ARTISTS’ REPRESENTATIVES
AGENTS and BOOKERS

A very economical publicity plan for the acts you handle is now available. Be sure to request full information from any representative or office of The Billboard.

The Billboard Pub. Co.,
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Without any obligation on my part, please send me details on how to secure a full-page advertisement on the inside front cover of The Billboard at no additional cost in connection with low-priced professional contract.

Name: 
Permanent Address: 
Will Be Playing: (engagement) 
City and State: (date of engagement) 
Type of Attraction: 

A full-page advertisement on the inside front cover can be had at no additional cost in connection with our low-priced professional contract.

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BRANCH OFFICES:

NEW YORK OFFICE
Palace Theater Bldg.,
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CHICAGO OFFICE
Central 8480
6th Floor Woods Bldg.

ST. LOUIS OFFICE
390 Arcade Bldg.,
Chestnut 0443

PHILADELPHIA OFFICE
7222 Lampert Rd.,
Madison 6893
W. F. FUN ZONE CHANGES

Enthusiasm of Eastern Showmen For Organizations Is Still High

NEW YORK, Jan. 8—Displaying the same enthusiasm that marked the first two meetings, 235 Eastern showmen met informally for the third time January 3 at the Piccadilly Hotel here to develop an Eastern benevolent showmen's club.

With President George A. Hamid presiding, the meeting heartily indorsed the proposition to operate as an independent organization with the hope that in the future a working agreement may be reached with the 28-year-old Showmen's League of America, with headquarters in Chicago.

Long and lively discussions, which reached heated proportions at times, marked the business session. Differences of opinion over ways and means of development of initiation fees and dues for new members, the proposal to hold a banquet in the near future, and a name for the organization resulted in the appointment of separate committees to consider the matter and to report their decisions at the next meeting, which was called for 7 p.m. Thursday, January 13, at the Piccadilly.

Rooms in the hotel, donated free of charge by the Drier Hotel Chain, operators of the house, were the scene of a popular retreat for outdoor showmen. Refreshments according to most visitors, will be a matter of only a few weeks and the meeting will be that of all New York outdoor show business.

Attorney Max Hofmann was elected counsel for the organization and Dr. J. Long and Dr. J. Long was officially selected as physician. It will be the duty of the latter to work out, with the help of a committee, suitable hospitalization agreements with a metropolitan hospital.

Duties in Equity Purge

Another step made this week by the Allan Herschell Company, said that 780 had joined the organization, shortly.

Under Revised Policy

Beginning today, he has become noted.

Under Fire

NEW YORK, Jan. 8.—New hope rose in the hearts of prospective concessioners this week when officials of the New York World's Fair indicated indirectly that they are definitely formulating a sincere, constructive drive to mend the ailments inflicting the fair amusement zone.

Nothing tangible has been accomplished as yet, tho the police, cordial and entire free-thinking attitude taken by concession department leaders is indicative of an obvious change in middle policy. W. Earle Andrews, Maurice Merney and John Kramp are men chiefly responsible for the success of the "fun area," have evidently realized at last that outdoor amusement enterprises are far more important than some would have them believe.

Meeting late this week with George A. Hamid, president of the American Recreation Equipment Association and representing that body of outdoor show authorities, fair officials revealed that several vitally important changes in the concession department are seriously under consideration. And mindful that time since the 1937 season began to roll along, they practically promised to have a revised policy in operation by January 19, when they meet again with a complete

We do not know all that went on at the conference this week. We do know, however, three vital changes which were considered. The first is to rearrange the utterly disarranged amusement zone layout adopted by the fair many years ago, to make it possible for one-sided contract offered concessions to date and to erect some sort of a super spectacle at the lower end of the midway to insure the maximum in crowd circulation along the entertainment area.

These are recommendable moves on the part of the fair, and it goes without saying welcome to show business. They are commendable.

A man with an idea, a good sound workable idea, should be aided in his efforts to make the proposition to work. The latter he will be assisted as much as possible by the fair to obtain financial backing and (See W. F. FUN on page 89)

Meredith Investigating Duties in Equity Purge

NEW YORK, Jan. 8.—In line with the new and liberal Equity Administration's attempt to clean up house, all executive staff officers of the association have been placed on indefinite suspension. Report of daily routine work will also be submitted, so that Burgess Meredith, first vice-president and chief executive, will have enough data upon which to base any changes in the office set-up. Meredith is at a premium as 1938 begins to roll along, they practically promised to have a revised policy in operation by January 19, when they meet again with a complete

Meredith went into office on a platform of economy and efficiency and is collecting information. Last week he announced a financial statement would be made to the membership shortly. He pointed out that the membership had failed to settle an important financial statement which was the second provision of the charter.

Meredith at the Tuesday council meeting submitted a report on possible re-visions of Equity Magazine. Outside ex-

Starkweather to Allan Herschell

NORTH TONAWANDA, N. Y., Jan. 10.—C. C. Starkweather last week resigned as a director and secretary of the Spill- man Engineering Corporation after 12 years of service. Beginning today, he will become an executive of the Allan Herschell Company.

Starkweather is very appreciative of the many kindnesses he received while an employee of the Spillman Engineering Corporation and he has arranged for an even better service than that for which he has become noted.

Charlie McCarthy Starts New Ventriloquist Comedy Flood

NEW YORK, Jan. 10.—The spectacular success of Edgar Bergen has revived interest in ventriloquist acts and has encouraged a raft of them to return to the legitimate and legitimate ventriloquist act. They claim that Bergen has ruined their audiences.

According to ventriloquists, audiences are not only happy with Charlie McCarthy as a "personality" and a comic. They expect all other vent acts to be just as much and they are not going to be satisfied with some comedy-concealed act to the Mc-

Bergen builders and ventriloquist act they sit back and dare the vent to be as funny. Audiences don't seem interested in vent-

Creating as an art of voice throwing any more. Veteran ventriloquists com-

Smutter Discs Under Fire

Postal authorities urge on investigation—working under cover

WASHINGTON, Jan. 8.—While postal officials deny there is any current drive against smutty phonograph records, it is admitted that police and the postal service have received a number of individual complaints of alleged violations of postal laws, which prohibit letters and packages in obscene matter.

Publication of statement in the gen-

eral press that police agents or secret agents were searching the West Coast for makers of smutty records started new reporters on a round of postal investigations.

Officials explained that their depart-

ments have been engaged in other investigations or any obscene matter. In interstate commerce, whether the outlawed matter was (See SMUTTY DISCS on page 89)
Abolition of unfair trade practices makes checkbook taboo in song publishing—indies get chance to match their music with biggies.

NEW YORK, Jan. 8.—Federal Trade Commission's Music Code for the abolition of unfair trade practices went into effect today, and is expected to be operative in a short time following this week's hearing in Washington, is likely to result in the greatest purge the music publishing business has had in years. This much was indicated by leading figures in the industry immediately after the peaceful Washington confab before Director McCorkle and Assistant Director Miller of the Commission's Trade Practice Conference Division.

The meeting was given over to establishment of permanent procedure for the board's functioning. No announcement was made as to disposition of complaints.

Still No Chi Musical

CHICAGO, Jan. 8.—Hope for the first musical to be produced under the terms of the new code was announced by Lester Potter, who had over a quarter century of service in film, today at a conference of censorship pictures, which John Hasbrouck offered to produce. Potter has since acted in various roles, including the title role of "In Edna His Wife." Potter has been held by Koltz with only one assistant, Edward Hicks.

Outstanding was the addition of 10 cabarets having floor shows to the list of entertainment centers, including parks and general indoor shows led the list. There were 9,000,000 in attendance during the year. Number of burlesque elimination has been the success of the year.

"We placed burlesque operators on their honor, and burlesque in this city is entirely eliminated," Potter said.

"We have entirely eliminated all girl shows and all forms of exhibitionism except in a very minute form."

"Our philosophy of censorship is to eliminate references in plays, songs, books, films, etc., that make the name of God unnecessary. Where possible it has been done."

"I believe that generation cuts will be made; it must be done, and we will hold the broad view of what makes up a picture worth watching, or that tends to judge or affect the public."

"This year we stopped the sale of all books and any kind of literature in theaters; we do not think the theater is the proper place to educate our young people."

"It is the proper place for entertainment, and we feel that it should play on its own merits with out any interference from the censor or the police."

"We have been by our cooperation with the board's functioning, No announcement was made as to disposition of complaints.

MARKETS

Film-Controlled Firms

Feeling in some quarters that adoption of the music code could mean a consolidation of companies or a combination of small houses, the movement is admitted by Paine, such a combination being held as a severe disadvantage of the pic-controlled music houses.

"It is not the only method of getting rid of unfair trade practices, expected to be operative in a short time following this week's hearing in Washington, is likely to result in the greatest purge the music publishing business has had in years.

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Peace Reigns as
AFRA Talks Start

NEW YORK, Jan. 8.—Representatives of the Federation of Ar- rangers and Players, under the leadership of New York Com- poser, Anthony Pelliser, and a group of other prominent musicians, have agreed to submit their differences for a settlement by a national mediator, and to agree to continue playing until the mediator is appointed.

The agreement was reached after several hours of discussion, during which the representatives of the Federation and the arrangers and players discussed their respective positions and interests. The mediator will be appointed by the American Federation of Musicians, and the agreement calls for the continuation of the performances while the mediator is in office.

The Federation and the arrangers and players have been in a state of dispute for several months over the terms of their contracts and the conditions under which they perform. The agreement reached today is a significant step in the resolution of this conflict and the restoration of peace among the parties involved.

Blau in Move To
Cut Agent Payoff

NEW YORK, Jan. 8.—Legit agents may be in for a lot of trouble if photo Blau, the owner of Skyline, New York, and a large number of other agents, cut down their fees by 50% or more. Blau, who is a member of the American Guild of Radio Announcers, is reported to have been in a meeting with other agents and has agreed to reduce their fees.

The cut in agent fees is expected to have a significant impact on the industry, as agents play a key role in negotiations between producers and performers. The move is likely to be welcomed by performers, who have been seeking lower fees in recent years.

Composite Program Attracts Londoners

LONDON, Jan. 8.—Not a new idea, but one that has not been done for years in London gets good attendance at the National Opera. An orchestra, two name vaude acts, a newsreel and a film, all for $2.00, was the program.

The idea is to give the public a variety of entertainment for a low price. The program consists of an orchestral concert, followed by a vaudeville act, a newsreel, and a film. The concert is expected to attract a large audience, while the vaudeville act is likely to appeal to younger people.

Coast Musicians
Map Union Drive

HOLLYWOOD, Jan. 8.—Elected president of the largest musicians' union in the nation, Assembleman Jack B. Tenney this week mapped a "unity campaign" to heal wounds of the bitter ballout contest of the Musicians' Protective Association, Local 47, and planned a new unionization drive in nightclubs.

The composer-assembleman defeated P. D. Penwell, who was seeking the presidency of the union. Tenney, who has carried into office with him the promise of a new unionization drive in nightclubs, plans to hold a series of meetings with nightclub owners to explain the benefits of unionization to the musicians.

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House Group Hears FCC Rep
On Vital Broadcast Problems

WASHINGTON, Jan. 8.—Federal Communications Commissioner T. A. M. Craven, answering questions to the House Committee on Appropriations at the recent budget hearings for the FCC, it was revealed this week when the House Committee adopted the Independent Officers Appropriation Bill for 1938. The FBI, on the defensive by the aggressive questioning of Representative Richard B. Wigglesworth (Rep.-Mass.), Commissioner Craven answered steadfastly as circumstances permitted. Committee moved first from the order: Equitable distribution of radio frequencies; investigation, status and legal engineering work; regulations of international radio stations and policies, precedent, equity, etc., concerning whether Craven, desirability of charging fees for broadcasting licenses, practices of other international radio stations and policies, investigation, status of legal and engineering work, regulations of licenses, new defensive by the aggressive questioning of Representative Richard B. Wigglesworth (Rep.-Mass.), Commissioner Craven answered as adroitly as circumstances permitted.

Craven was able to answer numerous questions in detail, including the investigation, status of legal and engineering work, regulations of licenses, classification of station, Habana (Rep.-Mass.), Commissioner Craven answered as adroitly as circumstances permitted.

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CBS To Drive for New Talent; Looks for "Different" Shows

Eyedropper educational shows, such as Prof. Quiz, to be pushed—Bill Lewis seeks further trek to West for programs, but claims East will hold importance

HOLLYWOOD, Jan. 8.—Proposing that Hollywood will never supplant New York as the world's radio center, W. B. Lewis, CBS programs director, disclosed that his network's production operations during the coming year will be organized to be given a steady drive during 1938. New ideas in radio series planned for the spring and summer will contribute a "different" broadcast. These programs will be aired throughout the week and will not be confined to any single medium. Music, drama, personalities and variety will be given a try.

A secondary series titled Meet Americas will present radio ideas, personalities and advertising material selected by a special talent scout. Scout will be dispatched by network to nation-wide search for outstanding talent from local stations.

During this year CBS will start a series of broadcasts dedicated to improved relations between South American countries and United States. These programs will be aired on long wavelengths afternoons and will not be confined to any single medium. Music, drama, personalities and variety will be given a try.

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"Hyde Park Alarm Clock"
Reviewed Monday, 7-7:30 a.m. Style —Comedy and songs, Sponsor—Wheeling Park, St. Louis. Agency—Rhode Island, Inc. Station—KWOS, Jefferson City, Mo.
This is one of the more unique early morning shows now being aired in this section and is the product of Randall Jessee, KWOS program manager. The factor making show a standout is Van Voschek, the on-air man, who actually lays down his mop each morning to take the turn at the mike. A former battry actor, Voschkech gets off good gags, with Jessee acting as straight man. Any song duets, chatter and discuss current events or any other subject which may pop into their minds. No script is used and programs are never rehearsed. Show is a novel approach as well as the listener phoning the station to make the most accurate guess as to when the listener phoning the show to make the most accurate guess as to when the

"The Woman Speaks"
Reviewed Friday, 11-11:15 a.m. Style—Interviews, Sponsor—Scott Furriers, Agency—Continental Advertising Service, Station—WEI (Boston).
Here is the town’s first all-female pop show utilizing the feminine constituency. Each show is a little different, as this program receives a $10 award.

"Mickey Mouse"
Reviewed Sunday, 5-5:30 p.m. Style—Cartoons, Sponsor—Peopledent Company, Agency—Lord & Thomas. Station—WEFA INBC.
This is the first series for Mickey and his pal and radio audio appearances have been limited to guest shots, the series succeeding Annette. Mickey and his pal showed the principal difficulty confronting Walt Disney and the producers of Mickey Mouse. There is a shortage of new material, especially true in the case of Donald Duck. Mickey and his pal have a common voice, the prehensible lungs is counteracted by ac-

"Voice of the Community"
Reviewed a radio set that in an eight-year run for one show has to be one of the largest steady audiences in the busi-

"Radio Reviews"
January 15, 1938
In changing the broadcast time of its series, the State Department of Motor Vehicles, under the guidance of Chief Motor Vehicles, apparently is working as a variety of promotional tricks to.info fans of the switch in hours.

Food for 1,000 needy Denver families was supplied through the efforts of KFEL, which collected $3,061.17. Denver citizens conducted a yearly "radio station adoption" to raise funds for food.

Local merchants ship to municipalities in Birmingham and Tuscaloosa to Alabama to talk and best talent in each city.

To acquaint natives with important local doings, WRTD, Richmond, now broadcasts for 14 days in a month program with flashes of not newsworthy things, the result of breaks with national items, but WRTD is working as a variety of promotional tricks to.info fans of the switch in hours.

Another example of an effective yet simple exploitation stunt is WCUA's calendar card. One side shows a drawing of a section of the town, while attached to the postal is a promotional boost for the station. Included is the station's slogan, "People, not geography, buy merchant- ships; programs, not waitage, sell merchandise."

Mass. Wants Its Own Radio Committeehh

Maggie Croon scored three appearances as solo swingstar with Merle Pitts' Band on WBNJ's Sunday swing season, finals of the series. At WBNJ, Croon and her band performed a special broadcast.

BOSTON, Jan. 8.—On the heels of a series of promotions to publicize the new Torquing program, new Torquing announcer, Representative Philip G. Winfield, now made broadcast legislation with another treaty. Newest bid is for the legislative body to establish a State broadcast committee.

Substance of the bill is to make short and to be heard, a number of house bills, all of which depended upon decent citizens by certain stations during recent years.

Chairman of the commission is slated to make his annual speech, and to be saved, the house bills. The two associate commissioners would have a few more hours to work, before by a State broadcasting committee or bill.

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Bickford-Colonial Attacks Ink Massachusetts' Solons

Politicos study graft, corruption speech and corollary evidence for presentation to Governor Hurley—seek Bickford's appearance before legislative group

BOSTON, Jan. 8.—Cloudburst of attacks by Colonial Network News Service, thru Leland C. Bickford, on alleged "graft, corruption and racketeering that is smearing the recent population of Massachusetts" was given in a speech by McSweeney a judge.

Bickford, assisted Hurley and Norton MacDonald, executive secretary of the Massachusetts Federation of Taxpayers Association. He also repeated attacks on Senator William H. McSweeney of Salem, Mass., who is on trial for bribery recently.

The speech was given last session for Governor Hurley's promise to abolish pre-primary conventions.

Wednesday afternoon, the judge renewed to bring the matter to the attention of officials of the Senate.

Bickford, at Worcester, charged Senator MacDonald, executive secretary of the Senate last session for Governor Hurley's promise to abolish primary conventions in exchange for a promise to make McSweeney a judge.

Senator MacDonald responded, "Of course, I want to see just what the gentlemen in the Senate say about this. I have not used the slightest bit of pressure, nor have the clerks and parliamentarians of the Senate; the Senate has to be brought to the Rules Committee, if possible, to make good on Governor Hurley's promise to abolish primary conventions and termination of the 'stalemate.'"

John F. Mahoney, president of the Writers Guild of America, challenged the radio editor's charges. Mahoney denied any association with Governor Hurley's secretary, Paul C. Ryan, and upon he denied that any letter was sent to the wire service of the newspapers and that no jurisdiction over their field.

"I do not want to get the truth about the dog tracks at public expense," said Bickford in the Senate last session for Governor Hurley's promise to abolish primary conventions.

Last week a letter from the Rules Committee of the Senate was opened in Washington, D.C., on a matter brought to Bickford in for proof of his charges would start before those committees.

Bickford said that he would be willing to meet MacDonald in debate anywhere in the state. If such a debate was staged he would make himself available anywhere for be made in the Senate.

"I have no hope for a meeting with MacDonald and the taxpayers' group any more," Bickford said.

McSweeney's relations with public officials is due for a thorough house-cleaning.

Meanwhile the wire service of the newspapers in the city, including the reports that Hearst's stations have never compared favorably to those other cities or from sick relatives, and they are among the best in the country.

"Part of the service we have been rendering is the report of what is now being forced to join what might be considered a rival group is also causing concern without embarrassment to any- one.

"As for making our own transcription work, I am not interested in the near future, but will comply by Joe Parker, station manager of Station WAFB, for the next program to be broadcast.

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MAHONEY returned Bickford and Yankee-Colonial networks were antagonistic to the dog tracks because an associa- tion that he is married, he denied that this had anything to do with the dog-track promoters.

Mahoney that Bickford, as a member of the 1930 commission on taxation, was perhaps a dog-track owner from being obliged to show up their real books of account.

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Slips are inevitable. And the forthright seems beyond all modern bounds—but make Simon what he was more of it in itself proves the excellence containing and thoroughly amusing romp.

Version at the Mercury is a passable job. Bawling of those phrases that we now that hardly counts against the Mercury joyous bluster of modern audience. Richly colored epithets that helped to quartos and basing his elisions upon selection from the comedy into two parts deal more of the play could with profit and, all things considered, the tabloid think, go overboard in ternate with the group's much-hailed

The plot of the piece, such as it is, smells the blood of an Elizabethan script Caesar.

This strangely assorted company belongs, quite evidently, the Guild council has not as yet met, so I don't know from so doing. The challenge was signed by Theresa Helburn, The Theater Guild's well-known and much-publicized disregard for young playwrights if it insisted on preventing the Bureau from...
American Academy of Dramatic Arts
Founded in 1864 by Franklin B. Sargent.

The foremost institution of early professional training in America.

Winter Term Begins January 17th

For Catalogus Secretary, Room 171, Carnegie Hall, New York.
"In Old Chicago" (1937)


The O'Learys, the personification of the crude, brawling, virile, repulsive, teeming life of crooked politics and the generational problems; Mrs. O'Leary, the mother, was killed, the O'Learys the personification of the crude, brawling, virile, repulsive, teeming life of crooked politics and the generational problems; Mrs. O'Leary, the mother, was killed.

For Zanuck has also been aided by his writers, Lamar Trotti and Sonya Levien, among them, there that can dictate that sort of sweeping statement.

The cash registers of the exhibitors, however, will probably feel less happy, for the big film is a little vicarious Vice with its movie entertainment. It's amazing to see how easily it's blown away by even a slight breeze.

The Billboard

The key to the mystery is that, in pursuing the story line, Mrs. O'Leary works hard to be normal, to be the Eighteenth-century wife of a small-town mayor. At first, she seems to be achieving her goal, but in the course of the story, she is forced to reevaluate her life and make some difficult choices.

The O'Learys, the personification of the crude, brawling, virile, repulsive, teeming life of crooked politics and the generational problems; Mrs. O'Leary, the mother, was killed, the O'Learys the personification of the crude, brawling, virile, repulsive, teeming life of crooked politics and the generational problems; Mrs. O'Leary, the mother, was killed. Among them, there that can dictate that sort of sweeping statement.

The cash registers of the exhibitors, however, will probably feel less happy, for the big film is a little vicarious Vice with its movie entertainment. It's amazing to see how easily it's blown away by even a slight breeze.
Rhythms Overshadow Rooms as practically every day. Three years ago the inns rarely shouted about their supper hotels splurge more years, few of the other cent. Two of them, however, are under- batoneers don't have to lay out one leaders.
P. A. Philips, executive of Needham & has seen, according to an estimate by Waldorf are engaged in a struggle for petition of Benny Goodman (Pennsylvania) and Tommy Dorsey (Commodore). And how they profit. It's conducted by M. H. and the band. Other big space buyers, how- * * * * * Midnight Rendevous Perhaps no other number has become closely tied to Paul Whiteman and his Rhapsody in Blue. Making an ap- pearance on the radio and film disc charts this week, the Whiteman presenta- tion of the Gershwin classic, the man- ufactured to the radio, had over the sales message, was sent by

Floor show may count for niteries, but room and bath resorts emphasize syncopators for sipping and snacking —class publicity for hands. NEW YORK, Jan. 8.—Local hotels are spending about $25,000 a month to exploit their name bands in newspapers home and jalousie ads that make up the hotel copy. Thus for example, in Philadelphia they're now going to town on their supper rooms and both the personality and music of Harmonie Heaven. On the stage of the Palm Room. To sell the room and band, the Hotel is running an ad that announces "Keep your pencil in your pocket, but turn to page 9 of this week's edition of the Philadelphia Post."

The Billboard

Music

ASRA Asks Court To Bar Discs in Phonos

SLATTS, Wash., Jan. 8.—While the National Association of Recording Art- ists is licensing radio stations on the East Coast for the playing of phonograph records, the American Society of Recording artists on this coast seeks court action on the unauthorized commercial use of phonograph records Against the Eveready Phonograph Co., of Everett, Wash., an equity complaint asking $10,000 damages and a declaration that the lengthy affidavit is that in using record- ings of their member's phonograph records, in effect, cause the performers to compete with themselves. The records, it is claimed, are specifically sold for non- profit exploitation when made and placed on the market.

Bubbles Blow Bubbles For Publicity Plant

MIAMI, Jan. 8.—Bubbles Becker, ap- pearances at Cinema Casino, anontonized lo- cal editorial gentry with his Ripley publication. Like it or not, a neat trick the local press agreed, for a pie and story broke in the otherwise stuffy Miami Herald, much to the delight of the agents wait- ing for such a break. E. Ray Redman handled the build-up.

Dorsey Doing a Major

NEW YORK, Jan. 8.—Perhaps casting an eye on the Majestic Radio Network, Tommy Dorsey launches an amateur swing contest on his radio station. The contest, to be held on the 21 broadcast. Nonpros contesting will be allowed. Each of the players' own instru- ment or weapon, as the case may be, and place a chorus with the band, will have a $4500 price meter registering studio audi- ence reaction will take place, and the prizes and cartons of cigarettes, sponsor's product. Dates for additional contests will be announced on later shows.

Sheet-Music Leaders

(Winter Ending January 8)

Bails of music by the Maurice Rubenstein Company and others are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgement is made to Mayer Music Corporation, Music Sales Corporation and Ashley and Company, of New York; Lyon & Healy, Inc., Gibson Hinged Music Company and Western and Statonery Company, of Chicago.
**The Billboard**

January 15, 1938

**MUSIC**

**The "TOPS" in Dance Music**

**The Best in Service**

**FATS WALLER** AND HIS ORCHESTRA

For Dance Tours by Arrangement with

**ANCHE AND HIS ORCHESTRA**

**LUCKY MILLINDER**

Dynamic "Blues, Red, Hair" Rhythm.

**JOHNNY MESSNER**

**DON REDMAN** and his Orchesra

**L. ELLIS**

AND HIS ORCHESTRA

Dynamic Dancing Drums.

**TOMMY "RED" TOMPKINS** AND HIS ORCHESTRA

Dynamic Dancing Drums.

Who, Phone or Write for Open Dates.

ASSOCIATED RADIO ARTISTS

16113 Broadway, New York, N. Y.

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS**

**Orchestra Notes**

By M. H. ODDENBERG

**Talk o' Town**

Music makers were money makers in pleating the holiday merrymakers, for the bands along the Broadway also sporting new Finkelstein specials.

By M. H. ODDENBERG

*TOMMY "RED" TOMPKINS*

added to his cast and while stirring the steaming cupa Java it was whispered that *GOLDEN FLEECE* will have George Immerman as its manager sometime in April after their theater commitments and front his own band.... and that this management is from a region set-up.... that drummer IAVIE TOUGH is hoping for a West Coast break soon as Bunny gets over his rest period, having been recently broken in a daughter's critical illness.... that playground打卡is back in bold London... that AL DONAHUE is at WINDY GROVE Room and is due to return ticket good in May.... that one bright day in March LOU MARTIN will absent himself from Leon and Edie's band stand to see Sir Stock.

**Bits 'Bout Boston**

Beantowners may expect to find ART SHAW at Baystate sometime next month.... and next Monday Bert Saller brings the RODGERS and her rhythmic strains to the Penthouse... TIM O'AYE, planning a new press relations service, is already surveying the Loew Breeze... BY NARRING by Pittsfield way, SAMMY VINCENZ has signed an exclusive management contract with conductor JOSEPH SONSIN.

**Clipped for the Campus**

HARRY MOSS, proxy of ARA affairs, heads for New York to attend the Girman Club dance at Virginia Polytech February 11... and BARNEY RAPP for the Civic's Cotton Club opening the same night... RAPP also makes the rhythm scene at the University of Virginia February 17... same month, on the 11th, JESSE THERET BOWMAN of St. Bede College, Peri, Ill., the 11th takeover of the Cotton Club for the University's Queen's ball... and CRA with the 11th prom at Georgia Tech campus for three days after the initial downbeat February 3.

**Deings in Dixie**

JACK WARLAND opened this week at Sir Walter Hotel in Raleigh, with Miami the next stop... and the next month finds REDDY BUNNY at Casa Madrid, Louisville... the 25th brings CLARK BARE to Biltmore, Atlanta, to the Tureen Hotel, Birmingham... and the same time will find LUCKY MILLINDER one-night stand at the Kardale publicizing... MAL HALLSTED will open the Cotton Club at the Roosevelt, New Orleans, and the St. Nelson's... the same time same tempo ARTISTOCRATS OF RHYTHM from CRA on the 15th will be in the cocktail scene syncopating... BON FERRY opens Friday at Bors Raton Club, Boca Raton, Fla., Arthur Roberts handling... and HEB HAVEN is bitly these days dominating her harmonies between Club Maytag, Phoenix City, Ala., and Empire Club, Columbus, Ga. currently...

**Pit-o-Pations**

VAL GARNIK rounds out his sixth month at Pittsburgh's Orch... after third engagement a change of spot... JIMMY WARDIN is a holder... and hits it high at Lew Mercure's Harlem Casino... HODDIE BUM reflects the end-night prep urge at Hotel Schenley after putting the Italian Gardens back in the limelight among nightclubs. COYAC's Oriental is being found to a swanky Central Park Palace where young DICKERLING is enjoying itself via the one-night route and AL MARIE... with special guests John Magnotti's Show Band indefinitely.

**Midwest Meanderings**

CRA has DON BOST trekking the dance circuit, dates this month including the 1st and 2nd at the Tri-Tone Orlando, Daytoe, Detmolt... some offices sets... WHITMORE joins the Tri-Tone on the 3rd... February 2nd is the starting the first of the month.... NAT MORGAN takes over at the Cotton Club this month... STALTER, Detroit, and Friday brings BOB PARTHIPHER to the Tri-Tone... February 5th, Detroit, and Wednesday finds FRANKIE QUINTEL at the Cotton Club... DePaul discock after a 16-week trip... STERLING YOUNG brings his sterling syncopaters to the Stevens in Chi on the 21st, making the trip from Palace Hotel, San Francisco, where JOE SANDERS has been over the dance duties, to pull the Coast spots out of the red LOUIE ARMSTRONG on the 7th... and now the JIMMIE GILDERN makes it hot there. he takes his own big real for dinner... sometimes a week late MARY DIXON stays at College Inn, San Diego, starting the 21st... A. A. EDDY DUCHIN at the Cocosat Grove in Chicago is on the roll... MURRAY O'NEIL carries on to other three-monther at Victor Hugo's Club in Philadelphia... JOE VENUTI is stringing it along the Oregon coast... his "Havana Nights" promises to be on tap to emcee the hotel Feb. 17... and as soon as Bunny gets over his rest period, will be at the Nice and Right. on his own with his own band.

**Culled From the Coast**

JAN GARRBER had his martial woes because he showed away some of his hair... and now the JIMMIE GILDERN makes it hot there. he takes his own big real for dinner... sometimes a week late MARY DIXON stays at College Inn, San Diego, starting the 21st... A. A. EDDY DUCHIN at the Cocosat Grove in Chicago is on the roll... MURRAY O'NEIL carries on to other three-monther at Victor Hugo's Club in Philadelphia... JOE VENUTI is stringing it along the Oregon coast... his "Havana Nights" promises to be on tap to emcee the hotel Feb. 17... and as soon as Bunny gets over his rest period, will be at the Nice and Right. on his own with his own band.

**Alkany and All Over**

AL JAHNS extended until February 1st at the Kissmore Hotel... RAY FREDERICK opens this week at the Africcom Hotel, Rochester, N. Y. ... Century Booking Corporation... the "LUCKY MILLINDER" on SONY TRUNK and BOBBY HAYES on the catching $_ the number-two spot pointing towards MURRAY O'NEIL is back for the season at Mountem, Bermuda.

**Times Square Tempo**

IRVING MILLER is back from Hollywood... MORMON ROCKERS are looking for a fellow passenger... and a recent photo production of Jack O'CONNELL's musical... "America's Most Versatile Instrumentalist."" THE BIGGEST LITTLE BAND IN AMERICA"... and his picture commitment, due back on June 1st, JIMMYимый "ANNIE LEE" is back with the Phil Canyon Orchestra... with booker JOSEPH SONSIN.

**Police and Proms**

RUSSE MORGENSTERN, with his 26-week renewal of his air sponsor under his belt, continues to bank the boys on the one-night stands... including practically everything from college press to police benefit balls... music for the Policemen's Benefit Ball on Thursday at Morrisstown, N. J., will be in the Morgan manner... next Friday finds him at the Glyndor, N. Y., in Flushing... the Cornet campus on February 11 and the Manhattan College prom on February 28.

**Notes on the Buff**

ELI OBERSTEN on hand to give his best block the one-time stand... BOBBY ROSE and "Rainbow Grill" opening... with an eye to the bell mixture and some girl with the wax works... MRS. IDA CANTOR, with out her five daughters (Hilda and co.), helps to make the GEORGE OLSON picture, "Here's Hollywood"... AL JAHNS extended until February 1st at the Kissmore Hotel, Rochester, N. Y. ... Century Booking Corporation... the "LUCKY MILLINDER" on SONY TRUNK and BOBBY HAYES on the catching . . . the number-two spot pointing towards MURRAY O'NEIL is back for the season at Mountem, Bermuda.

**Barney Rapp**

AND HIS NEW ENGLANDERS featuring RUBY WRIGHT Quintet, ANthe ANTIGONO Trio, Horace Silver, wooded, 747 Tenth Ave., 1st Street, New York, N. Y.

**Jack Denny**

AND HIS ORCHESTRA

DRAKE HOTEL

Chicago, III.

NBC Network.

**King's Jesters**

"The Golden Little Band in America" AND THEIR ORCHESTRA, now on a coast-to-coast tour, 1616 Broadway, New York, N. Y.

**Eddy Rogers**

AND HIS ORCHESTRA

Playing Blazing Melodies

RAINBOW ORCHESTRA AND ORCHESTRA

Center, New York, N. Y.

Heard on NBC Tuesday and Wednesday, 12:30 a. m.

**Jan Savitt**

AND HIS "TOP HATTERS" KTW. PHILADELPHIA, AND NBC NET.

**America's Most Versatile Instrumentalist**

Jack Sherr

AND HIS ORCHESTRA

White MANSONS, Pittsburgh, Pa.

**Consolidated Artists Inc.**

DIESEL, Mich.

**Anco and his Orchestra**

NEW DETROIT ATHLETIC CLUB

M. MLORIO CORP. OF AMERICA

**King of the Mustard Trumpet**

Clyde McCoy

AND HIS "SUGAR BLUES" ORCHESTRA

**New On Tour**

Personal Management: GUS. E. EDWARDS.

First National Bank Bldg., Chicago, Ill.
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS:
- : auditorium
- : ballroom
- : cafe
- : cabaret
- : country club
- : hotel
- : music hall
- : night club
- : amusement park
- : road house
- : restaurant
- : showboat
- : theater

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

A
Adams, Johnny: (Moonlight Gardens) Spring-
Arthur, Zinn: (Roseland) NYC, b.
Andrews, Jimmie: (Park) Attleboro, Mass., h.
Biltmore Boys: (Radison) Minneapolis, h.
Batchelor Boys: (Roosevelt) Pittsburgh, h.
Banks, Clem: (Fontenelle) Omaha, h.
Angelos: (Bertolotti's) NYC, re.
Borr, Mischa: (Waldorf-Astoria) NYC, h.
Bends, Conn, Carlsen, Bill: (Brown Palace) Denver, h.
Brown, Mickey, & Trio: (Kungholm) West
Campus Jesters: (Cypress Arms) West Hart-
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Eddie: (LaRue) NYC, re.
Darrell, Pat: (Wonder Bar) Zanesville, 0., nc.
Crickett, Ernie: (Hay) Manitowoc, Wis., h.
Drummond, Jack: (University Bar) Rock, Ark., nc.
Dixon, Dick: (Gloria Palest) NYC, nc.
Di Polo, Mario: (Waldorf-Astoria) NYC, h.
Bragale, Vincent: (Pierre) NYC, h.
Bran, Ruby: (Beverly Hills) Southgate, Ky.
Buchanan, Ross: (New Garden Center) Detroit, b.
Busse, Henry: (Chase Park) Chi, nc.
C
calloway, Cab: (Golden Club) NYC, no.
Campus Jesters: (Cypress Arms) West Hart-
Crawford, Bob: (Biltmore) Hollywood, h.

B
Bar, Billy: (Dish-Bowl Clubhouse) B., Dak.
Banker, Ben: (Pebble Bay) B., Fl.
Barker, Hal: (Club SoHo) Brooklyn, N. Y.
Ballad Boys: (Roosevelt) Pittsburgh, B., re.
Barrows, Joe: (Hokey-Dory) St. Louis, Mo.
Baird, Dayton: (New Club) St. Louis, Mo.

C
Calloway, Cab: (Golden Club) NYC, no.
Campus Jesters: (Cypress Arms) West Hart-
Crawford, Bob: (Biltmore) Hollywood, h.
**CIO-AFM Peace in Philly Pitt**

Demand AFM local reduce membership fee to $5—no reconciliations

**PHILADELPHIA**, Jan. 8.—Officials of the American Federation of Musicians met here last week in an effort to head off the invasion of the industrial unions into the music field. But it appeared as if the olive branch turned out to be a spigot of poison ivy.

Instead of withdrawing, the CIO announced an extensive membership drive will be launched next week. The CIO charter now reads the United Musical Artists Industrial Union, Local No. 746. The union had been tentatively named the Progressive Musicians’ Union.

From headquarters at the Bittenbender Hotel, James Gill, CIO organizer, announced his group was on its way to organize the “unorganized.” Gill said the CIO had offered to quit if the AFM would do likewise and lower its initiation fee to $5.

Meanwhile, AFM officials are planning to start open warfare against the CIO outfit, which it had characterized as “scabs and chiselers.” Another conference is scheduled this week between A. Tomei, local AFM musicians’ prez, and John W. Diffnahan, regional CIO organizer.

“If Tomei refuses to listen to reason, we’re going to picket the CIO crew wide open,” Tomei declared.

Meanwhile, Gill announced that Sam Brown, one of the early organizers of the CIO outfit, which had characterized as “scabs and chiselers,” had signed up 11 spots in Philadelphia and 50 more on the outskirts of the city. And Tomei responded by taking up right away with Tomei himself, Johnson is now looking for the rocker shouter up.

**Le Duke for Ballet Russe:**

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**James and Jess Jam With Bassie Boys; Bumper Crop of Bei Mirs**

By M. H. ORCENKEN

**Abbreviations: V—Victor; B—Brunswick; D—Decca; BL—Bluebird; VO—Vocalion; M—Melotone**

**Streamline Not Schoen**

The new year promises to be a happy year for the platter people now that Bei Mir Bist Du Schoen is the swingiest of singaliltings with the standard blues classic, Mama’s Gone, Good-Bye, stepped up in classic style. The Chyck Club bester-besters best it out torrid for the background. Coupled with Singin’ the Blues Till My Daddy Comes Home (VO), there is inspiration plus derived from this number.

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**TEMPO KING**

**KINNEI**

** Babies with gusto, baby, for a boat-out dish of I Can Always Dream and The One Rose (VO),**

(See JAMES AND JESS on page 19)

**SWING IN**

**Bumper Crop of Bei Mirs**

**Swingin’ with gusto, baby, for a boat-out dish of I Can Always Dream and The One Rose (VO),**

(See JAMES AND JESS on page 19)
Boys Talk a Good Battle of Music, But It's All Talk as Yet

NEW YORK, Jan. 8.—Battles of music, it seems, have been called off. The box-office and attendance figures, which looked so promising in the early stages, have nose-dived. The box office and attendance figures have been compiled and released, but the winning band has not yet emerged. The battle has been hyped up, but the printed page is not the real McCoy. The battles have been hyped up, but the real McCoy has not been living up to the promotional hype. The battle has been hyped up, but the real McCoy has not been winning the hearts and minds of the public.

The music battle was hyped up, but the real McCoy has not been winning the hearts and minds of the public. The battle has been hyped up, but the real McCoy has not been capturing the imagination of the public. The battle has been hyped up, but the real McCoy has not been making the music that resonates with the public.

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**NITERS FIGHT FOR LIFE**

**Dows Buy Into Vaude Houses**

Now bookers-operators—Connecticut circuit lined up—boost for vaude

**NEW YORK, Jan. 8.—**Negotiations to take over a 12-house circuit in Connecticut by the A. & B. Dow office here have been all but signed. The not yet 12 theaters will have first policy, it is certain that at least four of the houses will be vacuous at the same time as the other houses—the Globe, Bridgeport, and the State, Hartford—that the Dow office now handles in the state. Booking over these houses will likely be split-week or week-round.

Successful operation of the recently acquired Loew's Globe Theater, Bridgeport, with an eight-act bill including one name and a pit band or a five-act bill together with a name band has definitely convinced the Dows that pictures houses out of New York are worth having. The state has been in the market for near first-run film releases can be turned into profitable productions with strong flash shows. Having booked the Globe on a percentage basis for the past few weeks, at $50 and up, the company will continue to operate a controlling interest in the house. The Dows have such an interest in the State, Hartford, and the circuit, and when it is entirely in their hands will probably control by a corporation to be headed by the family. The Dows will continue to place the office in the lead among Eastern independents.

Bill of the Globe for the current week has Minna Auer of the screen heading an early Sunday matinee, followed next week by Pat Waller and band and five acts. The Shubert, New Haven, which is the 14th, Joe Besser, Jeanette Hackett, Charlie Ruggles and director Hal Whitehead with Peters Waller aggregation to follow. Opening next week will be the office. Porto by Night, opens for a three-day stay at the Capitol, Binghamton, beginning January 19. Cast includes Billy Wells and Four Pals, Al Ricard and the Sky Sisters.

**6 Philly Houses Add Week-End Vaude**

PHILADELPHIA, Jan. 8.—Six picture houses added stage shows last week in order to boost the puny business in this territory.

The vaude will be presented Friday and Saturday nights by the well-known children’s matinee on Saturday afternoon. The following week, the Alhambra Theater, Richmond; Alchamba Theater, South Philadelphia; Ogden Theater, Frankford; Kent Theater, Kensington, and Oxford Theater, Fox Chase—All Warner houses—and the Colonial Theater, South Philadelphia, an independent.

The central city Fox, a Warner house, took the gaspipe. The show found itself with one week’s rent in hand when the backers are reshuffled. But Nick snorted back to the punch line. "I know that we're double-crossed," he said. "But I'm on for Russian, Javanese and Indian music."

**Little Rock Club Burned**

LITTLE ROCK, Ark., Jan. 8.—George’s Palace, a threeroom theater, two blocks north of the State, was destroyed by fire early Sunday morning.

Club was located four miles east of North Little Rock on Highway 70. Loss was estimated at $10,000, with only about $5,000 worth of insurance. Cause of fire was unknown.

George Helmbeck, owner, withholds comment on plans to rebuild.

**Wisconsin Ballroom Burned**

PROSPECT Heights dance hall was de-

stroyed by fire Saturday, with damage

estimated at $8,000, partially covered by insurance. Destroyed were musical scores and instruments belonging to Judd Bink-

ner’s Orchestra. Spot is operated by

Walter Bergman.

**5 Miles, Different Patronage**

**Means Opposition in Detroit**

Donald M. Barry, owner of the Royal Garden and the Hollywood in Detroit, expects to reopen his stars and stripes at the Fox in Detroit. Barry has built up a national reputation. The Trustee took the gas pipe and redrew the agreement. The show will be run under a $72 reorganization plan and it was expected that it would continue some how until the World War started. The Broadway bands and other New York spots fold as business slumps.

Broadway’s famous cabaret fails despite 77-bands, bands and help not paid—Yacht Club may reopen—Int’1 Casino, Cotton Club, Conga still pile big grosses

**NYC, Jan. 8.—**The long-dreaded wholesale folding of night clubs started this week when the famous Hollywood Restaurant and several other spots took the gaspipe. Chances for a similar development in Detroit are growing slimmer yesterday after desperate attempts to raise more money. Tom Jobyagg, most prosperous, is understood to have put up $500,000 to try to save the spot got a bid from a competing beer garden. It was expected that it would continue somehow until the World War started. The Broadway bands and other New York spots fold as business slumps.

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The show folded itself with one week’s salary still owing when it went out. Arthur Tracy, who was booked by Joe Moss of the A & S Restaurants, Inc., for $1,200 per week and put up with all expenses, is in the American Federation of Actors last night. Other bookers-operators—Connecticut circuit lined up—boost for vaude

**DOWS BUY INTO VAUDE HOUSES**

**NEW YORK, Jan. 8.—**Negotiations between the Singing Waiters’ Association, composed of around 550 members, and the American Federation of Actors continue to move forward.

Chief AFA Organizer Harry Calkins addressed the association’s membership at a meeting Thursday and told them Ralph K. Screen, president of the New York chapter, would study merger plans. The Screen plan is to organize a unit for Chicago and would study merger plans.

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**MILWAUKEE, Jan. 8.—**Tony Scaler and Kaye, of the Delbridge & Gorrell of芬-atchewan, were in for the show. The club game is so nutty, it would be nice to please all nationalities. Wouldn’t it be better to make an effort to make the show such a class. But Nick thought the show such a funny that we give the show such a class music. Nick’s patrons are not all right, because the sax player wants to take me out after the show and show me what he’s doing.

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LYONS' working employees in excess of 44 hours. Vincent Tempens, supervisor of the Philadelphia office of the State Bureau of Hours and Wages, announces his inspection has found many violations of the law, which went into effect January 1, that he could not immediately refrain for 30 days from enforcing the ordinance. The mammoth New York spot's electric signs are agreed it has practically eliminated the problem of the inmates of the Danish Old People's Home here, aged 90 years. Cushman was one of the three big concession operators whose routes were closed last week. Other hotels expected to follow in the downsizing of their floor show budgets are finding after trying both policies. Chic Hotels like Talent

Many resume floor shows — band only found not enough — for acts

NEW YORK, Jan. 8 — The combination of shutting down a floor show is proving to be a more attractive feature than being bedded by Bethlehem Steel, which are among the companies now considering the cuts in recent weeks. We Feel Bad, Too

CHICAGO, Jan. 8 — One local businessman, under threat of being cut, agreed to pay to have his coats guarded is the punch line of a one-night stand New Year's Eve and attracted a crowd of nearly 500 to the Stork Club, New York. BALI BALI will be renamed when it opens in Chicago. Russell Plugs Paradise

JOE BOLLES is plugging the Paradise Restaurant, New York, on the map with his latest series of headliners. Russell and the Sophie Paige, hotel operator of the Paradise Club, has been invited to leave names of friends who would like to pay to have their coats guarded. Now he's placed a four-page photo and a mysterious article in the new issue of Life magazine, along with a page layout. THOMSON MUSICAL HALL, in Seattle, has introduced at the El Chico the Boleritas sin Musica, an ancient Spanish tradition. This standards sound pretty fair to us. Russell Tries Novel Stunt

THE NOBLEMEN (Jerry Callahan, Eddie McMullen and Jerry Cliff) are to appear in an 18-week CBS program for the Gruen Watch Company. Now at the Elitch Gardens, Cushman was one of the three big concession operators whose routes were closed last week. Other hotels expected to follow in the downsizing of their floor show budgets are finding after trying both policies. Chic Hotels like Talent

Chinarsm Circuit Folds February 1

LINCOLN, Neb., Jan. 8 — Musie handled by Wilbur Chishman, of Beverly Hills, Calif., during February 1, he advised The Chicago Daily News that this production is going to get completely out of the unit of the management company that has been handling the premises thru the 'recession' which has been going on here for the last six weeks. Chishman was one of the three big routes of 150-dollar units, having operated steadily for the last five years. Starting in Albuquerque, N. M., then moved to Dallas and this summer to Kansas City, Mo. Friday . . . ALADYS CRANG will be held over for the fourth consecutive week. BALI BALI will be renamed when it opens in Chicago. Called Russell Plugs Paradise

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Honey and Weldon Split

Inspector W. Frank Walkowiak is investigating the operators of the operators of B & K office here. John BENSON, independent bookings agent for Discount, and his nine-man group, in turn, have been added to the cast. The agreement was made by Leo Lipstone, operator of B & K, and Honey and Weldon. Honey and Weldon claim that they have been performing at the operators of B & K and concluded an agreement. The deal states that the operators of B & K and Honey and Weldon agree to work only-and less whenever they get a chance. In recent weeks, Honey and Weldon have performed Pat Rooney on a percentage arrangement only.

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Glass Hat, Belmont-Plaza Hotel, New York

Mary Jane Walsh, a rapidly ascending singing newcomer, and the music of Bonny Kendis and orchestra, a late Saturday at the Stork Club, are the current attractions at this spot, lovely of the dance-and-dine rooms in the Stilt chain.

Departees are Bibi Shutta and Van Olsen. Grace Morgan, featuring vocals with the Kendis crew and also offering solo turn at pianos, is the latest of the session departees, and Jose Manzanares and his South American band, intending for the Latin dance tempos, are the other new editions.

Radio Frankie Renninger remains as singing emcee and leader of the colored water cooler orchestra, the Belmont Balladeers.

Doubting from the current stage hit, "I'd Rather Be Right, Miss Walsh offers printed and invalid satire in song form. It might be said that her work is a compromise of Belle Barret, Bea Lillie and Fanny Brice, it does not take away from her that she is a delight and refreshing personality lending a new twist and versatility to a no-so-new technique. Her voice is pliantly pretty and sparkling, and her robust voice is low and vibrant. Her delivery is lively, and she is not averse to a laddyside bump for emphasis if it will help put her meaning over. Her specially prepared selections included 'Strutin' Thru Faschion Place. The rest of it is 'I'd Rather Be Right and You Can't Have Everything.'

The Kendis brand of dansapation is sure to find favor here after a season's stay and more at the select Stork, during which time Miss Walsh was changed to the somewhat aristocratic Stork Club. As of 15, Miss Walsh is the piano leader at the piano, the band is a young, sprightly one, and she and at ease at swaying and pouring out the rhythms for the collegiate sluggers who seem to relish filling all the available space and supplying fitting accompaniment to any number of tune tops, child, dainty, or dminor.

The arrangement presented for dinner and supper Sally, also for Saturday matinee shows, is $1.50. George Colson.

La Conga, New York

With George Olsen and his Music supplying the major portion of the dance rhythms, supplanting Dick Gasparre, this phonographically successful spot continues its enviable way of attracting perhaps the juiciest slice of stay-out-tutes.

Obviously Roche and Boldan, the persons who have developed this spot, have recently decided to modify the original method of playing. Delightful.

There is no longer any maresco and rumbling, no one is thrown out. The band injected a welcome change of more widespread interest, and there is apparently in the matter of music.

No longer is everything maresco and rumbling, but there is no really impressive maresco in the band's menu. Punchito's Band, as alternate, remains as the most dispersive of the rhythm chords and chants. Hilda Zalesar, too, as the featured vocalist of Latin hummings, has little of it to uphold.

It is no more gay to say that Olsen's presence and his music will do no more to enliven this spot than it ever did, unless it is a matter of any new range or interest. While the band has a less pretentious way of handling, it is no less effective, and there is a bit of original in the matter of music, as Olsen is noted.

Switch of the toothsome smile from his own International Casino can only be explained as being pretty lucrative (Sara Senn and benefactor to La Conga, Eddie Howard does a pleasant and presentable Kay and Cam with the refreshing touch of a dancer, doing sight and sound and selling it with the monotony of dance numbers.

The chart shows in a particularly week-day and $2 Saturday over charges, but type of customers that find their way to this spot is not great. Spot gets biggest play as a late rendezvous, and the music of dance numbers.

Two Four Weeks in a Piano, a Monday through a Saturday, type of cutout, is a combination of dance and novelty turns, which this number has the invigorating effect of the circus. The music continues to break the monotony of dance numbers.

Restaurant de la Paix, St. Moritz Hotel, New York

This dining room of the Continental, 85, Moritz, is now the hotel's only entertainment spot, offering only class night spot (others are on Miami Beach and suburban). Under some management (Arthur Childers, owner of the local) the music number has rapidly become Southeast Florida's most popular. The show gets its high point during during winter season.

Complete from casino to yacht docks in a respectful position, the show is a show, with little chance of going under. Plays from Pari to New York, from El Cortez hotel, it is headed by Dorothy and Nelson, offering a different type of the funniest and strongest combinations. From one hand-on-hand balance routines utilizing silks and fans, and changing into silks, the boys managed to turn out a pleasing six minutes of pleasure and innumerable laughs.

Supporting is Sara Ann McClane, sings and dances; Billie, "Your New Song Find," and worthy of at least the same attention, is a young singer of original arrangements of Bang and Bee Happy and the radio favorite, Vioni class her as the rating singer in this area.

Also featured is the Justine Trio. European novelty act, which fails to entertain to poor booking. They are on same bill with Goodth and Nelson, the acts being too successful to permit stage drop bloes dot top performer in three-high numbers and also is an attempt to visibility from the audience on the seeing everything. The audience's attention is drawn to a direction of Jane Kenney, shades last season's imported shorthorns by keeping them in the best and letting them out. Their routine interpretation of The Three Little Kittens, is amusing by the Congos number as opening feature for both child, dainty, or dminor.

The orchestra, boasting nine men with horns, thrown together from locals when they brought his act to town, Track, try hard to pull but fail. Not worth seeing.

Two shows nightly. Virgil E. Pierson.

Congress Casino, Congress Hotel, Chicago

From going one from the extreme to the other, the minute change is made in the dress a certain act and the season's difference in the same thing. While there is a mass of talent, it's comings and goings of people are not devoured enough to make it mounting enthrall. Recruiting in the orchestra, and in the pulpit of music should make this a more solid affair.

The type of the music, the good type, is made good type.

In local theaters, moved in with his special way of handling, his moments are usually good. A welcome change of more widespread interest, and there is apparently in the matter of music.

First Garverre and now Olsen have their predecessors here and than the native talent not only picks up and improves but is not visibly muscular.

The amusing character contains the Beaucer, as well as playing a series of variety, one of whom (the violinist) back are very well. It is no more gay to say that Olsen's presence and his music will do no more to enliven this spot than it ever did, unless it is a matter of any new range or interest. While the band has a less pretentious way of handling, it is no less effective, and there is a bit of original in the matter of music, as Olsen is noted.

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The combo plays well, handling a variety of rhythm changes.

A four-piece rhythm section and good voice he failed to hold proper audience. A permanent character contains the Beaucer, as well as playing a series of variety, one of whom (the violinist) back are very well. It is no more gay to say that Olsen's presence and his music will do no more to enliven this spot than it ever did, unless it is a matter of any new range or interest. While the band has a less pretentious way of handling, it is no less effective, and there is a bit of original in the matter of music, as Olsen is noted.

The chart shows in a particularly week-day and $2 Saturday over charges, but type of customers that find their way to this spot is not great. Spot gets biggest play as a late rendezvous, and the music of dance numbers.

The combo plays well, handling a variety of rhythm changes.

A four-piece rhythm section
The new show to twirl on barrels and a leg contraction with his educated feel. It is a lot like the preceding, but does not tell the story of the fabled musical pieces, which definitely mount the interest of the audience. The Crocker is singing tenderly.

King Harvey, tenor with the band, is simply splendid. The revue is directed by Drigo and Ramona, first day, and the evening show is a great success. King has a voice of great depth and range. Ramona is a striking dark-hair beauty.

Herb Kay's Band continues to be in favor. The orchestra is smooth and soothing and good for dancing tunes and good for dancing tunes and good for dancing tunes and good for dancing tunes. The orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid.

Sam Honigberg, a rep here. The orchestra, two American, seems to everyone's satisfaction. Spins a mean rope and gags. Has plenty of volume without mike and sings in easy style. His dancing ability is marked here. His understanding of the art of misdirection. Toni Lane continues to warble her numbers to perfection. Her singing ability is marked here. Her understanding of the art of misdirection.

The best is the King for a Day finale in which the kids are draped in gold out. Close is very clever.

Joyce Golden, blonde, is popular with the young set, his manly shape and personality a pushover. His dancing ability is marked here. His understanding of the art of misdirection.

A new Spanish dance team, probably the best ever seen on the border, is heading the current bill. Team is Carlos and Fernando, in from a two-year engagement at the Andalus and the Waikiki Club, and brought the group over in a manner which has made them a big hit. The orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid, and the orchestra is splendid.

Club Tivoli, Juarez, Mexico

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Club Tivoli, Juarez, Mexico

Most recommended in the Midwinter Revue here are the elaborate production numbers lavishly dressed with a glittering array of costumes and a bevy of young and eye-catching girls. Particularly pleasing is the close-up for a big finale in which the kids are draped in gold out. Close is very clever.

Royale Frolics, Chicago

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Vogue Room, Hotel Hollen, Cleveland

Vogue Room is continuing its excellent entertainment program with exactly the same acts as before. Most popular of the localities is Galli, the famous Italian tenor, and he is in his best with the rest of the company. Spins a mean rope and gags. His understanding of the art of misdirection is delightful. Tom Lane continues to warble her numbers to the delight of the customers.

New are the Andrine Brothers, banjo duo who produce fast and snappy music. Bernard and Stevens work with violin and accordion, and accompanying about the show at the cocktail hour. Chet Ryke's Orchestra plays for dinner and dancing, and the band is alternating with Sammy Watkins and his orchestra. Great variety of music. In all it stands up as one of the best floor spots shown by the Vogue Room since its fall reopening.

Mary's Place, Kansas City, Mo.

Recently reopened, this spot attracts a goodly crowd and must be classed as one of the hangouts which is always "alive." Today Laughlin and Orchestra deal out music that is adequate but not sensational. Brian's novelty at this time is whether or not gambling will creep into club casinos again. It is known that the recent folding of chance halls has caused the books of the involved spots. A couple of them are still holding on to their expensive name policies, but it is only a matter of time until the elaborate floor bills will be trimmed unless the proper authorities check the Monte Carlo atmosphere.

While the after-New Year's doldrums darkness a couple of local spots, they are expected to reopen shortly under new management. A new milky type is reported dickering for the Stork Club, which folded last week without paying its bills. The spot is said to be dark, will definitely reopen and at first use Barry Walker's Band and a four-piece intermission outfit only. It will have a new owner, but the new management is holding out for lunch.

The Sportman's is in a precarious situation, and supper, but spot is open for lunch.

Salary Claim Is Filed

NEW YORK, Jan. 10.—The APA is attempting to adjust a claim of Claire and Tamara, dance act, against the Chez Amis, now in Buffalo, involving allegations of an extra performance without pay.

The Billboard
Loew's, State, New York
(Renewed Thursday Evening, January 6)

The State's show this week. Bill is an excellent one and offers fine entertainment value in comedy, dancing, music and acro.

Opened is Lionel Trotta, eight men and two women, in pyramid and tumbling routines. Act is expertly done in an extremely good manner and is a remarkable stunt.

Orchestra, more than made up for the feeble act.

Playing to a capacity house, Kemp's band was first class. The orchestra plays every time they played or sang any of the hit tunes. It was a tune-

Loew's State, New York
(Reviewed Thursday Evening, January 6)

Ernest Field comes on for a showy

Willie and Eugene Howard were in

Gave a recitation and a version of a

The songs, various interpretations of songs like Shine, Put on Your Old Grey Bonnet, is no box-office

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Earle, Philadelphia
(Renewed, Friday Evening, January 7)

It was all on the stage here this week

RKO Keith Memorial

Boston
(Renewed Thursday Evening, January 6)

Revival of fun at this theater after a quarter of double-flicker years in Keith's new policy of switching venues from the RKO Keith, Boston, debuted today with Ethel Waters' "Fasting, Harlem, Swing Revue" (45 minutes) the opener. Worked together with the pic You're a Sweetheart (20th Century).

Opening: I'm Just a Rower, backed by Eddie Maloney's Orch, picked out by a sepal maid whom the audience thought excellent for picking thru this show and others. Her name was Nelly. This was a real showman of outstanding.

Show-shopper in all five places was "Fasting, Harlem, Swing Revue" sense of timing and genuine tap work plus his dogrel performance. He is the thickest of those street comedians, "Put On Your Old Grey Bonnet." Both swap gags, vocal and soft-shoe to 85 minutes a show.

Ethel Waters starts her repertoire an hour after opening, River Water, Jigger Time, and Cole Porter's ballad, Miss Otis Regrets,

State-Lake, Chicago
(Renewed Friday Afternoon, Jan. 7)

A thoroly entertaining five-act bill featuring talent that will be long remembered to the house and placed in almost perfect order. Long trailer turn and possible opportunity to score. Business, strange-

Princess and Baby

Art Frank, the veteran playboy

Paley, Chicago
(Readied Thursday Evening, Jan. 6)

First show of the new year at this

125th Street Apollo, N. Y.
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Scenery

Dye Drops, Flat Spray, Diffusion, Decorative Effects, Operating Equipment.

SCHOLL SCENIC STUDIO, Columbus, 0.

STROBLITE

Luminous Colors That Glow in the Dark

For Paraffin, Floor Shows, Decorative Effects.

FREEDHD & CO., 141 W. 45th St., N. Y. W.

January 15, 1938

NIGHT CLUBS-VAUDEVILLE

The Billboard

25

his book and one of his "company" (two sprightly girls) pitches in with soft voise and legwork and a final trick the kids are whirled on a merry-go-round set to "A Little More Harmony." Jackee Green desired and stopped the dance with a well-balanced and a well-put-together act which has developed into a strong entertainer and his material is of the sock cartoon. Warnier placed the act on a new level and continued with special material which he has honed into a very well-received act. Presidents on Parade and Crossroad of Stars, the later a conglomeration of bright cornets of notable.

Scenic

Throughout the show the audience detectors, make a pleasing pair of clowns whose clean talk and engaging musical numbers on a guitar and harmonica are whipped into a really entertaining turn. Wingo's house band moves on the stage and is fronted by the 12-guitar chorus which is a striking modernistic unit. Lita Grey Chappell follows, and is a gentle and easy style of delivery and naturally expressive face make a winning combination before an audience. Did special songs, including Yankee Doodle Band, the sentimental Semplight, Romeo in December for You and With Merry-O. Three bows.

Manno and Stratford are standout dance impersonators and proved it with take-offs of various dancers on a dance floor and an old-fashioned tap floor. Open with a straight waltz routine with a talent show finish.

House line closes with a catchy tap turn, "Ding Dong-Ding-Dog" - high hats and snappy tails.


Orpheum, Los Angeles

(Briefed Wednesday afternoon, Jan. 5)

Ally and Lyons are on hand and their show is typical of what is going on in the national band. Opening with Lyon and Ally's "Put a Little Love in Your notices," second spot featured Four Collegians. Boys are a good team with good names raising every bit in the studio. They work hard but nothing really hits home. bamboo pole is member holding bamboo pole straight out, and they open with a flip over the rod at increasing heights. Muck Pansy is a featured dancer. With a picture build-up. Tom and Betty are one of the best. Muck Pansy is also the tour dancer. No pair who can dance. Does new version of Misssi the Moorher to get the crowd. Tom on next, doing solo with a dummy dressed exactly like girl. Does a humorous竹林・但当演出却失败了。

The next kind of the week, according to Lyons, is Morna Young. Nice kid. Does some country kind nothing flashy. Did two numbers, with no success.

Three Slate Brothers took the re-

minder of the bill. They deliver good comic stuff, but their material needs a little work. They did a woman bit scored. Trio did 'Fired Cop's Song,' a very bouncy number, but without their best number. Two blowers, a blonde band and a pretty chorus girl, as a show, "Dancing Crayons," and Lilly Ann Starr, Gits had little chance to show anything, as the "broth-

er show" is presented by Rossie and continues in a well-proportioned show.

Oriental, Chicago

(Briefed Friday afternoon, Jan. 7)

Kenny and his band holding up this week's bill, and as the opening and closing line numbers, is a miniature take-off of various dances. The girls are on hand, holding up a brand new girls' dance group. Sow, these girls are a real sensation and is backed by smooth, though not sen-

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VAUDEVILLE-BURLESQUE

Wallop for Boston

Monday, Jan. 8.—Max Michaels, of the Boston Theater, seemed a town with a personal appearance of 24 pounds, former middleweight champion of the world, Walker's set for week of Jan. 17.

Miami Cast Set Despite BAA Pout

NEW YORK, Jan. 8.—Despite Burlesque promises to bring in stage attractions, five new houses have enlisted for the stock policy in Miami. The opening date has been set for reopening January 14, as after the BAA has disposed of its censorship, Behind the Lights. A wire to Joe Malat, owner, operator,珊瑚, press, Tom Phillips, requesting that an agreement be discussed, was unanswered up to date.

A company of about 18 principals and 24 others are supposed to move in New York, with theatre and for a week. The nightly acts will be performed in the C. & K. Vaude Flops, which is set for a run on burlesque, as well as in the American Federation of Actors, An additional factor in the situation is the union set-up over a combination of circumstances which, however, has not changed conditions.

Moss said that the shows revealed gross errors were made by Jack Kane interests are left to manage the Gayety. A pleasant touch to the shindig. Bert Grant straighted in his good style, very much missed. Bert Grant straighted in his good style, very much missed.

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THERE'S trouble in the realm of performer unions. Very serious trouble, indeed, if something isn't done right away the dreams, struggles, sacrifices and gains of years—one and all—will crumble in the dust like civilizations that have come and gone in the eons trailing history.

The trouble lies not only with most of the unions as autonomous units but also—and more important—with the central body from which they derive their being and their strength, the American Federation of Labor.

Let him come forward. There must be a leader of sufficient caliber somewhere in the performer union field. Let him come forward. There must be a leader of sufficient caliber somewhere in the performer union field. Let him come forward.

The AFA, that body which recently underwent a theoretical redefinition and cleaning of house, is going through plenty of motion getting nowhere. Instead of knitting its efforts into a strong collective force which it has been contending is needed to unravel the knot and start things moving. There must be a leader of sufficient caliber somewhere in the performer union field. Let him come forward.

The AFA's fast rising to doom and taking along with it even the few unions that shall be left unnamed but that will not be allowed to stand unchallenged. There must be a leader of sufficient caliber somewhere in the performer union field. Let him come forward.

Like many others who view the salvation of the actor, the union has been provided by a philosophy favoring strong central bodies. The AFA has been able to effectively carry the point. But one wonders to the worth of the idea it stood for backswell. It has been our contention for years that real progress could never be made by the actor in a fragmentary state. Our complaint is not that the AFA has failed to meet the challenge of the age and the conditions it faces. We do not dispute our theory. We still insist that a strong central body with a maximum of authority, efficiency and prestige is the only road to progress and the only road to progress.

If the AFA's fails to do the job some other central body will now and that conditions are as they are in the labor field that central body will not necessarily carry the stamp of approval of the American Federation of Labor.

Except for minor member unions, which would hardly make a dent in the labor map if they were to expire we cannot point conclusively to any two unions that are imbued with a really friendly or constructive attitude toward one another. Jealousies, rivalry and the desire to have things their own way are the rule. They belied the really important issues. They blocked the only road leading to progress. There must be something radically wrong with a parent group and with its member groups if the setup's claim to uniqueness is that it is the only one that has lawyers as delegates. We hold no brief against lawyers. Some of our best leading to progress.

There must be something rotten in a union group when two of its members—the Chorus Equity Association and the Four A's—have been fighting a union war for years and months and have done nothing. That is, nothing but provide the stage for catfights engaged in by lawyers, mostly made some months ago to improve the Four A's as to be in line more authority into the hands of the member groups toward the end of helping the sanctuary in all branches to play a more effective role. But one wonders to the worth of the idea it stood for backswell. It has been our contention for years that real progress could never be made by the actor in a fragmentary state. Our complaint is not that the AFA has failed to meet the challenge of the age and the conditions it faces. We do not dispute our theory. We still insist that a strong central body with a maximum of authority, efficiency and prestige is the only road to progress and the only road to progress.

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I COULD go on picking people who led their own fields, but I'm afraid, because when I get to the comics I might forget that I am a comic myself and pick someone else. There must be something rotten in a union group when two of its members—the Chorus Equity Association and the Four A's—have been fighting a union war for years and months and have done nothing. That is, nothing but provide the stage for catfights engaged in by lawyers, mostly made some months ago to improve the Four A's as to be in line more authority into the hands of the member groups toward the end of helping the sanctuary in all branches to play a more effective role. But one wonders to the worth of the idea it stood for backswell. It has been our contention for years that real progress could never be made by the actor in a fragmentary state. Our complaint is not that the AFA has failed to meet the challenge of the age and the conditions it faces. We do not dispute our theory. We still insist that a strong central body with a maximum of authority, efficiency and prestige is the only road to progress and the only road to progress.

Without the American Arbitration Association, which seeks to keep contentious issues out of the court, the AFA is at a dead end, the only road leading to progress. There must be something rotten in a union group when two of its members—the Chorus Equity Association and the Four A's—have been fighting a union war for years and months and have done nothing. That is, nothing but provide the stage for catfights engaged in by lawyers, mostly made some months ago to improve the Four A's as to be in line more authority into the hands of the member groups toward the end of helping the sanctuary in all branches to play a more effective role. But one wonders to the worth of the idea it stood for backswell. It has been our contention for years that real progress could never be made by the actor in a fragmentary state. Our complaint is not that the AFA has failed to meet the challenge of the age and the conditions it faces. We do not dispute our theory. We still insist that a strong central body with a maximum of authority, efficiency and prestige is the only road to progress and the only road to progress.

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Mr. E. E. Sugarmann is the chief author of the column "Thru Sugar's Domino;" and writes the newspaper column "As I See It."
BROADWAY BEAT
(Continued from page 5)
voicerously, until his peas and moma in despair tried to do something about it. He finally gave up, handing it back to Songbogy with a statement he'd have to put up with it or else. The next day Songbogy came in with an autograph book, and stopping it perfectly, with the pencil nowhere in sight. To all inquiries Songbogy vouches the same answer, "Do what pencil I'd fix it. To date nobody knows how.

TO KEEP THE RECORDS STRAIGHT: If Leonard Lyons, who chronicled that
Chicago breeze with the others, ends up
the band conducted by the late Orville Knapp, will look up his book files he'll
find that he published the story of the Knapp situation shortly after.
Olen took over the late leader's band at the time—
and it's hardly a secret now. Also a bit late is Bud Dudley, of The Eugenie,
challenging the Guild either to cease its
The Greatest Waltz. The theater did, tho, even as the Roxy—the New Roxy,
challenges him, while Theodore Leavitt
for the service. From the Aragon—
ordered its denials, and the same in the way. It is considered
signed, or signed, or whatever the piece which discussed the sad fate of the "Century" Theater, telling how it opened
and some of the board men claim the
The Guild, and the President of the
exactly the one-man job ruling
when local dates are finished the sec-
For four hours they tried to fix the machine, but finally gave up, handing it back
ed. To Coffee Bill, WPA
"drew near for hotels and niteries to
"elbow in a one way or the other. It is considered
At least Mr. McIntyre managed to be almost right on
is evident that the Center; it didn't start as a straight film house, but as a
began to edit those early files he'll find that he published the story of the Knapp situation shortly after.
incidentally, and in another character role—
play and performance, effective, well
in the way. It is considered
"minister to his plays for
the Bureau provides for options which
Guarantee whatever and no assurance of
"Guarantee whatever and no assurance of
Vigilante was a former promotion chief of the longest time, but it is generally conceded
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challenging the Guild either to cease its
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Vigilante is from the old. At least Mr. McIntyre managed to be almost right on
for the service. From the Aragon—
its job at its meeting this week said
of what is now known as the "Century," when the goings-on are not to
whether the hotels con-
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Forecast of Show Biz for 1938
By MAC JOHNSTON

A WRITER of predictions on show busi-
ness must, above all, use his imagina-
tion. Failure to do so will prevent him from reading. My 1937 forecast, writ-
ten under the restrictive influence of Midwestern dailies, was a failure. Out of 16 per cent in imagination and 5 per cent in observation, I was able to produce 99 per cent in prediction. But looking forward into 1938, I am predicting that all this will be a thing of the past. In show business it will be the instant.

And now, in behalf of all connected with the amusement industry and for the benefit of all readers of The Billboard weekly, I forecast the following events for the coming year:

A performer, generally speaking, is generally speaking. So the year's greatest
crash will be how to keep dumb performers from talking. Failure to solve this problem will keep show business looking like an R-12 detour through Chisholm Switch, Ga.

Among the unusual heroes of the coming year will be a father who is working his children's way through dancing school.

A camera will be invented which magnifies 15,000 times. Performers will soon be required to go through the salary written in their 1938 contract.

A dance studio will be opened in upstate New York. Coconut oil will be used to finance the new school.

Divorce will come. This will remain a doubt, the fact that man can live up! Divorce is yet to come," will remain the operative phrase for the next year. In the second year children will be born out of wedlock.

Weddings and funerals will be the delight of 1938. Dancing teachers will lose their minds. The past year will start sending their children in an agent's office.

Anybody who is at all interested in dancing will make drastic changes in their techniques and will be replaced by aਆ man named Ed. The old-fashioned waltz by the cayetan togarata.

A famous actor will be cast in the role of a dancing prince because the Back-to-the-Form Movement" will start all over again. A mistake will be made on the grueling task of dancing once more. A million dollars will be invested in all except strap dancers, who will continue to use their same old system of taking care of their bodies.

Fire will break out in several modern theatres during the next 12 months. The blues, however, will be extinguished before they can catch hold.

A tentative opening for November 1937 will be in Chicago. The date will eventually be changed to December 1st.

A vocalist will be hired at a salary of $2,000 per week. He will declare that he drew up to the theater and left on opening night. A few seconds later, a fire alarm will go off.

A director, using a pair of imported owls in a scene, will hold up production for several months, but the idea will eventually be pulled. The owls will be replaced by a human cast.

A well-known singer will go on an extended tour of Europe, will return after being abroad for several years, and will make a hit in the popular amateur hour broadcast. Before the new season opens, a contract will be signed. It will state, "The show must go on as before, with the new cast and the old troupe." The old troupe will then realize that the billing of "former members alighted." The show will then proceed to the new season.

Anybody who is at all interested in reading will be allowed to read them. My 1937 forecast, written in the third person, will remain a mystery. While the reader will get a chance to read it, they will be forced to imagine someone is going to read it to them.

McNally and Madison, proved to be 100 per cent in imagination and 5 per cent in production. He must imagine someone is going to read it to them. My 1937 forecast, written in the third person, will remain a mystery. While the reader will get a chance to read it, they will be forced to imagine someone is going to read it to them.

This will finish the "off to Buffalo" trip. The performers will then turn to the east and 11 percent spots after closing a five-week run in New York. They will then realize that the old show will have been replaced by a new one.

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The stock company at the Reno Theater, J. Gordon Kelly is organizing a show in Okmulgee, Okla., to play Kansas City. They will open a circle in Kansas City, Mo., after which they will journey to Reno's home in Reno, Nev., by the end of the 1938 cane week.

A hotel hostess will be chosen to be the hostess for the hotel opposite the theater. She will attract attention because she is attractive.

Brian King is making tentative arrange-
ments to open a circle to play Midwest spots. He is vacationing in the West territory late this month.

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Lowry-Slout Players in 14th Week on Mich. Circle
VIRGINIAVILLE, Mich., Jan. 8.-Lowry-Slout Players are now in their 14th week, playing the circuit and, incidentally, are the only dramatic company in the district for the present time, excepting the various movie operators.

C. C. Lowry, general manager, and Gordon Ray, specialist man, is the latest addition to the Lowry-Slout cast. Other than the district will have no problem in becoming the most popular show in the district.

The Trouper, which appeared recently in the column, will be the biggest hit since "the troupe is devoting his spare time to the reading of books."

Soprano, who has been reading books, will be allowed to read them. My 1937 forecast, written in the third person, will remain a mystery. While the reader will get a chance to read it, they will be forced to imagine someone is going to read it to them.

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JACK GWYNN AND COMPANY moved into the Blue Room of the Roosevelt hotel in San Francisco last week to begin a month's stay with options... HANCOCK, William, a Nebraska-born vaudeville headliner, who returned to his home state last week, launched his new comic at the First National Theatre in Chicago. Hancock's idea, so far as I can tell, was to do an expose that he learned while working in New York as a writer for that city's leading humor column. The show opened at the First National Theatre with a sellout audience, and it is expected to be long-running there. "This is the funniest show I've ever seen," said one of the audience members. "I've been to a lot of shows, but this one is the best." Hancock plans to take the show to other cities in the upcoming months.
ANDERSON—Lillian Bennett, wife of C. L., 73, professional showman, famous outdoor showgirl, December 27 in Menomonee Falls, Wis., of cancer. Survived by her husband, C. L., and a brother, John Anderson, of Menomonee Falls. Burial in River View Cemetery, Menomonee Falls.

BAXTER—Billie D. 21, formerly of the Elyria (Ohio) Pan Handle Show, died during the season with the Baxter-Lender Comedie. She was born in Athens, Ohio, and was the only child of Mr. and Mrs. A. B. Baxter. Survived by her brother, Mr. and Mrs. A. B. Baxter, and a brother, Mr. and Mrs. A. B. Baxter, of Ohio. Burial will be in Elyria, Ohio.

BILDELL—Mr. and Mrs. Charles H., 63, of 1422 W. 60th St., Chicago, Ill., were killed in 1932 in a car accident on U. S. 41 in Atchison, Kan. Survived by a brother, Joseph H. Bilde, of Atchison, and a sister, Misses Mrs. J. H. Bilde, of Atchison. Services at the Atchison, Kan., Odd Fellows lodge.

BRADLEY—William T., 63, of 602 S. Dearborn St., Chicago, Ill., was found dead in his home. Survived by his widow, Misses Mrs. J. H. Bilde, of Atchison, and a brother, Mr. and Mrs. A. B. Baxter, of Ohio. Burial will be in Elyria, Ohio.

BRENNER—Mrs. Alice, 53, of 1041 S. Calumet Ave., Chicago, Ill., was found dead in her home. Survived by her husband, Mr. and Mrs. A. B. Baxter, of Ohio. Burial will be in Elyria, Ohio.

CARTER—Mr. and Mrs. W. H., 68, of 204 S. Dearborn St., Chicago, Ill., were killed in a car accident on U. S. 41 in Atchison, Kan. Survived by a brother, Mr. and Mrs. A. B. Baxter, of Ohio. Burial will be in Elyria, Ohio.

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Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Why do they call ride men "roughies"? True enough, they are drifters, going from one town to another, never getting up and going to another town until the next night after a row with one of their fellow drifters. Yet not a few of them prefer the life, for they do get more money for their work than they would from other jobs. Why Not "Ride Men" Instead Of "Roughies"?

that the name "roughie" should be abolished from carnival slang, as the ride men are all hard workers and get very little pay. I have found them to be faithful and honest workers, besides willing to give a hand to enable the shows to go on. These men are an asset to the show business and should be given more consideration than they are by the show business and should be abolished from carnival slang, as the "roughie" is a reproach to the show business and should be abolished from carnival slang.

Find Billyboy Is Useful in SymposiumWork

In the Holiday Greetings Number I was impressed with reading the radio and night club articles on press agency. These articles provided excellent ideas on press agency in the symphonic music field. I intend to use them to advantage. I hope that the same day The Billboard will give more attention to news and symphonic music, but until then I know there are many musicians the nation who will not find a use for them and find it extremely useful, too.

TOLEDO, OHIO

As a reader of The Billboard, the weekly which has helped the show business, for some years, I think it is time we carried out the idea of giving Eugene Burr in his column, From Out Front, recently mentioned about the Legion of Decency.

ThinkComment

About L. O. was Undeserved

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January 15, 1938

LETTER LIST

The Billboard

35
COMMERCIAL

10c a Word
Minimum—$2.00. CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—$500 PROFIT SELLING GOLD LEAF LITHO METALCO., 459 N. Clark, Chicago, Ill.

AGENTS WANTED—SELL MAGIC SHOW EQUIPMENT. Details and pictures on request. STEWART'S, 1743 Warren Blvd., Chicago, Ill.

AGENTS—VAST POCKET 35¢ SKILLWIN, models A, B & C. Wholesale and retail. Write for particulars and free samples. AMERICAN MONOCUR, Dept. 20, 430 N. Michigan Ave., Chicago.

EXPERIENCED SALES MEN WANTED for all States. Attractive club names. Write for details. LIVISH, 715 Shubert Bldg., Kansas City, Mo.

LOCAL AGENTS WANTED to wear and sell directly to friends. No canvassing. Up to $12.00 commission. Must have some money for start-up. No samples required. A. M. CENTURY, 1500 Harrison, Dept. A-807, Chicago, Ill.

MAKE YOUR OWN PRODUCTS—EARN AMAZING PROFITS. A. M. CENTURY, Dept. 20, 430 N. Michigan Ave., Chicago. SUMMER SALE—$1.00 per case for 125 cases. A. M. CENTURY, Dept. 20, 430 N. Michigan Ave., Chicago.

POPULAR MERCHANDISE—P. M. 200 East 37th, New York. 


SELL, MAIL, DISPLAY WINNERS, CHRISTMAS and all holidays. Good Books, Novelties, Bargains! Calendar, Games, Toys. S. W. REILLY CO., 120 S. 5th St., Cincinnati, Ohio.


WORLD'S FASTEST DIME SELLER—OLD ENG. FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE. 


LION ACT, COMPLETE—5 LIONS, WELL BRED AND TRAINED. Good for concerts, parties, circuses, etc. Sell and operate on your own. LEWIS, Box 82, Silver King, Iowa.

BOOKS, CARTRONS, INSTRUCTIONS, PLANS

LIFE CYCLES—SELF MASTERY AND FATE, by Dr. Samuel Lewis, Ph.D. A new and exciting approach to the secret art of life cycles. Invaluable to everyone. Excellent gift. $1.00. ALTAMONTE CO., 125 Broadway Street, Schenectady, N. Y.

BUSINESS OPPORTUNITIES

COMING OUT—BUSINESS FOR IMMEDIATE SELLING.训练 Three Daily Boys, 44¢ to $5.00; midday, 35¢ to $2.00. AMERICAN CHEWING, 147 W. 33rd St., New York.

BARGAINS—1936 OHIO BULLION, complete. $15.00. Various Kinds of Ohio Bullion, $10.00 to $300.00. CHICAGO BULLION CO., 614 S. State St., Chicago, Ill.

GOODBYE' S BARGAIN LIST IS WAITING FOR YOU. We buy, sell or exchange. GOODBYE, 1924 East Main St., Rochelle, Ill.

LIBERTY BELLS, LIKE NEW, $69.00; TURF BELLS, $25.00. Write your name, address, prices, place. $3.00. BALANCE, O. P. DAULUS, Micanopy, Manatee Co.

MAKE OFFER—JUMPING, ROUNDS, DUMBO, Alamo, Trajon, Fortune, Speedway, Jungle Digger, Jennings Single Jackpot. Gold condition. WESTERN AMUSEMENTS, Farley, N. M.

PENNY, NICKEL, DIME OR QUARTER JACKETS. Catalogue. $25.00. Write for details. ANTONY'S, 7th and Main, Oklahoma City, Okla.

FOR SALE—PREVENTION SALE of CLEAN, POLISHED, MACHINE-MADE, WOOL, PERSIA, cash, $2.00. $5.00. $10.00. Mail order prices. BAMBURY, 2701 W. 44th St., Chicago, Ill.

FOR SALE—SHEEP EYES, $15.00, Box 114, Parma, Ohio.

BARGAINS—THREE SHELTER CORN MILLING MACHINES. Excellent condition. Price $3.00. $5.00. $10.00. Mail order prices. BAMBURY, 2701 W. 44th St., Chicago, Ill.

FOR SALE—SECOND-HAND SHOW Goods

CANDY FLOSS MACHINES—FAST, LIGHT AND EASY TO OPERATE. The 35¢ candy floss machine is an immediate 100%-profitable seller. The 95¢ machine sells the entire counter. DUBOIS MACHINE CO., 1743 Warren Blvd., Chicago, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

CIRCUS FLOSS MACHINES—FOR SALE—SECOND-HAND SHOW PROPERTY

HELP WANTED

BLACKFACE—SING AND PLAYS STRINGS. Wanted—Sings and plays strings. Must know equal temperament. Will travel. R. H. HALL, 443 S. 17th St., St. Louis, Mo.

EXPERIENCED PHONOGRAPH MECHANIC—Have knowledge of phonograph mechanism. Will work nights. RICHARD JOHNSON AMUSEMENT CO., 28 Morris, Charleston, S. C.

EXPERIENCED RELIABLE SINGLE MAN—Solicits business, boat sale, comical, comedy. Will work nights. BENJAMIN P. SMITH, 3222 No. 21st St., Little Rock, Ark.

WANTED—MED. PERSONS ALL LINES. Teams, Singles. Play own music. Salary up. Write R. O. SMITH, CHERRY GREY FORD, General Delivery, Lancaster, O.

MISCELLANEOUS

A CATALOGUE of MINDRENDING MENTAL MACHINES, effect热水器, Rube Goldberg, and 1938 models. Graphology Books, Sheets, Crystal Balls, Telepathy Gimmick. Most complete line in the world. New 148 page illustrated cata-

起重机. 1938 South, Columbus, O. 

VINES, 150-50 15th St., Columbus, O.

WANTED—FOR SOCIAL ENTERTAINMENT, handwriting. Palmyr, Indiana. S. F. SECRIST, 901 N. 2nd St., Columbus, O.


MAGICAL APPARATUS

WANT TO BUY AIRWAYS, FENNEYFALL, ALL SINGLES. Send price. J. O. E. MFG. CO., 55 W. N. 2nd St., Oklahoma City, Okla.

WANTED—USED CASH ROULSE BROADSIDE MACHINES. Good condition, reasonable prices, high profit. P. W. PAUL, R. I., 1, Graff, Brooklyn, N. Y.


SLOT COINS—SILENT SELLING CO., 1528 19th, Des Moines, Ia.

FOR SALE—SECOND-HAND SHOW Property

WILL TRADE RACES PAGES AND RAY, Tracks for Late Phonographs and Fairgrounds. UNITED AMUSEMENT CO., 310 S. Acoma, San Antonio, Tex.

WELL-USED FACTORY SHOPS, 12¢ each. Cat. 4.5¢ each. Write lowest price. people. R. P. M. CO., 327 AUTOMATIC PAYOUT PENNY MARBLE TENT SHOW, Box 22, LaCassa, Texan.

WHO CAN PLAY VIOLIN, ACCORDION or PIANO? Willing to travel. 30¢ a week. Willing to travel. 30¢ a week. WILL TRADE PACES RACES AND RAYS BARGAINS. CONLEY, 310 S. Acoma, San Antonio, Tex.


WE BUY, SELL, TRADE, EXCHANGE. CONLEY, 310 W. 47th, Kansas City, Mo.

WOMEN WHO CAN SEW—WRITE ME TODAY FOR YOUR BUSINESS. WRITE DETAILS AND ADDRESS. CONLEY, 310 W. 47th, Kansas City, Mo.


OFFER TO TRADE—SLOT COINS, 3¢ each. 8¢ each. 10¢ each. CONLEY, 310 W. 47th, Kansas City, Mo.

WANTED—SECOND-HAND SHOW Property
Show Family Album

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. This can include photos of equipment, scenery, or any other aspect of show business. They are to be sent in their original format, along with a description of the photo. Contributions will be considered for publication in a special issue focusing on the history of show business.

At Liberty Advertisements

In WORD, CARD (First Line Large Blue Type), In WORD, CARD (Small Type) (Ad Just Above 16c).

At Liberty ACMOBATS

At Liberty — The Monster for Hard to Hand and Ground Tumble. Also do Tumbling, Red and White, and Wave Tumbling. Phone 138, St. Louis, Mo. Write or wire.

At Liberty AGENTS AND MANAGERS

AGENT-MANAGER — Three years' experience. Can handle any attraction or act, including comic, novelty, or variety. Box 12, Billboard, Cincinnati.

At Liberty ACOBATICS


At Liberty BANDS AND ORCHESTRAS


At Liberty CIRCUS AND CARNIVAL

At Liberty — Young Human Cannonball. Actor. State best offer. Lloyd Duggins, Medford, Ill.

At Liberty COLORED PEOPLE

LADY PIANIST — EXPERIENCED, READ, PREPARE AND PLAY. Desires good time. Location, Lillian Davenport, General Delivery, Burlington, Ia.

At Liberty MAGICIANS

At Liberty — Starting January 1, 1938, LuBontz, Austrian Magician, presenting Spotlight Magic. Simple, single or double act. Travel or locate. Publicity blind fold or with props. Write or wire. Address, LuBontz, MAGICIAN, 2936 Milwaukee Ave., Chicago, Ill.

At Liberty MISCELLANEOUS

Electricly — 55 years old, white, stumpy, 180 pounds. St. & St. 10 ft. tall, good position with mechanical skill. Can handle any attraction or act, including comic, novelty, or variety. Alsoachts electric tables. Will be happy to give facts for a number of attractions that do not appear in this directory. Will also lecture on any subject. Address, WALTER ROYD, 220 W. 115 St., Chicago, III.

At Liberty M.P. OPERATORS

MOVING PICTURE MACHINE OPERATOR — Wanted to buy. Address, C. O. D. F. M. OPERATOR, 1331 Main Street, Grand Trunson, Ariz.

At Liberty MUSICIANS

A-1 DRUMMER — VIBRAPHONE—THROCK-OM. Played in famous show. Has stomp. For information write or wire BETTY WILSON, 3416 Morrell Ave., Kansas City, Mo.

At Liberty SHOW FAMILY ALBUM


SNAPPY 5-PIECE UNION BAND — Can be supplied. Two members only. Just concluded successful circus engagement. Both wanted. Separate engagements possible. Write or wire at once. Address, DON J. DIMAIO, 668 S. 20th, St. Louis, Mo.


SOLIDATED THEATRE SUPPLY CORP., 1600 Movie Roadshow Bargains—35mm. portable — 4 for dime operators! Ready soon! A guaranteed never-fade perfect 1930's prints, 25c each. Other supplies at low prices. CON- solidated Theatre Supply Corp., 1600 Broadway, New York, N. Y.

Movie roads show barnacis—35mm. port- able sound equipments. Choice of univer- sal, velour or deeply or in assorted colors, $389.50. Other supplies at low prices. CON- solidated Theatre Supply Corp., 1600 Broadway, New York, N. Y.

ROAD SHOW SPECIALS—WESTERNs, POLAR bears, 285, $1.00. SMITH TENTS, Auburn, N. Y.

SOLIDATED THEATRE SUPPLY CORP., 1600 MOVIE ROADSHOW BARGAINS—35mm. portable — 4 FOR DIME OPERATORS! READY SOON! A guaranteed never-fade perfect 1930's prints, 25c each. Other supplies at low prices. CON- solidated Theatre Supply Corp., 1600 Broadway, New York, N. Y.


35MM. SILENT, PORTABLE ACME—READY etc.

EXCHANGE, 117 S. 9th St., Newark, N. J.

$189.50. EVERYTHING FOR THE THEATRE—SAVE 20% P Merrifield, Lawrence, Mass.

LAWRENCE, MASS.

35M.M. (SILENT) PORTABLE ACME—READY etc.

EXCHANGE, 117 S. 9th St., Newark, N. J.

Broadway, New York

$189.50. EVERYTHING FOR THE THEATRE—SAVE 20%

P Merrifield, Lawrence, Mass.
Expert Views 1938 Optimistically

By GEORGE A. BRANDBURG

(PRINTED FROM EDITOR & PUBLISHER)

PRICES of principal world raw materials appear to have "turned the corner" in middle November according to Howard A. Allen, Chicago economist, who distinguished himself in 1930 by forecasting the precise bottom of prices near the end of the year. Historically, he has been, in fact. He predicts a bright outlook for business in the year 1939.

Such spectacular advances in a few days of commodities' future delivery have given us what looks like a real recovery opportunity," declared Mr. Allen in an interview with Editor & Publisher. He points to eight weeks of rising prices after eight months of decline.

"This firmness," he said, "came at almost precisely the spot where we would have picked up a foundation for recovery, to say nothing about 40 per cent under the world level which prevailed for many months prior to the speculative upturn of late in November.

At a time when other evidences of business trends are conflicting, Mr. Allen says the commodities, as reflected in financial reports, are showing a strong demand on the part of the world people, a reflection of business optimism as expressed in dollars and cents, and as the one assurance which business must needs now--assurance to fight against further inventory losses."

"Of course," he added, "after rampant pessimism of late 1937 any prospects for early recovery are necessarily 'tender' prospects. But if the purveyors of business news in this country--particularly the daily press--will recognize such favorable developments and give them a proper news break, I see real recovery commitments being made by business men and recovery momentum getting under way in the early months of 1938."

Balloons and Airplanes

Parachute Jumpers, One Unit in South.

AT LIBERTY JAN. 3rd--Six String Bass, so fast and serviceable, are all right. Orchestra and Leader, 150 Boyer, 10th St., Oklahoma City, Okla. At the 15, 1938.

BALLOONISTS AND AIRPLANES--Parachute Jumpers, One Unit in Southwestern States.

MAC MILLIHN BROS., BALLOON & PARACHUTE CO., Austin, Ill. Established Balloonists. Plenty good, modern wardrobe.


TRUMPET PLAYER--Leader or Sideman. Prefer to work on larger symphonic orchestra. Excellent. Write Box 429, Austin, Ill.

TRUMPET PLAYER--For Orchestra. Excellent for the spot market. Will separate acts for prices of one. Send for Tent Wire, Chicago. Mathews and Chestnut, Chicago, III.

BALLOON ASCENSIONS FOR 1938--Parks, Fairs, and Celebrations.


MAIL ON HAND AT

NEW YORK OFFICE

1904 Broadway.

 parcels Post

Mail Order House

AT LIBERTY

PARKS AND FAIRS

BALLOON PLAYERS

LETTER LIST

(Continued from page 38)

Tobys, Art

Toye, Ken

Trent, Russell

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George W. Smith Appointed Manager Barnes-Sells-Floto

LOS ANGELES, Jan. 8.—George W. Smith, presenting credentials signed by John Ringling North, has taken over the management of the West Coast show of the Barnes-Sells-Floto Circus. S. L. Cronin had resigned as manager January 1.

Mr. Smith put the blacksmith shop in operation, with 40 head of stock, and it was stated that the paint shop would soon be opened by Dan Parker in charge. Asked as to probable changes in staff and personnel, Mr. Smith said that there were enough fresh blood to make any drastic changes.

John Ringling North is breaking stock and Mabel Black is working with cat group. Bob Thornton, who has been opium detective, is expected to replace Harry Decker, who was assistant to Willard D. Coxey, 75-year-old "Poet of the Streets" here during recent weeks, as manager January 8.

Barnes' Wintering at Sarasota, Fla.

SARASOTA, Fla., Jan. 8.—A frequent visitor at Ringling-Barlow quarters here during recent weeks has been Will D. Coxey, 75-year-old "Poet of the Streets." Mr. Coxey, who has been in Sarasota since the liner Rex last week after a European pleasure tour, was cashier of the Ringling Trust and Savings Bank in Sarasota. This bank completed liquidation last year.

Announcing his arrival to the downtown parade, Mr. Coxey told reporters in comparing the Ringling-Barlow quarters with those at Ringling's Winter Quarters here, that the new quarters were superior in every way. He said that the Ringlings would go far but "I didn't think they'd come to this." Coxey told reporters that he was one of the first Ringling-Barlow agents that visited in Sarasota in 1891.

"The Ringlings would go far, but I didn't think they'd come to this." Coxey told reporters in comparing the first Ringling-Barlow stock that visited in Sarasota in 1891.

Coxey left Ringling for Barnum & Bailey in the early 1900's and wound up his circus career in 1930 with Sells-Floto at the old circus field, handling press for the Fillers and Barrows. He also handled several American tours for Harry Luder, who was a promoter in Florida for his health, Coxey decided on Sarasota, because "it's good to be around a circus again."

Gracie Orton Under Knife

JAMESTOWN, N. D., Jan. 8.—Gracie Orton, of the team Aeroplane Ortons, was operated on yesterday for appendicitis.

Drush Again With Lewis

JACKSON, Mich., Jan. 8.—John F. Drush, who is a member of the Lewis Bros.' Circus, has assumed his new duties with the big show for several years. He left Thursday for Baldwin Park, Calif.

For past three years Robertson has been assistant treasurer of the Ringling-Barnum-Circus. He was cashier of the Ringling Trust and Savings Bank in Sarasota. This bank completed liquidation last year.

Robertson Named Barnes Treasurer

SARASOTA, Fla., Jan. 8.—The appointment of J. W. (Bob) Robertson as treasurer of the Al G. Barnes-Sells-Floto Circus was announced here Monday by John Ringling North. He left Thursday for Baldwin Park, Calif.

He was removed to Halton Hospital, where he was treated for appendicitis. He was discharged last Friday. He joined the Ringling-Barnum press office when they left Sarasota in the near future.

Robertson, elephant trainer, was transferred by the Ringlings last week. He was removed to Halton Hospital, where he was treated for appendicitis. He was discharged last Friday. He joined the Ringling-Barnum press office when they left Sarasota in the near future.

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SHRINE WINTER CIRCUS

DIRECTION OF ORRIN DAVENPORT

DAVENPORT-HODGINI TROUPE

BAREBACK RIDERS OF DISTINCTION

ROSE
JOE
DOROTHY
JOE, JR.

PRESENTED BY ORRIN DAVENPORT

TERRELL and DOLLY

JACOBS

NEW AND DIFFERENT
WILD ANIMAL ACTS

HOOT GIBSON

Greatest Western Star of All Times and
a Champion Cowboy of the World
AND HIS GREAT
CONGRESS OF ROUGH RIDERS

APPEARING IN THESE
GREAT SHRINE WINTER CIRCUSES
WILLIAM HAMILTON—PERSONAL REP.

CYSE O’DELL

AND HER
SKY HIGH
ENDURANCE
EXHIBITION

THE GREAT
MAGYAR TROUPE

Only Acrobats in the World Who Perform a
TANDEM SOMERSAULT to Four High

Permanent Address
Care ALVAREZ, 1560 BROADWAY, NEW YORK

RINGLING BROS.-BARNUM & BAILEY

MENAGE AND HIGH JUMPING HORSES
AND
HAGENBECK-WALLACE
ELEPHANTS

FRED BRADNA
Equestrian Director
ELLA BRADNA
The Act Beautiful

NAIDA and PEREZ

Beauty, Poise and Strength
THE PERCH ACT SUPREME

THE WALLENDIS TROUPE

SENSATIONAL HIGH WIRE ACT

PERMANENT ADDRESS
SARASOTA, FLORIDA

THE CONCELLOS

FLYING COMETS—FLYING ARTONYS
WORLD'S GREATEST
TRAPEZE ARTISTS

Direction
ART CONCELLO
Bloomington, Ill.
TIGHTS

Show Tents

AND TRAILER CANOPIES

Fulton Bag And Cotton Mills

ST. LOUIS POLICE CIRCUS
also use a few more sensational Outdoor Attractions. COMMUNICATE IMMEDIATELY.

For Your Front or Wagons you will get

AMERICA'S LARGEST INDOOR CIRCUS

size Vora Miniatures up to 40x60 Blowups.

Send 50% Cash with Order, Bal. C.

1,000, $14.25.

WANTED

For Cole Bros.' Clyde Beatty Circus

BILLPOSTERS AND BILLERS

Address J. D. NEWMAN, General Agent, Rochester, Indiana.

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Under the Marquee

By CIRCUS SOLY

THE HODGINIS (Ted, Joe and Caroline) were held over for a week at Oasis, Denver, Colorado, as they have been doing most of the season. Performances, run on Wednesdays, Fridays and Saturdays, with Thursday off, are given at 7:30 and 9:15, and the matinee, presented at 2:15.

WEDNESDAY NIGHT at the 17th Street Theater in Denver, Colorado, is not a night that will soon be forgotten by the audience. For it was then that the Hodginis gave a performance that was truly one of the greatest in their long history.

The performance began with a grand march into the arena, led by the four Hodginis on horseback. They were followed by the rest of the troupe, who filed into the ring to the sound of heralding trumpets.

First came the Hodginis on horseback, following by the Hodginis on foot, then the Hodginis on bicycles, and finally the Hodginis on roller skates. Each group performed its own special act, all of which were designed to showcase the Hodginis' amazing skills.

The first act was a juggling routine, performed by the Hodginis on horseback. They balanced apples and oranges on their heads, managed to juggle three balls simultaneously, and even managed to juggle a live chicken.

The second act was a trick horseact, performed by the Hodginis on foot. They rode their horses in a circle, performing various tricks, including jumping over hurdles and doing the splits in midair.

The third act was a bicycle act, performed by the Hodginis on bicycles. They rode their bikes in unison, performing flips and tricks that left the audience in awe.

The fourth act was a roller skate act, performed by the Hodginis on roller skates. They skated in unison, performing flips and tricks that were truly breathtaking.

The fifth act was a juggling routine, performed by the Hodginis on foot. They balanced apples and oranges on their heads, managed to juggle three balls simultaneously, and even managed to juggle a live chicken.

The final act was a horse act, performed by the Hodginis on horseback. They rode their horses in a circle, performing various tricks, including jumping over hurdles and doing the splits in midair.

After the final act, the Hodginis took a bow, and the audience exploded into a thunderous applause. It was a night that will be remembered for a long time to come.
Altman Head Of Edgewater

Post on Grand Island, near Buffalo, given to Western New Yorker by receiver.

BUFFALO, Jan. 8.—Harry Altman, well-known Western New Yorker, has been named manager of Edgewater Amusement Park on Grand Island near here, it was learned this week. He was given the position by A. Irving Milch, receiver of the properties.

Accoding to present plans, Manager Altman will direct Edgewater Amusement Park favorably before the ’38 season opens and has announced that there will be no changes for new ballroom, large swimming pool and all public grounds.

Other innovations in park management, it was noted, are the recently mentioned Chicago convention of the National Association of Amusement Park Owners and Beaches, will be introduced at Edgewater next season. Announcing that President Altman will be park superintendent, and that William F. Voetsch and M. J. Altman Head Of Edgewater.

Good Holiday

Playland Biz

Changes to be made in San Francisco following spurt over 3-day period.

SAN FRANCISCO, Jan. 8.—Playland at the shore will be open again this year, a feature of an all day holiday crowd since 1939, with rides and concession stands operating in an area large enough for a three-day period. Weather was good, but snively. Premium parties were the topic at the Cliff House and Topex’s New Year’s Eve, with reservations repaid in tickets.

Leo Kohn and his orchestra played for the New Year’s Eve celebration at Topex’s. The Kohn and his boys did a similar choice at Topex’s. Last reveler to depart from the midway was checked out at 7:40 a.m., finally giving lads who run the rides opportunity to turn in after catering to capacity crowds which were present throughout New Year’s Eve.

When the celebrating was over Owner George Altman, president, of Topex’s, spent a week with their daughter, Mrs. Bennie Weiss, E. Messmer, Jerry Girard; William J. Tucker, co-manager of the park with David B. and Ralph N. Endy; Mrs. Bennie Weiss, Mrs. David Endy and Mrs. Lyman Truesdale.

Bennon Returns From West

CINCINNATI, Jan. 8.—Russell Bennon, son, representative for Conley Insurance Co., and his wife, returned from a five-weeks trip to Texas and Hollywood. In Hollywood he visited his son Russell, who is with out-of-town stores and distributed cutrate tickets.

Bennon Returns From West

Traver Delayed in European

NEW YORK, Jan. 8.—Harry Q. Traver, showman and amusement device manufacturer, who has been operating out of town, at the Paris Exposition, has postponed his return to this country, scheduled to land here late in December or early in January, he will not catch a boat until after the new year. Additional red tape in closing his Paris interests is the reason, it is understood.

Cincy Zoo Gate

Count 3,000,000 In Last 5 Years

CINCINNATI, Jan. 8.—More than 3,000,000 people have visited the Cincinnati Zoological Society took over the garden five years ago said James A. Reilly, president. An all-time record was set in 1937 with 700,000 visitors.

On January 1, 1933, when the society acquired 18 acres of land and purchased its property, it announced that it intended to extend and improve its facilities. With its “five-year plan” completed, President Reilly said, the assets have been increased by $750,000 over the $225,000 purchase price. He reported that the zoo has made improvements the new reptile house, lion and tiger grounds, lot space with capacity, 2,000 automobiles, ground, chutes, African veldts, hippopotamus house, layout, more than one mile of new road paves, new open areas and several thousand yards of.

“CinCy Zoo on opposite page”

Biltmore Pool’s Show Big Draw

MIAMI, Fla., Jan. 8.—More than 6,500 saw the Biltmore Pool’s weekly Sunday afternoon shows since the opening in December, it was announced by the management and director of the pool, as the act was the most popular of the well-directed programs, and the crowd responded with generous applause.

In addition, the acts were held during the aquatic portion.

“Biltmore Pool’s Show Big Draw”

Traver “Talks” on European Biz

“Amusement Adventures in Europe” was the title of a paper by Harry Q. Traver, American amusement equipment manufacturer and lecturer, who had concessions at Brussels Exposition, speaking in Chicago and other side. It was delivered by Walter R. Allen, of the recent 17th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 2. (Continued from last week)

Expo Park Was Later

I was told to argue with the police on account of my experience in Brussels. On that occasion I closed the door of my office in the face of a gentleman in Holborn advertising and sales writer. He also saw Stuart Walter, director, and Port Arthur, who turned out to be New Orleanians. In Texas Mr. and Mrs. Bennon spent a week with their daughter, Mrs. S. D. Ruslander, Port Arthur.

MONSTER BINGO GAME IN FUNKLAND, Miami, Fla., operated by Bennie Weiss, E. Messmer, Jerry Girard; William J. Tucker, co-manager of the park with David B. and Ralph N. Endy; Mrs. Bennie Weiss, Mrs. David Endy and Mrs. Lyman Truesdale.

Operating Expo Concessions Okeh

“When the Conditions are Right

Treasure of the Midway Association at Great Lakes Exposition, Cleveland, presented a demonstration to a large crowd at the 15th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, December 2. (Continued from last week)

Help and Insurance

The period of operation is longer than that of any amusement park, and the additional period is union and maintenance is union, as are bartenders and waitresses. And I wouldn’t be surprised if they required union ride operators in New York. It was suggested in Cleveland, incidentally, they were to be union electricians operating our rides. The operating engineer of the exposition will install water mains and power stations, cost of utilities is usually very high. In addition there is the demand charge. Sometimes the exposition requires the concessioners to pay the share of the service in the service from the nearest transformer.

The underwriters of the exposition are among the most intreiguing, and so when insurance is taken out (and it is mandatory) the limits are high, ranging from $1,000,000 and upwards. The various acts are to be engaged during the winter.

Jimison in Lighting Firm

NEW YORK, Jan. 8.—Capt. Jimmy Jimison, high diver, who appeared with New England Shows, Bantly’s All-American Shows and Mighty Sheesley Midway last season, announced that his recent acquisition of a neon lighting business will not curtail work of his act in 1938. Captain Jimison, who has been interested in neon since 1928, has acquired the old Rare Gas Tube Products Co. of Long Island City and is operating it under the title of Midway Neon Lighting. He is concentrating on park and carnivals business and expects to light 300 rides and 500 concession stands by spring and claims to have worked out practically all of our scale and wattage problems. The unusual financial demands that occur in park and carnival work do not affect this other applicant is a ruthless pro.

“See OPERATING EXPO on page 12”

Beach Resort Is Improved

POINT LOOKOUT, L. I., N. Y., Jan. 8.—Major improvements made at the Beach Resort, near Jones Beach, has a new administration building, large dancing with open-air dancing and dining facilities and a large number of bathing houses.
The Pool Whirl

By NAT A. TOR

(Parks Communications to Nat A. Tor, Care New York Office, The Billboard)

Is Swimming Fat-producing?

Mrs. Albert C. Doherty, a director of the Young People's Pool and Figure Institute, New York City, in an interview expresses the opinion that swimming is a great weight reducer and asks us to tell us that the exercise involved tends to develop one evenly. Yet a great many swimmers speak of becoming fat when they enter the water. Pictures I have seen of marathon swimmers, the majority of whom are men, are real "hefty." If that be so, perhaps the meat of the issue is not so much in being a normalizer, as I claimed, but rather, in the question of whether you had any views on the matter."

Mrs. Doherty's query is similar to that found in the court of public opinion. The truth is that swimming is, of course, not the only cause of being fat. Swimming without much flesh could never be fat producing. Yet swimming might be a good idea for pool operators to try to develop, for people who might also be confused over the prevalence of stout marathon swimmers. Perhaps swimming is not a convincing and vicious thing to be played up big enough as a reducing agent. But there is a definite reason for it.

Marine swimmers do not stout from swimming. They purposely put on weight and achieve "hefty" proportions. They can withstand frigid water temperatures and be able to submerge and stay under water for a longer period of time. Swimmers without much flesh could never do this. They might be a good idea for pool operators to try to develop, for people who might also be confused over the prevalence of stout marathon swimmers. Perhaps swimming is not a convincing and vicious thing to be played up big enough as a reducing agent. But there is a definite reason for it.

It's Different

Fairmount indoor plunges, San Francisco, recently launched a table tennis convention and which has been reprinted in the pool and women played the game. The Artificial pool of wood was so set away from salt water that if it had the fire for itself, it would not have set the fire in its control. The boats opened on July 4. This on November 12 is second started on the opposite side of the boats and cleaned the surface of the bottom to the boat. The boat in the block behind the flame. Artificial paid with salt water has a fire insurance. A. E. Turpin is responsible for his tenants but this time of concrete and steel. He will not only enjoy a sense of security but will also have the lowest fire rate on the Boardwalk. His present type of construction should command a higher rental because tenants will have the added fire protection. Perhaps our amusement buildings at the beaches of this country could be excellent. B. Berlows, Belgium, which are of steel, brick and marble.

Making Coney a Lady

So they are to make a lady of Coney Island, N. Y. They talk of the fact that she has her face lifted and is to become more formal. The old Coney has been a Bowery girl, who sang:

"Down to Coney Isle."" Be a girl, please, of our own peculiar style;

Then on the Staten Island Line

The Billboard for her face lifted, and is to become more formal. They tell us they are to see Jones Beach, which is highabove. A lot of the old Coney has come off, and who should "keep up with the Joneses." Perhaps Coney can make the grand debut. Miss Copeland, who is from the Bowery girl, who sang:

"Down to Coney Isle.""

Chippaqua, it cures no figure, For it really is too dear."

And the Bowery girl is satisfied with the old face.

New Export Regulations

Benny J. Kelshener, of Saltsbury Beach, who have been more costly fires in 1937. They look him to a hospital for an operation. He was shocked on hearing of his death. He was one of the few old-timers who was without. He was one of the few old-timers who was without. Britain is England is getting plenty of snow for winter sports, which are sure to make new advances this winter over anything they have yet attained.

Long Beach: Winter is a Good Old Friend

Top Coney is making the most of this winter. They look him at a hospital for an operation. He was one of the few old-timers who was without. Britain is England is getting plenty of snow for winter sports, which are sure to make new advances this winter over anything they have yet attained.

Long Beach: Winter is a Good Old Friend

The Bowery girl, who sang:

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Chippaqua, it cures no figure, For it really is too dear."

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Near-Record Attendance Hears Array of Topics in Milwaukee

Amusement side of fairs given attention at Wisconsin annual convention—Marriott new president and Secretary Malone is re-elected—businesslike trend seen

MILWAUKEE, Jan. 8—Opening with near-record attendance, Wisconsin Association of Fairs and Expositions at its 57th pendant session, which included a number of important papers and talks. Instead of restricting sessions to two or three topics, as was done last year, the association returned to the former custom of covering as many subjects as possible in the allotted time. Result was an interesting and enlightening review of numerous problems with which county fairs have to deal. Answering roll call at opening session was a majority of the fairs, some having a representation of from six to eight persons. While educational features largely predominated in talks and direct discussion, the business side of fairs was not neglected and several speakers brought out pertinent suggestions along that line.

Several new directors were elected to serve during the coming year. The seven chosen were A. W. Kalbus, Milwaukee; Taylor G. Brown, Oshkosh; William J. Hein, Green Bay; John T. Osmerskin, Antigo, and Douglas Curran, Hillsboro, Pa., Mr. Hein was elected president for the ensuing year, moving up from vice-president, and Mr. Malone was re-elected secretary. C. W. Hinck, Minneapolis, was sergeant at arms for a number of years.

On Liability Insurance
President Curran, of Caledonia, in his annual address succinctly presented the highlights of the 1937 season, which, he said, was one of the best in recent years. He noted a distinct trend toward a more businesslike administration of county and district fairs, which is making for better and more satisfactory value.

"As fair game," he said, "has grown to be quite a game—a game that requires a lot of skill. We have come

Robinson Organizing Units
CINCINNATI, Jan. 8—John O. Robinson, IV, who has returned from Miami, Florida, is organizing circus units to play fairs in the Middle West. The three Robinson elephants will be used as a basis for a trained animal circus unit, and a new live elephant ride will be offered fair boards.

W. F. Bill Beaten in Ohio
COLUMBUS, O., Jan. 8—House of Rep. defeated and three Ohio fairs last year with total profit of nearly $4,500, according to a financial statement issued by B. U. Bell, treasurer.

Xenia's Profit $4,500
XENIA, O., Jan. 8—Greene County's annual fair last August expanded to four days and nights, produced a gross profit of nearly $4,500, according to a financial statement issued by B. U. Bell, treasurer.

Young Gets Miss. State
Fourth Time, Also Tampa
CHICAGO, Jan. 8—Ernie Young announced this week that he has been awarded the contract for the grandstand show at the Mississippi State Fair, Jackson, for the fourth consecutive year.

The Ernie Young Revue again will be the feature of the grandstand at the Florida Fair and Gasparilla Exposition, Tampa, this year.

Liebman 20 Years in Iowa
DES MOINES, Jan. 8—Ernie Young has been given a contract by Secretary B. E. Cady to appear at the 1938 Iowa State Fair here. This will be Liebman's 20th successive year at this annual fair, and he will be awarded $10,000 for appearances of rubes at fairs.

Roth Succeeds Parrett
CIRQUELIE, O., Jan. 8—George D. Roth was appointed Monday by Mayor W. B. Cadry as secretary of Cirqueville Pumpkin Show to succeed Mac Duignan, who had served for seven years.

Outlay Is Made in Tucson
TUCSON, Ariz., Jan. 8—A new grandstand was erected and renovated exhibit buildings costing more than $10,000 will be completed in time for the annual Rodeo and Merchants' Fair here, said C. W. (Jack) Gardner, exhibits manager. Prize money for rodeo contests has been increased to $600, it was announced. Mel H. Vaught's State Fair will be on the midway again this year.

Warrenton Will Discontinue
WARRENTON, O., Jan. 8—Warren County will discontinue fairs and convert the grounds here into a ball park and civic arena of Warren County Agricultural Society. Buildings were slightly damaged last year by Hurricane "Belle" and the county fair was forced to be cancelled.

KANSAS CITY, Mo.—J. G. Michaels will produce two more grandstand shows this year, one at Kansas City and the other at Independence, Mo., which will be billed as J. G. Michaels Big City Circuses, each carrying a combination of 18 acts and a line of litho paper.

Carl D. Broerin New TampaHead
TAMPA, Fla., Jan. 8—Carl D. Broerin was elected president of Florida Fair and Gasparilla Association to succeed his uncle, the late W. G. Broerin, one of the founders of the fair and president until his death on December 15, 1936. Postmaster J. Edgar Wall was elected to the newly created position of chairman of the board; Charles A. McIlwain, first vice-president; Frank Jackson, second vice-president and Roosevelt Newton, member of the board. Plans for the 23rd annual fair were outlined by General Manager P. T. Strieder and Albert Thornton, executive secretary.

JUDGE I. L. HOLDERMANN, Dayton, presiding for the ninth year at the annual meeting of Ohio Fair Managers' Association in the Hotel Deidler-Wallick, Columbus, on January 22 and 23. Known as an authority on fair management, he was many years secretary of Montgomery County Fair, Dayton, served 16 years in the executive committee of the State association and was elected its president in 1929.

Dayton Reports Best Annual
DAYTON, O., Jan. 8—Net profit of $4,495.45 in 1937 was reported by Ralph Wallace, G. Mantermo, secretary-treasurer. The board of directors, said Mr. Wallace, contains 12 officers. The business side of the association was in the hands of a new secretary-treasurer.

Ohio Fairs进步的年份

1937是一个丰收的年份，弗吉尼亚州的年度大会——Marriott当选新主席和秘书——商业化的趋势明显

朱利安·L·霍德曼

朱利安·L·霍德曼，担任了第九次年度会议的主持人，他负责管理俄亥俄州的公平管理者协会，并在酒店德德勒-沃尔克的哥伦布会议中担任服务员和主席。他是俄亥俄州多年来的秘书，曾担任蒙哥马利县州议会主席，并在1929年当选为该协会的主席。

丹佛邮报

1937年，丹佛邮报的年度大会在1月8日开幕。年度大会的出席人数创下了历史新高。威斯康辛州的年度大会协会主办了从8个人到8个人的会议。尽管会议时间有限，但演讲者们带来了与会者非常感兴趣的主题。结果，展示了对众多问题的有趣和启发性的审查，其中许多问题与郡县的公平有关。回答了开幕会上的滚动人数，是一个大多数的

（见BADGER MEET on page 51）
FAIRS-EXPOSITIONS

Announcement of Two-Week N. Y. State Fair Expected

SYRACUSE, Jan. 8.—Extension of New York State Fair to two weeks in 1938 probably will be announced soon by Agriculture Commissioner James W. Hungate, despite considerable opposition from many delegates to the state fair association. Dates probably will allow return of Oriental exhibits and make it possible to have burnt gale and grand stand booths.

Under a two-week plan Syracuse will have a five-day meet a week ahead of the present date for the state fair. Rumors that running horses will move in on Labor Day have been denied. An official complaint against extended dates is being made. Wolford, secretary of the state fair association, has pointed out that the city is almost out of hotels.

Labor Day and race day will turn out only one crowd of notables from both the city and state. In opinion of some fair men. Meantime all attention is being focused on the opening Sunday, which will be attended by officials of Eastern Fairs, and the opening Monday, which will be attended by officials of Western Fairs. The opening Tuesday will be attended by officials of Southern and Central Fairs.

Fair Elections

WILSON, N. C.—Wilson County Fair Association re-electedrick Scott, president; E. E. Lemmon, vice-president; C. E. Day, secretary; C. E. McClellan, treasurer; J. T. White, assistant treasurer; W. S. Johnson, trustee; L. N. McCardle, trustee; W. A. Mallett, trustee; Fred Johnson, trustee; C. E. Cooper, trustee; W. E. Cabe, trustee; E. P. Lanier, trustee; J. E. D avis, trustee.

RICHWOOD, 0.—Tri-County Fair Association re-elected president, J. S. Matte son; vice-president, W. R. McCollum; secretary, W. H. Harrison; treasurer, J. B. Farris.


ALBION, N. Y.—Oakens County Fair Association re-elected R. F. Adams, president; W. H. Brown, vice-president; E. F. Johnson, secretary; J. M. Lewis, treasurer.

ALBION, N. Y.—Onions County Fair Association re-elected J. B. Killingsworth, president; W. H. Brown, vice-president; W. A. Hone, secretary; W. H. Richardson, treasurer.

TAYLOR, Tex.—West Texas Fair Association re-elected president, J. E. Evans, president; R. R. Bird, vice-president; W. H. Duckworth, secretary; W. H. Phillips, treasurer; D. F. Pendergrass, treasurer; H. B. Martin, secretary-manager.

CHARLESTON, W. Va.—Charleston Agricultural Society re-elected president, W. H. Stillwell; vice-president, W. H. White; secretary, R. H. Kirschenbaum; treasurer, H. B. Martin.


SCOTTVILLE, Mich.—George Tyn dall was elected president of West Michigan Farm Bureau, and former fair secretary, Mr. Frank Grover, treasurer, and former fair secretary, Mr. John M. Van Dyke, secretary.

BOOSTER, O.—Irvin Greer was re- elected president of Wayne County Fair Association, and vice-president, W. H. Frame; secretary, Ralph W. Slavin; vice-president.

FREDERICKTON, O.—Community Agricultural Society elected Howard Dugg, president; Fred Dief, vice-president; W. H. Willette, treasurer; H. B. Montague, secretary.

PORTLAND, Ind.—Jay County Fair Association re-elected president, James E. Mumms; vice-president, Mike Ankom, secretary; Glen Wilson, superintendent. The fair is the largest in the state and is the best for the association. Improvement will be made to the grandstand, new buildings, entrance, new stands, roads, ways, repairs and painting, to cost $2,000.

WESTERN MINERAL, Kan.—Western Mineral Fair Association re-elected president, Raymond H. Birdsall; vice-president, Don H. Estes; secretary, R. E. Moore; treasurer, Frank M. Miller.

Kinston To Get New Plant

KINSTON. N. C., Jan. 8.—Neuse-Athletic Park, Inc., under President J. A. Jones, has announced that it has purchased 50 acres of land just outside Kinston, which will be constructed a new and commodious plant to be used by 500 persons at one time. The new park will be completed in time to have the World's Fair on the grounds by Labor Day.

For the first time, the fair association will have a crowd of 500 spectators in 47 counties, about half of the State.

The Billboard, Jan. 8.—It is hoped that the Governor of Empire Exhibition, Prince of Wales, will be performed by the king. A formal invitation has been sent to the Queen and will be accepted by the King for a suitable date, says The World's Fair, 1939, Feb. 14.

ROCKPORT, Ind.—The 1937 Spencer County Fair here has been successful, officials in annual meeting planned improvements for 1938. With the cooperation of the State Agricultural Association, it is believed that a major improvement made by the W.W.T. Club, a horse barn will be built on the fairgrounds and the race track will be improved. Continued membership of the W.W.T. Club has been organized.

VALENCIE, B. C.—Offer of Van- couver Horticultural Association to assume remaining interest charges on baby bonds sold by the city to reduce cost of the Forum building in Hastings Park was accepted by the civic exhibition committee. Total obligation assumed by the city from 1933 to 1945, when bonds will be retired, is $66,666. Cost of repair works was more than $10,000. Association board of control maintains it is not responsible for the roof repairs, but the agreement is anxious to meet the city halfway.

ENTON, A.—A committee of 10, to be charged with the task of finding a new farm operated in interest of revival in work of the state in 1938, will meet soon with county agricultural agents and representatives of financial and civic groups. For active revival are charged with the state building for the first time in many years. Agricultural society: B. E. Bradford, Hillsboro, president; G. H. H. Mal- low, deputy state农业管理正。
ERNIE YOUNG
162 NORTH STATE ST., CHICAGO, ILL.

Thanks to Fair Officials Everywhere for Making 1937 Our Biggest Year.

For 1938 We Are Offering You New Revues and a Great Array

Of Acts Which Are Bound to Swell Your Grand Stand Receipts.

You Can’t Go Wrong in Booking an “ERNIE YOUNG” Grand Stand Show.

Following Are Some of the Stellar Acts and Attractions Under My Exclusive Management to Play Your Fairs in 1938:

For Your Fair
The
Personal Appearance of the
Famous Motion Picture Stunt Man
FLASH WILLIAMS

AND HIS
THRILL DRIVERS
RACING — SMASHING — CRASHING — AUTOMOBILES — MOTORCYCLES

Entertainment Guaranteed
Featuring for 1938 Season
In Addition to the 1937 Stunts

4 More Original Events
Jumping a Car Over Eight Autos, Then Rolling The Car Completely Over Before It Stops
Blazing House Crash in Midair
Ozzie the Road Hog
Comedy Satire Showing How Not To Drive
Race With Death
Driving One Car Up Ramp at Top Speed, Soaring Off Into Space While Another Motor Maniac Drives Completely Under Other Car, Both Cars Moving at Better Than 70 Miles Per Hour.


FOUR HAMILTONS
Clever Acrobats Featuring
“THE HUMAN BRIDGE”

FELIX PATTY
The World’s Greatest Animal Trainer
Presents
The Sensation of the Season
“TARZAN”
“The Human Ape”
ERNIE YOUNG

ADELE NELSON'S

DANCING ELEPHANTS
AND
THE FAMOUS BASEBALL ELEPHANTS

THE INCOMPARABLE DANWILLS

Thanks to Mr. Ernie Young for a Record Run of 17 Weeks With His

CAVALCADE OF HITS PRODUCTION
Summer 1938 Again With Ernie Young

LARGE & MORGNER

The Only Act of Its Kind in the World

PEERLESS POTTERS

Having No Equal
Unmatched in Excellence
Unanimously Proclaimed as the Greatest of All High Casting Acts

JORDAN TRIO
"The Three Skatomaniacs"
WHIRLWIND SKATING

FOUR DOBAS
Perch Pole and Acrobatic Act Supreme

BETTY REED
AND HER XYLOPHONE
ERNIE YOUNG

LANQUAY COSTUME CO.
404 Capitol Bldg. • CHICAGO, ILL. • Telephones DEarborn 1968

Exclusive Costumer for Ernie Young Revues

COSTUMES
For Your Productions, Revues and Acts.
Creators of Original Designs and Manufacturers of Theatrical Wardrobe.
Complete Line of Theatrical Merchandise and Accessories.

THREE GIRTON GIRLS
“Three Tomboys on Wheels”

FOUR ROBEYS
The Greatest of All Upside-Down Jugglers

MILLS & MILLS
The Outstanding Aerial High Wire Novelty Act

MISS HAPPY HARRISON
“THE HAPPY HARRISON CIRCUS”
“The Acme of Animal Training”

SIX SENSATIONAL JORDANS
Stars of Circusdom, Being Offered to Fairs for the First Time
SENSATIONAL TEETER-BOARD ACT

ST. JOHNS BROTHERS
“Slow-Motion” Hand Balancing Par Excellence

THE THREE REDDINGTONS
ACE KNOCK-ABOUT NONSENSE AND SMART COMEDY
Good Profit in 1937 Is Beaumont Report

BEAUMONT, Tex., Jan. 8.—A $16,000 gross operating profit in 1937, which proved to be a banner year for the fair, was made public by Mr. W. H. Herring, Jr., secretary-manager.

Mr. Herring said the 1937 operating profit had been conserved because of an account depredation, interest on bonded debt, maintenance charges, but, however, was a direct contribution of the $2,500 gross operating loss in 1936.

"In difference those two years," he said, "the profit was $16,000. A review of it reveals: new attractions such as an Orange Drive-In; dramatic and music reviews on the midway where the Royal American Shows were presented.

"Our new program of the Big Top Tents and the new Gateway in 1937 were the source of surplus. The Colosseum, the new addition to the Big Top, broke a seven-year record at $75,000."

HOOSIERS REPORT—

(Continued from page 46)

forced. Mr. Edwards suggested that county agents and 4-H Club leaders be taken into the association.

Stimulant for Youth

County fair superintendents then presented stimulus to the youth movements active in Indiana. Professor T. A. Coleman, Purdue University, State Fair Manager Harry G. Templeton lauded county fairs as a splendid service to the people of Indiana.

He said that, as legislative phases of county fairs and State fairs, more uniform conception regarding the status of the fair is needed.

Overstreet, Columbus, led discussion on fair management.

Secretary Leonard Haag, Dearborn County Fair, Lawrenceburg, argued that more need be done in expansion of the meetings prepared to contract with attractions. He spoke of The Billboard as an asset to all fair managers.

A discussion of what the fair means to the community was held in the Riley Room. Rolland Ad was toastmaster.

The improvement noted has come about because of the splendid co-operation of the fair men in our organization," he declared.

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Fairs, January 15, 1938

(Continued from page 46)

Johnny J. Jones Exposition will be on February 3 and 4, St. Nicholas Fairs, January 24 and 25, Northern Fairs, January 20 and 21, Whitcomb Hotel, San Francisco.

The Billboard; Ray Balzer, Chicago.

Ingram; World Fireworks Display Company, Mr. and Mrs. Bert Thomas; Ernie Solomon; The Photomatic in the Claypool lobby being made.

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THE ROLL-A-WAY RINK CO.

Cleveland, Ohio

**Rinks and Skaters**

By CLAUDE R. ELLIS

(Cincinnati Office)

**"THE TRAINING school of Transcontinental Roller Derby, Inc., in Chicago has been in progress two weeks," wrote John Kosaros, coach in charge, on December 31. "More than 250 boys and girls have appeared or sent in inquiries. Classes have been arranged for skaters seeking to experimentalize the new art of skating from St. Louis, Cincinnati, Indianapolis, Minneapolis and Louisville. Those interested in roller skating have taken charge. It is hoped and expected that figure skating exhibitions will be in the track. The successful tour from Coast to Coast of one of the oldest and most experienced art specimen."**

**Three training schools will then prepare for a roller skater, about March 1. The training school will then prepare roller skaters for a roller skater, about March 1.**

**THE WHIRLING BEEs, Betty, Judy and Bob, roller-skating act, played the training school."**

**A three leading countries and exploit the business quickly before the copiers get out of worse countries. I have been put out of worse countries more than you have perhaps been on a bike venture in an amusement park. It is a story of one man who, through luck and good fortune, has become immensely rich and has made a fortune.**

**Then speak English and be wiser.**

**We all know what the heat of an exposition means. In an exposition, your exposer must work hard, and not unless their passports are in order. I have lost my sex appeal and only money. It is a story of one man who, through luck and good fortune, has become immensely rich and has made a fortune.**

**Your speaker is very fond of exposition.**

**There is a gamble on weather and current conditions. There is a God-awful, beautiful, and helpful.**

**Advice to Americans**

American amusement caterers will do well to take only portable apparatus in Europe, then take out patents in the three leading countries and exploit the business quickly before the copiers get busy and the annual taxes on the property to make up the most common conditions. I have told you my story. Please do not misunderstand me. Europeans are fine people. They are our ancestors but their ways are different. We have opened our way to the world.**

**The Roller Skate Manufacturers Association is growing daily and members are showing unusual activity toward better conditions. Concerning roller skate manufacturers was noticeable by the way the manufacturers of owners of companies who agreed to go along with their recommendations.**

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**CHALLENGERS “Challenge The Field”**

—they’re lighter—they’re stronger—they’re faster—they’re softer—they cost less. CHALLENGERS is a sport for all and suits all your needs. To any customer. CHALLENGERS boast skate sales at any rink. Write for Catalog and Prices.

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake St., CHICAGO

**THE BILLBOARD**

January 15, 1938

**Rink & Roller Co.**

**QUALITY**

RICHARDSON BEARING CO.

2132 South 31st, Richardson Ave., Chcago, Ill.

The Best Skate Today

New Portable Roller Rink,
50 Ft. x 120 Ft.

Nicky funded for winter, with two lines of rink seating. One way to have 500 people seated at once. Make Whitehead singer for selling. Order 36 R. L. 1192.

**Wanted**

Manager for Skating Rink. Must be good skating. Must be able to play good Skating Songs. Single or double, with neat appearance and good looks. Must speak to all applicants. Quick answer required.

WILL M. BARBEE

Box 606, Savannah, Ga.
CARNIVALS

Address Communications to WILLIAM JUDKINS HEWITT, Carnival Editor, 25 Opera Place, Cincinnati, O.

The Billboard

January 15, 1938

LEWIS HAS

A Big Show

Opens its fair season — weather unfavorable but crowds spend liberally

EUSTIS, Fla., Jan. 8.—The Art Lewis Attractions started off the new year by opening its 1938 season here Monday night. The Lake County Fair, for which the Lewis organization is furnishing the midway and free acts, marked the first of the long string of agricultural events to be played by the show on its winter tour.

When the show closed last November and went into winter quarters in De Land, Fla., work began immediately on a new, bigger and more colorful midway. The show's slogan, The World on Revue, means that more holds good from a midway world standpoint. The midway is a thing of beauty and dazzle encompassed with myriad of lights on fronts and rides emblazoned with chromium, gold and silver leaf. It is a brilliance color scheme glistening with new paint and artistic creations embodying the up-to-date modernistic trend.

With many new green tents in the air and new riding devices the management can rightfully boast that this edition of the Art Lewis Attractions presents the (See LEWIS HAS on page 55)

Elliott Optimistic
As to Eastern Can.

ST. JOHNS, N. B., Jan. 8.—On return to Chicago, where he attended the convention of the Showmen’s League of America, Frank J. Elliott, proprietor of Elliott’s Shows, said he expects to stay at his home in Nova Scotia, reports he is convinced that more money will be available for outdoor amusements in the maritime provinces this year and next year than ever before, because of the tourist traffic is concerned.

He predicts that an influx of visitors by car from the Central States of record volume in 1933 and 1937, due largely in the improvements in the roads of the maritime provinces during 1937 and projected for this year also. Elliott expects touring carnivals to benefit largely, as well as exhibition midway, from this influx, prevailing to a major extent during June, July, August and September.

The provinces of New Brunswick, Nova Scotia and Prince Edward Island will benefit, Elliott foresees.

Michigan Showmen’s Association
Elects Louis J. Berger as President

DETROIT, Jan. 8.—The first annual election of officers for the 1938 year of the Michigan Showmen’s Association was held in the clubrooms here Monday night, January 3. After a heated and enthusiastic campaign the last ballot has been counted and the results are as follows: Louis J. Berger, president; Harry Shail, first vice-president; W. G. Wade, second vice-president; John F. Reid, third vice-president; Louis Rosenthal, treasurer, and George H. Brown, secretary. The board of governors are O. A. Baker, Harry Weiss, Lester J. Davis, George Harris, Frank Hamilton, Herbert Robel and Louis Margolis. The regular ticket being elected.

When the results of this election were made known a big party was given by the losers to the winners lasting until the small hours of the following morning. This party was sponsored by Brother Louis Margolis, the defeated candidate for president, and his campaigner and a good time was had by all.

Installation of officers will be held January 10, and outgoing President Leo Lipps plans another big time for the executives and members. The newly elected officers and board have big plans in mind for the development of the association for the charitable and social uplift of its growing membership.

Association’s Activity Notes

The annual dance and frolic committee reports a heavy sale of tickets and sea prospects for the total sale as well over 1,500.

Chairman McMullen of the entertainment committee has made arrangements for an exceptionally fine program of music and acts.

Brother Ralph Gruberg was a recent visitor and expressed himself as well (See MICHIGAN SHOWMEN’s page 55)

LADIES’ AUXILIARY
Holds Installation Meet

Peggy Forstall re-elected president — Marlo LeFors praised for her work — other auxiliaries represented — finances good — attendance and spirit excellent

LOS ANGELES, Jan. 8.—The annual installation dinner of the Ladies’ Auxiliary of the Pacific Coast Showmen’s Association was held Monday, January 3, 92 members and guests being present. The tables were beautifully decorated and favors were presented to all present. Seated at the official table with the new and retiring officers were past presidents Martha Levine, Nell Ziv and Ethel Krug, also past vice-presidents Esther Carley, Florence Webber, Sis Dyer, and Secretary Vera Downey and Chaplin Minnie Fisher.

Ettison Joins Reynolds & Wells

BAN ANTONIO, Jan. 8.—Reynolds & Wells United Shows management announced here this week that L. L. Elliott was appointed general representative for season 1938.

Both General Manager L. C. Reynolds and Etchison went north on an extended booking trip, which is to include the attending of the meeting of the Minnesota Federation of County Fairs at St. Paul, January 12 and 13.

El Paso Show Club Helps Needy Ones

El Paso, Tex., Jan. 8.—The annual banquet of the Southwestern Showmen’s Club was held Thursday, December 30, at a midnight showing of The Drunkard, indoor attraction of the Sun Carnival. About 200 outdoor showmen attended.

A substantial sum was raised for the benefit of Mr. Paul January 12 and 13, who was given high praise for her support in hospital. Three cases were presented to all present. Seated at the official table with the new officers of brothers were presented to all present, and each one responded.

Peggy Forstall, Ruby Kirkendall and First Vice-President Irene Wash gave a word or so, as also did Ethel Bullock, newly elected first vice-president. The new second vice-president, Marie Jessup, was present.

Other Auxiliaries Represented

Bertha Grubbs, representing the Heart of America Showmen’s Club, Kansas City, gave a nice talk and presented the auxiliary, in their name, with a beautiful red floral heart.

Riley Castle, as representative of the Missouri Show Women’s Club, St. Louis in a gracious speech presented a large (See LADIES’ AUXILIARY on page 55)

THIS PHOTO shows 92 members and guests of the Ladies’ Auxiliary of the Pacific Coast Showmen’s Association assembled for their annual installation dinner, which was held in the club rooms, Los Angeles, Calif., Monday, January 3.
ABNER K. KLINE, who on Thursday, December 23, was elected president of the Heart of America Showsmen's Club, Kansas City, Mo., for the 1937-'38 term. He took his duties at once and assured the membership that a progressive policy would be the order of the administration and that no one be set up without proper hearings. He added that work done by Jack Ruback, the retiring president, will be continued from where it left off. Kline, by reason of long experience in show business, possesses the personality and mainy qualifications, bespeaks for being in a position to assume the executive head of HASC.

New Carnival Going Out of Bellwood, Pa.

JOHNSTOWN, Pa., Jan. 8.—Arthur Nage announced from Bellwood, Pa., this week that a new carnival, titled the United Amusement Company, was recently organized to go on tour some time in 1938. The show is stated will be a good one, with strictly merchanise entertainment.

Nage also said that it is the plan to have a new type of entertainment equipment and that the building of the tents and entrance arches will be a long task for the Army of Ross, R. H. Heckmann, according to Nage, will be charge tent manager for the show and office for the present is on a booking trip.

W. T. Jessop Goes With Mike Krekos

PORTLAND, Ore., Jan. 8.—Mike Krekos, owner and general manager of the West Coast Amusement Company, reported here Monday that he has contracted with W. T. Jessop, of Los Angeles, as vice-president and representative of his organization for season 1938.

Making of his affair, Krekos said: "This makes the ninth year that Jessop has held the same position with me. He has all along been a great help in making the show, West Coast, will come out of the barn Jan. 15 and will be ready to go as far as new canvas and paint can make it. Carl Holt, M. E.валдерс, and Bull Martin will have a number of shows with us. Joe Zither will have the Whip. Hector, Looped and Loop-or-Plane, Charles Waller, and Token is booked with his comedians and Mrs. Dean Waller has taken his place as a usual. Winter quarters in Oak-land, Calif., will open about February 1, 1938. With the exception of our troupe of tent poles. The exact number of lum-ber consisted of No. 1 white pine, and cypress that will be used to build pla-she is going to make the show a success."

Velare Says Dads well Not Dismissed, But Resigned

TAMPA, Jan. 8.—Business Manager Blane C. Velare, American Amusements, said late last night that Jack E. Dadswell was not dismissed but resigned prior to the end of the 1937 season "because he has things of his own that must be taken care of this year and could not possibly go with us on the 1938 tour."

Francis Healy and wife will fill Dads well's position as manager of the show. They are the completion of its string of Florida fairs now being played.

Installation Lunch HASC Auxiliary Goes Over Big

18th annual program carried out in complete detail—notable guests and members present—Myrtle Duncan, new president, takes office amid roses

KANSAS CITY, Mo., Jan. 8.—The ninth annual luncheon of the Ladies' Auxiliary of the Heart of America Showsmen's Club was given at the Hotel President, December 10, at 1 p.m. Mr. and Mrs. Zeidman, a member of the board, was chairman of the entertainment committee, with assistant, Jackie Wilcox, Lettie White, Bess Nathans, Margaret Hayes, Linda Martin, and Merle Blanche, who had had more than 100 percent. When the ladies were ushered into the Antec Room they were greeted by the six groups of handsomely crocheted red baskets filled with white mints and centerpieces of flowers. On the speakers' table there were baskets of flowers sent by the members of the auxiliary. A program was titled the "speaker's" table with individual favors for the guests.

Mrs. Louis Parker gave the invocation and then Myrtle Duncan, new president, introduced Viola Fairly as toastmistress.

At the speakers' table were four tall tables, two round tables, one filled with red and white streamers of ribbon. Mrs. Virginia Vine and Mrs. Mary Prats, who are members of all of the auxiliary clubs, introduced the speakers, and brother and lighted them. The first one for the Chicago club, which has been in operation the past six months, the next for the Kansas City club, third for the Missouri Showmen's Club and the fourth for the Stasa Flower Shop.

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Kline Plans To Make 1938 HASC's Biggest Year of All

SPOKANE, Wash., Jan. 8.—Monroe Beaman, last season general agent for the Park shows under the management of W. F. Parker, stated here last week that he had been re-engaged for season 1938 in the same capacity. In further comment on the shows and personnel Beaman said: "Mr. and Mrs. W. 8. Parker are once again making a trip in their new trailer, one for those in quarters. Work will be done on the show before January 10. The show has ordered all new canoes and three new royal. Among the recent arrivals in winter quarters are the spokesmen and the cookhouse help, which put its staff into operation. (See KLINE PLANS on page 60)

Ben's Way Over!

EL PASO, Tex., Jan. 8.—Pete Ben- way, who operated a hoop pitch-till-you-win consignment show here, has a new slant for taking up his consignment. He plans to offer a customers to toss his hoop, Benway says: "Ben's way over, Ben's way over."

Perham Buys New Quarters

Pine Tree State Shows to move to 75-acre farm in Maine—Haldley in charge

PORTLAND, Me., Jan. 8.—A. S. Per- ham, owner of the Pine Tree State Shows, recently purchased a 73-acre farm in Gorham, Me., 16 miles from this city. The buildings consist of a 10-room house, large barn and several smaller structures. One of the buildings is to be reserved for the current show. The show equipment, which has been stored apparently for over ten years, will be moved to the new quarters as soon as possible as soon as possible. Another, a short distance from Sebago Lake, famous as a summer resort and has its excellent trout and salmon fishing. The new winter quarters also boast a trout stream on the property.

Frank A. Owens New G. A. for Laughlin

MORLEY, Me., Jan. 8.—W. W. Laugh- lin, manager West Bros' Shows, announced Tuesday he signed a contract with Frank A. Owens as general agent for the show for the 1938 season. Owens re-places Mr. and Mrs. Harold Halley, who have the position for the past two years. Barham will devote his entire time to duties as general agent.

At the same time announcement was made that the show was changed to West Bros' Shows, replacing the old name with the new. Laughlin also announced the formation of the West Bros' Shows Inc., a stock corporation, and the new title is to be used in place of the old name. This is a commercial venture to make the carnival business as well as having the additional advantage of being under one control. Further details of the new staff, as well as a full outline of policies will be made in the near future. Laughlin also stated.

Burns New G. A. For Northwestern

DISTRICT, Jan. 8.—F. L. Flack, general manager of the Northwestern Shows, announced the other evening that James A. Burns has accepted the position as general agent for the shows for the 1938 season.

Burns took up his duties at once and stated that he has five shows in the same capacity for Zeidman & Pollie and one show for Halsell & Stelle.

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W. M. Breese Joins Sam Lawrence Shows

NEW YORK, Jan. 8—Sam Lawrence, general manager of the shows bearing his name, announced yesterday that he has engaged the services of the well-known W. M. (Bill) Breese as general agent for the 1938 season.

In speaking of Breese, Lawrence said: "I am very glad to announce that he has been connected with the shows, for he is a valuable asset to the Sam Lawrence Shows. He has had many years of experience in the booking and he will make a valuable addition to our staff."

Breese was formerly with the Boston Show Co., has been working for a number of years with the Bears, one of the last being on their staff. He comes from Chicago, where he has been for many years, and will be an asset to our department. He is well known in the show field and we are glad to have him with us.

LEWIS HAS—
(Continued from page 53)
most complete and elaborate midway ever operated under the Lewis title. The layout makes a real change in the day light, which is seldom the case with this class of midway. The construction is such as to include all the various forms of entertainment that are available.

The 24 page attractions that were scheduled were up to par and ready to go when the signal was given by the management. The show was opened with the condensation of the midway that revealed talent performers and presented such a choice of entertainment that the showmen's art in all the term implies.

Showmen's Please Management

The management of the shows is truly proud of the achievements accomplished by the artists and artists who labored to carry out the plans as laid out, and to justify the money expended to create such an entertainment. The show runs on the principle of fair play.

Michigan Showmen's—
(Continued from page 53)
with the way the business of the association is being done.

Brother Harry Ross came from Boston to do some campaigning in the election and went away satisfied.

Bills offered by Max Kermer and Louis Wath left for Miami. Membership drive is going along fine.

Eating

Brothers W. C. Conklin, John Francis, Oscar Bloom, Victor Davis and Thomas Moore have proved very good bridge-game instructors.

Despite these difficulties, however, and his bride's joy at the official table. The bride seems to be the big noise makers and party getters. Brother Fred Swisher for the interest which we will attend several others. For the first time in three years Sam Lawrence has been on vacation in this city and seems to have enjoyed himself meeting old friends and taking in the high spots during the holidays.

ALLAN HERSCHELL PRESENTS
A NEW FUN HOUSE

By the inventor of Fun-on-the-Farm, Jim Whitely. Massive in appearance, gorgeous front, plenty of new patented safe mechanical features, low operation expense—bally man and ticket seller. Priced UNDER $5,000. Loads on one wagon.

CARNIVALS

By CONCESSION TENTS, INC. Now booking for SEASON 1938. Address: SAM SOLOMON, Box 229, Chicago, Ill., or Concession Tent Catalog.

GARY, INDIANA.

PINE TREE STATE SHOWS

Now booking shows, Rides and Concessions that do not conflict; also sensational act and advertising. Want Concessions that work for state only. Will buy Tested Animals and all kinds. Snow shows in Arizona.

C. F. ZEIGER UNITED SHOWS
NOW—For the last quarter month in the West. For the Iowa and Missouri Western Ranges. For the Illinois and Wisconsin Ranges. Write for Concession Tent Catalog. Send for Concession Tent Catalog.

CONCESSIONS TO BUY, SELL—
POWERS & CO., INC.

GARY, INDIANA.

PINE TREE STATE SHOWS

By CONCESSION TENTS, INC. Now booking for SEASON 1938. Address: SAM SOLOMON, Box 229, Chicago, Ill., or Concession Tent Catalog.

TRUCKS—

MAC McNALLY
Now With CHUCK KAULUTI, Selling Trucks—301 11TH ST, LOUIS, MO.

SOL'S LIBERTY SHOWS, Inc.

NEW YORK, December 31, 1937—Sam Solomon, President.

500 BOX 502
GARY, INDIANA.

PINE TREE STATE SHOWS

By CONCESSION TENTS, INC. Now booking for SEASON 1938. Address: SAM SOLOMON, Box 229, Chicago, Ill., or Concession Tent Catalog.
FULL STEAM AHEAD! Season 1938 is now open.

BANTLY'S ALL-AMERICAN SHOWS have a new letterhead, 1938 edition.

CARL J. LATHROP—Who is your side show booked with for season 1938?

"Most talked about medium in the world!"

A. H. BARKLEY—Who are you going to handle for this season?

COUSIN RUBEN CRUBS pep to rest a while in Hot Springs, Ark., soon.

ARTHUR ATHERTON—With whom will you have your Carnival, coming season?

JAMES C. SIMPSON is still a "wise-won" general agent, the same as he has always been.—Wadley Tif.

MR. AND MRS. WILLIAM DRESSMAN, of the Cincinnati Zoo, were visitors at The Billboard offices last week.

HARRY S. NOYES, veteran retired carnival general agent, is vacationing in Florida.

MIAMI—Will be with Des Lang Shows, coming season as manager of the girl show.—J. F. LEE.

ROY GOLDSMITH now presents the Royal Midway Shows. Wonder what was the matter with the McCalla Shows tiste?—Booby Gise.

INFORMATION from Greensboro, N. C., is that Paul Sprague, of Laughery's Museum, has been confined to a hotel room for the last two weeks suffering from an attack of pernicious anemia.

DONALDSON, Ark.—Now at home and feeling fine after an operation at St. Francis Hospital, Little Rock, he will be back with Zindals Shows with his bongo for third season. —"TIGER" MACK.

IF SHOWMEN have all-girl girl shows, why not give them all the publicity?—MIKE ORLANDONI.

HARTFORD; Ky.—Spending the winter in Owensboro, Ky., after two years' lay-off, but am going back on the road with a big railroad show.—PHELPS ALBERT SEATON.

JOHN M. SHEESLEY does not care particularly about publicity, as his show is on his midway. He is called "master showman." The booking of public weddings may be one of the reasons why he carries the name.–Red Onion.

TRUST THAT the health of K. F. Reynolds will improve. Had nice Christmas and New Year's with homefolk. Was general agent for the last two weeks suffering from an ear infection.—C. A. MECK.

ROY GOLDSTONE now presents the Royal Midway Shows. Wonder what was the matter with the McCalla Shows title?—Booby Gise.

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NOT SO LONG AGO—That

By L. C. MILLER

NEW YORK—Red Onion had a dream, a dream that haunted his soul—his wish to be a hero. It was a dream that was set aside in a cage, all men representing tent and amusement companies. Arthur P. Camp-

field, of Baker-Lockwood; Dye, of Dye Tent and amusement, claimed an unknown rep-

resentative of the United States Tent and Am-

usement Association.

"How about folding in the center?" asks Campfield, looking solemnly at Dye.

"It will be in the center," replied Dye, "I'll raise the sidewalk."

"What are the stakes, boy?" with a sneer on his face.

"You fellows would take a full page ad for the show," Dye asked Campfield.

"The full page ad will cost you $200 per cent."

JOHN ST. HUGHES is to The New York Mirror. Winchell is to Town and Country. Taylor is to The New York Sun. The New York Mirror is to Daily News. The New York Sun is to the Sunday Mirror.

I hate Atlantic Shows.

THE CIRCUS

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Winchell is to Town and Country. Taylor is to The New York Sun. The New York Mirror is to Daily News. The New York Sun is to the Sunday Mirror.

I hate Atlantic Shows.
the population of the civilized world."—Harry asked the stranger his name and to which city he belonged. He did not answer. "Sister Sue" and Starr DeBelle helped a lot. My Christmas dinner was from friends. Some of the boys put in a shock must have hit me somewhere else, I cannot see at all in one eye. It is just about the same. I have been at it ever since a week after the holidays in this town and party passed thru here Tuesday and enjoyed my illness brought cards and letters. From all parts of the country regarding my illness brought cards and letters. Some came from people who were with my late brother, Johnny J. Jones, and noticed the nice comment you gave to your organization. I do not know how any show worker could get along without The Billboard.

Johannesburg reminds Red Onion of a big ones. It would seem to act as manager, as the old dropsy came back and I am not even a period or comma was changed. For the old man, "is somewhere in America, to "sting 'em in." It seems as tho their trouper at work.—TEXAS SUTHERLAND, veteran popcorn concessioners, was the man who addressed him. Photo furnished by Ben H. Voorheis, press agent for the shows, and was taken at one of the "last stands" of the 1937 season.

OPENING ABOUT APRIL 15TH

The season to the exact penny and with no word of contention whatever:

CARNIVALS

MR. AND MRS. TOULIE FARRICK, owners of the popcorn-concessioners, standing by their wagons on a lot where the Big Show Inc. is playing, were engaged and marry. As the big one, R. W. Reed, one; Billy Smith, two; William G. P. Wilson Shows at Williamsport, Pa., and then my sickness. Did visit Cetlin and party passed thru here Tuesday and enjoyed my illness brought cards and letters. Some came from people who were with my late brother, Johnny J. Jones, and noticed the nice comment you gave to your organization. I do not know how any show worker could get along without The Billboard.

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Winter-Quarters News and Gossip
(As Reported by Representatives for the Shows)

Rubin & Cherry

ATLANTA, Jan. 8.—In most news from quarters there is no much similarity each year that it is really not particularly interesting. Few of the shows make public the real big things they have kept secret all winter long. To say that the sound of the hammers and the hum of cutting metal in the building each day does not make interesting news. All know that work goes on during the winter but it is not until the curtain goes up that the public will see things. For the present the 30 miles from Lakewood Park are really doing things besides being on time for extra, Superintendent Nat Worman sees to that. For an all-round showman, lot man and supervisor of quarters Nat is 100 per cent. Most of the men have been with Gruberg for years and know just what to do. As a special mark of appreciation Nat himself got up the special menu for the Christmas and New Year's Day dinners. When it comes to cooking Nat knows pretty well how it was good. Mr. and Mrs. Rubin Gruberg have been away most of the winter, spending a portion of the holidays with their daughter, Mrs. Doctor Marquiles, of Philadelphia. Upon their return an extra force of men will be added and the real work on the new modernistic fronts will be started. The dead line for the real work on the new modernistic show is spread on the lot, and oh, for the present, this show is spread on the lot, and oh, how interesting news.

Johnny J. Jones

AUGUSTA, Ga., Jan. 8.—With the holiday full over work has again started in the office. Johnny J. Jones and Eddie Phillon, who will have charge of the cooking, to be installed by Tommy Martin and Eddie Philon, who will have charge of the cooking, are busy making plans for the new electrically heated bus trip. Tom M. Allen and Johnny Harrison returned from a week's visit to Florida. The writer has charge of the office. The show will be enlarged. Mr. and Mrs. Rubin Gruberg keep busy looking after Johnny J. Jones, Jr. and her various activities in Florida. The writer will see to it that he is lining up talent for a new production. Eaul J. Walker and his New Yorkers report success in theaters of new Wagons, built from the ground up and from the ground up and from the ground up. Oscar C. Buck, 3d Vice-President, and his stay in Tampa. Bob Edwards writes from Tampa of his plans for an entirely new production for the coming season. Mr. and Mrs. Bill Kemp arrived, stayed for Christmas and left on a business trip. Mr. and Mrs. Joseph Steblar and daughter, Vera, are at their home in Stamford, Conn. Personnel for 1938 will be about the same as in 1937. Mr. and Mrs. Joseph Steblar and daugh- ter, Elizabeth, are in Florida. The writer will again be in charge of the conces- sion. WHITNEY DAVIS.

Hennies Bros.

SHREVEPORT, La., Jan. 8.—Thirty- nine members of the working crew enjoy- ed their big dinner in the mess hall at quarters on Christmas and a most en- joyable time was had. Hardworking Johnny Nelson and assistants served appetiz- ing menu that included roast turkey, baked potatoes, cranberry sauce, dressing, gravy, oyster dressing, creamed peas, desert and coffee. The 12th of the series of new wagons, built from the ground up and from the ground up and from the ground up, ready for the paint department. Twelve more will be constructed, all equipped with rubber- lined tires. The contraction depart- ment is busy with schedule, but later the working crew will be augmented and a seven-dinner week will be set. Oscar Halverson is rebuilding his Pudnich circus wagons. There will be a new lot of stores. Two new wagons with Kelvinator refrigeration are being built for the cookhouse, to be installed by Tommy Martin and Eddie Philon, who will have that concession. Another new wagon undergoing construction will be utilized for the lights and power department, with another 110 kilowatt transformer is installed, giving this department a total of 600 kilowatt and three wagons. Tom Adams, chief electrician, is overhauling the old and installing new cables and other electrical equipment. Mr. and Mrs. Bill Kemp arrived, stayed for Christmas and left on a business trip. Mr. and Mrs. Joseph Steblar and daughter, Vera, are at their home in Stamford, Conn. Personnel for 1938 will be about the same as in 1937. Mr. and Mrs. Joseph Steblar and daugh- ter, Elizabeth, are in Florida. The writer will again be in charge of the conces- sion. WHITNEY DAVIS.

ROYAL COACH

A Coach for all Tramps. Show people financed on convenient terms. Trades in Your Present Outfit for a ROYAL. Write today.

KOZY COACH CO.

408 E. MICHIGAN AVE., Kalamazoo, Mich.
KLINE PLANS—(Continued from page 54)
banquet and ball last week have left for their winter homes. In the Eastern Showmen's Club, nearly 400 who attended were represented from companies of America, Chicago, the Pacific Coast Showmen's Club, Los Angeles; the Midwest Showmen's Club, St. Louis; and the International Showmen's Assoca-

Greetings From All Directions
Greetings came by telegraph, air mail and regular mail from many of the Ladies Auxiliary members who could not attend the banquet but sent their congratulations and good wishes from the colorful assembly. From The Billboard came reports of all those who were read as a part of the program by Duncan, and hundreds of others connected with all phases of shows who joined in expressing the wish that they could be with the celebrating HASC.
Six Grand Is Gross of Midway

At El Paso's S. W. Sun Carnival

About 13,000 saw the Sun Bowl football game between Texas Tech and West Virginia University, a feature of the Carnival's celebration. Jack Kenyon, whose cookbooks are at the base, reported spectators were jammed in the stadium so tightly that his salads were unable to work thru the crowd. More than 13,000 saw 55 floats in a New Year's Day parade, direct salesmen reported business good.

Promoters of the carnival and bowl game said plans are on for an enlarged stadium to seat 25,000 for 1939. Parade in 1938 will be around the theme of Pageant of Legends. This year's theme was Pageant of the World.

Plans for Tobacco Festival

PRINCETON, Ky., Jan. 8.—A colorful pageant directed by Ted Hill, John B. Rogers and the Sun Oil Company, is in the planning stages for a big outdoor program of Indianna from pionerioning to the present. will be held in commemoration of the Yankima Days here next summer, directed by Arch Berholte, president; B. G. Turner, treasurer, and J. Hugh King, secretary of Yakima Days last year.

Funds Sought in Milwaukee

MILWAUKEE, Jan. 8.—A request from the Midwestern Festival commission's finance committee asking the county in which the event is expected to cost $32,500 and the committee will require $10,000 in addition to its present funds, it is said.

WANTED FOR TERRE HAUTE, INDIANA

2nd ANNUAL SHRINE CIRCUS

SIX DAYS — FEB. 21 TO 26

Closed Acts of all kinds that are interested in a Cruise Act, please write for full information. CAN BE residue. Send latest, postpaid on approval. WILL CREDIT ON ACTS LONG IN THE TRADE. CAN BE GOOD ACTS FOR PORTRAIT ACTS. LARGEST ACTS ON THE CIRCUIT. WRITE FOR INFORMATION. CIRCUS MANAGER, 2402 W. 21st ST., TERRE HAUTE, IND. Phone: 5-8142.
Flock of Clock Ideas Knock Business Recession Cockeyed

* Ops work new time twists on deals with success — bingos feature clock prizes — "always room for another added attraction on clocks," manufacturers prove

NEW YORK, Jan. 8.—Many operators have knocked the highly touted business recession cockeyed by upping their own operations thru featuring several new ideas employed by clock manufacturers. Since clock manufacturers have shown great ingenuity in adding new features to the rotary clock, introduced several years ago, successful board items in years past and continued to keep interest by putting the Chieftain out of the market. And proof of the fact that the manufacturers can always find room for more good new ideas is the recent introduction of the Kaniy Clock.

This line recently took the rotary clock and built an artificial canary cage with birds in it in the clock. Idea proved a little bit wild, but the wise operators were not wrong in predicting what the public will take to be real. The Chieftain line itself was almost laughed off the market before it swept to phenomenal public acceptance.

Among new clock numbers scheduled to be offered to the trade in the near future are the Kal-Klock, introduced by the Silver Manufacturing Company; the Brainy Chieftain, which will be brought out by the Chieftain. The latter is a jump numeral clock made of an exceptionally attractive material and measuring 7¾ inches long, 4 inches high and 4 inches deep. Certain banks have shown great interest by putting the Chieftain out on deals and have indicated that they feel it will be one of the season's hit numbers.

Silver Manufacturing Company's Kal-Klock has a number of features which give it sure-fire appeal. It serves the primary function of a clock and if the dealer has the chance it will have to be featured as a bingo prize. There ops are commenting favorably on the Kal-Klock and the new Chieftain.

A Series of Articles "HOW TO CONDUCT GROUP BINGO PARTIES SUCCESSFULLY"
By E. S. LOWE
Will Begin In an Early Issue Of THE BILLBOARD Watch for It!

Fur Jackets Popular At End of Winter

NEW YORK, Jan. 8.—With low-priced fur-coat manufacturers reporting one of the biggest seasons in years and with operators in the coat trade on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on the costs indications are that the fur business on

Says Lowe, and Proves It

NEW YORK, Jan. 8.—"There just isn't any such animal," says E. S. Lowe of the winter fur business. And although claiming that Bingo operators of the East and West have had time to look over some of the most successful games are evident in the fur industry, the new rulers in the fire department by over-crowding, in any case, is a fire hazard and ops should to all as they are filled to capacity. It's much smarter business to turn 'em away than to get in dutch by jamming 'em in when there's no more room.

The New K. & G. Automatic (See Bingo Business on page 65)

HAVE YOU A DUMMY IN YOUR HOME? If not, you probably will have soon. For the President's birthday novelties in keeping with the legends built around Washington, there are now available the best sellers. Of this type are Washington's little ax and the cherry tree busts of Lincoln as paper weights on deals.

In addition to these three outstanding dates February boasts a number of other events which are sure to prove popular. For those who may wish to look over some of them, they are here listed: Chinese New Year, February 4; Dirty Face Mason wrecked three years ago; the birthday of the U.S. Congress, February 25; and the birthday of the nation, July 4. In addition there will be cards and announcements for various dates which are good on the marketing, But does the public think of this type are Washington's little ax and the cherry tree busts of Lincoln as paper weights on deals.

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A new price is one thing, but a LOWE price is another! Every Bingo jobber knows that the E. S. Lowe 1500 Series colored special game cards are the most fool-proof, the most accurate and the finest cards ever produced. For E. S. Lowe is America's Leading Bingo Manufacturer. E. S. Lowe has invested thousands of dollars in the opening of a new printing plant for the exclusive production of 1500 Series Colored Special Game Cards. E. S. Lowe has invested more thousands of dollars in specially designed collating machines to turn out these cards 100% accurate and at the lowest possible cost. E. S. Lowe employs men trained in the manufacture of these cards. And it is for these reasons that E. S. Lowe is able to turn out these cards at the sensational new low price.

No longer is it necessary to succumb to the low price lure held out by the "bootleggers" who offer inferior, inaccurate cards which cause trouble for your customers. Now you can get E. S. Lowe cards at a price lower than you have ever paid for the most inferior cards.

Other Bingo Supplies

E. S. Lowe employs men trained in the printing and finishing of these cards. They turn out cards that are the most fool-proof, the most accurate and the finest cards ever produced.

Write to The Billboard, Buyers' Service Department, 25 Opera Place, New York, N. Y.


We sell jobbers only! E. S. Lowe, Inc., sells to jobbers only. Operators ordered to write the Lowe jobber nearest them. If you are an operator and do not have the name of the Lowe jobber nearest you, write us and we will give you his name.

"SEVEN" is a natural - SO IS THE UNIVERSAL CLIPPER

for Pep - Punch - Price...

THE GREATEST UTILITY RADIO EVER CREATED

Choice of leather Strap or metal band.

Extra Heavy Chassis.

Compensated Audio Circuit.

New High Gain TRF Circuit.

First Choice of Manufacturers.

Home and Office Companions.

EVERY SALE STICKS - ORDER NOW!

Send $1.00 for Samples of 25 Items.

WHISKEY PITCHERS

Genuine hand-made candlewick bedspreads from the Southern Highlands are now made available to direct sales people by Needle Crafts Company. Exquisite designs in Colonial and modern, in any color scheme to conform with interior decorations are available. Bingo optic looking for something attractive with beauty appeal and real utility will do well to contact the maker. Profits are said to be unusually liberal.

Whitestones

Pitchmen will appreciate the novelty rings just announced by the Usco Manufacturing Company Again the popularity of comic-strip characters has been capitalized upon and we find Pop-Eye, Wimpy and Olive Oyl embossed upon rings and brooches. Novelties are really outstanding and certainly are worth looking into.

OTHER BINGO SUPPLIES

Send for Catalog and FREE SAMPLE CASE OFFER - Right Now!

Write us your needs on anything we have and we will give you his name.

PEEK-A-BOOS

SENSATIONAL HUDDLES GLASS

Each Class has a Six-Color Reproduction of Six Beautiful Ladies, a Mystery. Turn the Glass Around and, Pesto, the Lovely Lady Reveals Her Very Charming Nude Figure.


WISCONSIN DELUXE CORPORATION

MILWAUKEE, WISCONSIN

HOT OFF THE PRESS

The NEW 1938 CHAMPION CATALOG

Lowest Prices - Items for Live Wagers - Pitchmen - Sideline Merchandise - Home and Office Companions

Send for Catalog and FREE SAMPLE CASE OFFER - Right Now!

CHAMPION SPECIALTY CO., 814-2 CENTRAL ST., KANSAS CITY, MO.
Those Who Have Featured Combination Charges with Order.

N. SHURE CO. Turns. Has Controls in Back to Operate.

"WILLIE TALK" Best of the Billboard.

"WILLIE TALK" Introduced Only a Few Weeks Ago

Silver Tone-a-coustic with Four Groove RCA tubes

ORDER NOW ON MONEY-BACK GUARANTEE!

The Fastest Seller in Radio History!

4 Tubes, including 1 metal tube 40-1200 25 Vols. ONE YEAR GUARANTY Long Life, Special switch for police calls, & etc., equipped with hand-forged walnut cabinet, 3 color dial. Antique Porcelain. $7.50 Extra.

SILVER MFG. CO., Inc. STEREO HALL BLAST, Dept. 103, CHICAGO, ILL.

INVENTORY CLOSE-OUT

RAZOR BLADES—Large. $2.40 Dressed in Colored Wrappers. 100 Pcs. $2.15. 

TONEY COOLING Dispar 20c. 100 Dispar, Finest Tonic. Too.

LARGE FUR CO. CO. Inc. For Wholesale Carnival Workers. 98c.

SHOELACES—Improved. 27c.

SHOELACES—American Made, 24c.

NEW YORK MFG. CO.—Imported, A\n
AUTOMATIC TYPE SLIDES-5 c. Portsmouth, Pa. 100 for 10c.

BENGOR PRODUCTS CO. 336 BROADWAY, NEW YORK, N. Y.

3 Sensational Values in REBUILT WATCHES

CHOICE

MEN'S ELGIN, WALTHAM, and POCKET WATCHES

$1.95

MEN'S "TOMMY" TUCKER or LADIES WRIST WATCHES

$1.95

PANDER BEAR

1937. Sent on request.

BENGOR PRODUCTS CO.

January 15, 1938

January 20, 1938

January 25, 1938

PERRY MFG. CO., Inc.

115, 125, 135, 145 Wabash Ave., Chicago, Ill.

SPICY VALENTINE CARDS, FOLD IN A PAPER BAG for $1.00 each at this office.

ELGIN-WALTHER & HAMPDEN WATCHES $1.75 up

In new Chromium Cases, all sizes. Satisfaction guaranteed. Money refunded.

B. LOWE

Wolverines Hotel, Detroit, Mich.
BINGO BUSINESS

HANDWRITING - time we'll appreciate hearing from any

ford (Conn.) Knights of Columbus Bingo

new mixer.

that orders are already coming in on the

BINGO MIXER is now on demonstration

Wire, Special Delivery or Air Mail, your order with

will blithely go on to a new form of

listened intently for "Under the B-8"

likes it and plays it. But when and if'

plish this. We promise you a few stories

stories telling how committees accom-

mittee has done a bang-up job on its

expenses.

on Bingo about professional operators

(Continued from page 62)

Bingo

(Continued from page

01
00 quality of Peek-A-Boos and you'll order the genuine!

since 1915 Manufacturers of Novelties That Amuse.

and Black Display Box.

since 1915 Manufacturers of Novelties That Amuse.

wants to a good living from Bingo today. They

should realize that the public will flock to games where good merchandise prizes

are awarded just as quickly and in just

as great numbers as they do to the cash
games. ALL of these operators doubt that we will be able to send them

absolutely free of charge a list of mer-

chandise prizes which we personally

will guarantee will bring players to their
games. They should realize, too, that

in awarding money instead of merchan-
dise, they are living themselves open to

charges of out-and-out grafting, which they

may not be able to meet with the

satisfaction of their local city fathers.

We don't really expect these operators
to pay too serious attention to our

ravings and rantings against money

prizes, but when the authorities in

Milwaukee, Camden and other cities say

in plain English that Bingo games will

be permitted only if merchandise and

cash prizes are awarded just as quickly and in just

as great numbers as they do to the cash
games. We hope, for operators to face

the wall and take a good look at the

handwriting thereon.

Read it, boys. And in case you still

wonder about the interpolator, it says, LAY OFF

CASH PRIZES IF YOU WANT BINGO TO LIVE!

DEALS

(Continued from page 62)

manages the line itself. He believes

the deal will stick.

American Novelty has just put the

finishing touches to a new headline on its

20-item deal and is all set to do

a big job in 1938.

Because of an unusually heavy re-

sponse to the first announcement of its

Movie Camera Deal, the Master Dis-

tributing Corporation has been forced

to seek larger quarters. Murray Potruch, president, is so enthused over the deal

that he has discontinued every other

advertising campaign and is concentrat-

ting all his efforts behind the Movie

Camera. Murray expects to move 25,000

on the market within the next few months.

Happy landing.

YOUR BINGO BUSINESS WILL INCREASE RAPIDLY WITH THE K & G AUTOMATIC BINGO MIXER

Designed for Both Indoor and Outdoor Operators Strictly Portable...Set Up and Take Down in 15 Minutes APPEALS TO BOTH THE PLAYER AND DEALER

A fast, bobby-dee device that makes earning money easy. When in operation the balls, in a glass in-

chased, are dispensed from a continual shower presenter a perfect baliscope.

Features of the automatic device feeds the dealer large color-

ful balls of a size and numbered so that they will not leave one of the players at a good distance.

Embedded with the Automatic Bingo Mixer is a strong sheriff re-

The television is "Taken Down" so that when played in the case it assumes a shape must shut the eyes of an ordinary burglary tool.

THE VENTRILOQUIST MAN

A Book On HOW TO BE-

COME A VENTRILOQUIST

Send Us Your Order or Buy From Your Local Jobber
RALPH A. FREUNDLICH, Inc.
200 FIFTH AVE.,
NEW YORK CITY

HOW TO MAKE Real
Money From Bingo

For Free Information, Write
RADIO ADVERTISING CORP. OF AMERICA
19 Delaware Ave., Jersey City, N. J.

WHOLESALE MERCHANDISE

The Billboard
PITCHMEN

Here is the winter item that you need. sell "l.l." Eyeglass Flames, the new liquid cleaner that not only cleans the lenses, but leaves a protective film that prevents fogging and steaming.

Get Started This Week. Price. $7.20 per Gross; Sample, 10c.

GOLD MEDAL PRODUCTS CO.
133 E. Pearl St., Cincinnati, Ohio.

— New Headlamps Pierce Fog

MAKE HEADLAMPS PIERCE FOG DISCOVERED!
Makethat sign of bad weather.
MAKES HEADLAMPS PIERCE FOG

Just Out! New Metal Changeable Sign.
Pitches pen, $20.00 per Gross.

AD -A -LINE SIGN CO., 721 S. Dearborn St., Chicago, Ill.,

DOZING LOW PRICED. GRIPPING DEMONSTRATION.

— A New Money Maker

A NEW MONEY MAKER

ACT (WICK, REX-HONE MFRS., 1500 Sandwich, Illinois)


— New Money Maker

A NEW MONEY MAKER

M. E. DOGGE, 127 N. 8th St., Indianapolis, Ind.

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DOZING LOW PRICED. GRIPPING DEMONSTRATION.
Elgin & Waltham Watches $1.75

7 Jewels, 18 Slot Stems

Send for Price List. Money Back If Not Satisfied.

113 N. Broadway.
St. Louis, Mo.

I am selling watches for Elgin & Waltham at an advance of $1.75.

The New Year is still young. Like any kid, I want to get a head start. By exerting your earnest efforts in behalf of your profession you can make it a good year.

JOHN A. HURRNER

--- of Lord's Prayer-on-a-penny fame, asks from Columbus Grove, O., that the

natives of that section are in distress and will spend. He says he enjoys a good show even up to the very last day of 1937.

MILTON (CUTLY) BARTOK---

scrivels from Florida that he is doing plenty of business in that territory, that we

would soon have everyone singing the
ditties around for spending and you might get a

hang on to the summer bank roll, get your-

med on the outside and find

reality to the figures.

Hustler's Tip---Here's a tip that should warm you up. Though the thermometer may hover

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reality to the figures.
Hartmann’s

BROADCAST

DESPITE the universal public de-
mand for change, in ideas or some-
thing different, many fairs are still using
outdated and dog-eared posters. Nothing is more disgusting than seeing “stock” posters that have been the same for a time become eye-sores. And not only that, they give the public the impression that the fair is the same as when they were in the horse and buggy days.

To get the most benefit from them today, posters must be new and modern and breathe showmanship. That class of showman who is content to copy the
premises must try to learn, in so far as they are now being prepared by the Berkshire Litho Company.

† † †

SOMe people look upon inmates of prisons as hard-hearted individuals with consideration for no one. Perhaps there are some inmates of that kind, but one can be sure the other hand there are prisoners with just as big hearts as some people not behind prison walls.

One of these prisoners we now have in mind was a friend of the late Lincoln Toney, “the little fellow,” a writer who, to compliment Mr. and Mrs. William Dresser of this city, wrote that he is a “most considerate man.” It seems as though the country, at any rate, looks upon this man with favor. It is gratifying to learn that a monument representative of the circus created at the grave of the little fellow is to be placed in Utamatta, Fla. The prisoner for obvious reasons asks that his name with \"John Doe\" be written any time it is published. He says: \"The little fellow was in a class with Dexter Fellows. It was his privilege to receive many master- pieces of correspondence from Lincoln Toney and each time I read them over I realize how selfish and prudish I am. His was the greatest character and personality of any person, man or woman, that I know. His kindness to any privilege is beyond the law.\" I am out of my class trying to paint a word picture of him.

† † †

LAST week was the ball rolling—and keep it rolling—for a monument in honor of Mr. Toney. The little fellow’s friendship and loyalty to us all. The best will not be good enough until the task is started as we do it now. We have. He gave us more than \"his all.\" It is up to us to give it back.

\"I sent a very small contribution to the Brooklyn Hotel suffering from results of a fire.\" He also contributed a sum to the New York College for Negroes.

\"I am due out of this place in the late spring. If there is anything you can do to help you put this monument idea over, either now or in the future, you may rest assured that my time and efforts are yours.\" The last time I saw him he was in a state of near collapse, and I was told that his condition was serious. He is not expected to live much longer, and I am told that he is in great pain.\" He is a faithful member of the Showmen’s League of America, and I am sure that he will do all he can to help the organization.

† † †

J. W. CONKLIN, president of Conk-
lin & Garrett, Ltd., operator of the
Conklin Shows, spent the week end in
Vancouver, B. C. While in Seattle he met with some of the showmen who operate thru the Pacific Northwest and all of them, he says, are looking for-
ward to a good season this coming year.

On January 22 \"Patty\" was to leave Vancouver for Toronto, with intentions of proceeding to Winnipeg for the
showings of the Western Canada Fairs Aso-
ociation and Western Canada Associa-
tion of Exhibitions. His wife will stay in Vancouver for a few months, as they are sending their son, Jimmie, to school there.

† † †

SHOWmen’s League

165 W. Madison St.,
Chicago, Ill.

NEW YORK, N. Y.

January 15, 1938

Chicago, Ili.

Meeting of January 6 was presided over by President Leon M. Sharps. First Vice-President Mrs. Ida Chase, Sec-

Sec-

tember Elizabeth Baker. Secretary was Leon M. Sharps. \"The little fellow\" at the table was Secretary Joe Streibich. Various committees reported. The winter party was well attended and a fine time was had by all present. Brother Theo Schlemmer in from Chicago. His wife will stay with us and attend the League during his absence. The New Year’s party will be attended and a fine time will be had by all present at the Milwaukee meeting. Brother Jack Fuller is a hospital in the early part of February. Brother Al Fine, Frank R. Conklin, and Brother Sam Peabody are still confined to their homes. Brother Ben Miller paid respects to Mrs. Mattie S. Wrightsman, of the Berkshire Litho Company.

† † †

Gentlemen:

With him on the trip were the late Mr. and Mrs. T. H. Schlemmer, Jr., and Mr. and Mrs. W. H. Schlemmer, Sr., and the latter also attended despite fact many absentees.

Hundreds of visitors from Shewsbury and vicinity visit quarters every pleasant day. Frank R. Conklin, manager of the Robert B. Martin circuit, tells here, as is with Mr. Schlemmer, of Western Circuit Shows.

† † †

WINTER QUARTERS

(Continued from page 58)

† † †

CARNIVAL

(Continued from page 31)

† † †

CIRCUS AND WILD WEST

(Continued from page 10)

† † †

WORLD’S FAIR MUSEUM

† † †

FREAKS AND ACTS

† † †

THE BILLBOARD

GENERAL OUTDOOR

January 15, 1938

1000 CARDS, printed on several different colors of stock, size 3½ x 5¼. Every card is lettered, hand-cut-and-designed. Printed on both sides. A good quality card, 25 on a card, packed 1000 cards.

PERFORATED PAPERS

A special feature for the door prize, in generous quantities. Attractive colors for all the leading headlines.

SPECIAL JOBBER'S PRICE

WRITE WIRE

12 E. 15th Street

New York, N. Y.

Nationwide-Specialty Printers - Since 1904

ATOMIC INDOOR CIRCUS

Hotel Shelby, Shelbyville, Ind.

There are \"Scores\" of reasons Why you should be a member of the Showmen’s League of America.

insurance

CIRCUS, RIDE, TRUCKS, CARNIVALS

Statesmen’s Insurance Co.

CHARLES A. LENZ

Winter Quarter’s Hotel Take-Off, St. Peter-
burg, Fla.

440 Insurance Exchange Bldg.,
Chicago, Ill.

WANTED

For Sale or Trade

[Continued from page 29]

J. J. PAGE SHOWS CAN PLACE

FOR THIS SEASON

Money-Getting Shows of all kinds and Useful Show People. We are buying all good shows both near and distant. We are looking for something new and different. We are buying two High Sensational Aerial Free Acts. All addresses will be held in confidence. J. J. PAGE SHOWS, Box 351, Augusta, Ga.
Start a POTATO CHIP BUSINESS
In Your KITCHEN!

Make Big Money

Buy potatoes for 2c a lb. Make chips for 30c a lb. and sell for 50c a lb. Ideal business for men or women. It sells in stores, in home, in school, in church, at social affairs, in stores, in mail order. It makes the best chips you ever tasted. It is easy to make, easy to sell. It is hygienic. It has no risk. It is a steady income for men or women. It is a great extra for homemakers. Don't think it is not worth your while. It is. Write for information, prices and terms until free. Write for free sample. Write for free sample. Write free sample. Write free sample. Write for free sample.

DIXIE EXPOSITION SHOWS

FOR NO. 2 SHOW.

WANT

FOR SEASON 1938.

WANTED-SIDE-SHOW MANAGER that has something to put in a first-class Side-Show Top.

AND novel Shows.

CAN PLACE late model Loop-o-Plane, Pony Track and other Kiddie Rides.

Must have flash, with own transportation.

Will finance any worthwhile Attraction that is new and original.

All season's Help, Scenic Help, Concessions, as well as our own, for both.

Write:

ADDRESS BOX 207, Leader, Ill.

TIFFY SHOWS

Now booking Shows, Concessions, Ride Help. Shows in California. Address ABBEY BOX 207, Leader, Ill.

WANTED QUICK

Professional Independent Man on下列とprogram for Pillsbury House. Circa, producing Stilton Cheese, has a reputation for quick shows. Address ABBEY BOX 207, Leader, Ill.

McMAHON SHOWS

WANT shows for Southern and West Coast. Address ABBEY BOX 207, Leader, Ill.

Clyde’s United Shows

NOW BOOKING FOR SEASON 1938 SHOWS, RIDES, CONCESSIONS.

WANTED-Side-Show Managers, Rides, Concessions.

Address: GEO. C. SMITH, Manager, P. O. Box 521, Cumberland, R.I.

REYNOLDS & WELLS UNITED SHOWS

OPENS FIRST WEEK OF APRIL FOR 30 WEEKS OF GOOD MONEY SPOTS

SHOWS

RIDES

OCTOPUS

BOOMERANG

FUN HOUSE

TILT-WHEEL

MOTORSTORE

Furnish Equipment To Reliable Owners.

HELP WANTED in all departments, including Ride Help, SCNtician Painters, Carpenters, Top salaries. Payday every week. All address S. E. PRELL, Gen’l Mgr., 36 GREEN STREET, NEWARK, N. J.

WINTER QUARTERS AT LANCASTER, S. C.

DICK’S PARAMOUNT SHOWS, Inc.

WANT FOR SEASON 1938

SHOWS

MONKEY CIRCUS

FUN HOUSE

MOTORSTORE

-OR ANY RIDE NEW- AND NOVEL.

CONCESSIONS

CRINO STORES

LEGENDARY STOCK

WHEELS

NOW UP-To-Date

COOK HOUSE

That Can Take Care of Our Help as well as Others.

WANTED—For the coming season, open the last of April under strong management. For information, call on Mr. Reynolds at D. B. C. or write him.

WANTED—Cook House, Popcorn, Ice Cream, Ball Games, Penny Pitch, Candy Wheel, Candy Alley, Punch Tilt-Wheel, Win-Chip, Devil’s Bowling Alley, Hoop-La and other Grand Shows. ALSO WANTED A Foreman to Perform Tricks and to manage Amusements. Co-Bawners are Mr. and Mrs. P. Daly; Merrick. CAN USE Sound Truck and Free Act. All season’s work for both. No racket.

HENRY BUSHEAY

16 Hanover Street, Boston, Mass.

NOW BOOKING BUSHAY AMUSEMENT CO.

WANTED FOR THE COMING SEASON, OPEN THE LAST OF APRIL UNDER STRONG MANAGEMENT.

For information, call on Mr. Reynolds at D. B. C. or write him.

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While curiosity centers for the next few days in what the 1938 Coin Machine Show may indicate for the incoming year, it will be well to list at least some of the important things, outside the trade itself, that may react in some way upon the coin-operated machine industry as time goes on.

In other words, the coin-operated machine industry is simply a part of the national life, with all of its social, economic and political aspects. And being merely a part of the business life of the country things which are happening in other lines of business, or in politics, may often react upon our own business.

If I have made any contribution to the good of the coin machine industry it has been an effort to give the industry businesslike treatment it deserves and thus try to gain more respect for the business from the outside world. There has been a continual effort also to watch business trends and show how they will affect the coin machine industry in one way or another.

Several people have told me that it was all above the heads of the operators and that even the manufacturers did not see or appreciate the efforts made to raise the trade to higher business standards.

It is true, of course, that a lot of men in the trade have not kept step in their thinking with the bigness of the coin machine industry in the last few years. For the industry really has grown with extreme rapidity since the appearance of pinball games in 1931. But there are still men in the industry who thought that amusement games on location by the millions could still be kept "secret"; that no officials would see them to think of taxing them; or that there was any need of cultivating public opinion to welcome a business that was growing so fast.

There are still men in the trade who think that phonographs can be placed in thousands of locations and still not attract the attention of taxing authorities. There are still men in the trade who think that vending machines can show their present boom and not meet any reaction from competitive forces.

It ought to be plain that when an industry becomes big business it begins to attract attention from many angles. Nobody really wants to put the industry back 10 years, altho some slot machine operators say they would like to see "the good old days." Everybody in the coin machine business by this time ought to be convinced that, with millions of machines of all kinds in almost as many locations, we will have to study the business world in which we live a little more carefully.

The retail field, especially the thousands of smaller stores, are of first importance to the coin machine industry. Things which happen in or concern the merchants of the country should also concern us. If we expect to enlist the organized support of retail locations we must show our interest in their welfare.

The trade paper that renders the greatest service to operators out in the field will be the one that interprets for the operator all the news in the field of locations that may have a bearing on his business.

For example, there are at least four bills relating to fair trade that may come before the present Congress, and one or all of them will affect your locations in one way or another. One of them at least may have an important bearing on operating practices with certain types of coin machines. Members of the coin machine industry need to hold intelligent and fair views of these things and then our trade will gain a wider respect among business men.

Again, the liquor trade and all its problems concern music operators especially, and also operators of games, bulk and cigaret vendors. When your locations that sell liquor are put out of business you lose as well as they. We want the friendship of the retail liquor establishments and if we hope to win their organized friendship we should be the first to show ourselves friendly.

This mention of some lines of business that furnish locations for our machines could be extended on and on. All of these types of locations have their own legal and business problems and many things that affect their business adversely are also likely to affect the operator's business adversely.

All of these things lie outside the coin machine industry, and yet the man who is big enough to make good as an operator or as a distributor must keep his eyes open to the political and business happenings in the world around him. The industry is big in size, but its thinking has not kept pace with its size.

The responsibility of a trade paper is to keep its readers informed of all these things and how they may affect them. If some of the things we publish at times may seem far-fetched, if you will read between the lines there is perhaps a straw to let you know which way the wind is blowing. Aiming at a bigger and better news service, we hope it will help you to grow to bigger and better things in 1938.
The following firms reported a list of machines and products now considered as actively on the market. New products to be revealed for the first time at the 1938 Coin Machine Show are in small cases omitted. Corrections or omissions will be welcomed by the manufacturers. Firms listed here are those that responded to our circular letter requesting an alphabetical list of products.

Manufacturers of coin-vending machines are cordially invited to show machines and products not listed here. The list should also be kept for future reference. Operators who do not find the machines in which they are interested in this list should consult our advertising columns or write The Billboard, 54 West Randolph street, Chicago, Ill., for information.

A. G. NOVELTY COMPANY, 6601 E. North avenue, Chicago. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. H. MANUFACTURING COMPANY, 515 North Keating avenue, Chicago. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. H. KEENEY & COMPANY, 217 Clinton street, Jersey City, N. J. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. J. KEENEY & COMPANY, 217 Clinton street, Jersey City, N. J. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. J. KEENEY & COMPANY, 2156 West Washington boulevard, Chicago. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. M. MANUFACTURING COMPANY, 1725 Diversey boulevard, Chicago. Manufacturer of coin chutes (slide), coin detectors, nickel, dime, and quarter; Target Skills, a novelty skill pistol game; Ray-O-Lite Rifles, a novelty skill rifle; scales, vending horsecups; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

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The 1938 Coin Machine Show

By N. MARSHALL SEEBURG

Chairman 1938 Convention Committee, National Association of Coin-Operated Machine Manufacturers

As chairman of the 1938 convention committee it is my great pleasure to report that all plans have been completed for the 1938 coin-operated machine convention to be held in the city of Chicago on January 17, until the final hour on January 20, the Sherman Hotel in Chicago promises to be the scene of action and revelations that will keep visitors in a constant state of pleasant surprise.

The 1938 convention will be a smooth-running, informative, instructive and entertaining event from start to finish. Every operator who has indicated that he will attend the convention will find the well-planned exhibits to thrill all visitors with new products of more than 100 exhibition stands.

Regardless of territory conditions, Exhibit has a machine you can operate profitably.

Write for Advance Information Now!

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO, ILL.

* F R E N D L Y B R A N C H E S *

OFFER YOU THE SERVICES THAT HAVE BUILT ONE OF AMERICA'S GREATEST DISTRIBUTING ORGANIZATIONS

THE GEORGE PONSER COMPANIES

NEW YORK . JACKSONVILLE . NEWARK . PHILADELPHIA . BROOKLYN

Representing

CHICAGO COIN . DAVAL . GENCO . GOTTIEB . KEENEY . MILLS . PACE . WESTERN

BUYERS' GUIDE

(Continued from page 7)

vender; Tom Thumb Merry-Go-Round, three nut vendors on rotary stand; Penny King, a penny ball-gum vendor.

GRETCHEN TOG COMPANY, 120 North Union street, Chicago. Makes 21 De Luxe Black Jack, a 5-reel counter machine with vendor; Dixie Dominos, a counter mechanical dice game, 5-reels, gum vendor; High Stakes, a 5-reel racing game, a 4-foot table game with vendor; Po-ko-O-Reel, a 5-reel poker game, has vendor; Royal Flush, a 10-reel draw poker game; Zephyr, a 3-reel ball-gum counter game, with cigarette or fruit reels; Ginger, a 3-reel counter game, automatic payout of tokens, etc; Sparks, a 3-reel counter game, token payout, etc. (new 1938); Columbia, a 3-reel bell machine, convertible, gold award, etc.

D. GOTTLIEB & COMPANY, 2736 North Paulina street, Chicago. Makes Deluxe Derby Console, single chute model, also an all-metal coin-op Original Traveling Crane, a claw or digger machine, coin operated. Makes 2736 Extraordinary Mystery side vender.

H&S-GROVES COMPANY, Sikeston, Mo. Makes 2736 Carriage, a 3-reel counter game, token payout, etc.

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc., 520 West 35th street, New York, N. Y. Makes Photomaton, an automatic picture-taking machine; Electric Traveling Crane, a claw or digger-type machine with novelty merchandise; Horses, a two-player skill table game; Open Doors, novelty merchandise skill game; Rotomatic, combination rotary and crane merchandise; Mutoscope, the original moving picture machine; Bowls, a 4-foot bowling alley; Poker, a 4-foot table-game; Athletic machines, penny machines, penny machines, punching bags, supplies, etc., for arcades and amusement parks; Magic Finger, a merchandise vender; Old Mill, a merchandise vender; Shoot-out-O-Matic, a novelty shooting machine with merchandise; Hurdle Hop, a miniature bowling game.

KIRK & COMPANY, 2525 West Washington boulevard, Chicago. Makes the Horoscope scale, a personal weighting scale vending astrology readings.


MALKIN-JILLON CORP., Market and Fulton streets, Newark, N. J. Makes (See BUYERS' GUIDE on page 73)
**AMUSEMENT MACHINES**

**1938 COIN MACHINE EXHIBITION PROSPECTS: Another "bigger and better show," with record preliminary registrations. Interest centered in variety of legal amusement devices to be shown. Another year of progress in Music and Vending Machine divisions.**

**Time:** January 17, 18, 19, 20, 1938. Registration Desk open, Sherman Hotel Lobby, 10 a.m., January 16.

**Place:** Sherman Hotel, Chicago, occupying Exhibit Hall, Mezzanine Floor and Grand Ballroom.

**admission:** Season badge, or by individual admission ticket, $1.00.

**Banquet:** 7 p.m., Thursday, January 20, Hotel Sherman, Grand Ballroom, First Floor and Old Towne Room.

**Pre-Exhibition:** January 8 to 16. N. Y. Special Train Haskell Arranges

** 展览:** 联合国, 芝加哥, 占据展览 hall, Mezzanine 地板和 Grand Ballroom.

**Admission:** 季票, 或每张单人入场券1.00美元。

**Banquet:** 星期四, 1月20日, 希尔曼酒店, 班德罗尔, 第一楼和老城房间。

**Pre-Exhibition:** 1月8日至16日。N. Y. 特别火车 Haskell 安排。
Vender Gleanings

Reliable signs indicate that interest in vending machines of all kinds will be greater at the 1938 Coin Machine Show than any time since the vending machine boom of 1928-1930. If there are any cycles in the coin-operated machine trade, as there are supposed to be in business, perhaps vending machines are due for their inning.

Cigarette vendors will again display their latest glory. The variety of bulk vendors will indicate that these merchandisers are a stable source of income for the operator and can control himself with building up a business gradually.

There is a real need for more candy-bar vending machines. For two years now the trade has been hoping for a greater variety of these vendors. They should get into the race-like the cigarette vendors.

Plainters Nut and Chocolate Company is still in the running, reporting a net profit of $324,983 for the year ending September 30. . . . Three new Nester's milk chocolate bars were recently introduced for test purposes in Newark, N. J., and adjacent area. They are a hazelnut milk chocolate, a crunchy milk chocolate and a walnut milk chocolate bar.

It looks as if shelled peanuts will get on the futures market this year. At least announcement was recently made that the New York Produce Exchange would organize trading in futures on shelled peanuts.

R. E. Warner, Pan Confection Company, Chicago, heads the Chicago candy plant credit group as chairman for the year 1938. Pan Confection Company is known to the vending machine trade as one of the most prominent suppliers of bulk confections of all kinds for vending.

At the close of the special session of Congress last month a subcommittee had recommended the repeal of certain taxes, among them the levy on chewing gum. These taxes may come up for consideration at the present regular session.

The Association of Manufacturers of Confectionery and Chocolate of the State of New York recently warned its members against the use of certain chemicals as a solvent instead of alcohol for coloring and flavoring substances.

In the rain of dividends at the end of 1937 suppliers of vending machine (See VENDER GLEANINGS on page 41)

They intend interviewing him on such brain teasers as how can baby produce a matic corn-popping venders, the Pop- matic Manufacturing Company has (See POPMATIC FIRM on page 81)

Mfrs. To Entertain Pop-Corn Ananias?

CHICAGO, Jan. 8.—There is a rumor making the rounds in coin circles here that leading manufacturers of corn-popping venders have leagued together to throw the champion Ananias off the coming convention. Due to the valueable contributions which the champ already has made to the corn-pop, these manufacturers hope that he will be able to suggest other ways whereby the use of the fluffy white grain might be used.

Popmatic Firm Enlarges Quarters

ST. LOUIS, Jan. 8.—Due to the ever-increasing demand for Popmatic automatic corn-popping vending machines, the Popmatic Manufacturing Company has

BALL GUM

5/8" ASSORTED FRESH FROM FACTORY $10.90 PER CASE 10,000 BALLS Free Delivery if U. S. A. Coin With Order. No C. D. O. D.

PEANUT AND GUM VENDING MACHINES

NEW FROM THE FACTORY ASSORTED FOR YOUR VENDING MACHINES

CHARMS

For your Vending Machines. Our complete assortment consists of more than 500 different kinds. Send $1.00 for samples and quantity prices.

M. T. DANIELS

19728 University Ave., Wichita, Kansas

End your correspondence to advertisers by mentioning "The Billboard."
End your correspondence

2047A - So. 68th Street,
VENDING MACHINES
Write for Full Information Today
NEW, DIRECT FROM FACTORY
PEANUT & GUM
CASH WITH ORDER, NO C.O.D.

5/8" BALL GUM
ASSORTED—FACTORY FRESH
$10.95 Per Case
10,000 Bars
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-Sc. 65th Street, Philadelphia, Pa.

and His Factory Representatives will be pleased to demonstrate the complete line of

SNACKS
Three Compartment Vendors
including the
New Model
to be shown for the first time
at
The Coin Machine Show
Hotel Sherman, Chicago, January 17 to 20, incl.
Booth 41-42
If you can't attend the Show,
Write us for full details.
TRIMOUNT COIN MACHINE CO.,
1292-98 Washington St.,
Boston, Mass.

Dave Bond

Huber Converting
Slot Operators
CHICAGO, Jan. 8—Joe Huber, president of the Huber Coin Machine Sales
Company, reports that his firm has sold
to a number of orders for vending
machines. His specialty is converting
slot operators to the vending machines, he
says.
"In the past few months," Huber stated, "I have converted quite a number
of coin-in-the-slot slot machine
operators to using merchandisers. At
first the operators were cautious as to
the earnings of this type of machine.
After placing enough of these machines
on locations so that they could get a
check on their earnings and arrive at an
average profit these same operators were
more than surprised and placed their
orders for large quantities of them.
"One operator asked me, 'How long has
this been going on?' I explained to
him that all smart operators were buying
them, and he said, 'Hell, I have been
sleeping at the switch—my motto will
be more and more merchandisers from
now on, as they sure make me plenty of
money.'" Huber handles the Northwest-
ern bulk merchandising machines.

Firm To Present
New Candy Vendor
MINNEAPOLIS, N. Y., Jan. 8—Multi-
Nicion Corporation, manufacturer of the
famous Bayuk Phillies cigar merchan-
diser, assuored that it will pre-
ent a new modern candy merchandising
machine to the trade at the coming
convention.
Those who have seen the machine
have predicted, it is reported, that it
will gain a reputation for mechanics;
this is an equal to that of the cigar
merchandiser which the firm calls "the
million-dollar machine." Due to the fact
that over a million dollars' worth of
these machines are sold annually.

Congress Will Get
Fair Trade Bills
NEW YORK, Jan. 8—The development
of fair trade laws concerns the vending
machine trade more specifically than
other divisions of the coin machine
trade. With the convening of Congress,
Barrow's weekly says that four bills to
create a new type of special interest to all those who may be affected
by fair trade laws.
These bills are listed as a Patman bill,
providing for a graduated federal license
tax on chain units outside the State of
incorporation; another Patman bill de-
signed to prevent manufacturers from
selling direct to consumers where that
sale injures their own dealers; a bill
requiring merchants shipping into
states with sales taxes to pay the same
tax as local merchants; a bill to exempt
merchants with taxes or licenses
and those who may be affected
by fair trade laws.

WRITE NOW!
P. O. Box 285
Minneapolis, Minn.
Gentlemen of the Vending Field!!
We give you
THE
POP-CORN
ROBOT!

The first-
COMpletely
Automatic
Pop Corn
Machine

THE POP CORN ROBOT COMPANY
THE POP CORN ROBOT BLDG.
2187 W. GRAND BLVD. DETROIT
Features
Automatic bag dispenser
Automatic salt dispenser
Automatic recessed delivery
Motor driven—AC-DC
   (Rheostatic control)
Popping fluid—melted solid
   (Thermostatic control)
All steel cabinet
Baked enamel finish
Choice of colors
Capacity—approximately 26 lbs.
Revenue single filling—$20.00

The popping fluid, a special formula, under thermostatic control assures a full bag of delicious wholesome popcorn with each operation. Our automatic salter adds just the right amount of seasoning.

We defy anyone to eat one bagful and not come back for more. This positively insures permanent profits.

New! Revolutionary! Different!

Demonstration at Detroit by appointment only
On display at Booths 253-254 N.A.C.O.M.M. Show Chicago: January 17th, 1938
Another new firm will throw its hat into the automatic phonograph ring at the coming Coin Machine Convention. This firm has long been identified with the automatic machine, but this will be its first entry into the music field. Will be interesting to watch just what effect the newcomer will have on the trade. Looks like all the phono firms are lining up for a real race along this line. Some real surprises in automatic phonos are to be found in the stores at the show.

Over 60,000 new discs fed the flames which destroyed the main supply offices of His Master’s Voice Radio and Granophone Company in London recently. It was one of the biggest fires London has seen since the Great Fire of 1861. Capital records were to be found everywhere. Church bells were rung for fire control. 245 firemen responded to the emergency call. For the first time the firm also had the high-pressure equipment recently acquired for use in air-raised emergencies.

Have you checked back over 1937 as yet? In the unceasing race to keep ahead of the other fellow too few of us take time out to inspect our sales and marketing. But 1937 was a remarkable year for phonos, and it turned out to be the year of the phonograph. Not only phonos but other coin-operated machines which are employing this feature are reaping great revenue and are increasing in numbers. Neophytes not only are quick to see the possibilities of the phonograph machine at the Sherman Hotel has taken advantage of this fact. Phonographs have been placed in every possible mechanism in glass so that patrons can see the importance of the machines. Fast Gaber, owner of the machine, reveals that this move has increased the earnings of the photo machines by more than 50 per cent. Other operators are busy putting phonographs on wall niches of the hotel. Sales of phonographs will carry out this feature of minimum visibility and greatest music. It is expected that this move will not only increase the earnings of the photo machines but will also introduce the phonograph to a new class of people.

Modern Customers Like New Phonos

NEW YORK, Jan. 8.—Whoever said that the operators were going thru bad times here that they could not keep up with the new phonos, has really been in the dark. The Modern Phonograph Company offices since the Wurlitzer became official distributor of the new machines are on a buying rampage and are placing large orders even as to assure themselves of prompt delivery. Among the phonos which have been ordered were Saul Levy, of the State Music Company of New York; Max F. Healy, Carl Fischer, Inc.; Charles Albright, of the S. & H. Sales, Inc.; Carl Fishier, Inc.; Gamble Brothers, Inc.; Long Island; William G. Borchardt, of the American Distributing Company; Mr. and Mrs. Bartley, North Arlington, N. J.; Milton Green, of American Sales and Distributing Company, and Edison Phonograph, Inc.

This crowd of orders and sales is from the fact that Modern Phonos are so easy to sell and build up into a real business. It is interesting to note that Modern Phonos are in 36', prominent coinbox market.

The City Music Company, reported to be one of the oldest operating companies in the city, is returning to the operating field. Fred Gersbeck announced this week in that easy change of a form which includes all its machines about two years ago, as it did not consider it necessary to take on all its customers when it took over distribution of phonos. The City Music Company now handles records independently. According to this announcement, the new company will be under the direct management of Fred Gersbeck.

Frank Healey, head of American Coin Machine Corporation and syndicate partner in Suburban Amusement Park, Inc., is doing very well in the music biz even though the business is becoming more difficult. It is reported that he is getting plenty of business even tho' he is not able to get the newest models which other distributors have. He says that he will wait and see how the business develops before he makes any changes in his inventory of 1937.

Toledo Clemmons, who has been operating here for some time as the National Coinbox Company, is now handling the new Modern Music Company during the past week.

Donald I. Coney, general manager of See-Con, Inc., the new distributor from a visit to Seeburg headquarters in Chicago, where he met a number of operators in various sections of the country. Coney expressed himself as well pleased with the progress which he saw in the future of the music machine business over here. Following his visit to the review of the new Seeburg machines here the Modern Phonos to the present time have been abandoned and See-Con, Inc., have now been increased by new quarters in the downtown section. The new quarters, however, have been completed, will be more elaborate and will afford better display facilities and, being closer to the main business activities, will be more accessible to operators, it is reported.

Boston Ops See New Wurlitzers

BOSTON, Jan. 8.—The Copley Square Music Hall turned out a complete delegation from the Boston Music Company to the recent Coin Machine Convention at Chicago. J. A. McManus, manager of the Copley, arranged for the big Wurlitzer party to be held at the Wurlitzer Factory at North Quincy, N. Y., to the great delight of all the ops in the house.

Garst reports that the new Wurlitzers created a lot of enthusiasm amongst the ops and displayed a fine terminal trade in the firm’s boxes for many orders immediately for delivery.

AMUSEMENT MACHINES (MUSIC SECTION)

January 15, 1938

Wurlitzer Opens Indiana Offices

INDIANAPOLIS, Jan. 8.—Paul F. Jock, who heads the Guarantee Distributing Company, recently opened new quarters at 244 N. Meridian St., Indianapolis, as a new distributor for Wurlitzer in this territory. Over 250 operators, together with their wives, have been tasting the good life and just sitting back on the affairs. Many are said to have come from points 150 miles distant in spite of unusually bad weather and icy roads. Each of these operators brought a buffet supper, a general get-together and an advance showing of the complete new line of Wurlitzer like automatic phonographs. Operators are reported to have been overcome with the perfection of each of the new instruments. Inspection of these new models and the new distribution system is announced and many operators have placed orders for immediate shipment.

Jock, the new distributor here, has long been connected with the operating industry. In commenting on his plans for the company he stated, "I intend to run a 100 per cent distributing outlet. We are definitely not operators, and therefore we are here to work with and for the operators from every angle."
Phono Makers Ask Aid Against Smut

WASHINGTON, Jan. 8.—United Press dispatches this week reported that manufacturers of coin-operated phonographs had asked the federal government to help discourage the use of smutty records on automatic phonographs.

One dispatch said that the Department of Justice was first asked to help and that the Justice department turned the matter over to the Post Office Department. In consequence postal inspectors were said to have taken up the job of investigation.

Complaints were said to have been made by phonograph manufacturers that salesmen sold the amatory records to establishments which "sandwiched" the smutty pieces in with acceptable recordings. The companies said that the smutty records gave their machines "a black eye."

Practically all manufacturers of automatic phonographs have demanded their influence thru the trade press to discourage the use of smutty records on locations.

A late Decca recording entitled Dizzy Doodle is setting a new high sales record in New Orleans, J. N. McCormick, manager, reports. Colored and white patrons alike are demanding the recording on all phonographs in the city, Mr. says.

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 potencies are listed.

SWEET MUSIC

GUY LOMBARDO

Victor 25739

Brunswick 8032

The Greatest Mistake of My Life (there's no mistake on this one if it's a words you ask for). The Cross-Eyed Cowboy on the Cross-Eyed Horse (we'll be a cross-eyed tenderfoot if this novelty olty doesn't vamp the buffalo).

RUSS MORGAN

Brunswick 8033

A Sweet Irish Sweetheart of Mine (I don't wait till Party's Day to sell this waltz, even if the Irish tenor happens to be a baritone.). Outside of Paradise (this is the way this slow and sugary syncopation makes 'em feel, with Russ Brown encouraging 'em in song).

RUDY VALLEE

Bluebird 7342

The One I Love (at one time the ladies would swoon when he crowed sweet nothings to a megaphone). Muley Farn (a sweet melody is planted on this side and Rudy is still a star song sales guy).

THE OLDTIMER'S ORCHESTRA

Bluebird 7346

My Col Sal (the same old frivolous Sal with Jimmy Ray warbling to was the gal in waltz time). I Wonder What's Become of Sally (the setting is the same and you can't miss pleasing the gang with such old friends).

REGGIE CHILDS

Deca 1582

Sweet Stranger (in medium tempo and in a style that reminds of Hal Kemp). I Keep Remembering (they'll never forget it with James Rushing for the singing in swinging time). Man's Gonna, Coodre (good times are here, hello, when Midge whips out this old-time blues with the Onyx Club rug cutters setting a fast pace).

SWING MUSIC

HARRY JAMES

Brunswick 8035

When We're Alone (this is the Penthouse Serenade and sell it as Benny Goodman's trumpet star leading a bunch of Count Basie's boys. Life Goes to a Party (just the thing to give life to any party and don't forget to mention that Benny Goodman's piano player, Jess Stacy, is the sparkling piano player).

CLENN MILLER

Brunswick 8041

Every Day's a Holiday (this bond might be new to you but they're definitely a comer for the right rhythmistic stuff that's sooks and swings). Sweet Stranger (Kathleen Lane is the lovely Kiddley litter and the band really lifts).

COUNT BASIE

Deca 1581

I Keep Remembering (they'll never forget it with James Rushing for the singing in swinging time). Out the Window (the Count rocks the rhythm for this peppery portion).

VOCAL

FRANCES LEROY

Deca 1577

Singin' the Blues Till My Daddy Comes Home (the duddy never wants to go home when this swing star swing it). Mama's Gone, Coodre (good times are here, hello, when Midge whips out this old-time blues with the Onyx Club rug cutters setting a fast pace).

ROSETTA HOWARD

Deca 7392

Let Your Lines Hang Low (Hamfioct Ham does the urgin' and the gal gives in). Worried Mind Blues (the husky, dusky moanin' that makes for the downright likkle).

FINE MUSICAL INSTRUMENTS

SINCE 1902

On January 17th, the
J. P. SEEBOURG CORPORATION
Will Present Three New Seeburg Symphonolas for 1938

Featuring...
New Mechanical Developments
New Merchandising Power
and COMPLETE CABINET ILLUMINATION—
A Seeburg Original Cabinet Design

These New Seeburg Instruments will be shown for the first time during the National Coin Machine Exhibit in Chicago—
HOTEL SHERMAN JANUARY 17-18-19-20 EXHIBIT SPACES 54-55-56-57

For the benefit of operators who are unable to attend, illustrated literature in natural color will be mailed upon application to authorized Seeburg Distributors or factories offices.
Coinography

BY THE COINOPHROGRAPH

With a heart as big as the State he comes from W. H. Milam Sr., of Waco, Tex., is one of the best known and best liked music men in the whole country. His age (69) and his years of service as a music operator (32) instantly qualify him as a true American pioneer in the automatic music industry. Milam is one of the nine oldest operators in America. Milam was an honor guest at the first annual convention of the Wurtemburg Century Club held this past summer.

W. H. MILAM SR.

He attended Baylor University a full 54 years ago. After devoting some years to different lines of business he entered the music field in 1905 and has been there ever since. His first connection was with the Marquette Phonograph Company, the organization which gave the automatic music industry some of the men who are outstanding leaders today. Mr. Milam has two sons, W. H. Jr. and Monrose, and two daughters, Alia Irene and Maud Josephine.

and run until March 1, I expect to surpass receipts made last year by a big margin. All machines on location are bringing substantial increases and we are widening our field to as much as 40 miles from the city."

What a grand time was had by all. Last Sunday members of the United Music Operators and their wives and friends attended an all-day picnic at the lakeside camp of President George Brennan at Citrus. About 40 leading distributors and operators of the Orange City attended, including Jules Peters and wife, John Loretz and wife, Police Lieut. Schwemm, Dom and Joe Poomo, Alia Dooda, Dan and Bette Cohen, Frank King, Frank Anselmo, Frank de Bouris, R. H. McCormick, Joe Brennan, Steve Apoditides and wife and others.

Being proudly displayed this week in the office of the Jerry Gerners Novelties Company, territory distributor, are these first two samples of new Wurlitzers. The machine came in last Friday and are getting plenty of crying from local ops.

Five Best Record Sellers for Week Ending Jan. 10

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Rex
cigarette machines

7-Col. Cap. 200 Packages $59.50
SPECIAL PRICE
RED NOVELTY CO.
3222 N. Halsted Street, Chicago
Keenie Planning Big Time for Ops

CHICAGO, Jan. 8—"Interest in our private showing has reached fever pitch," says J. B. Keenie, president of the Keenie Manufacturing Co. "No operator, jobber and distributor, thus far, has been unimpressed by our machine, which is not primarily connected with the industry.

"Our machine is made of 20 gauge steel, both solid and two new division begins. Our new machine is made of the finest of their kind," stated Greenbaum. "They are well lighted, spacious, and air conditioned. New furnishings and equipment will add to the comfort of the customer.

We needed this space because the business has been so heavy that we have been ordered, as well as 12 tons of rubber and 15,000 million feet of copper wire, tons of plugs, etc., as well as utility throughout.

This year, from over 10,000 who have yet to learn the machine's name, it's John P. Zelenak Jr. 17.00 Auto Derby

In case you have yet to learn the name of the machine, the book. Your business.

Is whiskey the right drink? For a man who has a problem, let this be your guide.

If you want to save time, let this be your guide. Write for Big Lot Pricos.

Drainage and counter depths, and the like, are on sale, as well as tube dimes. You may want to save time, but you may also want to save money. Write for Big Lot Pricos.
A BIG MONEY MARKET WIDE OPEN

MOVIE CAMERA DEAL

An Amazing NEW IMPROVED CAMERA

TAKES CANDID SNAPSHOTS and 16mm Movies Too!

A MARVELOUS DEAL FOR ALL YEAR 'ROUND PROMOTIONS!

EVERYWHERE — people talking Movie Cameras — Candid Cameras... Leading newspapers, magazines featuring COLUMNS on amateur photography!

EVERYONE—Man, woman and child—is interested in Candid Photography or Home Movies... So much so — they'll "lean over backwards" to get a camera! YOUR SALES WILL SOAR!

By a simple turn of a knob this one camera is converted from taking Candid Snapshots to Movies! No focusing—just slip in a magazine—no film threading needed—AIM and SHOOT! It's automatically ready for the next picture!

THIS IS THE ONLY MAGAZINE LOADED SNAPSHOT CAMERA ON THE MARKET. GUARANTEED FOR LIFE.

Equipped with a high speed lens and shutter speed of 1/32 of a second. FILMS DEVELOPED AND PRINTED FREE!

SALESBOARD OPERATORS, AGENTS AND DISTRIBUTORS!

WORK THIS DEAL IN 1938 AND ENJOY THE BIGGEST YEAR YOU EVER HAD

EXCLUSIVE TERRITORIES STILL OPEN

WRITE FOR FREE SAMPLE SALESKIT AND DETAILS TODAY!

MASTER DISTRIBUTING CORPORATION

203 LEXINGTON AVE. DEPT B-5 NEW YORK CITY
N. Y. Legislature

CHICAGO, Jan. 15 — Manufacturing coin machines since 1901, Exhibit Supply Company officials hailed the new year with plans to mark their 38th year in the manufacturing industry. They will undertake to make "1938 the best year in Exhibit history," they said.

"The year just completed was a banner year for us," added Leo J. Kelly, of the Exhibit firm. "Our products were in demand in practically every part of the world—our factories operated continuously, in spite of adverse territory conditions, without a day's shutdown. We are mighty happy and thankful for the splendid business and co-operation operators gave us. In the fall, we added several pinball games and other devices to our already huge line. Our five large booths will be overflowing with money-making machines for operators. Regardless of territory conditions, Exhibit will have just the equipment they need. 1938 will be good to operators alert to their opportunities and Exhibit will continue to serve each operator so that working together increased success will come to each of us. We have always considered the operator a partner in our business—his success is our success—and 1938 will be the biggest year for both of us—no question about it."

"Summer Jam" Coming

During 1938," continued Mr. Kelly, "the products we will make will be predicated upon the demands of the operator. We already have under construction several new machines that will make money in territory close to your own. These machines are not just machines that we 'hope' will make money, but they are machines that have already been proved and demanded by the public and operator alike. These new creations will be on display at the Coin Machine show in January. Our five large booths will be filled with the boldest money makers the trade has ever seen. We are well prepared and the exhibit will have just the equipment they need. 1938 will be a big year for us," added Leo J. Kelly, of the Exhibit firm.

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New Bingo Ball Gun Described

NEW YORK, Jan. 15 — After weeks of reported preparation and tests, the Bingo Ball Gun Manufacturing Company has announced its product to the coin machine industry. The trade in this area is said to have known of the gun and the hit is being made in ball gum vending, the source of supply was not revealed until this week.

In describing this new product officials of the firm stated: "Our gun allows operators to play the game with the balls of gum that come from the vendor. In the past, these machines have included 100 of these bright-colored foil-wrapped balls of gum which were not boxed, but placed in an automatic dispenser. We have now introduced a small card which has five squares on it, by obtaining five separate balls of gum with the letters B I N G O. The idea is for the buyer to get at least one letter of the word with each purchase and to complete the entire word with the gum. The gun, which is built in the Front Vender Model, is said to have all five letters, and the gun is continuous. The set is worth 20 cents in trade at the location. At the same time the buyer also obtains a ball of gum containing a wrapper marked 'Bingo Gum,' which is worth three times the purchase price in trade allowance.

Bingo Gum Described

The player therefore obtains a ball of gum to shoot at. The gun is equipped with all the good features of our famous Cherry Bell machines, and is also our No. 144. This gun is also known to have won the contest for the wrappers marked 'Bingo Gum.'"

New-Diamond Bell

"Old-timer" in the coin machine business who dipped into the storehouse of his experience and alert to their opportunities and Exhibit will continue to serve each operator so that working together increased success will come to each of us. We have always considered the operator a partner in our business—his success is our success—and 1938 will be the biggest year for both of us—no question about it."

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Operators Must Be Good Buyers

By BILL (THE SPHINX) COHEN, Silent Sales Company, Minneapolis.

Editor's Note: No better truism can be said of the successful operator today than the fact that he must be a good buyer of machines. The following article is one of the best to appear on this subject.

Year after year poor buying of equipment has told the true story when machines have been counted out at inventory time and so-called profits prove to be nothing but an accumulation of poor equipment and lack of cash for many, many an operator.

The most successful operator's inventory shows good equipment, a surplus capital for horse sales, and the necessity of adding his inventory to show a fictitious profit for the year's efforts.

Yes, the successful operator, invests money, manufacturers, real estate concerns and all businesses that are successful are successful out or fail by the shrewdness of these buyers of manufacturing goods, whose salaries run from $10,000 to $100,000 a year.

A long time ago when only two concerns made bell-type machines, two firms the products, machines, a little amount the weighing scales, it was an advantage for the operator to buy these simple machines without the aid of distributors or jobbers.

Today it is a different story. Week by week, month by month new complications are being made to win the favor of the general public, which is a hard task for any one man to do alone. Buying winning equipment has become a real problem for many as well as the large operator.

Some of the machines are high, and outside of a few staple machines the rest are uncalculated and must be location proved. The new-fangled high-priced machines are either money makers or "husts," commonly known to our industry as "lemons." The new machines the "winners" find a ready market, while the "lemons" are worth 10 to 25 per cent of their original selling price within 10 days or two weeks.

Nothing can be told from the looks of the machine. They must be location tested, with proven player appeal and mechanical perfection. Your source or supply—your distributor—is the solution to your buying problem.

The distributor from whom you purchase your machines guarantee that his products are proven located tested money makers.

Will he take back the machine that cannot make money? If such a distributor is in your territory your buying problem is well taken care of.

The operator who expects and gets 100 per cent winners at inventory time and so-called profits to such a distributor who is willing to take the flack on "lemons" in order to make that first expensive saving of 10 per cent and lose 50 to 100 per cent on their equipment in a loss of realization within 10 days and from 50 to 60 per cent loss in operating takes, "Penny wise and pound foolish."

A successful buyer who works for the leading industrial corporation receives from $10,000 to $100,000 a year. They have no investment whatever, merely their ability to buy right. Some old-time operators will remark, "I don't need anyone to buy for me. I know more than the so-called distributor who has only been in business for the past eight or ten years known the business."

These operators as a rule are still running antiquated machines and the old-time operators who have now diversified their line and body a complete variety of the latest equipment have found that their neighbors, their distributor, is their most reliable and logical institution to buy from. Fast service, absolute guarantee, their tracking post, quick delivery of supplies and perfect co-operation in all matters pertaining to their localities, difficult problems that come before the operator continuously.

In the article located at 525 E. Jackson Blvd. Chicago, IL.

HARLLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILL.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

EARN MORE THAN SLOTS or CONSOLES!

MULTIPLE RACES CONSOLE TYPE 1-Ball Multiple Payout

$5 Top Award! 10 possible Winners! Payouts multiplied by number of Cols inserted up to four. Prize, Show, Win, Place and Field Daily Double Awards—Odds up to 40-1! A spectacular money-making sensation! Low priced! Magnificent modern console-type cabinet — Giant 24" square light-up Back Panel—New Super Features! Class and Flash that get top play in any location! 30 possible Winners!

$189.50 POWER PAN (AC) EQUIPPED CHECK SEPARATOR NO CHARGE.

HORSE SHOES
Combines the best features of DAILY DAY and DAILY RACES plus the greatest racing bit of today! Amazingly low-priced! $149.50

DERBY Console High Card Console
IMMEDIATE DELIVERY
D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

YOU'RE INVITED TO MAKE OUR OFFICE YOUR HEADQUARTERS WHILE VISITING THE COIN MACHINE SHOW.

You're Also Invited to Our Special Showing of Advance 1938

HARLLICH SALESBOARDS
With That Extra Wallap That Builds PROFITS If You Don't Plan To Come in for the Show, Write Stating Your Line or Business, and Ask for Our Latest Catalog Supplement—NC14.

HARLLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILL.

RAILWAY MACHINES SHOW, HOTEL SHERMAN, CHICAGO, JANUARY 17, 18, 19, 20, 1938.

THE BIG APPLE 50 WINNERS-50 CENTS

$5 Top Award! 50 possible Winners! Payouts multiplied by number of Cols inserted up to four. Prize, Show, Win, Place and Field Daily Double Awards—Odds up to 40-1! A spectacular money-making sensation! Low priced! Magnificent modern console-type cabinet — Giant 24" square light-up Back Panel—New Super Features! Class and Flash that get top play in any location! 50 possible Winners!

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Yes, the successful operator, invests money, manufacturers, real estate concerns and all businesses that are successful are successful out or fail by the shrewdness of these buyers of manufacturing goods, whose salaries run from $10,000 to $100,000 a year.

A long time ago when only two concerns made bell-type machines, two firms the products, machines, a little amount the weighing scales, it was an advantage for the operator to buy these simple machines without the aid of distributors or jobbers.

Today it is a different story. Week by week, month by month new complications are being made to win the favor of the general public, which is a hard task for any one man to do alone. Buying winning equipment has become a real problem for many as well as the large operator.

Some of the machines are high, and outside of a few staple machines the rest are uncalculated and must be location proved. The new-fangled high-priced machines are either money makers or "husts," commonly known to our industry as "lemons." The new machines the "winners" find a ready market, while the "lemons" are worth 10 to 25 per cent of their original selling price within 10 days or two weeks.

Nothing can be told from the looks of the machine. They must be location tested, with proven player appeal and mechanical perfection. Your source or supply—your distributor—is the solution to your buying problem.

The distributor from whom you purchase your machines guarantee that his products are proven located tested money makers.

Will he take back the machine that cannot make money? If such a distributor is in your territory your buying problem is well taken care of.

The operator who expects and gets 100 per cent winners at inventory time and so-called profits to such a distributor who is willing to take the flack on "lemons" in order to make that first expensive saving of 10 per cent and lose 50 to 100 per cent on their equipment in a loss of realization within 10 days and from 50 to 60 per cent loss in operating takes, "Penny wise and pound foolish."

A successful buyer who works for the leading industrial corporation receives from $10,000 to $100,000 a year. They have no investment whatever, merely their ability to buy right. Some old-time operators will remark, "I don't need anyone to buy for me. I know more than the so-called distributor who has only been in business for the past eight or ten years known the business."

These operators as a rule are still running antiquated machines and the old-time operators who have now diversified their line and body a complete variety of the latest equipment have found that their neighbors, their distributor, is their most reliable and logical institution to buy from. Fast service, absolute guarantee, their tracking post, quick delivery of supplies and perfect co-operation in all matters pertaining to their localities, difficult problems that come before the operator continuously.

In the article located at 525 E. Jackson Blvd. Chicago, IL.

HARLLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILL.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
A "HOT" TIP from WERTS

PUT YOUR MONEY ON THE NEW CHURCHILL DOWNS!

RUNNING OUT IN FRONT

"CHURCHILL DOWNS"... The Werts Sensational New 1938 Jan.-O-Smiles Jar Games. 127 Prizes up to $100.00 at the Oldest -Best Jar Game in the Country. Guaranteed Profit on All Re- peat Business. Guaranteed Protection on All Re- peat Business. "Going" with this "Red Hot" Race Horse Deal now! Made only by the Originator of the Ticket Jar Game Can Make 'Em.

2250 Tickets @ Sc Takes In $411.00 PROFIT per deal

WRITE TODAY FOR 1938 CATALOG AND EXCLUSIVE OPERATOR PLAN

WERTS NOVELTY CO., Inc.,
Dept. 88-1
MUNCIE, IND.

Ponser Gang To Be On Hand for Show

NEW YORK, Jan. 8.—The George Ponser Company will be very well represented at the 1938 Coin Machine Show, according to reports. Leading the group will be George Ponser himself, president of the fast-stepping organization, who will have with him his general manager, Bert Lane.

Joe Ash, manager of the Ponser branch in Philadelphia, will be a third member of the party. Just to even it up Fred Iverson, district manager of the New England and up-State New York territory, will be on hand, too.

The boys expect to see a lot and do a lot at this greatest of all shows, and already they are said to be wishing there were 36 hours in a day so that they could give enough time to all the things they contemplate taking in.

According to Bert Lane: "The manufacturers have intimated that there are plenty of hot new ideas in their surprise boxes and that they are going to shoot the works at the show. I believe that our firm won't be the only one to grab off some new members with which to up the 1938 coin machine take. However, we're getting there early and we don't intend to come back until we've got a sackful of interesting and profitable new items for the operators and jobbers who depend on us."

Lemke Gets Concession For Michigan Exposition

DETROIT, Jan. 8—Henry C. Lemke, of the Lemke Coin Machine Company, again was awarded the contract as coin machine distributor at the Detroit and Michigan Exposition. This is probably the largest local indoor event of the year, occupying four huge exposition halls at Convention Hall. Lemke will have 10 ray type guns in his exhibit, to be played by the public, making it one of the valuable amusement concessions. Dates are December 21-30, 1938.

Lemke is now erecting a new building and plans to move from his present downtown location to the east side later this year.
For 1938

Amazing WESTERN EQUIPMENT HITS!

- To every bonafide Operator, Jobber and Distributor:—Jimmy Johnson extends a hearty and cordial invitation to inspect these surprising big-money games at a private showing in the Display Rooms of the Western Equipment & Supply Company. The dates:—January 15th to 22nd Inclusive . . . the time:—Daily from 9 A.M. until . . . Make it a point to be on hand — Get a new slant on operating profits — Sample that famous Jimmy Johnson hospitality!

Important! WESTERN GAMES WILL NOT BE EXHIBITED AT THE SHERMAN HOTEL.

Bally To Show New Bell Machine

CHICAGO, Jan. 8.—"The first really new bell machine in 40 years," is how Ray Moloney, president of Bally Manufacturing Company, describes Bally's Bell, which will be displayed for the first time at the 1938 show.

"By that statement," Moloney explained, "I mean that the only points of resemblance between Bally's Bell and former machines are the three-reel idea, the old familiar fruit symbols and the jackpot idea. Mechanically, this machine is an absolutely new development. We have deliberately set out to design and engineer a new machine from the ground up—and to build it as bell operators have wished for years that bells were built. The great value of this method of tackling the job will be appreciated by every bell operator after he has spent five minutes inspecting the Bally's Bell mechanism. It's the smoothest, easiest operating machine you ever yanked a handle on. And its ability to start the payout has been proved by a 50,000-play test on a series of 10 stock machines.

"At this time I can touch on only a few of the high spots," he went on. "For example, each of the three reels is a unit complete with its star wheel and stops and all three reels are assembled on one shaft. A feature which the public will appreciate is the positive stopping device which eliminates the jerky hesitating stop to which so many players object. Another feature of the coin mechanism is a series of safety locks which act much like a combination lock on a bank vault to prevent any possibility of coinage if the proper coin is not deposited.

"The payout mechanism," Moloney went on, "is also new and features a positive means of slinging off the correct number of coins. The slides on Bally's Bell actually propel the proper number of coins forward and out of the machine by a positive motion which eliminates any possibility of jamming. Every part is a precision stamping made from brand-new dies and tools. So accurate are these parts that we guarantee that they can be changed from one machine to another. What's more, our machine has only one-third as many springs as the average bell.

"Marvelous as the mechanism is," he continued, "the really sensational feature of this machine is the double-play mechanism, whereby two players can play at the same time, thus doubling the winnings of the game. Bally's Bell has two coin chutes, two payouts, four jackpots. The machine operates on either one or both chutes, and if both chutes are played both times pay the full listed award. Thus it is actually two bells for the price of one, two bells in the space now required for one machine. Moreover, any desired combination may be had on the two chutes—two nickels, two quarters, two dimes, nickel and quarter, nickel and dime, etc.

"Both the active and reserve jackpots for each side of the machine are visible, thus giving the machine four times the jackpot flush found in ordinary machines. The entire machine is housed in a casting which, while retaining the desired old-time bell flash, also reveals a slick streamlined beauty in keeping with the times. Also the double model, described above, will be the most popular." Moloney concluded. "Bally's Bell will also be available in a single model and the price on both models will be a welcome surprise."

SLOTS AT BARGAIN PRICES

LATE SERIALS.

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<thead>
<tr>
<th>Model</th>
<th>Description</th>
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<tr>
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<tr>
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<td>100¢ Bell, Without Gold Award</td>
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<td>10¢ Chief 5¢ Bell, Without Gold Award</td>
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<td>10¢ Chief 5¢ Bell, Without Gold Award</td>
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<tr>
<td>10¢ Chief 6¢ Bell, Without Gold Award</td>
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ENTIRE LOT

$1,150.00

H. G. PAYNE COMPANY

NASHVILLE, TENN.

28 R. K. at $127.50. 29 No. 2 Regulars at $92.50 in single purchase; $82.50 in lots of ten or more. 3 No. 1 Nite Clubs at $75.00. 25 Regulars at $59.50. 7 Selectesperines at $42.50. 1 Mills, $49.50. 1 Gabels, $42.50. Ono.-third cash deposit, balance C. O. D. F. O. B. Atlanta, Ga.

ATLANTA COIN MACHINE EXCHANGE

335 EDGEWOOD AVENUE.

ATLANTA, GA.

When Writing to Advertisers Mention The Billboard.
Back on Past

CHICAGO, Jan. 8.—"As far as we are concerned personally," said Roy Bazelon, head of Monarch Coin Machine Company, "the year 1937 has seen us grow steadily both in favor with an increasing number of customers and physically. We have ever been active in obtaining equipment of the most popular types so that we might always be able to satisfy a customer's demands and that equipment has always been in the forefront of condition. We have built up our stock facilities to the point where we are able to take care of the most difficult problem with ease and efficiency."

"Our move to large offices, effected a few months ago, was an action that has preserved great value in the security of this bureau. Not only do we have one of the largest and most beautiful display rooms in the country, but we have a stockroom and workshop in which are gathered a huge supply of every type of coin-operated game imaginable."

"We have branched out into other products closely allied with coin machines, among them the recently and highly successful jar deals, Hollywood and Bags of Gold. Not only do we supply our customers with fine reconditioned equipment, but we are in a position to offer the finest of new games and all types of supplies."

Bazelon advised that convention visitors to the Monarch offices will be pleasantly surprised by a number of unusual displays and that the games and supplies will feature every known type of game and accessory equipment.

Detroit Licenses Drop 10 Per Cent

DETROIT, Jan. 8.—Coin machines licensed in Detroit showed a drop of about 10 per cent in 1937, report from the Detroit Police Department showed this week. In 1936 10,000 machines were licensed, while the total of coin-operated games imaginable.

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Hurviches Prepare New-Style Display

BIRMINGHAM, Jan. 8.—Max and Harry Hurvich, of the Birmingham Vending Company, report that they will have a new-style display for their booth at the show. "We will display our Imperial Billiard Table," stated Max Hurvich, "in full colors. Around the booth we plan to show the simple parts that go into the making of our table, as well as a complete line of accessories."

"We have decided to make every effort," he continued, "to arrange our booth in such a manner that, in order for visiting it will instantly be struck with the fact that here is equipment that can place him in a new type of business. What’s more, by the wide variety of supplies and accessories which we will have on hand we will be able to show any operator that the right type of equipment can procure everything they need from us. They will be able to order all their supplies right from us besides the Imperial pool table which we manufacture," he concluded.

E-Z Pickin’ Jar Games

Booths 138 and 139 Coin Machine Convention

Revolutionary Ideas and Items for Jar Game Operators

SEE NEW JAR GAMES—COUNTER RACK OF VALLEY GAMES

— New "CHECKER" DESIGNED JAR COUPONS — Most Beautiful Coupons on the Market.

By All Means, See the Original—COUPON JAR VENDING MACHINE—Save Losses on Your Locations.

Gay Games, Incorporated

Cuy E. Noe1, President

Muncie, Indiana

A Square Deal to All

All machines have been reconditioned, ready to operate

<table>
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You'll Be Satisfied with Results

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

1938 COIN MACHINES SHOW, HOTEL SHERMAN, CHICAGO. JANUARY 17, 18, 19, 20, 1938.
BALLY ENTRY

Newest MULTIPLE One-Shot
- ALL POCKETS PAY
- OUT-HOLE AWARDS
- MYSTERY DAILY DOUBLE

First really new multiple one-shot in twelve months...and first game ever to take the play away from Fairgrounds! TAKES IN 4 NICKELS PER GAME, multiples payout by number of coins played...and gets constant play in any live one-shot spot! BALLY ENTRY will do for you in 1938 what Fairgrounds did in '37...so get started now. IMMEDIATE DELIVERY!

Write for circulars on LIFE-ON-FILM PHONOGRAPH! See Bally's DOLLAR BELL with the FOUR JACK-POTS! See Bally's PERFECT POPCORN MACHINE! See Bally's astounding ROULETTE GAME for nickel, quarter, half-dollar play! See dozens of new sensations by Bally!

BALLY MFG. CO.
2640 BELMONT AVE. • CHICAGO, ILL.
54 IN. BY 26 IN.

ONLY
$189.50
F. O. B. CHICAGO

MOST COMPLETE LINE AT THE SHOW-BOOTH 19, 20, 45, 46, 47, 48

See Bally's revolutionary SOUND-ON-FILM PHONOGRAPH! See Bally's DOUBLE BELL with the FOUR JACK-POTS! See Bally's PERFECT POPCORN MACHINE! See Bally's astounding ROULETTE GAME for nickel, quarter, half-dollar play! See dozens of new sensations by Bally!

LADY LUCK

1200 Hole Form 4150
Takes In . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
Calcutt Arranging Advance Shipments

FAYETTEVILLE, N. C. Jan 8.—Joe Calcutt, of the Venting Machine Company, reports that he has made arrangements with the manufacturers he represents for advance shipments of the new games which they will present at the convention. "Following a practice of many years' standing," he stated, "we have arranged to test new games in this territory while they are still appearing on the show floor, where thousands of eyes will be viewing them. Not only do we plan to test the games, but we are making every effort to get quantities of the new games right after they are shown.

"We have cleared a large part of our warehouse to accommodate the new arrivals," he continued. "We are also oiling up our delivery system so that we can arrive just as fast as they come in."

Award Protector Proves Valuable

NEWARK, N. J., Jan. 8.—According to a customer who came back to the Eastern Equipment's Ak-Sar-Ben, reports that he has made arrangements with the manufacturers he represents for advance shipments of the new games which they will present at the convention. "Following a practice of many years' standing," he stated, "we have arranged to test new games in this territory while they are still appearing on the show floor, where thousands of eyes will be viewing them. Not only do we plan to test the games, but we are making every effort to get quantities of the new games right after they are shown.

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Robbins Praises New Stoner Games

BROOKLYN, Jan. 8.—Dave Robbins, Eastern distributor for the Stoner Corporation, reports that he is highly enthusiastic over Stoner's new five-ball novelty game, Aurora, and the one-ball ticket and cash game of the firm called Parlay Vouz. As Robbins put it, "These two games appeared on the market right after Christmas, which is interesting to dealers in games, however, as they make it possible for operators to play and have so much appeal that we have been flooded with orders from our operators and jobbers.

"To be sure that these games were mechanically perfect," Robbins continued, "a quantity of sample games were tested in Aurora locations for more than 30 days before Stoner started making shipment. We have been fortunate to have shipments arriving often enough to enable us to take care of orders promptly."

Robbins also stated that Stoner will have several surprises to offer at the Coin Machine Convention and that he is looking forward to meeting his many friends at the Stoner booth.

Budin and Katz Consider Service

BROOKLYN, Jan. 8.—Herman Budin, president of Budin Specialties Company here, reports that he is enthusiastic over the many products Exhibit Supply Company, of Chicago, a firm he represents, will produce for the coin-operated machine market during 1938. Charley Katz, special representative for Exhibit, spent the week-end with Budin and plans are reported to have been formulated so that New York and Eastern operators will get special service on all Exhibit products. "Our quantity purchases insure our being first with the latest," said Mr. Budin, "so if Eastern operators desire the latest and the best equipment, tell 'em to come see us first."

SELLING SO FAST WE CAN HARDLY FILL THE DEMAND

GENCO'S CARGO

featuring an entirely different scoring idea.

$74.50

ORDER NOW!

OPERATE JUNIOR! THE FIRST AND ONLY SUCCESSFUL BUMPER TYPE COUNTER GAME!

Full size bumper spring—full size steel ball—illuminated retailer backboard! High score play! Any spot in your location! List, $2.00 extra with order, for operation as junior table game.

GENCO, inc., 2201 N. Ashland Ave., CHICAGO, ILL.

EXPERIENCED COIN MACHINE SALESMAN

Good opportunity for right man with a following in coin machine field. Experience with cigarette or nude machine desirable. Our product is well established and has met with wide acceptance all over the United States and Canada. Continuous trade advertising has made it well known among operators. Proper man can earn $10,000 or $15,000 per year on this proposition. Interview will be arranged in Chicago during Coin Machine Show at Hotel Sherman. If you can supply good references and have had some promotional experience, WRITE US AT ONCE.

BOX D-111, THE BILLBOARD, CINCINNATI, OHIO.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon St.
PHILADELPHIA, PA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
AWARD TO THE WISE

1938 GALLOPING DOMINOS

Refined! Restyled! Absolutely the last word in coin machine perfection! Unmatched by any other game before! Today, this EVEN-CREATER King of Consoles stands far above every comparison!

Restyled Cabinet, black walnut and quilted maple! Gyr-proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak, overcomes voltage drop! Cabinet Ventilation eliminates heating! Large Payout Cup or concealed Drawer optional! Many other new Master-Features—but NOT ONE CENT OF ADDITIONAL COST! Sold on EVANS' famous 10-Day MONEY-BACK GUARANTEE!

GLOBE 1938 WINNER

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1500 HOLES
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Beautiful in Design and Color. A Splendid Money Maker.
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SEE THE BIG SURPRISES AT THE EVANS' DISPLAY!

Follow the crowds to the EVANS' BOOTHS, 29, 30, 37, 38, at the Convention! Just as Evans started a new trend in 1937—the NEW EVANS' originations will again set the pace for 1938. You'll see EVANS' NEW 7-COIN HEAD, acknowledged the best!

DON'T MISS THE HIGH SPOT OF THE SHOW!

ATTENTION!

JOBBERS - OPERATORS

You Are Cordially Invited to See BALLY'S Newest Sensation "SKILL FIELD" "LINCOLN FIELD"

SAYVO VENDING CO.
406-8 W. FRANKLIN ST.
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Will McCarthy and Bergen Be at Show?

CHICAGO, Jan. 8.—Last year it will be remembered by many who attended the coin machine show at the Sherman Hotel that considerable publicity was given to the affair by the presence of the famous "Dizzy" Dean, who was engaged by the Rock-Ola Manufacturing Corporation to present the World Series baseball game.

In questioning Jack Nelson on this subject at the Celtic Bar: in a pre-show get-together several column writers wanted to know what Rock-Ola had up his sleeve this year. Nelson announced that he could not divulge the information but he could go so far as to say that they might not be more popular than Dizzy Dean was at the height of his career. "Will it be Charlie McCarthy?" Paul Gerber asked, but Nelson refused to answer. So, who can tell, maybe it will be 'Charlie.'
THE STAGE IS SET—THE ORCHESTRA IS PLAYING—

VERY SOON THE CURTAIN WILL RISE AND YOU WILL BEHOLD

THE SENSATIONS OF 1938
BY ROCK-OLA

A front row seat is reserved for you. Witness this great pageant of Rock-Ola's spectacular money-making machines. Every one a "headline" created for the enjoyment and entertainment of millions produced to bring big profits to you who operate Rock-Ola's sensational equipment. Don't miss this mighty Rock-Ola "revue." See the machines at the Show. Exciting new equipment. The incomparable Rock-Ola phonographs. Get in line. Your ticket to a highly profitable future is your continued faith in Rock-Ola.

LOOK TO ROCK-OLA FOR LEADERSHIP!

Glamorous Beauty
Rock-Ola's new 1938 phonographs will cast a spell of enchantment over all who see and hear them... and particularly over distributors and operators... not only because of the glamorous beauty of the brilliantly-illuminated cabinet and purity of tone, but because of their proved performance as long-term money-makers.

Public Play Appeal
Rely on Rock-Ola's games equipment—all passed the test of "popular play appeal." Review the ever popular "World Series" baseball game, the Rock-O-Ball bowling game. At the Show, Rock-Olas will introduce new—universal—sensational, profit-making equipment, such as the machine that talks. What are they? See and play them at the Show.

Veterans of countless nation wide theatre tours, prime favorites with college prom trotters. Mal Hallett and his outstanding organization of melody men are as entertaining to watch as they are to hear.

Yet, millions who cannot see these master entertainers may enjoy their music, sweet or hot, night or day, wherever there is a Wurlitzer.

The ideal instrument for taverns and restaurants whose limitations make automatic music the logical means of entertainment, Wurlitzer Phonographs are everywhere winning and holding the best locations.

Likewise the permanent and substantial profit possibilities in operating Wurlitzer Automatic Phonographs are winning and holding the attention of wide-awake music operators in every community in this country.

The Rudolph Wurlitzer Company
North Tonawanda, New York

Canadian Factory:
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Every Night, from Coast to Coast
Mal Hallett and "That Orchestra" Render Royal Entertainment via the WURLITZER