not impress as being very favorable. It may, however,

have been a question of material. Lines on his brief appearance were lacking in humor. British star also sang one number from his musical and again failed to distinguish himself, his voice not coming over well at all. J. F.

JOBLESS INSURANCE

(Continued from page 3)

a basis for payment of benefits from the New York State Unemployment Insurance Fund or vice versa.

That the terms of this State's law allow the commissioner a wide latitude in administering the law in a manner "fair and reasonable as to all affected interests," that show business peculiarities already effected an amendment, that the administration expects to ask the Legislature for other changes and promises to interpret the law for individual application when the unusual circumstances arise, should offer some consolation to the vaude and night club performers. The law, as written, is for the most part so generally stated as to permit the commission to render seemingly contrary rulings without exceeding the meaning of the statute.

Furthermore, no Treasury ruling issued by the Internal Revenue Bureau applying to the Social Security Act will bind the New York Division of Placement and Unemployment Insurance, which when possible will seek to be consistent with the federal say-so and which will take

guidance, as well, from the workmen's compensation decisions.

A specific article which places legitimate actors and radio musicians and performers in an advantageous position for benefits is the March 31, 1937, amendment. Since one of the basic prerequisites for eligibility for unemployment benefits is the liability of one's employer for the tax, entertainers would automatically be disqualified if producers or sponsors were required to employ at least four persons within each of 13 or more calendar weeks not necessarily consecutive. Few dramas enjoy such durability. Hence the law now reads that a producer or sponsor becomes subject to employer responsibilities under the law if his four or more persons were employed within each of 15 or more days within any calendar year.

The rub under the New York law is that an entertainer, like other employees, must have performed the greater part of his work (which means at least 51 per cent of working time) in this State. For radio performers who have their 13 and 26-week contracts that stipulation is not so difficult to meet. But musicians and night club and vaudeville performers who make cross-country tours can't come up to the standard unless, of course, a reciprocal agreement will have been entered into by the several States.

Even if the performer surmounts the obstacles of being covered by a tax-paying employer who pays the tax and performing the greater part of his work in New York State, he has a minimum income to meet before he can enhance his chances for benefits. That minimum income will vary, since 119 figure will be achieved by the following formula established by the law: The aggregate

wage earned in the base year must be at least 18 times half the weekly wage, which will be established thru a series of mathematical formulae to take care of the irregular manner in which performers work. The commissioner, in general, will give individual consideration to performers regardless of their regular booking schedules. "The commissioner may make such rules and adopt such methods of calculating full-time weekly wages as may be suitable and reasonable," says the law.

The law is clear in its ruling as ineligible those whose income exceeds \$3,000 a year for employment in this State. That total figure as yet does not include supplementary incomes from work performed outside the State for another employer. But again a reciprocal agreement among States may change that status too.

In the way of an assurance to performers the authorities emphasized the fact that even if an employer is in default of his tax payments the eligibility of the employee is not jeopardized along those lines so long as the employer is considered subject to the tax in the eyes of the law.

The problem of who is employer and employee and when is a performer an independent contractor will be a problem under this law, as it is under the Social Security Act, with these exceptions. This authority is more definitely organized to handle its applications, and it has already committed itself on what constitutes an "independent person" and an employer in answer to an inquiry from a band leader. Hence a leader becomes the employer of the members of his band if and when in his contract with a hotel or night club he maintains the sole job of hiring and firing the members, directs and controls their performance and pays their salaries. So long as the leader of an act or band works without supervision by the hotel manager with whom he has the contract, bears the financial responsibility of his subordinates and is not subject to discharge, the law classifies him as an independent person not eligible for employee benefits. If under the Social Security Act they apply in terms of an independent contractor in order to avoid having the 1 per cent deducted from their pay and turn about and apply to the labor department as an employee for unemployment insurance benefits they are likely to get themselves into a mess.

Until the commission has the opportunity of examining a majority of applications unemployed performers, to be on the safe side, should file their applications too, to insure self-protection and at the same time secure from one of the unemployment insurance agency offices the laymen's manual, which will familiarize them with the law and their relation to it. Whatever may be the line of reasoning the commission will follow, the law gives the last say to the State's courts, where every employee and employer may take his case as a last resort.

CBS Survey Rates College Men as Ardent Radio Fans

NEW YORK, Jan. 1.—Everybody likes radio. That's what is indicated by the second of Columbia Broadcasting System's surveys of specialized groups. Latest study reveals that collegians like radio, that more than 60 per cent of the students have radios in their rooms and that they listen to broadcasts for about three hours each day.

Columbia's first survey was among the "Very Rich" and showed that radio was a favorite. In an article in *Advertising Agency by Victor Ratner* results of CBS's surveys are studied and the conclusion is reached that radio cuts thru any class lines. Columbia set up a Radio Research Bureau, interviewed 2,487 undergraduates in 16 States. When asked their "most interesting programs" there were 700 different answers given

by the 2,487 students.

Light entertainment was a clear favorite, winning a 60 per cent vote, while serious stuff took a 40 per cent count. College men listen to radio approximately three hours a day, while women spend eight minutes less glued to broadcasts. A definite change or "uplifting" in tastes was indicated and attributed to radio. Freshmen listed jazz or popular music as their favorites, while seniors, after exposure to radio and culture for four years, preferred symphonic music rather than swing or jazz. Of the students interviewed, 80.8 had radios in their rooms. Princeton, one of the more swanky of the colleges selected, topped this with a 92.2 percentage of radio set owners. Of those without radios, 88 per cent had access to sets.

Current Program Comment

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

There was a touch of mystery along with some moments of suspense in a recent *Guiding Light* episode, Procter & Gamble Naptha script production. Evidently some photostats disappeared from a factory and detectives questioned a worker. Suspicious, a mysterious room, dark motives—all were calculated to get the listener back again. Casting was routine except for the dicks, who went about their work in very much dime novel method. Strictly for the daytime fan who goes for P. & G.-style shows.

Jimmy Scribner continues with his deft and numerous characterizations in his one-man show, *Johnson Family*. There's a Negro family which has established credit in town on the basis of an expected inheritance. Trouble seems to be looming and, with characters mispronouncing words as they sit on top of the world, Scribner does a good job. His Italian characterization was not, however, up to par. Seemed artificial, particularly in contrast to his convincing Southern dialect. Because of his keen playing many listeners probably lose thought of the fact that it's a one-man show.

Warner Bros.' show, flying the Lucky Strike banner, picked a winner in Bob Hope. His gags of the Hollywood picture business, with a touch of trade lingo with which fans are familiar, packed zesty and punch. They did much to carry a

show that dropped in the center because of a thin, corny sketch, *Adventure Postponed*, with Edward G. Robinson. One of those simple things wherein a would-be girl runaway was sent back home by a friendly hobo in a box car. Robinson was more the city smoothie than a freight car 'bo. Whole thing was just too simple and ended on a high note of a Warner Bros.' idyllic dream.

Ruby Keeler, wife of Al Jolson, and Paul Whitehead were guest stars on Jolson's program last week. Martha Raye, Parkyakarkus (Harry Einstein) and Victor Young are the standard parts of the show, together, of course, with Jolson. It was the best of the Jolson shows in a long while, with the star himself in top form, both vocally and on his assignments in the comedy parts. Mrs. Jolson was pleasantly gracious and read her lines okeh, with Dean Whitehead showing great improvement in his vocal delivery. Somehow it seems as tho there should be better material around for Parkya-etc. This business of doing a Greek Roy Atwell, which the comic has been doing lately, is silly, but not funny. Martha Raye's delivery is as vigorous over the air as it is in person.

Tiny Ruffner delivers the commercials. Whether they suffer from his excessively positive and assertive delivery or whether it's just the commercials themselves can't be decided, but they sure are annoying.

Imperial Tobacco Co. Ltd.
OF CANADA

presents

KEN SISSON
Director, "Canada, 1938"

With a 30-piece orchestra
16-voice choir and soloists
Over a coast-to-coast network of
Canadian Stations

Fridays, 10 to 10:45 P.M., E.S.T.

THE STATION OF THE STARS

New York's
Number One
Showmanship
Station

W H N

Affiliated with
Loew's Theatres and
the M-G-M Studios

1540 BROADWAY • DIAL 1010

Burrelle's

ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
BARCLAY 7-5371.

**W. C. POLLA
AND ORCHESTRA**

Featuring His Own Arrangements,
102 West 56th Street, New York City,
Columbus 2-7424.

TERRI FRANCONI

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

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

GUS VAN

STAGE & SCREEN
Direction of
Central Booking Office, Inc.
54 W. Randolph St., Chicago.

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

MITCHELL AYRES
and the
FASHIONS IN MUSIC ORCHESTRA
Currently
VAN CLEVE HOTEL Dayton, Ohio.
DR. ROCKWELL-O'KEEFE, INC.

Film Shakeups May Start Influx of Coin to B'way

Picture backing of plays may increase soon, it is felt—manager-dramatist pact changes not near—would be completely overhauled first—future looks good

NEW YORK, Jan. 1.—Shakeups in film companies after the first of the year may result in an influx of Hollywood money for Broadway productions. This is the feeling of those close to the problems inherent in the basic pact between the managers and dramatists, involving the sale of plays to the screen. Sidney Fleischer, who succeeded the late Joseph P. Bickerton as arbiter in such sales, is optimistic for the future. Official negotiations for the sale of at least four plays are going on now. Feeling about cut down Broadway production, Brock Pemberton, stating this, says that on the other hand the pact has restored the competitive field and has resulted in higher prices being paid for plays. Effect of the anticipated housecleaning in Hollywood will be carefully watched, the feeling in the East being that only three or four executives are responsible for the lack of picture money.

Reports that the basic pact is slated for an overhauling are admitted, but Fleischer points out that a hasty revision is very unlikely owing to the fact that the agreement was reached after close study. Slim chance of tearing down such a scientific document, according to Fleischer, until a better one is prepared. Previous to final adoption every clause was gone over carefully.

Pix complaint was that their interests were not adequately protected.

'See Naples and Die,' WPA Revival in Chi

CHICAGO, Jan. 1.—Some clever directorial touches and a few bright lines are all to recommend the local Federal Theater's presentation of *See Naples and Die*, an early Elmer Rice comedy which opened at the Blackstone Wednesday. Weak plot framework and a too generous contribution of embryonic emoting furnish a dull evening in the theater.

The leads of the heiress who marries a royal Russian nitwit to save her sister's honor and of her true lover who accidentally meets up with her at a resort on the Bay of Naples are frigidly portrayed by Beverly Younger and Don Koehler, respectively. The pair, who were so natural and so much at ease in *The Straw*, an earlier WPA effort, do a turn about here and make the characters quite uninteresting with off-pitch line deliveries. They give the impression that they are as bored with their work as some of the customers.

Some first-act comedy relief is briefly but ably furnished by Patricia O'Hearn as the typical tourist from Ohio who lets her emotions get the best of her. Leslie Spears muffs the role of the childish prince with exaggerated gestures.

Among others in the cast are Charles Lum and Glen Beveridge, who until the final act are the chess-playing scenery pair. Forrest Smith, Don Seymour, Hubert Stumpf, Florence Giovangelo, Belle Hickman, Adelaide Glyman, who works with a puzzling accent; Jack Herman and Burt Maxey.

Harry Minturn directed and did a generally creditable job, while Clive Rickabaugh designed a vivid setting of a typically picturesque terrace edging the Bay of Naples. Sam Honigberg.

49-Week Run for 'Can't Take It'

CHICAGO, Jan. 1.—Harris Theater will finally wind up the run of *You Can't Take It With You* January 15 after a 48-week engagement. Comedy established a long-run record for the last 12 years and proved to be one of the most financially successful ventures ever brought in by the Shuberts.

The Harris will remain open. Babes in Arms, the Rodgers & Hart musical, with Mitzel Green, coming in the following night. The comedy in the meantime will take off on its off-postponed Midwest tour, opening in St. Louis January 16.

Press of 5 States To See Hayes Show

CHICAGO, Jan. 1.—A press matinee of Helen Hayes in *Victoria Regina* will be held at the Erlanger Theater January 7 for newspaper people of the States of

From Out Front

By EUGENE BURR

RANDOM OBSERVATIONS: There's not a great deal to write about in the lull after a holiday issue—at least there never seems to be—so this week the spasms will be composed of random scraps and notes. They're just as easy to skip as anything else. . . . Besides, if anything coherent were written it would probably take the form of a long and resounding wail at the wry contrast between the happy holiday spirit and the present sad plight of the stage. Theaters are doing nicely enough this week, thank you, and there promises to be a brief flurry of production early in January—yet the season, as a season, is practically thru, even before it's fairly begun. But why go into that again? The records speak for themselves—as a matter of fact, they practically insist on it—and there's no use in spilling whatever holiday joy may be around in the nooks and crannies of Broadway. . . . And speaking of that, one of the saddest of the holiday notes (at least to an incurable sentimentalist) is sounded by the tawdry little Christmas wreaths that you can see in windows of rooms in the cheap sidestreet theatrical hotels. What with the general outlook for show business at the moment, what with the widespread unemployment of performers, what with the status of those hotels, the little drooping wreaths, doing their best to bring a breath of yuletide happiness into the sordid lives of martyrs to a field that's popularly supposed to be the most glamorous of all—those drooping little wreaths seem about as sad as anything I can think of. A few of them show their tiny red and green within view of the office windows.



EUGENE BURR

But the new year is coming up, and we're all supposed to be very merry about it. And with the new year, I suppose, the usual set of resolutions is due. There won't be any this year, tho, because they're all broken anyhow. . . . The Mercury Theater, according to its own advance reports, is going to present its *Shoemaker's Holiday*, like its *Caesar*, without intermissions. But at least it will use costumes, which is something. Either the success of *Caesar* has loosened the Mercury pursestrings, or else Dekker is fortunate enough not to possess a facility for being made contemporarily important. . . . Incidentally, the Mercury insists upon billing its *Caesar* production by the full title, *The Tragedy of Judus Caesar*—which, all things considered, seems particularly appropriate. . . . Sam H. Harris probably doesn't know it, but a couple of kids who were assistant stage managers and understudies in that great monument of washroom art, *Of Mice and Men*—and who played along during rehearsals doing admittedly good work and who were in seventh heaven when the show clicked—were let out because the powers that be decided they weren't the physical types to play the leads, in case of need. The kids got all sorts of good wishes—but you can't put a good wish in the automat slot. An extra pair of understudies would have cost the box-office smash just \$80 a week. . . . A member of the Legion of Decency, who good-naturedly signs himself "just a spiritual sheep," says he was shocked when he read my column attacking the Legion and its proposed inroads on the field of intelligent drama. But then I was shocked when I read the list of plays that the Legion, in its insistent fifth-finding, had classed as "wholly objectionable."

It's a matter of mild wonder to me why the radio pays out such terrific money to Arturo Toscanini when Erno Rapee is around. Rapee can make a band play almost as loudly as Toscanini can, and his interpretations are almost as shallow and self-conscious as Toscanini's. . . . All the fuss made over the male baton-waving prima donna seems even more amazing when you consider the real musicians who are available—men who consider the interpretation of music far more important than the expression of blatant and worthless conductorial ego—men like Klemperer (who, because he's the greatest of them all, rightly despises boob-startling and vulgarly popular interpretations, and so has never received even a fraction of his due acclaim), Mengelberg, Walter, our own young Janassen and even Van Hoogstraaten, a fine musician, who's a great deal better than the self-consciously intellectual dilettantes would have you believe. . . . All of which is pretty far from Broadway and the legitimate drama—but who wouldn't want to be far from them at the moment. . . . There is, incidentally, going to be quite a job for the boys (including this one) who pick the 10 best plays of the season, unless the quality goes up considerably in the remaining months. The critics, it would seem at this point, are almost sure to award their plaque to *Of Mice and Men* (thereby making the critical plaque look nine degrees sillier than the Pulitzer Prize). But the Pulitzer committee itself may show better sense—which, at present writing, would seem to leave it out on the limb. There are a couple of plays that might be rated somewhere in among the second five, but certainly none as yet that could justifiably be spotlighted as the best play of this or any other season. It almost looks as tho this season wouldn't have a best play. . . . And this (for which we can both be thankful) looks like the end of the column.

Illinois, Indiana, Michigan, Wisconsin and Iowa. This will be the second such matinee, the first having been held in Boston last September with tremendous success. Idea of the matinee was Miss Hayes' originally and was approved by Gilbert Miller, owner of the show. Purpose is to take care of many press people who otherwise would be unable to obtain tickets. The Chicago engagement of eight weeks is already virtually sold out.

For this performance Miss Hayes donates her services. The other actors are paid, as are the stagehands, musicians and house attaches. To meet this expense the balcony is sold to the general public, leaving the orchestra for the press. In this way enough revenue can be taken in from the balcony sale to just about cover the expense of the performance. The Chicago dailies have been allotted 50 tickets each, and dailies outside of Chicago will receive from two to four tickets each. Only editorial department workers are being invited. Tickets are given entirely without obligation on the part of the recipients. No reviews, use or press matter or anything whatever is asked for.

The Chicago matinee probably will be the last, although there is a possibility that another may be given on the Pacific Coast in the spring.

Paris Season In Late Start

PARIS, Dec. 27.—Due to the Exposition bringing constantly changing visitors to Paris, the theater and music hall directors of the city have retarded replacing their early-summer successes by new productions.

First important new revue of the season, *Le Revue de la Joie*, opened at the ABC in time for holiday business, as did new revue at the Casino de Paris and elaborate musical spec at the Mogador.

ABC revue is modestly mounted and relies on witty sketches, political satires and songs for its appeal. Cast includes such favorites as Maurice, one of the wittiest of the French monologists; Therese Dorny, a real comedienne; Noel-Noel, screen and stage star, and the team of Charpini and Brancato. Anton Dolin scores with his Bolero dance solo. George Doris amuses with time-worn dance parodies, and the Fraday girls appear in modest dance ensembles. Show is sure-fire fare for the ABC public and due for long run.

More serious is Alfred Gehri's *Sixieme Etage* (Sixth Floor) at the Theater des Arts. An unusual study of the typical Paris working class, ingeniously staged and put over by a capable cast. Good family fare.

Les Borgias, Strange Family (The Borgias, Strange Family), by Andre Jossot, at the Vieux Colombier, is a historical drama which, while not exactly beautifying the Borgias, reveals the notorious Lucrece as an innocent young thing libeled by history and legend.

Andre Birabeau has written an amusing comedy, *Chaleur du Sein* (Warmth of the Breast), which is doing well at the Danou. Young lad who attempts suicide is coddled by the three ex-wives of his father—and this serves the author as theme for witty dialog.

La Chrysalide, by Pierre Chaine and J. Raymond, at the Humour, is a very sexy, sophisticated farce which is amusing to those wise enough in slang and perversity to understand the dialog. Altho spicy, is not pornographic.

La Gaiacoe, by Jean de Letraz, at the Theatre de Paris, is a Horatio Alger tale of a poor man rising to unexpected fortune. Mild but pleasant fare.

'Take' Competes With Santa Claus

MEMPHIS, Tenn., Jan. 1.—You Can't Take It With You did \$3,000 in three performances at Ellis Auditorium here despite a booking that made the Pulitzer prize play compete with that universal drawing card, Santa Claus.

Show played Memphis Christmas Eve and twice Christmas Day. Take for Santa Claus night was only \$600, but good notices brought out \$900 for the Christmas matinee and \$1,500 for Christmas night.

It is the first time in Auditorium history that the second night performance has exceeded the first. Not only did Saturday night better the Friday draw; it equaled the Friday night and Saturday matinee business combined.

All of which served to convince Col. Charlie McElravy, the Auditorium's veteran manager, that he could have added at least another \$1,000 at any other time.

The Chicago company of the *The Women*, headed by Lois Wilson, was booked to play here last night and twice today, the second holiday booking for the auditorium in a row.

Barrymore for March Maybe

NEW YORK, Jan. 1.—Reported that the illness of Fredric March, which has twice postponed the opening of *Yr. Obedient Husband*, is more drastic than generally believed. A serious case of blood poisoning, it is said, may end all possibility of March's playing the role of Richard Steele.

Understood that the producers are angling for John Barrymore to plug the gap if necessary and make possible the scheduled January 10 opening. Barrymore is now in town visiting. Irony is that March did a take-off on Barrymore in the film version of *The Royal Family*.

MAJESTIC

Beginning Saturday Evening, December 25, 1937

THREE WALTZES

An operetta with book and lyrics by Clare Kummer and Rowland Leigh, from the play by Paul Knepler and Armin Robinson. Music of the first part after Johann Strauss Sr. Music of the second part after Johann Strauss Jr. Music of the third part by Oscar Straus. Starring Kitty Carlisle and Michael Bartlett. Directed by Hassard Short. Settings designed by Watson Barratt, built by Turner, and painted by Louis Kennel. Costumes designed by Connie de Pinna, and executed by Eaves Costume Company and Veronica. Orchestration by Conrad Salinger, Hilding Anderson and Don Walker. Presented by the Messrs. Shubert.

ACT I—VIENNA 1865

Heer Beltramini... Ralph Bunker Kalliwoda... Ivy Scott Marie Hiller... Kitty Carlisle Karl Brenner... Glenn Anders Sebastian... Len Mence Marguerita Sylva Egon Von Hohenbrunn... Harry Mestayer Herbert Von Hohenbrunn... Alfred Kappler Felix Von Hohenbrunn... Earl McDonald Leopold Von Hohenbrunn... Charlie Arnt Field Marshall Count Maximilian Von Hohenbrunn... George Baxter Count Rudolf Von Hohenbrunn... Michael Bartlett Herr Dillfinger (a Painter)... Wheeler Dryden Lilly... Ruth MacDonald Orderly... William Newport SCANDAL GIRLS—Dolly Miller, Sylvia Liggett, Anita Arden, Kay York, Lila Royce, Diana Lutherford, Alice McWhorter, Dana Doran, Frances Rands, Joyce Manners. BALLET GIRLS—Wanda Cochran, Paula Kaye, Joan Engel, Marion Broske, Jean Sharp, June Sharpe, Ellen Gibb, Dorothy Hardy. EIGHT OFFICERS—8 Men of Manhattan—Roger Gerry, Fred Ratliffe, William Parker, Gene Greenleaf, Alvan Duckett, Ted Daniels, Jack Phillips, Walter Lewis. THE BALLET BOYS—Boris Butteroff, Michael Mace, Milton Barnett, Barry Gunn, Harold Taub, David Preston, Richard D'Arcy, Mischa Pompanov.

ACT II—PARIS 1900

Charlotte Hiller (Marie Hiller's Daughter)... Kitty Carlisle Conductor... Truman Gaige Andre Corot (Baritone at the Theater)... Alfred Kappler Manager... Ralph Bunker Reporter... Earl McDonald Karl Brenner... Glenn Anders Lilly Castelli... Ruth MacDonald Steffi Castelli (Lilly's Daughter)... Rosie Moran Baron DeLauray... Victor Morley Viscount Rene Duval... John Barker Count Otto Von Hohenbrunn (Rudolph's Son)... Michael Bartlett Leopold Von Hohenbrunn... Charlie Arnt Bernald... Adele Rich Marchesa Del Campo... Marion Pierce Baroness DeLauray... Ann Andrews Louise... Wheeler Dryden Page Boy... William Newport Condemne... David Preston Dr. Cavaneau... George Baxter

ACT III—ENGLAND 1937

Sockville, Film Director... George Baxter W. Wagstaff Wolf of Hollywood... Louis Sorin Miss Waring, Script Girl... Adele Rich Cameron... Alfred Kappler Hiller... Kitty Carlisle Trevor... Earl McDonald Freddie... Fred Sherman Karl Brenner... Glenn Anders Count Max Von Hohenbrunn (Rudolph's Grandson)... Michael Bartlett Musical Director... Wheeler Dryden Lilly Castelli... Ruth MacDonald Counterpart... Len Mence Leo, an Actor... Truman Gaige Electricians, Stagehands, Grips, Gaffers and Extras.

BROADWAY RUNS

Performances to January 1, inclusive.

Table with 3 columns: Dramatic, Opened, Perf. Lists various plays and their performance dates.

Musical Comedy

Table with 3 columns: Between the Devil (Imperial), Hoopla For What (Winter Garden), I'd Rather Be Right (Abram), These Waltzes (Majestic).

New Plays on Broadway Reviewed by Eugene Burr

Gladys Baxter, Alternating Prima Donna, Will Sing on Friday Evenings. ACT I—Vienna, 1865. Scene 1: Rehearsal Room at the Kaefferer Theater. Scene 2: A Salon in the Countess Von Hohenbrunn's Palace. Scene 3: Marie's Living Room. ACT II—Paris, 1900. Scene 1: Back Stage Theater Varieties. Scene 2: Before the Curtain of the Theater. Scene 3: The Bar of the Theater. Scene 4: Cafe Maxime. Later That Same Night. Scene 5: A Private Dining Room at Maxime's. The Same Night. Scene 6: Charlotte's Dressing Room at the Theater. Two Weeks Later. ACT III—Denham, Buckinghamshire Films, Ltd. England, 1937. Scene 1: The Studio. Scene 2: A Section of the Studio Cafeteria. Scene 3: Finale—The Three Waltzes.

The Messrs. Shubert scored a hit last week—a bright, new, shining and scintillating hit—with Between the Devil. So Broadway being what it is, later in the same week they evidently felt they had to bring in an operetta. It seems a shame.

The operetta in question is called Three Waltzes. It came to the Majestic Theater Christmas night, and it is the same old operetta that we've all seen and groaned at countless times before. Girl loses boy (in Vienna in 1865) in the first act; her daughter loses son of boy (Paris in 1900) in the second act; her granddaughter gets grandson of boy (London in 1937) in the third act. That, except for the usual operetta emotions—pride of family and regiment in act one, philandering and a jealous lady in act two, and young love in act three—completes the record of what is called, with an evident sense of humor, the book. That wryly humorous classification, however, is the only faint tinge of humor throughout the three dull acts at the Majestic.

Those drayhorses of operetta, the waltzing Strausses—they should probably be called the whirling Strausses when one considers what they must be doing in their respective graves just now—are dragged complainingly from their musical stalls once more, with Papa Johann's unsuspecting melodies forced into the lyrical confines of the first act, and with Sonnyboy Johann's unsuspecting melodies forced into the lyrical confines of the second act. Oscar Straus wrote the music for the third act; it is new, but that's about all that can be said for it.

To sing the lovely refrains filched from the library shelves the Messrs. Shubert have hired Miss Kitty Carlisle and Mr. Michael Bartlett. Miss Carlisle is always a favorite in this corner; lovely, charming and gracious, her natural attributes infinitely outweigh—at least for show purposes—her inability to read lines and her basically not very good voice. Now, however, her voice sounds to much better advantage than it ever has before. She's obviously worked hard since last heard in these parts, and the effects of that work are evident. She does a really nice job—the melodies of the first and second parts could still stand a stronger vocal interpretation. Perhaps they get it from Miss Gladys Baxter, who sings the role on Friday nights, when Miss Carlisle is busy entertaining those music lovers who sit at home and intercept airwaves.

As for Mr. Bartlett, he seems to be trying—and trying hard—in both voice and manner to offer a devastating caricature of an operetta tenor. He succeeds admirably.

Glenn Anders (shades of the Theater Guild!) plays youth, maturity and age as the gentleman who takes care of the trio of Hiller girls. Ann Andrews erupts briefly in the second act to portray the jealous and homicidal lady who breaks up the second romance, and Rosie Moran, an excellent acrobatic dancer, does a nice acro-can-can, tho she seems a bit hampered by flowing skirts and ballet slippers.

The three heroines, incidentally, are all named Hiller—which is a bit confusing to a pure-minded reporter. Either two of the mamas weren't as nice as they might have been, or else the girls were distant relations of that legendary young man who was descended from a long line of maiden aunts.

Watson Barratt's sets are pleasant enough. Connie de Pinna's costumes are distinguished by one of the most disgusting chorus designs I've ever seen. For that strange but, I fear, diminishing breed that insists on doting upon

operettas, Three Waltzes will probably fill the bill well enough. The fact that I found it almost as inane as the Mercury Theater's Caesar is probably due to my complete lack of taste.

HUDSON

Beginning Tuesday Evening, December 28, 1937

WESTERN WATERS

A play by Richard Carlson. Directed by the Author. Settings and costumes designed by Boris Aronson. Settings constructed and painted by Studio Alliance. Costumes executed by Brooks. Presented by Elsa Moses.

Abigail... Maxine Stuart Abiah Plummer... Robert Thomson Darryl... Jackie Grimes Darryl... Jimmie Lydon Penelope... Joan Wheeler Jacques Pitou... Robert Shrewsbury Granny... Mabel Paige Josiah Cutler... Thomas Chalmers Camp... H. Dudley Hawley Rev. Barnabas Harpe... S. Thomas Gomez Jabe Kruckles... Morton L. Stevens Kaintuck... Van Hefflin

ACT I—Sun-down. ACT II—Scene 1: Dawn, the Next Morning. Scene 2: Sun-down. That Evening. ACT III—Dawn, the Following Morning.

The Entire Action of the Play Takes Place on a Flatboat Floating Down the Ohio River, a Little Before 1800.

Richard Carlson, this corner's choice as the most promising juvenile now on the stage, has seen fit to descend into authorship, and has perpetrated a play which Elsa Moses, taking over the reins after the death of her husband, presented at the Hudson Theater Tuesday night. After undergoing a series of tentative titles—a couple of which were particularly ripe—it emerged as Western Waters. It also emerged as a potentially amusing comedy-melodrama spoiled by Mr. Carlson's surging desire to Write. The capital "W" is used advisedly.

Mr. Carlson, as an author, has a sense of situations and lines, and a playwrighting verve that threatens momentarily to take his play out of the doldrums in which it is too often left by his attempts to create self-consciously lovely and earthy-expressing dialog. He chooses as his scene a flatboat floating down the Ohio just before 1800, carrying a pioneer family from Massachusetts, along with their live stock and most of their farm. Trouble comes when a French land agent, who has sold the farms on which they want to settle, comes aboard disguised as a minister, with a plan to wreck the boat and so save the farm-lands for his own clients. He has enlisted in his plan a French guide, a sodden old buckskin hanger-on and young Kaintuck, a vigorous gentleman of a way to convince himself of his own fancies.

That is the situation, and much could be made of it, either as of comedy-melodrama or historical drama. But Mr. Carlson spoils both by sporadic attempts to be literary in the worst Express-to-Earthiness-of-America tradition. Only in the last act, when he forgets about writing and sets out to pen an actable play, do the potential effects come thru. The last act, with the villains foiled with the aid of Kaintuck, and with Kaintuck himself convicted of despoiling the farmer's far-from-unwilling eldest daughter, turns out to be vastly entertaining, an attribute which would have been shared by the entire play if only a bit of re-writing—without the capital "W"—had been done. In the end the farmer licks Kaintuck (but only at "fair fight" and not at Kaintuck's specialty, "rough and tumble") and Kaintuck genially marries the girl, her father somewhat problematically officiating.

Mr. Carlson has also directed—and his direction does little or nothing to help. The cast, an excellent one, is thus left largely on its own devices—which is, for

the most part, a good thing, since whenever the players seem unhampered by direction they come thru to bring interest and even occasional excitement to the play. Among the really excellent jobs turned in are those of Thomas Chalmers, S. Thomas Gomez, Robert Thomson, Jackie Grimes and Jimmie Lydon (a pair of little boys) and Maxine Stuart. Miss Stuart, incidentally, graduated from the American Academy last spring and impresses very favorably in her first Broadway role.

Kaintuck himself is played by Van Hefflin, returned from a brief sojourn in Hollywood. Mr. Hefflin, who started out as probably the loudest bellower this side of a hog-calling contest, has improved steadily with each appearance, and in this he does work of star caliber. It's an altogether fine job—strong, effective and at the same time possessing a disarming quality of masculine charm (or at least so the young lady next to me enthusiastically claimed). If he continues to improve as steadily as he has in the past, young Mr. Hefflin will, if he doesn't watch out, find himself a combined actor and matinee idol. And that's a combination rare enough to be news on any stage.

MOROSCO

Beginning Monday Evening, December 27, 1937

A DOLL'S HOUSE

A play by Henrik Ibsen, in an acting version by Thornton Wilder. Directed by Ted Harris. Settings and costumes designed by Donald Oestlager. Presented by Ted Harris.

Nora Helmer... Ruth Gordon Ellen... Jessica Rogers Porter... Harold Johnrud Thorwald Helmer... Dennis King Christina Linden... Margaret Waller Doctor Rank... Paul Lukas Nils Krogstad... Sam Jaffe Anna... Grace Mills Emmy... Lorea Lyves Meyers Ivar... Howard Sherman

The Entire Action Takes Place in the Home of Thorwald Helmer in Christiania. It is Winter.

ACT I—The Day Before Christmas. ACT II—Christmas Day. ACT III—The Day After Christmas.

There is a common grave—an intellectual pauper's grave—for all dramatists of the day, after their day is done. It is a pit into which Shaw has pitifully stumbled while he is yet alive, for Shaw wrote almost exclusively for the shocking qualities of the thoughts that he flched from original thinkers. It is a pit which contains surprisingly little of Papa Ibsen, the first (and probably still the greatest) of all modern dramatists—for Papa Ibsen provided good, sturdy and altogether excellent plays at the same time that he discussed his problems of the day. And Papa Ibsen did his thinking for himself. Original thought is a surprisingly long-lived commodity.

But among all of the great mountains that Ibsen deposited upon the flat plains of his contemporary drama, A Doll's House shows greatest signs of erosion. Much of it has been already washed away to the burial cave, where it covers the playwrighting bones of Shaw—for A Doll's House concerned itself with a problem less universal and more

(See NEW PLAYS on page 12)

Alviene SCHOOL OF THEATRE OF THE Theatre. Courses in Acting, Teaching, Directing, Personal Development and Culture. DRAMA—SPEECH—VOGAL DANCE—MUSICAL COMEDY. Graduates: Fred Astaire, John Bryan, Una Merkel, Luc Tracy, Louise Latham, Etc. A valid foundation in the technical essentials of acting in conjunction with professional stock theatre training while learning. Students appear in full length plays, a week in each, affording experience necessary to qualify for professional engagements. Write T. BELL, Secretary, 66 West 85 St., N. Y.

The 1938 Supplement to FRENCH'S CATALOGUE OF PLAYS IS NOW READY FOR DISTRIBUTION. SAMUEL FRENCH. Send for your copy today. 25-27 West 45th St., New York 811 West 7th St., Los Angeles

ACADEMY OF DRAMATIC ARTS. FOUNDED IN 1864 BY FRANKLIN H. SARGENT. THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. WINTER TERM BEGINS JANUARY 17TH. FOR CATALOG Address Secretary, Room 175, CARNEGIE HALL, NEW YORK

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

Davis Heavy on Fla. And Society Booking

NEW YORK, Jan. 1.—In spite of the gambling ban in the sunny climes of Florida, Meyer Davis, millionaire society maestro, still continues to cash in on the Southern bookings. More than 20 bands have been set already for the resort's season, chief among them being Lon Chassy at the Hollywood Beach Hotel and Jack Meyers at the Hollywood Yacht Club, both in Hollywood, Fla.; Walter Miller at Breakers Hotel, Palm Beach; Max Miller at Vinoy Park Hotel, St. Petersburg; James Zenker at the Carlotel Yacht Club, Clearwater; Al Davis at Clarendon Hotel, Daytona Beach; William Marshall at Ponce de Leon Hotel, St. Augustine, and a Meyer Davis unit at Don-Ce-Bar in Pazzo-a-Grille.

Social register also gets a heavy dosage of the Meyer Davis rhythms for its holiday merry-making. During the past week Davis units held forth in New York for the Mrs. August Richard and Mrs. Winthrop Ames dance at the St. Regis, the Colony Dance at the Ritz-Carlton and the Junior Guild Tea Dance at the Waldorf-Astoria; the Howard Sturges Ball in Providence, and the Benedicts Ball in Philadelphia. Davis' music sees the new year in at the John E. Zimmerman Ball and the Black and White Ball in Philadelphia, and the Mrs. Joseph Letrer's Ball and Mrs. Edward B. McLean's Ball in Washington. Society parties set for this month include the Velvet Ball (8) in Washington, the Piccadilly Dance (8) in Philadelphia, Butlers' Ball (12) in New York and the Pierre S. DuPont Ball in Wilmington, Del.

Other Davis bookings brings Eugene Jezensnik to the Utah Hotel, Salt Lake City, on the 14th, and Sonny Kendia to the Belmont Plaza, New York, January 5.

Holst Leaves El Morocco

NEW YORK, Jan. 1.—After three years of mingling with the highbrows at the local swank spot, El Morocco, Ernie Holst is departing to open at the Book-Cadillac, Detroit, January 12. Aiming to make his mark as a mass band as well as a class band, Holst has added three men.

Holst is putting a seven-piece unit, directed by Ken Snell, into the Morocco to replace him. To manage the biz of his other unit Holst will continue to maintain his local offices.

Michaud Signs Hackett

NEW YORK, Jan. 1.—Arthur Michaud took over the management of Bobby Hackett and his band this week. Considered responsible for building up such outfits as Tommy Dorsey and Bunny Berigan, Michaud plans to give trumpeter Hackett a similar boost. Altho Michaud figures the band has box-office possibilities, thus far Hackett's hot combo has only earned the plaudits of the swing fans.

Sheet-Music Leaders

(Week Ended January 1)

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. Bel Mir Blat Du Schoen |
| 3 | 2. Rosalie |
| 2 | 3. There's a Gold Mine in the Sky |
| 1 | 4. Once in a While |
| 8 | 5. True Confession |
| 6 | 6. You're a Sweetheart |
| 12 | 7. Josephine |
| 4 | 8. You Can't Stop Me From Dreaming |
| 6 | 9. Nice Work, If You Can Get It |
| 5 | 10. Vieni, Vieni |
| 11 | 11. When the Organ Played "Oh, Promise Me" |
| 9 | 12. Bob White |
| .. | 13. In the Still of the Night |
| 7 | 14. One Rose |
| 10 | 15. Ebb Tide |

PHONOGRAPH RECORD best sellers will be found on page 68.



A SECRET HANDSHAKE symbolizing the secret fraternities if you know your Greek. Otherwise it's John Roy, manager of Radio City's Rainbow Room and Rainbow Grill, giving Glen Gray the first of 10 lessons in the art of jujutsu.

A New Year, But Swing Is Still Here

NEW YORK, Jan. 1.—Now that everybody from senator to scrubwoman has expounded his own philosophical thoughts on the subject, that omnipresent game of defining swing is subjecting itself to musical composition. Will Hudson, with the Hudson-De Lange Orchestra for the exposition, steps forward with a unique score, *Definition of Swing*, attempting to interpret musically what the baton gentry have attempted orally. Not to be outdone, Horace Heidt has compiled a musical *History of Swing*, in which he traces, with the aid of his Brigadiers, a growth of swing from its very beginning, thru the styles of Goodman and Dorsey, to his own flavoring of "sweet swing."

And not to be outdone by the outdoers, Vincent Lopez, fresh from a swing of the lecture platforms, paves his own plank with a calling of "Suave Swing." Whereas swing appeals only to the primitive, explains the professor, his new blend of rhythm and melody (suave swing) attempts to be soul satisfying.

Haiti Lore and Music Published by Williams

NEW YORK, Jan. 1.—Clarence Williams, music pub, scores a literary mark in publishing *The Voice of Haiti*, new tome by Laura Bowman and Leroy Antoine. Miss Bowman lived among the Haitian people to gather first-hand info on their real life and customs. Book includes all the songs as the Haitians sing them, their ritual and incantations enshrouded in all the mystery of their superstitions.

No Crooning for Crowns

LONDON, Dec. 31.—It was all right for the syncopators to swing out at Buckingham Palace Wednesday (29). But royal recognition did not favor crooning. At a ball given in honor of King Leopold of Belgium the 1,400 royal guests were no little startled to find the British rulers had a swing band on hand for tripping the light fantastic in regal fashion.

CIO Charters Minny Musikers But AFM Belittles Invasion

Another CIO local branches out following Philly movement—a threat in New York—Federation claims there's only "peanuts" left for CIO

MINNEAPOLIS, Jan. 1.—While another musicians' union, not affiliated with the American Federation of Musicians, has been organized here for the past six months, it was not until last week that the group came out in the open as a CIO union, sporting a CIO charter as Local 743. Local has CIO jurisdiction to organize musicians in both Minneapolis and St. Paul. Boasting a membership of 200 and claiming that that number is increasing, local here claims closed-shop agreements have been made with 17 night clubs, effective today (1). And since the local AFMers are picketing and bannereting spots using the CIO tooters, Twin City history will be made on the sidewalks this month.

Local 802 Votes One-Man-Per-One-Job

NEW YORK, Jan. 1.—In an effort to secure a more equitable spread of work among unemployed musicians, Local 802 this week passed by a referendum vote of 2,780 to 1,960 a resolution providing that members earning \$34 a week or more on steady jobs must not line up additional engagements. Name bands, however, are excepted, a clause providing that these may play additional engagements only when the entire band is booked. Local may, however, waive the one-man-one-job rule in special cases.

Attitude of the members affected, primarily the radio musicians, is that the ruling is a constitutional violation and may be thrown out by Joseph N. Weber, AFM president. According to some, situation sizes up as an attempt to make a mountain out of a molehill, adherents of this view claiming a very small proportion of the local's membership will be affected.

Pointed out by observers that one fly in the ointment is the term "name band," as many borderline bands may be construed either way with equal justification. Lack of a definite yardstick here is regarded as indicative that the rule will immediately run into red tape.

Dorsey and Berigan Drop Their Ace Drummer Stars

NEW YORK, Jan. 1.—Dave Tough and George Wettling, two of the best known hot drummers in the business, left their bands this week. Called by many the great Chicagoan hide-beater around. Tough said farewell to Tommy Dorsey and was replaced by Maurice Purtell. Wettling left Bunny Berigan to be replaced by Rolko Laylan. Rumors say that Tough will join Joe Marsala's Hickory House Band.

Tin Pan Alley Focused

NEW YORK, Jan. 1.—Picture, newest of the photo mags, will devote its March issue to an eight-page spread on Tin Pan Alley. Pictures and commentary will emphasize inside angles of the music biz. Photographer Bob Ballitt and Reporter Ed Gordon were prowling around the music beach all this week digging up stuff for the spread. Lens were focused on W. C. Handy, Rudy Vallee being worked by a songpluggers, counter men giving out professional copies, pluggers chewing the rag at Lindy's and a group of unemployed contact men congregating in front of the Brill Building, pub hangout.

NEW YORK, Jan. 1.—At the American Federation of Musicians, Tom Gamble, assistant to proxy Joseph N. Weber, stated that just as the case of the Philly CIO union, the office is aware of activities in Minneapolis. Gamble revealed that there are two other musicians' unions sporting a CIO charter, but until the situation becomes aggravated it will be left entirely to the local officers to handle.

"As far as the Federation is concerned," said Gamble, "the CIO musicians are scab musicians who sneak into the honky-tonk spots where at best they can only get paid off in peanuts." He claims that the inerties in Minneapolis aligning with the CIO musicians are only beer parlors and roadside taverns. Besides, he added, the Federation has the best musicians in the country enrolled in its membership, leaving little worth while for any other union to get or offer.

While the Federation offices fail to get excited over the CIO bugaboo, it was learned that Local 802 here doesn't look upon the matter so lightly, now that the scare has cropped up in New York. It was only several months ago that circulars titled *Musicians and the CIO* were being distributed on the exchange floor, and now the American Musicians' Union charter has turned up here with active reorganization under way. Fred A. Wachter heading the group.

James Petrillo, Chicago local proxy, absorbed the AMU in that city after the group had applied for a CIO banner, charging "The CIO will never get as far as the depot here." On several occasions Petrillo hurled charges of treason at John L. Lewis, CIO domo.

The AMU was established in 1912, its charter from the now extinct Knights of Labor. And after dissolving in Chicago now turns up here, establishing headquarters at the Imperial Lyceum. Altho 802 officials show concern over the matter, feeling in the AMU an opening for the CIO, Gamble failed to get emotional. "Once in a while some fellow gets excited and wants to start an AMU union," Gamble said, "but it doesn't amount to a damn."

Gov. May Bend, But No Dice in Fla. Yet

MIAMI, Jan. 1.—Hot spots here and in other Florida resort areas are jittery over the proposed gambling ban, which, if enforced, will mean a sharp curtailment of entertainment activity. Central figure is Governor Cone, whose primary intention is to clamp down on activities of bookmakers, operating illegally and therefore returning no revenue to the State. Edict, however, covers roulette, chemin de fer, bird cage and dice—all of which bear the nut in the swank casinos.

Club managers, feeling they cannot make ends meet thru the sale of food and more usual entertainment forms, are still cautious in bookings. Cone previously intimated that the will of the people would be the deciding factor, but thus far has made no move to rescind the ban.

BRC Branching Branches

NEW YORK, Jan. 1.—Anticipating a banner year for the record industry, Brunswick Record Corporation is opening additional branches in Detroit and Boston, figuring on getting those offices running on or about January 15.

Selling the Band

The show is the thing. But selling the show, be it a motion picture, radio presentation or orchestral performance, is another thing.

More than ever, now that competition has become keen in the orchestra world, leaders, bookers and buyers of music have become aware of the fact that it takes more than a perfect performance to focus the public's attention on the band stand.

Applying the principles of the business world to the band business, exploitation stunts, promotional campaigns, tie-ups, give-aways, etc., are all being employed to "sell" the band to the buying public.

Starting with next week's issue of *The Billboard*, "Selling the Band," a column devoted to the application of these principles, will be a regular feature. Follow this forum of ideas and learn how others are "selling" their bands so that you may better "sell" your own.

America's Leading Radio, Theatre and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron

AND HIS ORCHESTRA
Now on Tour.
WTAM-NBC Network.

CRA

Jerry Blaine

AND HIS
STREAMLINED RHYTHM ORCHESTRA
WEAF-NBC Network—Tuesday & Sunday Evn.
24 YEAR PARK CENTRAL HOTEL, N. Y.
Blushbird Recording Artists.

CRA

Biltmore Boys

AND THEIR ORCHESTRA,
RADISON HOTEL,
Minneapolis, Minn.

CRA

Jack Denny

AND HIS ORCHESTRA
DRAKE HOTEL,
Chicago.
NBC Network.

CRA

King's Jesters

"The Biggest Little Band in America"
AND THEIR ORCHESTRA
with MARJORIE WHITNEY
Hotel La Salle, Chicago.
NBC NETWORK FAVORITES

CRA

Breaking Records Everywhere.

Barney Rapp

AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
Opening ST. ANTHONY HOTEL, San Antonio,
Tex., January 1, Indefinitely.

CRA

Eddy Rogers

AND HIS ORCHESTRA
Playing Sterling Melodies
Currently
RAINBOW GRILL, Rockefeller Center,
New York.
Heard via NBC Saturday and Wednesday,
12-12:30 A.M.

CRA

Jan Savitt

AND HIS "TOP HATTERS"
KYW, PHILADELPHIA, AND NBC NET-
WORK

CRA

"America's Most Versatile Instrumentalist"

Jack Sherr

AND HIS ORCHESTRA
Now Playing
WHITE MANSIONS, Pittsburgh, Pa.

CONSOLIDATED
RADIO ARTISTS, Inc. CHICAGO, ILL.
NEW YORK, 30 ROCKEFELLER PLAZA
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

STUFEE SMITH
ON THE
ONYX CLUB ORCHESTRA

currently
FAMOUS DOOR
Hollywood, Calif.

PANCHO and his
ORCHESTRA
Now
DETROIT ATHLETIC CLUB
Detroit, Mich.

Mgt. MUSIC CORP. OF AMERICA.

Orchestra Notes

By M. H. ORODENKER

Those Grand Guys

RAY BEDFORD, down Lancaster, Pa., way (where we used to call Nevada), opines that too little light is shed on the lads who produce those mellow melodies for GUY LOMBARDO . . . which is exactly our sentiments . . . the four sons of Mrs. Lombardo hardly need introducing, the spotlight being generous to Carmen, first sax and flute when not singing; Victor, playing bary sax; Liebert, on trumpet; and Guy, with a fiddle tucked underneath his arm . . . so meet up with Fred Higman, tenor sax and clarinet; Larry Owen, third alto sax and clarinet; Jim Dillen tooting the trombone and the recent addition of a melophone in Dudley Poedick . . . Fred Kreitzer at first piano and Frank Vigneau squatting at the other Steinway . . . Bern Davies, tuba; Francis Henry, drums; and George Gowans, git-boxing the guitar.

Betwixt and Between

Betcha WILLARD ALEXANDER, MCA mogul, wishes he could be in two places at the same time . . . night of the BENNY GOODMAN Carnegie Hall concert will find COUNT BASIE cutting the rug at the Savoy Ballroom . . . and within the next fortnight, when the good men do the honors at the Paramount Theater, the basic boys will be found across the street at Loew's State . . . all of which should make for fast traveling for Alexander, who guides the destinies of both bands . . . BASIE, incidentally, has completed the reorganization of his band with the addition of CARL GEORGE for the second trumpet toots, replacing R. G. Hicks.

Platter Chatter

After ever-so-many annuums, ELLI E. OBERSTEIN has returned ABE LYMAN to the recording studios at Victor . . . it was, in fact, a phonograph record that attracted radio sponsors to bring Lyman east from Hollywood . . . LOUIS PRIMA, who has been idle in the platter industry for some months, turns up at the Decca wax works . . . MIDGE WILLIAMS is chirping her cantations at the Vocalion studios with the Onyx Club crew lifting her lifting . . . JACK JENNY, one of the foremost trombonists in the Gotham radio studios, has organized a recording combo for Brunswick groovings under the IRVING MILLS aegis . . . groovers include Arthur Dolinger, tenor sax; Brick Peagle, fleeing the guitar; and Maurice Purtillo on drums.

Collegiate Capers

It will be slide swing for the tar heels when WILL OSBORNE shows up for the Lincoln's Birthday shagging at the University of North Carolina . . . Kappa Sigma ball in Austin, Tex., on Friday will get it invitation to dance from REGGIE CHILDS . . . DON BESTOR plays two dates at the University of Illinois, January 14 and 15 . . . College of St. Rose, Albany, N. Y., has CHARLIE BARNET to ride the rhythms for their February 4 terpsing . . . and HUDSON-DELANGE, with Elsie Cooper the new singaliliter, plays a party at Colgate February 11.

Southern Stuffings

LOU BRESSE, who recently closed with the closing of the French Casino, carries on at Beverly Hills Country Club, Southgate, Ky., starting Tuesday (4) . . . day previous brings JOHNNY HAMP to the Adolphus Hotel in Dallas for four weeks . . . closing Montag at Peony Park, Omaha, Neb., LOREN TOWNE has until Freitag to make his opening at Club Joy, Lexington, Ky. . . ROBERT ESTES is making a long run of it at the Enslay Chateau, Birmingham, Ala. . . and JACK TRACY is back this week for a return date at the Cedar Lane Club, Opelousas, La.

Gleamed in Gotham

AL APOLLON is rounding out his third month at the Merry-Go-Round Club . . . and patronage favor promises to have his music go round and around for many more months henceforth . . . BETTY MURRAY, a Connecticut yankee, is making her initial metropolitan appearance in warbling with the band . . . RUSSELL ANDRE, at Child's Rainbow Room, has one eye on new additions to his band and another optic on a

hotel location for the enlarged outfit. . . CHARLIE STRONG is club dating round these parts, with ISHAM JONES doing the fronting on dates . . . SEGAR ELLIS, recuperating from an operation at his home in Texas, is due back on the beach mighty soon with plans to rebuild his band . . . last time out, on the Coast, he sported a saxless combo.

Ohio Once Overs

MARION E. HETLER, Cincinnati agent, has arranged an extensive holiday tour for CLYDE TRASK, spotted JOHNNY LEWIS at the Indiana Roof, Indianapolis, and is contracting for CHARLIE DAMERON . . . BOB GRAYSON opens Wednesday at the Commodore Perry Hotel, Toledo, remoting via an NBC Coast-to-Coaster . . . EMERY DEUTSCH leaves the Book-Cadillac, Detroit, next Tuesday to open the following night at Ciney's Netherland Plaza . . . WOODY HERMAN makes way for Deutsch, opening January 16 at the Trianon Ballroom, Cleveland, for an indef term . . . EDDIE CAMDEN, former trumpeter and vocalist for DON BESTOR, is playing the classy clubs in Columbus, giving 'em "Music Fashioned by Camden" . . . band goes under the CRA banner this month. . . BILLY GEE, with EILEEN PREVOST on tap for their dueting vocally, makes it a return trip to the Continental Club, Canton, January 15.

Windy and Near-By Cities

Bowing out of the Congress Hotel, Chicago, Wednesday, with BENNY MEROFF bowing in on Thursday, JIMMY DORSEY moves for a tri-week term at the Nicollet Hotel, Minneapolis . . . the one-night trek will take HAL KEMP to the Drake Hotel for a February 3 opening . . . after a long stretch in Parkersburg, W. Va., niteries JOHNNIE ADAMS opened this week for an indef engagement at Moonlight Gardens, Springfield, Ill. . . winding up a Southern stay, STAN STANLEY opens today for a four-week season in Oklahoma City at the Blossom Heath Club . . . CARL (DEACON) MOORE makes the music this month at the Paradise Gardens, Mt. Morris, Mich. . . next Friday finds CHARLES COSTELLO, featuring the Le Brun Sisters, supplying the syncopate-urge at Detroit's Commodore Club . . . and that town's Graystone Ballroom has spotted MIKE RILEY and DON BESTOR for single stands this month.

Gotham Gab

There'll be heyday this Sattiday at the Hickory House, and in the afternoon, when JOE MARSALA broadcasts a special session, but a la sam, for the English cast, cut via B. B. G. . . the CACERES TRIO jam the live this week at the Blue Mirror Club, Baltimore . . . but will be back on the stem shortly, maybe at the Park Central . . . ERSKINE HAWKINS will one-night it this month thru New Jersey, New York and Pennsylvania . . . the Rainbow Room music, AL DONAHUE and EDDIE LE BARON, opens January 26 at the swank Colony Club in Palm Beach . . . Le Baron goes to the Coast to handle production work for his Mexican picture company with fiddler MORRIS PERLMUTTER fronting the band as "Maurice" . . . however, the maestro rejoins his band on its return to the Radio City emporium in April . . . EDDY ROGERS makes way for BERT BLOCK at the Rainbow Grill, returning in April.

Band Bits and Bitters

Some of the lads desiring to be up and coming get off on the wrong start by broadcasting wrong steers . . . we mean JACK DRUMMOND up in Albany, N. Y., who would have us believe JAN CAMPBELL was fronting his band and is now stepping out on his own . . . when Jan has always carried his own crew, currently at the Riverside Club in Utica, N. Y. . . the new all-femme swing band BLAIR CUNYNGHAM is readying on the Coast has Anne Wallace for the fronting . . . new year finds FLOYD MILLS for a second year at Hotel DuPont in Wilmington, Del. . . and JACK ADCOCK is rounding out a year's run at Manoa Inn, Manoa, Pa. . . ROGER PRYOR will be close to the movie capi-

King of the Muted Trumpet
Clyde McCoy
And His "SUGAR BLUES" ORCHESTRA
DECCA RECORDING ARTISTS
Now On Tour.
Personal Management GUS C. EDWARDS,
First National Bank Bldg., Chicago, Ill.

SANDY SCHELL

and his orchestra
ON TOUR.
Excl. Mgmt. Century Orchestra Corp.,
1619 Broadway, N. Y. C.

CENTURY ORCHESTRA CORP.

DON REDMAN

and His Orchestra
With ORLANDO ROBERSON and
LOUISE MCGARROL.
NOW ON TOUR.

JOE SANDERS

AND HIS NIGHTHAWKS

NOW ON TOUR

Mgt. MUSIC CORPORATION OF AMERICA.

MITCHELL AYRES

and the
FASHIONS IN MUSIC ORCHESTRA
Currently
VAN CLEVE HOTEL, Dayton, Ohio.
Dir.: ROCKWELL O'KEEFE, INC.

Edgar HAYES

AND HIS ORCHESTRA
Now on Tour.
Direction:
HAROLD OXLEY, 17 E. 40th St., N. Y.

3 PEPPERS

Now HICKORY N.
HOUSE, Y.
Personal Direction
George Immerman, 150 W. 44th St., N. Y.
Master Recording Artists.

JOE MARSALA

his
clarinet and His Chicagoans
11th Month HICKORY HOUSE, N. Y.
Dir.: MUSIC CORP. OF AMERICA.

"Tops in Swing"

HUDSON DELANGE

Orchestra

Exclusive Management
MILLS ARTISTS, INC.
791 Seventh Ave., New York, N. Y.

tal again, opening January 20 at the Sir Francis Drake Hotel, San Francisco.

Notes on the Cuff

GORDIE RANDALL, radio maestro from WGY, Schenectady, is being booked by CRA in the New York territory . . . THREE BATCHELOR BOYS, cocktail combo, succeed IEM ALOHA at Hotel Roosevelt, Pittsburgh, Monday, the Hawaiian strummers moving on to the (See ORCHESTRA NOTES opposite page)

Weber Ready To Tackle Pic

Coast confabs with Casey slated for February—aims to can sound tracks

NEW YORK, Jan. 1.—Now that the American Federation of Musicians' disposition of the radio situation in its final stages of settlement, Joseph N. Weber, international prez, is all set to fulfill his convention pledge and tackle the picture problem. Stage was set this week for a round robin with Pat Casey, labor relations exec for the movie producers, to be held in Hollywood next month.

Prime problem is to provide more work for musicians at the studios. And the AFM will ask for the abolition of movie-land's sound-track libraries to achieve that end. Demands would mean that live music would have to be employed on all Class B productions, especially the so-called quickies, as well as for newsreels and short film subjects.

While the impasse will be more centralized than was the case of the long-drawn battle with radio row, a settlement will hardly be reached without harranging. Picture producers have stocked up immense libraries of musical sound tracks. And rather than yield to increased production costs in the employment of live musicians, feel they have enough canned music in the storehouse to last them another century.

Conference was originally slated for this month in Washington, Casey coming east. But with the radio problem still unsettled Weber had an informal session with Casey here. AFM prez will first get in a Florida vacation and reach the Coast some time in February for the beginning of actual negotiations.

Status of Jobless Musicians Cleared

NEW YORK, Jan. 1.—Anticipating the difficulties which will beset musicians and band leaders who may wonder about eligibility for unemployment insurance or their responsibilities if classified as employers, the Division of Placement and Unemployment Insurance of the New York Department of Labor clarified the point. A band leader becomes an employer if, in his booking, he assumes the responsibilities of hiring and dismissing members of his band, directs and controls the performance of their work and actually pays their wages.

While such has been the reply given inquiries from musicians seeking benefits which are due in New York State, the Industrial Commissioner reserves the right to alter such ruling if evidence warrants it. Shade of difference is already noticeable in the interpretation of "independent person" as one who has his own financial responsibility, who fulfills his contract without supervision, who receives a lump sum for remuneration rather than pay by the day or hour, and who is not subject to discharge.

These commitments on the part of commission will be used as a guide in its consideration of all inquiries, applications and complaints. Unlike the still floundering Social Security organization, this body is geared for quick action.

For a detailed analysis of the New York Unemployment Insurance Act as it affects the performer see story in General News Section.

Waring Cracks Par Record For Opening-Day Throngs

NEW YORK, Jan. 1.—With Wells Fargo on the screen and Fred Waring on the stage Paramount Theater rang up an all-time opening attendance record Wednesday (29). Only two people in line when box-office opened at 8:30 a. m., but by 1 p. m. cashiers clicked off 10,300 tickets. Manager Robert M. Weitman estimated the day's ticket take at 26,000, a record that will be tough for others to crack.

Across the street, at Loew's State, opening the following day with *Firefly Flicker* and *Lucky Millinder* sharing the bill, holiday crowds stepped up his to

Just So We Warn You

HARTFORD, Conn., Jan. 1.—There should be plenty titters tagging the tunes when the Ballet Caravan premeas its new choreography here January 6. Presented by the Friends and Enemies of Modern Music, the terpsile is titled *Falling Station*. And while no mention is made of the gas pump, the score embellishes the latest idioms in swing music. Composer is Virgil Thomson, whose music for *Four Saints in Three Acts* added considerably to the confusion of that Gertrude Stein opus.

unprecedented proportions. From early morning throngs stormed the box office and it was necessary to call out the cops to give Broadway some semblance of a street.

Reviews of Records

By M. H. ORODENKER

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

It isn't often, in fact, almost never, when the popularity of a record anticipates its release. But that is the state of affairs that is skyrocketing the ANDREWS SISTERS to *Bei Mir Bist Du Schoen* fame, the tricky rhythmic disposition of their stylization in vocalistics making a nice plattermate with *Nice Work If You Can Get It* (D).

The Scotch folk songs have been dabbed up with a dash of swing, most prominently *Loch Lomond*. Claude Thornhill, who fashioned it for Maxine Sullivan, has modeled the classic for WOODY HERMAN, tempering it with a Dixieland way of playing and a Croebish way of singing. The warbling wand waver makes the couplet complete with a right rhythmic pitching for *Let's Pitch a Little Woo* (D).

JIMMIE LUNCEFORD lets loose on the jive for *Annie Laurie*, but imparts little luster to jiving to make the Scotch song a skipper. And you can skip its mate in the wacky and whoozy descripter, *Frisco Fog* (D).

Those Bing Boys

BING CROSBY blends his bary pipes to the organ pipings of Eddie Dunstetter for four sides that seek fireside favor, should gain it with *There's a Gold Mine in the Sky* and *In the Mission by the Sea*; and if it matches your mood, *When the Organ Played "Oh, Promise Me"* and *Let's Walk for Old Times' Sake* (D). Dunstetter shows as a wizard at the manuals with *Fidgety Fingering for Nola* and *Parade of the Wooden Soldiers* (D). But don't get caught with the jazz-inten-lessons style of organology as pumped by VERNON GEYER just because the labels read *I Ain't Got Nobody* and *Basin Street Blues* (BL).

Brother BOB, of the CROSBY clan, cuts a half dozen sides that wind the gamut from different to indiff. The Dixielanders beat it out in the beat-it-out fashion for *I've a Strange New Rhythm in My Heart*, backing conventionally with *Why Should I Care?*; and the more orthodox orking for *I've Hitched My Wagon to a Star*, *Silhouetted in the Moonlight*, *Let's Give Love Another Chance*, *This Never Happened Before* (D). Bob chants the lyrics on all sides save the latter, assigned to Kay Weber.

Goodman Gets a Week

That BENNY GOODMAN isn't a back-seat driver or as such for Victor, company does a Dorsey and gives the week's releases over to the good men exclusively. Band cuts eight sides, and for the most part, after cupping an ear to their recent recordings, this batch makes one believe in Goodman again.

The Goodman swingeroot in its right groove is best exemplified with a return plus to *Life* magazine. Benny and trumpeter Harry James concocted *Life Goes to a Party*, with as much life to their tooting as one may hope for from any band. In a medium tempo, backer in the oldie *If Dreams Come True* is a lifter. But it will be a long time before the trumpeting threesome matches its efforts on the *Life* side.

In a restrained mood, yet never at the expense of the rhythm, the band beats aplenty for *Thanks for the Memory*, *It's Wonderful*, *You Took the Words Right Out of My Heart* and *Mama, That Moon Is Here Again*.

Ballroom Op Finds Moderate Names Pay Bigger Dividends

Orchestras selling for a grand per night make only for prestige, claims Midwest operator—more gravy in lower bracket bands, 'tis said

LINCOLN, Neb., Jan. 1.—In a year-end summary of spot bookings at his recently burned Turnpike Casino, R. H. Pauley, leading ballroom operator here, who is at present rebuilding his dance arena, found that his biggest profits were derived from buying bands of moderate name, selling from \$250 to \$400 nightly. "A big name band at corresponding big money," he stated, "comes off in the end little more than a prestige move in steps of this money class. The moderate name is the best profit turner." Pauley based his observations not only on this season's bookings

but on his business experiences since opening his terp tavern 17 months ago. Checking over his figures, after deducting operating nut, bands of the Henry Busse, Herbie Kay and Anson Weeks type showed a better net than when one-nighting it with the more important bands in the Glen Gray, Kay Kyser, Jan Garber and Shep Fields class. Latter names sell for \$650 to \$1,000 plus percentage split for solo stops in this territory.

Altho some of the lower-bracket bands have pulled in as high as a \$1,000 gate, average take is from \$750 to \$900, with the band taking out \$200 to \$450 for the night. Under such conditions, Pauley finds, there is less wrecking of the available dance money in the territory. After all, there is a limit to what dancers will spend for their terpsing, and milking them dry on one night makes for flat box-office takes on the succeeding nights when the regular house band holds forth. Bigger names only draw here between \$1,000 and \$1,400. And after deducting the general charges and the extra ad expenses there is little left for the operator except the added prestige a name gives to the spot.

The Duke Double Talks After all those diminuendos and the corresponding crescendos DUKE ELLINGTON comes closer to home with some fast musical double talk, concocted with the collabings of trumpeter Rex Stewart. It's *Chatter-Box*, but the chorage all makes sense. Plattermate is the Duke's *Dusk in the Desert* (B), a refined rhapsody of jungle jingles as a typical Ellington blues fantasia.

Trumpeter COOTIE WILLIAMS graces a Vocalion label with a handful of his fellow students for *I Can't Give You Anything But Love and Watching*. It's mostly a free-for-all, but not before Cootie and the Ellington stars get in their solo licks. Latter side has Jerry Kruger for the chanting, a white gal, with Billie Holiday in her soul and delivery.

Sweet Is the Word for Heidt

HORACE HEIDT continues to cut his fine brand of sugar stuff, this time *Sail Along, Sissy* Moon to inspire the June-moon mannerisms. Calls out his choral brigade on the mate side to make sweet serenading for *Rosalie* (B). And making the most of his stylization, the winy saxes wangler than ever, GUY LOMBARDO takes it slow for *You Took the Words Right Out of My Heart* and *Thrill of a Lifetime* (B). Russ Brown matching the mood of the music in song.

In the medium tempos, cutting a smooth brand of foxrotology, GEORGE HALL, with delovely Dolly Dawn for the delecting, has a dandy in the double of *I've Hitched My Wagon to a Star* and *Let That Be a Lesson to You* (VO); bary warbler CHUCK BULLOCK, plus a house band, for *I've Hitched My Wagon to a Star* and *You're a Sweetheart* (M); GENE KARDOS for *I Knew You When*, Don Carroll reminiscing, doubled with a tuneful stomperoo in *Blue Fantasy* (M).

With greater emphasis on the orchestral colorations, it's a smoother brand by TED PIO-RITO for *My Heaven on Earth*, *Am I in Another World?*, and with the warbling debutantes, blending their voices with Murry Marcellino, the novelty *How Many Rhymes Can You Get?* and the rootin'-tootin' by heck, *The Cross-Eyed Cowboy on the Cross-Eyed Horse* (D). And in the same register lend thine ears to the AMBROSE importation of *Ten Pretty Girls* and *I Saw a Ship A-Sailing* (D).

A Louie Let-Down

LOUIE ARMSTRONG followers will have to hide in shame in accounting for his *Once in a While* and *On the Sunny Side of the Street* (D). The band (Lula Trussell) plays poorly, the arrangement is only stock stuff, and the great Louie just ain't in the mood.

For the lito urge TOOTS MONDELLO, sax star of the Leith (CBS Swing Club) Stevens house band, lends his all to a label to make it right rhythmic for *Thanks for the Memory* and *Let That*

ORCHESTRA NOTES

(Continued from opposite page)

Bennett Hotel, Binghamton, N. Y. . . . it will be music in the RUSS MORGAN manner for the January 27 night in Washington at the Hotel Willard. . . . New York's Birthday Ball for President Roosevelt will have GLEN GRAY for the music making. . . . SAMMY KAYE has been held over indefinitely to swing and away at Hotel Statler, Cleveland. . . . and so we send our cuffs to the cleaners.

Be a Lesson to You (B), Barry McKinley making the words count.

And after wooing Nola all these years VINCENT LOPEZ turns up with a surprise couplet, making for the forthright stomping with original patterns, *Goin' Hollywood* and *Ham and Rye* (D), a tasty plate.

BLUE SWEETHEART

TERRY SHAND'S SMASH HIT
A GREAT FOX-TROT ARRANGEMENT FOR
ORCHESTRA BY LOYD KRIDGE.

... PRICE 50c

MY HYMN TO THE SUN

By ROSSO and TERRY

BASED ON KORSAKOFF'S
FAMOUS MELODY. NOVELTY
FOX-TROT ARRANGEMENT
BY JACK MASON.

... PRICE 50c

FORSTER MUSIC PUBLISHING, INC. 314 SO. WABASH AVE. CHICAGO, ILL.

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, IND.

Airing the Bands

By MAURICE ZOLOTOW

Streamlined Rhythms

Jerry Blaine's (WJZ), playing at the Park Central Hotel, New York, is an unaffiliated, extremely danceable band, working in a moderated style of swing. A trilling clarinet phrase is used for modulations and between numbers as the "streamlined" trade-mark. Otherwise, no eccentricities, but simply straightforward dance music. The arrangements are lively and keep close to the melody, yet manage to avoid the monotony of stock preparations.

Vocals are by Phyllis Kenny and Blaine himself. Together they make an affable, pleasant song duo that handles a lyric in a natural, "talking" manner. Singing, like the music, is swung brought down to the public ken, with this band consistently soft-pedaling the romantic.

In their radio presentation they emphasized the rhythm section, particularly the drum and bass, more than bands generally do. Emphasis, however, showed satisfactory results, giving the other sections an exhilarating sendoff. Piano work is especially outstanding, with clear notes and nice phrasing.

Bei Mir Bist Du Streamlined

Band shines in moderately fast rhythm tunes like *Bei Mir Bist Du Schoen* and *Rosalie*. Blaine shows good sense in fashioning his program around this type of melody.

Definitely a comer, Blaine's Band has still to achieve all that it's capable of, in the way of smoothness and unity.

The Bells of Bert

New York will have a chance to get a load of the latest attempt to inject novelty into band style when Bert Block and his Bell Music open at the Rainbow Grill next week. Now he's at the Biltmore, Dayton, O., and airing thru WABC. Don't let the celeste chimes that come tinkling in and out of the arrangements fool you. At bottom, Block's Band plays solid, dance music, in a style that's close, neat and effective.

But it's the celestial effects which Block counts on to panic them. The effect is certainly different. At times it sounds like Lombardo's sax section and Busse's brasses got lost in fairyland. At other times it sounds like a Silly Symphony. Block, however, doesn't overdo the chimes. And that's a good thing, because any odd instrumental effect repeated endlessly is bound to be boring after a while.

Block has enough rhythmic punch and musical finesse, in addition to this touch of novelty, that all commercial bands are looking for today.

The Real McCoy

One of the ace dance attractions is Clyde McCoy (WEAF), from the Beverly Hills Country Club, Southgate, Ky. Other musicians call Clyde corny, and his band breaks all the rules, playing rough and loud, but they give the public something it eats up. Something, in fact, the public thinks is the real swing when it's only the real McCoy. Of course, this band can play straight dance music and even get into a sentimental groove on a tune like *You're a Sweetheart*.

But what the public waits for is Clyde's wah-wahings. It's when he takes that old rubber mute for a ride in *Riding to Glory* on a Trumpet or in a particularly nutty arrangement of *Goons Go*, that he sends the public into ecstasies. This guy is in a class by himself.

Field's 26th Year; Other AFM Locals Elect

BRIDGEPORT, Conn., Jan. 1.—Frank B. Field was elected president for the 26th consecutive year at the annual

Page the Schnickelfritzers

HOLLYWOOD, Jan. 1.—Adolph Deutsch, former arranger for Paul Whiteman and now scoring 'em for the brothers Warner, is taking the corn huskers at their word. Even if it results in the worst. For the *Swing Your Lady* flicker Deutsch goes native and naive in slapping together an all-corn instrumentation that members the goofus, two jewsharps, five choir ocarinas, two harmonicas, a euphonium, kazoo mutes for brass and a slide whistle of the 10-cent variety.

meeting of the South Norwalk Musical Protective Union this week. Other officers elected were Edward R. VonCastelberg, vice-president; William R. Fiedler, secretary and treasurer; William H. Hubbard, sergeant at arms, and an executive committee to consist of Field, VonCastelberg, Fiedler, Frank Svec Jr. and Peter Sband.

MILWAUKEE, Jan. 1.—Volmer Dahlstrand has been re-elected president of the Milwaukee Musicians' Association, Local 8. Other officers elected are Walter Homann, vice-president; Charles G. Wagner, treasurer; Roland Kohler, secretary; Alex Mayr, trustee, and Jerry Polansabee, sergeant at arms.

OSHKOSH, Wis., Jan. 1.—All officers of the Oshkosh Musicians' Association, Local 46, have been re-elected. Continuing are president, Harvey Holzer; vice-president, Albert Samer; secretary, Walter J. Smith; treasurer, Charles Schrottky; business agent, Fred Krohn, and sergeant at arms, Leo Langkau.

Mexican Club Closed

CHICAGO, Jan. 1.—Opening of the Agua Caliente, elaborate resort in Tijuana, Mexico, has been canceled by order of President Cardenas of Mexico, who has banned legal gambling. The spot was slated to reopen Christmas Eve with a pretentious floor show. The Duanos, dance team slated for that club, rearranged their bookings and opened a week's engagement at the Golden Gate Theater, San Francisco, Wednesday.

Music Items

—But With Feeling

CINCINNATI, Jan. 1.—Frank Simon, during a rehearsal period with his Arnoo Band, which returns to the air this week, told of the time he was guest of honor at a band concert in one of the better known penitentiaries. The prison band had put on a very creditable performance indeed, but the players excelled themselves on the final selection. It was, *Where Do We Go From Here?*

A DOLPH and Paul Salvatori have started their own music publishing house in Chicago, their initial release *On the Outside Looking In* . . . in that same territory, publisher Milton Well is doing a lay-off . . . recuiping in Grant Hospital following a gallstone operation. . . . Lew Pollock has signed for another year at the 20th Century-Fox, rounding out his fourth year at the movie studio. . . . Mills Music will publish Pollock's tunes for the *Rangers Roundup* flicker.

Clarence Williams, under whose guidance Fats Waller found the right road to fame, has just issued an album of the piano jiver's original tunes . . . another folio of interest comes off the Steany Music Company presses, a collection of Faye and Cleo's Home Song Favorites, ranch and mountain songs identified with that duo of radio entertainers. . . . Lanny Grey, network warbler, has written *I'm the One Who Loves You*, which Freddie Martin is recording this week for Brunswick.

Making much ado over a publisher using the title of a song for a book, Jack Ellis, composer of *I Can Get It for You Wholesale*, has filed suit in New York Supreme Court against Simon & Schuster and Jerome Weidman, author of a book by that name, charging violation of property right. . . . George Jessel's newest song, *You'll Be Reminded of Me*, clefted with Meskill Shapiro, has been bought for Ginger Rogers for her next pix, *Vivacious Lady*. . . . Hollywood Songs, Inc., will publish three tunes from the *In Old Chicago* flicker.

Cincy Musicians Elect

CINCINNATI, Jan. 1.—Cincinnati Musicians' Association, Local No. 1, A. F. of M., elected the following officers to serve thru the new year: Oscar F. Hill, president; Theodore Hahn, vice-president; Volney L. Hofmann, secretary; Charles Joseph, treasurer; Frank Yago, sergeant at arms, and Arthur Bowen, Hugh Gough, Joe Lugar, Robert Moore and Hawley Todd, trustees.

Local Union Benefit An Aid to Hungry Kids

WATERTOWN, Wis., Jan. 1.—Proceeds from the Watertown Musicians' Association, Local 469, first annual Christmas dance, totaling \$200, will be used to provide milk and cod-liver oil for undernourished children. Orchestras donating their services for the dance included Al's Troubadours, Babe Shonath's Orchestra, Casino Rhythm Kings, Johnny's Grenadiers, Matt Borth's Orchestra, Rainbow Girls, Royal Arcadians, That Distinctive Four, Springer and White, with more than 70 musicians taking part.

STILL TALKING—

(Continued from page 3)

come into the Chorus Equity fold. Mrs. Edith Christenson, chorus secretary, has repeatedly indicated she would relinquish claim over burlesque choruses in the event the Burlesque Artists' Association won its decision. This has happened, but the future is vague, with the Four A's scheduled to hear on January 17 the American Federation of Actors' petition that it take over the chorus jurisdiction in AFA fields. Point of the AFA is that in four and one-half years the Equity affiliate has made no headway, whereas the AFA, while lining up night club principals, could with the same effort and money take in the chorus.

Effort is being made by the Four A's to keep the AFA within a sharply limited field. Back in May, 1937, the Four A's authorized both the AFA and CEA to look into possibilities of a joint drive.

Commissioner Moss and the city administration are still to be heard from on the problem of local "burlesque."

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEA (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 24, thru Thursday, December 30.

Also listed under Independent Plugs are the combined plugs for each song on WOB, 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.			
1	1. You're a Sweetheart (F)	34	23	
2	2. Once in a While	31	28	
7	3. I Double Dare You	31	20	
17	4. Bei Mir Bist Du Schoen	28	46	
3	5. Rosalie (F)	25	34	
1	6. True Confession (F)	24	33	
8	7. Bob White	23	24	
5	8. There's a Gold Mine in the Sky	23	23	
10	9. I Wanna Be in Winchell's Column (F)	22	15	
9	10. You Took the Words Right Out of My Heart (F)	18	17	
3	11. I've Hitched My Wagon to a Star (F)	18	7	
11	12. Vieni, Vieni	17	27	
14	13. Thrill of a Lifetime (F)	17	18	
4	14. Sweet Someone (F)	17	12	
14	15. Ball Along, Silvery Moon (F)	16	11	
9	16. Dippy Doodle	15	20	
16	17. You Can't Stop Me From Dreaming	15	13	
10	18. My Heaven on Earth (F)	15	6	
6	19. Nice Work If You Can Get It (F)	14	34	
9	20. Blossom on Broadway (F)	14	18	
12	21. In the Still of the Night	14	17	
11	22. Mama, That Moon Is Here Again (F)	14	12	
12	23. She's Tall, Tan, Terrific (M)	14	8	
18	24. Every Day's a Holiday	14	2	
4	25. Roses in December	13	19	
12	26. I See Your Face Before Me	13	12	
13	27. Cachita	13	1	
18	28. If It's the Last Thing I Do	12	13	
18	29. One Rose	12	11	
18	30. Everything You Said Came True	11	12	
16	31. Have You Met Miss Jones? (M)	11	11	
18	32. How Many Rhymes?	11	10	

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
20	15. Toy Trumpet	11	2	
18	16. Snake Charmer	10	23	
14	17. Mams, I Wanna Make Rhythm (F)	10	13	
17	18. Ten Pretty Girls	10	12	
12	19. I Still Love to Kiss You Goodnight (F)	10	11	
13	20. Josephine	10	9	
10	21. When the Organ Played "Oh, Promise Me"	10	5	
..	22. I Live the Life I Love (M)	9	10	
21	23. More Power to You (F)	9	6	
18	24. Somebody's Thinking of You Tonight	9	5	
18	25. Rockin' the Town (F)	9	4	
..	26. Tune In on My Heart	9	..	
11	27. You Started Something (F)	8	14	
14	28. Mission by the Sea	8	14	
18	29. Let's Give Love Another Chance (F)	8	10	
10	30. Ebb Tide (F)	8	7	
..	31. I Want a New Romance (F)	8	6	
14	32. Foggy Day (F)	8	5	
..	33. Moon at Manukura	8	4	
19	34. Let's Waltz for Old Times' Sake	8	1	
19	35. A Little White Lighthouse	7	13	
15	36. Let's Make It a Lifetime	7	9	
21	37. Lady Is a Tramp (M)	7	7	
..	38. Miles Apart	7	6	
..	39. Let's Pitch a Little Woo	7	6	
21	40. Greatest Mistake of My Life	7	3	
..	41. Sweet as a Song	7	3	
..	42. Sweet Stranger	6	25	
16	43. Stardust	6	16	
16	44. Caravan	6	11	
19	45. Getting Some Fun Out of Life	6	8	
..	46. I Can Dream, Can't I?	6	8	
..	47. Romance in the Rain	6	6	
..	48. So Many Memories	6	6	
16	49. My First Impression of You	6	5	
..	50. Tiger Rag	6	3	
20	51. Am I in Another World? (F)	6	3	
21	52. Song of Songs	6	2	
..	53. Siboney	6	2	
..	54. Gypsy in My Soul	6	1	

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 January 3.

What's in a Name

NEW YORK, Jan. 1.—Eddy Rogers, Rainbow Grill rhythm maker, is having a time of it in making the folks believe in *The Rumba Without a Name*. That's the right name of the ditty, which E. B. Marks published, but whenever Rogers includes it on his dance remotes fan mail always follows with suggested titles for the tune.

ORCHESTRA ROUTES

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

A
 A. B. C. Trio: (El Chico) NYC, no.
 Aces, Four: (Sievana) Chi, h.
 Afook, Jack: (Manoa Inn) Manoa, Pa., no.
 Alfonso's Rumba Band: (Clover) NYC, no.
 Allen, Eddie: (Perman Club) Monahan, Tex., no.
 Aloha, Les: (Bennett) Binghamton, N. Y., h.
 Allison, Ovie: (Plantation) NYC, no.
 Anderson, Al: (Merry-Go-Round) Newark, N. J., no.
 Andrews, Jimmie: (Broad St. Tavern) Paw-
 sackett, N. L. c.
 Angelos: (Bertolotti's) NYC, re.
 Anzino, Jeff: (Wonder Bar) Berlin, Conn., no.
 Apolon, Al: (Merry-Go-Round) NYC, no.
 Ardan, Harold: (Rustic Cabin) Englewood
 Cliffs, N. J., no.
 Autocrats of Rhythms: (Pontonelle) Omaha, h.
 Arthur, Zimo: (Hoseland) NYC, h.
 Atkinson, Connie: (Berkeley-Carteret) As-
 bury Park, N. J., h.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., co.
 Awatler, Fred: (Flamingo Club) Orlando,
 Fla., no.
 Ayres, Mitchell: (Van Cleve) Dayton, O., h.

B
 Baker, Billy: (Dasher-Wallick) Columbia, O., h.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla.,
 no.
 Bahamas, Sharkey: (Nick's) NYC, no.
 Banks, Clem: (Hustlo Lodge) North White
 Plains, N. Y., no.
 Barber, Hal: (Club So-Ho) Springfield, Ill.,
 no.
 Barrie, Dick: (Texas) Ft. Worth, h.
 Barrial, Jeno: (Edison) NYC, h.
 Barshover, Roger: (Roosevelt) Pittsburgh, h.
 Becker, Hubert: (New Penn) Phila., h.
 Bendis, Charles: (Zimmerman's Budapest)
 NYC, re.
 Berkeley, Duke: (Honkey-Dory) Stamford,
 Conn., no.
 Besler, Don: (Netherland Plaza) Cincinnati,
 h.
 Bettner, Jack: (Essex House) Newark, N. J.,
 h.
 Blaine, Jerry: (Park Central) NYC, no.
 Bob, Bob: (Pete Margot's) Perth, Ill., h.
 Block, Bert: (Rainbow Grill) NYC, no.
 Borr, Misha: (Waldorf-Astoria) NYC, h.
 Bradshaw, Tiny: (Apollo) NYC, t.; (Arcadia)
 Brooklyn 8-12, h.
 Bregala, Vincent: (Piazza) NYC, h.
 Broadway, Nat: (Pierre) NYC, h.
 Brees, Lou: (Bevety Hills) Southgate, Ky.,
 no.
 Brinkley, Charles: (Log Cabin) Aurora, Ill.,
 re.
 Britton: (Michigan) Detroit, t.
 Brown, Betty: (Christened) Columbus, O., h.
 Brown, Mickey, & Trio: (Kungsbohm) West
 Orange, N. J., no.
 Bruno, Al: (Little Old N. Y.) NYC, no.
 Buschek, Jascha: (International Casino)
 NYC, no.
 Burke, Clarence: (Garden) White Plains,
 N. Y., re.
 Burkhardt, Johnny: (Crystal Terrace) Louis-
 ville, Ky., re.
 Burns, Henry: (Chez Paree) Chi, h.
 Byer, Sy Taft: (New Haven, Conn.), h.

C
 Calloway, Cab: (Cotton Club) NYC, no.
 Campus Jesters: (Cypress Arms) West Hart-
 ford, Conn., no.
 Candullo, Harry: (Half Moon Inn) Steuben-
 ville, O., re.
 Casella, Joe: (Jimmy Kelly's) NYC, no.
 Caslin, Ray: (Brown Palace) Denver, h.
 Carnest, Francis: (Oleam) San Antonio, Tex.,
 no.
 Carroll, Frank: (Unsupport Restaurant and
 Cabaret) Bronx, NYC.
 Carson, Leary: (Village Brewery) NYC, no.
 Carlson, Duke: (La Fiesta) Manitowoc, Wis.,
 no.
 Casa De Fuego: (Chez Firehouse) NYC, no.
 Casey, Ken: (Half Moon) Osney Island, N. Y.,
 no.
 Cass, Bill: (Place Elegante) NYC, no.
 Castro, Amanda: (Yumuri) NYC, no.
 Chieffli, Mike: (Luigi's Italian Village) Syra-
 cuse, N. Y., no.
 Clayton, Ellis: (Hay) Manitowoc, Wis., h.
 Clark, Pat: (Brownie's Marble Bar) Roches-
 ter, c.
 Codelman, Cornelius: (St. Regis) NYC, h.
 Coen, August: (El Toreador) NYC, no.
 Coleman, Emil: (St. Regis) NYC, no.
 Collins, Joe: (Washington) NYC, h.
 Contantabes: (Shawnee) Springfield, O., h.
 Costello, Charles: (Commodore) Detroit, h.
 Covato, Elia: (Italian Gardens) Pittsburgh, c.
 Craig, Carvel: (College Inn) San Diego, no.
 Crisick, Emile: (Unique Grill) Delaware,
 N. Y., no.
 Cromwell, Chauncey: (Radisson) Minneap-
 ois, h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.

D
 Dare, Ronald: (Maschaden-Deauville) Miami
 Beach, Fla., h.
 Darrill, Pat: (Wonder Bar) Zanesville, O., no.
 Davidson, Trump: (Esquire) Toronto, no.
 Davies, Lew: (Embassy) Jacksonville Beach,
 Fla., no.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, no.
 Davis, Pete: (House of Jacques) Oklahoma
 City, Okla., no.
 Davis, Meyer: (Merry-Go-Round) NYC, no.
 Davy, Arthur: (Cotton Club) NYC, no.
 Deibert, Sammy: (Webster Hall) Detroit, h.
 Dillon, Dick: (Gloria Palace) NYC, no.
 Dink, Jerry: (El Herton Hall) NYC, h.
 Don, Juan: (El Toreador) NYC, no.
 Donahue, Al: (Radio City Rainbow Room)
 NYC, no.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmie: (Congress Casino) Chi, h.
 Dorsey, Tommy: (Commodore) NYC, h.

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

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

Drummond, Jack: (Cascades Club) Rutland,
 Vt., no.
 Duchin, Eddy: (Piazza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, no.
 Duke, Jules: (Carlton) Washington, D. C., h.

E
 Eckel, Charley: (Berkeley Carteret) Asbury
 Park, N. J., h.
 Edmund, George: (Loyale) NYC, c.
 Engle, Freddy: (University Club) Albany,
 N. Y., no.
 Ertola, Charles: (Harry's New York Cabaret)
 Chi, h.
 Ester, Robert: (Emaley Chateau) Birmingham,
 Ala., no.
 Evans, Al: (Chez Firehouse) NYC, no.

F
 Fain, Paul: (Grossman) Lakewood, N. J., co.
 Feldkamp, Walter: (Stork Club) NYC, no.
 Felix, Don: (The Pines) Newtown, Conn., no.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fernau, Frank: (Neil House) Columbus,
 O., h.
 Fernando, Don: (Blue Glade) Walsenburg,
 Colo., h.
 Ferris, Lou: (Moris) NYC, no.
 Fields, Harry: (Royale) Monticello, N. Y., h.
 Flins, Shap: (Palmer House) Chi, h.
 Fisher, Jack: (Strutten's) Providence, no.
 Fischard, Maurice: (Loyal) New Rochelle,
 N. Y., no.
 Flindt, Emil: (Oh Henry) Chi, h.
 Flo-Riso, Ted: (Beverly-Wildfire) Holly-
 wood, h.
 Fogarty, Gene: (Scout Tavern) Akron, c.
 Fong, Basil: (St. Moritz) NYC, h.
 Franka, Ted: (Red Men's) Rochester, no.
 Franks, Willie: (Butler's Ye Olde Tap Room)
 NYC, c.
 Freeman, Jerry: (Paradise) NYC, cb.
 Furst, Joe: (Brook) Summit, N. J., no.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Gant, Willie: (Brittwood) NYC, no.
 Garvin, Val: (Orchard) Pittsburgh, no.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gates, Marnie: (Royal Palm Club) Miami,
 Fla., no.
 Gee, Billy: (Continental Club) Canton, O., no.
 Gels, Al: (Nelson) Rockford, Ill., h.
 Gelbert, Don: (Havana-Madrid) NYC, no.
 Gold-Mer Trio: (Show Boat) Columbia, O.,
 no.

H
 Hackett, Bobby: (Nick's) NYC, no.
 Hal, George: (Tall) New York, h.
 Hamilton, George: (Peabody) Memphis, h.
 Hanzp, Johnny: (Adolphus) Dallas, h.
 Hancock, Buddy: (Pelican) Houston, Tex., no.
 Harris, Claude: (Joe's Stables) Detroit, no.
 Hasck, Carleton: (Lookout House) Covington,
 La., no.
 Horton, Harry: (Le Mirage) NYC, no.
 Heikel, Freddie: (Mayfair Casino) Clevel-
 and, no.
 Hembree, Joe: (Bertolotti's) NYC, re.
 Hendricks, Dick "Red": (Club Chanticleer)
 Middleton, Wis., no.
 Herbert, Neo: (Club Hollywood) Kalamazoo,
 Mich., no.
 Herik, Mils: (Shelton) NYC, h.
 Hill, Worthy: (Pavilion Royale) Savin Rock,
 Conn., no.
 Himber, Richard: (Essex House) NYC, h.
 Hite, Les: (Sebastian's Cotton Club) Culver
 City, Calif., no.
 Holden, Virginia: (Normandy Inn) Warren-
 ton, Va., no.
 Horton, Harry: (Le Mirage) NYC, no.
 Howard, Vincent: (Petra Farm) Andover,
 N. J., no.
 Hudgen's Ray: (Tottie's) Kansas City, Mo.,
 no.
 Huxley, Merrill: (St. George) Brooklyn,
 N. Y., h.
 Humber, Wilson: (George's Palace) Little
 Rock, Ark., no.
 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.
 Johns, Al: (New Kenmore) Albany, N. Y., h.
 Johnson, Jerry: (Claridge) Memphis, h.
 Johnson, Eunice: (10-13 Club) Marshfield,
 Wis., no.
 Johnson, Johnny: (Village Barn) NYC, no.
 Jones, Isham: (Lincoln) NYC, h.
 Joy, Jimmie: (Claridge) Memphis, h.

K
 Kampas Kids: (Bennett) Binghamton,
 N. Y., h.
 Kay, Herb: (Drake) Chi, h.
 Keup, Hal: (Earle) Phila., t.
 King's Jesters: (La Salle) Chi, h.
 Kirkham, Don: (Blackland Inn) Denver, no.
 Klein, Jules: (Stater) Detroit, h.
 Koplin, Johnny: (Beverly Lodge) Morris
 Plains, N. J., no.
 Kress, Andy: (Robert Treat) Newark, N. J., h.
 Krumin, Costya: (Russian Bear) New York,
 re.
 Krenzier, Robert: (Martin's Rathskeller)
 NYC, no.
 Kuhn, Richard: (Vanderbilt) NYC, h.
 Kyser, Kay: (Blackhawk) Chi, no.

L
 Lagman, Bill: (Club Trason) Mobile, Ala., no.
 LaMothe, Olivia: (Rosegarden) Middletown,
 Conn., c.
 Lamb, Drexel: (Marine Room) Muskegon, Mich., h.
 Landis, Jules: (Weglin) NYC, h.
 Lane, Eddie: (Governor Clinton) NYC, h.
 Larry, Lee: (Oleam) San Antonio, no.
 Laughlin, Ray: (Mary's Place) Kansas City,
 Mo., no.
 Lazar, Charlie: (Mayfair) Detroit, h.
 LeBaron, Eddie: (Radio City Rainbow Room)
 NYC, no.
 LeRoy, Howard: (Orlando) Decatur, Ill., h.
 Lew, Harry: (Brown Palace) Denver, h.
 Lewis, Vic: (Times Square) Rochester, no.
 Lewis, Freddy: (Madison) Jefferson City,
 Mo., h.
 Lindeman, Udo: (Gloria Palace) New York, cb.
 Little, Little Jack: (Met.) Boston, t.
 Livingston, Jerry: (Laurel-in-the-Pines)
 Lakewood, N. J., co.
 London, Larry: (Esquire) Miami, Fla., no.
 Lopez, Vincent: (Olson) Cincinnati, h.
 Lukewald: (Roosevelt) NYC, h.
 Lunceford, Jimmie: (State) NYC, t.

M
 McCay, Ernie: (State) Columbus, O., re.
 McCall, Bill: (Gold Front Cafe) Cheboygan,
 Mich., no.
 McElire, Land: (Lexington) NYC, h.
 Mack, Austin: (Open Door) Chi, no.
 Malone, Don: (Dunn's Tavern) Harlem,
 Mont., no.
 Marcano, Winky: (Swing Club) NYC, no.
 Marcano, Frank: (Sweeney) Baltimore, c.
 Marquis, Gary: (41) Miami, Fla., no.
 Marshall, Duane: (Essex) Boston, h.
 Martel, Gus: (Versailles) NYC, no.
 Martin, Freddy: (Hite-Carlton) NYC, h.
 Martin, Bob: (Chez Florence) Paris, no.
 Martona, Don: (Coo Rouge) NYC, no.
 Matuso, Henry: (Three Door Inn) Bridge-
 port, Conn., no.
 Massingale, Bert: (Hi-Hat) Houston, no.
 Mayer, Ken: (Gunier) San Antonio, h.
 Meiner, Johnnie: (Avalon Club) Hot Springs,
 Ark., no.
 Melnikoff, Joe: (Philadelphian) Phila., h.
 Meredith, Jack: (Baccanere) Ft. Worth, no.
 Messner, Johnny: (McAlpin) NYC, h.
 Meyer, Gus: (Leighton's Tavern) Ardley,
 N. Y., no.
 Michales, Bill: (Station KUNO) San Antonio,
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Bob: (Midway Inn) Ft. Worth, re.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (The Grove) Beaumont, Tex., no.
 Minkler, Howard: (Murray's Inn) Albany,
 N. Y., no.
 Mojean, Leon: (Sebastian's Cotton Club)
 Hollywood, no.
 Molina, Murray: (Club Tivoli) Jaurez, Mex., c.
 Monroe, Jerry: (White Sulphur Springs, W. Va.)
 Moore, Eddie: (Eagles) Ithaca, N. Y., h.
 Morell, Larry: (Merry Gardens) Lynchburg,
 Va., no.
 Morris, Groff: (Yacht Club) Steubenville, O.,
 no.
 Morton, Gerry: (Savoy-Plaza) NYC, h.
 Moseley, Ben Leo: (Barrel of Fun) NYC, no.
 Motely, Berk: (Casa Grande) Berwyn, Md., no.
 Musical Aces: (Avalon Inn) Vista, N. Y.

N
 Navarro, Al: (Belvedere) Baltimore, h.
 Newman, Ab: (M. G. A. Club) Ashland, Ky.,
 no.
 Nickles, Billie: (Torch Club) Los Angeles, no.
 Noble, Clint: (Arabian Supper Club) Colum-
 bus, O., no.
 Noble, Jackson: (Arcadia International)
 Phila., re.

Norris, Stan: (Merry Garden) Chi, h.
 Norris, Joe: (Frontenas Casino) Detroit, no.
 Norton, Bob: (New Garden Center) Detroit, h.
 Notes, Four: (Chateau Moderne) NYC, no.
 Noury, Walt: (M. and J.) Haverhill, Mass., re.

O
 O'Hara, Ray: (Greenwich Village Casino)
 NYC, no.
 Oakes, Irving: (Trionco) Detroit, h.
 Octabs, Tilo: (St. Hayes) Columbus, O., no.
 Ochs, George: (Lam Conga) NYC, no.
 Olson, Walter: (New Julius) Gardenville, N.
 Y., re.
 Olsen, Harry: (Evergreen) Bloomfield, N. J.,
 no.
 Osborne, Will: (Normandie) Boston, h.

P
 Palermo, William: (Place Elegante) NYC, no.
 Palmer, Freddy: (Colonial Inn) Singac, N. J.,
 no.
 Palmer, Ken: (Barber's) Isle of Hope, Ga., h.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Athletic Club) Detroit, h.
 Parks, Bobby: (Stork) NYC, no.
 Payno, Al: (Orin Leon) Montclair, N. J., no.
 Pearl, Ray: (Bill Green's Casino) Pittsburgh,
 Pa., no.
 Peck, Earl: (Cocoonat Grove) Bridgeport,
 Conn., no.
 Peterson, Dee: (Seven Gables) Milford, Conn.,
 no.
 Peterson, Johnny Miklas: (Old Mill Tavern)
 Salt Lake City, no.
 Petti, Emile: (Everglades) Palm Beach, Fla.,
 no.
 Pican, Jack: (Port Arthur) Providence,
 R. I., re.
 Price, Robert: (Lake Breeze) Buckeye Lake,
 O., h.
 Prima, Louis: (Famous Door) NYC, no.

R
 Ramoni: (Armando's) NYC, re.
 Rapp, Barney: (St. Anthony) San Antonio, h.
 Ray, Frankie: (Lake) Gary, Ind., h.
 Reader, Charles: (Port Montague) Nassau,
 B. W. I., h.
 Redman, Don: (Lookout House) Covington,
 Ky., no.
 Reyes, Chica: (Continental) Detroit, no.
 Reynolds, Buddy: (Rose Garden) Hannibal,
 Mo., h.
 Rhythm Kings: (Game Cock) NYC, c.
 Ricciardi, John: (21) Phila., no.
 Richards, Freddy: (Park Inn) Clearwater
 Beach, Fla., re.
 Rinaldi, Nino: (888 Club) Chi, h.
 Roberts, Eddie: (Red Mill) Bronx, no.
 Robinson, Jay: (Evergreen) Bloomfield, N. J.,
 no.
 Rogers, Maurice: (Kit Kat) NYC, no.
 Rogers, Eddy: (Rainbow Grill, Radio City)
 NYC, no.
 Roman, Emil: (Garbo) NYC, re.
 Romano, Phil: (Hollywood) NYC, re.
 Rosen, Tommy: (Wateria Gardens) Atlanta,
 no.

S
 Sager, Buddy, Trio: (Chanticleer) Millburn,
 N. J., no.
 Sanabria, Juanito: (Trocadero) NYC, no.
 Sanderfer, Coby: (Pierret) Ft. Worth, no.
 Saxon, Sam: (Jay Village) NYC, c.
 Schosser, Billy: (Riptide) Miami, Fla., no.
 Schrag, Benny: (Metronome) Spokane,
 Wash., h.
 Schramm, Mary: (Balcornades) Pitts-
 burgh, no.
 Schwartz, Charles: (Romanian Village) NYC,
 no.
 Seaglin, Chic: (Chez Paree) Louisville, h.
 Sears, Carl: (58th St. Childs) NYC, re.
 Sears, Walt: (Trotter) Birmingham, Ala., h.
 Sellers, Peter: (Barney Gallant's) NYC, no.
 Sepietro, Canto: (San Souci) Havana, no.
 Sher, Jack: (White Mansions) Pittsburgh, no.
 Shively-Yates: (Spanish Dever, O., h.)
 Sibony, Quater: (Yacht Club) NYC, no.
 Silver, Buddy: (Clover Club Inn) Middleton,
 N. Y., no.
 Simmons, Bob: (Myer's) Columbus, O., no.
 Siny, Larry: (Versailles) NYC, re.
 Small, Alan: (Jimmy Kelly's) NYC, no.
 Smith, Carl: (Athletic Club) Detroit, h.
 Smith, Jimmy: (Brook) Summit, N. J., no.
 Smith, Joseph C.: (La Rue) NYC, no.
 Smith, Stuff: (Famous Door) Hollywood, no.
 Socarras, Alberto: (Havana-Madrid) NYC, no.
 Soriano, Frank: (Paris Inn) Los Angeles, c.
 Southard, Rhythm Girls: (Paddock) Miami,
 Fla., no.
 Sparr, Paul: (Warwick) NYC, h.
 Spector, Irving: (Andy's Inn) Syracuse,
 N. Y., c.
 Stanley, Stan: (Hosson-Heath) Oklahoma
 City, no.
 Starr, Freddie: (Park Lane) NYC, c.
 Stanlep, Jack: (Vanity) Detroit, h.
 Steel, Leonard: (St. Shady) Detroit, h.
 Stein, Elmer: (Penn) York, Pa., h.
 Sterner, George: (Coo Rouge) NYC, no.
 Stewart, Dee: (Continental) Kansas City, no.
 Stipes, Eddie: (Blue Moon) Toledo, no.
 Stolz, Cede: (Tropical Roof) Memphis, no.
 Strom, Roy: (PAPA Avenue) NYC, h.
 Subb, Alan: (Bedford Springs) Bedford
 Springs, Pa., h.

T
 Texas Co-Eds: (La Fontaine) Huntington,
 Ind., h.
 Thomas, Eddie: (Nut Club) NYC, no.
 Thompson, Lang: (Commodore Perry) To-
 ledo, no.
 Thorn, Otto: (William Penn) Pittsburgh, h.
 Tip Top Boys: (Jefferson Davis) Mont-
 gomery, Ala., h.
 Tolbert, Kosta: (Black Cat) NYC, no.
 Towne, Loren: (Club Joy) Lexington, Ky.,
 7-21.

U
 Ulrich, Robert: (Lobby Cafe) Jaurez, Mexico,
 no.

(See ROUTES on page 30)

NEW YEAR EVE HYPOS CLUBS

Big Business Everywhere, But Salaries, Prices Were Lower

New York spots ahead of last year—Miami season slow but hopes of money crowd January 15 are high—Philly niteries oked—New Orleans fine—Coast oked, too

NEW YORK, Jan. 1.—Local niteries are counting the New Year's Eve cash today, most of them hoping there's enough to pay bills that had been accumulating the past few months. More than 2,000 all-night permits were issued to clubs and restaurants, 300 more than last year and a good indication of the upward trend of niterie life here. Hotels mopped up, along with the night clubs and the special parties thrown in armories, ballrooms, halls and homes. Due to sharp competition, prices were lower than last year and salaries for acts and bands were not steep either. However, most acts doubled last night and made pretty good dough. Names were in big demand. Nobody is going to be surprised, however, if a flock of clubs close next week, as many have been holding on just for the New Year's Eve dough.

MIAMI, Fla., Jan. 1.—Miami's winter season gushed in, with speculation running high that it would flop before the "paying crowd" arrives, usually about January 15. Night club owners outdid themselves in preparing a dish of big names, plus big prices, for their New Year's opening. All are operating on hopes that one big spurge will carry them until the 15th. Only a few of the larger spots have catered to paying crowds during the Christmas holidays, always a bad two weeks in this section.

Some say this is to be one of the greatest show seasons Miamians have ever witnessed, but so far competition and act stealing have hurt rather than help the season along. Night club owners, as well as agents, are taking acts brought here by other spots and using them second run to save transportation expense.

Henry L. Doherty's Miami Biltmore and Boney Plaza hotels, both users of name talent, boast headline shows. Terry La Franconi is headlining, and the Randalls, Joseph Spree, Barry Devine, Michael Doyle and Stigmund Schatz and his Hungarian Gypsy Orchestra are at the Roney Plaza. The Miami Biltmore is blossoming forth with Caperton and Columbus, Paul and Eva Reyes, Jack Walters and Marion Wilkins, Hope Minor and Edward Root and Pierce and Harris, all ballroom specialists, and Maximilian Bergere and music. This innovation is billed as the International dancing show.

The Royal Palm Club copped Ben Bernie for guest star New Year's, with the possibility of Judy, Ann and Zeke Canova coming in for one-night stand. Supporting show includes Val Setz, Eight Machines, 12 girls and the music of Marnie Gates.

Jack Dempsey's Bar and Restaurant is opening wide with a floor show headed by Lou Holtz, supported by a couple of specialty acts and the Meadowbrook Rhythm Boys Band.

The Hollywood Yacht Club, north of Miami, will present a show under the direction of Bill Skinner and headed by Robinson Twins, John Hale, Muriel Daniels, Pierce and Roland and Jack Meyers' Orchestra.

Bernard Macfadden's Beauville asked \$7.50 for viewing Al Parker, Gwen Williams, Blanche Krell, Don and Beverly, the Happiness Trio and the local music of Cnet Brownage.

The Sans Souci, Guy Loomis's new spot, offers Hem Olsen's Orchestra, Larry Walker, Maxine and Eleanor, song team, Chic Endor and Charlie Farrell's Coral Club, also out of town, offer their own show, with the International another new spot offering entertainment.

The hotels, not to be outdone and also to make up for the lack of guests, plan to offer entertainment throughout the season.

The Columbus Hotel on Biscayne boulevard will offer a floor show and music. Miami Beach's Fleetwood Hangar is advertising Harry Payne, Warwick Sisters, Dorothy Murray, Gladys and Carmen and Gary Marquis Band.

PHILADELPHIA, Jan. 1.—Despite that old debbil "business recession" local night clubs—snowed under by the ad-

vance reservations—drew one of the biggest New Year's Eve crowds on record.

More than 75 clubs, hotels and roadhouses in the Philadelphia area were all set for gala nights. There was a shortage of musicians reported for the first time in years.

One new club made its bow last week—the Hollywood Cafe, in the heart of the city. It is operated by James Morrow and is on the site of the old Oriental Cafe. Opening show consisted of George Reed, master of ceremonies; Dixon Brothers, dancers; a chorus of 12 and Billy Hay's Orchestra.

Another change is the switch in management of the popular 21 Club, with Max (Boo-Hoo) Hoff taking over the reins from "BIG" Belfel.

NEW ORLEANS, Jan. 1.—With all night spots sold out for the Sugar Bowl

Week which ended today, temporary entertainment spots cashed in on the heavy influx of winter visitors. It looks like a record-breaking winter season in spite of reports of business recessions nationally.

Topping the New Year's Eve card was a double name band program at the Blue Room of the Roosevelt Hotel. Johnny Hamp and Mal Hallett and their orks, coupled with an enlarged floor show, all for \$10 a throw. Other top spot of the town, Starlight Room of the Jung, featured Ken Moyer and ork and five floor acts.

Among better "added" spots was the St. Charles Theater, elite hostelry of the South, where Leslie Gorge and band topped a \$3.50 show.

SACRAMENTO, Jan. 1.—With Tommy Donovan's new \$30,000 club set to have opened New Year's Eve, the local bright light district is enjoying a prosperous winter.

Donovan has employed a local five-piece band led by Bill Mosler and including Al Grimes, drummer, and Vic Burch, violinist and sax. In addition he has installed an electric organ. Floor show policy not announced.

Silver Bowl continues to draw big business with Sally Harrison, dancer; Dana Derman and Sela Sefar, singers, and Les Poe's Orchestra.

Marg Ogle's Bungalow Cafe and Ann and Henry's Florida Inn are doing the roadhouse biz, with Dave's Tavern, Midvanti Farms, Kenny O'Kane's White House and Ted's Rensselaers holding their own. Fine orchestra, featuring strings, at Bungalow, with floor show up to par.

Maxine Stone still draws them in at the Cotton Club, with Paul Olsen at the piano.

Recession Affects K. C. New Year Biz

KANSAS CITY, Mo., Jan. 1.—The year 1937, if for no other reason, will be remembered by many Kansas Citizens as the year when the New Year's Eve celebration was not the "wildest and noisiest since 1929."

Night clubs did their usual good business, but there was a noticeable slump in the number of celebrators at the city's swank country clubs. Top prices of \$7.50 a plate were in effect at the Muehlebach Hotel Grill and the Kansas City Athletic Club and both were crowded. Club Continental, Dante's, Jockey Club, Bowery Club, Mary's Place, Tootie's Club and similar spots all reported biz not up to the par of 1936.

Thousands attended the Swing Follies of 1938 in Main Arena of Municipal Auditorium at 50 cents a head, with several mediocre vaude acts and Wayne McFadden's Ork featured. Al Sky's Band at Pla-Mor Ballroom went big. But with economic conditions not at the level anticipated a year ago, figures prove that a good many of the city's 425,000 residents watched the old year pass into history while seated by their own fire-side.

Milwaukee Unions To Aid AFA Drive

CHICAGO, Jan. 1.—Phil Valley, general chairman of the Local Joint Executive Committee of Milwaukee, an organization comprising hotel and cafe help unions, invited Guy Magley, local representative of the American Federation of Actors, to organize all Milwaukee hotels and clubs using talent under the APA banner. Valley promises full cooperation from all the joint committee units, including the American Federation of Musicians, Local No. 8, whose president is in full sympathy with the purposes of the APA.

Magley is planning to start the APA drive in Milwaukee within two weeks, when local pressing matters will have been cleared up. Milwaukee has not had any APA local and up to the present time the actors' organization was not active there.

San Fran Cafes In Sharp Slump

SAN FRANCISCO, Jan. 1.—Night club business here is taking a bitter shellacking, with a flock of spots trying frantically to force economies in order to keep going. Some are ready to close. A big front was put on for New Year's Eve, but the excitement and revelry were a mockery to several owners who are just one step ahead of the sheriff.

Recession in niteries started here more than a month ago and has been growing more alarming every week. Most of the places hung on trying to stick out for the holiday trade. Entertainment has been cut to the bone on all fronts. Musicians have also been shortened up, although minimum hours must be maintained under new wage scale.

DANCERS closed January 2 at the Royale Follies, Chicago, to sail for England to open in Jack Taylor's show January 17. . . . BILLIE BERYL, who closed January 2 at the Golden Glow, Cleveland, opens January 6 at Dante's, Kansas City, Mo. . . . OHET AND MARGIA LONG, musical act, closed at Bob White's Grille, Buffalo, New Year's Eve after 26 weeks. They will go to Florida for the remainder of the season.

. . . . RIGHT AND HAYES, after a fling at Southern clubs, are working Cincy night spots. . . . BROSIUS AND BROWN, novelty cycle turn, became Brown and White last week when Virgil Hay (Brostus) pulled out mysteriously shortly before the act was to open at the Cat and the Fiddle, Cincinnati. Mabel White, burly principal, jumped in to straight for Brown's pants clowning, the audience being none-the-wiser to the sudden switch.

Club Talent

New York:

THREE PEPPERS are going into their sixth month at the Hickory House and will soon double at the 125th Street Apollo. . . . MAX, former head waiter at the old Yacht Club, is now maitre at the new one. . . . NOVELAIRS have been signed by MCA. . . . ADDITIONS to the El Chico revue include Asuncion Granados, concert guitarist and ballet dancer, and Normita, who will flash 70 different costumes portraying Spanish folk dances. . . . DORYCE AND FREDDY DREW shifted from the Mirador to the Maryland Club Gardens, Washington. . . . CARL AND PAITH SIMPSON are taking in a week at the Paramount before opening at the Congress Hotel, Chicago, for an indefinite stay. . . . MARITA FARELL, lyric soprano, sat offstage at the Metropolitan Opera House last week, presumably in a tree-top, caroling the notes of the Forest Bird in Wagner's *Siegfried*. About 18 months ago she warbled a fluty refrain on the stage of the French Casino. . . . BILL ROBINSON and Cab Calloway received platinum watches decorated with diamond numerals from Herman Stark, Cotton Club impresario, as Christmas gifts.

PAWN AND JORDON have replaced Fred and Betty Roberts, dance team, at the St. Morris. The Roberts are Havana bound. . . . JEAN KIRK was booked by Jack Miller for the Yacht Club, opening January 7. . . . MILEE ZEE ZEE is slated to return to Leon and Eddie's. . . . CROSS AND DUNN are serving their fifth return at the Versailles.

LOU MOORE in town. . . . LOU WOLFSON, of MCA, booking an ice show which the Shriners will stage in February. . . . JACKIE HELLER scheduled for another engagement at the College Inn. . . . HOWARD MAYER, press agent, vacationing in Mexico. . . . TOMMY SACCO placed Shutta and Kent and the Romeros in the Indiana Cafe and Sweet and Lowe and Marc Del Rio in the Ungarian Village, both in South Bend, Ind. His office was represented with many acts in local and neighboring cafes New Year's Eve. . . . ELLA LOOAN

scheduled for the Chez Paree this month. . . . LEW WASSERMAN, of MCA, planned to New York. . . . DOROTHY BYTON GIRLS in for 12 weeks at the Stevens Hotel.

Here and There:
VALLEY AND LEE will go to Omaha for two weeks upon closing at the Oaks Club, Winona, Minn., January 9. The new show at the 2 o'clock Club, Baltimore, for a two-week date lists Oshins and Lesay, Mary Burton, Burns and Gordon and Patsy Ogden. . . . THE ROYAL DUO, wedding westward, are now at Pere Marquette, Peoria, Ill. . . . HARLEM PLAYBOYS are making initial appearance at Moonglo, Buffalo. Also in the show are Tommy Rawson, Jean and Jean, Billy White and Banjo Barney.

COLLETTE AND GALLE worked the Castle Del Rae Hotel, Oakland, Calif., during the New Year week-end for MCA. Currently at the Lake Merritt Hotel there. . . . FRANCES KAY opened at the Grey Wolf Tavern, Sharon, Pa., on December 27. Booked thru Dave Wallace Attractions. . . . JACK STACEY has had his Miami dates set back several weeks and opened at the Club El Morocco, Philadelphia, January 3. . . . VERNON AND VANOFF opened at the Hotel Muehlebach, Kansas City, December 31, coming directly from the Pere Marquette Hotel, Peoria. . . . RICHARD AND CARSON have gone from the Mayfair, Boston, to the Brown Hotel, Louisville. . . . NIXON AND ANDRE are in their sixth week of a return engagement at Ches Amf, Buffalo. . . . EDDY MORTON has been set by Joe Young for an additional four weeks at the Variety Music Hall in the Oregon Hotel, Portland, Ore. . . . GALE SEXTET are in at the Bradford Hotel Penthouse, Boston, for a three-week stay, booked by Jack Willes and Will Weber. . . . FRANCIS BOND and LARRY WEST, after a brief engagement at the Golden Gloy Club, Cleveland, have rejoined Lyle Page's revue, current at the Nine Mile House, Cincinnati. . . . TEXAS PLANTE, after a half-year stay at Club Piccadilly, Baltimore, is playing the Torch Club, Cleveland. . . . KARRE LEDARON

Club Management

News and Angles on Night Club Operation

Advertising in Other Cities

IN THIS day when continents can be spanned in a half day or less and a town 1,000 miles away is your next-door neighbor, maybe it would not be a bad investment for more big city clubs to follow the practice of the Chez Paree, Chicago.

For a few days previous to the holidays it ran ads in several New York dailies extolling its prices and shows, feeling that out of the thousands that would make the trip to Chicago it would catch the eye of enough of commuters with a good time and a bit of night clubbing in their plans to make the advertising profitable. The trick could be used for various other holiday week-ends and periods.

That Checkroom Problem

WE HATE to start taking bows so soon after the inception of so new a feature as this corner, but Les Zimmerman, of New York, thinks we have struck on something valuable and long needed by the club and hotel managers and proprietors. In a letter he outlines his observations of evils and malpractices in night spots.

Listen to what Les has to say and let us know if you agree or differ with him. "I think certain concessions overstep their authority at night clubs by assuming that patrons must check their coats. I noticed a checkroom attendant chase a patron the length of a club stumbling something about 'you must check your coat.' If this rule is authorized by the club owner, then he's crazy. Many patrons are frightened when they enter a strange night club (worried about trick minimums, cover charges and popholes in the menu that might set them back a few extra bucks). When they're intimidated for their coat, their natural inclination is to get away fast—maybe without bothering to stay at all. Ninety-nine per cent of night club clientele will automatically place their garments in a checkroom. The remaining 1 per cent should be permitted to divulge its idiosyncrasy of caring for its own coat."

"Another fault of coatroom concessions is the handing out of dirty, greasy, creased and grimy checks. Besides the uncomfortable feeling that comes over a freshly groomed patron when he has to handle this unsanitary piece of cardboard there is the almost certain confusion that the place and the food are likely to be of the same standard."

New Use for Baby Spots

BENITO COLLADA, of the El Chico, New York, has installed a unique feature for the club—hidden spotlights above the tables which serve very efficiently a threefold purpose.

(1)—In the event of birthday, wedding or any similar celebration, the common practice of bringing public attention to the festive table is somewhat differently accomplished by putting out all lights except that particular baby spot focused over their table.

(2)—Certain parties who don't like the current fad of dim lighting can have their own bright illumination without any bother or inconvenience to anyone else.

(3)—Noisy patrons who disturb performers have the spot suddenly turned on them, making themselves and all others conscious of their puerile pranks.

Greenwichers Have Map

THE Greenwich Village Restaurateurs' Association will publish an elaborate

Going Too Far

NEW YORK, Jan. 1.—John Roy, manager of the Rainbow Room and Grill, is a great admirer of Glover and Lamee, dance team appearing at the Grill, but on one particular night during the pair's Tango and Rumba Instruction Hour in which the team gets a chance to be funny as well as instructive he thought they were pretty bad.

Asking the reason for the terrible exhibition, they told him that they knew that a certain team whom they were skedded to follow in another spot in a short time were present for the purpose of lifting as much of Glover and Lamee's material as possible. Altho Glover and Lamee didn't mind following a team with their own routines, they didn't like the idea of following their own gags into a spot.

map indicating the locations of its members' dining and entertainment spots for distribution at railroad depots, hotels and travel agencies.

Milwaukee Gets Curfew

A 2 A.M. curfew went into effect in Milwaukee last week. The city ordinance, sponsored by local churchmen, received little opposition from night club operators, who state that there is no night spot business in this area after 2 a.m. anyway. It is believed that the hardest hit will be the tavern keepers, who formerly operated all night. A move is now under way to make this ordinance State-wide.

Hollywood Rest. Wins 77b Reorg

NEW YORK, Jan. 1.—Describing the night club season as "the most disastrous it had ever experienced," the A. and U. Restaurants, Inc., operator of the Hollywood Restaurant, obtained permission from the U. S. District Court to reorganize its affairs under section 77-B of the bankruptcy act.

The petition, approved Thursday by Federal Judge John C. Knox, was accompanied by a statement indicating that the present strained financial condition is "characteristic of the entire night club business at this time," but that a tremendous increase is expected next year because of the coming World Fair.

Assets of the nitery consist of furnishings valued at \$100,000, but subject to a mortgage of equal amount, and costumes and cabaret show estimated at \$20,000. Petition states that the owners spent more than \$1,000,000 in advertising in eight years of operation. Liabilities are in excess of \$250,000.

Under the court order the present management will run the Hollywood for the next 30 days, paying cash on all bills. On January 28 a hearing will be held to determine the advisability of continuing the present management.

Atlantic City Clubs Set for Final Spurt

ATLANTIC CITY, Jan. 1.—The night club situation in this resort is taking its one last spurt before lying down until spring. Lou Shapiro has framed a big revue in South American style for his Torch Club, headed by Andrea. Other acts include Collins and Thomas, Shirley Mack, Emily Roy and a Latin orchestra. Al Lewis and band continue at the Nomad Club, with Lee Fern and Ritz Grand doing strips (only one allowed in city) and Doris Thompson warbling.

The Bath and Turt reopened for the week-end, with Barbara McDonald heading the revue and music by Harry Hauser's Orchestra. Lee Irvin furnishes the music at the Babette Club, where Mildred Ray is producing the revue.

The New Little Club made its bow this week-end in a new location on South New York avenue. Alma and Roland head the revue there. Ben Perry is emcee and Mary Lou King and Peggy Heavens handle the specialties. A chorus rounds out the show.

Holiday and Clark head the 500 Club revue, with music by Vince Bizzo and orchestra.

Night Club Field Is Creating Types of Specialized Talent

By PAUL DENIS

THE development of night clubs—especially since Repeal—has reached the point where definite types have been established. This may not be bad for talent, as the crystallization of night club types will enable performers to develop special routines and personalities aimed for use in certain types of spots. This may solve the problem of cancellations of good acts booked into the wrong spots. Already there are acts known to bookers as "good for hotels," or "good for taverns," or "good for hot spots." It is inevitable that bookers will "type" acts and bands, and it is quite possible that this will enable an act to play out a certain type of night club, then change its route and try out for another night club field.



PAUL DENIS

THE night club field easily falls into two major classifications: the hotel rooms and the night clubs. The hotel rooms are usually four types:

- 1.—"Class," intimate rooms catering to the upper middle class and the rich.
- 2.—The large rooms featuring name dance bands and catering to the younger dance set.
- 3.—The cocktail lounges featuring small band units, strollers, singers and table entertainers, and
- 4.—The grill rooms, featuring local bands and inexpensive entertainment.

COMPETING with the hotel rooms are the vast majority of niteries run by independent proprietors. These regulation night clubs fall in many general classifications, the most important being:

1.—Theater-restaurants (like the French Casino, New York; Mayfair Casino, Cleveland, etc.) which utilize a theater stage and present rather lavish shows, depending on big audiences to cover the big nut.

2.—Popular-priced, no-cover, big cabarets (like New York's Hollywood and Paradise restaurants), which cater to out-of-towners and in-towners out for their occasional fling. These spots must get big audiences, as the patrons are not big spenders and the show cost is usually high. These spots don't pay big salaries (except to their headliners) but offer steady work as an inducement.

3.—Gambling spots (we won't mention any names this time) which usually operate illegally, but with the knowledge of the local political crowd. These spots use name acts for bait, paying big salaries. Acts don't have to work hard in these spots, as the owners don't want the patrons taken away from the gambling machines too long.

4.—Intimate clubs (like New York's West 52d street spots) which depend on a small crowd spending a lot for liquor. These spots can't pay much for talent, but offer long engagements and an alleged "chance to be seen by the big shots." Occasionally these spots develop a name act and then cash in on it (for example, the old Yacht Club and Henry Youngman last year).

5.—Hidesways, which afford patrons a chance to be naughty and see a naughty show. Some of these require "membership cards" or the recommendation of some steady customer. These spots are a hangover from the speakeasy period. Entertainment usually consists of some bawdy singer, nude dancers, dirty wall murals and leering bartenders.

6.—Showboats, which blossom, of course, when weather permits. They are really floating night clubs, offering dance bands, strollers and standard floor-show talent. Salaries for talent are rarely high, but bookers stress the long summer engagement, fresh air and easy work.

7.—Roadhouses, which sprout when weather permits patrons to drive out to the suburbs. Some of these are gambling joints and some are middle-class moderate-priced spots catering to Sunday drivers. Salaries are usually low, with board, meals and fresh air offered as added inducements to entertainers.

8.—Atmospheric clubs (such as Latin spots, Bavarian beer gardens, etc.), which draw patrons on the strength of the club's atmosphere and personality, rather than the food, liquor or show. These clubs usually book specialized talent and music to fit the atmosphere. Salaries usually low.

9.—Late hot spots, catering to musicians and actors from other clubs, professional people and others looking for novelty. Swing bands, double entendre singers and other novelty or hot entertainment are usually featured. Salaries are usually very modest.

10.—Neighborhood bars, which compete with downtown clubs. Their attraction is convenience and low liquor prices, with the entertainment usually restricted to automatic music machines, singing waiters and girl dancers and hostesses. The larger spots sometimes offer small floor shows built around a line of four or six girls. Salaries low.

11.—Restaurant night clubs (like the Versailles, New York) which emphasize fine food and liquor, but throw in a bit of entertainment to draw the supper crowd. Use two or three choice, distinctive acts (usually a dance team, a singer and a novelty). Pay well.

12.—Club joints, featuring cut liquor, hostesses and a small floor show. Out for transient trade and local young blades. Entertainers get very low salaries and must depend on tips. Sometimes combo hostesses-entertainers get cuts on customers' liquor tabs.

THERE are other types of niteries, of course, but the 12 listed above are the most important. They are causing a stratification of the night club field, bookers often becoming specialists in one particular type of club. And they are encouraging the development of specialized talent. For example, there are certain dance teams that play class hotels only and there are "smart set singers" who play intimate class spots only, etc.

Ft. Worth Club Drops Cover

FORT WORTH, Jan. 1.—Ringside Club, on the Jacksboro Highway near here, has taken off cover charge, except Saturday nights and holidays, for the first time since club opened five years ago.

Lloyd Snyder's orchestra, playing at Ringside past three months, has set record for orchestra engagements at this spot. Next longest run was that of Chick Scoggin's orchestra. Snyder leaves Ringside January 1, but expects to return in the spring.

New Club in E. Liverpool

EAST LIVERPOOL, O., Jan. 1.—"Red" Mack, club operator and entertainer, who for the past two years had been in charge of the Washington Club here, has

shifted to The Spot, new club opened by Joe Thomas on the Lincoln highway three miles north of here. The spot was formerly Lincoln Lodge.

Club Owner Plans Theater

NEW ORLEANS, Jan. 1.—John Panzeca, operator of one of the Old Quarter's most successful night clubs, La Lune Club, planning erection of New Orleans' first big movie house below Canal street. New theater will be named the Triangle.

Louisiana Club Burned

DE RIDDER, La., Jan. 1.—A fire of undetermined origin completely leveled the night club operated by Mid Howell and Alex Minatnes two miles north of here Christmas Eve. It was uninsured, Howell said.

OAK-HYTEX BALLOONS

SOUVENIRS that give your customer a good time, win their good will and boost your business. That's what Oak Balloons offer you. Write for complete information about this grand promotion idea.

OAK RUBBER CO. RAVENNA OHIO

Hollywood Restaurant, New York

Show caught Christmas night marked debut here of Arthur Tracy, who has succeeded in popularizing his name to the extent where the "Street Singer" billing is no longer needed as an identifying mark. This pioneer radio vocalist suffered in name value when he quit the air, but reverberations of his tremendous success in England were heard here and today he is back in the big name class. Tracy made a particularly fine impression, both as a restrained and new personality and as a song stylist.

The former radio warbler started going with a big ovation and then into *Without a Song*. The succeeding numbers were *Can I Forget You?* and *Sweetheart, Will You Remember?* He drew a prolonged applause and had to encore three times with *The Little Boy That Santa Claus Forgot* and *The Greatest Mistake of My Life and Maria*. Had to beg off with a speech before the show could go on.

Tracy has acquired a pleasant tinge of British accent, which blends surprisingly well with his original type of diction. His bearing is dignified and, if properly surrounded, he should do very well in cafes.

Supporting Tracy is the perennial Jack Waldron, who broke emcee records at this spot last year and is doing a return. Waldron now does his comedy bits with Letty Kemble, who was recruited from the Hollywood line. Others in the fair layout are the Le Azorows, fast dance team with the fem member wearing extreme make-up; Stanley Meehan, who sings the production numbers pleasingly; Ruth Denning, a pert rhythm singer who can stand up under far better spotting; Edith Roark, who sings and does a comedy number with Waldron, and Betty Atkinson, dancer.

Leon Navarra's Ork plays for the show and it's nothing short of a swell job this maestro does. Production numbers are up to the Hollywood standard, but not something that the visiting firemen will write home about. Sugar.

Yacht Club, Chicago

An altogether satisfying revue, each act perfectly fitted in this environment. Matt Pepper, hard-working and capable

Appearing
Nightly
**RAJAH
RABOID**
"MIRACLE MAN"
Address
305 W. 71st St.,
New York City.
Phone, Trufalgar
4-7592.

**GERTRUDE & RANDOLPH
Avery Productions**
LINES—ACTS—NOVELTIES
For Clubs and Conventions.
Associated With
BARNES-CARRUTHERS
Fair Booking Association,
121 North Clark, Chicago.

THE ORIGINAL
**ZORINE AND
HER NUDISTS**
Personal Direction BILL PARENT,
Beverly Bldg., Chicago.
Booking Thru VAL CAMPBELL,
Fox Theatre Bldg., Detroit.

JANE Melodious Songs
and
Musical Monologues
1421 Spruce
Street,
Phila., Pa. **FARRAR**

MARIO & FLORIA
THE UTMOST IN DANCING.
Just Completed 5 Weeks
Terrace Room, STAYLER HOTEL,
Detroit.
Dir.: MUSIC CORP. OF AMERICA.

**ERNE
MACK**
Man With 1,000
Faces.
Cagney's Double.
Now Playing
Private and Club
Datels.

Night Club Reviews

emcee, keeps the pace fast and merry. In addition to dishing out some smart gab, he brings back some hot stepping so contagious a few years back and presents it in a spirited and entertaining manner.

Gladys Crane is displaying marked improvement as a comedienne and her delivery of a couple of special song arrangements netted her heavy applause returns. The kid is a hard worker and makes a striking appearance.

Bud and his Buddies, vaude act recently in a local theater, look just as good on a club floor. Because of its refreshing novelty, it holds up in front of any audience. Lucille Hughes, attractive platinum blonde, opens with a few bits of magic, while Bud works with a couple of highly trained canines.

William Hall and Esther Rabston, of Hollywood, are making their initial cafe appearance and stack up as a pleasing turn. Hall, a virile-looking baritone, should be seen with the girls and may be rightly tagged now as "the Clark Gable of the night clubs." Has a good voice and it not too forceful in peddling his wares. When caught, he did a special song labeled *Crossroads of the World* and the popular *The First Time I Saw You*. Miss Rabston is a charming blonde with a winning cafe personality. She pitches in during the talk sessions with Hall and closes with him in a song novelty on Hollywood.

Hugo DePaul's six-piece orchestra is continuing on the band stand and for its size is playing a good show. Sam Houghberg.

Frank Sebastian's, Culver City, Calif.

A snappy, fast-moving show with a number of act changes each few weeks to lend spice and variety to return audiences features this oldest of Coast night spots.

Joe Venuti's Orchestra is still supplying the music. Venuti has one of the best bands in the business, but much too brassy, the blare-making one's ears ring. He opens the show with *Big Chief Seeling*, offering his own vocal and featuring a smart tap dance accompaniment by Dick Bennett.

Don Darcy, a really able baritone, pleased with *My Little Buckaroo* and *Sweet Leland*. Faulty mike made his voice swell and recede, but there is no doubt regarding the boy's artistry and musicianship. Dick Bennett, in faultless soup and fish, followed him in an intricate tap that brought applause.

Red-headed, slim-hipped Jane Robbins, a provocative little number, came thru with the vocal to Alexander's *Ragtime Band* in hot style. Venuti and his band then offered *Corinne Cortes*, with the boys impersonating the announcer of *March of Time*, Hitler, Mussolini and other world figures in delivery of the song, offering also the Mills Brothers, Cabloway and Cliff Edwards—a swell medley.

Finale, a rumba specialty, featured Caroline Mason—and the gal is good. Show staged by Eddie Court, who did *Pick a Star* dance routines for Hal Rosch as well as Pinky Tomlin's recent *Thanks for Listening*.

Venuti seems set for some time yet. Business fair in early hours, but gets much better as the night advances. David Arien.

Cocoanut Grove, Boston

New Year's week show at Barney Welansky's Hawaiian hacienda is a terpsichorean recital, with Charlotte Hanson's not too forte singing the one departure. And it's an all-girlie show (33 minutes), with the exception of Kane, of Gardner and Kane, featured with Ruthina Warner, nudity expert.

Gardner and Kane make a nice team with their flirtatious ballroom tap and challenge business. Gardner solos midway for a toe kick that looked mighty good and won big applause. Some of her challenge work included well-paced handspings of the lithe type. Duo are there for the finale *Big Apple* festa, with Gardner in as the yellor and warbler.

Line (eight) creates the pattern of the *Big Apple*, and then disbands to pull in the cash customers for some fun. Even the Lew Conrad Band dismantles itself and Indian files it around the group, and

giving the number an air of informality and gaiety.

Ruthina Warner is as choice a nudity delineator as has graced Hub niterly floors for some time. She's in twice, first with the yell and then with the bubble. Routines are not of the usual sleepy type. She's got grace and nice execution, particularly of her turns. Warner exemplifies ethereal and picturesque abandon under the subdued lights. And her slim form is one to cause envy to women and provocation to men. She's pretty and her work is okeh.

DuBold Twins, tappers, are also part of a production number which opens with the line in modernistic dance. They follow with a medley of smoke ditty hoofing, throwing out a bevy of kicks. Warner's veil dance is follow-upper, and then the line returns.

Charlotte Hanson, singer, isn't ripe for big clubs like the Grove. Voice isn't of the sure type, altho the girl is trying her best. She'd do better to develop what she may have by recording her voice and picking it to pieces. Plus a little more salesmanship and ability to get to her audience with click pipes, this lass can try later with maybe better luck.

Opening tandem-costume line number needs peppering (new girls).

Lew Conrad Ork okeh on carrying the show. Sidney J. Payne.

Jockey Club, Kansas City

The music of George E. Lee's Orchestra this week is so unique and entertaining that no floor show is being offered. Probably the best club on the city's east side, it is drawing excellent crowds, and the owners, E. C. (Bob) Stocker and Everett McClain, see a big year ahead.

Lee's band is composed of only four other Negroes beside himself, but the five it puts out classes it among the best of the colored combos in this section. In addition to blowing a nice baritone sax, Lee sells one song after another in a style which catches on quickly with dancers. Especially did he sound good on *Marie*, *I Can't Dance 'Cause I Got Ants in My Pants* and *Once In Ashville*, all of which called for encores.

Lee Etta Smith, femme pianist, also scores with the vocals. She parodied *Vieni Vieni* neatly and displayed a swingy style comparable to that of Mildred Bailey. James Walker, guitarist, does the arranging; Thurber Jay strums a solid bass, and B. C. Kinard toots an alto sax and clarinet to complete the instrumentation of the Lee unit.

Not only does the unit offer rhythmic dance music, but it presents each number with showmanship and musical ability—traits which are lacking in all too many of the city's small band presentations.

The club seats 250. Service excellent. Stocker and McClain are always on hand with a happy greeting and "George" sees to it that the entertainment is up to par. Dore Dexter Jr.

College Inn, Hotel Sherman, Chicago

Delightfully screwy is the show with which College Inn is starting off the new year, what with Shea and Raymond, crazy dancers; "Screwy" Douglas; Myrus, the Mental Marvel, with revelations that make one wonder whether Myrus or the listener is screwy; Karl Marx, peripatetic clown, and the screwy antics of Buddy Rogers' Band boys and Boots McKenna's dancing girls. Hollywood Bandwagon they dub the show, and it's fast-moving action, fun and entertainment thruout.

Paced by Buddy Rogers and band, with Bobby Baxter doing the vocal, the Boots McKenna Girls (12) in frilly orchid and peach colonial dress come on for a colorful routine climaxing with a doll dance, the dolls being revealed on the girls' ankles as the long skirts are raised. Another band number, *I'm Working My Way Thru College*, with the various members of the band taking the part of "sheetwriters" and warbling appropriate stanzas.

Patsy Marr, tall young acrobatic dancer, offers an astonishing variety of flips, butterflies and other acrobatic routines. A versatile and pleasing performer.

Patty Lee, vocalist with the band, sings *Basin Street Blues* to the accompaniment of the band, with Buddy Rogers at the piano. Miss Lee, attractive

blonde, has what it takes in the way of looks and voice.

Boots McKenna Girls on for a ski number in which they present a novel routine on roller skates camouflaged as skis. Following them, Shay and Ring, eccentric dancers, offer a series of entertaining, goofy routines that draw howls of laughter. Girls on again in fencing routine and military tap dance and Patsy Marr tapping out a tattoo on her head with her feet while doing a handstand. Insistent calls for *The Big Apple* brought the girls back and there followed a session in which the customers were inveigled into dancing the number with the girls. Sure-fire for laughs.

Following the regular show, Myrus, the Mental Marvel, mystified the customers by giving startlingly correct answers to questions written on folded cards, the spectators suspecting a gimmick but being unable to discover it. Karl Marx, luminous clown, appears to have become a fixture at the Inn, having started his second year as general greeter.

Thruout the show Buddy Rogers proves his versatility by playing just about every instrument in the band and doing it well. No "names" in the show aside from Buddy Rogers, but it is entertaining all the way. Nat Green.

Zeke's, New York

Proprietor - host - entertainer Leon Kramer is primarily interested in establishing this 10-day-old spot as a reputable steak house rather than a cabaret and, with this view in mind, has concentrated on his vittles and has allowed the entertainment question to adjust itself. He is starting with an unpretentious show and, should there be a demand for more elaborate shows, he will enlarge upon it.

The spot itself, despite the hayseed connotation, is modernistically appointed, with leather-upholstered booths and leather-covered walls indirectly lighted. The ground-floor room, a rectangular high-ceilinged affair, is the club proper, but an upstairs room, the Columnists' Room, is being readied for special occasions.

Main attraction is the music of Joe Ricardel and band, a six-piece outfit that has played a number of night spots in town. Combo does good work in dance and show assignments and the versatile efforts of Ricardel as vocalist, sax and fiddle player feature what might otherwise be termed an adequate but drab aggregation. Between sessions by the band, George Brown gives out with random and request ivory tickling.

Audrey and Price, obviously a young team in years and experience in ballroomology, wisely refrain from frilly or hard stepping in a couple of numbers, a waltz and a rumba, and with their ordinary work are able to garner a head. They have a very long way to go yet, tho.

Ronnie Tobin is billed as a singer, but by inserting bumps liberally in songs where no bumps are called for, she

**The Great
INDIAN FAKIR
BLACAMAN**
Master of
Animals
Presenting the greatest
Variety-Show
Hall Act in the
world. Running
time 1 hour.
50 Crocodiles, 20
Lions, 20 Snakes

Perma-
nent ad-
dress
The
Billboard
New York.
BLACAMAN

**BIGGEST LITTLE
SHOW ON
EARTH**
**ROSE'S
PARISIAN MIDGET FOLLIES**
Now on Tour
MRS. IKE ROSE, Manager.
Per. Rep. MARTIN M. WAGNER.
Win. Morris Agency.

played a large enough number of the audience, who forgave her lack of vocal talent. She is passably pretty and plenty soft.

Kramer himself is the most worthwhile item on the roster. His song offerings are put over with finish and his voice contains a strange quality, soft and climbing to a velvety falsetto, that is made to order for the type of stuff he does. Numbers included *Suzanne*, *Credic Song*, *Ossé Rose* and *Melancholy Baby*.

Steak dinners plugged are priced at \$1.75, but dinners can be had from \$1.50. Never a cover or minimum.

George Colson.

San Souci Road House, Havana

This popular night club is going with renewed vigor, owing to the impetus of many American visitors and tourists.

Features are Lillian and Mario, ballroom dancers; Adelina Duran, in Spanish regional dances; Dorita and Valero, in special rummy numbers, and Elipido and Margot, "the king and queen of the Cuban native rumba" as it is danced in the islands.

Special Christmas music by Palms Orchestra, which has been increased by new members and a Cuban native singer.

Cover charges, extra high prices and minimum charges are now under the control of the government. L. M. S.

Casino, Havana

Havana's winter Casino opened December 23 to a large and fashionable gathering.

The headliners are Dario Borzani and Diana Dewey, lately from the Rainbow Room, New York, and the Havana Casino Orchestra. Two floor shows are given, at midnight and at 2 o'clock.

Opening of the races Christmas Day and other special winter features are booming the tourist trade to this popular winter resort. L. M. S.

Paradise Restaurant, N. Y.

After three weeks of Rudy Vallee the Paradise brings in another shot in the arm with Belle Baker, who has already increased business and who should be able to help this spot pull thru the usual post-New Year's lull.

Miss Baker holds her own easily. Spotted before the finale, she was on for 19 minutes and could have stayed longer. A past master at handling special ditties and pop songs, she knows how to use the mike, how to attract and hold a noisy crowd and how to give a song that extra touch. With the exception of her Italian number, her selection was surefire. She offered *You Can't Have Everything*, *Once Is a While*, a medley of old favorites, a Jewish dialect number and—you guessed it—*Bei Mir Bist Du Schoen*. Poise and delivery is all there and the crowd was with her all the time.

The rest of the show has Bobbie Joyce, pretty little brunet, doing punchy acrobatics; Lee Sullivan, handsome young tenor, leading the production numbers; cute Helen Dell, leading the dance numbers; Walter Long, lanky young tap dancer, whose technique has already put him in the top class, and the George Hale's ravishing beauties in beautiful costumes. The production numbers are still the finest on the street, possessing imagination, beauty, speed, comedy and plenty of flash.

All in all, it's a sock show and a bargain for the money. Miss Baker, incidentally, has already upped supper business in particular, which has been poor right along. Paul Denis.

Saks Bar, Detroit

This modern nitery remains one of the few better class spots in Central Uptown Detroit in which local pleasure seekers can be sure of finding a good floor show. A lot of that is owing to the unobtrusive but genial personality of Dave Saks.

Eddie Bratton and orchestra are in here for a return engagement. Bratton, with eight years of local fame on WWJ, where he still doubles, has a band that plays well together. It is especially notable for its full-tone quality, particularly in the brasses. They also excel on the quieter rhythmic dance tunes.

Floor show opens with Lee and Rouli, exotic pair doing *Manhattan Serenade*, a variety number with the girl in bouffant brown costume, winding up with a fast semi-sartric mood in the current style. They go into a rhythmic number of

Latest Count: 82

CHICAGO, Jan. 1.—Despite dull business conditions in the booking field, the number of booking licenses in this area in the last three months has jumped by 10, increasing the total to 82 licensed bookers. The majority of them operate in Chicago.

intricate pattern, characterized by free dancing by each in perfect rhythm. Later turns include a *Valse Caprice*, a graceful number; another in varying tempo to Don Redman's *Song of the Weed*, and a fast novelty rumba with both in fancy white costumes. Act is well stylized and wardrobe.

Three Variety Boys (Jack Farrell, pianist; Henry Gold and Lou Starr) have comedy numbers, including nutty songs, that stop the show; some rare moments of well-balanced harmony between tricks, some risqué gags and tap and variety dance steps plus piano numbers. They act out some of their interchanges of wit to perfection, a bit on the blackout style. The act has a routine that should go well in theaters, too. Farrell, of the Variety Boys, officiated as m. c.

George Melczak, pianist in Bratton's Band, fills in the interludes with soft music, while some of the interlude spots are taken solo by the accordionist, who rates a mention. Two special numbers were done at the show caught by Anne May Medley, radio singer, who was a guest in the house. H. F. Reeves.

Boulevard Room, Stevens Hotel, Chicago

There is a greater variety of entertainment and added inducement for the young trade now that a floor show, repeated three nightly, augments Marek Weber's musical programs in this ample and dignified room. Originally reopened with the Continental maestro as the only featured attraction, business was good but failed to attract the stepping-out youngsters. While the outfit continues to feature waiters and light concert interludes, the boys are now being conducted in numerous swing tunes and stacked up as a modern and highly entertaining collection of musicians.

Weber's appearance on the network's *Carnation Hour*, starting this week, should add prestige to the room, not to mention bulging receipts. He is an improved showman now, having picked up enough of the English language to make a sociable host and a more popular band-stand figure.

Initial floor bill is brief and commonly entertaining. Not enough sock talent on hand to make a better-than-average showing on this sizable floor. A line of eight Dorothy Byton girls opens with a acrobatic specialty, featuring their captain, Eleanor Christian, in a cute and fast acro routine. Marek Weber next takes the stand for a brief musical interlude, and Cass Franklin, young baritone, who doubles as emcee, follows, singing pop tunes in a talented manner. Once the chap acquires a more mature presence there will be little to stop him in his climb to fame. Eleanor Christian returns for a rhythmic tap dance, and the line closes with a cane dance to *Stomp!* at the Sarcy. A stock floor-show feature here should be a good ballroom dance team.

The Four Aces, good strolling combination, play between dance sessions. Sam Honigberg.

Cafe de Paris, London

Cafe de Paris, one of the swankiest spots in town, has no floor show, but always uses an international "name" act.

Current are the Four Yacht Club Boys, a sensation with their risqué lyrics. Boys are made to measure for this spot and sing nine or 10 numbers at each session. Ambrose and his orchestra, regular feature here, supply the music for dancing and play during meals. Bert Ross.

Teachers Sock Apple

MIAMI, Jan. 1.—The *Sig Apple* took a beating at the hands of the Florida Society of Teachers of Dancing, affiliate of the Dancing Masters of America, when the society's convention in progress at the Biltmore endorsed the furtherance of *The Rorico* for the 1938 terpsichorean and officially discredited the fruit jig.

The Rorico was introduced about a year ago by Ramon and Benita. The vote by the Florida teachers is the new dance's first official boost.

Acts Repeated In Chi Houses

Talent dearth compels repeats, quick pick-ups by rivals—booking bars down

CHICAGO, Jan. 1.—Scarcity of acts is removing the bars from local competitive houses for talent that worked any one of the four combo theaters in the Loop. While acts that made the local rounds have been used after a five or six-month absence, talent scarcity is forcing local bookers to use the same acts more frequently regardless where or when they played the town last.

It has been the custom last year for the State-Lake Theater, the Jones, Linick & Schaefer house, to schedule acts that worked either the two Balsban & Katz temples (Chicago and Oriental) or the RKO Palace. The wanted performers have been picked up at reduced salaries and spotted between three and six months after their last appearance in a competitive combo house. The new plan being enforced in the B. & K. booking office is to sign acts for return engagements just as soon as their initial efforts prove successful. The acts are either signed for another week in the same house or moved into the chain's other flesh theater for a similar run.

Acts that have the advantage of working both B. & K. houses in a comparatively short time are the novelty type who look as well on most any stage as highly exploited attractions. A good example is Frakson, Spanish magician, who worked the Chicago Theater two weeks ago and is already lined up for the Oriental week of January 14. A quick repeat of the publicized offerings included Eddy Duchin's Band, which played the Chicago Theater twice in a month.

A few of the many acts who worked two or more of the local houses in the last several months include the California Collegians, Randolph Avery Trio, Loria Brothers, Fenwick and Cook, Jack Williams, Johnny Bryant, Toni Lane, Melba Brian, Richard (Red) Skelton, Morey Amsterdam, Ginger Dulo, Hap Hazard, Burns and White, Paul Rosini, the Three Samuels, Wilkey and Rae, Lathrop Brothers and Virginia Lee, Joe and Jane McKenna, Stadler and Rose, McKay and LaVelle, Master Eugene; Lowe, Hite and Stanley; Ted Weems Ork, Three Slate Brothers, Steve Evans, Vic Hyde, Helen Reynolds Skaters, Gus Van, Jack Gilford, the Bredwins, Grace and Nikko, Ben Berri, Buster Shaver with Olive and George; Mells, Kirk and Howard; Sybil Bowan and Mariona.

Detroit Variety Election

DETROIT, Jan. 1.—Variety Club, whose membership is made up of men associated with the motion picture industry, have elected the following for 1938:

William Carlson, chief Barker; Alex Schreiber, first assistant Barker; Harold C. Robinson, second assistant Barker; David Newman, property master; Jack Sax, wagon man; Cully Buermele, William Fleming, Ray Moon, Charles C. Perry, Sam Seplowin and Jack Stewart, canvas men.

The new officers will be installed at a banquet to be held January 3. John J. Harris, of Pittsburgh, national president of Variety Clubs, will officiate at the installation.

Season's Greetings

FAWN and JORDON

Sensational Exponents of the Dance

NOW APPEARING
HOTEL ST. MORITZ
New York

"Safe Whoopee"

BOSTON, Jan. 1.—Latest innovation to astound the crackpots are "safe whoopee" trains, which were to leave the North Boston station of the Boston & Maine Railroad at 2 a.m. yesterday.

The railroad's advertising reads, "Don't spend New Year's in the Hoosegow."

Chi New Year Biz Off 30%

CHICAGO, Jan. 3.—New Year's Eve business in clubs and hotels here was off between 30 and 40 per cent from last year. While a few of the leading cafes had a capacity night, the majority of the night spots had slim spending crowds. Bookers who have made a survey of the situation over the week-end report that the chief reason for the holiday slump is the business recession which has been creeping in the last couple of months.

Pre-holiday signs looked very bright, cafe and hotel operators depending on the heavy advance reservations. Before New Year's, however, a large number of reservations were canceled, action which in turn caused the cancellation of talent booked in for the holiday. Many acts here spent New Year's without a single engagement.

Prices, generally, were up to last year's level, the highest in several years. Only a spot here and there was reported to have upped or lowered the cover charge.

Landon Manages St. Francis

SAN FRANCISCO, Jan. 1.—Dan E. Landon, one of the youngest hotel executives in the country, today becomes manager of the Hotel St. Francis, having resigned his position from the Sir Francis Drake Hotel, where he has been for three years.

ALBENICE

Presents
HINDU MAGIC



Held Over Again

6TH WEEK
ST. MORITZ HOTEL, N. Y.

The Chinese Princess of the Dance, Thida Loy

In Interpretive and Character Dance Creations.
Now in Her Twelfth Successful Week at the GOLDEN GRILL SUPPER CLUB, Rochester, N. Y.
For open dates, either phone or wire the MUTUAL ENTERTAINMENT EXCH., Rochester, N. Y.
Thanks to Arthur Argyle.

Agents' License Bill Up Again

NEW YORK, Jan. 1.—Paul Moss, commissioner of licenses, this week said he would push the Osterag Bill in the State Legislature in Albany this month in an effort to clean up chiseling agents and other abuses. Agents will have to get licenses from the commission, and the commission will refuse to issue licenses to those who do not measure up as ethical operators. A lot of so-called personal representatives are expected to get the ax in the event the bill passes.

Moss inaugurated his war against phony agents about four years ago. The measure was beaten in the past, but city's feeling is that the court's ignorance of show business was responsible for the non-passage.

With the performer unions tying up agents more thoroughly than ever before and with the possibility of Moss' measure going thru it looks like a sad new year for the bad boys.

Scala, Berlin, Booked Ahead

BERLIN, Dec. 27.—Eduard Duisberg, director of the Scala, has programs set into August, 1938.

Headline attractions for the various months are: January, *Crazy Shows*, featuring Lottie Mayer's Disappearing Water Ballet and Diving Girls; February, Jack Hylton's Band and Lottie Mayer's Water Ballet; March, Jack Hylton's Band; April, Col. De Basil's Russian Ballet; May, *Viewless Recue*; August, Charlie Rivel's Clown Ensemble.

O'Connor-Thompson Promoted

NEW YORK, Jan. 1.—John O'Connor and Major Leslie E. Thompson will formally assume directorship jointly of all RKO theaters starting tomorrow and lasting until the return of Leo Spitz from the Coast. Assignment of the successor to the post of theater director being vacated by Nate J. Blumberg will be decided by Spitz at that time, presumably not before February.

Blumberg assumes his new duties as president of Universal Pictures Monday.

Lincoln Vaude Cashes In

LINCOLN, Neb., Jan. 3.—Testimonial for flesh was presented this week in the year of 1937 books in comparison to a year ago by theater managers. Nebraska's movie house business, in the fourth quarter, slumped generally from 15 to 27 per cent below the same period a year ago.

The Orpheum here, with vaude, has done 5 per cent better in the same period and is asking 15 cents more at the ticket window than in the 1936 quarter.

Unions Fight Cristie Club

NEW YORK, Jan. 1.—The American Federation of Actors and Local 802 (musicians) combined to picket Dan Cristie's Little Old New York club here this weekend. The AFA pulled the show out when Cristie failed to meet a claim for \$79.50 filed by Joe Howard with the AFA. The musicians also had a salary claim, a non-union band allegedly going in when 802 pulled out the union band.

THE ROXY THEATER, New York, review last week mentioned the use of "Strobilized canes" in a Foster girl routine. In fairness to other firms dealing in luminous paint, the effects were not prepared by the Strobilite concern.

Kid Banned From Hotel

NEW YORK, Jan. 1.—According to the Hotel New Yorker, city authorities have banned the appearance of five-year-old Irene Davidson, skating star, in the hotel's Ice Ballet. New Yorker management pleaded ignorance of the ordinance prohibiting appearances by children.

Chi's Three WPA Units in Third Year

CHICAGO, Jan. 1.—Three WPA vaude units stemming from local headquarters will begin another school circuit tour this week after a two-week holiday lay-off. Because of the large technical crew and pit band employed, each show carries around 45 people.

The units completed their second year in this area last month and have been averaging between three and five engagements weekly. Wherever possible a minimum admission is charged. W. Earl Bronson continues as head of the vaude project and operates from his new location in the Great Northern Theater.

Hazel Talbot To Single

DETROIT, Jan. 1.—Hazel Talbot, formerly of the team of Lydell and Talbot, will carry on as a single following the death of her partner, Al Lydell, last week during an engagement at the Jules Club, Saginaw, Mich. She will do a dance and roller-skating tap.

Butterfield Special Vaude

DETROIT, Jan. 1.—Fourteen houses of the Butterfield Circuit put in stage shows for New Year's Eve, booked thru the Ray Conlin offices. All are major houses in up-State Michigan.

Goodman, Withers Booked

DETROIT, Jan. 1.—Benny Goodman was booked for a week at the Fox Theater, opening February 18, by David M. Idzal, manager, this week. He will probably be followed by Jane Withers in February.

Detroit Agency Moves

DETROIT, Jan. 1.—Empire Theatrical Booking Service has moved into larger quarters. Katherine Blackburn is retiring from the booking field, according to Ceylon J. Ashton, manager.

Joe Hannon Recovers

SCHENECTADY, Jan. 1.—Joe Hannon, who has been confined to the hospital with an eye infection, has returned to vaude. During his confinement, his accompanist, Gloria Merrill, entertained other patients in the hospital during Christmas.

Vaudeville Notes

LUCKY MILLINDER and band, after their current stay at the Savoy Ballroom, New York, will go a series of vaude dates, with the Nixon Grand, Philly, and the Michigan, in Detroit, their first two stops. Exact dates have not been set as yet. . . . CARL "DEACON" MOORE and band has been set thru CRA for a week

Wants \$10,000 From "Copy" Act

LOS ANGELES, Jan. 1.—A suit to protect an act, its title and features from plagiarists was filed in Superior Court here by Charles Rollin Smith, who claims priority to a vaudeville act entitled *Musical Plumber*.

Defendants are Dede Kemble and others, who are charged with having adopted the title, musical adaptations and songs used by Smith. Smith's suit is for an injunction to prevent defendants from continuation of their practice and \$10,000 damages.

Vaude in Belgium

BRUSSELS, Dec. 27.—The new Varietes switched back to big-time vaude last week with bill including Six Singing Babies, fern harmonizers; Alvata, illusionist, and the Raimonda Ballet.

The Konyots, acrobats, are at the Ancienne Belgique, and Five Blumenfelds, aerial, are at the Claridge.

Karanova and her gypsy ork are at the Caprice Viennois. The Hippodrome, Antwerp, is presenting vaude revue show with Four Rhythm Aces, hoofers; Frank Eders, heavyweight juggler; Smell and Conny, comedy contortionists; Crayon, caricaturist; Suzy Wandas, illusionist; Two Rosetts, aerial, and 16 Broadway Mitchie Girls.

Ted Wilde Unit Opens

NEW YORK, Jan. 3.—Ted Wilde's French Models vaude unit opens a Southern tour for the Kemp circuit at the Capitol, Atlanta, January 23. Wilde and Bob Roland split emceeing, the cast including Three Smart Girls, eight chorines and Joe Vernon's Heat Waves band. Cast is AFA, the band also being union.

Files Claim With AFA

NEW YORK, Jan. 1.—Donald Bain has filed claim with the AFA against the Como Club, Buffalo, claiming he was canceled after the first show recently. AFA is contacting the club and the agent, Arthur Argyries, of Rochester, in effort to adjust the complaint.

Vaude in Worcester

WORCESTER, Mass., Jan. 1.—The old Worcester, which reopened with burlesque under management of Jack Garrison, featured "Bimbo" Davis in first show.

The Plymouth booked 10 vaude acts for the last three days of the week, starring Fifi D'Orsay.

Salt Lake Vaude Resumes

SALT LAKE CITY, Jan. 1.—Roxy Theater resumes vaude today, new policy opening vaude Saturdays instead of Sundays as previous.

Those Shoestringers Again

CHICAGO, Jan. 1.—A shoestring booker here is looking for "starring acts." Figures that those performers will go along for any salary and that there will be fewer squawks when no payment is made.

Last week one such booker enticed seven performers into Milford, Ill., and left them stranded after a four-day non-paying engagement.

Service Union Wins Cafe Pacts

NEW YORK, Jan. 1.—The cleaners and service staff union, Local 59, of the Building Service International, got its first break in night clubs this week when the International Casino, the Hollywood Restaurant and Billy Rose's Casa Manana promised to sign closed-shop contracts.

Lou Conway, local's president, says the contracts provide for a six-day 42-hour week, 25 per cent wage increase, time and a half for overtime, one week vacation with pay for one year's service and two weeks for two years' service and closed shop.

Spokane Vaude Clicks

SPOKANE, Wash., Jan. 1.—Only local house booking regular vaude, the Post Street, completed its 17th week today, with the management facing the future optimistically.

Christmas slump has been less than anticipated, Manager William L. Evans said. "Quality of Bert Levy acts has been improving constantly. We are receiving lots of compliments. Unions are working with us and their co-operation has been splendid."

Goldfish Stunt on Tour

REGINA, Sask., Jan. 1.—"The girl in the goldfish bowl" was used as an advertising stunt in the lobby of the Capitol Theater here by Walter Davis, manager. Edna Vincent is touring Western Canada theaters with the stunt.

Jackson, Mills, Reeve Split

CHICAGO, Jan. 1.—Jackson, Mills and Reeve trio is splitting at the end of its current engagement at the State-Lake Theater this week. Eddie Mills is leaving, and Pete Clifford, formerly of the Racket-Cheers, will be added to form the act of Jackson, Reeve and Clifford.

Mississippi Clubs in Jam

NEW ORLEANS, Jan. 1.—District Attorney Whitten of Charleston, Miss., announced Wednesday that 13 warrants charging three North Mississippi night clubs with allowing gambling have been issued following raids Monday night on the clubs. The raids failed to produce evidence of gambling. Whitten said he plans to padlock the clubs.

Seattle Club Owner Hurt

SEATTLE, Jan. 1.—Injured seriously in a spectacular head-on auto collision, was Orin W. Owen, operator of The Ranch, night club. Owen suffered severe fractures and is reported in fair condition.

Joe Orlando Opens Office

NEW YORK, Jan. 1.—Joe Orlando, former baritone soloist, has opened a booking agency at Flushing, L. I.

Schine Buys Ohio Houses

CLEVELAND, Jan. 1.—A deal involving \$350,000 and three theaters was closed this week when Messrs. Flanigan, Irons, Young and Steel, of Cleveland, disposed of their Kent and Ravenna theaters to the Schine interests. The Kent (O.) deal included the De Luxe Theater and office building, comprising six suites, six stores and a house with 1,000 seating capacity. At Ravenna, O., the De Luxe and Ohio theaters were included. Sale encompassed land, buildings, going theaters and good will. Edward C. Flanigan and his associates will devote their time to their Cleveland interests, which includes the Miles parking concessions, with 45 acres of land at Chippewa Lake to be developed.

PAUL GERRITS

Third time at Radio City Music Hall.

Radio City, New York

Season's Greetings

Direction—LEDDY & SMITH

Loew's State, New York

(Reviewed Thursday Evening, Dec. 30)

Something that does not very often happen at this house comes to pass with the two and a quarter-hour showing of *Firefly*. The Jimmie Lunceford Band is the sole stage attraction and even then the outfit scarcely does 20 minutes. Which may or may not be a feather in the cap of the Harold F. Ousey-guided aggregation, as the drawing power of the overlong film is dubious.

The band makes full use of its short time on the boards, however, and from the swiny opening of *Bei Mir Bist Du Schoen* to the equally swiny and novel arrangement of *For Dancers Only*, their curtain dropper, it crowds every second with band numbers and specialties that meet with approval all around. Lunceford's manner of fronting the band, with soft spoken and intelligent intros to numbers and specialties, does much in mellowing the occasional blasting and in confining the swing output to a sane terribleness.

A nice piece of accompaniment was displayed by the band, what remained of it on the stand, in following the trio of Willie Smith, Eddie Tompkins and Sy Oliver in a novel *Bob White* harmonizing where each of the boys speaks out for one of the three birds in the piece, identifying themselves with cardboard placards. Willie Smith also comes out solo for his recording version of *Poet*. The brass section is then given a chance to shine in a special arrangement of *In the Shade of the Old Apple Tree*, while a jam combo of drums, piano, guitar, trumpet, sax, clarinet and bass, and led again by Smith, gets in the groove with *Puf on Your Old Gray Bonnet*.

Dan Grissom, band vocalist, eases the pace for a bit with a pashy rendition of *Once in a While*, but as soon as the cats get their wind they wind up the proceedings with a breath-taking arrangement by Sy Oliver, *For Dancers Only*, it being the band's illustrative conception of "swing."

House good but not packed at supper show. George Colson.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 30)

Celebrating its fifth anniversary this local landmark stages a "dance festival" for its spectacle, *Carnival*. The care-free spirit of the dance is manifest in the curtain raiser with the corps de ballet prouetting for eye-filling evolutions that approximate first a May-pole dance and then center cutesome for a sleigh ride.

For the curtain dropper Russell Market has the Music Hall Rockettes strutting the Can Can, which scandalized GAY Paree a century back. But the routine is hardly meat for doughty die-hards today. Excepting that everything these prancing ponies execute is so darn perfect that it provokes cheering. Even Lloyds of London will lay odds they bet their eyelashes in union.

The floor club, straddled statuesque in front of a mirrored prop, fill a second slot that encourages Alice Dawn to warble a Cole Porter ballad. Gal has a clear set of pipes but hardly adequate to match the largesse of this hall. And her limited range falls short on the dramatic force the production embellishes.

As a repeat terp twin of Georges and Jaina are given too few fleeting minutes for the finesse and finesie of their ballroomatics.

Paul Gerrits is a far cry from the staidness of the Music Hall extravaganza. And the packed house when caught was plenty agreeable to the bending. For Gerrits is an agreeable performer, feeling much at home in front of the massive foots and clicking handsomely with his familiar roller-skating turn, interspersed with honey gab and gags.

Symphony ork in the elevator trench give a listless and slothy reading of Gershwin's *Rhapsody in Blue*, Henrietta Schumann handling the solo passages in capable finger-board fashion.

Picture is *Tovarich* (Warner Bros.). M. H. Ordenker.

Roxy, New York

(Reviewed Thursday Afternoon, Dec. 30)

With *Love and Hisses* (30th Century-Fox) doing the silver sheet honor, Roxy showplace has whipped together a right smart presentation to do the stage fare honor. And with the holiday throngs bringing out the family trade, there is enough on board to satisfy all classes and ages. House was packed on this trip and the payee response augurs a happy

new year for live entertainment if only the moguls that he would will it. Flicker is full of variety turns and it is an interesting commentary that none of the shadows showed as satisfying as the flesh.

Gets under way with a candid camera atmosphere, the Campbell Boys focusing the soubret in song. Gae Foster gals emerge from the lens drop, attired in male morning regale, and trot thru a strolling-in-the-park soft shoe routine that really clicks, camera or no.

Edna Hall is the initial specialty, showing as one traiber who works as hard as her trained dog. Confines herself to acro turns, balancing the purp, for the most part, for effect that is effective.

Tip, Tap and Toe, top tap septia boys, have an easy time of it with socko challenges. Roy and Trent, male duo on the follow, follow with the pleasing no end for their hand-to-hand acro twister.

Foster girls cavort in feathery gowns, all of which serves to bring on the Novelle Brothers. Freres do their fiddling turn with tumbling antics accompanying their bowings and follow stronger with their whistling routine a la two swishy ducky-birds. A show-stopper that's sure-fire.

House line get a Hindu temple setting for the signing off, doubling as tom-tom beaters. But there is no signing off until Henriette Marcelle and Company, three males the company, keep the payees at the edge of their seats with one of the sprightliest adagio turns to tek the boards. Adept at tossing the tiny female torso, it's sharp stuff on every throw, with Miss Marcelle a moeh effective tosee.

Plenty of salvo for every act, each plenty deserving. M. H. Ordenker.

Earle, Washington

(Reviewed Friday Afternoon, Dec. 31)

Local Warner house has put together a nicely balanced program for its first week in 1938. Opening the stage show, the 16 Gae Foster Girls, well costumed in flowing capes, do a well-timed fencing routine.

Fraxton renders a polished act of card tricks and cigaret disappearance. Fraxton's novelty is a radio set which, after playing it awhile, he makes disappear. He should trim his chatter a bit.

Nina Allen and Eight Silvertones have a good singing arrangement, with the popular numbers drawing most applause. Two p.-a. mikes were used, giving too much volume to the numbers. The girls have good voices and the act can go places when the rough spots are smoothed out. A colored spot for the unit and a bright spot for the soloist is suggested to focus attention on the solo part.

Nick Long Jr., introduced by Bert Frohman, the show's emcee, after another Gae Foster number, gives some accomplished tap steps.

Joe and Pete Michon have a good comedy act and nothing can be added to their springboard acrobatics for more comic effect. The act drew the loudest and longest applause of the hour-long stage show. Nick Long returned with Nadine Gae after another Gae Foster number to do a ballroom dance, which every now and then went collegiate. Their dance pleased, but some of the routines should be dropped to keep in fitting with their attire. Bert Frohman sang a few popular numbers and the show closed with the Gae Foster Girls returning for a walk-time number which gave a pleasing surprise to the audience when the girls' muffs unfolded into tuxedoed males who became dancing partners.

Standing room only. On the screen *Tovarich* and the newsreel of Panny bombing. Edger Jones.

Paramount, Los Angeles

(Reviewed Thursday, December 30)

Current show was especially designed for the New Year's Eve and it's pretty good, too. There's an excellent blending of pretty girls with music, humor and dancing to make up an hour of spirited entertainment, which audience seemed to like.

"Hollywood Symphony of Loveliness," a new 30-piece girls' orchestra, opened the show with a fine rendition of *Rossini*. The girls are lookers, obviously selected for their beauty as well as for their instrumental skill. They rise to make a charming glee club, all in white satin evening gowns, to offer *I Still Love*

Vaudeville Reviews

To Kiss You Good Night in really effective harmony.

The Fanchonettes, trained by Carlos Romero, do a novelty routine in which they have a shield in each hand with a face painted upon it and which they juggle into various positions under different-hued lights. Costumes are quite cute and the girls are young and personable.

Top attraction is Harriet Wilson and her Six Singing Strings, CBS stars who are plenty good. Offer an original version of *Gertrude*. A highly talented group, they won deserved applause.

Bill Telaak and Sally Paine are the usual comedy team. Gal is a good-looking redhead with the right kind of curves; the fellow, a knockabout comedian, who goes into crazy positions, dives head foremost into the pit, tells funny stories which he appreciates as much as anybody and generally takes the show a little further on its way. Not outstanding, just average.

A couple of popular clowns are Williams and Charles, who come on in baggy suits with red wigs, dead-white faces, saucerlike eyes and enormous lips to tumble and clown around. One of the boys plays with metal disks on a steel table, achieving various harmonies. The other does an eccentric dance. Amusing.

Evelyn Farnoy is a good tap dancer. She whirls, pirouettes and struts as she taps and her individual rat-a-tat routines are bell-like in their clarity. The girl is a kid, but obviously a veteran in experience. She handles her audience with ease and graciousness.

The Fanchonettes close the show with a band number in which they twirl batons. Quite a good show. The house was packed, and Wells Fargo seemed to be a picture the audience liked.

David Arlen.

Palace, Chicago

(Reviewed Friday Afternoon, Dec. 31)

It was a hastily patched-up first show, but quite good, as there were enough standard acts to hold up the weakened framework. On view were the production numbers and only a couple of acts from the Bolla-Roberts unit, *Can You Take It?*; Herman Hyde and Sally Burrill and the Three Nonchalants, who were rushed in from the Palmer House when the arrival of the scheduled Richard (Red) Skelton was held up by a delayed plane. Absent, too, were the advertised Norman Alley films of the Panny bombing, which did not arrive in time for the opening show.

A 15-girl chorus, only fair on looks but capable in dance routines, opens with a disarming routine which gives logic to some of the *Can You Take It?* lyrics. The opening features Gertrude Briefer, lively brunet, who contributed a sock acrobatic specialty to expertly arranged music.

The Three Nonchalants follow with their ace knockabout nonsense and smart comedy that seems to ripen with age. The boys have few competitors in that field that can stand up as well and can

boast of as smooth and as speedily paced an act.

Next production spec has a few of the girls parading in costumes of our best seller heronnes, the remaining kids strutting thru an Oriental swing bit in snappy Chinese briefs. An atmospheric clarion for Hahn and De Negre in their flashily staged gold dance in which they strike some pulsating and graceful movements.

Dorothy Miller, attractive songstress, whose strong asset is a winning smile, pipes *That Old Feeling*, and *Mama, I Went To Make Rhythm*, both suitably arranged for her rhythmic voice and personality.

Dr. Hoffman, "the drinks are on me" magician, stopped the show with his amazing "think a drink" mixing novelty. His act is as mystifying as it is entertaining. Four of the line kids serve the drinks prepared by Hoffman, who accompanies his work with a brilliant line of chatter.

A mirror routine is the next line assignment in which Mile, Lorraine, interpretative dancer, gets a single spot. Girls engage in shopworn fan gyrations. Hyde and Burrill do their familiar act, which is still clean and funny. The assortment of musical contraptions producing odd noises good for a number of solid laughs.

A Latin cabaret scene is used for the finale but is not very impressive due to the diminished cast of the unit, which was originally used in this wind-up.

On screen, Alice Faye in *You're a Sweetheart* (Universal). House fair first show opening day. Sam Hontigberg.

Keith's Palace, Cleveland

(Reviewed Friday Afternoon, Dec. 31)

When Keith's Palace goes to town for a holiday bill it goes with no uncertain tempo—a fact emphasized at the opening performances this afternoon, ushering in the later shows which served to bridge the gap between the old year and the new.

Question arises as to which of three acts may be termed headliners. Each is excellent in a totally different fashion, and each clicked determinedly with patrons. For those who have loved vaudeville in the past York and King, with their ever-new familiar act, will be given a special welcome. It is the same simple comedy, funny as ever and just as mirth-

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE SENSATION" White DOC. M. IRVING
413 Roosevelt Blvd., Phila. Pa.

BELL'S
HAWAIIAN
FOLLIES
Now
Northwestern States Tour.
Met. Bob Hicks Page.
114-21st Ave., Altoona, Pa.

ATTENTION, THEATRE MANAGERS!
THE MIGHTY BOX-OFFICE ATTRACTION

GANGLER'S INDOOR CIRCUS

PERFORMING PONIES—GOATS—MONKEYS—16 DOGS
BEARS—LEOPARDS—CLOWNS, ETC.

Running Time, 40 Minutes—Gala Street Parade Daily

MIDGE
"The Wonder Horse"
The Animal With the Human Mind

All Communications for Dates to Business Manager
FRANK BELMONT
Suite 905, 1564 Broadway Phone ME 3-3323 New York City

R K O
THEATRES
1270 Sixth Ave. Radio City, New York

provoking. Ray Cropper, singer, is in their support.

For the followers of radio there is Jane Pickens, of the Pickens Sisters. Here is a varied repertoire with plenty of zest and personality. Third choice among the three lies with Harriet Hoctor, too dapper par excellence. Her routine is intricate, her manner graceful and her presentation an exemplification of the ballet in its highest form.

There's a holiday touch for the kiddies in George Prentice, who brings his marionettes. Diamond Brothers are knock-about comedians of the robustious sort who set to their task with a vim and determination that bespeaks a love of one's work. Finally there are the Sixteen Roxyettes, as neat a precision group as this old town has viewed in many a day. *March of the Drums; Fast, Hot and Furious, and Flame Dance* are featured.

The film angle of the program shows Mirtam Hopkins and Ray Milland in *Wise Girl*, completing an excellent opening for 1938 under the general title of *Fun Marches On*. Harlowe R. Hoyt.

State-Lake, Chicago

(Reviewed Friday Afternoon, Dec. 31)
This bargain house is greeting the new year with a long and versatile show. There are a few minor errors, but fortunately they manage to stay in the background.

Leading error is the heavy billing given Ann Pennington, whose talents are noticeably insufficient to compete with the remaining acts on the bill. She is used in the opening and closing girl numbers and disposed of with comparatively little ado.

Nelson and Knight, fair comedy team, deuce with a nondescript session of patter, fiddling (on a violin and otherwise) and movie star impressions. Girl is a good-looking blonde who handles the violin, with the man in charge of the comedy.

The girls (an enlarged chorus, incidentally) return in festive Mexican costumes for a brief torso-shaking strut to usher in the Loria Brothers, whose youth and indifferent mimicry of American songs make them favorites with audiences. The smallest is fronted to quiver thru a couple of tunes and snake-hip during their closing offering.

Ben Berl, juggler, received a swell reception with his pantomimic juggling. He has perfected his routine, with each bit of business timely spotted for a laugh.

A bit of nudity next in the form of a living fountain, with Beatrice Wood prima donning to the rock music. Miss Wood follows with a session of her own which, while entertaining, is somewhat long for this house. Her voice is pleasing.

Jackson, Mills and Reeve, comedy trio, are next-to-closing and went good with an assortment of special songs sold in veteran fashion. Jackson, in particular, is a strong personality, heavily projected in his *St. Louis Women* routine. Reeve has also a hand-earning soft-shoe number that is timely spotted.

In the closing French cabaret scene Geraldine and Joe, youthful acrobatic team, score as usual with their sock

tricks. While somewhat out of place in this setting because of their extremely youthful appearance, they brought down the house with hard and spectacular work.

On screen, *The Women Men Marry* (MGM). House good second show opening day. Sam Hontigberg.

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, Dec. 30)

This was a thin, somewhat and little reflection on vaude's decline. Three just-fair acts loosely emceed by a femme warbler, Frankie Curtis, and running a brief 32 minutes. One act, Roberts and Boyce, tap dancers, was billed but wasn't spotted on the show caught.

Biz was weak, only about 20 per cent of this large former Bronx Opera House being seated. *Something To Sing About* and *Make a Wish* were screened, all for two bits.

Acts worked full-stage and were back-grounded by a five-piece band led by Henry Henneken. Strictly a routine musical proposition, more noticeable for its noise than its charm or distinction. Suitable, however, for this type of nabe, lower-middle class spot, which is never too critical. In spite of thinness of audience, the natives were friendly.

Emcee Frankie Curtis came on to introduce the Five Roma Girls, a youthful line, fair as to looks but needing a bit more training. Kids worked in a group, and soloed and duetted a few simple steps. A so-called rope tap dance was easily the most pleasing of the lot. Closer, an Oriental number minus any torrid torso twisting, needed more polish and finesse.

Miss Curtis warbled *You're a Sweetheart* and *Nice Work If You Can Get It* between turns. She's only fair on the eyes and possesses no great personality, particularly on a weak bill. Tries hard, however, to really sell a number. P-a system, which let out an occasional grunt, did her no good. Next in line were Dewey and Dewey, juggling team. Men were well-outfitted in red jackets and light brown trousers. Opened with some gagging and effortless hat tossing. Boys use personality to good results, but greater variety would aid in selling their turn. Next came some familiar juggling with red wooden clubs. Took a nice hand.

Closing this little bill were the Del Rays, who come thru for a few minutes of acrobatic work. Team, in blue trunks and white shirts, did some aerial work and built up to a mild finish. House liked 'em. Bessie Hall.

Mainstreet, Kansas City, Mo.

(Reviewed Thursday Evening, Dec. 30)

Manager William Elson is presenting a stage show this week for the first time since last August when Fred Waring's troupe played to record-breaking houses for nine days. Current attraction is Ina Ray Hutton and her Melodears, all-girl band, supported by entertaining acts by Don Cummings, Van Cello and Mary, Winstead Trio and Nichols and Roberts.

Show revolves around Miss Hutton, who makes five different costume changes to

enhance her shapely figure. Her best at show caught was her rendition of *All My Life*, with the gals backing her up nicely. Her dancing styles while fronting the unit went big, altho she displayed nothing new along the terpsichorean line. As is to be expected from a band composed of femmes, the ensemble work, especially the brass section, was blended poorly and careful phrasing was lacking. Soloists, however, took turns at the mike to good results, especially the tenor sax, trombone and piano players on *Trees* and *Boogie Woogie*.

Don Cummings, working in tails, displayed a ready wit as he flipped a lariat about the stage, with a string-chewing routine his best offering. He should, however, clean up a few of his lines for audiences which include juveniles.

Elaine Merritt, femme of the Winstead Trio, appeared solo to sing *Ain't We Got Love?* and *All God's Children Got Rhythm*. She seemed nervous and the Melodears gave her weak accompaniment. A swell looker, she returned a few minutes later with her partners, two personable youths playing guitars, to receive a hearty response at the conclusion of swingy versions of *Vieni Vieni*, *My Blue Heaven* and *Organ Grinder's Swing*. One encore.

Van Cello, lying on his back to spin various sized barrels about on his feet, exhibited deft manipulative technique and injected a novel touch into the program. Mary assisted and act went well. Took three bows. Nichols and Roberts demonstrated *The Shag* and *Peckin's* enthusiastically and were recalled for one encore. Team includes young girl and boy, both fast on their feet.

Miss Hutton then took things over again, wearing cellophane pajamas—very revealing—to knock off a fast tap. The girls, attired in peach-tinted formal gowns, then played an instrumental number, *Morocco*, and the show was completed with Ina Ray shuffling into the wings. Show clicked solidly before a crowded house and the weak in spots was well balanced and effectively presented.

Pic. Lily Pons in *Hitting a New High*, just so-so. Admission prices jerked by Elson from 25 to 40 cents. Dave Dexter Jr.

Roxy, New York

(Reviewed Thursday Afternoon, Dec. 30)

With *Love and Hises* (20th Century-Fox) doing the silver sheet honor, Roxy showplace has whipped together a right smart presentation to do the stage fare honor. And with the holiday throngs bringing out the family trade, there is enough on board to satisfy all classes and ages. House was packed on this trip and the payee response augurs a happy new year for live entertainment if only the moguls that be would will it. Flicker is full of variety turns, and it is an interesting commentary that none of the shadows showed as satisfying as the flesh.

Gets under way with a candid camera atmosphere, the five Campbell Boys on as singing cameramen. Gae Foster gals emerge from the lens drop attired in male morning regalia and trot thru a strolling-in-the-park soft shoe routine that really clicks, camera or no.

Edna Hall is the initial specialty, showing as one trainer who works as hard as her trained dog. Confines herself to acro terps, balancing the pup, for the most part, for effect that is effective.

Tip, Tap and Toe, top tap septa boys, have an easy time of it with socko challenges. Roy and Trent, male duo, follow, pleasing no end with their hand-to-hand acro twister.

Poster girls cavort in feathery gowns, all of which serves to bring on the Novello Brothers. Preres do their fiddling turn, with tumbling antics accompanying their bowings and follow stronger with their whistling routine a la two swishy ducky-birds. A show-stopper that's sure-fire.

House line gets a Hindu temple setting for the signing off, doubling as tom-tom basters. But there is no signing off until Andrea Marcelle and Company, three males the company, keep the payees at the edge of their seats with one of the sprightliest adagio turns to trek the boards. Adept at tossing the tiny female torso, it's sharp stuff on every throw, with Miss Marcelle a most effective tosse.

Plenty of salvo for every act, each plenty deserving. M. H. Orodener.

Weller, Zanesville, O.

(Reviewed Sunday Evening, Dec. 26)

Talk of the Town Unit

Still pursuing revue policy, house is presenting Jack Pine's newest unit, *Talk of the Town*. It's a better unit than usual, staging is more elaborate and company larger and chock-full of talent. Dancing

dominates, altho there is comedy, singing, novelty and music aplenty.

Pine's reputation as a producer is not new in these parts. He tops all previous efforts in his newest stage creation. *Revue* runs a full hour, has 20 girls in line and it's one of those shows with never a dull moment.

The company of about 60 includes Troy and Lynne, eccentric dancers who score heavily with their nimble-footed routines, *The Big Apple* and *The Shag* being among their best. The Tomboys— Sylvia and Clemence—as a couple of lugubrious bellhops, are hilariously funny. Jerry Coe and his six-piece Latin-American combo, in picturesque regalia and a harmonizing stage setting, proved one of the highlights. The boys do acceptably with the musical score, besides doing several pop numbers in great style. Dorothy Martin, in the Dorothy Martin foursome, takes a violent and graceful tossing at the hands of the three male members of the adagio troupe. Drew best applause of the evening.

Others whose work is outstanding are Marcella Sharr, singer of popular songs, and Terry Howard and Jack Talley, with Miss Howard as a baby-talking wonder kiddie, a riot of fun. Hal Monte, handsome lead and baritone, is an excellent vocalist. Pine has dressed up the unit in big-city style and it should go places. On the screen, *Love on the Air*. Rex McConnell.

Bobino, Paris

(Week of December 19)

The Bobino is holding an *International Variety Festival* with a copious and varied bill, but feature billing is given the native singers. Suzy Solidor, Jean Marsac, D. Clerice and Gloria.

Heading the novelty numbers are the Eastern Brothers, two clever Chinese boys, who put across top-notch routines of contortion, hand-to-hand and tap dance.

Pablo, sleight-of-hand artist, scores with good card and cigar tricks.

Seven Molinoffs liven up the show with peppy tumbling and acro dancing. Other good numbers are Martinet and his crew; Two Soemans, musical clowns; Stanley Brothers, aerial; Maryse and Melcain, dance duo; Marens, musical, and Jim and Joe, hand-to-hand.

The Petit-Casino has the Romanos, hand-to-hand; Wario-Astis, jugglers; Spiro and Redy, comedians; Fred and Suzy, dancers; Gabriel Lordy, banjoist, and Cherry Kobler, singer.

Paolo Bedini, juggler; Max Trebor, singer, and Firoel, comedian, are featured at the European.

The Three Black Diamonds, hoofers; Max Meller, eccentric, and the Willy-Joe, novelty balancing act, are at the Cigale.

Ray Ventura and his Collegians are at the Casino Montparnasse.

Pouchine's Gypsy Ork is at the Paramount. Theodore Wolfgram.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 29)

Fred Waring and his troupe of whirling dervishes and musicians play their customary Christmas week date at the Paramount again, a booking the unit has had for a few years now. Waring is generally conceded as the number one stage-show bandman, and this show is the usual load of fun. It's not up to previous Waring shows, tho, primarily because the various acts far from match the batch which Waring recently lost. Rosemary and Priscilla Lane and Johnny Davis are now with Warners as a result of their work in *Varsity Show*. For the record, the Lane Sisters were recommended in the Possibilities column of *The Billboard* in 1933. They were signed in 1937.

New with the band are Al Bottorf, marimba and xylophone, and Gordon Goodman, tenor crooner. Waring has had much better tenors in Stuart Churchill and Gene Conklin. Goodman lacks zing. His voice is sweet, excessively so, and seems falsetto much of the time. Bottorf plays a good wood pile, but he too, fails to sell his stuff.

The Waring nonsense, especially with the heckling Macfarland twin, supplies most of the zest of the show. There's too much of it, and after a while it wears out its welcome. The leader himself, of course, is as genial a host as ever.

Donna Day is the new lady member of the outfit, and this reviewer still can't get over the surprise in finding a performer who works as Miss Day does under the Waring banner. As a showman, Waring has always eschewed and given short shrift to the routine, but Miss Day sings her rhythm songs in routine fashion, with the customary gestures.

Announcement!

CHARLES V. YATES

IS NOW LOCATED WITH

THE SIMON AGENCY

IRVIN SIMON—BEN SHANIN

HATTIE ALTHOFF—TOM KENNEDY

Suite 803—RKO Building, Radio City

Phone COLUMBUS 5-7772

SAM ROBERTS

ARTIST REPRESENTATIVE

Suite 548,
STATE-LAKE THEATER BLDG.,
190 No. State St., Chicago.

Phone: (State 7418)
(State 7419)

especially as to hands. Voice is all right and appearance quite good.

Charles Newman, harmonica swallower, scored a show-stop with his playing of the late Maurice Ravel's Bolero. Waring changed his routine, dropping a glee club version of Bei Mir Bist Du Schoen early in the show for an alleged swing version of the same number to open. Entertainment is this band's forte, not swing. Rhythm section must have been back in the alley.

Scotty Bates has a hilarious spot with an itchy routine, a somewhat familiar stunt, but done excellently here. Getting back to the Macfarland annoyner for a moment, he still does his stuff aces high. Which reminds that another familiar face, that of Tom Waring, is not with the show this time. Poley McClintock does his usual well received frog-voiced comedy.

Closing number, the lighted tambourines and dominoes, ranks as top stuff.

Picture, Wells Fargo. House packed and standing 'em up. Jerry Franken.

Scala, Berlin

(Month of December)

Current month's program is headed by the Three Fratellini Brothers, European clowns, who are popular here.

Adriana and Charly have a good act in which the man's comedy antics on the trampoline vie for honors with the grace and strength of the girl. Act is well liked.

Heinrich Stengel, German monologist and emcee, has a following here and chucks up a lot of laughs.

Two Manginis, Italian gladiators, command attention for a great display of equilibristic strength and endurance. Turn is well routined and tricks are outstanding.

Lotta Werkmeister, one of Germany's best known and funniest comedienne, occasions plenty of laughs. It's her third appearance at the Scala this year and her appeal increases.

Quintilla, graceful girl dancer of the tight wire, looks good and gets over fine. No thrills, but plenty of appealing and difficult movements sold with commendable showmanship.

Tommy Dale, youthful xylophonist, registers well.

Frediani Troupe, five men and a girl, springboard acrobats from Italy, work fast and offer corking and thrilling stunts that are perfectly timed.

Rosello, "the man in the moon," appears in Pierrot costume and climbs to a good height, afterwards indulging in precarious balances on a crescent shaped structure. Smart lighting effects accentuate the daring motif. Good hand.

Three Fratellini (Alberto, Paolo and Franco) share with the Rivals Family the honor of being Europe's premiere circus and vaude clowns. Boys have many ingenious methods of winning laughs and the trio also shine as capable and versatile musicians. Rehealed for encores.

Cilly Feindt, beautiful German girl on a snow-white horse, was recently at the French Casino on Broadway. A nice offering and highly picturesque.

On the whole the program is good, but the galaxy of circus talent makes one think that he is in a tent show and not in a vaude house. E. R.

"It" Girl!

CINCINNATI, Jan. 1.—If you're a Boy Scout and looking for an opportunity to do your good deed for the day, maybe the following letter, received this week at the home office of *The Billboard*, will give you an incentive:

Postmarked Ogden, Utah, December 29, it reads in full: "Can you lead me to a good female impersonator who can help me get established and started in the show. I have done quite a bit of female parts but not on the stage. I have dressed as a woman constantly for four years now. Not once have I had on a man's clothing, wearing only women's things and working for a knitting company. I am pretty as a woman and can wear high heels, evening gowns and the rest very well.

"I have had my breasts built up by a surgeon and my beard completely removed so that the only outward likeness to a man is my voice, which is a good tenor. I should like to meet others like myself or hear from them whether they can help me or not and I will appreciate it if you can help me reach them. I have always watched *The Billboard* for mention of female impersonators, but have seen only one, in a 1934 issue."

Town Hall, Inc.

NEW YORK, Jan. 1.—Just a bit of information to juggle around: New York's Town Hall, owned and operated by the League for Political Education, has decided to go streamlined. It will henceforth be known as Town Hall, Inc. This weighty decision was rendered by a meeting of the board of trustees, a group of worthies who felt that the long-winded handle, League of Political Education, was inadequate to describe the multiple activities in the building at 123 West 43d street.

K. C. Union Benefit

KANSAS CITY, Mo., Jan. 1.—Advance ticket sale for the music and vaude entertainment in the Municipal Auditorium January 15 is beyond expectations. James H. Nixon, chairman, said today.

The show will include music of five local orchestras and at least a dozen name acts. The program will be sponsored by members of local musicians, stagehands, electricians, ticket sellers, motion picture operators and billposters' unions.

Committee in charge includes Parnell Managan, Clyde Baker, C. B. Cetana, Frank Dowd, John Morgan, Michael Sherry, Louis Miller, Oscar Stevens, Jim Woods, Clint Hyes, and Nixon, who serves as treasurer of the city's \$6,000,000 Municipal Auditorium.

Vaude P. A. Sells Drive

DETROIT, Jan. 1.—Mrs. Alice B. Gorham, publicist for United Detroit Theaters, is getting credit for the Old Newsboys' Goodfellow Fund. With ample aid from Detroit newspapers, this fund raised the sum of \$149,000, which was distributed to 61,000 needy children. All publicity was in charge of Mrs. Gorham.

New Act Review

Purv Pullen

Reviewed at the Palace, Akron, O. Style—Musical novelties, imitations and comedy. Setting—in one. Time—Eleven minutes.

Purv Pullen, Akronite who has been impressing his animal mimicry upon Hollywood celluloid and his comedy upon audiences with Ben Bernie, is on for a few minutes, offering an adaptation of his current radio act.

Musical novelties, imitations and comedy that are blended for a pleasant turn. He has been called the "One-Man Menagerie" because he can accurately imitate any animal or bird he has heard.

He precludes his turn with a short explanation of the sound effects in a Disney cartoon. Clicks best via radio, however. R. McC.

Local 306 Now In Good Shape

Basson re-elected—report cites gains in houses and wages—local rehabilitated

NEW YORK, Jan. 1.—Joseph D. Basson, leader of the progressive group in Local 306 motion picture operators' union, was re-elected this week by a vote of 1,205 against 648 for Bert Popken. Out of a total of 2,141 members, 2,000 votes were cast.

Vice-president, recording secretary and financial secretary, all incumbents, were elected. Names, respectively, are Frank J. Buddock, Herman Gelber and Charles Beckman. Treasurer is P. D. Herbst. Four business agents, instead of the usual two, were elected, namely Wally Byrne and Charles Kielhorn for New York and Joseph Kelban and Jack Tietler for Brooklyn.

Executive board includes Richard Scott, Arthur J. Coitigan, Frank J. Inciardi, Nathaniel Doragoff, Charles F. Elchorn, Richard Cancellare, Jack Winick, Samuel Clare, Alexander Polin and Edward Stewart. Dave Garden, George Margarian and Max Horowitz were elected to the board of trustees.

According to records up to December 16, 1937, the total number of theaters having pacts with Local 306 numbers 418, an increase of 132 theaters over last year. Local's jurisdiction also includes 26 studios, projection rooms and exchanges.

During the year wage increases in 115 houses accounted for \$208,457. Members benefiting numbered 515. Counting up salary increases among circuits and indie houses, 1,619 members in 295 houses cashed in to the extent of \$489,357 per year.

As a result of a contract with the Independent Theater Owners' Association, 99 houses came into the union's jurisdiction with wage increases between 25 and 100 per cent above the old scales. Aside from this, 74 pacts with indie employers were concluded.

Local's financial condition is particularly good, with no debt. Death benefit has been upped to \$4,000 from the previous \$2,000.

Paris Night Spots Quiet

PARIS, Dec. 20.—No sensational shows announced for the holidays, altho all night spots are advertising special holiday suppers and shows. Ches Ray Ventura is billing Lily and Emy Schwarz and Lys Gauty on holiday program.

Riviera spots are becoming active. Leo Temple's Sporting Orchestra and the Leucoua Cuban Boys' Ork are at the International Sporting Club in Monte Carlo. Eddie Foy and his band are at the Ambassadeurs in Cannes.

NEW DATE BOOKS

FOR 1938 NOW ON SALE

Arranged Especially for Your Needs

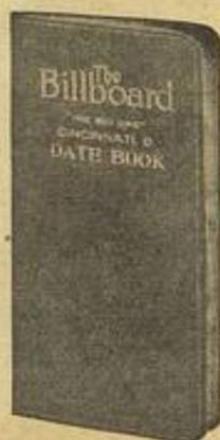
Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS
For sale at all offices of *The Billboard*. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.



Name in gold letters on covers, 15c extra for each line.

Are You At The Top in Your Profession?

If you are earning more than you did last year you should aim even higher. Your musical knowledge—your position and income today—are the result of past training. Improve that knowledge, advance in your position and see your income increase!

Thousands of professional musicians have climbed to higher positions as a result of study through Extension Courses. Without any obligation on your part you can see for yourself what the instruction is like by examining at your leisure the actual lessons.

The lessons are easy to understand and you progress rapidly because you are in a class by yourself.

If you are "in a rut" do not stay there any longer. Let us give you a free, practical demonstration of the thoroughness of our methods and see how easily you can master our courses. Send for sample lessons today. Remember that the real opportunities open in your profession go to men well trained.

University Extension Conservatory

Dept. 5-53, 1525 East 53rd Street, CHICAGO, ILL.

JUST OUT!

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY.

For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Revue, Radio and Dance Band. Characters, Costumes!

15 Screaming Monologues

7 Hearing Acts for Two Males

7 Original Acts for Male and Female

13 Burn-Fire Parodies

Great Ventriloquist Act

A Roof-Lifting Female Act

Trio, Quartet and Duo Specialty

Musical Comedy, Tab and Burlesque

10 Corking Minstrel First-Party

McNally Minstrel Overtones

A Grand Minstrel Finale

48 Monobits

Blackouts, Review Scenes, Dance Band

Bluffs, Hundreds of Jokes and Gags

Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletin Nos. 10, 11, 12, 13, 14, 15 and 16 for \$4.50, with money-back guarantee.

WM. McNALLY

81 East 123rd Street, New York

TAP DANCING BY MAIL

Reg. of Adv. Tap, 21, Sample Tap Lesson, 25c. Including Standard Time-Step and Break, 25c. See, Tap and Fox-Trot, 25c. Bal. Leroy, studied here. Send for List "B".

WIGS BEARDS MAKE-UP

FREE CATALOG
F. W. NACK 200 N. State St., CHICAGO, ILL.

ACTS, PLAYS, SKITS, MINSTRELS
GAMBLE'S BRAND NEW MINSTREL SHOW, 50c. GAMBLE'S BRAND NEW COMEDY COLLECTOR, 50c. TO NEW ONE-ACT PLAYS, 50c. 3-Act Plays, 50c. ENTERTAINMENTS OF ALL KINDS. COMEDY MATERIALS. Lists for Stars.

E. L. GAMBLE, PLAYWRIGHT
EAST LIVERPOOL, O.

ACTS AND UNITS

GOING EAST OR WEST
Contact
BERT PITTMAN AGENCY
Denver, Col. WM. WHEELER, Manager.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN G. BRENNAN
108 City Terrace Building, Pitt Street, Sydney, Australia Office of THE BILLBOARD.

Reviews

Republic, New York

(Reviewed Tuesday Evening, Dec. 29)

A good-sized audience caught the early evening show at this 42d street spot, capably managed by Eddie Goodman. A somewhat tamed-down production, with restrained peeling and partly scrubbed bits, seemed to please the boys and the sprinkling of femmes adorning the seats.

Male line-up included Gus Schilling, Irving Selig, Wen Miller, Herbie Barria, Bert Marks and warbler Stanley Simmons. Schilling was an easy stand-out on a bill with good men comics and straights. Selig's comedy work was somewhat cleaner than when last caught and the cash customers seemed capable of being able to stand it clean. On the feminine front were pretty Betty Rowland, red-haired Crystal Ames, Marlene, Gertrude Foreman and Dorothy Lawrence. Short and Shorty, young colored dance team, filled two spots in a pleasant manner in this Freddy and Violet O'Brien production.

The restraint under which the gals obviously were working handicapped their peeling technique, so they could not do much in the way of actually dancing or warbling. Meaning that the femmes' contribution to the evening was limited. Here's an idea offered for whatever it's worth to anyone who wants it. When managers realize the heat is on to stay on and don't try to kid themselves, the next step might be to offer substitutes. Maybe paying a salary to one or two gals who can dance as well as peel might be an investment. Maybe the audience could stand a bit of good solo hoofing. It's just an idea.

Laugh-makers included a doctor's office, husbands under the bed and a train bit. Comedy seemed to come out ahead of the strippers, while production numbers held their own. Scenes were fair and two numbers in particular lent the show much color. One had the kids lying prone on a flight of steps, while another good one had them going thru ice-skating movements in a winter scene. Some more drilling would probably aid the line.

Most surprising note of the show occurred before the curtain went up. Audience actually booed a candy butcher off his perch as he started to ballyhoo. Maybe some new items and spicels wouldn't annoy audiences so much.

Senn Hall.

Follies, Los Angeles

(Reviewed December 30)

Current burly is a racy affair with plenty of flash, produced by Palmere Brandeaux and starring Rose La Rose. With the singing voices of Valda Parsons and Parker Gee, the comedy antics of Danny Duncan, Joe Yule and Billy Anselly and a dancing chorus of 16 "sugars in shorts" two hours of good entertainment are provided.

Show opens with a high-hat number, the girls dressed in abbreviated tuxedos of yellow and black. They do a series of intricate dance steps against a backdrop of checkered material, climaxing with a clever bit of shadow trickery utilizing unusual lighting effects. The theater's custom of permitting line girls to do specialty bits shows to advantage in the case of Billie Ucker, who executes a neat tap routine to well-earned applause.

A blackout skit dealing with the poultry business was nicely put over by Parsons, Yule and Freeman. Then the girls revive an old-time slumber party idea when, clad in silk and satin pajamas of many hues, they give their own interpretation of a night in a sorority house, with accompanying gestures and music. Suggestive, if you've that kind of a mind—and who hasn't?

Red-headed Jerrt Meyers, clad in a fetching ensemble consisting of black lace skirt and bandeau to match, sings "I've Got My Love To Keep Me Warm" and then takes the idea seriously by removing everything but her rings. Following is an effective *Butterfly* Tableau, presented by the chorus in specially de-

Ideas Needed

NEW YORK, Jan. 1.—Burlesque's ailments and suggested cures were discussed in last week's feature article, *What's Wrong With Burlesque?*

There are, however, many other performers and showmen with constructive ideas for bettering burlesque.

Send in your suggestions. Address, Burlesque Editor, The Billboard, 1564 Broadway, New York City.

BAA Regains The Chorines

Chorus Equity confused over transfer of girls — non-unionists strike

NEW YORK, Jan. 1.—Chorines working "ex" burlesque spots are now under the jurisdiction of the Burlesque Artists' Association as Chorus Equity transferred its control to the union Monday. It had been an open secret for some time that Chorus Equity did not relish the retention of the burly chorus kids in its organization. Two unions, the BAA and the American Federation of Actors, have been seeking jurisdiction over chorines and altho the recent Four A hearing restored only jurisdiction of principals to the BAA, Chorus Equity regards the transfer of chorines as a "return to BAA jurisdiction."

Confusion was evident at the Chorus Equity office over the matter of jurisdiction and the transfer. The added matter of contracts is still being ironed out. Original contracts were between operators and Chorus Equity, not the BAA. Operators, it is understood, are analyzing the status of the contracts to see if they are void. Arrangements have been made, Chorus Equity declared, for a dues transfer so that the kids of the line won't have to pay duplicate dues.

An indication of the unsettled working conditions occurred this week when an impromptu strike flared at the Irving Place Wednesday evening. Chorines there are unorganized, altho principals belong to the AFA. Kids banded together and, it is understood, demanded back salaries. Curtain was held up more than a half-hour until a settlement was reached. Theater reported that there was "a little trouble" but that the girls "got some money" and that the same girls were in the show. Principals did not strike, but could not go on because of the chorines' "strike."

signed costumes of web-spun wings and enhanced by excellent animated colored lighting created by George LeBlanc. Song accompaniment by Valda Parsons formed a background for a ballet too dance by petite Dolores Joyce, who also sang a chorus of *Butterflies in the Rain*.

Following in order were sophisticated strips by Peggy Hill in a shimmering blue evening gown; Margie Lee in a peach taffeta tea affair, and Lolita, a lovely, olive-skinned brunet. Highlight spot goes to denudable Rose La Rose, who worked so fast there wasn't a chance to see the color of her clothes, but with a definite style of own that puts her in the topnotch class.

Finale was a well-produced Spanish (See REVIEWS on page 30)

Unions Continue Feud Over BAA Victory; Moss Remains Silent

(Continued from page 3)

tween the Four A BAA-APA decision and the stand of the city administration that burlesque was non-existent. Four A's got around this angle by not saying the shows were burlesque, but by ruling that the type of entertainment was the same. Moss will confab with Chief Masterson about it soon.

Observers of the theatrical union set-up point out that the legality of the Four A's decisions on jurisdictional matters may be questionable. Angle here is that the Four A status is a true international, such as the American Federation of Musicians, is in doubt. Some regard it as more of a co-operative council. According to this view, jurisdic-

Healthy Grosses in Chicago; Scratch Houses Still Closed

CHICAGO, Jan. 1.—Burlesque returned with a bang here after a layoff of two months. N. S. Barger's Rialto Theater reopened Christmas Eve to heavy business and has been standing them up since. While city officials are continuing to threaten those operators who resort to the exploitation of "indecent," the Rialto is careful with its presentations and keeping within the law.

At present the Rialto is the only house that has succeeded in regaining its license since the anti-burlesque drive in September.

Ada Leonard is heading the Rialto's initial bill and is expected to continue indefinitely. House is cashing in on her recent Hollywood venture, during which she participated in several RKO-Radio pictures, by blowing that up in the ads and front display. Other local favorites who have been box-office assets in the last few seasons will be used this year to headline the weekly shows, which will list a stock chorus and Hirst circuit principals.

General impression is that burlesque has a better chance for survival here, now that the few dives which used to call

themselves burlesque houses have been shuttered. The presentation of the cream of the remaining burly talent may hold the old fans, plus the possible addition of many new customers.

Notes

New York:

EMILY FISK, dancer, last with the *Ettinge Polles*, held over at the Bedford Restaurant, Brooklyn. Next stop, Leon and Eddie's. . . . GEORGE HARRIS soon to follow Virginia Jones to Miami. . . . OLGA BRACE and Barbara Doane, new at the Ettinge. . . . SHIRLEY MALLETTE, former featured burly soubret, now in Miami as Shirley Mallette Corbett. . . . GEORGE ROSE, Mandy Kay, Eddie Dale and Pinto and Della part of the stock cast at the reopened Worcester, Worcester, Mass. . . . HAZEL MILLER and Bobby Burch, former ace straights in burlesque, debuted in legit in *Behind Red Lights*, which Jack Curtis presented at Minsky's Music Hall, Million-Dollar Pier, Miami Beach, managed by another ex-burlesquer, Frank Naldi. Burch was also the operator of the Grand in Canton, O. . . . PATSY GILSON, former Columbia Wheel tops in the south division, now retired and living in Davison, Mich.

Faces and Forms To Grace Shows

NEW YORK, Jan. 1.—New line-ups for Hirst circuit shows include the *Sare Facts* cast, Billy Hagan, Harry J. Conley, Sunny Lovett, Joan Davis, Conny Ryan, Alene Dele and Lou Browne are in the production, which opens January 2 at Boston's Howard. In the Bozo Snyder show slated for Newark's Empire January 26 are Tommy (Bozo) Snyder, Bill Foster, I. B. Hamp, Danny Jacobs, Gertie Beck, Babe Davis, George Corwin, Jeanne Wade, Allen Stewart and Billy Pitzer. The *Ballyhoo* unit opens January 2 at the Troc, Philly. Vic Plant, Billy Fields, Gladys McCormack, Mimi Reed, Sam Gould, Dudley Douglas, Sunya Slane and Georgia Clyne are in it.

Other Phil Rosenberg bookings include Marion Mason for *Smart Set* for January 17 at the Casino, Pittsburgh. Lew Fine and Lillian Harrison opened at the Republic, New York, December 31. Boo LaVon opened with *Fun Parade* January 2 at the Gayety, Baltimore. Irene Cornell and Milt Bronson join *Dixie Dames* January 9. Bobby Vail, Harry Seymour, Harry Myers and Olga Brace open in Worcester January 3.

BAA's Answer to Briscoe Suit Expected This Week

NEW YORK, Jan. 1.—The Burlesque Artists' Association's answer to the Murray Briscoe-Sam Raynor suit seeking to dissolve the union is expected to be made during the coming week. The burly union's victory over the American Federation of Actors in regaining jurisdiction over burlesque both in New York and the sticks may, it is believed, be cited in the answer. Suit charged, among other things, that the BAA had "ceased to function."

Briscoe-Raynor's suit was filed before the Four A decision restored jurisdiction to the BAA.

From All Over:

GURSTON ALLAN, of the Casino, Toronto, was a Chicago visitor last week. . . . DOROTHY DES had her brother and mother keeping her company in Cleveland and New Year's Day. . . . CHARLES FOX, former manager of the Gayety in Milwaukee, is now managing the Garden Theater there. . . . CONCHITA, Mexican dancer, was held over for a third week in a Columbus, O., night club. . . . HERMAN FERBER, of Ferber and Marvin, quit show business to go into the furniture line with his father. . . . BETTY JANE FLAIG, daughter of Gus Flagg, of Baltimore's Gayety, has just recovered from a siege of tonsillitis. . . . HAPPY HYATT, comic, is recovering from an injury as the result of an auto accident in Baltimore. . . . TOMMY SACCO, of Chicago, booked Yvette into the Garrick, St. Louis. . . . ZORINE and her Nudists opened at the Club Faust, Peoria, Ill., Monday. . . . BOB BURCH, who for three seasons sponsored stock burlesque at the Grand Opera House, Canton, O., has gone to Miami Beach, where he is appearing at Music Hall Theater on Million Dollar Pier. In the company with Burch is Hazel Miller, who appeared several times as a specialty dancer at the Canton house.

WANTED CHORUS GIRLS

SALARY, \$22.

One Day Off—Four Shows Daily. Who or Write, Stating Experience.

GEORGE YOUNG

Roxy Theatre,

Cleveland, O.

Thru Sugar's Domino

THE widespread comment about the poor taste displayed on that memorable Sunday night in the dialog between Mae West and Edgar Bergen has had the effect of focusing attention on the general subject of radio censorship and the degree of responsibility shared by the various factors involved in getting up a radio program.



E. E. SUGARMAN

To radio's credit it must be recorded that the West-Bergen episode was the rare exception. Radio is scrupulously clean—and perhaps this high standard must be attributed to the direct government control over radio exercised via the Federal Communications Commission. It is, of course,

important that radio be watched carefully from the standpoint of maintaining high moral standards in dialog, plots of playlets, lyrics of songs and so on. The child element cannot be played up too strongly in radio. The availability of radio programs to any youngster intelligent enough to manipulate simple switches and dials makes censorship a most important factor. It is the children's angle alone that excuses the interference of the FCC in a medium of educational and amusement ramifications that would ordinarily deserve to be free from Washington's disciplinary machinery.

It is not at all improbable that radio loses much of its appeal to the more intelligent strata of the listening public because of the direct and unconscious influence of the FCC. With inventive genius permitted to progress it is conceivable that in a day that is not very far off some mechanical adjustment will be made so as to make certain programs available to selected audiences. There is no way of predicting how this will be accomplished; whether it will be thru the distribution of special receiving sets, the allocation of a new system of wave lengths or other devices beyond the scope of present thinking. This is a problem for radio engineers; not one that a trade paper columnist can hope to solve.

* * *

Further on radio censorship, another incident that took place recently points the way to the need for governmental interference of a strictly constructive character. During a broadcast from the Hollywood Music Box Theater of the "Your Witness" show in which the audience participates a drunk poured censorable language into the mike before the control men had an opportunity to cut him off. This unfortunate incident should not be used as an argument against programs that involve extemporaneous comment by the masses, either in a broadcast theater, the streets or at a public event. It seems to us that the remedy lies in action to be taken by the FCC to ask Congress to enact a law making it a federal offense to use profane and censorable language over the air in broadcasts where the station or sponsor do not have a script prepared in advance and must depend on extemporaneous contributions from non-select audiences for their material. Stations and sponsors must use discretion and take ordinary precautions but they should not be saddled down with the sole responsibility, either legally or thru accounting to the FCC, for the objectionable acts of persons with low standards of taste or perverted and uncontrolled minds.

As I See It

By DAVE VINE

MEN GET HUNGRY. . . . History teaches us that Napoleon was a great leader and that he ruled France, but his downfall came when he got hungry and wanted to rule the world. . . . Adam, so we are taught, had everything he wanted in the Garden of Eden, but he, too (the dope), had to get hungry and go after that apple. As the French would say, *un grand sérieux*, or, in other words, in all seriousness, time hasn't changed man any; he still gets hungry. . . . Jack Pearl, one of our great comedians, wants to be a dramatic star. . . . Leslie Howard, one of the great dramatic stars, wants to be a comedian. . . . Fred Stone, one of our great picture stars, wanted to be an aviator. . . . John Trent, the aviator, wants to be a picture star. . . . Howard Hughes, the millionaire, wants to be the speed king of the air. . . . Colonel Turner, the speed king of the air, wants to be a millionaire. . . . Joe E. Brown, the picture star, wants to be a baseball player. . . . Lou Gehrig, the baseball player, wants to be a picture star. . . . Yes, indeed, men do get hungry, and

WOMEN GET—FED UP. . . . (so they tell me; otherwise I wouldn't know) . . . Sophie Tucker got fed up with cafes and went to Hollywood. . . . Helen Morgan got fed up with Hollywood and went back to cafes. . . . Ruth Etting got fed up with shows, cafes, pictures and everything; so she went to Reno. . . . Mrs. Tommy Manville (number four) went to Reno, got her divorce and \$250,000, and then got fed up (who couldn't on that money?). . . . Fanny Brice got fed up with shows, gave up her apartment and went into pictures; so Rose got a new Holm. . . . Women do get fed up.

IT'S TRUE that men get hungry and women get fed up; and we'd all be better off if we were more contented. One of our great men once said, at the moment I've forgotten his name, "Ah, ah." What do you think of that, I've even forgotten what he said. Nevertheless, we are like that dog going after the other bone that he sees reflected in the water. Oh, now I remember what that great man said, "A rolling stone"; no, that's not it. I meant to say, "He who has"; no, that's not it. "It's better to have"; no, that's not it either. To be truthful about it, I'm really sorry I brought up the subject. Oh, now I have it. "Life is just what"; no, no, that's not it either. Forget that you read this; just go ahead and live and do what you want to do.

I HOPE YOU'LL REMEMBER. . . . That life begins at 40 and ends at 50th street. . . . The truth will out. . . . The average man is a dame fool. . . . Life is just what you mate it. . . . and every so often, the best of friends must marry.

I WAS THERE (so help me) . . . 1920 at the Jefferson Theater, 14th street, New York. Walter Huston on the bill. This is what I wrote in my date book at that time, "Walter Huston in an act called Spooks. He is a good actor and a good fellow." I met him on the street the other day and, after talking to him for some time, all I can say is that there is little change in him. (My date book was right.) Now he is a great actor but still the same good fellow. . . . December 25, 1916, at the Alhambra Theater, New York: Eva Tanguay loads a truck with Christmas baskets and delivers them herself to the needy. This was no publicity stunt, as she forbade anyone to say anything about it. . . . The same year: America is in the World War. Wounded soldiers are returning from France. America is selling Liberty Bonds and the actors and actresses are contributing their share by working to sell the bonds. It is said that, thru their efforts, over three-quarters of the issue of bonds were sold. At 49th street and Broadway a young comic is up on a truck with some wounded and gassed soldiers. Every time someone buys a bond he tells some more stories. This goes on for hours and hours. It really happened; I was there—it was me.

Chicago Chat

By NAT GREEN

ON the threshold of a new year it will be interesting to read the announcements of the various radio chains and stations as to their program plans for 1938, then follow them thru the coming months to see what happens. With the best intentions in the world, they are largely dependent upon their sponsors for the carrying out of their ideas as to what most clearly mirrors the tastes of the public. And sponsors, unfortunately, often are misled by agency or other advisers whose knowledge of public interest is woefully inadequate. Altho agency executives know that more than 75 per cent of all sales are made to the people of small towns, villages and rural areas, many of them persist in doping out air programs that appeal mainly to purely urban population. Long ago someone said: "You can take the boy out of the country, but you can't take the country out of the boy." That such is the case is a fortunate circumstance. The country or small town boy who graduates to the city undoubtedly does retain many country characteristics, but he also is quick to assimilate city ways and viewpoints, and his knowledge of both urban and rural population gives him a clearer insight into the broad interests of the public than is possessed by men whose whole life and interest are bound up in a metropolitan center. It is the small town and country graduates in the advertising agencies and radio stations who are providing the radio fare that appeals to the largest audience. Let's hope that during 1938 they will have greater opportunities to do their stuff!

Helen Hayes' *Victoria Regina*, in the Erlanger for eight weeks, has set a new record for advance sales, being practically sold out for the entire engagement. . . . Louis Blaine, who succeeded John Joseph as RKO publicity director here, has been in the local RKO office for a number of years. . . . The 34th anniversary of the Incoquo Theater fire was observed Thursday with memorial services in the city council chambers. . . . The fire, in 1903, cost 575 lives and focused national attention on stricter fire prevention. . . . Thoda Cocroft, local Theater Guild head, back from a holiday trip to Texas. . . . Walter Holmquist, well known to many showfolks, has left the Morrison Hotel to become office manager of the Deshler-Wallick Hotel, Columbus, O. . . . "Think-a-Drink" Hoffman, magician playing the RKO Palace this week, threw a press party at which he mystified the news hounds by mysteriously producing any drink called for from his pockets. . . . Hoffman has a tieup with a prominent distillery. . . . A trainload of dealers employed by RCA-Victor Distributing Corporation and their wives left Wednesday by special train on a trip to California, Ross Howard, president of the company, acting as host. . . . A New Year wish—that the insane expression "—but definitely," shall die a speedy death! . . . Good copy for a feature story—"Uncle Will" Rosster, "daddy" of all Chicago music publishers and author of *Meet Me Tonight in Dreamland* and other hits of years ago. . . . Jimmy Rooney, nephew of the famous dancing Pat, is emceeing and dancing at the Club Suzy-Q. . . . And doing a job of which his uncle can be proud. . . . Jane Withers, Mischa Auer and several other screen stars are due for a Chicago personal appearance early this year.

License for Four Walls

Ruling provides that theater lessee must transfer license or take out new one

NEW YORK, Jan. 1.—License Commissioner Paul Moss this week put thru a ruling providing greater control over theaters and their operation in the event the house is leased to a second party by the manager. Hereafter lessee must apply for transfer of the license from the manager of the house or obtain a new license in his own name before assuming operation of the premises. Ruling was passed owing to a complaint filed by Mrs. D. Behrman against Acre Realty Company (Longacre Theater), the plaintiff claiming that she was unable to get back from Nick Holde, manager, a \$5 deposit on a block of 14 tickets for Norman Bel Geddes' *Siege*, presumably good for an advance date. Show folded immediately thereafter. Moss, while cognizant of Holde's innocence, saw in the situation a loophole in the licensing system. Previous to the new ruling, when a producer leased the four walls of a house he could not be held accountable for accidents, ticket frauds, etc., owing to there being no control over the lessee. New ruling is explicit in providing for a check on lessees.

Moss explains that under the old licensing method a suit against the lessee might be thrown out of court owing to there being no record of the party in the licensing commissioner's files. In addition to making licensing regulations tighter and preventing ticket frauds, ruling is expected to be a heavy clamp on shoeing producers who rent four walls from managers and disappear rapidly as soon as a show folds. Moss also expects ruling to protect both organized and unorganized labor in the event a group of workers, such as ushers, are not protected on salaries by a bond.

Ruling became effective December 22.

Bert C. E. Silver Retires

GREENVILLE, Mich., Jan. 1.—Bert C. E. Silver, Michigan's oldest motion picture exhibitor, announced his retirement this week with the sale of the new Silver Theater here to Butterfield Theaters, Inc., effective tomorrow. Silver, who is 78, started in show business at the age of five when he appeared on the stage as a singer with his father's minstrels. He continued on the stage until he was 35, later heading his own shows. In 1916 he operated two small motorized circuses in Michigan. He opened his first picture house here in 1909.

Paul Posz Establishes Concert Bureau on Coast

SAN FRANCISCO, Jan. 1.—Paul Posz, formerly with Charles L. Wagner, Inc., of New York, has established a concert management office here with a booking schedule for 1938 that includes Mrs. Eleanor Roosevelt, Gershwin's *Porgy and Bess*, *Lady Precious Stream* and concert pianist Morris Rosenthal.

Bucking long-established series booked by Peter Conley, Posz' fall events rated raves from music critics but did only fair business. Included Wagnerian Festival Singers, dancer Harold Krutzberg, pianist Walter Gieseking. Gieseking and Conley's Rudolph Serkin gave piano recitals on succeeding nights.

WANTED for the GOLDEN ROD

WORLD'S GREATEST SHOW BOAT
Desiring for all-time dramatic hits, Heavy Mass, General Business, Train, Other media, people write, Vanderlin Arts, teaching thru St. Louis call, Ad-Missouri, J. W. MENKE, foot Locust St., St. Louis, Missouri.

100 HALF SHEETS, 31x25, 35.00; 100 14x22, 35.00; 5,000 8x9, 33.50; 3,000 6x7, 24.50; 24 Dates, 7x21, 24.00; 100 Letterheads, \$1.00. HASTINGS, OOK.

ROE SHOW PRINT Weidman, Mich.

Pricks Ego of Detroit Ams

DETROIT, Jan. 1.—Detroit operatic followers are ganging up on Ralph Holmes, dramatic and music critic of *The Detroit Times*, following his recent criticism of the Detroit Civic Opera's production of *Lucko*, with Lily Pons. Letters in the letterbox column of *The Detroit News*, the only other evening paper, have been commending *The News* critic, Russell McLaughlin, while referring to "stupid remarks that are published in the name of criticism."

Second reference was to a so-called critic who "refers to Brahms as the 'uninspired genius,' but who can work himself up into a frenzy over the oleaginous dithyrambs of a certain dance band."

The resentment of Holmes' criticism was largely caused by his failure to give any detailed appreciation of the work of the local opera company, composed of amateur singers who thought themselves neglected. No adverse comment was made on their work, but Holmes confined his attention primarily to the professional aspects of the production. One by-product was a round robin in protest to *The Times* from the local singers.

Woollcott Jitters As Critics Sock

PHILADELPHIA, Jan. 1.—The legitimate drama snapped out of its doldrums here this week when for the first time this season four (count 'em) theaters were alight. And what is more amazing for this town (which once had a dozen legit houses running 30 weeks in the year) the four plays were showing to pretty good audiences.

The show attracting most attention, due to publicity, is *Wise of Choices*, with Miriam Hopkins and Alexander Woollcott, at the Chestnut Street Opera House. It's the latter who put the show on the front pages when he forced the opening to be delayed two days on account of stage fright and took a terrific panning from the critics, his former colleagues.

The show was scheduled to open Monday under the auspices of the Theater Guild. It was put off until Tuesday on account of Woollcott's jitters, and then was officially postponed until Wednesday, but the Guild held a bootleg opening Tuesday night to give the erstwhile "Town Crier" a chance to get acclimated. Only about 200 specially invited guests were in the audience. The critics got wind of the speaky performance, got by the officious watchman to catch the second and third acts and came away feeling it wasn't worth all the trouble. The show opened with lots of fanfare Wednesday night to a capacity house. The consensus was "it was just one of those things."

The other plays on the Philly boards are *Having Wonderful Time*, which opened Monday at the Erlanger; *Brother Rat*, in its second week at the Locust; *Babes in Arms*, with Mital Green, in its second week at the Forrest.

In the offing are Eddie Dowling's *Shadow and Substance*, scheduled to open at the Chestnut January 10, and George Abbott's *All That Glitters*, also set for a January 10 debut.

N'Orleans WPA Has Another New One

NEW ORLEANS, Jan. 1.—Following a series of highly successful Broadway hits and a world premiere of an African jungle drama, *African Vineyard*, the players of the local WPA Theater Project open a fortnight engagement at the WPA Playhouse here with *Jambalaya*, billed as a potpourri of entertainment illustrating street scenes of old and new New Orleans. *Jambalaya*, like the African drama, is written by Walter Armitage, director of the troupe, with music arranged by Wilbur Dinkie.

The project, handicapped by a rather small playhouse, has been getting unexpectedly fine support in the Crescent City this year, principally because of good play selections and the bolstering of the casts by more experienced support players. Despite competition from the first regular legit playhouse, the St. Charles, the WPA group has better than held its own. The present season will be extended to late spring and may continue thru the entire year if support continues, officials say.

OUT-OF-TOWN OPENINGS

"Right This Way"

SHUBERT THEATER

(Boston)

A new musical comedy in two acts, 10 scenes. Book and lyrics by Marianne Brown Waters. Music by Brad Greene. Additional songs by Sammy Fain and Irving Kahal. Additional dialog by Parke Levy and Allen Lipscomb. Staged by Bertrand Robinson. Musical director, Max Meth. Ballet music and interludes by Fabian Storey. Dances staged by Marjery Fielding. Settings by Nat Karson. Costumes by Miles White. Presented by Alice Alexander at the Shubert Theater for two weeks, beginning December 25.

Cast: Guy Robertson, Tamara, Joe E. Lewis, Blanche Ring, Leona Powers, Thelma White, Leonard Elliott, Leona Stephens, Milton Parsons, Joey Ray, Jack Gilchrist, Hugh Ellsworth, Jack Williams, Henry Arthur, Dorothea Jackson, Dorothy Maris, Zynald Spencer, ladies and gentlemen of the ensemble.

Right This Way to the cleaners unless the gags are taken out bodily and replaced by at least ordinary writing. The boys seem to have gotten a copy of *College Humor* and with sharp scissors snipped out stuff, injected it into the book and are attempting to sell it to \$3.30 customers. It's a pity that the stellar cast has to play along for two hours and 20 minutes under the strain of such bad gags and situations. Burlesque shows which have been panned unmercifully for their material would refuse to use the stuff.

The sets, scenic drops, costumes, wardrobe, music, not to forget the big name cast, are all there, yet they beg for a better book.

What made it more appalling was the laughter which the audience gave it, also some walked at intermission. Others thumbed it down, and the Hub press was divided.

Plot is lost in the maze of ensemble work.

It centers around the Parisian life Robertson and Tamara are leading, she a successful chapeau shoppe owner and he a press correspondent. Their love in its sinful state is Seventh Heaven until Blanche Ring, from Boston, cooies into the picture, sells the idea of marriage to the duo and at once they sail for the Hub to pursue a typical dull Boston existence.

For no apparent reason, or maybe because it isn't properly executed, a Communistic theme bobs up once in a while, with Elliott doing all the comrade screaming. Maybe it's a means to get Joe E. Lewis into the picture. Well, there he is, and he is immediately annexed by Miss Ring.

So off to America. Tamara is being crowded out of Robertson's life. It's his editorial job on a smug local paper. She refuses to play second fiddle to a blurb sheet, and she quits him and the country to go back to her shoppe in Paris. Robertson finds his life is empty and follows. Within the last two or three minutes of the play the authors finally decide to end it (the plot). Robertson gets his old job back and once more bliss is prevalent.

Miss Powers attempts to be a Helen Broderick, with Milton Parsons as the husband. Ring and Powers are butts for most of the gags.

Jack Williams, borrowed from the vaudeville boards, does his usual good tap delineation. Robertson isn't as good as in *The Great Waltz* because of the part given him. His voice is there, tho. And so is Tamara's. She wins pronto, both on charm and dish-out of lyrics. Ray is in for one tune, *Whether You Weather the Weather*, and got over with good pipes. Could have been used more. Lewis, with stronger material, would have been a wow. Well liked as it was. Best tunes were *I Love the Way We Fell in Love* and *I'll Be Seeing You*.

Choreography of ensembles and the vivacious hoofing and flirtatious acting business of Thelma White very okeh, altho the juve, Henry Arthur, missed from all angles. Sidney J. Paine.

FCC Investigates Stations

WASHINGTON, Jan. 3.—At the beginning of the fiscal year, July 1, 1936, the Federal Communications Commission reveals that investigations were pending against 39 radio stations. According to the third annual report to Congress during the past year, investigations against 52 stations were instituted. Investigations were closed against 61 stations, and of the number closed 57 were adjusted informally and four were considered by the Commission after formal hearings.

Fried Chicken Gobs Big Apple at DMA

NEW ORLEANS, La., Jan. 1.—Halling the Harlem-born Fried Chicken as the sequel to the popular Big Apple, the annual three-day convention of the Louisiana Association of Dancing Masters closed Wednesday with the nomination of new officers and directors and adoption of preliminary plans for the holding of the first DMA sessions ever put on south of the Mason-Dixon line. The annual election will take place at the January meeting of the group.

"The Fried Chicken, named so because its steps remind one of the eccentricities of the barnyard fowl," J. Allan MacKenzie, Chi, an instructor at the normal school held in conjunction with the convention, said, "is sure to replace the Big Apple. The new dance originated in Harlem and is a 'broken rhythm tap routine' without very much reason. It has more abandon and is less orthodox and livelier than the Big Apple with a combination of shuffle steps, Suse-Q and a heavy sprinkling of stomping and hand clapping," he said.

In addition to MacKenzie, who instructed in taps, Adolph Blome, New York, taught ballet. Blome was highly enthusiastic over growing tendency of men in learning ballet. "This increase of interest by the male sex in ballet," Blome said, "is due to the influence of the movies."

The sessions were held at the Jung Hotel and attended by 60 teachers of Louisiana, Mississippi and East Texas. Anais Mitchell, New Orleans, presided. Miss Mitchell is renominated as president for 1938, with Peter Villere and Hazel Nuss as added starters; for first vice-president, Edith Healin, Dorothy Babin and June Meyers; second vice-president, Sue Frazier and Dorothy Elster; secretary, Ida Dadeo and Les Brandin and treasurer, Maybelle Kilmm and Marietta Swanson.

Chorus Equity Notes

Many unemployed members of the chorus had their holiday season brightened thru the fund raised by the Christmas ball and entertainment given for their benefit under the auspices of Chorus Equity, Actors' Equity and the Theater Authority December 31. The money raised, distributed thru Chorus Equity, helped with necessities of rent, clothing and emergency medical care, as well as providing some holiday cheer. Pares for viata home were also provided where practicable.

A good many chorus people also attended the party and enjoyed the dance, as well as the entertainment preceding. It was a splendid four-hour show in which many stars of the night clubs and stage took part. Bill Robinson, who with members of the Cotton Club revue took part in the show, spoke for many people when he praised the great success of the affair, which crowded the Manhattan Opera House ballroom.

He said: "Now that we see how the public and the theater respond to such an appeal, I am sure we can make a benefit for unemployed chorus people an annual successful event."

Chorus Equity feels that the affair was highly worth while from every point of view and is considering taking up Robinson's suggestion in staging similar events in the future. Besides those who bought tickets, Lynn Fontanne, Lennox Lohr, of the National Broadcasting Corporation; Billy Rose and other well-known men and women connected with the theater sent in checks. The chorus had a chance to discover how many friends and well-wishers it has among the general public and the people of the theater.

Call Meet To Discuss Aid for Fed Project

NEW YORK, Jan. 3.—Worried over the life of the WPA Federal Theater Project, for which the appropriation runs out in June, a joint mass meeting of theatrical unions and organizations representing the arts projects will meet Friday to discuss methods of securing passage of the Coffee Bill and to secure an immediate increase in personnel on the projects. Latest confab is called by Burgess Meredith, first vice-president of Actors' Equity and chairman of the Arts Union conference.

Among those expected to speak are Meredith; Jack Rosenberg, of musicians' Local 802, and others.

H.L. Brunk Ends '37 Canvas Trek

Launches Oklahoma circle middle of January—two Brunk shows still touring

ROTAN, Tex., Jan. 1.—Henry L. Brunk's Comedians closed the 1937 season here Thursday of last week. Show played week stands, carrying a band, orchestra and special vaude acts. Company played Texas, Oklahoma, New Mexico, Colorado, Wyoming and Kansas.

Personnel at the time of closing included Blanche Bradley, Nona Nutt, Ruth Hlett, Francis Lemmon, Mercedes and Bey, Cleve Munden, Herb Clark, Duke Arthur, Bing Brown, Lloyd Gilbert, Clarence Klein, Herman Munden, Wayne Patterson, Klank Lemmon, Jimmy Phoebe, Jack Weeks and a working crew of six.

Henry L. Brunk, owner-manager, spent the holidays with his family in Wichita. He has set a circle stock engagement to open the middle of January in Oklahoma.

Closing of the Henry Brunk Show leaves two companies still on the road under the Brunk banner. Fred Brunk's show in Arizona and Glen Brunk's company in Central Texas. Davis Brunk Show closed in November, and Brunk Bros. Stock Company, management of Buddy Brown, folded in Oklahoma December 1. Both companies will reopen early in the spring.

Hulls Play Host To Folks at Xmas

LAKE CHARLES, La., Jan. 1.—Jimmie Hull Players enjoyed a grand party in Crowley, La., Christmas Day, with the entire company the guests of Jimmie and Tiny Hull at a sumptuous turkey dinner punctuated by inspirational talks and holiday singing. Hull company has shown here on Christmas for the last 12 years and this marked the 14th holiday season the troupe has gone thru without a close.

The Hull showfolk received another holiday treat the day before Christmas when Manager Hull had the crew erect the show's new Baker-Lockwood tent comprising four 20s and two 40s, with a new 20-foot marquee and a specially designed proscenium for the stage.

Bob and Pearl LaThay, Jimmie and Rosalea Colley and Al Martin are new additions to the company, which now numbers 42 people. Four more chorines are expected on next week.

Jackie and Harry Kimling, sons of Mr. and Mrs. Skinnie Kimling, came on for the holidays from school in Arkansas. They were met at the train by the Hull band.

Billroy's Briefs

VALDOSTA, Ga., Jan. 1.—Everything is progressing nicely at quarters here. Sam D. Finch is again on hand with his gifted paintbrush and Eddie Mellon and the boys are doing their usually fine building job.

Jimmie Heffner and gang, comprising Sid (Uncle Jester) Lovett, Mr. and Mrs. Ralph Herbert, Mr. and Mrs. Billy Armand and others, visited and stored equipment here recently after closing their season. They migrated, however, to a Key West, Fla., night spot, where they are now holding forth. They will return here in about five weeks.

We had "prowler trouble" in camp recently and that may be Pop's (the night watchman) reason for toting a cannon nearly as large as himself.

Things I sometimes wonder about: If George Kirk is still torching for a certain acrobatic dancer? To whom did Marge Noble send the torrid wire from Harrisonburg, Va., this summer? Why folks who are commonly known in show business don't write *The Billboard* oftener and let their friends have some idea of where they are located?

JOHN D. FINCH.

THE FOUR BRYANTS have ditched the idea of disposing of their old Bryant Showboat and building another for the 1938 season. They have made repairs to the old boat's hull and have done a bit of revamping here and there and plan to get at least another season out of the venerable old craft.

Rep Ripples

MR. AND MRS. J. C. BISBEE, of Bisbee's Comedians, are parked at Ollie Trout's Trailer Park, Miami, for a rest and a bit of winter frolicking before beginning their new season. Bisbee, known professionally as Mahala the Magician, will play a few dates in that area before leaving.

LOU AND AMY LA CLEDE, rep old-timers, are now out of the business and engaged in apartment house work in Los Angeles. "Living is cheap here and we love California, but we miss the old friends and the footlights," they write.

DON AND MYRTLE KIMMEL, rep folks, now working night clubs in the East, are gradually wending their way westward. They expect to reach California by spring.

FRED LYTELL posts from Brandon, Tex., under date of December 29: "Still in Texas and it's still raining. Business fair."

RAYMOND TUNCLIFFE, well known in New England repertoire circles, is booking New England dates under auspices with his evening's entertainment of dramatic impersonations.

ROY AND ALICE BUTLER, still touring with their General Electric unit in the Southland, recently enjoyed a visit from Mr. and Mrs. Cowboy Gwinn and son in De Land, Fla. "In Miami," they pencil, "we saw Billy Wehle, who looked as tho the season had been pretty good. We'll be in Florida about three more weeks and then will head westward. We're staying at Ollie Trout's beautiful tourist camp in Miami."

CAPT. J. W. MENKE, showboat impresario, and his daughter, Dorothy, of Pittsburgh, spent the holidays with relatives in Cincinnati. Menke was a visitor at The *Billboard* Tuesday afternoon of last week. He left the following day to rejoin his Golden Rod Showboat in St. Louis, while Dorothy returned to the Smoky City later in the week.

JOHN S. EVANS and wife, who left show business last May, are now in charge of all recreational activity at the

Mississippi State Hospital, Whitfield, Miss. Included in their duties are the supervision of all playground, library, orchestra and entertainment activities. Three other troupers are associated with them there, John Rupee and Orin S. Holloway, the past season with the Ollie Hamilton Show band, and Dewey Orrill, bass player, past summer with the Moon Bros. Circus. Holloway has been on the sick list for the last several weeks with flu and sinus trouble. He would be pleased to hear from friends.

DARR-GRAY COMPANY, which recently moved into Jackson, Miss., for an indefinite stock run, pulled out of there after only a few days due to poor biz.

BILL AND BEULAH CUMMINGS are still in Kingsville, Tex., with Stout Jackson's Big Tent Theaters, showing Mexican pictures. Johnnie Wise was a recent visitor on the show.

TOM HUTCHISON, well-known Midwest repertoirean, is again spending a winter on the Coast. He's in North Hollywood.

RENEE MAHAR and Jack Keating, with the Hunter-Pfeiffer Showboat Players, spent Christmas week working night spots in Norfolk, Va. The Hunter-Pfeiffer resumed Monday (3) to present an educational feature along the Eastern shore. Renee and Jack pencil that they're still pulling the Covered Wagon trailer and like it fine. They have signed to continue with the Hunter-Pfeiffer thru the next canvas season.

JACK RIPPEL pencils from Collins, Ga., that he plans to revive his Joe Dokes billing in the near future. He used that moniker with Brownlee's *Hicksville Follies* in 1934.

GLENN McCORD informs that his Glenray Players have not folded, as recently reported. "We're still going and have no intention of closing," McCord writes from Hastings, Neb. "We are not getting rich, but business has increased the last two weeks. Warda and Kenny McCool have closed to go into the popcorn business and their places have been filled by Johnny and Connie Spaulding. So the show goes merrily on to fair business."

Kansas City Jottings

KANSAS CITY, Mo., Jan. 1.—Lodema Corey, who has been with Sid Kingdon's circle in North Missouri since the show opened this fall, terminated her contract this week.

Foy Witherspoon, leading man with the Ted North Company, in stock at the Capitol Theater, Topeka, Kan., has returned to the cast after a Christmas visit with friends and relatives in Texas.

Mr. and Mrs. J. Richmond Roy, who have been out with their own show this fall, playing schoolhouses, spent the holidays here.

Mona Rapier, character woman with Jack Collier's Comedians, has closed and is now sojourning in Detroit with relatives.

Jimmy Thornton recently joined Jensen & Harris' Radio Players, showing in North Dakota.

O. Kirkman, who closed recently with Jennings-Porter Comedians on the West Coast, was spotted on the rialto here this week.

Hubert and Maude Nevins, after closing with the Darr-Gray Stock Company in Jackson, Miss., are sojourning at their home in Indianapolis.

Lewis Ostrander, Midwest juvenile man, was spotted on the main drag here this week.

Elton Hackett, formerly with Chick Boyes, is being booked by Florence Denny, of the Wayne Agency, in local night spots. He joins Harley Sadler's Own Show in Texas January 17.

Orion Marr and Dorothea Holt, after 15 weeks with Sid Kingdon's circle, have terminated their engagement.

George Alleen Young, formerly with Darr-Gray, has joined Chick Boyes' circle in Nebraska.

Alice Ellis, former Midwest character woman, is now producing home talent productions here.

Mercedez Ray is a recent arrival here, after closing the season with Henry L. Brunk's Comedians.

Raymond and Ralph Wolfe motored

here from Texas to spend Christmas with their parents. They departed for San Antonio.

Kelly Masters, manager of Kelly Bros. Shows, spent the holiday with relatives in Nebraska.

Larry Conover and Fay Adams are recent additions to Glen Brunk's Comedians in Texas.

Sid Snider, who recently closed his Eastern Missouri circle, sojourned briefly in the village this week. He is said to have organized another show to play Northern Missouri territory. Besides Snider, the cast includes Mr. and Mrs. E. C. Bickford, Maxine Warden, Hester Holderby and Glenn Morris.

Jimmy Murphy and Beverly Sutherland, formerly with Sid Snider's circle, are playing night spots here.

Ed C. Ward's Princess Stock Company, under canvas until recently, is playing a circle of houses in Arkansas.

Sonny and Dolly Duvel have been re-signed with Jack Hart's Comedians for the 1938 season.

Mary and David Demille, rep musicians, the past summer with Hila Morgan, are engaged for the winter in a local nitery.

Frank Meyers, former director with Skippy Lamore's Comedians, was spotted on the main drag here this week.

Joe and Georgia Hofman, who spent the holidays here with relatives, have returned to the Big Ole Show in Minnesota.

Menke Boat Is Injunction Winner

ST. LOUIS, Jan. 1.—Capt. J. W. Menke's Golden Rod Showboat, now entering its third month at the foot of Locust street, has been granted a permanent injunction in Federal Court here restraining the city of St. Louis from interfering with the boat's operation here.

City officials had sought to prevent the floating theater from tying up and showing here, claiming that the craft failed to comply with certain local building and fire regulations. As a result the Golden Rod has been showing successfully under a temporary restraining order since its opening here two months ago.

While holiday business was nothing to write home about, the Golden Rod has been showing to excellent returns since its opening here. It is Capt. Menke's plan to keep the boat in the local harbor just as long as business warrants.

Lewis Ready for New Season

ALBANY, Ore., Jan. 1.—Harry Kay Lewis' *Hollywood Varieties* recently closed a year's tour at Fresno, Calif. During the last 12 months the troupe played theaters, halls and schools from Texas to Indiana and back to California, where the players will vacation until January 10.

Roster comprised Harry Kay Lewis, manager, emcee and magician; Madam Alberta (Mrs. Lewis), ventriloquist; Thayer Lewis, musical novelty; Della Lewis, song and dance specialties; and Zeke and Tildy, comedy team. Marie and Bum Henry left the show in the spring to join a circus.

Harlin Talbert, ahead of the show for the last three years, after setting the attraction to its closing dates jumped to his home here and produced a home-talent revue, assisted by Kolene Kaye. They will rejoin the show in Los Angeles, where Manager Lewis is restocking with new material and billing matter. A new car and house trailer are also being added.

Baxter-Leonard Showfolk Touring Carolina Country

NEW BROOKLAND, S. C., Jan. 1.—Since the closing of the Baxter-Leonard Players Jess and Agnes Baxter, Johnnie and Vernie Bishop, Amy St. Lyre and Billie Boughton have been playing houses in North and South Carolina billed as the Radio Revellers. Business conditions in the two Carolinas and Georgia are the worst in years, due to low cotton prices and the cotton mills curtailing operation to two or three days a week. Practically all amusement enterprises in the three States are crying bad business.

Mr. and Mrs. S. M. Leonard, who have been visiting relatives in Norwell, Mass., and Mr. and Mrs. Anthony Romeo, who have been holidaying in Massena, N. Y., are slated to return to these parts next week to resume tramping with a No. 2 Radio Revellers unit.

Baxter-Leonard show will resume its canvas tour early in the spring with practically the same personnel as last season.

AL S. PITCAITHLEY returned to Cincinnati to spend the holidays. He has resumed with club work around the town.

WALLACE BYERS, formerly with the Harley Sadler and other reps, is now directing the school band at Morse, Tex.

For over 25 years we have been printing

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Shamokin, Pa. \$17.50
10,000 ... \$8.00
20,000 ... 7.25
50,000 ... 10.75

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

BIRCH AND COMPANY, who closed for the holidays December 17, will resume January 5. Mr. and Mrs. Birch (Mabel Sperry) spent Christmas and New Year's in Chicago.

MR. AND MRS. JOHN W. WAITE and sons, Cortland and Richard, of Gloverville, N. Y., have built and routine an hour's show which they are presenting in New York State churches, schools and clubs under the billing of Gordon Wesley and Company.

SOCIETY OF DETROIT Magicians elected the following officers to serve thru 1938: Dr. John Buell, president; David Pogo, vice-president; Robert Ungewitter, secretary, and George A. Pillsbury, treasurer.

PAUL STADELMAN, of Hopkinsville, Ky., was a visitor at the magic desk December 23 while in town to do a Christmas show for the employees of the Brobard-Rainer Shirt Company. Paul toted with him a shrunken Indian head sent to him by his brother, Raymond, now with the Carnegie Institute Research Department in Todos Santos, Guatemala. Paul tells that Raymond, who has been dabbling in magic for some six months now, is looked upon as a miracle man by some of the natives down that way.

CITY COUNCIL of Paris has decided to dedicate one of the streets in the Montparnasse quarter Rue Robert Houdin in memory of the celebrated French illusionist.

PERCY ABBOTT, Colon, Mich., magic maker, stopped off at the desk while in Cincy on business last week. Unfortunately, we were out and missed him.

MYSTERIOUS LE WAIN and Company, who played the Sears-Febbleman department store, New Orleans, during the holiday season with rag pictures, vent and magic, are following up with other dates in that area.

HENRY HAVILAND is still doing his paper-tearing magic in the Philadelphia sector.

DE ROGROV is at the Coliseo des Recreos in Lisbon, Portugal.

PROP. L. LEVITCH, mentalist, is working single-o at Steve Jenkins' Riviera Tavern, Galveston, Tex.

C. THOMAS MAGRUM, after a season thru Maryland, Virginia and West Virginia, will swing thru the Southeast for the balance of the winter. The one-man magic show is piloted by J. Lawrence Magrum, Tom's brother.

SAM MAYER, popular in Cincinnati magic circles, has been forced to resign from the IBM's convention committee due to ill health. His physician has advised him to forget all magic activities for at least a year.

JOHNNY PLATT, after filling in on local dates in Chicago for the holidays, began a week's run at the Garrick Theater, St. Louis, New Year's Eve.

LESTER LAKE (Marvelo) is resting up in Cincy, after winding up a seven-week stretch as magician of ceremonies at the Haunted House, Queen City nitery.

BUD AND LUCILLE HUGHES opened at the Yacht Club, Chicago, December 29.

LEO ZOLO, Dayton, O., magish, in a visit to the magic desk last week revealed that he is negotiating for a flashy whale show to place on location at one of America's prominent amusement resorts in the spring.

MARTIN SUNSHINE (Kismet) opened at the Playhouse Theater, Winnipeg, Man., on New Year's Eve for a fortnight's stand.

JOHN MULLHOLLAND gave a demonstration and lecture on the mysterious art at the Brooklyn Academy of Music Monday night, December 27.

HOLIDAY BILL at the Theater Isola in Paris included the Isola Brothers, illusionists; Musty comedy prestidigitator, and Professor Robertson and Mme. Lucile, mentalists.

OTIS MANNING is in his second week of an indefinite engagement at the Mayfair, Washington.

GEORGE PEARCE, New Orleans magician, is spending a busy winter as the Crescent City begins its biggest carnival program in years. Pearce highlighted a circus party given by Harvard-Yale-Princeton Club of New Orleans New Year's Eve.

THANKS FOR THAT shower of holiday greeting cards. Included in the last batch received were remembrances from Jack and Wynnie, from Pittsburgh; Cardini and wife, from London, and Jan Hagooort, from his native Holland.

PABLO, card and cig manipulator, is at the Bobino in Paris, and Talamas, magician, is at the Louvre department store in the same city.

SUZIE WANDAS is current at the Hippo-

drome in Antwerp. . . **RAJAH RABOID** is presenting his novelty mystery turn as a nightly feature at the Piceta in Havana.

REVIEWS

(Continued from page 36)
number with a brilliant array of costumes, an appropriate tune by Miss Parsons and a terepichorean specialty by Dixie Martin.

House was quite full. Newsreels and shorts accompanied the stage show.

David Arien.

Rialto, Chicago

(Reviewed Tuesday Afternoon, Dec. 28)
On its way again after a two-month layoff, the Rialto made a new and financially happy start with a comparatively clean and novel bill. While stock routines are still employed and the familiar order of presentation is followed, the fresh life instilled by the performers and novel ideas fringing the production scenes make the affair a wholesome and entertaining show.

Ada Leonard is the featured woman and she is still as shapely and as statuesque as ever. She opens her routine with a song delivered with salesmanship and goes into a brief disrobing number. Supporting her are Diana Logan, a sexy redhead and stately parader who earned a good hand with her specialty, and Romayne, who is spotted in a line number with a graceful exotic dance.

Comedy honors are divided between the Hirst principals and stock trio familiar to local fans, Max Coleman, Benny Moore and Al Golden, assisted by Harry Bentley and Irving Karo, have several laugh-sprinkled skits which are clean and amusing. The old stand-by in which Golden is the corpse-like straight-faced specimen, Moore the showboat tragedian and Coleman the theater manager's office still looks like a minor riot.

Charles Country, Kenny Brenna and Jack Buckley are the stock trio, the latter straightening for the pair. The boys are in for an indefinite run and are using familiar but good bits. Diana Logan, among others, pitched in for the talk sessions.

Ida Rose collected a shapely, attractive and lively line of 16 girls, who participate in the several production scenes with an abundance of zest. A tricky umbrella number netted a generous hand. George Ramsby is a young and capable vocalist, while Karo singles with a brief operatic-tenor specialty that brings some timely relief. An unbillied xylophone player who also uses cowbell and whisky bottle contraptions was a real highlight between scenes.

Shows are repeated four times daily and five times week-ends. First and second-run pictures will alternate on the screen.

Sam Honigberg.

Three for Seattle

SEATTLE, Jan. 1.—Rialto's entry into burlesque makes it the third burlesque

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

JACK MURRAY, now in the Phoenix (Ariz.) contest, reports that Al Zuckerman is not with that show, as recently reported. Zuckerman after closing with the recent Wellston, (Mo.) show joined the Salt Lake City contest, which he won with his partner, Betty Robertson.

MAX GROSSMAN is slated to launch a walkie at the 3,000-seat Walkathon Arena in his home city, San Antonio, this week. Grossmann reports that he has a city permit and that the show will operate under the sponsorship of the Elks. Pat O'Day and King Brady will most likely be associated with the Grossmann attraction.

INQUIRIES HAVE BEEN received recently on Bobbie McDonald, Chuck Payne, Johnny Harrigan, Ray Pickett, Jimmy Leahy, Billy Smith, Mickey Shean, Charley Kay, Sid Curtis, Billy Lightner, Nick Winrick, Mrs. Ben Kubby, Martha Patten, Dimples O'Neil, Buck Roberts, Dolly Jost, Frank Lovocchio, Pauline Schrieber, Sally Ann Ostaf, Carolina Webster, Jimmy King, Ginger Heath, Billy Willis, Joyce Petter and Dick Stewart.

C. A. DILL, who has been associated with an oil company in Ponca City, Okla., for the last two years, is making

Saranac Lake

By T. BODWELL

Milton Weeks, of Philadelphia, is one of the latest arrivals to our ranks. He was manager of the Avalon Theater, Avalon, N. J., for Jack Greenberg.

Nat Wolf, zone manager for Warners in Cleveland, was up visiting Roy Nunley and Betty Bostwick and was impressed with their gains in health.

Sylvia Abbott held open house over the holiday week-end for Murray Lieberman, Leo Lieberman and Murray Blitzer, of Brooklyn. All were elated over the fine showing Sylvia has made.

Marie Philippa is another newcomer to our company. She hails from New York.

Dave Rose enjoyed the company of his daughter, Bernice, over the week-end. Dave is speeding down Recovery Row.

Check your health to avoid the cure and write to those you know in Saranac Lake.

ROUTES

(Continued from page 17)

V
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vargas, Eddie: (Hizamack) Chl. h.
Veil, Tubby: (Bruna) Chl. re.
Vorden, Vivian: (Broadway Tavern) San Antonio, Tex.

W
Wade, Johnny: (Romance Inn) Angola, N. Y.
Wallace, Anne: (Club Cabrillo) San Pedro, Calif., Tex.
Wardell, Tick: (Kungsholm) West Orange, N. J.
Watkins, Ralph: (Yacht Club) NYC, Tex.
Wardlaw, Jack: (Casa Madrid) Louisville, Ky., Tex.
Watkins, Sammy: (Hollenden) Cleveland, h.
Watkins, Ralph: (Yacht Club) NYC, Tex.
Webb, Joe: (Queen Mary) NYC, Tex.
Wells, Lawrence: (William Penn) Pittsburgh, h.
Wetner, Michael: (Old Roumanian) NYC, Tex.
Wetzer, Leo: (Michigan Tavern) Niles, Mich., Tex.

Y
Weston, Ernie: (Oleasa) San Antonio, Tex.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Widmer, Bus: (Palais Royal) St. Petersburg, Fla., h.
Williams, Sando: (Astor) NYC, h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Williams, Charlie: (Checker) St. John, N. D., Tex.

Z
Wilson, Ray: (Rainbow) Grove City, Pa., Tex.
Wizer, Bill: (Senator) Seattle, h.
Winston, Jack: (Bal Tabarin) San Francisco, Tex.
Wintz, Julie: (Roseland) NYC, h.
Woodfield, Harry: (Hofbrau) Canton, O., Tex.

Y
Yates, Billy: (Blackstone) Ft. Worth, Tex., h.
Z
Zelman, Rubin: (Caravan) NYC, Tex.

house operating in Seattle. Virgil Rogers, manager of the film house on First avenue, put the theater in the ranks of the giresque places by the addition of flesh to film fare. Four shows a day are featured, with new shows every Sunday and Thursday.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL TINT, the yodeling minstrel, doubled the Moose Club and several other Akron (O.) niteries New Year's Eve and then moved into the Twigg Club there for the balance of the week. While in Cleveland early last week Al bumped into Eddie Leahy and Del Smith. The latter, formerly trombonist with the Lassie White Minstrel, is now trouping it with Earl Taylor's unit.

GEORGE HARRIS' Blossoms of Dixie, colored minstrel revue, since closing with the C. L. Spencer Shows November 28 last has been working houses thru Mississippi and Louisiana. Business, according to word from the show, has been satisfactory. This is the unit's third season in that territory. Featured are "Stump" Dawkins, "Dwindle" Berry, Eddie Moore, Juanita Williams and Chapple Harris. George Harris batons the band and Charles Raymond handles the advance and press. Troupe, playing one- and two-day stands, will continue in the Mississippi-Louisiana sector until spring, when it resumes its canvas trek.

MAXIMILIAN MAZZANOVICH, manager-director; born in Los Angeles November 4, 1870; engagements: Alexander Salvino, from 1889 to 1895; Klaw & Erlanger, 1894; George M. Cohen, as technical director from 1905 to present time, including a stretch with the Cohen & Harris Minstrels. At present resting at 260 30th avenue, South, St. Petersburg, Fla.

HEARTENED by the success of a minstrel show it sponsored last year, members of the American Legion Post, Massillon, O., are planning to stage another to be titled *Rolling Rhythm* some time in February. Beverly Blake is producing it.

JACK NAILOR reports that he is wintering his Alabama Minstrels at Eudora, Ark.

ment, Tex., have conceived the idea for a contestant's organization. Purpose of the association, they say, would be to work toward the better welfare of endurance show contestants and to strive for greater co-operation among contestants. Another aim of organization would be to protect contestants against unscrupulous promoters. Murray and Steel would label the new body National Marathon League. The lads are anxious to learn the reaction of other contestants to the idea, so shoot in a line and let us know what you think of the plan.



AMERICA'S SNAPPIEST Minstrel Shows

Unrivalled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wig, Bones, Tapes, Sponges—everything to put life and map into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
203 N. Wabash Ave. Dept. 180, Chicago, Ill.

CONTESTANTS

And all Others Connected in the Endurance Field.

FRANK RAVESE and STAFF

WISH YOU A HAPPY AND PROSPEROUS NEW YEAR.

Watch for Opening Date of Our New Show Soon.

JACK MURRAY and Bill Steel, with B. W. Johnson's Thrillathon in Beau-

The Final Curtain

ALTON—Lillian Theima, 61, known in private life as Mrs. W. C. Kendal, stage and vaudeville singer, December 23 following a heart attack at her home in Hoboken, N. J. Well known in concert and opera, she sang soprano with Ziegfeld's Red Feather Opera Company, many bands and on the vaudeville stage. For several seasons she sang with the Sells-Floto Circus. Funeral services in New York and burial by the Actors' Fund in Kensico Cemetery.

BEDDOE—Dan, 74, widely known oratorio singer, of a heart attack December 27 at the home of his son in New York. Born in Aberdare, Wales, Beddoe was well known as a singer in that country before coming here 50 years ago. Since that time he sang with nearly every choral society and major orchestra in this country and Great Britain. On 13 occasions he appeared with the Cincinnati May Festival and was a member of the artist faculty of the Cincinnati Conservatory of Music for 18 years, retiring in 1936. With the New York Oratorio Society he was chosen to create the leading roles in Strauss' *Tellderer*, and was similarly honored when he sang in *Converse's Job* and *Elgar's Spirit of England* at Worcester, Mass. Survived by his son, Donald, actor, and a daughter, Mrs. Gladys Vermilya, residing in England. Services December 30 from Campbell's Funeral Church, New York.

BLAND—Joseph, 57, pitcher, also known as Professor Joseph, suddenly in Lawton, Okla., December 18. Burial in that city.

BRENNAN—John, 47, for many years manager of tab shows, December 28 in Anderson, Ind., from heart trouble. He was a brother of Tom and Shots O'Brien, of the Runaway Four. Burial December 30 in Anderson.

CAUFFMAN—Florence Thayer, 72, wife of David Cauffman, company manager of *You Can't Take It With You*, December 29 at Hotel Carter, Cleveland, while company was appearing at Hanna Theater in that city. She had been in poor health for several years but continued to travel with her husband. *First Lady, Of Three I Sing* and other productions with which her husband was associated gave her a wide acquaintance throughout the theatrical world. Burial in Rochester, N. Y. Besides her husband, Mrs. Cauffman is survived by a son.

COGUT—Esther, 56, in Brooklyn December 28 of a heart attack. Survived by her husband, Judah Cogut, legit actor, recently seen with William Brady's *Street Scene*; a daughter, Gertrude, singer; two sisters, Mrs. Herbert Barnum Seeley Stein, danseuse and wife of the late grandson of P. T. Barnum, and Belle Rose, former *Follies* show girl, and a son, Henry, identified with George A. Hamid, Inc., and representative of Cogut and Matto, vaude and radio team. Services at the home by Rev. Marjolla, uncle of the deceased, and by Sexton Becker, from Congregation of Sons of

Judah, Brooklyn. Interment in Mt. Zion Cemetery, Brooklyn.

COHEN—Meyer, 65, film executive and exploitation man, December 28 in Dallas, where he was employed by RKO the past few months. He was formerly Pacific Coast representative for George Klein and General Film Company and Los Angeles branch manager for Louis J. Selznick and Select Pictures.

DEBRISK—Mrs. Mary E. December 28 in Linden, Tex. She was the mother of Mrs. Nell Shinn, last season with U. S. Greater Shows. Burial in Hillcrest Memorial Park, Texas, Tex.

DILLON—John T., 61, stage and film character actor, of pneumonia at Soldiers' Home, Sawtelle, Calif., recently. Was brother of late Eddie Dillon, film director. His widow and a sister survive.

DOWNING—Walter, 63, Western film actor, December 22 in Hollywood. Survived by his widow.

FOSTER—Muriel, 60, English concert contralto, in London, Eng., December 23. In recent years she toured Canada and the United States with Mme. Olga Albani.

GARDNER—Mrs. Maria, recently in Dallas of pneumonia. Survived by her husband, Erwin Gardner; three sons and two daughters.

GREENBERG—Joseph Mahley, 78, veteran magician and uncle of Ed Wynn, comedian, December 23 at his home in Kansas City, Mo. He toured England, China, Japan, France, the Philippine Islands and this country as a professional, retiring a few years ago. He was a member of the Knights of Pythias. Survived by his widow, Mrs. Frances Greenberg, and two stepdaughters, Mrs. J. P. Shreve Jr. and Mrs. F. E. Oakes, all of Kansas City. Services December 24 from Melody-McGilliey Chapel, Kansas City.

GRIFFIN—Georgia Butler, 47, aunt of Bebe Daniels and author of *Who's Who in the Movies*, of pneumonia December 30 in Los Angeles.

GURNEY—Ivor G., 47, musician-poet, of tuberculosis at Kent, Eng., December 26. He wrote about 200 songs.

HARKEY—O. J., Jr., owner Ozark Amusement Company, which operates theaters in several Arkansas towns, in a hospital at Memphis recently. Widow, a son and parents survive.

HARTMAN—Benjamin, 67, for 20 years stage carpenter at the Hartman Theater, Columbus, O., and also identified at one time with the Ohio Theater there, at his home in Columbus December 27 of a cerebral hemorrhage. His widow, a daughter, two brothers and a sister survive. Services at Our Lady of Victory Church, Columbus, and burial in Calvary Cemetery, that city.

HARVEY—Oscar R., 46, general manager of Dominion Sound Equipments, Ltd., and sales manager of Northern Electric Company, Ltd., December 25 at Montreal.

KAPNER—Julius, brother of Leonard Kapner, general manager of Radio Station WCAE, Pittsburgh, recently.

LANCET—George H., 67, singing instructor and conductor of a chorus heard weekly over a Detroit radio station, in Ford Hospital, Detroit, December 27 after a month's illness. He was born in England, coming to the United States when 10 years old. Survived by his widow and three daughters.

LITOT—Peter J., 65, former manager Capitol Theater, Port Wayne, Ind., December 22 in that city.

LUGI—Jimmie, musician with circuses and tab shows, killed recently at Kerrville, Tex., when struck by an automobile. His seven-month-old baby also was killed in the accident. Survived by his widow and a son, who were also seriously injured in the mishap. Burial in Ingram, Tex., December 28.

MCPHEAK—Father of J. C. McPeak, December 23 in Flint, Mich., of bronchitis. Survived by his widow, Julia A. McPeak; two sons and four daughters. Burial in Flint.

MARKBREIT—Mrs. Bertha Flebach, 77, former well-known actress, in Cincinnati December 25. She was born in Germany and at 8 years of age made her first stage appearance. At the age of 16 she was one of the leading juvenile actresses in that country. Coming to the United States when 19, she toured this country as a soubrette with the Madame Otilie Genee Company, and for a number of years appeared at the German Theater, Cincinnati. Mrs. Markbreit also was seen with companies in

New York, Chicago, St. Louis, San Francisco and Milwaukee. Services December 28 and burial in Spring Grove Cemetery, Cincinnati.

MARQUIS—Don, 59, playwright and humorist, at his home, Forest Hills, Queens, N. Y., December 29. Born in Illinois, Marquis entered the theater via the newspaper route, becoming nationally famous with his columns in *The New York Sun* and *Tribune*, where he created the humorous characters of Archy and Mehitabel. Of the three plays he wrote *The Old Sock* was most successful. On this comedy Marquis made \$85,000. His other two plays, *The Dark Hours* and *Out of the Sea*, were written in a more serious vein but failed to click. Toward the end of his life Marquis suffered financial reverses and a benefit for him had been scheduled in January. Plans are afoot to convert the benefit into a memorial. Funeral services were held December 31.

MOORE—Harry, 52, for many years a theater manager in New York for Fox and RKO, December 23 in Harlem Hospital, New York, of injuries sustained in an accident the night before.

MULLALY—John, who with his wife, Elizabeth Silva Mullaly, was a member of a vaudeville dance trio, December 28 in Boston. Body was sent to Woonsocket, R. I., for services at St. Charles Church December 30. Burial in St. Charles Cemetery, Woonsocket. Survived by his widow, mother and a sister.

NIGGEMEYER—Mrs. Elizabeth, mother of Charles Niggemeyer, stage director of State-Lake Theater, Chicago, recently. Survived by two sons and a daughter.

REYNOLDS—Fred C., December 23 in hospital at Birmingham, Ala., after an illness of several years. Was cookhouse operator for over 40 years and had been with Buffalo Bill Wild West, Con T. Kennedy, World at Home, P. H. Bee and L. J. Heth shows. Burial in Oakland Cemetery, Birmingham. Survived by widow.

RICHARDS—George Louis, 55, for more than 10 years manager of the Lyceum Theater, New Orleans, of heart trouble December 25 in a New Orleans hospital. Survived by his widow and two sisters. Interment December 27 in New Orleans Cemetery, that city.

ROBERTS—Ross, 70, father of Ross Roberts Jr., of the Ringling-Barnum Circus, December 20 at his home in Detroit. Survived by his son and two daughters. Burial in Oakview Cemetery, Detroit.

ROSIN—Theodore (Ted), 32, Buffalo theater manager, recently at his home in that city after a week's illness. At the time of his death he was manager of the Majestic Theater, Buffalo, and formerly managed the Star Theater, Tonawanda, N. Y. Survived by his widow, formerly identified with Universal Corporation; his parents, two brothers and a sister.

SHAFER—Fred L., 62, for many years with major circuses as boss in wardrobe departments, December 21 in General Hospital, Los Angeles, after a short illness. He traveled last with the Tom Mix Circus. Services from Breesee Bro.-Gillette Mortuary, Los Angeles, December 27, and burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, under direction of the Pacific Coast Showmen's Association. B. M. Cunningham and Mother Minnie Fisher conducted committal services.

SHUTE—Fred, 74, father of Ray G. Shute, St. Louis booker, who with his twin brother, Roy, formerly appeared as principals with the Four Balmains, vaude act, December 24 in Rockford, Ill., after a long illness. Services and burial in Rockford December 27.

SULLY—Mrs. Frank, 25, known in vaudeville as Edras Purcell Sullivan, December 21 at Long Beach, Calif. Husband and daughter survive. Burial at Long Beach December 23.

SUMMERVILLE—Clarence P., 41, well-known vaudeville executive of Seattle, at St. Joseph's Hospital, Yakima, Wash., recently, victim of an auto accident. He had been general manager of Levy Vaudeville Circuit in the State of Washington. He leaves a wife and a brother. Burial in Seattle.

TAYLOR—Henry, managing director of the Boston Metropolitan Theater, December 30 from a blood clot. After 15 years with the Shuberts he worked for RKO as manager of the Metropolitan. Later he managed the Paramount, Boston, returning a year and a half ago to the Met. He leaves a wife, Florence, and a brother, Ernest. Burial January 2.

VROOMAN—Dan, 54, with Manvros' trained comedy dogs, December 28 in St. Joseph Hospital, Mishawaka, Ind. Burial in that city.

WELL—Milton, 49, well-known Chicago music publisher, December 30 in Grant Hospital, Chicago, of pneumonia following an operation. Well was one of Chicago's most colorful Tin Pan Alley characters and was instrumental in publishing such hits as *Tie Me to Your Apron Strings Again*, *Ranch in the Sky*, *I'm Looking at the World Thru Rose-Colored Glasses* and *The One I Love Belongs to Somebody Else*. He was also credited by many musicians as being partially responsible for the hillbilly song craze. Survived by his widow, Maybelle. Services January 3.

WELD—Mrs. Kate De Rosset Woodbury, 76, first wife of the late conductor of the Flodora Sextette, December 26 in Rome.

WILLIAMS—Charles (Coopy), Detroit pitcher, known in private life as Charles Winchester, recently in Emergency Hospital, Nashville, Tenn., from a complication of diseases. Survived by widow.

WOLFARD—George, Jr., operator of Hamilton Theater, Indianapolis, December 22 in Robert Long Hospital in that city. Widow, two daughters, father and one sister survive.

WREN—Enoch Young, 65, formerly in dramatic stock and of late years a concessioner in parks and with carnivals, in Pittsburgh December 24. Survived by his widow, Anna Shirk Wren; two sisters, Mrs. A. J. Mercer, Pittsburgh, and Mrs. R. J. Waltman, Fort Myers, Fla.; a daughter, Mrs. Leo Carroll; a granddaughter, Mrs. Carl Fontaine, and a great-granddaughter.

Marriages

BANCROFT-HYDE—Shayler Bancroft, nonpro, Upper Montclair, N. J., and Bee Hyde, director of the Kansas City Hot Club, a musicians' organization, December 29.

BLENDER-GOODMAN—Morton Blender, announcer for Station WOPF, Boston, and Rose Goodman, Milwaukee, in Chicago secretly July 21, it has just been revealed.

DUNN-GIFFORD—James Dunn, film star, and Mary Frances Gifford, film actress, in Yuma, Ariz., December 29.

FARTHING - HERBERT—Johnny Farthing, brook rider of Ardmore, Okla., and Dorothy Herbert, featured equestrienne with the Ringling-Barnum Circus, Christmas night in a public wedding at Shrine Circus, Chicago.

MARCOFF - LAMPERT—Joseph Marcoff, of Westley, B. I., and Mary Lampert, of the Lampert Suburban Theater Circuit, in Colchester, Conn., December 31.

PALMORE-SHELLMAN—Julian J. Palmore, nonpro, and Josephine Keith Shellman, daughter of James Shellman, publicity head of the New Theater, Baltimore, in that city December 29.

SHRADER-DOAN—Owen Shrader, former manager of the Fifth Avenue Theater, New York, and Gladys Doan, chorus producer, in Indianapolis December 25.

WARNER-GOLDENBERG—Harold J. Warner, Buffalo correspondent of *The Billboard*, and Eva Maria Goldenberg, December 29 in Buffalo.

WHITEHEAD - BERESFORD—Verne Whitehead, New York orchestra leader, and Ann Beresford, mother of Anita Louise, screen actress, in Beverly Hills, Calif., December 25.

Births

A daughter, Barbara Jane, to Mr. and Mrs. James Wallington recently. Father is the well-known radio announcer.

A 10-pound son, Charles Eugene, to Mr. and Mrs. U. S. Wilson in Macon, Ga., December 25. Father is electrician with Barfield's Cosmopolitan Show.

A nine-pound son, E. W. III to Mr. and Mrs. E. W. Weaver Jr. in Summerton, S. C., December 25.

A son, Neil Andrew, to Mr. and Mrs. L. W. Stickey, of Baguio, Philippine Islands, and formerly of Canton, O. Mother is the former Maxine Clair, professional dancer and daughter of Claire Rae, Canton dance instructor.

A son to Mr. and Mrs. Fred Schumann in Kansas City, Mo., recently. Father is assistant studio manager of Station KMBC, that city.

Divorces

Vancee, dancer, from Phil Tyrrell, of the Slight & Tyrrell booking agency, in New York December 29.

Maurice Ravel

Maurice Ravel, 62, renowned French composer, whose works included the famous *Bolero*, died in a Paris hospital December 28 of a cerebral hemorrhage. Many of his compositions were considered modern classics. In ill health for years, he had recently undergone two operations for a head ailment.

Among other compositions for which he was famous were the symphonic *Rhapsodie Espagnole* and *Le Faiseur*; *Minores* and *Jour D'Été*, piano selections; *Daphnis et Chloé*, a ballet; *Quatuor En Fa*, *Sheherazade* and a late piano concerto.

His winning of second prize in 1901 in competition for the Prix de Rome Scholarship for study in Italy caused much protest from critics, who believed he should have been awarded the honor, and in 1905 a furor was created when he was ruled out in the preliminary examination because of exceeding the 30-year age limit. Critics declared that because of his originality and disregard for tradition the Jury of the Institute of France was prejudiced against him. Again in 1907 his *Histoires Naturelles* created a dispute. In 1934 Ravel was appointed director of the American Conservatory at Fontainebleau Summer School, but ill health forced him to resign.

In recent years he had lived alone and inactive at his home near Paris. He is survived by a brother, Edouard.

ACTS, UNITS AND ATTRACTIONS

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

A

Ace Rollers (Showboat) Jacksonville, Fla., nc.
 Adam, Dell (International Casino) NYC, nc.
 Adrian, Jill (Philadelphia) Phila., nc.
 Adams, Iris (Leon & Eddie's) NYC, nc.
 Alan & Hoover (Lyric) Indianapolis, I.
 Albenice (St. Morris) NYC, nc.
 Alexander, Dorelle (Radio City Rainbow Room) NYC, nc.
 Alexander, Peggy (Garbo) NYC, re.
 Allen, Stuart (Casex House) NYC, h.
 Alvarez, Pasasio (El Chico) NYC, nc.
 Alvarez, Sofia (Hollywood) NYC, re.
 Anscarcoma Sisters (Havana-Madrid) NYC, nc.
 Andrews, Avis (Cotton Club) NYC, nc.
 Andrews Sisters, Three (Met.) Boston, I.
 Andrews, Jo (Blackhawk) Chi., re.
 Antonita (Havans-Madrid) NYC, nc.
 Apollo's, Dave, Varieties (Met.) Houston, Tex., nc.
 Arden, Billy (Nine-Mile House) Cincinnati, nc.
 Arden, Dolly (Oriental) Chi., I.
 Artini, Sonya & Elizabeth (International Casino) NYC, nc.
 Aristocrats, Twelve (Albee) Providence, I.
 Ash, Flo (Club Moderne) San Francisco, I.
 Atkinson, Betty (Hollywood) NYC, re.
 Aubuchon, Lillian (Rose Bowl) Chi., re.
 Auburn & Dodge (Colosimo's) Chi., re.
 Avery, Randolph, Trio (Greyhound Club) Louisville, re.
 Baines, Pearl (Kai Kai) NYC, nc.
 Baker, Belle (Paradise) NYC, re.
 Ballard & Roe (Playhouse) Winnipeg, Can., I.
 Balloo, Melisse (Tio-Toc Tap) Shetoggan, Wis., nc.
 Banc, Eddy (Carolina) Greenwood, S. C., I.
 Banks, Sadie (Old Romanian) NYC, re.
 Barbage, Reynold (Rudy's) NYC, nc.
 Barnes, Harold (Tower) Kansas City, Mo., I.
 Barrett & Smith (Chateau Club) Rochester, N. Y.
 Barry, Eddie (Game Cock) NYC, c.
 Barry, Breen & Wyler (Colosimo's) Chi., re.
 Bates, Lulu (Billy Rose's Casa Manana) NYC, nc.
 Baxan, Mercedes Zayas (Havana-Madrid) NYC, nc.
 Beal, Charlie (Yacht) NYC, nc.
 Beasley, Thelma (Castle Farm) Lima, O., re.
 Beckman, Jackie (Penthouse) Baltimore, nc.
 Bell, Norma & Jimmie (Nicotlet) Minneapolis, Minn., nc.
 Bell's Hawaiian Follies (Capitol) Taylorville, Ill., 3-4; (Roxy) Shelbyville 7; (Roxy) Springfield 3-11, I.
 Belmont Balladette (Belmont Plaza) NYC, I.
 Bennett, Ethel (Old Romanian) NYC, re.
 Ben, Ben (State-Lake) Chi., I.
 Bermah, Harry (Roumanian Village) NYC, nc.
 Bernie, Harry (Oliver Twist) NYC, nc.
 Beryl, Billie (Dante) Kansas City, Mo., nc.
 Best, Larry (State Fair) Silverport, La.
 Betty Co-Eds (Commodore Club) Detroit, nc.
 Bines, Gloria, Twelve (Met.) Houston, Tex., I.
 Bishop, Fred (Gay 90s) NYC, nc.
 Blair, Francis (Music Hall) Portland, Ore., nc.
 Blair, Cecil (Colosimo's) Chi., re.
 Blake & Elliott (Brown Derby) Boston, nc.
 Blank, Jack (Normandie) NYC, h.
 Bond, Francis (Cat & Fiddle) Cincinnati, nc.
 Bonger, Art & Anita (Fairmount) Hall, Que., Can., re.
 Bora, Jean (Areadia) Phila., re.
 Boran, Arthur (Paramount Studios) Long Island, N. Y.
 Bowen, Sibly (Albee) Providence, I.
 Bower, Cooke (Riverside) Milwaukee, I.
 Bowers, Major, International Show (Paramount) Ind., Tex., I.
 Boyette, The (Flamingo Park) Miami Beach, Fla., I.
 Brill, Billie (Piccadilly) Baltimore, nc.
 Bristol, Charlie (Black Cat) NYC, nc.
 Britt, Phil (Mt. Royal) Montreal, Que., Can., h.
 Britton & Band (Michigan) Detroit, I.
 Brown, M (Piccadilly) Baltimore, nc.
 Brown, Isabel (Jimmy Kelly's) NYC, nc.
 Brown, Ada (Grand Terrace) Chi., re.
 Brown, Danny (Chatterbox) Jamestown, Pa., nc.
 Bryant, Betty (Pierre) NYC, h.
 Bryant, Johnny (Palmer House) Chi., h.
 Buck & Bubbles (Michigan) Detroit, I.
 Burke Sisters, Three (Hi-Hai) Chi., re.
 Burns, Harry & Co. (RKO Boston) Boston, I.
 Burns & Gordon (2 o'Clock) Baltimore, nc.
 Burton, Mary (2 o'Clock) Baltimore, nc.
 Burton, Effie (Club Alabama) Chi., re.
 Byrd, Muriel (Governor Clinton) NYC, h.
 Byrce, Dorothy, Girls (Stevens) Chi., h.

B

Baker, Belle (Paradise) NYC, re.
 Ballard & Roe (Playhouse) Winnipeg, Can., I.
 Balloo, Melisse (Tio-Toc Tap) Shetoggan, Wis., nc.
 Banc, Eddy (Carolina) Greenwood, S. C., I.
 Banks, Sadie (Old Romanian) NYC, re.
 Barbage, Reynold (Rudy's) NYC, nc.
 Barnes, Harold (Tower) Kansas City, Mo., I.
 Barrett & Smith (Chateau Club) Rochester, N. Y.
 Barry, Eddie (Game Cock) NYC, c.
 Barry, Breen & Wyler (Colosimo's) Chi., re.
 Bates, Lulu (Billy Rose's Casa Manana) NYC, nc.
 Baxan, Mercedes Zayas (Havana-Madrid) NYC, nc.
 Beal, Charlie (Yacht) NYC, nc.
 Beasley, Thelma (Castle Farm) Lima, O., re.
 Beckman, Jackie (Penthouse) Baltimore, nc.
 Bell, Norma & Jimmie (Nicotlet) Minneapolis, Minn., nc.
 Bell's Hawaiian Follies (Capitol) Taylorville, Ill., 3-4; (Roxy) Shelbyville 7; (Roxy) Springfield 3-11, I.
 Belmont Balladette (Belmont Plaza) NYC, I.
 Bennett, Ethel (Old Romanian) NYC, re.
 Ben, Ben (State-Lake) Chi., I.
 Bermah, Harry (Roumanian Village) NYC, nc.
 Bernie, Harry (Oliver Twist) NYC, nc.
 Beryl, Billie (Dante) Kansas City, Mo., nc.
 Best, Larry (State Fair) Silverport, La.
 Betty Co-Eds (Commodore Club) Detroit, nc.
 Bines, Gloria, Twelve (Met.) Houston, Tex., I.
 Bishop, Fred (Gay 90s) NYC, nc.
 Blair, Francis (Music Hall) Portland, Ore., nc.
 Blair, Cecil (Colosimo's) Chi., re.
 Blake & Elliott (Brown Derby) Boston, nc.
 Blank, Jack (Normandie) NYC, h.
 Bond, Francis (Cat & Fiddle) Cincinnati, nc.
 Bonger, Art & Anita (Fairmount) Hall, Que., Can., re.
 Bora, Jean (Areadia) Phila., re.
 Boran, Arthur (Paramount Studios) Long Island, N. Y.
 Bowen, Sibly (Albee) Providence, I.
 Bower, Cooke (Riverside) Milwaukee, I.
 Bowers, Major, International Show (Paramount) Ind., Tex., I.
 Boyette, The (Flamingo Park) Miami Beach, Fla., I.
 Brill, Billie (Piccadilly) Baltimore, nc.
 Bristol, Charlie (Black Cat) NYC, nc.
 Britt, Phil (Mt. Royal) Montreal, Que., Can., h.
 Britton & Band (Michigan) Detroit, I.
 Brown, M (Piccadilly) Baltimore, nc.
 Brown, Isabel (Jimmy Kelly's) NYC, nc.
 Brown, Ada (Grand Terrace) Chi., re.
 Brown, Danny (Chatterbox) Jamestown, Pa., nc.
 Bryant, Betty (Pierre) NYC, h.
 Bryant, Johnny (Palmer House) Chi., h.
 Buck & Bubbles (Michigan) Detroit, I.
 Burke Sisters, Three (Hi-Hai) Chi., re.
 Burns, Harry & Co. (RKO Boston) Boston, I.
 Burns & Gordon (2 o'Clock) Baltimore, nc.
 Burton, Mary (2 o'Clock) Baltimore, nc.
 Burton, Effie (Club Alabama) Chi., re.
 Byrd, Muriel (Governor Clinton) NYC, h.
 Byrce, Dorothy, Girls (Stevens) Chi., h.

C

Cafe Internationals (Paramount) Springfield, Mass., I.
 Cain, Bro. (International Casino) NYC, nc.
 Campo, Deana & Del (Royal Palm Club) Miami, nc.
 Can You Take It? (Pal.) Chi., I.
 Canzillo & Nena Montes (El Ouscho) NYC, nc.
 Carles, Vivian (Havana-Madrid) NYC, nc.
 Carman, Frank & Ethel (Palace Gardens) Lansing, Mich., nc.
 Carpenter, Imogen (Weylin) NYC, h.
 Carr, Billy (State Fair) NYC, nc.
 Carson & Kane (Trouville) NYC, re.
 Carroll, June (Bertolotti's) NYC, re.
 Carroll, Helen (Holland) NYC, h.
 Carver, Zeb & Gang (Village Barn) NYC, nc.
 Casey, Bennett (Gay 90s) NYC, nc.
 Castano, Leo (Commodore) NYC, h.
 Castro Sisters (Havana-Madrid) NYC, nc.
 Celeste Cuban Rhumba (Havana-Madrid) NYC, nc.
 Challis, Beth (Philadelphia) Phila., h.
 Chappone, Ted (George Washington) Jacksonville, Fla., h.
 Charles & Barbara (Walton) Phila., h.
 Choccolaters (Cotton Club) NYC, nc.
 Christian, Eleanor (Stevens) Chi., h.
 Clara & Alberto (Havana-Madrid) NYC, nc.
 Clark & Sons (Edwards) Wash., D. C.
 Claudet, Marguerite (Orlando) Decatur, Ill., h.
 Clayton, Pat (Barrel of Fun) NYC, nc.
 Clayton & Dunn (Barrel of Fun) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

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

Colo, Kid (Janet of France) NYC, re.
 Collette & Barry (Village Barn) NYC, nc.
 Collette & Galle (Lake Merritt) Oakland, Calif., h.
 Conrad, Connie (Continental) Kansas City, Mo., re.
 Continental Four (Seelbach) Louisville, h.
 Continental Thrillers (Park Central) NYC, h.
 Cook, Aldeen (Greenwich Village Casino) NYC, nc.
 Coraill, Claudia (Barney Gallant's) NYC, nc.
 Coriello's Casino Mimics (Tait) Cincinnati, Dec. 31-Jan. 6, a.
 Costello, The (Colosimo's) Chi., re.
 Covarrs, Noco (Edison) NYC, h.
 Cowan, Tom & Verne (Dwan) Benton Harbor, Mich., h.
 Crane Sisters (Chez Paree) Chi., re.
 Crane, Oldays (Yacht Club) Chi., re.
 Cross & Dunn (Versailles) NYC, re.
 Cummings, Don (Silverdale) Milwaukee, I.

D

D'Avalon, Rodolfo (El Chico) NYC, nc.
 Daley, Cass (Met.) Houston, Tex., I.
 Dalton, Jack (Miami) Dayton, O., h.
 Darr, Magician (Clinton, Ind., 7; Park, Ill., 8.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Eddie (Embassy) Jacksonville Beach, Fla., nc.
 Dandala, Mickey (Sanger) Pine Bluff, Ark., 5-8; (State) Jackson, Tenn., 7-8; (Mattoon) Mattoon, Ill., 13, I.
 Dardling, Jean (Triangle Gardens) Peoria, Ill., nc.
 Dario & Diane (Versailles) NYC, nc.
 Darrow, Stuart (Democrat Club) Croton, N. Y.
 Darryl & Gilbert (Catterbox) Jamestown, Pa., nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, re.

Ericksen, Dorothy (Brevort) Chi., h.
 Esquires, Three (Commodore) NYC, h.
 Estelle & LeRoy (Casino Municipal) San Remo, Italy, re.
 Everett & Conway, Jackson, Mich., t.

F

F & M. Roxeyette (Phila.) Cleveland, t.
 Farrar, Jane (Locust) Phila., nc.
 Farrell, Bill (Place Elegante) NYC, re.
 Farris, Dolores (Greenwich Village Casino) NYC, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Feider, Ralph (Nut Club) NYC, re.
 Feiskemp, Elmer (Ritz-Carlton) NYC, h.
 Feisty, Mickey (Garbo) NYC, re.
 Felix, Claire & Tonita (Ivan Frank's) NYC, re.
 Ferguson, Bobby (Dude Ranch) Berwyn, Md., re.
 Fern, Vera (Mt. Royal) Montreal, Can., h.
 Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O.
 Fitzpatrick, Jimmy (Stater) Boston, h.
 Florence & Almy (RKO Boston) Boston, t.
 Florence (Savarin) Buffalo, N. Y., c.
 Flores, Mariza (Waldorf-Astoria) NYC, h.
 Flowering, Consuelo (La Marquisa) NYC, re.
 Flynn, Whitlow (Village Barn) NYC, nc.
 Fogarty, Alexander (Weylin) NYC, h.
 Fong, Joe (Orph.) Memphis, I.
 Foot, Herbert (Edgewater Beach Hotel) Chi., h.
 Foran, Tommy (Levaggi's) Boston, re.
 Forbes, Maria (La Marquisa) NYC, re.
 Forshatt, Joe (El Torador) NYC, re.
 Foster, Gene, Girls, Sixteen (Earle) Washington, D. C., t.
 Four Little Women (Drake) Chi., h.
 Fox, Dorothy (Radio City Rainbow Room) NYC, nc.
 Franklin, Cas (Stevens) Chi., h.

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

Davidson, Florence (Embassy) Jacksonville Beach, Fla., re.
 De Bain, Lee (Sebastian's Cotton Club) Culver City, Calif., nc.
 De La Grange, Chrysis (International Casino) NYC, re.
 DeRosa, Harry (Royal York) Toronto, h.
 Deane, Laura (Village Barn) NYC, nc.
 Deauville Boys (Park Central) NYC, nc.
 DeCosta, Vincent (Place Elegante) NYC, re.
 DeMar & Ivana (Merry-Go-Round) NYC, re.
 DeMario, Harry, & Marjette (Terrace Gardens) Rochester, N. Y.
 Del Rio, Anita (Troadero) NYC, nc.
 Del Rio (Piccadilly) Baltimore, re.
 Dell, Helen (Paradise) NYC, nc.
 Demas, Helen (Cafe Madrid) Buffalo, nc.
 Diamond, Boy (Stanley) Pittsburgh, t.
 Diamond Bros. (Pal.) Cleveland, t.
 Diaz, Nazaolo (Le Mirage) NYC, re.
 Dolores (Oleum) San Antonio, re.
 Dolores & Rossini (Roumanian Village) NYC, re.
 Don & Beverly (Hollywood Beach) Hollywood, Fla., h.
 Donat Bros. & Dot & Donna (Hi-Hai) Houston, re.
 Donna, Jean & Kay (Monte Carlo Club) Stockton, Calif., nc.
 Dooley, Jed, & Co. (Tower) Kansas City, Mo., t.
 Dougherty, Bill (Station WRBL) Columbus, Ga.
 Douglas, Milton (Palmer House) Chi., h.
 Douglas, Jack "Screw" (College Inn) Chi., re.
 Dowlings, The (Governor Clinton) NYC, h.
 Downey Sisters (Sebastian's Cotton Club) Culver City, Calif., nc.
 Downey, George (Mayfair Casino) Cleveland, re.
 Dover, Gene (Edison) NYC, h.
 Drake, Blue (Hickory House) NYC, re.
 Draper, Paul (Piccadilly) NYC, re.
 Drew, Charlie (Lombardy Bari) NYC, re.
 Drew, Doryce & Freddy (Maryland) Washington, re.
 Drayton Sisters & Jack (Club 29) Detroit, nc.
 Drummond, Marie (Venice Grill) Phila., re.
 Drummond, Marie (Venice Grill) Phila., re.
 Drew, The (Rancho San Pablo) Oakland, Calif.
 Duffy, Douglas (Low) Montreal, t.
 Dunn & Wise (Palm Beach Cafe) Detroit, re.
 Dumont, Valerie (Greenwich Village Casino) NYC, nc.
 Dunn, Billy, & Baked Apple Revue (Ritz) Long Beach, Calif., h.
 Dwyer, Gertrude (Barrel of Fun) NYC, nc.

Franklyn, Betty (Silver Bowl) Sacramento, re.
 Fraser, John (Essex House) NYC, h.
 France Sisters (Billy Rose's Casa Manana) NYC, nc.
 Fredrickson, Poppy & Les (Peach Bowl) Marysville, Calif., h.
 French American Follies (State-Lake) Chi., t.
 Fuld, Leo (Roumanian Village) NYC, re.
 Fulton, Freddie, & His Radio Gang (Rudy's) NYC, re.
 Furman & Lorraine (Little Old N. Y.) NYC, re.

G

Gaby (Le Mirage) NYC, re.
 Gale, Diana (Bertolotti's) NYC, re.
 Gall, Wanda (The Place) NYC, re.
 Gallagher, Ruth (Terrace Gardens) Rochester, re.
 Galbas, John (Pere Marguette) Peoria, Ill., h.
 Gannon, Larry (Hippodrome Grill) Cleveland, re.
 Garcia, Lucio (Bismark) Chi., h.
 Garcia & LaMarre (Gal-Ore) Klamath Falls, Ore., re.
 Gardner, Muriel, & Marvin Kane (Carlton) London, h.
 Garner, Wolfe & Haskins (Orph.) Memphis, I.
 Carr, Eddie (Chicago) Chi., I.
 Gascon & Gypsy Irma (Monte Carlo) NYC, re.
 Gaudsmith Bros. (International Casino) NYC, re.
 Gayle, Jackie (Rudy's) NYC, re.
 Gaylord & Kent (Le Mirage) NYC, re.
 Geradine & Joe (State-Lake) Chi., t.
 Ghaziz (Paramount) NYC, t.
 Gilbert, Esther (Gay 90s) NYC, nc.
 Gilbert, Ralph (Chatterbox) Johnstown, Pa., re.
 Gilberts (Yacht) NYC, nc.
 Gillette & Richards (College Inn) Chi., re.
 Gilmore, Gita (Chatterbox) Johnstown, Pa., re.
 Glenn, DeQuincy & Lewis (Congress Casino) Chi., h.
 Girard, Adele (Hickory House) NYC, re.
 Glover & LaMarre (Radio City Rainbow Room) NYC, re.
 Gobe, Three (RKO Boston) Boston, t.
 Goldfarb, Phil (Village Barn) NYC, re.
 Gonzalez, August (McAlpin) NYC, h.
 Goodrich & Nelson (Embassy) Jacksonville Beach, Fla., re.
 Gorjanc, Sonia (International Casino) NYC, re.
 Gory, Gene, & Roberta (Criterion) Oklahoma City, t. (Orph.) Tulsa 7-8, t.
 Grace & Nikko (Chez Paree) Chi., re.
 Granados, Asuncion (El Chico) NYC, re.
 Gray, Jack (Park Lane) NYC, h.
 Green, Al (Pioneer) NYC, re.
 Green, Jackie (Orph.) Memphis, I.
 Greig, Emile (International) NYC, re.
 Gregory, Don (Rudy's) NYC, re.
 Gregory, Jack, & Co. (Cafe Madrid) Buffalo, re.
 Griffith & Wells (El Coronado) Houston, Tex., re.
 Grisha & Brons (Colosimo's) Chi., re.

Guy, Barrington (Plantation) NYC, nc.

H

Haal, Vera (Embassy) Phila., re.
 Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
 Hall, Ed (La Paloma) Miami, re.
 Hall, Julie Phelps (Radio City Rainbow Grill) NYC, re.
 Hall, William (Yacht Club) Chi., re.
 Hamill, Thos. J. (N. B. Democratic Club) Pittsburgh, re.
 Hammond, Ed, P. Eskimo Troupe (Ice Follies of 1937) Atlantic City, re.
 Hannon, Bob (College Inn) Chi., re.
 Hannon, Joe, & Gloria Merrill (Proctor's) Schenectady, N. Y., t.
 Harlan Playboys (Mooning) Buffalo, re.
 Harris, Audrey (Broadway Hobnob) NYC, re.
 Harris, Mary (Little Old New York) Toledo, re.
 Harrison, Spike (Gay 90s) NYC, re.
 Harrison Sisters (Commodore Perry) Toledo, re.
 Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.
 Harvey, Ken (Loew) Montreal, t.
 Havans Trio (La Coona) NYC, re.
 Haver, June (RKO Boston) Boston, I.
 Hayward, Seabee, Players (State) Newton, N. C., re.
 He (Strand) Cheryville 7; (Paramount) Hickory 8; (Liberty) North Wilkesboro 10, t.
 Hearn, Bobby (Low) Montreal, I.
 Henderson, Jack (Beverly Hills) Southgate, Ky., re.
 Henry, Noel (Riverside Plaza) NYC, h.
 Hilda & Herbert (Black Cat) NYC, re.
 Hill, Betty (Cafe Madrid) Buffalo, re.
 Hinson, Jack (Hollywood) Chi., re.
 Hinton, Hecha (Oasis) Seattle, re.
 Hirsch, Jack (Rudy's) NYC, re.
 Hoctor, Harriet (Pal.) Cleveland, t.
 Holland & Hart (Ritz-Carlton) NYC, h.
 Hollywood Band Wagon (Capitol) Washington, D. C., re.
 Hollywood Co-Eds, Five (Met.) Houston, Tex., t.
 Hooker, Dynamite (Cotton Club) NYC, re.
 Howard, Joe (Little Old New York) NYC, re.
 Howard, Fran & Howard (Albee) Providence, I.
 Howard, John (Chez Paree) NYC, re.
 Hudson Wonders (Michigan) Detroit, t.
 Huff, Tiny (Barrel of Fun) NYC, re.
 Hughes, Lyneth (Biltmore) NYC, h.
 Hulston, Iris Ray (Oriental) Chi., t.
 Hyde, Herman (Pal.) Chi., t.

I

Ice Ballet (Boston) Boston, re.
 Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
 Internationals, The (Madison) NYC, h.
 Iria, Esperanza (Havana-Madrid) NYC, re.
 Irving, Jack (Harry's New York Cabaret) Chi., re.
 Jackson, Mills & Reeve (State-Lake) Chi., t.
 Jacqueline, Mignac (International Casino) NYC, re.
 James, Freddie (Cotton) NYC, re.
 Janet of France (Janet of France) NYC, re.
 Jans & Lynton (Chez Maurice) Montreal, re.
 Jans & Jean (Mooning) Buffalo, re.
 Johnny & George (Yacht Club) NYC, re.
 Johnson, Elmer (606 Club) Chi., re.
 Johnston, Mae (Comet) NYC, re.
 Jones, Russ (New Yorker) NYC, h.
 Joy, Charles & Catherine (Leon & Eddie's) NYC, re.
 Joyce, Brod. & Dean (Tower) Kansas City, Mo., t.
 Julian Trio (Killey's Grill) Elizabeth, N. J., re.

K

Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi., h.
 Karmy, Jim (Mario's Mirador) NYC, re.
 Karson, Musicales (Onesto) Canton, O., h.
 Kavanagh, Stan (Billy Rose's Casa Manana) NYC, re.
 Kaye, Grace (Bertolotti's) NYC, re.
 Kaye, Johnny, & Playboys (Market Tavern) NYC, re.
 Keason, Three (Chez Ami) Buffalo, re.
 Kelton & Durant (Owens Dome) Los Angeles, re.
 Kemp, Hal & Orch. (Earle) Phila., t.
 Kennedy, Billy (Earle) El Paso, Tex., h.
 Kenny, Phyllis (Park Central) NYC, h.
 Kent, Myra (Le Mirage) NYC, re.
 Keoghan, Jimmy (Leon & Eddie's) NYC, re.
 Kerr, Jack (Ambassador) NYC, re.
 Kessard, Nicolas (Rouman Art) NYC, re.
 Kib, Ruth (Greenwich Village Casino) NYC, re.
 Killaff, Shirley (Paradise) NYC, re.
 King, Lou (Rudy's) NYC, re.
 King, Charles (Gay 90s) NYC, re.
 King, Dorothy & Johnny (Riverside) Milwaukee, I.
 Kinsey, Ray (Lexington) NYC, h.
 Kirk, Jean (Keumore) Albany, N. Y., h.
 Klein, Eli (Low) Montreal, I.
 Kossel, Teddy (Rudy's) NYC, re.
 Kolligiste Kids, 14 (Village Barn) NYC, re.
 Kosak (Fair) Hattiesburg, Miss.

L

L'Ann (Edison) NYC, re.
 LaMar, Harry (Gay 90s) NYC, re.
 LaMar, Barbara (Zimmmrman's Budapest) NYC, re.
 LaMothe, Olive (Red Rooster Club) West Hartford, Conn., re.
 LaVer, Jack (Palace) Leicester, Eng., I.
 LeZella, Aerial (Jack Hammer) Indio, Calif., re.
 Laddell, Vincent (Bossert) Brooklyn, N. Y., h.
 Lamar, Henry (Gay 90s) NYC, re.
 Lambert, Professor (Riverside) Milwaukee, I.
 Lamb, Jody (Mirador) NYC, re.
 Lambert, Terry (Chez Paree) Chi., re.
 Lawton, Reed (Le Mirage) NYC, re.
 Lawlor, Terry (Paradise) NYC, re.
 Le Brun Sisters (Commodore) Detroit, re.
 Lee, Bob (Wivel) NYC, re.
 Lee, Cels (La Marquisa) NYC, re.
 Lee, Linda (Ambassador) NYC, re.
 Lee, Gypsy (Wine Cellar) NYC, re.
 Lee, Joe & Betty (Hollywood) Miami Beach, Fla., h.
 Lee, Owen (Chez Paree) Chi., re.
 Lee & Rodie (Saks) Detroit, re.
 Leeds, Lois (Village Grove Natl) NYC, re.
 Leonard, Jack (Commodore) NYC, re.
 Leonce (International Casino) NYC, re.
 Leslie, Lee (Jimmy Kelly's) NYC, re.
 Lewis, Ed (Ritz Follies) Chi., re.
 Levins, Carlos (Wonder Bar) New Orleans, re.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

50 WORD (First Line Large Black Type)
10 WORD (First Line and Name Black Type)
10 WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

SNAPPY VENT ACTS—MONOLOGUES, DIALOGUES written to your order. Reasonable. (No printed matter.) **TIZZARD**, 17 Suydam St., Brooklyn, N. Y. ja8

AGENTS AND DISTRIBUTORS WANTED

AGENTS—50% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago. t19x

AGENTS—PROMOTERS OF PREMIUMS, PRIZES, Carnivals and Amusements. Manufacturers of Souvenirs. Printers of Scenery for Souvenirs and Consoles. Cards. New field open for your products. See 1937 Copyrighted Skillwin. Retail 25c, cost 8c. Suitable for Distributors, Salesmen, Pitchmen, Suiting Card Stands, Souvenir Stands and all Merchants. Year 'round seller. Good for 1938 New York World's Fair. Send 25c for sample. **SKILLWIN CO., 418 Piskagon St., South Bend, Ind. ja8**

ATTENTION, SUBSCRIPTION SALESPEOPLE— If you work east of Rockies and north of Mason-Dixon line, wire for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

DISTRIBUTORS—AMAZING MAGNETIC Brush. Creates static electric suction. Exports vacuum cleaner. Profitable sideline, pocket size. Free sample deal. **NEWAY BRUSH COMPANY**, Hartford, Conn. x

EXPERIENCED SUBSCRIPTION MEN wanted for all States. Attractive club national magazines. Liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. ja29x

IF YOU AGREE TO SHOW THEM TO FRIENDS, I'll send you two actual samples amazing Sept-Proof Silk Hosiery and show you how to earn up to \$22 a week. **AMERICAN MILLS**, Dept. B-46, Indianapolis. x

MEXICAN FINEST FEATHER PICTURES—4x9" coats 25c, including duty. Retail 51.00 (sample 20c stamps). Embroidered Table-dolls, 30x35", with Napkins, cost \$1.18, retail 32.50 (sample \$1.00). Free particulars. **MARQUEZ**, Apartado 1176-A, Mexico City. ja29x

NEW 1938 "BOOST (YOUR CITY)" TAGS FOR Autos. Fast 25c seller. Big profits. Sample tag details 10c. **ARTCRAFT**, 441 Eichelberger St., Louisville, Mo. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. ja29x

PITCHMEN—HERE IS THE WINTER ITEM that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming. Get started on this now. Price \$7.20 per Gross; Sample, 10c. **COLD MEDAL PRODUCTS CO.**, 133 E. Pearl St., Cincinnati, O. x

RARE PHOTOS—CARTOON BOOKS, NOVEL- ties, Spicy Books, Magazines. Hottest stuff. Samples assorted \$1.00. Catalog 25c. **BOX** 468-B, New Haven, Conn. fe5x

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **G. E. LOCKE**, 7 Rio St., Mesilla, N. M. x

SELL NEW (METAL) EASY CHANGEABLE Signs. One each letters. Also menu slides for restaurants. Agents' sample with 200 assorted letters 75c. No risk. Money back guaranteed. **RUDOLPH'S SIGNS**, 3067 Webster Ave., New York. x

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. t19x

AGENTS AND SALESMEN
read
DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE
Department

THIS WEEK AND EVERY WEEK

SNAPPY CARTOON BOOKLETS—FRENCH Type Pictures. Sample and catalog 25c. **ALFRED WECKESSER**, 114 12th Ave., Newark, N. J.

STRANGE CHEMICAL SPONGE CLEANS WALL- paper like magic. Banishes housecleaning drudgery. Sensational demonstration. Samples sent on trial. Rush name. **KRISTEE 104**, Akron, Ohio. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe5x

ANIMALS, BIRDS AND PETS

ACQUIRABLE—ELEPHANTS, GIRAFFES, Leopards, Kangaroos, Monkeys, Baboons, Chimpanzees, Baseball Donkeys, Variety Cockatoos, Pythons, Boas, Macaws, Parrots. **LINDEMAN**, 63 W. Eleventh, New York.

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ja29x

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, INC.**, Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

BABY RHESUS MONKEYS, \$10.00; BLACK Bears, \$40.00; Tame Grey Fox, \$10.00; Tame Odorless Polecats, \$10.00; Porcupines, \$3.50; Pet Prairie Dogs, pair, \$5.00; Japanese Waltzing Mice, \$2.00 pair; Hawks, Owls, Caracaras, Vultures. We buy and exchange. **OKAY PET SHOP**, 1423 Michigan, Detroit, Mich.

FREAK ANIMALS—SHOW COMPLETE. BEST Freaks. Sell one or all. **BOX C-412**, Billboard, Cincinnati, O.

JAP SPANIELS—A. K. C. DAINTY ORIENTAL Aristocrats. Showiest, foy, intelligent. Unusual wide selection. Write **DOROTHY PATT**, West Lesport, Pa.

WANTED—TOY FOX TERRIER DOING HAND Stand on Hand. Write all in first letter. **CHAS. PICKARD**, Tonawanda, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

CARTOON BOOKS—WE HAVE A SET OF 6 Cartoon Books. Each book has 16 pages of humorous cartoons. They are size 3x4 and fit your vest pocket. 1 for 25c or 6 for \$1.00 cash or stamps. **RELIABLE SALES CO.**, 1141 Broadway (Dept. B), New York City. fe5x

BUSINESS OPPORTUNITIES

BE INDEPENDENT IN MAIL ORDER BUSINESS all your own. The Doyle Plan. No peddling. Particulars free. **F. NEWLIN**, 1110 N. Euclid, Indianapolis.

PITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

YOUNG MAN—AGE 30, WORTH \$40,000 IN real estate, wants a woman, 25 to 35 years of age with \$40,000 or \$50,000 cash to put into a legal, clean, meritorious proposition. Will offer first mortgage on the real estate as security. **JAS. BENNETT**, P. O. Box 448, Cincinnati, O. ja22

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 LIKE NEW—ROCKOLA'S 1937 WORLD Series Baseball Game, \$150.00 each, uncrated. **AMUSEMENT SERVICE CO.**, 2606 Detroit Ave., Cleveland, O.

A-1 RECONDITIONED, FULLY REFINISHED and guaranteed. Straight Eight, \$2.00; Latonia, \$34.40; All Stars, \$7.30; Panco Bells, \$10.60; Roundup, \$5.35. Will buy Harmony Bells. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

AUTODERBY, \$22.50; BOOHOO, \$20.00; Homestretch, \$22.50; Tournament, \$25.00; Mercury, \$32.00; Chicoderby, \$17.00; Skooby, \$13.00; Crossline, \$13.00; Scoreboard, \$7.00; Happy Days, \$6.00; Home Run, \$9.00; Skeeball, \$30.00; **MUNVES**, 555 West 157 St., New York.

BARGAIN—6 JUNGLE DODGERS, A-1 CONDI- tion, \$35.00 each. **RAY NOVELTIES**, 671 Gramatan Ave., Mount Vernon, N. Y.

BARGAINS—SKIPPER, PREVIEW, QUEEN Mary, \$15.00 each; Ten Stricks, \$21.00; Daily Races, Multiple, Monte Carlo or Challenger, \$10.00 each; Tycoon, \$8.00. Third cash with order, balance collect. **TODD NOVELTY CO.**, 1315 North West 21 St., Oklahoma City, Okla.

BARGAINS IN USED PAYOUTS—SILVER Flash and Around the World, \$37.50; Mercury, \$28.50; Crosslines, \$17.50; Bumpers, \$11.50; Boosters, Ball Fans, Batter Up, Fire Cracker, etc., \$6.95; lots of fivs. 1/3 deposit. **MARKEP**, Cleveland, O.

CLOSING OUT ALL AUTOMATICS—WILL sacrifice 50 Pay Tables, including Fair Grounds Classics, etc. \$50.00 for entire lot. **L. SLAGE, MFG. AMUSEMENT CO.**, Stroop Rd., East Dayton, O.

ERIE DIGGERS, IRON CLAWS, CHEAP. 700 Peanut-Gum Venders, \$3.00 up; Candy Bar S. Venders, \$4.50 up. **NATIONAL**, 4242 Market, Philadelphia, Pa.

FOR SALE—PACES RACES, SERIALS OVER 5,000, 30 to 1, \$250.00; Paces 20 to 1, \$125.00; Pacific Deluxe Bell and Rosemets, \$50.00; Classics, \$35.00; Turf Champs, \$37.00; Gottlieb's 1 Balls, latest, \$35.00; Exhibit Races, 7-Coin Head, \$95.00; Bally Derby, \$9.00; Jumbos and Prospectors, \$7.00; Ray's Track Check Separators, Serial over 4,000, \$115.00; Ad-Lee Peanut Venders, 1c, \$8.00 each. Many other bargains. Write for price list. **CHARLES BITTLE**, New Bedford, Mass. ja8x

FOR SALE—PHONOGRAPHS, FIRST-CLASS condition. Four Wurlitzer 616, \$175.00 each; 4 P-10, \$60.00 each; 2 P-12, \$80.00 each; 4-12, \$140.00 each; 2 Seeburg Symphonolas, Style A, \$75.00 each. 1/3 deposit. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C. ja8

FULLY RECONDITIONED, READY TO GO ON Location—Roundup, \$4.50; All Stars, \$6.40; Panco Bells, \$9.55; Latonia, \$31.00. Will buy Harmony Bells. **WINONA DISTRIBUTING SERVICE**, 702 W. Fifth St., Winona, Minn.

GODBODY'S BARGAIN LIST IS WAITING FOR You. We buy sell or exchange. **GODBODY**, 1824 East Main St., Rochester, N. Y. ja29

HEAVYWEIGHTS, \$19.50; ROYAL RACES, \$15.00; Hi-De-Ho, \$12.50; Gottlieb College Football, \$25.00; Mills Posttime, \$19.50; Captain Kidd, \$10.00. 1/3 with order. **MARCOIN**, 1211 E. Third, Dayton, O.

JENNINGS DERBY DAY CONSOLE—SLANT top; cost \$159.50, sell for \$90.00; used less than 3 weeks, crated, mechanically perfect, easy pusher on coin slot. Bally Reliance 8 Pay Dice Game, \$25.00, latest model. 5 Reel Spots, first class condition, \$15.00 each. 1/3 cash. **F. O. B. HENEMAN'S AUTOMATIC SALES**, P. O. Box 100, Schenectady, N. Y.

MAKE US AN OFFER—TEN EVANS BANG- tails, ten Evans Galloping Dominoes, equipped with new or old style coin heads, optional. Wire your offer Western Union. **P. K. SALES CO.**, Cambridge, O.

PREAKNESS—DERBY DAY, CLOCKS, CLASSIC, Foto-Finish and Golden Wheel for sale. Perfect condition, \$45.00 each. **GENERAL AMUSEMENT DEVICES CO.**, 3136 Cass Ave., Detroit, Mich.

REEL SPOTS, \$17.50; MILLS BLUE FRONTS, \$39.50; Slot Machines, \$10.00; 9-Ft. Rolascopes, \$29.50; Advance Cigarette Machines, \$19.50; Turf Champs, \$49.50; Penny Packs, \$7.50. Pay Tables all kinds. Slot Machines all kinds. Novelty Games all kinds. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa.

SACRIFICE AUTOMATICS—BALLY MULTIPLE, Electropak, \$19.50; Repeater, Trojan, two Jumbos, \$8.50 each; Peerless, \$12.00; Credit, \$10.00; Cold Award, \$6.50; Counter Games, Gypsy Vender, Sweet Sally, Monte Carlo, \$3.50 each; Fortune Teller, \$2.00; or \$80.00 for all. F.O.B. here. Ready to operate. 1/3 deposit, balance C. O. D. **S & B NOVELTIES**, 15 Boyle Place, Fond du Lac, Wis. x

TWO PACES RACES—5c And 10c PLAY. Make me offer, closing out all machines. Write for list. **G. R. WILLIS COMPANY**, 714 Park Ave., Syracuse, N. Y. x

WANT TO BUY AIRWAYS, PENNYPAKS, ALL kinds Counter Games. **BOYLE AMUSEMENT CO.**, 522 N.W. Third St., Oklahoma City, Okla. ja15

WANTED—MUTOSCOPES, GYROS, WORLD Series, Penny Arcade Machines, Bumpers and Bumper-Type Pin Games. **EMANUEL NAGLER**, 973 Tiffany St., Bronx. x

"5/8" BALL GUM, FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe12x

\$1 SALE—MILLS, WATLING, PACE DOUBLE Jackpot Machines at \$1.00 each. All fully guaranteed. **BELL MACHINE CO.**, 2658 S. Millard Ave., Chicago, Ill.

18 STEWART-McGUIRE FLAT GUM—SLUG proof, supplies. Machines like new, \$105.00. Immediate action necessary. **L. R. PORTER**, Alexandria, Ind.

\$12.00 EACH—CASH AND TICKET! VELVETS, Roundups, Rainbows, All-Stars, Ramblers, Boosters, Novelty Games, \$12.00 each; Fire Cracker, Home-Runs, Electric Scoreboards, Daval Baseballs, Bumpers. **MILLER VENDING CO.**, 615 Lyon St., Grand Rapids, Mich.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, SLIPPERS, Chorus Sets, Fur Coats, Fans, Ornaments, Street Wear, Bargains. **CONLEY**, 310 West 47th, New York, N. Y.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c, 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog, free. Special prices. Leads. **GIBSON LABORATORY**, Chemists, 894-1142 Sunnyside, Chicago. t19x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL-ELECTRICS, Rotary, Heavy Giant Aluminum Popping Kettles, Caramel Corn Equipment. **NORTHIDE CO.**, 1528 19th, Des Moines, Ia. fe12x

ELECTRIC CANDY FLOSS MACHINE—IN FINE condition, used one season. Model National Gem; 4,000 cones, \$75.00. **ETHEL DELORAS**, 24 N. W. 6th St., Oklahoma City, Okla.

FOR SALE—35 PAIRS ASSORTED SIZES FIBRE Wheeled Chicago, Richardson, Rainbow Skates. Some parts, \$45.00. **WM. KURTEN**, Oconto Falls, Wis.

KARMELKORN OUTFIT—ALL ELECTRIC POP- per, Candy Puller, Furnaces, Kettles, Electric Lighting Plant, C Melody Sashophone. **ANCHOR**, 1045 Abbott, Detroit, Mich.

POPCORN MACHINES, CRISPETTE, CARMEL- corn, Cheese Coat, Potato Chip Machines. **LONG EAKINS**, 1976 High St., Springfield, O. ja22x

PORTABLE PUBLIC-ADDRESS SYSTEM—6V, DC, \$20.00; complete with mike. Uses auto battery. **EGYPTIAN THEATRE**, Cymwyd, Pa.

1/2 HORSE, 110 VOLT, INDUCTION, ALTERN- ating Motors, \$8.50; 1/4 Horse, \$4.90. Generators and larger Motors at bargain prices. **ELECTRICAL SURPLUS CO.**, 1895 Milwaukee, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Ten Pins. Complete attractive outfits. For detailed description write **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

COMPLETE CARNAVAL FOR SALE—STORED at Tampa, Fla. Herschell-Spillman 3-Abreast Carousel, Mangels 12-Car Whip, Smith Chair-o-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape, \$6,000 cash. **BOX 816**, care Billboard, 1564 Broadway, New York City. ja8

COMPLETE RICHARDSON FIBRE ROLLER Skate outfit, including 350 pairs Skates, Amplifier, Phonograph, Speaker, Microphone, Parts, \$450.00. **AL ANDERSEN**, 31 Myrtle Ave., Webster, Mass.

REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 3 for dime; also 3 for quarter size photos, \$100.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. ja8

SEVENTY PAIRS LARGE AXLE CHICAGO Skates, Tangle Callaphone, Holmes Projector, Amplifier and Films. **CARROLL GREEN**, 615 Locust St., Evansville, Ind.

UNBORN OR LIFE SHOW—TWENTY SPECI- mens. May consider House Trailer part payment. Also P.-A. System. Address **BOX C-413**, Billboard, Cincinnati.

HELP WANTED

FIRST TRUMPET—SALARY. REQUIREMENTS: Swing, read, tone, range, young, neat, reliable. Organized, union, ten pieces, playing locations. **BOX C-411, Billboard, Cincinnati.**

MEDICINE SHOW PEOPLE—STATE AGE, LOWEST SURE SALARY. I pay all, stay in halls. No tickets or wires. Mail lost. DOC HOUCK, care Show, Millersburg, Pa.

WANTED AT ONCE — TOP MOUNTER FOR Teeterboard Act. Must be young and neat in appearance. State lowest salary, age, weight, height and just what you do in first letter. **BELL TROUPE, 320 Oak St., Terre Haute, Ind.**

WANTED—CLOWNS, IMMEDIATELY. Prefer Table Rock, etc. State lowest, you get if here every week. We furnish board, room. Also Aerial Team doing 2 or more turns for outdoor season 1938. **CIRCUS, 1323 Kimball Bldg., Chicago, Ill.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES, 198 South Third, Columbus, O. ja15**

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City. ja8x**

LEARN VENTRILOQUIST ART — LOW COST. Best results. Easy. Either sex. Quickly learned. Satisfaction. Details free. **APEX, 221 East 31st, New York. x**

LEARN TO ENTERTAIN WITH MAGIC— Large 32-Page Catalog, Amateur and Professional Material, 10c coin. Write **GEM, D-20, Wollaston, Mass. x**

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy, and Marionettes. **PINKY, 1313 N. Wells, Chicago, Ill. Illustrated folder free. ja22**

VENTRILOQUIST—PUNCH FIGURES CARVED to order. Acts. Stamp please. 11 play theaters, clubs, etc.) **SPENCER, 3240 Columbus, Minneapolis, Minn.**

VENTRILOQUIST FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. **FRANK MARSHALL, 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. ja29**

MISCELLANEOUS

HEAVY DUTY RUBBER CARNIVAL CABLE, 8c foot, 1,000-Watt Floodlights, \$9.00; 25' Air Circulator, \$30.00. **MILLER SURPLUS, 2553 Madison, Chicago, Ill. ja8**

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO, Unionville, Mo. fe5x**

4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2x2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. **MARKS & FULLER, INC., Dept BC-11, Rochester, N. Y. ja29x**

1937 AUTO CRUISERS AND RAINBOW TRAILERS—Being closed out at a large discount for cash. A real opportunity to show and carnival people. Write immediately for full particulars. **Address P. O. BOX 331, Waco, Tex. x**

M. P. ACCESSORIES & FILMS

BETTER FILMS SHIPPED FOR SCREENING— Free trials on Portable Sound Projectors. **WESTERN FILM SUPPLY CO., 1018 S. Wabash, Chicago.**

AT LIBERTY
ACROBATS

AT LIBERTY—Top Mouncer for Hand to Hand and Ground Tumbler. Also do Trampoline Red Work and Flying Act and Teeter Board Act. Can do Double, triple, back. Have been with Goshawk Return Act. I would like to join some act or troupe. Join at once. **BILLY STAN REDDLE, 28 Second St., Norwich, Conn. ja15**

UNDERSTANDER and Oudle Dealer for first-class musical act. For full details address **WILLIAM ASHTON, care General Delivery, Buffalo, N. Y.**

AT LIBERTY
AGENTS AND MANAGERS

AGENT—ROUTE, BOOK, CONTRACT, TENT or house. Go anywhere but can give Magician, Band or Act winter's work Texas and Louisiana. **AGENT, 509 S. 3d, Waco, Tex.**

AGENT—To Represent Free Act, Minnesota. Federation of County Fair Convention, January 12-15, for 1938 bookings. Write at once. **BOX CH-44, Billboard, Chicago, Ill. ja8**

Show Family Album



PERFORMERS on the John Robinson Circus who took part in a single aerial number, season of 1917. Left to right: Walter Powell, Gordon Orton, Albert Powell, Roy and Walter Jennier, Millie Lorette, Louise Young, Ruby Orton, Ora Powell, Alma Hand, Bee Jung, Hallie Avallon, Mabelle Chipman Bennett, Rosa Marretta and Cecil Roger. All are believed to be living except Rosa Marretta, who died February 9, 1927, in Leavenworth, Kan. In 1925, when 68, she appeared with the F. J. Taylor Circus.

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.

CLOSING OUT—TWENTY FALKIE FEATURES, \$10.00 each; two Twelve-Chapter Serials, Wolf Dog, Galloping Ghost, perfect, \$100.00 each; paper, Royal Zenith Portable Sound Machine, Amplifier, Speaker, complete, \$220.00. **R. MONROE, Kernan, Calif.**

EVERYTHING FOR THE THEATRE—SAVE 20% to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. ja8x**

FOR SALE—STRIP PHOTO OUTFIT, LIKE NEW. In operation. Enlarger, Equipment, Stock, \$140.00. **IDA LAWYER, Mountain View, Mo.**

MOVIE ROADSHOW BARGAINS—\$5MM. 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**

NOTICE, ROADSHOW MEN—WE ARE NOW offering perfect new condition Western and Action Thrillers at \$32.50 each. All late releases. Shipped subject to screening. Money-back guarantee. **MOORE BROS. EXCHANGE, Portsmouth, O.**

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. fe5**

TIMELY EXPLOITATION TALKIE ROADSHOWS. China at the Front, 2 reels, \$35.00; Barbary Coast, 1 reel, \$50.00; Talkie Medical Caesarian Pictorial Lecture, \$60.00. **WALDO FILMS, Waldo Bldg., Cincinnati.**

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5c. **MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ja29**

PARTNERS WANTED

WILL INVEST FIFTY-FIFTY IN STATE RIGHT or Unborn Picture, Small Tent Show or Carnival Concessions. Address **SHOWMAN, 1305 E. Main St., Muncie, Ind.**

PERSONALS

BUCK AND RITA OWENS — OR ANYONE knowing their whereabouts, write **CARL H. CLARK, 32 Delaware Ave., Rehoboth Beach, Del.** x

URNA R. SHARVEN—OR ANYONE KNOWING his whereabouts, kindly get in touch with **MINNIE JUST, 6131 North Mason Ave., Chicago. New Castle 2772.**

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. ja29**

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** ja15

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO, Columbus, O.**

SALESMEN WANTED

MAKE UP TO 137 PER CENT PROFIT SELLING our remarkable book, "The Bible in My Everyday Life." Makes the Bible fascinating. Every Protestant home a prospect. Non-denominational. Enthusiastically used. Widely approved. Popular price. Fast seller. All or part time. Your pay daily. **SYSTEM BIBLE COMPANY, 211 Alameda Road, Kansas City, Mo.** x

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Social Security Books, Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets. Business Cards, \$1.50 thousand, 35% commission daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS, 312 So. Hamilton, Dept. XC, Chicago. x**

SELL NOTHING! \$95.00 WEEKLY—\$500.00 Salesboard Firm announces new, no investment plan. Season starting. Hurry. **K & S COMPANY, Dept. C-313, 6227 Broadway, Chicago.**

TATTOOING SUPPLIES

WANTED — INFORMATION CONCERNING Tattooing Apparatus and Dyes. Write **EARL, Box 839, Malta, Mont.**

TENTS—SECOND-HAND

14x21, \$15.00; 14x23, \$20.00; 20x30, WHITE, \$25.00; 20x30, Khaki, \$35.00; 30x50, \$50.00; 40x60, Round Khaki, used two weeks, \$225.00; 30x80, Round Khaki, 40x80, 40x100 and 12x12, Sidewalk, Poles, etc. What do you want? **SMITH TENTS, Auburn, N. Y. ja15x**

THEATRICAL PRINTING

SOCIAL STATIONERY — GOLD BORDER AND Orchestra Business Cards. Two-color Postals for shows, parties, dances. **PEARCE PRESS, R. S. Danbury, Conn.**

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS, Winton, Penna.**

200 (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

PENNANT SEWING MACHINE — GIVE AGE, make, serial number, condition and lowest price in first letter. Address **BOX 283, Billboard, Chicago.**

PORTABLE SKATING RINK — PURCHASE. lease or run on percentage basis. Own finest location Northern Indiana Lake Region. **DALE FEICH, Angola, Ind.**

WILL BUY OR LEASE LARGE DRAMATIC OUTFIT or 60-Foot Round Top and Seats. **CHOFMAN, 5510 Crestwood, Kansas City, Mo.**

WILL BUY FOR CASH—ANY QUANTITY AND make of Arcade Equipment. Write, giving full details. **GERBER AND GLASS, 914 Diversey, Chicago.** fe5

At Liberty Advertisements

30 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 25c).

Figure Total of Words at One Rate Only.

AT LIBERTY
BANDS AND ORCHESTRAS

FIVE-PIECE SWING BAND—DIXIELAND COM- bination. Want location. Fully equipped. Doubles, novelty, vibraphone, two vocalists. Young, sober, reliable. Go anywhere. Leave immediately. **ART WEITE, Wells, Minn.** ja8

FIVE-PIECE GIRLS' NOVELTY BAND—AVAIL- able for Hotels, Nite Clubs, etc. Sax, Clarinet, Trumpet, Electric Singing Guitar, Banjo, Piano, Drums, two good Vocalists, Novelties, Tap Dancer. Uniforms and Sound System. State all details. **NAN GLASS, 2915 Stevens Ave., Minneapolis, Minn.**

AT LIBERTY JANUARY 15 — Six-Piece Dance Band. These sax, trumpet, piano and drums. Radio and Door Show experience. Well organized. Free to travel. **BUDDY SILVER'S ORCHESTRA, Clover Club Inn, Middletown, N. Y.** ja15

AT LIBERTY—Jimmie Andrews and His Down East Yankons after Jan. 8. Unit of 6 pieces, uniforms, novel and unique. Band real versatile. Plenty of solo. Can clown, offering clean entertainment as well as danceable rhythms. Musicians have nice personalities; also character references. Bands considered a big-time possibility. Available for hotel, night club, school and organization dance work, or society, club and debutante parties; also theatrical entertainments. Prefer to remain in Massachusetts, Rhode Island or Connecticut for the winter season. Reliable managers, secretaries, agents write or wire, stating full particulars in detail. **JIMMIE ANDREW'S, 76 Fisher St., North Attleboro, Mass.**

FOUR OR FIVE-PIECE Modern Orchestra. Union, public-address system. All essentials. Open at once. Wire, write **ORCHESTRA, 553 Third, Fond du Lac, Wis.**

MODERN TEN-PIECE BAND and Sell-Out Girl Vocalist available on two weeks' notice. Organized two years and can furnish best of references. Sweet and swing. Young, neat, reliable, union. Vocals, novelty, specialties, trio. Well uniformed. Four modern arrangements. Complete library, supplies, radio, excellent transportation. Desires location. Go anywhere. Now working prominent Southern location but desire change. Reliable agents, bartenders, hotel and club managers wire or write. **BOX C-148, Billboard, Cincinnati.** ja8

FINE SIX-PIECE BAND for Night Club. Uni- forms, up-to-date library and will cut or close. Will suggest if necessary. Only reliable bookers or managers answer. **HARRY COLLINS, 2824 Dodge St., Omaha, Neb.** ja18

AT LIBERTY
CIRCUS AND CARNIVAL

ICE SKATER — LEADING ACROBATIC ICE Skater of World would like carnival dates. Feats not duplicated by any other skater. Also one of the leading Free Style Exhibition Skaters, 12 years old. **ADELE INGE, Box 920, Route 2, Clayton, Mo.**

GOLE ROBINSON CIRCUS—Season 1938. Five Trained Animal Acts, Poles, Dogs, Monks, Pantomime, General Agent and Entertainment Director. Indoor dates open. **287 E. 10th St., St. Paul, Minn.** ja9

HAVE COMPLETE INSIDE for High Class Flat-top... See [Name]'s Artists Models in "Vanderbilt Artists"...

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—LADY INGENUES OR AS CAST. Man General Business, Saxophone in Orchestra...

AT LIBERTY—DAVID RIGGAN, GENERAL Business, as Cast. Specialties, Double Piano...

AT LIBERTY MAGICIANS

CLEVER CLOSE UP Entertainers—Age 49. Does two different Acts on Stage or Floor show...

FEATURE MENTAL ACT—Mindreading, Crystal, Magic, Theaters, night club, hotel attraction...

AT LIBERTY M. P. OPERATORS

MOTION PICTURE CAMERA MAN—With production experience, wants to connect with independent studio...

AT LIBERTY MUSICIANS

A-1 DRUMMER - VIBRAPHONE—THOROUGHLY experienced dance, floor shows, dinner music...

ALTO OR TENOR SAX, CLARINET—READ, take off, Tony, Transpore on tenor...

ALTO MAN DOUBLING BARITONE-CLARINET and Violin, Tenor Man doubling Clarinet...

AT LIBERTY—A-1 CLARINET DOUBLING SAX and Oboe. Have public-address system...

AT LIBERTY AFTER JAN. 9—TENOR SAX doubling Clarinet. Swing or lead, baritone voice...

DRUMMER WITH PLENTY SWING—YOUNG, union, arrange. Experienced show. BOX C-909...

DRUMMER—MODERN XYLOPHONIST. Young, union, sing, reliable. Cut floor shows...

FLUTIST—EXPERIENCED. NEEDS EMPLOYMENT badly. Industrial offers also considered...

FLUTIST—ROUTINED. OTHER EMPLOYMENT also considered. Am no roamer. BOX C-908...

MODERN TROMBONE—SINGER, ARRANGER. Union. Name bands. Write BOX C-410...

ORGANIST AT LIBERTY JANUARY SIXTH—Swing or sweet. DANNY DANIEL, 515 N. W. 20th St...

SPECIALTY PIANO ACCORDIONIST—RADIO. Stage, Modern, Hillbilly, Union, white and clean...

STRING BASE - ARRANGER—HAVE SERIOUSLY studied. Union. Age 20. RALPH CONNOR, 139 Union Ave...

THIRD ALTO SAX, CLARINET, BARITONE—Sight read all horns. Plenty experience in ballrooms...

TROMBONE—CONSERVATORY STUDENT, age 23, dependable, good range. Want connection with reliable band...

TRUMPET 26. READ, TAKE-OFF; 11 YEARS' experience. JACK MORGAN, 356 East Blvd. Pontiac, Mich...

TRUMPET—READ, I AM ETC. YOUNG, UNION, experienced, reliable. Prefer location in South...

TRUMPET—GOOD READER, I AM, DIXIELAND Style. State all. AUSTIN COLEMAN, Francisco, Ind...

ACCORDIONIST—Double Piano, Sing, Near Perfect, reliable, single, sober. Would like to be reliable show or orchestra...

ALTO SAX—Double Clarinet. Prefer club, Write, telling all. No big jumps. JIMMIE WILKINS, Morriscrossville, Ill...

ALTO SAX—Style, tone, all essentials. Cut shows. Night reader and double clarinet...

AT LIBERTY NOW—Dance Drummer, Weights 220, C. [Name] [Name]. Have standard library for 7 men...

STRING BASE—Doubling Sousaphone; Trumpet doubling some voices. All requirements. Read excellent...

SWING DRUMMER—Wants immediate connection. Really play shows and kick out. Union, 22, car. Go anywhere for reliable exposition...

TENOR SAX AND GIRL SINGER—Singer sings original hits. Saxophone doubles Clarinet and Flute...

TRUMPET—Available immediately. Read, fake, good tone and range. Young, single, experienced all lines...

TRUMPET PLAYER—Leader or Side Man. Past five years leader vanderbilt union. Two years 33 second experience...

AT LIBERTY PARKS AND FAIRS BALLOON ASCENSIONS

for 1938—Parks, Fairs and Celebrations, covering United States and Canada. Write JACKSONVILLE BALLOON CO...

BALLOONISTS AND AIR-plane Parachute Jumpers

One unit in South-east. Contact THOMPSON BROS. BALLOON & PARACHUTE CO...

"TUMBLING ATWOODS"

Bozo, Raggedy Ann featuring Falling House. Billboard, Cincinnati. j15

AT LIBERTY—World's Greatest Trained Animal Exhibition for Parks, Fairs, Celebrations...

CHARLES LA CROIX (in Person)—Original Outstanding Novelty Trapes Act...

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act...

LET'S GO, FOLKS—Season Thirty-Eight. Lots of show for the money...

AT LIBERTY PIANO PLAYERS

PIANIST—SOLOS, SONGS, EXPERIENCED, reliable appearance, excellent reader. MAURICE LUCKETT, Eddyville, Ky...

YOUNG LADY PIANIST—College graduate. Excellent in all styles. Likes to take students. Excellent exp. Appearance and wardrobe...

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—Now and coming season. Herbert (Bobby) Lee and Adelle Lee for reliable tent shows...

AT LIBERTY—Comedy Singing and Talking Team. Man, Irish and Black; Woman, straight and clean...

COWBOY ENTERTAINER—Sings, plays Tenor Guitars. Name show excellent Sage Painter. Write to me...

LI-NELLO'S "ARTISTS MODELS"—Box-office attraction for schools, clubs, theatres. A series of "Tableau vivants"...

PROFESSIONAL TRICK ROPE and Rope Spinner. All the best tricks. Trapes, Hoop, Jugg and some road show experience...

SINGING, TALKING TEAM—Lady and Man. Know all acts. Change often. Play our own. See best...

TEAM—Med. Vandy. Rec. Acts and Bills. Single and Double Specialties. Change two weeks. State salary...

LETTER LIST

(Continued from page 36)

Pleaser, Howard; Ploer, H. W.; Parnson, Howard; Pater, Anthony...

Pike, Blakie; Pike, Bonter; Pinner, Frank E.; Pinkston, Mike...

Pirata, Frank; Pizara, Joe; Pizman, Benckle; Pizer, Hillel...

Pocock, John A.; Poppin, Charlie M.; Porter, Charles...

Poser, Bob; Posy, V. F.; Post, Mell; Potter, M. C...

Potts, Harry; Potts, Harry W.; Potts, Ralph; Powell, Albert E...

Powell, Arthur E.; Power, Leo M.; Power, Wm. H...

Preedy, Ralph; Preedy, Wm. H.; Price, Art; Price, Crawford...

Price, Pearl P.; Price, Wm. Erley; Price, W. C.; Prings, Louis...

Pringle, Louis; Pritchett, Jack; Pritchett, Wm. S...

Prue, Ross; Pullum, Pete; Purcell, Jack...

Purcell, J. W.; Pyne, Alton E.; Pyne, Dan...

Pyne, W. A.; Quinn, N. J.; Quinlan, Robert...

Quinn, Arnold; Raaborn, Lorraine; Ragland, John...

Ragland, Joseph; Rainey, J. G.; Ramirez, Tony...

Ramirez, Tony; Ramin, Harry; Ramin, Harry...

Ramin, Harry; Ramin, Harry; Ramin, Harry; Ramin, Harry...

Netter, Ward W.; Newell, Garland; Newell, Garland...

Newell, Garland; Newell, Garland; Newell, Garland; Newell, Garland...

Starkey, Frank; Starkey, Frank; Starkey, Frank; Starkey, Frank...

See LETTER LIST on page 62

Mighty Haag Opens in March

Probable small show to South Florida in February—preparing at Marianna

MARIANNA, Fla., Jan. 1.—Mighty Haag Circus, which closed at Umatilla, Fla., November 29, is scheduled to open early in March. It is probable that a small part of show will go to South Florida in February.

Work has been started on several of the trucks, Hubbard and Miller in charge. Charles Russell and Tom Matthews are working on a six-horse Liberty act.

The show the past season opened April 6 at Marianna, Fla., and went as far north as Pennsylvania. It was a very nice season, omitting accident and death of Tip, elephant. Was replaced by baby elephant, four feet high, which is now being broken by Charles (Black) Duncan.

Mrs. E. Haag states that there seems to have been some mistakes regarding the death of Frank McGuyre, legal adjuster with show. She says: "He was taken ill on a Saturday afternoon with kidney trouble and removed to Lumberton, N. C. Was visited by wife and family Sunday morning. Arrangements were made to come after him Monday morning. On Sunday at 12:45 p.m. he had a heart attack and died. This will clear up several things, as it has been mentioned that he was killed in a fight, which is not so, and can be verified by the Lumberton Hospital."

North Brothers Arrive At Quarters of R-B Show

SARASOTA, Fla., Jan. 1.—John Ringling North, new head of the board of directors of the Ringling-Barnum Circus, arrived here last week and has been at quarters daily, accompanied by his brother, Henry W. R. North. They have taken an active interest in the plans for next season's show.

All workshops at quarters opened during the past week and are now operating in full swing.

Attendance at quarters has picked up following a series of radio advertisements over WFLA, Clearwater. Good weather has made it possible to turn all animals into outdoor cages. The elephant herd is worked daily in an outdoor arena.

Showfolk continue to drop in for the purpose of offering congratulations to Carl T. Hathaway, newly appointed general manager. Here last week was J. C. (Tommy) Thomas, special agent of the Johnny J. Jones Shows.

No Confirmation of Rumor Smith Succeeding Cronin

SARASOTA, Fla., Dec. 31.—John Ringling North refused to confirm or deny the rumor that George Smith will succeed S. L. Cronin as manager of Al G. Barnes and Sells-Floto Circus.

Rumor also has it that Eddie Vaughan, adjuster of Ringling-Barnum Circus, is out, but nothing on this is available now.

It is understood that R-B advance men, including Joe C. Donahue and Arthur R. Hopper, and representatives of lithographing and printing companies will confer here next week.

Silver in 10 States; Traveled 9,500 Miles

PETERSBURG, Va., Jan. 1.—Silver Bros.' Circus, which closed in Georgia several weeks ago and is in quarter here, was in 10 States and traveled approximately 9,500 miles. Was on road 34 weeks. Show will be about same size the coming season and open early in April.

Ruble Ware, cook, went to Glenville, W. Va.; Ed Snyder, banner man, is working in Petersburg; W. E. Annon has resumed his position in theater at Philippi, W. Va.; Karl Annon, who spent holidays at Philippi, will go south; Bob Russell and the Neels left a short time before closing for Louisiana.



ARTHUR HOPPER will again be with the Ringling Bros. and Barnum & Bailey Circus as director of outdoor advertising.

Ringling-Barnum Again To Appear at the Garden

NEW YORK, Jan. 1.—Dispelling reports that Cole Bros. Circus might go into Madison Square Garden this spring, the Ringling-Barnum Circus has signed to again play the Garden.

Dates are April 9 to May 8, altho the opening may be moved ahead one or two days, according to the Garden's booking department.

Jimmie Luigi and Child Killed in Auto Accident

KERRVILLE, Tex., Jan. 1.—Jimmie Luigi and his seven-month-old child were killed here recently when an auto, driven by an inebriate, crashed into Luigi's parked machine. The baby was killed instantly and the father died six hours later. Mrs. Luigi, who was also in the accident, is seriously injured and is in a hospital here.

Luigi was a musician and had been with circuses and tab shows.

Medrano at Marseille

MARSEILLE, Dec. 27.—Cirque Medrano demountable "construction" circus arena has been set up in center of Marseille for a two weeks' run. Program includes Carroll Trio, clowns; Two Salagurs, serial; Jose Mooser, high-school horse; Darcy Trio, jugglers; Teddy Strik, illusionist; Two Omaniis, hand-to-hand; Sphinx Trio, contortionists; Three Sidneys, bike; Strassburger horses and clowns, and Tony and Natol.

Cirque Rancy, with the American wire walker, Walter Powell, is playing 10 days' indoor date at Cirque Municipal in Limoges.

Show at Agrl. Hall, London, One of Strongest Yet Presented

LONDON, Dec. 20.—First of London's major Christmas circuses opened at the Agricultural Hall here today. Booked by Stanley W. Wathon and presented by William Wilson, Althoff's International Circus is one of the strongest shows yet seen at this spot. Headliners are Alfred Court's mixed group of animals, Four Berosinis and Frank Althoff's horses and elephants.

Althoff's horses open with a tandem act—two girls and two men with eight horses in a thrilling ride. Chocolat and Company, four Continental clowns with an amusing musical fooling entree, cause hearty laughs. A graceful Pas de Deux by the Caroli Family of trick riders is traveled by the clowns. Elise Wallenda's sea lions, just back from America, prove a great act. Amphibians are plenty clever and go thru their paces without a halt.

Jeanette puts her high school horse Caprice thru some difficult stunts. The Rastalis score with a smart and mirthful comedy trampoline that is a dandy offering. Harry Williams' four white horses a good equestrienne novelty. Four Phillips, two girls and two men, are a major hit with a corking equilib-

Work Starts At Cole Shops

ROCHESTER, Ind., Jan. 1.—Shops of Cole Bros.' Circus opened full blast after the Christmas holidays. The task of rebuilding equipment will progress on a rapid schedule. Nearly all of the menagerie cages will either be reconstructed or constructed new. Fourteen baggage wagons will be built in the shops within the next 90 days.

Zack Terrell and wife have returned after spending yuletide season at their home in Owensboro, Ky.

Jess Adkins, accompanied by Mrs. Adkins, is at St. Petersburg, Fla. Accompanied by Dr. E. F. Partello and wife and H. J. McFarlan and wife, they recently took a 10-day cruise from St. Petersburg to Ft. Lauderdale, around the lower peninsula of Florida. At Ft. Lauderdale they were guests of Mr. and Mrs. Frank Orman. Mr. Adkins will return to quarters latter part of January.

Charles Luckey, master mechanic, has returned after a 10-day visit to his old home in Denver.

Jorgen M. Christiansen is breaking a new Liberty act. He promises many surprises in his big act. Joe Kuta is back in quarters after a short vacation in the South.

Floyd King, general agent, has returned from a two weeks' vacation spent on the Florida east and west coasts. Ora O. Parks, general press agent, was a recent visitor.

Don S. Howland, South Bend, Ind., headed a party of circus fans who spent a day inspecting the quarters.

Erl Lindsey, treasurer, has returned from a month's vacation at his home in Houston.

WPA Business Fair At Ridgewood Grove

NEW YORK, Jan. 1.—The WPA Federal Theater Project's circus closed the first of a series of weekly runs at Ridgewood Grove December 28. Biz has been light during all performances, altho Sunday matinee was fair.

William Newton, manager of Walter L. Main Circus, has been a constant visitor at this date, reports Wendell J. Goodwin.

Pick-Ups From Europe

BRUSSELS, Dec. 27.—Cirque Sarraani opened Christmas Eve at the Cirque Royal in Brussels. Five Blumenfelds, aerial, are at the Claridge, and the Konyot Troupe, acrobats, are at the Ancienne Belgique.

Bouglione Bros.' Circus is playing at Antwerp. Frank Eiders, heavyweight juggler; Smoll and Conny, contortionists, and Two Rosettis, aerial, are at the Hippodrome in Antwerp.

Three Alizee, flying trapeze; Five Readings, bike; Albertinis, tumbling and perch; Three Erwingos, aerial cord, and the Bertio-Boreats, aerial perch, are at the Coliseo des Recreos in Lisbon.

bristic and juggling novelty. Routine of Althoff's elephants is commendably different.

Farengo is sensational with his break-away tricks on a high flying trapeze. Caroli Family, nine men and a girl, register solidly with daring and breathless trick riding. Their somersaults on horseback are knockouts. Emil Agard troupe of springboard and Risley acrobats work at a fast pace and interpolate some terrific stunts in their act. A group of six ponies, featuring an animal that does a marvelous skipping stunt, gets a big hand. Althoff's Tiger-Cheek horses, magnificent and unusual animals, make a good offering.

Four Berosinis, who were here three years ago, come back to register anew with a great display on the high wire. Alfred Court's group of mixed wild animals (lions, tigers, polar bears, Himalaya bears and leopards) climax everything else on show. Court handles his charges without fear and even controls them without the use of a whip or stick. Easily the best animal group yet seen in London.

John Swallow is again ringmaster.

H-W Already Lines Up Dates in Cincy

CINCINNATI, Jan. 1.—At this early date the Hagenbeck-Wallace Circus already has a permit from the chief of police to show here May 1 and 2. Show also has applied for a permit to exhibit May 3 and 4.

No permit can be issued for more than two days without a special resolution by council. Representatives of the show told council that the reason they wanted two more days was to give the people of Northern Kentucky an opportunity to see the circus in this city. The matter was referred to the council finance committee.

Successful Season For Thatcher-Stanbery

FORT DODGE, Ia., Jan. 1.—H. S. Stanbery, of the Thatcher-Stanbery Productions, Inc., has returned from a successful season in the production of Santa Claus parades and pageants. Had four units in operation during Christmas season.

This year two units covered 12 Central States, embracing about 50 of the larger cities, operating as far east as Hamilton, O.; as far north as Grand Rapids, Mich., and down to the Texas line.

This was the eighth consecutive year the company produced the parade for The Wichita Seascos, Wichita, Kan. The Wichita parade consisted, in addition to the mile-long parade of the Thatcher-Stanbery Productions, 50 bands, three bugle corps, five drum corps and a 40-piece accordion band. The Parker & Watts Circus, of Emporia, Kan., supplemented the parade with cages, elephants, camels and Shetland pony parade floats. Parades required two hours to cover route of three and one-half miles.

John R. Castle, formerly of the Morris & Castle Shows, is now connected with The Wichita Seascos in promotional work, and to him and the Levand brothers, managers of The Seascos, much credit is due for the magnificent parade that they produce annually for Wichita.

Stanbery has his headquarters in two of the large buildings at the Hawkeye fairgrounds here, where all trucks used to transport the equipment, live stock and equipment necessary for production of these parades is stored.

Mardo Opens Restaurant

MASSILLON, O., Jan. 1.—Pete Mardo, former clown, who in recent years has operated roadhouses in the Youngstown and Akron districts, has opened a filling station and lunch business on the Lincoln highway, Route 30, just outside of Massillon. Walls of the restaurant are dotted with photos of many big-top celebrities. Mardo in recent years has been telling of life beneath the big tops before service clubs of Eastern Ohio.

Paris Bills

PARIS, Dec. 27.—As usual the Bouglione Brothers are offering circus-speed program over the holidays. Final straight circus bill at Cirque d'Hiver included Three Antonis, exceptionally good aerial act; Olga Statif Four, perch act; Eleven Agards, teeterboard leapers; Sobolewskys, jockeys; Five Richelets, acrobats; Hontos, comedy trampoline; Palermo's seals; Rixfort's horses; the clowns, Despard, Zavata, Despard and Ocardos, and the ballet of Renee Plat.

Dave Hacker and June Sidell, American acrobatic dancers, have been added to program at Cirque Medrano. Eastern Brothers, hand-to-hand and contortion; Stanley Brothers, aerial; Two Sosmans, musical clowns; Seven Molinos, tumblers, and Jum and Joe, hand-to-hand, are at the Bobino. Paolo Bedini, juggler, is at the European. The Romanos, hand-to-hand, and Waro-Astis, jugglers, are at the Petit-Casino. The Willy-Jos, equilibrists, are at the Cigale.

JOHN W. BERRY advises that Berry Bros.' Circus will be on road this season with Bench Bentum, diving act, and Prince Nelson, wire act, as free attractions. Winter quarters, 17 acres, are just outside of Washington, D. C. Barnes and cottages are now being built. Show will have a preview in Washington for a week, then play two-day stands.

With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH
 Secretary W. M. BUCKINGHAM
 Treasurer Frank Thompson
 Washington, D. C.
 (Sponsored by WALTER HONENADEL, Editor "The White Top," care Hobanoid Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 1.—Capt. Dan E. Fox, of the Pat Valdo Tent, and his riders, known as the "Grey Riders," are broadcasting a series of programs for Station WNEB, Binghamton, N. Y., every Thursday at 10 p.m. The plays dramatize cases taken from the files of the famous troop at Sidney (N. Y.) Barracks. A cast of local players is collaborating with the troopers in the sketches. Among members of troop are Cody Compton, son of Cy Compton, and Bill Mossman, both formerly in Wild West department of Ringling-Barnum Circus. Fox is an ardent circus fan and entertains at his home and barracks many famous circus stars in the course of a season. Stuart K. English, fan of Binghamton, was feted recently upon his 20th anniversary with the New York Telephone Company. English vacationed during the holidays in St. Petersburg and Sarasota, Fla., where his wife and child are spending the winter. English spent much time at Ringling-Barnum quarters.

Harry W. Habeling, CFA of New Britain, Conn., member of Bluch Landolf Tent, of Hartford, Conn., attended the memorial to Dexter Fellows at Hotel Commodore, New York City, December 14.

George Scholderer, Binghamton, N. Y., has recovered from recent illness and with his wife left after Christmas by boat for Havana, Cuba. Will then sail for Tampa, Fla., and from there will go to Sarasota and the R-B quarters. Will remain in Sarasota for several weeks.

G. H. Barlow III mailed pictures of his Recreation Hippodrome or Pat Valdo Circus Room to members of the CFA as Christmas greetings. Preparations are under way for the annual indoor Vest-pocket Circus to be staged in that room after first of the year.

George H. Barlow Jr. will leave for his winter home at Daytona Beach, Fla., shortly after first of the year.

Sir Cedric Hardwicke, president of the British CFA and star of a new play, Shadow and Substance, opened his Washington engagement January 3 and was given a warm welcome by members of the James E. Cooper Top.

Bacon Physical Director

Fans of Bluch Landolf Tent No. 24, Hartford, Conn., held their December meeting at the YMCA, New Britain, December 7, where Fred Bacon, of the old acrobatic act of Bacon and Eggs, is physical director. They went to the gym and watched his class of 30 boys and young men tumbling. They showed various stages of training in tumbling and demonstrated use of the mechanic. Two of the men in clown make-up passed peanuts and soda to the fans and then put on a comedy acrobatic act. Show closed with two of the advanced members of class putting on a hand-balancing act. The fans then retired to another room and held their business meeting. Were served a buffet lunch, after which Bacon gave a brief talk on his experiences in circus and vaudeville.

On December 16 President Bill Montague, Carlos Holcomb and Gil Conlinn drove to Rockville, Conn., to visit our shut-in member, John Yost. Holcomb brought his circus movies along. Yost will be glad to hear from fans.

PHIL LASTER, porter with Cole Bros.' Circus, who has been visiting his brother at Hugo, Okla., spent the holidays with his sister at Campbell, Tex.

15 Years Ago

(From The Billboard Dated January 6, 1923)

Ringling-Barnum Circus played host to 300 employees at a Christmas dinner at the show's quarters in Bridgeport, Conn. . . . The Alderfer Show closed a 34-week season at Boyce, La., and went into quarters at Hotwell. . . . Frank Reed, former publicity man for John Robinson Circus and O'Brien's Minstrels, was assisting Herrmann the Great on the Loew Circuit. . . . Walter Scholl, balloonist, circus photographer and collector of circus material, was visiting relatives and friends in St. Louis.

George Chandler signed as agent for Kretz Bros.' Wagon Circus, making his second season with the show. . . . Ralph B. Palm, who had been a barber on Hagenbeck-Wallace Circus, signed with Rubin & Cherry carnival for 1923 season. . . . The Kinkos were working in Chicago. . . . Harold Buttiner was signed as mail agent on Patterson Wild Animal Circus' advance car. . . . William E. Baney, of Hagenbeck-Wallace, was wintering at his home in Lock Haven, Pa.

Milt Davis, clown of the Howe Show, assisted the Ft. Dodge (Ia.) Kiwanis Club in entertaining 200 poor children during Christmas week. . . . Hans Schwitters, formerly with Ringling Bros.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Jan. 1.—The club gave a holiday dinner for the members in town, and for outright novelty it was tops. In a corner of the clubroom stood an old-fashioned Christmas tree with the tallow candles, paper cones to hold all-day sucker candy and trimmed with old-fashioned Christmas wreaths. Underneath a chandelier hung the mistletoe. And to cap it all it was a real Christmas party, with turkey and all the trimmings, plus the drinks and the music. Many oldtimers, as well as newer members, were present. Among them were Eddie Rulon, Maxine Warren, Eddie Borgwardt, three Sana Sisters, Mr. and Mrs. H. Haas, Mr. and Mrs. Barnum, Walter Kent, Toby Wells, Mr. and Mrs. Bert Clinton, Lewis Herbert, Grover McCabe, Floyd Nelson, Emil Eckelstein, Whitey Bergman, Sailor Romick, Pat Padden, Blutch Peters, Doc Olibert, Charlie Bell, Felix Adler, Harry Ferris, Willie Pichinis, Jim De Vose, Jim Donovan, Schojossberg, Mr. and Mrs. Pete Adair, Eleanor Shae and Mr. and Mrs. Rapaport.

Grover McCabe is setting new routines for eight swinging ladder girls.

Emil Regal, formerly of the Three Regals, has been appointed physical instructor for the city recreation department.

The Yoshidas are spending the winter months in Florida.

Ray Goodie, tight-wire act, is booked for six weeks of indoor circus dates.



FOUR GENERATIONS of the "Lucky Bill" Newton Family: Mrs. Newton, Mrs. Grace Wilbur Brown, Mrs. Charles Foote and Grace May Foote. All were with Walter L. Main Circus the past season and are now at home in Quenemo, Kan.

and Al G. Barnes shows, joined Nell O'Brien's Minstrels as second agent. . . . J. W. Bonhomme closed his Bonhomme Bros.' Show for the holidays and went to Louisville to undergo a bladder operation. . . . Charlie Post, boss clown on the Al G. Barnes Circus, was in an orchestra at the Jole Theater, Ft. Smith, Ark.

Clowns of Past and Present

By HARRY LAKOLA

Years ago when speaking of clowns the general public pictured them as white-faced fellows dressed in fancy-colored loose-fitting pantaloons, a tight-fitting skull cap and a cornucopia hat with a red tassel on top. A big red spot on each cheek and a funny-shaped mouth were essential to complete the make-up. But the clown of today has to keep step with the march of time. When one visits a circus now and watches clown alley one may see some of those make-ups, but they are few and far between. Nowadays all kinds of characters are represented, such as tramps, Happy Hooligans, Popeye sailors, policemen, giants, dwarfs. Some of them are on stilts or skates and some even in an old-style basket horse. There are always a great number of them and always very amusing.

As a contrast I like to speak of a (See CLOWNS OF PAST on page 42)

Letter From Stanley Dawson

LOS ANGELES, Jan. 1.—Have covered quite a bit of territory since October 27. Went direct from Rochester, Ind., to New York City. Arriving there renewed friendships with Roger Littleford, Fred Smythe, Mike Manton, Jack McCloskey, Tommy Haynes, Vernon Reaver, Eddie Cooke; Mr. Von Rosenberg, of Madison Square Garden; Eddie Vaughan, Mr. Wadsworth, John Kelley; John R. North and his brother, Buddie; Frank Myers and Louie Kusel.

Sailing November 17 on the Queen Mary, had a party in my cabin with Vernon Reaver and Tommy Haynes. Four days later the ship made Cherbourg, and arriving at Paris I was met by Theo Wolfman, of The Billboard. Visited Circus Madrone and met Lalo Codona and at Harry's Bar ran into Strangler Lewis. Was in time to take in Paris Exposition. Rode to Prague to see Circus Sarasini. Visited Berlin, then Dresden, Leipzig, Magdeburg, Hanover, Amsterdam, Brussels and The Hague and went to England via the North Sea into Harwich. At London had a visit with

Bernard Mills. On return to America came back on Normandie. Jack McCloskey came out in New York Harbor with the mail boat along with the immigration men and was with me four hours before we docked. Going direct from New York to Rochester, Ind., was met by Floyd King and wife and found Zack Terrell enjoying good health. Earl Lindsey was away on vacation and Harold was in charge of office. Scotty Brown was there, also Jack Bigger, Ray Poplin; Irish, in charge of Bill the Crow, both of the Arkansas; Fred Seymour, and Messrs. Barnhart and Murden dropping in daily, as well as Jimmy O'Connell.

Leaving Rochester, drove to Peoria and was invited to a party at Mr. McElwee's penthouse atop Pere Marquette Hotel, given in honor of Hilda Jane Burkhardt. Present at party were Mrs. Burkhardt, Noyles and "Butch" Burkhardt, Colonel Gasaway, Tom Hickman, Mr. and Mrs. Roy. Leaving Peoria, started for Kansas City, but got into a mess of detours and bad weather so had to pull in at Carrollton, Mo. Then went to Kansas City and had a visit with Eddie Delavan and Ruth.

At Oklahoma City had a visit with Jimmy O'Connell. At Phoenix, Ariz., saw Donald Gordon. Visited Charley Wuerz at San Bernardino. Arriving at Los Angeles, met Jack Grimes, Billy Cronin, Doc Palmer, George Cutshall, Mark Kirken-dall, Jimmy Cotton, Ed Nagle, Theo Forstall, Dr. Ralph Smith, Eddie Tree, Mabel Stark, Claude McClain, Frank Chioarella, of Matrelo Circus, and Jack Joyce.

MORE BARGAINS

60x90 Oblong Round End Three-Piece	Top, Top and Wall	\$567.00
60x120 Oblong Round End Five-Piece	Top, Top and Wall	\$725.00
60x130 Oblong Round End Five-Piece	Top, Top and Wall	\$825.00
60x200 Oblong Round End Six-Piece	Top, Top and Wall	\$1130.00

And Many Other Bargains.

WRITE - WIRE - PHONE
BAKER - LOCKWOOD
 17th and Central, Kansas City, Mo.
 AMERICA'S BIG TENT HOUSE

SHOW PRINTING

We serve the LARGEST CIRCUSES and CARNIVALS in AMERICA with all special pictorial lithos, block and type posters, and dates.
TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.
LOW PRICES—PROMPT SHIPMENTS
 Write for Price List and Route Book.

CENTRAL SHOW PRINTING CO.

MASON CITY, IOWA

ROBINSON CIRCUS UNIT WANTS

Circus Acts, Animal, High Aerial, Comedy, Girl Thrill Acts and Scout Thrillers wanted for consecutive Fair Dates this summer around Ohio, Indiana and Michigan. Must have good photos to sell your acts. State if own transportation and lowest net price. Will move our three Elephants in baggage car. Will have rooms for heavy acts. If you can mail photos quick to catch us at Clayport Hotel, Ladysmith, by January 4 and 5 O.K. otherwise mail check to permanent address, 18 E. 4th St., Cincinnati, O.
JOHN G. ROBINSON CIRCUS UNIT.

NOTICE

Want to hear from NELSON THOMASON, MONA AND ESPERANZA, immediately. Wire Western Union, collect. Other Acts wanting winter and summer work write at once. Unit opens January 14.
FRANK DERISKIE
 Barnett Bros. Circus Unit, York, S. C.

SPANGLES

JEWELS, TRIMMINGS, ACCESSORIES

Write For Samples
DAZIAN'S, Inc.
 141 W. 4th St. New York, N.Y.

WPA FEDERAL THEATRE

Presents the
3 RING CIRCUS
 Featuring
JAPINO
 Sacred Black Elephant.

SPECIAL BARGAINS

For Immediate Disposal
 New 20x30—20x40—30x50 TENTS AND WALLS.
O. HENRY TENT & AWNING CO.
 4611 North Clark Street, Chicago, Ill.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
 CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
 Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
 701 North Sangamon Street, Chicago, Ill.

Under the Marquee

By CIRCUS SOLLY

EARL DE GLOPPER is wintering at Lee Hotel, Los Angeles.

AL CLARKSON, circus agent, is wintering at Shreveport, La.

RAY MARSH BRYDON, manager of Rice Bros. Circus, was a recent visitor at Macon, Ga.

LAST YEAR has passed over the mill wheel. Forget it, except to profit by your mistakes. Don't make the same mistake twice.

WILL ROGERS Tent of Circus Saints and Sinners' Club, Petersburg, Va., had a celebration night of December 30.

HENRY BARTH, advance man with various shows, is reported ill at 1407 W. Third street, Los Angeles.

CLARENCE AUSKINGS, ahead of Roba, magician, advises that he again will be with the white tops.

C. W. (RED) SELLS, with his dog, "Toots," is playing theater and club dates in Cincinnati.

CHRISTMAS NUMBER of *The White Tops* is very interesting. It has 40 pages, colored cover, stories and illustrations and a number of advertisements.

HERE'S HOPING that all shows will have many a big day the coming season and that the sailing will be smooth.

JACK CRIPPEN is slowly recovering from a severe leg injury which he suffered last week of season on Russell Bros. Circus.

CLYDE H. WILLARD, manager of the brigade with Cole Bros. Circus, has returned to his home in Greenville, S. C., after a vacation in Miami, Fla.

HOWARD KING and wife spent holidays at San Diego, Calif., where their nephew is attending a military school. They are wintering at the Grande Courts in San Antonio, Tex.

GORDON POLLIS and wife, Olivia, and T. P. Lewis, of Barnett Bros. Circus, visited Mrs. Mary Dalvine at La Fayette, Ind., en route to Chicago to play the Shrine Circus there.

J. EDDIE HOLMES pens that Art Miller, general agent Seils-Sterling Circus, spent holidays with Mrs. Miller at Walnut Ridge, Ark. The Millers expect to return north shortly.

JAYDEE THE GREAT (Jerry D. Martin), doing aerial contortion trapeze, opened his indoor dates at Hofbrau, Lawrence, Mass., in November. Says he was featured in a big jungle number backed up by line of girls.

PLAN YOUR policy now. Actually put into effect those ideas dreamed about last season. Make your act or show better.

LARRY PAVIC, clown, lend a hand in his home town, Columbus, O., when he helped entertain kiddies at a Christmas party sponsored by the police, firemen and The Columbus Dispatch. He gave his services for two days.

WILLIAM H. LeROY, clown and ventriloquist, was at Metropolitan Department Store, Oklahoma City, during holiday season. Was with Barney Bros. Circus past season with his Punch and Judy Show. Will again be with a circus.

EDDIE JACKSON, of Ringling-Barnum Circus, visited his 88-year-old mother at Akron, O., during the holidays. En route back to Macon, Ga., he stopped off in Cincinnati and visited *The Billboard* offices.

WILLIAM NEWTON, manager Walter L. Main Circus, and G. Sedge Meikle, assistant manager, were recent guests of Caroline Moore at York, S. C. They stopped en route north on a business trip.

WHIPPING SMITHS, past two seasons with Seal Bros. Circus, are wintering in Fort Wayne, Ind. Mrs. Smith, who was ill during the holidays, is improving. Recent visitors were Harry LaPearl and wife and Romig-Rooney Troupe.

GEORGE (GROUCHO) DAVIS has made no arrangements to handle the concession department with Hagenbeck-Wallace Circus next season. Last year

he had several concessions with the Johnny J. Jones Exposition.

HERE ARE Solly's best wishes to Fred DeWolfe, a former stand-by of the Ringling-Barnum Circus, who will be back with the Big One in an executive capacity.

JOHN (LUCKY) LLOYD, former side-show boss canvas man with Hagenbeck-Wallace Circus, spent holidays at Montgomery, Ala. Yellow Halston, who was injured last fall after H-W show closed, is improving.

SLIVERS JOHNSON and wife and Lucky Teter opened night of December 19 at Polar Stadium, Havana, Cuba, 16-day engagement for George Hamid. The Johnsons saw Santos & Artigas Circus and visited with Fred Bradna, Polidor, Walter Jenner and wife.

E. E. COLEMAN's elephant, Mena, worked in Indianapolis for three weeks, visiting schools. Was making them under sponsorship of People's Outfitting Company. Toyland display at the store included dogs, pony, monkeys and a clown.

PAT MURPHY, manager of No. 2 advertising car with Cole Bros. Circus, after a three weeks' stay in Hot Springs, Ark., visited relatives at Rockford and Chicago, Ill. Was accompanied by his wife. They returned to their home in Santa Monica, Calif., December 29.

IT HAS COME to Solly that the MK&T and Frisco railroads have been marked off the books of the railroad circuses due to their prohibitive rates. Not much less, as J. H. McLean, assistant general freight agent of the Missouri Pacific, has handled about 99 per cent of the competitive movements in his territory the past several years.

MANNY GUNN, former circus agent, is located at Tucson, Ariz. Is connected with Fred J. Codd Advertising Service. Gunn formerly trouped with Fred Buchanan's circus for several years as local contractor, also with old Sparks Circus.

JOHN ELLIS closed his Rip Van Winkle Company at Pontiac, Mich., December 19 and will reopen January 14 at Royal Oak, Mich. He is at present with Harry Zimmer on Shrine Circus program set-ups in Grand Rapids and Lansing, Mich.

RUSSELL G. KNISELY directed a successful promotion for Life-Saving Crew at East Radford, Va. Has been re-engaged for next season's show. Left January 4 for Hot Springs, Ark., where he will remain two weeks, then work on shows in Virginia and North Carolina. Kniseley has had neuritis.

THE FIRST trouper's service, held at grave of Colonel Lined Jones, Umatilla, Fla., was November 29 by Mighty Haag Circus, conducted by Major Albert Kost. Ed Esker, a gifted speaker, paid a beautiful tribute to the folks of the white tops and to *The Billboard* for the wonderful work done in behalf of the Colonel and the Harry-Anna Crippled Children's Home.

COY HERNDON, hoop roller and juggler, who is at U. S. Veterans' Hospital No. 91, Tuskegee, Ala., will soon undergo a chest operation. States that when Dexter Fellows died 250 ex-service men there stood at attention with bowed heads for one minute. Herndon will be pleased to hear from acquaintances.

HOOT GIBSON and Antoinette Concello acted as best man and maid of honor, respectively, when Dorothy Herbert, equestrienne star of Ringling-Barnum Circus, and Johnny Farthing, bronk rider, of Ardmore, Okla., were married Christmas night at a public wedding at Shrine Circus, Chicago.

TOM HALL dropped in at the Sonoma Cafe, Modesto, Calif., and learned that it was run by troupers Lee Barnes and Jimmy Dunn and assisted by Pat Davis. States that he and Lee were on a mud show in 1902-'3. In talking with Lee, Hall learned that the Zelds Brothers, former trapeze performers, owned the building and operated the Sonoma Fruit Market next door to the cafe. Recent callers at cafe were Lee Brandon, who is with the picture *Damaged Goods*; L. G. Chapman and Billy Rozell, side-show manager, with Foley & Burk Shows.



KING HAILE, side-show manager of Seils-Sterling Circus, who has been with show for several seasons.

Hall, former band, repertoire and show-bill trouper, is now caretaker at Mi Ranchito, located two miles from Modesto.

J. C. ADMIRE writes: "After a tour of investigating and contracting by myself and J. E. Hill and a conference with Leonard Doto I decided to call off tour of Doto Band for the present, due to scare of scarlet fever in the Middle West. Several schools and auditoriums have been closed."

JOE HODGINI has been engaged to produce the Shrine winter circus to be held at University Field House, Indianapolis, in March. Acts so far contracted include the Billelletti Troupe, high wire; Flying Solts; Kenneth Waite Trio, and the Hodgini-Davenport riding act, currently appearing with Orrin Davenport's winter circuses.

ABE GOLDSTEIN has been kept busy by Jack Lewis in San Francisco. Played for the Safeway Stores and Employees' Association at Scottish Rite Auditorium. Was also at Louie's night club in Oakland, Will King's Koffee Shop and at the Bank of America. He has two more weeks in San Francisco and then will open with G. G. Gray's Indoor Circus for 10 weeks.

BOB FISHER and wife and Eidon Day, of Five Fearless Flyers, accompanied by Mr. and Mrs. Charles Fisher, of Flying Fishers, motored to Hot Springs, Ark., January 2. Will be at Maurice Baths, after which they will go to Shrine Circus, Kansas City, where Fearless Flyers and Flying Fishers are engaged. Visited Mr. and Mrs. C. W. Webb, owners of Russell Bros. Circus, at Rolla, Mo.

CLOWNS OF PAST

(Continued from page 41)

great knockabout clown, Tom Belling. I think he was an Englishman. Circus Bens had him billed heavily as August Der Dumme (August the Fool). He was about 4½ feet tall; his make-up consisted of a misfit evening dress suit, large shoes, a flowing red bow tie and a close-crop black wig, white gloves, a red nose and rosy cheeks.

His object to be in the ring was to make himself generally useful. On the contrary he was a nuisance, doing everything wrong and getting in everybody's way. When supposed to hold paper-covered hoops for riders to jump thru he would fall off the pedestals and get tangled up in the hoops. He would hang on to the tails of galloping horses to try to make them stop. Was in the ring all the time. Climaxing the performance, he introduced a trained mule which he mounted to show his ability as a bareback rider. It was a scream from start to finish. That was about 60 years ago.

As far as I know he was the first dead-pan character in a circus ring. Not claiming to be an authority on the subject, I welcome any corrections in regard to it.

HELEN MORGAN, novelist, and her husband, Benn Hall, of the New York office of *The Billboard*, spent the last week-end at the Eastern quarters of the JE Ranch Rodeo, Woodstown, N. J. Miss Morgan is gathering data and rodeo incidents for a story to appear in *Cosmopolitan* this winter.

The Corral

By ROWDY WADDY

JOSE DeANDRIES, noted Mexican roper, wintering in El Paso, Tex., will be a member of the J. E. Ranch Rodeo this year, according to reports from the Lone Star State.

EDNA ALEE and her Shooting Stars of the West, Ralph del Orto and Harry Pijot, have been contracted to present their shooting act at the Cincinnati Sportsmen's Show late this month.

GEORGE KIRCH, last of the old-time, long-haired bronk riders and steer ropers, is seriously ill with a heart ailment in the New Brunswick (N. J.) Hospital. He is anxious to read letters from friends.

MANAGER SOLLENBURGER of the Hershey (Pa.) Auditorium is making preparations for his second annual pure rodeo to be held following close of the hockey season in the spacious building.

BILLY KEEN, of Roman-horse auto-jumping fame, reports that he is wintering on the J-Bar-O dude ranch at Succasunna, N. J. He's breaking a new jumping horse for his team and also working on several likely Liberty jumpers.

WILMINGTON General Hospital, Wilmington, Del., will again stage a rodeo in 1938. Frank Wirth, of New York, will handle the promotion. Last fall the hospital made several thousand dollars on its first rodeo venture. A massive silver cup, the donation of Governor McMullen, will be among the winners' trophies.

PETE MARTENIZ, cowboy artist and calf roper, is now a real ranch owner. His spread is located 12 miles from Tucson, Ariz., and is well stocked and watered. Pete will be with the JE Ranch Rodeo the early part of next season. In June he will conduct a class in drawing and roping at an exclusive boys' camp in the mountains of Pennsylvania.

COL. JIM ESKEW, of the JE Ranch Rodeo, who recently returned from Texas to his Eastern holding ranch near Woodstown, N. J., will head west again to visit the Phoenix, Ariz., and San Angelo, Houston and Ft. Worth, Tex., rodeos. He also plans to ship to the North several cars of bucking Brahmas steers and long-horned Mexican dogging steers for use in his early Pittsburgh and Cleveland purse shows.

CHIEF MORNING STAR CLEAR and his three troupes of Cherokee-Osage Indians have been playing school and theater dates in Mississippi to unsatisfactory business, according to a report from the Chief, who scribes that there has been a shortage of ready cash there. The units are traveling on semi-trailers, enabling the troupes to make as many as three spots daily. The Chief reports that early this year the organization will play an extended tour of Alabama and Georgia, before opening under canvas about the middle of April. C. C. Smith is general agenting the show.

PREPARATIONS for the annual mid-winter Fiesta de Los Vaqueros, to be held next month in Tucson, Ariz., have already begun under supervision of Earl Thode, former world champion cowboy and bronk rider. He replaces Johnny Mullins, veteran rodeo director. Meanwhile city council has applied to the State tax commission for permission to levy a special tax of \$5,000 with which to aid in rebuilding part of a condemned portion of the municipal rodeo field grand stand. Improved stands will double seating capacity, making an estimated total of 15,000. Chamber of Commerce will contribute \$1,500 toward construction expenses.

THIS COLUMN has and always will welcome bits of authentic news pertaining to rodeos and Wild West shows. Needless to remark, there are thousands of persons interested in cowboy sports who look to this department each week to learn what is going on in the field. Committeemen and contestants can benefit by sending in news of their activities. So let's all give out with that old co-operation and make the 1938 rodeo season the biggest ever. Keep this editor posted with news of your activities. Address all communications to Rowdy Waddy, Cincinnati office.

No Pinwheel Demand

FT. WORTH, Tex., Jan. 1.—Pinwheel Boulevard, block-long rows of huge red, white and blue pinwheels which Billy Rose thought up as an unusual entrance to the Frontier Centennial of 1936 and Fiesta of 1937 here, now is scene of the Farm Home-Makers' Market, where products are sold by farm women and a business women's club. The pinwheels on each side of this street were offered for sale with other props of the show after the Fiesta closed in September. However, all of the pinwheels are still in place, as no one seemed to have any use for them.

Molesworth To Mason City

Sedalia publicity director will become secretary of North Iowa District Fair

SEDALIA, Mo., Jan. 1.—R. D. (Duke) Molesworth, director of publicity for Missouri State Fair here since 1934, has been named secretary of North Iowa District Fair, Mason City, having been given a three-year contract. He will assume his new duties on January 15, succeeding Fred Mitchell, secretary for the past nine years.

Recent reorganization of the Mason City fair resulted in ambitious plans for enlargement of that annual. It is reported that the general budget will be raised by nearly \$15,000 annually, attractions budget will be raised to \$8,000 and publicity budget from \$1,500 to \$4,000.

Plans also are to rebuild the plant on the 40-acre grounds, probably in time for the 1939 fair. Mr. Molesworth, who has long been an advocate of big professional attractions at fairs, is said to welcome the opportunity to demonstrate the logic of some of his ideas regarding fair management. He has already recommended that North Iowa District Fair become a member of the International Association of Fairs and Expositions. No successor in his Sedalia post has been announced as yet.

More Ohio Annuals Slated

CANTON, O., Jan. 1.—Two more county fairs are slated to be added to the number in Ohio in 1938. New associations have been formed in Washington C. H. and Delaware. It is said both will make application to join the Ohio Fair Managers' Association at the annual meeting on January 12 and 13 in Columbus.



R. D. (DUKE) MOLESWORTH, who will become secretary of North Iowa District Fair, Mason City, on January 15, when he will leave his post as publicity director of Missouri State Fair, Sedalia, which he has held since 1934. The Iowa fair board plans to increase general attractions and publicity budgets and to rebuild and enlarge the plant in time for the 1939 fair.

HAVANA EXPO READY



WHEN LUCKY TETER ARRIVED IN HAVANA for the Cuban National Fair and Exposition he was met at the docks by some of the expo notables. Left to right: Abe Rubens, of Buffalo and Havana, fair manager; J. H. Poscell, business manager for Teter; Capt. Belisario Hernandez, adjutant to Colonel Batista and director of the fair; Lucky Teter; Franco Verona, fair's publicity chief, and William McGraw, press agent for Teter.

Teter Vanguard For Cuban Fair

Advance attraction stirs interest—completed plant is decorated for opening

HAVANA, Jan. 1.—Cuban National Industrial Fair and Exposition, which is to open officially on January 20, during the week of December 19 presented Lucky Teter and his Hell Drivers as an advance attraction of the exposition to arouse interest and create enthusiasm among Cuban people, to whom a fair and exposition is a new thing, as foreign as American ham and eggs.

Teter, scheduled to appear every night for two weeks, December 19-January 2, played to a capacity crowd at the opening and was honored with the presence of Cuba's No. 1 spectator, Col. Flugencio Batista, chief of the Cuban Army. The feats of skill and daring with automobiles and motorcycles presented by the

(See HAVANA EXPO, on page 44)

Adopt Policy of No Passes At Annual in Orlando, Fla.

ORLANDO, Fla., Jan. 1.—Improvements costing \$10,000 have been completed on Central Florida Exposition grounds here and when that mid-winter show opens for its 23th year it will have one of the most naturally beautiful grounds in the country.

A street which crosses the grounds was paved following last year's show, sidewalks were laid and a new \$75,000 concrete exhibit building, opened last year, was completed.

"As Florida's oldest fair, we expect this year to present our greatest show," said Secretary Crawford T. Bickford. "We have adopted a policy of no passes, not even officials of the association being allowed to enter without paying. To swell attendance we plan to give away six automobiles, one each night."

Lease Sought in Charlotte

CHARLOTTE, Mich., Jan. 1.—At annual meeting of Eaton County 4-H Fair Association here Secretary-Manager Hans Kardel's report showed income of \$7,680.60 and expense of \$7,610.84, including \$1,920 for improvements of grounds in 1937. A committee was named to negotiate a long-term lease with the city of Charlotte, owner of grounds. Another committee is to devise means of financing a new grand stand. Treasurer's report showed a reserve fund of \$5,000 accumulated in the past seven years during which the association has been operating, succeeding old Eaton County Fair.

Michigan Officials To Talk

DETROIT, Jan. 1.—At conclusion of the 28th annual meeting on January 18 and 19 of Michigan Association of Fairs in the Port Shelby Hotel here the annual banquet will have Sam J. Levy, of Barnes-Carruthers, as emcee, with E. W. Delano, manager of Allegan Fair, as toastmaster. Commissioner John B. Strange, State department of agriculture; Chairman Frank A. Pickard, Michigan unemployment compensation insurance commission, and Frank S. Isbey, manager of Michigan State Fair, will speak.

Name Is Changed in Albion

ALBION, N. Y., Jan. 1.—Name of Orleans County Agricultural Society has been changed to Orleans County Fair Association and Wilbur W. Mull, secretary and general manager for five years, has been re-elected. Rebuilding of the former poultry building, 100 by 30 feet, into a winter training stable for race horses has been completed. Horses are being trained daily by Cecil Richards, who with his wife occupies a cottage on the grounds. The fair having been fairly successful financially, a new poultry building will be erected for 1938.

Fairs Offer Great Annual Climax for 4-H Clubs' Work

DES MOINES, Jan. 1.—The United States Department of Agriculture recently estimated that the 1937 membership in 4-H Clubs would exceed 1,250,000 boys and girls, declared P. C. Taff, State club leader, at the 30th annual meeting of Iowa Fair Managers' Association in the Hotel Savery here on December 7. "We are estimating Iowa's enrollment will be found to be in excess of 27,000 members when final reports for 1937 are received," he said. "These figures represent a substantial increase over last year and follow a steady growth for 20 years. In 1922 the membership was about 300,000. This is recognized as one of the

(See FAIRS OFFER on page 44)

Hamid Acts and Williams Shows Booked at St. John

ST. JOHN, N. B., Jan. 1.—St. John Fair will be held in 1938, its fate having hung in the balance, owing to financial difficulties following a deficit of about \$3,000 on the 1937 fair because of infantile paralysis.

With city council agreeing to a guarantee on the 1937 deficit and possible loss on the fair this year, directors of St. John Exhibition Association decided to hold the annual. There had been talk of a one-year suspension. Decision was made at a meeting presided over by W. J. Wetmore, chosen as president, after many years as vice-president.

At a meeting with Joe Hughes, representative of George A. Hamid, Inc., and Ben Williams, owner of the Ben Williams Shows, contracts were signed for grandstand program and midway rides, shows and concessions. A revue has been top grandstand attraction for the past three years.

History of Bluehill's Annual Is That of One Man's Labor

By HENRY MILLIKEN

TWENTY-FIVE years ago E. G. (Ed) Williams was told that he had only one year to live. Believing what his doctor told him, Mr. Williams, a resident of Massachusetts, got his affairs in shape, sold his business and went to Bluehill, Me.

And he is there now. And for the past 16 years he has been secretary of Bluehill Fair, known in Maine as the "State's Biggest Little Fair." Furthermore, Ed Williams is the man who put Bluehill Fair on the map. Upon his slender shoulders has rested all responsibility of bringing this fair out of the red and into the black. Bluehill Fair of the present day is the envy of every other fair in Maine, for gradually, ever since the day Ed Williams assumed office, the fair has grown, and with its growth has grown the popularity of Ed Williams.

I went down to Bluehill to see the man responsible for the steady growth of Hancock County's leading agricultural society. The minute I shook hands with him I realized the reason for his popularity with old and young. From the tip of his polished shoes to his gray hair, he radiates life. He is just a little over 5 feet tall and weighs about 120 pounds, but his eyes, his words, his

manner of speech and his entire body speak an enthusiasm which is contagious.

We delved into the history of the fair. I wanted to learn why this fair kept gaining in popularity every year while some other fairs, in perhaps better sections, were down at the heels. And I found, by talking to Mr. Williams, that it wasn't horse trotting, midway, baseball, exhibits, fireworks or vaudeville that had brought this fair to the fore. No, sir; it is not any particular one of these branches of fair activity mentioned, but a combination of all that has been responsible.

I know now why Bluehill Fair is popular. It's because Ed Williams believes in giving people their money's worth. That's the reason thousands of pleasure seekers make Bluehill Fair an annual vacation. It has gained. For instance, in 1922 midway receipts were \$203; in 1937, \$1,800. In 1937 total receipts were \$8,602.84; expenses, \$6,434.11. Of course, the receipts do not stagger anyone familiar with "big" fairs; nevertheless for a so-called "small" fair Bluehill is far above any other in Maine.

"What made and keeps your fair popular?" (See HISTORY OF BLUEHILL'S page 44)

Acts Pulled Good Stands At Annuals in Bay State

BOSTON, Jan. 1.—Independent attractions during the 1937 Massachusetts fair season were reported up in quality and originality. Altho George A. Hamid, Inc., had representative acts in practically all of the 16 major fairs, independent acts did their part in entertaining the public. Some were repeats, as in the case of Frank Stanley, owner of Stanley's races and acts, who reported repeats for over one-third of yearly bookings. Stanley races and acts were at Topsfield and Northampton fairs and Rutland (Vt.) Fair.

A feature at Topsfield Fair was the Clarence A. McConney, Inc., dare-devil stunt, Dive of Death, featuring Canada's Charles Jajole and his motorcycle. McConney also booked the fair at Topsfield with motorcycle races for three days. Sturbridge Fair had motorcycle races on one day and McConney had night wrestling shows at Topsfield and Sturbridge fairs. Other independent acts were links in the chain of entertainment that made for good grand-stand attendances.

Association Formed To Save St. Stephen Fair Disbands

ST. STEPHEN, N. B., Jan. 1.—Altho St. Stephen Exhibition Association has gone out of existence, this will have no effect on the annual fair, which is nearer United States soil than any other Canadian exhibition. Residents of the States make up at least 50 per cent of attendance.

The association decided recently to disband, it having been an emergency organization formed in 1932 to save the annual fair and property. Banks were owed \$1,800, and about \$1,500 was owed exhibitors at that year's fair. Banks refused further loans with the plant as security. Then 35 men subscribed \$100 each, liquidating the debt.

Since then the fair has been more than holding its own. About \$4,000 was paid in 1936 and 1937 for repairs. From 1937 profits \$1,600 was taken for repairs.

Surplus was \$100, with \$3,675 on hand as profits.

With passing of St. Stephen Exhibition Association each subscriber has been returned his \$100. The fair is being continued by St. Stephen Agricultural Society, original sponsor.

FAIRS OFFER

(Continued from page 43)
largest, if not the largest, youth movement in America today. The work has not only extended its numbers but its effectiveness as well. Broadening of programs, additional emphasis on activities and training are evident to all of you. I am sure. The splendid growth and influence of 4-H Clubs are evidence enough they are meeting a need and are built on sound and workable principles.

Fairs' Support Important

"But no youth movement grows or acts without help and leadership. To the parents and 3,000 local volunteer leaders must go a lot of credit for success of the clubs. County extension agents assist, as do representatives of the Iowa extension service. Business and professional men have helped generously. Club work provides the finest of opportunities for co-operation between urban and rural interests.

"In addition to all these we have had the whole-hearted support of your fairs, which we regard as most important. The fair shows are the incentive to the members to do better work and the climax to a season of activities. Our 4-H Club year would be much less interesting if the members could not look forward to their achievement shows. I noted from your 1936 report that every fair in Iowa except one had a 4-H Club department and that the amount of premium money appropriated has doubled in the past 10 years. We trust we can help build departments that will justify continued growth in this support.

How To Use Clubs

"My suggestions for future development would be that more use be made of our 4-H Club members in fairs. Specifically I would suggest:

"1.—Use more older club boys and girls as assistant superintendents of departments. Young men and women who have graduated from club work should also be called upon to serve.

"2.—Arrange for clubs to present a part of evening programs as pageants, plays, choruses and demonstrations.

"3.—Ask 4-H Club members to act as guides and explain educational exhibits.

"4.—Request clubs to prepare exhibits of some of their special activities, such as conservation, fire prevention, safety, health and others.

"5.—Make certain that you have a well-rounded program for boys and girls, consisting of exhibits, demonstrations, judging contests, plays and a camp if possible.

"I urge you to plan early for 4-H Club departments. This is one feature that must be built upon work as organized at the beginning of the year. The extension agents in your county will be glad to assist you."

CINCINNATI, Jan. 1.—V. E. Thompson, of the Aurora, Ill., balloon company bearing his name, is calling on Texas fair secretaries, after which he will go to Mexico City via Laredo and Monterey. Thompson and party are traveling in commercial panel truck with house trailer attached and report no difficulty with truck laws in the States traveled from Chicago to the Gulf and that each year highways are improved. Thompson reports considerable activity in oil-producing sections of Texas and that Corpus Christi is swamped with house trailers occupied by "cold-dodgers" from the North.

GEORGE A. HAMID
INC.
1560 BROADWAY,
New York, N. Y.

BRyant 9-2410

Offices in Leading American and European Cities

Fair Meetings

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-Wallik Hotel, Columbus. Mrs. Don A. Derrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 12-14, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka. Joint meeting with Minnesota State Fair board, Raymond A. Lee, secretary.

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. Ed 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 17 and 18, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Association of North Dakota Fairs, January 20 and 21, Hotel Dakota, Grand Forks. H. L. Finke, 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. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suck-storf, secretary, Sidney, Mont.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet O. 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.

Illinois Association of Agricultural Fairs, February 3 and 4, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breese.

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 inquiries are being made.

HISTORY OF BLUEHILL'S

(Continued from page 43)

ular?" I asked Mr. Williams. "Is it the midway, racing, fireworks or what?"

"There is no particular 'one' thing which I can really say is responsible for the success of the fair nearly a year ahead. I suppose, to be correct, I should say 51 weeks previous to the actual fair dates. Our fair starts on Labor Day and that is always the big day. Tuesday and Wednesday are not comparable to Monday, and we have long depended on Labor Day, so we present our best attractions on that day so that folks will know that we have something on the ball which will prove of interest to both old and young, rich and poor.

"We start things moving early in the morning and keep them moving until late at night. From the minute a patron steps thru the gate he is assured of there never being a dull moment. Our midway is small. We have been doing business with the same carnival organ-

ization for years, and it has four riding devices, three or four shows and several concessions. Our concession space is at a premium, altho we do not charge an excessive price per foot. We believe in giving everyone a break, and this is amply attested by the fact that they come back year after year. Charles Cook has been at the fair with a concession or two during the past 42 years, and there are others who have been here 30 years. We have always believed in the policy of having up-and-up concessions and will not tolerate grift of any sort. Last October we cleared ground which will allow us parking space for an additional 1,000 autos.

Profits Put Back In

"We make money with this fair, but we also spend the greater part of it on grounds and buildings. During the spring and summer of 1933 we spent \$2,500 in construction of new horse stalls. Then some of the fair's money was tied up in a closed bank and, to top this all off, it rained on Labor Day. When we paid all bills at the end of the fair we had just \$95 in the treasury.

"I firmly believe that it is a combination of all fair activities which keeps Bluehill Fair on the map. When we start vaudeville and racing programs we keep things moving. People sitting in the grand stand know that they will get a real show for their money. We haven't had pari-mutuel betting as the majority of Maine fairs do. Nevertheless, our racing program is one of the factors that make our grounds crowded every Labor Day. I want to say that I think a good starter at a race is very important. It is his duty to keep the racing program progressing as rapidly as possible."

Hancock County Agricultural Society, sponsor of Bluehill Fair, has R. V. N. Bliss as president; Walter E. Bisset, vice-president; Max R. Hinckley, treasurer, and Mr. Williams, secretary. During the past few years price of admission have been 50 cents for adults, days; grandstand, 50 cents; autos, 50 cents. After 6 o'clock p.m. admission fee is 25 cents. Children under 14 years are admitted free on Labor Day. As the fair does not carry rain insurance, checks for the next day are given out in case of postponement. As no entrance fees are charged for stock, produce and manufactured goods, each exhibitor is required to purchase his admission ticket the same as the general public.

Williams Couldn't Retire

I talked with many residents of Hancock County regarding Bluehill Fair. Everyone is a booster. Furthermore, seven out of every 10 residents in the county are acquainted with Ed Williams. They told me that Bluehill Fair is a success because Mr. Williams and every other official of the association is right behind their venture 100 per cent.

In 1936 Mr. Williams decided that he would retire as secretary of the fair. He did. In less than a month fair officials and townspeople gathered at his home on a "sit-down" strike. The "strike" was ended when Ed Williams agreed to act as secretary for the 1937 Bluehill Fair. He will be right on the job in 1938. And Ed Williams is the man who a doctor said would die during the year 1918!

HAVANA EXPO

(Continued from page 43)

American dare-devils were received enthusiastically and apparently, as Shakespeare would have put it, "thrills in any language thrill as deeply."

Directing manager of the fair, Abe Rubens, formerly of Buffalo, now of Havana, is receiving the ultimate in co-operation from governmental officials, which makes possible almost immediate entry to the country of all acts and concessions, with a minimum of red tape.

Exhibition buildings and grounds have been completed and decorated for the exposition on January 20-February 20, and several acts, including Tom Mix and a company, have been booked thru offices of George A. Hamid, Inc., for the national expo, first of its kind and scope ever attempted on the island.

A fair with all American trimmings and presented in an American style should prove an interesting experiment and if successful, as this one has all appearances of being, may open unlimited avenues for winter fairs and expositions in equatorial and South American countries. Fair officials and Cuban government extended an invitation to all managers of American fairs to visit the first Cuban National Industrial Fair and Exposition.

THE STRATOSPHERE MAN



World's Highest Aerial Act.
Finishing With a 500-Ft.
Slide for Life.

Available for Fairs, Parks,
Celebrations.

Address Care of The Bill-
board, Cincinnati, O.

FIREWORKS DISPLAYS

For Any Occasion

30 YEARS AT
MANHATTAN BEACH

Programs Submitted Upon Application

PAIN'S FIREWORKS DISPLAY CO.
22 PARK PLACE, NEW YORK CITY

* We are pleased to announce publication this week of our Annual Catalog of Attractions in a new and unique type of format that is easy on the eyes and fairly bristles with domestic and foreign acts and units which we are proud to offer to the amusement markets of the world. Bonafide users of "Attractions That Attract" are invited to communicate with us regarding the most distinctive entertainment features ever assembled under one banner.

Operating Expo Concessions Okeh —When the Conditions Are Right

By WILLIAM DE L'HORBE

Treasurer of the Midway Association of Great Lakes Exposition, Cleveland, spoke on "The Concessioner's Viewpoint" at the 19th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 2.

EXPOSITIONS, perhaps the most vibrant subject among amusement parks and showmen today—A Century of Progress, San Diego, Brussels, Cleveland, Dallas, Paris—expositions all in their time, but now a memory—pass in review. Still looming on the horizon are New York and San Francisco of '39.

The program says you want the viewpoint of a concessioner. You are my friends and therefore I take the liberty of speaking straight from the shoulder as a friend to friends. Please bear in mind, as I speak, that we made money in all of our exposition ventures and that all of the exposition officials were my friends. They extended numerous favors in our behalf; I merely mention facts to support my point of view.

Your speaker is very fond of exposition life. In it can be found the glamour and color of foreign travel, gay crowds, brilliant consuming, stately and varied architecture, all buildings brightly painted, fresh and new. Life moves swiftly, 24 hours a day; special promotions of spectacular nature constantly claim the attention; crowds by legions, thousands upon thousands of new faces each day clamor for a new thrill, a different show; money flows rampant; wine, women, song; romance, sublime and ridiculous. It is an ever-changing panorama of vivid occurrences. Is it any wonder your speaker is fond of expositions?

Selling Dream Castle

Let us briefly analyze the suggested purpose of expositions and how it comes about. A group of civic-minded business men, spurred on by an enterprising promotionally minded identity, in an effort to further the general business of the city, including hotels, transportation, stores, gas stations, etc., and to publicize the city as well as some of the "angels" band together and, with a not-for-profit corporation, find a garbage dump or vacant stretch of water or other intangible property and proceed to build dream castles of what can be done with this waste land.

Next they sell this dream castle to the underwriters, promising large returns of civic forwardness and maybe a portion of the money so expended. Then follows a period of costly building. A veritable city rises overnight, often the very land upon which the foundation of the exposition are laid, and thereupon are built water systems, lighting and power lines, streets, fire and police protection (including fully manned stations), banks, exhibit buildings, villages, landscaping and the midway. Vast sums are spent for promotion and publicity. A highly specialized organization employing thousands of men, creating a dynamic spectacle, a city over night, built in glory, only to crumble under the wreckers' mallets in a few short months, like the dream city it is.

The aforementioned is what the exposition officials really do, no doubt about it, and I am sure that in most cases it is a noble accomplishment, well done. But all this costs money, in huge sums. Therefore some of their, as we often say, "unreasonable requirements." They must seek every source of revenue possible to pay the bill.

Contracts One-Sided

We are not concessioners for the glory of any city or to aid the general business conditions of that city. Frankly, we're there to make money, nothing else. We do, altho, some authorities claim, after mentioning statistics, that only 15 per cent of the concessioners earn a profit. But why? First, the concessioner signs a contract with the exposition that is strictly one-sided, giving the exposition unquestionable power. This is important. A concessioner has no recourse of any nature under this contract. In advance he agrees that the exposition is God and he will obey it, come what may. Fortunately, in most cases, exposition officials are human and sympathize with and guard the rights of the concessioner, but I have known of in-

stances where they were not.

The concessioner, to contribute to the erection of this dream city and guarantee this participation, at the signing of the contract lays on the line a sum ranging from a few hundred to thousands of dollars, depending upon the nature of the concession. If the ground is newly filled, as is frequently the case, piling must be driven at great expense. The New York exposition is in this class. Often the cost of the piling alone equals and even exceeds the cost of the structure it supports.

Another important item, always remember, is that union labor is required. You or I, as concessioners, cannot touch a shovel, drive one nail or saw a board. It must be union. It's in the contract. Besides, if you so much as defy the union any one of the many business agents will call a strike affecting the entire grounds. They wield the whip; the concessioner pays the price.

On Labor Troubles

To stress this point, I pick from the past a memory or two. Concession equipment and materials made where there are no unions by non-union men cannot be used. An entire crew of steel workers intoxicated the entire time while erecting our ride, one of the gang always absent quenching his thirst; this drunken gang insulting our engineer with vile oaths, throwing bolts and tools around, taking twice as long to do the job as is customary; two days of this time the gang boss received \$25 and the men \$22 per day each. There was nothing we could do, so said the business agent.

(See OPERATING EXPO on page 47)

Dance Hall To Have New Front at Buckeye Lake, O.

BUCKEYE LAKE, O., Jan. 1.—Lake Breeze Company is remodeling the dance hall in Buckeye Lake Park and putting on a new front, reports Jim Denning. After an engagement here Carl Deacon Moore and orchestra went to Newark, O., on December 23 to play in the Elks' Hall.

Brockway, of Brockway's caramel corn concession on the Towpath, has a lunch and poolroom at the park entrance this winter.

Park Manager A. M. Brown attended the recent sessions and banquet of the National Association of Amusement Parks in Chicago.

Traver "Talks" on European Biz

"Assessment Adventures in Europe" was title of a paper by Harry G. Traver, American showman and device manufacturer, who had concessions at Brussels and Paris exhibitions 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.

(Continued from last week)

A contractor told us he could not work on Monday because his men were to be on strike and he could not work on Tuesday because the bosses were going on strike. On Wednesday the work was done. Lumber which was promised in December arrived in January. Bolts promised in October arrived in December. The police promised to remove some trees in December. We built over them and the police came five months later to remove them.

The 40-hour week nearly ruined the exposition. In the spring Premier Blum made a speech to the workers, urging them to speed up and finish the exposition. Apparently this was only a notice to waste more time. No part of the exposition was ready to open on May 1 as promised. On May 25 there was an official opening, but nothing was finished. In July 60 buildings were completed out of 200 and in November several buildings were still under construction. Recently, however, some very beautiful effects were attained in bridges, structures, color and lights. The British building was badly delayed and they tried working two shifts. The night shift would tear down the work erected by the day shift. Finally the British



OMER J. KENYON, well-known amusement park executive, who spent the holidays at home in Des Moines, Ia., is said to be slated to resume management of Fairland Park, Kansas City, Mo., in which post he served last season until August, when, by previous agreement, he went to Toronto for advance work on the annual Shrine Circus.

Pontchartrain Leased Again

Manager Batt plans more acts for 1938—relocation to be necessary in future

NEW ORLEANS, Jan. 1.—Expressing gratification that owners of the land on which New Orleans' Pontchartrain Beach is situated have agreed to renew his lease for another year, Harry Batt, managing director of the operating company, announces plans for a "bigger and better" season during 1938, opening having been set for the first Sunday in May, when a full season of free acts will be maintained for the third successive year. Manager Batt is recovering from a recent operation which followed his election to the board of directors of the National Association of Amusement Parks, Pools and Beaches in Chicago last month. He is particularly proud of Pontchartrain Beach's record for safety.

"In the 10 years our company has operated the lakeside resort not a single life has been lost either thru bathing or riding on the many devices," he said. "It is a record of which I feel proud and I believe unequaled by any other resort in the United States. We intend to make it a feature of our 1938 season to see that proper safeguards are maintained to continue this record, believing that it is one of the main reasons for our success."

Land on which the beach is situated is part of a \$55,000,000 lake improvement program and that area is soon to be sold in residential sites. Manager Batt is already drawing plans for relocation of the beach but points out that he is more concerned with the 1938 season.

Coaster Burns in England

OLDHAM, Eng., Jan. 1.—Considerable damage was done by fire which broke out in the amusement park of the south sea-front in Hornsea on December 16. Reflection of the flames in the sky could be seen from Bridlington and other places miles away on the East Coast, says The World's Fair. The park is owned by Fairdom, Ltd., a London company. Hornsea fire brigade found the Figure Eight burning fiercely. There was no chance of saving it and it was destroyed.

BABYLON, L. I., N. Y.—Long Island State Park Commission announced that the United States Supreme Court has put an end to the so-called Seaman-Gore case that had engaged the State of New York and several Long Island communities in costly litigation for a decade regarding ownership of part of State-operated Jones Beach and several islands in Great South Bay. By refusing to review the question the court denied claims of all heirs of the Seaman estate.

Government became disgusted, fired the Frenchmen and brought over a crew from England to finish the job.

Financing Is Tricky

Work of any kind is expensive. I had a garage repair my car after driving thru Switzerland. They gave me a bill for \$48. I said: "That's a terrible bill and I guess I'll just let you keep the car." "Okeh," said the proprietor, "that leaves a balance of only \$23 for you to pay."

Financing in Europe is complicated and tricky. To avoid loss from devaluation one should borrow money from a bank before the devaluation and pay it back with cheaper money after the devaluation. In Belgium we borrowed 4,000,000 francs in January when the franc was worth 4½ cents and we paid them back during the season with francs that were worth 3 1/3 cents. We did the same thing in France. Devaluing money is just another way of cheating creditors or going thru bankruptcy. When devaluation impedes, many people become frightened and send their money abroad. During 1936-'37 billions of francs were sent from France to New York and London. Many smart men keep bank accounts in several countries. Then they make deposits in the safest places and check out the money from the unsafe ones. The situation has become so bad that no one can ship any money out of Germany, Austria, Hungary, Russia and several smaller countries.

Many people converted their cash into gold and hid the gold. Recently the Russians discovered a large amount of gold and when they threw it on to the

(See TRAVER "TALKS" on page 47)



BESS KYLE, girl high diver, is seen relaxing in her auto trailer. She has a record of a 112-foot dive with the W. H. (Bill) Rice Water Circus in Miami, Fla., in 1925. The Japanese proclamation on the wall above her head is for a royal command performance in Yokohama, Japan.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swimming to Skiing

LAKE GEORGE, N. Y.—Here, amid ice and snow, your correspondent is trying his hand, altho I should say feet, at the art of skiing, finally succumbing to all the ballyhoo—as who hasn't these days?

Last time I was here was in the summer of 1927 for the Lake George swimming marathon. They still talk about the big swim, but not very favorably. I'm afraid. Seems the aquatic event didn't draw as expected and boys of the Chamber of Commerce and merchants, who had to shell out for prizes, feel they didn't get their money's worth. One of the C. of C. members pointed out that it's ironical that when they spent small fortunes to publicize the lake's aquatic facilities it didn't seem to entice, but that now, with the winter sport craze sweeping the country, they are cleaning up. So much so that most of the Adirondack amusement men believe winter is actually their season whereas before they considered themselves exclusively summer vendors of sport.

I replied that it was my opinion that credit for popularity of skiing, bob-sledding, skating and all the other frigid activities should go to manufacturers and retailers of winter sports equipment who, in conjunction with railroads, yelled so loudly that they have created for themselves a small gold mine. Why, then, should manufacturers of bathing suits retire and let others steal the play? To be sure, a great many swim-suit companies are like many swim pool owners I know. They think that when it's hot the public must go swimming and then it will buy bathing attire, and they just don't do anything about creating business in between seasons. I think bathing suit and swim accessory firms have given operators of Southern pools a dirty deal. Some of them play up swimming during summer months but very few ballyhoo the sport during winter for the Southern crowd. Southern pool men shouldn't just sit back and take a licking. They should get in touch with manufacturers who benefit from their existence and see if Southern swimming can't be brought back into popular favor as a winter sport.

Perkins Paper Continued

At request of readers this department has been reprinting portions of the prize-winning paper by R. N. Perkins at recent Chi convention concerning infantile paralysis and its relation to pools. In the last two issues we have read about conditions in a paralysis epidemic last summer in Omaha. It continues: "On or about August 13 all outdoor swimming pools within city were closed on request of health commissioner. The pool owners agreed to closing because there was nothing else to do. Because of the large number of articles which appeared in papers with big headlines, few would venture into a swimming pool. Revenue would not pay cost of operation. The question of whether these pools were sanitary or unsanitary did not enter into the picture.

"We are not attempting to blame the public health official who brought these conditions about. He is an able physician and a man whom we believe has interest of public health at heart. Whether closing of pools, forbidding all children under 18 to attend a motion picture show or to go to Sunday schools and closing schools until October 4 was necessary, the writer cannot say. We do know that pool owners as well as theater owners suffered heavy financial loss and if this were necessary for public health, we feel that they would gladly do their part in the interest of public health.

"In view of the fact that infectious diseases sometimes gain epidemic proportions, cost the lives of many people and that public health officials must sometimes resort to stringent measures, we do not see where the owner of a swimming pool can do much to combat this problem other than to keep his house in order. There are a large number of swimming pools within the United States that do not have the necessary equipment to maintain sanitary conditions and these pools are a menace to public health. Again we find a lesser number of pools which are equipped to maintain sanitary conditions but where



LATEST PHOTO of the late John E. Gooding, pioneer operator of rides, snapped in 1936 at Great Lakes Exposition, Cleveland. Prior to his death on December 10 he had retired and devoted much time to his Northern Ohio farm. Three nephews, Roy, Arby and Floyd E. Gooding, are operators of ride units, the latter being a widely known carnival owner, Puritas Springs Park, Cleveland, which he founded, is being operated by his son-in-law and daughter Mr. and Mrs. James E. Viooky.

lack of knowledge and understanding does not enable them to do so."

Outdoor Steel Tanks

An interesting phase of a talk by Harry Ackley concerned the comparatively new development of steel swimming pools in the open-air field. According to Harry, experience is too new to predict the future popularity or practicality of outdoor steel swim tanks, but the two finished jobs that he planned certainly look attractive. New resin enamel hold firmly on the steel base and result in a smooth and easily cleaned surface, surpassing any concrete finish in appearance and free from possibility of attached algae growths. Of course, architectural treatment above the water level presents a problem similar to a pool of any other material. That is to be worked out in each case to harmonize with surroundings. In his opinion, the gunite method of building swimming pools has also been established beyond the purely experimental stage. This, briefly, consists in making use of the cement gun for construction of pool walls and floor instead of following the conventional form-building for walls and pouring and finishing of pool floors. Gunite is a mixture of sand and cement which is shot against excavated embankments and prepared sub-grade. Suffice to conclude that it certainly appears as if the swimming pool industry, while still in its infancy, is more than a baby and that great strides are being made each year. Be sure your own tank grows with the industry.

Cute Catch Lines

Herb Williams, Lake Park, Alliance, O., uses, "The forces of nature, together with the enterprise of mankind, have placed within easy access a playground not to be surpassed by anything of its kind for many miles around."

Jefferson Beach, Detroit, employs, "Smiling Skies and Smiling Faces Welcome You to a Summertime at Beautiful Jefferson Beach."

Tony Briguglio, Cypress Hills swim tank, Jamaica, L. I., advertised last summer, "Health Is Everything—Everything for Health!"

What kind of catch line do you use? Send 'em in!

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Holiday amusement trade was low here. Long Beach solons are huddled to decree what would be the best lure for winter visitors. Nomination for one of the most attractive of Long Island theaters: newly renovated Central in Cedarhurst.

Dick Linehan says there are 50 spots on the Island of one or another type using bands, which is a high mark for this time of the season. Flushing swim- (See LONG ISLAND on opposite page)

American Recreational Equipment Association

By R. S. UZZELL

Gene Pearce, who manages Walled Lake (Mich.) Park for his brother, Fred, is rapidly recovering from pneumonia, with which he was stricken soon after our Chicago convention. Fred writes that his brother is able to sit up in bed a portion of each day. Barring any relapse, this patient is on the road to recovery, which is good news to his many friends. These men have good constitutions, but, even so, it is well to make a studied avoidance of this very dangerous affliction.

The contract between AREA and the national association for the conduct of the exhibit room and the division of expense and proceeds is now completely executed for 1938. This gives a flying start to our exhibit for December, 1938. No one can complain that there is insufficient time for ample preparation.

One new park is projected for 1938. Perhaps others will come to life soon after the first of the year. But the most encouraging news is of the improvements planned all along the line. Almost every park is considering some worth-while change that will put a new kick to advertising that will bid for increased patronage.

More Biz for Carlin

It is quite unusual to get contracts during the holiday week. Not since 1929 have we had one within that week, but 1937 breaks the spell. Others doubtless can make similar reports.

Some of our friends went to Florida too soon this season. Many places have been doing outside work with very few interruptions from bad weather. Any place north of Albany, N. Y., has not fared so well.

John J. Carlin is demonstrating that he is a master of the hockey business. His team, the Baltimore Orioles, won a 3 to 1 game over the Rangers at Madison Square Garden, New York, on December 19. In four previous games in Baltimore, and Hershey, Pa., his team either tied or won. He said after the Madison Square Garden game that his team would now pack his place on returning to Baltimore, as the fans do like a winning team.

Here is one park manager loath to see spring come for park opening, as he makes much more money in winter with artificial ice skating and his hockey team. A winning hockey team improves the business with amateur skating. The conversion of his dance hall for park use in summer to ice skating in winter with the added hockey team has been his happy solution for carrying his 59 acres of realty in Baltimore, which will net him a handsome fortune when some future time it is developed into homes and business blocks. Here is a man who had the odds stacked against him, but despite it all, he has had the courage to stick and win.

Fred Levere at Savin Rock Park, West Haven, Conn., has had the same brand of courage and well deserves the success which is now smiling on him.

Chance for Concessions

Winter sports are off to a good start. An abundance of snow in New England and most of the extreme northern parts of our country is the answer to the dream of the devotees of skiing and the toboggan. Leave it to the railroads, buses and producers of winter sports clothes and sport equipment to boost winter sports into a higher earning bracket than they have yet enjoyed. Instead of loafing in Florida or California all winter the light refreshment men can do a real business on hot dogs, hot drinks, warm sandwiches and eats where each patron has a whetted appetite excited by three the capacity of summer patrons.

A girl in Montreal made the toboggan run of one and one-eighth miles in 45 seconds with a temperature of 20 below and surprised herself in putting away

so many hot dogs and two cups of hot coffee. Here is where the whole show is good for the complexion. Our tightly-laced grandmothers could never have endured this splendid sport with the attendant outdoor cold weather. In Winnipeg they ski with weather 30 below. The modern dame is not a hothouse plant.

All of the tax discussion at the Chicago meeting elicited from Wallace St. C. Jones a motion: "That the secretary of this organization write a letter to the Speaker of the House of Representatives in Washington and the Vice-President of the United States, as chairman of the Senate, telling them that we are a darn good organization and we want the undistributed profit tax and the capital gains tax repealed. They are hurting our business and we ought at least to write a letter to that effect." Motion carried. The letter will be written, "darn" and all. Wages and hours bill is now dead. No protest required.

Miami Funland

MIAMI, Jan. 1.—Funland Park presented the appearance of a showmen's convention last Sunday. Among visitors were Mr. and Mrs. J. C. McCaffery, Mr. and Mrs. John M. Sheesley, John D. Sheesley, George Marr, Charles H. Pounds, M. G. Dodson, Walter K. Sibley, Alice Shaw, Jack Baillie and Nate Miller.

Business on Christmas night was a record breaker, more people passing thru the turnstiles than on any other night since the park was opened.

David B. Endy and William J. Tucker are proving wonderful hosts to visiting showmen. With warm weather again, Funland is doing business that makes up for poor crowds during the cold spell. Matthew J. (Squire) Riley is busy making showfolks feel at home.

Daily the park management is giving away a bicycle at 5 p.m. and thousands of kids are on hand. Each also receives a ticket for one of the rides.

The Christmas tree at the entrance is a thing of beauty. It may become necessary to acquire more parking space, as at present area for hundreds of cars sometimes is not large enough.

M. W. Billingsley, of Hopt Indian note, was seen in a huddle with Carl J. Sedlmayr, of the Royal American Shows.

JACKSON, Miss.—City Engineer J. J. Halbert spent several days in Cincinnati studying the zoo there for new ideas in renovation of Livingston Park Zoo here. Thru WPA help the zoo officials here are to spend about \$40,000 for new houses and modernizing cages.

ORGANS

For SKATING RINKS,
CARROUSELLES,
FAIRS and
AMUSEMENT PARKS

New and Rebuilt
Instruments . . . Old
Organs Overhauled and
Repaired.

Address:
The Rudolph Wurlitzer Company
NORTH TONAWANDA, N. Y.

WANTED—RIDES

CASINO ARCADE PARK

WILDWOOD, N. J.

Occupies—Booming—Lindy-Loop,
Season June 15 to September 15. Wonderful
Location.



Auto-SKOOTER-Water

SHOWMEN
GET THE RIDES THAT PAY YOU
BIG DIVIDENDS EVERY YEAR.

LUSSE EROS, INC., 2893 North Fairview
AUTO SKOOTER Street, Philadelphia, Pa. U. S. A.
LUSSE EROS, LTD., Central House, 43 Kingsway, London W. C. 2, England.



WATER SKOOTER

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

NEW PLAYLAND Roller Rink in Playland Amusement Park, South Bend, Ind., has been taken over by Al Wish, reports Jack McDonough. There are 7,000 square feet of new maple floor, a new air-conditioned heating plant and plenty of parking space. Rink is to be operated by Harry Hanley, who has had years of big-city experience. Equipment is in charge of Otto Roskoosky, formerly of White City, Chicago. Wish and Hanley report that many large parties have been booked. Playland Roller Club has been launched and promises to be one of the most active in the territory.

NEW WONDER Roller Rink, Detroit, was opened by Carl Coutyoutjian, former owner of Brightmoor Roller Rink. Equipment of the Brightmoor, closed last spring, is used in the new rink in a former church building, location making it the closest rink to the downtown district and fifth to be operated in the city. About 125 skaters can be accommodated. Rink is open all nights except Mondays and Wednesdays, which are reserved for special parties, with matinees on Saturdays and Sundays. Opening business was reported good.

EAST LIVERPOOL, O. relay team handed Riviera Club, Pittsburgh, a setback in a match in Winland Auditorium, East Liverpool, on December 19, winning all three matches.

"I VISITED Earl Van Horn in Mineola (L. I.) Rink and found he has done a wonderful job in remodeling it," writes Harry (Speed) Franz, endurance and speed skater. "While there I met Jim and Mollie Frampton, operating a photo machine to good biz. I stopped off in Jamaica, L. I., to look over the new Jamaica Roller-drome, scheduled for opening on January 7, and found that it will skate 300 or more. I note that the support of clubs is greatly helping to promote roller skating, all of which means more business for owners and managers."

CLEVELAND Skateland Rink racing team raced against Dalton Roller Club team, Canton, in Canton, O., on December 22. One-mile Class A amateur was won by Bert Emanuel, Skateland; second, Art Emanuel, Skateland; third, John Clisko, Canton. Two-mile mixed relay was won by Bert Emanuel and Lawrence Bender over Art Emanuel and Jimmy Campana. Cleveland team had 58 points and Canton 16 points. After the races Manager Jack Dalton put on a party for visiting racers and local boys. A large crowd attended the first of the inter-city races.

FOLLOWING painful injuries sustained in a fall in San Jose, Calif., on November 5, Bobby (Sky Skater) Miller reports that he has recovered sufficiently to do some instructing in rinks on the Coast. While doing an aerial stunt on roller skates, he plunged 30 feet to a roof when the supporting pole under his skating platform snapped.

"ADDITION of three to my staff brings the total to 20," writes Milo D. Towne, Clearwater Beach (Fla.) Roller-drome. "I was fortunate in obtaining to succeed Frank Lambert, who was forced to go north because of illness. Fleming Rosaller, Pittsburgh, better known as 'Mip' Fleming to many rinks in the East. On the staff now seven States are represented and at an all-States party held recently there were 18 States grouped under numbers ranging from one from Nevada to 47 from New York. Four operators of summer

rinks in the North were represented. One of our more expert skaters is attempting to still skate on two-foot extensions, but so far he has made little progress. This has never been accomplished on rollers, to my knowledge. I have seen it executed very deftly on ice, but never on rollers."

"**ALLIE MOORE**, one-time champion roller speed skater of the world, spent Christmas night in Sefferino's Roller-drome, Cincinnati," writes E. M. Moor, floor manager. "Altho now 55 years of age, Allie appears equal to the task of competing with much younger men. He still has his long powerful stride, familiar to all who watched their speed against his. Captain of a private yacht in Michigan, he spends his summers on the Great Lakes. This winter, he said, he has a home in the north woods and spends his spare time dog-sledding. He pronounced the Roller-drome the finest he has ever seen and the floor unequalled anywhere. He was considerably upset when told that his old friend Harley Davidson was ill in a New York hospital. They competed in many notable races in the United States and Europe. Entire staff of the Sefferino Roller-drome received gifts of money and useful articles from the company Christmas night. William Sefferino has had several long-distance calls from Eastern rink managers requesting him to send exponents of his dance steps to their rinks and agreeing to pay all necessary expenses. Accompanied by his attorney, Sam Smith, Mr. Sefferino made a hurried trip to Detroit and Chicago on December 21 and 22, visiting several rinks in each city."

PRINCIPAL International ice-skating events scheduled for the winter season in Europe are European speed championship matches, Oslo, Norway, January 22 and 23; world speed championship matches, Davos, Switzerland, February 5 and 6; fancy skating championships of Europe (men and women), St. Moritz, Switzerland, January 25 and 26; fancy skating championships of Europe (couples), Troppau, Czechoslovakia, January 29; world's fancy skating championship (men), Oslo, Norway, February 6; world's fancy skating championship (women), Stockholm, Sweden, February 12 and 13; European and world's championship hockey matches, Prague, Czechoslovakia, February 12-21; world's fancy skating championship (couples), Berlin, Germany, February 17.

CHARLES NETTLE, Harold Badoon and William Sparks form management of new West Seattle (Wash.) roller-skating rink recently opened. There are special parties with music, new skates and excellent fountain lunch facilities.

FOUR COMETS, American roller skaters, are at the Ronacher, Vienna. Inge Manger and Angela Anderes, champion figure skaters of Switzerland, are giving exhibitions in Pole Nord Rink, Brussels.

Comments Emphasized

By CYRIL BEASTALL

DERBY, Eng.—Since I wrote a few notes emphasizing the value of concentration on advancement of roller dancing by rink operators I have been literally snowed under with correspondence from American skaters who are anxious to know more about these advanced dances which have become so fashionable all over this country but which are practically unknown in the States.

This kind of response proves that I was not romancing when I emphasized what so many American roller skaters desired.

The only people who are making any attempt to provide for the wants of these many people are connected with the new Roller Skating Rink Operators' Association of the United States. So the thing to do if rink managers wish to keep in step with the times is to affiliate with that body at their earliest convenience.

Victor J. Brown and Fred Martin, who are prominently connected with the association, need no introduction to roller people. Their worth as promoters of the very best interests of our sport is well known.

They now help along a movement which has no personal gain in view. The ultimate benefit of our fraternity as a whole is their aim.

TRAVER "TALKS"

(Continued from page 45)

London gold market the gold hoarders became scared and dumped their gold on the market, too. In France we have

money made of paper, silver, brass, nickel and lead, the lead money being unofficial. Many cashiers keep a block of marble at their elbows and they ring every coin to see if it is counterfeit. If they get stung with a counterfeit coin they put it back into circulation. This makes business good for the counterfeiters.

People in France are not nearly so formal as they used to be. They try to make it pleasant for strangers. Thousands of beautiful women are on the Parisian entertainment committee. No introduction is necessary. Whenever I met them on the street they offered to take me out and show me a good time. One who builds a Roller Coaster in Paris must deal with the police. They control the construction and operation. The police must approve the plans. They pestered us for six months. We were ready to operate in May but were not permitted to open. We had an inquisition before 15 officials at the prefecture of police. They ordered us to put chicken wire around the ride so that passengers who were thrown out should not fall around the park. We had to put an extra railing around the curves so the cars would not fall off. We had to put a man on each train to tell the passengers who were killed how to get back to a safe place.

(Continued next week)

OTT PRESENTS

(Continued from page 45)

No. 1, and Dorothy Forbes, called the successor to Eleanor Holm Jarrett in back-stroke events.

American Eagles, held over for a third Sunday, turned in a brilliant performance on the high wire over the pool. Their three-high pyramid on the wire thrilled 4,000 spectators. In the alligator wrestling of George Coppinger he dived into the pool to capture a 12-foot monster.

Other numbers were "Flying Feet," by two good tap dancers, Rose Marie and Charles Magrill. A comedy number that puts crowds at the Biltmore pools in stitches every Sunday is that by the team of Frank Snary and Jackie Ott, son of Alexander Ott, Capt. Earl Montgomery, holder of a record for staying under water 4 minutes and 32 seconds, accomplished the feat of swimming 55 yards under water.

OPERATING EXPO

(Continued from page 45)

The union is right. They hold the whip. Few construction companies will work on a contract basis, and if they do their price is high. They realize they are working against a time limit and know the unions are also aware of the fact. Usually the method is on a cost-plus basis and, remember, I quote from experience, the men will stall as much as

they can to prolong the work, taking any length of time, even twice as much time as is necessary to do the job, usually involving much overtime at double pay. This last summer I paid electricians \$2.25 per hour on a cost-plus basis. Just imagine \$4.50 per man overtime or \$18 an hour for four men, and how easy it is for them to loaf away an hour!

All buildings and rides must be constructed from blueprints, several sets of which must be finished to the exposition and approved by as many departments. This is sometimes quite a feat, involving many days' time. And you can decide before you submit the blueprints that the materials and methods of construction will meet their high standards. In other words, the building is going to cost money, and because it is at an exposition it will be a little more elaborate than usual.

(Continued next week)

LONG ISLAND

(Continued from opposite page)

ming pool, situated in the heart of the business center, anticipates big trade in '39 during the fair. Most concessioners who yelled loudest of poor trade at beaches during summer are the ones, we have observed, either in the South for the winter or driving new cars.

ROCKAWAY BEACH: Colony Club was getting a season fee of \$50 for a bathing house last summer, while places near by were offering the same for as little as \$10, sometimes with no takers. Colony Club operates on a high standard, ultra careful with every detail for the customer's convenience. Thus the rush of patrons to pay the higher rate.

Of all famous landmarks in the Rockaways' shore zone, perhaps with exception of Wainwright & Smith's, patronized by three Presidents, none remains. Fire leveled most of the spots within the past decade, while others were razed. Colonial and Prince hotels burned, as did Allen's. Huge Ephemere Club and Oriental Hotel went under the demolishing ax. Morrison's Theater, Seaside, two decades ago during vaude's heyday one of the most important of the summer variety houses, made way for a dance hall.

LONG BEACH: Vet Rob Gorman was giving the geographical layout of Long Beach in the days before Senator Reynolds and others developed the resort. The Atlantic Ocean rolled on most of the places where impressive structures now stand, he pointed out. It was the aim of developers in those days to give the community the atmosphere of Palm Beach, with regard for amusement development secondary. Real boon to Long Beach came with construction of the big bridge. Before that Long Beach had been "only mildly associated with the mainland."

"Happy Days Are Here"

They are always Happy when they Roller Skate on

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

The World's Greatest

Now Better Than Ever, the Most Complete Line Rink, Racing and Private Skates. Low or High Top White Shoes.

Ask the Rink Manager About Them.

Chicago Roller Skate Co.

4427 W. LAKE ST. CHICAGO, ILL.



(C) C.R.S.C., 1936.



12435 EUCLID AVENUE,

The Racing Season is On!

Stock the Wheel the Racers Buy—ROLL-O-WAY De Luxe No. 161-D, with Special Racing Bushings guaranteed against loosening. Retail at \$5.00 per set of 8. Also a sensational new low priced Maple Wheel, No. 161-RS at only \$2.00 per set. Big profit margin for the rink man. Product of the makers of the famous Champion and Challenger Skates.

Write for catalog and prices.

The ROLL AWAY SKATE CO.

CLEVELAND, OHIO



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

HASC Monument Dedication One of Week's Highlights

Rev. J. F. Rodenaugh officiates—\$2,500 shaft weighs 32,000 pounds—plot 3,600 square feet—graves for 133—Art Brainerd praised by President Abner Kline

KANSAS CITY, Mo., Jan. 1.—Not a small part of the 18th annual convention of the Heart of America Showmen's Club here this week was the dedication of a \$2,500 monument in honor of deceased members in beautiful Memorial Park Cemetery on the city's extreme south side. Services were in charge of the Rev. J. F. Rodenaugh, club chaplain. Before the 250 showmen went in a body to the cemetery brief services were held in the clubrooms at the Reid Hotel. Art T. Brainerd, chairman of the monument committee, and Mrs. Myrtle Duncan, newly elected Ladies' Auxiliary president, also spoke briefly.

The monument is 12 feet high and weighs 32,000 pounds. The base is made of Barre, Vt., granite, while the heart, a brilliant red in color topping the shaft, is composed of Minnesota red granite. The inscription on its face reads: Heart of America Showmen's Club and Ladies' Auxiliary, Founded January 4, 1920.

Monument Fund by Subscription

The monument was obtained thru subscriptions of showmen thruout the United States. In November, 1929, the club and its auxiliary paid \$2,985 on a plot of ground in the cemetery for 133 graves. An additional \$1,400 was paid last spring. The monument was obtained by separate subscriptions.

Four men and one woman, three of them HASC members, already have been buried in the plot. A member will be buried there free if he has no money at the time of his death, otherwise his heirs must pay \$25. Many plots on the tract already have been reserved by members who are financially able to select a site for their grave.

The plot owned by the HASC group comprises a 3,600-square-foot burial ground. In addition to the fund used to bury poor members, the club has still another "pot" from which to draw in the event an indigent showman dies out on the road and there is no money to ship his body to Kansas City.

"Brainerd handled his job as chairman in excellent fashion," President Abner Kline said today, "and we of the HASC are proud of him as a loyal worker and fellow showman. The work he and his committee have completed will never be forgotten so long as the tall granite memorial stands erect on the grassy knoll in the cemetery."

E. L. Wade Now G. A. For W. G. Wade

DETROIT, Jan. 1.—E. L. Wade, brother of W. G. Wade, operator of the shows bearing his name, has been appointed general agent for season 1938. He left the show in 1932 and went to California, but as can be seen he is back east again and is now on the road contracting dates.

Don R. Clancey, of this city, who is a graduate of the Northwestern University, and who has had wide experience in the accounting business, will be in charge of the office for the W. G. Wade Shows and will take up his duties in due season.

B. W. Bernard, of Columbus, O., has contracted his Hippodrome Show and three others for the coming season. W. G. Wade, general manager of the shows, reports from his home city, which is the motor capital of the world and where he is very active in local show circles.

Franco Now Agent De Luxe Shows

NEWARK, N. J., Jan. 1.—Samuel E. Prell, general manager of the De Luxe Shows of America, announced here today that Clifford J. Franco has been engaged for 1938 season as contracting agent. Franco was the press agent for the show last season. He is now in New York getting ready to leave on a booking trip with Prell the end of the coming week.

Prell will stay out with Franco for two weeks, will then take a trip to the West Indies and Panama. Upon return he will go into winter quarters. Opening date has been set for some time in April in North Carolina.

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.

MAIL IS VERY HEAVY!

Conklin Reports Animal Shows Are Great Features in England

VANCOUVER, B. C., Jan. 1.—J. W. Conklin, executive head of Conklin's Shows, accompanied by Mrs. Conklin have been here for the holiday period, following a trip over the continent in the interest of the shows. Later they will return east via Chicago and then on to the show's winter quarters in Brantford, Ont.

Conklin is one of the past presidents of the Showmen's League of America, and amusement director of the midway for the Canadian National Exhibition, which in a measure accounts for his extensive travels in America and Europe.

In speaking of his observations while abroad, Conklin said to a reporter for The Billboard: "I find that animal

shows are more numerous and popular in Europe than they are either in the United States or Canada. In Europe, and more particularly England, people are more interested in animals than the Yankees or Canadians. Animal shows are surefire over there."

In conclusion Conklin said: "In France, despite the debunkers, the people go in for the sexy stuff that could never be shown in either the United States or Canada. The showmen of the North American continent, be it said to their credit, have a moral standard that does not pertain in some countries, outside of England, that I visited on my last trip to Europe."

Michigan Showmen's Association Has Two Tickets in Nomination

DETROIT, Jan. 1.—At the regular meeting of the Michigan Showmen's Association Monday, December 20, the regular nominating committee brought in the slate for its officers and directors for 1938 to be voted on Monday night, January 3.

The following being listed in nomination: Louis J. Berger, president; Harry Stahl, first vice-president; W. G. Wade, second vice-president; John F. Reid, third vice-president; Louis Rosenthal, treasurer, and George H. Brown, secretary.

For the board of directors the following are up and from which seven will be elected: Louis Margolis, Frank Hamilton, Lester J. Davis, Harry Wish, O. A. Baker, Ralph Barr, Braheem Barkoot, Edgar McMullen, Edward Horwitz, Frank Condon, Sam Wilson, Earl Wright, George

Harris, Jack Dickstein and A. H. McQueen.

Opposition in the Field

The opposition ticket lists Louis Margolis, president; Harry Stahl, first vice-president; K. G. Barkoot, second vice-president; Edgar McMullen, third vice-president; Louis Rosenthal, treasurer, and George H. Brown, secretary. Frank Hamilton, Lester J. Davis, Harry Wish, Herbert Sobel, George Harris, Leo Small, Samuel Wilson, Robert Barnard and Edward Horwitz are on the ticket as board of governors. It looks like a hot fight as the various candidates are passing out cigars and doing a lot of hand shaking.

Custodian D. Croy has been doing good work, assisted by Head Committeeman Sam Burd. Nightly bridge parties (See MICHIGAN SHOWMEN'S page 52)



HERE WE SEE KARN FAT FAMILY, who profited with the Beckmann & Gerety Shows the past season. CHG, right, used to put on the boxing gloves with Eddie, left, years ago when they were under the Walter K. Sibley banner and known as Jack and Jill. Mrs. Gertrude, center, possesses an engaging personality and an understanding of the part she plays in the land of fat folk. CHG and Eddie both work the bellyboo and do the talking. Photo by Walter Hale was taken latter part of the 1937 season.

Sol's Shows Have Feast

Per annual custom, Mr. and Mrs. Sam Solomon give employees Christmas spread

CARUTHERSVILLE, Mo., Jan. 1.—The annual Christmas dinner for the employees of Sol's Liberty Shows, with Mr. and Mrs. Sam Solomon as host and hostess, was given in the Eat Shop, a local restaurant, last Saturday. All the employees in winter quarters and some invited friends from the town were in attendance and each reported a most enjoyable repast and attendant festivities.

As a bit of human interest it is noted that all were requested to report at the cafe at 2 p.m., and not a single one was missing, and all were on hand promptly.

Guests of honor were Harry Malloure, secretary Tri-County Fair; Clarence Malloure, custodian of grounds and superintendent of the fair; Jo Van Cleave, woman assistant secretary, and Mrs. W. N. Fisher, of the Majestic Hotel, showfolk headquarters uptown Caruthersville.

Those present from the show's winter camp were Mr. and Mrs. Sam Solomon, Sam and Gus Lieberwitz, Mr. and Mrs. Asa Kalfebeck, Richard and Helen Stock, Alton and Dora Pierson, Clayton and Caroline Holt, Leonard Whitman, Earl Kalfebeck; Mr. and Mrs. C. B. Rice and son, Jackie; Joe and Dollie Peasano, Herbert and Grace Meyers, Jean Martin, Mabel Pierson and the writer, W. H. Billie Owens.

Lohmar Announces More Fair Bookings

MORTON, Ill., Jan. 1.—R. L. Lohmar, general representative for Hennies Bros. Shows, announced here this week the following additional fairs as booked for the season of 1938: North Montana Fair, Great Falls; Midland Empire Fair, Billings, Mont.; Southern Minnesota Exposition, Owatonna, Minn., and Tennessee Valley Fair, Knoxville.

In commenting on the bookings Lohmar said to a reporter for The Billboard that other fairs in process of contracting will be announced later and that the dates for the above-named fairs have been definitely set. He further mentioned that the Michigan State Fair previously announced as contracted by Hennies Bros. would operate for 18 days this year.

Lohmar was here for the holidays at his home and expressed himself as pleased with the progress made in booking, which also includes several outstanding celebration and still date events. He particularly called attention to the fact that he was pleased with the show's route, as it is much improved over that of season 1937 and that due to the enlargement of the shows there was every reason to be optimistic over the final results of the 1938 season.

Hennies Bros. Have Staff Xmas Party

SHIREVEPORT, La., Jan. 1.—The annual Christmas party and banquet of the Hennies Bros. Shows' staff was celebrated Christmas Day at the residence of Mr. and Mrs. Eddie Phillon and Tom Martin, with about 30 members of the show's personnel in attendance. The appetizing menu included roast Louisiana turkey with oyster dressing and giblet sauce, creamed peas, vegetables, eggnog and other delicacies. Following the serving of the dinner speech-making was in order, and the entire assemblage toasted Harry W. and Orville W. Hennies in appreciation of their many courtesies during the past season and with best wishes for the 1938 tour.

Among those present at the event were Orville and Dorothy Hennies, Harry and Rose Hennies, Mr. and Mrs. William Bennet Davis, P. J. and Mae McLane, Robert and Alice Wicks, Mr. and Mrs. Eddie Phillon, Tommy Martin, H. N. Reeves, Walter D. Neeland, Mr. and Mrs. H. W. Miller, Oscar and Frances Halverson, George Helotias and Mack McParland.

Lewis Gives Xmas Dinner

Personnel of Art Lewis Shows guests of manager at big Christmas feast

DE LAND, Fla., Jan. 1.—Regardless of who you were, whether with the Art Lewis Shows or some other organization, whether a big shot or a little one, you were welcome at the bountiful Christmas dinner served in Joe Decker's mid-way cafe in the winter quarters of the show here. The midway restaurant was erected purposely to handle the large number of show people that gathered to partake of Manager Lewis' annual dinner and feast of good cheer.

The tented dining hall was gayly decorated with long red and green streamers, tinsel, holly, evergreens, colored lanterns, wreaths and mistletoe. The cook-house gala appearance added to the finishing touches of the Christmas spirit that was around the quarters. Promptly at 1 p.m. every table and the big horse-shoe counter was filled with men, women and children of the tented world. So many arrived that it became necessary to reset the tables for the second time to take care of all.

Operator Joe Decker, chef J. C. Smith and head waiter Richard McDonald more than did themselves proud. From turkey down to pumpkin pie, to say nothing of the Calverts, cigars and cigarettes that followed. The dinner wasn't marred with any long unnecessary speeches. All ate and enjoyed the feast from the first course to the last. They that were in a talkative mood talked shop, the past season and the coming winter tour. Many had dinners prepared at home and were there to wish all a Merry Christmas, but in real Decker style they were forced to sit down. L. B. (Harney) Lamb said: "I will have to eat another one in 30 minutes. I hope Mrs. Lamb does not find this out."

The highlights of the day: F. Percy Morency, the show's treasurer, drove his car to Eustis, Fla., to be able to fly back to De Land with Speedy Palmer in the Lewis airplane, distance 30 miles. General Superintendent Al Rogers was served an entire leg of a turkey and he, too, had another dinner to eat when he arrived home.

After napkins were laid aside, belts loosened up and the smokes lit we all voted boss Lewis a jolly good fellow. Reported by Starr De Belle.

Lloyd Reese Starts Cavalcade of Fun

GREENSBORO, Pa., Jan. 1.—Mrs. E. Hammil, of Pittsburgh, was a recent visitor here and reports that Lloyd Reese will launch his Cavalcade of Fun shows in this territory and is scheduled to open in April.

Reese is rated as the youngest show manager in the business and the past season booked rides and shows for R. J. Gooding, according to Mrs. Hammil.

SHO-KANVAS
TENTS
 By MILFORD H. SMITH,
 CAMPBELL TENT & AWN. CO.
 Monroe 21 St., Springfield, Ill.

SOL'S LIBERTY SHOWS
 INC.
 NOW BOOKING FOR SEASON 1938.
 Address: SAM SOLOMON,
 Box 223, Caruthersville, Mo.

Al. G. Hodge Shows, Inc.
 Now booking and presenting the 1938 Modernistic Midway Shows, Rides, Free Acts.
 BOB HALLOCK, Gen'l. Agt.
 W. M. TUCKER, Mgr.
 P. O. BOX 32, GARY, INDIANA.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 1.—Shortly after the close of the last annual meeting we took up with our Southern associate counsel the matter of motor-truck licenses in the State of Georgia. Paul M. Conaway, our associate in that State, advised us that a number of instances were called to his attention in which the State of Georgia did not show reciprocity and that considerable confusion developed following the passage of an act in April, 1937, requiring trucks to be provided with a "maintenance tag" in addition to the regular \$3 registration license plate.

We were also informed that the Georgia Legislature was meeting in special session and had several bills before it which would materially change the situation. One of the bills provided for a schedule of charges considerably lower than most other States, and both of the bills provided for the abolition of the maintenance tag requirement for trucks.

Inasmuch as new tags are not required in Georgia until March 1, Conaway expressed confidence that the Georgia Legislature would adopt a new law to be effective some time in January or early February which would materially change the situation.

Georgia Truck Law Appealed

Since then we have received information from Conaway to the effect that the maintenance tag law was repealed and a new schedule of prices will go into effect as of January 1, 1938. The fees for passenger cars have been lowered to a minimum of \$1.50 and graduated upward according to weight. Registration for trucks, trailers and semi-trailers is according to weight, and while considerably above the blanket \$3 tag that was in effect in Georgia for many years, the schedule is lower than the provisions of the maintenance tag act of this past year.

We are informed that the State Revenue Commission will shortly issue a printed schedule of the fees for passenger cars and trucks, and as soon as the same is available we will pass on the information to our membership.

We desire to express our appreciation for a fine letter of gratitude received from Editor A. C. Hartmann of The

Billboard with reference to the recent resolution adopted by the association at its annual meeting thanking this publication for its courtesies to the association.

We recently had occasion to call on Cramer and Starkweather, of Spillman Engineering Corporation. We had a good opportunity to discuss various matters of interest to the association and its members.

Recent visitors at the offices of the association were Lew Henry, of Lew Henry Shows, and Edward P. Rahn, of Gruberg's World's Exposition Shows.

International Showmen's Association

ST. LOUIS, Jan. 1.—Twenty-five members were present when the meeting was called to order by President John Francis Thursday, December 23. Vernon Korhn and Dee Lang, secretary and treasurer, respectively, were at the officers' table with the president.

During the meeting 10 new members were voted into the organization, they being, Dave Stevens, of Kansas City; Charles DeKreko, of the Rubin & Cherry Exposition; Carl W. Byers, Byers & Beach Shows; Francis L. Deane and Walter J. Sand, of the Fulton Bag and Cotton Mills, of St. Louis; Mike and Nate Gellman, of Gellman Bros., Minneapolis; William H. Baker, Fred Schille and Harold Hayes, the latter three prominent concessioners.

After the business session was dispensed with, the meeting was transferred to the headquarters of the Gordon Electric Company, which is owned by John Gordon, former showman, now loud-speaker manufacturer and a member of the club. Gordon played host to the members, serving refreshments and lunch.

At this session nice talks were made by L. S. Hogan, Tom W. Allen, John Francis and J. Crawford Francis. During the meeting a standing vote of thanks was given to Jimmy Morrissey, of the Baker-Lockwood Manufacturing Company, of Kansas City, for his generous offer to furnish the club with flags and a standard of the club emblem. Club-rooms are now always open and are located in the Maryland Hotel. The next regular meeting will be held January 4.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Gibsontown, Fla. Winter Quarters. Week ended December 25, 1937.

Dear Red Onion: They were all here for the annual Christmas festivities. The highway leading to quarters was covered with what seemed to be an endless procession of autos, trailers, bicycles and hitch hikers, all heading for the one place with the one thought in mind; EATS.

General Agent Lem Trucklow, who had been up country making some colored fair meetings, lost his way coming back and arrived late. At the dinner he stated, "I got on the wrong route coming out of Tampa. A native finally set me right but still I worried. Suddenly I scented some foreign matter and knew that I was on the right road. Looking to my right I spied some black ragged canvas that was being used to cover a colored share-croppers' house. The dim and faded lettering reading, 'Rocky Road,' told the story that the place I hunted was close by, just another landmark donated by the midways to guide the wandering trouper."

Our lot superintendent discovered a beautiful evergreen tree on the lawn of an estate near by. The owner of the tree refused to part with the tree at any price, let alone gratis, but finally did decide to allow the show to use the tree if not moved. Like Mohammed, the mountain wouldn't come to him so he went to the mountain. This threw part of our festivities a mile from quarters.

Some 1,500 men, women and children, all members of the show, gathered around the tree to receive and give gifts. The five and dime stores must have mopped up Christmas Eve. The concessioners gave blankets, floor lamps and plaster. Frozen custard, floss candy, candy apples, peanuts and pop-corn balls were plentiful. Oranges and tangerenes were picked by Santa Claus in a grove near by. Everybody gave a present and received one. The outcome of the gift giving was everyone broke even. Those that gave socks received socks. In other words, everybody worked for stock and kicked the "Gees" off.

All of the personnel chipped in and bought the bosses a present. There was quite a bit of arguing as to what would be the proper gift and one that would long linger in their memories on pay and privilege days. Some suggested bath salts, while others thought white collars or razor blades oke. The company barber agreed to cut their hair for half price if the gang would pay for it. They finally decided to give each a dummy radio off the concession shelves, just as a sudden and startling surprise to give them the same sensation that a mark would get should he ever be thrown one.

In return the brothers showed their appreciation by giving everyone a dollar in brass to pay them for the Christmas dinner. Immediately after the holidays the rebuilding of the show will start and will again take to the road much larger than before, probably.

MAJOR PRIVILEGE.

Dick O'Brien Has Own Show

In partnership with Fred Cullim launches O'Brien & Cullim Modern Midway

FOREST CITY, Ark., Jan. 1.—Dick O'Brien announced here this week that he had formed a partnership with Fred Cullim and has perfected plans for the launching of the O'Brien & Cullim Modern Midway Shows for the 1938 season. Dick O'Brien will be the general manager and Fred Cullim is now out booking as the general agent.

Winter quarters have been opened in this city and are in charge of W. Emerson, who will superintend the construction of several new show fronts.

The show will consist of shows, rides, concessions, free acts and a colored band with a pay gate possibly. Only stock concessions will be carried or tolerated O'Brien further stated.

The services of Charlie Howard have been secured as chief electrician and the show will own its own transformer wagons and electrical equipment. Howard is now devoting his time to a plan of illumination along somewhat original lines.

Both O'Brien and Cullim have had years of experience in outdoor show business in practically all branches. From 1921 to '25 O'Brien had a carnival of his own on tour. Since then he has been with the Isler Shows as general manager and Dodson's Shows as assistant manager and for season 1936-'37 was general agent for John Francis, who is general manager for the Greater Exposition Shows. Last season Cullim was general agent for the Isler Shows and previously was in advance of several circuses and carnivals.

The O'Brien & Cullim firm is working on the building up of its organization with the conviction in mind that the season of 1938 bids fair to be a profitable one for all reputable carnivals.

3000 BINGO

Heavyweight cards, black on white. Wood markers, printed, two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—out up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS
 Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked off punch in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
 Lapboards, white cards, 5 1/2 x 14, Per C. 1.50
 Stapling Bingo Cards on same, Extra, per C.50
 Bingo Card Markers, in strips, 25,000 for 1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd. Chicago

NEW USED
TENTS
 FOR SALE OR RENT
 WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
 2846 Emerald St., Philadelphia, Pa.

TRUCKS
 AUTOMOBILES — MOTORIZE YOUR SHOW
 Write
CHARLIE T. GOSS
 WITH STANDARD CHEVROLET CO.,
 EAST ST. LOUIS, ILL.

"MAC" McNALLY
 Formerly Allentown, Pa.,
 Now With CHUCK SAUTER, Selling
 CHEVROLETS.
SOUTHLAND MOTORS, Inc.
 Miami, Florida.

Moves on a 1 1/2 Ton Truck

2394 lbs. is total weight of the No. 6 BAILY ELL Wheel complete with all equipment needed to erect and operate. Two men can set it up in 1 1/2 hours and only one man is needed to operate. Write for more information about this popular kiddie ride.



ELI BRIDGE COMPANY

800 Case Ave., JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 14 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry stock 12-15-20-24 and 30 numbers. Special Price.

\$12.75

BINGO GAME

75-Player, complete. Including Tax, 55.25.

CANES

Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

SLACK MFG. CO.

124-126 W. Lake St., Chicago.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M., \$5.00
 Analysis, 3-p., with Blue Cover, Each,25
 Analysis, 3-p., with White Cover, Each,15
 Forecast and Analysis, 3-p., Fancy Covers, Ea., .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers, Each, .30
 Wall Charts, Heavy Paper, Size 28x34, Each, 1.00
 Gazing Crystals, Oulia Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policing, 1200 Dreams, Bound in Heavy Gold Paste Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
PACK OF 70 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 25c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 20% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, 1-4-7 and 8-5-page Readings, Zodiac Reader Charts, 11 covered, 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 New 140-Page CATALOGUE now off the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

138 S. Third Street, Columbus, O.

CRYSTAL EXPOSITION SHOWS

Now Booking Shows and Concessions, Ride Help, Cook House Help, Free Acts and Carpenters for season 1938. Opening April 22. Address all mail to W. J. BURTS, Crystal River, Fla.

Cash Award Targets

FOR SHORT RANGE GALLERY.
 Most perfect made, in two styles for small and large yards. Can be used on Long Range Galleries also. Every user a satisfied customer. Send for Free Samples and Prices. We build the best Portable Short Range Gallery. RED CIRCLE GUN CLUB, 42 Hancock Street, Boston, Mass.

Midway Confab

By THE MIXER

Yesterday is gone. Tomorrow will soon be yesterday. Make the most of today.

FLOYD NEWELL left Cincinnati last week for Kansas City, Mo., via St. Louis.

PITTSBURGH.—Booked came rack with Clint & Clark Shows.—NELL RAMSEY.

TAMPA.—Booked my girl show with Clint & Clark for '38 season.—GUY WHITE.

PEORIA, Ill.—Will be with Dee Lang Shows coming season as sign writer and scenic artist.—BILL HOWELL.

We have work ahead. Let us all try to do it right.

BILLY BOZZELL—Where for the coming season? Are you still in the side-show business?



WALTER K. SIELEY, the man who made pit shows famous. He has had them of all kinds and sizes and has operated them over wide ranges of territory. He also had his own carnivals on tour in both North and South America and has been in Europe at expositions. For the present he is promoting the sales of a new mechanical concession. His recent article in *The Billboard* titled "The Origin of the Ten-in-One" attracted widespread reader interest.

MIKE T. CLARK is often asked for. Well, he is still a-h-kicking around Indianapolis (Ind.) way.

BOBBY KORK reports from Trenton, N. J., that he is ill and will have to have a serious operation performed.

CHARLESTON, W. Va.—Purchased two rides and will put out a show under my own name for the coming season.—PAT J. RYAN.

EUREKA, Kan.—Dick Sullivan is operating a highway cafe and his business is good. Dick and myself will take out our own show this spring.—PAT MURPHY.

Follow the leaders who have moral mentalities and high ideals of what real showmanship should be.

Let us not have any of those "Milwaukee situations" in 1938 as it was in 1937. Stay in your own neck of the woods.

MIAMI, Fla.—Billie and Frank Pope, of bingo and diggers, have opened a restaurant downtown here for showfolk and just folk.—SONIA GIROUD.

NEWARK, N. J.—Will again be with O. J. Bach Shows as electrician and The *Billboard* and mail agent, making 18th year with Bach.—LEO GRANDY.

Do not be afraid to try new ideas. Ideas are that upon which many fortunes are founded.

SAN ANTONIO, Tex.—After Buddy Gross closed his museum I opened it with the same people and have been making good.—LOU LOUETTE.

ERIE, Kan.—The Rosebud Cowboy Band was organized by Charles E. Jamison before his carnival days.—W. A. GIBBS.

Changes in staff members sometimes work wonders—and sometimes it unworks the wonders that have been done.—Wadley Tit.

J. O. (JACK) STEFFEN reports from Los Angeles that he will be with the J. L. Landes Shows in 1938 with his Mechanical California.

BEAVER FALLS, Pa.—Myself and son have been clowning around here. Billed as Happy Winter and Dickie.—HAPPY WINTERS.

PITTSBURGH—I join the lady who said, "I read *The Billboard* every week. It helps to pass the time instructively for the '10-year stretch' from October to April."—MRS. E. HAMMIL.

MIAMI, Fla.—Eddie Lippman has been re-engaged as business manager of Endy Bros.' Shows for third consecutive year. Matthew J. Riley continues as general agent.—DAVID B. ENDY.



WILLIAM G. DUMAS has a new racket. The co-owner, with John F. Reid, of the Happyland Shows was snapped at his winter home in Gibsonton, Fla., where he evidently has taken up daily workouts of tennis to take off or keep off the tummy.

WALTER A. WHITE jumped from Augusta, Ga., to St. Louis last week-end. At that it is not so far by airplane from the Missouri metropolis to Little Rock, Ark., or we might say San Antonio.

WAYCROSS, Ga.—Pete Pullman, cook-house man, visited in Florida and then came here and opened a tourist camp outside of town. Thanks to the Elks, business is good.—BARNEY NEFFS.

TAMPA, Fla.—Booked ball games with Clint & Clark Shows.—MR. AND MRS. WALTER CULBERTSON.

Better put two coats of paint on that wagon. Two heavy coats may keep it together for a move or two.—Soapy Glee.

LEO J. ZOLG, who talked on Sammy the Chip with Gooding Greater Shows last season, was a visitor in Cincinnati last week and called at *The Billboard* offices. He may go in the whale business.

PHOENIX, Ariz.—Closed the season with C. F. Zeiger Shows. Was with it several seasons. Wintering in the valley of sunshine in my housecar. Will join a show in the spring with novelty slide show and girl show.—MARIE LeDOUD.

WATERBURY, Conn.—Last season with W. R. Harris' Model Shows. Stored concessions in South Carolina. We came home here on account of the illness of our daughter.—MR. AND MRS. LOUIS AUGUSTINO.

SYRACUSE, N. Y.—Last season was with King Reid Attractions as foreman of Merry-Go-Round. Due back in quarters soon to start work on rides, as I

will be with it the coming season.—LOUIS MARKS.

WONDER WHAT ever became of Victor Walls, the "Happy Hooligan" clown of the Johnny J. Jones Exposition when the late Johnny J. was in command.

SCOTTSBORO, Ala.—Charlie Miller and myself opened a bingo concession here auspicious American Legion. First three nights business was not so good, but improved. Been thinking of Mr. and Mrs. Willard Archer.—DON COLLINS.

TAMPA.—Now in land of sunshine but will be among the smoke stacks coming season. Booked Big Eli Wheel and sound truck with Clint & Clark Shows. Will work streets with sound truck and announce free acts.—W. E. (BILLY) MORGAN.

The Palmers Entertain Friends Christmas Eve

DE LAND, Fla.—As hoets Speedy and Teddy Palmer are tops. Christmas Eve the Palmers held open house to their many show friends that gathered for a night of pleasure. Christmas spirit prevailed until wee hours of the morning with a beautiful electric-lighted tree, buffet luncheon, bottled spirits, dancing, story telling and singing.

Guests were Mr. and Mrs. F. Percy Morency, Mr. and Mrs. Moon Bydack and children, Mr. and Mrs. James Barber and mother (Mrs. Hoyte), Mr. and Mrs. Thomas Rieley, James Randell, Francis White, Arthur Noe, Mr. and Mrs. George Dinno, Billie Palmer; F. Haber, Santa Claus pro tem, and the writer.

Promptly at 12:15 a.m. Santa arrived loaded down with many gifts for all. The kiddies, the sleepy-eyed, waited for the grand old man but rushed away frightened on his arrival. After a few grand words from old Kris they returned awed at the many toys that he brought from the North Pole.

But old Kris Kringle couldn't take it. The spirit was too much for him, and after getting his reindeer hitched up wrong he left for parts unknown after waving a friendly farewell and, "I'll see you in the spring."—STARR DeBELLE.

ST. AUGUSTINE, Fla.—We are back here again. Jack resumed winter work as chef in Pat's cafe. Leslie settled down and is enjoying the housecar. Wish *The Billboard* nothing but success and prosperity.—JACK AND LESLIE COLEMAN.

ST. LOUIS.—Mrs. Gayler Henderson and myself had the lead gallery with West's World's Wonder Shows. After closing a successful season we drove here and bought some ground on Highway 61 and started to build a service station.—GAYLER HENDERSON.

All showmen and concessioners should stay far and away from local political entanglements and discussions. The real wise ones do. Do as they do when political fights are on. They generally, when called upon, say: "Very sorry I cannot discuss the matter with you as I am not acquainted with the local situation."

OCOC, Fla.—Am back at the camp here and have Tom and Alice Morrow running the restaurant. Plenty of showfolk stop off en route to various points. F. B. Hoxie is owner the camp and I manage it. Tom and Alice were with Endy Bros.' Shows for past two seasons.—T. M. GILMORE.

Just because the other fellow cannot see that questionable concessions are a detriment to show business is no reason why you should have and operate them. Who do you know in the business that carried them that ever died with a dime? Some who did last season could not pay off the working men and ride help.

HAMILTON, Ga.—Sonja-Rae, Russian boy sex oddity, will be featured the coming season in the annex with Dick Traylor's Museum on Kaus United Shows, opening in April. The good work done for showmen by *The Billboard* during 1937 is highly appreciated.—J. VALJEAN.

WALTER A. WHITE knows the carnival business, so his many friends need have no fear of his future in that line.—Red Onion.

CLAYTON, Ala.—Am former concessioner on J. Harry Six Attractions. Received word of the death of my ex-wife, Mrs. Roxie Starkey, who died in Youngstown, O., October 18, 1937. My deepest

sympathy goes to my sons, Paul and Delmas.—WILLIAM STARKEY.

When a show front is "all signed up" the words used should be spelled correctly at least. Some of the spelling in the past has been terrible.—Tillie Few Clothes.

DU PONT, Ga.—Notes from County Fair Attractions: Robert Lesley left and joined Phil Rocco. Visitors: Bill Franks, of Model Shows; R. H. Work, Mrs. Hazel Redmond. Manager Ernest Marhol is playing spots in South Georgia. Mrs. Pease Robbins joined with ball game. Writer will go out booking.—R. W. REED.

Several shows got wrecked in Florida is the past by doing "spite" opposition to the other show that had the bookings first. Do not let that happen to you.

TAMPA, Fla.—Sorry but will not be able to make the Wisconsin fair men's meeting after all. Plans changed. Murray Brod and wife, Gladys; my wife, Florence, and myself are leaving for Miami and will then go to Havana, Cuba, for a real vacation. Very sorry, too, that we could not make the big doings in Chicago.—HARRY RUBIN.

CINCINNATI—Ernest J. Thomas, of Modern Noah's Ark, visited The Billboard office for the first time while en route from Tuscaloosa, Ala., to his home in Buffalo, N. Y. He will be with his folk until New Year's week and then return to the show's winter quarters in the Alabama city. Last season he put up the pictures of this show in windows and will do the same when the season opens in a few more weeks. He spoke in high praise of H. L. Anfenger and Arthur Hopper, of the Pacific Whaling Company, operators of the "Ark."

Why Not a Historian of the Showmen's League of America?

The League is now in its 26th year. In years to come a history of its good work and the story of those who made it will be most interesting. Full records should be kept historically correct. We trust that during the year President J. C. McCaffery of the League will appoint a man as the official historian of the Showmen's League of America. Whom do you nominate? Walter K. Sibbey, Walter F. Driver, Charles McDonald or whom?

All copy intended for use in the Carnival Department should be sent direct to The Billboard, Cincinnati, O. Again we say, RELAY MEANS DELAY!

YAZOO CITY, Miss.—Rogers & Powell Shows closed the season last month in Rolling Fork, Miss. It was very successful. Stored in our own quarters with F. Melhouse in charge. Manager J. R. Rogers and Secretary Nina V. Powell are going to Hot Springs, Ark., for a rest and baths. After that will go back to



HARRY COPPING, veteran of the outdoor show field, hardly needs an introduction. Tho somewhat retired he still takes an interest in the carnival activities of his son-in-law and daughter, Mr. and Mrs. Herman Bantly, of Bantly's All-American Shows.

quarters and start work for the coming season.—NINA V. POWELL.

NEW ORLEANS.—Finished second season as Santa Claus for Sears-Roebuck's store here. Toyland department had Jack and Jimmie, ventriloquist; Leola LeWain, rag pictures, and mysterious LeWain, magic. Mike Dressen clowning with his suckling pig, "Acky." All the acts were well received. I will be here until the Fat Stock Show at Ft. Worth, Tex.—OLEN TINY WESTON.

OCALA, Fla.—The following are wintering here: Mr. and Mrs. Al Wallace, Mr. and Mrs. Art Prazier, Mr. and Mrs. Jack L. Murray, Mr. and Mrs. Cecil Dressler, Mr. and Mrs. Al Rusher, Joe Stayman, Fred Fredrick, Jack Thompson, Mike Condon and F. B. King. Writer is operating a cafe here and keeps The Billboard on file for all showfolk.—A. R. MAXWELL.

There are a lot of men in show business that do not keep faith with The Billboard. Let them get in trouble, however, and The Billboard is the first source they turn to for aid. 'Tain't right!—Wadley TH.

ATLANTA.—We had a sumptuous repast all the way thru from eggnog, pine turkey and trimmings on to liquor, nuts and all that Christmas Day. Party was given by Mr. and Mrs. Robert A. Nash, formerly of the P. H. Bee Shows. He is now off the road selling Pontiac cars here. Others in the party were Mr. and Mrs. E. C. Collins, of the Johnny J. Jones Exposition; R. B. Fox, local hotel manager, and W. Schafer, of Happyland Shows.—W. A. SCHAFER.

W. R. HARRIS, general manager Model Shows, says Dusty D. Rhoades was the third carnival trouper that Paul M. Conway has been able to free from murder charges in Georgia in the past couple of years. "This is a record Conway should be proud of," comments Harris. "He's always willing to give a helping hand. 'Dusty' came into Macon after his release, and several troupers, including myself, had the pleasure of helping him get outfitted for a new start."

No first-class manager is at liberty and no first-class press agent will be at liberty for long. If you cannot use a good press agent do not insult him with that "girl and booze" question when you yourself are not immune.

TRENTON, N. J.—After closing season November 1 in North Carolina Mrs. Henry and myself visited friends and relatives in Washington, D. C.; Reading, Pa.; New York, Detroit and Mt. Clemens, Mich. Enjoyed the six-day bicycle races in New York and Buffalo. Been visiting here with my old acrobatic partner, Charles Moffatt, of the team of DeRenzo and LaDuc. Leaving soon for a vacation in Florida and will remain there until March 15.—LEW HENRY.

WATERBURY, Conn.—Have gone into the sound-amplifying business. Last season was successful with Gene Dean's bingo games at Salisbury Beach, Mass. Was also with King Red Attractions, Art Lewis, Dick's Paramount, New England

and Rice Bros. shows. It was my first time with Dean and I enjoyed the stay. Formerly worked with Fred Ditzmar at Old Beach, Me., and Pickly & Vinces' bingo games thru New England. Will take sound truck out with a show.—AL THOMPSON.

MAY 1938 prove the Main Entrance to good cheer, health and prosperity to every man, woman and child in outdoor show business and to all other human beings, too.—R. F. McLENDON.

St. Petersburg's No. 1 Irishman, Be Gosh!

ST. PETERSBURG, Fla.—This town's No. 1 Irishman is Timothy Green, concession man with Bantly's All-American Shows, and he is back in town. Tim broke into the limelight last spring when Bill Snyder, reporter for The Times, featured this man Green, of the carnival world, in a St. Patrick's Day article. Timothy Green was born on that day. Snyder is now preparing an article in which Timothy describes his midway experiences. Showmen gather at Egan's Grille, where Green officiates behind the bar.—RED McDONALD.

EL PASO, Tex.—Mrs. Helen Jones has taken an apartment here for the winter where she has her little son, Bobbie, under a doctor's care for t. b. Recent arrivals here were Mr. and Mrs. Johnnie Graves, Mr. and Mrs. Lowell James, Mr. and Mrs. Harry I. Wilson; J. V. Archer and son, Jimmie; Hunter Farmer and S. F. Bobbie. Mr. and Mrs. Richard Haven arrived from Los Angeles. Mr. and Mrs. Ed Schofield came here for the Sun carnival and Richard Lions is visiting from Tucson, Ariz.—MRS. ED SCHOFIELD.

LITTLE ROCK, Ark.—Out at the fair park the Goodman Wonder Show has its winter home. There are about 25 men housed in well-heated and lighted cottages. In cottage No. 1 Goodman's men are quartered; No. 2, R. O. Thompson and his men, and in No. 3, Mayo Williams with Dave B. Stock's men. Each cottage had its own big turkey and everything that goes with a real Christmas dinner. The writer made a tour of all the cottages and found in each the finest spreads he has ever seen in a winter quarters.—DR. SAMUEL FRIEDMAN.

It is getting pretty tough when a press agent cannot spell his own name nor that of the general representative of the show he press agents. Red Onion has concrete evidence on his desk to substantiate the above.—Seapy Glue.

HARRY LEWISTON writes that he has been doing very well with his store show thru Michigan. He reports two very fair

weeks in Saginaw; first week in Bay City big, second not so good owing to inclement weather and holiday week. A recent addition is John and Virjan Dunning, sword swallowers. John Reeves is handling press and promotions.

AS TO NAMES: Copy sent in that does not contain the full names of the parties mentioned has no news value. Mr. and Mrs. "So and So" is not sufficient. Give first and last names in full if you desire the matter sent to be considered.—The Mixer.

JACKSON, Tenn.—There seems to be some confusion as to which Sailor Harris died November 10. I am Sailor Harris, tattoo artist and side-show owner. Am still active. My sympathy goes to my late good friend's family in its hour of grief. In years past I have been connected with Dodson's, B. & B., L. J. Heth and other shows. Past three years with Zimdars Greater Shows.—SAILOR HARRIS.

LOS ANGELES.—Visiting and sight-seeing in Southern California and also with parents, brother and sister. At-

EVANS
MONEY MAKERS
Make your Connection the LIVE SPOT!
Rely on EVANS' 45 Years' Experience for the Latest and Best Amusement Equipment.

PADDLE WHEELS OF ALL KINDS \$7.50
Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.
UP FREE CATALOG
H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO

GET MORE PROFITABLE SPOTS
With the Streamlined
1938 TILT-A-WHIRL
The Proven Ride that pays BIG and CERTAIN money to Auspices and gets you back.
FARIBAUT, MINN.

SELLNER MFG. CO., Inc.

OCTOPUS
"World's Newest Ride Sensation"
Unequaled For Performance and Profits
SALEM, OREGON

LOADS ON ONE SEMI-TRAILER.
EYERLY AIRCRAFT CORP.,
ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

W. G. WADE SHOWS
OPEN SATURDAY, APRIL 29, AT DETROIT.
CAN PLACE Shows, Rides and Concessions, also one more sensational Free Act. CAN USE sober and reliable Ride Help.
Our regular Spring Opening will be April 29, but as usual, we will have a few Rides and Concessions operating on the Detroit Lots, beginning early in March.
Our route will take us into Michigan, Ohio and Indiana, with many Fairs and Celebrations in these States.
Address W. G. WADE SHOWS, 289 Elmhurst Ave., Detroit, Mich. Tel. Townsend 8-1506.



JACK E. DADSWELL, internationally known carnival press agent. He was elected president of the Outdoor Press Club, which was recently organized in Tampa, Fla. Other officers are: Walter Hale, first vice-president; James Malone, second vice-president; Frank Winchell, treasurer; Starr DeBelle, secretary, and Macon E. Willis, traveling representative. All of whom are prominent in their respective connections.

tended the Pacific Coast Showmen's Association clubrooms. Had a good time and got acquainted with a number of showfolk of the old school. Will stay here until spring and then go east to join P. H. Bee Shows, with which I have been for some time.—CLARENCE H. KRUG.

ROGER LITTLEFORD JR. visited Cincinnati last week from the New York office of *The Billboard*. He said that it looked very promising for the Eastern showmen's club and that the clubrooms were swell. Roger also said that when he asked Lew Dufour how long he would be in New York that Lew replied, "About three years." So it seems that Lew Dufour has decided to again become a permanent New Yorker.—The Mixer.

Christmas Near the Old Alamo!

SAN ANTONIO—Several of the carnivals had departed for El Paso to work at the "Sunshine Carnival" being held in the border city, but there were enough of them left to enjoy open-house hospitality at the homes of Mr. and Mrs. Sam Aldrich and Mr. and Mrs. A. (Booby) Obadal, also at the Riverside night spot and Tomacs Brass Band, the latter two places being official carnival headquarters in San Antonio. . . . Mr. and Mrs. Fred Beckmann provided a Christmas turkey with all the trimmings for the boys at the Beckmann & Gerety winter quarters. . . . Charles and Maude Jamison, well known and loved by scores of showfolk, entertained their guests at the Lamar Hotel with a Christmas tree, and the festivities lasted until the wee sma' hours, everyone having a wonderful time. . . . Genial Jack Ruback was missed by his many friends on account of his absence in Kansas City, looking after official duties in connection with the Heart of America Christmas doings. . . . Glen Buck, auditor of the Beckmann & Gerety Shows, finished his work a week before Christmas and departed for his home in Springfield, Ill., to spend the holidays with his best girl. . . . Felix Charnick was around in all his glory, giving the ladies a good time and playing Santa Claus to one in particular. . . . Jake Braur remembered all his friends with wonderful fruit cakes for Christmas. . . . Doc Hartwick's big snakes did a wonderful business thru the holidays at their Houston street location in the heart of San Antonio's business district. Each reptile was the recipient of a nice imported rabbit for Christmas, and a good time was had by all. . . . The two shows wintering in the Alamo City, namely the Beckmann & Gerety and the Western States, have done very little work so far and on that account the "ringing hammers" and the "buzzing saws" have not been very busy, but it is understood that both will start production soon after the holidays and be ready with a lot of new offerings when they open in San Antonio in the spring. . . . Nabby and Dave Miller were among those who motored to El Paso for the "Sunshine Carnival" and both will return to San Antonio after the closing of that event, and Nancy says that she will be a busy lady from then until the middle of April looking after the production of new wardrobe and accessories for her 1938 surprises.—EDGAR T. NEVILLE.

GIBSONTON, Fla.—Mr. and Mrs. E. B. Mottie gave a Christmas party at their camp. Had a large Christmas tree with many presents. Mottie served a spaghetti supper at midnight and there was dancing until early morning. Those attending were Verne Scott, assistant county commissioner; Dad and Mother Locke, Ralph and Stella Duval, Mr. and Mrs. Jack Winslow, Mr. and Mrs. C. Lewis, Mr. and Mrs. Cass Evans, Geraldine Shad, Alfred Whittaker and the writer.—RALPH H. BLISS.

THE CARNIVAL situation in New York is nothing to be worried about. Hon. F. H. La Guardia, mayor of the biggest city in the world, is certainly not going to interfere with amusements for the masses in his home town. The *Billboard* rates him as a wise man, hence the reason for the above assertion.

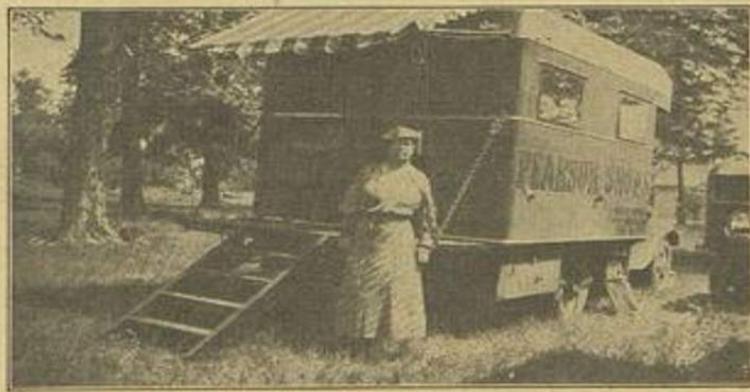
CLINTON, Ind.—Roberta-Roberts closed last season with the Dan Rice Circus in Mobile, Ala., and joined the Hollywood Museum under Ray Craner, who was side-show manager with the circus. I was with West's World's Wonder Shows two years. Business was good in Indiana.—HOMER R. SHARAR.

GREENSBORO, N. C.—John W. Wilson and Izzy Cetlin, of the Cetlin & Wilson Shows, were undecided for some time as what to give each other as suitable for a

Christmas gift. Cetlin finally decided to give his partner a nice new and shiny "Buick" car. This for a time stopped Wilson, but he was not to be outdone, so he bought Cetlin a "cabin airplane." Now when Cetlin cannot be located at quarters or downtown he can be found at the local airport getting in his quota of flying hours. Stop! Do not get excited about this car and plane, as they were only toys.—GEORGE HIRSHBERG.

PAUL STADELMAN, professionally known as Sandu the Magician, visited Cincinnati recently from his home in Hopkinsville, Ky., and called at *The Billboard* office. He was formerly connected with Pat Delaney's side show on the Royal Palm Show. He had Elmer, his Peruvian shrunken head, with him. He may return to the carnival business the coming season, as Eric B. Hyde wants him to produce a show. During the meantime he is writing a book titled *What Price Self-Respect?* He is a real good magician.

BEAUMONT, Tex.—*The Billboard* is the one paper that showmen cannot be without. The Regal Amusement Company is in quarters here. We plan to enlarge the show and to improve it. Midway Confab is much appreciated and its influence among show people is widely effective. Some of the pert sayings hit rather hard sometimes, but the razzing can many times be termed constructive criticism, so the more of it the merrier. Some of our showfolk are in Houston, among them are Ma and Al Nation and Claude and Dot Williams. Lonnie Karr went down to the Rio Grande Valley. George Pichios visited relatives in Dallas.—C. E. MEADOWS, general manager.



MRS. ANNA JANE PEARSON, owner of the Pearson Shows, is shown here in front of her office, which is built on a Chevrolet truck. Season 1938 will mark the 20th annual tour of this carnival organization, which is motorized. She also has a Covered Wagon trailer as living quarters. Photo was taken recently at her winter home, Ramsey, Ill.

BRONX, NEW YORK—Am press agent and in advance for De Luxe Shows of America. Visited the shows' quarters at Lancaster, S. C., for two weeks and then went to Savannah, Ga., with Harry Fox. Visited Eddie King, who runs the Max Camp, and Lotstrom and St. Esot, who have their monkey circus stored for the winter. Then went to Ridgeland, S. C., to see Mr. and Mrs. Ben Cheek. In Sumter, S. C., saw Mr. and Mrs. Joseph Parsons, who are wintering there. Stopped in Baltimore to visit my nephew, Louis Franco, who is with Jerry Monroe's Orchestra playing a hotel there. Spent a few hours with Max Goodman. Was a whole day in Philadelphia at the South Street Museum with Mr. and Mrs. Tom Hasson and their son, Bobby Hasson. Got back in New York for the holidays. Best wishes to *The Billboard* and trust we will all have a good 1938 together.—CLIFFORD J. FRANCO.

NEW ALBANY, Ind.—Last summer at Cedar Point, O., I employed a juggler named Don Caper, and my daughter, Emma Mae, took an active interest in his dexterous manipulations of devil-sticks and other objects. She began practice for the presentation of a similar act. She progressed rapidly and at the end of the park season she had become very proficient in the art of juggling, balancing and devil-stick spinning. I took her to several street fairs, such as the Toledo centennial; Clyde, O., firemen's convention, and Loudenville, O., street fair, where she presented her act as a free attraction. Her act got attention of bookers in Toledo and Cleveland,

which resulted in signing contracts with the Jack Wahl Agency for appearances. Due to the rarity of girl jugglers she seems due for a career as a juggler. She is 17 and a graduate of the New Albany high school. Her mother, Lurean Emerling, travels with her and she appears under the name of Mae Cadet.—JOE TRACY EMERLING.

Last season there was a press agent who liked his ale. In fact, most press agents like their ale any season. He when under the spell of the amber fluid encountered the woman manager of the carnival he was with. He told her how many shows he could be press agent for. She, being wise to many things, said to this press agent, "Take another bottle of ale and then go and join the Big One," meaning Ringling-Barnum Circus.—Red Onion.

RALEIGH, N. C., RATTLES: Oscar G. Buck, owner Buck Exposition, in for a day or two. . . . R. F. McLendon, his Southern representative, still at the Bland. Will remain until North Carolina Fair meeting January 10-11. . . . Curtis L. Bockus, owner-manager Stanley Bros.' Shows, which closed in South Carolina, stopped over for a night to chat with local fraternity. . . . Bob St. Clair and Stanley Reed busy with Nazareth Orphans' Home indoor circus. Report progress. . . . A. J. Grey and wife, promoter and also secretary Greenville, N. C., Fair, in city for indefinite stay. . . . Harvey Walker, secretary Williamston, N. C., Fair, regular caller at Bland. . . . According to management, Sir Walter Hotel reservations coming fast from showmen, fair men and others. . . . J. Sherwood Upchurch, well-known and popular ex-showman, greeting all comers. . . . Mrs. Stanley Reed fast recovering

15 Years Ago

(From *The Billboard* Dated January 6, 1923)

Wilbur S. Cherry closed negotiations with T. A. Wolfe to pilot the T. A. Wolfe Superior Shows during 1923. . . . W. P. Stanley resigned as manager of the C. A. Wortham World's Greatest Shows. . . . Heart of America Showmen's Club's Christmas tree party was a highly successful event, and the club, gratuitously aided by the Coates House management, put over the biggest yuletide function of its career. . . . A. M. Nasser, owner and manager of the Metropolitan Shows, returned to his home in Cincinnati to spend Christmas from Greenville, S. C., where the Mel-Ray Shows, operated by his sons, had been exhibiting for several weeks. . . . Mr. and Mrs. Dave Lachman celebrated their 23rd wedding anniversary December 24 in Kansas City, Mo.

W. W. Coe, general agent of the Lew Dufour Exposition, was visiting in Chicago. . . . Losses estimated at \$140,000 were caused when on December 25 flames consumed equipment of the Mighty Doris Exposition Shows and the car barn in Belleville, Ill., where the organization was wintering. . . . J. F. Murphy Shows played host to about 45 members of its staff at a Christmas dinner in the Tokio Restaurant, Norfolk, Va. . . . Preparatory work for 1923 was in progress at Macy's Exposition Shows' quarters in South Charleston, W. Va. . . . George Brooks was wintering in Houston, Tex. . . . Victor Lee was visiting many old friends in New York, including Ben Williams, Jules Larvett, John Astor and Lewis Candee.

Dr. Wilbur P. Crafts, who for 28 years was superintendent of the National Reform Bureau, which he founded, died at a hospital in Washington December 27 of pneumonia. . . . Tom (Daddy) Jordan, of glass-blowing fame, was quietly wintering in Savannah, Ga. . . . Tommy Mullen, wrestler, boxer and physical culture man, had his Mullen Health Institute running in apple-pie order in Detroit. . . . All was hustle at the Johnny J. Jones Exposition quarters at Orlando, Fla., as the organization was preparing for its opening date January 15. . . . Mr. and Mrs. Frank J. Murphy were wintering in New York. . . . Mr. and Mrs. J. T. McClellan, of the McClellan Shows, celebrated their 30th wedding anniversary December 25 with an informal dance to their friends at the Hotel Oakley, Kansas City, Mo.

MICHIGAN SHOWMEN'S

(Continued from page 48)

are in full session. The advance sale of tickets and space in the program is going good for the annual dance and frolic. Chairman Louis J. Berger of this affair promises the best and biggest yet.

Owing to pressure of business A. H. McQueen resigned as secretary and was succeeded by George H. Brown.

The clubrooms were very elaborately trimmed for the Christmas and New Year holidays. The children of the members were given a tree with all the trimmings.

Milt Bennet has been working as campaign manager for Louis Margolis as president. The house committee has ordered two pool tables. The total membership of the Michigan Showmen's Association is now 427. Reported by George H. Brown, secretary.

quarters there. They were all good members of the club. Doty was with Al and Lois Bridges Stock Company in the city and Mother Martyne had a hotel. They all moved to California and Doty was killed in the 1932 earthquake disaster in Long Beach. Mother Martyne died soon after and they are buried in a crypt near that of Jean Harlow. Mrs. Nora Bagby is an active member of the Los Angeles auxiliary.

Mrs. Con T. Kennedy was an active member about 1922-24 but when the winter quarters of the show was moved so far south the club lost her membership but not her loyal support.

Mrs. May Espey, once a prominent figure with dramatic shows, was an ardent worker for the club and at the time of her death left a beautiful painting in oil to be hung in the clubrooms in her memory. At the services Mrs. Myrtle Duncan, now president of the Ladies' Auxiliary, gave a fitting tribute to these and all the sisters that have died.

Late Members of the HASC Ladies' Auxiliary Honored

By VIRGINIA KLINE

KANSAS CITY, Mo.—Thoughts after the memorial and monument dedication services of the Heart of America Showmen's Club and Ladies' Auxiliary:

Mrs. H. S. (Etta) Smith is the only woman buried in the plot and also the first member of the auxiliary to die while member of the club. Etta was not an active member but was the well beloved secretary at the time of her death.

Among the dead charter members was Mrs. James (Ota) Patterson, one of the first carnival women to be the secretary and treasurer on her husband's carnival. She is buried in the family mausoleum in Paola, Kan.

Mrs. Tex Clark, Mrs. Babe Brown, Mrs. Margaret Stevens, and Mrs. Ann Knight, once Mrs. Duke Mills, were all valued active members at some time or other, yet while they drifted out of the membership they continued to be interested in the club until the time of their deaths.

Doty and Mother Martyne, with a sister now Mrs. Nora Bagby, came to Kansas City when the Con T. Kennedy Shows first came to make their winter

Crystal

GARDEN, S. C., Jan. 1.—Art Carver is in charge of equipment in quarters here, part of it was trucked to Manager W. J. Bunt's winter home, Crystal River, Fla. Walter Bunt remodeled the office trailer. Charles Staunko built a new stake body for a Dodge truck. New lighting effect for the twin wheels and a new cookhouse and marquee will be built at Crystal River, where part of the equipment is stored. Markus Wheeler has been engaged to work on new show fronts. Murphy's Midgets have contracted for coming season. Bunt purchased a new Buick sedan, John and Walter Bunt each bought a new Ford sedan and Harry Benjamin a new Chevrolet coupe. Writer and Harry Benjamin killed a deer recently. —CHARLES STAUNKO.

Model

MACON, Ga., Jan. 1.—Mr. and Mrs. W. R. Harris and Mr. and Mrs. E. B. Kaw left quarters for a few weeks' stay in Florida. Mike Bassette is going over all motor equipment. L. H. Travis, superintendent, is rebuilding the funhouse. Carl Mack will manage it. Mr. and Mrs. Harris have made many friends in Macon. Jimmie Yates, former showman, is operating a coffee shop here. He will be with show coming season.—CARL MACK.

Weer

CASSOPOLIS, Mich., Jan. 1.—Frank McKay recently returned from Chicago, where he purchased 11 figures for a Crime Show, which will be framed with two morgue views. McKay also bought a Spidora illusion, and invested in three freak animals that will be used in an animal show the coming season. Mrs. M. R. Weer will put on five shows of her own. One will be an Old Plantation. The McKay Minstrels will take to the road January 10 and will open at Hillsdale, Mich. Troupe has 18 colored performers and will carry on until spring, when it will join the Weer Shows. The new Crime Show and war exhibits, which are now being prepared, will take to the road shortly after the McKay Minstrels.—FRANK MCKAY.

Crowley's

AUSTIN, Tex., Jan. 1.—Doc Crowley and General Agent V. McElenore arrived at quarters with contracts for American National Indian Exposition at Anadarko and the fair at Pawhuska, both Oklahoma. Christmas the tree was lighted at quarters and Santa and Mrs. G. C. Crowley had their pack full of presents for the carnivalites. Georgeanna Crowley received many dolls and story books. It looks like Doc Crowley will be on the market for a nursery trailer to transport her presents. After presents were exchanged a turkey with all the trimmings was served at the Austin Hotel, finishing with old-time eggnog. After dinner Mr. and Mrs. G. C. Crowley and daughter motored to San Antonio where a second tree was waiting, as the Crowley's have relatives there. Among new arrivals at quarters are Mr. and Mrs. Jewel Sloan from Richmond, Mo.; Fred Webster, paperhanger of the show, from Corpus Christi, Tex. Bud Gross, with his Caroleade of Wonders, who had been playing storerooms, pulled in. Mr. and Mrs. Gross left to spend the holidays at their home in Chicago. George Hershey and M. Price are wintering here and rebuilding Gross' Show. Mr. and Mrs. Clarence Pursee spent Christmas at Sioux City, Ia. Hamp Oakes visited his sister in Washington, D. C. A 10-pound homemade fruit cake was received by the Crowley's from Victor A. Drum, one of the shows' free acts. Among the Crowleyites who are wintering here are Mr. and Mrs. G. C. Crowley, George Webb, Roy Kinchloe, Mr. and Mrs. Clarence Cave, Pappy Nelson, Mr. and Mrs. Jewel Sloan and Al Dernberger.—GEORGE WEBB.

Cetlin & Wilson

GREENSBORO, N. C., Jan. 1.—Christmas has come and gone but a really enjoyable time was had by all. Presents were exchanged among various showfolk here and a dinner was served to all who happened to be in the city. A specially prepared meal was served with turkey and all the trimmings. Following were present: Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Cetlin, Harry Dunkel, James

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

O'Dell, Frank Masack, Neil Hunter, Frank Savage, Albert Busch, Raymond Anderson, Carl Anderson, Mr. and Mrs. Toney Lewis, Dick Lewis, Mr. and Mrs. Ray Hawkins, Mr. and Mrs. Hugh Gregory, William Hall and the writer. Father of Mrs. J. W. Wilson visited over the holidays. Mr. and Mrs. Sam Serlen passed thru on way to Miami. Roy B. Jones, of Lauther's Oddities, is in town making arrangements for a store show. Harry Dunkel made arrangements for his annual New Year's Day dinner at the King Cotton Hotel for 20 guests. Work will soon start humming. The writer in company with Mrs. Wilson and Mrs. Cetlin leave for Florida second of January and will be joined by the menfolk following the fair meetings in January. James O'Dell leaves to get his mother and father, who are in Missouri, and will take them for a vacation in Florida. May Hawkins, who has been confined to her bed for the past three weeks, was up for the first time on Christmas Day and according to the doctor will be up and going very soon.

GEORGE HIRSHBERG.

Dee Lang

ST. LOUIS, Jan. 1.—The Merry Christmas of 1937 will long be remembered by the writer, as he received many cards and gifts from real friends, many he had not heard from in years. Dee Lang and wife spent Christmas at their new home in Belleville, Ill., and had a housewarming Christmas party. Many gifts and friends present. Their new house was a mecca for show people. Interior was decorated with holly and trees. At winter quarters many gifts and cards were exchanged by the crew, with Heavy Vaughn acting as master of the Christmas gathering. A large shipment of arcade machines arrived from the East. Show will own its own arcade the coming season.

ELMER BROWN.

Strates

WELDON, N. C., Jan. 1.—Many innovations will be seen on the Strates midway when it takes to the road. Chief Electrician Gifford Ralyea arrived and will start work on a light tower, making three towers on the midway. Two fronts will be built, one 75 feet long and the other 70. Every wagon will be thoroughly reconditioned when work starts in January. Writer is in charge of quarters during the absence of General Manager Strates, who is away attending to business for the show. Mrs. Strates and the kiddies are in Miami for the winter. Visitors: John Marks and new Business Manager Sylvester Aloysius Kerr, of the Marks Shows, stopped over and visited writer and Mrs. Voorhees on way back to Richmond. A letter from Jack and Frances Paige that they are enjoying life on the farm in Missouri and will leave shortly for Hornell, N. Y., for their first winter promotion. Letter from Secretary Harold E. English that he is making preparations to return to quarters in the near future. Writer has been working on publicity stunts for new season and is getting out an eight-page newspaper that will be distributed one week ahead of the show in every town. General Agent C. W. Crafft reports everything is coming along fine with bookings for both fairs and still dates.

BEN H. VOORHEIS.

Wallace Bros.

MOBILE, Ala., Jan. 1.—More than 20 people sat down at quarters here last Saturday to enjoy a Christmas dinner as the guests of Manager Ernest E. Farrow, which had been appetizingly prepared by Mrs. Arthur Sorrell. Those in attendance were Mr. and Mrs. Sorrell, Mr. and Mrs. Harry Cunningham, Edw. F. Malone, Lee Houston, Adam Erbe, Edw. Logan, Eugene Phaw, James W. Wilson, Jack L. Oliver, Ross Crawford and the writer. A second table was provided for the entire personnel of the colored minstrel show. The menu: Roast turkey with onion dressing, mashed potatoes, noodles, celery and olives, bread and butter, fruit cake, oranges, cigars and coffee. Prior to the dinner the children of Mr. and Mrs. Cunningham were visited by old Saint Nick as were all the working men. Ab-

sent were James L. Reed and wife, who were visiting relatives in Atlanta, and Eddie Welsh, who was busy with a winter unit of the C. D. Scott Shows. Mr. and Mrs. Miller were the dinner guests of Mr. and Mrs. Tillotson and later all four went on a fishing jaunt down the bay. Mobile is a mecca for showmen this winter, three carnivals and one circus are wintering here. Moon Bros. Circus and Wallace Bros. are at the fairgrounds, while the Royal Palm Shows and C. D. Scott Shows have quarters at Prichard and Magazine Point, respectively. A. H. Murphy had a small unit of shows and concessions at Whistler this week. T. A. Stevens is with this unit. Mildred Davis, the former Micky Rice, is now connected with a downtown beauty parlor. The writer desires to thank the entire staff of *The Billboard* for splendid co-operation in 1937.

WALTER B. FOX.

De Luxe

LANCASTER, S. C., Jan. 1.—Managing Director Samuel E. Prell returned last week from a booking trip. Started things going, went to the lumber company and ordered lumber to start building. John Haddad is building new crates for the Merry-Go-Round. A new show will be built in quarters titled *Miss America*, with new top and front. S. E. Prell is out buying two new rides, one a new kind of a kiddie ride and another a large major ride. Paul E. Prell will return from Miami, Fla., in three weeks and will start building new larger bingo game. Mr. and Mrs. James Morgan will have three ball games. Jack Russell will have a new hoop-la.

CLIFFORD J. FRANCO.

Franks

VALDOSTA, Ga., Jan. 1.—Show closed season here December 15 and stored equipment. Rides are owned and controlled by the office. Free acts, white band and pay gate will be effective the coming season. Work will start in quarters early in January. All rides will be repainted and three fronts built. Staff: W. E. Franks, general manager; Lester McGee, business manager, and Robert Lester, general agent. —W. E. FRANKS.

Zimdars

JACKSON, Tenn., Jan. 1.—The Christmas celebration on Zimdars was the best ever enjoyed by the show. Twenty-eight persons attended the Christmas Eve party, which began at 7 o'clock. Carol singing was led by Betty Belle Muse, who was also elected Santa Claus. Many gifts were passed out. Short talks were given by Harry Zimdars and Sailor Harris, then Frank Waldron and Henry Weike took the floor and dispensed the drinks. Dancing then began and continued until 2 a.m. —CHARLES SEIP.

J. J. Page

AUGUSTA, Ga., Jan. 1.—The paint shop has been active for past several weeks. Much work has been accomplished by Roy Fann, who is in charge of quarters, assisted by Dillon Hullinger and Rance Boyd. The Flyin' Jinny was first job tackled. Doc Norval, former showman, opened a store show and a number of the boys have gone to work there. J. C. Simpson is one of the workers on the main stem, selling Christmas toys and doing okeh. Roy Carey and a few of the boys are in the wood business in North Augusta. Word from Bill and Helen Moore to effect that they will start their southward trek after first of year, with one stop scheduled at Toronto, O., for a visit with homefolk. Don MacIver worked a couple of schools and departed for West Virginia to spend the holidays with his family. Billie Clark pens from Miami that he and Flo are taking a much-needed rest. The Turner Family, a hillbilly outfit, who were with the Ten-in-One, are playing audiotocums and schools under the guidance of Lee Crane and getting along okeh. Mary Fann returned to quarters after a trip to North Carolina, where she visited with the homefolk. J. J. Page and family are comfortably set in an apartment in Johnson City, Tenn. Owner Page advises that he will leave there after the

first of the year and will make all the fair meetings the show is interested in. Chris Jernigan is handling a special advertising deal here. Visitors: Barney and Mae Stason, Frank and Pearl Sheppard, Mr. and Mrs. M. S. Anderson and family, Uncle Billy, Happy Simpson, Whitey Crossett, D. T. Morrissey, Mr. and Mrs. Sam Jones, Chris Jernigan, Roy Carey and Harry Perry.

R. E. SAVAGE.

Beckmann & Gerety

SAN ANTONIO, Jan. 1.—Delayed by bad weather but work in quarters will start very shortly. Fred Beckmann and Barney S. Gerety, co-owners and managers, announce. A general all-round renovation will be accomplished by a full staff of workmen, and many innovations will be attempted. Several surprise midway features are planned for coming season in addition to unique acts and shows already booked. General Representative J. C. McCaffery sojourned at Miami during the holidays.

WALTER HALE.

West's

NORFOLK, Va., Jan. 1.—Much work has been accomplished in quarters since closing of last season. General Manager Frank West decided then to rebuild the show in its entirety. With this objective in view, five men have been at work since in charge of Charles Smithy. Full crew will report about January 5. Doc Bernard, of snake-show fame, is here getting his Mabel Show ready. Mrs. Bernard has charge of the commissary department. Manager West has been in and out and reported upon his arrival from the Chicago meeting that he purchased three new rides. Pitze Brown, who accompanied the boss to Chicago, reports buying a new set of diggers. Immediately upon his return he opened his Christmas store on the main stem in Norfolk. Pitze, among his other concessions, will have the midway cafe again coming season under the supervision of George Powell, assisted by M. Souders. Pitze will leave for a stay in Florida after the new year. Mrs. Catherine O'Brien, of Boston, Mass., mother of Mrs. Frank West, arrived and will spend the winter with her daughter. Eddie O'Brien is busy with his studies at school here. Charles Smithy is breaking the new lion act for his trained

(See WEST'S on page 60)

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

W. E. WEST
MOTORIZED CARNIVAL

(Bigger and Better)

NOW BOOKING FOR COMING SEASON:

Shows, Rides, Concessions that don't conflict. CAN PLACE Help of all kinds. Ride Help that can drive trucks. Capable Agents for Concessions of all kind that appreciate Good Faith. Managers for Shows worth while. Best equipment. CAN PLACE Man and Wife for good Grand Show. Would consider good Free Act. Must be capable of holding the people. 1 over 9 Rides, 10 Shows and 10 Concessions. This is a complete motorized Show, no box cars. Will not tolerate loose boards. Fair Secretaries and Collection Committees in Kansas, Missouri, Nebraska, Oklahoma. I am open and always fill my contracts. Winter Quarters, Box 375, Cherryvale, Kan. Strawberry Robin, Babe Knorrhiller, Marcus Wheeler write now.

SECOND-HAND SHOW PROPERTY FOR SALE

\$50.00 Mech. Monkey Biting Show, working order.
\$75.00 Unicorn Wax Show, 14 Spec. Glass Case.
\$25.00 Antioch Twins, Mystery with Escape.
\$50.00 Chinese "Richhawk" Rubber Tire, Fine Good.
Large Evans Mutual Wheel. Sell cheap.
WE BUY ALL KINDS OF BINGO SEATERS AND ALL KINDS OF FILMS. WEIL'S CURIOSITY SHOP, 20 S. 2d Street, Philadelphia, Pa.

WANT FREAK TO FEATURE

Also Working Acts, Useful Side Show People and Talkers.

Long season—store salary. Ticket if I know you. Bookers and exhibitors, save your stamps. Address M. E. ARTHUR, care West Coast Amusement Co., 300 Jefferson St., Oakland, Calif.



THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

Write to

Royal-Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC.
2707 Delaware, Cor. Villa
Buffalo, N. Y.

ORR & ORR
4654 W. Washington Blvd.
Chicago, Illinois

THINKER MOTOR COMPANY
1819 E. Kenilworth Place
Milwaukee, Wisconsin

NATIONAL TRAILER SALES
1101-1107 S. Hope Street
Los Angeles, California

TRAILER SALES COMPANY
335 S. Broadway
Wichita, Kansas

BEEZLEY ROYAL TRAILER SALES
4200 "O" Street
Lincoln, Nebraska

LORENZ BROTHERS, INC.
Kalamazoo, at River Street
Lansing, Michigan

MID-WEST TRAILER SALES
2925-27 Locust Street
St. Louis, Missouri

Best Wishes for
A PROSPEROUS NEW YEAR
TO MY FRIENDS
IN THE U. S. AND CANADA

W. D. BARTLETT

GOLD DIGGER - MIAMI DIGGER

OFFICE AND FACTORY
26-28-30 N. E. 54TH STREET
MIAMI, FLA.

DIGGER CONCESSIONS FOR FAIRS AND CARNIVALS ADDRESS ABOVE

Wanted Quick for Jungle Show

WINTER SEASON OPENING JANUARY 15

Following people: Benny Anderson and Sisters: Aboul, Fire Eater; Maxie and Burris Jenkins; Crawford Price; Singalee, Zawaba. Outstanding Jungle Acts and Attractions. Flea Circus, Punch and Judy, Ventriloquist, Alligator Wrestler, Pop-Eye Impersonator, Want Pin Heads, Freaks, Midgets, Dwarfs, Sheep Headed and Saucerlip People. Will buy for cash Big Snakes, Big Chimp, Ant Eater, Jungle Animals. Will pay top salary to Girl who can handle Pythons. Also want Girl for Fish Bowl Illusion. Wire; don't write.

WALTER HALE

TUTTLE HOTEL, MIAMI, FLORIDA

Also wire, Chuck Bedell, Johnny Kenloo, Bill Goff, Doc Pierce.

FOR SALE

One Posing Show, complete with handsome 60-foot front, new green top 25x50, elaborate stage settings. All ready to operate.

Two Beautiful Carved Wagon Fronts and one Panel Front, 60 feet. Also Green Top 30x90 with Side Wall, Draperies, etc. Used one season. Can be used for any show.

One Private Car, four staterooms, two baths, dining and sitting room and kitchen. A very desirable car. And one Seven-Room Stateroom Car with Lunch Counter End.

Any of the above can be inspected at our Winter Quarters, Lakewood Park, Atlanta, Ga. Bargain prices for quick sale.

RUBIN GRUBERG, ROBERT FULTON HOTEL, ATLANTA, GA.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Jan. 1.—In the absence of officers Past President Edward A. Hock was selected to officiate at the meeting of December 30. With him at the table were Secretary Joe Streibich and Past President Sam J. Levy.

Membership committee showing action presented application of Harold P. DePue. Ways and means are making plans for an active campaign in interest of the League. House committee and New Year's party committee were busy on arrangements for the party on December 31. Relief report Brother Harry Coddington out of the hospital. Brothers Walter F. Driver and George Fowler still confined. Brothers Bob Miller, Col. F. J. Owens both ill at home. Late reports on the condition of Brother Al Wagner have not been received. Al is in St. Vincent's Hospital, Toledo, O., convalescing after an operation. Brother Sam Feinberg writes that he has succeeded in arranging to have Brother Jack Fuller placed in the hospital at San Antonio, Tex. Brother Thomas Schlemmer still confined at Augusta, Ga.

Brothers Tom Rankine and Tom Vollmer were in attendance after a long absence and gave able response when called upon for remarks. Pete Cornalla back in town and up to the meeting.

Resolutions have been passed which will permit amending the by-laws to make the Showmen's Home committee a permanent one until December 1, 1940. This was deemed necessary so that they may not be hampered in their work.

Greeting cards were received from Doolan Amusement Company, Sam S. Solinsky, Dorothy Bernard, T. J. Tommy Thomas, A. H. Fine, Betty and Maxie Herman, Jerry Kohn, E. Ranch Rodeo, Harry Chipman, Colonel Owens, John A. Sloan, Frank R. Conklin, Mr. and Mrs. O. V. Babcock, J. C. McCaffery, Lou Leonard, Al Cohn and A. L. Rossman.

A number of the boys will attend the big "Tort" brothers' party at Milwaukee January 5. Now that the rush is over the League will get back to earth and check up perhaps neglected dues.

Brother R. J. Rodgers left for New Orleans on December 30.

Ladies' Auxiliary

Hostess of December 16 social was Mrs. Ida Chase, who selected magnificent prizes for the occasion. Big attendance. Raffle was won by Mrs. Bert Clinton.

Mrs. Robert R. Klein, of Royal Palm Shows, attended; also her sister, Mildred Barton, of the Model Shows, who will soon be a member.

Donor of lace tablecloth was Walter F. Driver; Mixmaster, Max Horwitz; smoking stands, John Lempert, and men's fitted case, Mrs. Al Wagner. Fancy pillow slips were won by S. P. Carruthers.

December 23 meeting was presided over by President Leah M. Brumleve. Seated at table with her were First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Edith Streibich, Secretary Frances Keller and Treasurer Phoebe Carsky. Invocation by Mrs. Al Latto.

After adjournment sandwiches and cake donated by President Leah M. Brumleve were served with coffee.

Relief committee reports Mrs. Mattie Crosby very ill and Cleora Helmer suffering a relapse.

Elizabeth Ernst will be chairman of arrangements for tacky party to be held

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It maintains spacious clubrooms in the nation's second city, where members always are welcome and where they always can meet their friends.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

Ladies' Auxiliary

LOS ANGELES, Jan. 1.—The regular Monday night meeting, December 27, found President Peggy Forstall and all officers, with the exception of Second Vice-President Francis Klein, present. Seventy members answered the roll call.

After salute to the flag communications were read. Letter from Virginia Kline, Christmas greetings from the Heart of America Showmen's Club. Card from Grace and Ted Metz, also one from Faith Curran.

Betty Coe introduced her new member, Clara Cardwell, and she was welcomed by the club.

Nine Rogers back again, gave a congratulatory cheer for the president and the work of the club.

Relley Castle donated \$50 to pay for the ball program advertisement for the auxiliary.

All reported grand Christmas parties, including the one at the club last Monday, at which President Forstall furnished an immense cake and six dozen home-made doughnuts for 106 members.

Christmas cards and presents were distributed by Florence Webber, acting as Santa Claus.

The bank award was won by the newest member, Clara Cardwell.

The installation dinner will be held January 3.

With Jessie Loomis at the piano all joined in singing *Auld Lang Syne*.

Sandwiches and coffee served by Mother Fisher and Etta Hayden.

INEZ WALSH.

in clubrooms of SLA February 12. Prizes and dancing.

It is very important that all out-of-town members forward their permanent addresses, also route of shows they are with, for communication purposes.

Chairman of arrangements for tacky party is Elizabeth Ernst. This will be one of our season's gala events, with many surprises in store, dancing, prizes and refreshments.

President Leah M. Brumleve, Clara Hollie Harker, Mrs. Ida Chase and Mrs. Robert Miller visited our good Brother Walter F. Driver at American Hospital. He is improving rapidly. Acknowledgment of floral presentation gratefully accepted and the ladies were enthusiastic. (See Showmen's League opposite page)

Will Wright Titles His Show Wright's Golden State Shows

LOS ANGELES, Jan. 1.—The title of the new carnival that will take the road under the general management of Will Wright will be Wright's Golden State Shows, he announced here this week. The title is embodied in the corporation papers recently issued as Wright's Golden State Shows, Inc.

In a talk with a reporter for The Billboard regarding the plans and policy for his show, Wright said, "The show will be motorized and an order has been placed for all new motor equipment. 'Bigger and better' is a time-worn phrase. However, I have a number of ideas in mind for

general improvements in carnival requirements and shall try them out. There will be all new panel banner fronts and special illumination features. As to the staff, that will be announced later. Winter quarters have been opened in this city, where the building and assembling activities will take place."

Will Wright is well known in the carnival and general outdoor amusement field and lists his friends by the hundreds. In 1937 he was president of the Pacific Coast Showmen's Association and for several years was connected with the Orville N. Crafts amusement enterprises.

El Paso Fun Zone a Draw

Sun Carnival midway opening indicates big grosses—five orgs represented

EL PASO, Tex., Jan. 1.—Sun Carnival midway, largest collection of shows, rides and concessions ever seen here, opened a nine-day run Christmas Eve and by mid-week showed signs of big grosses. Midway fills three blocks of a downtown street and several adjacent lots. Five carnival organizations are represented.

Verne Newcombe, director of amusements and concessions for Southwestern Sun Carnival, is manager. Shows include E. J. O'Toole, illusion; George H. Black and E. J. (Pete) Demas, Little America; Paul Towe, Hollywood monkey circus; Milo Anthony's Twenty-in-One Slide Show; Mr. and Mrs. Carey (Snakoid) Jones, Bughouse. Clyde Davis has two Orf Shows with this staff, Babe Davis, Nancy Miller, Dimples Coxwin, Mildred Phelps and Toots Delaney, performers; Johnny Higgins, Tommy Flaherty, tickets; Harold McDowell, musician; Dave Miller and Davis, talkers.

Rides include those of Ralph Forsythe, Mixup and dual Loop-o-Plane; Paul Towe's Silver State Shows, Octopus, Tilt-a-Whirl and Ferris Wheel; Ed Lundgren's Midwest Shows, Ferris Wheel, Merry-Go-Round and two kiddie rides. H. S. Mansel is foreman of Lundgren rides. Jack Kenyon has two cookhouses; H. P. Spencer, salt water taffy; Tony Spring, Frank Kondzolo, candy floss; Nick Theodor, pop corn; Schwartz Brothers and Hughes Brothers, novelties; Al Vogt, candy apples; Millard Caudill, pennants.

Concessions include those of Juanita Hunter, string game; Danny and May Starr, corn game and three others, with Mr. and Mrs. Roy Lewis, hoopla; Bob Harris, pitch-till-win; Joe Lamont, guess-your-age; Don Schwartz, shooting gallery; Jack Smith, picture gallery, with Clifford Smith and Buddy Morris, helpers; Frank Woods, darts; T. C. Hudspeth, scales; Emanuel Alfier, hoopla and bumper; Speedy Wilson, wheel; H. L. Baker, Don Ficus, string game; Doc Guffey, ham and bacon; Mr. and Mrs. William Hofmann, ball game; H. E. Shreve, hoopla; Joe Bevans, scales; Curley Baker, ball game; Buddy Thornton, wheel; Whitey Archer, wheel; J. H. Wolfenberger, cane pitch; Pete Benway, hoopla; Jimmy Dupree, penny pitch.

Free acts are the Four Sensational Jacks, a Jack Schaller aerial attraction, with Tony Strueby, Boots Strueby, Gilbert Attell and Al Keenan, and Capt. Kenneth Blake, fire diver. This is Director Newcombe's second consecutive year as head of amusements and concessions for the Sun Carnival. A parade of 75 floats from 22 Southwestern towns, coronation of queen and series of balls and other events are features.

Circus Acts Work For Sarasota IOOF

SARASOTA, Fla., Jan. 1.—Two large audiences attended the IOOF Indoor Benefit Circus in American Legion Coliseum here on December 16, reports Charles Webber, former Ringling clown, who with "Curley" Stewart, also a former trouper, directed the show, which was presented by the Loyal Repenski family.

Webber, who filled in with clown numbers, sustained a sprained foot and hand during the afternoon show when he fell from a trick ladder, but resumed his act for the night show. "Texas" Jim Mitchell was announcer. Maynard J. Larkin's 12-piece band, among whom were a number of circus musicians, played accompaniments and furnished music for a dance.

Program included Medria Alfonso, juggler; Mary Delbosq, foot juggler; Adolph Delbosq and Gustavo Loyal, equestrian comedians; Trio Germana, ladder balancing; Frederico Canastrelli, trained dog; Gustavo Trio, comedy acrobats; Hermana Novello, Roman rings; Clara Delbosq, 6-year-old acrobat, and Loyal Repenski Sisters, high wire. Clown numbers were by Gustavo, John Judge,

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Shrine Show in Chi, First Winter Circus, Offering Topnotch Talent

CHICAGO, Jan. 1.—First winter circus in Chicago in years is in progress in the International Amphitheater under auspices of Medinah Temple Shrine. Orrin Davenport produced and is directing the pretentious show, featuring such acts from Ringling-Barnum, Cole Bros. and other circuses as Capt. Terrell M. Jacobs, Jennie Rooney, Janet May, Dorothy Herbert, Six Antaleks, Davenport-Hodgini troupe of riders, Wallendas, Rudy Rudy-noff, Magyars, Flying Concellos and Flying Vassars.

While the show had a large advance sale, business was light the first three days, which the management had expected because of the show opening Christmas night. Business has built well the last half of the first week and the closing week is expected to be big. Shrine officials are highly pleased with the show as a whole and they are confident that next year's show, with more favorable dates, will draw tremendous attendance.

Orrin Davenport, veteran winter-show producer, has put together a highly pleasing performance, ably handled by another veteran, Fred Bradna, as equestrian director. Merle Evans is directing the band, which, because of union regulations, is made up of local musicians.

Tournament Is Colorful

To handle expected crowds additional seats have been placed in the Amphitheater, bringing seating capacity close to 10,000. Show has received excellent newspaper and radio publicity, work being handled by Walter Birmingham.

Opening with a colorful tournament in which all performers participate, the show is excellent thruout. Acts, in order presented, include Art Lind, Antaleks, Canastrelli Duo and Naida and Perez, in varied routines that give the show a good start; Dolly Jacobs and her riding lion, featuring leaps thru fire hoops; Capt. Terrell M. Jacobs and his lions in a fast-moving performance featuring the roll-over lion; lady principal, Etta Hodgini and Rose Walfelt in graceful riding; seals, worked by Gordon Orton and George Brown; comedy acrobats, Kerns Trio, Bell Trio and Donahue and La Salle; a colorful aerial ballet featuring Jennie Rooney and including Floretta Troupe and Palermo Troupe, swinging ladder girls, iron jaw, etc.; pony drills, Torelli's dog and pony circus in center ring, and in end rings Joe Hodgini and Gordon Orton; Roy Barrett and his hind-leg dog on track, an appealing act that always gets a tremendous hand; Janet May in her graceful feats of endurance, including 100 one-arm planges; menage number, featuring colorful Dorothy Herbert in center ring, and in end rings Ella Bradna and Bobbie Warriner.

with Rudy Rudy-noff directing; perch acts, Six Antaleks, whose work is outstanding, Naida and Perez and Carl and Babe, all very good; Davenport-Hodgini Troupe in an entertaining and graceful riding exhibition; small aerial number, including Ed and Jennie Rooney, Solts and Antaleks in double traps, Griffey Sisters, Barnett Sisters, Cyse O'Dell, Beasle Hollis, Genevieve Ward and Josephine Martin.

Concert and Side Show

Elephant acts are capably worked by Bobbie Warriner and Hunt Twins, Gloria and Bonnie; high wire, Wallenda Troupe, featuring three high with unicycle; Liberty horse acts, with Rudy Rudy-noff featured in center ring, and end rings worked by Joe Hodgini and Gordon Orton; acrobatic number, Magyars, a marvelous teeterboard act; Flying Concellos and Flying Vassars in a graceful exhibition, featuring Antoinette Concello's two-and-a-half. Interspersed thruout the show are clown numbers. Director Davenport has some of the best clowns in the business and they are doing excellent work.

Following the main performance a concert is presented, featuring Hoot Gibson and his Wild West boys and girls in a fast-moving exhibition of trick and fancy riding, roping, etc. Jack Tavlin has the side show, with a varied line-up of acts. Del Rio Living Dolls are featured.

SHOWMEN'S LEAGUE

(Continued from opposite page)

astically received by Brother Driver. Brother Harry Coddington at home convalescing. Committee visited Mrs. Charles Driver, who is seriously ill at Norwegian American Hospital.

A number of the ladies joined in the fun at the Showmen's League of America clubrooms New Year's Eve.

ELSIE MILLER.

Doc Green's

Erhardt, S. C. Weeks of December 20 and 27. Business good.

Doc Green's minstrel and radio stars were out front here, with Boyd Harris and Pistol Pete handling the comedy. Louis Augustino's five-in-one, featuring wild animals and their trainer, Jack Deveraux, was second. Deveraux is assisted by Walter Walters and Raymond Phillips, the latter a fire eater. Texas Slim Williams and Mrs. Sarah stopped over for the Christmas week. They were en route to Florida. At the cookhouse, headed by Mr. and Mrs. George Foster, a fine Christmas dinner was served. Those who attended the dinner were Mr. and Mrs. Louis Tye, Mrs. Frank Tanner, Mrs. Bula Puckett, Mrs. Raleigh Dickens, Alex Brown, Pistol Pete, Walter Walters, George Cole, Mr. and Mrs. Boyd Harris, Mr. and Mrs. George Foster, George Edwards, Raymond Daniels, Mr. and Mrs. Louis Augustino; Vivian, Vera and Sallie Mae Green; Lovenia Lambert and James A. Thomas. The mayor and chief of police here co-operated.

VIVIAN GREEN.

J. T. Gilbert

Fayette, Ala. October 29-November 3. Auspices, none. Location, lot opposite depot in business section. Weather, cool. Attendance and business, excellent.

A large number of concessions, several shows and two rides arrived here to play an event that did not materialize, but were promptly organized into a carnival under the management of J. T. Gilbert, owner of the rides. Arthur J. Burt was secured as general agent and a very good route was scheduled until the close of the season.

Marion, Ala. November 7-13. Auspices, American Legion. Location, lot in business section. Weather, cool. Attendance, excellent. Business, very good.

The show was delayed in opening for

two days due to the inability of auspices to properly adjust the matter of licenses, but it was finally arranged to the entire satisfaction of everyone concerned.

West Blocton, Ala. November 15-17. Auspices, Fire Department. Location, lot in business section. Weather, cold. Attendance and business, fair.

Forest, Miss. November 19-27. Auspices, Scott County Colored Fair. Weather, cold and rainy. Attendance and business, poor.

Due to the bad weather, an attempt was made to play a second week, but bad weather and no interest again resulted in poor attendances and the engagement for the latter part of the second week was canceled.

Magee, Miss. November 29-December 8. Auspices, American Legion. Weather, cold and rainy. Attendance and business, fair.

Franklinton, La. December 10-15. Auspices, Fire Department. Location, lot in business section. Weather, cold. Attendance and business, only fair.

Altho the weather reduced the attendance to a minimum, the business interests of the town were very co-operative and more than 20 advertising banners were displayed on the midway.

Roseland, La. December 17-23. Auspices, Fire Department. Location, lot in business section. Weather, cold. Attendance and business, fair.

After having combated rain and cold for more than a month with only one day of real business here, the management decided to call it a season.

The rides, belonging to the management, were stored here. Of the shows, which had joined at its opening spot, only one was on hand for the finale. Its owner, W. B. Musser, will play school-houses in Mississippi and Louisiana for the balance of the winter. Of the concessioners, B. A. Drake and H. M. Cleveland left to join the Miller Shows. H. A. Vick left for his home in Alabama accompanied by his wife, P. K. Leeson will rest a few weeks and then join another show for the winter.

Executives of the show at its close consisted of J. T. Gilbert, manager; Arthur J. Burt, general agent; J. C. Martin, special agent; Mrs. J. T. Gilbert, secretary-treasurer, and B. A. Quick, electrician. J. C. MARTIN.

Miami

MIAMI, Fla., Jan. 1.—Sol Salsburgh was suddenly taken sick.

It seems that Doc Duncan and Jimmie Vair are going into the kennel business. Buddy Sellman's Pomeranian, Gumsel, insists on a booth when working on a bone.

John M. Sheesley and party arrived Christmas Eve and are stopping at Ollie Trout's place.

Scale boys are doing nicely at various tracks.

W. M. Billingsley arrived for a conference with officials of Biscayne Track, where he may erect his Hopi Indian camp for the duration of the meet.

Miami has a new law under which no amusements outside of a band can appear at the tracks. The Supreme Court may give a ruling on this matter.

WANTED

FOR KITTANNING'S BIG EVENT OF 1938
Fourth Annual Jamboree and Old Home Week,
July 4th to 8th.

Independent Shows, Rides and Concessions. Free Acts and photos will be returned. 50,000 People will attend. Automobile given away. 50 Fire Companies in line. Something going on day and night. Reserve your space early, as we had to turn some away last year. WILL CONSIDER LARGE CARNIVAL. MARK SHINDLECKER, Chairman.
Hose Co. No. 6. Kittanning, Pa.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Shorts

ALETHEIA GROTTO CIRCUS, to be presented in Worcester (Mass.) Auditorium, will be for the benefit of crippled children, reports William S. Orkin.

BOB ST. CLAIR, recently contracted to present 20 circus acts under auspices of Wake County Sheriff's Department, Raleigh, N. C., reports Stan Reed, in charge of the promotion. Admission will be 25 cents and it is planned to give daily children's matinees. Space will be sold for merchant displays.

FISHER'S INDOOR CIRCUS, under auspices of Veterans of Foreign Wars, will play the Auto Show, Sumter, S. C., to be followed by an engagement at Spartanburg, reports Rudy Morgan. Show had poor business in Columbia due to proximity of Christmas.

FOR THE Fourth Annual Jamboree and Old Home Week of Hose Company No. 6, Kittanning, Pa., Mark Shindlecker has been named chairman.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

OPS CASH IN ON PIX CRAZE

BINGO BUSINESS

By JOHN CARY

WHAT'S WRONG WITH BINGO? ... Some of the best answers to this question that we have ever seen were sent us by The Billboard's circulation manager, Bernard A. (Bernie) Bruns. Bruns attended one of those very popular and therefore overcrowded bingo parties and here are a few of his comments: "The improvised benches, without backs, and the narrow tables are painfully uncomfortable. Once you are wedged in a location it is impossible to stand or stretch for three hours. Rather trying the first time encountered." (Wait'll you become a regular bingo fan, Bernie. You won't even know you're on a bench, much less what kind of a bench.)

THEN, TOO, Bernie continues, "I believe a set of bingo cards should be used that would eliminate more than one person winning the same prize." (If you can invent such a set of cards, Bernie, we know a couple of fellows who'll give you a lot of money for them.)

AND THEN, A SOCK idea is presented by the ingenious Bruns. We offer it here to the first operator smart enough to cash in on it. "I believe the bingo fans would appreciate transparent discs, which would prove an excellent check at all times, as to whether or not a number (See BINGO BUSINESS on page 58)

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

After Christmas, what? I think the outlook for salesmen is good and that they will get sizable orders right from the start. My suggestion is that you go out with a post-Christmas offer. Customers may expect price concessions. Do not overdo this. Your best plan will be to tell customers that you are carrying the new season's merchandise at special Christmas quotations, but that prices will go up as soon as regular spring season opens.

An interesting development of the pre-Christmas sales season was the large demand for ties, mufflers, table linens, cushions and other utility articles. Many house-to-house sellers stopped calling on individual customers and went on the street, setting up temporary stands in front of restaurants and in office building lobbies. This worked especially well during the last weeks before Christmas. It may give you an idea for next year.

Burr Webb says that he is going to give the winter sport centers the once over this winter with snow glasses, mittens and warm socks. He explains that he hasn't the faintest idea how it will work, but he has sufficient confidence in the thing to give it a trial.

Note to Elsie Johnson. Thanks for the compliment. I appreciate your reading

Snapshot Boxes, Candid and M. P. Cameras Bigger Than Ever

Salesboard ops, direct sellers cashing in on camera angles and adding to profits with films—item now recognized as year-round winner

NEW YORK, Jan. 1.—Ops are riding right along with the apparently endless wave of popularity of all-type cameras. Since the start of the camera craze about two years ago, snapshot boxes, candid cameras and 8-mm. and 16-mm. motion picture cameras have swept to new heights. And from all indications the end is nowhere in sight. Manufacturers whose cameras have found favor with ops in all classifications are General Moviematic Company, the Irwin Corporation and the Univex Camera Corporation. The first cameras and projectors, the latter with its standard still camera and motion picture camera and projector.

The foresight of these companies, as a matter of fact, is held in a measure, responsible for a goodly portion of the public's intense interest in motion picture photography. For, it is argued, if these companies had not produced motion picture cameras at prices so low that almost anyone could afford them, motion picture photography would never have reached the phenomenal degree of public acceptance it now enjoys.

Various Factors Responsible

Other factors responsible for the camera craze are: Theaters with stage presentations offering prizes to their patrons for the best candid shots of any portion of the stage presentation; general magazines and newspapers of all types running photography contests for their readers; the flock of "candid" street cameramen in New York and other large cities, who snapped you as you walked by and handed you a card offering to send you the developed print for 25 cents, and the unusually heavy advertising run by such film and accessory companies as Eastman-Kodak, Agfa and others.

Proof that the camera craze, rather than diminishing, is climbing steadily to greater heights is seen in the fact that magazines featuring candid camera pix are mushrooming up almost daily. At the current writing there, are 12 such mags: *Life*, *Look*, *Pic*, *Now* and *Then*,

the column. However, *The Billboard* also carries advertisements. I wish you would read them more carefully, because you would not waste your time waiting for my letter. The December 18 issue carried two advertisements that will answer your question.

Which reminds me: When you read a trade magazine like *The Billboard* you must realize that advertisements are part of the reading matter. They carry the important news of the nation's merchandisers. Missing a single advertisement may mean a real loss to you, because every advertisement is just another opportunity to make a larger income. Therefore, read all the advertisements as carefully as you read the editorial matter. Maybe my colleagues are not quite so strong on this point. However, I am a business man like you and, believe me, I read the advertisements.

I am interested in hearing how business is in the rural sections of Texas, the Panhandle primarily, West Oklahoma and New Mexico. If you have covered that field recently, please write. It will be appreciated.

Jep Jepsen, supersalesman, says: "Expect your customers to possess reasonable (See DIRECT SALES on page 58)

See, *Foto*, *Photo-History*, *Pictures*, *Glick*, *Rising Tide*, *Peek* and *Minicam*, and publishing industry reports indicate that others are planned for in the near future.

Certain ops working cameras of one type and another on deals have felt in the past that the pixmachines made good items only during the summer season. Last fall and winter, however, a few smart ops disproved this conception. With the really amazing advances in the production of super-sensitive film and improvements in the lens and the mechanical construction of the cameras themselves, pictures can be taken just as easily and will come out just as well on dull, drab winter days as on bright sunny summer days. As a matter of fact, a large percentage of the public feels that winter offers better photographic effects than summer.

Ops Augment Profits

Smart ops too have augmented the profits derived from placing camera deals, by handling a line of films. This additional profit source works out to best advantage in cases where the cameras placed (usually the motion picture type) can only use one type of film. The op makes a deal with the camera manufacturer (who is also generally the film manufacturer) for a handling arrangement on the film as well as the camera.

He then follows up systematically all the workers who are placing the deals (and who therefore have received a camera) as well as the winners of each card or board. When the operator has established himself as the source of supply with these people he can sit back and watch the film orders roll in. It is one of the most lucrative repeat angles ever developed in the salesboard field.

Direct Sellers Also Feature 'Em

Direct sellers also have taken to featuring a line of cameras and films and report a good business, especially in the rural districts and smaller towns, where these products are not readily available. The repeat angle works as well with this type of seller as with the salesboard operator.

Bingo operators seem to be the one group which has slept quietly thru all the hubbub of the camera craze. This reporter has attended innumerable bingo parties, mostly in New York and New Jersey, and has yet to see a camera of any kind offered as a merchandise award.

Perhaps, however, with the craze sweeping on, certain ops in this classification will lead the way and prove to those less imaginative that there is dough to be made with cameras.

All in all, it looks like cameras will prove a bigger profit-source for all operators this year than ever before. And there are plenty of operators, loafing around the sandy beaches of Miami right now, who owe it all to the fact that people like to snap pictures.

NADSCOS Report Delayed

Due to the Christmas and New Year holidays and the illness of one of the key members of the committee appointed at the National Association of Direct Selling Companies in Cincinnati early last month, no report on the committee's activities or accomplishments has as yet been released. *The Billboard* will, however, carry a full report on these accomplishments in the earliest possible issue.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Radios have always been popular on a card and a large number were moved during 1937. However, towards the tail end of the year there was a general slackening off in the demand and operators indicated they had their belly's full. Not so much because the public had gone sour on radios, but because there was nothing really new to offer. The point of diminishing returns had been reached on old numbers and the boys who had been working radios naturally switched to something else.

But a little birdie tells us that the new year will bring a reawakened interest in radios and one of the reasons for this will probably be Detroit's Pee-Wee. As the name implies, the set is quite small—it fits in the palm of your hand—and, because of its size, flashy dress and many "big set" features, it looks like a hot number for salescard promotion. The Pee-Wee comes in a choice of colors and is equipped with 4 RCA metal tubes and a dynamic speaker.

Among the first to see the potentialities of the Pee-Wee were Wesley and Jerrold Rowley and Victor Ruderman, of the Victa Sales Company. Jerry and Victor made a special trip to Detroit to tie up with the manufacturer and Victa now offers the set on a 99-hole card, 1 cent to 35 cents, with a \$30.80 take. There are four free numbers on the card and, in addition to the two Pee-Wee radios, four Wahl Eversharp Pencils are given away. Deal has been on the street about three weeks and, according to reports, it's clicking.

Manufacturers sometimes say they want no part of salescards because this form of distribution offers unfair competition to regular retailers. However, an operator can easily kill this argument. The manufacturer who raises this objection is in all probability selling installment houses and if his contention is true of salescard merchandising it surely is true of installment sales. When a manufacturer claims that salescards offer unfair competition to retailers he is either sadly misinformed or has not attempted to analyze this market.

After the first of the year the Florin Company will occupy larger quarters at the same address. Firm has taken on several new items and one of them, a jump numeral clock at an attractive price, looks especially good for a card. Clock is called the Chieftain and is (See DEALS on page 58)

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.

New Roller Ironer

The latest specialty in the electrical appliance field and a honey for agents and direct sales people is the new roller ironer, built on the order of a home electric presser. A roller at the end of one handle and a convex faced metal blade at the end of the other are brought together by lightly pressing the handles. The ironer covers half a trouser leg thoroughly and quickly. Comes complete with seven-foot cord and fits

neatly away in traveling bag—a boon to travelers. Light in weight, item is new, has eye appeal and is offered to trade at a price that permits a good profit.

New Calendar Clock

Kal-Klok is a new number being introduced by Silver Manufacturing Company which the firm declares has all the marks of being a natural for salesboard and premium promotions. The number is a clock, a calendar and an alarm all in one. In addition to telling the time, it tells the day of the week, the month of the year and the date of the month. Stands 5 1/2 inches high and is finished in wrinkled ivory, antique bronze or Chinese red. Alarm and time-setting controls are cleverly concealed under the graceful dome top. Clock is fully guaranteed and priced to sell at a reasonable figure.



Now the RADIO SENSATION
PEE WEE
POCKET RADIO

USES NO ELECTRICITY
NO BATTERIES
NO TUBES
NO UPKEEP COSTS

ONLY **\$2.99**

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tuner broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait—order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.00 per Dozen, plus postage, or send \$21.00 cash or money order and we ship postage. 25¢ deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each.

PEE WEE RADIO MFG. CO.
206 W. 2nd Street, Dept. 10-L,
LOS ANGELES, CALIF.

PANDA BEAR

Sensation of the season, Salesboard Operators and Distributors make big money using this new one.

\$2.50 Each

In Cellulohard. Height 27 in. Long Pile Push; extra quality. Most realistic. 25% With Order. Balance C. O. D.

PERSIA MFG. COMPANY,
416 N. Sangamon, Chicago.

QUALITY STYLED FUR COATS

Genuine Pilead Seal, Dyed, Cooney, Glossy, Big Finish, Latest style, finest lining. Best quality. All sizes, 18 to 42.

\$11.45

SEND FOR FREE PRICE LIST OF COMPLETE FUR COAT LINE.

GREY OF BLACK GOAT-SKIN RUGS

Deep, luxurious fur. Size: 2 1/2 x 3 1/2 ft. Special bargain price. **\$3.00 Ea.**

FUR FOX TAILS \$5 per 100 **\$45** per 1000

With Flag Streamers. Largest, finest tails on market.

1/3 Dep., Bal. C. O. D. With All Orders.

H. M. J. FUR CO.
150 W. 28 St., NEW YORK, N. Y.

\$100.00 PER WEEK Guaranteed!

Let us cheerfully refund your money. Our men earn up to \$100 per week profit with The New Life O'Brien Cigarette Lighter. Business reports from year to year with no additional investment in unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

M. W. M. Co. Dept. 28 Aurora, Missouri

GENUINE LEATHER BILLFOLDS WITH TALON ZIPPER

Unique Turned Edge Gives Neater Appearance. Double Bill Pockets.

Write for Free Descriptive Folder, or Send \$1.50 for 2 Samples. Special Prices on Gross Lots.

MID-WEST LEATHER GOODS MFG. CO.
8039 Linwood Avenue, Detroit, Mich.

Visible Coin Holder

Instead of carrying change in your pockets and bills in your purse you can carry both in a new combined visible coin holder and billfold. A glance tells you how much change you have, and bills and keys are safely tucked away in a roomy pocket in the back. Item's newness combined with genuine utility value makes it a dard for almost any branch of the business. N. H. Swanson Manufacturing Company, maker, offers a nifty margin to sales people also.

New Winter Auto Need

Chex is the name of a unique little item just brought out by Evans Products Company to stop loss of alcohol and other evaporable anti-freeze. It fits over the lower end of the radiator overflow pipe, and once installed is said to end the worries of winter radiator "freeze-up," making one alcohol filling last for the winter. Looks promising for the next few months for agents among individual car owners as well as operators of fleets of trucks and buses.

Fire Extinguisher and Alarm

Pirex Corporation announces a combined new giant automatic fire extinguisher and alarm which looks like a hot number for salesmen working prospects for fire protection. Item has a capacity of one quart of fire extinguishing fluid and its operation is automatic and positive. Company makes unique offer to replace every extinguisher that has been used to put out a fire during the first year.

BINGO

JOBBER DON'T BUY

Bingo Cards, Markers, Supplies, etc.

WAIT

FOR OUR SENSATIONAL ANNOUNCEMENT

in

JANUARY 15TH ISSUE

E. S. LOWE CO., Inc.
698 6th Ave., New York City.

"WILLIE TALK" Introduced Only a Few Weeks Ago

Is Proving To Be THE BIGGEST SALESBOARD ITEM IN THE LAST 10 YEARS!

Those Who Have Featured IT Are Reordering. Why Wait? Be the First

To Show IT in Your Territory. Write, Wire or Phone Your Orders!

But Be Sure To Show This Item.

34 in. Tall, Dressed in Sport Suit. Has Controls in Back to Operate. Mouth Opens and Shuts. Head Turns. Shipping Weight 5 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

Novelty Drinking Glasses—Another Hit!

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.

6 Distinctive Styles.

Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds.

Be sure to include transportation charges with order.

Packed 6 Assorted in Box

BIN101—Per Gross\$21.00 Per Dozen\$1.85

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.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

HOT OFF THE PRESS!

THE NEW 1938 CHAMPION CATALOG

- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Caretakers.
- Bideline Merchandise. Also Salesboards, Premiums, Notions, Carded Goods, Blades, Pipes, Soaps, Ballons.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO. 814-Y CENTRAL ST., KANSAS CITY, MO.

PEEK-A-BOOS

SENSATIONAL NUDES GLASS.

Each Glass has a Six-Color Reproduction of Six Beautiful Ladies, as illustrated. Turn the Glass Around and, Presto, the Lovely Lady Reveals Her Very Charming Nude Figure.

No. 4023—10-Oz. Capacity. Packed 1 Doz., Assorted to Carton. Per Doz., \$1.85. Per Doz. (In Gro. Lots) . . . **\$1.75**

Write for Information on DUMMY DAN and WILLIE TALK.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

Thank You for Mentioning The Billboard.

MAKE WAY
for TOMORROW



- WAKES YOU UP!
- TELLS THE TIME!
- SHOWS THE DATE!

KAL-KLOK comes in a choice of 3 Stunning Colors: Rich, Glowing Ivory, Antique Bronze and Chinese Red.

Here Comes KAL-KLOK THE CALENDAR ALARM CLOCK

HERE is the hottest salesboard and premium item you ever saw—a time-teller, a calendar and an alarm, combined in a clock of striking beauty! It's new... It's different... It's patented. A proven item on salesboards and pushcarts. It is taking the country by storm.

KAL-KLOK employs the famous rotary principle, combined with a simple, foot-proof calendar. Heavy cast metal case (not tin). Size 5 1/2 x 5 1/2 inches. Weight, 3 lbs. 30-hour guaranteed movement with ALARM.

Write Quick for Prices and Folder. Send 10c for Sample Push-Card and Plan. Manufactured Under Pat. No. 209-5392.

SILVER MFG. CO., INC.

2825 ELSTON AVE., Dept. B-100, CHICAGO, ILL.

"TOKFONE"—The 1938 Sensation!

NOW--TOKFONE, Jr.



TOKFONE, Jr.
Master Station.

consists of Master-Remote Station and 50 ft. of Wire... \$10.75 NET PRICE. It's the biggest buy in Communication Systems. NOTHING CAN TOUCH IT!

GET YOUR SHARE!

Crash This Fertile Market!

If you're in a position to "CASH-IN" with FAST MOVING-LOW PRICED intercommunication systems then you owe it to yourself to get in touch with REGAL—NOW!



TOKFONE, Jr.
Remote Station.

SEND FOR CATALOG • NOW READY!
REGAL AMPLIFIER MANUFACTURING CORP.
14-B WEST 17th Street Cable address "Ramcoamp" NEW YORK CITY

69c EACH
No. 8101—One Metal, Assorted Colors, Snap or Tint Pictures. Size: 1 1/2 x 1 1/2 in.

TEN FOR \$6.50
Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
223-225 W. Madison St., Chicago.

NOTES
from
SUPPLY HOUSES

What with changes of copy and the holiday rush, Teddy Grodin's New Year greeting was omitted from his ad in the January 1 issue of *The Billboard*. He extends best wishes for a prosperous 1938 to all the boys.

Fraletb Novelty Company, New York, will move to new headquarters February 1. Milton Leiberman, proprietor, informs will enlarge his bingo and carnival merchandise departments at the new location.

Bernie Renn is basking in the luxury of his new office in the headquarters of the Carnival Supply Company. Bernie enjoys a wide popularity among concessioners and states that this past season was one of the best sales years he has ever had. Renn has been associated with Bob Karpel, of Carnival Supply Company, for a number of years, having started with the firm in a minor capacity and worked up to the position of sales manager. He is regarded an expert in the matter of concession merchandise and has a faculty for showing the boys just what they want.

Jeff Marcus, popular representative of the Standard Safety Razor Corporation, announces that his firm has established a separate branch for the manufacturing of private brands of razors and will be glad to furnish readers with information. Jeff controls a large jobber trade in a wide territory covering numerous States and is regarded an expert in the

matter of razor blades. Recently the Standard Safety Razor Corporation established a New York office.

Monarch Import Corporation, a newly formed company dealing in novelties, gifts and notions, recently issued a catalog which it will be glad to supply to jobbers handling this type of trade. Firm states that it has direct connections with manufacturers in Europe and other countries and will direct its efforts solely to the jobbing trade.

Concern is staffed by men of long experience, both as merchandisers and importers. It will be glad to furnish this new catalog upon request.

There is joy galore at Mr. and Mrs. David J. Jacoby's residence on Crown street, Brooklyn, N. Y. The Jacobys have just announced that their son, Walter, will be married January 16 to Miss Ruth Rodin, of Brooklyn, at the Ambassador Hotel, New York. After the ceremony and reception bride and bridegroom will leave for parts unknown.

Walter is following in the footsteps of his dad, who founded the Mills Sales Company, and has already earned a reputation for his business acumen. Wally, as he is familiarly known to the trade, met Miss Rodin at Camp Perodol, West Copake, N. Y., where for several summers he acted as swimming counselor. He will resume business activities with Universal Wholesalers, which firm he heads, after the honeymoon.

DEALS

(Continued from page 56)
7 1/2 inches long, 4 inches high and 4 inches deep. Timepiece was evolved from two modern inventions, the electrical numeral clock and plastics.

The Sportsman's Special is being featured by Victor Specialty Company. Deal consists of a 2,500 midget-hole board and gives away the following merchandise: Two three-cell flashlights, two large knives, two briar pipes, two hunting knives, pocket knife, electric lantern, pocket watch, leather purse, a pair of field glasses, Stevens 410 shotgun, cigarette case, alarm clock, vacuum bottle, Winchester 22 rifle and 100 packs of cigars.

Happy Landing.

DIRECT SALES

(Continued from page 56)
Intelligence even if you haven't got it yourself.

From a correspondent who wishes to be unnamed I hear that he uses a cheap letterhead offer as a door opener on farms. Coming as a printing salesman gives him some class with the prospect. Every farmer is pleased to be told that he needs a good-looking letterhead. You won't always make a sale, but you can offer something more suitable for second choice.

When calling for the first time in a new locality pay your respects at the start to a local dignitary, lady or gentleman, state your business and enlist her sympathy. See whether you can have at least another introduction from her and follow the same practice with others. This may cost a little time at the beginning. However, it gets you the right kind of backing and makes your work easier later on.

BINGO BUSINESS

(Continued from page 56)
has already been called." (Thanks for the interesting comments, Bernie. I'm sure the readers appreciate them.)

ANOTHER CHURCHMAN CHAMPION of bingo is Father Aloysius S. Quinlan, of the Church of the Immaculate Conception, Camden, N. J. In response to the drive against bingo directed by Supreme Court Justice Frank T. Lloyd, Father Quinlan said: "Camden was never cleaner than at the present moment. Anti-bingoties are merely making a mountain out of a molehill."

POLICE APPROVAL was voiced for Father Quinlan's sentiment in that same city, when Police Chief Arthur Colsey declared that churches and other organizations conducting bingo games will not be molested if no cash prizes are given and they are not run by professionals.

AN INTERESTING MEETING, which we attended the other evening, held promise of furnishing further and more

INVENTORY CLOSE-OUT

MINIATURE CHARMS—350 Assorted, Ivory Finish, Colored Tassels, Great... 65c
LARGE TUMBLING MOUSE—Big feet. For Indoor Carnival Workers, Gross... \$3.60
SHOELACES—Imported, 27 in. Gross... 28c
SHOELACES—American Made, Black or Brown, 27 in. Gross... 32c
MEN'S HOSE—IMPORTED, Assorted Sizes, Dozen... 72c
AUTO STOP TYPE BLADES—6 in. Package, Per 100... 40c

Send for 1938 Catalogue.

BENGOR PRODUCTS CO.

875 BROADWAY, NEW YORK, N. Y.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3495 — Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on newspaper, 1 complete assortment in the printed envelope, Packed 3 Gross in Package, 10-Gross Lots, Gross (Postage Extra)..... 40c

PER GROSS (Postpaid), 55c.

Complete Price List Upon Request.

Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

LATEST STYLE FUR COATS
Pleated Seal Lamb-Skinned, puff sleeves, Johnnie collar, etc. Size 16 to 42. Write for latest price list of complete Fur Coat 1/3 Deposit. M. SEIDEL & SON, Balance 20 W. 30th St., N. Y. C. G.O.D. \$1150

WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!
Let me send you this most all-around, well-tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.
SEND FOR SAMPLES—FREE OF COST. Write today for FREE DETAILS, ACTUAL SAMPLES and "sure-fire" money-getting plan. Send no money. H. J. COLLIS, PROGRESS TAILORING CO., Dept. A-117, 800 S. Throop St., Chicago, Ill.

NO FIRE HAZARD!

Take no risk with Inflammable Comics! Always feature Safe Comics of genuine hard rubber. Send for the price list or a Dollar for Samples. In six different styles, combs, postpaid.
LENA GALLOTTI, 248 7th St., Leominster, Mass.

SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 25 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.
S. S. ADAMS CO., Asbury Park, N. J.

Interesting evenings. We met Bill Block, jovial head of the Hamilton Producing Company, bingo operators de luxe, and bill kindly invited us to "come out and see him some time." We're planning to do that at our first opportunity and we'll pass whatever dope Bill gives us on to you.

NEVER YET SEEN at a bingo party by this reporter was a camera. With the apparently endless craze for snapshot cameras, candid cameras, motion picture cameras and every other type, we can't understand bingo party conductors neglecting to offer this as one of the prizes. Who'll be the first to cash in on the camera craze? Or have some of you already done so? Drop us a line and let us hear from you... about cameras or anything else you feel will be interesting.

Xmas Dinner at Barnes

LOS ANGELES, Jan. 1.—At quarters of the Barnes show on Christmas Day more than 100 were served dinners and baskets by Manager S. L. Cronin. Herman Walker was chef, serving a turkey dinner.

Mike Golden came in from Glendale. He had been ill.

REMINGTON
PENS • PENCILS • COMBOS



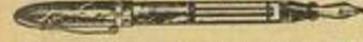
ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS
Garnet and Whitestone
Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.
OLYMPIC BEAD CO., 307 6th Ave., New York



Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for 10 Samples of popular styles.
pendants, Crosses, Bracelets and Items for Engraving.

UNDERWOOD
PENS • PENCILS • COMBOS



PLUNGERS—Special \$18.00 PER GRO.
GRODIN PEN CO., 396 Broadway, New York City.

PLUNGER PENS, \$20.00 PER GROSS.
Don't Buy Your Pens Until You See Our Samples.

- No. 4—MOTTLED PLUNGER.....\$20.00
- No. 4—PEARL PLUNGER.....21.50
- No. 4—MARBLE CORK PLUNGER...21.50
- No. 6—PEARL PLUNGER.....20.00

All 4 Samples, Prepaid, 75c.
BENSON PEN CO., 347 Plymouth Bldg., Minneapolis, Minn.

ELGIN & WALTHAM
WRIST WATCHES \$3.95

In New Cases.
Send for Circular, showing the Biggest Bargains in Reliable Watches and unadorned Dials in the country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

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. Prepaid Shipments.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Rose Workers always have dough, and when you tell prospects Roses are made by the Goodrich Co., Est. 1844, they buy with confidence. Pitchmen, Window Workers, Dicta, write for law 50c. 50c. Best season ahead. Sample 50c.

GOODRICH, 1500 West Madison, Chicago, Dept. 89-1.

PAPERMEN
Attractive farm paper proposition. For good Southern territory write C. L. BOBSON, Raleigh, N. C., or R. W. TAYLOR, Cotton Exchange Bldg., Memphis, Tenn.

MED. MEN OPPORTUNITY
The G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.

Big Profits!
Own your own business, starting at \$5.00. Check, Social Security Tags, Name Plates, Samples, with name and address, 25 cents.
HART MFG. CO., 311 Degrass Street, Brooklyn, New York.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New Gold Flash Cover, Pioneer of Conscientious. Everybody must have one. Will Rogers' Latest Jokes, 2c. Flashy Attraction. Flag Clothing Cards, 5c. Veterans' Magazine, Holiday Flash, 1c. Veterans' Notebook, 2c. 3c. Patriotic Calendar, Hot Season, 1c. Samples, 1c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

PITCHMEN
A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

THE NEW ONE . . . is here—1938. What do you think of him?

DID YOU MAKE ANY . . . resolutions for New Year's? What was at the top of your list?

WE KNOW SOME FELLOWS who could stand on their own feet if they had heads to balance themselves.

DON'T FAIL . . . to peruse the Letter List each issue. There are always hundreds of letters on hand and some of them may be for you.

HOW DID THE CHRISTMAS . . . toys go this year? We've read that they were somewhat off from last year, but some of the boys report that they did okay with demonstrations in windows and indoor spots.

NEW ORLEANS formerly was a nifty spot for noise-making specialties on New Year's Eve and pitchmen were known to turn concessionaires during the festivities. How was it this year?

HOW'S ABOUT SOME PIPES . . . from the New England States? People up that way have been pretty silent of late. What's wrong? Better pipe in the news or the folks in the South will begin to feel that you are frozen in for the winter.

IT'S NO SECRET that experience is a great teacher. But the charges plenty for her instructions.

JAMES FERDON . . . the Great Pizarro, is reported to be working to some fair takes on the West Coast.

EDDIE DELOY . . . cracks from Waynesville, Ga., under date of December 22: "After putting in a loser this year with a med show I joined Walker's Family Show, a tented picture and vaudeville organization, in the capacity of comedian and musician. Line-up includes Sallie Hughes Walker, owner; Neal and Grace Brodie, Smoky and Gertrude Strickland, Elizabeth Strickland and Ed Jahraus. Organization is doing an okay business and is being transported on three trucks, one trailer and four housecars."

RICTON . . . the "Barnum of the sticks," blasts from Sterling, Ga., that his organization and Mother Hughes Walker's show were only three miles a part last week. He adds that both shows had a swell time visiting with each other.

LAST YEAR and its predecessors are dead. What the future holds and how each can work for the betterment of his profession should be the chief concerns of Pitchdom in general. Are they?

BUFFALO ODDY . . . Texas Tommy and Chief Sweetwater are working to fair business in Seguin, Tex., according to reports emanating from that sector.

LEND AN EAR . . . fellows, and listen to Frank Halthook's "Life-o-Gram," which he fogs thru from Burlington, N. C.: "A cent and a half is a right smart sum when your poke is badly bent, but I've heard tell a Christmas bell will ring right loud for a cent. Now I can't feel this darn new deal or I'd send you a half a yard; with the poke all bent, I've spent a cent and wrote a Christmas card."

INDIANA, PA. IS . . . reported to be okay on Fridays, Saturdays and pay days, but you must see the sergeant there for an okay.

HOW DID 1937 treat you? We've heard that it sprang a flock of troubles for some.

HERE'S EDDIE GILLESPIE'S . . . piperoo from Altoona, Pa.: "My sidekick, Al Kleihauer, and I worked this spot for Christmas and it was just fair. Shops only worked three days in December, but we wound up with a few nickels. Plan to go to New York for about a week and

then open with oil in a Philadelphia chain store. Would like to read pipes from Lester Kane, Fred McFadden, Earl Davis, Charlie Kasher, Leonard Rosen, Johnny Voght, Larry Gray, Frank Libby, Art Cox and Art Fredette."

REPORTS FROM . . . Johnstown, Pa., indicate that several of the boys working that territory have been clicking to some real takes. Streets there are open and can be worked if you see Chief Shields first.

DR. A. L. FETTERLING . . . better known as Chief Long Eagle, reports that he is located in Lawton, Okla., where he is working med there to fair-to-middlin' business. Dr. Laird and Dr. Paremore have also taken spots near by, according to the Chief.

BECAUSE OF RESTRICTIONS there are times when one's pent-up feelings of gratitude cannot be expressed in more printed words, especially during the holidays. Many of the boys and girls and firms will know to what the writer is alluding.

AN INTERCHANGE OF OPINIONS . . . thru the Pipes column is one of the best ways to find a happy solution to any problem.

ALMOST EVERY WEEK . . . this column's scribbler receives requests from many of the boys and girls to have certain parties write them and many other requests which are purely personal. In the Classified Advertising Department there is a column labeled "Personals." Thru this medium you may send messages of business or other personal nature to your friends in the profession. Try it, fellows; the rate per word is low. Needless to remark, personal messages to others can not be published in the Pipes column unless they pertain to cases of illness or death.

HAVEN'T BEEN RECEIVING . . . much news from Canada these days. What's up? You fellows working Montreal, Toronto, Winnipeg and Vancouver, come on in with some pipes. It takes very little of your time.

PITCHMEN AND DEMONSTRATORS, along with their enterprising characteristics, are deep thinkers and keen observers. Unfortunately, however, some of the long experienced fellows fail to allow these former qualifications to function properly.

MR. AND MRS. HARRY WOODRUFF . . . "fountain pen king and queen," are working the writin' sticks around Baton Rouge, La., to swell results.

COUNT H. L. HARRINGTON . . . is still working the sheet around Fayetteville, N. C., and reports indicate that he is getting his share of the lucre.

WALKER AND COZY . . . well-known pitch team, are spending the winter in Indianapolis, Walker's home town, where they are playing club and vaude dates. Walker scribes that he plans to open his med show on lots about May 1 and play South Indiana. The duo has been conducting a med show in Texas and Oklahoma for the last six years.

WE HAVE READ reports to the effect that many have failed miserably in their understanding to the public and obligations to fellow pitchmen in 1937. Don't let that same condition exist in 1938.

BLAINE YOUNG . . . pitchman and show talker, is still garnering the lucre in Colorado territory with a swell line of merchandise.

PIPE IN . . . Dr. Ross Dyar, with a few shots of Florida news.

PAT GRAHAM . . . scribbles from Jacksonville, Fla., under date of December 27: "Bobby Biddle and I are down here where the grass is greener and the sun hits both sides of the street. Our season here started out well and the takes thus far have been fairly good. We're working coils on a

BIG PROFITS! AMAZING NEW BUSINESS



Sell Stores Nationally Advertised Goods. Get into a business of your own without capital. Large profits possible right away. Show merchandise plans that increase sales, profits. Handle Nationally Advertised Line for the goods. Put up an self-help Counter Displays, 200 daily promotion. Included is Laymen's Appeal—approved by Good Housekeeping Bureau—and famous Twenty Grand Blinds. Get free book which tells how you can build big-pay store route.

Free Book
Free Book
World's Products Co., Dept. 188, Spencer, Ind.

PITCHMEN

Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming.

Get Started on This Now.
Price, \$7.20 Per Gross; Sample, 10c.
GOLD MEDAL PRODUCTS CO.
133 E. Pearl St., Cincinnati, Ohio.

FREE! FREE! FREE!
GENUINE
25 GEM BLADES

Retail Value, \$1.35. Genuine, New Gem Micro-matic Single Edge Blades. Fit All Gem Razors. **FREE WITH 1.00**

Wilcut Blades for \$3.25

WILCUT Double Edge Blades are made of the finest Charcoal Steel, highly tempered, triple tested. Every Blade Absolutely Guaranteed. Send 10c for Sample Pkg. 5 WILCUT BLADES. Full Cash with Single Deal Orders. 1/3 Deposit on Quantity Orders.
JEDRO CO. 136 W. 32nd St. NEW YORK

LOOK! READ! ACT QUICK!

Just Out! New Metal Changeable Sign. Sticks to glass. Merchants grab it at 50c, costs you only 14 1/2 c in 100 Lots; 15c in Lots of 50; or \$2.00 per Dozen. 146 Letters and Figures with each Sign. Free particulars.

SPECIAL SAMPLE OFFER
We Will Send 5 Signs with 50 Letters Upon Receipt of Only \$1.00 M. O.
AD-A-LINE SIGN CO., 721 S. Dearborn St., Chicago, Illinois.

The only Pen just like a Barker, is another Barker. THE PEN THAT SENDS YOU TO THE BANK. PLUNGERS — COMBINATIONS — SETS.



JAS. KELLEY, The Fountain Pen King.
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

EZ WAY STROPPER, Sample 35c
SEE OUR NEW ITEMS.
RADIO STROPPER CO. SANDWICH, ILL.

ACE BLADES
FACTORY PRICES. FREE DELIVERY.
Details FREE. (Samples 10c).
ACE BLADE CO.
37 South Avenue, Dept. 1-T, Rochester, N. Y.

WOMEN WHO CAN SEW!

Write me today for amazing opportunity to earn extra money without canvassing.
Harford, Dept. B-184, Cincinnati, O.

EXPERIENCED PAPER MEN

Come to Texas, where business is good. Well-known National Farm Paper for square-shooters.
E. HUFF, Temple, Tex.
P. O. Box 221, Temple, Tex.



**NEVER...
...BEFORE
THESE VALUES
TO REDUCE
Big Inventory**

- RAZOR BLADES, D. E., various brands, 5 to box, cellophanned. 1000 Blades \$2.60
- UNITED D. E. RAZOR BLADES, 5 to the box, cellophane wrapped. 1000 Blades 3.50
- OLYMPIC B. E. RAZOR BLADES, 5 to the box, cellophane wrapped, a real bargain, 1000 Blades. 5.50
- BLADE PACK, containing 25 Blades with soapcase for used blades (40 Blade Pack lots) Each Blade Pack. .10
- SHAVING & DENTAL CREAM, 3 1/2 Size Tube, assorted (Gross lots) Each. .03
- SHAVING & DENTAL CREAM, 6 1/2 Size Tube, assorted (Gross lots) Each. .04 1/2
- 8 H A V I N O SOAP, Individually Boxed, Gross Boxes. 1.80
- 25c SIZE SOAPS, Individually boxed. A big line of perfumed soaps and specialty Shampoes and European Soaps. All big bargains. To reduce stock on hand. Never again this low price. Gross Boxes. RUBBING ALCOHOL, finest grade, 70 proof, 16 oz. New Pinch Bottles, attractively labeled. (Gross bottle lots) Each bottle. .05 1/2
- ASSORTED LOTIONS, beautiful bottles, attractively labeled (Gross lots) Each Bottle. .04
- ASPIRIN, Twelve 5 Grain Tablets in tin (Gross lot tins) Each tin. .01
- ASPIRIN, 100 Tablets in Bottle (Gross Bottle lots) Each Bottle. .07
- PENETRO COUGH DROPS, A Famous Make, Display of 20 boxes. 3.50
- POCKET COMBS, metal, each with Pocket Slide, Gross, complete. 3.75
- MERE'S CLIP COMBS, metal, each with Tempered Steel Clip, Gross. ARMY & NAVY NEEDLE BOOKS, 25c Envelope, Gross, complete. 1.00
- NEEDLE THREADERS, with tool, on card with illustrated directions. Gross. .35
- SEWING KIT, Cushion Top, Mirror Insert, Case, Nickel Case (Gross Lots) Each. .04
- SAFETY PINS, Steel, 12 assorted on Card, Gross Cards. 1.56
- BOBBIE HAIR PINS, 25 on Card, Black or Brown, Gross Cards. 3.00
- THUMB TACKS, Branded, 36 to Box. 1.00
- POT CLEANERS, Scented Mesh Steel, Gross. 1.80
- SHOE LACES, American Made, Paired, Branded and Branded, (10 Gross Lots) Gross. .33
- SHOE POLISH in Tubes, Black, Brown and Rust, An exceptional buy. Gross Tubes. 3.90
- ADDRESS BOOKS with Index, assorted colors, worth double. Never again so low. Gross. 3.75
- FUSES, 10 to 30 Ampere, 100 Fuses. 1.25
- POWDER PUFFS, with Ribbon, Color Wadded, Gross. 2.88
- ZIPPER POLO SHIRTS, assorted colors, all sizes, special to reduce stock. Dozen. 1.75
- BLANKETS, Irish Design, full size, price exceptional. Each. 1.05
- VANILLA, very high grade, 8 oz. Parcel Bottle, Special price, as we are overstocked. Gross Bottles. 7.20
- SPICES, attractive tins. Pure, full strength. Big variety. Gross. 3.75
- BALEBOARD SPECIALS, 1,000, Nola, Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards, Big Variety. Your Choice, Each. .70

As always, we guarantee NEVER to be UNDER SOLD. Prices subject to change as stock is reduced. Deposit of 25% with all O. O. D. orders. FREE CATALOGS OF 1,000'S OF OTHER ITEMS.

MILLS SALES CO.
Our Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALES

**ELGIN & WALTHAM
WATCHES \$1.75**
7 Jewel, 18 Size in Engraved Cases etc.
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.,
113 N. Broadway, St. Louis, Mo.

WORK JEWELRY SALES—THEY'RE BIG

A promoter's dream come true; that's how tremendous ring sales and cross pendant sales are right now.

Write for Catalog No. 21 showing newest styles in

- CROSSES • WHITESTONE RINGS
- CAMEO RINGS • ENGRAVING ITEMS

HARRY FAKULA & COMPANY
8 No. Wabash Ave., CHICAGO, ILL.

SOAP PRICES CUT

Fast Selling Bargain Deals in Baby Toilet Soap; Combination Deals that knock down the big money. Every "throw" a sure sale. No blanks. No profit limit. Worth-the-money merchandise at 25c, 50c and \$1.00 deals. Complete new line priced lower. Rush name for full free details and big starting offer, or save time by sending 25c for big box of samples.

ATCO SOAP COMPANY, Dept. 71, Dayton, Ohio

new flash Terraplane car. Would like to read pipes from Eddy Jamison, Byron Beaver and Tim O'Day.

PAUL (RUSSELL) BRADSHAW . . . is still doing his escape act and passing out plenty of hum-a-tones in Miami, according to reports from that sector.

D. W. THOMAS . . . is heading for Miami, where he plans to spend the winter.

HAVE ANY OF YOU . . . fellows considered working the Springdale, O., stock sale which is held every Saturday? Reports indicate that it is a good spot and can be worked with impunity.

KCK IN WITH . . . news about your holiday spot. Now's the time.

YOU INDOOR AND DEPARTMENT . . . store demonstrators, how about some pipes on the latest news?

TO THE LADIES: This column isn't a stag affair. Your pipes, like all others, are always welcome.

DUKE DOEBBER . . . pipes from Dallas under date of December 27. "Left Dr. Stanton's show at Texarkana, Tex., and came here, where Whittie Hollmond, of corn punk fame, and I have framed a store show. It certainly was a pleasure to be able to work with Dr. Stanton and his organization. Look him up, you fellows who are contemplating going thru Texarkana. Any of the boys working this territory are welcome to visit with Whittie and myself. Would like to read pipes from Tom Sigourney."

E. L. (EDDIE) KIEHL . . . is reported to be working Virginia territory to an okeh business.

THE WRITER RECENTLY . . . stated that he felt the boys and girls in Pitchdom should be permitted to give vent to their opinions as to who is the fashion plate of the profession. At that time several of the boys piped in that Doc Boyce was their choice, contending that it was not unusual for the Doc to make as many as seven sartorial changes in one day. Now comes Mrs. Tom J. Butler from Hammond, Ind., with the query, "Who's who in the fashion-plate parade now?" "Our choice," says Mrs. Butler, "is Doc George Holt. If you don't believe it, ask any of the ladies in the town where the genial Doc conducts his med opy. When it comes to neat dressing Doc is tops as far as we are concerned." It's your discussion, boys and girls. Let's have more of this type of pipe. Who is your choice?

THE NEW YEAR may be only a "babe" now, but many pitchmen feel that it has good prospects of becoming quite a husky lad a little later on.

WELCOME VISITORS TO . . . the pipes desk this week included Sid and Mike Shipman and George Furdue. The boys reported that they plan to work coils in Cincinnati for several weeks before making the tobacco sales in Southern Kentucky. The Shipman brothers also plan to spring their new hum-a-tone idea on the Kentucky trek.

JOHNNIE WARD . . . is reported to be spending the holidays with his folks in Memphis.

"BUSINESS HERE, during Christmas week wasn't up to last year, but we did a fair business in our store despite the fact that the weather was bad and money was as tough to get as pulling a hen's teeth," scribes Doc George M. Reed from Columbus, O., under

date of December 29. "Walter Byers got top money, which is as it should be. I believe he is one of the best toy workers I've ever seen. Walter and I plan to close our store here about January 1 and then head for the farm sales."

TRIPPO PININGS: Consistent discussions of jackpot pitches and jackpot money usually leave one in a helluva spot.

THOMAS L. REYNOLDS . . . blasts from Memphis under date of December 28: "We certainly had a big time at the Pontotoc Hotel here Christmas Day. Our party included Bob Strayer and wife, Richard Kennedy, George Maddins, Irish Reynolds and myself.

BILL SOLOMAN . . . was sighted in Memphis last week while en route from Hot Springs, Ark.

GEORGE HATFIELD . . . 77-year-old novelty pitchman, is taking things easy in Columbus, O., this winter.

FRED AND ROBERT (RED) GUTHRY . . . were very much in evidence with a swell line of toys in Columbus, O., during Christmas week, according to reports from that neck of the woods.

DR. STOUT . . . is reported to have worked the market in Columbus, O., Christmas week with toys and calendars to an okeh business.

AMONG THE PITCH . . . fraternity sighted in Oklahoma City thru the holidays were Blackie Sherwin and wife, Mr. and Mrs. Smoky Pittman and Bob Laidlaw.

THINGS WE NEVER HEAR: "I must remember to give the pitchman a break."—A city dad.

"HERE I COME . . . again," pens Dr. Victor B. Lund from Oklahoma City under date of December 28. "Blew in here Christmas Eve and spent an enjoyable Christmas with Dr. Harry Kinchele and wife, having a wonderful Swedish dinner with all the trimmings, eggnog included. The doc and I have had a fair season and expect a real one in 1938. At least that will be my New Year's resolution. Would like to see pipes from Herb Johnston, Johnnie Voght, Ray Eder, Jack Flower and wife."

EDDIE ST. MATHEWS . . . and wife are now in California, where it is reported they enjoyed a real Christmas day.

JOHNNY McLANE . . . fogs thru from Atlantic City that he spent Christmas week in Philadelphia, where everything was wide open and everyone seemed to get his share. Johnny will open with his act in an Atlantic City restaurant New Year's Eve.

SHORTY GRACE . . . and Gene Fredette are still among those present out California way.

DOC A. E. (BILL) FISHER . . . tells from Cheraw, S. C.: "Closed my med show, with Smoky (Bud) Davis as comedian, here November 27. Good crowds greeted us and business was satisfactory during our tour of the Carolinas. Plan to reopen early in February."

MEMORIES: Remember the time that Doc Fred Gassaway had his shirts washed by a colored woman down in Texas? The mammy hung the wash on a fence to dry and went about her other chores as usual. When she returned to pick up the wash she found, much to her chagrin, that grass at the bottom of the fence caught fire and burned the shirts, with the exception of the cuffs. The woman's little boy returned the cuffs to Doc with the explanation: "Here's your wash, mista, and ma says yoah all don't have to pay for it dis time."

"INCLEMENT WEATHER . . . and the fact that shops are either closed or are working only a few days seems to have made pitching outdoors in the North during the winter a lost art," opines D. J. (Dutch) Varga from Akron, O., under date of December 28. "We managed to stay here for the holidays as per my last pipe and spent an enjoyable Christmas visiting my mother. It was our first visit with her in 12 years, so despite the fact that snow and icy weather are not to our liking, it was worth staying up here on that account. My wife and I are now heading for the sunny confines of the South, where we plan to winter. Would like to read pipes from 'Jarwrench' Ross, Al Katz, Jack Young, Joe Morris, Bud Parsons, French Thibault and Jack (Red) LaMore."

Pitchdom Five Years Ago

Doc Bob Smith and wife were suffering from influenza. . . . Homer Bronson was still on the old paper "down yonder" in Memphis. . . . J. E. Leonard was directing and financing a crew in Allentown, Pa. . . . P. M. Cook, speedy scissor artist, was cutting up on the Pike at Long Beach, Calif. . . . "Christmas week was just fair," was the word from Dusty Rhodes from Tampa, Fla. . . . Pashe Indian Bassett was working in Howard's store in Los Angeles. . . . Tommy McNeill, soap worker and lecturer, was confined in a New York hospital. . . . Rolling "Thunder" and wife had their Kiowa Indian Med Company cliking in Quaker Ridge, N. Y. . . . G. R. Mines, just up from North Carolina, was spending the holidays in Cincinnati. . . . Al Siegel's pitch store in New York was proving a big disappointment due to its location. . . . Doc E. Johnston was lecturing with a med company playing Southern Ohio spots. . . . Fred Holst, reputed to be the oldest pitchman on the West Coast, was all hyped up over his new 25-cent scope. . . . Charles Skully was still working sheet in Miami. . . . Long Beach, Calif., was proving to be only fair for Mary Egan. . . . Stanley Anderson was still managing to make a go of it in Jersey City. . . . Frances Paceiore had a window demonstration going to good results in a New York store. . . . Mr. and Mrs. Winchester were working med on Towne avenue, Los Angeles. . . . Pitchmen were conspicuous by their absence in Arkansas territory, according to Louis E. Collins, better known as Roba the Mystic. . . . Paul Reeves blew into Los Angeles after an okeh season in the North. . . . Doc Jack LaMell closed his pitch store on 125th street in New York. . . . Business in the hard-coal section of Pennsylvania for the Gilbert & LaMonte Show was just fair. . . . Only two locations, Madam Ray's and Silent Bob Brann's, were operating in Coney Island. . . . Johnny Hartley was finding fast business but low prices in Los Angeles. . . . NHA opened a neat store in Washington. Its roster was headed by none other than Sam Kramer, pitchman. . . . That's all.

HUSTLER'S TIPS: An item which has proved itself to be a huge money maker at this time of the year is the eyeglass cleaner. Have you fellows given any thought to working this winter item which is becoming more and more of a necessity to a field that is unlimited? Reports drifting in to the pipes desk indicate that any smart pitchman can acquire a sizable bank roll by working the eyeglass cleaner.

DOC TEX MACK . . . scribes from Des Moines that he has everything lined up for an early opening in 1938. He adds that he met several pitchmen in that territory and all seem to be doing okeh.

HERE'S SOME DOPE . . . for shop pitchmen as reported by one of our scouts: Rubber shops in Akron, O., are either closed or are working from one to three days per week. The same condition exists at the Youngstown and Warren, O., steel mills. Dayton, O., is fair, as is Cleveland. Reports from Detroit indicate that the shops there are on a part-time basis only and many of Motor City brigade are finding it necessary to leave. Shops in Pittsburgh are also reported to be working only short time for the most part.

REPORTS DRIFTING IN . . . to the pipes desk from Columbus, O., indicate that the pitch fraternity was well represented on High street in the Ohio capital during the holidays.

PITCHMEN'S SAYINGS: "The thing that costs the least and does the most is a pleasant smile."—Doc George C. Fady.

WEST'S . . . (Continued from page 53)

chimpanzee and lion show, Neil Berk, who is again general agent for the show, has assumed his duties. A big Christmas repeat was in order for all in quarters. Several new wagons, including a new electric house, will be built under supervision of Art Courtney.

CHARLES T. SMITHEY.

FASTEST SELLING ITEM OF THE PRESENT DAY

A 5c Seller, and you have 14,000,000 prospects. Cost 2 1/2c each in 100 lots. Send 10c for Sample or \$1.00 for 2 Dozen. Money refunded if not satisfied.

M. L. CLARK
950 Anado Bldg., St. Louis, Mo.

Hartmann's Broadcast

ALTHOUGH San Francisco's Golden Gate International Exposition is slated to open in 14 months, close observers agree that the city by the Golden Gate is not heated up to the same extent that it was at the same time prior to the opening of the Panama Pacific Exposition in 1915. They say the 1939 exposition has oodles of money to work with, magnificent headquarters and plenty of national, state and city and county backing, but that it seems all this support is tinged with politics of different hues that are detrimental to the fair's best interests.



A. G. HARTMANN

Franklin Bell, executive director and vice-president of the exposition, and C. M. Vandenburg, director of publicity, are rated as the only chiefs that really know what fair management is, while to the showmen interested in concessions Frederick Weddleton is the best known name. Weddleton, the observers say, is really the only dyed-in-the-wool and practical showman connected with the enterprise and that he is hamstringing by orders to the extent that if he has to continue to write each and every detailed happening to a superior who is a layman and not a showman the exposition will be over before he receives all the replies. No end of praise is due Weddleton, they declare, for his work and kindly treatment of showmen negotiating or doing business with the concession department.

Many of the country's best known and most capable executives in the exposition show world are standing by wondering how long it will be until the usual S O S for showmen goes out and they go in. They agree that San Francisco has the making of a great fair but that it will take less politics and more showmanship to put it over.



A CLIPPING of interest to carnival men has come to our desk from a Jackson (Miss.) newspaper. It concerns a man and woman who are making a tour of the country lecturing on and demonstrating controlled games and reads as follows:

"In the high school auditorium Friday Mr. and Mrs. A. M. Boyette, an educational team, gave an interesting lecture and demonstration, exposing the carnival 'racket'."

"Mr. and Mrs. Boyette have been affiliated with carnivals and are very well qualified for such talks; however, they are now on an independent lecture tour throught the nation. Mr. Boyette exposed all the control games and devices of the carnival, mindreading and fortune telling. His wife is the only person practicing mental telepathy who is licensed by the federal government to broadcast in the United States. They use the 'key and lock' code in their demonstrations of mental telepathy and mindreading. Mr. Boyette says that all this 'racket' is 'hokey,' so don't play at the other fellow's game."

"The lecture here and one at Clarksdale will complete the Mississippi tour."

It's hard to say what effect this lecture and demonstration work will have on the game concession business. It all depends upon the way in which it is handled. Data in that respect is lacking. If the Boyettes are sincere in their venture, which we hope they are, and make clear to their audiences the difference between a legitimate game and an illegitimate, we feel that no harm will be done to the game operators

working on the up and up. But if no distinction is made between the two types of games—and everybody knows or should know there is nothing that cannot be abused—then the Boyettes will do harm to not only carnivals but every field in which game concessions are used. Having earned their bread and butter from carnivals once, as the clipping states, we cannot believe that the Boyettes would condemn the good with the bad.

HEART OF AMERICA

(Continued from page 3)

are affiliated with carnival, circus, amusement parks and other phases of show business, had reserved seats at the banquet.

The toastmaster this year again was W. Harry Duncan, until recently manager of Fairyland Park and one of the oldest members, who did the emceeing task for the eighth year and did a masterful job. Duncan introduced Mayor Bryce B. Smith to start the program off with a bang. The mayor always has been popular with showmen in this section and he received a big hand when he expressed his thanks for being invited to wine and dine with a group so distinguished as the HASC.

Tom Collins Smash Hit

Duncan next introduced Tom Collins, who scored a smash hit at the recent Showmen's League of America convalescence in Chicago. Speaking rapidly, with each sentence interspersed with a joke, Collins launched into a discourse on an original subject he calls *In Defense of Loafing*, which brought enthusiastic and heartfelt applause by the merry group, and was called back for an encore. This was the first time in his life he ever returned to a platform after finishing his humorous discourses. Collins has been featured in two motion picture shorts and noted for his humorous speech-making in many cities and towns throughout the United States, and is Sunday and literary editor of *The Kansas City Journal-Post*. He has appeared before the HASC on several previous occasions and always is greeted with a warm welcome.

Duncan followed Collins' speech by introducing everyone at the speakers' table. Abner K. Kline, newly elected president, was first. Others were John Francis, president of the International Showmen's Association, St. Louis; Jack Ruback, of the Western States Shows, who is the retiring president; Mrs. Myrtle Duncan, new HASC Auxiliary head; Arthur T. Brainerd, head of the committee in charge of the monument fund; Harry Alshuler, treasurer; G. C. McOmbs, veteran secretary; J. P. Rodebaugh, chaplain; Tony Markose, of carnival fame; Mrs. Fred Beckmann, retiring auxiliary president; and W. L. Mellor, new first vice-president and general manager of Baker-Lockwood Manufacturing Company.

Pres. Kline Pledges Progress

Kline, the new president, is representative of the Eyerly Aircraft Corporation. He pledged to continue the progress made by past presidents of the club.

Also introduced was Ben Roodhouse, representative of the Eli Bridge Company, who has long been active in activities wherever showmen are concerned. He sat at the table along with the other speakers.

Harry Kaufmann's Orchestra provided music for dancing, and professional entertainment was offered in the form of classical singing by three headliners of the nightly show at the Bavarian Rathskeller, one of the city's outstanding night clubs. The singers were Germaine Haskins, soprano; Joe Wiljen, tenor, and Anne Hreling, accordionist-vocalist. All were well received.

The surprise of the evening came when Duncan introduced Art Brainerd. With little formality Duncan presented the genial head of the monument committee a solid gold membership card of the type usually allowed only past presidents. Brainerd and Alshuler, the treasurer, are now the only HASC members who possess a gold card who are not former heads of the organization. Jack Ruback, retiring president, also was honored with a similar card at the banquet.

Program Best in History

Max Asotky, State representative in the Legislature, and George H. Charno, prominent attorney, reserved a table for 14 persons at \$5 a head. The Fairly-Little Shows reserved a dozen plates and John Francis, George Howk and Art Brainerd pooled their resources to re-

serve 20 seats. The Baker-Lockwood Company took five tables, space for 40 persons, and the C. W. Parker Amusement Company reserved 16.

The latter reservations were made by Mrs. C. W. Parker, beloved "Mother of the HASC Gang," who is the widow of the club's first president. Charles T. Goss, St. Louis motor-car dealer and former showman, had 16 himself. Others who took blocks were J. L. Landes, 12; R. E. Haney, host to a number of performers with the Johnny J. Jones Exposition and Sol's Liberty Show, 12; Moxey Hanley, 12; Midwest Novelty Company, 8; Joe Roselli, 8, and numerous smaller reservations made by club members themselves.

Former HASC presidents who were on hand for the banquet were George Howk, W. J. Allman, P. W. Deem, Norris B. Cresswell, J. L. Landes and Jack Ruback.

The ball continued until the wee hours of Saturday morning and everyone present had a good time. At midnight there were loud cheers and cries as the curfew sounded the coming of the year 1938, with confusion resulting as men and women show people wished each other prosperous and healthful seasons for the new year.

And thus was the 18th annual convention, banquet and ball concluded with a program considered the best in the history of the organization. Publicity was given freely by both the *Journal-Post* and *Star*, and it was estimated the clubrooms was visited by at least 500 members of the profession between Christmas Day and New Year's Eve.

The club is promoting a full calendar of activity for 1938. Members are agreed that President Abner K. Kline has a full load to carry. But the spirit exhibited at the convention and banquet led many to believe that the HASC will be a much stronger organization when the time comes next December for the 19th annual get-together.

WALTER WHITE

(Continued from page 3)

some properties belonging to Mrs. White and myself to our home in Quincy, Ill. Am undecided as to my future connection but will soon decide. Regarding resignation wish to say that I will not build any more new shows nor invite any more nervous breakdowns. In leaving the Johnny J. Jones Exposition I wish to let it be known to *The Billboard* and all my friends in show business that I go with not a sore spot against any one with or part of that organization."

CINCINNATI, Dec. 31.—Walter A. White passed thru here tonight en route from Augusta, Ga., to Quincy, Ill., and St. Louis. He made no announcement as to his future connection; however, it is known that he has several offers from major flat-car carnivals for positions equally as responsible as the one with Jones which he gave up for reasons not stated.

SPIRIT FOR OUTDOOR

(Continued from page 3)

parent organization in Chicago, the feeling was expressed by many that it would be a senseless double outlay of moneys since a large percentage of outdoor showmen are already members of the SLA. Against this Hamid opined that the present body, altho its name, constitution and governing by-laws were not as yet decided upon, would be willing, he felt sure, to accept applications and initiate every person connected in any branch of outdoor and indoor showdom without fees of any kind for the present time. He assured, judging from the amounts already pledged and the manner in which they were coming in since the announcement of the contemplated unit, that the organization would be in a position to carry a large number of applicants during the present "lean months."

Rogers Explains SLA Position

Any suspicion of a feeling of animosity on the part of SLA toward the new offshoot was dispelled by Joe Rogers, vice-president of the Chicago body, who assured the assemblage that the aloofness of his organization was not one traceable to any jealousy or fear of the Eastern group, but rather to a cautiousness against expending money in attempts to establish a New York branch. He explained that SLA's wariness was born of experience during the 25 trying years of its existence and that its reticence in not enthusiastically sponsoring the new group, whose own enthusiasm and momentum might peter out before long, was entirely justifiable. He, too, felt sure, tho, that should the New York outfit

FAIR SECRETARIES

Now can give you the New

JOHN G. ROBINSON CIRCUS UNIT

complete for grand-stand show, including trained animals, aerial acts and stunt thrillers, also Famous John Robinson Circus Elephants. Also 2d unit of

ALL-GIRL THRILL ACTS

Don't sign exclusive on your rides, except "Elephant Ride," in your contracts. We can give you the latest in rides.

NEW ELEPHANT RIDE

on live elephants. I will be at Claypool Hotel, Indianapolis, January 4 and 5, and at Deshler Hotel, Columbus, January 12 and 13, also Ft. Shelby Hotel, Detroit, January 18 and 19.

John G. Robinson 4th, Mgr.
18 East 4th St., Cincinnati, O.

WANT TO BUY USED OCTOPUS RIDE

Mechanically perfect. Will pay all cash. BOX No. 835, care The Billboard, 1584 Broadway, New York City.

show evident progress in organizing, recognition by the SLA would not only be inevitable but welcome as well.

Sugarman Suggestion Appeals

A suggestion put forward by Elias E. Sugarman, indoor editor of *The Billboard*, that Eastern showmen should interest the other three organizations, located in St. Louis, Kansas City and Los Angeles, to concurrently send an appointed committee to the Chicago headquarters in an effort to gain recognition as locals of a parent body was enthusiastically taken up. All discussions and suggestions had to remain as such, however, until formal drawing up of by-laws. Organization committee consisting of George P. Smith, Lew Dufour and Joseph H. Hughes promised completion of constitution, by-laws and other details for the next meeting, to be held again in the Picoadilly Hotel, Monday, January 3, at 7 p.m.

Among those who volunteered encouragement and suggestions during the two-hour session were Lew Dufour, Joe Rogers, George P. Smith, T. A. Wolfe, William J. Bloch and Elias E. Sugarman. In a later statement George A. Hamid expressed unreserved exuberance and gratification at the response and support the project received at this, the first open-forum convalescence, and unhesitatingly predicted a near-future wide acceptance and solidification of the proposed plan for a representative Eastern outdoor social and benevolent club which the field now does not have.

ZEIGER NEW

(Continued from page 3)

Siebrand, Jack Bigelow, George Moffet, Art M. Gruber, W. S. Parker, Earl Douglass and Hugh Weir.

Zeiger, when called on for a talk after the result of the election was announced, said, in part: "Maybe we at times do talk too much. I personally prefer action rather than words." Immediately he called a meeting of the others elected for the purpose of exchanging ideas and working out plans for 1938.

The business session after the election was gone thru in short order, consisting of reading of minutes, ordering payment of bills and reading of the report of Joe Steinberg, chairman of the Christmas Day entertainment. Steinberg received a rousing round of applause and a standing vote of thanks for the efficient manner in which the entertainment was handled. The weekly award went to E. W. Coe. After adjournment buffet lunch and refreshments were served, with H. Hanewinkle the chef.

Notes From the Crossroads

By NAT GREEN

IN SPITE of the lukewarm attitude of Chicago newspapers to Sonja Henie, the ice show at the Stadium did tremendous business, which perhaps proves something or other. For one thing it proves that an artist who has real accomplishments to his or her credit is not altogether dependent upon sports writers' ballyhoo to draw the crowds. And for another it proves the tremendous influence of the movies. Since Sonja appeared in *This Ice* her box-office value has skyrocketed, making her, for the time being, a valuable and sure-fire attraction. How long Miss Henie will be tops is problematical. She has a formidable rival in Bess Ehrhardt. With several shows on the road, the public is gradually becoming ice-show-conscious, and we predict that another year will see Bess Ehrhardt well in the lead. Another contender is Melita Brunner, whose name is as yet comparatively unknown but who with proper exploitation can be made a real star. Miss Brunner's picture in photo-color in *The Chicago Tribune* photo section last week dominated the front page, while Sonja Henie was given only some small black and white pictures. Despite this fact, the Brunner picture was excellent ballyhoo for the Hollywood Ice Revue, as the general public, unfamiliar with her name, associated the picture with the show playing the Stadium.



NAT GREEN

Clyde Beatty is expected in Chicago this week with Frank Walter, millionaire circus fan of Houston, Tex. Beatty and Walter have just concluded an interesting fishing trip off the Texas coast. Walter is owner of a complete circus which he plays thru this section of Texas purely for pleasure. His show has brought joy to thousands of kids in the Lone Star State.

Last official act of A Century of Progress took place a few days ago when checks aggregating \$160,000 were presented to eight agencies and philanthropic institutions in Superior Court at Chicago. The amount represented the surplus of A Century of Progress after payment and provision for payment of all debts and claims and made the Chicago exposition the first international fair to close its books without a deficit. The Chicago Park District received \$40,000; Museum of Science and Industry, \$40,000; Art Institute of Chicago, \$32,000; Adler Planetarium Trust, \$16,000; Yerkes Observatory, \$4,800; Archeological Trust of Chicago, for maintenance and public display of the Lama Temple of Jehol, \$8,000; Smithsonian Institution, Washington, D. C., \$4,800, and there were several smaller bequests.

Birthday congratulations to Tom Mix! His natal day is January 6. Babe Boudinot, of the Binging show, will spend the remainder of the winter as billing agent for the Chicago company of *You Can't Take It With You*, which goes on tour January 15. Arthur Hopper spent his birthday (December 31) in Jacksonville, Fla. Will be back in Chicago this week, when

San Francisco Showmen Feel Need for a Club

SAN FRANCISCO, Jan. 1.—A strong movement is under way here for the organization of a showmen's club preparatory to the 1939 World's Fair. Several meetings have been held and the consensus is that such a club is needed here.

There are a number of prominent local showmen that feel, however, that a branch of the so well organized Pacific Coast Showmen's Association of Los Angeles should be located here rather than to organize and pioneer a new similar organization.

Something definite will be done before the opening of the spring outdoor season, is the opinion of a majority of local showmen.

San Francisco Showmen Feel Need for a Club

J. C. Donahue leaves for a visit to Hot Springs. . . . Eddie Stinson, of the Detroit Shrine, in Chicago to look over Orrin Davenport's Shrine show at the International Amphitheater and well pleased with the performance. . . . Charles Hall, of the Coliseum, says he has some of the greatest bike riders in the country lined up for the six-day race late this month. . . . Albert Wolff, past season with Hagenbeck-Wallace, is again at his paper stand on North Clark street in Chicago. . . . Harold Barnes, young wire walker, playing several weeks of Midwestern theater bookings.

Chicago, Jan. 1.—All financial arrangements in connection with the new Col. Tim McCoy Wild West were completed this week in the East, where Colonel McCoy and John Powers, his manager, met with others interested in the show. Powers returned to Chicago Thursday and Colonel McCoy, who is still in the East, will arrive here shortly.

The work of building the show is progressing rapidly. *The Billboard* was told. Work on the cars, wagons and canvas is well along and organization of the show's staff is nearing completion. As mentioned in a previous issue, "Duke" Drukenbrod will have the side show. Bill

McCoy Wild West Ready Financially

CHICAGO, Jan. 1.—All financial arrangements in connection with the new Col. Tim McCoy Wild West were completed this week in the East, where Colonel McCoy and John Powers, his manager, met with others interested in the show. Powers returned to Chicago Thursday and Colonel McCoy, who is still in the East, will arrive here shortly.

McCoy Wild West Ready Financially

CHICAGO, Jan. 1.—All financial arrangements in connection with the new Col. Tim McCoy Wild West were completed this week in the East, where Colonel McCoy and John Powers, his manager, met with others interested in the show. Powers returned to Chicago Thursday and Colonel McCoy, who is still in the East, will arrive here shortly.

The work of building the show is progressing rapidly. *The Billboard* was told. Work on the cars, wagons and canvas is well along and organization of the show's staff is nearing completion. As mentioned in a previous issue, "Duke" Drukenbrod will have the side show. Bill

Royal American Makes Ready To Move to First Florida Stand

TAMPA, Fla., Jan. 1.—Winter quarters are ringing with the noise of blacksmiths, the hiss of paint spray guns and the clatter of carpenters as Royal American Shows get ready to open their winter season in Florida January 11.

The first engagement is the Pinellas County Fair, of which Drew Lewis has been named manager to fill the post held for years until his death by William Gomme. This event is held at Largo. Following this event Royal American attractions will be presented at the Florida Orange Festival, Winter Haven; Florida State Fair, Tampa, and the Central Florida Exposition, Orlando.

The Sedlmayr and Velare brothers' organization will take its leading show attractions and rides to Largo. These include Marjorie Kemp's Thrill Arena, Raynell's Chez Paree and French Casino, Dick Best's Living World's Fair Freaks, Lorow's Streets of Paris and March of Time, Banthin's Monkey Town, Graham's Wax Revue, Cliff Wilson's Monsters, Baby Ruth Pontico's Fat Show and two new attractions not yet titled.

Rides will be the Big Eli Wheels, Skooter, Slover-ponies and racing automobiles, Ridee-O, Lindy Loop, Caterpillar, Octopus, Heyday and Harry Hlion's Bozo, Punnies and Rapids.

Royal American has the contract for concessions again this winter at each of the Florida fairs and festivals. These will be under Curtis J. Velare's supervision.

Living Section To Remain in Tampa

Sleeping and dining cars will not be taken to the Florida engagements because of their proximity to Tampa, where most of the "Royal" family have established more or less permanent homes for the winter season.

Ed Nelson, chief carpenter, is on the job again after five weeks in Cook's Hospital here following a major operation. Vince T. Book, with a shoulder broken in an automobile crash, will be on the job

Hummel will be in charge of the cook-house. Announcement of the full personnel of the staff is expected shortly.

Abernathy Very Ill

PITTSBURGH, Jan. 1.—Stricken by a serious attack of pneumonia, President Leo Abernathy of the International Alliance Bill Posters, Billers and Distributors is in Bellevue Suburban General Hospital, attended by three specialists. He is expected to "pull thru, due to his strong resistance," his secretary informed today.

CINCINNATI, Jan. 3.—Following wire was received this morning from Ben Weiss, Miami: "Mrs. Weiss admitted to St. Francis Hospital, Miami Beach, Fla., last night for major operation."

ROUTES

(Continued from page 33)

- Dresser's Circus Capers: New Orleans, La., 3-8.
- Fisher's Indoor Circus & Expo.: Sumter, S. C., 10-15.
- Margolis Co.: Ada, O., 5; Waynesfield 6; Wauson 10; Capac, Mich., 11-12; Crosswell 13; Yale 14-15.
- Polpa Shows: Olat, S. C., 3-8.
- Hilton's Show: Woodbine, Ga., 2-4; Atkinson 3-7; Wicklow 10-12; Hortense 13-15.
- Schuyler Tent Theater: Postoria, Tex., 3-8.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- Blue Ridge: Smithville, Ga.
- Dondro: St. Matthews, S. C.
- Evangeline: Eunice, La.
- Green, Doc, United: Sycamore, S. C.
- Henry's United: Clayton, Okla.
- Lewis, Art: (Fair) Rustia, Pa.
- Lotta Hooty: Shoupsville, Miss.
- Royal American: (Fair) Largo, Fla., 11-15.
- Texas Kidd: Bloomington, Tex.

CIRCUS AND WILD WEST

- Bible Bros.: Lansing, Mich., 5; Dearborn 6; Toled, O.
- Polack Bros.: Pueblo, Colo., 10-13.

Additional Routes

(Received too late for classification)

- Brown, Evans, Magician: Milwaukee, Wis., 5; Rockford, Ill., 6; Jefferson, Wis., 7; Madison 10; Highland 11.
- Long, Leon, Minarets: Payette, Ala., 5-6; Millport 7; Oakman 3; Jasper 10; Parrish 11; Flat Creek 12.
- Miller, W. T., Show: Nahanta, Ga., 10-15.
- LeVant Show: Leno, Ark., 2-8.
- McNally Variety Show: Quantico, Md., 3-8.
- Newton Magic Show: Millville, Del., 3-8.
- Walker Family Show: Manor, Ga., 3-8.

also. His car was badly wrecked but Book came out of the collision with bruises, a few lacerations and a shoulder which will require several months to heal entirely.

Mr. and Mrs. Curtis Velare have been commuting between their winter home at Crystal River, Fla., and Tampa. Carl J. Sedlmayr, on the other hand, has been wintering at his palatial new home at Miami Beach. Cliff and Freda Wilson, who bought a home in Miami, have been wintering there, and members of their staff, both on the Bug House and Sea Monster Show, have been enjoying the "Magic City." A large number of Royal American trailblazers are sojourning at Chadwick Beach, which is owned by Mr. and Mrs. Lew Woods, custard concessioners, who will participate as usual in the Florida series of fairs.

Walter Hsle, publicist of the Beckmann & Gerety Shows; Starr DeBelle, of the Johnny J. Jones Exposition and author of *The Billboard's* popular feature "Ballyhoo Brothers," have been among visitors at Royal American quarters during the last few weeks. Starr joined another show in Central Florida for the winter and Hsle left Monday for Miami to join friends in a special promotion.

Mr. and Mrs. Elmer C. Velare, the former business manager and the latter treasurer of show, have enjoyed several weeks of vacation this winter. Both are extremely active now, however, preparing for the winter engagement.

Walter DeVoyne, with Mrs. Art Riley as an assistant, have been employed ever since the show went into quarters assembling, compiling and figuring out the galaxy of reports required by the various departments of government and State. His long-planned vacation to one of the delightful tropical islands in the Caribbean apparently will not materialize until after the winter engagements are ended. Reported by Jack E. Daddwell.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vita-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaselless" Potato Chips—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash.

EVERYTHING FURNISHED — You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including special slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prizes, pictures and complete plans will be sent free for the asking.

DON'T BUY ANYTHING — Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaselless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaselless" Chips. Address your card to G. H. HARDY, 325 W. Huron St., Dept. D-121, Chicago, Ill.

FUR COATS

Buy from well known N. V. Manufacturers. WEEGEE SEAL DYED COONEY, WASHABLE, LATEST STYLE, FINE FINISH.

14-42. \$11.00
Each . . . \$1.00 Deposit — Bal. C.O.D. Send free price list of Popular Line of Fur Coats.

SNIPPER & SCHWARTZ
Manufacturing Furriers
183 West 27th St., NEW YORK CITY

Concessionaires . . . NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GROUND STORES, WHEELS, PARKS, COIN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
TIFFIN, OHIO

BOOK TOOTS EARLY

This Undisputed World-Record Holding High-Diving Dog (85 Ft.) Beats Her Nearest Rival by 22 Feet.

Pick TOOTS and NIPPY, her sister, for one of your MAJOR ATTRACTIONS and watch crowds grow at each successive performance. These Dogs are PROVEN SENSATIONS. Send for testimonials and full description.

HOWARD L. ANKENY
5544 First Ave., South, Minneapolis, Minnesota.

LAST CALL

For Shows, Rides, Concessions open. Bradenton, Fla., Fair open January 10.

ROYAL PALM SHOWS
Berney Smucker, Arcadia Hotel, Tampa, Fla.

WANTED RELIABLE FREE ACTS

Of all kinds for 1938 Fairs in Pennsylvania, Maryland, Virginia and the South. Played 25 Fairs and Celebrations past season. Send literature. Prizes must be reasonable.

LESLIE WEAVER, Lexington, Va.

NOTICE AMUSEMENT MGRS. using Sensational Outdoor Attractions, or any Individual interested. I am the inventor of an attraction called the Sky-cocket, a human being atop a giant rocket traveling upward through space. I am in need of \$1,500 to finish building. Hays working model. Built-to-scale absolutely practical. No dream. Shows idea on a larger scale can be used as a ride shooting up 20 passengers 250 feet high with safety. Housed trip every five minutes. Parts like two semi-trucks carries ride. The attraction built on one truck. A fortune for anybody. FRANK LEFFELL, Seaside Hotel, Miami, Fla.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.

Sheelmen's Insurance Man.

CHARLES A. LENZ

Winter Quarters: General Delivery, St. Petersburg, Fla.

Permanent Address, Chicago, Ill.

440 Insurance Exchange Bldg., Chicago, Ill.

FREAKS - ACTS TO FEATURE LOOK MUSEUM

LOU LOVETTE or JACK STARLING,
412 W. Houston Street, San Antonio, Tex.

SHOW TENTS AND TRAILER CANOPIES

Fulton Bag & Cotton Mills
Manufacturers Since 1879
ATLANTA ST. LOUIS BIRMINGHAM
HOUSTON BRIDGEVILLE NEW ORLEANS KANSAS CITY, MO.

Wanted for Australia and New Zealand

Side Show Acts and Freaks. Long contract and good terms to suitable acts. Transportation and wonderful trip offered. Write and send photos. No reply, no business.

GREENHALGH & JACKSON, AUSTRALIA'S
PREMIERE OUTDOOR SHOWMEN,

13 Gurner St., Paddington, New South Wales,
Australia.

Mr. Greenhalgh sails February 1, 1938. Present
address: Hotel Bristol, Los Angeles.

WOLANDI

Sensational High Wire
WANTS TO JOIN RELIABLE CARNIVAL
Held over 3 additional weeks at
Funland Park, Miami, Fla.
Address Care The Billboard, 1564 Broadway,
New York City.

HILDERBRAND UNITED SHOWS

WILL BOOK FOR SEASON 1938

Shows, Ten-in-One, Illusion Show, two Platform Shows, Rodeo, Streamline Whip, Ride-o. Concessions, Cook House, must be first class; Bingo, Snow Cone, Novelties, Fish Pond, Devil's Bowling, Pitch. Work for ten cents. No coupons. High Striker, Cane Rack, Hoop-La and other ten-cent concessions.

Will book two high-class Free Acts.

Want Ride Foremen, Ride Men, Truck Drivers.

This show will open in February and will play a season of forty weeks with Celebrations and Fairs. Playing the best Fourth of July spot in the Northwest.

Everybody address HILDERBRAND UNITED SHOWS, Box 1032, Los Angeles. Winter Quarters, Alhambra Airport, Alhambra, California.

WANTED WANTED

All aboard for Cuba Interior, 16 weeks, where money is plentiful. Boat leaves Mobile, Ala., January 20. Can place Rides, Octopus, Loop-the-Loop, Ride-o, Loop-o-Plane. Shows, Motordrome, Midgets, Monkey Shows, Mechanical City, Crazy House, good Side Show Features. Any other good Shows of Merit. Prefer Shows. Rides with their own trucks. Will buy 1,000 feet good Cable. Note—We have been in the Island Cuba. Played there seven months, know where money is. No worry. Know the Provinces of Cuba. Know what will get money.

MARIE K. SMUCKLER, Lafayette Hotel, Tampa, Fla.

WORLD'S FAIR SHOW

Now Booking for the Season of 1938. 40 Weeks of Sunshine in California. Not One Day Lost Last Season.

WANTED

Sideshow People who can put something behind their banners, and a few more Legitimate Concessions. Address WORLD'S FAIR SHOW, Care National Orange Show, San Bernardino, Calif.

WEST BROS.' SHOWS

Now Booking for 1938 Season. Want Shows, Concessions, Ride Help, Useful Show People. Long season bona-fide Fairs and Celebrations in proven territory, starting in June. Chairplane, Kiddie Auto Ride, Frozen Custard for sale. Address BOX 67, Morley, Mo.

Museums

Address Communications to Cincinnati Office

Howell's Variety

MAYO, Fla., Jan. 1.—Members of the show unanimously agree that Christmas this year was a red letter day in their lives. A big tree was decorated for the occasion and the sentiment evidenced was much like that in a family circle, when gifts are exchanged. A touching tribute was paid to Doc Howell by Al Benart in his presentation of a new RCA Victor Radio, which was a gift from all members of the company. Dinner with a bountiful supply of turkey and all trimmings was set for 18.

Friday was another bright spot in the activities of the past week when Doc Howell, Al Benart and Roy Menge were guests of Circuit Court Judge Hal Adams at Cross City. The occasion was the 12th annual game supper for the third district Bar Association of Florida. The feast of venison, wild turkey and quail with swamp cabbage among the trimmings was followed by impromptu speeches and skits by members of the windy profession that would bring laughter and applause even on Broad-

way. It is appropriate here to mention that Lester Summersall, county attorney of Lafayette County, Florida, evidenced his warm friendship for all showmen by a splendid tribute to our profession.

Repainting and decorating has been completed, much new equipment has been added and Howell's Variety Show is fortified to enjoy a most prosperous season in 1938. Reported by R. N. Menge.

Milo Anthony's

EL PASO, Tex., Jan. 1.—Milo Anthony, wintering here, announced that his show will be under a new 120-foot top the coming season and will move on two trucks.

Show was with Paul Towe's Silver State Shows and T. J. Tidwell's Shows last season.

Anthony is owner and talker. Staff: James Otwell, assistant manager; Lynn Johnson and Bill Williams, ticket sellers; Dick Queen, canvas man; Raymond Lamarr, cook, and Holly Thompson, utility.

Attractions: Geraldine Shaver, alligator girl; Ho Jo, ostrich boy; Matthews' Cannibal Family; H. B. Ladd's Scottish Bagpipers; Peggy Johnson, neon lady; Onelle Knight, blade box; Pete Peterson, tattooed man; Chandu, magician; Joe Queen, assistant magician; Major Hall, singing midget and emcee; Haba Haba, Senegalese fire eater; Mechano, human wax man; Madame Zeld, mentalist; Captain White, human fish; Tiny Cowan, fat man. Maxine, half-girl, in No. 2.

World's

SEATTLE, Wash., Jan. 1.—This museum, the first here this season, opened December 20 in the heart of the business district to good business. It closed half a day Christmas and for a turkey dinner in the annex. Roster: Red Lindsey and Jim Meagher, managers; Blackie Kimmel, inside lecturer and mentalist, assisted by Pevril the Wizard; Stella, fat girl; Tex, living corpse; Do Do Nelson, bird man and animal imitator; J. S. Fox, human pincushion and torture board; Buddie McClain, sex oddity; Marge Lindsey, manager of annex and wardrobe; Barbara Germain, fan and classic dancer; Talu Temple, posing and nudist colony, sword box, electric chair and shooting-thru-a-woman act. Reported by Red Lindsey.

Kortes

ST. JOSEPH, Mo., Jan. 1.—Pete Kortes, after two weeks of fair business here, was held over for a Christmas party. Museum was closed for two hours Christmas Day for a dinner at the St. Francis Hotel. Billy Ellis was master of ceremonies. Speeches were made by Dr. Ben Pardo, Joe Mons, Paul Herrold, Barney Nelson, Nator Felix and Tony Harris. Forty persons attended the dinner. Reported by T. C. H.

Philadelphia

PHILADELPHIA, Jan. 1.—South Street Museum had good business during the holiday season. This week's bill has Black Bottom Colored Revue with eight people; Baby Face Joe, fat boy; Eduardo, magician; Whalley, anatomical presentation, and Mme. Orva, mentalist. In annex, dancing girls.

Eighth Street Museum business has improved considerably of late and this week has Nalf Corey, comedy magic; Mac Stevens, juggler; Jack Garrison, glass-blower; Prof. Getchell, performing dogs; illusions and poses plastique. In annex dancing girls and Victor-Victoria.

S. A. Kerr, representing Marks Shows, was a visitor during the holidays. Busy booking the show from now on.

Ted Miller, press representative of note, was a visitor during the week.

Eddie Moreno, after concluding engagement at Joyland, left for engagement at the Wendle museum in Washington, D. C.

Harry and Bench Bentum leased a house in Upper Darby and settled there as their permanent home. Harry will commence some promotions.

Lew Kish, who had his dog set at Joyland, left for his home in Ohio.

El Paso

EL PASO, Tex., Jan. 1.—E. J. Demas, here for the sun carnival midway with George H. Black's Little America show, left for Dallas to receive his second Congressional medal for "outstanding service" on polar expeditions with Admiral Richard E. Byrd. Demas was to get the medal from Governor James V. Allred between halves of the Rice-Colorado Cotton Bowl football game.

Sam Wirebach, showman's insurance agent, was at the carnival issuing policies. He represents the Commercial Casualty Insurance Company and is the company's only agent authorized to write policies for outdoor showmen.

Corporal Thomas B. Evans, now at Ft. Bliss, Tex., renewed old contacts at the carnival. Evans is a former showman and was last with Morris & Castle Shows 10 years ago.

Shows, rides and concessions at the carnival move to Las Cruces, N. M., 40 miles away, for a five-day showing starting January 4. Verne Newcombe, manager, said today. Attractions will show on Court House Square and will be known as Carnival Midway Shows. Date will give showmen, representing five different shows, a two-week engagement, nine days in El Paso, five in Las Cruces.

Third Straight Year For Polack at El Paso

EL PASO, Tex., Jan. 1.—G. O. Dupuis has opened offices for Polack Bros.' Circus, which will show here seven days starting January 24, third straight year under Shrine auspices. Mrs. Dupuis is assisting. Show will be in Liberty Hall, county auditorium.

Other Polack agents are setting shows as follows: Mickey Blue at Sacramento for second week in February; Duke Mills at Pueblo, Colo., for January 10 opening, and Sam Polack at Albuquerque. All are Shrine dates and repeats.

Duffield Visits West Coast

SAN FRANCISCO, Jan. 1.—Frank P. Duffield, of Thearle-Duffield Fireworks Company, a visitor here, inspected the Treasure Island site of 1939 Golden Gate International Exposition and was shown about by fair officials. After visiting many friends and acquaintances he departed to spend the holidays in Los Angeles, following which he will return here. He said that, aside from the 1939 exposition, he had a number of events in the making.

YOUR WIT PARADE

(Continued from page 62)

DON'T TELL WINCHELL

Lion: "What makes you think you're going to be a mother soon?"
Lioness: "It's the animal in me."

SINUS OF THE TIMES

Friend: "Are you trying to tell me you and your brother have broken noses due to SINUS trouble?"

Trouper: "That's right. We tried to get a contract with a carnival and they wouldn't SIGN US."

A NEW INLOOK ON LIFE

Barker: "Hurry! Hurry! Hurry! See the Snake Lady on the inside!"
Wise Guy: "What do we do—look down her throat?"

STRANGE FOLKS

The hobo who went to sleep in a side show because he thought it was "bunk night."

IT'S HIM IN THE ANIMAL

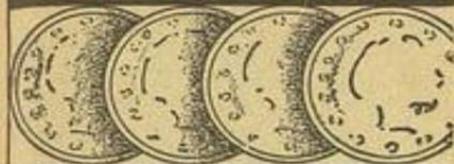
She (in front of bear cage): "Isn't that a man's foot sticking out of the bear's mouth?"

Keeper: "So it is! My GOD, some people are nosy!"

WANTED

Reliable, Sober Electrician. Wall and Al Best write. Also Hilda Freeman. Pen Checks. Also wanted. Sensational Free Attr. Write FRANK WEST, WEST'S WORLD'S WONDER SHOWS, Norfolk, Virginia.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE OPERATOR 1938

Visiting operators will be the guests of exhibitors at the 1938 Coin Machine Show, which meets in Chicago January 17 to 20. For the operator the annual convention is coming to mean a "grand time" which he enjoys once a year and a time also when he can get the "feel" of the industry by associating with operators from many centers.



WALTER W. HURD

In discussing "The Operator 1937" (see The Billboard, January 9, 1937), mention was made of the common talk of "the new operator" then current in trade circles. As we think of the operator at the beginning of 1938, the distributor and jobber still hold the crucial position in the trade of being betwixt the rank and file of operators and the manufacturers. The professional operator is becoming more and more the small operator, and fortunately there are still thousands of them in the business.

The rise of the used machine market and the universal practice of trading in a used machine for a new one have tended to create the jobber-operator. Or it has put most operators of any large number of machines into the business of trading machines. One of the interesting facts observed at the 1937 Coin Machine Show was the large number of delegates who registered as distributor-jobber-operator. That is, a large number of men in the trade do business in all three fields—if there is any distinction to be drawn between them. It is interesting to note that most newspaper reporters, who don't know the language of the coin machine trade, insist on calling the operator a "distributor," evidently because he distributes machines from location to location.

Many of the things said about operators at the beginning of 1937 still remain true at the beginning of 1938. With credit sales forming the bulk of the business, the rank and file of operators have become more dependent upon the distributor and also more closely associated with him. It still remains true that most distributors have grouped around them a coterie of operator-customers which in reality almost constitutes a large operating organization. The operator has come to depend upon the distributor to show him the new machines and to tell him which are the best to buy. All of which means that the rank and file of the trade is merely settling down as other lines of business have done with the passing of time.

If there are any significant trends in the ranks of operators at all they are this closer association with a local distributor and also the slow rise in importance of the service or route man. During 1938 we expect to give more attention to the large number of service, route and repair men who have quietly grown into importance both as to the nature of their work and also as to the number of them now employed in the coin machine industry. As the operating business takes on age these employees of operators and distributors are serving an apprenticeship similar to what happens in many other lines of business. In the undertaking field it is the employee of the undertaker who learns the business and then sets up in business for himself. There is likely to be a tendency for these service, route and repair men to eventually establish their own oper-

ating business. As the operating business becomes more and more a stable business that is what we may expect to happen.

The rank and file of operators enter 1938 with two questions foremost in their mind—the prices of machines and what can be operated without too much legal risk.

Like all consumers, the operator has the right to buy where he can buy at the lowest prices, and by this time operators have gained much experience in buying. So they will have more to say about the prices they pay for machines. The two-year run on automatic pay-out games made it possible for the operator to pay high prices without so much ado, but it is already common knowledge that operators buy used machines rather than new ones since they have to take so many risks of legal interference. The prospect of lower priced phonographs indicates that the most prosperous branch of the trade has already felt the price issue and is trying to meet it.

The decline of pay-out games will have widespread effects on the operator's buying power. The majority of operators were using pay-out devices wherever possible for "quick money" and investing in more stable types of machines like phonographs, vending machines, etc. Thus the operator was a speculator in the field of pay-out machines, but a conservative investor in buying music and vending machines. There will be many an operator who wishes he could have continued another year on this plan. Experienced operators will still be able to speculate on a smaller scale with payouts of various types while investing in more stable machines for a permanent business. In contacting music operators, one of the biggest surprises to me is the large number of them who were former operators of slot machines.

The operator at the beginning of 1938 would especially like to know what types of machines he can operate with some degree of success and peace of mind during the entire year. Much depends upon the way in which manufacturers answer this question with a variety of new machines that will meet legal standards. Operators will have greatest curiosity in new types of amusement machines, but it will be an unusual job for manufacturers to provide a variety of amusement devices that make "fast money" and also meet legal requirements.

Perhaps it is wise to suggest at this time that many an operator is still expecting too much in the way of machines that make "fast money." The average operator will always be a speculator, and most of them will always be taking a chance on gambling devices every time there is a breathing spell, but most of them are likely to do a lot of thinking during the entire year of 1938. If the music and vending machine divisions can be protected from competitive evils within their own ranks these machines should prove attractive to the big majority of operators thru the year.

The operator of 1938 should be a better business man, with a lot of the flash of the pay-out game period gone. All of the problems that he faced at the beginning of 1937 are still here, and many of them just a little bit more intense. But the rank and file of operators today is made up of experienced men and they should begin to use more business judgment. The nation as a whole faces a lot of problems and some of them will affect the operator in his pocketbook. Which means that the operator will need more information and guidance in his coin machine trade papers during the year. If the manufacturers can supply a sufficient variety of good, legal machines the operator should live to see the end of 1938.

Here's How TO SCOOP UP BIG PROFITS!



SALESBOARDS
PREMIUMS
SOUVENIRS
BINGO, ETC.

Peek-A-Boos HI-BALL GLASSES

BIGGEST HIT OF THE DAY!



Each Set in Beautiful Gold, Red and Black Display Box. Wholesale, Premium Jobs, Salesboard Jobs—Write for Confidential Quantity Prices.

PEEK-A-BOOS are sweeping the nation! A flood of re-orders prove them to be the fastest-selling novelty sensation in years! They have what it takes to sell! They go like wildfire on salesboards, at bingo, to taverns, stores, etc. Six different luscious girls in natural colors. Turn the glass around and see them strip-tease. Then fill up the glass and see what happens???

Swing along with Peek-A-Boos! Rush your order today by phone, wire or letter! Don't wait... and then regret!

PRICES: No. DS41—Peek-A-Boos Glasses, set of 6 Stripped in beautiful display box. SINGLE SETS, \$1.30; DOZEN LOTS, per Doz., \$1.20; GROSS LOTS, Per Set.

Packed, if desired, in individual Corrugated SHIPPING BOXES. 5c extra per Set. Safe arrival assured.

Terms: F. O. B. Chicago, 1/3 Cash, Balance C. O. D. Cash in Advance Saves C. O. D. Fees. At Your Jobber, or Order Direct.

H. FISHLOVE & CO., 1430 N. Orleans St., Chicago, Ill.

Since 1915 Manufacturers of Novelties That Amuse.

PLAIN PACKING.

No. 841/12— \$1.85
12 Ass't. to Box. Per Doz.

No. 841/6—6 \$21.00
Ass't. to Box. Per Gross.

Merchandise Venders Give Security for the Future

By R. G. NORMAN,

Sales Promotion Manager Daval Manufacturing Company and Ranel, Inc.

The desire for "security" or rather the "feeling of security" is probably the one thing every person longs for above everything else. With our minds free from any uncertainty about the future how much more assuredly we may go about pursuing an orderly course of living and enjoyment of the good things of life.

Feeling that one's business and financial security is assured, if we but put forth the effort and do the things required to maintain it, then any person has a clear road ahead for the attainment of even greater goals of achievement.

How true this basic thought is for the operator in the conduct of his legitimate vending machine business and for those depending upon the operator's success for their own livelihood is something each individual has found for himself.

Oranting the fact, then, that the desire for a feeling of security is the one big thing everyone seeks most, it is up to each and every one to plan and conduct his business with that end in view.

Know You Are Right

A sense of security comes with knowing you are right in your fundamental thinking. Any man who has confidence in his own particular proposition and has that confidence generally shared by others may well know he is established in a basic, fundamental business—and 99 chances out of a 100 it will be a LEGITIMATE business. The wrong kind of basic thinking leads to worries of every kind—the loss of self-respect and the good opinion of others—the eventual lack of confidence in one's self and one's ability to build securely for the future. Things may seemingly go along fine for a time but eventually there will be a day of reckoning.

Each and every one engaged in operating activities of any kind need only analyze his business and the activities going on around him to realize whether

or not he may have a feeling of security for the future.

Serve Public Needs

How many times have you taken inventory of the things going on about you in the coin machine industry as a means for guiding your own activities in the attainment of that goal of independence and security for the future that all of us are constantly seeking?

Yes, we've all known operators who have reached a degree of affluence and bigness by capitalizing on an immediate opportunity for "quick profits." However, these same operators have had to deviate from the "quick money" policies to the more staple and fundamental lines of operating if they have retained their respective positions.

Now in a like measure consider those operators who thought they had the permanency and security they were seeking but, failing to recognize the warning signals, continued pouring their profits right back into the business to get more of the "quick money." The woods are full of once well-fixed operators who lost out because of the very hazardous nature of their "quick money" ventures.

The problem of building securely for the future simmers down to the matter of protecting one's operations by drawing a happy medium between what is termed the "quick money" business and the "staple money" operations, which include all types of merchandise vending and the purveying of service which the general public continues to use year in and year out. It is the kind of operating where repeat business plays a most important part. You've got to give full value every time and your machines must vend good products in a sanitary way which by their very nature create the present and future desire for more.

Trend of the Times

Several years ago, and even up to not so long ago, operators of the so-called

"quick money" equipment looked upon the field of merchandise vending as a "penny ante" business, with profits from individual machines so small it hardly seemed worth their while to even consider what one might earn from a route of such machines.

These "quick money" operators were enjoying the bigger and quicker profits from a fast-moving operation, where a few weeks of steady running paid for their equipment and brought in additional earnings. They were confronted with the problem of constantly installing new equipment to stimulate the player's jaded interest. All this called for a continual reinvestment of capital in something new as a means of keeping up a steady flow of income. If they missed their guess on what the public wanted they found themselves behind the eight ball. If they guessed right they rode the waves of property until such a time as the public began to tire of that particular device. Then came the problem of unloading and "passing down the beirrooms" which, of course, materially reduced the inventory value of the assets. Ofttimes they found investments depreciated almost to the vanishing point based on resale values. Worse than that if they tried to operate their few weeks' old "quick money" equipment in the face of competition of newer, snappier and more entertaining devices they had to content themselves with the low-pay, out-of-the-way locations. They had to be up to date on their equipment—to meet every whim of the public—or lose out in the accumulation of a steady flow of income.

Alert operators have seen "the trend of the times" as it concerns this former type of operation. They have seen the fountains of income grow weaker and weaker, and in a lot of places throughout the country the wells have run dry—or antagonistic interests are bending every effort to destroy them.

Such were or are the problems of the "quick money" operators—situations often beyond the control of the operator himself, which bring about the uncertainties of trying to build securely for the future.

In times like these operators of merchandise venders and service equipment have grown stronger and stronger. They have branched out into newer activities. They've enjoyed and are enjoying uninterrupted activity with steady income. These same "staple money" operators who once were looked down upon as being in the "penny ante" phase of the business are now the objects of envy. Their far-sightedness has been proved and they are in the "limelight" today more than at any other time.

Merchandise Vending Pays

As proof of the statement that merchandise vending pays, one has but to look about on every hand and observe the many, many varied types of machines that are consistently selling their products day after day, week after week and year after year.

You know men who at one time were content to start in a small way and develop and expand their businesses out of earnings. These same operators, if they have paid attention to their operations and conducted them along businesslike lines, have expanded to the point where profits from enlarged operations maintain a steadily increasing flow of earnings.

If nation-wide merchandise vending organizations can serve public needs profitably on a very large scale, then in a like manner operations of proportionately smaller units in smaller areas are of their very own nature just as profitable. In fact, the smaller operator has a lot more factors of a favorable nature to his advantage. For one thing, he has better control over his operation; he has the chance for closer personal contact with locations. He may maneuver his organization more quickly to take advantage of opportunities to add newer and equally as profitable items.

Diversification an Asset

In building an operation for security of income how natural it is for any operator, regardless of the type of equipment he is handling, to expand thru introducing new machines and new services to the locations he is already supplying with other types of equipment.

He may have a dependable route of music machines or nut venders or equipment of a like nature. Thru present service he already has the confidence of the location owners, and here then are ready-made spots for new equipment of a different type. Shouldn't he figure that he can supply another type of

CAPITOL COIN MACHINE EXCHANGE

80 South Main Street, Concord, N. H.

INVENTORY SALE	
USED PAY-OUT GAMES.	
1 PAGE RACE, 20 to 1, 5c	\$125.00
1 PAMCO RACES, 7 Coin	67.00
2 GOTTLES HIGH CARDS	37.00
2 GOTTLES SPEED KING, Clock	37.00
1 PAMCO ROYAL RACES	29.00
1 PAMCO HEAVYWEIGHT	29.00
1 CHICAGO COIN HUMP-A-LIFE	29.00
1 GOTTLES SPOTLITE, Clock	29.00
2 WESTERN TOP 'EM	29.00
1 WESTERN CENTER SMASH	24.00
1 CHICAGO COIN "SWEET 21"	24.00
3 WESTERN FLYING HIGH	15.00
1 KEENEY RAINBOW	14.00
1 EXHIBIT TOP ROW	10.00
3 BALLY JUMBO	10.00
1 WESTERN HIGH POCKET	7.00
USED SKEE BALL GAMES.	
1 WURLITZER 14-FL. SKEE BALL	\$48.00
1 KEENEY 14-FL. BOWLETTE	40.00
1 KEENEY 10-FL. BOWLETTE	45.00
1 GENCO BANK ROLL 14-FL.	45.00
1 CHICAGO COIN ROLL-A-SCORE, 9-FL.	35.00
USED COUNTER GAMES.	
1 GINGER, Five Sample	\$26.00
1 JENNINGS LITTLE MERCHANT	8.00
1 CHICAGO CLUB HOUSE	6.00
1 TARGET, Automatic Pay	6.00
1 DAVAL FIVE JACKS	5.00
1 FIELDS FIVE JACKS	5.00
1 FIELDS THREE JACKS	3.50
1 MILLS TICKETS	2.50
USED NOVELTY GAMES.	
8 SCIENTIFIC X-RAY POKER	\$45.00
4 PACIFIC MYSTIC	27.00
1 PACIFIC KOOKY	18.00
2 CHICAGO REPLAY	15.00
1 BALLY BOOSTER	17.00
1 GENCO ROLA BASE	15.00
2 PACIFIC 3-STAR SPECIAL	10.00
1 DAVAL RED-N-BLUE	10.00
1 EXHIBIT GUSHA	10.00
1 ROCK 'EM UP	10.00
2 STONER SHORT BOX	8.00
1 ROCK-OLA BANK NITE	7.00
1 STONER MAD CAP	5.00
1 MILLS IMPACT	3.00
1 ROLL-WAY	3.00
1 BLUE STREAK	3.00
1 GRIS CROSS	2.75
1 GRID IRON	2.75
1 REBOUND	2.75
1 SAFETY ZONE	2.75
1 LIGHTNING	2.50
USED SLOTS.	
1 MILLS BLUE FRONT BELL, Mystery, 3c Play	\$55.00
2 WATLING ROLL-A-TOP VENDOR, Mystery, 5c Play	39.00
1 MILLS SKYSRAPER VENDOR, Mystery, 5c Play	37.00
1 MILLS F. O. K. D. J. POT, 5c	37.00
2 JENNINGS CHIEF VENDOR, 5c	37.00
1 JENNINGS FRONT VENDOR, D. J. Pot, 5c Play	32.00
1 MILLS O. T. BELL, 1c	32.00
1 JENNINGS FRONT VENDOR, D. J. P. 25c Play	30.00
1 MILLS D. J. POT BELL WAR EAGLE, 25c Play	29.00
2 MILLS D. J. POT BELL, 5c	29.00
1 JENNINGS SINGLE JACK POT, 5c	19.00
2 MILLS SINGLE JACK POT, 5c	10.00

Special!
Rowe Deluxe
Reconditioned and
Repacked
\$14.90 Each
Metal Stands \$7.50

- 6 Columns
- 1c Box Match
- Shows Last Coin
- Capacity 150 Packs
- 1/3 Deposit
- M & S Accompany All Orders
- C. O. D., Balance C. O. D.

X. L. COIN MACHINE CO.
1353 Washington Street,
Boston, Mass.

SOFT PICKIN JAR OR CIGAR DEAL BOX

990 Tickets and Best Deal. Taken 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 20c to 64 or red seal. 65 green seals to pull. 14 red seals paying \$3.55, \$10. Highest possible number of pulls at these 4. Lowest possible pulls at red seals, none. Average 1 winner to 15 tickets. Each winner has same chance to get in big money. Plenty of winners and as 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 90c inside average cigar box lid. Sample Set, \$1.65. Dozen Sets, \$16.50. Check or money order for one-fourth amount must accompany C. O. D. orders.

BARNES PRINTING CO., New Paris, O.

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO.
1-38 Erie St.,
Le Center, Minn.

MEN'S MACHINES

service that the public and location owners want just as well as any other operator doing it? To diversify even to the point of operating different kinds of equipment in the same location means just that much more income from the one spot, with no increase in overhead expense.

In some cases it may be advantageous to have separate route men handling each type of equipment, but regardless of this a paying location for one type of machine should generally be a paying location for another kind of machine. However, the individual characteristics of each location will definitely determine this.

Many an operator has found out from experience the benefits of diversification. He has seen one type of vending equipment successfully supplement the steady income from the other machine. He is collecting double profits. He is getting the utmost income out of the greatest of all assets that any operator has—satisfied locations.

Opportunities in New Fields

In any study of business organizations we see evidence on every hand of big, successful, going concerns which have had their inception at the time of development of new ideas, new processes and new machines.

Concerns have taken hold of new developments as a diversified activity and in time have seen the new field expand and hold forth greater profit opportunities than their original activity. And so it is with the coin machine operator. He should ever be alert to consider and become identified with that which is new in legitimate merchandise vending machines. Basic services or public needs supplied in new ways hold forth great promise. The operator who becomes established in the newer fields early has a distinct advantage. He already has locations and it is quite easy to get more of the most desirable kind. He has the "jump" on competition right from the beginning and can capitalize on it to the fullest extent.

He is established in a field of activity that is virgin. He grows and prospers as the business expands and develops into a major enterprise. He is expanding his business on a firm foundation of legitimate merchandise vending.

Some operators may never have stopped to consider what an economic benefit the merchandise machines are. Since they are purveyors of healthful food products as well as service, someone would do a great service for this industry if he could total up the benefits that the country at large derives from the proper operation of merchandise machines routes.

Operators who have taken progressive steps to establish themselves in the merchandise operating field certainly are fortifying themselves for the future.

Fortify Yourself

The trend of legitimate operating activities is definitely and positively toward permanent and steadily increasing income thru diversification. Merchandise vending equipment has come further and further to the forefront. It will hold forth even greater opportunities brought about by the introduction of newer machines for the sale of products which heretofore have not come within the scope of perfected mechanical vending.

You are now operating one or several different types of machines, each serving a public need or desire. You want assured income and it is up to you to work for it and get it. Don't put all your eggs in one basket just because you happen to be engaged more specifically in one branch of the industry. Diversify your activities for more sources of income. You may just as well be giving your locations an all-round service and have them depend upon you to take care of a variety of coin-operated needs.

By all means operate the "quick money" machines where you can profitably place them, but go beyond this and add other types of equipment to your activities, and give greater consideration to the necessity for handling legitimate merchandise equipment.

Be alert to new opportunities! You can't progress by standing still. There is no middle road, for you either go forward or you fall behind. Neither can you build your business for permanency without taking into consideration the basic fundamentals of supplying definite and legitimate public needs.

Since the desire for the feeling of security is the one thing everyone seeks more than anything else, it is up to each and every one to plan and conduct his business with that end in view.

The Cigaret Merchandisers' Association of New Jersey is sending out announcement of a gala event to be held Saturday, February 19, 3 p.m., at the Hotel Douglas in Newark. There will be exhibits and a banquet, says the announcement.

M. M. Marcus, president of the Markepp Company, Cleveland, extends a cordial invitation to all operators and customers to visit the Markepp room in the Hotel Sherman, Chicago, during the 1938 Coin Machine Show. On hand with Marcus to welcome guests will be E. M. Marley, Roy Frankhauser, H. R. Lemon, Charles Trau and Rose Knollmiller.

The news leaked out recently that Joe Greene, expert games mechanic at the Atlas Novelty Company, Chicago, stepped to the altar with Harriett Sadlowksi on Thanksgiving Eve.

Al Bloom, familiarly known thruout the East as "King Al of Harlem," is acting as direct factory representative for Snacks, the three-column bulk vender made by Trimount Coin Machine Company, of Boston.

George Ponsler, president of the George Ponsler Company, New York, flew out of the big city December 26 to Jacksonville to be at the opening of his new Florida branch there. Ponsler desires to personally welcome all his friends and the many new people he expects to do business with in the coming months.

"To the Editor: The writer, in behalf of the Associated Operators of Los Angeles County (California), as well as for himself, desires to thank you for the splendid co-operation, courtesy and thoughtfulness in aiding us at all times. Believe us to be most appreciative and happy to do anything that you may suggest out here.—Curley Robinson, Managing Director."

If heat has anything to do with making pop corn pop better the growing warmth of interest in pop-corn vending machines will insure plenty of temperature. Control of the temperature in the machines is an important item, and keen interest will be centered in the new ideas that pop out or up. Rumor has it that one of the booths displaying a pop-corn vender at the 1938 Coin Machine Show will have a pretty model in attendance dressed in a hula-hula skirt made of strings of pop corn, made like we used to "string" pop corn years ago to decorate Christmas trees. So don't anybody else use the idea. Contest may be staged to see who can eat her out of her skirt!

Amalgamated Ops To Frolic With Location Owners Jan. 9

NEW YORK, Jan. 1.—Joe Fishman, general director of Amalgamated Vending Machine Operators' Association, will have members of his organization meet with location owners at the annual dance and entertainment at the Mecca Temple here January 9. To assure a great gathering the organization has priced tickets at only \$1. Operators thruout the city are inviting location owners by selling and giving the tickets to them.

This is the first time in the history of the business here for such an affair to be held. Location owners are expected to see operators after business hours and become more familiar with their plans and purposes. It is generally believed that this action will tend to create a closer bond between ops and storekeepers here.

The annual dance is a get-together for operators after the New Year where they may see each other socially and to generally wish each other the best of luck for the coming year. But with the entrance of the location owners into the scene this year it is believed the affair

Plan Now

to attend the
PRIVATE
SHOWING
of KEENEY GAMES

Full particulars in next week's issue!

AMERICAN SALES CORPORATION

950 WRIGHTWOOD AVE., CHICAGO, ILL.

SPECIAL IN CONSOLES!

We have an assortment of Floor Samples and slightly used Consoles of nearly every type. Make an offer if you can use 10. If you can't use that many, make offer on 5. Ask for our list, and let us know how many you can use, as the price will be right.

Lee S. Jones

P. S.—See you at the Show in Suite No. 611-617.

Exhibit Prepares For Record Show

CHICAGO, Jan. 1.—Exhibit Supply Company continued its final preparations thru the holiday period to be in readiness for one of its most attractive exhibits to be made at the 1938 Coin Machine Show, opening here on January 17. Even the office force was back in the factory much of the time to assist in the completion of plans.

Exhibit has established a reputation for large displays of its rather complete line of machines and again plans on using five standard booths on the exhibition floor to show its full line of products. Preliminary statements are that some new and novel amusement games will be shown that are intended to meet requirements for legal games. Two new consoles will also probably grace the display of machines. Then models of the well-known Exhibit machines will be on display so that operators may get an idea of the great variety offered by the firm.

CLOSE-OUT
COIN MACHINE PARTS

ALL NEW PARTS

No. 400 Visible A. B. T. Coin Chorus, 5c & 10c play	\$1.85
No. 400 & No. 310 Slides only	.60
Plunger Rubber, heavy type, 5c. Light type 3 for	.25
Plunger Tips for all popular games	.10
Rebound Springs for all popular games	.25
Playing Field Spring Flags	.05
E43 12-volt Electro-Pak	6.45
E2 7-volt Electro-Pak	5.95
E52 12-volt Electro-Pak (two rectifiers)	7.00
Glass Marble. Be sure to give diameter wanted	.03
Steel Marbles	5c & 10c
Contact Switches	10c & 2.00
Time Clocks	1.50
Electro-Locks	1.50
Air Checks	.15
Ball Gum (100 to the box)	.60
Marble Table Checks, per 100	1.50
Slot Machine Checks, per 100	.75
Tilt Gears	1.25
Tilt Gears	.35
Payout Return Spring for Bally Unit	.10
Large Ratchet Dog for Bally Unit, 15c.	.10
Spring for Dog	.10
Small Ratchet Dog for Bally Unit, 10c.	.10
Spring for small dog	.10
Bally Odds Dial Switches	.20
New Bally Roller Type Odds Dial Ratchet Dog	.75
On & Off Switches for Johnson Payout Unit	.30
Fan Type Brass Fingers for Johnson Type Payout Unit	.20
Payout Return Spring for Johnson Unit	.10
Several brand new "Bally" Slot Proof Chutes that take only buffalo nickel, a \$15.00 value for	5.00

RECONDITIONED PARTS

No. 400 & No. 310 Coin Chorus, new Slides	\$1.10
E43 12-volt Electro-Pak, new rectifiers	4.05
E2 7-volt Electro-Pak, new rectifiers	4.45

We also have a few Slot Machine Parts and a full line of Seeborg Phonograph Parts. When ordering parts please give name of game and complete detailed description of part. If in doubt draw a diagram or include old part. Send all cash with orders for parts. Shipped F. O. S. Dallas.

ELECTRO-BALL CO., Inc.
1200 Camp DALLAS

4 "B" SPECIALS

REEL SPOT	\$12.50
RICOCHET	12.50
SKIPPER	17.50
SHORT SOX	5.00
HOME RUN	12.50
RUNNING WILD	17.50
TURF CHAMPS	37.50
PADDOCK	25.00
EAST & WEST	22.50
MAD CAP	5.00
FIVE & TEN	4.00

Send for New Price List No. 256.

BESSER NOVELTY CO.
4803 Mandeville Ave., St. Louis, Mo.

Seeburg Part of Progress in Music

By CAROL DAY

In articles thruout the trade press the phenomenal gains shown by the phonograph record industry during 1937 have been pointed to with pardonable pride. Logical reasons are submitted for the rise of an industry which languished for many years in the doldrums of indifference . . . reasons that reflect more than a little to the credit of a music-conscious America.

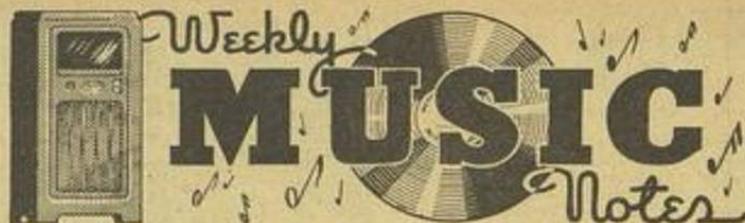
Yet in its deserved measure credit must be given to another and highly important factor in the doubling of 1937 record sales over those of the previous year . . . the automatic phonograph.

A phonograph operator, more than any other single individual, and phonograph operators together, more than any combined groups, purchase a volume of recordings which, if eliminated, would alter the record industry picture to a considerable extent. And the prospect for the increased importance of the music operator to the disc manufacturer in 1938 is one that grows rosier with each succeeding day. More and more operators of coin-operated equipment are turning to automatic phonographs.

"The music tide is rising with the growing desire for good music and it is the phonograph that can best satisfy this desire," says *Radio Weekly* (December 22, 1937), in commenting on kit record sales. The desire for good music created by curricular education in our schools and the appreciation of music fostered by radio, "pop" concerts and the like are important in record sales, but no less important is the fact that phonographs are the best medium for satisfying the desire for music because of the strides made in the creation of finer instruments.

Let us look "under the record." 1937 saw the release of coin-operated automatic phonographs whose perfection reached a higher peak than ever before in history. For example, and an example that can well be followed by makers of instruments for home use, the writer points to the commercial instrument made by the J. P. Seeburg Corporation. In the group of Seeburg Symphonolas one finds a realistic, vivid reproduction of music that is unequaled by any other medium. Acoustics, tone control, appearance . . . all of these have been developed by Seeburg engineers to create a desire for recorded music. The developments pioneered and brought to perfection by the Seeburg organization are evident in the general increase of efficiency among all types of commercial phonos, and they are particularly evident in the public interest in recordings which must be paid for before they can be heard!

The strength of the phono industry cannot be denied, and its effect on record sales in 1938 will be even greater than in 1937. Manufacturers, striving to outdo each other for the favor of operators, are creating new perfections in their instruments, which in turn will create greater desire for music and greater sales for the disc makers.



Rock-Ola Finds 20 Records Favored

CHICAGO, Jan. 1.—Twenty records got the vote, reports the Rock-Ola Manufacturing Corporation. According to location-owners and the patrons who play coin-operated phonographs, 20 records is the popular number. This interesting conclusion was reached thru a nationwide survey recently conducted by the Rock-Ola firm and its distributors. Rock-Ola salesmen, distributors and their representatives are reported to have questioned operators, location owners and patrons in large cities, as well as small towns, hamlets and villages. In each instance they asked just how many records the coin-operated phonograph should have in its program. When all reports were checked in the result was a positive choice of a 20-record selection.

The percentages ran as follows:

12 records	5%
16 records	13%
20 records	79%

The remaining 3 per cent was for more than 20 records.

Thru this survey it was learned that the average person remembered between 17 and 20 titles of songs. The check-up revealed that most persons have just a few favorites at a time—discarding and adopting new hits frequently—except, of course, for those old-established tunes that are always popular.

The operators' slant on the question of "how many records" was said to be very similar to that of the patrons of the various locations. Current favorites, they agreed, are constantly changing and

numbers that are popular one week are flops the next. Twenty records, they say, offer the ideal number for the good of the location, for the good of the operator and, most important, for the good of the patrons.

See-Con To Show Phonos in Detroit

DETROIT, Jan. 1.—"Contrary to expectations we have had a very good business in the Seeburg line for the month of December," said Donald I. Coney, president and general manager of See-Con, Inc.

Recent shipments include 11 machines to Eddie Clemens, of National Coin Machine; 11 to Interstate Amusement Company; 22 to Mellow King Music Company; 11 to William Bolton, Romulus, Mich.

"Most of our old operators, Mickey Powers, Frank Alluvot, Ray Music Company, Ed Carlson; Arnold Miller, of the Arnold Metropolitan Music Company; Joe Brilliant, Mary Long and Lucius Carr, have all added to their already generous Seeburg operations with purchases of from one to six during the current month," said Mr. Coney.

He continued, "Toledo operators have all been making substantial purchases for the past two months. They have averaged six machines a week. Up-State sales have been augmented by sales to Chalmers Music Company, Saginaw; Herman Dorr, Cass City, each of whom has purchased several machines during the month. We have also opened up several new accounts in the Thumb during the month."



CRYSTAL BALLROOM of the Baker Hotel, Dallas, was the scene of a banquet recently given by Homer E. Capehart, Wurlitzer vice-president, for over 400 Wurlitzer operators and their wives from all parts of Texas.

B'klyn Amusement To Feature Phonos

BROOKLYN, Jan. 1.—Charley Aronson and Bill Allberg, of Brooklyn Amusement Machine Company, state that they are going into the used phono market in a big way in 1938. "We intend to feature the best make of machines in the music machine business," state the owners. "Price maintenance for used phonos will be one of the main parts of our new program. Every machine that we ship from our headquarters will be thoroughly inspected to insure perfect, trouble-free operation.

"Operators have shown great interest in the used phonos which we have on hand," they continued, "and we intend to enhance that interest thruout the year by having the best in used phonos always on hand. We intend to offer such bargains to the trade that ops everywhere will find it worthwhile to purchase these machines from us."

Marquette Music Firm Incorporates

DETROIT, Jan. 1.—Incorporation papers were filed this week in the Michigan secretary of state's office for the Marquette Music Company, one of the oldest companies in this field in this territory, and probably one of the best known nationally. Company was founded by John Marquette and has been operated in recent years by Harry E. De Schryver, who is listed as sole stockholder of the new company. Capitalization is listed at \$50,000, with stock issued at \$100 per share.

The Marquette Music Company is commonly listed as the largest music machine operator in this territory, and is also distributor for Wurlitzer machines here.

Modern Vending Shows New Phonos

NEW YORK, Jan. 1.—Modern Vending Company gave a big party lasting for two days, December 28 and 29, to show the new 1938 models of the Wurlitzer phonographs.

Sandwiches and drinks were on hand thruout the day, and the many hundreds of operators who visited Modern's offices to get their first look at the new models were highly enthusiastic. Members of the Wurlitzer organization who were present at the party included Ernie Petering, Bill Bolles; J. E. Broyles, assistant to Homer Capehart, and Joe Darwin. Nat Cohn was all over the place acting as host and informs your correspondent that with all the hilarity going on he was still able to take quite a few orders for the new models.

Five Best Record Sellers for Week Ending Jan. 3

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7228—"Snake Charmer" and "Dippy Doodle." Jerry Blaine Stream Line Rhythm.	8028—"Rosalia" and "Sail A-Fong, Silvery Moon." Horace Heidt Alameda Brigadiers.	1562—"Nice Work If You Can Get It" and "Bel Mir Bist Du Schoen." Andrews Sisters.	25693—"Daisy Doodle" and "Who?" Tommy Dorsey Orchestra.	3700—"Rosalia" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
2	B7344—"Bel Mir Bist Du Schoen" and "The Big Dipper." Jerry Blaine Stream Line Rhythm.	8008—"My Man" and "Can't Help Lovin' Dat Man." Teddy Wilson Orchestra.	1554—"When the Organ Played 'Oh, Promise Me'" and "Let's Waltz for Old Times' Sake." Bing Crosby.	25739—"Bel Mir Bist Du Schoen" and "It's Easier Said Than Done." Guy Lombardo Royal Canadians.	3874—"You're a Sweetheart" and "Let's Pitch a Little Woo." Dolly Dawn Dawn Patrol.
3	B7333—"It's Wonderful" and "I'm the One Who Loves You." Shep Fields Rippling Rhythm.	7993—"The Toy Trumpet" and "The Powerhouse." Raymond Scott Quintet.	1560—"Once in a While" and "On the Sunny Side of the Street." Louis Armstrong Orchestra.	25706—"I've Got My Heart Set on You" and "True Confession." Larry Clinton Orchestra.	3848—"Nice Work If You Can Get It" and "Easy To Love." Maxine Sullivan—orchestra under direction of Claude Thornhill.
4	B7316—"Thanks for the Memory" and "Mama, That Moon Is Here Again." Shep Fields Rippling Rhythm.	8018—"I've Hitched My Wagon to a Star" and "Everything You Said Came True." Jan Garber Orchestra.	1539—"A Foggy Day" and "Nice Work If You Can Get It." Bob Crosby Orchestra.	25734—"Snake Charmer," Larry Clinton Orchestra, and "Toy Trumpet," Jack Harris Orchestra.	3872—"Mama, That Moon Is Here Again" and "You Took the Words Right Out of My Heart." Isham Jones Orchestra.
5	B7320—"Hawaii Calls" and "Song of the Islands." Bobby Green, boy soprano, with Max Terr's chorus.	8037—"Bel Mir Bist Du Schoen" and "I Double Dare You." Music in Russ Morgan Manner.	1483—"Basin Street Blues" and "Bob White." Bing Crosby and Connie Boswell.	25717—"Loch Lomond" and "Carnel Hop." Benny Goodman Orchestra.	3877—"That Old Gang of Mine" and "There'll Be a Hot Time in the Old Town Tonight." Frank Novak Roothin' Tootin' Boys.

Sheet-Music Leaders

(Week Ended January 1)

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.; Gable Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position Last Wk. This Wk.	Title
1	1. Bel Mir Bist Du Schoen
2	2. Rosalia
3	3. There's a Gold Mine in the Sky
4	4. Once in a While
5	5. True Confession
6	6. You're a Sweetheart
7	7. Josephine
8	8. You Can't Stop Me From Dreaming
9	9. Nice Work If You Can Get It
10	10. Vieni, Vieni
11	11. When the Organ Played "Oh, Promise Me"
12	12. Bob White
13	13. In the Still of the Night
14	14. One Rose
15	15. Ebb Tide

THEY'VE GOT WHAT IT TAKES!

JOE SANDERS
Management
Music Corporation
of America

**20 RECORD
Multi-Selector ROYALE**

"Headliners" need no introduction. They are known by their individual style . . . flawless presentation . . . high standard of performance.

Seeburg Illuminated 20 Record Multi-Selector Symphonolas, Royale and Rex, with the original Lumalite Grille, are "headliners" on the finest locations everywhere. Their dignified beauty . . . inimitable reproduction and constant carefree operation now enable operators to earn increased profits every day in the week.

Fine Musical Instruments Since 1902



J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

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.

McCormick Set For Convention

GREENVILLE, N. C., Jan. 1.—L. B. (Mac) McCormick, of the McCormick Machine Company, reports that his firm will present two new products at the coming show. One is a cigaret machine cover which fits every make of cigaret machine on the market and will carry the same one-year guarantee that the phono cover of the firm does. The other product is reported to be something new for phonos. As yet McCormick has not disclosed any details on this new product of phono ops, but he did say that it will prove to be a real necessity to all the men engaged in the phono operating business.

Detroit

DETROIT, Jan. 1.—Arnold Miller has moved his headquarters to 3824 Helen avenue, where he is operating as Metropolitan Music Company. Gustave Greening is associated with him in the company.

Max Schub, one of Detroit's best known operators and salesmen, took Christmas week-end off to spend at Muskegon, Mich. According to his partner, Sam Rosenthal, of the General Novelty and Amusement Company, 1938 should be a banner year for operation of music machines. He revealed that he intends to do some real buying at the show.

Louis Berman, manager of the Champion Automatic Music Company, spent

the past week with Willie Chase, Ohio representative for the firm, calling on operators in the Ohio territory.

Sidney N. Goldberg, manager of Decca Distributing Company, predicts that *Bel Mir Sist Du Schoen* will be an outstanding hit. His firm has added two more audition rooms for the use of operators and has taken over the adjoining store building. This gives an additional 1,200 square feet of floor space.

FOR SALE

WURLITZER PHONOGRAPHS

MODELS 412-616 and 616A
Also 1936 ROCK-OLAS and MILLS' DO-RE-MIS
COMPLETE STOCK LATEST MODEL PIN GAMES—New and Used.
EVERYONE GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE! Write for Complete List TODAY.

BROOKLYN AMUSEMENT MACHINE CO.
8-10 VARET ST., BROOKLYN, N. Y.

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.

Due to unavoidable delay because of the heavy holiday mail deliveries, this week's phonograph records did not arrive in time to make it possible to select "The Week's Best Records." This feature will be resumed in the next issue.

WURLITZERS
412's and 312's.....\$119.50

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., Kansas City, Mo.

HAVE YOU ANY LOCATIONS THAT YOU MUST GIVE UP BECAUSE THE NET EARNINGS DO NOT WARRANT NEW MACHINES?

WHY GIVE UP THESE SPOTS?

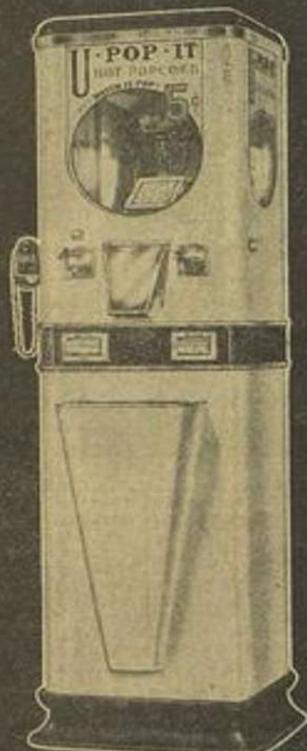
BUY A GABEL '37 12-RECORD SELECTIVE REALISTIC JUNIOR. ONE PRICE, \$75.00 EACH. HALF DOWN, BALANCE C. O. D.

CHAMPION AUTOMATIC MUSIC CO.
Gabel Distributors.
9854 TWELFTH STREET, DETROIT, MICH.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

A PROSPEROUS NEW YEAR with U-POP-IT

IT BUILDS PERMANENT,
STEADILY INCREASING
INCOME IN A LEGITIMATE
OPERATING BUSINESS!



PATENTS
PENDING

U-POP-IT IS . . .

a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT

to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED

against all hidden defects, a product of DAYAL, backed by 29 years of successful manufacturing and business experience—plus fair dealing.

RANEL, INCORPORATED

325 N. Hoyne Ave. CHICAGO, ILL.

Affiliated with DAYAL MFG. CO.

SOLD ONLY TO OPERATORS
THROUGH DISTRIBUTORS



Louisville Has New Milk Venders

LOUISVILLE, Jan. 1.—Co-operating with industrial plants and business establishments throughout Louisville in their drive for greater efficiency, the Kentucky Dairies, Inc., is installing and servicing milk dispensing machines in plants, offices and shops, making it possible for workers to receive between-meal nourishment without leaving their jobs.

The new milk vending machines are said to be manufactured by the Mills Novelty Company, of Chicago, an internationally known manufacturer of coin-operated machines.

The dispensing machines, an ingenious piece of mechanism which delivers to the consumer a cold bottle of milk in return for a nickel inserted in a slot, are serviced fresh daily, are completely sanitary and are electrically refrigerated, dispensing the milk at a temperature of less than 40 degrees.

They are placed "right on the job," thus making it unnecessary for employees to lose valuable time from their work for a mid-morning or mid-afternoon bit of nourishment which scientists have found to be conducive to greater efficiency in all lines of human endeavor, both mental and physical.

One of the most recent contributions to the subject of industrial productivity was made by Haggard and Greenburg, distinguished physiologists of Yale University, who attacked the problem of industrial fatigue not thru rest periods, but by between-meal feedings. Their tests were made under actual factory conditions in a plant manufacturing rubber footwear. Production of individual workers was determined by counting the number of shoes sewed hourly by the workers under observation. Their tests showed that production increased directly when a mid-morning and mid-afternoon luncheon of milk and angel-food cake was provided, the average increase ranging from 17 to 19 shoes per hour per operator during the supplementary feeding period.

Other benefits reported by the investigators, according to data on these tests supplied by A. B. Sawyer, president of Kentucky Dairies, were "improved feeling of general well being among workers," "more zest for the work," "less irritability in the late morning and late afternoon" and "fewer mistakes."—From The Louisville Courier-Journal.

Royal Features Watling Scales

NEWARK, N. J., Jan. 1.—Dave Stern and Harry Wichansky, of the Royal Distributors, Inc., believe that there will be greater interest in weighing scales during

the months to come. "For some time," they explain, "we have been featuring the Watling springless scale. During the past year several operating firms placed a number of these machines on locations throughout the State. This coming year, however, we believe will see interest in scales increase to such an extent that we are making plans to have a large number of scales on hand so as to help ops get them on location as fast as possible.

"There is a definite trend toward scales," they concluded. "They assure operators of retaining the better type of locations at a low cost. Instead of abandoning a spot because of certain legal restrictions, scales enable the op to hold a location as long as necessary."

Malkin-Illion To Exhibit New Mdr.

NEWARK, N. J., Jan. 1.—The Malkin-Illion Corporation, manufacturer of the Bayuk-Phillips cigar merchandiser, have declared that they will present a new deluxe 8-cent candy merchandiser to the trade at the coming coin machine show. To date the firm has been keeping the details of the machine a secret. All that they will reveal is that it will be finished in time for the show.

The vast experience which the firm has had in the vending field, both as operator and manufacturer, leads many men here to believe that the new vendor will be quite popular. Sam Malkin, president of the firm, revealed that the machine has been on location tests in various parts of the State for some time. He also stated that he will be on hand at the show to explain thoroughly the many unusual points of this new machine.

Kellogg Vending, Cinoy, Has New Pop-Corn Vender

CINCINNATI, Jan. 1.—Kellogg Vending Company here has placed on the market a new pop-corn vending machine named Serve-Ur-Self, which sells for less than \$100 in quantity lots. Machine has a steel body with chrome over solid brass castings. Finish is black and white baked enamel inside and out, with a heavy chromium trim.

A heavy duty hermetically sealed speed reduction motor assures uninterrupted service, Kellogg officials say. The amount of corn delivered per sale is adjustable and machine is capable of more than five sales per minute. A separate key allows busy locations to refill without operator calling.

Machine is 16"x16"x22" and weight is 70 pounds. Samuel Bailey is manager of the Kellogg firm and Andrew Haifner and Charles J. Warren partners. Location tests on Serve-Ur-Self in this territory have proved highly successful, Kellogg chiefs announce.

Register for 1938 Coin Machine Show

Name..... Company.....

Street..... City and State.....

Check whether: Operator Jobber Distributor

Please include 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 5, 1938.

MAIL TO: THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, O.

Kuliek Visits With Detroit Firm Execs

DETROIT, Jan. 1.—Ben L. Kuliek, vice-president in charge of sales of Ranel, Inc., manufacturers of the U-Pop-It automatic corn-popping vender, was met upon his arrival here by Harry De Shyvers and Harry Graham, heads of the U-Pop-It Company of Michigan.

Kuliek is reported to have revealed his plans for an extensive survey of Michigan for the promotion of U-Pop-It. "When I talk about the promotion of the U-Pop-It machine," he said, "I mean the satisfactory filling of all orders. Naturally, we of Ranel expected that the U-Pop-It machine would become the basis for permanent and steadily increasing income in a legitimate operating business for many operators. But I must confess that we did not expect such a flood of orders right from the beginning. Orders are being filled faster as production is being stepped up. We are receiving many reports from operators commending us on the machine's thoroughness with which it is engineered, the way in which it performs, and the appeal of its fluffy, tasty, golden, piping-hot pop corn."

Both DeShyvers and Graham were extremely optimistic over the U-Pop-It machine. "We have already booked orders from practically every portion of the lower part of Michigan," said Graham. "As operators become more thoroughly familiar with the profitable nature of the U-Pop-It business we feel sure they will depend more than ever upon the operation of this type of legitimate vending equipment for permanent income."

5/8" BALL GUM ASSORTED—FACTORY FRESH

\$10.95 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

2947A-So. 68th Street, Philadelphia, Pa.

PROVEN Money Makers!



Big opportunity for Experienced Route Salesmen.

Be an independent operator. Place Tom Thumb Venders in stores, waiting rooms, taverns, restaurants, etc.—where you know how. Tom Thumb vends candy, peanuts, gum, bubble-gum penny catcher. Write for rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a share of your own. Tom Thumb works while you're away. You keep list, collect your profits daily. Handicapped, contact Tom Thumb gets in where ordinary vendors are shut out. Make coin "business." Sale. Tumble locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 2, Jackson, Mich.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Barron's Weekly Shows How Tax Laws Are Sometimes Misapplied

One of the most difficult tax cases that has happened in the vending machine trade was due to the application of the Indiana chain-store tax law to vending machines a few years ago. The issue has appeared in other States, but not on the scale of the Indiana dilemma.

Barron's financial weekly features in its issue of December 27 a discussion of chain-store legislation. The article seems to be rather complete and includes an intelligent discussion of the difficulties in wording a law to apply to chain stores that does not also apply to such things as vending machines, if courts construe the law literally.

Such an article should help to prevent the courts from construing any piece of legislation literally by pointing out that words cannot be found to express the language appropriately. Chain-store legislation touches the coin-operated machine industry in more ways than one and hence the article from Barron's, by John A. Reynolds, is reprinted in part here for reference purposes:

Word "Chain" Not on Ballot

"Nowhere on the ballot or in the 2,000-word measure could the word 'chain' be found, yet in November, 1936, California voted to the number of 2,437,221 on what was popularly termed a Chain-Store Tax Act.

"This omission was no mere error. It was studied and deliberate. It indicates the dilemma in which those special groups who desire to impose discriminatory taxes find themselves:

"If the chain-store tax is narrowly drawn to include only the recognized 'proprietary' chains where all stores are owned by the same firm, those chains might alter their contractual relationships with their managers by 'leasing' their stores to the managers, thus ceasing to 'own' them and thereby avoiding the tax. On the other hand, if the tax law is drawn broadly enough to include such arrangements, it may include other businesses not generally considered to be chain stores, such as automobile dealers, electrical appliance and tire distributing agencies, independent retailers who are members of buying associations, department store concessions, department store assignment distributors, milk distributors, traveling stores and even vending machines.

"There can be a 'chain' store without standardized fronts, low prices, the 'cash-and-carry' principle, or ownership by one company.

"This is no place to discuss specific cases. In a general way, tho, certain types of businesses seem to be affected. Many authorized automobile agencies may be found liable for payment of the chain-store taxes. Last year, after the Gulf Refining decision and before the vote in November, the Northern California Motor Car Dealers' Association sent a warning to this effect to all of its members, on the basis of the fact that some of the contracts between the 'dealers' or 'authorized distributors' and the motor car manufacturing companies provided for arbitrary cancellation of the franchise by the company on short notice. Also, many agency operations are standardized by the manufacturing company and are subject to its supervision.

"Other businesses deal exclusively in the products approved by one company or group of affiliated companies, under conditions where the power to revoke the franchise or dealership is reserved by the manufacturing or wholesaling company. Examples include: Electrical appliance dealers, including department or hardware store 'consignment distributors'; radio dealers, sewing machine dealers, tire dealers, shoe dealers, paint dealers, department store 'concessions,' such as millinery and shoes; made-to-measure clothing dealers, and farm implement dealers.

"If such businesses continue operating in the same manner they must sooner or later either be forced to pay chain-store taxes thru judicial decision or legislative enactment, or have special exemptions in their favor written into the tax laws. Otherwise, the recognized chains can adopt their methods and avoid the tax themselves.

"To get into smaller units, many milk wagons sell at retail from the truck for cash not only milk but bread, eggs, cheese, butter, chocolate malts, etc. If

these units are not retail units, what are they? They have to pay the retail sales taxes when such taxes apply to food. The mere fact that they are on wheels does not take away the fact that they sell at retail.

"Others in this group are the coffee wagons, grocery wagons, home remedies and extract wagons and produce wagons. If they are owned or controlled by a common management or are under common supervision, they may be held liable for payment of chain-store taxes as a result of court tests.

"Even the battered automatic vending machines and newspaper street stands with the nickel slots are involved. Today vending machines sell not only cigarettes but candy, matches, pop corn, apples, oranges, gum, peanuts, handkerchiefs, newspapers, magazines, sandwiches, ice, fish bait and beer. One former chain-store operator stated he was planning to open a 'whole chain' of such machines selling staples well below the 'service store' price. If he does this, will he be free of chain-store taxes? The answer has yet to come from the courts and in this twilight zone the decision may be either way.

Legislative Intent

"As for whether or not a particular law was 'intended' to cover authorized distributors, voluntary chains, vending machines, milk wagons, businesses owned by banks and other such situations, legislative intent' is a nebulous thing.

"However, one of the principles of constitutional tax law as laid down in a long line of decisions by the United States Supreme Court is, broadly speaking, that all those in the same class must be treated alike and that arbitrary and unreasonable and unnatural classifications cannot be set up in order to exempt some and tax others.

"If a State taxes stores 'owned, operated or controlled' by one firm, the law must apply to all stores so owned, operated or controlled regardless of what the authors of the bill 'intended,' unless specific exemptions stated in the law can be justified.

"These difficulties of interpretation and application of chain-store tax laws exist probably because most such laws are promoted and sponsored by special groups desirous of taxing their competitors. These groups either find it constitutionally impossible to limit the effect of the tax to their particular competitors or carelessly draw the laws so that they include many others not intended to be involved."

Kay Besieged for U-Pop-It Info

NEWARK, Jan. 1.—Since the word leaked out that Jack Kay purchased 100 of the U-Pop-It machines for immediate operation in this territory he reports he has been swamped by operators here asking for further details regarding the machines. Kay is about the first operator in this part of the country to have contracted for a large number of the automatic corn-popping machines, it is said.

Other coinmen are reported to be contacting Ranel, Inc., on their U-Pop-It

Detroit

DETROIT, Jan. 1.—G. McBain, local operator of vending machines, is reported to be working on plans for the manufacture of a new type gum vending machine. He also plans to return to active operation of his machines in the near future.

The recent history of vending machine operation and manufacture in Detroit omitted one firm, the Four-in-One Manufacturing Company. The reason for the omission was the fact that the company was organized since the time the article was prepared for the press. Four-in-One makes a four-column selective candy vender.

Following the death of Wilbert H. Brookner, proprietor, the Vendit Company of Michigan, distributor of selective venders, has been dissolved.

In the December 25 issue of *The Billboard* a feature article on the history of vending machines in Detroit recorded the fact that no pop corn machines were manufactured in this city. While this was true at the time of writing, recent developments have altered the story. The Pop Corn Robot Company is preparing for national marketing of its product, a corn-popping vender, and is now enrolled on the lists of Detroit manufacturing organizations.

M. Eak, who formerly manufactured pin games in this city, is now in the nut and confectionary servicing field for various ops.

Pop-Corn Vender Gets Into News

DENVER, Jan. 1.—The new pop-corn vending machines made one of the Denver columns when John C. Polly, the RWGA (Reporter Who Gets Around), made one of them the subject for an item in his column in *The Rocky Mountain News*, morning paper. The machine had just been installed in the police building, where it was being admired by all and tried out by many. The article is:

"Pleased as a small boy with some new mechanical toy are some of the big, husky coppers at police building over a new pop-corn vending machine. You put a nickel in the slot, push a lever and the corn drops on a heating tray. The corn pops right in front of your eyes. There is a buttering gadget, and you pull another lever and the delicacy falls into a sack. A salt shaker is attached to the machine and you can salt to taste.

"The machine is just inside the door on the front floor. The vicinity resembled roll call when the machine was first installed, and captains and sergeants hobnobbed with the ordinary hired help.

"The pop-corn machine should make things easier for the victims of the veteran practical jokers on the force to the extent that the hot-foot experts must pay a little attention to the machine in their spare moments."

machines. Business on these machines is expected to be unusually brisk due to the fact that Kay is known for not buying any product until he has definitely tested it and found it to be perfect in every detail.



PERSONNEL OF BEN NAGEL'S Eureka Novelty Sales Company line up before the firm's new offices in Cleveland.

VENDING MACHINE OPERATORS

Confections made by the originators of hard shell candies expressly for the vending machine trade.

Write for Price List

Visit
Our Display
at the Coin Machine
Show—

BOOTH No. 235

PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.

345 W. Erie St., Chicago, Ill.

BALL GUM

1/2" ASSORTED — FRESH FROM FACTORY

\$10.90 PER CASE

10,000 BALLS

Free Delivery in U. S. A. Cash With Order. No C. O. D.

PEANUT AND GUM VENDING MACHINES

NEW FROM THE FACTORY

Capacity Globe	Operators Price	Distributors Price
1 1/2" lbs.	\$2.00	\$2.40
3" "	3.50	2.80
4 1/2" "	4.25	3.40
6" "	5.00	4.00
8" "	5.50	4.40

Write for Further Information.

RAKE COIN MACHINE CO.

5415 Woodland Ave., Philadelphia, Pa.

HEADQUARTERS FOR

CHARMS!!!

NEW—DIFFERENT

SPECIAL ASST | 85c ea Gr. Plus Postage.

Write for Quantity Prices. Plus Postage.

ASSOCIATED ENTERPRISES, INC.,
Pure Oil Building, Chicago, Ill.

SALE OF AUTOMATICS

GOLDEN WHEEL	\$42.50
TURF CHAMPS	39.50
LATONIA (Ticket)	27.50
TEASER (Floor Sample)	69.50
PRAKNESS	59.50
CAROM	22.50
CLASSIC	29.50
WESTERN THOROBBED (Tkt)	89.50
PAMCO DE LUXE BELL	65.00

1/3 Deposit, Balance C.O.D. Cable Address "Idealco." Phone: Garfield 6072.

IDEAL NOVELTY CO. 1122 MARKET ST. PHILADELPHIA, PA.

SWISH!

POPMATIC

SWEEPS THE NATION

BIG CLEAN-UP

for DISTRIBUTORS and OPERATORS...

A clean sweep from coast to coast - that's the record of POPMATIC Automatic Corn Popper and Vending machine! Distributors and Operators co-operating wholeheartedly in this new legitimate coin machine venture - have made and are making MONEY... rapidly, steadily, easily, pleasantly!

Put your faith in POPMATIC, the original, fully patented, reliable machine! Eliminate guesswork, service annoyances, delay in delivery! REMEMBER: The moment your POPMATIC goes on location, your income begins!

See The New
POPMATIC
Coin Machine Show
Booth 163
Hotel Sherman, Chicago
January 17, 18, 19, 20

COPYRIGHT 1938
POPOMATIC MANUFACTURING COMPANY

POPMATIC MANUFACTURING COMPANY

5147 NATURAL BRIDGE AVENUE ST. LOUIS, MISSOURI

DUO-VEND

THE OPERATORS' CHOICE

2-Compartments—Will vend all kinds of nuts and candies together with top-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



DISTRIBUTORS-JOBBERs and ROUTE MEN

Write for Details.
To Vender—Capacity 10 lbs.
Size—18" High, 7" x 9".
Rejects Tax Tokens.
Shipping Weight, 24 lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
35 East Wacker Drive, CHICAGO.

Big List of Exhibitors Assures Bigger and Better Show for 1938

CHICAGO, Jan. 1.—"Never before in the history of the coin-machine industry has there been such enthusiasm displayed by everyone connected with the industry as there is for the 1938 Coin Machine Show!" Such is the statement of the convention committee in releasing the latest list of exhibitors who have reserved space for the annual exhibit. "With the greatest advance registration of operators ever recorded at such an early date, then too, each mail bringing in hundreds of additional reservations, it looks as tho the attendance will far surpass any other gathering of coinmen."

"Hotels are being swamped with room reservations," the statement also says. "Some of the hotels are already sold out, while others are ready to hang out the same sign."

"More exhibit space has been sold this year than ever before. Additional space is being provided to take care of the overflow exhibits. Manufacturers are working feverishly 24 hours a day to get their exhibits ready for the show. Many of them will exhibit many new and novel machines for the first time. There will be many machines on exhibition which will meet full requirements in every territory."

The list of exhibitors on December 27 included the following firms:

A. B. T. Mfg. Co., 715 N. Kedzie avenue, Chicago; A. C. Novelty Co., 8601 Epworth boulevard, Detroit; Acme Nov. & Mfg. Co., 557 West Jackson boulevard, Chicago; Advance Machine Co., 4641 Ravenswood avenue, Chicago; American Chicle Co., 1323 West Congress street, Chicago; Americana Pistachio Corp., 111 Reads street, New York; Atlas Novelty Co., 2200 North Western avenue, Chicago; Automatic Age, 2810 South Michigan avenue, Chicago; Automatic World, 120 St. Louis avenue, Fort Worth.

Bally Mfg. Co., 2640 Belmont avenue, Chicago; Bearse Mfg. Co., 3815 Cortland street, Chicago; Billardon Corp., 22 West Monroe street, Chicago; The Billboard, 54 West Randolph street, Chicago; Birmingham Vending Co., 2117 Third avenue, North, Birmingham, Ala.; Block

Marble Co., 4919 North Eighth street, Philadelphia; J. M. Bregstone & Co., 538 South Clark street, Chicago; Brunswick Record Corp., 1776 Broadway, New York; Buckley Mfg. Co., 2156 West Washington boulevard, Chicago.

Caille Bros. Co., 6210 Second boulevard, Detroit; The Capehart, Inc., Fort Wayne; Chicago Coin Mach. Mfg. Co., 1725 Diversey boulevard, Chicago; Chicago Lock Co., 2024 North Racine avenue, Chicago; Churchill Cabinet Co., 2119 Churchill street, Chicago; Coan-Sletteland Co., Inc., 2070 Helena street, Madison, Wis.; Coin Machine Journal, 600 West VanBuren street, Chicago; Coin Machine Review, 1113 Venice boulevard, Los Angeles; Columbus Vending Co., 2005 East Main street, Columbus, O.

A. Dalkin Co., 4311 Ravenswood avenue, Chicago; Daval Mfg. Co. & Banel, Inc., Hoyle and Carrol avenue, Chicago; Decca Distributing Corp., 22 West Hubbard street, Chicago; Dudley Lock Corp., 325 North Wells street, Chicago; Electrical Products Co., 5535 Russell street, Detroit; H. C. Evans & Co., 1528 West Adams street, Chicago; Exhibit Supply Co., 4223 West Lake street, Chicago; Philip Florin, Inc., 255 Fifth avenue, N. Y.

The John Gabel Mfg. Co., 1200 West Lake street, Chicago; Gay Games, Inc., 422 East Howard street, Muncie, Ind.; Gem City Machines, Inc., 1229 East Third street, Dayton; Genco, Inc., 2621 North Ashland avenue, Chicago; General Electric Co., 238 South Clark street, Chicago; John N. Gersack, 1346 East Vernor Hy., Detroit; Globe Novelty Co., 715 East Adams street, Springfield, Ill.; D. Gottlieb & Co., 2736 North Paulina street, Chicago; Great States Mfg. Co., 1605 East 39th street, Kansas City, Mo.; Groetchen Tool Co., 126 North Union street, Chicago; Guardian Electric Mfg. Co., 1621 West Walnut street, Chicago.

Hawkeye Novelty Co., 428 East Grand, Des Moines; Illinois Lock Co., 737 West Jackson boulevard, Chicago; Independent Lock Co., 845 West Randolph street, Chicago; Int'l. Microscope Reel Co., 516 West 34th street, New York; Jasper Brokerage Co., 1152 West 61st street,

Chicago; O. D. Jennings & Co., 4350 West Lake street, Chicago; Johnson Fare Box Co., 4619 Ravenswood avenue, Chicago.

Malikin-Ilton Corp., 408 Market street, Newark; Mason & Co., 730 North Franklin street, Chicago; McCormick Machine Co., 119 West Fourth street, Greenville, N. C.; Mills Novelty Co., 4100 Fullerton avenue, Chicago; National Mfrs., Inc., 1115 Cherry avenue, Northeast, Canton, O.; National Trading Syndicate, 230 West Huron street, Chicago; National Venders, Inc., 5149 Natural Bridge road, St. Louis; The Northwestern Corp., East Armstrong street, Morris, Ill.

Palmanter-King Sales Co., 1107 West Tuscarawas street, Canton, O.; Pan Confection Factory, 341 West Erie street, Chicago; Paris Bead & Novelty House, 305 West Adams street, Chicago; Permo Products Corp., 6415 Ravenswood avenue, Chicago; Piesen Mfg. Co., Inc., 2757 Stillwell avenue, Coney Island, N. Y.; Play-Ola Mfg. Co., 1944 South Troy street, Chicago; Popcorn Robot Corp., 2187 West Grand boulevard, Detroit; Popmatic Mfg. Co., 5147 Natural Bridge, St. Louis.

RCA-Victor Distributing Corp., 441 North Lake Shore drive, Chicago; Richards Mfg. Co., 4619 Ravenswood avenue, Chicago; Ringo Mfg. Corp., 328 South Jefferson street, Chicago; Rock-Ola Mfg. Corp., 800 North Kedzie avenue, Chicago; Rowe Mfg. Co., Main and Mill streets, Belleville, N. J.

J. P. Seeburg Corp., 1500 Dayton street, Chicago; N. Shure Co., 260 West Adams street, Chicago; Simmons Coin Machine Co., Inc., 4463 North Lincoln avenue, Chicago; Standard Transformer Corp., 350 Blackhawk street, Chicago; Stewart & McGuire, Inc., 359 Fifth avenue, New York; Stoner Corp., 328 Gale street, Aurora; Superior Products, Inc., 14 North Peoria, Chicago.

Tymount Coin Machine Co., 1202 Washington street, Boston; Tru-Shot Corp., 17210 Gable avenue, Detroit; U-Need-a-Pak Products Corp., 135 Plymouth street, Brooklyn; Thos. A. Walsh Mfg. Co., 201 South 10th street, Omaha; West Novelty Co., Inc., 920 South Pershing drive, Muncie, Ind.; Wheeling Novelty Co., 57 14th street, Wheeling, W. Va.; W. W. Wilcox Mfg. Co., 504 West Randolph street, Chicago; the Rudolph Wurlitzer Co., North Tonawanda, N. Y.; Yankee Doodle Gum Co., 1732 West Hubbard street, Chicago.

NOTICE! WARNING!

M. RAY JAMES

Formerly Manager of the McGill Novelty Co. is no longer in our employ, and we will no longer be responsible for any debts or contracts made by him.

A. McCall, President.

CALL NOVELTY CO.

Article	Qt.	Ant. Price	Ex.
LITTLE DUKE	10	\$7	\$ 7.50
PAGES	10	1	7.50
CENTURY	10	10	10.00
WATLING TWIN	10	10	10.00
WATLING SINGLE	10	10	10.00
COMETS	10	10	10.00
LITTLE GOOSE	10	10	10.00
MILLS GOOSE NECK	10	10	10.00
MILLS GOOSE NECK	10	10	10.00
SNYDER	10	10	10.00

Phone Hamilton 1037, or write to A. F. BRUCK, 201 Walnut St., Hamilton, O.

THAT POPULAR MAN "DUMMY DAN"

The Ventriloquist Man.



The salesboard sensation of recent history. Operators, here is your chance to cash in. America has gone wild about "Dummy Dan."

As pictured, fully dressed complete with book on ventriloquism, with 100-hole sales card with picture of "Dummy Dan." Takes in \$10.00. Your cost complete, only

\$2.35

ANOTHER HIT THE JAR DEAL OF THE YEAR BANK NIGHT O' DAY JAR DEAL "IT'S A NATURAL"

1600 Tickets at 5c. Take in \$80.00. Average Payout, \$50.50. Average Profit, \$23.50. Deal complete, 1600 Tickets, Jar, Attractively Colored Die Cut Label and the most Beautifully Artistically Die Cut Colored Stip-Up Display Card with metal sturdy, attractive holder—only

\$2.85

per complete deal

HERE'S A SALES DEAL WITH REAL PULL!



Everybody goes for Trading Post because everybody dreams a prize. There's no blanks... 130 Pull Tabs on front of cabinet... 130 sealed packages of merchandise in back of cabinet gives everyone a prize for their money. Deal takes in \$15.00. Your price complete.

\$6.45

TERMS—1/2 amount with order, Balance C. O. D. If full amount is sent with order, we ship prepaid.

LEE MANUFACTURING CO.
754 W. Adams St. Chicago

Coinography

By THE COINOGRAPHER

Chicago is famous, among other things, for the district manager of the Rudolph Wurlitzer Company located there. Robert S. Bleekman by name, he holds a high place in the affections of Wurlitzer operators not only in and around Chicago, but in Northwestern Indiana, Southwestern Michigan, Southeastern Wisconsin and Northeastern and Central Illinois.



R. S. BLEEKMAN

Bob Bleekman really gets a tremendous kick out of the music business. Those operators who saw him in action at the Century Club convention vainly cheering his Chicago soft-ball team to victory can testify to that. He says his favorite sport is work and his favorite hobby is work, but his thousands of friends know how successfully he mixes in a lot of whole-hearted fun.

Living at 6830 South Shore drive in Chicago, Bleekman is a very substantial citizen—husband of a charming wife, Pegg, and father of a lively up-and-coming young daughter. Bob is a member of the South Shore Country Club and several fraternal organizations, but most of all he prizes his membership in the great Wurlitzer organization. He has devoted 15 years to the music industry.

He avows a preference for brunets and an equally strong aversion to blondes. Asked for a one-sentence description of himself, Bob said, with a modest twinkle in his eye, "Rather a unique character, favorably endowed with that great American characteristic known as nerve and a past master in the art of slinging conversation."

To which Bob's host of friends say, "Yes, verily."

New Ponser Branch Comes as Surprise

NEW YORK, Jan. 1.—The opening of the new branch of the George Ponser Company in Jacksonville, Fla., came as a surprise to coinmen in this city, according to reports. It is believed that this is the only distributor of games in this area who has a branch so far away from the main headquarters of the firm.

"This is the first time that we have deviated from our policy of keeping our branch offices close to our main office," said Ponser. "We believe that this move, however, will result in some real business for us. We intend to feature our famous service and policy of having the best in new and used games on hand and we are certain that our new headquarters will score a big hit with Florida ops."

Trippe Staff Gets Bonus

ST. LOUIS, Jan. 1.—Employees of the Ideal Novelty Company here spent a happy holiday week rejoicing over the kindness of their boss, the personable Carl P. Trippe, who this year again dished out a sizable bonus to his entire staff, amounting to a week's salary to each employee.

Christmas Special Offer 20 WEEKS \$2.00

ONLY TEN CENTS A COPY



YOU
SAVE
\$1.00
On Single
Copy Value

NOW YOU CAN GET FOR A LIMITED TIME ONLY...

ALMOST
5 MONTHS \$2.00

COST ABOUT A PENNY A DAY



THIS OFFER EXPIRES JANUARY 15, 1938

MAIL THIS COUPON NOW

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

1-8

Please enter my subscription for the next 20 weeks, for which I enclose, not the \$3 I would pay at the regular single copy price, but ONLY \$2.

NEW Name

RENEWAL Address

Occupation City State

Subscribers may take advantage of this offer to extend their subscriptions. This \$2 rate applies only in United States and Canada. Foreign rate, \$3. Regular rates: One Year, \$5; Single Copy, 15c in U. S. A. and Canada.

UNEXCELLED VALUES!

ON GUARANTEED MACHINES.

Seaburg RAYOLITES \$135.00
Rock-Ola WORLD SERIES \$115.00
Exhibit SILVER BELL \$100.00

1/3 Certified Deposit With Order.
Balance C. O. D.

ED. GEORGE NOVELTY COMPANY
37 IRA AVENUE, AKRON, O.

NEW PRICES FOR THE NEW YEAR

STONER RACES \$37.50
FLASHERS 85.00
BREAKNESS 45.00
WINNERS 22.50

1/3 deposit with order. Write for complete list.

AUTOMATIC SALES CO.

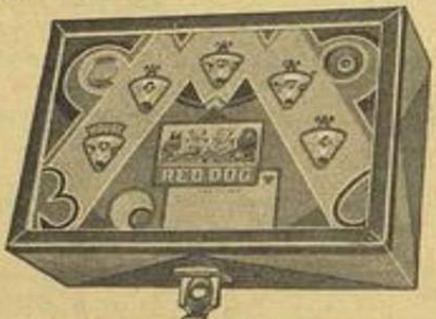
227 Second Ave., N., Nashville, Tenn.

New Money Maker 'RED DOG' For Every Counter

A thrill with every play. The biggest nickel's worth of entertainment ever offered in a counter game. Takes Top Play everywhere. An old-time favorite card game, "RED DOG." Pushing in coin chute deals "House" cards—pulling out chute automatically deals four "Player" cards. When player has 2 or more cards of same suit and of higher value than "House" card, awards up to \$2.00 are paid.

Takes pennies, nickels, dimes and quarters. The greatest money making counter game ever offered. A greater money maker than most high priced payout tables.

24.75



ORDER FROM YOUR JOBBER
EXHIBIT SUPPLY CO.,

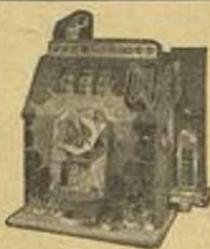
4222 W. LAKE ST., CHICAGO

THEY'RE GOING FAST IN

Vemco's New Year Clearance 2000 BRAND NEW AND USED SLOTS, PHONOGRAPHS, 1-BALLS, PIN GAMES, COUNTER GAMES, PARTS, SUPPLIES, ETC., ETC.

Quick—Write for Complete Price List!

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.



New Orleans

NEW ORLEANS, Jan. 1.—Down New Orleans' streets this week poured thousands of out-of-town visitors here to see the Sugar Bowl events, including the LSU-Santa Clara football game, the season's first carnival balls and a four-month schedule of horse racing. To this is coupled the warmth of the friendly Gulf stream that finds New Year's week bathed in sunshine, with the temperature hovering nearer to 80 in the shade than at the normal winter average. That is why New Orleans and its surrounding trade area, Mississippi and Louisiana, look forward to a fine beginning for 1938.

Five hundred shining-faced children of Jefferson Parish, adjoining area to New Orleans, filled the big front lawn of Jack Sheehan's residence from 8 a.m. to noon on Christmas Day as the charitable operator's guests. On bicycles, on foot and in school busses they came from miles around, Negroes and whites, and stood in long lines to grab sandwiches, toys, candy, oranges, apples and other valentide presents that strike home at the hearts of such poor children. Sheehan was happy, anybody could see, for he had found that in giving happiness the disease spreads even to the giver.

Things have not been as nice as a coin machine operator could expect for an ending to the year, particularly since Sheehan has been hard hit by the closing down of the Crescent City for several weeks, but this failed to interfere with his custom of the last 14 Christmas days. Assisting Santa Sheehan were the missus and his prominent son, Louis Roasberg, head of the New Orleans Novelty Company.

Reporting fine play for the Christmas holidays is Pete Nastasi, of the Automatic Coin Machine Company. Phonograph rentals, he reports, set a new high.

Away for the holidays on an extensive business trip thru the Mississippi Delta country is P. W. King, of the C. & N. Sales Company. Before leaving King predicted that 1938 will prove to be his firm's biggest year and said that 1937 was not such a bad year itself.

Ed Rodriguez, co-owner of the American-Southern Coin Machine Company, returned Thursday from a trip thru Alabama and Northwest Florida. Rodriguez says that Southern Alabama operators are doing a brisk business, thanks to a good cotton crop.

Among visitors to the Crescent City for the Sugar Bowl events were numerous operators of the interior of the State. Saw J. J. Tortorich, from Baton Rouge, and Joe Luella, from the same community, both pulling hard for their favorite L. S. U. team in the Bowl game. S. H. Stafford, from Pontchartroula, was in, as was Ben Newhauser, Wurlitzer op from Thibodeaux.

SAVE with ROYAL!

Reconditioned and Rebuilt PAY TABLES

\$5.50 Ea. GOLD RUSH LIBERTY BELL EX. FOOTBALL PUT & TAKE RODEO ROCKET SPORTSMAN	\$9.50 Ea. ALAMO ALL STAR CREDIT EXH. GIANT PARAGON REDWOOD SILVER CUP
\$6.50 Ea. RAFFLE BALL BALLY ACE FLYING TURF GOLD AWARD STAMPEDE	\$12.50 Ea. BALLY DERBY BONUS PEERLESS
\$7.50 Ea. DOUBLE SCORE GOLD HARVEST RANGLER TROJAN DAILY DOUBLE DE LUXE 46 DOUBLE UP FORTUNE	\$13.50 Ea. SUNSHINE DERBY FANTASY SR. SPEEDWAY
\$8.50 Ea. COCKTAIL HOUR BOOSTER SKY HIGH	\$14.50 Ea. FENCE BUSTER RED SAILS TYCOON PINCH HITTER
	LATONIA . . . \$29.50 PADDOCK . . . 37.50 SPRINGTIME . . . 34.50 MULTIPLE . . . 18.50 PARCO TOUT . . . 19.50 TURF CH'PS . . . 47.50

1/3 Deposit with Order, Balance C. O. D.
Write for Complete List.



AUTOMATICS

BALLY BONUS	\$12.50
TURF CHAMPS	39.50
AIR RACES	39.50
LATONIA	42.50
POP 'EM	27.50

PACES RACES (Late Serial) \$95.00
RAY-O-LITE RIFLE RANGE . . . 150.00

1/3 Deposit With Orders Required
Send for our Latest Price List of Reconditioned Phonographs, Novelty Pin Games, Counter Games and Slots.

W. B. NOVELTY CO., Inc.
3000 North Grand Blvd., St. Louis, Mo.

Detroit

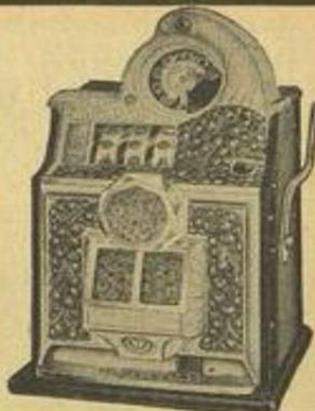
DETROIT, Jan. 1.—As a Christmas present employees of the J & J Novelty Company received their third bonus of the year. A previous bonus was given in May and another in July. "The company is profit sharing," said Jimmy Passanante, head of the business. "If the company makes money all our employees make money in addition to their regular salaries."

Joseph Collins, of Southwestern Amusement Company, has returned to business after being laid low by illness for the past five weeks.

On Thursday, December 23, employees of General Amusement Devices Company, Inc., were the guests of Electrical Products Company at a Christmas dinner and party given at the offices of the Epco firm. Christmas gifts were exchanged and the employees of Gadeco presented their manager, Harry Chereton, with an imported key and wallet case.



MODERN VENDING COMPANY, New York, and Wurlitzer officials at a showcasing of 1938 phonograph models. Top row, left to right: Ernie Petering, Joe Darsetu and J. E. Broyles, Wurlitzer executives; bottom row: Nat Cohen and Harry Rosen, of Modern Vending Company.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1899—Tel.: OOLumbus 2770.
Cable address "WATLINGITE," Chicago.

COMING!

A SENSATIONAL NOVELTY GAME BY CHICAGO COIN

CHICAGO COIN MACHINE MANUFACTURING CO.
1720 DIVERSEY BLVD. CHICAGO ILL.

INVISIBLE Double on Color

Introducing the Greatest Money-Making Thrill Producing Jar Deal on the Market. Featuring the Invisible Number Tickets. Payout numbers are printed in patented Magink, Glimmerproof—Lightproof, Dip tickets in water and numbers appear. (Note illustrations at before and after dipping).

Can be used many times if desired. Can also be made for one-time use only. Sample Deal, \$2.50. Deal Takes in (1176 @ 5c) . . . \$58.80
Extreme Payout . . . \$5.00

PROFIT . . . \$23.80
1/3 Deposit, Balance C. O. D.
Order a Sample Deal Today. Cash in on the fastest moving game ever produced. Nothing like it anywhere.

CLIMAX PRESS
Exclusive Manufacturers of Magink Tickets,
4204 N. Western Ave., Chicago, Ill.

JUNIOR

THE FIRST AND ONLY
BUMPER COUNTER GAME
With Big Game Features and
Earnings!

Full-size bumper springs . . .
1" steel balls . . . illuminated
backrack . . . all the action
and appeal of a regular table
game in a junior size for counter
play and profits!

\$ 39.50

Order Now! IMMEDIATE
DELIVERY!

Equipped with legs to convert
into floor model, \$2.00 extra.
Specify in order if legs wanted.

GENCO INC.

2621 N. ASHLAND AVE.
CHICAGO, ILL.

The GEORGE PONSER

COMPANIES

NEW YORK - FLORIDA - PHILADELPHIA - BROOKLYN - NEWARK

GROWING!

It's the little things we do for you
that do BIG things for us.

"SACRIFICE CLOSE-OUTS"

2 Rock-Ola regular Phonographs, like new.....	\$90.00	2 Galloping Dominoes, like new.....	\$145.00
2 Rock-Ola Night Clubs, like new.....	\$2.50	1 7H Yat Tee.....	2.00
1 Mills regular model Dance Master.....	40.00	1 Reel Races.....	4.00
2 Gabel 12 record late model phonographs.....	50.00	2 Reel 21.....	3.00
20 Jennings Grand Stands, 50 play used less than 10 days, sample, \$20.00, lots of 5.....	17.50	1 1 O H dice counter game.....	4.25
1 Baby Racing Fern.....	40.00	1 Select 'Em counter game.....	4.50
1 Golden Wheat, tick.....	35.00	1 Totallie, like new.....	5.00
1 Casino, cash model.....	25.00	1 Hurdle Hop.....	7.50
2 Turf Queens, brand new.....	75.00	1 Red 'N' Blue.....	4.50
2 Skippers.....	12.50	1 Short Box.....	4.50
		1 Ballys Crossline.....	7.50
		1 Galloping Plus.....	10.00
		1 Mills Double Header.....	10.00
		1 Arlington, cash model.....	50.00

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.

80 Broad Street, Richmond, Va.

Day Phone 3-4511.

Night Phone 5-3328.

Gerber & Glass In Revolution

CHICAGO, Jan. 1.—Between moments of holiday hilarity Max Glass, the "Permitter" of the Gerber & Glass combination, said that the "G men" were making big preparations for the 1938 Coin Machine Show and would show up on the opening day with some unique novelty again that visiting coinmen could write home about.

Glass also said he and his fellow laborer had formed a resolution that would probably start a revolution in the coin machine industry. "We have resolved," he said, "to so elevate our publicity above the usual puffs that we will set a new standard for the trade. We had to make that resolution to keep up with the bigger and better business we expect to do in 1938. We really have done a wonderful business during the past year and expect to improve our

facilities and service during the new year."

Milwaukee Firm Reports Sellout

MILWAUKEE, Jan. 1.—The announcement of the Milwaukee Coin Machine Company made recently is said to have resulted in a flood of orders that completely sold out the machines offered, according to officials of the firm. They were even obligated to return deposits in a number of cases, it is stated.

Sam Simonson, sales manager of the company, was pleased, in spite of the extra work, to make the necessary explanations and apologies. "The reason for this fine showing, I believe," he said, "is simply the quality offerings of our company, advertised in the paper that the buyers read. That's an unbeatable combination."

THE COIN CHUTE LEAGUE

AMUSEMENT • CONFERENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

Sentiment Grows

"To the Editor: Your letter addressed to Mr. Capehart back in November regarding the Coin Chute League has been referred to me for attention.

"Both of us believe that the Coin Chute League is undoubtedly a very splendid thing. While I am a little hazy as to your aims and ambitions for it, I can see in it possibilities for a great deal of good.

"I am going to toss the ball right back in your lap and ask how we can co-operate. What do you want us to do? Outline fully the way in which we can give you the support you refer to as having failed you in the past and the writer will make it his personal business to see that you get that support from the Wurlitzer Company if it is at all possible to supply it.—Robert B. Bolles, Rudolph Wurlitzer Company, North Tonawanda, N. Y."

FIRST ANNOUNCEMENT: The basic idea and principles of the Coin Chute League were announced in *The Billboard*, October 30, 1937. Basically, it is to be a voluntary enrollment association to promote public good will for the entire coin-operated machine industry. It will undertake to create favorable publicity for the industry based on the foundation ideas of the industry, which are: AMUSEMENT, CONVENIENCE, EMPLOYMENT, CHARITY. These four words express every worth-while feature of the industry and express ideas that will or can be made to appeal to the general public.

FOR THE PRESENT: After preliminary announcement in October of the Coin Chute League a weekly column has been published for the simple purpose of gathering sentiment in support of such an organization. As soon as the press of the 1938 Coin Machine Show is over further details will be announced in due time.

Such expressions as the above letter from the Wurlitzer organization are what is desired to get the proper sentiment back of the idea. First of all, the manufacturers should voluntarily step up first to help generate the enthusiasm that will be necessary to mobilize the entire industry into an organization that will put up a good front for the trade. Then distributors and jobbers should take the lead in their respective districts.

Everybody in the trade needs to realize the need of some good-will building agency badly enough to give it his moral support. Then we can go ahead with matters of detail.

The history of the trade shows that no organization has ever been able to gain the support of even a working minority of the trade. The manufacturers themselves, due to diverse types of machines, have never been able to unite in a constructive program for public good will.

The Coin Chute League is being developed along such lines that every person connected in any way with the trade, from biggest manufacturer to the smallest operator, can enroll for the one aim of creating a better public understanding of the trade.

How It Works

Five hundred children of Jefferson Parish, adjoining area to New Orleans, filled the big lawn of Jack Sheehan's residence from 8 a.m. to noon on Christmas Day as the charitable coin-machine operator's guests. On bicycles, on foot and in school buses they came from miles around. Negroes and whites stood in long lines to grab sandwiches, toys, candy, oranges and other yuletide presents that strike home to the hearts of such poor children. Sheehan was happy, anybody could see that, for he had found that in giving happiness the feeling spreads to the giver.

Things have not been as nice during 1937 as an operator would like, and Sheehan has been hard hit along with other operators by the closing down of the Crescent City for several weeks. But this did not interfere with his custom of 14 years at Christmas time to entertain the poor children of Jefferson Parish. Assisting Santa Claus Sheehan were Mrs. Sheehan and his prominent son, Louis Sheehar, head of the New Orleans Novelty Company.

Employment

Employment, or perhaps UNEMPLOYMENT, became the big topic as January 1, 1938, ushered in a new year.

Said Myron C. Taylor, chairman of the board of the U. S. Steel Corporation: "As we enter the new year it is timely for us to reflect in order to recall some of the primary elements which control our physical well-being that the chief base of our economic structure rests upon employment.

"Thru it raw materials are brought into use, goods are produced or converted, transportation facilities are engaged, distributors come into action, construction flourishes and individuals in all groups have earnings to pay their debts, to spend and to undertake new enterprises. Correspondingly the need for public and private work or relief declines, the federal, State and city governments have reduced demands, debt increases come to a halt and ultimately the burden of taxation is lightened while the standard of living rises.

"The recession which set in during the latter part of 1929 was accompanied by employment problems which severely taxed the resourcefulness and fortitude of employers and employees alike. It was early in 1930 that some of us in industry first resorted to the spreading of available work so that the largest practicable number of our workers would have some employment, altho at times this was woefully little.

"Shortly thereafter the municipalities and subsequently the State and federal governments took a hand in relieving the situation. It had grown beyond the resources of private agencies to cope with it."

In measuring the contributions of the coin-operated machine industry to employment the thousands of employees of distributors and professional operators should be kept in mind. The number of people employed as service, route and repair men by distributors, jobbers and operators now probably exceeds the number of professional operators engaged in the various fields of the coin-machine trade. Which means that the operating business, long looked upon as merely an occupation for the individual, has now grown to be a business which offers employment to two or more individuals in every operating organization.

Markepp Employees Enjoy Xmas Party

CLEVELAND, Jan. 1.—Employees of the Markepp Company, an Ohio distributor, enjoyed a Christmas party at their headquarters in Cleveland. The office and salesroom of the company were closed early to give everyone an opportunity to attend. Following the party several left for their homes to spend the holidays. Roy Pankhouser and his wife drove to West Virginia. Guy C. Hayden journeyed to Lexington, Ky., and Charles Trau and family left for Chattanooga, Tenn.

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.

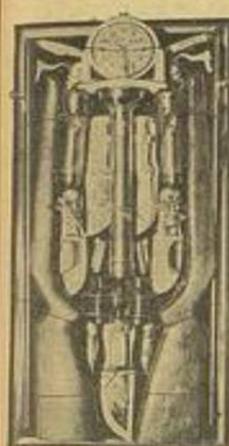
PRE-CONVENTION ISSUE. Dated January 15, this issue will contain the very latest announcements and information concerning the convention, a buyers' guide, etc.

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.

SHOT-GUN DEALS

-- Streamlined --



The Leader in the Mdse. Field consists of 2 Champ Shot Guns and 19 other val. prizes. Take in at 5c a sale, \$120.00 Your cost, \$36.00

Rifle Deal as illustrated. A knockout. Consists of 2 Marlin Bolt Action Rifles and 18 other prizes.

Take in, \$100.00 Your cost, \$27.50

\$5.00 U. S. Piconi Sport Jacket. 1 on 24-Hole Spec. Push Card. Takes in\$8.00 Your Cost\$2.05

Can be had in all sizes. Colors: Maroon and Grey, Blue and Grey, and Brown.

U. S. MDSE. & FIREWORKS CO., 10222 Superior, Cleveland, Ohio.

BARGAINS-BARGAINS

FORCED TO SELL AND PRICED TO SELL QUICK

Limited space will not permit listing. 200 Late Slots, 50 Consoles, 150 Safes, Stands; like new. All late equipment guaranteed. Looks and works like new. Wire, write, phone Forest 9113 for list. Hurry while they last.

D. & S. SALES CO.

1005 Broadway, Rockford, Ill.

IT'S MOTO SCOOT FOR "RIDES"

GASOLINE OR ELECTRIC \$89.00 and up F. O. B. Chicago



Write for Attractive Details. MOTO SCOOT MFG. COMPANY, 219 S. Western Avenue, Chicago.

BARGAINS - CLOSING OUT
 Del. Selective 4-Record ... \$24.50
 PAVOITS
 1000 ... \$87.50
 De-Ha ... 29.50
 Strike ... 17.50
 1000 ... 17.50
 1000 ... 22.50
 1000 ... 17.50
 1000 ... 24.50
 Trade for Dime or Cigarette Machines.
 1/3 Deposit, Balance C. O. D.
EDWARDS
 Box 400, Douglas, Wyo.

Bally Boasts of A Complete Line

CHICAGO, Jan. 1.—As 1938 peeps over the horizon of time Bally Manufacturing Company is pointing out to the trade that the Bally line is now rounded out to cover every requirement of the amusement machine operator. "Topping the list," explained Jim Buckley, Bally's general sales manager, "is our Bally Baskets machine, which is creating a furor as a strictly legal amusement game with unusual earning power. In the single-coin payout pin-game class Bally Stables is proving a money getter, while our revival of Preakness is hailed by operators as a great contribution to operating prosperity.

"For multiple operators," he went on, "our Pair Grounds one-shot is now known as the 'hardy perennial' of the pin-game industry—still going strong, altho now in its 12th month. The regulation console class is represented by the Saddle Club multiple console, with Bally Club House opening new spots by its compact upright cabinet and Turf Special taking care of the popular-priced console market.

"Last but by no means least is our new Lite-a-Pax counter game," Buckley concluded, "a favorite because of its unique flash and because interchangeable replacement fronts insure extremely long life. Further additions to our line are in store, covering practically every field of operating activity, and those who attend the show will see in the 1938 Bally exhibit the most complete and varied line of coin-operated equipment ever manufactured by a single concern."

Hercules To Show Award Protector

NEWARK, N. J., Jan. 1.—Irving Orenstein, of Hercules Machine Exchange, announced during the past week that he will have a booth at the coming show to explain the advantages of the Hercules award protector to operators. "Interest already displayed in this method of award protection has already been surprising," he stated, "and I'm now arranging to meet some of the men who have inquired about the protector at the show, where I will be able to show them just how this system works. The very simplicity of the award protector has won the admiration of the ops who have seen it to date, and I believe that more and more men will use it to assure themselves of better profits."

Kansas City

KANSAS CITY, Mo., Jan. 1.—Distributors and ops in the Kansas City section are blaming the post-holiday season for the lull in business now being experienced here. Bad as it is, it appears to be only a temporary condition—and virtually everyone connected with the industry anticipates good business for the coming year.

Carl F. Hoelzel, head of the United Amusement Company, is excited over his trip to the annual coin machine show and convention, which opens January 17 at the Hotel Sherman in Chicago. Much comment was heard here concerning Hoelzel's photograph in the December 25 issue of *The Billboard*.

Tim Crummett and Rue F. Mason, popular owners of the Central Distributing Company, will go to Chicago and the convention together. Both appear to be worried at the moment over the failure of their elaborately equipped Sportland Arcade in the downtown business section to pull steady patronage.

Phonograph ops bought more Victor, Brunswick and Decca recordings in 1937 than in any other year since coin-operated phono units have been on the market. Music stores here also reported record sales of discs, big at the Jenkins Company, city's largest store, reported to be approximately 40 per cent better than last year. Figures were released to a representative of *The Billboard* by Mina Wilcox, head of the department.

The Skee-Ball game, despite its comparatively large size, is really becoming a craze in Kansas City. More than 100

night clubs and eating establishments are featuring the Skee-Ball and each is receiving a big play. It is the custom here for ops to give a pack of cigarets with each game of 300 or better and a case of beer to player making highest score of the week. At the Jockey Club, one of the better night spots on the East Side, a Skee-Ball unit sets not 40 feet from the band stand, and often it gets more attention than the band itself.

The Star Manufacturing & Sales Company will stress the Sel-Mor in its 1938 advertising campaign. Designed especially for toys and charms, machine takes pennies and is guaranteed by manufacturers to give excellent service over a five-year period.

As usual, Joseph Berkowitz, of the Universal Manufacturing Company, reports business up to par. Since the company was founded by Berkowitz and his partner, Dick Chandler, last fall, the two officials have yet to report a poor market for their distinctively designed jar and tab games.

Since M. H. Orodener's article decrying the playing of pornographic recordings in dine-and-dance spots appeared in a recent issue of *The Billboard*, there has been a noticeable decrease in the use of smutty records in Kansas City spots employing automatic phonographs. Most ops agree with Orodener that the practice is poor—both from a business and a moral standpoint. Many ops have requested more publicity on this phase of the business—a phase which has been kept quiet all too long.

Doors of the Sportland Arcade, operated by Tim Crummett and Rue F. Mason, of the Central Distributing Company here, were closed recently. The arcade was opened December 3 and altho it was the only one of its kind in the Kansas City trade area, patronage was not steady enough to warrant its continuance.

Crummett and Mason will remove the equipment, including about 40 of the latest machines, some time within the next week.

A preview of the latest model Wurlitzer machines will be held January 7 at the Central office at 165 West Lincoln boulevard with O. F. Kramer, Wurlitzer district sales manager, in charge. Operators and distributors are expected to attend from cities and towns throughout this section to get first-hand views of the 1938 models before the annual coin machine show and convention gets underway January 17 in Chicago.

Coming

SKILL DERBY

A GAME OF SKILL

Legal Everywhere

STONER Corp.
AURORA, ILLINOIS

STONER'S

DELIVERY NOW!

AURORAN

It's Even Better Than RACES!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-S DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vender for Ruffs, Gaudies, Bull Game, Etc. 1c and 15c Cigarette Venders.

SALE!! 1-BALL TICKET AND CASH MODELS

30 Golden Wheels (Ticket Models) ... \$37.50	Each	10 Post Times ... \$29.50	Each
15 Foto Finish (Ticket Models) ... 49.50		4 Railroads (Ticket Models) ... 22.50	
8 Paddocks (Ticket Models) ... 29.50		3 Sportsman De Luxe ... 29.50	
7 Racing Forms ... 42.50		2 Classics (Ticket Models) ... 35.00	

NOVELTY 5-BALL BUMPER GAMES AT CLOSEOUT	BOO HOO ... \$18.00	CROSS LINE ... \$10.00
	SKOOKY ... 12.00	DAVAL BASEBALL ... 10.00
	AUTO DERBY ... 20.00	BOOSTER ... 10.00
	HOME STRETCH ... 20.00	CHICO DERBY ... 17.50

1/3 Deposit With Order, Balance C. O. D.
 WRITE FOR COMPLETE LIST OF PAY TABLE CLOSEOUTS.
ACME VENDING CO., 1121 St. Nicholas Ave. NEW YORK

WANTED TO BUY FOR CASH!

FLEETWOODS FAIRGROUNDS STABLES ARLINGTON PREAKNESS

MILWAUKEE COIN MACHINE CO., 3725 W. Center St., Milwaukee, Wis.

When Writing to Advertisers Mention The Billboard.

It blazed the trail in 1935--
and sets the pace in 1938!

1938 CHICAGO EXPRESS

"SPEED-ACTION" elevators LIFT balls onto track, shooting them into high score field! Cleverly placed catapults catch some of the balls which have missed the elevators and project them into other high-scoring positions! Intervening bumpers also add to the suspense and build up the score! Balls traveling inside of backboard provide illusion of speeding trains! NOTHING LIKE IT EVER BEFORE!

For Faster Profits grab the 1938

CHICAGO EXPRESS!

DISTRIBUTORS and JOBBERS NOTE—
SOME TERRITORY STILL OPEN!
WRITE, WIRE OR PHONE!

DAVAL MFG. CO.

325 NO. HOYNE AVE., CHICAGO

PRICE

\$79.50
TAX PAID

F.O.B. CHICAGO

No Closed Territory with this Profit Maker

Sell and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all localities. 130 pieces of great variety. Takes in \$1.00. Re-sells to dealers at \$9.75. Net 24". Weight approx. 18 lbs. Order No. B15. Packed two in cartons. Each \$6.00.

25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.
"The World's Bargain House."

217-225 W. Madison St., Chicago, Ill.

Operators Demand 1938 Rock-o-Ball

CHICAGO, Jan. 1.—"We can't wait until show time to announce the new improved Rock-o-Ball," stated N. L. Nelson, Rock-Ola's head of the game division. "We're forced to do it right now. So urgent have been the calls for this popular triple-score bowling game that we are ready to start shipping the new 1938 model immediately."

"This new game has everything," Nelson went on. "After a nation-wide survey for the most convenient size of this equipment a new 12-foot length has been developed. New rubber silencing pads make the game almost as quiet as a whisper; new live rubber cups make the play more difficult. The special new coating process on the wider playing surface makes the alley easier to clean and helps keep the balls from getting dirty. Noise has been eliminated from the underneath return for balls, and the playing field is at a convenient height

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

SLOTS
JENNINGS CHIEFS \$37.50
(5-10-25. Serials 120,000 and Over)

MILLS BLUE FRONTS 39.50
(Double Jack. 375,000. Ready To Operate)

MILLS BLUE FRONTS 44.50
(Single Jack. Serials 395,000 Up—Look Like New)

WATLING ROLLATOP (Bell or Vender—Late Serial) 27.50

MILLS Q. T. (1c Special) 24.50

MILLS Q. T. (5c Late Serial) 33.50

100 7-Col. Stewart-McGuire Cigarette Machines...\$62.50

GROETCHEN COLUMBIA \$32.50
MILLS EXTRAORDINARY 34.50
(Reconditioned)

A.B.T. SKILL TARGET
Used 3 Weeks...\$22.50

CONSOLES

Liberty Bell \$ 72.50
Bally Favorite 79.50
Paces Races 109.50
Evans Roletto 129.50
Galloping Domino 129.50
Paces Races, 25c 265.00

PHONOGRAPHS
Wurlitzer P-10 \$69.50
Wurlitzer P-12 89.50
Rock-Ola 1936 89.50
1-Ball AUTOMATICS
10 PREVIEWS \$16.50

1/3 Deposit

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

so that players do not have to reach down or stoop over to play.

"The all-electric triple-score feature adds to the excitement of the game," he continued. "The brilliant light-up panel gives the previous high score, the score of the game being played and the number of balls played. A special register located on the mechanism shelf inside the machine can be set by the operator at any desired score. Thereafter it automatically registers the number of times this score is equaled or bettered and thus gives the operator a positive check on the winning games."

Cargo Nearing New Record, Is Report

CHICAGO, Jan. 1.—"From all indications it looks like our latest creation, Cargo, will set new sales records," says Meyer Gensburg, official of Genco, Inc. "Orders have been pouring in daily for this game and it looks like it will be an even bigger hit than we predicted."

"Operators from all over report the success which this machine is enjoying," he continued. "Judging by their reports, it is easy to see that the remarkable manner in which this game has soared to popularity with pin-game fans has surprised them, too."

"Cargo is a novelty game that is new and different," Gensburg went on. "It is full of kick and action. We feel that the new-type retrogressive and progressive bumper scoring system is one of the biggest factors contributing toward its success. Operators say that this novel scoring system has raised player appeal to a new high."

"Cargo is unusually fascinating and requires real skill," he concluded. "It is a game that has genuine player appeal, and after all that is the factor that spells profits for operators and distributors."

Mars Soaring To New Sales Records

CHICAGO, Jan. 1.—Mars, the recent release of the Chicago Coin Machine Manufacturing Company, is shooting thru space leaving sales records of other previous hits way behind, according to officials Sam Wolberg and Sam Gensburg. "In all the years I've been in the coin-machine business I've never observed the public take to a game as fast as it has taken to Mars," stated Wolberg. "Before we released Mars I was extremely confident that it would be a hit. But never did I think it would find so much public favor in such a short time."

"The manner in which we released Mars was one seldom used and one that was very fair to all distributors and operators," Wolberg continued. "All distributors received their games at approximately the same time, thus giving everyone an equal opportunity to get in on the ground floor and share the huge profits it has already begun to earn."

"Mars is chock-full of player appeal," continued Gensburg, as he explained the play principle. If a ball played contacts a bumper spring while a space ship is visible, the totalizer on the backrack records the hits. By contacting one of the repeater action bumper springs a continuous number of hits are recorded until the space ship goes out of sight. The game requires genuine skill since all bumper springs are dead when either of the space ships is not visible. For the convenience and protection of operators we have included a Chicago Coin award recorder and score set on Mars."

Hurvich Brothers Proud of Service

BIRMINGHAM, Ala., Jan. 1.—"We are proud of the fact that we are now able to offer operators of billiard games the most complete service for this type of equipment in the industry," state Max and Harry Hurvich, of the Birmingham Vending Company. "Our Imperial coin-operated billiard table has gained greater interest than ever before since the establishment of this service," they went on. "Now we are interested in establishing more convenient distribution points for our products. We can supply operators with everything from chalk and cues to the tables themselves."

"We are also in a position to help operators interested in this type of equipment to get started in their territory," they concluded. "The steady week-after-week profits which the operation of this legal type of equipment brings to operators is the answer to many difficulties which operators face. We are anxious to see operators free from these difficulties. That's why we stand ever ready to help these men get started with our Imperial table."

SANTONE SPECIALS

BANG TAILS	\$110.50
BELMONT	12.50
CAROM	19.50
CLOCKER	79.50
DERBY DAY	29.50
DAILY RACE	19.50
SWEET '21	22.50
GALLOPING DOMINOES	119.50
GOLDEN WHEEL	19.50
JOCKEY CLUB	39.50
LIFE-A-PAIR	17.50
LONG CHAMP	149.50
PACES RACES	117.50
RAY'S TRACK	49.50
ROLLETTE, JR.	119.50
SANTA ANITA	17.50
SNAPPY	15.00
SPRINGTIME	19.50
VELVET	22.50
WINNER	15.00
TRACK TIME	19.50

ALL MACHINES GUARANTEED TO BE IN AT CONDITION THROUGHOUT.

TERMS: One-Third with Order, Balance C. O. D. Immediate Shipment Guaranteed.

SANTONE COIN MACHINE CO.
1524 Main Ave., San Antonio, Tex.

Tribute to Coin Machine Business

I am in the best business in the world. I am my own boss. I set my own hours. I work my own way.

I have built my success with my own personality. I cash in each day . . . as I earn, I learn.

I make as many friends as I can, which is as great a satisfaction as the profit I make.

I set my own limits to what I make. I have no fears of unemployment. My age sets no handicap, as in my business the youngster of 18 succeeds along with the oldest of 80.

I know that my success as a man and a producer is bound to increase with my growing experience.

I realize that the "overhead" of other businesses, with high rent, wages and losses, is another man's burden, not mine.

My business is old enough to be established and young enough to offer ample opportunity to the most ambitious. I know my own capabilities in it and am confident in the future it holds for me.

I am proud to say that I am in the best business in the world!

—Courtesy of Don Leary,
Automatic Sales Company, Minneapolis.

Genco's Junior Offers Big Profits

CHICAGO, Jan. 1.—"Junior, the latest addition to the Genco family of hits, is going to town in a big way," according to Meyer Gensburg, official of Genco, Inc. "In Junior we are offering operators and distributors a splendid opportunity to cash in on a novelty game that is excitingly different and thoroughly new."

"There have been many counter games put on the market in recent times," he went on, "but Junior has the distinction of being unique among them. This game has all the fine features of big table games and is the first and only bumper counter game available. The introduction of Junior made available an entirely new market in which operators may now profit. Cigar counters, candy counters, news stands and hundreds of other types of locations too small to accommodate full-sized games are now open for operators to earn huge profits."

"Operators in all parts of the country report the huge profits they are already earning with Junior. They say that it has all the appeal and action of many full-sized tables and is more exciting than most counter games now on the market. These reports definitely prove our conviction that this type of game would be a sure-fire hit," concluded Gensburg.

New Coin Chute a Success, Is Report

CHICAGO, Jan. 1.—"We know we're on the right track now," maintains Dick Wiggins, head of the Richards Manufacturing Company. "Before we announced our new R-M Senior and R-M Junior coin chutes to the automatic world we were naturally a bit skeptical as to whether or not these chutes would meet with the approval of operators and distributors. The response to that first announcement of ours was so unusual that we were convinced then and there that a decided need exists in the industry for our cheat-proof chute."

"This remarkable device of ours," he went on, "fills the acute need for positive coin-chute protection. We have found from rigid tests on location that this coin chute overcomes every chute complaint within reason. It is equipped with a new speed lock that goes into effect when players become abusive and resort to jamming or forcing chutes. A special dog action automatically locks the chute momentarily until normal play is resumed. These new chutes of ours are equipped with a seven-coin multiple-play cap which not only increases play but also eliminates the common complaint of bent slides. All these features have been combined with

other standard features well known to the industry and the results are R-M Senior and R-M Junior coin chutes, expressly made to stop cheating and give positive coin-chute protection," Wiggins concluded.

Atlas Reports Increased Sales

CHICAGO, Jan. 1.—While Eddie and Morrie Ginsburg, heads of the Atlas Novelty Company, and Phil Greenberg, manager of the Pittsburgh branch, are busily engaged in laying plans for 1938 at a group meeting in Miami, substitute managers of the Chicago and Pittsburgh offices report increased activity in sales on all types of equipment.

Reception of the varied bargains offered in the Chicago office has shown no pre-convention slump, according to Irv Ovitiz and Al Stern. They advise that games are being shipped and picked up by operators in almost as great a volume as during the height of the season. "The reason for this," advises Ovitiz, "is the fact that we have been able to consistently offer a fine assortment of slightly used and reconditioned games of the latest makes, in addition to a valuable group of factory closeouts."

Similar indication of Atlas popularity with operators comes from the Pittsburgh office, where Art O'Melia and assistant, Lieberman, are carrying on in the absence of Phil Greenberg.

Fitz Buys Out H. Rosenberg & Co.

NEW YORK, Jan. 1.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., announced this week the purchase of the offices, stock and equipment of H. Rosenberg & Company, formerly operated by Hymie Rosenberg and Charles Lichtman at 2178 Amsterdam avenue.

The new offices will trade under the name of Fitzgibbons Amusement Machines, Inc., and will be under the management of Gene Callahan. Offices are being redecorated to conform with the other offices of the firm.

"This new uptown office is just what we need to service our many customers in this district," observed Fitz. "We intend to equip this office just as thoroughly as our others. A complete stock of games will be on hand at all times, as well as general salesmen and expert mechanics. The man we have put in charge of these offices, Gene Callahan, has proved himself to be one of the best men in our employ. Operators know him, like him, and appreciate the fact that he has many years' experience behind him to aid them in solving their operating problems."

"THE SAME AS 18K ON GOLD JEWELRY"

THE NAME

Mills

STANDS FOR ALL THAT IS BEST IN COIN MACHINES

WRITE US! * MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO, ILL.

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.



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and seasonal favors give this board more than fifty winners. Takes in \$40.00, pays out approximately \$20.00.

Sample \$8.75; Lots of 10 or More, \$2.50. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.



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. 6-1642)

A LIFE SAVER FOR THE OPERATOR FOR OPERATORS ONLY

Be the first in your territory with this new game. Not coin operated. You operate on a rental basis. An inexpensive game that is entirely new. Small, compact and can be run in closed territory. The price is under \$5.00. Write for complete details. Inquiry must be made on stationery showing you operate coin machines.

CHAPPELL ENGINEERING CO., EDGERTON, WIS.



NO MORE CHISELING
POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS, \$1.00 EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.

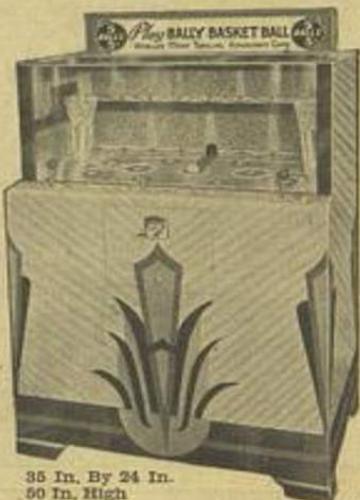


CARL TRIPPE, Ideal Novelty Company, St. Louis, and Carl Hoelsel (left), of United Amusement Company, Kansas City, deciding the Missouri Bally Baskets championship.

OPEN YOUR TERRITORY WITH BALLY BASKETS

- 100% LEGAL!
- FAST MONEY-MAKER!
- DE LUXE CABINET!
- REALISTIC!
- NON-ELECTRIC!

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 sold wide 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

"BALLY BASKETS COLLECTION \$16.40 IN 16 HOURS. YOU HAVE A HIT SENSATION IN THIS LEGAL GAME" — UNITED AMUSEMENT CO., KANSAS CITY.

LOW PRICE WILL AMAZE YOU!

See your jobber or write for details and price. Also ask for circulars on HULL'S EYE-BALL novelty hit; BALLY STABLES one-shot; FAIRGROUNDS multiple one-shot; SADDLE CLUB, BALLY CLUB HOUSE, TURF SPECIAL consoles; LITE-A-PAX counter game.

BALLY MANUFACTURING CO.

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

ARE YOU PAYOUT PROTECTED?

Do your locations give you a perfect payout check-up? Do you know why your profits fall down periodically on certain locations? Do you know exactly between what hours play is most profitable? Do you know what scores or combinations are being hit most often? Do your locations murder your chances for profit by chiseling on payouts? Can you help trace your payout losses and stop them?

IF YOU ARE NOT GETTING A PERFECT CHISEL-PROOF

PAYOUT CHECK-UP YOU NEED

HERCULES PAYOUT PROTECTOR—\$1.00 per 1,000

Not a mechanical gadget! Not a register! A complete check-up in collection book form! Cost of operation less than 5c per month for each location! Prevents location payout cheating. Gives you sure, safer records. Rush Your Order Now! Quantity Prices on Request. INTRODUCTORY PRICE GOOD ONLY UNTIL JANUARY 16, 1938.

HERCULES MACHINE EXCH., Inc., 1175 BROAD ST., NEWARK, N. J.

Legal Progress in Pennsylvania

By BERNARD R. COHN

Before the large-scale advent of the modern pinball games in the State of Pennsylvania the public had gained much of its opinion concerning the coin-operated machine industry from the widespread publicity given to the legal interference at intervals with the operation of slot machines.

Members of the industry know the usual story and how such publicity remains to embarrass the trade in many of its lines of endeavor. The typical situation continued in Pennsylvania until officialdom finally decided to get a high court decision that would authorize the confiscation of machines anywhere they might be found. The extremity of this decision has been used by officials, as in other States, to persecute even the definite types of skill games.

The modern pinball games came upon the scene at about the same time, and because of the above decision many of the authorities were of the opinion that these games were also in like category as slot machines. This attitude has caused a great deal of difficulty for the operators of these games.

However, the courts of Pennsylvania are slowly unwinding the legal phases of the situation and are differentiating the various pinball or marble games from slot machines. Under the auspices of several operators of these games associated together for the purpose of legalizing and keeping the business on a high and honest standard of ethics, a definite battle has been waged and won to clear the erroneous and harmful reputation given these machines by unlawful police seizure. (This association, known as the Amusement Device Association, having offices at 20th and Market streets in Philadelphia, has given generously of its time and funds in this situation.)

A device which is one used solely and exclusively for gambling is per se or of itself unlawful, contraband and forfeit to the law-enforcement authorities. A definition of such device has been variously given, but shortly it might be stated to be a device on which the operation is entirely based on chance and upon the basis of which something of value is betted or staked. In other words, a device which when completely operated can in no wise be affected by the manipulations or skill of the operator or player, but is purely dependent upon chance or circumstances, is a gambling device of itself when objects of value are transferred upon its operation. A slot machine is a device in this class.

Skill Element

On the other hand, games or devices wherein one's score or result might be added to or perfected by the skill or ability of the player cannot be and are not gambling devices of themselves. They may become gambling devices when they are used for the banned and illegal purpose of gambling or betting upon the outcome of the play or game.

The problem first facing operators of these machines was to have them classified as games of skill rather than games of chance. This was essential in order to counteract the effect of police seizure of pinball games under the same theory that slot machines were confiscated. In a rather novel but interesting display in the courtroom of Common Pleas No. 4 of the city of Philadelphia the operators of these machines were able to prove to the court that a score achieved by a player could be improved upon by experience, skill and practice. In the first ruling in the State on point this

court held that the game was not a gambling device per se and could not be confiscated under the law unless gambling was permitted thereon.

This ruling was of great importance in the Philadelphia district, but there was no decision on point in the highest court of the State. However, in the recent case of Commonwealth of Pennsylvania vs. Klutcher, reported in 336 Pennsylvania Supreme Court 587, the Supreme Court of Pennsylvania reported with approval the language of the lower court, holding these devices to be games of skill. The Supreme Court went on to rule that these games came within the purview of the Pennsylvania Act of May 25, 1907, P.L. 244, and were therefore subject to the Mercantile License Tax provided for in that act.

This was complete vindication for the operators concerning the legality of these games. A governmental body cannot tax an illegitimate or illegal game. Contraband cannot be taxed. To do so would be a sanction of its unlawful use.

There remains, however, a major problem to be satisfactorily determined. Many operators, in order to induce greater interest in the play of the game, have been offering prizes for certain or particular scores. In some instances these prizes are free plays on the machines; in other instances merchandise awards are given, and in still other cases cash awards are made. Forced to recognize the legitimate status of these machines, the still suspicious police have, nevertheless, seized these machines under the contention that the granting of these awards convert the game into a gambling device. They contend the awards given are actually bets and stakes contrary to gambling statutes of the State. While the reasoning is definitely fallacious, there is no court ruling in this State on this phase of the problem.

It appears to be clear that in games of skill prizes have been awarded with entire impunity and legality. We find awards given to winners of bowling tournaments, tennis tournaments, crew races, etc. In professional sports we find money awards or bonuses given to winners or to those reaching certain averages, etc. This is not prohibited and appears to be entirely legal solely because the games involved are games of skill and not of chance.

The various authorities refuse to recognize the complete analogy and it is essential that the trade take steps to test the issue. It is true that there have been some individuals who have gambled on these machines, but it is up to the trade to band together into a larger association to aid in ferreting out these illicit users of the legal games and to place the field on the high plane as the Philadelphia association has been successful in doing. Nothing can do so much as an association of this nature for the purpose of regulating the trade, to maintain the highest and most honorable ethics for the better protection of both the public and the operators and to guard against discriminatory tactics of legislative bodies.

"COCK FIGHT" GREET'S 1938!

Superior's "Cock Fight", 2280-Hole, average Payout Board with accompanying Payout Card is ready for you! Lavish colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.

So DEAL.
Takes in 2280 @ 5c \$114.00
Pays Out (Average) 72.50
Profit (Average) \$ 41.50
10c DEAL.
Takes in 2280 @ 10c \$228.00
Pays Out (Average) 155.18
Profit (Average) \$ 72.81
This is Thick Board with cast, cell-phone wrapped.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Sales Factory."
14 No. Peoria St., Dept. C, Chicago, Ill.



SALE — Guaranteed Used Machines

ONE BALLS		COUNTER GAMES	
1 Carrioca	Each \$ 9.00	10 Penny Packs	Each \$ 5.00
1 Gold Awards	9.50	2 770-O-Packs	5.00
1 Sorstega	9.50	3 Bally Babys	7.50
1 Multiple	9.50	15 Zephyrs	9.50
1 Jumbos	9.50	5 Root Spots	9.50
1 Peppercorn	9.50	9 Gingers	12.50
1 Prospector	9.50	2 Royal Flush	12.50
1 Boss	9.50	VENDING MACHINES	
1 Challenger	9.50	10 Masters	Each \$ 5.00
1 Pellets	9.50	6 Magnas	4.00
1 Screen Double Up	9.50	4 Snacks	11.00
2 Ace	9.50	SLOT MACHINES	
1 Mazuma	19.50	1 5c Q. T. Green	Front \$40.00
1 Monte Carlo	19.50	1 5c Blue Front	50.00
1 Snappy	19.50	1 25c Cherry Bell	70.00
1 Daily Limit with light-up backboard	19.50	Write for Prices	
1 Classic	29.50	3 TEASERS	
5 Caroms	29.50	3 TRACK TIMES	
4 Air Races	29.50	1 GALLOPING DOMINOES	
1 Derby Day with clock	34.50	1 CLUB HOUSE	
1 College Football with clock	39.50		
20 Turf Champs (per over 3000, 4000 and 5000)	39.50		
3 Peckness	49.50		
1 Flasher	69.50		
FIVE BALLS			
4 Rank 'Em Ups	Each \$ 5.00		
5 Bobs	5.00		
6 Stars	5.00		
5 Bumpers	3.50		
2 Boosters	3.50		
2 Dazzl' Baseballs	2.50		
2 Crosslines	3.50		
2 Home Runs	3.50		
1 Fire Ball	3.50		
4 Score Boards	3.50		
1 Baseball	3.50		
2 Fire Crackers	3.50		
1 Sprint	3.50		
1 Lathania	29.50		
1 Pokarino	39.50		

TERMS: 1/2 Deposit, Balance C. O. D.

Basch Novelty Company, 139 FRANKLIN AVE. Telephone 2-7916
SCRANTON, PENNA.

WANT TO BUY BUCKLEY DIGGERS

Cash or Trade. Must Be in Good Condition.

WANT TO SELL—Make An Offer 3 14" SKEE ROLLS. | 1 WORLD'S SERIES.
1 9" ROLA SCORE. | 1 KEENEY TARGETTE
ANY NUMBER AND ANY MAKE OF PHONOGRAPH
SEEBURG'S RAYOLITES \$150.00 EACH
DIXIE LEE AMUSEMENT CO., 2425 Alexandria Pike, Newport, Ky.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive Prompt and Efficient Attention
Through Our Export Department.
Cable Address: NATCOINCO.

FACTORY RECONDITIONED CONSOLES.

World Series	\$149.00	Keeney's Track Time	\$129.00
Paces Races	139.00	Galloping Dominoes	129.00
30-1 Odds	129.00	Paces Races	129.00
Evans' Bang	129.00	20-1 Odds	129.00
Tails	129.00		

RECONDITIONED BOWLING GAMES.

Keeney's Bowls	\$65.00	Bally	\$45.00
----------------	---------	-------	---------

PAYOUTS.

Fair Game's	\$90.00	Slipper	\$23.00
Arlington	55.00	Phantom	20.00
Fish-Fin	50.00	Mazuma	20.00
Golden Wheel	49.00	Balmeat	19.00
Prankster	49.00	Blue Bird	14.00
Derby	49.00	Challenger	14.00
Derby Day	45.00	Sunshine	10.00
with Clock	45.00	Derby	10.00
Turf Champs	45.00	Alamo	10.00
Classic	39.50	Queen Mary	10.00
College	37.00	Flying High	10.00
Football	37.00	Round Up	10.00
No Clock	37.00	Maneater	10.00
Winner	27.00	Multi-Play	9.00
Daily Races	25.00	Peerless	9.00
Carrot	24.50	Jump	9.00
Preview	24.00	Bonus	9.00
		Prospector	9.00

NOVELTY GAMES.

Long Beach	\$39.00	Bally Boost	\$18.00
Carnival	35.00	Ball Fan	17.50
Home Street	32.00	Ricochet	16.00
Auto Derby	32.00	Stooky	14.00
Sensation	20.00	Bally	14.00
1937	20.00	Bumper	14.00
A.S.T. Target	20.00	Wizard	10.00
Letter Up	18.00	Mad Cap	5.00
		Tot Hat	5.00

SLOTS.

Blue Front, without Gold Award, Single J. P., Late Serial, 50-100-250	\$45.00
Blue Front, Gold Award, 50-100-250	42.50
Mills Q. 7, 5c	34.00
Jennings Chief, 50-100-250	39.00
Wallingford-Top, 50-100-250	39.00
Paces Contest, 50-100	37.00
Mills F. O. K. Excelsior, 50	20.00

COUNTER GAMES.

Grotchen	\$7.00	Reel Dice	\$6.00
"21"	6.00	Reel "21"	5.00
Reel Races	6.00	Tic-Tac-Toe	3.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
First With the Latest New Games.
Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2500 Tickets and beautiful Jackpot Cards for \$10.00.
Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.
LOUISVILLE NOVELTY MFG. CO.
830 E. Breckinridge St., Louisville, Ky.

BARGAINS WHILE THEY LAST

All in Perfect Working Order.

Turf Champs	\$34.50	Royal Flush	\$15.00
Lotus	32.50	Reel Spots	12.00
Auto Derby	25.00	Select 'Em	4.50
Byrons	20.00	Ward Wholes	3.50
10 Races	17.50	Mills Round-the	
Deluxe (Electric)	8.00	World	32.50
Great 21	5.50	Quick-Pack	3.50
		Shot Stands	1.50

RUSH YOUR ORDER TODAY.
1/3 Deposit, Balance C. O. D.
LEONARD GOLSTON
1801 Catalina Avenue, Cincinnati, O.

Keeney To Stage Private Showing

CHICAGO, Jan. 1.—Jack Keeney and Ray Becker, officials of the J. H. Keeney and Company, disclosed plans during the past week for a private show of their 1938 equipment which they will hold at their factory showrooms. "The showing will start on Saturday, January 15, and run until the following Saturday, the 22d," disclosed Keeney. "Hours will be from 10 a.m. to 6 p.m. Various door prizes will be awarded."

"We believe that any operator, jobber or distributor who misses this showing will miss one of the year's biggest opportunities," Becker declared. "Here are just a few examples of the type of show this will be. We are going to introduce a superconsole. Another feature is a new payout table which is the highest priced ever built. Still another big attraction will be two strictly amusement games that are novel and different. Some of the current 1937 hits that will also be on display include Track Time, Skill Time, Dark Horse and Free Races."

"Neither the new nor current games will be on display at the Coin Machine Show of the same dates," Becker concluded, "because we feel that our 1938 offerings are too original in principle and too indicative of high earning powers to permit inspection by other than legitimate operators, jobbers and distributors."

West Coast Man Announces New One

TACOMA, Wash., Jan. 1.—A new-type coin-operated amusement game which differs radically from the well-known pin game was announced here recently by C. W. Atkins, the inventor. Housed in an upright cabinet, this game employs a play principle which consists of a shooting cue in the bottom of the cabinet which propels ping-pong balls into four rows of four rings set at a slope of 45 degrees. The cue is made adjustable so that the player can put whatever english on the ball he desires to shoot it into the ring selected.

In describing the game, Atkins stated: "Each ring is numbered from 1 to 16, and in the lower section of the cabinet is a compartment for premiums. The numbers on the prizes correspond with the numbers on the rings, so that if a player shoots at ring No. 16 and makes it he gets the prize numbered 16. There is a selector on the machine and the player calls his shot before shooting."

"In the sloping section of the playing field where the rings are located," he continued, "we have a highly polished stainless steel background. In the upper forepart of the cabinet is a tubular light to illuminate the shooting face and increase the reflective quality of the steel mirror. The game is definitely a skill game and has been constructed with an eye toward giving operators a game that is different, simple to operate, yet packed with the magnetic appeal which spells big profits," Atkins concluded.

Atlas Rushed, States Ginsburg

CHICAGO, Jan. 1.—"The usual drop in business at this time of year, attributable to the wait-until-the-show attitude of operators, is unknown at our three offices," reports Morrie Ginsburg, official of Atlas Novelty Company. "As a matter of fact we are busily engaged in purchasing and shipping fine, slightly used equipment of the latest type. From certain territories where present operating conditions are not entirely favorable we have received several carloads of the latest model payout games. These games if not seized by visiting operators in the next few weeks will be offered to convention visitors at prices we dare not quote at this time due to the newness of the equipment."

Officials of the organization report that in addition to the huge stock of slightly used and guaranteed rebuilt, reconditioned games a wide variety of all available factory closeouts has been purchased. This fact appears to bear out Morrie Ginsburg's claim that the Atlas Novelty Company is a "closeout specialist" in the industry.

EARN MORE THAN SLOTS or CONSOLES! MULTIPLE RACES CONSOLE TYPE 1-Ball Multiple Payout

55 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 moderne console-type cabinet—Giant 24" square light-up Back Panel—New Super-Features! Class and Flash that get top play in any location!

\$189.50

POWER PAK (AC) EQUIPPED
CHECK SEPARATOR NO CHARGE.

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!

\$149.50

DERBY Console
High Card Console
Miracles in Class and Earnings! Write for Complete Description.

D. GOTTLIEB & CO.,
2736-42 N. PAULINA ST., CHICAGO



IMMEDIATE DELIVERY

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!

HARLICH MFG. CO.

1413 W. JACKSON BLVD. CHICAGO, ILLINOIS.



Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be 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 dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. Accurate Coin Counter Co., Pottsville, Pennsylvania

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Grotchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

A WORD TO THE WISE



INSIST ON Evans'

1938 BANG TAILS!

The King of Horse Race Consoles! Refined! Re-styled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE!
Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet in black walnut and quilted maple! Gyp-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FAMOUS 10-DAY MONEY-BACK GUARANTEE!

DON'T TURN 'EM AWAY!

Single Slots say "NO!" to other players when more want to play! Almost like hanging a sign on your games, "KEEP AWAY!" EVANS' MULTIPLE 7-COIN HEAD accommodates 7 players at once! 7 TIMES THE EARNINGS with the same overhead! Besides it is so gyp-proof you save the cost of the game in preventing operating losses. Choose EVANS' MULTIPLE money makers—and make all you can!



EVANS' 7-COIN HEAD!
GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!

- BANG TAILS**
Horse Race Payout de Luxe.
- GALLOPING DOMINOS**
Superb Dice Payout.
- ROLLETO, JR.**
Roulette in Super-Payout.

TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE CLASS PLAYING FIELD • EXTRA
5c OR 25c PLAY • OPEN PAYOUT CUP OR LOCKED DRAWER • OPTIONAL

Order from your Jobber or Write, Wire or Phone HAYmarket 7630

H. C. EVANS & CO.
1522-28 W. ADAMS ST. CHICAGO



\$18.75 Tax Paid Each

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. Rolls spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards. BALL GUM 15c a Box (100 Pieces) | MINTS 100 Rolls, 75c. Case Lots (100 Boxes) \$12.00 Case (1,000 Rolls) \$6.50

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



GLOBE 1938 WINNER

SHIP-AHOY

1500 HOLES
TAKES IN \$75.00
AVERAGE PAYOUT 41.00
Price \$3.56, Plus 10% Tax.
Beautiful in Design and Color. A Splendid Money Maker.

GLOBE PRINTING CO.
1023-27 Race St., Philadelphia, Pa.
Send for Our Catalog.

Calcutt Praised On Appointment

PAYETTEVILLE, N. C., Jan. 1.—The appointment of Joe Calcutt to the State advisory board for the 1939 World's Fair is reported to have won him a great deal of acclaim from operators both in this area and from men outside the State who deal with him.

Many prominent columnists have stated that the appointment of Calcutt is an honor to the industry, and that it gives added prestige to the business men engaged in the sales and operation of coin-operated equipment everywhere in the country.

The appointment of Calcutt is reported to have been received favorably in the press throughout the State. Many political and civic leaders in addition to prominent men in the coin machine business have been among those who have written, wired and called on Calcutt personally to extend their congratulations and best wishes.

World Series Is Popular With Ops

CHICAGO, Jan. 1.—On a recent business trip Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Company, was delighted with the enthusiasm operators displayed whenever World Series was discussed. "One operator told me," Nelson stated, "that he never saw a coin-operated game that attracted so many different types of people."

"All operators seem to agree," Nelson continued, "that World Series is one game that enables them to keep a high percentage of the profits for themselves. Many ops tell us that they place the game at 25 or 33 1/3 per cent commission. Some spots are a bit reluctant to accept this commission at first, but they are soon convinced that the game draws such big crowds that their profits are actually greater than from some other machines on which they draw a higher commission."

SALE OF ALL LATEST USED GAMES
WRITE NOW
FITZGIBBONS DISTRIBUTORS, inc.
453 W. 47th St., New York
362 Mulberry St., Newark, N.J.

25 TURF CHAMPS. \$39.50
WANTED SKILLTIME-TRACKTIME
EXHIBIT BABY JUMBO
EXHIBIT JUMBO
STREAMLINE
INTERNATIONAL
MUTOSCOPE
FAN BOTTOM—RED TOP
WILL BUY FOR CASH!
SAVOY VENDING CO.
406-8 W. FRANKLIN ST. BALTIMORE, MD.

THE INSTITUTION BEHIND THE NATION'S OPERATORS



IT IS OUR CONSTANT EFFORT TO BE MORE THAN JUST MANUFACTURERS

To operators, distributors and representatives from the east . . . the west . . . the north and the south . . . from the country over . . . we salute you. To you who breathe life into this ever-growing and aggressive industry, we manufacturers owe a great portion of our success and stand squarely behind you, because through your continuous efforts to serve the public exhilarating entertainment — as offered in the many varieties of our coin-operated machines — we are privileged to look ahead and to advance rapidly with the creation of new amusement equipment to tease the play-time appetite of all people.

As a manufacturer, we are proud of our part in contributing to the development of dignified automatic merchandising. We have tried never to lose sight of the fact that our machines are for wholesome, stimulating entertainment and service. We feel that the name of Rock-Ola stands for more than our honest and superior merchandise; that it means more than just that we

are manufacturers. We are striving constantly to be more than "makers of machines." We are attempting to reflect the co-operative spirit which is the means to progress. We have the products; you have the outlets straight to eager, waiting customers. Let's continue in a full spirit of co-operation. Through 1938, let's put on "Full Steam Ahead."



★ DAVID C. ROCK-OLA ★
President

These are busy days . . . in our creative department!

Rock-Ola's skilled "idea" men are working like beavers as show-time nears in bringing to actuality their concepts of the new amusement and service equipment Rock-Ola will soon announce to thrill the hearts of operators

You can expect sensational announcements for 1938!

Progress . . . change . . . need for new types of entertainment equipment . . . improvements on the old standbys . . . ROCK-OLA senses the public's wants and leads the march. Look for sensational announcements at show-time . . . Profit through 1938

Look to Rock-Ola



for Leadership

Rock-Ola

Mfg. Corporation
800 NO. KEDZIE AVENUE • CHICAGO, ILL.



Idol of music lovers — **DUKE ELLINGTON** is internationally known as "The Creator of a New Vogue of Jazz Music".



DUKE ELLINGTON and his FAMOUS ORCHESTRA are now on a Sensationally Successful Tour.

Whether **DUKE ELLINGTON** appears in Paris or Peoria...
he plays wherever there is a **WURLITZER**...

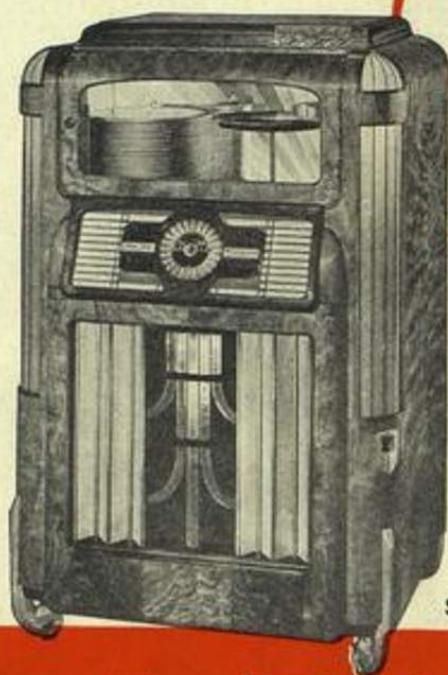
Critics, both here and abroad, have hailed the music of Duke Ellington and his Orchestra as incomparable! Composer of over one hundred popular songs, piano soloist extraordinary, magnetic leader of a band that has earned the plaudits of royalty—to hear Duke Ellington is a momentous musical treat.

Yet, thanks to the Wurlitzer Automatic Phonograph, no one need cross a continent or an ocean to thrill to his distinctive rhythms. Every night in thousands of locations whose limitations make automatic music the most desirable means of entertainment, millions of tavern and restaurant patrons produce Duke Ellington's symphonic jazz at a flick of the finger—hear it played with life-like realism on a Wurlitzer.

Cash in on the popularity of this instrument that everywhere gets and holds the best locations. Write, phone or wire for particulars. W66-77

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

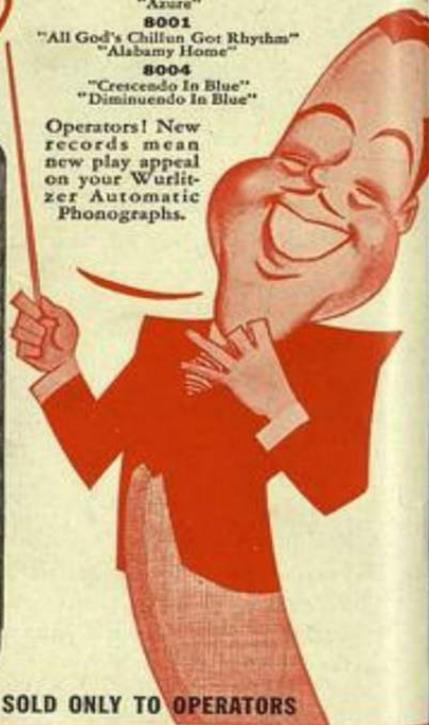


These Smash Hit
BRUNSWICK RECORDS
by **DUKE ELLINGTON**

have been proven by Wurlitzer Operators to have tremendous popular appeal.

- 7989**
"I've Got To Be A Rug Cutter"
"The New East St. Louis Toodle-o"
- 7994**
"Scatlin' At The Kit Kat"
"The New Birmingham Breakdown"
- 7997**
"Caravan"
"Azure"
- 8001**
"All God's Chillun Got Rhythm"
"Alabama Home"
- 8004**
"Crescendo In Blue"
"Diminuendo In Blue"

Operators! New records mean new play appeal on your Wurlitzer Automatic Phonographs.



SOLD ONLY TO OPERATORS

W U R L I T Z E R
AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions