

DEC 14 1938

# The Billboard

The World's Foremost Amusement Weekly

DECEMBER 17, 1938

15 Cents

Vol. 50. No. 51

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LEWIS**

**"America's  
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Music Corporation of America

*Korndyke*

*"I wish to congratulate The Billboard on its 44 years of uninterrupted service to the show business."*

*"I wish to extend 'Holiday Greetings' to all my friends in the show business."*

*"I am in complete accord with the efforts of The Billboard to stimulate the interest of the entire show business in the greater use of live talent."*

*The Billboard's dedication of its 44th Anniversary and Holiday Greetings Number to the theme:*

**1939 • the year for live talent**

*deserves the support of every performer, agent, manager and producer in the amusement industry.*

Just three of the reasons why more  
artists and organizations in the show  
business will advertise in the

**44th ANNIVERSARY**

*and*

**HOLIDAY GREETINGS NUMBER**

*of*

**The  
Billboard**

**dedicated to the theme**

**1939 • the year for live talent**

# The Billboard

Vol. 50  
No. 51

December 17,  
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Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879, 104 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

## LOS ANGELES FLESH BOOMS

### TMAT's Employment Figures Show Vast Increase in Jobs

NEW YORK, Dec. 10.—Despite a decline in quantity of New York productions, Theatrical Managers, Agents and Treasurers' Union joins the performer unions in reporting encouraging improvement in employment figures, with an increase of jobs from 27 to 42 per cent of the total membership for the first four months of the season. TMAT minimum salaries, due to contract with managers, are now the highest in the theater. Development is in line with Chorus Equity's report that this season is the best in its history, with Actors' Equity benefiting by the trend to large casts in Broadway shows, and with the re-statement of vaudeville to over 120 weeks' playing time—the best upturn since 1929.

For TMAT the year has been spectacular, the union having clinched its first major theatrical contract, the contract with the League of New York Theaters establishing minimums of \$150 for press

agents, \$100 for managers and \$75 for treasurers.

Union points to extension of its domain into sports arenas, fairs, expositions, concert and lecture halls and what's left of burlesque. By the time the Golden Gate Exposition in San Francisco and the New York World's Fair get under way the union expects to bring its employment figures to a point not far below the saturation point. Claiming to be assured of 700 openings at the New York fair, union is making arrangements to import members from the Philadelphia and Boston lists and recruit others from as far west as Chicago. Beyond that point TMAT-ers will service the San Francisco fair.

### More Building At N. Y. Fair

Amusement zone construction takes new spurt—additional concessions are signed

NEW YORK, Dec. 10.—Amusement zone of the World's Fair here entered another of its periodical phases of activity this week with the signing of new concession contracts and the launching of construction on several previously executed amusement enterprises. Zone has been hit by an apparent lull in recent weeks but has blossomed forth again with tangible evidences of progress on several sides.

Building started this week on the International Parachute Co.'s 250-foot parachute tower jump at the lower end of the midway. Seamless Construction Co.'s Merric England Village, Robert Sipchen's Winter Wonderland Village, Tony Berg's Enchanted Forest, Dr. Herbert Couney's Incubator Baby Show and Norman Bartlett's Aerial Jovvies. DuFour & Berg's have let contracts to constructionists for "Strange as It Seems," and Frank Buck's Jungle Show is expected to do the same within a week. Buck, back from a season with the Ringling-Barnum and Barnes-Seile-Floto circuses, is almost a daily visitor on the grounds with his general manager, T. A. Loveland.

Until recently construction in the fun zone had been restricted to the seven-acre Children's World, Dodgem Corp.'s roller and auto Dodgem rides, the fair-built 2,500-seat theater, State Amphitheater, where Billy Rose will present his pageant and aquacade; Ballantine Brewery's Three-Ring Restaurant, Heinekin Brewery's Holland House, Cliff Wilson's live promoter show, National Cash Register's exhibit building, Florida State ex-

(See MORE BUILDING on page 46)

Additional news pertaining to the New York World's Fair and Golden Gate International Exposition in San Francisco will be found in the Fair and Carnival departments.

### AFA Fights Theater "Gambling" Seeking Wedge for Vaude Return

Presses mayor for war against bingo, etc.—claims indie houses don't want gambling—supports mayor's clean-up drive—stricter on agents—salaries upped

By DEAN OWEN

LOS ANGELES, Dec. 10.—Flesh shows continue to pull in theaters and night spots where first-class entertainment is offered. Two a Day, FTP's Cavalcade of vaudeville, is still playing to capacity; Rudy Vallee is doing sensationally at the Coconut Grove; Sally Rand doubled the take at the Biltmore Bowl recently; FTP's Bird of Paradise at the Balaoco is going strong after three weeks, and Sun, Little Children is still a sellout after 20 weeks. Torch Bearer, which closed a week at Biltmore, did \$8,000, fair bit. Starred Constance Collier. Earl Carroll's new spot is slated to be the most pretentious nibery west of Chicago. Florentine Gardens, another mammoth nibery, is slated to open its doors this month, using two oaks and a big floor show. Marcus Daly Restaurant had its christening this week in Beverly Hills, using Bill Roberts Ork Lene and Searles, dance team, and Jill Keeling as warbler.

Hot in the fight to return flesh to its former high place in the entertainment world is AFA, whose Los Angeles office, headed by John H. Corcoran, has corralled 97 per cent of local talent, and licensed 44 agents. Los Angeles is practically a closed shop so far as vaude and night spots are concerned. Out of over 100 night spots in Southern California there are only seven on AFA's unfair, list; 104 agents have been declared unfair, and 40 performers out of the hundreds in this area cannot work in AFA spots.

Further efforts to get the new city administration to take definite action to outlaw bingo, ten-win and other theaters game of chance were seen this week when local AFA office again urged Mayor Fletcher Bowron to do something. (See LOS ANGELES FLESH on page 18)

### NSA and CSSCA Join Hands In Building Home for Aged

NEW YORK, Dec. 10.—Results of several months' negotiations between officers broke into the open this week when the Circus Saints and Sinners Club and National Showmen's Association revealed plans to combine their efforts in the construction of a home "for old and indigent show people."

Announcement came at the NSA's regular meeting Tuesday night when President George A. Hamid; CSSCA head Remmie Arnold, Petersburg, Va., and former Governor Harold O. Hoffman, president of the Dexter-Fellows Tent of the CSSCA (New York chapter), launched an extensive drive to raise funds for the

proposed institution in Sarasota, Fla. Hamid had previously met with Saints and Sinners officials, altho it was not until Tuesday that he received an official okay to proceed with his part of the drive within the NSA organization.

Pooling of efforts has been brewing for several months. It was not until Hamid's return from last week's outdoor convention in Chicago, however, that he put the pressure on Arnold, Hoffman and associates. Definite lack of NSA's acceptance by the Showmen's League of America officials at that org's annual gathering in the Windy City is believed (See NSA AND CSSCA on page 46)

### More Acts, Bands Taking P'ct Dates in N. Y. Clubs, Hotels

NEW YORK, Dec. 12.—The World's Fair is expected to bring an increase in the number of attractions playing local night clubs and hotel spots on percentage arrangements. Some of the attractions unable to land bookings in the World's Fair are expected to prefer percentage arrangements in night spots, especially names who cannot land local vaude dates or who prefer long percentage runs in night spots to single weeks in a local vaude spot.

Because of the musicians' union and the AFA, percentage agreements usually

insure payment of at least union minimum to musicians and performers, with the owner of the attractions gambling on the dough over the union scale.

In the past few years there has been a definite trend to percentage arrangements in hotels and swank spots. Horace Heidt played the Biltmore Hotel last season on percentage, supplying the band and floor show. Heidt is understood to have gotten scale plus the cover charge. Benny Goodman, now at the Waldorf-Astoria Hotel, is getting a guarantee and (See MORE ACTS on page 27)

### "Right" Draws Best Chi Grosses; Plenty Bookings for Loop Houses

CHICAGO, Dec. 10.—George M. Cohan in *Ed Rather Be Right* in the 4,500-seat Auditorium will probably take in the largest comparative gross of the season. Originally in for three weeks, the \$42,176 gross in its initial week induced the org to hold it an extra seven days. Town has been starved for musical shows, and this much ballyhooed satire on Uncle Sam's officials is cashing in on that dearth.

On Borrowed Time closed rather unexpectedly at the Grand Opera House Saturday despite critical rave. Shuberts hoped to hold on to it until a successor

was in sight, but poor support didn't warrant its continuance after a four-week run.

Selynn is set indefinitely, the original company of Shadow and Substance coming in December 26 on the heels of the current Ethel Barrymore vehicle, *White-oaks*. Reception of latter show was lukewarm and only a mild three-week session is foreseen.

Harris has no worries at present, for *Ontrude Lawrence in Susan and God* is still packing 'em in and is assured of prosperous turnover until the end of its (See "RIGHT" DRAWS on page 27)

### One Big Union Issue Is Tabled By AAA Board

NEW YORK, Dec. 10.—Anticipated crisis over the one big union issue was avoided at the executive board meeting of the Associated Actors and Artists of America Wednesday afternoon by the simple maneuver of tabling the proposal. Representatives instead were told to go back to their posts and ponder over the proposition.

The meeting was devoted to ironing out minor problems within the individual member unions, and trading advice on organizational plans paramount with the American Federation of Radio Artists and the American Guild of Musical Artists. The union consolidation plan, nevertheless, remains a much-desired goal for Screen Actors' Guild, with whom the idea took quickly. The SAG has much to lose in dues in such a consolidation, spokesman said the sacrifice would be worth while in other returns accruing from union expediency and efficiency.

Present stumbling blocks of a clerical nature, such as clearing actors for production with dispatch, any part of the day or night, means more to SAG's trade prestige than do a few dollars in dues. Pending the ideal amalgamation, branches are planning joint offices in cities where memberships are small to cut down on the overhead.

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# Broadway Beat

By GEORGE SPELVIN

A LOCAL union official who had been looking around for a long time for someone reliable with whom to share his big apartment finally enlisted a couple of aspiring young actors—who are not only behind in their rents but add insult to injury by borrowing money from him constantly. . . . Dorothy Gorman is doing monthly stories for Picture Play mag, and beginning in the February issue will inaugurate a monthly column concerning film notables visiting Manhattan—gags, anecdotes and plenty of pix. . . . The World-Telegram pulled a honey on page 1 last week when, under the head of "Mooning Over Miami," it ran a by-lined yarn by Weston Barclay, staff writer who has just returned from the Southland; the yarn in its entirety read: "I should of stood in Miami. . . . Phil Goldfarb, accordionist who was with many name bands before he went blind, keeps up to date while looking for night club jobs by transcribing the new tunes into Braille; he's working the streets until the job comes along, accompanied by his wife, who says she has to protect him from thieves who try to steal the tin cup and also from practical jokers who put buttons, slugs, cakes and—once—even a boiled egg in the cup.

Carnegie Hall is going to have its most spirited—or at any rate its noisiest—Christmas in many a yuletide. Paul Whiteman has reserved the sanctuary for Christmas night, but when he gets there he'll find the jazz echo still ringing from the staid procession. For, 48 hours before the Whiteman date, Carnegie will be turned over for an evening to Negro

music, in a program called from *Spirituals to Swing*, to be highlighted by Count Basie's Band. In chronological order, the program will present back-hill jug blowers, washboard and thimble bands, one-man bands and Holy Roller chapters. Not only will Carnegie Hall be a new experience for most of the performers, but they'll be a strange experience for the hall. Most of them are completely untutored musically—unable to read or write a note.

Maybe Jules C. Stein doesn't know it, but he has a budding producer among the shipping boys of the local office of his Music Corp. of America; George Gingell directs a Gilbert and Sullivan club after his shipping hours are over, and the other night produced his first G&S show at the Sharon Hotel, to enthusiastic acclaim. . . . Sam Chartock, please note. . . . Fred Block, former burlesque producer, has opened a West 49th street restaurant that is rapidly becoming a theatrical rendezvous. . . . Margaret Young is returning from the Coast to understudy Sophie Tucker in *Leave It to Me*. . . . At the Lamb's Gambol last week, with Doc Beebe working scales and guessing weights at \$1 a crack, La Tucker tipped the beam at 400. . . . Scale receipts, incidentally, were split between Beebe and the Lamb. . . . Bill Hardy has opened a new room at his Gay Nineties Club which has, among other curios, a coin-operated, cylindrical-record music machine that plays the songs of 30 and 40 years ago. . . . Les Brown, Hotel Edison maestro who led the Duke University Orchestra when he was a student down there, has written a marching song that the Duke warriors will take with them when they go to California for the Rose Bowl game against Southern Cal. . . . Warners flatly denied this week that they are going to do a gangster picture with midgets to be entitled *Public Enemy No. 4*.

# Plan To Give Tyro Songsmith That Much-Wailed-About Break

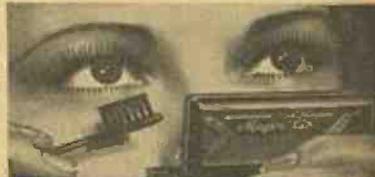
NEW YORK, Dec. 16.—Joe Davis, publisher-songwriter, is preparing to get the reaction of American Society of Composers, Authors and Publishers to a plan he has for the aid and resuscitation of a long-suffering type of genius—home, the amateur songwriter. Davis intends proposing to ASCAP that it set up a board of judges to receive and pass upon the merits of all tyro composes submitted to it, with the better works passed along to publishers for their consideration.

Scheme would call for the selection each week by ASCAP of two writer-members to serve as judges for the seven-day period. Composer and lyricist would be chosen, with \$50 going to each for his week's work. Advantages of the plan from this angle of income to ASCAP members not in the higher brackets, Davis believes, are enough for its adoption.

"Board" would look over all manuscripts sent in, recommending the best of the lot to publishers. Davis bases

his plan on three basic elements—the necessity for new blood in the music biz, the elimination of song sharks now thriving on the gullibility of amateurs and the good will that would be ASCAP's for attempting some constructive measure for helping the poor unknown.

One drawback to the plan is that in addition to the new blood there would also be, no doubt, a new flood of lawsuits for the publisher busbody of plagiarism never appears more belligerently than when the works of amateurs are involved. That is the biggest reason why publishers steer clear of the unknowns' masterpieces.



**WHAT AN IMPROVEMENT**  
*Maybelline*  
**DOES MAKE!**

Eyes framed by long, dark, luxuriant lashes—twin pools of luscious blue. They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of feminine charm.

Maybelline is harmless, tear-proof, non-irritating. Not watery, brassy or greasy. Applies simply, smoothly, gives a natural appearance. Tends to make lashes curl. More than two million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth, Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c stores.

**TODAY—**discover this thrilling way to lovelier, more enchanting beauty—rich Maybelline—the eye make-up in good taste!

**Return Engagements**

Are the regular order of things among Flinders guests... because they like its unrivaled location... its splendid service... its 2-person rate from \$12.00 weekly. Its cocktail lounge... they start at 28—its favored rendezvous of New Yorkers who know their way around town.

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47th to 48th STREETS  
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Telephone BRyant 9-0570

Be sure you are represented in the  
**44th ANNIVERSARY**  
and  
**HOLIDAY GREETINGS NUMBER**  
of  
**The Billboard**  
dedicated to  
**1939**  
... the year for live talent

## Broker's Failure To Answer Charges Brings Suspension

NEW YORK, Dec. 16.—Midtown Ticket Office was suspended from the list of ticket brokers accredited under the code on Tuesday when notified to appear before the grievance committee of the League of New York Theaters. The office had been accused of reselling tickets, regularly to an unaccredited broker. Suspension means that Midtown will not receive its regular allotment of tickets to current shows and forbids accredited brokers from servicing it.

Name of suspended agency was zealously guarded by the League and other parties in an effort to avoid publicity. At the same meeting two other brokers, called on the carpet because they were delinquent in payment of the 3½-cent tax per ticket, were dismissed without punishment after they promised to pay up.

Midtown is not a member of the Associated Theater Ticket Agencies, Inc. Nathan Lieberman, counsel for the ATTA, had said that if one of his members had been dropped he would institute suit immediately via an injunction to prevent the League from enforcing conditions of the code.

## ASCAP Woos Wash. With a Theme Song

SPOKANE, Wash., Dec. 16.—Copies of a song titled *It's a Hundred to One You're From Washington* have appeared here, credited to Al Hoffman but without any publisher's imprint on the title page. Lyric eulogizes the State of Washington, and the panegyrics are continued in the form of a travel pamphlet with pictures on the back cover.

It is suspected here that the number is issued by American Society of Composers, Authors and Publishers, due to the lack of publisher credit and the use of the phrase "Of ASCAP's following Hoffman's name. ASCAP has had to combat strong legislation directed against it in the State, and it is thought that the song may be a good-will gesture on the part of the Society and an attempt to turn public favor toward it. ASCAP has spent much time and money on building good-will in States where it has met with opposition legally, but this is the first time within knowledge that it has apparently fostered a song depicting the virtues of a particular State. Publicity and speech-making have been the usual modus operandi.

## AFA Benefit a Flop

SAN FRANCISCO, Dec. 16.—Local branch of the American Federation of Actors' show, recently given at Dreamland Auditorium, hit a new low financially as union benefit performers go. AFA was forced to dig deep down in pockets to pay off bills.

Show was put on by a professional promoter; last week the San Francisco Labor Council ruled that all benefit shows given by member unions must be conducted exclusively by their own membership or officers or have written sanction of the council officers.

**YOUR LOUD SPEAKER SYSTEM SHOULD ALWAYS GIVE 100% SERVICE**

There is no reason why your equipment shouldn't function right. We make all types of repairs, FAST and REASONABLY. Also systems brought up to date.

**ALL WORK GUARANTEED**  
**RADIO LABORATORIES**  
117 West 46th St. New York City  
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# ROLL TICKETS

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SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

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**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	100,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 160.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only add 50c. No order for less than 10,000 tickets of a kind or color.

**FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE**

<b>STOCK TICKETS</b>	<b>ROLL TICKETS</b>
1 ROLL.....50c	3 ROLLS.....40c
5 ROLLS.....2.00	10 ROLLS.....35c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.  
TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1899

## LOW COST MONEY ORDERS FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

# Postal Telegraph

When speed is essential telegraph money orders at low cost  
Every telephone is a POSTAL TELEGRAPH office.

**THEATRE EQUIPMENT NEW & USED**

MOVIE SUPPLY CO., Ltd.  
1115 S. WABASH AVE. CHICAGO, ILL.

Good Times are here Again

**TICKETS**

THE TOLEDO TICKET CO.  
Toledo, Ohio, U. S. A.

**SPECIAL PRINTED**

Roll or Machine	Price
10,000	\$.95
50,000	4.75
100,000	12.50
250,000	28.00
500,000	65.00
1,000,000	150.00

Double Coupon, Double Price.

# MILLION FOR N. Y. BASEBALL

## 425G for Game Rights Alone; Time, Other Costs, Boost Total

NEW YORK, Dec. 16.—General Mills' deals with the three New York big league baseball clubs will cost a cool \$1,000,000 if all negotiations are completed. It's even possible that with various extras involved in a campaign of this size that the million mark may be exceeded. It is said on good authority that because of the size of the expenditure General Mills is insisting on a contract for more than one year, on the belief that it would not pay otherwise. The advertising trade feels that GM can't get out from under on actual sales in one year, but that accrual value will balance this over a long term. General Mills is said to be taking part of the money to be spent for New York baseball from budgets otherwise assigned to radio and other media. It's possible that the Mills budget for baseball in minor leagues may be cut.

At press time the station line-up had not been set. One plan is for WABC to

get the Yankees and Giants; WOR to get the Dodgers. Another is for WOR to get the Yankees and Giants, and WMCA the Dodgers.

Dodger games, to be jointly sponsored by General Mills and Socony Vacuum, will be broadcast both home and away, the sponsors paying \$75,000 for these rights. Giants and Yankees home games are the only ones to be aired. The Giants and Yankee each will get \$175,000 for their home games.

Time on WABC for the Yankee and Giants will run to about \$200,000 for the season, slightly less than that on WOR. This time for only part of the games and the rights thereto will cost \$225,000.

### Goldbergs' Choir

NEW YORK, Dec. 16.—Gertrude Berg, author of the Goldbergs serial, has set a deal for an appearance on her program of the St. Thomas Church Choir, a noted choral group. Choristers will appear on the December 23 program and have been written into the script.

Exploitation, announcers' salaries and other costs, plus the time on WMCA or WOR for the Brooklyn games, will boost the figure.

New York baseball has been brewing ever since Larry MacPhail became the Dodgers' major domo. An agreement not to broadcast has a year to run, but is being mutually discarded. Last team to fall for the airings was the Yankees. This situation was reported in The Billboard some months ago.

## Wisc. Station Ties With WLS, Chicago

JANESVILLE, Wis., Dec. 16.—R. L. Ferguson, general manager of WLO here, has set a deal for affiliation with WLS, Chicago, to bring new talent over the local station. Affiliation was inaugurated December 5 with The WCLOpener over the local station, starting at 5:30 a.m., an hour and a half earlier than previously. The new two-hour broadcast was produced partly in Janesville and partly in Chicago, with frequent transfers from one studio to the other.

In addition to this new early-morning program, presided over by Harry Burge, WLO is tying in with the Chicago station on a number of other airings during the day. Supplementing the entertainment programs is a new schedule of newscasts, which provides for the addition of two new 15-minute news periods at 10 and 2:45 p.m., besides the former four a day.

Burge, formerly of WLW, Cincinnati; WJR, Detroit; WMBR, Jacksonville, Fla.; and WMBC, Detroit, is the latest addition to WLO's announcing staff.

## Chas. Phelan Quits Yankee-Colonial

BOSTON, Dec. 16.—Charles W. Phelan, for 10 years general manager of the Yankee and Colonial networks, has resigned. Phelan states he plans to start his own New England chain with a station at Lynn, Mass., as the key.

Phelan and John Shepard III, head of Yankee-Colonial, have been close for years. It is said there was a "friendly" disagreement over personnel and policy. Linus Travers has been promoted to a vice-presidency, as has Roy Harlow.

Phelan and Jerry Harrison originally owned WLEZ, Lexington, Mass., and their sale of that station, now WAAB, one of Shepard's key Boston stations, bore fruit in the Shepard networks. Both got important posts with the chains. Harrison remains with Yankee-Colonial.

## WTAR's Extra Office

NEWPORT NEWS, Va., Dec. 16.—WTAR, Norfolk newspaper's station, opened a branch advertising office in this city this week, with Mrs. Delevan Cowles in charge. Mrs. Cowles, who has operated a Fashion and Thrift program on WGH, Newport News, for several years, has switched her program to WTAR and continues on the Norfolk NBC outlet with a half hour twice weekly.

## AFRA Commercial Scales

Actors		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

REHEARSAL: \$6 per hour. First hour required; after first hour rehearsal may be computed and paid in half-hour periods at the rate of \$3 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes may be held in two sessions, each session to be computed and paid for as a separate unit, and no such session shall be computed as less than one hour. Individual agreements shall specify the time contracted for, but additional rehearsal time may be requested and indorsed on individual agreements at the time agreed upon.

Singers		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$12.00	\$ 7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

REHEARSAL: Orchestra, coaching rehearsal \$4 per hour, first hour required; after first hour rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1 per quarter hour or part thereof.

CLASS 2—Groups of 4 to 8 voices inclusive:		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$24.00	\$12.00
16 to 30 minutes	28.00	14.00
31 to 45 minutes	32.00	16.00
46 to 60 minutes	36.00	18.00

REHEARSAL: Orchestra rehearsal \$4 per hour, first hour required; after first hour rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1 per quarter hour or part thereof.

CLASS 3—Groups of two to four voices, inclusive:		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$30.00	\$15.00
16 to 30 minutes	35.00	17.00
31 to 45 minutes	40.00	20.00
46 to 60 minutes	45.00	22.50

REHEARSAL: Orchestra rehearsal \$3 per hour, first hour required; after first hour rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

CLASS 4—Soloists:		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$40.00	\$20.00
16 to 30 minutes	50.00	25.00
31 to 45 minutes	60.00	30.00
46 to 60 minutes	70.00	35.00

REHEARSAL: Orchestra rehearsal \$6 per hour, first hour required; after first hour rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.50 per quarter hour or part thereof.

AUDITIONS: Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required.

Announcers		
Length of Program	Fee	Rebroadcast Fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

REHEARSAL: \$6 per hour, first hour required; after first hour rehearsal may be computed and paid in half-hour periods at the rate of \$3 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes may be held in two sessions, each session to be computed and paid for as a separate unit, and no such session shall be computed as less than one hour. Individual agreements shall specify the time contracted for, but additional rehearsal time may be requested and indorsed on individual agreements at the time agreed upon.

When announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks on a 15-minute program broadcast three (3) times or more a week the following minimum weekly compensation may be provided:

Times a Week	Weekly Minimum Compensation	Weekly Fee for Rebroadcast
3	\$50.00	\$25.00
4	60.00	30.00
5	75.00	37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate 45 minutes' rehearsal time is included.

NETWORK COMMERCIAL CUT-IN ANNOUNCEMENTS: Shall be paid at the rate of \$10 for each such announcement.

AUDITIONS: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts.

## Harrington New Y&R Vice-Presy

NEW YORK, Dec. 16.—Tom Harrington has been named vice-president of the Young & Rubicam Agency, succeeding Don Stauffer. Official reason given for Stauffer's departure is ill health. He will join the Lyons & Lyons Agency, same organization another former Young & Rubicam radio executive, William Stuhler, joined after leaving Y&R. Both Stuhler and Stauffer are highly regarded in the trade.

Another agency vice-president out this week is Don Shaw, former vice-president of McCann-Erickson and previously Eastern sales head for NBO.

## P. & G. Again Switch Shows; More To Come

NEW YORK, Dec. 16.—Changes in the Procter & Gamble line-up on the Red and Blue networks of the National Broadcasting Co. become effective January 1. Household Hannah, now on the Blue at 10 a.m., goes to 10:45 a.m., displacing Central City. Central City in turn goes to the Red net, taking the 10 a.m. spot left vacant by Macdonald's cancellation of Mrs. Wiggs of the Cabbage Patch.

Whether more changes are in the wind could not be verified, but it is known that Pedlar & Ryan are mulling plans for realigning other P. & G. shows. Fact that time is very tight on the Red is understood to be holding up changes.

Last important change was November 7, when major switches occurred.

## NBC Shuffles Talent In San Francisco

SAN FRANCISCO, Dec. 16.—NBC has begun a period of readjustment in studio personnel, with initial lopping off this week of Dorothy Mackenzie, singer, Coleman Cox, the kindly philologist, and Sharon Merrill, chafin counselor.

Affected also were Singleton Gazette, with Cleary and Gillum cut from five to three broadcasts a week, and Laurence Cross' Croquetus trimmed from five to two shows a week. Feeling prevails that NBC plans a drastic economy wave here.

## Morris Signs Menken

NEW YORK, Dec. 16.—William Morris office has signed Larry Menken, radio writer and director, to a representation contract.

## Le Gallienne for Radio

NEW YORK, Dec. 16.—Eva Le Gallienne is the latest legit name to plan formal entry into radio. She is now being offered advertisements by Lester Lewis, representing her exclusively for the air.

**FEATURES OF THE**  
**Holiday**  
**Greetings Issue**  
 (Dated December 31)  
**"Radio's New Responsibility"**

a vigorous provoking article on radio's responsibility to the American people by DONALD FLAMM, president Station WMCA.

**"We Interrupt This Program . . . Special Events"**

an informative survey of radio's coverage of recent world-shaking events by PAUL WHITE, director of Special Events for CBS.

# Radio Survey of Fresno, Calif.

## Radio's Subtlety

HOLLYWOOD, Dec. 10.—Joe Oakie has a job only radio would think of. On the Jack Haley show, Oakie is hired to do nothing more than mug at the studio audience. Idea is they'll stop sitting on their hands, laugh and then the radio audience will laugh, too.

**CBS Net Adds Two Stations**  
NEW YORK, Dec. 10.—Stations KOIL, Omaha, and WWNC, Asheville, N. C., join the Columbia Broadcasting System as soon as stations' existing network commitments are fulfilled. KOIL comes into the fold about April 30, as a member of the basic net, and WWNC becomes a member of the CBS Southeastern group about June 1. KOIL and WWNC are now NBC stations.

## STUDY OF SPONSOR IDENTIFICATION PERCENTAGES GIVES BENNY TOP POSITION IN BOTH FAVORITE AND IDENTIFICATION RANKINGS . . . CAMPBELL'S TWO PROGRAMS, AMOS 'N' ANDY AND ED HILL, STRONG; BUT NOW DEFUNCT "HOLLYWOOD HOTEL" A WEAKIE

Sponsor identification breakdown of favorite evening programs heard in Fresno, Calif., shows very high percentages for some network shows. In reading the chart, however, it should be borne in mind that high identification percentage does not necessarily mean the program is doing a good selling job. This is shown by the fact that some programs get very good identification, but very few mentions—which can be

taken to indicate that their listening audience is negligible.

Among programs pulling high scores in both favorite mentions and sponsor identification, Jack Benny program is a standout. Benny scored 74 mentions for Jello, 71 of which named the correct sponsor. This rating of 96 per cent is followed fairly close by Amos 'n' Andy for Campbell's Soup, Amos 'n' Andy pulling 53 favorite mentions, of which 52 were correct, score 98 per cent. Same sponsor's Edwin C. Hill program scored 32 correct identifications out of 33 mentions, a 97 per cent correct identification.

Indications of these figures on Campbell's shows are various and important. First striking fact is that Amos 'n' Andy name has successfully divorced itself from any connection with old sponsor, Popsident. That other important programs have signally failed to do this is apparent thru examination of the chart. Floppo in this direction being Eddie Cantor's stint for Camel. Second important point in connection with Campbell's radio time is that "Hollywood Hotel," which the sponsor has junked, has fallen down to practically nothing in the favorite mention score. It pulled four mentions, two of which were correct.

Survey's prime example of confused identification is Cantor show, mentioned previously. The boy who loves to spend each Monday evening with you is really doing it for fun, not business. He pulled only seven favorite mentions, only one of which named Camel, the correct sponsor. There were single mentions for Chesterfield, Lifebuoy Soap and Campbells, one "Don't Know" and two for Texaco, Cantor's ex-sponsor.

Linn and Abner stint for Postum netted 11 mentions, of which four were for Postum, three for Horlick's, one for Carnation and three "Don't Knows." Horlick's formerly sponsored this act.

Returning to the high ratings, Rio Grande Oil Co.'s "Calling All Cars" scored 21 correct identifications out of 21 mentions. Key Kysar Musical Class for Lucky Strike scored exactly as Rio Grande's show, and is a sharp contrast to the other cigaret program on the chart. "One Man's Family" for Tenderleaf Tea and "Good News" for Maxwell House Coffee rate 85 per cent and 88 per cent respectively, with 18 and 14 correct identifications respectively.

Firestone and Ford programs, both

of which carry the sponsor's name in the program title, scored well. Firestone getting 15 correct identifications out of 16 mentions and Ford tallying 14 correct and one "Don't Know."

Lux Radio Theater, Chase & Sanborn and Major Bowes come thru with respective scores of 82 per cent, 77 per cent and 75 per cent.

Analysis of other programs on evening survey points to interesting listening habits. Burns and Allen, garnering seven mentions, had four "Don't Knows" and one for Chesterfield, a previous sponsor. Two named Grape-nuts, which is correct.

Walter Winchell, with only eight mentions, nevertheless scored 100 per cent sponsor identification; ditto "March of Time" with five. Kraft Music Hall is way down in the list, scoring seven mentions with only four correct identifications; Al Johnson ditto with three and three; Fred Allen and Rudy Vallee are weak.

It is noteworthy that all programs in the evening chart are network shows with the exception of one regional and one local program. These exceptions, respectively, are "Calling All Cars" for Rio Grande Oil and "Radio Headlines."

Analysis of daytime programs shows Procter & Gamble products in the lead on identification. "The O'Neills" for Ivory Soap and Flakes score 51 per cent; "Mary Marlin" for Ivory Soap scores 54; "Ma Perkins" scored 100 per cent for Oxydol, but had only 20 favorite mentions as compared with "O'Neill's" 32 and "Marlin's" 28.

Local show, "Radio Headlines" for McMahons, scored 100 per cent on 17 mentions, right up among the network leaders and doing better than most of them.

Dramatic serial hoke dominates the daytime stuff, so it is not surprising that serials take the booby prizes as well as the top scores. Trailers on chart are "Hilltop House," Myrt and Marge and "Pepper Young's Family."

NEW YORK, Dec. 10.—Hefefflinger Radio Features have released three new programs, two on sports and one an adventure series. Inside of Sports and Sports Magazine consist of daily comments and weekly summaries by Dan Daniel, of The New York World-Telegram; George Trevor, of The New York Sun, and "Rudge" Hefefflinger, all-time all-American football player. Secret Agent K-7 is the adventure opus.

## Fresno Sponsor Identification

The table below shows Fresno's favorite programs and the sponsor identification percentages on all but those reporting very few favorite mentions. Investigators for the Market Research Corp., making The Billboard surveys, ask listeners which programs they heard during the past day or evening, depending on which period is under investigation. If the listener states he or she has not been listening to the radio during the day or evening, the investigator asks the listener to name his favorite program and the sponsor thereof. The object in asking only those listeners who had not used their

radio during that period to give their pet programs is to avoid "conditioned" answers; that is, answers which might be affected by a recently heard program.

In the chart below the programs are listed in the order of the number of favorite mentions received. On the same line and immediately following the program is the correct sponsor, shown in parentheses. Under this are the various products named by the listeners and the percentages of the favorite mention total these identifications represent.

### EVENING PROGRAMS

Product Name	Identifications	Favorites	Percentage	Product Name	Identifications	Favorites	Percentage
Jack Benny (Jello)	74	71	96%	Kate Smith (Calumet and Swansdown)	1	9%	62%
Jello	71	71	100%	Calumet and Swansdown	1	9%	62%
Don't Know	3	3	100%	Calumet Baking Powder	5	46%	92%
Amos 'n' Andy (Campbell's)	53	52	98%	Swansdown Cake Flour	3	27%	90%
Campbell's Soup	52	52	100%	Eddie Cantor (Camel Cigarettes)	7	7	100%
Don't Know	1	1	100%	Camel Cigarettes	1	14%	14%
Edwin C. Hill (Campbell's)	32	32	100%	Chesterfield Cigarettes	1	14%	14%
Campbell's	32	32	100%	Texaco	2	29%	58%
Don't Know	1	1	100%	Lifebuoy Soap	1	14%	14%
Calling All Cars (Rio Grande Oil)	21	21	100%	Campbell's	1	14%	14%
Rio Grande Oil Co.	20	20	100%	Don't Know	1	14%	14%
Glimore Oil Co.	1	1	100%	Wayne King's Orchestra (Lady Esther)	7	7	100%
Key Kysar's Musical Class (Lucky Strike)	21	21	100%	Lady Esther	4	57%	114%
Lucky Strike	20	20	100%	Don't Know	3	43%	107%
Don't Know	1	1	100%	Kraft Music Hall (Kraft Cheese)	7	7	100%
One Man's Family (Tenderleaf Tea)	19	19	100%	Kraft Cheese	4	57%	114%
Tenderleaf Tea	18	18	100%	Don't Know	3	43%	107%
Don't Know	1	1	100%	Al Johnson (Lifebuoy Soap)	6	6	100%
Good News of 1939 (Maxwell House Coffee)	16	16	100%	Lifebuoy Soap	2	50%	100%
Maxwell House Coffee	14	14	100%	Don't Know	2	50%	100%
Don't Know	2	2	100%	Town Hall (Ipsas and Sal Hepatica)	4	4	100%
Firestone Program (Firestone Tires)	15	15	100%	Ipsas	1	17%	134%
Firestone Tires	15	15	100%	Ipsas and Sal Hepatica	1	17%	134%
Ford Sunday Evening Hour (Ford)	14	14	100%	Don't Know	4	66%	165%
Ford	14	14	100%	March of Time	5	100%	100%
Don't Know	1	1	100%	Don't Know	5	100%	100%
Chase & Sanborn Home	13	13	100%	Believe It or Not (Post Bran Flakes)	4	4	100%
Chase & Sanborn Coffee	10	10	100%	Post Bran Flakes	2	2	100%
Don't Know	3	3	100%	Don't Know	2	2	100%
Lux Radio Theater (Lux Soap)	12	12	100%	Hollywood Hotel (Campbell's)	4	4	100%
Lux Soap	9	9	100%	Campbell's Soup	2	2	100%
Don't Know	3	3	100%	Don't Know	2	2	100%
Major Bowes (Chrysler Products)	11	11	100%	National Barn Dance (Alka-Seltzer)	2	2	100%
Chrysler	5	5	100%	Alka-Seltzer	2	2	100%
Chrysler and Plymouth	4	4	100%	Don't Know	2	2	100%
Don't Know	2	2	100%	Standard Symphony Hour (Standard Oil)	1	1	100%
Linn and Abner	4	4	100%	Standard Oil	1	1	100%
Postum	4	4	100%	Don't Know	1	1	100%
Horlicks	3	3	100%	Hollywood Playhouse (Woodbury Soap)	2	2	100%
Carnation Milk	1	1	100%	Woodbury Soap	2	2	100%
Don't Know	2	2	100%	Don't Know	1	1	100%
Rubber McGee (Johnson Wax)	7	7	100%	Radio Headlines (McMahons)	17	17	100%
Johnson Wax	7	7	100%	McMahons	17	17	100%
Don't Know	2	2	100%	News (Bordens)	12	12	100%
Walter Winchell (Jergens Lotion)	8	8	100%	Bordens	12	12	100%
Jergens Lotion	8	8	100%	Vic and Sade (Crisco)	8	8	100%
Burns and Allen (Crapenuts)	2	2	100%	Crisco	8	8	100%
Crapenuts	2	2	100%	Postum	3	3	100%
Chesterfield	1	1	100%	Don't Know	3	3	100%
Don't Know	4	4	100%	Scattergood Baking (Wrigley's Gum)	1	1	100%
				Wrigley's Gum	1	1	100%
				Don't Know	1	1	100%

### DAYTIME PROGRAMS

Product Name	Identifications	Favorites	Percentage	Product Name	Identifications	Favorites	Percentage
The O'Neills (Ivory Soap and Ivory Flakes)	32	32	100%	Magic Key TRCA - Victor Radio)	4	4	100%
Ivory Soap	25	25	100%	RCA-Victor Radio	3	3	100%
P. & G.	1	1	100%	Don't Know	1	1	100%
Oxydol	6	6	100%	Betty and Bob (Sperry's Flour)	3	3	100%
The Story of Mary Marlin (Ivory Soap)	28	28	100%	Sperry's Flour	1	1	100%
Ivory Soap	18	18	100%	Don't Know	2	2	100%
Don't Know	10	10	100%	Easy Aces	2	2	100%
Ma Perkins (Oxydol)	20	20	100%	Don't Know	2	2	100%
Oxydol	20	20	100%	Cold Medal Hour (Cold Medal Flour)	2	2	100%
Radio Headlines (McMahons)	17	17	100%	Cold Medal Flour	2	2	100%
McMahons	17	17	100%	Hilltop House	2	2	100%
News (Bordens)	12	12	100%	Don't Know	2	2	100%
Bordens	12	12	100%	Myrt & Marge	2	2	100%
Vic and Sade (Crisco)	8	8	100%	Don't Know	2	2	100%
Crisco	8	8	100%	Pepper Young's Family	2	2	100%
Postum	3	3	100%	Camey	1	1	100%
Don't Know	3	3	100%	Oxydol	1	1	100%
Scattergood Baking (Wrigley's Gum)	1	1	100%				
Wrigley's Gum	1	1	100%				
Don't Know	1	1	100%				

# Capital Observers Worried Over FCC's Staff Additions

### Alarm felt over McNinch regime's tendency to name men from anti-utility agencies—tone of staff work is pondered—increased efficiency is legal department aim

WASHINGTON, Dec. 10.—Observers of the Washington scene are worried about staff additions to the FCC as announced by the McNinch regime. According to these views, the current tendency to name lawyers and staff men from the anti-utility agencies is beginning to give the FCC a tinge of a "big business belt."

Recent acquisition by FCC of William C. Kopolovitz, of St. Louis, as assistant general counsel to help Acting General Counsel William J. Dempsey reunites two men formerly with the Federal Power Commission. The power body became noted under the first New Deal for a slashing attack on private utility companies, and the business elements bore in the capital how count on their fingers Chairman Frank B. McNinch, William J. Dempsey, Assistant General Counsel William C. Kopolovitz, plus McNinch's personal secretary, Julia Joseph, all from the power commission. From the Rural Electrification Administration, another agency counted as punitive, comes Marion Ramsey as a special assistant to the chairman for publicity purposes, and to the law department this week comes S. King Funkhouser, of Roanoke, Va., who will serve under a temporary appointment as a special assistant to William J. Dempsey during the investigation of chain and network broadcasting and monopoly. Funkhouser was formerly on the NRA legal staff, another agency that business men found none too popular.

As to the immediate effect of these changes alarm is felt about the tone of staff work, with members in the law department seeing eye to eye on the McNinch formula. The common carriers, AT&T and the telegraph companies, are considered in a much less enviable position than their broadcasting brethren because provisions for broadcast radio are much less rigid due to Congressional belief that radio is wedded to free speech. Lawyers are full aware that, despite the bluster of the FCC, broadcasting regulation is almost limited to its technical phases. Nevertheless, with talk of attempting to jam thru changes in the commission itself, a strait-jacket of regulation is seen as a possible aim.

Further sign that FCC staff is undergoing major changes is result of relaxing the FCC's two-year rule. First resignation to go with private law firm is Frank U. Fletcher, now engaged in presenting the commission's case in the Ards Bulova application to buy WPG in Atlantic City. After finishing his work with the Bulova case Fletcher will join Paul D. Spearman in January. Fletcher is best

known among radio practitioners for his work in codifying the FCC rules and regulations and for considerable work on the annual topics of previous law cases and decisions by the FCC.

More lawyers are believed looking around for connections, so that the McNinch program of removing civil service in law department wins anyhow despite refusal of Civil Service Commission to consider plea. Local opinion believes that enough "special assistant" posts can be found to fill vacancies as they arise.

Further developments in the FCC legal department came when Acting General Counsel Dempsey announced that more reorganization has taken place under his direction while "aiming at increased efficiency." Shake-up has clarified the law work into common carrier, broadcast and litigation, and administration divisions, headed by Assistant General Counsels James A. Kennedy, George B. Porter and William C. Kopolovitz, respectively.

To cloister FCC staff still more the change also includes the creation of special conference rooms so that outsiders cannot interview or confer with staff attorneys in the staff man's own office. According to the announcement, the new arrangement will permit lawyers assigned by the FCC command to handle cases from beginning to time commission acts.

## MCA Offers Lorre

HOLLYWOOD, Dec. 10.—Peter Lorre, film star, is being offered to radio in a dramatization of the *Mr. Moto* stories. Detective yarns were first published in *The Saturday Evening Post* and then filmed. Music Corp. of America is selling the air series.

# McNinch Denies Reported Revamping of FCC Set-Up

WASHINGTON, Dec. 10.—Denies that the Federal Communications Commission was to be revamped according to Tommy Corcoran blueprints became a feature of this week's news from the commission.

Stories have been current in the capital for more than a month that Corcoran has a bill in mind which would amend the Communications Act to make it more amenable to White House direction, and smoking out progress began when James D. Secrest, of *The Washington Post*, columned on the front page that a change was due.

Chairman Frank B. McNinch denied the yarn. He said, "The article appearing in *The Washington Post* stating that legislation is being drafted to abolish the communications commission and to substitute for it a three-man agency with a larger quasi-judicial board above it is utterly without foundation. The statement to the effect that any such legislation has my approval is, of course, likewise untrue. To the best of my knowledge, no one is drafting any legislation of any kind affecting the organization or set-up of the commission. I did not disavow the statements in the article prior to publication because I was not given the opportunity. This information must have come from a source desirous of sabotaging the commission's work and seeking to discredit the functional reorganization which is bringing about a much more effective admini-

stration of the Communications Act." Altho regarded here as more or less a tempest in a teapot, the Communications Act is believed headed for some revision if administration forces see fair weather for launching a program to change set-up. The McNinch feud with reporters and his "unsatisfactory press relations" started shortly after his arrival at the FCC.

Press Agent Marion Ramsey now has an assistant from Soil Conservation Service, John Smith, to aid the chairman in denying future stories of the FCC. Big job is conceded by capital observers when ambitious plans stop resulting in stories similar to the following which appeared Wednesday in the *Scraps-Howard News*: "All of three spectators turned out yesterday to take a gander at the Federal Communications Commission's super-colossal investigation of alleged monopoly in radio." Writer Alfred Friendly told his readers that what had started out in Washington's biggest auditorium to hold the crowds stunk into an FCC hearing room and for later dates the commission was planning to continue the hearings in two telephone booths. Conclusion of the writer was that the FCC apparently was glad to have the long-winded hearing full of nothings to discourage Congress from the expected probe of the FCC, "which, after all, is the reason for its surpassing long-windedness."

# Radio Talent

By JERRY LESSER

LINDA CARLON, who was Mrs. Hoffman on *Hilltop House* and Mrs. Keller on *Her Honor, Nancy James*, has just had her first novel published and has just finished her second. . . . Stephen Van Glick, playwright and former scenario writer, is writing the majority of the *Tum's* shows. . . . Ethel Blume is now Eera Stone's girl friend on *The Aldrich Family* on Kate Smith's program. . . . Helen Dunlop is a member of Lillian Okuna's *My Daughter* and I series over WHN. . . . Raye Wright finds time between radio shows to teach a dramatic class in Bronxville and may soon open her own dramatic school. . . . The married men on *The Road of Life* are afraid to go home, as three cast members, an announcer and an engineer became parents in the past seven weeks. They include Jeanette Dowling (daughter), Peggy Allenby (son), Rodney Chipp (son), Margerie Anderson (daughter) and Stuart Metz (son). . . . Chet Stratton played a female in the *Lamb's* *Omni* at the Waldorf-Astoria Saturday night and had to rush back to NBC for the repeat of the Philip Morris broadcast. He didn't have time to remove the make-up or costume, and Charles O'Connor had to memorize a special announcement to the effect so that the studio audience wouldn't laugh. The part Chet played on the broadcast was that of a Canadian Royal Mounted policeman.

Alan (NBC) Kent and Betty Van Arkes are engaged. . . . Frank Lovejoy has collaborated on a new half-hour series which private hearings report is dynamic. It is a fresh angle on crime problems. . . . The "Valiant Lady" show auditioned 19

girls for the part of Vicki Hunter, a new female menace, and Barbara Lee, who was eliminated early in the contest, was finally recalled and given the part. . . . Handley (Daddy Snooks) Stafford takes his art seriously. His specialty is doing colored-ink drawings. . . . Stella Reynolds, who probably has the reddest hair of any radio actress, is now playing the role of Leda Borden on "John's Other Wife." Stella is quite a writer, too, having done the adaptation of Edwin Arlington Robinson's "Tristram" for the Columbia Workshop. . . . Lee Daniels is producing the "Loft Family" on WOR. Show is written by Charles Burton and features De Lesline Tyler as musical director and soloist, a choir and a cast comprising Ethel Everett, Al Tyler, Blanche Vincent and Helen York.

KENNETH BURTON, who produces the Coca-Cola show with Singing Sam, has taken an option on Cecil Sechrist's new musical comedy, *Crashing Hollywood*. It will feature Johnny Kane, Hope Emerson, Audrey Marsh and Victor Arden and his orchestra. Arden will furnish original tunes. . . . Glad to see that AFRA was among those that sent messages to our President protesting the actions of a crazed dictator upon helpless minorities. . . . The Christmas season is drawing near. Try to remember those who are less fortunate than yourselves and remember that many of our own profession are offering gifts for sale. Seek them out and help make theirs a Merry Christmas, too.

# Advertisers and Agencies

By PAUL ACKERMAN

WALTER WINCHELL, *treks to Miami* Thursday (15) and will broadcast from there for some weeks, beginning December 18, thru WIOD. Elsie Butcher, of Lennen & Mitchell, will go down with him. At press time, agency was working on Sensation *Cigaret* schedule. Client may add a few new markets. . . . Cary Grant will be on Kellogg variety show, but not as emcee. . . . Eddie Duchin probably goes west in January, possibly to make a pic. Bandman was once reported slated for a flicker on the life of George Gershwin. . . . Employees of Kelly-Smith, station representative, getting one week's salary as a Christmas gift.

Louise Anglin new program manager. . . . Julian (Fats) Street, of NRC, has a bum miff. . . . Annette Hastings new vocalist on the Lucky Strike show. . . . WOR press department had its annual alumni feed at Johnny Johnston's home last Wednesday night. Turkey came from Dave Driscoll's mother's farm in Minnesota.

TOM LANE, *Y&R*, now working in production on *Hobby Lobby* in addition to regular publicity stint. . . . Jack Ruben, of the Ed Wolf office, vacationing in South America. . . . WHN has sold all available time for spot and station break announcements. . . . Gabe Heatter and Thomas Hardie Chalmers called up the closing announcement on first *Opelade* show. Both spoke at once. . . . Celia Adler, sister of Luther and Stella Adler, now in *Her Honor Nancy James*. . . . Loony Lewis, double talker, slated for a couple of shots on the *Wfed Allen* show. . . . Canadian Broadcasting plans to release broadcast plans on royal visit to *The Toronto Star* exclusively. . . . Visk Chemical Co. has renewed Seth Parker for 13 weeks.

# Chicago Air Briefs

By HAROLD HUMPHREY

JOHN LAGEN is another of the NBC string of page boys to get the hoped-for break. He leaves for a continuity writing job at KSO, Des Moines, after Christmas. . . . Hertha Samuels resigned this week as advertising manager of the Palmer House shops to join the Goodkind & Morgan agency. . . . Jan Garber got the call on the *Fitch Bandwagon* show Sunday. Some of the lesser name orks are hoping for a break on it, now that the sponsor has renewed for another 52 weeks. . . . Ruth Brine, former CHI contractress, is being sent here by WABC, New York, to interview Harold Ickes next Monday. . . . Max Terhump will do a guest spot on the *WLS Bern* Dance Saturday before returning to pic work on the Coast. . . . Olan Soule is the third announcer to get a crack at the *Carrollton* Contested shot the past month. . . . Radio Education Council's recent survey shows 649 receiving sets in 244 of the 367 grade schools in Chicago. . . . Gene and Glenn received \$180 for that *Daisy Near* charity show over NBC because the paper wouldn't kick in 15

per cent of the proceeds to Theater Authority.

Ruthrauff & Ryan placed 14 more one-minute spot shots for Chrysler Corp. on WTML, Milwaukee. . . . Bill Ray, NBC press chief here, has received an okay from more than 25 affiliates for his packaged gossip stint. . . . Frances Blum, current at the *Chez Paree*, appeared on WGN's Sunday Date shot. . . . Harold Stokes starts a new show Wednesday over WGN, titled *The Music Counter*. . . . Stuart Dawson, NBC announcer, fell heir to a boy at Evanston Hospital. . . . The *Huber McGee* show's transplanting to Hollywood January 24 leaves Chi's evening net originations in a sad state, but sponsor felt it had to be done to revive the stint's popularity. . . . AFRA is now planning a pageant for early spring, similar to the old ones Equity used to have

BANDSMAN Larry Clinton may make a Midwest debut at either the Trianon or Aragon ballrooms if manager Andrew Karzas likes the sound of the cork while (See AIF BRIEFS opposite page)

# MUZAK GOING HOME AGAIN

## "Unfair" Anti-Nazi Talk Is Banned

PITTSBURGH, Dec. 10.—Judge Earl Sogel of County Court was banned from a scheduled talk for the Daughters of American Revolution over KDKA because her topic was "quite controversial."

Manager Sherman Gregory of KDKA explained. "The subject of Judge Sogel's talk was in connection with religious liberty. . . . So much is being said, so much is being written, so much is being broadcast about it that we thought it was not good policy to carry it. We asked Judge Sogel to choose another subject. The script was one-sided against the present government in Germany."

Informed that the station had "suggested" she revise her script, and that she had refused, Judge Sogel commented, "I thought I had a very broad point of view. The DAR gave me as my subject religious liberty as we know it in the United States as opposed to intolerance in totalitarian States. I traced the progress of religious freedom from Colonial times and earlier and tried to show the difference between that kind of freedom and what they have in Europe today." Substituted was a broadcast on "Training the Young Citizen," by B. O. Higgins, of the Board of Education.

## Three Jobs Open at N. Y. City Station

NEW YORK, Dec. 10.—Three radio jobs are open at the New York City station, WNYC, with the Municipal Civil Service Commission announcing examinations this week. Jobs are press agent and promotion director, engineer and traffic assistant. Press agent and traffic jobs pay from \$1,500 to \$2,400 per annum, but not \$2,400. Engineer spot pays \$1,200 to, but not including, \$1,800 a year. Last date for applications is December 28.

Richard Pack is now press agent for WNYC being appointed provisionally when Morris Novik assumed WNYC management. Pack will be among the candidates taking the Civil Service quiz. It's necessary for Pack to come in first on the exam in order to hold the job.

## "Fu" Stunts Show Wax Sales Costs Up

NEW YORK, Dec. 10.—Following preview by Radio Attractions of its mystery serial, *Shadow of Fu Manchu*, there was talk in the trade that the costs of selling a major transcription series with any success have skyrocketed considerably. Producers state that the day of shoe-stringing a wax job is over; that \$10,000 or more is now required to sell and exploit properly a program such as *Fu*. Radio Attractions heralded its production, made by Fields Brothers, in typical Hollywood style. Outfit threw a cocktail shindig at the Waldorf, dressed up the whole thing, had several Chinese girls and a man as atmosphere, gave out press books, showed various merchandising gimmicks, such as buttons, books, incense and masks, and in general ballyhooed the set-up as the it were a new major technical film.

There was also considerable talk about the stunt which sent Chinese around to various agency execs with scrolls asking the execs to attend the preview. This got entry where a routine approach would have been given a freeze.

Program itself, with a 15-minute spot played, impressed as a strong attraction in the mystery category. Value of the *Fu* title by way of film, publication and stage presentations is considerable.

Herbert Ebenstein heads Radio Attractions; Al Felman on exploitation.

LINCOLN, Neb., Dec. 12.—James E. Cox, formerly continuity chief at KFAB-WFOR here, is now at WKY, Oklahoman City. Neil Hackett, from KGNF, North Platte, Neb., replaced Joe di Natale, formerly promotions and publicity man for KFAB-WFOR, who joined the selling staff of KGNF, North Platte, this week.

## B-S-H Record

NEW YORK, Dec. 10.—Explanation of NBC's latest monthly program book shows that the Blackett-Sample-Hummert agency now has 30 programs on the chain. This is said to be setting a record for the record setter. No other agency comes near the BSH placement.

## AIR BRIEFS

(Continued from opposite page)  
he is in New York bending his ears to a flock of outfits. . . . Sue Appleby, WLS actress, had a hectic few moments while broadcasting on Sunday. Holding her script in one hand, she was nervously twisting her belt with the other, and when it came time to turn the script page gal couldn't get her other hand free and she had to make a quick shift to a fellow thespian's side and read script over his shoulder. . . . WJJD started a series of programs to be sponsored by the Illinois Medical Society and titled *Leaves From a Doctor's Diary*. . . . Stroud Trains played a theater date in Milwaukee and also got a guest radio spot over WTMJ. . . . Dumb Auld Department: A well-known local p. a. explaining to a disgruntled client that the reason he couldn't get publicity for the account was because of the newspapers' aversion to news concerning radio.

## From All Around

GEORGE T. CASE appointed assistant manager of WRAL, new station being built at Raleigh, N. C. Case was program and production manager at WDNB, Durham, N. C., the past year. . . . Wilby Durham will emcee *The Desert News* "Search for Talent" contest returning to KSL, Salt Lake City. . . . Jack Shawcroft replaces Joseph Hilley on the engineering staff of KWLK, Longview, Wash. . . . Dick Bray, sportscaster at WSAI, Cincinnati, inaugurated his *Sports of All Sports* program last week. . . . Lonnie Glesson, harmonica ace, back on KARK, Arkansas, after a several months' absence. . . . WJCV, Washington, has prepared a new promotion piece showing how the station serves the Washington market.

Personnel changes at KFRU, Columbia, Mo. Ernie Bea has joined the announcing and continuity staffs. Guy W. Love, previously helping out in music, now is continuity. Jim Campbell, announcer and assistant in farm promotion, boosted to farm director, replacing Wally Mosier, who resigned to hook up with George D. Biggar, WLF farm supervisor. Bill Haley now assistant program director in addition to other duties. William Schmitt, general manager of WERO, Cincinnati, looking around for more space

## Original Aims of Wired Radio Up Again in N. Y. Experiments

NEW YORK, Dec. 10.—Muzak, in an experiment in the East Side class residential section here, is reverting on a tangent to its original premise of "wired radio for private homes. Muzak, Warner Brothers subsidiary, is building a radio reception studio in a penthouse on top of a Sutton Place apartment house. Muzak reception units will be installed in the apartment house and rented to the tenants, subject to their approval. Cost per tenant will be \$3.50 per month. Receivers will have five push buttons for four New York stations and Muzak's own wired programs. It is said that the penthouse studio is so located that it will be possible to service 600 apartments with the Muzak units. Stations are not given, but presumably are the key network outlets.

One of the reasons that this section of the city was chosen is because certain New York stations have always had trouble in getting their signals thru, with either static or steel buildings blocking out the waves. Muzak will stress in its sales talks the lack of any such interference.

Muzak for the past year or so has

to take care of increased stag. . . . Bill Bailey, formerly with KFEQ, St. Joseph, Mo., has joined the announcing staff of KWTO-KGBX, Springfield, Mo. Station's Lana Davis, news announcer, a poppa.

## HOLLYWOOD NOTES

Jimmie Saphier, who produces the Bob Hope Peppercorn show, trains out for New York in a couple of weeks for his trip. . . . KNX loses one of its best arrangers, Gordon Jenkins, who has been named musical director for *Hall of Fame*, new NBC sustainer. . . . Jack Gross, of KEHE, trained out for stops at Chicago and New York, then on to Washington, where he will listen in on confab relative to sale of station. . . . Bob Burns now has his column in conservative *Los Angeles Times*. Esquire syndicate has taken over baroque blowers scribbles in place of Bell Syndicate. Column formerly appeared in *Daily News* here. . . . Ted Pierson, long announcer on the MGM show, has been dropped. Warren Hull, of the flickers, took over. Addison Smith named as new assistant producer for the MGM show. . . . New Orleans notes: Bannville Sisters, New Orleans trio, have been added to WWL's Daughbusters troupe. . . . Felix von Reich is new announcer for WENO, New Orleans. Reich is an architect in his spare time. . . . Al Godwin has returned to announcing staff of WWL after a temporary stab at insurance selling.

been concentrating on servicing bars, cafes, grills, restaurants, hotels and the like with its wired programs. About three weeks ago the company decided to go after commercial advertising, and set up a commercial department.

As originally conceived, Muzak was to be competition to regular radio service in the United States, rather than, as now projected in the home service plan, an adjunct. The North American Corp., which originally financed wired radio and put a fortune in it for experimentation, proceeded on the grounds that listeners would pay for programs without commercial talks, with various kinds of musical and talk programs to be supplied, cost to listeners to be the equal of the receiver. After experiments were made in Cleveland this year was dropped as too costly and impractical.

Warner bought Muzak a few months ago.

## Chi Radio Columns In Muddle Again

CHICAGO, Dec. 10.—Calling of a strike by the American Newspaper Guild against Hearst's *Chicago Evening American* and *Herald & Examiner* here Monday has added another straw to the breaking back of the town's radio columns. Past two weeks Ulmer Turner's signed pillar in *The Herald* has been shoved around plenty, being left out completely on two occasions. Since the strike began Turner has been left out thru Thursday, but not because of any union affiliation since he is not a member of the Guild. Paper has been running a serial life-story of a famous politician which Turner claims has caused deletion of his squibs. Another report is that with the strike in progress, *The Herald* is having a tough time financially and wants to conserve as much space as possible but will reinstate the column when things quiet down. Only other daily now running radio space is *The Times*.

NBC is watching *The Herald* situation with plenty of apprehension because of its tie-in with that paper on *The Globe Trotter* six-day-a-week newscast also conducted by Turner. So far the air shot has continued, but it is believed that the station will cut off the show if the column does not continue. This was done with *The American* when that sheet dropped its column last year.

## Six More Stations Plan Shows Using "Tax Free" Firm's Music

LOS ANGELES, Dec. 10.—While Carl Haverlin, general manager of Davis & Schweger music publishing firm, heads east to talk to network execs, the firm is setting deals with six more radio stations to carry sustaining shows using D. & S. music. Davis & Schweger outfit was set up to provide tax free music to music users, especially radio, in an anti-ASCAP step. Davis is an attorney who has been active in bucking ASCAP. Details of firm have been published in *The Billboard* during the past four months.

Haverlin is going to talk to NBC and CBS moguls with the hope of getting the wets to follow the idea first aired on KPL, Los Angeles, in putting shows using D. & S. music exclusively on their lines. Situation insofar as the chains are concerned is ticklish, since it might involve straining relations with ASCAP. Haverlin also plans to go to Washington to talk to officials of the National Association of Broadcasters, D. & S. want to get the NAB's blessing on their campaign to sell stations their cutoff music.

Publishers have also written music dealers through the country telling them that music put out by this company will be sold at a quarter, 30 cents less than the average 35-cent sheet music price for a pop. Davis & Schweger also told dealers that their deal allowed them to make nine cents on each piece of sheet music, instead of half of this or less, as on the ASCAP sheets.

KFI program, on the air about a month, uses only D. & S. stuff and asks listeners to send in their own compositions. Composers get 50 per cent of sheet music sales and recording incomes on songs published. WAIM, Anderson, S. C.; KHQ, Spokane, thru Louis Wesmer, general manager; WEW, St. Louis; EKRO, Aberdeen, Wash.; and KXPD, Nampa, Ida., are the six stations now arranging similar programs.

Claude Sweeten, org leader on the KFI show, is recording several D. & S. tunes this week with Tommy Harris on the vocal end.

Be sure you are represented in the

44th ANNIVERSARY and HOLIDAY GREETINGS NUMBER

of

The **Billboard**

dedicated to

**1939**

the year for live talent

# Program Reviews

EST Unless Otherwise Indicated

## "Your Opportunity"

Reviewed Sunday, 10-10:30 p.m. Style—Novelty. Sustaining on WEVD (New York.)

Program is a fairly smart one with a good slant. Six contestants are given aptitude tests to determine their fitness for different vocations. On Sunday's session, three men and three women were questioned to determine their aptitude for advertising and restaurant hostess jobs, respectively.

Tests were conducted by Professors Walter Thomas and George Graham. Contestants were scored, two winners getting \$25 each and others receiving \$10. Listeners can score themselves by obtaining a sheet, gratis.

Program was interesting and went along at a good pace. Ackerman.

## Larry Rand

Reviewed Thursday, 12:30-12:45. Style—Songs. Sustaining over KQV (Pittsburgh).

This crooner on small station is a combination of Bing Crosby, Ray Perkins and Singin' Sam. The lad has sex appeal in his voice, as well as a refreshingly informal talking delivery. In his hands even overworked pop tunes sounded okay. Johnny Boyer announces. Frank.

## "Boy Meets Life"

Reviewed Tuesday, 7:45-8 p.m. Style—Serial. Sustaining on WEBR (Buffalo).

This highly dramatic production deals with juvenile delinquency and its problems. Revolves around Johnny Smith, sent to reform school for five years. After his release he is confronted with the problem of getting a job despite his unfavorable record. After trying experiences he finally finds employment as a skilled auto mechanic. Romance enters the plot when Johnny falls for his boss' secretary. One of his reform school pals, however, tries to force him back with the old gang by threatening to tell his boss about his detention record. Johnny confesses to his sweetheart, who believes his honest intentions to go straight and promises that she will keep her grip on and prevent the racketeer from talking to the boss. Unable to restrain the young ruffian from spilling the beans, the boss' secretary falls, leaving Johnny to walk the streets once

more, and leaving the radio audience in a state of exciting expectancy until the next episode.

John DiNatale is Johnny Smith; Florence Fodd plays the mother part touchingly and convincingly; Barbara Brown does nicely as Johnny's sister; Joe Polizzi, Earl Weber and Florence Skollen, as the supporting cast, acerbably. Script is written by Howard Reed.

After each episode in the drama Tom Molvey interviews a city or county official. Serial, the melodramatic, has strong appeal and is on a higher level than the average radio gangster and racket thriller. Warner.

## Cy King

Reviewed Monday, 7:30-7:45 p.m. Style—News comment. Sponsor—Remington Rand, Inc. Agency—Batten, Barton, Durstine & Osborn, Inc. Station—WBEN (Buffalo).

News is dished out in a slam-bang manner by Cy King, who conducts this program very much in the Walter Winchell. There's never a lapse, for King holds his audience by rapid-fire flashes and comments on world events. His digests of outstanding happenings are clear, explicit and take in a wide scope of topics, including local, domestic and foreign events. Some of his predictions have proved to be quite accurate. His lucid interpretations may be credited to a fairly recent European jaunt which took him to most of the places and among many of the peoples now figuring prominently in the headlines.

Some commercials are handled by Charles Lewis, station announcer, who gives them plenty of punch. One or two are dramatized playlets. They're good. Warner.

## "Cavalcade of America"

Reviewed Monday, 8-8:30 p.m. Style—Dramatic. Sponsor—E. I. DuPont de Nemours Co. Agency—Batten, Barton, Durstine & Osborn. Station—WABC (Columbia Broadcasting System).

Cavalcade program opened with a series of dramatizations based on the life of Knute Rockne. Material was very rah-rah in tone, with sound effects simulating much college hokum and the script leaning heavily toward sentiment. Rockne was depicted as being a force in building American character.

In order to cover a period of years in the space of 30 minutes, program used a narrator to fill gaps between the dramatizations. Thomas Hardie (narrator) filled the spot, managing to lend continuity to the otherwise jerky sequence of events in Rockne's life. Narration, together with the dramatizations, presented a coherent picture.

Gabriel Heatter introduced the show, told of future programs and then went into a discourse about the glories of DuPont—how much money the firm is spending, how many new men will be employed in company's new projects, etc., all of which was by way of saying that better times are just around the corner. (That same corner?). Don Voorhees Orchestra played a cou-

ple of pop tunes and furnished background music. Pops sounded a bit lacy. Ackerman.

## "The Bowery Mission"

Reviewed Sunday, 3-4 p.m. Style—Devotional. Sponsor—Golden Crust Bread. Agency—Bud Roth. Station—WHN (New York).

Bowery Mission program, now conducted by Charles St. John, is one of the few devotional programs which manage to be interesting, from a layman's point of view. Mission's work is one of rehabilitation, and St. John uses part of the program to ask for clothing and jobs. Pleas are made in a very straightforward manner. St. John never turning on the eye wash. Program is the one Tom Noonan made famous. Smart idea is that of having the men themselves ask for jobs and air their qualifications via the mike.

Much of the music is hymn singing, with a couple of solos by Horace Nichols, baritone, and organ playing by Harold Clark. Best talent, tho, is Frank S. Harrison's Rubble Singers, who deliver in swingy rhythm. Irene Forbes, xylophonist, and Bobby Britton, kid vocalist, were on for one turn each. Charles Hanson Towne, noted critic and New York's unofficial poet laureate, read a poem and made a brief laudatory speech about Charles St. John and the Mission's work. Program conducted very ably. Ackerman.

## "Dollars and Sense"

Reviewed Monday, 1:45-2 p.m. Style—Comment. Sponsor—Co-operative. Station—WBEN (Buffalo).

Here is an example of a program reeking with commercialism and so overrun with verbiage that when the time is up one wonders just what was actually said. Margaret Wilkinson, who has been with this station for five years, has a personable manner, but her slow, unenthusiastic drawl and her habit of chomping and overemphasizing consonants make for poor delivery and leave the listener limp.

She is, however, well posted on a variety of subjects, and manages to wedge a few wholesome bits of advice between her commercial plugs. Such topics as health tips, diet and personal appearance are touched on, but they are minute in impressiveness and length in contrast to the orations on the six or seven sponsors and their products. Her advice is not new, being of the old family doctor variety—good horse sense. Warner.

## RCA May Give New Angle To NAPA-PW-WNE Case

NEW YORK, Dec. 10.—Case of the National Association of Performing Artists and Paul Whiteman against WNEW, which was scheduled for Federal Court Monday (13), may take a new twist with the entry of Radio Corp. of America into the scene.

RCA allegedly will try to prove that property rights in an interpretation belongs not to the band leader, but to the recording company. If RCA asks for an injunction on Whiteman's Victor records all participants will bow out politely, but if the recording company seeks a blanket injunction covering all recordings, which would call a halt to the objectives sought by the NAPA, then a hotly contested battle is expected.

## Current Program Comment

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

WHD in Kansas City, Mo., continues to lead the field in that city with its *Vine Street Varieties*, an hour show aired each Saturday from the Lincoln Theatre with colored talent and announcing exclusively. On last week's show guests included Phyllis Terrell and Midge Williams, singers with the Andy Kirk and Louis Armstrong bands. Jimmy Buffin's emceeing and music by Jesse Price's septet band also shined up well. Show is sponsored jointly by the Negro Musicians' Union 627, of the APM, the theater and the station.

WTIC Playhouse, half-hour Monday evening sustainer on WTIC, Hartford, has been running about four years on its present schedule. Players are recruited

from little theaters and the WPA project and are paid for their work. Audience seems to like them, although program caught, titled *The Knockout*, dragged somewhat owing to lack of plot developments. *Knockout* concerned a young prize fighter's efforts to make his socially prominent wife appreciate his way of making a living. Listeners may have been misled into expecting a climactic boxing match, but none took place. Ended rather listlessly at the fighter's training quarters, with all complications smoothed out.

Gray Hedlund, as "Spikes" McCoy, did well in his rough and ready role, and Gertrude Wagner made a pleasing, if not too convincing, society wife. smoothed out.

## AFRA Strike A Possibility

(Continued from page 4)

jitters. Last week's meeting produced protests from the so-called better paying agencies. Some agencies, notably Blackett-Sample-Humbert, did not send a representative. BSH has some 30 commercial programs on NBC alone and is in a ticklish position. Much of the time placed by it is allocated to Procter & Gamble programs, a sponsor which is very labor-conscious in its treatment of employees. It is considered not too far-fetched that P&G might even switch agencies in the event of trouble.

While some known performers would almost certainly support any move the union makes, it is felt that name performers would string right along in view of the general labor tension throughout the country. Newspaper coverage has been so tentative that names, it is felt, would scarcely run the risk of being branded scab or strike breakers.

AFRA fair trade practice code has the following stipulations: AFRA will continue an open union for the duration of the contract ending January 15, 1940. Engagements of radio performers can be made only under the minimum terms and conditions set forth in standard minimum individual agreements. There shall be no subcontracting or transferring of commercial network programs to any third person for the purpose of evading performance under the code and no transfer of operations to any other points of origination for the purpose of defeating or evading the code. All questions relating to wages and conditions not covered by code shall be submitted to arbitration.

Standard contract form has following provisions: Minimum fees for broadcasts and rehearsals as well as stipulation that payment be made in seven days. Producer admits notice of AFRA rule requiring actor to render services only when entire cast of actors, singers and announcers are union members in good standing. Where a program is canceled actor shall be paid in full for contracted time unless he shall have been notified in writing 24 hours in advance of cancellation. In event individual actor's performance is canceled producer pays full time except where cancellation is made for misconduct and AFRA approves. Arbitration stipulation under the auspices of the American Arbitration Association. Producer agrees not to use the actor for additional services as personal appearances, recordings, transcriptions without actor's and AFRA's consent. In event program is prosecuted producer agreed at his expense to defend actor and pay all judgments and charges. No rides or alterations permitted in this contract without consent at inception by AFRA. Producer agrees to knowledge of AFRA scales and conditions, and any agency, sponsor or producer violating same may be regarded as unfair, and this agreement is made subject to producer's continued observance of such minimum terms and conditions.

Committee presenting code, scales and contract form for AFRA included Eddie Cantor, AFRA president; Mrs. Emily Holt, George Heller, Henry Jaffe, Lawrence Tibbett, Bert Lytell, Kenneth Thomson, Mark Smith and Alex McKee. Agencies represented included BBD&O, Young & Rubicam, J. Walter Thompson, Compton, Lord & Thomas and Ruthrauff & Ryan. Chief execs of the Four A's were also present.

It is said there are several reasons leading to AFRA's preparations to wage a strike. One is the feeling the agencies have been stalling and that a deal should have been made some time ago. Another is based on agency reactions at this week's meeting when the contract and scale were presented. Still another is that while the agencies will no doubt offer a counter scale, AFRA's scale is based on membership demands. A previous scale, known to be more along agency lines, produced many complaints from AFRA members, who said it was not only too low but was just about what they were being paid without unionization.

## AFRA Frances

SAN FRANCISCO, Dec. 10.—American Federation of Radio Artists' yearly frolic will be staged tomorrow at the Dawn Club. Arrangements are in charge of President John B. Hubbs, Janet Baird and Sam Melnicoe.

**RAY KINNEY**  
and his  
Native Hawaiian Orchestra

NOW APPEARING  
Highly of the  
Hawaiian Room

ALOHA  
MAIDS  
in the new  
musical hit

HOTEL  
LEXINGTON  
New York

"Heltzapoplin"

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

**BILLY SWANSON**  
and his MUSIC  
ON TOUR

NET CONSOLIDATED RADIO ARTISTS.

**WINDOW CARDS**

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

BOWER SHOW PRINTING CO. FOWLER BLDG.

# Music Items

**RAY NOBLE** passed in the *Gentlelight* for Earl Carroll's new Hollywood misery. Dorothy Sachs turned out some ditties for *Lee Leslie's Blackbirds*, with the out-of-town critics going particularly for *Thursday* and a satire on *Father Divine*. George C. MacKinnon, *Boston Daily Record* columnist, adds another to his long chain of tunes with *Hostile's* the *Melodeon*, Broadway Music Co. publishing. His collaborator this time was an Austrian refugee and a symphony orchestra conductor. Mack Kay has a novelty number in *What This Country Needs Is "Foo"*. Professional Music Men appointed Sam Buzzell as their counsel at the org's last meeting. *Jonis Taps*, Shapiro, Bernstein G. M., and his wife, radio canary Doris Rhodes, are off after Christmas for a two-week Florida vacation.

Hollywood scouts this week report that Rudolf Friml is back in the film colony after two years in China. Paramount picked up the pic rights to several Gus Edwards' oldtimers for Bing Crosby's use in *The Star Maker*. Further Para gleanings reveal that Leo Robin is writing new lyrics for a couple of Missouri square dances for *I'm From Missouri*, Bob Burns' forthcoming starrer. Also that the complete line-up of numbers from *St. Louis Blues Is I Go for That*, by Matt Malneck and Frank Loesser, *Kinda Lonesome*, by Leo Robin, Sam Colow and Hoagy Carmichael; *Junior*, by Loesser and Burton Lane; *Blue Nightfall*, by the same team; and *Let's Dream in the Moonlight*, by the film's director, Raoul Walsh, and Malneck. Charley Chase will sing a song of his own authorship in his new Columbia comedy short. Paul Metz, of the studio's music department, arranged the comedian's tune and lyric called *Poor Little Flea*.

Robbins publishing a Meredith Willson book, *What Every Young Musician Should Know*, revealing the inside of radio musical technique. Two Edwin Franko Goldman composes, *Heppy-Go-Lucky March* and *Jubilée*, being issued by *Forest* in band arrangements and piano solo form. Quince Music Publishing Co., Nat Shilkret's new Los Angeles firm, acquired *Tia-Juma*, Johnny Lange-Lew Porter rumba. L. E. Freeman placed *I Can't Go On Without You* with E. B. Marks Music.

## Light Heavy on New Tunes

NEW YORK, Dec. 10.—Enoch Light, Hotel Taft maestro, is doing a land-office business as an auditioner for the latest brainchildren of some of Tin Pan Alley's better citizens. This week Light had more new tunes given him for perusal than he had during the past three months and this department of the Taft band stand is never idle. Some of the musical gentry clamoring for orchestral auditions of their most recent melodic offerings have been Billy Hill, Irving Berlin, Richard Rodgers, Clay Boland, Vee Lavinhurst, and Tot Seymour. Also Wrubel, J. Fred Cootin, and Haven Gillespie, Teddy Powell and Leonard Whitcup, Terry Shand and Jimmy Eaton, and Vaughn De Loath.

## Yaech Compos for Williams

NEW ORLEANS, Dec. 10.—Localite Chris Yaech, whose tune-writing career is highlighted by *I Like Bananas Because They Have No Bones*, signed with Clarence Williams Music Co., New York, for the publishing of all his cleffing efforts. First song for Williams is *That's What I Wrote for Santa Claus*.

## Plugs With a Sock

BOSTON, Dec. 10.—Jacques Renard, playing at Coconut Grove, is thinking of something new in publicity stunts. He's planning to have a song plugger ask him to play his new tunes, whereupon Renard is to punch the music man in the nose. Much commotion, of course, with pluggers rushing up to take pictures, and then the next night Renard broadcasts the plugger's songs to prove he's sorry that he's such a temperamental, fiery individual. Poetry maestro has asked Charles Goldberg, of Chappell, assembled vertically, of the music man around town, to be the goat. One stipulation, firmly insisted upon, is that Goldberg is to go down when socked and not smack Renard back.

## Can You Bare It?

NEW YORK, Dec. 10.—Among stage, screen and radio stars appearing this week at the second annual "Stars for Spain" benefit at Mecca Temple was Gypsy Rose Lee. Inspired by La Lee's now famous interview with the *Bohemia*, when the *Stripper* was called as a witness by the Dies investigation committee, Earl Robinson knocked out a number titled *I'll Bare All for the Dies Committee*.

## Ohio Nitery Ops Fight ASCAP Fee

COLUMBUS, O., Dec. 10.—Rollin E. Shaffer, operator of Palm Garden, local nitery, is rousing up the support of Ohio night club operators in contesting a violation of copyright suit filed by ASCAP, involving license fees for performance of music. He had been paying \$48 yearly to the society, and when he enlarged his spot license fee jumped to \$180. Shaffer refused to pay the extra. Legal firm of Anderson & Long, retained to handle the court battle, contended that their client doesn't mind paying the required license fee but seeks a more equitable basis for establishment of the tax. Charging morris houses on a per cent basis, Shaffer believes, is fair enough, because a theater operator then knows exactly what it will cost him to operate under any expansion program. Under the present system of rating niteries, which he believes to be purely arbitrary, he maintains that the license fee of \$180, in his specific case, is "unreasonable, discriminatory and illegal." Hopes to get for himself and other operators who have interested themselves in his case a contractual agreement similar to that concocted theaters.

As a side issue, lawyers are also going to push for a court ruling on why a fee should be paid at all since the music publishers continually flood band leaders and singers in night clubs with complimentary copies of their songs and even employ pluggers to insure their performances.

NEW ORLEANS, Dec. 10.—Approximately \$35,000 will be spent in construction of a 150-by-200-foot steel dance pavilion on the Baton Rouge-New Orleans Airline highway, north of the city, building to start around the start of the year for use by summer. Builders have closely guarded identity of ballroom backers.

# Songs With Most Radio Plugs— "Reverie" Jumps From 5th To Take Lead in Air Derby

Songs listed are those receiving 10 or more network plugs (WJZ, WEAJ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, December 8. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
1	1. My Reverie	Robbins	26
2	2. You Must Have Been a Beautiful Baby (F)	Helmick	25
3	3. Deep in a Dream	Harms	24
4	3. Have You Forgotten So Soon?	Berlin	24
5	3. Sixty Seconds Got Together	Santly	24
6	4. What Do You Know About Love?	Marks	23
7	5. My Own	Robbins	19
8	6. Hurry Home	Spier	18
9	7. Two Sleepy People (F)	Famous	17
10	7. Is That the Way to Treat a Sweetheart?	Olman	17
11	8. They Say	Witmark	16
12	8. I Won't Tell a Soul	Crawford	16
13	8. All Ashore	Shapiro	16
14	8. Night Before Christmas	Chappell	16
15	8. While a Cigarette Was Burning	ABC	16
16	9. Simple and Sweet	Miller	15
17	9. Who Blew Out the Flame?	Petas	15
18	10. What Have You Got That Gets Me? (F)	Famous	14
19	10. Heart and Soul	Schmidts	14
20	10. Ya Got Me (M)	Lincoln	14
21	11. Please Come Out of Your Dream	Words and Music	13
22	11. Jeopery Creepers	Witmark	13
23	11. This Can't Be Love (M)	Chappell	12
24	12. Umbrella Man	Harms	12
25	12. Love, I'd Give My Life for You	Steing	12
26	13. What Get Annie Tonight	Bregman	11
27	14. Old Folks	Remick	10
28	14. FDR Jones (M)	Chappell	10
29	14. Summer Souvenirs	Bregman	10
30	14. You Look Good to Me	Bregman	10
31	14. Girl Friend of the Whirling Dervish	Harms	10

# Waxworks Balk at Royalty Hike On Revised MPPA License Form

Proposed pact limits disc sales to home use only—recording firms releasing waxings under compulsory clause—2 cents royalty for all-priced platters

NEW YORK, Dec. 10.—Next move in the maneuvers involving Music Publishers' Protective Association and the recording companies about royalty returns to music pubs for discs used in coin machines is up to the wax factories. MPPA has advised them that they must consent to a revised license form restricting the sale of records to home users, but rather than accept the restriction platter manufacturers are currently releasing discs under the compulsory statute of the copyright law. If the companies decide to sign the new MPPA for-home-use-only pact, music org would require a different license form for coin machine distribution.

Compulsory clause stipulates that a royalty of 2 cents per composition be paid copyright owners of works released on records. Under the system in operation until the present situation came about wax companies paid 1 1/2 cents per side for records sold at 33 cents and 2

cents for 75-cent discs. Time limit on payments under the compulsory law requires royalties to be in the publishers' hands within a month and a half after recording, and returns are based on number of recordings manufactured, not sold.

## Mills' Moving Day

NEW YORK, Dec. 10.—Exclusive Music is moving out of its present offices early in January into those vacated recently by Words and Music, Inc., in the same building, with Irving Mills shifting his Mills Artists, Inc., into Exclusive's former space. Move brings all the Mills groups under one roof, Jack Mills, Inc., occupying adjoining offices to the erstwhile Exclusive layout. Frank Kelton, general manager of Exclusive for the past several months, is leaving shortly. Possibility that he may go to the Coast to represent Irving Mills.

## Paying Off in News Space

BOSTON, Dec. 10.—Jim Richardson, local song plugger for Words and Music, pulled a unique and productive stunt when he had an Evening American photog take pictures of maestro appearing around town, photos subsequently finding their way to the extent of a quarter and half-page space in the paper. Lens work resulted in plenty of plugs for the firm's new one, *Please Come Out of Your Dream*. Tie-up with *The American* stems from the friendship of Johnny O'Connor, Fred Waring's manager and Words and Music pub, and Jack Malloy, paper's editor.

Although the 1 1/2-cent royalty for home-use discs would be declined in new MPPA contracts, no figure has been set for coin-machine sale, according to Walter Douglas, MPPA chairman. Association is awaiting record firms' next step before announcing decision involving royalty fee. In the meantime pubs stand to make considerably more from this source than in the past due to the flat 2-cent figure under the compulsory rule, although platter plants are marking time by reissuing old discs.

MPPA is acting as agent for all music pubs in the campaign to draw added income from coin machines, with the exception of Jack Robbins' three firms, Robbins, Peist and Miller, and Irving Mills' Exclusive Music. Although 79 music houses some time ago appointed Harry Fox, MPPA general manager, as trustee and agent, Robbins preferred to conduct his own affairs in regard to mechanicals. His policy in the current situation calls for the same royalty basis as provided under the compulsory clause. Robbins will conduct future dealings with record companies and coin machine operators independently of the music group.

Exclusive Music is outside the pale of present negotiations due to a prior agreement with Brunswick records. Mills produces discs for Brunswick, and his arrangement calls for a flat weekly guarantee, with no royalties to be paid his music publishing house. Mills Music, headed by Jack Mills, however, is having its recording affairs handled in the usual way by MPPA.

## Not After Midnight

REOINA, Sask., Dec. 10.—Part that dancing plays in Christmas and New Year celebrating this year will be insignificant here because of the local "Blue Laws." License law taboos midnight frolics, all dance halls and cabarets forced to darken at midnight on Saturdays—holidays no exception. Week days call for a 2 a.m. closing, with Sundays tacit entirely.

# Sheet-Music Leaders

(For Week Ending December 10)  
Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp., and Ashley Music Supply Co., of New York; Lyon & Healy, Carl Fischer, Inc., Cramble Hinged Music Co., and Western Book and Stationery Co., of Chicago.

Position	Title	Publisher
1	1. My Reverie	ABC
2	2. All Ashore	Shapiro
3	3. Two Sleepy People	Chappell
4	4. My Own	Miller
5	5. You Must Have Been a Beautiful Baby	Helmick
6	6. Heart and Soul	Witmark
7	7. Lambeth Walk	Chappell
8	8. The Umbrella Man	Harms
9	9. While a Cigarette Was Burning	ABC
10	10. Night Before Christmas	Chappell
11	11. Alexander's Ragtime Band	Chappell
12	12. Summer Souvenirs	Bregman
13	13. I've Got a Pocketful of Dreams	Bregman
14	14. I Won't Tell a Soul	Crawford

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**LAWRENCE WELK**

Now Hotel Wm. Penn, Pittsburgh,  
WCAE and MUTUAL  
BRUNSWICK-VOCALION RECORDS  
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"BOULEVARDIERS"  
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**ORCHESTRA**

"New Moods in Music"  
featuring **ESTHER YODD**  
On Tour  
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New York — Cleveland — Kansas City

# Orchestra Notes

By M. H. ORODENKER

### Gotham Gab

GAB of this person or that person buying Corky O'Keefe's stock in Rockwell-O'Keefe is still at the gab stage. . . deal that would bring in JOE GLASER is no go, a stronger possibility being that Glaser will tie up with Consolidated Radio Artists. . . at any rate, as soon as Corky's stocks are sold, R-O-K will change its corporate name to General Amusement Service or sumpin' . . . one of the more hectic cases to be tried before the exec board of the APM at the start of the new year is the long-pending suit and countersuit of Consolidated Radio Artists and Paul Whiteman booking office will not only try to collect some \$17,000 in back commissions it claims due but also to keep PW on its band rolls. . . the jazz king claims his CRA binder was no go and considers himself on his own. . . come what may, there is a strong belief that the APM will shy from a decision and permit the contestants to fight it out in the legal courts. . . *Frank Super's* Dominos on page 4 of the current issue is REQUIRED READING for bookers, buyers, bandmen and union officials alike.

### Cocktail Combos

FOUR CALIFORNIANS, at Glass Hat of Congress Hotel, Chicago, linger till the new year. . . SHERMAN BROTHERS AND TESSIE hold over for an additional three weeks at Hotel Trojan's Club Mirra D'Or, New York. Royal Cocktail Lounge of Park Central Hotel, New York, brings in the THREE INTERNATIONALS. VIC PIEMONTE returns to the cocktail salon of New York's swank Warwick Hotel. KAPUA'S ISLANDERS, with the swaying hips of Princess Moun Loh, an added incentive, working club dates out of Toledo.

### Canadian Capers

LATIN American countries have put in a bid for two of the top bands in Toronto. . . BOB LYON, closing this week at Brant Inn in near-by Burlington, is being booked for a six-month South American tour starting the early part of the new year. . . HERB NIOSI, last winter's favorite in this spot, follows in after playing the Motor Show and jobbing dates since leaving the Inn Labor Day. . . MURRAY GRISSE leaves next week to winter in Bermuda with his band at Belmont Manor. . . EARL HILL is back in Vancouver after two years at Cave Winnipeg, organizing a new band for a Cafe Vancouver uncovered here by the same management this week. . . MART KENNEY and his Western Gentlemen locate again in Vancouver at Hotel Vancouver. . . TRUMP DAVIDSON closed a six-week session at Palais Royale, Toronto, top palace, and is club-dating again. . . HORACE LAPP continues at Royal York Hotel, Toronto, making it his third consecutive year, and OZZIE WILLIAMS draws a holdover at Toronto's Club Esquire till next May.

### Cuffed From the Coast

GENE MAKO, of the Mako and Budge double tennis champs, is planning on trading in his racket for a baton. . . Gene Krupa is helping the court ace round up a band in Hollywood. . . SPIKE FEATHERSTONE makes his Coast press this week at Monte Procer's La Conga, Hollywood. . . DURANDA, aumba reliefer at the latter spot, has been set for a sequence in *Midnight*, Paramount's starter for Claudette Colbert. . . JACK WINSTON opens this week in Oakland, Calif., at Athens Athletic Club. . . studio grapevines single out IRVIN TALBOT as the chosen one to succeed BORIS MORROS, who bows out next month as music chieftain of Paramount because of a salary impasse. . . there is a strong possibility that Morros, who has been with the picture company for the past 15 years in various musical capacities, will go to London for producer Alexander Korda.

### Doings in Dixie

Cystal Terrace, Louisville, dansant, brings in EARL MELLEN on the 26th for a fortnight, with BUDDY FISHER following January 11 for a similar stanza. . . TOMMY CHATFIELD opens Friday (15) at Lake Park Casino, Fort Worth, Tex., staying until the year runs out. . . Carlton Hotel stand for the BILTMORE

BOYS has been definitely set for January 6, boys coming up to Washington on that date from their current location at Lamar Hotel, Houston. . . MARVIN FREDERIC set for a four-week stretch at Atlanta Biltmore Hotel, starting Friday (16). . . RUDY BROWN locates this week at Atlanta's Log Cabin Inn. . . If clearances on previous theater dates can be made in time Miami's Royal Palms will have INA RAY HUTTON for the holidays.

### On the Western Front

DICK BARBIE starts a stretch this Saturday (17) at Denver's Brown Palace Hotel. . . JOE BOVA has responded well to treatment which he underwent recently at Veterans' Hospital, Atlanta, and is back, beating the odds with the combo at Shanghai Inn, Cincinnati. . . JOSE MANZANARES opens this week for a three-weeker at Colony Club, Chicago. . . PAUL NIELSON back at Moonlight Gardens, Saginaw, Mich., after giving way to Barney Rapp for a week's engagement. . . ED FISHERMAN, of William Morris agency, has EMERY DEUTSCH opening the 28th at Book-Cadillac Hotel, Detroit, and then jumping to Dallas in time for a February 1 starting at Adolphus Hotel. CHAUNCEY CROMWELL swaps spots with JIMMY RICHARDS this week. Richards goes into Commodore Perry Hotel, Toledo, with Cromwell taking over at Gray Wolf Tavern, Sharon, Pa.

### Solo Stands

BILLY (CRA) SHAW set CHICK WEBB for a January 30 Charity Ball at Manhattan Center, New York, for the Church of the Sacred Heart. . . IZZY GROVE, New York club booker, has lined up January parties for NAT BRUSILOFF on the 7th at Cobcource Plaza Hotel, New York. NAT HARVEY playing the 21st date at the same spot. CHICK WINTER on the 14th at Bronx Winter Garden, New York, and INA RAY HUTTON the 19th at Middletown (N. Y.) Armory. . . HARRY (R-O-K) SQUIRES' one-nighting for LARRY OLINTON takes in Park Ballroom, Williamsport, Pa., Wednesday (14); a frat dance the 26th at Broadwood Hotel, Philadelphia, and January 13 at a University of Pittsburgh prom. . . JOHNNY HAMP plays Winter City Country Club, Winston-Salem, N. C., January 2, and the following night at the Piedmont German Club, High Point, N. C. . . JAN SAVITT, breaking in a new band, plays Arcadia Ballroom, Gardner, Mass., on the 49th en route to make campus music the following night at Bowdoin College, Brunswick, Me. . . EDDIE CAMDEN takes in the 17th at Bowman Supper Club, Harriman, Tenn.

### On the Eastern Front

SOUTHLAND Cafe, Boston black and Stan hot spot, is auditioning palace bands to follow CHICK CARTER's current stand. . . Frederick Bros. Music Corp. jumps JIMMIE LIVINGSTON to Tantilla Gardens, Richmond, Va., giving way to Club Edgewood, Albany, N. Y., to LITTLE JOE HART. . . moving from Van Cleve Hotel, Dayton, O. EDDY ROGERS replaces Gray Gordon this week at Syracuse (N. Y.) Hotel. . . Gordon takes in the 27th date at the University of Scranton (Pa.) before coming into New York for the Hotel Edison stand. . . AL APOLLON opens this week at Onondaga Hotel, Syracuse, N. Y. . . hold-over tickets handed to LARRY FUNK at Raymor Ballroom, Boston; JACK DRUMMOND at Halfway House, Lake George, N. Y., and FRANCIS MURPHY at Hotel Ten Eyck, Albany, N. Y.

### Theater Tours

CHARLIE YATES routed four weeks of Low time for BLUE BARRON, starting with the January 28 week at the Broadway Theater, Columbus, O. . . follows with the Capital, Washington, and then to Virginia for Loew's in Richmond, closing with the February 17 week at Loew's in Norfolk. . . OLEN GRAY follows Barron's current run at New York's Paramount, with fortnights to follow in BENNY GOODMAN and BOB CROSBY. . . GENE KRUPA takes in the 23d week at the Towers, Kansas City, Mo., with FRANKIE MASTERS on the follow. . . COUNT BASIE plays the (See ORCHESTRA NOTES opposite page)

DON'T MISS  
THIS LIST in  
**The Billboard**  
**Holiday Greetings Number**  
Dated December 31  
Names and Addresses of  
All Popular and Standard  
Music Publishers in the  
United States.

**Davis Draws Swell 22C**  
LANGLEY FIELD, Va., Dec. 10.—Meyer Davis' Ork. playing last Saturday at the Military Ball, highlight of the second annual Peninsula charity fair, made music for 1,500 donors at the post armory, at \$1.50 per. take was about \$2,500. Allan Jones and Freda Harrey, movie stars, were guests at the ball, Jones obliging with several numbers with the band.

IDA McQUINN has joined the Horace Heidt staff to act as tutor for Jean February, 16-year-old Cedar Rapids, Ia. gal, who won a singing place in Heidt's company.

**WALLY STOEFLER**  
and his **Orchestra**  
current  
ON TOUR.  
Exclusive Management  
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AND HIS  
**LEE-WAY MUSIC**  
Current  
SOUTHERN MANSIONS, Kansas City.  
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**EDDIE PAUL**  
AND HIS ORCHESTRA  
Entire Summer  
ELBERTA BEACH Broad-casted  
Now—3rd BRANCH  
COLUMBIA  
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Exclusive Management  
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New York — Cleveland — Kansas City

# NO BEACH AT BALI BALI

## 802 6-Day Week Plan a Success

NEW YORK, Dec. 10.—Campaign of Local 802, AFM, to institute a six-day week with seven days' pay for musicians in all spots under its jurisdiction has resulted in an almost complete triumph for the union, pretty Jack Rosenberg said this week. Practically 93 per cent of the hotels, niteries, taverns, theaters, etc., manned musically by 802 members, have signed the new pact, and the union expects to bring into line the few remaining recalcitrants by the new year. Success of the drive has meant an increase in income for the local's membership of more than \$8,000 a month. Some spots, formerly operated with only one band here employing musicians for the one off-day of the regular outfit, and substitutes in Broadway theaters such as the Music Hall and the Roxy have added to the increased earnings. New union contract went into effect last September, altho at that time only the taverns and beer gardens in Yorkville, German section of the city, were lined up. Since then a concerted drive to make the ruling applicable to all spots has brought about the victory.

## Cops Benefit Nets 25C

BUFFALO, Dec. 10.—Accounting of gate receipts shows a \$23,000 profit realized by the Buffalo Police Mutual Aid and Benefit Association in sponsoring its 49th annual police ball last week at the 147th Armory, with Mal Hallett and Erwin Glucksmann on tap for the footling. At \$5 per couple, over 13,000 persons made for a \$65,000 box office. Take topped last year's, when 25,000 turned out at \$2 per couple. Very few cuffed tickets were handed out, the last year found 2,000 complimentary ducats at the door.

The **DILMORE BOYS** and their ORCHESTRA  
Now Playing  
LAWAN HOTEL, HOUSTON, TEX.  
MEMORIALIZED RADIO ARTISTS, INC.

The World's Best of Captivating Rhythms,  
**JACK GILLETTE**  
and His Famous NBC ORCHESTRA.  
Featuring GRACIE WHITE Lady of Swing  
Currently at HENRY GRADY HOTEL, Atlanta, Ga.  
Broadcasting Nightly.  
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**JACK WARDLAW** and his **Battleberry ORCHESTRA**  
Rolling Rhythms  
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**BREAKING ALL RECORDS!**  
For Current Year  
**HOTEL LOWRY**  
ST. PAUL, MINN.  
NOW IN 6TH WEEK  
**DEAN HUDSON** AND THE FLORIDA CLUBMEN  
BROADCASTING WCCO and WTON.  
Personal Management, GUS G. EDWARDS,  
178 Nat. Bldg., Chicago, Ill.

## More Stories!! More Features!!

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(music publisher)
- SAM SAX**  
(Warner Bros. movie producer)
- ROCCO VOCCO**  
(music publisher)
- LEW PLATT**  
(Ohio ballroom operator)
- JACK MILLS**  
(music publisher)

write for  
**The Billboard**  
**Holiday**  
**Greetings**  
**Number**

Dated December 31  
**MORE REASON TO**  
**RESERVE YOUR COPY**

## McCoy's \$945 Solo, Lee's 12C Week-End Swell K. C. Coffers

KANSAS CITY, Mo., Dec. 10.—Playing on three large stages in the main arena of the Municipal Auditorium last Thursday, Barney Rapp, Rita Rio and Johnny Hamp attracted 15,500 cuffed dancers. Event was sponsored by a local firm which handed out free ducats to everyone purchasing 50 cents' worth of drugs. Attendance paralleled a similar dance last December when the same drug outfit imported Paul Whiteman for a cuff prom. On the same floor the next night Clyde McCoy pulled an amazing \$945 gross for W. H. (Harry) Duncan, who peddled his tickets for 40 and 60 cents. Considering the competition and the asking price of the McCoy gang, Duncan was more than exuberant over the results. McCoy was making his third Kaycee appearance here in the last six months, which made his fat take all the more spectacular.

Amid all the activity, at the Pla-Mor Ballroom Manager Will H. Wittig banked on Glenn Lee to hold up receipts despite the competition. And Lee came thru with flying colors as he rolled up \$1,250 for four dates, surprising even Wittig with the showing. Pla-Mor's books showed grosses of \$360 for Thursday, \$240 Friday, \$305 Saturday night and \$361 at the Sunday matinee.

## Romantic Lands a Song Sheet Bootlegger's Idea of Heaven

Infringement on American music is widespread in the Orient—ballrooms and cabarets are doing big business despite war conditions

NEW YORK, Dec. 10.—Bill Wisemann, general sales manager for Edward B. Marks Music Corp., has returned from a three-month business tour of China, Japan, Hawaii and the Philippine Islands to paint an interesting picture of conditions in the music industry and its kindred fields throughout the areas he visited. Wisemann's itinerary carried him more than 15,000 miles, probably the longest jaunt any music man has ever taken in the interests of his firm. Results of the trip were highly satisfactory to the company, according to E. B. Marks. Most interesting—and annoying—angle of his travels from the music biz standpoint, Wisemann revealed, was the incredible amount of infringing being done on American popular music. In Honolulu bootleg song sheets are more rampant than in Manhattan suburbs, he says, and in Manila the biggest current hits are reprinted in newspapers and magazines. Result is an absolute absence of any sheet music sales whatever.

## Morris-NBC Deal For Air Remotes

NEW YORK, Dec. 10.—Deal is on fire between William Morris Agency and National Broadcasting Co. for a preferential arrangement to insure air time for dance remotes on band bookings. Similar arrangement is held with the network by Consolidated Radio Artists, and Music Corp. of America has existing pacts for remote periods with both Columbia Broadcasting System and Mutual. Morris office made a definite bid for the band big several months ago when Ed Fishman was brought in to head the booking department. With air time under its belt, it figures more strongly as a competitive entry.

Abel Dastfogel, general manager of the Morris office, came in from the West Coast several weeks ago to fortify the position of the agency in the band booking field. With William Morris Jr., agency proxy, he is pressing NBC for the necessary air time. Pending the ironing out of details, Morris office has been getting remote spots on a catch-as-catch-can basis. Agency has been able to hold on to the network wire for Del Courtnay at New Kenmore Hotel, Albany, N. Y., after grabbing the account away from CRA, and has been assured five weekly network shots for Ray Noble, opening Christmas Day at Earl Carroll's new niterie in Hollywood.

## Crosby Cats the Meow In Milwaukee With 17C

MILWAUKEE, Dec. 10.—Bob Crosby rolled up a new high last Sunday at Wisconsin Roof Ballroom when 3,700 cash customers strolled out to greet the Crosby cats. Attendance battered the mark set by Joe Sanders four weeks ago by 1,000. Solo stand brought \$1,735 into the taker's till, some 2,000 dancers getting in under the five with a 40-cent admish before 8:30 p.m., while the others paid 55 cents per.

Band came here from Des Moines, where it chalked up a neat gross December 1 at Tromar Ballroom for Tom Archer. At six bits per dancer, 2,100 turned out to make a \$1,575 gate.

## Orchestra Notes

(Continued from opposite page)  
Nixon-Grand, Philadelphia, for the January 6 week and then to Washington for a week at the Howard ... BEN BERNIE takes in a four-day stand Wednesday (16) at the State, Hartford, Conn., and six days, starting the 24th, at the Shubert Newark, N. J. ... WILL OSBORNE plays the 13-15 dates at the Paramount, Fort Wayne, Ind., and is already set for the Georgetown University prom on February 3 ... FRANKIE TROMBAR is the 15-17 attraction at the Grand, Evansville, Ind.

### Notes Off the Cuff

MCA has set GLEN GRAY to follow HENRY GOODMAN January 10 at Waldorf-Astoria Hotel, New York, with HAL KEMP a probable follow-upper ... R-O-K adds CARL KAVAZZA and BOB

HARING to the band rolls ... PETER WHITEHEAD prems this week at Queen's Terrace, Flushing, L. I., niterie ... FAITH CARLTON and her all-men orchestra lined up a string of theater dates following their current stand at the Denham in Denver, with Butterfield dates in Grand Rapids, Battle Creek, Lansing and Jackson, all houses in Michigan ... SID DECKLER, Pittsburgh maestro, one-nighting in the Pennsylvania area, returns to Smoky Town January 20 for a repeat date at Oroto Ballroom ... DAN H. ROGERS, dance promoter in Bluefield, W. Va., returning DEAN HUDSON on the 23d for a solo grand sponsored by the Bluefield Chapter of LaSalle-Patre ... PAUL MARTELL starts a return engagement at Arcadia Ballroom, New York, this Saturday (17), with Mutual airing his music ... and so we send our cuffs to the cleaners.

Apparent lack of creative musical talent in the faded lands of romance and melody results in slapping native lyrics on American pop tunes and republishing with no credit to the original writers or publishers. This situation is especially true in Japan, where 250 songs can be bought in book form for about 35 cents. Japs and Chinese also go in for photographing American orchestras and distributing them in a cheap form made from the photos.

What is probably the largest dance hall in the world is located in Manila. Place is called the Santa Ana and has a capacity of 20,000. Two native orks are used, one at either end of the spot, so that patrons won't get too tired to dance hiking from one extremity of the place to the other in order to be able to hear the music. Despite its huge size, the Santa Ana is reputed to be a gold mine, with some capacity only one night in the week enough to take it off the nut and carry it to a profit no matter how dismal business may be the other six nights.

Hostesses are prevalent in most of the Orient's ballrooms, with some of the top palaces refusing admission to women, whether escorted for not, in an effort to compel the male patronage to dance only with the professionals. Wisemann was not allowed in the best dance spot in Yokohama because his wife was with him. In Japanese ballrooms are forced to shut down at 10:30 p.m. because of the Chinese war.

Despite appalling conditions of starvation, disease and various lesser evils in Shanghai there are 10 cabarets open there, all doing big business. Spots are mostly American-owned, with small American bands averaging about seven men apiece, making the music. Hong-kong boasts about four niteries, all money-makers.

Probably the most pertinent observation made by Wisemann on the trip was the fact that, Tin Pan Alley to the contrary, there is absolutely no beach at either Waikiki or Bali Bali. Not, that is, unless you consider a lot of rocks strewn along the ocean a beach, which Marks sales chums do not. He remarked a little wistfully, tho, that he wished he had had those two numbers.

## Osborne Swellish at 12C

BRIDGEPORT, Conn., Dec. 10.—Making his first appearance for the season at the Bitz Ballroom last Sunday, Will Osborne, an old five with local dance devotees, drew 1,500 dancers for a nifty \$1,200 gate. Ducats danced at 75 cents for both sexes, unusual for this spot, which usually makes it a dime less for the fair sex.

## Just a Sissy

LINCOLN, Neb., Dec. 10.—Leo Heper, hiring Don Hayden for the max seat, asked for references, and Hayden's employment record dispelled the idea that six players are panty waists. He had been in a circus lion-taming act all summer, working five lions and a black bear together.



Music in the Air

By DANIEL RICHMAN

Sepia Tinted

TO MANY nocturnal seekers of etherized dance rhythms a colored band either takes preference over all other types or is something to be shunned entirely. Such extreme reasoning is due to a mistaken impression that a Negro outfit is bound to blast the numbers off the dial with a degree of heat that will lift a confirmed jitterbug to Nirvana while causing a more peaceful spirit to run screaming into the night. Popular as the belief is, it doesn't happen to be true, since septa bands in general are currently bringing as much well-rounded, musical entertainment to the microphone as their white colleagues.

Altho in one or two cases colored maestri seem to feel it incumbent upon them to play everything from the most lurid stoneroo to the weepiest ballad in the same fast-swing tempo, for the most part they are exhibiting greater showmanship and diversity in their late-hour remotes than some of their higher bracketed ofay confreres. Those tepid souls who suffer wrist strain in their haste to tune away from a colored combo would be very much surprised if they stayed with it to learn that septa tinting can greatly improve any type of picture, photographic or musical.

School of Jazzocracy

One of the best half hours being offered to midnight dialers is supplied by JIMMIE LUNCFORD (Band Box, New York, WQR). Program gets out of the conventional pattern by presenting the School of Jazzocracy, wherein it's "Professor" Luceford and each vocalist—there are several—"teaches" the "class" either a "lesson" in love or swing or a new dance number, and so on. Academic idea is somewhat similar to Kay Kyser's College, but Lunconford has been conducting his "school" for some time now and can hardly be accused of theft. The main point, anyway, is that he brings not only first-rate dance music to the airwaves but cloaks it in unusual, effective novelty.

Hi-De-Ho

CAB CALLOWAY (Cotton Club, New York, WABC) doesn't apply any tricks of presentation to his 30 minutes, but they're not needed in the face of a superior brand of music and Cab's inimitable vocalizing, which with his hi-de-hoing and dramatically (and amusingly) rolled "rs" on the ballads, is almost a whole radio show in itself. On the program caught, however, it seemed that the sparkle with which the proceedings started began to wear off around the halfway mark, along with a subsequent slight bogging down into an uninspired series of trite pops. The fault here was in poor routing; all the interesting bits were crowded into the first 15 minutes and things began to sound flat with the introduction of one mediocre tune after another.

Maelm Highspot

A band playing north of 140th street, New York, is apt to find itself in some slight difficulty when selecting an air program that will meet with the combined approval of its Harlem adherents and the less demonstrative stay-at-homes. ANDY KIRK (Savoy Ballroom, New York, WEAF) solved the problem neatly by a shrewd grouping of swing novelty and pop tunes and with the able aid of Mary Lou Williams and her piano. Allowing Miss Williams several solos, band merely serving as background, was a smart showmanship move, since it contained the essence of that most important of showmanly ingredients, variety. Ensemble vocals on novelties like Little Joe from Chicago do much, also, to elevate listener interest and appreciation.

Two of a Kind

Less successful from the viewpoint of the armchair auditor, however, are DOLE REDMAN—heard over WJZ from the Savoy prior to Kirk's opening there—and EARL "FATHER" HINES (Grand Terrace Cafe, Chicago, WJZ). Robbing their broadcasts of the attention which, based on musical ability alone, should be theirs is a too-swearthy sameness of pace and tempo that makes it an effort to listen thru 40 long minutes. The only kind of radio listener they can hope to attract and hold is the inveterate jitterbug who is interested in swing and nothing but swing.

Earl features Highlights by Hines, a

The Reviewing Stand

Red Norvo and Mildred Bailey

(Reviewed at Famous Door, New York)

TECHNICALLY, this great swing band is Red Norvo's; he organized it, he fronts it and he plays in it. But the outfit can't be thought of without Mildred Bailey. She is as vital to it and as much a part of it as its arrangements, and no small amount of its success is attributable to her. Being Mrs. Norvo is the least of it; it's her grand singing and personal popularity that has largely been responsible for pushing the ork into the foreground of the name band picture. Miss-Bailey's own following, in fact, is so great that it has tended to take away from Norvo and his boys some of the attention and acclaim that rightfully should be theirs.

Norvo delivers the kind of swing that can be listened to for hours without becoming boring, due to an intelligent blend of musicianly Ed Sautter arrangements and pure, unadulterated rides. Band's music never lets down in entertainment values; new and interesting tricks of orchestration and phrasing never give it a chance to bog down into monotony.

Pattern is four brass, four reed, four rhythm, and Norvo's xylophone, which lends a touch of novelty and distinction to the otherwise conventional set-up. Red is no tyro on the wooden bars, but he wisely refrains from tapping out a chorus on them for every number played, thus rendering his performances more effective when they do come.

Showmanship angle isn't particularly stressed, but its absence isn't noticed in the face of superior dexterity. Whether for dancing or listening, Norvo does a perfect job on an all-round library. Miss Bailey makes it superperfect.

Richman.

Stan Norris

(Reviewed at Ball Ball Club, Chicago)

A YOUNG chap who started out in the ballroom field some four years ago and is currently breaking in his 10-piece bouncing rhythm aggregation in the ritzy branch. While there is nothing out of the ordinary in the instrumentation or arrangements, the three sax, four rhythm and two brass combo does dish out some tuneful melodies, sweet and swingy and in keeping with the general taste of the younger and middle-aged patrons.

The boy has a commercial personality, naturally sincere in his batoning job and extracting the best from his youthful musicians. Stan toots a sax, has an agreeable tenor voice and is handy at the marimba, used sparingly in dance groups. Other vocalists among the boys include Wally Rue, Bell Stone and Jack DeBecker, who have the latest tunes on tap. The female contingent includes Kay Armen, plump blues warbler, whose style is pleasingly reserved and expressive.

Honigberg.

Floyd Ray

(Reviewed at Turnpike Casino, Lincoln, Neb.)

SWING music in all its four-beat glory pours from this ensemble, a company of 28 septa musicians and entertainers, especially constructed along showmanly lines to deliver strong entertainment as well as foot-pat music. Headed by Ray, a young fellow very slightly built and a stickler for natty dress for himself and his entourage, each man can not only play his instrument but juggle it as well when the novelty numbers are called.

Set-up includes four sax, five brass and four rhythm, girl trio and a solo male singer. Male voice is Joe Alexander, not particularly outstanding, but satisfactory, and the girls, Vern Whitaker, Von Floyd and Joy Glasco, are wizzes on the harmony stuff. When not singing the femme section indulges in muscular gymnastics to help sell.

Ray's brass section is 24-karat, from which comes shining solos by Granville Young, trumpeter. Reeds give up 50

good catchphrase, but unfortunately the highlights are all of the same wattage and intensity. Redman minimizes the effect of a well-thought-out program by inserting his novelties, ballads, etc., with a never-changing fast rhythm that becomes pretty tiresome after a while.

Moore with his clarinet for similar chores. Genuine hoo-down music comes all the time, the band's antics gluing most of the house to the band stand in inactivity most of the time. Just listening. Oldfield.

Jack Jenney

(Reviewed at Onyx Club, New York)

JENNEY is one of radio's foremost trombonists, working on more than a dozen commercials weekly. This is his first stab at fronting his own band, and thru his own capabilities and a wise selection of instrumentalists it's a step in the right direction.

Band numbers seven, including Jenney—Jimmy Blake, trumpet; Nick Ciano, tenor sax; Arthur Rando, clarinet; Fred Otis, piano; Henry Adler, drums, and Felix Globbe, bass. Men are all radio musicians, each picked for his particular virtuosity. Ork is more of a showcase for each man to display his talent than a conventionally patterned well-knit-together group, but no apparent attempt has been made at the latter, and the result is definitely listenable and interesting musically.

Since the Onyx does not offer its patrons dancing facilities, no judgment can be passed on the band's qualifications as a strict dance outfit. The absence of a top floor gives Jenney greater rhythmic latitude, which he wisely uses to break up the metered sameness that an ork playing for dancing must carry. A fast chorus or two followed by a final one with the tempo halved is an old trick, but it's always effective and especially so in Jenney's arrangements.

Boys are all technically proficient, and that, coupled with solid orchestrations, makes the band well worth hearing. Appearance is good, and while no particular showmanship is offered, it's not too necessary in a small group like this where the accent is on smart swing musicianship.

Richman.

Glenn Lee

(Reviewed at Pla-Mor Ballroom, Kansas City)

ORGANIZED recently in Salt Lake City, a band shapes up exceptionally strong as it moves into the Middle West for a swing around the ballroom and hotel circuits. The leader, a vet of 15 years in orkdom, sings and plays fiddle and guitar, conducting his men, taking requests and introducing his singers in a manner the dancers like. Instrumentation includes two cornets, three tenor saxes, a fiddle doubling sax and clarinet, and three rhythm. Lee arguments it with his own specialties.

Foraking the five for soothing syncopation, Lee stresses danceable arrangements by Ray Raymond and Johnny Heiden, at the same time emphasizing the versatility of his men. A fiddle quartet is one proof of the latter, the gut scrapers making it all the more impressive by laying aside the strings to comprise a vocal quartet. Mildred Stanley, fem warbler, has a lovely voice and good looks.

Wardrobe is good; stands are neat and the gang seems to enjoy its work. Identification is easy, each tune being so arranged to include four bars of I Couldn't Believe Them, band's theme, as an intro to each offering. Dextel.

Jack Arnold Press

(Reviewed at Berkeley Bar, Berkeley-Carteret Hotel, Asbury Park, N. J.)

AFTER terms with Leon Belasco and Ben Bernie, Press struck out on his own as a "society maestro"—which may or may not be. He's been here for a dozen months and will linger for six more. Immediate appreciation of the music is not realized because of bad acoustics. Besides, too many stock orchestrations are used, injecting very little of an individual note into selections.

Press (originally known as Jack Arnold, adding the extra so as not to be confused with the radio character) is a cheerful front, easy going in his mannerisms and sincere in his work. Instrumentation includes three sax, trumpet and four rhythm, the maestro playing sax and doubling on fiddle. Piano playing of Hy Bromberg is a standout. Band dishes out dinner music during the early hours, heating the tempo as the midnight hour draws near. Swell coordination is noted in their playing and the boys make a showmanly appearance.

Edoff.

Off the Records

By M. H. ORODENKER

THE smart songs of Cole Porter and Richard Rogers and Lorenz Hart offer the more exciting whirlings for the discriminating needs fans. For Victor Benny Goodman checks up a right rhythmic couplet from Rogers and Hart's The Boys From Syracuse score, This Cow's So Love and Sing for Your Supper. Horace Heidt not only makes danceable music with the same songs for a Brunswick disc but goes on record with an adaptation of song-title intros in the Kaye-Kyser-Barron category. Uses a four-line jingle sung en masse, with the title interwoven in the rhyme. From Porter's Let'se It to Me musical Sammy Kaye carries a sugary torch on Victor for the Get Out of Town lament and From Now On. For the same label Larry Clinton couples two of the same show's tastier wordages, a wicked My Heart Belongs to Daddy with a teasing rumber twist and a carefree Most Gentlemen Don't Like Love. And it's the stellar song selling of Bea Wain that makes 'em all the more desirable.

(See OFF THE RECORDS on page 32)

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# New Plays on Broadway

## Reviewed by Eugene Burr

### CORT

Beginning Saturday Evening, December 3, 1938

### AMERICAN LANDSCAPE

Play by Elmer Rice. Staged by Elmer Rice. Setting and costumes designed by Alina Beyrath. Scenery constructed by Vall Construction Co. and painted by Robert Bergman. Costumes executed by Eaves Costume Co. and Helene Pons. Press agents, William Fields and Philip Sheverson. Stage manager, Edward Downes. Assistant stage manager, John Gross. Presented by the Playwrights Co. (Maxwell Anderson, S. N. Behrman, Sidney Howard, Elmer Rice and Robert E. Sherwood).

- Captain Anthony Dale.....George Macready
- Betty Kurno.....Patricia Palmer
- Francis Dale Spinney.....Rachel Hartzell
- Corald Spinner.....Donald Cook
- Colette Dale.....Phoebe Foster
- William Duke.....Howard Miller
- Captain Frank Dale.....Charles Waldron
- Constance Dale.....Sylvia Weld
- Joe Kurno.....Theodore Newton
- Captain Samuel Dale.....Charles Dingle
- Rita Stillebauer.....Alfred A. Hease
- Moll Planders.....Isabel Efrom
- Captain Heinrich Klainschmidt, Con MacSunday
- Harriet Beecher Stowe.....Lillian Foster
- Paul Kurno.....Julius Bennett
- Abby Kurno.....Ethel Ingrid
- Nell Karamon.....Aage Steenhome
- Harri Dupont.....Pierre D'Ennary
- Reverend Jasper Washington, Emory Richardson
- Abraham Cohen.....Philip Stiller

The Action Takes Place in the Living Room of the Dale House, Near Dalesford, Conn. The Time is the Present.

ACT I—Monday 30, Morning. ACT II—The Same Day, Afternoon. ACT III—Ten Days Later, Evening.

Elmer Rice: the eminent melodramatist, critic buster and dramatic soap-box-speaker, stuffed back to the nasty gutters of commercial show business by his association with the Playwrights Co., has condensed to place another item on the Broadway list. It is called *American Landscape*. And it was presented by Mr. Rice and his four partners, last Saturday night at the Cort Theater.

This reporter was one of the few people who forgave Mr. Rice his virulent and vituperative blast against the critics some years ago—since I thought, unfortunately, that he was in a large measure right; but it is almost impossible to forgive him his "play." A state and ceasing surmise melodramatist so long as he confuses himself to theatrical triletry, he grows enthusiastically incoherent when he tries to preach. And

Watch for these Features of the **Holiday Greetings Issue** (Dated December 31) **"WHAT ABOUT DRAMATIC STOCK?"**

By GUY PALMERTON, a searching inquiry into the possibilities of dramatic stock and the many obstacles that must be overcome.

## OUTSTANDING PERFORMANCES OF THE CURRENT SEASON,

an annual feature of EUGENE BURR'S From Out Front column. The Billboard's dramatic editor weighs the best performances on Broadway from August to December.

when, as in the present instance, he suffers from delusions of importance, the result is frightful to behold. *American Landscape* sincerely and unreservedly tries to preach (scream, rather) what Mr. Rice conceives as the fundamental American credo; it makes a sincere and laudatory effort to be fair and to present both sides of the case; it seeks to give itself a hitherto unsuspected Rician lightness of touch by injecting fantasy into its action. But as a play it is nothing but a series of long and unbelievably gull harangues directed squarely at the customers; its dining is stilted to the point of embarrassment; its fantasy looks unhappily like an elephant rigged out in a ballet skirt, and its thought is devastatingly muddle-headed and shallow. Mr. Rice meant well—but just what he meant can never be discerned in the mazes of his fuzzy thinking.

He takes Frank Dale, aged head of an old New England family, as he is preparing to sell his factory and his homestead because the man in the factory has unionized and he refuses to head a business in which he must take orders from a union foreman. The sale of the factory will practically beggar the entire town, while the homestead is to be sold to a German-American band with definite Nazi leanings.

His descendants object (with much talk of roots in the soil, traditional oak beams of the homestead) and offer startlingly intellectual arguments; the townspeople object, because it will ruin the town; the workers object, because they will be thrown out of work—never realizing that, since the union is the crux of the matter, the choice is still their own. And all unite in saying that old Frank Dale owes it to them to reconsider. Just why he owes it to them is never made clear.

But the finishing touch comes when old Frank's ancestors begin wandering out of their graves to argue against the sale. They are a heterogeneous crew, including such seemingly antipathetic personalities as a Revolutionary soldier, a German-American Civil War captain, Frank's son who was blinded and killed in the First Great War, Moll Planders and—hold your breath—Harriet Beecher Stowe, and they fail to create much of a furor when they come. They merely sit around drinking tea and eating dinner, well bred and astoundingly corporeal ghosts, all of them, and Moll Planders even takes time out to adjust a marital misunderstanding of one of Frank's grandchildren. But their pleadings fail: old Frank, in a long and eloquent but painfully undramatic speech, states his position, and he unfortunately states it so well that only a zealot could refuse to admit that he is absolutely and entirely right.

Then he falls over dead. In some way or other the ghost of Harriet Beecher Stowe is supposed to be implicated—which seems something of a libel upon the lady's memory.

His will, of course, sets everything right. Factory and homestead are left to Frank's granddaughters, who decide to carry gallantly on in the best American tradition (as Mr. Rice conceives it).

All of this would be very well except for one thing: it is old Frank Dale, and not the ghosts, who voices the fundamental American tradition set forth by the founders of the land. It was their primary purpose to protect the individual (and his freedom of action) from the communal thinking, the totalitarian action and the weak and fuzzy romanticism advocated by Mr. Rice's ghosts. If Mr. Rice had delved even tentatively into Revolutionary philosophy or temper of mind he would have had his Revolutionary soldier backing old Frank to the last ditch instead of opposing him.

And the muddle-headedness runs thru the entire play, descending even to minor details. Thus, the ghost of Frank's son is still blind after death, a somewhat inexplicable misfortune in an immortal spirit, and the introduction of Moll Planders, with much talk of her connection with the Dale's, suggests that Mr. Rice has less than a comprehensive knowledge of the De foe classic, Moll came to the Virginia plantations and lived for years with her own brother as man and wife, bearing him various children. Ya Brr. Rice suggesting that the

Dales are the offspring of this somewhat unhalloved union? And why Moll Planders, of all people, anyhow?

Mr. Rice, as director, seems to have been tremendously impressed with the sanctity of the lines of Mr. Rice, dramatist; at any rate he has treated them with stuffy respect, letting them drone embarrassingly on and on, his stalling making the whole thing seem more staid even than it had to. Charles Waldron rises to fine heights in Frank Dale's big speech, and Rachel Hartzell and Donald Cook, as one of the grand-children and her husband, bring life and effect and beller to their roles, despite some of the most awkward lines (particularly in Miss Hartzell's case) that any performers could be called upon to say. For the rest, a name-filled and excellent cast struggles vainly against overwhelming odds.

There is a large amount of actual bugle blowing and figurative flag waving; but it seems it would be easier, pleasanter and far more patriotically effective simply to go into the parlor and play *The Star-Spangled Banner* on the piano. As a colleague said on leaving, "Well, anyhow, he meant well." That's the ultimate criticism of *American Landscape*.

### MAJESTIC

Beginning Thursday Evening, December 1, 1938

### GREAT LADY

A "biography with music." Book by Eric Crooker and Lowell Brentano. Music by Frederick Loewe. Lyrics by Eric Crooker. Staged by Britaine Windust. Dances staged by William Dollar. Settings designed by Albert R. Johnson. Costumes designed by Lucinda Ballard and Scott Wilson. Orchestra under the direction of John Froehner. Orchestration by Hans Spillack. Presented by Dwight Deere Wiman and J. H. Del Bondio (by arrangement with Frank Crumit). Settings built by Turner Scenic Construction Co. and painted by Studio Alliance, Inc. Costumes executed by Brooks Costume Co. Press agent, Elise Chisholm. Assistant press agent, Howard Newman. Stage manager, Andy Anderson. Associate stage manager, Dave Weinstein and Ambrose Costello. Assistant stage manager, John Dietz.

- Office Boy.....Anthony Albert
- Stenographer.....Horlene Kahrlin
- Stenographer.....Charlotte Sumner
- Office Boy.....Fernando Alonso
- Stenographer.....Muriel Craton
- Stenographer.....Joan Mann
- Managing Editor.....Edward Kane
- Office Boy.....Basil Calahoff
- B. Adams.....William Chambers
- Eliza Bowen (Later She do is Crook).....Norma White
- Jailer.....William Mendo
- Pierre de Moreau.....Sheppard Strudwick
- Rene Lorraine.....Jules Epally
- Captain Jacques.....Joseph Macaulay
- Nicky Clark.....Edward Craven
- Froetove Clark.....Helen Ford
- Sailor.....John Lewis
- Floorswiker.....Andra Eglevsky
- Waiter.....John Young
- Stephen Jumel.....Tullio Carminali
- Madame Colette.....Irene Bordoni
- First Admiral.....Basil Calahoff
- Second Admiral.....Anthony Albert
- Third Admiral.....Russell Prototoff
- Maid.....Katherine Mayfield
- A Doctor.....William Faris
- A Minister.....Frederick Schweppe
- A Caretaker.....John Young
- Butler.....Walter Cassel
- First Assistant Dressmaker.....Katherine Mayfield
- Second Assistant Dressmaker.....Beverly Kirk
- Decazes.....Case Clarke
- Major Domo.....Walter Cassel
- A Duchess.....Isabel Girard
- A Countess.....Doris Moore
- Louis XVIII.....Robert Greig
- Housekeeper.....Christine Johnson
- Maid.....Dorothy Kirsten
- Premier Dangau.....Andra Eglevsky

Premier Dances: Loda, Anchutina, Annabell, Lyon.

Special Performers: William Mendo, Ray Schulte, Holly Howard, Albia Kavan, Yvonne Patterson, Nora Kaye, Olga Suarez, Horlene Kahrlin, Doris Jane Solly, Christine Johnson, Katherine Mayfield, Beverly Kirk, June Forrest, Dorothy Kirsten.

Ladies of the Ballet: Alice Alonso, Tania Clell, Dorothy Denton, Muriel Craton, Harmonia Dorell, Holly Howard, Nora Kaye, Horlene Kahrlin, Albia Kavan, Joan Mann, Mary McDermott, Yvonne Patterson, Lillian Reilly, Doris Jane Solly, Libby Starks, Charlotte Sumner, Olga Suarez, Margaret Vasiloff, Vera Volkenau.

Gentlemen of the Ballet: Anthony Albert, Fernando Alonso, Arthur Frederic, Basil Calahoff, Paul Godkin, Edward Hedges, Jay Martinez, Russell Prototoff, Richard Reed, Jerome Robbins, Newcomb Rice.

ACT I—Scene 1: (a) Office of "Live" Magazine, New York, 1939. (b) Managing Editor's Office. Scene 2: The Stocks, Providence, R. I., 1793. Scene 3: Clark's Ordinary, Providence, R. I., immediately thereafter. Scene 4: (a) Pierre's Room in Bordeaux. Six Months Later. (b) The Same. Six Months Later. Scene 5: Madame Colette's Dressmaking Shop. Scene 6: Jumel's Suite in a Paris Hotel. Scene 7: John Street Theater. New

York, 1804. (a) The Stage: "Cinderella." (b) Backstage. Scene 8: A Carrage Ride. A Month Later. Scene 9: Eliza's Boulevar, New York. Two Weeks Later. ACT II—Scene 1: (a) Drawing Room, Jumel Mansion, N. Y., 1939. (b) The Same, 1814. Scene 2: Madame Colette's Dressmaking Shop. Six Months Later. Scene 3: (a) Cabin Aboard the Elsa. Scene 4: Time Later. (b) Eliza's Reverie. (c) The Walls. (2) Pas de Sept. (3) Pas de Trois and Variations. (e) Cabin Aboard the Ship Elsa. Six Hours Later. Scene 4: A Room in the Jumel House in Paris. Scene 5: Time Later. Scene 5: Drawing Room, Jumel Mansion, N. Y., 1852.

The race of operetta lovers may include noble men, fine husbands and kind fathers, ladies and gentlemen who are brave, courteous, moral, intelligent and altogether excellent, just as the race of American Indians may have included many similar individuals—but I'm afraid I look on operetta lovers much as white settlers looked on the Indians. We're of different breeds and we don't speak the same language. Albo, to carry the analogy a step further, I strongly suspect that operetta lovers are just about as near extinction as the aborigines.

All of which biographical data is introduced in fulness to the Dwight Wilman-J. H. Del Bondio production of *Great Lady*, which opened at the Majestic last Thursday night. *Great Lady* is a handsome production, lavishly and tastefully produced; it no doubt contains lovely music and clever lyrics, combined with romance and, for all I know, civic virtue. But I found it merely a colossal and indefinable bore.

Labeled a "biography with music," it tells the somewhat turbulent but singularly uninteresting tale of that Eliza Bowen, of Providence, R. I., who, according to the script, was a tavern wench who became a French grisette, an actress, a courtesan, the wife of Stephen Jumel and finally the wife—and later the widow—of Aaron Burr. According to Eric Crooker and Lowell Brentano, who committed the book, she withered her way upward along the undulating path of sex, altho all the while she loved a French aristocrat named Pierre de Moreau. Pierre found her originally (according to the authors) ensconced in the Providence stocks; after that inauspicious start she followed him to France—allowing the captain who transported her to take out his fare in trade—and then blithely switched to Pierre. After living with her for six months or so he ditched her because he was implicated in Napoleon's rise and she wasn't a lady. So she became a Paris modiste's assistant (and everybody knows what they're like) and finally the mistress of Stephen Jumel, an American wine merchant.

Jumel precipitated her along the perilous paths of the theater, and she finally got him to marry her thru a trick. Thereafter, abandoned by society, she quested eagerly for a title and almost found one, with the aid of Pierre, during the period of the Bourbon Restoration. But when both her husband and Pierre were threatened with death and disgrace she nobly sacrificed the title in order to save them—which is theoretically the romantic high point of the history. There is an epilog many years later, when she is Burr's widow, showing Pierre bringing her honors from the restored Bonaparte dynasty.

The thing is set in the framework of a modern pictorial magazine which is doing a feature yarn on the life of Madame Jumel, of Jumel Mansion fame, the story itself being the findings of the magazine's investigators.

As may be seen, it is the old operetta formula hyped up to the 33d degree and seeming to this misanthrope as dead as the stirring histrionics of Bowers' ten-twenty-third. There is an attempt to "modernize" it by crumming it full of flat and incessant references to Eliza's valor upon the quilted gridiron of sex; but, unfortunately, I have never been one of those who held that omnipotence is in itself a cause for unmitigated hilarity. Therefore most of the humor was lost on me. It is laced without being witty, dirty without being smart.

Frederick Loewe has provided a routine score that drones on and on in uninspired fashion, and the lyrics of Eric Crooker are embarrassing in their painfully futile efforts at sophistication; William Dollar has provided pretentious ballads that achieve the distinction of avoiding beauty even when they use the lovely old ballad forms.

Standing out in the large cast are a couple of musical veterans, Helen Ford and Irene Bordoni. Miss Ford, whose voice is light and lovely, romps around the stage in her familiar hoydenish style and is, as always, thoroughly charming. And

Miss Bordoni, an inimitable showman—of showwoman—makes even some of Mr. Crocker's lyrics seem palatable, by no means a minor achievement; Norma Terris is a bounding Eliza whose determined cuteness falls rather completely to explain why the tongues of all the male members of the cast are supposed to be hanging out; Tullio Carminati very definitely has his moments as Jumel, and Sheppard Strudwick, who is more at home in Shakespeare than in sharp and flats, romps around like an overgrown puppy on the loose in the role of Pierre. At least he seems to be enjoying himself thoroughly.

Messrs. Wiman and Del Bondio have by no means stilted on the production; as a matter of fact, they stunted so little that the second night's performance lasted from 8:30 to 11:30, a period that hardly seemed longer than a week.

Great Lady? Great scott!

**BOOTH**

Beginning Wednesday Evening, Dec. 7, 1938

**HERE COME THE CLOWNS**

A play by Philip Barry. Staged by Robert Milton. Setting designed by John Koenig, built by Vail Construction Co. and painted by Robert W. Bergman Studios. Lighting by Abe Feder, Press agent, Ruth Benedict. Stage manager, James Hagan. Assistant stage manager, John Farrell. Presented by Eddie Dowling.

Walter James Hagan  
Major Armstrong Jerry Austin  
John Dickinson Russell Collins  
Ma Speedy Ralph Barker  
Conita Ryan Madge Evans  
Mrs. Clancy Doris Dudley  
Val Cuney Bertram Thorn  
Dan Clancy Eddie Dowling  
Jim Marble Frank Cady  
Curt Marble Horne Alden  
Max Pahst Leo Chalzel  
Freddie Ballantine A. N. Van Buren  
Law Cooper Thomas Palmer  
Ray Farrell Eve March  
The Play Takes Place in an American City on a Saturday Night in Late March, Several Years Ago. The Action is Continuous, Beginning a Little Before 11:00 O'clock on the Stage of James Conannon's Globe Theater and Continuing in the Back Room of Ma Speedy's Cafe des Artistes. In the Intervals Between Acts No Time is Presumed to Have Elapsed.

ACT I—Scene 1: Before the Curtain of James Conannon's Globe Theater. 10:45 P.M. Scene 2: The Back Room of Ma Speedy's Cafe des Artistes, Adjoining the Globe Theater. 11 P.M.

ACT II—Scene 1: The Same. Immediately Following Act I. Scene 2: The Same. Immediately Following Scene 1.

ACT III—The Same. Immediately Following Act II.

For a couple of years now I've been bowling around for another play by Philip Barry, and at last, on Wednesday night at the Booth Theater, Eddie Dowling presented Mr. Barry's Here Come the Clowns, and so gave me one act. Here Come the Clowns for two acts dawdles along a tortuous path, wrapped in the surfs of overhenny and impossibly timed direction, brilliantly illuminated now and then by the soaring, sparkling flashes of typical Barry dialog, and then in its third act it finally finds its feet—gloriously finds its feet—and rushes

BROADWAY RUNS		
Performances to December 10, Inclusive		
Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Fitzgerald)	Oct. 15	45
American Landmarks (Cort)	Dec. 2	5
Backstage Born (Masterson)	Oct. 12	849
Hamlet (St. James)	Oct. 12	49
Her First Love (Columbia)	Dec. 7	6
Kiss the Boys Goodbye (Mellor)	Sept. 25	76
Oscar Wilde (Hudson)	Oct. 19	44
Reckless to the Moon (Shirley)	Nov. 24	20
Swing Music (Morocco)	Dec. 2	4
Volcano Road (Overton)	Oct. 4, 11, 18, 25	1039
Victoria Regina (return)	Dec. 2	79
What a Life (Hilltop)	Nov. 18	279
Musical Comedy		
Days From Syracuse The (Abrin)	Nov. 23	22
Great Lady (Majestic)	Dec. 1	12
Hallelujah (Winter Garden)	Sept. 23	62
Lighted as Angels (Roberts)	May 11	340
Knickerbocker Holiday (Barry)	Oct. 20	61
Leave It to Me (Imperial)	Nov. 9	33
Let's Out the News (Hudson)	Sept. 24	59

headlong and with ease to heights which Mr. Barry himself has seldom scaled. It is only one act instead of the play for which I howled, but one act by Philip Barry seems worth at least a dozen of the full-length efforts of almost anybody else.

For Mr. Barry, turning his back, as usual, upon noisy surface gadflies—the political arguments, the momentary tragedies, the flap-waving enunciations of ephemeral ideologies—that have warped and wried the work of lesser men, continues his search for the eternal verities and ponders once more the universal problems that everlastingly beset mankind. His is no impermanent voice, shouting for a brief moment against this injustice or in favor of that transitory aim; instead he discusses truth and idealism and evil, duty and omnipotence (two far from synonymous terms), the eternal search and the eternal courage of mankind, the relationship of man with woman and man with wife (a very different thing), aspiration and defeat and the pitiful glory of victory. Even his failures—and he does fail in the first two acts of his present play—are greater than other men's successes, for his aim is so lofty that even when he falls short of it he succeeds far higher than they.

In Here Come the Clowns, as in Hotel Ultimeo, he tackled a problem beyond his powers—beyond the powers, probably, of any man. He falls short of the impossible aim he has set, but in that glorious third act he touches the fringe—and that act thus stands as one of the finest pieces of dramatic writing that our stage has yet produced.

For with the golden glory of perfect words he assaults the impregnable problems of truth and God and the fundamental meaning of human life. He takes as his scene a backstage cafe of the days when vaudeville was in its heyday—a little world that microcosmically represents the larger world outside, concentrated and heightened, since the vaudeville artists compress their lives into their 10 minutes upon the stage, repeated endlessly day in, day out. And thru this world flashes the mad, eager figure of Dan Clancy, streaming tatters of glory behind him. Dan has lost his beloved daughter to death and his beloved wife to another man, but his faith he has lost to no one. He breaks up a Saturday night show because he is looking for someone; he is looking, in fact, for God. He thinks that maybe God has taken the corporeal form of James Conannon, the mysterious and seldom-seen President of the Circuit.

But Dan is caught in the coils of the illusionist who is the headliner on next week's bill, an illusionist who startles the public because he seeks only for that truth which is so often illusory. The illusionist, in a second act that might have been powerfully effective but for its heavy, stodgy direction and the obscurity of its forward-moving line, quietly brings truth into the lives of the unhappy, warped people in the cafe, the factual surface "truth" that blinds them. He brings it to a ventriloquist, a kind fellow brutally married to a Lesbian; to the hard-bitten cynical press agent who totters over the abyss of utter defeat; to a dwarf outrageously separated from a normal son. And finally, in the third act, he brings it to Danny himself.

Danny is finally forced to see his wife for what she is and is crushed and annihilated by the realization that his darling daughter was not his own child.

Then, as he despairs, Mr. Conannon appears to offer the mealy-mouthed consolation of accepted faith, and when Danny is rebuffed takes off his wig to reveal the twisted features of the illusionist—the overlordship of evil in a world that is utterly out of joint.

Then Danny sees: mere factual truth is an illusion—and it is evil. And when God and Satan fought in heaven's war, great Michael, the protector of the Good, was overborn; it was not the Hosts of God who triumphed.

The press agent shoots at the illusionist—but hits only Danny himself. And Danny dies, affirming the victorious, pitiful glory of man's untrammelled will and the bright magnificence of man's illusions—but not those illusions based on the truth that is merely fact.

Robert Milton, the director, does little or nothing to help, allowing the insufficiently pointed early acts to spread slowly over the stage until purpose seems completely lost in a sometimes glowing but gradually deepening morass. Nor is the playing, of widely varied grades, an unadulterated asset.

Mr. Dowling himself plays Danny, not very effectively in the first two stanzas, but rising splendidly to the heights of the last act. Leo Chalzel is uniformly and amazingly excellent thruout as the illusionist; a line named Eric March does outstanding work in the bit part of a little song-and-dance gal, and Doris Dudley is balefully effective as Danny's wife. But the most surprising work of the evening is done by Jerry Austin, who gives uniformly fine readings as the dwarf, and by Frank Gaby, the standard vaudevillian, who brings sincerity, belief and great effect to the ventriloquist. Some of the others are, to say the least, unfortunate.

The miasma of evil may lower upon the theater, as it does upon the world; the blasting illusion of surface truth, subtly disguised as Omnipotence, may dominate the scene and momentarily muffle the thin song of man's proper illusions. But always defeated yet still gloriously marching—here come the clowns!

**MOROSCO**

Beginning Thursday Evening, December 8, 1938

**SPRING MEETING**

A play by M. J. Farrell and John Perry. Directed by John Gielgud. Setting designed by Roger K. Furze. Presented by Gladys and Philip Merivale, in association with Leo Ephraim and George Jessel. Scenery built by Harry Clifford and painted by Alice Johnstone. Press agents, N. P. Croncker and Reuben Rabinovitch. Stage manager, John Dodsworth. Assistant stage manager, Betty Hara.

Joan Furze Shelah Richards  
Baby Furze Alden O'Connor  
James Clancy James Woodburn  
Bijou Furze Jean Cadell  
Michael Byrne Denis Carey  
Sir Richard Furze A. E. Matthews  
Johnny Mahoney Arthur Shields  
Tina Fox-Collier Gladys Cooper  
Tony Fox-Collier Robert Fleming

ACT I—The Hall. Afternoon. ACT II—Scene 1: The Same. After Dinner the Following Evening. Scene 2: The Same. Four Hours Later. ACT III—The Dining Room. The Next Morning. The Action of the Play Takes Place at "Woodrooff," County Tipperary, Ireland.

While Philip Merivale was unhappily occupied in acting Loretta for a group of four producers, two of whom are actors, Mrs. Merivale was much more felicitously employed in touring in Spring Meeting, which was also presented by four producers. This time three of them were actors—Mr. and Mrs. Merivale joining hands with Leo Ephraim and George Jessel. Spring Meeting came to the Morocco Thursday night under its quadruple sponsorship, and this reviewer hasn't had so good a time since Great Uncle O'Halloran slept in the sty with the pig.

Spring Meeting, which was written by M. J. Farrell and John Perry, and is even now a thumping London success, is one of the most heartwarming, joyous, quietly humorous and at the same time madly hilarious comedies you could imagine—unless your imagination happens to be Irish. It is as warm as a peat-bog fire and as sparkling as the Killarney

skis, and it is acted at the Morocco by a glittering company that offers uproarious comedy and at the same time sympathy, humanity and glowing effect. The performers, led by Mrs. Merivale, who is Gladys Cooper when she's on the stage, play the daylight out of this comedy characters and at the same time treat them with respect. The direction, which was done in London, is alive with a hoist of brilliantly revelatory details and magnificently comic inventions, and at the same time it is smooth and flowing. It is the work of John Gielgud—and it is so superlatively fine that it almost makes up for the Hamlet that Mr. Gielgud perpetrated on these shores a couple of seasons ago.

There seems little or no use in going into the simple story—for neither the comedy nor the humanity is inherent in the thin fable. It is, rather, the product of the richly humorous dialog, the sensitive and always tender character delineation and the superlative acting and direction. What there is of story, however, centers around the ancient Irish family enmeshed in the family seat of Woodrooff in County Tipperary—Sir Richard Furze, a militantly horsey gentleman who is generous and charming to the outside world but a miserly martinet to his family; his sister, the querulous and ailing Bijou, who plays the horses on the fly and looks accidentally back upon the ashes of a wasted life; Joan, an elder daughter, who gazes fearfully forward to an old age like that of Bijou and who is desperately in love with the young veterinarian whom her father has raised from the estate of a groom; Baby, the wild and woolly younger daughter who, like the Irish colts, is just beginning to feel her oats, and James the old family butler, who orders everyone around and who, when Miss Bijou gets too confidential, bawls her out for talking so to a servant.

Into the faded splendors of Woodrooff breeze Tiny Fox-Collier, a gay lady who loved Sir Richard in their mutual youth, and her young son Tony. The rest, of course, follows naturally enough; there are three weddings in the offing when the final curtain throws up its hands in hilarious despair and decides to blot out the play.

There are faults in the comedy—if you can resist its warmhearted appeal long enough to notice them—but they fall far short of damage the effect. The second act lags down a bit in midcareer, for example, and some of the plotting is entirely too pat for the sincerity of the character drawing, but those are merely minor and unnoticed mishaps in the midst of the genial hilarity.

Mrs. Cooper does some of the best work of her American career as Tiny, smooth, pointed and practically perfect, with even the "practically" omitted most of the time. A. E. Matthews, getting more of a break than usual as Sir Richard, makes the most of it in the inimitable Matthews manner, and Jean Cadell, that grand actress, offers one of the finest character impersonations within memory as Bijou. Shelah Richards is sincere, honest and finely effective as Joan; Alden O'Connor is joyously amusing as Baby; Robert Fleming does some beautiful reading as Tony; James Woodburn does a grand job as the

(See NEW PLAY on page 27)

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# LOS ANGELES FLESH BOOMS

## AFA Fights Theater "Gambling" Seeking Wedge for Vaude Return

(Continued from page 3)

Due to AFA's action a few weeks ago in urging the mayor to prosecute theaters using the games several of the smaller flicker houses have dropped the comedons. With majority of indie film houses in favor of dropping keno, etc., and substituting flesh, AFA's persistence in trying to get the city to do something is seen as a definite wedge to force vaude back into the smaller houses.

Several indie theater ops say they believe flesh shows are the only means of bringing patrons back, but that as long as the games are allowed to run, the gambling instinct of the public will predominate and will favor those houses featuring games of chance.

Many theater ops feel that if general public is once again to regard small flicker houses as places of entertainment and not spots where they can win something they must be given good flesh entertainment. Chief howl of some theaters when approached on subject of returning flesh is that the same old acts play around town year after year.

General feeling is that the gripe is justified in some cases. As John Corcoran, of AFA, points out, today is an age of streamlines. He has urged local talent to dig up new material and be ready to present up-to-date acts when the anticipated swing to flesh really starts.

AFA, in getting in good graces of new city administration's drive to clean up the town, has asked strippers and fan dancers to attend a meeting designed to reach agreement to use patches and brassieres in their acts.

According to AFA, most of the femmes who work stage and night spots as strippers and fan dancers would rather not do complete nude. Far as is understood, law says strips okay as long as gals use patches and brassieres. If agreement between femmes can be worked out satisfactorily AFA will inform mayor that any member caught doing complete nude will be dropped.

AFA is also battling bookers who stage obscene flicker shows. Many of the so-called low shows have assertedly been dropped thru AFA's efforts. No AFA member can appear in an act where obscene flickers are shown as part of the entertainment.

AFA officials pointed out that their battle against keno and bingo in theaters should not be taken as a reform movement. Aside from fact that abolition of games would put vaude back in many theaters, AFA feels that if houses are allowed to have gambling games, why not allow gambling in clubs and put hundreds of night spot acts to work?

AFA says chiseling agents may be ousted after the first of the year. Licenses expire December 31, and agents who have been chiseling and believing they have been getting away with it will be surprised, says AFA. Heretofore AFA licensing of agents here was a local affair, but with the new year it will be handled by the national AFA.

Ralph Whitehead planned back from Chicago this week to take part in the drive to eliminate chiseling agents.

Heretofore night club ops have been paying \$18 to \$20 per week for talent. Indications of his strides made here in upping salaries of performers was noted when it was announced by AFA that the new Earl Carroll nitery will have a \$50 minimum for principals and \$40 for line girls. Contract provides for two weeks' notice by either party. Any girl kept in rehearsal more than three hours is considered hired. When show is in production only 10 consecutive hours per day are allowed girls, and two of these are for meals and rest. After show opens only three hours' rehearsal allowed per day. This week girls are getting their first rehearsal checks. Agreement with AFA calls for two weeks' free rehearsals before shows opens and \$18 per week after that.

The Million-Dollar Theater has introduced all-colored show on stage in conjunction with *Gong Smachera* Sopia film.

Star of flicker is Nina Ming McKinney, who is featured in stage show. AFA has Million-Dollar on unfair list and has filed charges against Miss McKinney with Screen Actors Guild, of which she is a member. Whether this will result in pulling the show out could not be learned.

With the *St. Moritz Express* show at the new Westwood Village open-air ice palace now the only ice show in the country not under AFA, union officials were taking steps to force members into the fold. AFA may invoke the traveling band law with Local 47. Inasmuch as Ted Flo-Rito is playing for the ice show, Traveling band law states that union orks cannot play for non-AFA acts.

## Chicago Hotels Under AFA Pressure

CHICAGO, Dec. 10.—Pressure from the Crafts and Trade Council, controlling all the labor unions in the hotels, and the 10-day ultimatum set by the American Federation of Actors are expected to bring the local hoteliers using entertainment under the AFA wing before the month is up. Attorneys representing the hotels were in meeting with Guy Masley, AFA rep. and the OT council, which is co-operating with the actors' union, and promised to bring the issue to a successful finale.

In the meantime the Silver Cloud, Pow Wow Gardens, Silver Frolics, Blue Cooco, Nameless Cafe and Paddock Club have signed AFA contracts, bringing the organized total to 25 spots. Increased activity forced the AFA branch here to move into larger quarters in the Capitol Building today.

## Maisie Turns Night Club Santa Claus — and Is She Surprised?

By PAUL DENIS

Dear Paul: Well, times are not so hot. My agent, Joe, didn't get that World's Fair job. (He says Grover has too busy straightening out some new concessions.) And so I've had to pick up something quick, because the hotel manager left me a note and said he would appreciate prompt payment.

The only thing I could get was a job at Nick's Romantic Casino. I'm not in the floor show because it was all booked and Nick had no spot for me. So he's put me in the fishbowl. Don't be frightened. I mean a big fishbowl which isn't really a bowl and it hasn't any fish. It's just a big box with a glass opening and customers can look in and see me sitting there. It's done by trick mirrors.

You probably think I'm doing a nude. But I'm not. I'm doing Santa Claus! It's silly, of course, but it's better than lying off. The girl before me did a nude in the fishbowl and all she did all day was to sit and comb her hair. But she combed her hair so much it started to fall out in handfuls, so she quit.

Nick offered me the job, but said I couldn't do the nude on account of being near Christmas and maybe the customers would rather look at a female Santa Claus instead.

SO HERE I am in Santa Claus costume (low cut for sex appeal) and sitting in the bowl all day amidst a lot of toys. The idea is for the customers to send me notes telling what they want for Christmas.

The truth is that most of them want certain things that no self-respecting Santa Claus girl will give. Not one of them has shown any interest in the lovely toys I have. It's surprising how they all think of the same thing.

I suppose I should get mad and quit, but I remember my mom telling me "the show must go on" and so I guess I better stick it out.

YESTERDAY Nick got mad for the first time in a long while. He discovered that Mae Gordon, who does that awful dancing act, was telling his best steady customers to try Maxie's Celler Club across the street. It turns out that her boy friend is emcee of Maxie's and she wants to help keep that place open.

Nick is so mad he cautions Mae then and there. So she gets mad, too, and rips out the costumes for the girl line—just for spite. And so the line had to give its ice-skating number dressed in feather costumes that night.

THE girls are nice here, but their salaries are so low that they have to work the patrons for free meals. Free meals are not so hard to get because most male customers, when they're alone, enjoy having one of the girls eat with them. But it's so irregular. The girls never know when they're getting the cuffs meal, and when they do they never know what they're going to get—because every customer has a favorite dish he wants the girl to try. As a result they're all suffering from nervous stomachs.

P.S.—The girls are taking bicarb before and after every show now. In fact some of the girls have gotten to like it so much they say they're going to stop free-mealing but stick to the bicarb anyway. Nick heard about it and now he's offering free aspirin and bicarb to the girls getting the meags off customers.

## Looks Like Steady Job

MILWAUKEE, Dec. 10.—It's a swell record that Bee Haven, intermission entertainer at Sam Pick's Club Madrid, west of here, sports. She's been piping her ditties to the club's clientele now for nigh onto seven years.

## Girl Hoofers Back To Line as Rivalry Cuts Down Bookings

CHICAGO, Dec. 10.—Keen competition in the single girl specialty field here is sending many of these kids back into line work. Used to be that the ambitious chorus members were only too eager to step out on their own. But this condition changed when the field became too crowded and engagements, as a result, were neither profitable nor regular.

Turnabout not only improved the caliber of the average line making the rounds here but also is making it plenty tough for newcomers to step into a regular line job. With most spots, principally for economical reasons, demanding specialties from the line kids, gals these days almost have to have a couple of individual routines in shape before they can hold down a chorus position.

Each Palmer House show uses one of the Abbott Line kids as a regular feature, and Fred Evans, since taking over the production post at the Chez Paree, has been angling out members of *The Adorables* in individual offerings. Same practice is used at the Edgewater Beach Hotel with the Harriet Smith Girls and at the Hi Hat where members of the Muriel Kretlow Line take turns in single spots.

Line producers furnishing talent for local and neighboring cities state that a prime requisite of most clubs is that the girls be able to hold down single spots in floor shows.

## Club Talent

CASS FRANKLIN, baritone, joins the Florida-bound entertainers with an engagement for the Hollywood Beach Hotel, Miami, Fla., beginning Christmas Day.

DARIO AND DIANE open their Havana date at the Casino Nacional December 23. It's their second season there.

LANE AND CARROLL sailed December 3 to fill a six-week engagement at the Casino de Urua, Rio de Janeiro.

YEVO AND DORO are new at the Pelham Heath Inn.

## Chicago:

BARBARINA has signed a fair contract with George Hamid.

SUNNIE O'DEA has left for her home in Hollywood to spend the holidays.

STEVENS is now running shows in the Continental Room also on Mondays, due to heavy convention trade.

JACOB HOFFMAN has taken shows out of the Fort Armstrong Hotel, Rock Island, Ill., until after the holidays.

GARRON AND BENNETT open a return engagement in the Mayflower Hotel, Akron, O., Friday (18).

## Here and There

DEAN MURPHY was got by Phil Tyrrell for two weeks at the Chase Hotel, 286 Louis, beginning December 9. He just closed a month at the Claridge, Memphis.

UNA COOPER, after a year in Europe, is appearing at the Mount Royal Hotel, Montreal, for MCA.

GLOVER AND LA MAZ, the Starline Sisters and G. Ray Smith comprise the show at the Copacabana Casino, Rio de Janeiro. The Bonbons have been held over from the previous show.

RAUL AND RITA are holding forth at the Arabian Supper Club, Columbus, O., on a return engagement.

LILLIANE AND MARIO, dance team, made their American debut at the Pavilion Caprice, Hotel Netherland Plaza, Cincinnati, December 1.

DOROTHY DUVAL, accordionist-comedian, has returned to the Olympic Bar of the Fountain Square Hotel, Cincinnati, for her second return engagement in 15 months. She is set to remain until January 1. Miss Duval, who remained here four months on her last visit, is sporting a new instrument.

MODIE AND LEMAUX are doing their second return engagement at the Bal Tabarin, San Francisco, and will go to Chicago and New York after the first of the year.

LEE ROSS, emcee, will remain at the Showboat Club, Orange, Tex., until January 1.

STONE AND VICTOR are current at the Capri Cafe, Lawrence, Mass.

THE LE MOYNES, dance team, re-engaged at the Club Mayfair, Detroit, for an indefinite period.

MANN AND STRAFFORD have moved to the Jefferson, St. Louis.

JEANNE WALKER is going on the road with Charlie Agnew's Band.

TERRY CIRCLE opened December 12 in Old Vienna, downtown Cincinnati spot, for Jack Middleton, Cincy booker.

THE BOYETTEs have forsaken the road to open a combination dance school and booking office in Jacksonville, Fla., January 1.

BUDDY CAMERON, Lotetia Fitzsimmons and the Wilson Sisters have moved into Maple Grove night club, Huntsville, Ala. Bob Estes' Collegians furnish the music.

PAUL LEONARD and his new partner, Adele, closed at the Anchor Club, Hamilton, O., December 6.

VAL DEZ AND VEOXY are current at the 400 Club, Houston, Tex., after winding up a four-week engagement at both the Show Boat Club, Orange, Tex., and the Nut Club, New Orleans.

ROBERT LANGFORD, still working night spots in and around Sacramento, Calif., is now being managed by Earl Krause and Harold Smith, of that city.

JAK AND LOSE BONETTE, after an eight-weeker at Club Delgan, Buffalo, have checked into Club 1040, Detroit, to remain indefinitely.

NAN BLAKSTONE heads the new bill at the Lookout House, Cogginton, Ky. Yvette and Arturo and Evelyn are also in the new show.

RUTHE LAIRD's Texas Rockets are set for four weeks at Salsy, Detroit.

THE HELMONT BROTHERS are in their third week at the Nixon Cafe, Pittsburgh.

# San Fran Clubs Optimistic as Exposish Nears

SAN FRANCISCO, Dec. 10.—Night club activities in this territory are already beginning to reflect the optimism of the coming Golden Gate International Exposition. The better clubs are using worth-while attractions, and name impersonations are being contemplated.

The Bal Tabarin is featuring a name attraction plus other acts, a six-girl line and a band. Latter has an NBC hook-up with a commercial.

Music Box Theater has introduced a night club policy and is currently drawing heavily with Sally Rand and her *Glorified Beauties*. Chesney and Worth, a vocal duo, also in show.

The swank Club Lido has Buddy Bogen coexisting with a good cast and a line of girls. Local band provides the music. Food here is an item, and a \$1.50 minimum prevails.

Club Modern is reported doing a good turnover with weekly changes of shows. Bobby Anderson is still the official host, and his Dought Fishkin songs are the big draw. Rex Shepherd is another big feature. Good food at moderate prices, with a low minimum imposed Saturdays only.

The 385 Club highlights the outstanding of Spec Watkins and a floor show that includes Armond and Lita and the Bimboettes, a six-girl line.

In Oakland the Rancho San Pablo is hogging the limelight with a succession of names. Current is Belle Baker, with Lou Ash and the music of Carlton Arkley supporting nicely. Recent top flight names appearing here include Helen Morgan, Dixie Dunbar, Maxine Sullivan, Lillian Roth, Herman Timberg Jr., Pat Rooney Jr. and others. There is a \$2 cover week days and \$2.50 Saturdays.

A small late spot that is drawing its share of stay-laters is the Kona, featuring the Three Ryans and Hawaiian music. No cover.

In downtown Oakland Tiny's Hi Hat is doing well with a big show that features the emceeing of Smiling Jack Taylor, here for the past seven months; Dorothy Kilgore, Zerby and Layton, Judy Merrill, Barbara O'Sullivan, a line of girls and the music of the Vernetters, featuring vocalist Kay Karman. Food good, moderate prices and never a cover.

## Drake Books Brown Derby

BOSTON, Dec. 10.—Brown Derby bookings are now penciled by Harry Drake. Jay Collier, of the George A. Hamid office, opened the Brown Derby season last September, with Leo Steels the producer.

Watch for These Features of the

### Holiday Greetings Issue

(Dated December 31)

#### "THE LOCAL ANGLE TO BOOKING NAMES"

An interview with David Ideal, managing director of the Fox Theater, Detroit.

#### "THE HOTEL'S NEED FOR PERSONALIZED BOOKING"

A study of hotel booking problems by Sam Honigberg.

## Extra! Man Bites Dog

PHILADELPHIA, Dec. 10.—Thomas E. Kelly, business agent of the local AFA, refused to attend a conference of the Cabaret Owners' Association Wednesday to discuss a closed-shop agreement.

"There are a couple of Reds in the C.O.A." said Kelly, "and I won't meet with that crowd until they are cleaned out."

This is believed the first time, on record, that a union leader accused a group of employers of harboring a "Red" influence.

Page Martin Dies!

## Talent Agencies

JIM BENNETT, Detroit, who closed September at the Coconut Palms on Eastwood Park, is booking a line of girls into the Commodore Club. Also booked his line into the Colonial Theater.

According to MOREY HARTON, of Fred Hansen booking agency, Hollywood, Paul Savoy is no longer booking Roky Theater, Salt Lake City. Bookings are being handled by the Hansen agency.

MARTY RUBIN shows with the Charlie Allen office, New York, spotted Nat Shilkret to do the music for one third of a nation.

SID WHITE, of Southern Theatrical Agency, Miami Beach, Fla., reports that the office has just placed a new show into the Riptide Club, that city, opening December 8. Layout comprises Al Parker, Henry Nestor, Wanda Dawson and Elaine May.

SALLY FIELDS, Detroit agent, is suffering from shock from injuries sustained in an automobile accident. No permanent injuries reported.

RAY S. KNEELAND, Buffalo, this week added a talent booking license to his old established one for handling music. He already has some steady customers for talent, including the Hollywood Theater, Gowanda, N. Y., for vaude acts and the Buffalo Athletics Club for Saturday night floor shows. FRANK R. MURPHY, Buffalo, is handling talent for some of the big private banquets in Niagara Falls, Buffalo and Rochester; besides he has steady night club dates at the Comco, Buffalo; the Showboat, Niagara Falls; Joe's, Tonawanda, N. Y., and Sportsman's Park, Roudiffette, Pa.

JAYNE JARRETT, Pittsburgh artists' rep, was suddenly taken ill while en route to the convention of the International Association of Palm and Expositions at the Hotel Sherman, Chicago. She is now recuperating.

## Spot Bookings for Three Detroit Houses

DETROIT, Dec. 10.—Three more local houses are breaking long-standing dual film policies with spot vaude bookings.

United Detroit Theaters are playing Jules Klein's *Musie Mystery Maids*, all-girl band, for week engagements at the Broadway-Capitol, Fisher and Riviera theaters.

For the present houses will not include additional acts.

## Observations From Chicago

By SAM HONIGBERG

IT WILL probably be up to the American Federation of Actors, once it becomes a powerful national organization, to eradicate the mixing evil in night spots. In the meantime bookers can do their share in tipping off acts as to what spots demand the company of performers at tables. Then the act will accept the engagement with open eyes, and if he wants to mix it remains his affair. But too many bookers here have been placing talent into clubs in neighboring cities without bothering to inform them of the mixing practice. Several, unaccustomed to this "drink with the customers" act, had to swallow their pills and see it thru; the others, with enough cash for a return trip ticket, were on the next home-bound bus or train.

SOME of the indie agents are worried now that the AFA promises to become more than just a passing fancy. Basis of their latest wrinkle is the fear that the AFA in years to come will freeze them out of the booking business and encourage its own members to take over instead. They claim that a similar practice developed in the American Federation of Musicians ranks. Licensed bookers who are not musicians are gradually getting the gate, and only members remain at the helm of the band booking end. While AFA bigwigs maintain that licensed bookers will have no cause for such worry so long as they adhere to union regulations, the boys will chew the entrepreneur over in a meeting with Executive Secretary Ralph Whitehead during his next Windy City visit.

IF NEXT year's convention schedule, tentative as it may be, is any indication of activity here during the progress of the world fairs in New York and San Francisco, the Windy City will be far from a cemetery with lights. While a number of the annual celebrations here have been lost to the centers of those widely publicized affairs, dozens of convention committees decided in Chicago for comparative peace and better service. A few club bookers already have important dates on the line for next summer, and the night club field generally promises to be a bright one.

## Court Rules Act May Collect Judgment by Levying Against Agent's \$1,000 License Bond

NEW YORK, Dec. 10.—An unprecedented ruling whereby performers winning court judgments from agents for breach of contract may collect by levying the judgment against the agent's \$1,000 bond posted with the license commission was reached when the Appellate Division of the New York State Supreme Court refused to rehear the case of Arden and Renard vs. Jack Pomeroy, of Pomeroy Productions.

The act was awarded a \$250 judgment by the lower court some time ago on the complaint that they were booked into the Show Boat, Pittsburgh, last January for two weeks at \$125 per, but when they arrived the Show Boat proprietors refused to accept the booking, claiming the agents had no authorization to make it. Arden and Renard claimed they were then offered another spot for less money but refused it because they believed it to be a ruse whereby they would work for a day and then get the sack.

Higher court ruled that the agents were responsible under the terms of the contract and ordered a levy against the bond posted with the license department.

## Plenty of Dates For U. S. Talent

LONDON, Dec. 10.—Lyda Suro, acro dancer and leading woman from Bal Tabarin, Paris, opened for two weeks, starting December 3, at the Savoy Hotel, London. Sails for New York December 17.

The Diamond Brothers play a four weeks' Christmas season at the Savoy Hotel.

Charlotte and Rene Ayres, dance team, now clicking at the Cafe Club, Warsaw, return to London for Christmas.

Olive White, singing and instrumental entertainer, plays her fourth return date inside three months at the Trocadero weeks of December 12 and 19. That's the record for this spot.

Velox and Yolanda open at Ciro's December 19.

Three Winter Sisters, young acrobats and dancers, go into local nitery for Christmas.

Micky Brantz, now in her seventh month at the Trocadero, London, commences a Continental season in Bucharest in January.

Elmore Knight, American rhythm dancer, currently hitting at the Scala, Berlin, makes her first showing in England at Bournemouth December 12.

Tex McLeod doing a Will Rogers act the same attraction at the Paradise Restaurant.

Mathie Merryfield, redheaded and reaching six feet two inches, is doing nude and fanning as the star attraction at the Excelsior, Rome.

ment. Officials of the American Federation of Actors, who have heretofore been aloof to License Commissioner Paul Moss' plea that acts deal only thru licensed agents, have indicated that because of the decision they will co-operate with the license department.

## San Francisco AFA Okehs \$35-\$50 Minimum for Cafes

SAN FRANCISCO, Dec. 10.—American Federation of Actors local held election Monday and returned Al Smith to post of representative for this area. Re-elected also were Charles Renard, business agent, and Connie Mitchell, treasurer; Buddy O'Brien won over Steve Shepard for office of secretary, while incumbent Walter Gullig lost to Buddy Bowen for recording secretary post.

Members of the new board are Guild, Tebel Ross, Arthur Espinosa, Milton Lovett, Juquila Gray, George West and George Eckstein.

Board was given authority by the membership to set new wage scale of \$35 to \$50, which was ratified at the election meeting, as well as determining classification of spots where scale is to be made applicable.

Actual terms of the proposed 1939 agreement show a substantial wage increase for performers in this area, who get \$35 minimum under present contract. Another gain sought for performers is a guarantee of a net salary instead of salary less commission. All other clauses remain as under present working agreement.

Board will immediately set to work on classification of night spots and amusement places in order to prepare for negotiations on next year's proposed agreement.

## Heidelberg Gardens Reopens

YOUNGSTOWN, O., Dec. 10.—Heidelberg Gardens has reopened with Al D. Ori's Orchestra and a floor show. W. A. Moeller is manager. Spot will be operated nightly except Sundays.

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

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New York

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### DIAMOND HORSESHOE

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# New Hollywood Restaurant, N. Y., Opens With a Fast, Clean Show

Completely remodeled and enlarged at a cost of \$150,000, this big cabaret (the first pop-priced niter on Broadway) reopened Wednesday with a new policy, new show, new money. The show is not wonderful—but for a \$1-and-up dinner it's a terrific bargain.

The main big room, upstairs, can handle 800 people and the bar and lounge downstairs \$4.00. The bar (called the Hollywood Deck) is open all day and, with drinks as low as a dime (beer), and with old-time movies and a floor show on every couple of hours, along with continuous music by Red Stanley's Band, the downstairs bar ought to be a mint. Stanley's six-man outfit plays from a raised stage behind the bar (as in the Hickory House), while a line of sight gals do a song and dance on a small stage behind the long bar occasionally. A nice idea and the only of its kind on the Big Street.

The downstairs room is modeled to represent a yacht. Architecture is by Nicholas Weiss, who is also fronting the new venture. Others interested financially are Joe Rogers, owner of a Newark race track; Jess Shelley, of Detroit, and Nat Moss, brother of Joe Moss. Ben Oberall is general manager, a job he held when the old Hollywood opened thirty years ago.

The upstairs room has been remodeled to suggest a smaller version of the International Casino. The tables are tiered and the stage is raised, with ramps leading off each side. Except for four points, visibility is perfect.

Bobby Sanford, who produced the show when the spot originally opened, is on tap again. He presents a 75-minute show that is fast, clean, tastefully costumed, pretty and interesting. It's not spectacular, but at \$1 it's more than a bargain.

Produced at a cost of \$10,000, with costumes by Mayhew and designed by Robert Stewardson, the show is built around 12 chorus girls and eight showgirls. The girls are pretty and young and the costuming enhances their beauty but doesn't reveal enough to make any censor get excited. A fur parade (the-up

with Ben Platt Jr. and Ma Koche & Son) and a silver-gown number are highlights. The rest of the dance and parade numbers are routines, except for one cute number in which the chorus girls lift their skirts and showgirls, maudslines, examine their anatomy. The cymbal number is good, too.

The show is emceed by Rob Russell, tall, gracious baritone, who reveals a good singing voice, but who is no great shakes as a comedian and whose impersonations are not outstanding. He was handicapped—as, in fact, the entire show was—by a poor sound system.

Outstanding turn was Ames and Arno, boy-girl comedy acrobatic team. The girl is a thoroughly ingratiating imp and the boy works hard with her to put over a raft of stunts, amusing poses, panto bits, etc. They spoiled their sock impression by staying on too long. Blond Pepper January snipped off some fancy rhythm song-abouting, but also found the p.-n. system a handicap. Hal and Honey Abbott, young dance team, did all right with hotcha rubber-leg hoofing. The girl is a blond looker.

Alyce Carl, comely brunet, comes thru with a good tumbling, acrobatic routine. Serge Flash socked across his usual strong juggling, winding up with a new stunt—playing a harmonica atop a ladder while standing on a basketball and bouncing three balls off a drum in rhythm. The Three Macks do a fast turn of familiar knockabout tricks garbed in sailor outfits. Good, but the stuff has been seen around too often. Six Jitterbug boys and girls bounce around for the finale.

Sanford, assisted by Lillian Bennett, gives the show speed by having performers enter running down the ramps and exit quickly thru the center curtains. Segar M's Band (billed as "the choir of brass music") handled the show nicely, with Frank Ryerson conducting. Ellis' 10 men dish out good rhythms. Leo Shelley's Band provides sweet dance music, stressing the "Shelley Shuffle Music."

The Rimacs, back after two years abroad, provide the colorful second half of the floor show. They put on a half

hour of hot rumba and other Latin-type music, with three girls fronting for singing and dancing, and Charley Boy doing his fancy stepping in the specialties. Ciro Rimac leads and keeps things moving.

Jack Bertall booking. Production numbers will stay for 12 weeks, with the specialty acts changing every second week.

Ed Wolner is the p. a. Paul Denis.

## College Inn, Hotel Sherman, Chicago

Taking a step in the right direction, Managers Ernest Byfield and Frank Berling imported Happy Felton and his boisterous show and dance band and loosened the reins on floor-show informality to give this once-renowned spot a chance to regain some of its lost glories. What goes best here is plenty of funny sight stuff and talent that projects all over this odd-shaped room.

Felton stacks up as a suitable attraction, for he has a jolly, good-natured personality that is on the winning side and plenty of eccentric assistance from his boys to pump laughs from the audience. As things stand, the evening's entertainment is divided into four sections, each boasting something new and giving the patron a reason to hang around.

Making use of all the talent cornered of the band stand, Felton turns the nightly dance sessions and floor affairs into an almost continuous show. Standard bills are presented during the dinner and supper hours, with Lambeth Walk and Jitterbug Contest features sandwiched in. The former still spots Don and Audrey Lefaire in an instruction period and is augmented by band novelties and Lorraine and Hudson, comedy bicyclists. The jitterbug hour brings out a group of Sam Herman contestants who have been making the rounds in neighborhood theaters.

The late show caught was opened by Felton, who had the boys swing thru some carbons of their name competitors and burlesque Kay Kyser's Musical College hour. Eddie Platt, band's baritone, follows with a dramatic interpretation of Old Man River and the band enters the picture again with a hillbilly novelty.

Bood and Bood, European pantomime team, have a strange offering. Start as a couple of night spot patrons, the man going thru some business with the waiter, and finally wind up with the woman in a minut burlesque. It's not an act for a noisy room.

Felton gang cuts up with What Color Is a Ghost?, getting off some puns that are good and bad, and Louise Dunn, band's operatic exponent, airs a couple of selections in good soprano voice. The 12 Aristocrats bring the climax to the show with their neatly executed adagio that carries distinction. In the early show this mixed group comes in for its mustered novelty diversion, while Terry and Walker amuse with satires of familiar dance routines.

Felton outfit dishes out spirited dance music and among other vocalists are Billy Galbraith, sweet-voiced tenor, and Lorraine Barre, throaty rhythm warbler. Plenty of brass to lendumph to the pop swing bits, with soft rhythm instruments coming in for the sweeter numbers.

Carl Marx, the clown, is still holding down his first night club job, dispensing fun around the room for the second consecutive year. Sam Honigberg.

## El Rio, New York

This Brazilian spot, season's surprise pick among the new niter entrants, has brought in Sheila Barrett to regale its patrons for the pre-holiday weeks. She replaces canny Terry Lawler, while dancers Minor and Root remain. Johnny Johnson's Band, also a new item with this show, and the Latin rhythms of Gus Martel round out floor show and music departments.

A smooth-working team without a disturbing surfeit of intricate or fancy touches to their routines and with the happy choice of condensing all of their numbers to a just sufficient running time very much in their favor, Minor and Root do a straight waltz and a lively rumba, in addition to their own innovation, the fast and showy Samba, and Bavel's Bolero.

La Barrett, being the stormy petrel of cafe society entertainment circles, will in all probability do very well here. She always does much better in the smoother joints. To an average night club audience, her style and material would be scarcely sufferable, but to an assemblage of the so-called smart set, she is in her

right element. Since her barbs and lampoons deal with the follies of those who cater, to, she finds in them a fertile if slightly uncomfortable public. Her present repertoire, a rather lengthy one of about a dozen numbers, includes the new ones of Oscar Wilde at a jam session, a *Come With the Wind* bit, an impression of society cafe singers and other such tidbits. Her best received impressions, however, were the society singer satire, a rag bit and a devastating piece of imported chautauque.

Johnny Johnson's crew does a good job of both dancing and show accompaniment, while Martel's rumbalistas have a long record of swank spot experience to speak for them.

Three shows nightly, with a minimum of \$2.50 week days and \$3.50 Saturdays. Dorothy Ross handles all publicity. George Colson.

## Club Continental, West Haven, Conn.

One of the few places in this part of the State which has maintained a floor show thruout the year and a orchestra every night in the week. Present set-up has New York talent coming in Fridays to Sundays.

Sam Rubenstein's night club-as well laid-out so as to give patrons just what they want. Subdued indirect tubular lighting helps while a perfect air-conditioning set-up keeps the air clear of the unpleasant haze which occurs at some clubs. Dance floor allows for plenty of space. Spotlights also well placed.

Billy Reid Orchestra supplies the music for dancing and the floor show, keeping to straight dance tunes and limiting the specialties of his group. Patrons seem to enjoy this method here.

George Nichols, youthful emcee, keeps the floor show moving with his quips, staging and comedy. Highlight was a comedy fan dance, using several club menus as the fans.

Rio and Lee, good-looking peppy musical comedy dancing team, proved their versatility in a goodly bit of pleasing tap. Joe Rio did a solo specialty which brought nice applause. He combined shimmy, bump and strut to good advantage. Marion Lee also graced the spotlights in her solo, selling herself in grand manner with a novelty rhythm dance. A lovely blonde, with a fine build and personality, she did okay.

Ann Mack, a vespertine small, brunet, offered acrobatic turns and spins which were among the highlights of the show. The wardrobes of all the talent were full of life and added greatly to the show.

Food and liquor reasonably priced, with a small minimum in vogue.

Merton Lisson, head waiter, sees to it that all patrons are given good service in cuisine end of it. As Sam Rubenstein's aid, he adds greatly to the all-round pleasantness of this well-managed hostelry. A. T. Colarcolpe.

## Hi Hat, Chicago

Until the return of Joe Lewis Christmas night, Billy Gray and Jerry Bergen, as entertaining a pair of niter comedians as have been around here in months, are holding up the show honors in this Falkenstein Brothers rendezvous. Gray also handles the emcee work and has a strong line of gab. Together they do a nonsensical act that is clean and funny and most advantageous in this informal atmosphere.

Gray leads with talk and the small-statured Bergen makes a hilarious caricature in double-talk take-offs of Rubino-off and visiting screen celebs, invited up to make a speech. Other highlights include Gray's Yiddish diotlet take and a burlesque of an operatic trio, using a prima donna in both a straight version of the Italian Street Song and as a stooge.

Nat Chernay, local tenor, has an impressive voice and a commercial delivery. The kid makes a good appearance and handles pop tunes with the tricks of a veteran. Root of bill is comparatively weak, altho Gray does manage to color the gaps with some engaging gags.

Carol Bruce is an attractive songstress

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Dir: RUDY VALLEE UNITS CORP., N. Y.

but not strong enough as yet to command attention in a spot of this type. She displays promise, for her voice has some pleasant ingredients and her delivery is rather disarming. Needs more lessons in salesmanship, which will come with experience, and should keep up with the song parade. Such tunes as *Say My Heart* and *Let a Song Go Out of My Heart*, which she did when caught, have been chewed up by preceding vocalists.

A stronger dance single would not be amiss. Berna Doite, of the line, who was spotted in a Russian ballet trim, was both distastefully costumed and had a poor routine.

Sid Lang and orchestra continue on the band stand mid rate high as a show band. This small combination also dishes out delectable music.

Muriel Kretlow's six-girl line contributes lively opening and closing struts.  
Sam Horigberg.

**Bar of Music, Miami Beach**

Clubs are now opening fast and furiously at the Beach. Latest premiere is Bill Jordan's Bar of Music.

The Bar is enjoying its second year and, if the opening night was any criterion, the word "enjoy" is entirely too conservative. Although the doors opened on the same night as the season's main football game, patrons were turned away for hours.

The success of this compact little spot must go entirely to its piano-playing globe-trotting owner, Bill Jordan, who has a dynamic personality and makes friends simultaneously with his meeting people.

The set-up is unusual and attractive. Jordan and Earle Whittemore are on a raised stage behind the bar, offering the raptures of two Baldwin Grands. Another pianist, Maxine York, also does her bit. A singing interlude is provided by Michael Doyle, who yodeled the *Wharf Song* from *Naughty Marietta*. Doyle, a good-looking Irish tenor, appeared here last year with a terrific pair of pipes. This year, however, his voice, although pleasing, is definitely more subdued. All music work is done by Jordan, who is also featured as the Musical Globe Trotter over WKAT.

"Guest night" is going over with a bang. This novelty is not a series of appearances by visiting artists. The winner of a raffle is the house's guest to the tune of all they can drink. The guest brings a guest and both are strictly cuffs.  
Lee Simmons.

**Onyx Club, New York**

With the departure of Maxine Sullivan and John Kirby's Band, the Onyx displayed a new talent line-up beginning November 25, one singularly lacking, for this spot, in septa performers. Which does not imply that entertainment is also lacking, for as far as this observer is concerned, one chorus from the Merry Maes is worth a dozen Loch Lowmonds from Miss Sullivan.

This quartet—three men and a girl—is really something to hear. Coming from Fred Allen's other show and making their night club bow, they impressed so potently as being headed for nice things. Boys make a nice appearance and the girl has plenty of charm. What's even more important, they have an assortment of clever lyric numbers and they know how to arrange and sing them. On the harmonizing style of the Andrews Sisters, they bring originality and humor to streamlined versions of tunes like *Sidewalks of New York*. A talented foursome that is more than deserving of the hit they're scoring here.

The quintet titled Dr. Savasage and the Five Fox Chops take next entertainment honors. Colored group is the wackiest thing currently on 52d street, and if it weren't for the peering walls of the club, the boys would have a hard time beating a rap for disturbing the peace. It's a hodgepodge of crazy costumes, clowning, singing and general noise, all in the form of a band (piano, bass, guitar, maracas and a washboard-cymbal riglet). From a musical standpoint, it's only a piano struggling against heavy rhythm odds, but from the angle of laughs, it's good. And probing a bit more deeply, it's not far from the essence of the true Negro spirit.

Carl Kross and his guitar and Joe Courton at the vibraphone round out the show with nice performances of their respective instruments. Jack Jenny and a newly formed band occupy the podium for the swing interludes and capably uphold the Onyx's reputation as a grade

of jam. But as one of the ringsiders was heard to remark, "It's odd to see a white band up there." Maybe odd, but certainly no letdown.

**Le Mirage, New York**

Leo Dealy, who has been soloing since the standard piano-singing team of Dealy and Clark split a couple of years ago, is fronting a band now and this is his first date.

Dealy, a singer of smart song-stories so popular in cafe society circles, has organized a 15-piece band, and after a couple of weeks here hopes to play Miami. Heigan for 35 per cent of the gross, paying off his men and two acts working in the floor show.

The band, which includes three former Al Donahue men and three from Ted Lewis, is not bad at all considering it's new. (See Music Department for band review.) Dealy makes a good front waving the baton and greeting old friends. He amazes the small floor show, introducing the D'Vons, whose ballroom dancing successfully gets away from the conventional, and Dorothy D'Vina, a comely brunet, whose singing is limited in range and volume but who manages to get by nicely, thanks to a pleasing personality. The D'Vons make a sock impression with their interesting routines, smart musical background, and general smoothness.

Dealy closes the show with a ditty on *It's Better Than Taking a Walk*, another on a fish writing a letter to La Guardia, another called *Hilda Was a Darn Good Cook*, and a fourth ditty about cafe society. Style and poise put him over solid rather than singing quality. His 15-piece band breaks up in two portions, which handle the relief assignments: One is a six-four-piece combo and another five piece. Ramon, at the piano, leads.

Ricardo is the extremely friendly host. Frank Cerullo, the owner, is also around to greet you. Harry Sobol is the p. a. Dinner is \$2 and excellent.  
Paul Denis.

**Lucille's Paradise, Kansas City, Mo.**

Herman Walders' Band is current here. It's one of the town's best colored swing units, with a well-stocked library of five popular and novelty arrangements. Walders plays alto sax, works hard and is generally entertaining up front. Woody Walker, a brother, likewise clicks with frog-voiced vocals and good tenor sax solos. Rucker Washington, trumpeter, and Sam (Baby) Lovett, drummer, also are fine instrumentalists.

Spot time floor shows only on weekends. It's just as well, for the talent is mediocre in comparison with the band. Originally a septa spot exclusively, Lucille's now caters to the ofay trade and is doing brisk business. Service good. Spot has a KOMO wire nightly.  
Darc Dexter Jr.

**Berkeley Hotel, London**

Marietta and Rudy D'Aix, Continental dancers, specialize in graceful Viennese waltzes with plenty of verve and swing. Routines are finely executed, and the girl is a cute and shapely blonde with a pleasing personality. Couple click heavily.

Elizabeth Welch, colored songstress, is back for an early return. One of the best torch-singers to hit this spot, she has a good choice of numbers, to which her excellent pipes do justice.  
Bert Ross.

**Roadside Rest, Miami Beach**

A mecca for the dance-minded is Roadside Rest. This vast resort—the Southern twin of the New York outfit—offers the finest dance privileges in South Florida. Spot has two spacious dance areas, one of which is outdoors in a palm-studded patio.

Musical assignment is handled by Jack Eby. Altho only six men and a vocalist, and taking into consideration that the boys are blowing out of doors, the spot's music has been of the finest caliber. In the patio and dining room there is a minimum of 50 cents. A reasonably priced menu has been decreed by Manager "Doc" Lobb.

Rest controlled by Leon Ebor, Sam Eskin and Murray Hadfield.  
Lee Simmons.

★ ★ ★ ★ ★ ★ ★ ★

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

- A**
- A. E. C. Trio (Paradise) NYC, nc.
  - Abbott & Costello (Casa Manana) NYC, nc.
  - Abbott, Bill & Honey (Hollywood) NYC, nc.
  - Acme Red (Ave. Terrace) Grand Rapids, Mich., nc.
  - Adrian, Iris (Leon & Eddie's) NYC, nc.
  - Alia, Roberta (Aladdin) NYC, nc.
  - Alia, Roscoe (Murray's) NYC, nc.
  - Allen, Beverly (Palmer House) Cal. h.
  - Andre, Julia (Grassy) NYC, nc.
  - Andre & Delphine (Hotel Utah) Salt Lake City, h.
  - Andrews, Bruce, & His Modern Varieties (Cincinnati) Ottawa, O., 18; (Markay) Jackson 25, h.
  - Ardent's Don, Artist Models (Lookout House) Covington, Ky., nc.
  - Armstrong, Twelve (College Inn) Chi., nc.
  - Armstrong, Maxie (Ernie's) NYC, nc.
  - Arnold & Evelyn (Lookout House) Covington, Ky., nc.
  - Ash, Paul, Royce Oroy. (Roxy) NYC, h.
  - Ash, Lou (Rancho San Pablo) El Cerrito, Calif., nc.

- B**
- Bachelors, Four (Belmont Plaza) NYC, h.
  - Bacon, Faith (Midnight Bus) NYC, nc.
  - Bailey, Addison (Lion) NYC, nc.
  - Bailey, Sisters (Palmer House) Chi. h.
  - Balley, Mildred (Famous Door) NYC, nc.
  - Baker, Bonnie (Palmer House) Chi. h.
  - Baker, Belle (Rancho San Pablo) El Cerrito, Calif., nc.
  - Baldie, Eddie (Old Romanian) NYC, nc.
  - Barker, Frederic (Armstrong's) NYC, nc.
  - Baron, Babe, & Band (Paramount) NYC, h.
  - Barrett, Sheila (El Rio) NYC, nc.
  - Barrie, Mickey (Mother Kelly's) Miami Beach, Fla., nc.
  - Bateman, Dr. L. (Zimmerman's) NYC, nc.
  - Beaucarne, Pierre (Monte-Carlo) NYC, nc.
  - Behan, Arthur (Gay Nineties) NYC, nc.
  - Bela, Zsa (Zimmerman's) NYC, nc.
  - Bela, Zsa & English (Delavan) Buffalo, Pa., nc.
  - Bela, Zsa & English (Delavan) Lewistown, Pa., 12; (Plaza) Gettysburg 15; (Shapiro) Mt. Union 16; (Loric) Clearfield 17; (Virginia) Harrisburg, Va., 19-20, h.
  - Bellmont, Bill (Globe) NYC, nc.
  - Bellmont, Gloria (Casa Cubana) NYC, nc.
  - Bellmont, Ethel (Old Roman) NYC, nc.
  - Bergen, Jerry (El-Hat) Chi. h.
  - Berk, Irving (Hammam) Village NYC, nc.
  - Birch, Daria (Russian Kretchma) NYC, nc.
  - Blaine, Dorothy (Hungarian) NYC, nc.
  - Blake, Ted (Rate) Philadelphia, h.
  - Blakston, Nan (Lookout House) Covington, Ky., nc.
  - Blaw, Ben (Stanley) Pittsburgh, h.
  - Bliss, Jean (Alma Cincinnati) h.
  - Bohnert, Carl & Lesora (Cocacabana) Rio de Janeiro, nc.
  - Booth, John (Chase) St. Louis, h.
  - Borg, Iona (Colosseum) Chi. h.
  - Bourbon, Ray (Remedios) Hollywood, nc.
  - Bouvier, Yvonne (El Moritz) NYC, h.
  - Bowling, Aca. & Band (Arroyo) Cleveland, h.
  - Bradway to Hollywood (Humber) Cincinnati, h.
  - Brook, Elaine (Pan-Pacific Club) Los Angeles, h.
  - Brown, Jimmie (Commodore) NYC, h.
  - Brown, Ralph (El Hat) NYC, nc.
  - Brown, Evans (Red Gables) Indianapolis, nc.
  - Browning, Peggy (Pepper Pot) NYC, nc.
  - Buice, Carol (El-Hat) Chi. h.
  - Buchanan, Jim (New House) Milvale, Pa., nc.
  - Burns & White (Rancho San Pablo) El Cerrito, Calif., nc.
  - Busse, Henry, & Band (Tower) Kansas City, Mo., 1-14; (Sheridan Plaza) Cincinnati, h.
  - Byrnes & Swanson (Hungarian) NYC, nc.

- C**
- California Variety Eight (Coca-Bar) Chi. h.
  - Callaway, Mabel (Plantation) NYC, nc.
  - Calloway, Cab & Orch. (State) NYC, h.
  - Calvin, Al & Margie (Grand) Calgary, Alta., h.
  - Campson & Van (Garbo) NYC, nc.
  - Campbell's Trio (Sutton Hall) Tucson, Ariz., h.
  - Carr, Barbara (Sweeney) Gray NYC, h.
  - Carle, The Three (Playhouse) Providence, R. I., h.
  - Carle & Fernande (Sweeney) Cincinnati, h.
  - Carroll, Charlotte (Swing) NYC, nc.
  - Carr, Bill (El Hat) NYC, nc.
  - Carr, Andy (2 o'clock) Baltimore, nc.
  - Carr, Alexander (Romanian Village) NYC, nc.
  - Carr, Betty (Jimmy Kelly's) NYC, nc.
  - Carr, Charles (Roxey) NYC, h.
  - Carr & Corino (Revue) NYC, nc.
  - Carrington, Thomas (Black Cat) NYC, nc.
  - Cassandra, White NYC, h.
  - Caslar & Dolores (Casa Cubana) NYC, nc.
  - Charles & Barbara (Freddy's) Cleveland, h.
  - Chase, Rhoda (Corral) NYC, nc.
  - Cherney, Nat. (El-Hat) NYC, nc.
  - Chick, Helen (Sweeney) NYC, nc.
  - Chiffon & Miley (Ches Firehouse) NYC, nc.
  - Clifford, Pete (Swing) NYC, nc.
  - Coby, Lew (White) NYC, h.
  - Coco, Imogene (Duke) Chi. h.
  - Collette, Jeanne (El Hat) NYC, nc.
  - Collegiate, The Four (Palomar) Los Angeles, h.
  - Colligan, Bill (Orion) NYC, nc.
  - Collins & Hensley (Plantation) NYC, nc.
  - Collins & Henson (Capitol) Washington, D. C., h.
  - Collins, Phyllis (Drake) NYC, nc.
  - Comstock, Frances (One Fifth Ave.) NYC, h.
  - Connon, Jack (Oxy) NYC, nc.
  - Continental, Three (La Marguerite) NYC, nc.
  - Cook, Joe, Joe (Show Bar) Forest Hills, L. I., N. Y., nc.
  - Cop, (Mt. Royal) Montreal, Que., h.
  - Corral, (Sweeney) Hollywood, nc.
  - Corr, Alyce (Hollywood) NYC, nc.
  - Corries & Palmer (Queen Mary) NYC, nc.
  - Corrie & Maids (Yvonne) NYC, nc.
  - Cosby, Jack (Rough-Up) (Victoria) Lawton, Okla., 14-18, h.
  - Crane, Gladys (Maxim) Bronx, NYC, nc.
  - Crownwell, Ann (Ches Circle) Hollywood, nc.
  - Crosby, Bob & Band (Loric) Indianapolis, h.
  - Cross, Harriet (Rose Bowl) Chi. h.
  - Cump, (Theater) Chi. h.
  - Curt, Amparito (Yvonne) NYC, nc.

# Acts-Units-Attractions Routes

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

**EXPLANATION OF SYMBOLS**

a—auditorium; b—ballrooms; c—cave; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; r—restaurant; s—showboat; t—theater.

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

- D**
- D'Arabo, Rodolfo (Versailles) NYC, nc.
  - Dandridge Sisters (Cotton Club) NYC, nc.
  - Danzon, Jean (Plantation) NYC, nc.
  - Daniels, Betty (Nancy Club) El Cerrito, Calif., nc.
  - Daniels, Mabel (Hungary's) NYC, nc.
  - Daniels, Billy (Mammy's Chicken Farm) NYC, nc.
  - Dario & Diane (Ambassador) NYC, h.
  - Dariza, Yasha (Russian Art) NYC, h.
  - Davis, Dolly (Lexington) NYC, h.
  - Day, Gloria (Paradise) NYC, nc.
  - DeCamp, Ronald (Old Romanian) NYC, nc.
  - De Cruz (International) NYC, nc.
  - De Marea, Felipe (Mayana Madrid) NYC, nc.
  - De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
  - Debonairs, The (Pal.) Chi. h.
  - Debiashy Sisters (Duckey) Dayton, O., nc.
  - DeH, Helen (Bertolotti's) NYC, nc.
  - Dennis, Dorothy (Continental) NYC, nc.
  - De Thury, Lona (Tokay) NYC, nc.
  - De Vito, Leo (El Moritz) NYC, nc.
  - Dirolis & Helen (Vega) (El Gaucho) NYC, nc.
  - Dixon, Alice (El Hat) NYC, nc.
  - Domiguez, Paquita (El Chico) NYC, nc.
  - Donahue, Al. & Band (Rainbow Room) NYC, nc.
  - Dooley, Freda (New Ogdensburg) Ogdensburg, N. Y., h.
  - Dorsey, Tommy, & Band (New Yorker) NYC, h.
  - Doreen & Douglas (El O'Clock) Baltimore, nc.
  - Doris & Valery (El Chico) NYC, nc.
  - Doth, Freddie (Chicago) Chi. h.
  - Dowling, Tom, & His (El Alpin) NYC, h.
  - Downey, Merdon (Plaza) NYC, h.
  - Drachon, Russell (Whirling Top) NYC, nc.
  - Draper, Paul (Wildcat-Anorak) NYC, h.
  - Drayton Sisters & Jack (Hoxy) Cleveland, h.
  - Drysdale, Grace (Katie) Washington, h.
  - Duane, The (Casa Cubana) NYC, nc.
  - Dunn, Jerry (Doraglow Cafe) Sacramento, Calif., nc.
  - Dunn, Vera (Maxim) Bronx, NYC, nc.
  - Dunsel, Jack (Sweeney) Cincinnati, h.
  - Daryl, Dorothy (Mountain Square) Cincinnati, h.

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

- E**
- Elgin, Jive (Pal.) Chi. h.
  - Elford, Jimmy (Indigo) Hollywood, h.
  - Ellis, Maria (Condo) Trenton, N. J., nc.
  - Ellington, Duke, & Orch. (Grand) Brooklyn, h.
  - Ellman, Lela (Maya) NYC, h.
  - Ellis, Elyse (Gay Nineties) NYC, nc.
  - Emil & Evelyn (Palomar) Los Angeles, nc.
  - Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h.
  - Egan, Waikey (Village Nat) NYC, nc.
  - Erroll, Bill (Pace Espana) NYC, nc.
  - Erroll, Jack (Ball-Ball) Chi. h.
  - Erwin, Dolores (Little) NYC, nc.
  - Faye, Gladys (Jimmy Kelly's) NYC, nc.
  - Fears, Kay (Diamond Horseshoe) NYC, nc.
  - Feeley, Loh (Bungalow Cafe) Sacramento, Calif., nc.
  - Ferguson, Hobby (Dude Ranch) Berwyn, Md., nc.
  - Fern, Vera (Village Barn) NYC, nc.
  - Fierbrooms, The (Casa Manana) NYC, nc.
  - Fields, Benny (Casa Manana) NYC, nc.
  - Fiske, Dwight (Barry Plaza) NYC, h.
  - Fitzgerald, Lillian (Plantation) NYC, nc.
  - Flores, Felicia (Cuban Casino) NYC, nc.
  - Florida, Jean (Palmer House) Chi. h.
  - Foote & Parry (Liberty) Zanesville, O., 18-19; (Strand) Cumberland, Md., 18-20, h.
  - Forrest, Helen (Lambert) NYC, h.
  - Foster, Oss, GRS, Sixteen (Earle) Washington, D. C., h.
  - Poster, Oss, Girls (Roxy) NYC, h.
  - Pour Co-Rds (Palomar) Los Angeles, h.
  - Poy, Roy (Capitol) Washington, D. C., h.
  - Pratt, Anne (Le Oxy) NYC, nc.
  - Praxson (Riverside) Milwaukee, h.
  - Prize Sisters (Ches Paro) Chi. h.
  - Frederick & Xroupe (Blackhawk) Chi. h.
  - French, Eleanor (Ambassador) NYC, h.
  - Frohman, Bert (Orion) Chi. h.
  - Frost, Jack (Elmer) Hollywood, h.

- F**
- Falmer, Marjorie (Versailles) NYC, nc.
  - Feld, Judith (Fifth Ave.) NYC, h.
  - Felt, Ann (Whirling Top) NYC, nc.
  - Felton, Gilberto (Casa Cubana) NYC, nc.
  - Feng Sisters (Murray) Pittsburgh, h.
  - Ferber, Jan & Ned (Blackhawk) Chi. h.
  - Ferdin, Carmen (La Fiesta) San Francisco, h.
  - Ferr, Eddie (Ches Paro) Chi. h.
  - Fernandez, Three (Gaucho) NYC, nc.
  - Fay, Shirley (Viv) NYC, nc.
  - Fevens, Lela (El-Hat) NYC, nc.
  - Fisher, Virginia (1888 Club) NYC, nc.
  - Flower, Gloria (Roxy) NYC, h.
  - Flisler, Ethel (Radio Frank) NYC, nc.

- G**
- Glorer & Lamé (Cocacabana) Rio de Janeiro, nc.
  - Goodrich & Nelson (Earle) Washington, D. C., nc.
  - Gonsales of Alpen (McAlpin) NYC, h.
  - Goold Sisters (Rose Bowl) Chi. h.
  - Gouge & Jeanne (Palmer House) Chi. h.
  - Grafholzer, Frenchy, & Band (Cocacabana) NYC, nc.
  - Grass, Bernie (Gay 90s) NYC, nc.
  - Gray, Jack (Park Lane) NYC, h.
  - Gray, Billy (El-Hat) Chi. h.
  - Green, Al (Pioneer Nat) NYC, nc.
  - Green, Bennett (Mother Kelly's) Miami Beach, nc.
  - Green, Bernie (El Dumbo) Chi. h.
  - Grey, Betty (Blumarck) Chi. h.
  - Grissom, Dan (Bandbox) NYC, nc.
  - Greene, Willie (El Hat) NYC, nc.
  - Greene, Barrington (Plantation) NYC, nc.
  - Gwynne (Oriental) Chi. h.
  - Gyldenrae, Baron (Viv) NYC, nc.
  - Gypsy Four (L'Aiglon) Chi. h.

- H**
- Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
  - Hall, Frank (Palumbo's) Phila., h.
  - Hammond, Bill P. (Mambo Troupe) (La-Pallas of 1872) Atlantic City, h.
  - Haney, W. C. (Cocacabana) NYC, nc.
  - Hanson, Bill (Ernie's) NYC, nc.
  - Hanson, Charlotto (Village Brewery) NYC, nc.
  - Hanson, Oliver (Blumarck) NYC, h.
  - Harper, Lois (Ches Paro) Chi. h.
  - Harrington, Bob (Coca 18) NYC, nc.
  - Harris, Val (Indigo) Hollywood, h.
  - Harris, Marcia (Petham Heath) Bronx, NYC, nc.
  - Harris & Shore (Radio City Rainbow Room) NYC, nc.
  - Harris, Babe (Blue Lantern) Detroit, h.
  - Harrison, Herby (Blue Lantern) Detroit, nc.
  - Harrison, Spike (Gay 90s) NYC, nc.
  - Hartley, Sharon (Hungarian) NYC, nc.
  - Hayward & Allen (Le Roman Club) NYC, nc.
  - Hayworth, Bebe (Carolina) Burlington, N. C., 14; (Savannah) Henderson 15; (Carolina) Asheboro 17; (Louisburg) Louisburg 20, h.
  - Heidberton, Ray (Belmont Plaza) NYC, h.
  - Heidt, Horace, & Band (Biltmore) NYC, h.

- I**
- Herbert, Florence (Queen Mary) NYC, nc.
  - Hertz, Armande (Rancho Hollywood), nc.
  - Hershey Twins (Blumarck) Chi. h.
  - Higgins, Peter (Park Central) NYC, h.
  - Hill, Florence (Plantation) NYC, nc.
  - Hilliard, Jack (Royale Prolife) Chi. h.
  - Hillard, Harriet (Berkeley) Newport, Ky., nc.
  - Holter, Don & Betty (Blumarck Bowl) Los Angeles, nc.
  - Hoffman, Lou (Blumarck) Chi. h.
  - Holler, Roland (El Hat) NYC, nc.
  - Holland & Hart (Casa Manana) NYC, nc.
  - Holtz, Lou (Casa Manana) NYC, nc.
  - Horn, Rudy (Village Nat) NYC, nc.
  - Horsfield, Johnny (El Tabern) NYC, nc.
  - Houston & Horden (Berens) Chi. h.
  - Houston, Mable (Le Roman Club) NYC, nc.
  - Howell, Winnie, Gine (Harry's New York Cabaret) Chi. h.
  - Howard, Joseph (El Hat) NYC, nc.
  - Howard, Bob (Mammy's Chicken Farm) NYC, nc.
  - Howard, John (Village Barn) NYC, nc.
  - Howard, Shemp (Stage 1) Hollywood, nc.
  - Howard, Joe (Diamond Horseshoe) NYC, nc.
  - Howard, Bob (Roxy) NYC, h.
  - Howard, John (Ches Firehouse) NYC, nc.
  - Hubert, John (Fifth Ave.) NYC, h.
  - Hudson, Penn & Band (Lower) El. Paul, h.
  - Hudson Wenders (Oriental) Chi. h.
  - Hunter, Alberta (Tony's) NYC, nc.
  - Hutchinson, Jack (Belmore) NYC, h.
  - Hutton, Betty (Casa Manana) NYC, nc.

- J**
- Joe Pollice of 1239 Springfield, Mass., 13-17; Baltimore, 18
  - Johnson, (Gay Nineties) NYC, nc.
  - Irving, Val (Yacht) NYC, nc.
  - Irving, Jack (Club Alabam) Chi. h.
  - Jackson, Stone & Reeves (Colosseum) Chi. h.
  - Jackson, Jigsaw (Cotton Club) NYC, nc.
  - Jackson, Barry (Paradise) NYC, nc.
  - Jackson & Highwater (Highwater Beach) Chi. h.
  - Jackson, Connie (Plantation) NYC, nc.
  - Jacot of France (Janet of France) NYC, nc.
  - January, Peppie (Hollywood) NYC, nc.
  - Jarvis, Johnny (Fifth Ave.) NYC, h.
  - Jarvis, Sam (El Hat) NYC, h.
  - Jarne, Estelle (Fifth Ave.) NYC, h.
  - Jeanette & Kalan (Evergreen) Phila, nc.
  - Jeffers, Dorothy (Leon & Eddie's) NYC, nc.
  - Jenks, Frank (Pal.) Chi. h.
  - Johnson, Mack (Cotton Club) NYC, nc.
  - Johnson, Myra (Ches) NYC, nc.
  - Johnson, Charley (Black Cat) NYC, nc.
  - Johnson, Johnny (Edison) NYC, h.
  - Jones, Owen (Lion's) NYC, nc.

- Jordan, Johnny, Six (Liberty) Zanesville, O., 18-17; (Strand) Cumberland, Md., 18-20, h.

Jovelys, The (Riverside) Milwaukee, h.

Joyce & Marvella (El Chico) NYC, nc.

Juanita & Champions (Winter Garden) Berlin, Germany, nc.

- K**
- Kalusa, Bee (Royale Prolife) Chi. h.
  - Kaplowa, Klavdia (Russian Kretchma) NYC, nc.
  - Karavassif, Simon (Russian Kretchma) NYC, nc.
  - Karolis (Biltmore Bowl) Los Angeles, nc.
  - Kauf, Ben (Pace Espana) NYC, nc.
  - Kay, Dolly (Fifth Ave.) NYC, nc.
  - Kaye, Evelyn (Blumarck) NYC, h.
  - Kaye, Marilyn (Ernie's) NYC, nc.
  - Keller, Orelia (Le Ruben) NYC, nc.
  - Kelly, Paula (Rainbow Room) NYC, nc.
  - Kenny, Billy (Cocacabana) El Paso, Tex., h.
  - Kent, Dorothy (Pal.) Chi. h.
  - Kiddooders (Paramount) NYC, h.
  - King, Anna (Carbo) NYC, nc.
  - King, Charlie (Red Mill) Bronx, NYC, nc.
  - King the Weeder Dog (Radio City Rainbow Room) NYC, nc.
  - Kinney, Ray (Lexington) NYC, h.
  - Klein, Joe (Nutmom) Milvale, Pa., nc.
  - Knapp & Haronen (Paramount) NYC, h.
  - Knobf, Alexis (International Casino) NYC, nc.

- L**
- Kraber, Tony (Ches Firehouse) NYC, nc.
  - Kramer, Leon (Hungarian) NYC, nc.
  - Kruger, Jerry (Leon & Eddie's) NYC, nc.
  - La Carmelita (Gaucho) NYC, nc.
  - Lake, Helen (Monte Carlo) NYC, nc.
  - Landa, Jean (Midnight Sun) NYC, nc.
  - Lane, Mary (Jimmy Kelly's) NYC, nc.
  - Lane, Lois (Shubert) Cincinnati, h.
  - Lankford's Band (Radio City) Phila., nc.
  - Larson, Nya (El Club) Chi. h.
  - Laurie, Jack (Swing) NYC, nc.
  - LaVelle, Billy (Wonder Bar) NYC, nc.
  - Laxton, Reed (Armstrong's) NYC, nc.
  - Layton, Bert, & Four Flirts (Plaza Cafe) Philadelphia, nc.
  - Lemstra (Paramount) NYC, h.
  - Le Baron, Karre, Trio (Royale Prolife) Chi. h.
  - LeBaron, Peggy (Viv) NYC, nc.
  - LeBaron, Fred (Viv) NYC, nc.
  - LeBaron, Harris (Pan-Pacific) Los Angeles, h.
  - Lemstra, The (College Inn) Chi. h.
  - LeMaynes, The (Mayfair) Detroit, nc.
  - Leimold (Lexington) NYC, h.
  - Leimold, Harold (Le Marquis) NYC, nc.
  - Lerner, Max (Lynmar) Los Angeles, nc.
  - Lesco, Lina (Casa Cubana) NYC, nc.
  - Lester & Irma (Earle) Phila., h.
  - Lester, Ted (Viv) NYC, nc.
  - Lester, The Orca (Red Mill) Bronx, NYC, nc.
  - LeVine, Betty (Earle) NYC, nc.
  - LeVine, Dorothy (El Hat) NYC, h.
  - LeVine, Ted, & Orch. (Strand) NYC, h.
  - LeVine, Hans (Hasterton) Stockton, Calif., nc.
  - LeVine, Ralph (Club Riveview) Reading, Pa., nc.

- M**
- Liberto & Owen (Village Casino) NYC, nc.
  - Litusa, Frank (Diamond Horseshoe) NYC, nc.
  - Lightner, Fred (Oriental) Chi. h.
  - Lightning, Doc, The (Schmiesing's) Cincinnati, h.
  - Lina, & Maria (Netherlands Plaza) Cincinnati, h.
  - Lind, Della (Casa Manana) NYC, nc.
  - Lind, Della (Diamond Horseshoe) NYC, nc.
  - Lina, Lita (Casa Cubana) NYC, nc.
  - Liz, Bernie (Donny's) Philadelphia, Pa., nc.
  - Liz, Bernie (Earle) NYC, nc.
  - Lombardo, Guy & Band (House) NYC, h.
  - Long, Avera (Plantation) NYC, nc.
  - Loper & Barral (Village Barn) NYC, nc.
  - Lorraine, June (Palmer House) Bronx, NYC, nc.
  - Los Antecas (Yvonne) NYC, nc.
  - Los Rancheros (Weylin) NYC, h.
  - Los Marinos (Yvonne) NYC, nc.
  - Los Calaveras (El Chico) NYC, nc.
  - Loyds & Joresco (New Yorker) NYC, h.
  - Lynn, Abe, & Band (Rosevelt) New Orleans, h.
  - Lynn & Dearing (Jimmy Kelly's) NYC, nc.

- N**
- McCormack, Frank (Delavan) Buffalo, nc.
  - McCoy, Clyde, & Band (Palomar) Los Angeles, h.
  - McKay, Louise (Blue Lantern) Detroit, nc.
  - McLean, Ross (New Yorker) NYC, h.
  - McLennan, Larry (Village Casino) NYC, nc.
  - MacKie & Paul (Boulevard Tavern) Emmeret, L. I., nc.
  - Madera, Nedra (Gaucho) NYC, nc.
  - Madison, Itedy (Gay Nineties) NYC, nc.
  - Makarech, Daniel (Rainbow Room) NYC, nc.
  - Makarech, Harry (Radio City) NYC, nc.
  - Mann, June (Beverly Hill) Newport, Ky., nc.
  - Manner, Jane (La Mirage) NYC, nc.
  - Mantel, Don & Rita (Lakeside Club) Detroit, MI, nc.
  - Marie, Alice (Waldorf-Astoria) NYC, h.
  - Marie, Lela (Colosseum) Chi. h.
  - Margot (Tokay) NYC, nc.
  - Maria, Pola (Chateau Moderne) NYC, nc.
  - Maria (Piedmont) NYC, h.
  - Masley, Madge (Gay Nineties) NYC, nc.
  - Marlowe, Selma (Royale Prolife) Chi. h.
  - Mary, Bernice (Radio City Rainbow Room) NYC, nc.
  - Marsh, Paul (Swing) NYC, nc.
  - Marlin, Claire (Elmer) NYC, h.
  - Marlin, The (Blue Lantern) Detroit, h.
  - Martinez, Oscar (New York) h.
  - Massey, Tom (Drake) Chi. h.
  - Massey, Charlie (Century) Baltimore, h.
  - Maute & Cordoba (Plaza) NYC, h.
  - Men of Manhattan, Eight (Century) Baltimore, h.
  - Mercer, Oscar, & Bluff (Royal Palm Club) Miami, nc.
  - Merry Maes (Oxy) NYC, nc.
  - Mitchon, Michel (Russian Kretchma) NYC, nc.
  - Milan, Mary (La Salle) Chi. h.
  - Miles, Beth (Romanian Village) NYC, nc.
  - Milner, Ann (Pal.) Chi. h.
  - Miller, Jo Ann (Drake) Chi. h.
  - Ming (Ball-Ball) Chi. h.
  - Minnor & Root (El Rio) NYC, nc.
  - Mitchell & Lemaur (El Tabern) Baltimore, nc.
  - Mack & Pote (Plantation) NYC, nc.
  - Moria, Nedra (Yvonne) NYC, nc.
  - Montmartre Rose (Jimmy Kelly's) NYC, nc.
  - Moody, Linda (Village Barn) NYC, nc.
  - Moody, Gertrude (Village Brewery) NYC, nc.

(See ROUTE Son page 66)

A Family Squabble

PHILADELPHIA, Dec. 10.—A "family party" that ended in a flaccid free-for-all wrecked the Village Bara, a West Philly night spot.

"It was only a couple of cousins who had a slight disagreement," nabob Harvey Lockman explained.

But two riot squads were called and, when the smoke cleared, several persons, including Lockman and a couple of policemen, were taken to a hospital.

What would have happened if the cousins really hated each other?

Union Stymies Rose's Plan To Convert Manana

NEW YORK, Dec. 10.—Billy Rose's proposed plans to convert the Casa Manana into a two-a-day vaude house, which was precipitated by a demand of the Waiters' Union, Local 18, for a \$3-per-week increase in salary, was at a standstill this week when Rose's employees met and rejected his new conditions as a means of keeping the spot open as a night club.

William Albertson, secretary of the local, which is affiliated with the Hotel and Restaurant Employees' Union (AFL), stated that following Rose's announcement last week, 150 employees of the Casa Manana, including waiters, bus boys, captains and bartenders, unanimously rejected the proposals because it would "create a company union set-up." Officials of the Waiters' Union confronted Rose with their decision, following which he told them, it was stated, he was willing to negotiate the increase in waiters' salaries.

According to Albertson, Rose requested that his terms, for keeping the nitery open include a contract with the present scale of wages for a period of one year. The contract submitted also called for a raise in April, 1939, when the World's Fair opens, plus deduction of \$1 per week for the maintenance of uniforms; that Local 16 waive jurisdiction over the Diamond Horseshoe, Rose's new nitery which opens Christmas night, and that he have the right to set up a committee to act on labor disputes. Albertson said these proposals were turned down by the employees because it would tear down the standards the union has created and would virtually destroy the union.

Albertson stated further that if Rose went thru with his plans they would seek retaliatory action against the Diamond Horseshoe if he didn't set up union conditions there. He explained that they were not attempting to interfere with Rose's change of policy but believe Rose did the union a "grave injustice" by blaming the closing on the union employees when he was thinking of changing the club into a vaude house for several months, according to Albertson, "and seized upon this opportunity to get his place front-page publicity."

"The only way to get front-page publicity now," said Albertson, "is by suicide, murder or union trouble." Rose, on the other hand, countered that if he granted the increase to the waiters all the other service unions would be on his neck, and the increased cost would be the difference between profit and loss. His decision to convert the house back into a theater, with when and if it occurs, vaudeville is due to the success he has had the past 31 weeks with vaude. Since Rose's vaude policy at the Casa Manana the house grossed a total of \$1,193,500—an average of \$38,500 weekly. The house played to 44,000 a month, which brings the average check to \$3.30.

One indication that Rose is serious about the new venture is that his house manager has been pricing the cost of installing seats, but at the same time, deposits paid in advance on parties for the Casa have not as yet been returned.

At 4 a. m., Saturday the union officials, Harry Lee and Robert Peitz, were still in the process of negotiations with Rose.

Circuits, AFA Confer on Pact

NEW YORK, Dec. 10.—The circuits and the American Federation of Actors had another conference Thursday on terms of the agreement the AFA is seeking, covering performers playing local vaude spots.

AFA, represented at the confab by Harry Callans and Charlie Moenert, reports "favorable progress." The circuits were non-committal. AFA is asking for an APA shop, check-off on dues, \$60 minimum per week per principal, an undisclosed lower minimum for chorus people, restriction on rehearsal time and maximum of 28 performances per week.

Theater men at the confab were Charles O. Moskowitz, Loew; Major Leslie Thompson, RKO; Jack Partington, P&M; Irving Lesser, Roxy; Robert Weltman, Paramount; Frank Phelps, Warner, and Stanley Reed, Fabian.

"Come Up and See Me"

NEW YORK, Dec. 10.—Margot Robin (Robin Sisters' act) is one girl who can say truthfully, "Come up and see my stings."

One of her stings is on view now at the Macy Art Galleries in Macy's Department Store.

Vaude Grosses

NEW YORK.—Theater attendance hit a sharp decline last week mainly because of the fact that there were few decent attractions around town.

One indication was the Paramount, with a strong stage show, including Count Basie, Buck and Bubbles, the Berry Brothers and Sister Tharpe, the Holy Roller Stages, but a picture that fouled the air around Times Square, namely *Say It in French*. Gross, which was all Basie draw, was \$30,000.

The State, too, with a good bill consisting of George Jessel, Dixie Dunbar and Josephine Hutton and a strong picture, *The Citadel*, drew only \$17,500. Strand, Roxy and Music Hall, ran second-week attractions and, it seems, were doing better than those with first runs. Ted Lewis and revue on the Strand stage along with *Angels With Dirty Faces* continued to draw them in, grossing \$35,000. The Music Hall, with *Cowboy and the Lady* as the stellar attraction and the regular stage revue, did \$68,000, and the Roxy, with the second week of Al Bernie on the stage and *Just Around the Corner* on the screen, accounted for \$25,000.

CHICAGO.—Christmas shoppers are beginning to install some life into the matinee business and the three vaude houses in the Loop profited, accordingly. The women, in particular, turned out to see John Bots at the Chicago, where *Angels With Dirty Faces* has been held over. Ended with a strong \$32,500. Oriental again had a top week, showing some \$18,500 for an elaborate stage bill headed by Lola Lane and the screen companion, *Secrets of an Actress*. RKO Palace had a comparative weak sister in the Boys Town unit, which, despite some favorable publicity, attracted only a fair \$13,000. Unknown *Men To Remember* on the silver sheet was no help at the b. o.

WASHINGTON.—Capitol, with vaude show including *Romeo Vincent*, and Buck O'Neill and Flecker, *There's Goss My Heart*, drew \$15,000. House's average is set at \$16,500.

DETROIT.—At the Fox Horace Heidt's unit with *Just Around the Corner* grossed a normal \$20,000.

LOS ANGELES.—Fanchon & Marco revue and Rube Wolfe's *Dark*, plus *Dark Rapture*, fell \$5,000 below normal with a total of \$12,000.

MONTREAL.—Leading the vaude bill with the Three Sailors and *A Man To Remember*, the box office accounted for \$8,000, the average house draw.

PITTSBURGH.—Roger Pryor and his band on the Stanley stage, including Maxine Sullivan, Dick Foran and Ann Miller, was a disappointment last week, grossing only \$12,700, which is several g's under par.

CLEVELAND.—Palace, with Ben Blue and vaude unit, along with *Just Around the Corner* on the screen, had a gross of \$5,000, which is normal for the house.

CINCINNATI.—Shubert, housing the Stars Over Broadway unit and *Lester Darling* went \$1,000 over par with \$13,000.

INDIANAPOLIS.—Herbie Kay's Orchestra at the Lyric, along with *Woney Dress, Detective*, drew \$9,000.

PHILADELPHIA.—A stage version of *Gang Busters*, radio drama, and Stuff Smith's Orchestra, drew \$19,700 at the Erie Theater this week. Picture was *Up the River* (20th Century-Fox).

Australia Likes Howard Unit

SYDNEY, Australia, Dec. 3.—When Harry Howard's Hollywood *Hotel* unit opened here recently the cast underwent the same ritual given to all stage shows.—The actors make speeches.

Howard insisted upon making a speech and he got very much bowled up. So much so that some guy in the upper shell yelled out, "Take it back; it's a flop."

Howard looked up at the wiesenheimer, broke a smile, and said something regarding the show playing here for a long time. The audience apparently felt sorry for the company and brought in a solid hand.

Tower, Newman War Has K. C. Dizzy

KANSAS CITY, Mo., Dec. 10.—Flesh battle between the Fox Tower and Newman theaters which was begun last week carried over into a second week here, with Henry Busse's Band and the National Barn Dance unit taking up where Chick Webb's and Buddy Rogers' bands left off.

Ordinarily a straight film house, the Newman imported Webb to good results last week. Jerry Zigmund, manager, intimated but would not admit that the Newman might attempt a permanent vaude policy. The Tower, on the other hand, for several years has been presenting vaude to fancy grosses. Busse's opening at the Tower yesterday will be followed on successive week-ends by Herbie Kaye, Gene Krupa and probably Frankie Masters, the latter having Joy Hodges as an added feature.

With flesh on two stages, the Fox Tower-Newman fight is the center of attention among amusement men.

Mahoney Revue Hit in Sydney

SYDNEY, Australia, Dec. 3.—Tivoli Theater here, a 3,200-seater of the Frank Neil Tivoli Theater circuit, is showing *Why Be Serious*, headlining Will Mahoney, produced by Wallace R. Parrish, with ballets staged by Ronald Hay, House incorporates a 14-man pit band, 14 ballet girls and 8 showgirls. Shows are booked in for a five-week stay, with two shows daily for six days. Price, \$2.30 tops, and business has been fine.

On the program, besides Mahoney, who continues to score heavily with his tap work and clowning on his giant xylophone, include Eric Hays (Mrs. Will Mahoney) in torch ballads, with Bob Geraghty assisting at the piano; Johnny Sanna with an impersonation of a moon key; Chuck Richards, colored baritone, formerly with Fletcher Henderson's Band; Johnny Bryant, whistler; Nap Hazard, wire walker and comedian, assisted by Mary Hart; Neil Kelly, in comedy impersonations, and the dance team of Ballard and Rae, in a knockabout number and tap and acro work on roller skates.

Cedar Rapids Vaude Gains

CEDAR RAPIDS, Ia., Dec. 10.—That flesh acts are becoming more popular is shown by the fact that recent stage shows at the Paramount and Iowa theaters here all have played to capacity crowds. Fibber McGee and Co. packed 'em in at the Iowa December 3 and 4, giving five performances daily, with holdouts at every show.

Fibber was accompanied by Donald Novis, Sylvia Clark, Nick Depopolus, Old Timer, Hal Peary and Billy Mills' Orchestra.

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Vaudeville Notes

GENE GORY AND ROBERTA are in their second season with Count Berni Vic's *Stars Over Broadway*.

LORA VALADON, in the Rhode Island Hospital, Providence, since 1933, was released Thanksgiving Day and is now rehearsing with her husband and a partner a new novelty wire cycling act.

HARRY MONTY, formerly of the midge comedy team of Monty and Corbin, has been signed for MGM's *Wizard of Oz*.

JACK SHEA'S cowboy unit includes Jim Robertson, Dorothy Proby, Billie Bergers, Dotty Foote, Yodellin' Wahoo, Blackie Spencer, Cactus Pete, Prairie Dick, Tom Bell and his dog, Little A-Flat, and the Lone Star Quartet.

NICK LUCAS, now at the Top Hat, Union City, N. J., goes into the Strand, Brooklyn, December 23, with Loew's, Montreal, December 30.

J. E. (JACK) BENNETT pencils that he's now working under the name of J. Bennett.

JOY HODGES opens a p. a. tour December 30 at the Tower, Kansas City.

ROSE MARIE (formerly Baby E. M.) goes into the state, New York, January 5. George Booth on same bill.

IRWIN ZELTZER, former Loew press agent, has returned to New York and opened an office, partnered with Chelle Janis.

JIMMY RITZ, of the Biz Brothers, stopped in Chicago briefly last week on his way east with the act to fill engagements in Philadelphia and Boston.

SKOURAS BROS. officials are denying reports that they are planning experimental vaude at their New York Academy of Music.

FLORENCE ROOGE, ballet director of the Radio City Music Hall, New York, is achieving the distinction of being the first woman to produce that house's annual Christmas week spectacle, opening December 15.

HOLLAND AND HART, following their showing at Billy Rose's Casa Manana, New York, go to the Palace, Chicago, week of December 23.

MERBY MACS, current at the Onyx Club, New York, are booked for the Erie, Washington, week of December 30.

WALTER DARE WAIL, just returned from a three-month stay in Europe, plans to return to the other side after Christmas to locate his father and bring him to this country.

BUCK AND BUBBLES are terminating their relation with Nat Nazarro, who has handled the team for 17 years. They leave for the Coast soon for flicker work.

NATIONAL VARIETY ARTISTS' next benefit will be held at the Majestic Theater, New York, February 19.

STARNES AND ANAVAN just completed a short for Warner and called this week for an engagement with the Bertram Mills Olympic Circus in London.

ALBERTA KRADER, of Bellefonte, Pa., staged a home-talent production for the Chamber of Commerce of her town and ascribes her success to the generosity of ASCAP and most of the better known publishing firms for allowing her to use songs free.

Peggy Foides Promoted

NEW YORK, Dec. 10.—Peggy Foides, with the RKO Theater publicity department the past year, has been assigned to handling special exploitation by Harry Mandel, new RKO publicity chief.

Monte Carlo Wins Appeal

NEW YORK, Dec. 10.—The Monte Carlo night club was granted a motion in Municipal Court Wednesday to have a judgment for \$150 dismissed. Miller and Janet, skating act, had won the judgment two weeks previously on their claim that they were canceled in violation of their contract. The act failed to appear in court Wednesday.

State, New York

(Reviewed Thursday Evening, Dec. 8)

Bob Calloway brings in a goodly portion of his Cotton Club show for this week's fare and, considering the double duty imposed on nearly everyone on the bill, does a remarkably fresh and entertaining job of it.

With a much-improved band, musically, and only half as blaring and blabby as his former aggregations, coming from the addition of Cozy Coles in the drummers' niche and the introduction of a fifth sax tooter in that section, Calloway has very little of the hi-de-ho ear-splitting markings that identified his crew in past years and only his own inimitable song shouting remains as a trade-mark vestige.

Cozy Coles, with the outfit how about three weeks, fills a long-needed deficiency for a band that has always made flash and show so much of its appeal. Cozy is asked to demonstrate his skin-beating aptitude with Crescendo in Drum. Chu Berry also comes in for a solo spot on his tenor sax with Ted for Two, while the sax quintet steps out for a special job on Stardust.

June Richmond, plump lady of swing-songs, is the legit mainstay of the aggregation, giving out, with One Alone, Where Is My Doggie Gone? and Honey-moie Rose, but the surprise hit of the evening is one Solomon, a watermelon-head plectanist who not only does a creditable rent bit with a charcoal Charlie McCarthy but also wields a paddle with rubber ball attached in a manner that works in use of his smooth cook and his feet.

W. C. Handy is introduced with somewhat of a fanfare, and the venerable old man obliges with the original version of his brainchild, St. Louis Blues, on a muted horn. White's Liddy Hoppers give a demonstration of their specialty. Most everyone has seen Lindy Hopping since it swept the country, but if you haven't seen this particular group do it then he hasn't really seen it done. The three pairs of loose-jointed youngsters also wind up with a version of the

Noogey Woogey, latest Cotton Club dance step.

Calloway, of course, is practically a show by himself, fronting the band, singing, dancing and being generally the jumping, wriggling grasshopper that he is. Without a change in his style for many a year, not one has even approximated his slip and showmanship.

Flicker is Men With Wings. Hotise Good for last show. George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, Dec. 9)

What doubtful recognition this review merits rightfully belongs to Richard (Red) Skelton, a comedian who is making good in no small way. In his latest appearance here his material has never been better, the delivery never fresher and his personality never projected more engagingly. His rapid climb to the top of show business' ladder is a deserved one, for he is taking the way that is clean and mounting in entertainment. The loud approval of his acts between acts and with his attractive partner, Edna Stillwell, were indicative of the popular choice of his material and clever individual way of selling it.

The Five Elgins, veteran hat and club juggling quintet, opened. While the tricks are familiar and none too sensational they hold their own in this early spot and serve as a good warm-up for the innings to come. Working mannerisms of the three men and two women are gracious.

Ann Miller, brilliant hooper, who has been doing all right for herself in several recent pictures, put across a couple of lively routines that still stand plenty of stiff competition. Kid has looks, personality and talent.

Frank Jenks and Dorothen Kent, Hollywood couple, who too have been spotted in a number of pictures, follow with a new act that is spotty but holds

up, thanks to the man's good stage presence and ability to step out of the familiar "glad to be here" rut. His material is not strong, but he overcomes that, shortcoming partly with his naturally amusing personality and his mastery of the trombone. Miss Kent makes two appearances, first in an annoying talk session with Jenks and later when she joins him for a swing-tap finale. Kid does not show much experience for these "one take" acts but carries lines pretty well. Should wear different outfits in each spot.

Dolly Kay, singing a repeat engagement before opening in the Royale Prolix Christmas show here, labored three-four popular numbers, including a medley of Irving Berlin tunes. Employed a lot of showmanship to sell her wares.

The Six Debonairs, singing and dancing chorus group, do class work in the closing spot. While their singing does not measure up with their tap dancing efforts, the boys nevertheless must be credited with a rather novel beginning.

Business good first show opening day. On screen, The Storm (Universal). Sam Hontberg.

Loew's, Montreal

(Reviewed Saturday Afternoon, Dec. 9)

The so-called Hollywood Doubles get top billing in the current program. But another trouper wanders on to cop the applause honors. He's Oil Lamb. Latter can't keep his opening stint more or less routine, preferring to build. And build he does. By the time he's indulged in a series of contortions, a few tap turns and a month-organ stunt, the spectators are his for the asking. Lamb carries with him a youthful harmonica player who is tops. Then with wild player doing his stuff off-stage, Lamb fakes a mouth organ swallowing trick much after the fashion of Chaplin's famous whistle gag. It's a first-class applause enticement.

The Hollywood Doubles, with Wally Sharples on tap to imply that these are the real stand-ins of the stars, meander on and off, some of 'em looking like the movie folk they're supposed to resemble, but most of them only pale imitations. The girl who impersonates Greta Garbo is chock-full of talent, doing Hepburn and Mrs. Roosevelt take-offs hard to beat. The Joan Crawford, Loretta Young, Mae West and Joe E. Brown representatives are best of the rest. Tom Herbert, "Woo-Hoo" Hugh's brother, is a pretty close approximation of the screen comedian in appearance and style.

Remainder of the bill is rounded out by the Three Marshalls, two personable blondes and a boy, in vocal offerings that aren't hard to take; the standard trampolines act of Munroe and Grant, and some electric guitar numbers from Bernard de Face, whose pace is much too arrested to warrant much attention.

Entire show is set against Jerry Shea's Band. Like any stage band show, a colorful background is essential to avoid monotony. There appears to be some skipping in this band setting.

On the screen, Service de Luxe (Universal). D. H. Legato.

Paramount, New York

(Reviewed Wednesday Afternoon, Dec. 7)

It's a variety potpourri with all the attendant ingredients on tap for this trip. There's Blue Barron for a sugary musical background; Ken Murray for comedy relief, sweet singing of Shirley Ross, who also comes in for flicker billing in the screen's Thanks for the Memory (Paramount); rounding it out with the specialties of the NBC Kidoodlers, the New York State Shag Champs, Scott Powell and Tiny Wolf.

House was packed and hostile for the midday show. Murray had a time of it with kibitzing payees but managed to appease 'em. Anyway, it was all good-natured. He worked hard and true both on his own and for the other performers, and much credit is due him for tying the show up nicely and keep it moving swiftly for the full hour. In all, it was full of entertainment.

Barron, fronting his neatly groomed and sweetly styled band of 14, tees off in the livelier tempo with Three Little Words, enhanced by swing choir singing. Guitarist Ronnie Snyder steps down for a throat whistling interlude, registering better with the melodic Stardust an encore than with the technical and brassy Night of the Bumble Bee. Excepting for a midway orchestral interlude, Mur-

ray takes over from this point and makes the most of it.

Leads the band in Ted Lewis to get in his hat and cane twirling and even brings like Bing Crosby-with-a-cold. Brings on his sidekick for some scat singing as the lad's name indicates. Scott Powell, it's motion rather than music but as a special concession to the steady jitterbug trade goes over nicely. Announced as a Coast importation but for effect only, as Powell has been banging around town for some time, as a further concession to the nooppeta, the New York State Shag Champs, two youthful teams, follow. It's the usual gymnastics that pass as swing dancing, and even Murray lifts a leg with 'em. But it's Murray's lifting that puts 'em over, the champs being rather tame.

Barron takes back the spot to showcase his band and vocalists, the peach pipings of Russ Carlyle and trumpeter Charlie Fische for novelty wordage. And partly Tiny Wolf, of Kate Smith proportions, stooping in the band behind a string bass, makes a sock impression with rhythmic singing and a tap routine.

The NBC Kidoodlers, on a first, make a pleasant enough novelty tho they carry no sock. Four lads are virtuoso of the 10-cent piccolo and all the other dime bugles found on a Woodworth counter. The vocal harmonizing is o.k., but each of their three selections gets the same instrumental treatment.

Murray goes thru the paces of a shop-worn clarinet-playing bit, picking his notes off the floor from the scraps of sheet music, as a prelude to Shirley Ross, who has no trouble winning 'em over. Besides these pretty glad-to-be-here speeches and sings mostly the songs she introduced in the flickers. They wouldn't let her go after three or four songs until the house doused the lamps and lowered the platform.

Show set for a fortnight, follow-up bill co-starring Glen Gray and the Casa Loma Orchestra and the Andrews Sisters, with Ariette and Models Abroad on the screen. M. H. Orodiniker.

Oriental, Chicago

(Reviewed Friday Evening, December 9)

Since relinquishing this Randolph street temple, the Jones, Linker & Schaefer brains have been concocting some pretty good revues with the acts on hand and the house entertainment staff consisting of the usual orchestra and augmented line of 16 girls. This time a Precious of 1937 unit has been moiled and whatever thought is extended in staging and costuming it brings to the front originality and lavishness. While it shows up the affair in the long run, particularly in the finale where eight brightly costumed girls are brought out individually, the idea is an improvement over the rubber-stamped five-act layout.

The line opens with a spirited military parade, and Ward and Van bring no set-up with their bokum and impressive straight work on a violin and harp combination. Their tramp outfits coupled with fitting pantomimic gestures and instrumental nonsense produce many healthy laughs.

Gwynne, the magician, works in an admirably modern style. He has one of the speediest and craftiest openings seen here in a long time and follows it up with feats that are really mystifying. His fish-bowl trick is a whopper. Uses two men and one woman assistant.

Freddie Lightner failed to impress this reviewer this time. He seems to work unnecessarily hard, the result being more annoying than impressive. And, too, the material was uncomfortably familiar. Rosella MacQueen still with him, straightening in a talk session and closing with a song while Lightner interjects with commercial announcements.

Eight of the line reappear in a final

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# 1,500 Dismissals Seen for Projects In New York Area

NEW YORK, Dec. 10.—Expected dismissal of 1,500 pink dismissal slips will materialize on the Five Arts Projects here within the next week or so, to take effect January 1, reported Paul Edwards, administrator of Project No. 1, today. Federal Theater, with largest personnel will be proportionately hardest hit, with 1,000 scheduled to go therefrom by the first of the year. Slashing throughout national set-up of the FTP will likely follow the New York cut.

Breakdown of the curtailment calls for 100 dismissals on the music project, 200 among the writers, 100 on the arts and 40 on historical records. Sixty will be miscellaneous. In arranging the reduction of the project Edwards promised to maintain the present ratio of supervisors to security wage registrations. Total registration on Five Arts Projects here is approximately 8,000, with half that number concentrated on the Federal Theater.

# Pressure on N. Y. Theaters To Drop Giveaways, Games

NEW YORK, Dec. 10.—Hope for vaude was seen in the renewed agitation for wiping out of giveaway and other theater games based on chance. At a meeting of trade exhibitors and representatives of Loew and RKO here Thursday, Commissioner of Licenses Paul Moss urged them to drop the chance games.

Moss said that if there is a conviction against the Jewel Theater on a pending lottery charge, he would revoke the theater's license. He also said the ban on (See PRESSURE ON N. Y. opposite page)

# Vaude Competish Under Way in Chi

CHICAGO, Dec. 10.—The heated competition between the Oriental and State-Lake, which changed managerial hands recently, will begin December 24, the reopening date of the latter house. Balaban & Katz will start the works with a seven-act bill headed by Helen Morgan and Dick Foran, while Jones, Knick & Schaefer, the Oriental ops, are hunting low and wide for a similarly (See VAUDE COMPETISH opposite page)

## Why Bennett Went French

NEW YORK, Dec. 10. — J. E. (Jack) Bennett, burly straight man, had for years found his moniker plenty sufficient and distinctive while making the rounds of the temples in the bigger towns.

But to his sorrow he has found that traveling afar has a broadening effect on a person—and his taste. On a comparatively short turn with a turkey in the sticks Jack came across no less than three others in the same field working under the name of Jack Bennett.

Now Bennett wants it known that he is no longer Bennett, but J. Bennet, with the accent on the French pronunciation.

## Burlesque Review

### Star Theater, Brooklyn

(Reviewed Tuesday Evening, Dec. 6)

Presentation at the Star this week, produced by Alton Gilbert, had a neatness and grace not usually associated with burlesque. Costumes were pretty, not garish, and stage dressing showed imagination and restraint when necessary. House jammed Tuesday, on which night amateurs precede the regular program.

Femme Juggler was strong, with Nadja, exponent of an unusual brand of comedy, billed as the week's added attraction. Nadja has verve. Did two comic vocal novelties, spicy but clever, and danced and did a type of comedy strip. Field needs more performers like her. Other peelers were Annette, a teasing and pretty blonde; Lillie Dawn, vivacious redhead; Tonia Duval, Auburn-haired bumper and grinder who gives her stint quite a build-up; Mary Joyce, tall blonde who displayed a fair singing voice preceding her strip and came thru very well as a talker.

Comics, tried and true burly mob, were Harry (Stinky) Fields, Shorty McAllister and Tommy Raft, with Low Brown straightening with plenty of aplomb. Comics were okay but ran into the old trouble of scant new material.

Line of 10 was abetted by five, and in some production numbers, seven showgirls. Femmes, in addition to their nice attire, did not have that racy burly look. One girl out of line, Ray Cullis, did a very pretty toe dance. Stanley Simmons, tenor, sang the show. Paul Ackerman.

## No Two-a-Day At Casa Manana

NEW YORK, Dec. 10.—Billy Rose's proposed plans to convert the Casa Manana, his highly successful night club, into a two-a-day vaude house, precipitated by the demands of the waiters' union, Local 16, for a 83-a-week wage increase, appeared to be shelved today. A settlement is expected early next week.

After employees rejected Rose's counter-offer officials of the unions, including Harry Leo, president of Local 16 of the Hotel and Restaurant Employees' Union, and Michael Garriga, international vice-president of the union with jurisdiction over the kitchen help, went into conference with Rose and announced "that a settlement was imminent." On Monday (12) Rose and his attorney, Arthur Garfield Hayes, and attorneys for the unions, Congressman Vito Marcantoni and Louis B. Boudin, will meet to draw up a contract to govern working conditions at the Casa Manana for a full year.

## Follies L. A., Catches On

LOS ANGELES, Dec. 10.—Management of Follies Theater, burly reports that biz has taken an upswing since the place "opened up." Operating very eagerly for some time, with strippers not showing all, Follies found b-o. take stiding. Competition came from rival strip palace, the Burbank, operating full blast. After Follies "opened" grapevine system around town got working and dragged in the front-row boys. Biz up 30 per cent over previous two weeks. New headliners heading for Follies are George and Leona Lewis, coming here from Buffalo.

# Burlesque Notes

(Communications to New York Office)

### New York:

VALERIE PARKS busy backstage emceeing, she whispered, surprises for close friends in the shape of novelty Christmas greetings. LOUISE ROGERS, of the Gaiety cast, birthday-partied December 6 at the Normandie Hotel. JEANLEE Jose Mack, Zonia DuVal, Eddie (Nubs) Kaplan, Harry (Stinky) Fields, Ricky (Shorty) McAllister, Bob Taylor, Ede Keller, Gay Knight, Ned Crane and Jess Rochelle signed to open at the Million-Dollar Pier, Miami Beach, Fla., December 23. MILDRED FRANKLIN, former burly ace, now working clubs in Muskegon, Mich., and expects to go to Chi for the holidays. HUSSELL CAREW, manager of Werba's, Brooklyn, has installed Country Store and Amateur nights, Monday and Wednesday, respectively. ADRIANNA, dancer, while with the Valerie Parks show at the Triboro week of November 23 suffered a toe injury in descending the stairs from the dressing room to the stage.

EVELYN MYERS extra-attractioned at the Howard, Boston, December 9 week.

MARGIE GORDON, showgirl, is in St. Luke's Hospital as a result of an injury sustained backstage of the Gaiety.

LUCY BAXTER MOORE, chorus captain of the Diane Johnson show on the Hirst Circuit, was birthday partied and gifted galore November 25 while at the Troc. Philly, Edwina Romaine, showgirl with the same show and a double for Charmaine, was formerly a ciggie girl in Boston nteries. TAMARA and Millie Conroy opened at the Burbank, Los Angeles, December 3. Engaged by Dewey Ringer during his New York hunt for talent. GINGER BRITTON, Jerry Dean, Louise Stewart and Joe Lyons returned to the Star, Brooklyn, December 9. Exits the day before were Countess Nadja, Annette, Lillie Dawn and Low Brown. Billy (Bumps) Mack comes in December 16.

COUNTESS NADJA, a Rye (N. Y.) resident, where she operates a dog kennel, was asked recently to be one of a censor board of seven for Westchester County but declined with thanks. JOYCE BREAZZELLE and Jean Caton, booked by Dave Cohn, opened at the Ettinge December 9. Also Lillie Dawn, coming from the Star, Brooklyn, and June Et. Clair, from the West, leaving were Steffe, Jai Leta and Helen Colby.

WALTER BROWN and Johnny Cook, Dave Cohn placements, succeeded Art Gardner and Joe Lyons at the Republic December 9. THE CARNEYS, Bob Roberts and Jean, together with Mimi Reed, until recently with the Hirst Circuit, are now at the Little Rathskeller niterly, Philly. LARRY NATHAN again managing the Roky, Cleveland, on the Midwest circuit, Roky featured Peaches December 2 week. Also in the cast were Joe DeRita, Billy Foster, Mae Brown, White Sisters, Danny Jacobs, Marnee, Harry Swanson, Harry Ryan, Juanita Bates and Kirk Wood. Zasa was the feature week of December 9, heading a cast comprising Jack (Tiny) Fuller, Jack Romig, Eddie Hayward, Jack Coyle, Renee, Dolores Dawn and Melanie LeBeau.

GLADYS CLARK, her eyes now back to normal after a long siege of medical treatments, returned to the People's December 3 to relieve Carol Drake and Peggy Keeler. Sid Gold relieved Ben Hamilton the week before. HELEN COLBY and Sherry Britton replaced Jerry Dean and Louise Stewart at the Gaiety December 9. SAM RYDER, old-time burly house manager, succeeded Frank Engels out front of the Empire, Newark, recently. CORINNE MARSH is the new number-producing assistant to Billy Koud 10; behalf the Gaiety and the Ettinge ensembles. NAT MORTAN'S recent bookings include Louisa Wright and June Knight for the Normandie Club, Atlantic City; Jelda, serialist, for Leon and Eddie's; Adra, Republic; Jean Rochelle, Miami Beach Pier, and Bubbles Yvonne and Julie Bryan, Ettinge. CHARLES MERRICK, formerly head of the Empire Booking Agency, is now bossing a lanchonette in Sunnyside, L. I. MARJORIE HART extra-attractioned at the Troc, Philly, December 11 week.

### Chicago:

JEAN MODE closed Harry's New York Bar and started a tour for the Midwest circuit at the Gaiety, Cincinnati, last Friday. GARRICK, St. Louis, closed last week, and William Pickens states that he will reopen at New Year's. REPORTS have it that people playing the Capitol, Toledo, are asked to take a 25 per cent cut. FRANK SMITH, straight man, closed in Canton, O., and returned to his home in Claypool, Ind. LOUISE MILLER closed a long run at the Histo here last week.

### From All Around:

FRANCES PARKS and four line girls (Helen Reed, Ruth Bailey, Helen Cummings and Sally Walker), after the closing of the Grand Canton, O., moved into the Merry-Go-Round, Akron niterly, for a week's stand and this week are current at Castle Farm, Lima, O.

## Hirst Circuit

NEW YORK, Dec. 10.—Werba's, Brooklyn, ceases to be a Hirst road-show house December 17. Returns to burly or Polles stock the day following.

Capitol, Toledo, together with the Lyric, Allentown, Pa., and Orpheum, Reading, Pa., latter two one-nights, to be dark the week of December 18.

Garrick, St. Louis, shuttered last night until after the first of the year.

Carrie Finnell show closes in Newark December 17, with Miss Finnell shifting to extra-attraction engagements and appearing December 18 week at Werba's, Brooklyn, and December 25 at the Howard, Boston.

Valerie Parks and her Own Show changes its personnel in Detroit December 17, New cast includes John E. Enley, Joe DeRita, Harry (Boob) Myers, Crystal Cook, Patricia Joyce and Franklin Hopkins.

Jess Mack and Jean Lee closed in Toledo December 16 to go to Miami, Fla. for the Million-Dollar Pier show.

Lou Miller, recently appointed assistant to booker Phil Rosenberg in circuit headquarters, will look after the booking of specialty acts.

Ben Hamilton started rehearsing for the Diane Johnson show.

Emmett Callahan, recovered from a recent appendicitis operation, rejoined the Ann Corto show this week in Detroit.

## Belle Baker Held Over

SAN FRANCISCO, Dec. 10.—Belle Baker, current at the Rancho San Pablo, will be held over two weeks, closing January 3. Booked originally for four weeks.

Miss Baker is said to have topped Helen Morgan, previously at the Rancho, as an attraction.

## Just an Illusion

SAN FRANCISCO, Dec. 10.—That strip-tease Ima Lorraine has been doing at the Capitol Polles isn't what you think it is. It's all in the way they handle the lighting.

This dismal fact was brought out Monday when Miss Lorraine was arraigned in Municipal Court charged with staging an indecent performance.

Miss Lorraine denied the charge. Manager Eddie Stolak said she was right, that she was at all times adequately clothed when on stage, but that the subtle lighting effects sometimes created an illusion—quite an illusion.

She is now free to carry on—there aren't any more complaints.

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# Wehle Plans New Venture

### Has show up for sale, but good bet he'll again head Billroy's in 1939

MIAMI, Fla., Dec. 10. — While tent show managers and performers throughout the country may have been surprised by the announcement made last week by Billy Wehle, owner-manager of Billroy's Comedians, to the effect that he is disposing of his tent-show equipment and show title to devote his full time to another business that will keep him in Miami all of next summer, it's a pretty safe bet that the old maestro of the tent-show field will be out there pitching for dear old Billroy when the bluebirds begin their spring warbling. Billroy's Comedians, which recently concluded its 14th annual tour, is the largest motorized tent theater company ever to hit the road, and in the last half dozen years at least has been the most successful.

There's no doubt that Manager Wehle is seriously contemplating entering another line of business, but from a statement made to *The Billboard*, his acceptance of the new venture hinges upon whether or not he succeeds in disposing of his mammoth tent copy. Then again he may operate them both. Quizzed by *The Billboard* this week, Manager Wehle refused to divulge the nature of his new enterprise other than to say that "it will be a totally different line of business." Wehle will fly to Los Angeles early next week on a mission associated with the new enterprise. Details of the mission are a dark secret, he explained.

"My reasons for selling my show equipment and title," Wehle stated this week, "are at present a deep dark secret, as I have not as yet 'broken ground' on my new project." Furthermore, I fully expect to launch Billroy's Comedians as usual next spring under my management and ownership, as I do not expect to find a buyer, and I certainly have no intentions of giving away a show that is and always has been a success, especially with the prospects for 1939 much better than those of 1938. I made money the past season."

Mrs. Billy Wehle returned to the Wehle winter abode at 1820 S. W. 16th street here this week after 10 days in University Hospital, where she underwent a major operation to rectify a series of ailments. Operation was a success, and she is resting nicely.

Billy Wehle Jr. has purchased a business in Miami and is reported to be doing very nicely. His wife, the former Baby Crider, is here with him, and both are residing with Mr. and Mrs. Billy Wehle. Baby's parents, Hal and Grace Crider, and son, Hammett (the pop-corn king), will arrive here shortly after Christmas.

Winona Wehle is a junior at the University of Miami.

# Boob Brasfield III; Troupe Carries On

ROME, Ga., Dec. 10.—Boob Brasfield, whose company has been in circle stock in this area for some time, left here last Friday for Hot Springs, Ark., to take treatment for an ailment which the doctors have diagnosed as a nervous breakdown. Brasfield has spent six months of the last 18 in bed with sciatic neuritis. He had been showing an improvement when the breakdown hit him.

The company will continue operation during his absence under the management of Mrs. Brasfield. Show is working three nights a week. Manager Brasfield experienced considerable difficulty here this fall, most of it caused by managers who couldn't leave Brasfield's little dot on the map alone and headed for Rome to boost competition and to give Brasfield what he describes as "a fit."

Brasfield's brother, Rubo, is doing comedy with the unit. He has been featured with Blisbee's Comedians the last five summers. Fungio and Dawn are back on the show after a season with the Heffner-Vinson organization. Mr. and Mrs. Jack Brown and son are also recent additions. Billie Palmer, of Hollywood, is visiting her brother here the Brasfield circle until after the holi-

# Rep Ripples

LELAND S. HARRIS, now in Chicago for the holidays, reports that he is associated with the Luellen Passion Play troupe, which resumes its tour in Detroit January 4. Harris infers that the company is booked thru Ohio and the South and that it will wind up in the open-air theater in the Black Hills of South Dakota next July and August. . . . COSTA PLAYERS are booking towns in Northern New England under auspices . . .

LUNTS' COMEDIANS have switched from a dramatic to a tab outfit and will play West Texas with a bill penned by E. F. Hannan. . . . MR. AND MRS. EDDIE DOYLE (Louise Brown), former owners of the Orpheum Stock Co., have just completed a brief visit with the latter's mother in Worthington, Ind. Since quitting the rep field the team has been playing Southern and Mid-western circuits with its novelty hoop-rolling turn. . . . PAUL PAGUE has his Missouri show hit but has postponed the opening until after the first of the year. . . . BOB CONN and partner have concluded their engagement with Billy Armond's tab stock at the Roxy Theater, Knoxville, Tenn. . . . JACK CRAWFORD is scouting the Middle West for a possible dramatic stock location. . . . EDUCATIONAL PLAYERS, working a circle of Indiana towns, have engaged John Lawrence to write a series of 30-minute radio skits adapted from the plays in their repertoire. Troupe will soon begin a twice-weekly stint over WIBC, new Indianapolis station. . . . MARITIME THEATRE PLAYERS, circle unit working out of St. John, N. B., were snowed in the other week, resulting in the loss of four dates. It took the company, which is managed by W. E. (Dan) Ross, more than five hours to jump 40 miles to its last town before being marooned. . . . TOM EVERROAD, formerly well known in stock and rep, is engaged in producing local talent shows thru Illinois. . . . CHARLEY CALHOUN is organizing a small rotary unit to play in the Los Angeles area with a cast of three and three. . . . ROY LORENZO has returned to Chicago after filling a 12-week stand as scenic artist for the Irons & Clamagré Amusement Co., Detroit.

GENE BRADLEY SR. is now at his home, 10 West Huron street, Chicago, recuperating from a serious bladder operation which kept him in Michael Reese Hospital, that city, for 15 weeks. . . . HARLEY BADLER and wife, Billie, who closed their season with a two-week stock engagement at Waco, Tex., November 27, plan to remain off the road for four months to take a much-needed rest. . . . H. RAY SNEDEKER, who closed his platform show late in August, is now holding the managerial reins on Freddie Funk, lightweight scrapper, who Ray believes is loaded with the stuff of which champions are made. Spedster, who formerly had out the California Players, infers that he's going to try out a new wrinkle in the way of a tent show attraction next season. . . . BOB HEIDELBERG and Russ Lewelyn, sax and trumpet man, respectively, with Billroy's Comedians the past season, are now with Beid Errod's Orchestra, set indefinitely at Dempsey Hotel Tavern, Macon, Ga. . . . CHARLES GERSTER, trombonist, has closed with the Boob Brasfield circle in Rome, Ga., to join Loretta Gray's unit touring the South. . . . BOOB BRASFIELD, in ill health the last 18 months and now resting up in Hot Springs, Ark., following a nervous breakdown, would appreciate a cheery note from old trouper cronies. His address is 251 Whittington, Hot Springs.

## NEW PLAY

(Continued from page 17)

Butler and Arthur Shields offers some of his best Abbey Theater character work as an incidental and crotchety hired hand.

Antic, gay, lovable, hilarious, tender and thoroughly amusing, *Spring Meeting* ought to do more to effect an Anglo-American entente than all the political speeches that ever gushed thickly out of Washington or London. It's even funnier than most of them—and it's infinitely more sincere.

days. Lillian Hooper, chorine, and Wesley and Ruth Brown also joined recently.



**BILLY WEHLE**, who last week surprised the tent show world by hanging a "For Sale" sign on his Billroy Comedians tent show equipment and title and announcing that he's entering another line of business in Miami, Fla. He admits, however, that 1939 will most likely again see him at the helm of the mammoth tent theater organization.

## Heffner-Vinson Hi-Lites

WINTER GARDEN, Fla., Dec. 10.—After three weeks in Georgia, where show encountered much cold weather, we are back in Florida. A 265-mile jump to Eustis, Fla., was made Sunday without a mishap. Trek was the longest of the season and was followed the next day with the shortest—a five-mile hop to Mt. Dora.

En route Sunday we stopped at Valdosta, Ga., our home town. It was our first time there since we left last spring. Saw Mother Vinson and Lilly Heffner, who is slowly improving in health; also paid a visit to the Billroy show headquarters and visited with Mr. and Mrs. Eddie Mellon, who are in charge along with Albert Crites.

Corky Williams, ex-troupier, was a visitor at Alton, Ga., as was Jack Hutchinson, formerly on this and Billroy's show but now selling advertising.

Tracy Hager was an interesting visitor at Eustis. He is an ex-troupier and was responsible for interesting *The Billboard* and the circus world in the case of the late "Little Colonel" Linard Jones at the Harry-Anna Home, Umatilla, Fla.

Jim Heffner and the writer enjoyed the hospitality of Ellis Winton and family, of the Cumberland Valley Shows. The Wintons are nicely located at Mt. Dora for the winter. Manager Heffner was also entertained by M. Duggan, retired trouper who formerly had out Duggan's Circus. Duggan is also a resident of Mt. Dora.

Culinary honors go to Rbeba Herbert for the excellent Spanish bean soup, to which she treated the writer when he was making the rounds on trailer row for handouts.

Present plans are for the show to close December 17 for a pre-Christmas layoff. AL MITCHELL.

## Slout Unit To Lay Off

CASHTON, Wis., Nov. 12.—L. Verne Slout and his Theater Workshop will close for the holidays December 15. Unit will resume its tour in Wisconsin early in January. Personnel remains the same—L. Verne Slout, Gilbert Bledsoe and Orr Ackley.

## MORE ACTS

(Continued from page 3)

the covers. This is the only arrangement that permits some hotels to take a chance with a big band. When Chick Webb goes into the Park Central Hotel he will get \$1,700 a week and the covers.

Leo-Dealy, who is fronting a new band at Le Mirage Club, is supplying a 15-man band and two floor-show acts for 35 per cent of the gross. During the summer Reed Lawton and Rafael Diaz produced the floor shows at Le Mirage on a percentage arrangement, later moving to the near-by Merry-Go-Round Club on another percentage deal.

Dwight Pike's long runs at the Savoy Plaza Hotel Lounge are on a percentage arrangement. When Harry Richman goes into the Road to Mandalay Club December 15 he will get \$1,000 guarantee and a cut of the gross. When Hildegard

played the Savoy Plaza she got a percentage.

Among other acts playing local night clubs for the cover charges against a guarantee have been Josephine Baker, Beatrice Lillie and Eva Syrington.

In many instances the acts get stuck, especially when they get a cut of the gross and have no means of really checking on the dough. This is the same experience vaude units often have when playing indie theaters. The simplest way, of course, is for an attraction to work for the cover charges. All the act has to do each night is to count heads, and it knows just how much is coming.

Night clubs and hotels generally are in favor of percentage deals, feeling that the bands and acts will work doubly hard to drum up business when they are getting a cut of the gross.

## "RIGHT" DRAWS

(Continued from page 3)

12-week run December 11. The Lunts opened brightly with *Amphitruo 38* at the Erlanger Monday and in four weeks will switch to *The Sea Gull* for a fortnight.

Cash trade is still attracted to the Grand Northern by Federal Theater's version of *The Mikado*, which opens its 12th week Monday. The New York group in *Prolog to Glory*, however, failed to establish any box-office furor at the Blackstone and will end a so-so five-week run next Saturday. House lights Christmas night with *The Copperhead*, starring Ian Keith.

The Grand reopens Christmas night with a return engagement of Clifford Ode's *Golden Boy*, which launched the season at the Harris. This time, however, it will have a new cast headed by Phillips Holmes and Jean Muir.

## PRESSURE ON N. Y.

(Continued from opposite page)

"gambling games" would be imposed as well on churches, fraternal halls and clubs.

Local exhibitors wanted to know what would happen to commercial enterprises using merchandise giveaways, but Moss did not take a stand on this situation.

Local vaude bookers are hoping that the city administration will crack down on the movie house chance games. They see in the ban a chance for vaude to come back.

## VAUDE COMPETISH

(Continued from opposite page)

strong affair to combat the neighborly competition. Both houses will run on a low-price policy, with B&K's Stage-Lake getting the better deal on the picture angle.

Bill Holden, manager of the Southtown, has been named manager of the State-Lake. His present post will be filled by Ambrose Conroy, of the Uptown. Ben Blossfield, manager of the Oriental when still under the B&K regime, will be the new pilot of the Uptown.

## Shea Unit Theater Dates

NEW YORK, Dec. 10.—Jack Shea's Cowboy Jack and Radio Roundup, 114-people unit, has finished playing local RKO houses and is headed for a New England tour, booked mostly direct.

Unit opened at the Victoria, Greenfield, Mass., Thursday and plays Litchie, Claremont, N. H., December 11; Litchie, Keene, N. H., December 12; Strand, Gloucester, Mass., December 13; Victoria, Lawrence, Mass., December 14 to 16; Litchie, Brattleboro, Vt., December 17; Strand, Brockton, Mass., December 18 to 20; Gates, Lowell, Mass., December 21 to 24, and Opera House, Waterville, Me., December 25.

Shea's dates are mostly for percentage.

## FOR SALE — BILLROY'S COMEDIANS

**TITLE AND ENTIRE EQUIPMENT**—Tent, title and the entire outfit for show in America and for the amount (included) the greatest ever-earning theatrical enterprise on the road! \$25,000 cash necessary to handle balance out. Reason for selling: Home interests in Miami that will develop my full time this summer. The expenditure should be returned the coming season, as show has a great track. This is a real outfit and all trunks, Light Plane, 100+20 Top, etc., stored and may be seen at Radium Warehouse, Tallahassee, Fla. Address: BILLY WEHLE, 1820 S. W. 16th St., Miami, Fla. Phone 2-7612.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by KEVIN O'BRIEN, 108 City Terrace, Brisbane, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**RAJAH RABOUD** cracked both of Cincinnati's afternoon dailies with lengthy stories during his two-week stay at Jimmy Brick's Lookout House, Covington, Ky., which ended last Wednesday (7). It was the most \$200,000 copped by a night club turn in the Cincy area in a long time. In one of his stunts, Raboud, blindfolded, engaged the Cincinnati Police Department's crack pistol shots on the range, winding up in the second hole by only a scant margin. . . . **CAPT. T. JONES** is set with his school show in the Los Angeles area until next May. . . . **LEON**, magical-ensee, is enjoying an extended run at the Dog House, Reno city. . . . **DEE JACKSON**, musical magician, is current at the Nevada Club, Ely, Nev. . . . **FRANCIS A. NICKOLAS** has discarded his magic turn for the present to work as lecturer with Crane's Museum, now in Helena, Ark. . . . **JARVIS TIERE** MAGICIAN postals that he's booked solidly until Christmas in West Virginia and Pennsylvania. Ray Malone has recently joined Jarvis as chief assistant. Jarvis pens that there's no scarcity of rabbit-riders in West Virginia these days. . . . **DR. HOFFMAN**, "Think-a-Drink" magician, has been booked for a new 30-minute musical which goes into rehearsal right after the first of the year.

**RHODE ISLAND ASSEMBLY** 26, SAM, held its annual Christmas party at the Old France Restaurant, Providence, December 12, with Frank Cole II in charge of arrangements. Supper was followed by an informal program and presentation of gifts to all members and their ladies from a "magic" tree. . . . **BLACKSTONE** will be the feature at the RKO-Albee, Providence, week of December 31. It will mark the first time the city has had a magic show at a downtown theater for a New Year's Eve midnight show. . . . **MAL B. LIPPINCOTT**, now in Arkansas with his five-people mystery unit, will shortly invade his native State, Texas. It will be his first visit to the Lone Star State in 24 years and the first time he's ever played it. In the city besides Mal are his wife, Maxine; J. B. Williams, assistant, and Rommie and Dot Dressler, agents. Francine Lippincott is attending school in Kentucky.

**MAX TERHUNE**, magician, ventriloquist and Republic Picture star, will be honored with a home-coming celebration sponsored by the Full Deck Ring No. 82, IBM, with the co-operation of the city officials of his home town, Anderson, Ind., December 18. Andersonians are planning a rousing welcome for him. . . . **SONYA AND ROMERO**, currently appearing at the Club Tivoli, Juarez, Chihuahua, Mexico, with their combination dance and magic turn, are among the topnotchers in their line according to one of our spies who recently caught the turn. Skilled in both departments, hamaculate in appearance and displaying an excellent brand of showmanship, the team is worthy of a spot in any of the top biteries in this country, our informant reports. In addition to their regular terpalchorean and magical efforts, Romero does difficult and flashy acrobatic stunts, coming up to produce from nowhere a giant pigeon. Their entire routine is said to be a success or showmanly surprise. . . . **MEL-ROY**, magician-magician, now conjouring at home in Honey Grove, Tex., after winding up the season recently in Eder, Tex., will remain off the road until early spring, when he resumes in South Texas. As soon as Mrs. Mel-Roy and their new son, born December 2, are able to travel,

the Mel-Roy's will hit out for Miami, Fla., for a two-month vacation. . . . **DR. FREDERICK KARR**, mentalist, is headed southward, where Roy Sampson has the show set on a long string of engagements. Dr. Karr has just concluded an engagement in Danville, Ill., where the stunt of "hanging a woman alive" in front of the theater brought the act a heap of free newspaper space. . . . **RAYMOND** is now in his 10th week with the John R. Van Arman show, playing the Sparks houses in Florida. . . . **AARON KUTZ**, Harry Berastella, Zevillo, Ben Sylvan, Morris Fox, Chuck Klein, George Ashton, Marty Barnett and Lew Dick entertained at the recent open meeting of the Knights of Magic held at the Me-Alpin Hotel, New York. . . . **FRANKSON** has just concluded a successful fortnight's stand at the swanky Beverly Hills Country Club, Newport, Ky.

## GARDEN'S SPORTS

(Continued from page 4)  
and fashion show was unadulterated boredom. There was as little subtlety, also, in the constant and high-pressure plugging of the commercial affiliations of the performers. Small wonder the nowhere near capacity audience began to exit at the halfway mark. First on the reduced rink, following the limp opening ceremonies by the contestants and the American Legion and ROTC, were the Four Winter Sports Mannequins—May Judels, De Lorics Ziegfeld, Irmgard Merkel and Sonja Garven. Their school figures weren't much to write home about, and their show acrobatics, on a return at the close of the evening, can hardly be called skating. Comedy provided by Alfred Trenkler, Viennese skater; Kenneth Suhl, skier, and Lou and Jay Seiler, vaudevillian team using semi-circular skis, was anemic. Name attraction, 13-year-old Hazel Franklin, figure skater from Bourne-mouth, England, excelled at the spins, the apparently stymied by close quarters.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## 16 Teams Still in Cohen Walkie After 1,700 Hours

**CHICAGO**, Dec. 10.—Walkathon being staged in the Coliseum here by Sid Cohen has 16 couples remaining at the 1,700-hour mark. All teams are sponsored, and business is reported as satisfactory. Two dynamite sprints nightly and the appearance of local night club floor shows twice weekly has been well received.

Contestants remaining at this writing are Bozo Gilardi and Tillie Danish, George Grant and Ellen Dupree, Marvin and Jean Hobaugh, Whitney Heifin and Margaret Gowdy, Johnny Madl and Jerry Guertin, Johnny Hughes and Frenchy Reed, Joan Powell and Bill Ross, Skippy Skidmore and Lee Goodson, Mickey Britton and Patsy Ryan, Bill Rose and Doris Nuebert, Marino Alessandro and Jennie Busch, Jack Kelly and Alice Barker, Jackie Richards and Flo Lundgren, Charlie Richards and Lil Roll and Jack Glen and Margie Bright.

Emcees are Austy Dowell, Jimmy Bittner and Art Wolf. Floor judges are Mabel Mullins and Jim Coffee; trainers, Jimmy Farrell and Eddie Burke; nurses, Janice Watson and Darline Farrel. Nick Dunderson is in charge of concessions. The contest is aired twice daily over Station WIND, with Duke Hall at the mike. Music is furnished by Erskine Tate and orchestra.

## Jefferson City Contest Winds Up After 65 Days

**JEFFERSON CITY**, Mo., Dec. 10.—After a successful run of 65 days the local walkathon came to a close November 18 in the specially constructed stadium built by Walkathon, Inc., with a seating capacity of 3,000. Two heating units kept the audience comfortable throughout the show. Attendance was good from opening date. Professional floor shows did much to augment the attendance. Featured during the run were Rex and Betty Powers, the Skating Ambassadors, the Trux Family and others. First place in the contest went to Glen West and Betty Lee Dogis, second

Nise skiing events featured the Eastern Professional Ski Jumpers' Association, the Austrian Sun Valley group and a load of instructors and European honor men and women. Blazon and ski-jump races against time brought out the skill of the crews and provided the best entertainment. Outstanding performances in these events were turned in by Tom Murstad, Willy Bernath, Heinz Von Allman and Fridel Pfeifer. Interludes of flag throwing by Franz Hug, Swiss champ, and a snow-shoe race offered unexpected diversissement, judging by audience response. Credit for a good job of musical accompaniment should be reported for Burn Milton and his Sports Orchestra. Sylvia Weiss.

## SUGAR'S DOMINO

(Continued from page 4)  
of be listening in that there is no danger any penalty for turning state's evidence; that the AP's rewards musicians who expose evils and violations of the union code by not prosecuting them or holding them to blame in any way. I remind Local 802 that if musicians will talk up the spots involved can be put on the Unfair List as an object lesson to other persons about to succumb to the temptation of easy money. Musicians should not be penalized for being booked into a spot beyond the regular and ordinary rate of commission. As members of one of the most powerful unions in the show business they should not be placed in the position of bowing obedience to anybody at any time. The cut-in evil will be eliminated as soon as Local 802 asserts itself. It should give fair warning to the musicians involved; give them a chance to talk up. If at the end of a reasonable time they don't talk up proper punishment should be inflicted on both the musicians and the greedy hotel and night club manager. I wish you luck. You'll need plenty of it if you don't hurry up. Hankshaw Dewey Sugarman.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**BILLY HALL**, minstrel man of former years, now clerking in the Park Hotel, Lewiston, Me., writes under date of November 23: "Sitting behind my desk here I often think of the old minstrel men. I don't mean the boys that came into minstrelsy after it was all thru, and you know it was all done when Al G. Field died, but I mean boys of the Primrose & West. Haverly's, Nell O'Brien's and El Henry days. Following are some of the boys I trouped with, season of 1901-'02, on the real El Henry's Minstrel: J. Albert Gates, Will Cooley, Lew Harvey, Gerrigan and Dove, Billy Clark, J. A. Pickett, the Original Bard Brothers (Charlie and John), Little Viola Abt; Cook and Hall (Frank and Billy); musical act; Frank Morris (strong man); Old El, with his gold cornet; Connie Converse, band leader. There were 43 people in all and we went to the Coast and back and never missed a back alley on parade; old El saw to that. I wonder how many of the boys are living. One of the orchestra boys is playing with the Federal Theater Project in Lewiston. These kids hand me a laugh when they speak of the good old minstrel days, and they weren't even born when it was in its heyday."

**TWO VETERAN MINSTREL** men of the North Jersey shore, James Howell and Billy James, reports that they were announced last week by the news of the death of Robert M. McGurk, who died at Syracuse, N. Y. McGurk was with Weber and Fields and Primrose and West. Bill James, who was with Vogel and Deming, said he remembered McGurk from the old Dockader days. McGurk was a native of Birmingham, N. Y., the home of George Primrose and Nell O'Brien.

**HARRY FIDDLER**, veteran of various colored minstrel shows of the past, is now working in front of Red Perkins' Ork at an Omaha night club.

**PROF. WALTER BROWN LEONARD** and wife are reported planning a trip this winter the boys will take in New Orleans, Memphis, parts of Texas and the Mississippi River territory. Leonard recently visited George H. Barlow III in Banghamton, N. Y.

Ralph Ellis, Chad Alvise, Tex Smith, Angie Oger, Clyde Hamby, Irla Ray, Stan West, Maxine Lang, Johnnie Reed, Hughie Henderson, Patsy Patterson, Sammy Kirby, Roy Meyers, Lucille Delmar, Louis Meredith, Viola Comerford, Jack Berquist and Harpe Strom. Shoot in a line on yourself, folks.

**BUDDY LEE**, contestant in the Coliseum Walkathon, Chicago, was recently married there, according to reports from the Windy City. Who's the lucky girl, Buddy?

**JIMMIE COUGHLIN** types from Baldwin, L. I., where he is now residing, that he will start walking again as soon as he can round up a good partner. Jimmie would like to read some dope on the Long Island City Walkathon and his friends there.

## CHRISTMAS SEALS



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**CHARLES RECTOR** queries from Hot Springs, N. C., as to the whereabouts of Alice Whitney, his partner in the Knoxville, Tenn., show in 1935; also King Brady, the Ryan Boys, Chuck Payne, Engle Miller and Margie Bright. "I haven't been in a show in a long time, says Charles, but hope to get in another one soon."

**HERMAN J. BEARZI**, one-time marathon trainer, is now one of the trainers at the University of Pittsburgh and is studying medicine on the side. Herman would like to know where some of his old friends are.

**WONDER WHAT'S** become of Jack Freeman, Johnnie Armbruster, Barle Greenup, Billy Cain, Jack Murray, Jackie Anderson, Jerry Davis, Bobbie Davis, Peggy Lamont, Jimmy Valentine, Marie Alessandro, Helen Thompson, Jack Glenn



**BAKLANOFF**—George, 56, Russian baritone who formerly sang with the Chicago Opera Association, in Basel, Switzerland, December 6. His 20th in Mounzorgsky's Boris Godunov, a role he created at the Imperial Opera, Moscow, was famous over the Continent.

**BLANCHAT**—George H., 63, for the past 32 years operator of Crystal Beach Amusement Park, Vermillion, O., December 5 in Cleveland Clinic Hospital after a brief illness. At one time he owned and operated the Star Theater, Lorain, O. His widow and two daughters survive. Services and burial in Vermillion.

**BUCEY**—Edward, former stage manager of the Palace Theater, Cleveland, November 30 at his home in Peninsula, O., after a lingering illness. Services and burial in Peninsula.

**CARR**—Helen Ryan Cressman, 38, former Zeigfeld beauty known as Helen Cressman and estranged wife of Alexander Carr, veteran comedian of Potash and Peimuff fame, a suicide by gas in her apartment in New York December 4. Survived by her husband, a son and a daughter.

**CONROY**—Mrs. Bridget, 65, mother of James (Jimmy) Conroy, former Columbia Burlesque and Polk Circuit manager, in Bridgeport, Conn., November 30 after a long illness. Conroy is now supervising manager of the Federal Theater Project, Hartford, Conn.

**COTTELL**—Mrs. Mae, wife of Harry O. Cottrell, former head of Paramount's still photograph department, of peritonitis following an operation, in Glendale, Calif., November 30.

**DRUM**—William, 78, for 20 years proprietor of the Palace amusement park, Loon Lake, near Hornell, N. Y., killed instantly when struck by an automobile December 3. Only survivor is M. O. Wall, his son-in-law and business partner for many years. Burial in Perkinsville, N. Y.

**HALL**—Mrs. Alma, 30, wife of L. J. (Elmer) Hall, radio musician, in Memphis November 30 after a year's illness. The body was returned to Fort Worth, Tex., her former home, for burial in Rose Hill, Dallas Park December 3. Also survived by his daughter, a son, her mother, two sisters and two brothers.

**HOLWAY**—Edward Taylor, 76, secretary-treasurer of the Trans-Lux Co. for 20 years, at his home in Pelham, N. Y., December 1. Survived by his widow, a son and a daughter.

**HUGHES**—Frank J., formerly of Olan Thornton's concessions at the Ft. Worth (Tex.) Centennial, in Augusta, Ga., October 22. He was a member of the Southwestern Showmen's Club and had been a patient in its care for some time before going to his home in Augusta. Survived by his widow, Helen, and his mother.

**JAMES**—John, 55, known in the circus world as John Washburn, side-show boss cartoonist, in Booth Hospital, Covington, Ky., December 4 of a heart attack, as briefly mentioned in last week's issue. He was born in Oerman, Pa., and had been in show business for about 35 years. The past season he was with Cole Bros. and later Robbins Bros. circuses. He had also been with Leon W. Washburn, Gentry Bros., Walter L. Main, Patterson-Gentry, Sun Bros., John Robinson, Sells-Tello and Hagenbeck-Wallace shows. Survived by his widow, three daughters, five sons and a sister. Burial in Linden Grove Cemetery, Covington, December 7.

**MCQUIRE**—Robert M., 60, veteran minstrel man and theater manager, in Syracuse December 2. McQuirk was a star with Weber and Fields and Primrose and West, later managing the Wisting Theater, Syracuse. He also managed J. R. Clancy stage equipment sales in Syracuse for 20 years. No near relatives survive. Burial in St. Agnes Cemetery, Syracuse, December 5.

**MAYFIELD**—Grace, 83, wife of H. F. Mayfield, performer and ex-theater manager, and mother of Dorothy Meachum, burlesque and night club dancer, at St. Mary's Hospital, Madison, Wis., December 3, after a brief illness. She was an accomplished pianist and for years was a featured player with the Grace Mayfield Co. and other dramatic organizations. Her late father, Al Hines, was widely known as a horse breeder. Surviving are her husband, two daughters, two sons and two grandchildren.

**MELLETTTE**—Mrs. Denn E., 59, sister of Birnie Mantle, dramatic critic of The New York Times, in Three Rivers, Calif., December 7. Survived by her husband, Rene Mellette, of Los Angeles.

**MELTON**—Murray, 30, known in private life as Murray Melzer, member of the vaude team of Beck, Melton and Beck, in the Bellevue Hospital, New

# The Final Curtain

York, December 3. Survived by his wife, a daughter, his father, Isadore Melzer, comedian of the Jewish theater, and a brother, Lewis Melzer, playwright and motion picture writer.

**MILLICAN**—Fred S., 73, well known in outdoor show business, suddenly at his home in Los Angeles December 4. Millican is credited with having set up the Indian Congress Exhibition at Buffalo and is said to have taken the first rodeo to England in 1907. He was a member of the Elks and Pacific Coast Showmen's Association. Burial in Forest Lawn Memorial Park, Los Angeles, December 7.

**PIGGOTT**—James Robert, 39, musician, in Detroit November 1. Survived by his widow, Virginia; a daughter, his mother, a brother and a sister.

**POWERS**—Lawrence J., 56, former vaudevillian and for 17 years director of the Orpheum Theater orchestra, Champaign, Ill., recently at his home in that city after a short illness. Powers made his first vaude appearance at the age of 10 in Massachusetts. He had also appeared in a number of operatic performances. He was a member and former president of the Champaign order of Elks. Survived by his widow, two brothers and three sisters. Services December 7 and burial in Rose Lawn Cemetery, Champaign.

**PRICKETT**—Homer D., 40, former animal trainer, of Fort Worth, Tex., in a government hospital in Pensacola, Fla., December 3 after an operation. He was an elephant trainer with the Al O. Barnes-Sells-Moto Circus and also with the Ringling show. He was employed by the Dallas Zoo at one time. Body was returned to Fort Worth for services at Guardian Funeral Home. Burial in Greenwood Cemetery there December 6.

**RENTFROW**—Jasper Newton, former vaudeville and dramatic actor, at his home in Alameda, Calif., December 4. He retired from the stage 10 years ago. Survived by his widow, a son and two sisters. Burial in Indianapolis.

**RICE**—Edward Leroy, 67, popularly referred to as "America's foremost theatrical authority and author of numerous books on the theater and vaude act," in French Hospital, New York, December 1. His father was the late William Henry Rice, on the stage for over 50 years. Survived by his widow and daughter.

**SARGENT**—Epes Winthrop, 68, veteran trade newspaper man, for many years with Variety, suddenly of a stomach hemorrhage at his home in Brooklyn December 6. Born in the Bahamas, he began his career in the theatrical world as an usher at the Eljou, Washington. His first trade paper job was on the old Musical Courier. Later he went with The New York Sunday Mercury, where under the name of Chioct he gained recognition for dramatic criticism. Then in succession jobs with The Morning Telegraph, Variety, his own Chicago Weekly, the Proctor Circuit as press agent and the William Morris agency. He later became scenario editor for J. S. Blackstone's films and about 10 years ago rejoined Variety. Funeral, conducted with Masonic rites, at his home December 9. Survived by his widow and a son.

**SAUNDERS**—Eugene, 68, operator of the Saunders Theater, Harvard, Ill., December 3 in a Chicago hospital after an illness of several months. Survived by his widow, two sons and a brother.

**SCHONE**—Fred A., 61, of the Sebome Brothers, upside-down loop walkers, of a heart attack December 1 at his home in Springfield, Mo. The past season he was advance agent for McCall Bros.' Dog & Pony Show. Survived by his widow, a son and two sisters.

**SONBERG**—Louis, 44, Minneapolis theatrical booking agent from the past 20

years, in that city December 2. Survived by four brothers and a sister.

**STAPONAVICIUS**—John, church and concert organist in Bridgeport, Conn., for the past 18 years, in that city December 2 after a short illness.

**SULLIVAN**—Carroll, 42, manager of the Plymouth Theater, Boston, suddenly in that city recently. For many years Sullivan had been an officer and leader in the local Theater Treasurers' Association and was well known as one of the most popular men on the Boston Gaiety.

**THULKE**—Charles, 68, known in the early days of vaudeville as Mooratts, at the Veterans' Home, Sausalito, Calif., November 26. He was a member of the Los Angeles Society of Magicians.

**WALLACE**—Chester M., 54, for 10 years professor of drama and playwrighting at Carnegie Institute of Technology, of peritonitis November 30 in Allegheny General Hospital, Pittsburgh. A traveling Shakespearean actor before he joined the Tech. faculty, Professor Wallace had trained nearly 2,000 stage-aspiring students, many of whom have become prominent on stage, movies and radio. Among his proteges were Harde Albright, Norman Foster, Kenneth Thomson, Boss Johnson, Lloyd Yoder, Polly Rowles and Paula Strickensmith. He remained active until stricken with acute appendicitis several days before his death. He was a Phi Beta Kappa from Western Reserve University, later studied at the American Academy of Dramatic Arts and became leading man for a road company of East Lynne before forming his own troupe several years later. He is survived by a brother and a sister. Burial in Cleveland.

**WHITE**—John D., 60, lawyer and former president of New York State Agricultural Society, in the Albany (N. Y.) City Hospital December 1. He was active in founding the Altamont Fair Association 46 years ago and was a director at the time of his death. He also aided in organizing the Altamont, N. Y., First National Bank. Survived by his widow. Services December 4 in Altamont.

**WOODE**—Mrs. Robert E., wife of the circus man, in Los Angeles December 4.

## Marriages

**ARNOLD-JONES**—Jack Arnold and Alma Lee Jones in Houston recently.

**BECK-AVILLEN**—Al Beck, member of the Titan Trio, vaude and night club act, and Alpha Avilene, nonpro, in Elkton, Md., November 25.

**CHEPLUCK-REICHMAN**—Herman Chepluck, coproducer of the Blondin Bellini high-wire act, and Grace Reichman, nonpro, of San Antonio, in that city December 6.

**COMPANIONI-MOORE**—Andres J. M. Companioni, nonpro, and Ora Victoria Moore, daughter of Victor Moore, stage and screen comedian, in the Little Church Around the Corner, New York, December 3.

**MCINTYRE-TURNER**—Woody McIntyre, dining car chef on Cole Bros' Circus and former assistant head porter on Robbins Bros' Circus, and Desie Turner, of Bowling Green, Ky., recently.

**MILLER-COLLINS**—Sidney Miller, trumpet player with Marian Leonard's Orchestra, and Dorothy Collins, nonpro, recently in Kansas City, Mo.

**RUDD-UNDERWOOD**—Mervin O. Rudd, radio entertainer on several stations in Fort Worth, Tex., and Wanda Underwood, nonpro, of Bowie, Tex., in Fort Worth November 25.

**SMITH-LUCAS**—Tony Smith and Bonnie Lucas, former walkathon contestants, November 25.

**TAYLOR-TURNBULL**—Robert Taylor,

news announcer at Station WIBA, Madison, Wis., and Fannie Turnbull December 2 in Rochester, N. Y.

## Coming Marriages

Marie Jamison, former dancer and entertainer at the Esquire Bar, Miami, Fla., and Jack Conroy, of Ringling Bros., Circus, in Miami December 20.

## Births

A son to Mr. and Mrs. Charles Sollinger in New York December 5. Father is the assistant treasurer of Local 802, American Federation of Musicians.

A 6½-pound daughter, Patricia May to Mr. and Mrs. Jeff Griffin in Merced, Calif., November 11. Mother is a dancer and father is known as Coballo, the "man immune to pain," formerly of Russell Bros' Circus.

## Divorces

Mrs. Marjorie Barbirolli, the former Marjorie Parry, English opera singer, from John Barbirolli, conductor of the New York Philharmonic Symphony Orchestra, in London December 5.

Harmon O. Nelson from Betty Davis, film actress, in Los Angeles Superior Court December 6.

## Para-Hays Squabble Over Title for Krupa Flicker

HOLLYWOOD, Dec. 10.—Squabble over title *Some Like It Hot* between Paramount and the Hays office reached new heights here today when the flicker firm denied censoring of handle of new Gene Krupa film. Paramount officials are reported trying to convince Hays office that "hot," as referred to in this case, has to do with jitterbugging and does not denote the blood pressure of the cast.

Conflag is due to take place this week between studio and Hays group in an effort to iron out difficulty before the film rolls, some time in January. Besides Krupa, Bob Hope and Shirley Ross are featured in the flicker built around the jitterbug idea.

## Hudson on Southern Tour

ST. PAUL, Dec. 10.—Closing a successful engagement this week at Hotel Lowry, Dean Hudson takes his Florida Clubmen below the Mason-Dixon line for solo stands that include the cream of Dixie's social events. Starts the tour Friday (16) at Martinsville, Va., for dance promoters Charles Brown and E. B. Pritch, and the following night goes to Greensboro, N. C., for a Starmount Country Club dance, remains in Greensboro for Ten Unks Club on the 20th; plays for Nine o'Clock Club, Charlotte, N. C., on the 22d; follows for Dan Hogan at Laissez Faire Club, Bluefield, W. Va.; afternoon and evening sessions on the 24th at Oakwood Country Club, Lynchburg, Va.; a dance promotion in Norfolk, Va., the 25th; German Club, Rockhill, S. C., 26th; Twin City Club, Winston-Salem, N. C., 27th; Tarantella Club, Spartanburg, S. C., 28th; then to Atlanta for three nights at Piedmont Riding Club; 29th for Kappa Alpha convention; 30th for Nine o'Clock Club, and New Year's Eve for the club's ball, an annual affair since Civil War days.

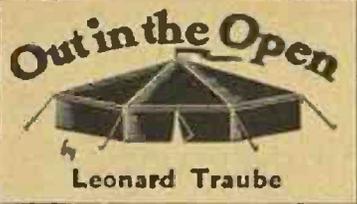
## Biographies

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name, age, place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.





The Whirl of Today

AND now it's the National Showmen's Association which is doing heavy-duty...

acts at the Million-Dollar World's Fair in Boston last week...

An aggressive bid by the National Association of Amusement Parks...

DEFINITIONS . . . General Agent: One who has learned to write well enough to figure out a fool-proof swindle sheet...

Hartmann's Broadcast

F. C. COOK joins with other legitimate concessionaires in asking owners and managers of carnivals and fair boards...

In This Issue

Table listing various sections and their page numbers, including Broadway Beat, Burlesque, Carnivals, and Routes.

Raise. And what did he do and carved in the bottom of the keyboard but his name...

A CHANGE has come over Jack Oliver as regards operation of games, we are glad to learn...

SOME carnival managers apparently look upon a free act as not only free to the public but free to them as well...

THINGS continue to go along fine for the Golden Gate International Exposition. The Gayway (the midway) is nearly sold out...

ROY B. JONES, down on the Mexican border at McAllen, Tex., finds the country beautiful and the people nice...

Notes From the Crossroads

ANOTHER auto-racing official has been heard from regarding the mention of hippodroming made in a recent issue...

44th YEAR The Billboard Founded by W. M. DONALDSON The Largest Circulation of Any Amusement Weekly in the World

Subscription Rates, Payable in Advance: One Year, \$5; Two Years, \$8...

DISPLAY ADVERTISING—This Code for Acute Line, White Page, \$800; Half Page, \$475...



Vol. 50, DECEMBER 17, 1938, No. 51

acquaintances, among showfolks around the Sherman the past week. . . . Davis has been handling passenger movements of shows for years and has many friends...

Clyde and Harriet Beatty were in Chicago for a couple of days conferring on winter dates. . . . Clyde is understood to be set for the 1939 season at the Golden Gate Exposition. . . . The Three Musketeers, Art Hopper, Frank Braden and Theo Forcell, are having one swell time in Havana, according to reports from our tropical secret operative.

# RINGLING-UNION SHOWDOWN

## "Big Show" Officials Meet Reps Of AFA, AFL, NLRB This Week

NEW YORK, Dec. 10.—Ringling-Barnum circus officials are scheduled to meet next Tuesday (13) with representatives of the American Federation of Actors, American Federation of Labor and the National Labor Relations Board in an attempt to adjust the differences existing between the circus and the AFA that resulted in the premature closing of the Big Show's season at Scranton, Pa., last July.

Failure of the circus and AFA officials to settle contractual difficulties between them on previous occasions is understood to be prime reason for intervention of

the AFL and NLRB. Circus officers, too, are anxious to deal with parent union rather than the AFA alone.

Meetings, to be of round-table-discussion type, probably will be attended by John Ringling North, president of circus corporation, and Directors Henry North, Robert Ringling and William E. Dunn Jr., representing the show; Ralph Whitehead, executive secretary of the AFA; Matthew Wolf, vice-president of the AFL, and local reps of NLRB. The Norths and Ringling arrive from Florida winter quarters this week-end, and Whitehead is expected to arrive from the West Coast, via auto, late Monday or Tuesday.

NEW YORK, Dec. 10.—Ringling officials were in conference at their local office late this afternoon. No word leaked out as to nature of huddle, but believed to be preliminary to confab with labor heads next week, with position and policy on labor relations hogging spotlight in today's discussion. John Ringling North was absent from today's meet. He is due in tomorrow.

Entry of Matthew Wolf, AFL vice-president, into situation may change whole circus-labor complexion, as Wolf is said to be toying with idea of divorcing common labor personnel from jurisdiction of American Federation of Actors, giving latter performer coverage only. It is significant that it was common labor around which negotiations last summer revolved and which eventually led to sudden folding of Big Show.

Next week's meeting was pushed ahead from December 28 at behest of John R. North, who is anxious to sail for England as soon as possible.

Ralph Whitehead, AFA exec sec, is known to be anxious to effect an agreement with Ringlings and will give up a point or two to close a deal. Reason is that he can then go to the carnival industry with a document signed by the country's biggest traveling org, thereby hastening midway signatures under his theory. It was for this reason that Whitehead did not make his looked-for appearance at the Chicago outdoor conventions last week, preferring to come to them with concrete ammunition. Wolf is acknowledged arbiter of the conference.

NEW YORK, Dec. 10.—Decision on Barnes-Sells-Floto circus motion to dismiss a complaint filed against it last (See RINGLING-UNION on page 34)



CLARENCE T. RIDDICK, who was elected national secretary of the Circus Sainis and Sinners Club, with headquarters at Richmond, Va. He succeeded Ches Goldston, Riddick is treasurer and assistant general manager of the Virginia State Fair, Richmond.

## Santos-Artigas In 21st Season

Opens December 2 in Marti Theater, Havana, to SRO biz—Bradna director

HAVANA, Cuba, Dec. 10.—The Santos & Artigas Circus opened its 21st winter season in the Marti Theater December 2 and the SRO sign was displayed. An excellent bill is being presented. There was a note of sadness when Don Pablo lost his sister, she dying from pneumonia. Prices are \$1 for orchestra chair, 50 cents in gallery, and boxes (six seats) \$8.

Fred Bradna is ringmaster. Bill is opened by Joan Spaulding, aerialist. Other acts are the Loyal-Repeckis (six girls, three men), with six beautiful trained horses; the Wallendas (four people), high wire, Mile. Seta, juggler; the Steiners, double bar; Hoppy Sargolis, ventriloquist; Miss Annabella, tumbler, assisted by Tony Tommy, dwarf; Swoed Maud, trained mule; Irish Watkins' trained animals; lions, presented by Cuban trainers, Capt. Santiago Bravo and Capt. Hernan King; Jeanette Russell, trapeze; the Justinos, acrobats; Jose Gordons, comical Ella Bradna, equestrienne; Lindy and Lindy, trapeze; Louise Lee, Tunny Michael, gymnasts; Carl and Carl, clown alley is headed by Polidor; other joys being Pepito, Guerrero and Pirin.

## Community Santa Claus Parade Unit Draws Good Crowds

GAINESVILLE, Tex., Dec. 10.—The Gainesville Community Circus Santa Claus parade unit left here Monday for its second week of dates at McKinney, Sherman, Clarksville, Palestine, Jacksonville and Cleburne. Vern Brewer is manager; Otis O'Mary, truck driver; Foster Renfro, clown, and Sam Beattie has replaced J. L. Lynch as Santa impersonator. Last week the unit played Atlin, Temple, Bryan, Lampasas and Henderson to good crowds with fair weather all week.

Paul McGehee left Monday with the big top dressing tent and seats for Blackwell, Tex., where the equipment will be used for a live-stock sale on the White Hat ranch.

Sheriff Luther McCollum has a new \$300 saddle, trimmed with German silver, which he will use in his shooting act in the Gainesville circus next season. He recently purchased a home, which is being schooled by George Tyler.

The circus recently purchased six additional ponies, which will be broken for a drill, giving the show two six-pony acts.

Alex Marrell, superintendent, still has the shop open, working two men in finishing the white and gold cage wagon which has been under construction several weeks.

Stock breaking will begin for the new season as soon as the parade unit returns, and performers will go to work about February 1. The show will be well represented at the Texas Association of Fairs convention in Dallas next month, with President Roy Stamps, General Agent Joe Leonard, Program Director Morton Smith and Secretary Gideon Bell in the party, to look after circus and Santa Claus parade, cages, and tent and seat rentals.

**1938 CIRCUS Season in Review and a Look Into the Future**

**Important Events and Happenings of the Year**

These and Other Features Will Be Found in

**The Billboard Holiday Greetings Number, Dec. 31**

## Parker & Watts Add Equipment, Stock for Parade

CHICAGO, Dec. 10.—L. B. Greenhaw, general agent of the Parker & Watts Circus, who attended the showmen's doings here last week, announced that the show's horse-drawn parade would be enlarged, adding more stock and rolling equipment. The parade has only two pieces of motor equipment in it. All cages and band wagon tableaux are horse drawn. Manager Ira M. Watts has placed orders for new wardrobe for both parade and spec. Greenhaw looked over designs for new posters to be used next season.

In last week's issue in the registration of guests at the Showmen's League Banquet and Ball the names of Mr. and Mrs. Dell Darling, of Erie, Pa. (Darling is sheriff of Erie County and a great circus fan); D. C. Hawn, Greenhaw and daughter, Lucille, all of whom were guests of George H. Lux, of the Erie Printing and (See PARKER & WATTS on page 34)

## Olympic Given Fine Reception At Johannesburg; Is Long Show

JOHANNESBURG, South Africa, Nov. 8.—The reception given the new Olympic Circus, current at the Empire Theater here (it opened November 3), assures this novel enterprise an annual berth, not only here but in all available theaters under direction of the African Consolidated Theaters. The novelty of a circus on a stage, heralded with unprecedented publicity, has proved the greatest attraction ever housed in local theater at this season, enjoying business only rivaled by the annual Christmas pantomimes.

It is a big show, running three hours and 20 minutes after several cuts, but since this is only 20 minutes over the usual show time here, no further cuts are contemplated. Director William Pagel, dean of circus owners in Africa, has assembled an excellent program, which includes his own inimitable animal acts featuring "Tempest," the tight-rope-walking elephant, performing at height of 13 feet.

The circus is beautifully staged, due to the untiring efforts of the local theater officials and the assistance of the Americans with the show who have had considerable experience in stage circuses. Ideas for decorating, lighting and rigging were welcomed by the management, which carried out every detail in great shape, and the result a really beautiful presentation. Scenery and special props

will be carried for the other theater dates to be played.

### Acts To Be Retained

All acts engaged for the stage show will be retained by Pagel for his canvas season. He will retain the title, Olympic Circus, getting the advantage of the nation-wide publicity gained thru the theatrical advertising. The Americans with the show, Nellie J. Dutton, Evelyn Stephens, Jack Klippel and the writer, W. McK. Bauman, have enjoyed a fine reception, the last named returning from his recent confinement in the hospital in plenty of time to assist in the staging, etc. Among the European acts recently arrived, Three Original Fellers, wife; the Four Gerards, Continental clowns, and Pintoro's chimpanzees, are perhaps the best received, although the program is without a dull moment.

Other acts in program are Nlecano and Ryko, comedy acrobats; Leo Tard, trapeze; Lala Selbina, juggling gymnast; Seven Martinetti, Risley acrobats; Little Ken, midget; Warren Family, equestrians; Bragard Sisters, from Jaw; Meyer and Meyer, bareback riders; Dainty Doretta, trapeze; Alfons Steffins' Liberty horses; Mile. Marguerite, equestrienne; "The Almost Human Horse," presented by Mile. Cheri; Miss Hanna and partner, on revolving globes. Olympic elephants are worked by Miss Dutton. Cool White is musical director.

## Skeleton Crew at Sarasota, Fla.; Training Starts

SARASOTA, Fla., Dec. 10.—All equipment of the Al G. Barnes and Sells-Floto circus has been stored and only a skeleton crew of workmen is still on hand. The fact that Ringling equipment only saw several months of service will cut down greatly on work in the shops this winter. Present plans call for their opening February 1.

Executive and press department offices are already open, also extensive training activities have started.

William Heyer is working with green hopes to replace older Liberty stock. Tex Emlund, horse trainer, is back. Terrell M. Jacobs is working in the ring barn on his new 50-animal dog and tiger act despite the fact that he is hampered by the badly lacerated arm he received in one of the closing performances of the season. Walter McLain is in charge of elephants, and Larry Davis is slated to leave for a winter engagement in the near future.

Frank Braden, Arthur Hopper and Dick Scatterday are vacationing in Cuba. Braden will go to work in press department at quarters February 1.

Ralph and Estelle Clark have launched their riding academy on a track adjacent to a popular private school on near-by Siesta key. Clark is slated to appear in a police benefit dare-devil performance here tomorrow.

The Cristianis will leave for a European engagement next week. The Reiffenachs are wintering in Sarasota. Gardner Wilson is remaining in St. Petersburg at the bedside of his aged mother, who is seriously ill.

P. B. PURCELL, of Purcell's Stage Circus, wrote from De Kalb, Miss., December 2 that he ran across a troupe playing CCC camps and Negro schools, using the name of Ruth Mix in its billing matter. When he saw the show the audience's reaction to it was not so good, he said.

A CONTEST to determine the leading outdoor performers is explained in the general outdoor section under "Who Is Your Favorite Outdoor Performer?" Read it and then send for your ballot.



# With the Circus Fans

By THE RINGMASTER

**MELVIN D. HILDRETH**, President, **W. M. BUCKINGHAM**, Secretary, **716 Evans Bldg., Washington, D. C.** (Contacted by **WALTER HORNSTADT**, Missions, The White Tower, near Hohenselst Uehring Company, Rochelle, Ill.)

**ROCHELLE, Ill., Dec. 10.**—The annual meeting of the F. T. Barnum Top, No. 13 of Connecticut, was held at Norwich Inn, Norwich, night of December 8. Samuel Proutis, of New London, was elected chairman of the State body. Other officers elected were William Montague, West Hartford, vice-chairman; Louis T. Brown, Norwich, secretary-treasurer; executive committee, Dr. Harold L. Staples, New Haven; Carlos Holcomb, Hartford; Felix P. Callahan, Norwich. Frank Wirth, producer of the Grotto Circus held in the city that week, along with Mack Kassow, manager, and 26 members of the show, were guests at the banquet. Other guests were from New London, New Britain, Hartford and Boston. Committee in charge of the banquet were Charles A. Gager, L. Perry Raymond, and Walter M. Buckingham, national secretary of the association.

The Washington Times of December 6 carried a picture of Melvin D. Hildreth, president of the CFA, awarding prizes to the children who were selected as submitting the best names for the new Bengal tiger cubs at the Washington Zoo.

Don S. Howland, located at Columbus, O., writes: "I made a trip to Washington, D. C., and had a visit with Billy Backenroos and Doc Nolan, who are of the old school and told me a lot of interesting circus stories. Also visited with Dodo Park, who had a 30-car railroad show out of Woneswo, Wis., about 25 years ago. Dodo lives in Columbus and has retired from active circus work. For many years he exhibited a fine trained horse at parks and fairs after the closing of his circus."

## Corpus Christi Folk Aid Underprivileged Children

**CORPUS CHRISTI, Tex., Dec. 10.**—Showfolk, retired or engaged in other business, who make this city their home stage an annual Christmas benefit for local underprivileged children. This year's general committee of the "Actors' Club," which includes those from circus, dramatic, carnival, movie, amusement park and other fields, consists of Lindy Coon, Gabe Garrett, Ted Chase, Marie Marion Bennett and Doc Wilson. They meet in the Little Theater Studios.

Frank Sparks is general manager and promoter of publicity, ticket sales and scenery. He will be assisted by Nannie Griffin and Mary Cole Woebler, who are sponsors of the benefit fund. Chase has been selected as director of the production, with Miss Bennett assistant. Garrett and Wilson will have charge of the concert. *The Devil and the Women*, an old-time allegorical play, has been selected the big feature of the event.

## Silver Working on New Turns at Ft. Worth, Tex.

**FORT WORTH, Tex., Dec. 10.**—Hal Silver, wire performer who appeared at the Food Show here December 1-4, is remaining in this section several weeks in order to perfect several new turns for his act, which will be a feature of the Ringling-Barnum circus next season. He is booked for several indoor circus dates in the East this winter.

Silver's parents, at one time connected with circuses, now reside in Fort Worth.

**WPA FEDERAL THEATRE**  
Presents its  
**3 RING CIRCUS**  
Featuring **CAPT. ENGERER'S**  
**FIGHTING LIONS**  
**FOR SALE**

41 Chevrolet Trucks and Trailers, all equipped with 100 Horse Power Engines, including two equipped with 150 Horse Power Engines. Trailers range from 10 to 22 feet in length. This equipment may be inspected at Central City Park, Meron, Pa. Address all inquiries to **DOWNE BROS. CIRCUS**, Macon, Ga.

# Under the Marquee

By CIRCUS SOLLY

**FRANK JULEY** is clowning at James McCree's Fifth avenue store, New York City.

**HERBERT MARSHALL**, side-show band leader, who was with the Barnes show, will be in Indianapolis, Ind., for the winter.

**MR. AND MRS. ROBERT** and Beatrice Duffy, formerly with the Dodson shows, are wintering in Boston.

**JOHN DILLINGER SR.**, of Mooresville, Ind., cards that he liked Doc Waddell's article in the Christmas Number.

**BARNEY AND JIMMY ARENSEN**, comedy acrobats, are clowning in the Kaufman department store, Pittsburgh.

**PETE HENRY**, well-known circus man, is putting on indoor events at Taylorville, Centralia, Salem and other Illinois towns.

**DON'T FORGET** for 30 minutes that good will help immensely.

**PLANS** are already being made for the annual Al Strat Grotto Circus, Cleveland, to be held next February. Orrin Davenport will again produce it.

**AL PITCHER**, Prox Man, who is slowly regaining his health at Owego, N. Y., thanks friends for letters and cards. He hopes to troupe again next year.

**BUSHEY MILLER**, former Canton, O., showman, who closed recently with Downie Bros. Circus, has concluded a visit with relatives in that city.

**BILLY PAPE** and Conshita, after closing at Shrine Circus, Houston, Tex., played Shrine Circus, Montgomery, Ala., and also will be at Shrine Circus, Jackson, Miss.

**RICHARD IANNONE**, of the Joseph Mayer Publishing Co., and Frank Morris, in concession department of the Big One, are in Tampa, Fla., for the winter months, operating the Circus Inn.

**JACK McFARLAND**, who played fairs after closing of Sells-Sterling Circus, passed thru Cincinnati last week and visited The Billboard offices. Had been with that circus seven seasons.

**L. H. JAMES**, after closing as agent with the Davenport circus, has obtained a traveling job, making his headquarters at Greensboro, N. C. Says he will be with it next year.

**VICTOR**, a hipp owned by the Ringling show and valued at \$7,000, was found dead in its tank at Peru, Ind., December 6. A veterinarian said pneumonia was cause of death.

**MRS. AUBREY RINGLING**, co-owner of Ringling-Barnum and Barnes-Sells-Photo interests, departs from Sarasota shortly to spend Christmas with her children in Montana.

A SHOW that gives just a little more than advertised can't be anything but a repeater. Always treat your customers right.

**IN ATTENDANCE** at the funeral of John James Washburn at Covington, Ky., December 7 were Jim Fleming and wife, Earl Clyne and wife, James McCoskey, Frank Redmond, Tom Tolliver and wife.

**MEL RUSSELL** cards that the Mel Tiddie Circus has been doing well thru Arkansas and Louisiana. Show will close in theaters week of December 10 and play a department store in Little Rock Christmas week.

**HARRY P. PARKHURST SR.**, of Park, Ind., has been taken to Chesapeake and Ohio Railroad Hospital at Huntington, W. Va. Reported to be very sick. Parkhurst is a veteran circus man of the old school.

**JACK ROONEY**, former Hagenbush Wallace up-trout ambassador, with Donald Hull and his wonder horse, Chicago and Western dramatic company, will make Southern spots thru December, January and February.

**ED AND JENNY ROONEY**, veteran trap act with Ringling-Barnum until Scranton, then a fair and park attrac-

tion, are resting in Sarasota prior to winter circus season, which starts for Orrin Davenport in Chicago. Leave Sarasota December 20.

**WILLIS HAYLES**, formerly with Ringling Bros. Circus, is still a patient in the State Hospital at Waymart, Pa. (Box 128), where he has been the past six years. A card or letter from old-time trouper will be appreciated.

**BERT AND CORINNE DEARO** are resting at Macon, Ga., before going to Tampa, Fla., for practice. Were with Ringling-Barnum 10 weeks and Downie Bros. 14 weeks. Also made the Shrine Circus, Houston, Tex., will play winter dates after first of year.

**WILLARD J. OAKLEY** arrived at Titusville, Fla., December 7 to do a little fishing. Met a number of showfolk there, also in Jacksonville, all heading for Miami. Oakley stopped in the Pennsylvania mountains near Ligonier and shot a nice eight-point buck deer. Became caught in big snow 14 inches deep.

**THE CIRCUS** is here to stay and it will take something more than a depression, rain, labor troubles and disgraced agitators to deprive fans of the enjoyment of the cleanest, most wholesome amusement on earth.

**FELIX ADLER**, clowning with the Al O. Barnes-Sells-Photo show since close of Ringling-Barnum at Scranton, Pa., is knocking 'em over with belly laughs at Lord & Taylor's, class Fifth avenue department store, New York. It's the Christmas season, you know.

**E. L. McCALL**, of McCall Bros. Dog and Pony Show, Middletown, Mo., is sojourned to Springfield, Mo., December 3 to attend funeral of Fred A. Schone, his advance agent. He visited the quarters of the Al O. Kelly-Miller Bros. Show while there.

**PAUL LEWIS** and wife were much in evidence in the lobby of the Sherman Hotel during the outdoor conventions in Chicago. Solly is sorry they were overlooked in the list of those in attendance in last week's issue. Paul has attended almost every year for some time.

**JIMMIE HACKENSMITZ** is clowning at Sears, Roebuck store in Ft. Smith, Ark., until Christmas, and John Delmar at the Hunt store. They will play Shrine indoor dates starting in January. Joe B. Webb, who also is in that city, has a very bad cold.

**ELDON D'ORIO**, snare drummer and xylophonist with Eddie Woekener and Marie Evans on the Barnes show the past season, has his xylophone act in the floor show at the Flamingo night club, Orlando, Fla. Has Miami, Tampa and Jacksonville spots to follow.

**T. DWIGHT PEPPE**, who during the regular season handled bookings for promotional dates for Russell Bros. Circus, also booking indoor dates, and G. O. Dupuis, in charge of promotions with show, and wife have a cottage at Hot Springs, Ark., for the winter.

**DANNY McPRIDE** and his wonder dogs, assisted by little Billy Orwig, with the Barnes show past season, are at the Music Hall in Scruggs-Vandervoort-Bemey Co. department store, St. Louis, for the holiday season. Professor Laurant, magician, also is there.

**CLAYTON BEHEE**, well-known leaper both in the States and in Europe and a member of the Codonn act for many years, has been a licensed airplane pilot the last year and a half. Plans to carry (See UNDER THE MARQUEE page 32)

**NO CIRCUS NO THRILL**  
Without  
**THE EARTH'S No. 1 AERIALIST FLORESQUE**  
who is THE EUROPE'S greatest trouper, with his two breathtaking Aerial Acts the show business ever knew.  
Care THE BILLBOARD, Cincinnati, O.

**TOPS IN THE SHOW BUSINESS**  
For more than 26 years, Universal Electric Motors have been the first choice among America's showmen.  
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All sizes and types of handies from 10 to 5,000 watts. Furnish electricity at less than city rates. Light, compact, dependable, easy to operate. Get full information. Send for Catalog No. 258383N.

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An Organization by and for Showmen and Allied Fields.  
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**Fulton Bag & Cotton Mills**

**TENTS - BANNERS**  
OUR LINE IS TOPS. WE ARE TOPS IN OUR LINE.  
CHARLES DRIVER—BENJAMIN WENZEL  
**O. HENRY TENT & AWNING CO.**  
4811 North Clark Street, Chicago, Ill.

**LEW A WARD**, Producing Character Clown who plays for stage, vaudeville, comedies, plenty of material to furnish clowns for circuses. Also Clown Acts for Children Shows, Circus, Vaudeville, Green Music, Vaudeville, Pops and Jody. He returns to one hour show for Schenck, Churches, Clubs, etc. Home Address, 475 So. 5th St., Brooklyn, N. Y. Save this ad.

**ALL KINDS CIRCUS ACTS WILL BOOK**  
**CHATTANOOGA, TENNESSEE,**  
**JANUARY 2nd-7th Inclusive**  
Six Iron Jaw Girls and Swinging Ladder to double, with 2000 stinging. Small Acrobatic Act. Peasas, Monkeys, Small Elephant Act. Flying Act new booked.  
Clowns who have good wardrobe and numbers. All Clowns address **JOE LITTLE**, Producing Clown, **ERNEST WHITE**, Vaudeville Director, Box Act.  
All Address 828 MARKET ST., CHATTANOOGA, TENN.

# The Corral

By ROWDY WADDY

RED WILKINSON, bronk rider, is winning in Allendale, Mo.

WEAVER AND JUANITA GRAY, after working rodeo dates in the Northwest, falls in Louisiana and the Shrine Circus in El Paso, Tex., have returned to their Black Horse Ranch in Mansfield, Tex., for the winter.

W. V. NETHKEN (Buckskin Bill), trick shot and knife expert, reports that he recently conducted a successful fair season as a grand-stand attraction. He plans to spend the winter hunting in the Albemarle section of Eastern North Carolina, where game is reported to be plentiful.

A REPORT in the equal desk last week that some rodeo announcers are objecting to contestants at many rodeos taking on announcing jobs. One of the boys says they should either stick to contesting or quit contesting and go into the announcing business for good.

BROOK LARRABEE, who spent almost all of the summer riding top hand for the Nick Mansfield outfit in Nevada, is again touring the Southern States, doing Western advertising stunts and street ballyhoo for the Wilby-Kinney chain and some of the smaller independent groups. Brook says he met Gene Autry in Charlotte, N. C., recently.

JOHNNY AUTRY and his educated horse, Champ, who closed their outdoor season as a feature of the free-act program at the Cumberland (Md.) Fair August 20, is now touring with the Tex Rose unit, which is reported to be playing to good results in Ohio, Pennsylvania, New York and West Virginia theaters.

MAMIE FRANCES HAPLEY, trick-shot performer, who lives near Fort Worth, Tex., recently tried out as deer hunter at a ranch near San Antonio and bagged a five-point buck with one shot from a 44 caliber Winchester at 150 yards distance. She was en route home after appearing at a show in Harlingen, Tex. Mrs. Hapley last appeared in Fort Worth at the 1936 Frontier Centennial.

RODEO to be held in connection with the Southwestern Exposition and Pat Stock Show, Fort Worth, Tex., will feature cowgirl honor guests in 1939. It is believed to be the first time for such an event in this section. John M. Hendrix, who handled special events at the 1938 rodeo, will handle the publicity chores for the forthcoming show.

WE HAVE HAD several comments on Guy Weedick's article which appeared in the Christmas Number in regard to the rodeo situation. All indicate that his suggestion to classify contests and contestants is the practical way to increase interest in the sport as well as make championship titles in various classes really something to strive for.

FINAL COMPILATION of official points earned in competition at accredited Rodeo Association of America rodeos throughout the country the past season revealed that Burel Mulkey, of Salomon City, Ida., is the 1938 world's champion cowboy, according to an announcement made at RAA headquarters by Secretary Fred S. McCarger. Mulkey, who scored 8,126 points to defeat Everett Bowman, defending champion, of Hillsdale, Ariz., by 87 points, will receive \$500 in cash from Levi-Straus Co. Mulkey also annexed the bronk riding championship, for which he will receive \$300, the donation of Harry Rowell. Kid Fletcher is the champion bull or steer rider. His reward will be \$100 from West-Holiday Co. Hughie Long, who finished in second place in this event, will receive \$60 also from West-Holiday Co.

Other champions, their winnings and donors of prizes follow: Everett Bowman, steer wrestling, \$100, donated by John B. Stetson Co.; Warner Linder, steer decorating, \$100 and trophy by Howard Automobile Co. (Andy Lund in second place receives \$50 from the same company); Clyde Burke, calf roping, \$100, N. Fort's Saddle Co.-John Rhodes, team roping, \$100, H. J. Justin Boot Co.; Hugh Bennett, steer roping, \$250 saddle, Keyston Bros.' Saddlery-Co. Pete Grubb, bareback rider.

Final standings for the year follow: Burel Mulkey, 8,126; Everett Bowman, 8,039; Fritz Truan, 7,042; Eddie Curkin,

6197; Nick Knight, 6,144; Pete Grubb, 6,067; Paul Carney, 5,780; Hugh Bennett, 5,237; Doff Aber, 5,037; Vic Schwartz, 4,999; Kid Fletcher, 4,660; Gene Ross, 4,421; Clyde Burke, 4,338; Clay Carr, 4,318; Jake McClure, 3,961; Toots Mansfield, 3,890; Jackie Cooper, 3,710; John Bowman, 3,693; Homer Pettigrew, 3,477; Asbury Schell, 3,422; Dick Trullitt, 3,218; Smokey Snyder, 3,212; Johnnie Schneider, 3,147; Lawrence Conley, 3,068; Hub Whiteman, 3,081; Mitt Moo, 3,043; Hughie Long, 3,029; Bill McMackin, 3,000; E. Pardee, 2,981; Buckshot Sorrells, 2,814; Cecil Kenley, 2,811; Carl Shepard, 2,782; Ken Roberts, 2,708; Bob Walden, 2,683; Herman Linder, 2,563; Andy Jauregal, 2,538; Leo Murray, 2,555; Lee Perla, 2,447; Dave Campbell, 2,374; Ward Watkins, 2,309; Ken Hargis, 2,308; Cecil Oswald, 2,292; Ray Mavitt, 2,284; Jim Whiteman, 2,271; Harry Hart, 2,198; Howard McCrorey, 2,159; Hoyt Haffner, 2,087; Jerry Amber, 2,062; Duward Ryan, 2,044; Mike Fisher, 2,021; Ike Rhdo, 2,008; Frank Schneider, 2,000; Turk Greenough, 1,994; Jann Sallans, 1,983; Bubs Wyatt, 1,947; Andy Gurdie, 1,939; Clyde Kelley, 1,923; Buck Goodspeed, 1,748; Dick Griffith, 1,703; Frank Marion, 1,677; Stub Barloway, 1,671; Oran Pore, 1,649; Carl Dossey, 1,644; Buttons Yonnick, 1,607; Hubert Sandall, 1,600; Charles Jones, 1,550; Joe Thompson, 1,548; Jimmie McCee, 1,483; Bob Estes, 1,453; Tommie Rhodes, 1,442; Buck Standifer, 1,419; John Bartram, 1,392; Rusty McGinty, 1,367; Maynard Gaylor, 1,360; Dale Adams, 1,360; Guy Cash, 1,350; Cliff Telem, 1,348; Jim Sulvey, 1,336; Frank Van Meter, 1,329; Everett Shaw, 1,308; Bob Boden, 1,302; Mitch Owens, 1,301; Jess Goodspeed, 1,300; Doug Bruce, 1,287; Cecil Bedford, 1,234; Lonnie Allen, 1,189; Roy Sewalt, 1,180; Hank Mills, 1,181; Dick Robbins, 1,182; John Jordan, 1,181; John Rhodes, 1,109; Bill Eaton, 1,106; Alvin Gordon, 1,098; Tom Breeden, 1,089; Tex Doyle, 1,088; Herb Meyers, 1,079; Glen Shaw, 1,077; George Nelson, 1,052; Jack Sheffman, 1,050; Mickey McCrorey, 1,050; Earl Thode, 1,058; Herschell Ross, 1,042; James Irwin, 1,039; Dick Heron, 1,034; Chet McCarty, 1,016; Oral Zumwalt, 1,012; Earl Moore, 1,004; Roy Lewis, 1,000.

Brook Riding—Burel Mulkey, Nick Knight, Fritz Truan, Doff Aber, Bull or Steer Riding—Kid Fletcher, Hughie Long, Paul Carney, Smokey Snyder, Calf Roping—Clyde Burke, Toots Mansfield, Jake McClure, E. Pardee, Team Roping—John Rhodes, Tom Rhodes, Buckshot Sorrells, Joe Bassett, Bareback Riding—Pete Grubb, Fritz Truan, Smokey Snyder, Paul Carney, Steer Wrestling—Everett Bowman, Gene Ross, Hugh Bennett, Dick Trullitt, Single Roping—Hugh Bennett, Asbury Schell, Everett Bowman, Lawrence Conley. Steer Decorating—Warner Linder, Andy Lund, Frank Schneider, Norman Person. All awards will be presented at the RAA convention in Livingston, Mont.

## WPA Show Misses Date at Stauch's Due to Alterations

NEW YORK, Dec. 10.—The WPA Federal Theater Project's circus was forced to blow the week-end engagement at Stauch's Casino, Coney Island, due to the fact that alterations on the place were not completed in time.

In honor of the "save the circus" movement of the Circus Fans' Association, the executive staff of the show has decided to observe night of February 3 as "Circus Fans' Night." Managing Director Burns O'Sullivan will confer with his staff early next week on plans for making this night the biggest thing in the history of the show. Tentative plans call for special paper, increased advertising and a parade on 14th street. Special invitations will be sent to all circus fans to attend. Show will be at the 244th Coast, New York National Guard Armory February 3-5.

June Lancaster has closed with the show, reports Wendell S. Goodwin.

## UNDER THE MARQUEE

(Continued from page 33)  
his own plans in the near future. Rehse is a life member of the Royal Aero Club, London.

MARION WALKICK, who recently closed with the Parker & Watts Circus, has joined the J. R. Malloy Circus unit at Canton and will work in the program when it is presented at several Shrine indoor dates and club engagements in the Pittsburgh district during the holidays.

FROM HUNTER, JARREAU, manager of The Alexandria (La.) Daily Town Talk: "Had the pleasure of reading Doc Waddell's article in the Christmas issue and believe that Doc is a little ahead of

the times. I hope that the old-time circus will not be destroyed by the streamlining and new fashion ideas."

DR. JOSEPH M. HEPPERAN, with Mighty Haag Circus, writes that at Troy, Ala., December 4, when William and Father Henry and Col. Ernest and Mrs. Motley were en route to Florida, they placed a wreath on the grave of James (Jitney) Wright, who was burned to death when light plant of Dan Rice Circus turned over in the fall of 1936.

CHARLES L. LEWIS returned to Pittsburgh and is in toy department of Sears, Roebuck store, where he will be until Christmas. It is his third season there. Lewis had clowned at four fairs and five carnivals and for 55 parades (sponsored by brewing and automobile companies) with his partner, Peewee Hunt, using Model T Ford.

AT THE CROTTO CIRCUS (Frank Wright's show), Norwich, Conn., week of November 28, Emil Pallenberg presented his trained dog act free of all expenses to the Crotto. The reason he did this was that profits of show went to local chapter of the Red Cross to assist those who suffered disaster in the hurricane September 21, and also as a gesture of friendship to the Circus Fans of that city, many of whom are members of the Crotto organization.

MIKE CAHILL, trapeze and cloud-swing artist, was the subject of a detailed story with a three-column head in The Frederick (N. B.) Daily Mail recently. The account resulted from a radio interview over CBC by Jack Rogers, director of program under the Big Top, a widely distributed feature. Mike's unique career is described.

HOWARD Y. BARY has been almost a weekly New York visitor from his home in Philadelphia. And the boys are murmuring that he'll be out with another show next season. Hagenbeck-Wallace, "the traveling nightmare" to many, is still stored in Baldwin Park, Calif., and will be for the winter along with a group of troupeurs who didn't have the dough to make it home.

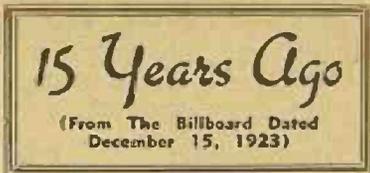
VERN CORIELL SR. is in Veterans' Hospital, Columbia, S. C., for treatment. Due to his illness the Coriell troupe had to cancel European bookings. He expects to leave hospital by January 1. Zam and Earl are in high school at Clover, S. C. Everett and Vernell are doing a double head slide and double head jumps. Olive Bee, presenting one-arm swings, has winter bookings.

A BIRTHDAY PARTY was given Vivian Nelson by the Olympia Boys (Hellen, Bus and Don), assisted by Tiny Enos. A spaghetti dinner was served. A 12-pound cake was presented by Rellen Johnson. Others present were Felix Morales and wife, Mr. and Mrs. Randow, Belle Wheeler and daughter, Georgia; Doc Goodwin, Bill Epps, and Conchita and her daughter, Dorothy. All are members of Polack Bros. Circus.

BOB MATTHEWS and wife and their wire-walking lion, King Tuffy, after season's engagement at Steel Pier, Atlantic City, returned to Europe on the S. S. Normandie. Opened at Cirque Rosten October 21, playing there until November 10 and were re-engaged from November 18 to 27. Having a week open, they went to London and visited with Emmet Kelly and Eddie Gordon and met a number of other American acts. Olive'll's is a favorite meeting place for performers in that city.

WIZIARDE NOVELTY CIRCUS, which closed season October 5, did not have a very good year. Opened in June and played in Missouri, Iowa and Kansas. Was at Lake Conroy Park, St. Joseph, Mo., four weeks as free attraction. Show lost ponies thru sleeping sickness. Members attended the Barnes show when it was at St. Joseph and visited with a number of old friends. Frank Wiziarde has a show playing school; Jack Jr. is back in school, and Mrs. Wiziarde has been ill.

FRANK BUCKS' animal exhibit, which opened at Hearn's store, New York, November 27, will be there until Christmas Eve. Attendance has been big. In exhibit are salmon, black leopard, cheetah, ocelot, cub lion, camel, 80 monkeys, pygmy burros, capsaury, two chimps and other animals and numerous birds and snakes. Tony Gentry is in charge and is also chimp man. Milton (Baldy) LaBauve has the cats; Melinda Krill has monkeys; and box animals; Larry Toloff, reptiles and birds.



Publilones, Santos & Artigas and Argentine circuses were showing in Havana, Cuba, and all were doing good business. The Miller Bros.' 101 Ranch, near Ponca City, Okla., was being electrically equipped. E. Jay Miller was opening a school for teaching the tattooing art in Norfolk, Va., and installed a banner department for artistic circus and side-show banners. Jerry Mugivan was supervising the building of new winter quarters at Peru, Ind., where the John Robinson and Sells-Floto circuses were housed. C. H. Jespersen and his band were booked for 24 weeks with the Santos & Artigas Circus in Cuba. Buster Baker and his trick acts provided the principal entertainment at the fair held by the Knights of Columbus in Watervliet, N. Y.

Jack Wright was putting over the Wild West concert with the M. L. Clark & Sons' shows. Aerial Clark closed with the Mighty Haag shows at Marianna, Fla., December 4. William Kempnuth was handling the front of Frank Belmont's big pit show on the M. L. Clark shows. Charles Ed Lewis, of the John Robinson Circus, was working with Silvers and Ab Johnson, playing indoor circuses. Jimmy Lambert, who had clowned on several of the larger circuses, was filling a series of engagements with the First National Pictures Corp. film Circus Days. The Charlbert Brothers and LaBelle Marie returned from England to Australia and rejoined Solo Bros. Circus.

The St. Leon's well-known act in the Australian circus field, were playing Musgrove Vaudeville Time. Ed C. Olfette signed as general agent for the Gentry-Patterson Circus for the '39 season. Mrs. James Patterson, in a Kansas City hospital for some time, recovered and left for home in Prof. Kahl. New quarters were being built by the Atterbury Circus at Dakota City, Neb. Sparks' circus closed season at Savannah, Ga., December 10 and returned to season for the winter. Charles Herman, trainmaster of the Gentry-Patterson Circus, died at Pauls Valley, Okla., November 15. James Keenan, show officer of the Golden Bros. Circus, died suddenly in Los Angeles at his home. George Steinard and Minnie Bjerkhoel were married in Newport, Ky., December 8.

## RINGLING-UNION

(Continued from page 32)

fall by the American Federation of Actors, which charged conspiracy to evade a contract agreement with the union, was reversed by Judge Alfred C. Cox in Federal Court here yesterday. APA had sought an injunction against Ringling-Barnum interests, parent company, restraining operation of B-S-P.

Action was based, among other things, on contention that B-S show officials had violated contract for closed shop agreement, wage scale, etc., signed with union in May, 1937, and deliberately closed the Big Show in Scranton last summer, moved it to Sarasota winter quarters and then transferred a large part of equipment, performing personnel and staff to Barnet-Sells-Floto.

Decision is expected to be handed down by Judge Cox next week; William J. Bowe Jr., of the New York law firm of Leslie, Holt, Halstead & Frost, represented the circus, with Samuel Stranger, New York, as special counsel for the APA.

## PARKER & WATTS

(Continued from page 32)

Lithographing Co., were omitted. Lux had a private table for his guests.

William Temple, of the Central Show Printing Co., and wife were at the meetings but could not stay for the banquet. Temple being called home on business. He conferred with Greenhaw. R. M. Harvey arrived day of banquet but could not attend on account of a conference.

Harriette B. Waite, banker and circus fan, was at the banquet and renewed old friendships. Fred Hout, of advance of Parker & Watts show, was a guest at banquet. O. W. Finney was shaking hands with circus and other showfolk.

## Special Bid for Juve Attendance Made by York, Pa., Interstate Fair

Excerpts from address on "Contributing Factors to a Successful Fair," delivered at the 48th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, by Samuel S. Lewis, president of York (Pa.) Interstate Fair and Lieutenant-governor-elect of Pennsylvania.

Fairs, like people, are individuals. There are no two exactly alike. What is good for one may not be good for another. It is only because we believe there are certain fundamental factors without which the success of any fair is difficult of attainment that I have consented to review these factors in the light of our own experience.

York Fair is in its 28th year. Its beginning was the typical small rural "pumpkin" fair. Today its \$1,500,000 120-acre plant is the finest in the Eastern United States. York County Agricultural Society, which conducts the York Interstate Fair, is not a stock corporation. There are no issues of securities of any kind, consequently there are no dividends to be paid and no bond interest charges to be met. The society has a fixed life membership of 250. With the death of a life member his interest in the society is automatically severed. All money earned outside of that re-

quired to meet actual expenses of the fair must go back into maintenance and improvements.

Except for a nominal annual appropriation of \$1,000 from the State, we receive no governmental assistance of any kind and are glad of it. This leaves us free from the political domination so likely to result when a fair is solely or largely dependent on political support. A discussion of any fair can be divided into two parts, first, the preparation, and, second, the holding of the fair itself. I believe that they are of equal importance.

With us, advertising is the most important feature of preparation. We know that we are going to have a good fair because it is our fixed policy to pay liberal premiums and to obtain the best attractions within our means. No fair can continue to succeed without this policy. Generous premiums attract the cream of exhibits and only high-class attractions interest the modern fair-goer, whose taste has been cultivated by the specialty offerings of screen and radio.

Advertising sells the fair. Having carefully determined the area from which we may expect to draw all but an

(See SPECIAL BID on page 36)



SAMUEL S. LEWIS, president of York (Pa.) Interstate Fair and recently elected lieutenant-governor of Pennsylvania, was active at the recent 48th annual meeting of the International Association of Fairs and Expositions in Chicago. He is one of the supporters of changes in IAFE policies as advocated by Retiring President Ralph E. Ammon. President Lewis addressed the delegates on "Contributing Factors to a Successful Fair."

## Plans On To Aid Creditors In Rochester

ROCHESTER, N. Y., Dec. 10.—Facing a default judgment of \$2,971 and lack of \$4,200 to pay 1938 premium awards, Rochester Exposition Association continues to mark time. Mayor Lester B. Rapp, an expo director, advanced a plan to pay off the premiums, which when paid would enable expo officials to collect \$5,000 from State's fair allocation and improve the outlook generally for all creditors. He refused to divulge his plan, but it is expected a caucus of city council will discuss it before council's next meeting.

Public auction of expo assets to meet the judgment secured by the Hutchins Advertising Co. was delayed pending meeting of the council thru intervention of Rapp. County board of supervisors previously refused to reinstate the

(See PLANS ON TO on page 36)

## Pine Belt Circuit To Alternate Shows

WADENA, Minn., Dec. 10.—At the Minnesota Pine Belt Fair Circuit's annual meeting here on November 30 eight delegates came from Beltrami County Fair, Bemidji, headed by M. B. Taylor, manager; five represented Itasca County Fair, Grand Rapids, headed by Allen Doran, secretary; four from Aitkin County Fair, Aitkin, headed by Carl Line, secretary, and Wadena County Fair had 10 delegates headed by Whitney Murray, secretary.

M. B. Taylor, Bemidji, was re-elected president of the circuit; Allen Doran, vice-president, and Whitney Murray, secretary-treasurer. Dates for the 1939

(See PINE BELT CIRCUIT on page 36)

## Healy With Flash Williams

ST. LOUIS, Dec. 10.—During the conventions in Chicago last week, Francis Healy, last season press agent for the Royal American Shows, signed with Flash Williams to handle publicity for the Flash Williams Thrill Drivers. Among fairs where Williams presented his thrill show last year were Minnesota State Fair, Ohio State Fair, Oklahoma State Fair and Exposition, North Dakota State Fair, Mississippi Free State Fair, Tri-State Fair, Alabama State Fair and Provincial Exhibition of Manitoba.

FREDERICTON, N. B.—O. L. Sypher, secretary of Fredericton Exhibition, reports that on November 14 officials contracted with George A. Hamid, Inc., for the 1939 grand-stand show, and with Ben Williams, of the Ben Williams Shows, for the midway.

A CANNON net, mounted on a new Studebaker truck, will be presented with the diving act next season, reports Buster Gordon, of the Diving Gordons, from Melbourne, Fla.

## Price of Tickets To Have "Extras" At San Fran Expo

SAN FRANCISCO, Dec. 10.—When chief director Harris Connick announced some months ago that it would cost only 50 cents to get into the 1939 Golden Gate Exposition he gave no indication as to how much visitors would pay to get as far as the gates. Ever since he made the announcement expo officials have been talking afterthoughts on the four-bit idea.

Wednesday came word of a 50-cent parking fee for the family auto on Treasure Island. Contract for the parking concession (a Los Angeles firm has it) provides that either 50 or 35 cents per car shall be charged. They decided on 50 cents by mutual agreement with fair officials, who get a cut of the proceeds.

A family of four motoring across the bridge (toll 50 cents) can park their car (See PRICE OF TICKETS on page 37)

## Tennessee State Program Set at Chicago Meetings

CHICAGO, Dec. 10.—Board members of Tennessee State Fair, Nashville, who attended the Chicago convention, signed with George A. Hamid, Inc., for the following acts: Demnitz Arabs, Les Kemria, Mac's Trained Steers, Olympic Girls and White Brothers.

Closing day of the 1939 fair will be devoted to auto races under direction of the Racing Corp. of America. Royal American Shows will again be on the midway. Manager Phil C. Travis, who accompanied the board to Chicago, signed about \$2,000 worth of contracts for concession space.

Members of the board in Chicago were Judge Litton Hickman, chairman; James A. Cayce, W. J. Wallace, John Sloan, A. E. McClannahan and W. C. Clark.

BOGASH AND BARDINE, formerly known as Charles McKay, of McKay and LeVallee, and Paul Whiting, of Whiting and Daniels, past two seasons with Lucky Teter's Hell Drivers, have formed a team and are working in Detroit, they report.

MRS. BABE SOLT, of the Aerial Solt, is recovering from a serious operation undergone in Woodlawn Hospital, Rochester, Ind., on December 11, reports Carl Solt. She is expected to remain in the hospital about three weeks.

A CONTEST to determine the leading outdoor performers is explained in the general outdoor section under "Who Is Your Favorite Outdoor Performer?" Read it and then send for your ballot.

## Asks Buckeye Concessioners To Organize

By N. H. COHEN

Has it ever occurred to the concession men and women of Ohio how necessary they are not only to the celebrations and home-comings held in our State but to the county fairs as well? They play their part in these events by furnishing the amusement and excitement so necessary to keep crowds coming, to keep them in high spirits and to keep them happy. They also help the towns because not only do the crowds gathered spend their money with them but the business places reap their share of money spent. Many men and women attending these affairs combine pleasure with business by buying in supplies that they would otherwise buy somewhere else.

Concessioners, it is claimed by some, take all the money out of the towns. This is positively not true. Hardly a one comes to these celebrations or fairs (See ASKS BUCKEYE on page 37)

## Lynch Multiplies Death Dodgers To Get Double Dough

NEW YORK, Dec. 10.—As announced briefly in the last issue, Jimmie Lynch, auto stuntster, and his Death Dodgers troupe will furnish the thrill division of the Goodrich tire exhibit at the World's Fair. Contract for the Lynch appearance was negotiated by Philip Henderson, Goodrich ad director, with Pat Purcell, Lynch's general agent, sitting in on details.

Firm will erect a one-sixth-of-a-mile banked track on which the Lynch unit will put three to seven tests during two of five or six performances daily. Feature will be top of a stock sedan over a two-ton truck. According to terms of agreement, Lynch will be permitted to leave the fair during set periods to fulfill contracts at other fairs.

To do so Lynch has annexed the services and talent of P. Robinson Winkley, Minneapolis, another dealer in auto calisthenics, who will present one troupe (See LYNCH MULTIPLIES page 38)



FRANK BUCK SIGNING HIS NEW YORK World's Fair contract in his dressing room top on the A. G. Barnes-Sells-Floto Circus at Houston, Tex. Seated with Buck is Terrell Jacobs, animal trainer on the same show. As announced previously in The Billboard, the World's Fair enterprise Frank Buck's "Jungleland" will be one of the amusement zone's major concessions, in a prominent location and covering nearly 50,000 square feet. T. A. Loveland, associated with Buck at his Chicago World's Fair show and at present business manager of Frank Buck Enterprises, Inc., will again be affiliated with Buck at "Jungleland."

## 1938 FAIR Season in Review and a Look Into the Future

### Important Events and Happenings of the Year

These and Other Features Will Be Found in

The Billboard Holiday Greetings Number, Dec. 31

### World Fair International Appeal Will Be Broadcast

NEW YORK, Dec. 10.—Indicating the tremendous international appeal of the New York World's Fair, officials announced this week that a series of broadcasts from 17 nations to the fair will begin on New Year's Day and continue until April 23, a week prior to opening date.

Each program will be heard in its respective country and will be relayed to this country thru the National, Columbia and Mutual networks and to Canada by the Canadian Broadcasting Co. Programs will consist chiefly of talks by rulers, and statesmen and will feature native music and entertainment.

List of principal speakers already arranged include: January 1, France, President Albert Lebrun; January 8, Elre, Dr. Douglas Hyde, president, and Eamon de Valera; January 15, Denmark, King Christian X; January 22, The Netherlands, Queen Wilhelmina; January 29, Soviet Union, arrangements pending; February 5, Canada, Lord Tweedsmuir, governor-general; February 12, Roumania, King Carol; February 19, Norway, King Haakon; February 26, Belgium, King Leopold III; March 5, Yugoslavia, Prince Paul, regent; March 12, Italy, Emperor Victor Emmanuel III; March 19, Hungary, Admiral Nicholas Horthy, regent; March 26, Poland, President Ignace Moscicki; April 2, Japan, Prince Chichibu; April 9, Sweden, King Gustav V or Crown Prince Gustaf Adolf; April 16, Brazil, President Getulio Vargas; April 23, Great Britain, Sir Louis Boscawen.

### Thrill Show Theft Charged

HAZLETON, Pa., Dec. 10.—Pennsylvania motor police arrested Edward Lingo and Joseph Gardy, Sugarloaf, Pa., on charges of theft of two motorcycles and other equipment valued at \$1,000, property of James Smith, of the Austin C. Wilson Thrill Shows, which played Williamson, N. C., recently. It is alleged the defendants loaded the equipment on Lingo's truck in Williamson and arrived at their homes on December 4. North Carolina State patrol issued warrants for both defendants and forwarded them to local police, who reported they found the equipment in Sugarloaf, which arraigned the defendants posted \$5,000 bail. They are said to be fighting extradition to North Carolina.

### Fair Grounds

JEYNNINGS, La.—Jefferson Davis Parish Fair Association voted to turn over future control of the fair to the parish police jury, which would take over the plant of the association and assume a \$2,500 debt. The jury would have right to name all future fair officers.

MADISON, Wis.—Dane County board tabled a request by Dane County Agricultural Society for a \$5,000 appropriation to assist in promoting the 1939 fair. Similar action was taken by the board last year, but 36 later authorized a \$5,000 appropriation for 1938.

COLUMBUS, O.—Director of Agriculture Earl H. Hagedorn, manager of Ohio State Fair, has been elected a director of the National Dairy Show, according to word received here, succeeding the late Charles P. Michael. Dairy Show was held

here this year and will be in San Francisco in 1939.

KILLARNEY, Man.—Affairs of Killarney Agricultural Society were shown in good condition at the annual meeting. It recently purchased 24 acres adjacent to present holdings, which will give ample space for its annual fair and other activities. E. Washington, representing Bollesvale Agricultural Society, suggested that dates of Killarney, Bollesvale and Hartney fairs follow in sequence.

### PINE BELT CIRCUIT

(Continued from page 35)

fairs were set. Contracts for rides were awarded to Arrowhead Amusement Co., Duluth; for Wadena and Grand Rapids, and to Midwest Amusement Co. for Bemidji and Aitkin.

Plans were made to book two sets of attractions for grand stands to alternate at the different fairs. A rodeo will be booked for one and a platform show for the other set. A dinner was served at noon to 53 delegates, show and attraction men and guests. Next annual meeting will be in Aitkin in November, 1939. Circuit will hold its next meeting in the Hotel Nicolet, Minneapolis, during the State convention.

Trade representatives present were De Waldo Attractions, Williams & Lee; Jack Killmartin, WCCO Artists' Bureau; William Amacher, concessions; Howard Amusement Co.; C. M. Graunt, concessions; Arrowhead Amusement Co., Frisk Greater Shows, William Bazinet & Sons Shows, Midwest Shows, Anderson Sound System and Endresson Electric Co.

### PLANS ON TO

(Continued from page 35)

\$10,000 appropriation left out of the 1939 budget.

The mayor said if others are to take over or promote a new exposition Herbert B. Cash, president of the association, must be relieved of all possible financial embarrassment. Cash had his name on a note of the expo for more than \$4,000, Rapp said, adding that the expo chief acquired the obligation from his predecessors. "The expo was a community proposition at the beginning and at no time has had a profit objective," Rapp explained. Commissioner of Commerce Harold S. W. MacFarlin, who has outlined a plan for reviving the fair, said he would await decision of expo officials before any action was taken by his department.

### LYNCH MULTIPLIES

(Continued from page 35)

with the Lynch label. Purcell will supervise a second unit, to be used at larger fairs. Lynch will make majority of appearances with second unit.

### SPECIAL BID

(Continued from page 35)

outside straggling attendance, we concentrate our advertising in this area. We use all the newspapers, daily and weekly, 70 or more, beginning at least a month before the fair, motor club magazines, radio stations and billboards. We employ smaller posters generously, 2,500, two and three-sheets, as well as automobile bumper signs. We find merchants and other business exhibitors quite willing to use bumper signs and window cards that bear an invitation to visit their exhibits.

During the week immediately preceding the fair 40,000 attractive colored "throw-arounds" depicting actual scenes of every department of the fair are distributed from door to door in the several centers of population, exclusive of the city of York, in our coverage territory. This is followed up during the week of the fair with distribution of 25,000 two-page tabloid sheets advertising and depicting the Thrill Show to be held on Saturday, last day of the fair. We carry advertising further than that, using such magazines as The Billboard and Show World and the horsemen's publications to bring us attractions, concessions and a better array of race entries. Our advertising budget is large, but I regard this as the best investment we make. It has helped us bring our annual attendance to the 250,000 mark.

It is the automobile that has given so much importance to fair advertising. In the days when fairs depended on horse-drawn vehicles and railroad transportation for an out, immediately local attendance our boundaries were much smaller. Today the motorist thinks nothing of loading up the family and

### Fair Meetings

Indiana Association of County and District Fairs, January 3 and 4, Claypool Hotel, Indianapolis. William H. Clark, secretary, Franklin.

Wisconsin Association of Fairs, January 4-6, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam. Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Tevis Payne, secretary, Sacramento, Calif.

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Dasher-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 11-13, Nicolet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16 and 17. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg. Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

Maine Association of Agricultural Fairs, January 17 and 18, Penobscot Exchange Hotel, Bangor. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 18 and 19, Pa. Shelby Hotel, Detroit. Chester M. Howell, secretary, Cheaping.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Southampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

North Carolina Association of Agricultural Fairs, January 19 and 20, Raleigh. A. H. Fleming, president, Louisville.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Portner, secretary, Langdon.

Rocky Mountain Association of Fairs, January 22 and 23, Havre Hotel, Havre, Mont. Jack M. Suckstorf, secretary, Sidney, Mont.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn - Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. O. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

To be successful your fair must offer attraction to all classes of the public. The agriculturist, industrialist, merchant and visitor who is simply out for a good time must all be entertained. The farmer, of course, is not interested only in agricultural exhibits. Today he and his wife demand the same conveniences and luxuries as the city dweller. So you will probably find them absorbed in radios, automatic refrigerators and automobiles, while the urban visitor is marveling at the products of farm and orchard. Nothing is more important than to make the fair attractive to the young. We in every way encourage 4-H Club, Future Farmer and school exhibits. Unlike many fairs with no free gate, we distribute 45,000 tickets to pupils of public, private and parochial schools and to their teachers. This distribution of free tickets to the children not only brings in the parents, to our immediate advantage, but it creates a habit of fair attendance and participation in youth which carries on into adult life.

We make a special bid for juvenile attendance by demanding clean and wholesome midway and grand-stand attractions. Our management is divorced from any interest in attractions or carnival entertainment. Whenever a board of managers surrenders its entertainment policy-making it has lost control and is headed for trouble and ultimate oblivion. We permit only the highest types of shows and games that are on the level. When shows and games are set up they are inspected by Pinkerton detectives, officers of the State Police and by our own experienced representatives. If any concessioners violate our rules, out they go. By this policy we have gained the confidence of our patrons and as a result they are more liberal in their patronage of both games and shows.

We are proud of our grand-stand attractions. They are always the very best we can afford and we are careful not to repeat them from year to year. We find that lavish displays of fireworks are gaining more and more popularity as State and municipal restrictions on unsupervised displays are reducing the chance for their enjoyment elsewhere.

### Fair Is Not Prolonged

There is one substantial concession that we consistently reject. It is the comfort-station privilege. We refuse to have fair patrons gouged and annoyed by solicitation of tips. We believe this policy is appreciated by the public and by our concessioners, as the latter get many of 30c nickels and dimes that otherwise would go for these tips. We provide our own toilet attendants and a uniformed supervisor to see that they give adequate free service and maintain sanitary conditions. All fair employees are cautioned that discourtesy will not be tolerated. We are constantly developing good will by those little attentions and services that are calculated to please our patrons.

Our fair now occupies five days and five nights, opening Tuesday morning and closing Saturday night. I doubt that we will extend it further. It is my opinion that there is in the territory served by any fair, a certain amount of money available to be spent on the fair each year. A prolonged fair, I believe, only means smaller daily attendances to spread out this money.

Our fair date, always the first full week in October, is exceptionally good for all of our agricultural products but corn, for which it is a little early. It is, however, a period of seasonal change in Southeastern Pennsylvania, and one of weather uncertainty. This year we were rained out on Thursday, our big day, getting us about \$30,000 even though we showed a substantial profit for the week. But this is one of the gambles of the fair business. The successful fair is the one that can take the good with the bad and keep moving right ahead. If there is any fixed formula for a successful fair it is this: Take 51 weeks of hard work, mix in a lot of common sense and, for the 52 week, add a big dash of good luck.

### Good Shows, Square Games

Rain holds less terror for fair management than it once did, because even the heaviest rain thru the night and morning, a clear afternoon may still bring motoring thousands for the night performance. Recognizing this, we are working steadily toward an all-weather fair. Patrons know that our commodious buildings and grand stand and our hard roads throughout the grounds including a paved midway of 110-foot width, guarantee them a lot of protection from discomfort.

**WANTED FOR 1939 FAIR SEASON**  
HIGH ACTS AND STANDARD NOVELTY ACTS.  
If You Want a Long Season Make Your Salary Low.  
Send Permanent Address.  
**SIDNEY BELMONT**  
Fullerton Building, 31. Lechl. Me.

World's Highest Serial Art Photo  
Note—No Salaries Therein!

*Sell*  
**THE STRATOSPHERE MAN**

A spectacular night and day exhibition, breathing, spinning and shell-throwing. Send for detailed circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. Permanent address care of THE BILLBOARD, Cincinnati, Ohio.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

ON DECEMBER 9 Winter Garden Rollerway, Boston, and Lyonhurst Rollerway, Marlboro, Mass., discontinued until after the holidays Friday night qualification contests to select New England roller dance champions for competition in the national roller dance championship contests to be held in Mineola (L. I.) Roller Rink under auspices of the Roller Skating Rink Operators' Association of the United States. Three prize parties were substituted. Management also announced that from now on Monday nights will be set aside for club members of the National Council of Roller Skating Clubs to skate for 25-cent admission.

PEGGY CLARE Slaters, who have returned to Chicago from a tour of the Southeast, will open an engagement in the Edgewater Beach Hotel in the Windy City on December 17.

FRANK MORRIS, manager of Roseland Rink, West End, N. J., announced a number of special holiday events, a pig chase staged before Yule decorations went up proved successful and drew well. Special lighting effects and decorations were installed for the Christmas season. There is talk of bringing some special skating artists to the shore. William Skidmore, Long Branch, is staging a waltz class for beginners Thursday nights.

NEW SAGINAW Rink is giving North Central Michigan the greatest choice of skating places in several years. It is reported, although there are now three rinks in the territory, one in Flint, one in Saginaw and one in Mt. Morris, the new rink is reported doing excellent business.

AFTER playing Arnold Park (In.) Roller Rink for three days, Fred (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, reports that he played to capacity crowds for three days in Christensen's Roller Rink, Omaha, his home town, and received favorable newspaper comment. While playing Woolley's Roller Rink, Salt Lake City, he visited the grave of the late Frank Vernon,

pro skater. Murree reports he was held over a day to December 7 in Hull's White City Park Roller Rink, Boise, Ida., then going to Miles City, Mont., for a week's stand. He plans to be in Washington about December 20, to be followed by dates in Portland, Ore., and Los Angeles, from where he will return to his home in Red Lion, Pa., via St. Louis, Chicago and Cincinnati.

W. J. BETTS, manager of Redondo (Wash.) Roller Rink, reports he is planning special events for 10 days during the holidays. Fred (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, is scheduled to appear soon. At close of the summer season the rink was remodeled and enlarged. Program included repainting and addition of a men's smoking and rest room, lunch counter and organ with chairs. Manager Betts also plans to remodel the building's front, work to include a new entrance, office and equipment display room.

THE FORMER Ecks' Club, Main street, Massillon, O., has been converted into a roller rink, bathroom and banquet room being used. Sessions are held nightly and Saturday afternoons. It is the first rink in Massillon in several years. Closest competition is in Meyers Lake Park, Canton, O.

WILLIAM CARTER, of the Skating Carters, reports they have signed to make a short picture, using their new act.

FRED (BRIGHT STAR) MURREE, 78-year-old Pawnee Indian figure skater, drew two good crowds to Woolley's Roller Rink, Salt Lake City, on November 30 and December 2, reports Gordon Woolley, manager. Rink now has four clubs operating, three from high schools and Woolley's Waltz Club. A recent school club party drew 150. Dr. Whytock, 75-year-old figure skater, is instructor at the rink.

RIVERVIEW Roller Rink, Chicago, operated by Al Claret, has been drawing good crowds this season, reports Jack St. Pierre. Roy Dalton and Allice Oruce gave a figure skating exhibition on November 28.

ROLLER SKATING on Sunday in Northumberland County, Pa., has been ruled out by court judges. Six rinks were ordered closed on Sundays, according to a dispatch from Sunbury, Pa.

SACHEM ROLLER CLUB, Buffalo, has been visiting rinks in and around that city, reports Elmer Toben, president. Upon joining each member receives a sweater with his name and club emblem on it.

SNOW and frost failed to impair attendance at Seidman's Rockaway Arena, far on the days when this situation prevailed recently the proprietors added stimulus by holding special dance and speed contests, with the result that the spot in Edgemere, L. I., did good biz.

MINEOLA (L. I.) RINK management has a knack for drawing big crowds from Long Island's Gold Coast, with hardly a night when members of the horse set are not conspicuous on the floor. Rink, which is one of the most successfully operated in the East, has long been a favorite rendezvous of the elite, who seem to enjoy rubbing shoulders with their roller-skating brothers and sisters of less imposing social status.

AFTER a successful series of "pre-view" seasons, at which skaters were admitted free to acquaint themselves with the new spot, Oceanside (L. I.) Rink is now in stride. A gala Christmas Eve is planned, with outstanding skaters slated to get free roller skates.

CHAMPLAIN PROVENCHER was re-elected secretary-treasurer for the eighth consecutive year at the recent 51st annual convention of the Amateur Skating Association of Canada in Montreal. William E. Boughton was re-elected president. The secretary's report showed that the association had a successful season. Membership of the association for 1938-'39: Maritime Province, control over New Brunswick, Nova Scotia and Prince Edward Island; Province of Quebec, S. A.; Ottawa and district; Manitoba S. S. A.; Alberta and British Columbia A. S. associations, besides the figure skating department, of the Amateur Skating Association of Canada. Norman V. S. Gregory, Montreal, replaced Melville Rogey, Ottawa, as chairman of the

latter department. Other officers for 1938-'39 are: Patron, Lord Tweedsmuir, governor-general of Canada; honorary presidents, Col. Sir H. Montagu Allan; Frank White, Saint John, N. B.; Joan S. MacLean, Toronto; vice-presidents, F. W. Coombs, Saint John; J. T. Rowan, Ottawa; W. A. Newton, Montreal; council, H. J. Kilpatrick; Inspector S. P. Spinney, Saint John; John W. McGregor, Jack Speak, Harry St. Pierre, F. Montabone, W. A. Newton, F. C. J. Gossier, Montreal; J. T. Rowan, Ottawa; representative-figure skating department, W. A. Newton. Permission was granted to sponsors of the Middle Atlantic Outdoor Speed Skating championships and Joseph F. Donoghue Memorial Annual Race, New Year's Day, 1939, to invite Canadian skaters to compete in these events. Permission was granted for holding the North American Figure Skating championships by the Granite Club, Toronto, January 27-28, 1939. Provencher secured membership into the Federation Internationale de Patinage a Roulettes (International Roller Skating Union) for his association. He had much experience in roller skating when the sport was more popular in Eastern Canada. In 1908 J. A. Berube and L. Lapierre, Montreal, under Provencher's management, won the Eastern Canada speed roller skating championships at Ottawa in the old Doys' Rink. Provencher was judge in many six-day races in the old Prince Arthur Rink, Montreal, in 1907-'09. World's championships in rink hockey on roller skates will be held in London, England, or Montreux, Switzerland, in 1939, and Provencher has been asked to enter a Canadian team.

## ASKS BUCKEYE

(Continued from page 35)

who does not leave quite a sum of money behind him when he leaves, and this money is spent with the merchants. The side-show men seldom have a chance to have any laundry or repair work done on their wearing apparel, so they buy shirts, underwear, shoes or other clothing at least in every town. Concession men and women must live and to live they must eat. They eat in the restaurants in the different towns and also engage rooms. Those who have house trailers buy groceries, and all of them buy gasoline, oil and pay garage bills for repairs. No, it is not all velvet.

### Rates Called Too High

Then, again, the concession privilege in some cases is so high that it is out of reason, especially at fairs and especially when games are limited to pitch-till-you-win and ball games. At one fair I witnessed 22 ball games, 18 milk bottles and 4 pop-ern-ling, 17 dart and pitch-till-you-win games. At the end of the week many were left on the lot, as they did not have enough money to eat and buy gasoline. This was thru no fault of their own. "The privilege is too high," they say. But they are told, "Pay it or else."

To me it seems that it is high time something was done about it. Times are bad; money is scarce. Fair boards have cut down on their premiums; some have cut gate admissions, but none have reduced concession prices. There is only

one way I see out of it—organize! Why not?"

There are more than 2,000 concessioners and ride men and women who depend on these celebrations and fairs for a living. Some have been in the business 30 years, some all of their lives and their fathers before them. Hundreds are well thought of and respected not only in their own community but by many fair officials and business men throughout the State. If these men and women organize an association I believe they would exert enough influence with our fair secretaries so that many evils and hardships that now exist could be eliminated.

### Would Modify Law

The law governing the kind of games permitted at county fairs should be modified, I believe the law was intended to eliminate all forms of vicious gambling. This law if properly enforced is the best thing that could happen for all concerned, but as it is now it only works a hardship. Nothing but ball games and dart games and pitch-till-you-win games are allowed. So these are the only games found at a fair. This crowds see only three and after playing one or two of these games quit—why continue? The games are all alike and the prizes are all alike—cans or plaster; no variety, no change. No wonder the boys can't make a living any more. Let's organize. It can't cost an awful lot, not over \$1 a year. Choose a set of men who are honest and will give their time to this, and I believe something can be done to better conditions for everybody concerned.

I have spent 32 years in the game and am still in it. Probably many of those who read this know me personally. I am not looking for any publicity or anything else. I am really sincere when I say organize. The Ohio fair boys meet in Columbus the second week in January. Let us do something so that we can present our side of the story of "What Makes a Fair."

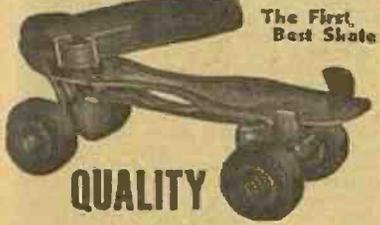
## PRICE OF TICKETS

(Continued from page 35)

(see another 50 cents) buy two adults and two kid tickets (total \$1.50) and you'll have \$2.50 less than when he started. He can go by boat, as most people will, however, much cheaper. It's to get a parking out of half the first \$500,000 grossed 35 per cent on the next \$100,000, 75 per cent on the next \$100,000 and 85 per cent on all after that.

The Examiner, morning daily, on Monday gave a six-column spread to pictures of the San Francisco and New York fairs. Pix showed the San Francisco layout amid a profusion of flowers and shrubbery. Not so New York, which was pictured as blanketed under snow.

Each nation's exhibit at the expo will be "just that" and for that reason the flag of the nation sponsoring the exhibit will fly above the pavilion. This ruling was made by the United States Navy Department in response to protest that some foreign pavilions under construction were not flying the American flag, but only the flag of their countries.



**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
5312-5318 Ravenswood Ave., Chicago, Ill.  
*The Best Skates Today*

**SKATING RINK TENTS**  
SHOW AND CONCESSION, NEW & USED TENTS.  
**CAMPBELL TENT & AWNING CO.**  
Maine at Third, Springfield, Ill.

**COMPLETE SKATING RINK FOR SALE—1 YEAR OLD**  
Transit Floor, 667102 Baker-Lockwood Tent, 12-Ct. Top, 10-Ct. Side Wall; 190 Pairs Chicago Skates, Size 9 to 10; Sound System and Bender. Also Covered Wagon Trailer, 1957 Model, completely furnished. Cost me \$4,200.00. Stored at Almyra, Ark. Will sell entire outfit for \$2,000 cash. A real bargain.  
O. S. KNOLL, Almyra, Ark.

**WILL BUY**  
100 PAIRS CHICAGO RINK SKATES. Must Be in Good Condition.  
**J. SHEFFELMAN**  
PLAZA HOTEL, INDIANAPOLIS, IND.

**WANTED TO TRADE**  
A Few Years' Rent on a 34-Acre Park for a Portable Skating Rink Outfit.  
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MOUNTED ON "CHICAGO" Racing Skates

Be In Style With Your Partner

A New Item That is Going Over Big

Display Them and Watch Your Sales Grow.

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## RINK MEN, NOW IT'S READY! THE NEW AND WIDER HOCKEY FIBRE WHEEL—IT'S GREAT

- Over an inch wider. • More Wearing Surface.
- New Speed Tread Guiting. • Fits Chicago and Richardson Skates.
- Every Wheel Trued. • Made From Fibre, No Bumps for Figure Skating.
- Now \$7.00 PER SET, F. O. B. • Lower, Durable, Better Skating.
- Your Old 8 Pa. Bushings Re-Used for \$1. • SPECIAL PRICES ON QUANTITY ORDERING.
- Wheel at 60¢ per Set, F. O. B. • NEW MAPLE WHEELS. \$1.50 Per Set.
- Year 2 Pc. Bushings, 1 1/2" Wooded, 60¢ a Set.

**OMAHA FIBRE PRODUCTS CO.** 5222 MAPLE, OMAHA, NEB.

# RISKY SELLING HIT

## AREA Listens To Market Talk

Hamid, Rubkin, Mangels, Traver and Jones among speakers at annual session

CHICAGO, Dec. 10.—In his address before the American Recreational Equipment Association last week President George A. Hamid reviewed 1938 and pointed to "recklessness" in signing and selling device contracts. Go to the customer's aid, he said, without taking too much of a risk. Also sell within the means of the prospect. Those are valuable suggestions. If only equipment buyers would not yield to temptation!

A masterful job was done by Bill Rubkin, of International Microscope, in reviewing the international political and economic situation. The foreign market, he said, makes it possible to offer products at a lower figure due to inflation. (See RISKY SELLING on opposite page)

**1938 PARK Season in Review and a Look into the Future**

**Important Events and Happenings of the Year**

These and Other Features Will Be Found in

**The Billboard Holiday Greetings Number, Dec. 31**

### Cops Protect Stands

ROCKAWAY BEACH, L. I., N. Y., Dec. 10.—Overzealous seekers of firewood who annually at about this time of the year search the beaches for fuel had better not try to repeat any of their efforts of past years, when, beset by the absence of driftwood on the sand, they chopped away several small stands and portions of buildings at the shore front. Cops here are keeping a sharp eye for vandals, especially in the Arverne-Edgemere zone, where suspicious ax marks have already been spied.

### Wesley Co. Outlay More Than \$20,000

ASBURY PARK, N. J., Dec. 10.—More than \$20,000 will be spent for new equipment and improvements for the Wesley Amusement Co., said Ray Bromley, general manager. Docks will be repaired and enlarged in addition to installation of a Flying Scooter to be located at the lake near Ocean Grove. Manager Bromley said about \$15,000 would be spent on the new ride. Equipment was purchased from the Biesch-Rocco Amusement Co. in Chicago, to ready for operation by Decoration Day. The Wesley company operates Custer Cars, swim and motor-boat rides. Concessions will be under personal direction of Mr. Bromley next summer.

### New Cincy Zoo Hospital Has Its First Patients

CINCINNATI, Dec. 10.—New \$18,000 hospital in the Zoo here was used for the first time on December 5 when operations were successfully performed on Brytus and Paul, two 18-month-old male lions by Dr. Sol O. Stephan, staff veterinarian and assistant director, reports Joseph A. Stephan, director. Operations were performed to further the peaceful and social life of lions and lionesses, which will be placed in outdoor spots next year and featured for the first time in an American zoo, it is said.

DETROIT.—Plans for construction in Walled Lake (Mich.) Amusement Park for next season have not been completed, Fred W. Pearce said, this week. He declared he is confidently looking for a much better season next year after the generally low grosses of 1938.

### Big Construction Schedule Is On At Broad Ripple

INDIANAPOLIS, Dec. 10.—Broad Ripple Park management is continuing the rehabilitation program started last year, a big building schedule being in progress with every precaution being taken to safeguard equipment and eliminate all possible hazards, reports K. C. Somers.

President and General Manager W. A. McCurry said new rides have been contracted and many games will be added to the midway. At the concrete swimming pool, said to be the largest in the country, a new steel diving tower and other modern features are to be installed. Carloads of sand have been shipped in for the bathing beach.

Broad Ripple, where natural woodland will be preserved, is on banks of the White River in the northeast section and has been a recreation spot more than 30 years.

### \$15,000 Spent in Enlarging Eastwood Gardens, Detroit

DETROIT, Dec. 10.—Eastwood Amusement Park is proceeding with construction plans for Eastwood Gardens to make it probably the largest outdoor dance floor in America, Manager Henry Wagner said.

Floor space 120 by 100 feet has been added and a new lighting scheme installed. New trees have been planted throughout the Gardens.

Cocktail Bar has been tripled in size and seating capacity of the Gardens increased to 8,000. Total expenditure on the Gardens alone has been about \$18,000 this winter.

Manager Wagner left for a short vacation in Miami, Fla.

### Dixieland Is Opened in Jax

JACKSONVILLE, Fla., Dec. 10.—Dixieland Park opened for colored here on December 2, drawing 3,000, reports Leo M. Bitany, general manager. Park is owned by Dick Oldham and will operate on a yearly basis, it is said. Some of Frank West's attractions were used at the opening. On the mall were eight rides, five shows, about 20 concessions and a free act. Oldham plans to erect a dance hall and roller-skating rink.

A CONTEST to determine the leading outdoor performers is explained in the general outdoor section under "Who Is Your Favorite Outdoor Performer?" Read it and then send for your ballot.

### Paragon, Nantasket, Back to Old Policy

BOSTON, Dec. 10.—Paragon Park, Nantasket Beach, will undergo many changes and improvements before the opening of the 1939 season, according to the management. The Stones, father and son, managers, say every building will be repainted and modernized.

At least half a dozen new rides will be added to boardwalk attractions. A huge semi-alfresco dining room will be heavily featured and name bands will be brought for the season. Paragon will return to its old policy of providing free acts and a free gate.

Arrangements have been completed with the Nantasket Steamboat Lines but only to operate boats direct to the park from Boston docks but to share in the advertising policies of the park and also provide free vaude attractions aboard ships for the one-hour ride each way.

### Work Moving for Opening Of Philbert at Key West

KEY WEST, Fla., Dec. 10.—Work in preparation for opening on January 1 is going forward rapidly in Key West Park of E. H. Philbert. Rides of the Bantly Shows arrived and a crew of 20 are rebuilding and renovating the park. Construction of an entrance, under direction of Walter Baker, lot superintendent, has been completed and picnic benches are being constructed.

Mr. and Mrs. Bantly arrived recently after visiting relatives in Philadelphia and Reynoldsville, Pa. Accompanying them was Bill Whitmore, secretary of the Bantly Shows, who will act in that capacity to Manager Philbert. A stage is being erected in center of the mall and Manager Philbert, Mr. and Mrs. Bantly and Harry E. Wilson are planning to hold special events on it during the season, expected to last 10 weeks. Endy Brown, operators of Funland Park, Miami, Fla., will also furnish some rides, bringing the total to nine.

Sam Weiner, who will have the exclusive on merchandise wheels, and Mrs. Weiner arrived and took a near-by apartment. They were accompanied by Morris Olin, Edward Griffith, Harry Wolfe and Henry Frederick, staff men, and Mr. and Mrs. Leonard Smith are expected soon. Mr. Hermanson, who has the custard booked, arrived recently after. (See WORK MOVING on opposite page)



THE 20TH ANNUAL CONVENTION BANQUET of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association was held in the colorful Bal Tabarin of the Hotel Sherman, Chicago, on the night of Thursday, December 1. Dinner was followed by an elaborate array of entertainment and dancing.

# The Pool Whirl

By NAT A. TOR

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

### Thanks for the Memory

Of the NAAPFB confab, of the speeches, round-table luncheon discussions and never-forgettable fraternizing in the penthouse of the Hotel Sherman, of Len Schloss' candid statement that his Glen Echo Park pool built in 1929 increased revenues of the playground by at least 30 grand, of the two swell merchandise exhibits in the pool division and of the interesting exhibit staged by Paul H. Huedepohl in behalf of the Jantzen diving board where a piece of wood 400 years old was shown.

How could one forget, too, the exceptionally fine work Paul did as chairman of the special beach and pool committee, or the fine gesture he made in having three others preside over each day's meetings in the pool division. Or of R. N. Perkins' able leading the first day and of Julian Bamberg's equal emceeing the second day and the fine manner in which Chauncey Hyatt presided over discussions the third day. Long will pool men remember the hilarious impromptu show staged by a group in the penthouse and how they wore ancient bathing suits so popular in the Gay '90s, which are the proud possession of Huedepohl, who wore one of the loudest striped ones, as did Jack Lambie, Harry Traver, Arnold Gurlier, Mrs. Herbert O'Malley and Paul's sister, Bertha.

### Convention Comment

What I thought was one of the most interesting papers was written by Warren W. Littlefield, Santa Cruz (Calif.) Seaside Beach and Pool. The paper of J. O. Ziegfeld, Meadowbrook pool, Baltimore, won a citation for being declared the best "pool" paper, but right now let's give Mr. Littlefield, the floor.

He wrote: "Operators of pools are faced with the task of providing entertainment that will maintain increased interest in aquatics in competition with privately owned pools, theaters, shows, dances and diversified sporting events. For many years it has been the custom to focus attention on the swimming pool thru the medium of swimming meets and contests like 'Learn-to-Swim' campaigns and special group or club parties. This, of course, augments a well-balanced program of general advertising stressing cleanliness, health benefits and merits of the pool. But reports indicate that business has been far from satisfactory in many cases. Santa Cruz Seaside Co. has evolved a new and novel method of drawing crowds to its pools. In place of an ordinary meet, this organization holds a water carnival every Saturday night during the season with an hour's show that has glorified and dramatized aquatic events to the nth degree.

"Program consists of a series of tripe performances 40 feet over the water, diving exhibitions from a 23-foot regulation springboard; a 'Slide for Life' on a rope 175 feet long from an elevation of 60 feet, dropping to the water level in the shallow end of the pool, underwater swimmers that are labeled 'Human Submarines,' a dive from a tower above the roof of the natatorium, 70 feet down thru a hole in the roof into eight feet of water; 'Willie Apple's Challenge' to race any swimmer in the world 50 yards for a purse of \$10,000, in which the character dressed in a ridiculous outfit is challenged by someone in the pool who is in turn introduced as some great swimming champion. Willie Apple is towed by a rope which was previously placed on the bottom of the tank and which is attached to his person when he dives into the water at the start of the race. The rope is invisible to spectators while the subject is towed thru the water at a dizzy pace as the rope passes thru a block and out of the tank at the water line. Some 10 persons are on the end of the rope in the dressing room. This stunt always goes over big with the crowds and few ever find out what makes Willie go so fast. Regular comedy diving comes in for a lion's share of laughs.

"The events are provided with a musical background by an orchestra on a stage at the head of the pool at an elevation of 20 feet. Popularity of this carnival has gained to a point where last season over 30,000 paid admissions were recorded for 18 performances. It accounted for 20 per cent of gross revenue

of the plunge besides advertising the pool to an extent never before dreamed of. The show is just what the name implies, water carnival! It's a three-ring aquatic circus that fires the imagination of youth of all ages. With proper ball-bow, its possibilities and drawing power are unlimited. Concluding act is a 50-foot fire dive. An interesting observation is the fact that the same fans come again and again and seemingly are great boosters."

Warren Littlefield didn't mince words. Too often statements made and experiences reported are general, but in this paper the pool man didn't keep anything from the convention. The ideas mentioned surely can be used by tanks elsewhere thruout the country.

### Sotto Voce

S. A. Kolo, Edwardsville, Ill.: Will pass along your challenge to anyone in the swimming world to compete against your son, who the only six years of age is a swimming and diving prodigy.

Speedy Phoenix, El Paso, Tex.: Suggest you communicate with George P. Smith Jr., of the amusement zone at the New York World's Fair.

Matt Sedgwick, Jerome Cascades tank, New York City, and others: Various papers read before the recent convention concerning swimming and pools will be published in this column with different opinions concerning these papers.

## American Recreational Equipment Association

By R. S. UZZELL

Our annual meeting is now well established as part of a park man's education. They don't appreciate fully what it all means unless deprived of a meeting. Calling on some who this year unavoidably detained at home this year reworked the sense of their loss. It takes considerable time to tell a man who was not there just what happened at the convention.

One man wanted to know all about Jack Lambie's question period. He was so favorably impressed that he could not understand why the room was not filled with eager park men to get the benefit of the varied experiences. The convention has grown so large with its varied activities and numerous committee meetings that no one can cover all of the meetings. Yet the park owner and manager who does not attend is soon to drop behind the procession. Many park men bring the heads of their various departments so as to be sure of getting all the convention has to offer.

### Get Actual Experience

Last year W. P. Mangels brought an illustration of his new style kiddie Whip and one car of it, but this year he brought the entire kiddie whip with its six cars and put it into actual operation. It is for kids, but men rode on it to get the actual experience of its gentle wallop, once in and once on the outward thrust of each car on each revolution. It is practical and very attractive.

R. E. Chambers has an attractive game and it works. When the prospective purchaser plays it there are few questions to ask. It should have a good market.

The Philadelphia Toboggan Co. brought some new Funhouse tricks that are clever and should do much in reviving funhouses.

Dick Lusse brought a powered boat built in the similitude of a gigantic swan. It is beautiful and attracted a lot of attention.

William Schmidt, of Riverview, brought one of his covered Coaster Cars. It is not only attractive but it assures the operator that the passengers cannot stand up and be thrown out. Best of all, it increases the earnings of a Coaster and it should obtain a lower insurance rating.

Allan Herrchell Co. showed us that streamlining a Merry-Go-Round pays good dividends. It does work magic.

### Dolling Up Exhibits

No one got the publicity that Wallace St. C. Jones got on his hot-dog machine. He thought he was talking to a prospective buyer when it was a newspaper reporter. The story became an Associated Press item and made the leading papers of the country. Perhaps if he had known that it was a newspaper man he would not have gotten his story over so well.

Frank Thomas has gotten his frozen custard machine perfected so that it

surely delivers the goods. He furnished us the real thing, perfectly flavored and made fresh each day. The mechanism looks simple from outward appearance but when one goes into detail it is found to be quite complicated, yet it works as accurately as a watch.

The boys are all beginning to doll up their exhibits and products. It is going to be more and more essential to explain that the purchaser does not get all the nickel, chrome and stainless steel unless he pays the larger price. There has not been an exhibit where the exhibitors were so largely satisfied. The one complaint about having to give up part of the space for Wednesday night was not justified because it was all agreed upon in advance of the convention.

## Key West Playland Opening Scheduled for December 31

KEY WEST, Fla., Dec. 10.—Curtis L. Bockus and Robert Coleman, owners of Playland Park here, expected to open on December 31, are negotiating for purchase of six searchlights for the park.

On November 29 Mr. and Mrs. Coleman, C. L. Bockus and Bill Eaton visited Andy Bros., Funland Park, Miami, where they met Chet Dunn, Dr. and Mrs. Garfield, Tom Beatty, Leo Carroll, Speedy Merrill, Capt. Jimmy Jamison, Mr. and Mrs. George Whitehead, Matthew J. Riley, Eddie Davis and Ben Weiss.

Ben Beno and Mr. and Mrs. Kille arrived on December 2 and are camping on Stock Island. They plan to do some fishing before the park opens. Annette McEllerman and Emma Van Collette wrote that they planned to leave Boston for Key West on December 6. Mrs. Curtis L. Bockus will spend Christmas with her mother in Lynn, Mass., coming south later. Among visitors have been Sam Weintraub, Simon Krause, Tony Lazarus, Al Herman, Steve Adams, Robert Black, H. L. Lloyd and Bert Rosenberger. Reported by Bill Eaton.

## Jamison Act Is Presented At Funland Spot in Miami

MIAMI, Fla., Dec. 10.—Altho Funland Park opened sans free acts, Capt. Jimmy Jamison bowed there Thursday night for an unqualified engagement with his high dive into fire. Management does not consider this a reversal of policy, but took of the act because Jamison was vacationing locally and felt his many friends in Greater Miami would provide an added draw.

David B. Endy stopped off in Pittsburgh returning from the Chicago conventions, arriving here Sunday morning. Hazel Merrill returned to her trailer home in the park to recuperate from a recent operation after spending 12 days in St. Francis Hospital, Miami Beach. Matthew J. (Squire) Riley knocked off the grand prix at night spot bingo play on Monday, while big Bill Yestedt caught two long shots coming home on consecutive days.

Three-cent Saturday matinees for school children start today with some big concerns sponsoring. General Manager Rex D. Billings, Belmont Park, Montreal, is a frequent visitor with his six-foot son, Bud.

Glenn Irton, who is arranging several tie-ins, including an auto giveaway, Ladies' Night and Mothers' Matinee, has set Miss Dade County Night for December 21 as a beauty-selection feature under banner of the International Beauty

Pageant, finals of which are slated for Miami in March. "She," Misson exhibit, joined on December 1, with Charles Clark, operator and tickets, and Grace Loftus, subject.

## RISKY SELLING

(Continued from opposite page) increased production. He thought the foreign outlet was an essential "to help us stay in business," but cautioned manufacturers and operators to familiarize themselves with foreign conditions, "their ways of living and their way of life." Increasing tension in Europe and the Orient is affecting the device-equipment-supply industry, he declared, but he hoped that peace was on the way to stay.

### On Flood Insurance

Harry G. Traver, discussing the foreign market, said: "Sell for cash." Angi W. P. Mangels noted that the best procedure is to sell for cash "payable in American dollars." No better method could be found.

Address of Wallace St. Clair Jones, president of the New England park men, was the most provocative. Private and RFC aid (for hurricane rehabilitation) is not available to parks at present, he said, but "we should force the issue." Government lending agency that is open is the Disaster Loan Corp., which will supply funds only to replace damaged property, not for expansion, at 3 1/2 per cent over a 17-year period. Mr. Jones also urged members to force issuance of flood insurance. But, of course, this might be costly, too costly for most ops. Moreover, that was New England's first hurricane-tidal wave in 123 years. Still, disaster insurance might be the next movement for parks following the working out of what seems to be an excellent liability insurance plan.

### Showman Are Visitors

The AREA meeting was studied with showmen from kindred fields. . . . A. B. Reynolds, of the Winnipeg Exhibition. . . . Max Linderman, head of World of Mirth Shows. . . . George P. Smith Jr., of New York World's Fair. . . . Percy W. Abbott, of Edmonton (Alta.) Exhibition, and Dr. J. S. Dorton, of Shelby, Raleigh and Charlotte (N. C.) fairs.

## WORK MOVING

(Continued from opposite page) a tour of Georgia. Others here are Sam Weintraub and Mr. and Mrs. Lunn. Recent visitors were George P. Dorman, Bert Rosenberger, Mr. Dickson, Doc Garfield and Simon Krause. Reported by Harry E. Wilson.

## Heinze Plans Construction

DETROIT, Dec. 10.—Paul Heinze, manager of Edgewater Park here, has returned from a trip to Chicago and is making plans for park construction before he leaves for his annual vacation about January 1.

ASHELAND, Me.—Officials of Community Park here truck next year as a crowd puller.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES  
PARKS-RESORTS SPORTS CARNIVALS CATALOGUE FREE  
W.F. MANGELS CO. CONEY ISLAND, N.Y.

## FOR RENT NEW OCEAN CASINO

VIRGINIA BEACH, VA. — SEASON OF 1939  
Opportunity of a Lifetime for the Right Party.  
"Pikers," Please Save Your Stamps.  
Apply to  
VIRGINIA NOVELTY CO., Portsmouth, Va.

## Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.  
LUSSE BROS., INC.  
AUTO SKOOTER 2300 N. Park St., Phila., Pa., U. S. A.  
LUSSE BROS. LTD., Central House, 48 Kingsway, London, W. C. 2, England.  
WATER SKOOTERS.

# MELLOR HAS HEAD

## Duties Compel Kline To Retire

New prez is elevated from v.-p. post—plans ready for annual reunion banquet

KANSAS CITY, Mo., Dec. 10.—In what will probably go down as the most unusual election in the club's history, W. L. Mellor on December 4 was elected president of the Heart of America Showmen's Club for 1939 at a meeting held in club's quarters in the Reid Hotel.

Ahner K. Kline, incumbent president, had previously been nominated by acclamation to be retained as head of the organization. Kline reported, however, that since he must spend almost all of the summer of 1939 in South America as representative of the Eyerly Aircraft Corp., he was forced to relinquish the presidency. Members thus were forced to nominate a complete new slate, Mellor heading it successfully when it came time to vote at the club's weekly convale.

Mellor, who is president of the Baker-Loekwood Mfg. Co. here, was the club's first vice-president this year. Others elected include Artie Brainerd, first vice-president; Mel H. Vaught, second vice-president; R. E. Haney, third vice-president; and Jim Pennington, warden. G. C. McGinnis, secretary, and Harry Altshuler, treasurer, were unanimously retained, as was J. P. Goddough, chaplain.

New officials formally take office New Year's Eve, when the club holds its 10th annual Banquet, Ball and Reunion at the Reid Hotel. Directors elected were H. L. Whitesell, J. W. Laughlin and J. C. McNiffery. Attendance at the meeting, despite cold weather, was best of the year. With plans for the New Year's Eve party virtually completed, chairman Frank Capp anticipates a record attendance. (See MELLOR HAS HEAD on page 44)

## Cliff Jewell Fund Raised by League

CHICAGO, Dec. 10.—The \$2,000 fund for the apprehension and conviction of the murderer of Cliff Jewell, carnival man killed in a hold-up near Americus, Ga., has been raised and the money has been placed in a separate account, to be held pending developments.

Immediately after publication of the item in The Billboard stating that a reward would be offered for the arrest and conviction of Jewell's killer many members of the league came forward with offers to contribute to the fund, and the amount set was quickly raised.

## 1938 CARNIVAL Season in Review and a Look Into the Future

### Important Events and Happenings of the Year

These and Other Features Will Be Found in

The Billboard  
Holiday Greetings  
Number, Dec. 31



W. L. (LARRY) MELLOR, who was elected president of the Heart of America Showmen's Club at the annual meeting in Kansas City, Mo., on December 4. Mellor, president of the Baker-Loekwood Mfg. Co., succeeds Ahner K. Kline, who relinquished the club presidency because of business duties which will send him to South America and other foreign ports in 1939.

## Motor City Season Satisfies; Plans New Policy in '39

DETROIT, Dec. 10.—Louis J. Berger and Vic Horwitz, owner-managers of the Motor City Shows, which moved into winter quarters here recently, announced that the organization had as good a season as could be expected under the circumstances, reports Ed Kraspe. Management plans a different policy for next season. It contemplates opening early in April and playing this city until July 1, when it will play fair and celebration dates until the end of the season.

What appeared here all of last season except one week in July. Horwitz opened quarters this week and repainting and reconditioning work will get under way immediately, with Joe Bocco in charge of the crew.

Horwitz recently purchased three 25 kw. transformers, mounted on a truck. Berger this week returned from a trip thru Michigan, Indiana and Ohio, where he reports results were beyond his expectations.

## New Route Is Set For Hennies Bros.

ST. LOUIS, Dec. 10.—Hennies Bros. Shows have signed contracts to play Louisiana State Fair, Shreveport; Ozark District Fair, Springfield, Mo.; Oklahoma Free State Fair, Muskogee; Midland Empire Fair, Billings, Mont., and North Montana State Fair, Great Falls.

Ovillo W. Hennies, a visitor to The Billboard office here, said other fair contracts are pending and that the show will take a new route in 1939.

## Crescent Wind-Up Okeh; Husted Renewed as G. A.

JACKSONVILLE, Fla., Dec. 10.—Manager L. C. McHenry of Crescent Amusement Co., which closed a 36-week season in De Funiak Springs, Fla., recently, announced this week that "the season was only fair, but we cannot complain." Rides and equipment are being overhauled here, and management plans to open this 1939 season at some of the Florida fairs before playing its usual list of dates in the Carolinas.

Sherman Husted has been re-engaged as general agent and is at present lining up Florida dates and arranging the spring route. Manager McHenry plans to remain here until about January 11.

## Hale Goes With Hennies

CHICAGO, Dec. 10.—Walter Hale, part of last season publicity man with the Beckmann & Grety Shows, has signed with Hennies Bros. Shows for the season of 1939. He will remain in Chicago until after the holidays.

## Sherbrooke Fair to Conklin

HAMILTON, Ont., Dec. 10.—President J. W. (Patty) Conklin, of the Conklin Shows, announced that his organization had been contracted to furnish the midway attractions at the 1939 Sherbrooke (Que.) Exhibition. It is believed to be the first time the exhibition's midway contract has been given out at such an early date. Conklin plans to remain here until after the holidays, when he will make a flying trip to the West.

A CONTEST to determine the leading outdoor performers is explained in the general outdoor section under "Who Is Your Favorite Outdoor Performer?" Read it and then send for your ballot.

# Carnivals and the AFA

## Supplement to "Out in the Open"

By LEONARD TRAUBE

In last week's stint from a Chicago typewriter we made the promise that a happening which didn't happen at the outdoor amusement conventions in the Windy City would be discussed. The happening which didn't happen has to do with Ralph Whitehead and the American Federation of Actors.

Advance dope said that Mr. Whitehead, who is executive secretary of the AFA, was to speak before a session of the American Carnival Association. Mr. Whitehead was sighted in Chicago but did not appear at the meeting. It is not known whether the carnival org frowned on Mr. Whitehead as a speaker or whether Mr. Whitehead frowned on the carnival org. At any rate, nothing happened, but plenty happened in advance.

The AFA is a labor union which embraces many indoor and all outdoor branches of the show business. Ralph Whitehead is the personality and force behind the union. He is a personality and force to be reckoned with, an able speaker, a born leader and an opportunist whose grasp of situations, at least as far as the outdoor industry is concerned, is a miracle of intuition.

The Whitehead organization's baptismal efforts in outdoors on a large and

ambitious scale were concerned with obtaining closed-shop agreements with the Ringling Bros. and Barnum & Bailey Circus, and its influence has spread to practically all the chieftains of the land. The Whitehead organization is now engaged in rounding up the carnivals.

Whether one does or does not agree with the AFA in principle is not important at the moment. What is important is the manner in which the union is going about gaining agreements and memberships in the field of collective attractions. The AFA's side campaign to round up the midways is based on a series of letters sent to Chambers of Commerce, civic organizations, sheriffs, chiefs of police, governors and legislators.

The theme of these letters is that if a carnival cannot display an AFA and American Federation of Labor charter, insignia or plaque, it can only be because:

1. It permits gambling, indecency, immorality and chiseling, or

2. It is unfair to organized labor.

The letter then says that a carnival licensed by the AFA and the AFL is a guarantee that it is fair to organized labor. (See CARNIVALS on opposite page.)

## Etched in Gold

NEW YORK, Dec. 10.—First gold life membership card, awarded to George A. Hamid by National Showmen's Association at its Tuesday meeting, contains the following tribute: "Presented to George A. Hamid by the National Showmen's Association in appreciation of his untiring efforts and remarkable achievements in conceiving and directing this organization from an infant to full maturity." Other side of card contains lion insignia and description of award.

## World of Mirth Unique Medical Plan a Success

NEW YORK, Dec. 10.—A completely equipped medical unit instituted by General Manager Max Linderman was in operation on the World of Mirth Shows for the first time throughout the past season. The way in which it works and benefits derived from it are explained by a show official, who hopes that more shows will create similar units.

Unit, under supervision of Dr. J. E. Bozeman, was a success from the very start, having been created at the show's first stand, Philadelphia. It was a typical example, on a small scale, of socialized medicine. Everyone connected with the show contributed 25 cents a week for its support. Many benefits were derived from that small expenditure. Complete clinical treatment was available at all times. No extra charge was made for receiving any of the common stock remedies, such as sedatives, laxatives and aspirin.

### Case Histories Given

Common colds and other seemingly minor afflictions which might have defied (See WORLD OF MIRTH on page 44)

## Kaus Re-Signs Whitehead

MIAMI, Dec. 10.—George F. Whitehead announced that he had been re-engaged as business manager with the Kaus Exposition Shows for 1939, making his third consecutive year in that capacity for the organization. He returned here from New York, where he represented the Kaus interests at the National Showmen's Association's first annual banquet.

## Jones Is Agent for Vaught

ST. LOUIS, Dec. 10.—Percy M. Jones, last season general agent for Bendix's All-American Shows, has signed in that capacity for the coming year for the State Fair Shows, of which Mel H. Vaught is owner and manager. Jones' duties began during the Chicago meetings last week. He is now on an extended trip thru the West.



W. C. (BILL) FLEMING, who has announced that he will sever his connection with the Johnny J. Jones Exposition upon the expiration of his contract on December 31. The past year the widely known outdoor showman has been director general of the organization headed by E. Lawrence Phillips. A statement on Fleming's future plans is expected soon.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 10.—Our 1938 fiscal year off to a flying start. President J. G. McCaffery presided at the first regular meeting on December 8. Seated with him were First Vice-President Frank P. Duffield, Treasurer A. H. Rossman, Secretary Joe Streibich and Past Presidents Edward A. Hock and Sam J. Levy. Banquet and hall committee made its final report, showing a profit of \$1,660. Memorial service and president's party committees gave final reports, as did badges and reservation committee, showing they rendered a material service to the league.

Appointments for 1939 committee work were: chaplain, Charles G. Driver; counselor, Morris A. Haft; Tyler, Beverly White; Canadian legal representative, Louis Herman; Canadian secretary, Neil Webb; physician, Dr. Max Thprik; finance committee, Fred H. Kressmann; membership, Ned E. Torti; house, Frank Hlencz; ways and means, M. J. Doolan; relief, H. A. (Whitey) Lehter; funeral, Robert H. Miller; press, Mat S. Green; cemetery, Edward A. Hock; Harry W. Hlencz was named chairman of the annual fund drive. The work of this committee will be in behalf of the Cemetery and Showmen's Home Fund; Bernie A. Mendelson was appointed chairman of entertainment committee and the load was placed on his shoulders at once. This will be the open house for Christmas and New Year's with a get-together on New Year's Eve. Also the proposed party in honor of Past President Sam J. Levy to be in January. George W. Johnson was made chairman of the annual Spring Party.

Brothers Walter Mathiosen, M. J. Law and Stanley Neshey attended their first meeting and Plain Dave Morris, veteran member, whom we had not seen in a long time, also visited. Bill Rice is still confined in his room at the Sherman Hotel. Colonel Owens, Tom Vollmer and Tom Rankin still are confined in their homes. No late news was received from Brothers Jack Maxwell or Robert Banard.

Showmen's Home and Cemetery Fund Drive committees are making preparations for extensive work during 1939.

Rubin Gruberg is still in town, Ponzey Hoffman and George Golden were among the last convention callers to leave. Max Goodman will make Chicago his headquarters for a while. Brother Morris Haft advised that final details of the escrow account will be completed next week. Dues and applications are coming in nicely.

### Ladies' Auxiliary

December 8 the meeting at Hotel Sherman enjoyed a large attendance. The following officers presided: President Leah M. Bramble, First Vice-President Ida Chase, Second Vice-President Edith Streibich, Third Vice-President Maude Geller, Secretary Elsie Miller and Treasurer Phoebe Cansky. Members gave a

rising vote of thanks to Sister Frances Keller for the lovely installation she conducted. Members were pleased to have Sisters Evelyn Mueller and Mrs. Pearl Darling with them at the meeting.

After adjournment a board of governors meeting was held. Current business was balloted on and names of newly adopted members will be published later. Many out-of-town members and guests attended the December 1 social. Sister Mattie Wagner won award of the evening, a beautiful pair of pillowslips. Sister Margaret Haney also was awarded a pair of pillowslips. Sister Mrs. John M. Sheeley was tendered a set of gold-plated crystal ash trays. Mrs. Doc Wilson also was awarded a set of ash trays. The knitted dress, donated by Sister Blanche Latio, was annexed by Sister Mattie Wagner, who graciously redonated the same to the ladies' auxiliary for future awards.

Members were delighted to have Sis Dyer with us after an absence of 20 years. She came from California to attend the open house convention, installation dinner and social. She was the winner of a set of crystal and gold-plated ash trays, also a plaque for a dog's leash.

The afghan, donated by Mrs. Jack Baillie, will be awarded at a future social. Edith Streibich will be hostess at the December 15 meeting.

### CARNIVALS

(Continued from opposite page)  
labor and operates under decent working conditions.

It is therefore assumed that if a carnival does display an AFA and AFL charter, insignia or plaque, it can only be because (1) it does not permit gambling, indecency, immorality and is not chiseling or (2) it is fair to organized labor.

What kind of carnival labor is the AFA talking about? And is it organized?

In the Whitehead organization interested in policing carnival or obtaining agreements and memberships? Of the carnivals which the AFA claims it has signed up, how many of them, if any, while displaying a charter, insignia or plaque, do not permit gambling, indecency or immorality, or all three of them, and if they do permit the same, and does the AFA refuse to sign agreements with carnivals which permit gambling, indecency, immorality and chiseling to flourish? Or does the union wink at operating policy provided it achieves recognition, agreements and memberships?

# SUPER ROLLOPLANE

The Super Rolloplane has proven in actual competitive tests that it will clear more net operating profit than many rides costing several times the investment of the Rolloplane.

WEEKLY RECEIPT RECORDS—COAST TO COAST

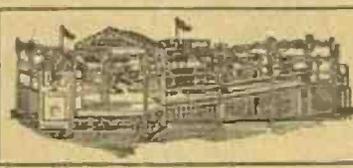
Ogden, Utah . . . \$1,802.00 | Indianapolis, Ind. \$1,600.00 | Amarillo, Tex. . . . \$1,691.20  
Ottawa, Canada . . . 1,493.25 | Puyallup, Wash. . . . 1,756.00 | Salem, Ore . . . . . 1,329.30

PLACE YOUR ORDER FOR SPRING DELIVERY NOW

EYERLY AIRCRAFT COMPANY, Salem, Oregon  
ABNER K. KLINE, Sales Manager, LUSSE BROS., Ltd., Blackpool, England, European Suppliers.

# BOOMERANG

THE ACKNOWLEDGED RIDE SENSATION OF 1938  
NO MIDWAY IS COMPLETE WITHOUT A BOOMERANG  
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# UNITED STATES TENT

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# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Tough Ox, Ia.,  
Week ended December 3, 1938.

Dear Mixer:  
Due to Agent Trucklow and the bosses being away at the Chicago conventions the show was left without a date. The bosses felt that it would be a bit out of line to book a spot in advance, not knowing what their route would be until their fair booking was complete; then they would know which way to head the three-section train to make the railroading as cheap as possible. On their return they were surprised to learn that H. Proff, manager of our Heel-Proof Midway Cafe, had called up the mayor of Tough Ox and had booked the spot by ear.

On the show's arrival we soon learned that the only available lot was a swamp that was used as a dump for trash. The mayor thought the location very suitable for the erection of the show's equipment. But the lot was still too wet and muddy for instant use. It was then that quick-thinking Pete Ballyhoo went on the air and offered a free ticket for every load of ashes, cinders, junk and dirt with the understanding that it must be hauled in and dumped under direction of our lot superintendent. By noon on Monday hundreds of wagons, trucks and gashears were pulling in and out and the big task of filling in was completed by night. Over 10,000 lithograph passes were paid out at the expense of our show and ride operators.

Unknown to the office, a convention of the International Hamburger Grinders of America was to hold away for the week, starting on Tuesday. The grinders automatically became our auspices as

the two went hand in hand. The object of the meeting was to determine the reason for fresh-ground red hamburger meat turning white after being on the midway a very short time. This also brought our grab-joint operators into the limelight and they were fitted purveyors of Pale Meat Sandwiches.

News of the convention and its object spread like wildfire thruout the country. Grease-burning concessioners rushed in from all directions to try to protect the secret of the O-meat mix. So much pressure was brought to bear on the committee by threatening to boycott the burger and to use hot dogs exclusively that the matter was quickly dropped. But the grab stand and sit-down grab-stand men gave in on two points: agreeing to cease the use of ground-up mildewed canvas as a base and to discard the use of a lawnmower on the back of the lot as a harvester of greens for onion garnish.

With the town well papered with passes each attraction did capacity business. Due to the eating stands not accepting paper, and the visitors being reluctant in buying their fabled artificial meatloaf, they naturally suffered. But on Saturday, when they changed the loaf to Italian meatballs with the aid of garlic business picked up. But there was still enough of the meat-streaked bread pudding left to serve Ballyhoo steak for dinner in the next town and chopped steak sandwiches in the dining car during the run.

After checking up on the books to see who had a profitable week while the bosses were away, the weekly train-moving arrangements were collected and

# Important Announcement

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165 W. Madison St., Chicago  
**SHOWMEN'S HOME FUND**  
Previously Acknowledged . . . . \$20,000.00  
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CARL J. SEOLMAYR, General Chairman Drive for Funds.  
WRITE FOR PLEDGE CARD.  
**A Home for Aged and Infirm Showmen**  
Showmen's Home Trustees  
FRED BECKMANN — Chairman  
M. H. BARNES — Treasurer  
E. W. EVANS — Secretary  
J. W. Conklin W. R. Hirsch  
M. J. Doolan Max Linderman  
Max Goodman E. Lawrence Phillips  
Rubin Gruberg Carl Sedlmayr  
Harry W. Hannes Elmer C. Velare  
**Worthy of Your Co-Operation**



**JOHN W. LIDDY**, executive secretary of the National Showmen's Association, who, with President George A. Hamul, Lew Dufour and Bill Block, played a prominent role in making the organization's recent first annual banquet and ball in the Commodore Hotel, New York, an outstanding success.

the show torn down. It was a "bully" event for the committee but a "bum" steer" for the show.  
MAJOR PRIVILEGE.

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**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$1.55, 500 Pats Richardson Plink, Risk States, off store.  
 10.00 Electric Dinners for Professional Stage, cost \$50.00.  
 \$9.00 Pair Prestige Dancing Shoes, fine condition.  
 \$8.00 Each, 25 Side Show Banners. Send for list.  
 \$2.00 Set, Chicago Aluminum Wheels for Plink States, slightly used.  
 Who Buy All Kinds of Plink States and Guess Your Weight Books, WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

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 Read "BINGO BUSINESS"  
 A Column About Bingo in the **WHOLESALE MERCHANDISE Department**  
**THIS WEEK AND EVERY WEEK**

# Midway Confab

By THE MIXER  
 Communications to 25-27 Opera Place, Cincinnati, O.

**FIRST** month down and four to go!

**MILVYN BURKHARDT** is reported to be spending the winter in New York.

**HIPPODROME Shows** are wintering in Kenett, Mo.

**MARTIN** and Evelyn Wirth were last reported in Waldo, Ark.

**THINGS** run in cycles—even fence-jumping ticket sellers.

**FIRST** impressions count. What does your midway arch look like?

**HASSAN ABDULLAH** and daughter, Margaret, are playing club dates in El Paso, Tex.

**HEARD** at a Dixie Fair: "Boy, what am you doin' wastin' your money a-ridin' on that thing goin' nowhere?"

**SOMEONE** said the wages of sin is winter trouping.



**ROBERT MANSFIELD**, active in show business for the past 22 years as director, producer and manager of Hawaiian, Cuban and burlesque revues, is pictured here with his Eskimo dog, Prince. Mansfield has appeared with Johnny J. Jones and Rubin & Cherry exhibitions, Mighty Shesley Midway and Lorman & Robinson, K. G. Berkoot, D. D. Murphy, James E. Strates, Beckmann & Gearty and Royal American Shows.

**MR. AND MRS. E. B. BRADEN** are spending the winter in the old home town of Lynnville, Tenn.

**JAMES O. SIMPSON** is one seasoned general agent whose services are always in demand.

**FRANK CLEMENT**, who closed the season with the Funland Shows, is booking agent for Joe and Mary Parks.

**WHEN** a big show plays the sticks the entire midway plays to the same timber.

**L. O. KING (King Looie)**, agent and promoter, expects to be in Los Angeles until next spring. Says he is working on a new deal.

**MODERN** conditions are sometimes reversed. At the Chicago meeting one manager could not be found when his agent needed him.

**AN EX-SECRETARY** went to Chicago on the cuff, expecting to replace a prominent general agent. That he did not succeed is a matter of record.

**LATEST** invention in brass is a big dollar check which has a hinge in the middle and can be bent like folding money.

**MANAGER** of Great Tin Head Shows to his new agent: "You must book all red ones next season and they must be booked for a song." Agent—???

**J. A. GENTSCH**, past three seasons general agent with Joe Gailer's Buckeye State Shows, has been re-engaged for 1939.

**PAUL REYNOLDS**, Ferris Wheel and Tilt-a-Whirl foreman on the L. J. Heth Shows the past three seasons, is wintering in Birmingham.

**SOME** of those high-priced fairgrounds locations sold to concessioners should have been sold as burial plots!

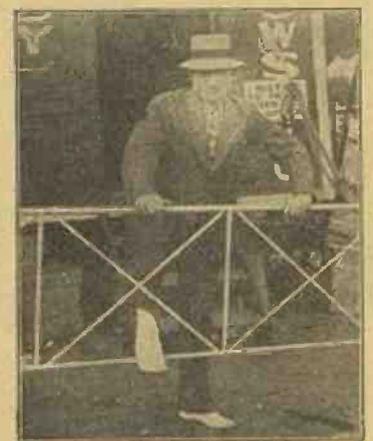
**MRS. L. A. NEWLAND**, past season with McKee Shows, is wintering in Davis, Okla., and working a photo gallery in neighboring towns.

**C. W. BODINE**, well-known agent, who has been in New Salem, Ill., for the past two years, reports that he plans to return to the road in 1939.

**FRANK MARTZ**, now head steward of the Fire O'Clock Club, Miami Beach, Fla., has been connected with many carnival concessions.

**SHOWFOLKS** have troubles of their own, yet they are first to go to the front when trouble troubles someone else.

**SHOWMEN** who maintain that what "was good enough for father is good enough for me" have been left at the post.



**EDWARD A. (EDDIE) LIPPMAN**, for the last three years manager of Andy Bros.' Shows, has been active in show business since 1911, when he debuted with the Mabel Page Stock Co. Season of 1912 he played juvenile parts with the Peruch-Gypens Stock Co. and in 1915 joined the John Robinson Circus as a candy butcher. In 1917 he became associated with the Greater Shesley Shows, with which he remained 11 years with the exception of two years in the army during the World War. Since then Eddie has been in executive capacities with Lewitt, Brown & Huggins; Great Middle West, Bernard Greater, World's Exposition, John Marks and Blue Ribbon Shows and Rubin & Cherry Exposition.

**ALL** MIDWAY shows are not carried as money-making attractions but some are presented to uphold the reputation of the organization.

**BILL STARR** has been added to press department of the Southwestern Sun Carnival to be held in El Paso, Tex., reports Director Verne H. Newcombe.

**OUR SHOW** made a hamburger spot, cold turkey, for our Thanksgiving week date.—Manager, Cafe & Banner Shows.

**JEROME KELLY**, advance man for Stobrand Bros.' Shows, was among recent visitors to offices of the Southwestern Sun Carnival, El Paso, Tex.

**JOE AND HANNAH STEBLAR** are spending the winter fishing and vaca-

tioning in Titusville, Fla. Whitley Davis is, also, wintering there.

**MR. AND MRS. FRANK SPARKS**, of Wallace Bros. Shows, are spending winter months in Helena, Ark. Mrs. Sparks' sister, Dorothy Tillotson, is at home in Keytesville, Mo.

**BREATHES** there a man with soul so dead who never to himself has said, "These concessions are my daily bread?"

**LOSING** a date that a show has played many years consecutively is not often a reflection on the organization. Show-going public demands a change in titles if not in amusements.

**VIRGINIA CAMPBELL**, midjet, who recently concluded a successful season with Max Gruber's World's Exposition Shows, is appearing at the High Hat Club, New York.

**MR. AND MRS. ROY E. ZUDINGTON**, of Crafts 20 Big Shows, were sighted visiting in El Paso, Tex., last week. They report they may return for the Southwestern Sun Carnival to be held there.

**LET** those without faults cast the first stone. The seasoned agent never professed to be a superman.

**CAPT. JOHNNY BURNS**, fire diver, and J. H. Mator, his press man, recently visited in El Paso, Tex., while on a tour after playing a Fort Worth, Tex., park date all season.

**MARY A. CRANE**, formerly a frozen custard operator with O. C. Buck Exposition, letters that she is doing nicely after recently undergoing a serious operation in a Pittsburgh hospital.

**MR. AND MRS. McCANN**, who closed with the Athletic Show on Groves Greater Shows in Blytheville, Ark., have gone to their home in Salt Lake City for the winter.

**SUCCESS** of any organization depends upon the ability of its business department. A "one-man staff" never has been successful.

**G. L. (CLIFF) YOUNGER** left for a Christmas date in Bridgeport, Conn., after playing clubs around New York. Bridgeport marks his fourth straight year there.

**DICK HOVENS**, who is in Venice, Calif., recuperating from a recent operation, plans to be up and going again in time to make the Sun Carnival in El Paso, Tex., reports Mrs. Ed Schofield.

**TOBE D. McFARLAND** letters from Houston that his wife is doing nicely in quarters of Ladense Attractions there after undergoing a serious operation in a local hospital.

**COOPERATION**, Agent of a railroad show asked the agent of a motorized show how to take his show out of the Suez (7) South.

**SHORTY WELLS**, lot superintendent of Mal Vaught's State Fair Shows, is recovering from an operation which he underwent recently in an El Paso, Tex., hospital.

**AMONG THE SHOWFOLK** visiting Groves Greater Shows at their final stand in Blytheville, Ark., were Jack Diamond, Mr. and Mrs. Al Dingsinger, Mrs. and Mrs. Frank Sutton and Mr. and Mrs. Bill Norwood.

**BERTHA BERT**, who closed recently with the Great Southern Shows to join

### Long Winded

"THAT TALKER next door has been elaborating on his show for 30 minutes. I hate to break in but I can't wait all night." That's a much-heard midway complaint. Long-winded openers who take up a lot of unnecessary time are holding patrons away from pay boxes.

Three short, to-the-point openings are more effective than a tiresome drawn-out talk. Many times before such a talker has finished he has lost most of his original tip and has later arrivals in their places. Why not let patrons know who, what and when and the admission price?

When badly performers begin sighing, whispering and standing on one foot and then the other they have been tired by a long line of valueless patter. A streamlined opening to the point will keep any adjacent competitor from breaking in.

the Mighty Haag Circus for the winter, had Ray-Rayette as guest during the organization's engagement in Goshen, Ala., recently.

THE cookhouse general agents of last season have now become members of the Hot Stove League.

E. C. MAY AND WIFE, who closed the season with the Mighty Shogley Midway, are wintering in a trailer camp in Brownsville, Tex. They report their 14 1/2 year-old dog, Illad, which died in 1935 at ABER, Tex., has been cremated.

BECAUSE of poor business, Tucker Bros.' Shows' winter tour closed in Eastman, Ga., December 3, reports the Ross Family, free act with the organization, who joined the B. E. Nye outdoor show in Alabama.

BURT R. COOPER, Rochester, N. H., letters that he is anxious to learn the whereabouts or addresses of Dave Stock and any of the other boys who were injured in the railroad wreck of the Bernard Greater Shows in 1928.

A GENERAL agent who could book a "profit engagement" every week all-season would not have to work for salary. "Into each week some rain must fall."

MR. AND MRS. FLOYD KILE and daughter last week pulled into Key West, Fla., where they will vacation before opening with their photo trailer in Playland Park there on January 1. They report a successful fair season.

CHARLES PENNINGTON, after repainting his girl-slide ball game and interior of the trailer which houses the Petrified Human, left Indianapolis December 15 for Key West, Fla., to open in C. L. Beckus' Playland Park about January 1.

WHEN most carnival offices finish checking on the yearly take of each of their midway attractions they will be ready to announce what they will carry and who is coming back.

"A NEWLY PAINTED swing and ancient wheezy organ are far from good makes," writes a valued correspondent. "A good-playing organ is as big an investment to ride as any other factor a ride man may devise."

BURT HARRIS and family, after closing a successful season with the Mighty Shogley Midway, returned to Los Angeles, where Burt will present his wofdog mouse demonstration in a department store.

A COLORED nurse with her young charges approached the lady ticket seller on the Merry-Go-Round with, "How much costs to let dese chillens ride—dem mules?"

BRODBECK BROS.' SHOWS are in quarters in Kinsley, Kan., after closing their 18th consecutive year on the road. Officials report that season's business was satisfactory and that winter quarters activities have begun.

A CHRISTMAS present made up of some of the boys during the Chicago meetings has been gratefully acknowledged by Edward A. Kennedy, Astoria, L. I., former special agent, whose physical condition demands special treatments.

THE ROAD baggart has only his mythical accomplishments to talk about. Those who really have accomplished something have something to talk about but rarely do it.

HOWARD INGRAM, trainmaster with the Mighty Shogley Midway, since closing with it in Brownsville, Tex., motored to Sarasota, Fla., where he purchased a home known as Bonnie Brae in Beverly

Terrace. He reports that Mrs. Ingram is enjoying daily fishing off the causeway.

C. M. (RED) MILLER reports that his Battlefield, working model of trench warfare, and which he first introduced in 1920 in Washington, while the Johnny J. Jones Exposition played there, is still clicking under American Legion auspices on street corners in Northeast Arkansas.

A BOY, who worked out of the office all summer and was allowed to overdraw, remarked: "I wound up \$18 worth of brass on the nut."

JOHN HOWARD, whose Hollywood Museum has been playing Lexington, Ky., for the past three weeks, came up from the Blue Grass City last week and visited The Bulboard's Cincinnati office. He reported that business has been up to expectations.

FRED WEBSTER letters from Austin, Tex., that he has recovered from an attack of the flu which laid him low for three weeks. He says that he is handling No. 2 posting plant for a road show there and expects to spend remainder of the winter in that territory.

OFTEN the much-publicized slogan, "Out All Winter," means out of doors, out in the rain, out of food, out of money, out in the cold, out of clothes and out of luck—Cousin Peleg.

DR. EDWARD JAMES IRVINE, who has been associated with Wild West concerts and carnivals, writes that he is still in the running for commissioner of the District of Columbia. Latest organiza-

EVERETT MEADOWS, son of Mr. and Mrs. C. E. Meadows, operators of Regal United Amusement Co., spent Thanksgiving week-end visiting his parents at the organization's quarters in Beaumont, Tex. Everett is in aviation school at Randolph Field, San Antonio, having received his appointment last August.

LORELO and his trained dog, Frisco-L. E. (Pat), Redding, and O. P. Friend, assistant lecturer and magician, appearing with Harry Lewiston's Museum, entertaining more than 500 members of Nazir Grotto at their annual stag party in Canton, O., recently. Lorelo is a recent addition to the Lewiston show.

WISE press agents keep their noses out of the office's business. Even the they might help in ways outside of their own work, most of them have enough to do to keep their own departments moving efficiently.

SORTED RECENTLY on the main street in Salisbury, N. C., according to Paul Sanders, were Izzy Cetlin, Cettin & Wilson Shows; K. F. (Brownie) Smith, general manager of Smith's Greater Atlantic Shows; D. L. (Spot) Bassinger, bingo operator, and Charles Lantz, who is operating a billiard parlor there.

A POSTAL card from Juarez, Mexico, to The Mixer, signed by Verno Newcombe, Tony Spring and Roy E. Ludington, mentions the "swiftest looking front in the world—for a dir." On reverse side is depicted the imposing jail edifice. "We are still outside," adds Roy. After a visit to Indiana he is hitting the trail back to join the Coast Defenders.

THE REASON I never stay on a show more than three weeks and have joined as many as 15 carnivals in one season is that I can get more publicity in The Bulboard as a visitor than as an employee.—Road Map Johnson, the hop-scotching trouper.

MR. AND MRS. GAYLER HENDERSON, local gallery operators, after a satisfactory season with the Gold Medal Shows, have returned to their home in Kilmuswick, Mo., where they will operate their service station and do landscaping work during the winter. Recent visitors were Carl Berg, J. Diamond and Mr. and Mrs. Jake Moore.

SHRINE CIRCUS in Houston marked close of a 34-week season for De Lisle Chappell, with Ed Kapschield, high act prior to the closing stand, the act was free attraction with the Fairy & Little Shows three months and then polished off the season by playing fairs in the Middle West. Chappell is wintering in Fairbury, Neb.

A FAMILY of 10 tried to mount the Merry-Go-Round with only one pass. The ticket taker quickly informed them that it was good for only one. "What are you talking about?" that barked the father of the family. "Don't it read, 'Carry-Us-all'?"

BUNNY VENUS, of the Bunny Venus Revue, which closed a successful season with the Rogers Greater Shows, has opened a museum in Columbus, Ga. Revue also appeared at several stands with the C. D. Scott Shows, L. E. (Eddie) Roth, whose Blue Ribbon Shows are wintering there, was a recent museum visitor.

DAVE ENDY queries all the way from his Funland Park in Miami: "What railroad show (carnival) ever made the longest jump over water from one U. S. port to another?" He also asks for the names of the ports, year the move was made and name of the general agent who arranged it. Dave claims he knows but thinks this will start a lotta guesses.

FUNLAND PARK, Miami, reports that all except 30 employees were with Eddy Bros.' Shows last summer. Among the "turnovers" are those who tramped with Art Lewis, De Luxe, Cetlin & Wilson, F. E. Gooding, Rubin & Cherry, independent, Dodoona, Ebeasley or were on location at Coney Island, Ocean City or Wildwood.

MANY showmen, ride operators and concessioners say 1938 was one of their worst seasons. And managers they weep with are still broadcasting the season as biggest in their careers. How can one mop up off the percentage of one who is suffering?—Colonel Patch.

C. D. CLARK cards from Toledo that he and his wife have just returned there from the Chicago meetings, which in his opinion were bigger and better than last year. He says they met many showfolk and enjoyed their visit to The

Bulboard's booth. The Clarks made the trip with Mr. and Mrs. Al Wagner, other half of the recently organized Great Lakes Exposition Shows.

MR. AND MRS. FRED WILLOCK played host to a number of showfolk friends at a duck supper in Bone's Place, Orlando, Fla., recently. Among those present were Mr. and Mrs. Frank Bumbly, Mr. and Mrs. Roy Moss, Mr. and Mrs. George Zooker, Mr. and Mrs. Earl Simpson, Mr. and Mrs. L. J. Pastor, Myron Mayer, Dan DeRose, Maynard Pope, Del Daugherty and Jeff Sargent.

MR. AND MRS. F. A. STIENBARGER, who recently closed another successful season with their Ferris Wheel on the Bob Hurst Shows, are spending the winter making in Arkansas Place, Tex. The Stienbargers, who recently had Mr. and Mrs. I. A. Shaffer, Corpus Christi, as their guests, have been re-engaged by the Hurst interests for 1939 making their fourth year with the organization.

DUKE TURNING ticket sellers do more damage to midway attendance than many off-color games. These small-face characters play so favorite among men, women and children. The blame is often thrown on their employer with "He must expect me to do it. You can't eat, sleep, wear a white collar and appear a fashion plate on a doughnut salary."

MR. AND MRS. W. N. CHALKALB, of Chalkal Bros.' Shows, left quarters in Tarpon Springs, Fla., December 8, on their holiday tour. First stop will be Virginia, where they will visit with Mrs. Chalkal's folks. Then they will head for Pennsylvania to the home of Mr. Chalkal's, meanwhile Princess Yucarnia and her husband, Tom C. Rogers, will preside over quarters.

DAISY HARTWELL (Mrs. Art Converse), and a midget, who recently closed in Winston-Salem, N. C., with Art Converse's Ten-in-One and Museum, are playing night club engagements in Ohio and Indiana. They report a successful engagement at the Green Gables Club, Indianapolis, Ind., and are now appearing at Moonlight Gardens, Middletown, O. Art has stored his equipment in Seymour, Ind., his home town.

DICK OILSDORF, manager of Dick's Paramount Shows, has returned to the



WALTER HALE, who spent part of last season as publicity director with the Beckmann & Gerety Shows, has been engaged in the same capacity by Hennies Bros.' Shows for 1939. Evidently a keen student of pictorial publicity, Hale also is first vice-president of the Outdoor Press Club.

tion to induce him is Washington Saengerbund.

AL BERESOFF, director of Al's One Man Band, reports that his combo is playing Dixieland Park, Jacksonville, Fla. Al recently underwent an operation to save the sight of one eye and hopes it will be okeh by the start of next season.

"STRIKE while the iron is hot" may be a good old adage, but how can you do it on shows that are in quarters and are doing all their extensive building in print?—Lighter Irwin-bender, artistic and modernistic blacksmith.

W. A. GIBBS cards from Eric, Kan., that he has contracted his Athletic Show with Forest Runner for next season. Kenny Austin will do the glove work. Runner also has booked a lead gallery, penny pitch, diggers and pop-corn concessions.

SLIM AND TOOTS REYMANN, F&N-Ball team, card from Los Angeles: "Wife and I just pulled in here—the happy dumping grounds of the good old U. S. A. Natives voted for ham and eggs, but they are still slipping them the old diet of bread and gravy. This is our first sojourn here since 1928."

ASKED what he thought of a carnival that was playing in town, a native remarked merely, "A clean lot." The owner wondered whether he was referring to the lot, the streets, the people or his finances.

Monkey Convention
FALDOSTA, Ga., Dec. 30.—This city took on all aspects of a monkey convention recently when the Weeks Monkey Circus, owned and operated by Mr. and Mrs. Gerald Weeks, paid a three-day visit to winter quarters of the Loftstrom & St. Eloi Monkey Circus. More than 60 members of the long-tailed tribe and baboons were on hand to revel in festivities, chief among which were hog-wash pigging and medicine ball practice. Watching activities with interest were Mr. and Mrs. Gerald Weeks and Henry Jones, of the Weeks unit, and William Loftstrom, Raymond Audette and Edward St. Eloi, of the Loftstrom & St. Eloi show.

WANTED!
Men To Cash In On These New Popcorn Machines
These thoroughly new, up-to-date Popcorn Machines get all the peanuts and olives. They are improved big-capacity models with lights, color and motion that really get the business for you. All electric, full capacity size. Capacities: \$2.00 to \$10.00 per hour. Low down payments, easy terms.
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W. E. WEST, Box 178, Overalls, Kan.

WARNING
The attractive "G.M.M." the Man Who Was Created, is copyrighted through the Washington Patent Office. Anyone infringing on this situation, such as duplication of act or presentation of attraction, will positively be prosecuted. Holiday greetings to all our friends.
J. R. GOLDIE
Fisher's Auto Camp, Clear St., Tampa, Fla.

organization's quarters in Concord, N. H., from a motor trip out west. He'll remain in quarters for a few days before leaving for New York to spend the holidays. Quarters staff, under direction of E. G. Albee, is reported to be doing a good job of repairing damages done in the recent hurricane. Construction of two new fronts is also under way.

WHEN a baggage car, loaded with old strips of wood, pieces of pipe, old platforms, boxes of junk, worn-out parts of sides, engines and motors and portions of discarded fronts, is carried from beginning to end of the season, it is dead timber. It has no earning power and takes space that could be given money-making attractions. Rarely is any of this stuff dug out, because it is too big a job. Price of new pieces would be a lot cheaper than upkeep of the car, demurrage, painting and reworking of this dead baggage.

CHARLES (PEP) HARTLEY, athletic show operator, writes from Springfield, O., that his organization recently completed one of its most successful lists of fair and home-coming dates in the last five years. Hartley and his partner, Tim J. Nolan, are constructing a new arena, to be ready for use next season. Shows line-up the past season included K. O. Merz, Chief Running Wolf, Freddie Kuffig, Bill Faulkner and Angelo Martini.

VERNE H. NEWCOMBE, outdoor showman, has been named "Optimist No. 1" of El Paso, Texas, by the El Paso Optimist Club. Club officials said he was chosen because of his cheerful fight after loss of a leg in a fireworks explosion, which followed the loss of two children and his father by death. Newcombe has lived in El Paso eight years, has been a member of the Optimist Club about a year and is directing Southwestern Sun Carnival midway.

EDDIE OWENS and Bob Fisher took time out during the outdoor doings in Chicago to celebrate their 17th birthday anniversaries. This happened the night before the Showmen's League banquet and ball, at which, by the way, Bob was conspicuous by his absence. To safeguard against such a thing happening again, Eddie suggests that Bob take an alarm clock with him the next time, as it's not nice to have a brand-new tax job-updated.

J. S. BULLOCK, general manager of the Bullock Amusement Co., which closed a satisfactory season in Bowman, S. C., recently, visited The Billboard's Cincinnati office last week while on route to Florida from Dayton, O., where he has been visiting Mrs. Bullock's relatives. He reported that equipment is being stored in Sumter, S. C., and that E. A. Murray has been re-engaged as general agent for 1939, making his fifth season in that capacity with the organization. The Bullocks plan to winter in Florida.

SPRIT of Oscar C. Beck in adversity is typical of traveling trouperdom. On Novem-



CLAUDE A. BARRIE has been appointed chairman of the 17th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association to be held in the Gold Room of the Biltmore Hotel, Los Angeles, on January 17. President C. F. Zeiger declares that Barie's efforts have been successful in every project he has undertaken for the organization. Barie has been in show business more than 30 years in the fields of circuses, stock companies, vaude and carnivals.

ber 27 his winter quarters property in Portsmouth, Va., was demolished by fire. Loss was put at around \$40,000. Buck saved a few trucks the insurance way—the rest a memory. He has spent years building up one of the best looking of medium-sized outfits. Of course, he was grief-stricken. Who wouldn't be? But he steered himself and complained, with charming nonchalance, that the fire had a so-and-so of a nerve taking him away from his annual deer hunting trip in Vermont. Buck is now energetically on his toes assembling new paraphernalia and has committed himself to the fulfillment of all contracts and obligations. If the opposites attempt to "steal" contracts from Buck based on the theory that "Buck hasn't got a show any more," they'll find showman Buck a fightin' man, eager for the kill. It's the heater in him.—John Friendly Tip.

WALTER LANEFORD, director of the concert band bearing his name, writes from Bainbridge, Ga. "My twin sons have left to resume studies in a Central, Ill., school. They will spend the holidays with their mother there. Band is contracted with John B. Davis' Southern States Shows and will play fairs until Christmas. After a three-week lay-off it will begin its 1939 list of Florida fairs." Combo, in addition to Laneford, includes Orian Hollophy, cornet; Russell Butler, clarinet; Clyde Birckel, trombone; Richard DeCaro, baritone; Clarence E. Flaugher, bass; and Bill Hutchins, drums.

L. WATKINS, who is doing a bit of an hobbing for the "Hot Springs Stroller," because the latter is ill, comes thru with

the following from the City of Bath: "There are many carnivals here, with both small and large shows well represented. Mr. and Mrs. Jimmie Laughlin; Mr. and Mrs. Tyree, of frozen cucumber note, and John Wells and Bill Franks are trying to pick a winner. . . . The Beadnet brothers have left for Minnesota. . . . Roy Blake, ex-carnivalite, is in the jobbing business here. . . . William Tell, press agent for a thrill free act, is registered at the Arlington Hotel.

WORLD OF MIRTH

(Continued from page 40) veloped into something more serious were treated and checked. Chronic cases received necessary care continuously. Injured patrons, too, received prompt medical attention. Show people, wandering from city to city, were provided with a family-type of physician who knew their medical history and to whom they could go at any time.

In addition, those who left the show and desired to continue medical treatment elsewhere were given their case histories, thus saving them perhaps weeks of medical attention under a new physician, who must necessarily go back to the very beginning for his diagnosis.

Medical quarters occupied about two-thirds of a 20-foot wagon, completely equipped with examining table, sterilizer, dispensary, etc., providing the physician with all facilities of an urban office and permitting complete diagnosis in all but the most complicated cases.

Career Is Interesting

With so large a personnel as was carried by the show, Dr. Bozeman averaged about 40 professional calls a day. Translated into terms of city practitioner rates in addition to the dispensing of free medicine, show people received at least a 100 per cent return on their investment.

Dr. Bozeman, who is no more than 30, has had an interesting and varied career. After attending Manhattan College he entered Johns Hopkins, where he received his medical degree. Thru scholarships he studied at the University of Hamburg Tropical Hospital in Germany for a year and spent another year at the Pasteur Institute in Paris.

For nine months he was in the Cartagena (Venezuela) leper colony, after which he became ship's doctor on various lines touching tropical ports. He had his own practice in New York City prior to joining the World of Mirth Shows.

MELLOR HASC

(Continued from page 40) ance. Among the speakers will be Tom Collins, assistant to the publisher of The Kansas City Journal, who spoke at last year's event. Reservations are arriving daily, reports Secretary McGinnis.

Time is expected back here this week to work with the entertainment committee in completing final details for the home-coming and celebration. A Christmas tree will be installed in the lobby, and the field management has assured club members here that room accommodations during the reunion would be available for all visiting showmen.

3000 BINGO

Heavyweight cards, black on white. Wood markings on the sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$1.25; 50 cards, \$2.75; 75 cards, \$4.50; 100 cards, \$1.01; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$27.50; 300 cards, \$20; Remaining cards, sold 25.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made up 20 sets of 100 cards each. Played in 2 min. across the cards—set up and down. Lightweight cards. 100 cards of 100 cards with markers. All numbers and letters are complete with wood markers, tally and direction sheet. All cards size 8 1/2.

THIN BINGO CARDS  
Thin cards, black on white, size 8 1/2. Thin cards used as used in theaters, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, \$1.00.

Automatic Bingo Shaker, real glass, \$12.50  
Lobby cards, white cards, 8 1/2 x 4 1/2. Per 100, \$1.50  
Slipping Bingo Cards on same, extra per 100, \$1.50  
Bingo Card Markers, in strips, \$2.00 for 1.00  
Send for free sample cards and price list. We pay postage and tax, but you pay U. S. D. expenses. Instant delivery. No checks accepted.

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Reeves Named Gen. Mgr. Of Lewiston's Museum

CANTON, O., Dec. 10.—Johnny Reeves was named general manager of Harry Lewiston's Traveling Museum, assuming charge here this week, the final of a two-week stand. Besides his executive duties Reeves also will present his illusion, Dorothy Mae Vales, Headless Woman Show, which enjoyed good patronage here; moves into Rochester, N. Y., where it will remain until about January 1.

O. F. Friend, assistant lecturer and publicity chief, visited his mother and other relatives at Massillon, O., last Sunday. He also entertained many Massillon friends during the show's stay here. Organization played to capacity Monday.

Visitors included Duke Drukenbrod, Olin Z. Wagner and son, Glenn R.; Marion Wallace, Maynard (Doc) Mast, Ben Lentz, Howard Peters, Honey Bauman and Ralph Peters.

Crane Clicks in Memphis

HELENA, Ark., Dec. 10.—Sid Crane's Museum concludes a 10-day stand at 319 Cherry street here tomorrow. Show, which came in here after a highly successful two-week engagement in Memphis, is carrying 12 acts, including Madam Cortez; Paul Herold, German giant; the Clemons, sword ladden and impalemeat act; Karlene, Australian wander girl, in the annex. Francis Nicholas did a swill job with the banners here. Reported by Billie Wingert.

Hollywood Wins in Ky.

LIXINGTON, Ky., Dec. 10.—John Howard's Hollywood Museum began the third week of an indefinite stand here Monday. Unit, which opened the season with a 10-day stand in Nashville, Tenn., November 10 to fair results, has been enjoying exceptional business here. Show's line-up includes H. L. Laughlan,

agent; Walter Fox, lecturer; Congo, big-mouthed savage; Nico, pug span; Miss Patsy, sword swallower; Jumbo Finn, fat man; Bobby Burns, armless man; Ralph, reptile man; Rubo, magician, and John Hanna, bushman. Australian pygmies are in the annex.

Weather Hampers Lauther's Oddities at Atlanta Stand

GREENVILLE, S. C., Dec. 10.—Despite a steady drizzle, Carl J. Lauther's Oddities on Parade played to fair business on Saturday, last day of a two-week engagement in Atlanta. Extreme cold which prevailed during the engagement turned the day into somewhat of a disappointment. Manager and Mrs. Carl J. Lauther returned from the Chicago meetings. During their absence the writer, assisted by Carl Lauther Jr., handled details of the show.

Monday (8) found the unit operating at the same location played here a year ago. Spacious building allows ample room for platforms to be erected to the best advantage. Arrangements are under way with a local radio station for a daily 15-minute broadcast from the floor of the museum.

Billy (Ray) Burke is busy between performances in the annex, designing plans for a new attraction to take the road under the Lauther banner. The coming season, Leo Milo, lobster boy and glassblower, continues popular. Raleigh Brandenburg, assisted by Jack Carter, is keeping the front hot, while Duke Edwards is still able to tie up the sidewalk at will. Visitors included Johnny Tinsly and Mr. and Mrs. Bobby Cloth. Reported by Paul D. Sprague.

Philadelphia Houses

PHILADELPHIA, Dec. 10.—Eighth Street Museum enjoyed good business last week. This week's attractions are El Cayote and Princess Weanes, musical selections and whip cracking; Eddie Zeitler, magician; Jim Thompson, illusions; Congo, Poses Plastique, Mystery and Spidora. New dancing girls are in the annex. South Street Museum is offering Margie White's Jitterbug Colored Revue; Ted Burgess and company, impalement act; El Diablo, torture and eye-strength act; Professor Hall, magic, and Mype, Marajah, mentalist. Dancing girls in the annex. Business is good.

Mississippi Trek Fair For Miller's Oddities

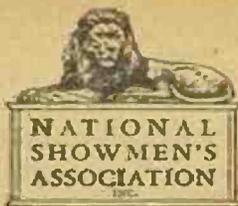
COLUMBUS, Miss., Dec. 10.—Morris Miller's Oddities wound up a week's stand here tonight under American Legion Post auspices to fair business despite cold weather, officials report. Prior to this stand show played Vicksburg and Jackson, Miss., to satisfactory business.

Roster includes Morris Miller, manager; Maurics Miller, secretary; Frank J. Lee, general representative and press; Harry William, advertising agent; Frank Zorda, director and inside lecturer; Bob Winchell and Jack Kelly, tickets and outside talkers; M. Shuman, front door; David Dickson, electrician; Juan and Martin; De La Cruz, sidgets; Ralph A. Krooner, elephant-skin man; Ileri pygmies; Alice from Dallas, fat girl; Dixon, human pincushion; Diaco, punch and Judy; Oscar, ventriloquist; Ducky-Wucky, magic; Marvin Smith, anatomical feature; Ledy Vernon, mentalist; Delphos Plante, human gorilla; Dick Ellburn, half-boy acrobat; Bob Wallace, faces; Jo-Jo, two-faced boy; Melba, indestructible girl; Lupe Zarate, armless knife thrower; Frank Julian, tattoo artist; William and Marie Cain, glass blowers; Dave, mechanical man and street advertising; Guy Waters, opening and lecturer, and Mrs. Waters, nurse.

George White's Oddities Open Well in Fort Worth

PORT WORTH, Tex., Dec. 10.—George White's Oddities opened to good business here this week under FOE auspices after two weeks of fair business in Mexico and Waxahachie, Tex., officials report. Fire in the theater next door in Waxahachie destroyed the store occupied by the show, forcing it to move across the street, where good business continued.

Line-up includes Mickey Morrison, manager; Bill Baker, general agent; George White, stone man; B. Griffin, handless girl; Myrtle Rayner, electrical act; Velma-Jackson, torture box; Charles Greendale, sword ladden; Lee Madison, baby-skin man; Dan Daniels, human pincushion; Ted Haverty, tickets, and Art Davis, magic. Aileen is in the annex.



**NATIONAL SHOWMEN'S ASSOCIATION**

Palace Theater Building,  
New York.

**NEW YORK, Dec. 10.**—President George A. Hamid presided at Tuesday night's meeting. Seated with him were Vice-Presidents Max Linderman, Art Lewis and Oscar G. Buck; Secretary Arthur L. Hill; Jack Chappoon, treasurer; Roger Littleford, assistant treasurer; Herbert Levess, accountant; Max Hofmann, counsel; Dr. Jacob Cohen, physician; John M. Liddy, executive secretary, and George W. Traver, chaplain.

Low Dufour, banquet chairman, reported that \$2,000 profit was realized from the First Annual Banquet and Ball and thanked Bill Block, John M. Liddy, Jack Lichtag, Joe McKee, Billy (See NATIONAL SHOWMEN'S page 52)

**Missouri Show Women's Club**

**ST. LOUIS, Dec. 10.**—Regular meeting December 8 opened with a salute to the flag. President Norma Lang presided. Seated with her were Grace Goos, who acted as secretary; Nell Allen acted as treasurer in the absence of Florence Parker, who is recovering from an operation.

Out-of-town members present were Viola Pruitt, Judith Solomon, Jane Pearson and Lora Potter. New members, presented by Grace Goos, were Grace Meyer, Mrs. Ora Miller, Mrs. Phoebe Carney, Mrs. J. M. Sheeley, Beulah Simon and Mrs. John Wilson. Presented by Norman Lang were Dora Plurmon, Mary M. Forster and Bertha A. Murphy.

Viola Pruitt donated a set of embroidered linen towels, which was awarded to Irene Burke. Since a number of guests are expected from the Kansas City Club on December 18, this club and International Association of Showmen are collaborating on a grand get-together party. Among those coming from Kansas City are Mr. and Mrs. Abner Kline, Mr. and Mrs. George Hawk, Mr. and Mrs. R. F. Haney, Mr. and Mrs. A. T. Brainerd, Elizabeth Yearout and Helen B. Smith. At adjournment sandwiches, cake and coffee were served as the treat of Mrs. Clara Zeiger, of C. F. Zeiger Shows.

**Philadelphia**

**PHILADELPHIA, Dec. 10.**—Max Gruberg has returned here for the winter. He reports the season as way below par. George Kerensa, who closed with Max Gruberg World's Exposition Shows, returned to his home here for the winter.

Billy Owens, local boy, returned this week. After trouping with Tom Mix Circus the first part of the season, he joined the Oscar Buck Shows with which organization he closed. George Dixon came in from the West Coast and is now holding down the front of South Street Museum.

**Golden Gate Cleanings**

By WALTER K. SIBLEY

**SAN FRANCISCO, Dec. 10.**—Al Fisher, of the giant sombrero, blew into town and immediately took me to task because of one of my squibs which referred to Charlie Rhodes and King Carlo as the heat orators at the Panama-Pacific Exposition in San Francisco in 1915. Al showed me credentials that virtually proved he was champion orator of that expo, so I apologize for the error of the 1915 historian whom I quoted. Al advised that he also won the talkers' contest at A Century of Progress, Chicago, in 1933, so it seems even time can't

**REYNOLDS & WELLS UNITED SHOWS**

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Working but the best need to apply.  
Address WINTER QUARTERS, Weymouth, Mo.

**Pacific Coast Showmen's Assn**

730 South Grand Avenue, Los Angeles, Calif.

**LOS ANGELES, Dec. 10.**—Roll call of officers showed C. F. Zeiger, president, who presided; Harry Ehrgraves, first vice-president; Ted Le Pore, second vice-president; Al Fisher, fourth vice-president, and H. C. Rawlings, secretary, present at Monday night's meeting. Attendance totaled 121. Usual business procedure was followed and current bills were ordered paid.

Communications: George A. Hamid, President of National Showmen's Association, lettered acknowledgement of receipt (See PACIFIC COAST on page 53)

**Showmen's Club of Toronto**

290 Yonge Street

**TORONTO, Ont., Dec. 10.**—A good crowd attended the December 1 meeting. Dave Wintuss was elected custodian and will handle all amusements and games. President Joe C. Harris and Fred W. Sims attended the Chicago meetings and are now visiting in Pittsburgh.

New members elected at the meeting were Joe Starr, Harry Marahak, Irving Cohn, V. Green, Jack Walsh, Ed Miller and Steve Rocco. Secretary Joe V. Palmer has been busy entertaining visitors. Gallers this week included Ben Williams, of the Ben Williams Show; Bill Lynch, Herman Larson and J. D. McDonald. Eddie Malbons, second vice-president, donated a radio for the room. Treasurer Joseph Tannous left for Montreal. Frank R. Conklin lettered that he is still getting at Palm Springs, Calif. Garden Bros. Indoor Bazaar gave the boys a chance to get a week's work and make a few extra dollars for Christmas.

Showmen are welcome at the club-rooms.

**Winters' Clarksville Finale Is Satisfactory**

**CLARKSVILLE, Va., Dec. 10.**—Harry H. Winters Attractions, which wrote this to a 26-week season with a satisfactory stand in this city, are in quarters here, reports Carl O. Bartels, secretary. Officials report the organization's affairs proved fairly remunerative. Rebuilding plans were slated to get under way after Manager Winters' return from the Chicago meetings and arrangements have been made to open early in April.

Many changes are contemplated before the show hits the road next season and Secretary Bartels will return from Sumner, S. C., about January 1 to supervise quarters' activities. As usual, Owner and Mrs. Winters will spend part of the winter at their new home in Tampa, Fla.

**LOUISVILLE, Miss., Dec. 10.**—Hennessey Greater Shows, B. J. Hennessey, manager, closed the season here on November 30 after a three-day stand to poor business, reports J. B. Duke, general agent. Show was on tour 14 weeks and enjoyed a fair season.

defeat the stentorian tones of my friend of the big chapeau.

Mercedes de Volasco, Argentinian dancing beauty, flew direct from Buenos Aires with the object of securing a concession at the COIG for a spectacular gaily attraction which would feature herself. She may be financed by a prominent San Francisco business man who has interests in the Argentine.

Johnny Castle and Harry Seber have joined to evolve a show that they say will be a sure winner. When these two vet showmen get their think tanks running smoothly something worth while is bound to be ground out.

More swank and snigger are to be seen almost nightly in the gorgeous foyer of (See GOLDEN GATE on page 53)

Out of the Disastrous Fire Will Rise a Newer, Larger and More Modernistic

**O. C. BUCK SHOWS**

One that will be a revolution in midway attractions—the most pretentious efforts of expert craftsmen and veteran showmen—now from marquee to free act.

**WE ARE READY** to enter negotiations with reliable showmen to handle such attractions as Slide Show, Posing, Revue, Illusion, Midget, Fat Show, Snake, etc., and will build each to suit individual manager. No Rides needed but can place Ride Help for 10 Rides, including Foremen.

**CAN PLACE** Legitimate Concessions of all kinds, including Cook-house, Will sell Photos, Custard Exclusive, also Long and Short Range Galleries. All others write, Want to hear from High-Class Free Act.

**FAIR SECRETARIES and Committees!** The O. C. Buck Expositions, Inc., will fulfill all contracts and offer an even better show than heretofore. (Signed) OSCAR C. Buck, Pres.

Work has already begun at new quarters, 506 First St., Portsmouth, Va., and visitors are welcome any time. Want Show Electrician who can build, Show Front Bulder and Scenic Artist.

**O. C. BUCK SHOWS**

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WE EXTEND GREETINGS TO ALL OUR FRIENDS for

**A Merry Christmas and A Happy New Year DICK'S PARAMOUNT SHOWS, INC.**

DICK GILSDORF, Gen. Mgr.

**1939 - Now Contracting For Season - 1939**

**RIDES:** Octopus, Cheplane, Kiddy Artee and U Drive It.  
**SHOWS:** Monkey Circus, Fun House, Motordrome. Manager for Complete Slide Show. Must be well recommended.  
**CONCESSIONS:** MODERN COOKHOUSE, Penny Arcade, Grind Store, No Coupons.  
**HELP:** All Departments, Reliable Man with Sound Track for advertising purposes. Guarantee twenty weeks' work.  
**WINTER QUARTERS:** 65 Abbott St., Worcester, Mass.

**\$2,000 REWARD!!**

The SHOWMEN'S LEAGUE OF AMERICA offers a reward of \$2,000 for information leading to the arrest and conviction of the murderer or murderers of CLIFF JEWELL. Any information received will be held strictly confidential.

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OPENING NEAR DETROIT, MICH., EARLY IN APRIL.

Can-Place Shows, With or Without Outfits. Will Finance Any Show of Merit. DOUBLE LOOP-O-PLANE or Any Ride Not Conflicting With What We Have. CONCESSIONS: Can place 10c Grind Stores of all kinds, Pop-Corn, Photo, American Palmistry, Floss, Guess Your Age or Weight, Long-Range Gallery, Penny Arcade, Mouse Game, Penny Pitch, Cane Rack, Etc. No Wheels or Coupon joints Wanted. This Show will play only Fairs and Celebrations commencing July 1st. Fair and Celebration Secretaries, if you want a good clean Carnival, get in touch with us.

**VIC HORWITZ or L. J. BERGER**

459 PRINTIS, Phone-Tri-Base 28741, DETROIT, MICH.

**International Association of Showmen**

MARYLAND HOTEL

**ST. LOUIS, Dec. 10.**—All members and visiting showmen are urged to attend the President's Night Party December 15 in the clubrooms in honor of Abner Kline, president, Heart of America Showmen's Club, and John Francis, this club's president. Open house will prevail, with plenty of good food and dancing. Let's all plan to attend.

**RIDES WANTED**

MERRY-OD-ROUND WHIP, OCTOPUS OR TILT. First Class Help, With Transportation. 12 PAIRS — 12 CELEBRATIONS. A. R. SMITH

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**HAPPYLAND SHOWS, INC.**

Best in the Middle West. Contracting Shows and Concessions for 1939 Season. Address 3633 Sothern Ave., Detroit, Mich.

## Wirth Circus Has Portland Turnaways

PORTLAND, Me., Dec. 10.—Despite fog and rain on December 6, opening day of a week stand of the Frank Wirth Circus here under auspices of the Elks Lodge, capacity house was recorded, reported E. C. Miller, press representative.

Turnaway business was recorded on Tuesday, Wednesday and on Thursday matinee, breaking all-time attendance records. Matinees were given daily for underprivileged children.

Elmer Purdie had charge of advance ticket sale, which was swelled to an all-time high.

## Showmen Are Coming in For El Paso Sun Carnival

EL PASO, Tex., Dec. 10.—Midway for the Southwestern Sun Carnival here is nearly mapped, said Verne H. Newcombe, director, who listed these shows: Oleason Brothers, Days of '49; Sid Prosson and Charlie Greiner, girl and fan shows; Milo Anthony, circus side show; Skankold Jones, glass house; Paul Towe, Jungle Oddities; Anthony's reptile show and Crowley's monkey show. Rides will be operated by Ralph Forsythe, Bud Cross and Paul Towe's Silver State Shows force. Doro-Doyll Daniels and Capt. Speedy Phoenix will furnish free acts.

Recent arrivals among showmen for the event are Lawrence Prather, Jerome Kelly, Harold Bray and Louis Merzon. Others signed are Mr. and Mrs. Bill Davis, Harry and Juanita Hunter, Mr. and Mrs. Eddie Bales, Mr. and Mrs. Tony Spring, Mr. and Mrs. Blacky Tarkington and Mr. and Mrs. Johnny Grava.

Sun Bowl football game, where Newcombe has all concession privileges, will be seen by 15,000 and will pit New Mexico University against Utah University. Special trains will be run from Denver, Salt Lake City, West Texas and Mexico. A name band will be signed for the coronation ball of the sun queen, said Dr. C. M. Hendricks, director general.

## Milwaukee Show Has 137,000

MILWAUKEE, Dec. 10.—A two-day bazaar, sponsored by Farmer-Labor Progressive Federation and Socialist party here, which ended on December 4 in Milwaukee Auditorium, drew 137,000, some 35,000 more than last year's event, said Carl R. Humpel, manager. Entertainment included daily bingo with cash door prizes, music by orchestras of Joe Caravella, John Paulisch, Red Roberts, Phil De Moo and Art Buech's Clowns; Royal Rollers, skating trio, and Lady Alice, mentalist; Roy Rogers, cowboy movie star appearing at Fox's Miller Theater, was on Friday night's bill. Broadcasts from the bazaar were made twice daily over WEMP. Advance ticket sales were 40 cents and charity and labor organizations received 40 per cent from tickets sold by them.

## Shows Aid Fiesta Treasury

PHOENIX, Ariz., Dec. 10.—Second annual La Fiesta del Sol, sponsored by the Chamber of Commerce here on November 7-12 as a project to welcome winter visitors, featured Seward Bros. Shows, the attractions making a substantial contribution to the treasury, reports Dorothy C. Mott, publicity director. Don Ricardo's Orchestra and Nena Sandoval, Spanish dancer, and Pierre and Rennee, ballroom dancers, booked thru Music Corp. of America, entertained dancers Thursday night. Featured attractions Friday night were Meredith Wilson's Orchestra, members of the Signal Oil Co. radio show, Sandoval, Kay St. Germaine and Charlie Marshall.

**USE OAK-HYTEX BALLOONS to ADVERTISE**

**AUTO SHOW**

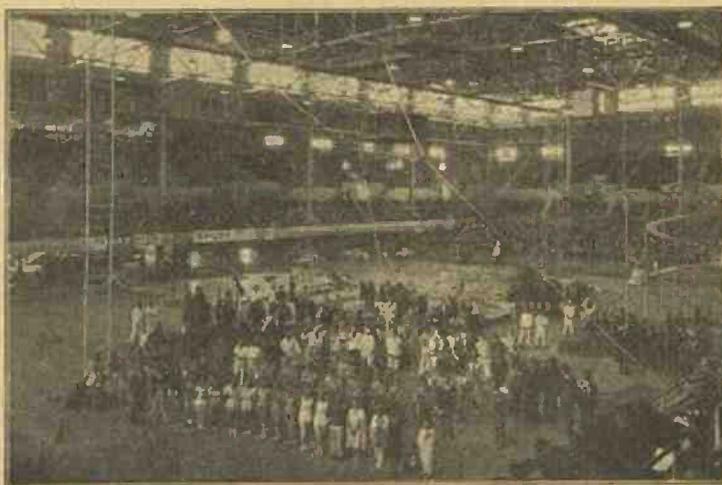
You can draw larger crowds to any event by distributing Oak Hytex balloons. Try some of Oak's clever novelties and really stir up people's interest.

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Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)



PERSONNEL OF ARABIA TEMPLE SHRINE CIRCUS, November 21-26, snapped prior to a matinee performance in Sam Houston Coliseum, Houston. Daily capacity crowds were reported to have attended the show, produced and directed by Ren. J. W. E. Atrop. Official count has not yet been announced, but indications point to the show's being one of the most profitable yet staged by the organization. Advance ticket sale was successful, committee having \$3,000 more in the treasury at start of the show than at the same time last year.

## Squawk on "Passes"

BOSTON, Dec. 10.—A terrific squawk resulted when thousands of recipients of "free passes" to the Million-Dollar World's Fair in Mechanics Building, December 5-11, found a tax of 40 cents on each "pass." Payoff came when passholders discovered the regular admission was only 50 cents, that special discount tickets, accounting for the greater part of patronage, were sold for 35 cents. When patrons then found an added charge of 25 cents for seats in the balcony a near-riot resulted and police were called.

## Casey Books Concessions At Aud Doings in Winnipeg

WINNIPEG, Man., Dec. 3.—Second annual Empty Stocking-Fund Carnival, sponsored by The Winnipeg Tribune on December 1-3 to aid needy children, drew 9,000 and raised about \$5,000, an increase of \$1,000 over last year, reports E. J. Casey, of the E. J. Casey Shows, who had 25 concessions on the midway in Civic Auditorium. He was assisted

by Joe and Bill Carter, J. A. Baillie, Sid Whitechurch, Art Curtis and Ted Casey. Admission was 25 cents.

Nights were set aside for public utility, meat packing and bank employees, who sold script for concession play. Harold Green's Orchestra played nightly for dancing.

Other attractions were Woodhouse and Hawkins, Olga Irwin, Kerr Wilson, Charon Cain and Beth McKay, radio entertainers. Herbert Roberts, of GKY, and Fred Luce, of CJRC, were emcees. Door prizes were awarded nightly.

## Shorts

VETERANS of Foreign Wars Post, sponsor of a bazaar in Meadville (Pa.) Army, have booked 8 acts and 12 concessions, reports Al Ross and Frank Bland, directors.

ALTHO attendance was off on the first night, capacity crowds attended the remainder of afternoon and night shows of the six-day Norwich (Conn.) Nemrod Grotto Circus ending on December 3, reports E. H. (Doc) Kelley. Show was produced by Frank Wirth and directed by Mack Kasow.

# NSA and CSSCA Join Hands In Building Home for Aged

(Continued from page 3)

to be given for Hamid's concerted move this week. Building and maintenance of a showmen's home has been the object of both NSA and CSSCA since their inception. The latter, strictly a fan org., concentrating heretofore on a haven for the circus performer alone.

Hoffman was first to suggest the merging of home building interests with the NSA, broaching the subject to Hamid even before taking office in Dexter Fellows Tent last spring.

Saints and Sinners Club has been quietly attempting to start the ball rolling on its own for several years, efforts never getting beyond the completion stage. Two years ago they asked Sam W. Gumpertz, then head of the Ringling-Barnum circuses, to attend a monthly luncheon. Hamid's idea was ex-

plained to Gumpertz previously and before the luncheon meeting adjourned Gumpertz had 20 acres in Sarasota donated by Mrs. Charles Ringling's assurance of the city and county of Sarasota that such a venture would be tax free, and pledges from CSSCA members for construction of approximately 20 cabana cottages. At height of meeting Gumpertz was urged to stop his solicitation of help and since then the subject has practically been dropped as far as progress made at that meeting was concerned.

At the NSA session this week Gumpertz repeated Mrs. Ringling's offer, the city and county co-operation, and his personal pledge to construct 10 cabana cottages. Hamid replied pledged five cabanas.

Hamid was emphatic in explanation that the NSA-CSSCA intentions would in no way attempt to hinder the Showmen's

League drive to achieve a similar objective. SLA, an organization much older than either the NSA or Saints and Sinners, has been interested in construction of a home for all needy show people since its debut 27 years ago, altho it was not until this year that an intensive drive really got under way, concentration heretofore being placed on making the SLA cemetery and sick and death benefit funds self-supporting. That goal has been reached recently.

Fact that Hamid, Arnold and Hoffman apparently plan to promote a home separate from SLA's and latter organization's apparent attitude of independence caused no little comment in outdoor circles this week, many showmen harboring the hope that some day all organizations would get together in a common drive for one home.

## MORE BUILDING

(Continued from page 3)

hibit and the National Advisory Board headquarters' building.

Newly signed concessions include 13 penny crusher and embossing stands, awarded to Frank Galland, New York; seven Photomatic machines to International Microscope Reel Co., New York, and five stands specializing in water taffy to Sutter Candy Co., Mansfield, O.

## Publications Are Set

Underwood & Underwood Studios, Inc., New York, have been named official photographers of the fair, obtaining the sole right to do commercial work on the grounds and to sell photographic supplies and develop amateur films. Company will operate six stands and maintain a studio in the Communications Building. Portraits will be taken for \$1 a print, while other work will be priced from 50 cents up.

Exposition Publications, Inc., was issued a contract for fair publications, including the official guide, souvenir booklet and daily program. Thomas R. Gardiner, publisher of The Medical Journal and the medical journals of New York, New Jersey and Connecticut, is president of the company, with headquarters in New York City.

Contract represents assignment of one of the fair's major concessions and to obtain the rights the company had to subscribe to \$100,000 of fair bonds and purchase 5,000 square feet of exhibit space in the Communications Building. Official guide will sell for 25 cents per copy; souvenir book from \$1 up to \$100, according to binding, etc., and the daily program for 5 cents.

## Merric England

Details for the Schloss Construction Co.'s Merric England village (it's a Chicago firm) were revealed this week. Project will cost about \$340,000 and will occupy nearly an acre on the shore of Fountain Lake immediately to the left of the State Amphitheater.

England of by-gone days, with crooked streets, quaint inns, castles, village greens and colorful shops, will house all sorts of British-type concessions and entertainment. On the green will be presented historical pageants, folk dances, Punch and Judy shows, circuses and Welsh choral singing.

Another feature will be reproduction of the Globe Theater in which condensed versions of Shakespearean plays will be given in "authentic Elizabethan settings." Each play will last 40 minutes and from six to 10 will be given daily. About 600 persons will be employed by the village, including 170 professional entertainers. Globe Theater will be the only entertainment at extra charge, assessment being 40 cents.

**1938 SPONSORED Event Season in Review and a Look Into the Future**

This and Other Features Will Be Found in

**The Billboard Holiday Greetings Number, Dec. 31**

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FOR THE FOLLOWING WEEK'S ISSUE

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20 WORD (First Line Large Black Type)  
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Picture Total of Words at One Rate. Only  
No Ad Less Than 25c.  
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NEW FOXTROT—SONG OF JOYS! 35c.  
HARRY Z. JOYCE, Crescent City, Calif. de24

### AGENTS AND DISTRIBUTORS WANTED

AGENTS! PRINTING INFORMATION—1,000  
Cards, 50c; 1,000 Envelopes, \$1.25; 1,000  
Letterheads, \$1.50. A hundred dollars weekly,  
mailing 200 varied "enrichers." (\$1amp.)  
MARRIS, 210 E. Adams, Phoenix, Ariz. de17x

BEAUTIFUL BIRD PICTURES—HANDMADE  
with genuine feathers. Sell on sight! Large  
profits! Free particulars. Samples, 10c stamps.  
MARQUEZ-BAN, Apartado 1176, Mexico City.  
de31x

BIG PROFIT BUSINESS—FEW DOLLARS  
starts; fifteen sources of profits. Send stamp  
for details. R. E. MEDWORTH, Box 176,  
Remsenburg, Ind.

BIG MONEY APPLYING INITIALS ON AUTO-  
mobiles. Write immediately for particulars  
and free samples. AMERICAN LETTER COM-  
PANY, Dept. 20, Dunstable, N. J. x

BINGO AND SALECARD OPS., WRITE US—  
Our Candlewick Bedspreads are different.  
State your line. GEORGIA BEDSPREAD CO.,  
Nelson, Ga. de24

GIRLS' DRESSES, \$2.00 DOZEN; LADIES'  
Shoes, \$3.00 dozen; Men's Pants, \$4.00  
dozen. Ladies Dresses, \$2.50 dozen. Hun-  
dreds of other startling prices on recondi-  
tioned merchandise (wholesale only). Cata-  
logue free. GLOBE BARGAIN MART, K-3238  
State, Chicago, Ill. de24x

LOCAL AGENTS WANTED TO WEAR AND  
demonstrate Suits to friends. No canvassers.  
Up to \$12 in a day easy. Experience unnecessary.  
Valuable demonstrating equipment; ac-  
tual samples free. M. B. GRAVES, 1300 Har-  
rison, Dept. L-807, Chicago. de17x

LORD'S PRAYER, TEN COMMANDMENTS ON  
a Penny—Carded, Big Xmas Seller, \$4.99  
gross. Samples, 50c dozen. PERKINS, 1104  
Lawrence, Chicago.

MEDICINE MEN—QUICK SALES, 8-OZ. BUILD-  
ing Tonic. Cellulose package, priced \$1.25  
each. Agent 11c 4 doz. lots. Samples 15c.  
 freight prepaid. KURETA, Box 644, Jackson-  
ville, Fla. de24

PITCHMEN—MEDICINE MEN!!! HUSBAND  
Tonic: Nationally advertised medicine, 15c  
bottle. Sells \$1.25. Beautiful three-color car-  
tons. Never misses. Price doubles January,  
order quick. THE DICKSON CORP., Nashville,  
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SELL BY MAIL—FORMULAS, BOOKS, PIC-  
tures, Novelties, Signs, bargains! Big profits.  
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WHERE TO BUY AT WHOLESALE 50,000  
Articles. Free Directory and other valuable  
information. MAYWOOD B. PUBLISHERS, 925  
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WHISPERED LORD'S PRAYER ON PENNY—  
Free sample. MOHAWK NOVELTY WORKS,  
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de31

107 WAYS TO MAKE MONEY IN HOME OR  
office. Business of your own. Full par-  
ticulars free. ELITE, 214 Grand St., New York.  
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### ANIMALS, BIRDS AND PETS

ANIMALS, SNAKES, GUANAS, GILA MON-  
sters, Monkeys, Parrots, Parakeets and  
Macaws for Pets and Shows. Lists free. SNAKE  
KING, Brownsville, Tex. de31

BLACK FOXES, BLACK BEARS, WHITE RAC-  
coons—Moose Monkey, 60 pounds, \$30.00;  
Rhesus Monkeys, \$10.00; Pet Ringtails, \$25.00;  
Female Coyote, \$10.00; Golden and Silver  
Pheasants, \$10.00 pair. DETROIT PET SHOP,  
3230 Greater, Detroit, Mich.

MONKEY MOTHERS WITH NURSING BABIES  
—Combination, \$35.00; Ringtails, Sooty  
Mangabeys and Marmosets, MEEMS BROS.  
& WARD, Inc., Oceanside, N. Y. Write for  
price list. x

PARRAKEETS—WHITES, BLUES, CORALS,  
\$12.00 doz.; Canary Parrots, Singers, \$15.00,  
\$18.00 each; Yellow, \$15.00; Choppers, White  
Singers, \$12.00 each. MOOT'S AVIARY,  
Sutherland Springs, Tex. de17x

PARRALS, COLLIES, SHEPHERDS, BOSTONS,  
PB Bull Pups. Ship anywhere! Live delivery  
guaranteed. Guaranteed mange medicine.  
TONN, 301 Rockwood, Dallas, Tex. de31x

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FOR SALE—ON A ROYALTY BASIS. A  
Patent Flower Decorations made of fine silk  
and satin for lampshades, gowns, dresses, stu-  
dios, movies and interior decorations, etc.  
Wonderful possibilities, will be glad to demon-  
strate to interested party. MRS. JULIA  
ENGELMEIER, 211 Cross St., Pittsburgh, Pa.

FOR SALE—MOST POPULAR NIGHT CLUB IN  
Northwest. Good building, 31000 acres  
best land; dance hall, thirty by eighty; large  
bar room; large kitchen. Last year's business  
grossed over forty thousand. Ten thousand  
cash takes it. Will pay out in one year.  
HI HAT NIGHT CLUB, Mandan, N. D. x

GET ELIGIBLE FOR AGENCIES—MONEY-MAK-  
ing Opportunities. Name listed Opportunity  
Directory. Once 10c; 3 issues, 25c.  
PRITCHETT, 411 Duke, Norfolk, Va.

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Only advertisements of used machines  
accepted for publication in this column.  
Machines of recent manufacture and being  
advertised extensively in The Billboard by  
manufacturers, distributors or jobbers may  
not be advertised as "used" in The Bill-  
board.

A REAL BARGAIN LIST—OVER 500 RECOM-  
mended Machines, Payouts, Phonographs,  
Legal Machines. Write today and save money.  
BADGER NOVELTY, 2546 N. 30th St., Minne-  
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AAA-1 RECONDITIONED—100 UP-TO-DATE  
Counter Machines, \$4.00 and up; 50 Size  
Ball Games, all types, in excellent condition,  
at \$27.50 and up. Like new, Novelty Games,  
Pay Tables and Counter Games at reduced  
prices. Real bargains in Used Slots and Phono-  
graphs. Immediate delivery on all games.  
Write immediately for prices. GRAND NA-  
TIONAL SALES CO., 2300 W. Armitage Av.,  
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ABSOLUTELY—SNACKS PENNY 3-COLUMN  
Vendors like new, 1938 purchase, \$23.50  
each, with DeLux Strand. Deposit required.  
SALES CO., 99 1/2 Walton Street, Room 17,  
Atlanta, Ga.

BALLY RESERVES, \$25.00; TRACK TIME, (RED  
HEAD CHECK), \$10.00; Paces, Racers, Black  
Checks, \$110.00; Straight Money, \$100.00;  
Seaburg Hockeys, \$20.00; Motoscope Hockeys,  
\$35.00; Multiple, \$15.00; Equalite, \$7.50;  
Bumper Bowling, \$40.00; Bowlette, \$50.00.  
Wanted, Mills O. T.'s. NEW ENGLAND EX-  
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BALLY SPORT PAGES (3), SPECIALLY PRICED  
at \$89.50 each. One-third deposit with  
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Jennings Chiefs, \$97.50 each; 5 Jc Jennings  
Little Dukes, \$9.00 each; 2 Fair Grounds,  
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DIGGERS—ERIC BUCKLEYS, MERCHANT-  
Mentocopies, Iron Crown, 7-Column Stewart-  
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FIRST-CLASS CONDITION—1937 GALLOPING  
Domino, used one week, \$127.50; Dominoette,  
\$45.00; 3 Mills Fishers, \$25.00 each; 5 Ten-  
mill Flashing Thru, \$34.50 each; Hi-Card  
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Bally's Teaser, glass cased, \$17.50; 2 Mills  
O. T. Vendors, \$42.50 each. THE VENDO-  
MATIC NOVELTY CO., 318 Eighth Street,  
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loys with triple scoring devices, Seniors and  
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FOR SALE—BALLY RESERVES, LIKE NEW,  
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1/3 deposit with order, balance C. O. D. ENID  
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FOR SALE—PROSPECTORS, \$7.95; JUMBOS,  
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Wanted—Mills Majors and Bonus. DIXIE  
COIN MACHINE CO., 5 South Eutaw Street,  
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FOR SALE—BOBS, SKI, HI, AIRWAYS, \$14.50;  
Silver Flash, \$12.50; Speed, Dux, Beam LRs,  
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slots. THE MUSIC MACHINE CO., Bruns-  
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FOR SALE—CROUCHMEN GINGERS, 1c AND 5c  
per pair, \$75.00 each; Koney Derby Champ,  
\$50.00 each. All of the above like new.  
BADGER BAY COMPANY, 1013 Main St.,  
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GOODBODY'S BARGAIN LIST IS WAITING  
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BODY, 1824 East Main St., Rochester, N. Y. de14

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Bally-Vlows, World's Fair, Palm Springs, \$40.00.  
All machines Avl condition. 1/4 deposit with  
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Bulk Merchandisers, \$7.50 each, \$65.00 (the  
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ODD BALL, \$49.50; JITTERBUG, \$89.50;  
Zeta, \$42.50; World's Fair, \$59.50; Than-  
derbolt, \$45.00; Hoops, \$19.50; Hit Ball,  
\$49.50; 9 ft. Rola Score, \$35.00; Sports,  
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Races, Real 2B, \$4.50 each. Pin Games, \$5.00  
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PACES RACES; TRACK TIMES—WE BUY AND  
sell. We sell parts for Paces Races.  
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El Toro, \$12.00; Wurlitzer Skee Balls, \$35.00.  
Wire deposit. SNYDER AMUSEMENTS, 108 S.  
Seventh St., Allentown, Pa.

SELLING 100 LATE SLOT MACHINES—MILLS,  
Jennings, Columbus. Look like new. Write  
for price. ROCHE NOVELTY CO., Fort Wayne,  
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THREE 1937 POLYMATIC POPCORN MA-  
chines. Good working condition, \$27.50  
each. C. BODY, 1104 W. 9th St., Des Moines,  
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TRADE SNOW COME OUTFIT, COMPLETE—  
Machine nickel plated, stand 6x6 ft., nickel,  
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TWO HIGH BALL GAMES, \$40.00 EACH; ONE  
Odd Ball, reserve, floor sample, \$53.00;  
One Liberty Ball console, \$45.00; 45 single-  
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cash, balance C. O. D. JACK MAASKANT, 801  
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USED PHONOGRAPH BARGAINS GALORE—  
Nickel, Dime Green Qts, \$29.50; Columbia  
Balls, \$32.50; 100 Jackpot Slots, \$5.00 each.  
COLEMAN NOVELTY, Rockford, Ill.

WANTED—AUTOMATIC PHONOGRAPHS AND  
Records. Counter, Pin Games, Scales, Vending  
Machines. ACA CO., 1358 Ridge Ave.,  
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WANTED—SEEBURG'S RAY-O-LITE, MILLS Q.  
T's, Columbia, Zephyr Cigarettes, Penny  
Packs, Fairground, Peashoots, Tuff Champ, A.  
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3800 N. Grand Ave., St. Louis, Mo.

WILL PAY CASH FOR ANY AMOUNT OF  
Used Wurlitzer 616A Phonographs; prices  
are right for resale. W. C. FAIRBANKS,  
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WILL TRADE NEW SHORT-RANGE SHOOTING  
Galleries, complete, for Phonographs, Dig-  
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L. M. HOOKER NOVELTY CO., Arnolds Park,  
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WORLD SERIES (ROCK-OLA), \$98.50; FIVE  
Rock-Ola Phonographs, Imp. 20 (like new),  
\$150.00; 10 Mills Blue Front, \$37.50 each;  
Weighted Strands (Chicago Metal), \$5.00;  
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Base Ball (Western), like new, \$69.50;  
Bills Dice Machine (25c play), \$75.00.  
BIRMINGHAM AMUSEMENT CO., 1424 Third  
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3 1/2" BALL GUM, FACTORY FRESH, 11c BOX!  
Tab. Stick Midget Chicks, every Vending  
Cm. AMERICAN CHEWING, Mt. Pleasant,  
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4 EXHIBIT PLAYBALL—LIKE NEW, FOR SALE  
or trade for what have you. HEDRICK'S  
DAIRY SHOP, David Ave., Elkins, W. Va.

50 EVER-READY 4-COLUMN 1c BULK  
Vendors, \$6.50 each; 50 Columbia 1c Pea-  
nut Vendors, \$3.00 each; 5 Snacks 1c Three-  
Column Vendors, \$10.00 each. Deposit re-  
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10 MILLS DIME, 9 MILLS QUARTER, 6 MILLS  
Half Dollar Blue Front Mystery Gold Award  
Machines, perfect condition, used short time,  
some never out of cases, cost \$2,420.00; scrib-  
bling \$750.00. Must take all at this price.  
R. D. WELLMAN, St. Petersburg, Fla. de17

100 DIFFERENT KIND VENDING MACHINES  
—Always something different. Write for  
our low price list. RAKE, 5438 Woodland  
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Ac1 FUR AND CLOTH COATS CHEAP—COS-  
tumer, \$1.00 up; Bundles, assorted, \$1.00;  
Hulas, Shoes. COMLEY, 310 West 47th, New  
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ORCHESTRA COATS—JACKETS, EVERY COLOR,  
\$2.00. Bargains Overcoats, Suits, Furcoats,  
Tuxedos, \$10.00. Minstrel, Costumes, Velvet  
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USED COSTUMES—CHORUS, PRINCIPALS,  
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Write for free literature describing newest  
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CORN POPPERS, CARAMEL CORN EQUIP-  
ment, Gasoline Portables, Long-Eakha Pot-  
tery, Giant Popping Kettles, All-Elctrics,  
Burners, Tanks. NORTHSIDE CO., 1303 Col-  
lege, Des Moines, Iowa. de28x

### FOR SALE—SECOND-HAND SHOW PROPERTY

BLEACHER SEATS—2,000 FOR SALE OR RENT.  
In good condition, made by Universal. WM.  
ISETTS, Kenosha, Wis.

EZ FREEZE FROZEN CUSTARD OUTFIT—  
Complete, ready to operate, mounted on  
truck with light plant. Finest and flashiest  
on road today. Owner sick. Bargain for cash.  
ROOM 310, Hotel Henry, Pittsburgh, Pa.

FOR SALE—300 (TWO PERSON) BENCHES,  
like new, \$1.00 each. DIXIE AMUSEMENT  
CO., Box 772, Station 5, Miami, Fla.

SACRIFICE—PORTABLE DOGEM BUILDING,  
15 1934 Cars, \$3,500.00. 15 Horse Power  
Single Phase Motor, used 4 months, \$200.00,  
1924 S. E. 50TH AVE., Portland, Ore.

### HELP WANTED

ADVANCE AGENT WITH CAR TO BOOK  
Burns Circus in theaters, schools, etc. High-  
class combination, Pony, Dogs and Monkeys.  
Liberal percentage. W. W. BURNS, 676 4th  
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COMPOSER WANTED FOR POPULAR SONGS—  
Who has written song hits. Good salary,  
BOX C-47, care of The Billboard, Cincinnati, O.  
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GIRL MUSICIANS—DRUMMER AND TENOR  
Sax, doubling clarinet, to replace musician  
in organized girls' small band, now working in  
the East. Must read, take, also play tuba off.  
Steady union. Write BOX C-90, Billboard, Cin-  
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MAN-WIFE WITH MUSICAL SPECIALTIES  
—One must play Piano, John now, State low-  
est. Can? Age? JOHN RAE, WPTF, Raleigh,  
N. C.

STRAIGHT MAN TO FORM COMEDY TEAM—  
I have act suitable for vaudeville or night  
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Band. Must have feature voice. Fine sal-  
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YOUNG, SINGLE, CONGENIAL, DANCE MUSI-  
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instrument furnished)—Stoughton, Double  
Clarity, Trueman, Drummer. "CHICAGOANS,"  
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LOCATIONS WANTED

WANTED—BUILDING SUITABLE FOR ROLLER SKATING. Must have maple floor, no smaller than 60x100 ft. Write and give full details. Address 838 BECKER ST., Hammond, Ind.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL MAGIC, SPIRIT EFFECTS, HOROSCOPES, BUDDHA and 1938 FORECASTS, GRAPHOLOGY SHEETS, BOOKS, CRYSTALS, LUCKY PIECES, PALM CHARTS. Most complete line in world. 158 illustrated page catalogue 30c. NELSON ENTERPRISES, 195 South Third, Columbus, O. de17

ENTERTAINMENT—MYSTIFY YOUR FRIENDS with changing cards. Pass later for examination. 75c. Address HARVEY M. FARMER, P. O. Box 146, Syracuse, N. Y. de24

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. de17

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. REILLY, 57 E. Long, Columbus, O.

MAGIC, TRICKS, JOKER'S NOVELTIES. FULL Line. Large catalogue, 15c. Liberal discount 16 dealers. KRINOC, 536 Sixth Ave., New York, N. Y. de24

NEW EFFECTS ON MAGIC AND ILLUSIONS—Also Bargains Mind Reading, GEMOVES, General Post Office, Box 217, New York.

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wells, Chicago, Ill.; illustrated folder free. de17

VENTRILLOQUIST FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. de24

MISCELLANEOUS

"DANCE MATS"—PORTABLE, ROLL-UP, Hardwood, Custom made reasonably. THE G. L. MORRIS CORP., 1740 E. 12th St., Cleveland, O. de17

SOCIAL SECURITY PLATES—100, \$5.00. Electric Engraving Machine, \$5.00; Telling Machine, \$5.00; Colors, \$1.00; Daring Sheets, \$1.00; Stencil, \$1.00; \$5.00. EOWIN BROWN, 15104 Fifth, Detroit, Mich.

M. P. ACCESSORIES & FILMS

ACTION WESTERNS, GANGSTERS AND DRAMA Features, Shorts, Also 16MM. Films and Equipment bought and sold. Write JACK MAHARIAN, Box 123, Union City, N. J.

BIG SACRIFICE SALE—GOOD TALKIE FEATURES, \$10.00 up to \$25.00; Religious Subjects Programs rented, \$7.50 a night; \$15.00 week; Serials, \$3.00 chapter. Silent Films, Projectors. SIMPSON, 1275 S. Broadway, Dayton, O. de17

EXHIBITORS' COMPLETE NEW 500-WATT Stereophones, having Color Wheel and Spotlight Attachment, \$25.00. Catalog free. GROMBERG STEREOPHON WORKS, Syracuse, Ill.

MOCULL'S "SLIGHTLY USED" BARGAINS—Victor 16mm. Sound Film Projection Outfit, \$75.00; 16mm. Sound Film, \$10.00 each; Gramos, Westerns, Newsreels, Cartoons, Silents, \$4.00; DeVry 35mm., \$675.00; Sound Film Projector, Amplifier, Speaker, \$185.00; Simplex Theater Sound Projector, complete, \$655.00; Keystone, \$55.00 Projector, 16mm., \$31.00. Trades accepted. Castle Films, Film Rentals sent anywhere. Bargain bulletin, rental catalogue, free. MOCULL'S, 59 West 48th, New York City. de17

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity, Universals, with Amplifiers, Speakers. Equipments fully guaranteed. As attractive low prices. Request Special Bulletin, Also 16mm. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y. de17

NOTICE, ROADSHOWMEN—JUST RECEIVED large shipment of Roadshow attractions. Westerns, Features, Action, others. From Talks only. BUSSA FILM EXCHANGE, 514-516 W. 11th St., Chicago, Ill. de17

SILENT FILMS MACHINE, STAMP FOR LIST. EDD FERGUSON, Luray, Mo.

SIMPLEX, POWERS PROJECTORS, LAMP-HOUSES, Soundheads, Amplifiers, Lenses, Stencils, Spare Parts, Projectors and 16MM. Equipment bought and sold. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

THIRTY-FIVE AND SIXTEEN MILLIMETER Films—Rent, \$6.90 per week. Film sold cheap. BOX 143, Hastings, Mich.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Seating, Spotlights, Stereophones, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. de17

PARTNERS WANTED

WANT—SINGLE YOUNG MAN TO FINANCE Mentalist. Small investment. Good returns. State all in first. MENTALIST, Box 283, Ashland, O.

Show Family Album



THIS GROUP of well-known animal men was snapped on the lot of Hagenbeck-Wallace Circus, season of 1928. From left to right are A. Christensen, John Helliot, Jules Jacot, Clyde Beatty, Allen King and Emory Stiles. Helliot and Beatty are still active as trainers. The latter toured with Cole Bros. and Robbins Bros. circuses the past season. When last heard of King was connected with a Detroit motor concern. Stiles is a menagerie superintendent.

The Billboard invites its readers to submit photos taken from 18 to 29 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send for free catalog of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. de17

ALL 4 FOR 10c OPERATORS—SURE WE HAVE The new Superduped Papers, also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. de24

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. HASSAN, Box 971, Parkersburg, W. Va. de17

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMNER'S STUDIO, Unionville, Mo. de17

SALESMEN WANTED

SALESMAN—TO SELL AUTOMATIC FISH LINE Jerker. Quick sale, 100% profit. Send 15c for sample. AUTOMATIC FISHERMAN CO., San Saba, Tex. de31

SELL BUSINESS CARDS \$350 THOUSAND. Business Stationery, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps. Free sales portfolio. 35% commission daily. Money-making specialists. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. CR, Chicago. de17

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. de17

TENTS—SECOND-HAND

PRACTICALLY NEW—TOPS ONLY. 14x23, \$20.00; 20x30, \$35.00; \$40.00; \$45.00; 30x50, \$60.00; \$70.00; 40x60, \$70.00; \$80.00; 40x80, \$90.00 up; 40x100, \$125.00 up. White Tops, red trimmed, A-1 shape. No patches or milder. Stamps with inquiries. SMITH TENTS, Auburn, N. Y. de24

SIDEWALL BARGAINS — 7.62 OZ. DRILL, hand roped, clean white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Slightly used Concession Tent, 10x12 ft., \$32.00. Carnival Tent, 20x30 ft., \$80.00. KERR COMPANY, 1926 Grand Ave., Chicago. de17

THEATRICAL PRINTING

MAKE YOURSELF A XMAS GIFT—CLASSY Two-Color Letterheads, \$2.95, 500; \$4.95, 1,000. Fine printing. BEARD PRINTERY, 5493 Lake Park, Chicago.

NEARGRAVURE—100 2-COLOR LETTERHEADS, \$1.99 (Emboss raised, \$2.49). Postpaid. You'll be surprised. Samples. SOLIDAYS, Letterhead Specialists since 1897. Knox, Ind. x

SELL PRETTY WOOD GIRL MODELS—Fourteen inches high. Catalogue. BOX 290, Danville, Ill.

WINDOW CARDS—17x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D. plus shipping charges. THE BELL PRESS, Winton, Penna.

WANTED TO BUY

SINGLE LOOP-O-PLANE, ACROPLANE, KIDDIE Auto Ride, No. 5 Ell Wheel. State condition, selling price. ROY ELLSWORTH, 1915 N. Fairfax Dr., Arlington, Va.

WANTED—100 PAIRS FIBER ROLLER SKATES, good condition, state size, make; also Public-Address System. E. A. PETERSON, Box 432, Rolle, Mo.

WANTED TO BUY! MILLS GOLF BALL Vendors. State age and price. HUB NOVELTY COMPANY, Kearney Square, Lowell, Mass. de24

50 TO 100 PAIR FIBER ROLLER RINK SKATES, good condition. WM. PEOURD, Indianapolis, Ind.

At Liberty Advertisements

5c WORD, OASH (First Line Large Black Type), 2c WORD, OASH (First Line and Name Black Type), 1c WORD, OASH (Small Type). (No Ad. Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AGENT WITH CAR AT LIBERTY—PREFER Hawaiian, Girl Band, Cook Show, 150-billed in off. TOMMY TOMPKINS, General Delivery, Williamsport, Pa.

AGENT—Would like to represent a good Show at Minnesota Exposition of County Fair Convention, January 11-12, in 1939 location. Write at once. EARL C. PETERSON, Minneapolis, Minn. de17

AT LIBERTY—Young Man, 30, Capable Manager, Excellent Talents, Good Connections, Dependable. Positively no begging. Will go anywhere. Write R. L., P. O. Box 895, 341 Vernon, O. de17

PRESS AGENT AND BOOKER—Plenty of enterprises with the best. Only reliable attractions or organizations considered. Address PERSS AGENT, Box 858, Hillbourn Woods Bldg., Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO AND HIS Royal Cavaliers—10 Men, Girl Vocalist. For location, January 1st. Permanent address, 650 No. Dearborn, Chicago. de31

AT LIBERTY JAN. 1ST—FOUR-PIECE BAND, featuring both sweet, dinner music and swing dance music. Two years on present location. Piano; Sax, doubling Alto, Tenor, Clarinet; String Bass, doubling Banjo Specialties; Drummer M. C., doubling Marimba, Vocals. SID LAVRENTIS, B. & B. Cafe, Pensacola, Fla.

FREDDIE ROTH AND HIS BAND—AVAILABLE Dec. 10. Ten pieces, swing and steady. Union, reliable, no habits. Steady location; preferred. Write or write details. FREDDIE ROTH, Del Monte Hotel, Newton, Kan. de24

HI HENRY AND HIS ARISTOCRATS DESIRE Florida location, 5 Men that really provide, union, Arrangements, P.-A. System, uniforms, etc. Augment if necessary. Reliable bookers, managers, write. M. REYNOLDS, 450 Amsterdam Ave., New York City. de24

SMART, SMOOTH SIX-PIECE ORCHESTRA—Piano, Saxophones, Violin, Guitar, Bass Drum, Hot and sweet, vocalists, arrangers; sparkling rhythm. ORCHESTRA, 141 West 85th St., New York City.

4-PIECE ALL SISTER NOVELTY SWING BAND available immediately for night clubs, hotels, etc. Piano; Sax, doubling Clarinet; Guitar, doubling Hawaiian Electric Guitar; Drums. Two good Vocalists, Tap Dancer and Novelties; fine set up. A set-out band. Southern location preferred. MAN CLASS, 2915 Stevens, So. Minneapolis, Minn.

AT LIBERTY JANUARY 10—Paul Dimahly and His String Band, 5 Men that really provide, variety, Features Electric Guitar, Heavy Clarinet, A well-out band. Fine library special, lighted stage setting, uniforms, powerful sound system, etc. Night club dances, ball and hotel work. Write or write details for long contract. PAUL DIMAHLY, Trail Inn Hotel, Jordan City, Kan. de17

AT LIBERTY New Year's Eve and other club dates in and around New York—An Organized 8-Piece Orchestra. Can augment or cut if necessary. Featuring Best and Latest in Arrangements, Form, Talent. Will consider long contracts. Write FLECK, 820 East 34 St., Brooklyn, or call Widdner 8-1258.

AT LIBERTY AFTER DEC. 18—Mitch Nabach and his Orchestra, 11 Men, Girl Vocalist; good, great and excellent. Features and Novelties. Piano, Vocalists, Tap Dancer and Novelties; fine, attractive stands. Write or wire. MANAGER, 34 Grand Street, Paterson, N. J.

AT LIBERTY after January 1—8-Piece Dubois Band, 3 Saxes, Trumpet, Piano and Drums. Modernized swing style, available for hotel or club. Fine show experience. Write. OUCHENTHA, 2235 Jones St., Omaha, Neb. de31

BOB GENTNER A HIS ORCHESTRA—8 to 15 men, all good variety and sweet, accessible library, uniforms and P.-A. System. New booking single dates at New Year's, Holidays, College, Clubs, Parties and Conventions. Write and agents write, stating full particulars. Address 437 Weymouth Ave., Buffalo, N. Y. de24

DOC COOK'S BBO ORCHESTRA—Single instrumental technique. Now booking colleges, fraternal societies, conventions and hall and dates. P. O. Box 824, North Andover, N. J. de17

THE FIVE RHYTHM BOYS—A new high to Continental Entertainment. Available after December 22. Successful International Booking 20 Institutions. Outstanding Vocalists. Special 100 arrangements. Stage and floor show routines. 10 complete show programs, costumes, etc. Trans-ported, able to travel, last concert, 1,091 pavilions. Truly the greatest entertainment band to come out of the Middle West. For further information, write STUDIO 360, 1930 W. Mitchell St., Milwaukee, Wis.

AT LIBERTY CIRCUS AND CARNIVAL

BOSS CANVAS MAN AT Liberty—Also good Sail Maker. E. M. FOLKER, Box 145, Limonita, Fla.

AT LIBERTY—ALIVE, OSSIFIED-STONE MAN. Museum or Freak Show Act. Salary, room and transportation. Write MAURICE, 1315 W. 3d St., Los Angeles, Calif. de31

AT LIBERTY—Horse, Frog, Bean, Pig, Goat, Trained. Like to cooperate with party that would feature old-time hog and pony shows. FLEANK S. KILBO, Finesse Pys. Ark.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS—BLACK FACE AND SPECIALITIES. Violin, Guitar, Fako Strong Piano. Anything reliable. Need transportation. Tell your best salary first. Wire W. D. McKENZIE, Conway, S. C.



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## \$1,000,000 FROM SS PLATES

### \$5,000,000 Sold in Less Than Year; Big Market Still Untouched

**Biz springs to big time as pitchmen and agents cash in—new twists open new fields—photo SS plate, key checks, improved stamping machines develop**

NEW YORK, Dec. 10.—The etched nameplate business, that took the first budding steps in the business world early this year has developed into a strong, robust youngster that will account for an estimated \$1,000,000 in retail sales this year. In a short space of time it has sprung from a small beginning to an industry giving employment to thousands. Early in the past summer ads began appearing in *The Billboard* and classified sections of newspapers advertising for agents to take on the sale of permanent Social Security cards. These cards consist of a beautifully etched brass plate about the size of an identification card on which is stamped the name, address and Social Security number of the purchaser. In a few weeks the appeal and practical value of the number caught on as pitchmen, streetmen and key check workers began taking orders for plates in large quantities.

**DEALS**  
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

The National Association of Coin-Operated Machine Manufacturers' convention in Chicago this week has brought together coin machine operators from all sections of the nation, primarily to see new machines on display and to attend various exhibits that have been prepared for them. However, quite a few of them will also lock their heads together to discuss ways of improving the salesboard business and lining up new deals and new connections for 1939. For a good percentage of coin machine men are also salesboard operators. Each year finds new additions to the salesboard ranks from this group, as they discover that it takes little extra effort to run both machines and boards to a double profit at many of their locations. And often they find that the salesboard helps them keep contact with a location when that spot is closed to machines for one reason or another. Salesboard supply houses tell me that many of their largest customers are operators who run both machines and boards. So you who are interested in the salesboard business and who did not get a chance to attend the NACOMM convention should plan on taking in the Coin Machine Manufacturers' Association show to be held in Chicago in January.

There is probably no other business in the country which has a greater diversification of types of individuals connected with it than the salesboard business. Salesboard operators come from all walks of life, and have entered the field in ever-increasing numbers right thru the depression. For the salesboard business is a depression-proof business. No matter how you get kicked around and how badly things may go you can always get started fresh on a new deal with practically no capital investment at all. All you need is a few cards and the will to work and you're set. If the deal clicks you have an immediate return in cash. If it doesn't you're out little but your time. And there is no business which feels an upturn in general conditions faster than the salesboard business. A salesboard operator may have his ups and downs but he is never out.

Candy deals that feature special coins (See **DEALS** on page 53)

Soon it became evident that the marketing of these plates could be better handled by selling unmarked plates to the agent and perfecting a foolproof portable press to stamp them. When these ingenious devices hit the market sales of the plates soared, for there no longer was any delay entailed in procuring them. The buyer could watch the salesman stamp his plate while he waited. The stamping devices themselves were made so simple and fool-proof that a child could operate them. Nor were they ponderous affairs. The most popular model weighed but 14 pounds, carrying case and all.

#### 5,000,000 Sales

Since the birth of the permanent Social Security record it is estimated that some 5,000,000 have been purchased. In addition to this direct sales made by the pitchman, newspapers and magazines have used them as circulation and promotion stunts. Firms have used them as premium awards. Department stores and novelty shops have found them a lucrative source of income.

The potential market, however, has been barely scratched. At the present time there are some 45,000,000 people listed in the Social Security files in Washington. With the government planning to extend Social Security benefits to farmers and other groups not under provisions of the law at the present time, an additional 15,000,000 people will be added.

At the present time the Social Security Board is replacing lost and worn-out cards at the rate of 50,000 a month. It is the impracticality of the pasteboard card plus the inherent flaw of the permanent Social Security plates that is said to be responsible for the popularity of this item. Demand for the permanent Social Security record is reported to be increasing steadily as more and more people become conscious of the need of a permanent Social Security record.

#### New Developments

The overnight popularity of the Social Security plate has proved to be a healthy stimulus for the nameplate business. New twists on the Social Security plate have resulted in added sales for the pitchmen and other direct sale outlets. The Social Identification Co. has developed a Catholic identification plate which bears a cross, a St. Christopher insignia and the lines "In case of accident call the nearest priest." Three lines are provided for the engraving of the name and address of the purchaser. Another variation is a brass identification plate with three lines for the name

#### Check Up on Overhead Costs

Some interesting figures on how much mark-up is entailed to cover 25 per cent overhead expense appeared recently in *The Electrical Dealer*. Figures were originally released by the New National Retail-Cost Service of Cleveland.

IF YOUR OVERHEAD EXPENSE IS 25% ON SALES	
And you add 15% to your cost you will lose	13 1/2%
If you add 20% to your cost you will lose	10%
If you add 25% to your cost you will lose	6 1/2%
If you add 30% to your cost you will lose	2 1/2%
If you add 33 1/3% to your cost you will break even	
If you add 45% to your cost you will make	5%
If you add 54% to your cost you will make	10%

### Orgs Raising Funds For Xmas Charities

NEW YORK, Dec. 10.—With Christmas Day fast approaching, churches, fraternal organizations and societies are reported to be engaging in many methods of fund raising to get the needed coin to carry on their charitable activities.

The brunt of the work is being borne by bingo, it appears, with most orgs relying on the appeal of the game to dump dollars into the fund they use to buy Christmas baskets for the needy and toys for the kids.

Salecard promotions are also getting a big play, both in this area and in the Midwest, according to reports. Hardly anyone but a Scrooge can turn down the request to take a chance for a worthy cause at this time of the year. Besides, many are prone to try their luck with the hope that they may win one of the prizes, which they in turn can use as a Christmas present.

Bazaars are also becoming more numerous. Many orgs annually stage bazaars at this time of the year. Reports indicate that events staged here so far this month have met with unusually high grosses. One fraternal organization, it is said, netted in excess of \$30,000 on its bazaar early this month.

Of course, raffles, church suppers and similar fund-raising stunts are being used as strong as ever.

and address of the purchaser and the request. "In case of accident please notify the above address."

#### SS Photo Plate

One of the most recent developments in this field, and one that bears all the earmarks of developing into the hit of the field, is the new Social Security Identification photo plate being brought out by Social Identification Sales. Agents are reported to be going for this one in a big way. In addition to stamping the Social Security number and the name and address of the person on the plate, a picture of the person is also reproduced in the upper left-hand corner of the plate. Firm states any photo or snap can be used for reproduction purposes. Number should prove a natural for four-a-dime photomaton men, as well as those who've cashed in on the popularity of photo rings and similar jewelry items in past years.

#### Other Angles

The photo plate is also reported to be (See \$1,000,000 FROM on page 52)

**BINGO BUSINESS**  
By JOHN CARY

PROFESSIONAL OPERATORS are becoming active in solicitation of organizations which may be in a position to use professional assistance and guidance in their games. Several weeks ago S. J. Block, one of the most successful operators in Massachusetts, ran an advertisement in *The Billboard* offering the assistance of his organization to groups. And an announcement card, apparently sent to a list of churches and organizations, reached our desk this week. It offered the services of Madeline E. Fowler, of Gardner, Ms., to groups seeking help.

THIS ACTIVITY again brings up the question of whether or not professional operators serve a real purpose in the bingo field. Every person of authority with whom we have discussed the question is of the same opinion. And that is that the professional operator definitely has a place in supervising a bingo or any other type of fund-raising activity for certain types of organizations. In large organizations with hundreds (and often thousands) of members it is ridiculous to assume that any one member or group of members can take the responsibility and devote the time to properly organize and supervise a bingo party. Such organizations have found, almost without exception, that the smartest thing for them to do is to bring in a professional operator and turn the job over to him. The operator's experience in running the game, his extensive knowledge of all details and tricks, which are the difference between success and failure, enable him to run games which are more enjoyable for players and more profitable for organizations.

IN THE CASE of smaller organizations, the situation is a bit different. Here the group often can run its own games as profitably as an operator could run them. And most operators are not interested in running smaller games for the very good reason that there is not enough profit in it for them. So much for the professional operator question. We honestly feel that a good operator is worth his weight in gold to any organization requiring his services. But we are interested in hearing about experiences of organizations with operators and vice versa.

MERCHANDISE PRIZE TIPS came in from several sources. First, the Wisconsin De Luxe Co. hints about the tremendous popularity of a certain new silverware set-up which it is featuring. Interested parties can write it for further details. From Lowell, Mass., James McFadden writes:

"A new item that is now stimulating interest in the indoor bingo season is a calf-skin women's handbag. Made in colors of cocktail red, wine, cranberry, black and tan, I believe the bags will be popular with all women bingo players this season."

SPEAKING OF PRIZES—It seems to us that many ops are overlooking a real opportunity to build up attendance and (See **BINGO BUSINESS** on page 52)





ELGIN

ELECTRIC SHAVER

STILL SELLING FAST... 85c Each

DOZEN \$10.00... AGENTS-STORE DEMONSTRATORS PITCHMEN

We Deliver Elgin Shavers Without Any Substitution... \$150

"SENSATION" 4 IN 1 WONDER... New Smashing All Profit Records



Additional Demonstration Features Open Unlimited Selling Field... DOZEN \$16.20

BENGOR PRODUCTS CO. 678 BROADWAY, NEW YORK, N. Y.

FUR COATS advertisement featuring a woman in a fur coat and text about quality and price.

SPORS COMPANY advertisement for a 1938 Wholesale Catalog with 4000 items.

BARGAIN SPECIALS list of various goods and their prices.

NOTES from SUPPLY HOUSES

With the Christmas season in full swing Harry Kelner, of Harry Kelner & Son, lays claim to the title of "King of Mechanical Toys."

Jerry Gottlieb, former manager of Misco Novelty Co., has gone into business for himself.

PACIFIC COAST (Continued from page 43)

Following the congratulatory wife on the occasion of that club's first annual banquet, C. Y. Clifford came thru with a lengthy but interesting letter from his coal mine in Ohio.

There were no new members nor re-statements. However, the number of new members thus far is in excess of many previous years.

Time was taken here for introduction and brief talks by Roy Ludington, Cliff Wilson, Charles Monroe, Charles Pounds, Jimmie Heller, Bill Summers, Harold Hendrickson, August Husted and Henry Myers.

Brother Ed Nagle made motion that a letter of thanks be sent the Ladies' Auxiliary for the enjoyable affair tendered members of both organizations December 1.

Membership drive will end two weeks after this appears in print and Board of Governors has decided against again conducting a drive in which the initiation fee is waived.

Ladies' Auxiliary President Peggy Fornal presided at the club's weekly meeting. Seated with her were Ruby McKendall, secretary; Inez Walsh, treasurer, and Minnie Fisher, chaplain.

Ada Mae Moore has returned to her home here for the winter. Mrs. Phillips also attended after a long absence.

GOLDEN GATE

(Continued from page 45) The \$1,000,000 administration building on Treasure Island than anywhere I have ever been, probably excepting Washington, D. C.

Myallor Brothers, nationally known restaurateurs, who have been at every American world's fair since that in St. Louis, and probably many before that time, are about to conclude a deal for two big dining halls, one of which will be a "hurry-up, come-and-get-it" cafeteria.

Hydrosphere building is ready for sheathing and should be completed in another week. No trouble to build on Treasure Island, as the site is on level as a billiard table and the sand packed to cementlike hardness.

Mrs. Bertha Melville, who is comfortably ensconced in an apartment overlooking the Pacific Ocean at Santa Monica, will remain there until opening of the fair, after which she will divide time between San Francisco and Eastern spots where her amusement designs are located.

Two great circular riding devices were to have been shipped on the S. S. Normandie at Le Havre, having been featured at the Paris Expo. Because of labor troubles in France and non-smiling of the Normandie the devices were loaded on a steamer that came direct to California via the Panama Canal.

It has been officially declared that ferry fare to Treasure Island, site of the expo, from San Francisco or Oakland will be 10 cents. Running time from San Francisco will be 12 minutes and from Oakland 10 minutes.

Arthur Hoffman, red circus side-show manager, and Jake Newman, widely known circus agent, are about to conclude a deal with Oakland financiers for presentation of what probably will be the greatest animal show since the Carl Hagenbeck show at the St. Louis fair.

On December 5 100 workers started erection of power machinery necessary for erection of the great Carnivale show in quick time. With only 62 more working days before the opening, they must hustle.

Thirty tons of material for a novel diving bell show arrived from the South. Work was started under direction of Edmund Martine.

Just In Time For Xmas 1000 WATCHES DIRECT FROM THE U. S. GOVERNMENT At Your Disposal

Advertisement for watches with prices: In Lots of 25... \$3.50 EA. In Lots of 6... 3.75 EA. In Lots of 3... 4.00 EA.

Advertisement for Fur Coats with text: REPEAT ORDERS ASSURED BY OUR FREE CATALOG. H.M.W. FUR CO. 150 W. 28 ST. N.Y.C.

SMASH ALL PROFIT RECORDS advertisement for Electric Shaver-Massager-Vibrator. Includes image of the device and text: Tremendous Selling Appeal. Adduced Demonstration features Open Unlimited Selling Field.

SEE THESE PRICES advertisement for Tucker-Lowenthal Rebuilt Watches. Includes image of a watch and text: ELGIN, WALTHAM and ILLINOIS. 18 Size... Ea. \$1.95. 12x16 Size... Ea. 2.65.

JOKES advertisement for a howling Christmas and a riotous New Year. Includes text: SOLID Joke Beer... \$1.20. 12x16... \$2.00.

WRIST WATCHES advertisement for ladies' or men's up-to-date models. Includes text: \$5.00 EACH. CRESTON CITY WATCH MATERIAL CO.

Advertisement for Harry Kelner & Son, Inc. featuring a cartoon monkey character and text: MECHANICAL MONKEY WITH COMB AND MIRROR AND WASHING TAIL \$21.00. HARRY KELNER & SON, INC. 50 BOWERY, NEW YORK CITY.

**LOWEST PRICES!**  
**ELECTRIC RAZORS**  
 FOR SPECIAL SALES  
 Write for Details Today!



**NEWEST RING STYLES**  
 For Jewelry Stores for Jewelry Retailers  
 Lockets, Cameos and Whitestone Rings, Photo Jewelry, Engraving Pins and Machines. Write for Catalog No. 23.

**HARRY PAKULA & CO.**  
 5 No. Wabash Ave. Chicago, Ill.

**ELGIN & WALTHAM**  
**WRIST WATCHES \$2.95**  
 In New Cases.

Send for Circular, showing the Biggest Bargains in Watch and Wristwatch Diamonds in the country.  
**H. SPARBER & CO.**  
 108 North 7th Street, St. Louis, Mo.

**UNDERWOOD**  
**PLUNGERS—Special \$18.00 PER GROSS.**  
 PENS • PENCILS • COMBOS  
 Buy Direct From Manufacturer.  
**GRODIN PEN CO.,** 303 Broadway, New York City.

**REX HONES 3c Each**  
 Now Less Than 3c Each  
**\$4.95 a Gross**  
 Send \$1.00, Del. O. O. D., Plus Postage.  
 Each Hone is made after best priced plan. A real fast-cutting abrasive wheel of good quality. Wonderful demonstrator for Pitchmen. Hones now in 25¢ and 50¢. ACT QUICK. **REX-HONE MFRS.,** 1500 West Madison, BR-12, Chicago, Ill.

We Manufacture a Complete Line of Fountain Pen, Mechanical Pencils and Ball Pens.

**SOUTHERN PEN CO.**  
 Manufacturers Since 1915.  
 16 N. Union St., Dept. "X"; Petersburg, Va.  
 Send \$2.00 for Samples. Prompt Shipments.

**DREXEL BLADES**  
 Buy Direct From the Manufacturer.  
 20 Million DREXELS Sold in 1937.  
 90 Million Sold in 1938.  
 We are Sold in 1000. Send 10c for Samples.  
**REGENT MFG. CO.,** 184 W. 32d Street, NEW YORK CITY.

**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**  
 Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
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**CHEWING GUM 22¢ BOX**  
 RETAILER FOR \$1.00.  
 Each box holds 20 Colossal 8¢ Packs of Factory Fresh Gum. Ready Disley Packs help you to get quick 100% to 200% profit. No cost distributor. Send 50¢ for sample box (free post). **GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.,** 4th and ML Pleasant Ave., Newark, N. J.

**SOCIAL SECURITY PLATES**  
 Size 3 1/2 x 2  
 100 Plain \$ 5.00  
 1000 Plain \$ 45.00  
 100 Double \$ 3.00  
 100 Single \$ 3.00  
 Gemma Plate \$ 4.00 with Name and Number, 22¢.  
 Send for Circular, 311 Deegan Street, Brooklyn, N. Y.

**HART MFG. CO.**

# For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
 (Cincinnati Office)

**MAURICE (SPEED) HASCAL** . . . has links that he and Edward Benore have been working Los Angeles the past month to poor results. Hascal says the city is plenty tough and even with a soldier's tender he made the ketester twice. "The reader," adds Speed, "is \$30 a year, but one can arrange to get a six-month reader for \$15. Parking lots are open to a \$1 and \$5 per day reader, but thus far no one has been able to hold the spots down because business is absolutely no-good. Would like to read pipes from Ray Quiggin, Al Rice and Leonard Rosen."

**HERB JOHNSTON** . . . and Dutchdiendrichson are reported to have left Los Angeles for Northern California recently.

**THE SUCCESSFUL PITCHMAN** works little about how hard things are. He has the necessary amount of ambition to overcome almost any obstacle.

**LIVE AND LET LIVE?** . . . George Durst, writing from Jamaica, N. Y., questions this rule which he saw in last week's issue of *The Billboard*: "It appears to me," he writes, "that this is a great American fault. Folks only live for themselves and 'let' others live if they can. I don't like the 'live and let live' idea. Let's change it to read, 'Live and Help Others To Live.'"

**"MY ATTENTION** . . . has been called to a pipe in a June issue of *The Billboard*," writes Chet Morris from Tennille, Ga.: "The pipe stated my show closed because of poor business, but the show did not close, altho business was bad. I closed only one week to reorganize and reopened in the same town and to good business until I closed three weeks ago because of cold weather. I'm now playing school dates in Georgia."

**WHERE IS THERE** more apparent the art of clever, impressive demonstration, than in Pitchdom?

**GEORGE J. DIEPENBACH** informs that he has been placed in charge of concession space at the International Sport and Outdoor Show, to be held at the 104th Armory, Buffalo.

**J. W. KEOWN** . . . that the wigwags from Taft, Tex., that the sheeties around Aransas Past and Corpus Christi, Tex., are having a great time. After a few days in those digging, Keown will migrate to Southeast Arkansas for a visit with his wife's people for the holidays. He adds he had a profitable tour with Barney Bros' Circus, finding only one town, Beeville, Tex., closed to paper.

**THE REAL HUSTLERS** just begin to fight when the going gets tough.

**J. J. (GUMBY) JOHNSON** . . . after a long absence pencils from Amarillo, Tex., that he and Jack Current left Los Angeles several weeks ago and made stops at Phoenix, Ariz., and Albuquerque, N. M., where they put out plenty of gummy. Current purchased a new Buick while in Los Angeles; his home town. The boys say they would like to read pipes from Bob Posey and the fellows working Alabama, Georgia and Florida.

**W. ROWE** . . . oil worker, was recently sighted heading for Atlanta from South Carolina territory. According to reports from that section, he will hit the tobacco markets in North Carolina and Tennessee.

**YOU CAN** be a salesman without being a pitchman, but it's a certainty that a good pitchman must be a good salesman.

**TOBY ADAMS** of Toby's Funmakers, who left Tennessee for Mississippi November 21, fogs the following from Vance, Miss.: "We've seen few shows in the delta, but natives seem show hungry. Conditions here are fair and you can get money with a

strong show. Plan to remain here until January 1 and head for Tennessee. Rooster includes Toby Adams, manager, lecturer and straighter; Viola Edwards, songs and dances; Great LeRoy, magician, mentalist and illusions; Roy and Frances, sketch team and novelty acts; Lowley Raynor, escapes; Happy Right, comedian; Boswell, hillbilly act. Had a pleasant outdoor season thru Kentucky and Illinois and closed October 15. Have been indoors six weeks, playing schools, halls and theaters."

**LAST CALL!** Don't be so stingy with your news contributions to the column, you department store demonstrators.

**DOC WOODS'** . . . Streamline Hillbillies, after six weeks in Pennsylvania, last week finished the second week of their New York tour in Odessa. Business has been spotty, according to Gene Pleau, who says an epidemic of colds hit the show for two weeks. The show pulled thru, however, with silent acts and substitutions. All are well now except Rufe Armstrong, who will be confined to bed for three weeks. Present plans call for the show to work until Christmas, when it will be revamped and open New Year's Day. Rooster includes Rufus Armstrong, comic; Norma Armstrong, leads; Harry Pepper and Sophie Dean, novelties and straighters; Nels Mathews, ingenue; Herb Barb, leads and straighter; Gene Pleau, characters and piano; and Ruth Rupp, specialties. Unit also carries a hillbilly orchestra and sound truck.

**PITCHMEN'S SAYINGS!** "I have to dull the knife in order to convince you!" Frank Libby.

**JOHN FRAZIER** . . . pipes from Pomona, Calif., that business in Southern California is fair and adds that he would like to read pipes from Spider Johnson.

**M. M. MURPHREE** . . . manager of Lincoln Memorial Cemetery, Dallas, is working paint remover to local stores, in addition to playing rural districts with his med opry. His wife is taking care of his cemetery duties. "Med business in this territory," says Murphree, "was something to write home about. All who ventured out with med opries and stuck around Texas, Oklahoma and other Southern States wound up with a good bank roll. Pitchmen are not plentiful here and street workers are about as scarce as hens' teeth."

**DOC GOODIER** . . . of Universal Laboratories, is reported to have enjoyed a good season with med this year.

**MADALINE E. RAGAN** . . . tells from Dewey, Okla., that she and her partner, Doc Phil Bradley, were seriously injured near there when her car went over an embankment October 20 and was wrecked. A man riding with them was killed, Madalene and Bradley have almost recovered and are on the go once more. Dewey, like Heistow, Okla., they say, can be worked to a reasonable reader.

**THIS IS THE** time of the year that the real hustlers get busy on the Christmas business, because they realize that it makes a great deal of them. The big rush comes but once a year and if an opportunist has to add leaves to the winter bark. It is a golden opportunity for specialty workers.

**DOC VICTOR B. LUND** pencils from Muskogee, Okla.: "Have returned to Oklahoma for two weeks. Made sales in Iowa and Nebraska. Herbert Heath, better known as Herbert the Wizard, and Louie Hope Miller have been with me for the last six weeks. Herbert and Louie were married in Council Bluffs, Ia., November 10. Spent Sunday; November 13, with Harry H. Kincheloe in Oklahoma City. Harry tells me he had a real season and was well represented with med shows. He's also put up stock for several of the boys handling their own

**THEY'RE NEW** **SPRING-O-MATIC PLUNGER VAC.** **THEY SELL**  
 PENS • PENCILS • COMBOS  
**JOHN F. SULLIVAN**  
 458 Broadway, NEW YORK CITY.

**New Catalog**  
 Showing Fast-Selling Novelty Items in Whitelock and Cooney Rings, Lockets, Grosses, Gemstones, Rings and Jewelry for Exporters. Send \$2.00 for Samples.  
**OLYMPIC NOVELTY COMPANY**  
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**SOCIAL SECURITY PLATES**  
  
 24-Gauge Richlow Brass 100 for \$ 4.75  
 Social Security Plates, 1000 for 42.00  
 Polished on Both Sides.  
 Double Fold Lantharino 100 for 5.00  
 Glass With Social Security 1000 for 28.00  
**RELIABLE SALES CO.**  
 8 West 20th St. (Dept. 22), New York City.

**\$18.00 Per GROSS**  
 for BETTER PLUNGERS  
 3 Assorted Samples, Postpaid 50¢.  
**ASS'TO PEN, MFG.,** 187 Lafayette, N. Y. C.

**Leaders for PITCHMEN & DEMONSTRATORS!**  
  
**"10 in 1" KITCHEN TOOL.**  
 A fast selling kitchen utensil of many uses. Instruction sheet supplied with each tool. Don't pass this up—get our price!  
**GELLMAN BROS.,** 115 North Fourth St., WASHINGTON, D. C.

Get My Low Down/Price on "Air Mail" Pens . . . Also New Prices on Ballpoint and Fitch Packages.  
  
**JAS. KELLY, The Fountain Pen King,** 427 E. Wab., N. Y. CHICAGO, 180 W. Adams St.

**CHRISTMAS CARDS**  
 We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come 25 in a box to sell for \$1.00. To prove the tremendous money making possibilities of these cards we are offering a sample box of 25 Christmas Cards and Envelopes for \$1.00. Wholesale price \$ .85 per for \$1.00. 20 boxes for \$3.00. Shipment made same day received. Send cash, stamps or money order.  
**MAJESTIC NOVELTY CO.,** Dept. B. B., 246 Fifth Ave., New York City.

**MEDICINE MEN**  
 Write today for new catalogue of Tablets, Oil, Hair, Soap, Tablets, Herbs, etc. Low prices—cash service.  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. Spring St., Columbus, Ohio.

**MAKE MONEY QUICK**  
 WITH STARR PENS . . . THAT "CLICK"  
 Starr Pens and Pencils are irresistible values. Sell them and see your profits grow. More than 50 styles. Every one an outstanding leader. Write for new Reduced Price List and our attractive 1938 offer.  
**STARR PEN CO.**  
 300 W. ADAMS, CHICAGO.

**WORLD'S BEST VALUES**  
 No. 1—5 to a Box, Collophoned, 1,000 Blades, \$2.50  
 No. 2—Famous "Champion" Brand, 5 to a Box, Collophoned, 1,000 Blades, 4.25  
 No. 3—Famous "De Luxe Wherry" Brand, 5 to a Box, Collophoned, 1,000 Blades, 7.00  
 Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. D. D. Order. (Big Prents.) Samples 10¢.  
**SINGER-BLADE CO.,** 901 Broadway, New York.

# PITCHMAN FOUND GUILTY!

## ADJUDGED GUILTY OF CONTEMPT OF COURT

### FINED FOR KNOCKING "PHENOLPHTHALEIN," THE MEDICINAL INGREDIENT OF "EX-LAX"

### WARNING TO PITCHMEN

After a trial in N. Y. Supreme Court, in the case brought by Ex-Lax, Inc., against Edward J. Ross, and others, Pitchman Gertrude Owen was found guilty of contempt of court for knocking "phenolphthalein." She was fined and a jail sentence imposed, if she failed to pay the fine. Mrs. Owen was found to have violated a Court injunction obtained by Ex-Lax, Inc., against her and other pitchmen, which prohibited any reference to "phenolphthalein," which is the medicinal ingredient of "Ex-Lax"—the chocolate laxative.

The Court, in punishing Mrs. Owen for disregarding its injunction, warned that future violations would be dealt with severely. Ex-Lax, Inc., predicts the punishment of Owen will be a strong deterrent to the false and unfair attacks on "Ex-Lax," chocolate laxative, or "phenolphthalein."

The contempt specified therein was one of a series of successful injunction actions prosecuted by Ex-Lax, Inc., against those pitchmen and barkers who engage in unfair practice of slandering "Ex-Lax" while selling their own products. Ex-Lax, Inc., will continue its vigorous campaign against such illegitimate practices.

**ALL OFFENDERS WILL BE VIGOROUSLY PROSECUTED BY EX-LAX, INC.**

### SUPREME COURT OF THE STATE OF NEW YORK

EX-LAX, INC., Plaintiff,  
vs.  
EDWARD J. ROSS, LOUIS WEITZ, KARL MARLOWE, GERTRUDE OWEN, and others, etc., Defendants.

### JUDGMENT OF CONTEMPT

#### APPLICATION TO PUNISH GERTRUDE OWEN FOR CONTEMPT OF COURT.

IT APPEARING to the satisfaction of this Court that Gertrude Owen was enjoined and restrained from directly or indirectly or by innuendo mentioning phenolphthalein, indicating that phenolphthalein is composed of or is derived from

poisons, phenol or carbolic acid or poisons or any other harmful, dangerous or deleterious ingredient, inspecting or implying that phenolphthalein is poisonous, harmful, dangerous or deleterious in any manner, form or degree.

On motion of EDELMAN & EDELMAN, Esqs., attorneys for the plaintiff, it is

ORDERED AND ADJUDGED, that defendant, Gertrude Owen, is guilty of contempt of Court;

ORDERED AND ADJUDGED, that the defendant, Gertrude Owen, sued herein as "Mary Owens" has willfully violated, disobeyed and disregarded the injunction issued by Honorable Mitchell May, Justice of this Court, dated November 10, 1937, as charged, and treated said injunction with disrespect and contempt, and that said disobedience and violation were calculated to and actually did, defeat, impair, impede and prejudice the rights of the plaintiff herein;

ORDERED AND ADJUDGED, that defendant, Gertrude Owen, is fined the sum of Twenty-five Dollars, to be paid to the plaintiff, failing to pay which she is to be committed for a term of five (5) days to the City Prison, New York.

ORDERED AND ADJUDGED; that there be a five (5) day stay of the execution of the penalty imposed on the defendant, Gertrude Owen.

(Signed) M. Steinbrink  
Justice of the Supreme Court



**12 DIFFERENT-SNAPPY BRIGHT, HUMOROUS POST CARDS. 25c**  
A Laugh on Every Card!

**JERSEY POST SUPPLY CO.**  
245A Tenn. Ave., Atlantic City, N. J.

**FUR COATS \$11.50**  
Guaranteed Non-wipe Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real furs for salesboards, blango operators, agents, salesmen or storekeepers. Other Coats from \$8.00.

**WAYNE FUR CO.**  
876J Linwood Ave., Detroit.

**AGENTS! — SALESMEN! — STOREKEEPERS! MAKE SOME QUICK EASY PROFITS!**

**SPICY COMIC XMAS GREETING CARDS**  
20 New Illustrations that please and bring plenty repeat sales, not the usual junk, but good Xmas Cards well printed on the covers in white cards, with good grade linotypes to match. Sells fast at 10c, allowing us to 5c profit. Get busy and get your share of the Xmas Trade. Wholesale Price, 20 Samples, \$1.00  
100 Cards with Envelopes ..... 2.50  
500 Cards with Envelopes ..... 10.00  
1000 Cards with Envelopes ..... 18.00  
Hot, Peppy, Flashy designs that will make a crowd laugh.

**COMIC SHOP,**  
2424 F Kensington Avenue, Philadelphia, Pa.

**ELGIN & WALTHAM REBUILT WATCHES \$1.75**  
7 Jewel, 18 Size, in S. H. Waterproof Cases, at  
Send for Price List. Money Back if Not Satisfied.  
**CRENSHAW CITY WATCH MATERIAL CO.**  
1122 N. Broadway, St. Louis, Mo.

preparations. Blackie Sherwin came in while I was visiting Harry and said he closed his med show to a fair season in Oklahoma. He was on his way to Texas to look up some spots and to vacation. I will make my first trip to Texas in December. L. Chapman left Omaha for the South. I'd like to see pipes from Ed St. Matthews, Herb Johnstone, Jack Flowers, Tim O'Day, Duke Doeber, Leonard Rosen, Cal Hicks, Mel Hathaway and J. C. Williams.

LET'S KEEP domestic troubles and personal allies out of the pipes you contribute, fellows. Kidding each other is all right as long as it is meant that way, but don't send in your communications in the form of a joke and mean them as a slam at one of your contemporaries. Those things should be delivered in person and not in print. Right?

**LITTLE BEAVER** . . . and wife are reported to have worked Dewey, Okla., recently to fair takes.

**TEXAS TOMMY** . . . has closed the med store in Austin, Tex., according to word drifting into the pipes desk from that sector.

**V. L. TORRES** . . . blasts from Wichita, Kan., that he's been played everything but the three plums on a slot machine and won out every time, but, says V. L., "when a man goes to Podunk and runs across a gang of birds wearing 10-gallon hats, leather slacks and cowhide leather cuffs and he can't sell them a wrist watch or serpentine garter, it's no joke."

**WHAT'S GOIN'** is the hot story, and reader for readers?

**CHARLES CORBETT** . . . who blew into Atlanta recently, reports that he just worked Anderson, S. C., where he met several of the boys. Anderson is open to a \$1 reader, says Corbett.

**IRISH OWEN** . . . is reported to be working strop dressing to fair takes in South Carolina territory.

**JOE BAKER** . . . former vanderbillian, advises from Bellingham, Wash., that while in Seattle he met Doc Hookwell, of razor blade fame. Baker

says Doc sells his trade and makes call backs, and that when Doc leaves them they are really cleaned. Doc can always go back, if only for the climate, Baker says.

**ORIGINALITY** is the lifeblood of almost any successful exponent of the pitch profession.

**DOC JUTE McDONALD** . . . has enjoyed good business thus far this season and, according to word reaching the pipes desk, will remain out all winter.

**JOHNNIE WARD** . . . and his show are back in the old home town, Alva, Okla., for the winter. He reports a fair season in Texas and Oklahoma this season. The show closed in West Texas November 8. The cast included Mac MacDuff, piano and straight; Jimmie and Harry O'Heern, piano, singing, dancing and black; Red Smith, sax and singing specialties; Mr. and Mrs. Johnnie Ward and Tony Clifford. Less Williams is asked to pipe in.

**FAMOUS LAST WORDS:** "Aw, those guys aren't such good pitchmen, I could top 'em all if I wanted to."

**H. JEAVONS** . . . pens from Jacksonville, Fla., that he planned to whitestone it in a drug store there, but as it looks too dead, he says he's decided to hit for Miami for Christmas as he can always get carfare there.

**BIG AL ROSS** . . . pens from Meadville, Pa., "Things are fine here and at present I am working on the program show that the Veterans of Foreign Wars are sponsoring. This is a dandy show, as the acts are being booked by Chicago's best. Will run dances here this winter with Frank Blund."

**BOB ROCHE** . . . is reported doing okay in Chicago.

**GEORGE (Michigan Red) SALLOWE** . . . writes the following effusion from Bay City, Mich.: "About a year ago I worked juicers in a lobby of a prominent Battle Creek, Mich., chain store. Some time later

**SENSATIONAL! NEW!**



**SOCIAL SECURITY**  
NO. 00 -00-0000  
HON. J. SMITH

(New) Photo Plate (as illustrated), 6c Each.  
24-Group High Polish Brass Social Security, Catholic, General Identification Plates, 5c Each; \$45.00 per Thousand.  
(New) Social Security Money Order, 12 1/2c Each.  
(New) Key Ring Type, Social Security Cash-80c; General Identification, \$1.75 per 100; \$15.00 per 1,000.  
(New) Dog Collar Plates, 3c Each.  
(New) Mail Box Plates, 3c Each.  
(New) Luggage Plates, 3c Each.  
Double Field (From Owners) Luggage Plates, 3c Each.  
Single Luggage Plates, 3c Each.  
Salesmen, Agents, Operators, write who immediately for complete New Name Plate Line, Single Samples 10c Each; Complete Sample Line 50c.

Hand Stamping  
Outset, Pasted  
Plate Holder,  
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Our tried, proved portable  
machine stamps names,  
numbers. No sham  
required. Hundreds sold at  
\$45. Now reduced to only

**\$19.95**      **\$52.50**  
Weight 14 Lbs.  
Terms: 25% Cash Deposit with Order.  
Balance C. O. D., P. O. B., New York City.

**SOCIAL IDENTIFICATION CO.**  
1500 BROADWAY      NEW YORK CITY.

**LOWEST PRICES GUARANTEED**

Sharp Needles (Retail \$2)	1,000 Needles	25c
Yellow Needles	1,000 Needles	50c
Military Needles	1,000 Needles	75c
Embroidery Needles	1,000 Needles	90c
Needle Packets With Needle Threader, Big Needle Threaders on Cards	100 Complete	50c
Army & Navy Needle Books	100 Complete	1.18
World's Fair Needle Books	100 Complete	4.50
Needle Packets With Needle Threader, Big Needle Threaders on Cards	100 Complete	1.95

Samples 25c. Small Orders Gladly Filled.  
Deposit on C. O. D. Orders. Free Circular.  
**PILGRIM NEEDLE CO., 574 Broadway, New York.**

a fellow came along and convinced me I should be working a cookware layout which I have been doing since. On October 31, however, I was made division manager of Bay City, Mich., for the items. So I'm still pitching only in a

LAST MINUTE CLOSEOUT CHRISTMAS MECHANICAL TOYS



Table listing various mechanical toys with prices and descriptions, including 'Monkey w/Comb & Mirror', 'Monkey w/Tiping Hat', etc.

FREE ILLUSTRATED CIRCULAR ON REQUEST Mail \$1.00 for All Above Samples. 1/3 Deposit All Orders. Balance C. O. D.

JOKE BEER and JOKE WHISKEY Reg. U. S. Patent No. 2,140,327. M100 8-Oz. Joke Beer Glass, M200 4-Oz. Joke Beer Glass, M300 Large Joke Beer Glass.

GOLDFARB NOVELTY CO., 20 W. 23rd St., N. Y. City

XMAS TOYS—MECHANICAL ITEMS

The following "Hot" numbers are in stock for immediate delivery. MONKEY w/Comb & Mirror, MONKEY w/Tiping Hat and Flares, LARGE MECHANICAL WALKING DOLL, etc.

Send \$1.50 for Set of 10 Samples. Remit 1-3 Deposit with Orders, Balance C. O. D. EPSTEIN NOV. CO., 116 PARK ROW, NEW YORK, N. Y.

REPRESENTATIVE WANTED

In each county in U. S. able to cover small truck and wholesale territory, efficient, versatile, initiative, courteous and capable in all ways. Reply add. Sample 2012, postpaid, 25¢ in coin. WAYNE HERR CO., New Paris, Ohio.

different manner. Would like to read pipes from Bill Goforth, Jimmie Watson, George Mitchell, Bert Jordan, Paul Hawk and Eddie Gillipic."

THE BOYS are getting it in Erie, Pa. and upper New York State, a letter to the pipes desk informs.

CHARLEY MONROE is veteran paper king, is reported to be working Los Angeles territory to fair-to-middlin' takes.

TRIPPOD OPININGS: "Don't worry about how the public will take to you. Put your feet over and give them something for their money and you'll be the winner in the final accounting."

REPORTS FROM Chicago indicate that Bill the Hog has opened his Lot's Prayer-on-a-Pipe demonstration in the Fair Store there.

ART NELSON genial pitch exponent, pulled into Cincinnati last week and immediately began passing out the ties in one of the Queen City's 10-cent stores.

JACK ANDREWS is clicking with the hum-n-tonks in the Fair Store, Chicago.

DR. P. L. MOREY reports that he enjoyed fair business at the recent Kansas City Auto Show.

DO YOU KNOW that success is a matter of minutes if you make all your pitches count? It's impossible to sustain this end, however, if you honestly do not believe in the item you are pitching.

T. D. (SENATOR) ROCKWELL the "razor-blade king," goes that he's working Sacramento, Calif., with Gummy Smithy. Rockwell will leave soon for San Francisco and points south.

MANY PITCHMEN are reported working Sacramento, Calif. Among them are Sy Smith, working on a job run by Paul Alcott, Max Schleebei-

Sold, Roy Melvin, J. E. Mace and Fingers Robinson, windshield cleaner; Herb Johnstone, watches, blades and gummy; Dutch and Helen Clayton, toys and cleaner; Elsp Hughes and wife, jewelry, and Pat, Finley, blades.

ALDEN THOMPSON reports from Waterbury, Conn., that he's been working toys in department stores there. He would like to read pipes from George Hess Jr.

MEN in every line of business could afford to take a page from the pitchman's book in regards to depression. If they had as much confidence and faith in their business as the pitchmen have the business horizon would never be shrouded with gloom.

SIGHTED WORKING the Kansas City Auto Show recently were Teddy Goldstein, whistler; Dr. Phil Mather, charts; George Hess and family, pens and cleaner; Harry Andrews and wife, eyeglass cream; Dr. O. P. Brooks, scopes; J. S. Morton and wife, separators; Al Grant and wife, toys; Herman Landman, novelties, and Dick Good, scales.

KODIE GIERK "doctor of apoloogy," pencils that he's wintering in Houston after closing there with Hennes Bros.' Showa. Says he recently wrecked his car in Kansas.

LELAND JOHNSON pens from Milwaukee that the Green City is open on a soldiers' or State reader of \$10 per year, while one lot is open for \$1 per day.

MIGHTY ATOM is a pipe from Charlotte, N. C., dealer that he's corralled plenty of dough working herbs in the East as was reported in the November 27 issue. But let's let the Atom tell it: "Whoever gave that report," he says, "is very much mistaken. If they don't believe it, let them start out for the East with plenty of dough and they'll wind up behind the eight ball in Winston-Salem, N. C. making \$1 and \$2 pitches. If some of these pitchmen would stop their false and misleading pipes just to be piping about something, lots of pitchmen would be better off."

FORGET ABOUT trying to keep abreast of someone else. Keeping up with yourselves is a pretty big job in itself.

BILLIE BEAM is reported to have had a fair season with his med opera playing Texas territory.

TONEY TRACE and wife are reported to be working reforms in Bay City and Saginaw, Mich., to okeh results.

Events for 2 Weeks

- ALA.—Dothan, Shrine Circus, 13-18. ARIZ.—Phoenix, Legion Parade of Progress, 12-17. ARIZ.—Wickenburg, Poultry Show, 14-17. ILL.—Chicago, Coin Machine Show, 12-13. LA.—Shreveport, Aircraft Show, 17. ME.—Portland, Poultry Show, 18-19. MICH.—Detroit, Jr. Live-Stock Show, 13-14. MO.—Kansas City, Poultry Show, 15-16. N. D.—Minot, Poultry Show, 13-19. OKLA.—Muskogee, Poultry Show, 14-18. PA.—Meadville, Bazaar, 14-18. CALIF.—Huntington Beach, Xmas Frolics, 18-24. MICH.—Detroit & Michigan Expo., 21-30. MO.—Kansas City, Poultry Show, 15-20. O.—Columbus Grove, Peinem-Allen Fair, 20-23.

ROUTES

(Continued from page 32)

- Moore, Carl Deacon, & Band (Crystal Gardens) Louisville, 8. Moore & Royal (Mayfair) Boston, ne. Moroso, Conchito (Cuban Casino) NYC, ne. Morgan, Fatty (New Penn) Pittsburgh, ne. Morgan, Alvin (Cuba Manana) NYC, ne. Morgan, Rose (Harlem Casino) Pittsburgh, ne. Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., ne. Morgane (Huban Bleu) NYC, re. Morton, Eddy (Oriental Club) Kansas City, Mo., ne. Murray & Alan (Old Romanian) NYC, ne. Murray, Ken (Paramount) NYC, I. Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, I. Myers, Bill (New Yorker) NYC, h. Myers, Jimmy (Babway Gate) Chi., ne. Nadine & Charles (Royal Palm) Miami, ne. Nalasha (Harry's New York Cabaret) Chi., ne. Nathanael Bros. (Corso) NYC, ne. Natursala, Three (Netherland Plaza) Cincinnati, h. Nazarko, Iasha (St. Regis) NYC, h. Nealey & Norman (Metropolitan) Springfield, Mo., h. Nelson, Ozzie, & Band (Beverly Hills) Newport, Ky., ce. Nesbit, Evelyn (Maxim) Bronx, NYC, ne. Nestor, Tina (Show Bar) NYC, ne. Nicholas Bros. (Cotton Club) NYC, ne. Nichols, Oled, & Band (Jung) New Orleans, h. Nigey, Rula (Radio City Rainbow Grill) NYC, ne. Nira, Vera (Village Barn) NYC, ne. Noel & Nolan (Paradise) NYC, ce. Norve, Red, & Band (Famous Door) NYC, ne. Novak, Wilma (Old Romanian) NYC, ne. Novello Brothers (Stern) Chi., h. O'Connor, Ahn (606 Club) Chi., ne. O'Day, Darlene (Hamarek) Chi., h. O'Dell, Del (Ivawick) NYC, h. O'Neil, Kathleen (Pepper Box) NYC, ne. Oakland, Will (Broadway Grand) NYC, ne. O'Leffrid, Kenneth, & Eddie Ware (Rocky) NYC, I. Oliver, Josie (Black Cat) NYC, ne. Oliver & Demitri (New Kennore) Albany, N. Y., h. Olson, George, & Band (Drake) Chi., h. Ortega, Ysa (St. Regis) NYC, h. Ortega, Rocita (Harana-Madrid) NYC, ne. Oteiz, Joe (Chick Circle) Hollywood, ne. Osoyera, Will, & Band (Paramount) Ft. Worth, Tex., h. Owens, Guy (St. Regis) NYC, h. Owens & Parco (Mother Kelly's) Miami Beach, ne. Oxford Boys, Three (Stanley) Pittsburgh, t. Paley, Belle (Goldman's) NYC, ne. Palmer, Gladys (Bandbox) NYC, ne. Palm-American Trio (Mother Kelly's) Miami Beach, ne. Pancho & Dolores (Hayana-Madrid) NYC, ne. Paris, Frank (Paradise) NYC, ce. Parker, Flo (Ritz) Pittsburgh, h. Parker, Murray (Barkley's) Brooklyn, ne. Parraga, Graciela (Lezard) NYC, re. Parsons, Kay (Cuba Manana) NYC, ne. Patricola, Tom (Diamond Horseshoe) NYC, ne. Paul & Queta (Century) Steubenville, O., ne. Paul, Marie (Blue Lantern) Detroit, ne. Pauline (Buckham) NYC, h. Payne, Johnny (Elysee) NYC, ce. Payne, Frank (Beverly Hills) Newport, Ky., ce. Pearl, Mabel (Gay Nineties) NYC, ne. Peck & Dolores (Harlem Casino) Pittsburgh, ce. Peety, Ruth (Shubert) Cincinnati, I. Philharmonics, Six (Capitol) Washington, I. Playboys, The, with Betty Jordan (Blackstone) Chi., h. Poliakov, Natalia (Russian Kretchma) NYC, ce. Powell, Louise (Hungaria) NYC, re. Prime, Alberta (Black Cat) NYC, ne. Rae, Edith (Madrid) Milwaukee, ne. Rainey, Evelyn (Midnight Sun) NYC, ne. Rambeau, Clay (Alma) Cincinnati, h. Ramon & Lucinda (Cuban Casino) NYC, ne. Randolph, Amanda (Black Cat) NYC, ne. Rana, Victoria (Zimmerman's) NYC, re. Raul & Ifigia (Arabian Supper Club) Columbus, O., ce. Ray & Oreckline (Oriental) Chi., t. Rays & Raldi (Trocadere) Hollywood, ne. Raymond, Louise (Lookout House) Covington, Ky., ce. Reed, Diane (Village Casino) NYC, ce. Reynolds, Helen, Skaters (Cuba Manana) NYC, ce. Reynolds, Jack (Mother Kelly's) Miami Beach, ce. Rhodes, Dorothy (Black Cat) NYC, ne. Rickson, George (Chicago Moderne) NYC, ne. Rigas, Belle (Ozema's) Brooklyn, N. Y., re. Robbins, Archie (Stage 1) Hollywood, ne. Roberts & Nelson (Mattoon's) Stockton, Calif., h. Roberta, Roberta (Colosimo) Chi., ne. Robbins Trio (Stanley) Pittsburgh, h. Rochelle & Rita (Old Vienna) Cincinnati, ne. Rock, Mildred (Harry's New York Cabaret) Chi., ne. Rogers, Snopper (Lookout House) Covington, Ky., ce. Rollers Trio (Victoria) NYC, h. Rolling Cloud, Chie, Dog Town Polies (Blanton) Va., 12-16. Roman, Aerial (Shrine Circus) Jackson, Miss., 14-17. Ross, Lee, & IRL Singing Violin (Show Boat) Orange, Tex., ne. Ross, Nestor A. (Wonder Bar) NYC, ne. Ross, Shirley (Paramount) NYC, I. Ross, Bro. & Maxine Stone (Stanley) Pittsburgh, t. Royal Duo (Midnight Sun) NYC, ne. Russell, Robert (Hollywood) NYC, re. Ruiz, Madona (El Chico) NYC, ne. Ryan, Tommy (Commodore) NYC, h. St. John, Alice (Sweet NYC, re. Sallie, Pupula (Chicago) Chi., t. Sakschansky, Samson (Russian Kretchma) NYC, ce. Salomon, Eddy (Village Barn) NYC, ne.

- Sandoval, Eduardo & Ricardo (Cochon) NYC, ce. Sava, Marusa (Russian Kretchma) NYC, ce. Seals, Ben (Capitol) Washington, I. Scott, George (Harlem) NYC, ce. Scott, Virgie (Black Cat) NYC, ce. Seidley, Bill (Pepper Pot) NYC, ce. Shatica, Anna (Romanian Village) NYC, ce. Shaw, Ralph (Rainbow Inn) NYC, ce. Shaw, Alvin (Cuba Manana) NYC, ce. Shav, Avriam (Edison) NYC, ce. Shayan & Armstrong (Rocky) NYC, t. Sheridan, Eleanor (Le Ruban Bleu) NYC, ce. Sherman, Hooney (Nut House) Millvale, Pa., ce. Shitstead, Roy (Pan-Pacific Rink) Los Angeles, a. Shore, Willie (Rosa Bowl) Chi., ne. Shry, Mildred (Lynmar's) Los Angeles, ne. Shultz & Kena (Madrid) Milwaukee, ne. Sidel, Bob, Trio (Beverly Hills) Newport, Ky., ce. Simon, Harry (Lynmar's) Los Angeles, ne. Simpson Sisters (St. Regis) NYC, h. Sintoner Ray (Newman) Kansas City, t. Skilton, Red (Pal) Chi., t. Small, Al (Ritz) NYC, ce. Smith, Ed (Club La Vida) Casper, Wyo., ce. Sonny, Ed (Century) Detroit, I. Sperry, Frank (Commodore) NYC, h. Spivak, El (Penhouse) NYC, re. Steiner & Ross (Starline) Milwaukee & Grandeur, Ill. (Whiting Top) NYC, ce. Star Dancers, Four (Show Bar) Forest Hills, L. I., N. Y., ce. Star, Jack (Palmer House) Chi., h. Steel, John (Cock) Baltimore, ce. Steer, Larry (Harlem Casino) Pittsburgh, ne. Stierling, Louis (Swing) NYC, ce. Stevens, Bernice (Wivel) NYC, re. Stevens, Roxanna (Beverly Hills) Newport, Ky., ce. Strong, Edna (Century) Baltimore, t. Stuart, Charles (Harlem) NYC, ce. Sullivan, Maxine (Cocozy Club) Chi., ce. Swanson, Paula (Bogwater Beach) Chi., h. Tamber Sisters (Drake) Chi., h. Tane, Kathryn (Cocozy Club) NYC, ce. Taylor, Peggy (Rancho San Pablo) El Cerrito, Calif., ne. Taylor's Earl, Revue (Rita) Clarkburg, W. Va., 14-15; (Fairmont) Fairmont, W. Va., ne. Templeton, Alice (Radio City Rainbow Room) NYC, ce. Terry, Muriel (Garbo) NYC, re. Terry & Walker (Sherman) Chi., h. Tex & Shorby (The Mill) Montgomery, Ill., ce. Texas Comets, 24 (Capitol) Washington, t. Theodore & Denisha (St. Morris) NYC, h. Therrien, Henri (George Washington) Jacksonville, Fla., h. Thomashewsky, Boris (Rainbow Inn) NYC, re. Three Peppers (Mammy's Children) NYC, re. Three Springs (Bennett) Birmingham, N. Y., h. Tinsdale, P. Freddie (Cotton Club) NYC, ne. Tinsdale Trio (Coo Rouge) NYC, re. Triana, The (Paradise) NYC, ce. Touchette, Charles (Gay Nineties) NYC, ce. Trinne (Shubert) Cincinnati, I. Underwood & Underwood (Black Cat) NYC, ce. Uppercue, Virginia (Mon Paris) NYC, ce. Uppman, John (White) NYC, h. Uzdornoff, Misha (Russian Kretchma) NYC, ce. Vaida (Pantalon) NYC, ne. Valentini's Sensational Flyers (Gran Croo Schwyer) Curgosa, Dutch West Indies. Vallee, Rudy, & Band (Coconut Grove) Los Angeles, ce. Vaughn, Virgil (Swing NYC, ne. Veda, Angela (Harry Galbraith's) NYC, ne. Veda (Jimmy Kelly's) NYC, ce.

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- Verbon & Draper (Chicago) Chi., t. Villanueva, Estrellita (Cuban Casino) NYC, ce. Villon, Reno (806 Club) Chi., ne. Vincent, Romeo (Riverdale) Milwaukee, t. Virginia, Bette (Lyle & Eddie's) NYC, ce. Vodery's, Will, Choir (Cotton Club) NYC, ce. Walker, Bunny (Maxim) Bronx, NYC, ce. Wally, Nathan (St. Regis) NYC, h. Ware, Peggy (Queen Mary) NYC, re. Ward & Van (Oriental) Chi., t. Warwick, Sisters (Mother Kelly's) Miami Beach, ne. Wendling, Mary Louise (Hungaria) NYC, ce. Wendt, Ray (Paus Club) Peoria, Ill., ne. West, Ray (St. Cafe) Hollywood, ce. Weston, Ruth (Criss) NYC, ne. Whalen, Jack (Gay Nineties) NYC, ce. White, Jack (St.) NYC, re. White, Ann (Queen Mary) NYC, re. White, Jerry (Whiting Top) NYC, ce. White, Thelma (Royal Palm) Palm Springs, Calif., h. Whitney, Gloria (Paradise) NYC, ce. White's Lindy Hoppers (Cotton Club) NYC, ce. Whitney, Eleanor (Stanley) Pittsburgh, t. Wicks, Guy "Poppy" (Bladio Frank's) NYC, ce. Wickse Bros. & Armida (Bombay) Bombay, India, t. Wilkey & Rae (Riverdale) Milwaukee, t. Wilkins, Dorothy (New Yorker) NYC, h. Williams, Pearl (Hickory House) NYC, re. Williams & Charles (Palomar) Los Angeles. Williams, Owen (Commodore) NYC, h. Williams, Jack (Black Cat) Cincinnati, t. Willard, Harold (Gay Nineties) NYC, ce. Willa, Frances (Boyal Frolic) Chi., ne. Willard, Charles (Commodore) NYC, h. Willa Barn Dance (Newman) Kansas City, t. Winston, Sunny (Cock) Baltimore, ce. Winston & Diane (Colonial Inn) Singapore, S. I., ne. Wong, Joe (Monte Carlo) NYC, ne.

Woodrow, Bill (Lexington) NYC, h. Wright, Charlie (Buckingham) NYC, h. Wynn, Joe (Beverly Hills) Newport, Ky. Wyle, Una (Midnight Sun) NYC, no. Y Yevo & Doro (Fitham Heath) Broux, NYC, no. Yvette (Lookout House) Covington, Ky., no. Yvonne (Blue Lancers) Detroit, no. Z Zig & Zag (Roosevelt) Pittsburgh, h.

Looking 'Em Over At Chi Meetings

By FRANK B (Risbane) JOERLING

DRAMATIC AND MUSICAL

Along Came Juliet (Shenandoah, Ia., 14; Omaha, Neb., 15). Harrymore, Ethel (Belwyn) Chi. Hill, John, Rip Van Winkle Co., Detroit. High schools until Dec. 23. Ed Heather Be Light, (Auditorium) Chi. Lenny Poole (Erlanger) Chi. Lawrence, Gertrude (Harris) Chi. Merchants of Yonkers (Colonial) Boston. Our Town (National) Washington, D. C. Of Mice and Men (American) St. Louis. Pins & Needles (Ford) Baltimore. Shadow & Substance (Hartman) Columbus, O., 13-14; (Victory) Dayton 13; (English) Indianapolis 15, 16-17. Tanager Road (Charleston, W. Va., 23-24). Hunted 15-17. Women, The (Civic) Pittsburgh. What a Life! (Oss) Detroit.

Bartlett, W. D. (Bill): Spreading cheer with imported perfume and cigars. Baysinger, Al: His first Chicago convention, vowing he'll never miss another. Beck, Al C.: Whose re-entry into carnival biz this year wasn't so hot. Bischoff, George: Will be glad to be back with Patty Conklin at Toronto again. Cohen, Max: Rushing away early for home, back to see his new-born son. Davis, Bill: His first visit to the Chicago doings since joining Hennies Bros. Shows. DeKreko, Charles: Spas Jean and Olga, both of whom were unable to make the trip. Delmair, Frank W.: Enjoying his first visit to the doings in many years. Ford, Pat: General-agenting for Oscar Bloom while the boss plays bridge. Fox, Walter B.: Who was the recipient of many well wishes on being a newly-wed. Francis, Mary: Glad to report that her health is much improved. Fuller, Joe: Who will never forget the great time he had at the convention. Galtman, John W.: Grieved over the death of his friend H. D. Faust. Gerety, H. S. (Harney): Seemingly lost without that grand old partner of his. Gooding, Floyd E.: Trying to count how many rides he really owns and operates. Goodman, Max: Whose well rulers will be an adjunct to The Billboard offices. Goss, Charles T.: The "match king" again had the ex on matches, also pencils. Gruberg, Mrs. Annie: Arriving late on account of expecting her daughter's hair or hairness.

CARNIVAL

(Notes are for current week when no dates are given. In some instances possibly mailing points are listed.) SAG & Lads: Bay Springs, Miss. Brandis & Miller: Pass Christian, Miss. Campbell's United: Clinton, Ga. Dyer's, Leila, Miss. Eureka Commerce, Ga., 13-14; Jefferson 13-15. Frangelino: Oklawaha, Fla. Frazee: Dixie, Hempstead, Ga. Fleming, Mad Cady: Moniac, Ga. Falmeter: Summerville, S. C. Rose City: Pineville, Ga.; Rhino: 19-24. Savannah Bros.: Stillmore, Ga. Toms: Westlake, Tex. Texas Road: Hempstead, Ga. Virginia Am. Co.: Greenville, S. C. Ward, John R.: Baton Rouge, La. Wise & Sullivan: Nashville, Ga.

Rankine Jr., Tom: Running out daily to visit his aged parents who live in Chicago. Rice, W. H. (Bill): While abed he nevertheless booked some plums for Shoelays. Roodhouse, Ben: Ticked pink over many orders for rides for 1939. Rosen, Mike: Looking for the guy who nicknamed him "The Armenian Itag Peddler." Rusk, L. E. (Zedie): Teaching the boys a lesson about a certain game of chance. Ruback, Jack: As usual "turning down" such spots as Toronto, Minneapolis, etc. Rupert, Roy: Overjoyed about the Golden Jubilee Fair in Dallas in October. Schneck, J. A. (Jim): General agent of the Western States Shows, enjoying his first meeting in years. Schreiber, Hymie: Located temporarily in Chicago for B. & N. Salls before going south. Senior, Billy: Proud of the fact that Gus Sun tendered him a long-term contract. Smith, Milford: Spinning the "wheel" in the Baker-Lockwood "tent." Snellens, Gerald: Formerly from the Midwest, has become an avowed Easterner.

CIRCUS AND WILD WEST

Polack Bros.: Jackson, Miss., 12-17. WPA: (Naval Militia Armory) New Rochelle, N. Y., 12-17.

Solomon, Sam: Between bridge games telephoning the hospital in St. Louis concerning Mrs. Solomon. Spencer, C. R.: Representing Greater American Shows while Curley Vernon is deer hunting. Strout, Earl: Advising that he will be back with the Fair & Little Shows. Sweeney, John J.: Claiming he is still with and for good old Dee Baum. Tennyson, Dave: Sleeping all day and roaming around all night. Hotfoot. Terry, J. A. (Uncle Jim): Telling his 1938 fair in La Porte was best ever. Velare, Curtis J.: Completely recovered from his recent illness and feeling fine. White, Ellis: With the K. O. delegation; signed with Gold Medal Shows for 1939. White, Sadie: Showing some folks from Quincy how things are done by showfolk. Wilson, Jack (Doc): After being "boiled out" at Hot Springs, was all set. Young, Ernie: Pointing out that 1938 was the record-breaking one of his career. Zimdars, Harry H.: Advising that his show will be greatly enlarged for 1939.

MISCELLANEOUS

Arthur, Magician: Winton, Ala., 14-15; Somerville 15-17. Birch, Magician: Lamar, Mo., 14; Chanute, Kan., 15; Rich Hill, Mo., 16. Birthe, Billy, Payer: Tanytown, Md., 12-17. Boicart, Magician: Waver Haven, Fla., 14; Park City 15. Burro Ball: Jasper, Ga., 15; Canton 15-17. Campbell, Loring, Magician: Lafayette, Ala. The Rodriguezes: 13; Boaz 16; Aldererville 19; Fayetteville 22; Wichita, Kan., 23-Jan. 8. Coward, Linden, Magician: Jefferson, Ga., 15-16; Dalton, S. C., 17; Ware Shoals 19-24. Cowboy Jack & His Radio Round-Up (Jack Oen): (Victoria) Lawrence, Mass., 12-17; (Cotton) Lowell 18-24. Craig Show: Westminster, Md., 12-17. Dabbert, Paul, Magician: (Public Schools) Youngstown, O., 12-19. Jarris, Magician: Clarkburg, W. Va., 12-15. Jardo, Ventriloquist: (Tomah) Tomah, Wis., 16-19; (Hick) Spring Green 19-17; (Lodi) Lodi 19. Long, Leon, Ventriloquist: Henderson, Tex., 12-13; Kibore 12-24. Lovelace's, Harry, Museum: Rochester, N. Y., 12-17. McNair's Variety Show: Waterford, N. J., 12-17. Magnus, C. Thomas, Magician: Louisville, O., 13-17; Vermilion 19-21. Margula, Magician: Artesia, N. M., 14; Pecos, Tex., 15; Laredo 19; Mexico City, Mex. (D. P.), 23-30. Malloy, J. R., Circus unit: (Kaufmann's Store) Pittsburgh, until Dec. 31. McClung's School Circus: Shreveport, La., 24. Miller, Al H.: Show: Okla. City, 12-17. Peltier, G. Parade: Greenville, S. C., 13-17. Sheldon's Dog Circus: Summerville, S. C., 13-24. Rippeel, Jack Splash: Sycamore, S. C., 12-19. Show, Best (Royal Palm Club) Miami, Fla., 12-17. Sleat's, L. Verne, Theater Workshop: Monticello, Wis., 14; Columbus 18; Pewaukee 18. Toss's Funmakers: Millington, Tenn., 12-17. Vilano & Lorna: (Talk of the Town Club) Provia, Ill., 12-17.

Halo, Walter: Tired of "whaling" will be back in the carnival fold next season. Handa, Dr. E. B.: His first trip to the convention with Bill Hirsch. Healy, Francis: Who will this coming season handle publicity for Flash Williams. Hennies, Harry W.: Left immediately after the convention for Rochester, Minn., for medical examinations. Horring Jr., L. B.: Claiming the moving up of his dates will help his 1939 fair. Hirsch, W. R.: Everyone present happy over Bill's almost complete recovery. Hoffman, L. Peasy: Who would not divulge where or what he will be doing in 1939. Hlonek, Harry A.: Glad to make the rounds with his partner, Hyla P. Maynes. Jessop, S. T.: Working hard in the SLA booth in the lobby before becoming ill. Keller, Lou: Who annually waits for this event to play bridge with cronies. Kilne, Abner K.: Loaded down with souvenirs advertising Eyerly rides. Landes, J. L.: His first convention in many years and enjoyed every minute. Laughlin, J. W. (Jimmie): On hand for the first time in several years. Lempton, Jack E.: Who signed to serve as special agent for the Zimdars Shows. Leonard, Lou: One of the "hotfoot" boys, nemesis of Ned Toel and Sunny Bernet. Lessinger, Harry B.: Since retiring from concession biz, selling fireworks. Levin, Chester I.: Representing Midwest Merchandises, of K. C.; first visit.

Zimdars Gets Indiana Fair

ST. LOUIS, Dec. 10.—Al H. Fink, general agent of Zimdars Greater Shows, said here yesterday that he had contracted for the show to play the 1939 Gibson County Fair, Princeton, Ind. He advised that Jack E. Lempton had been appointed special agent with Zimdars Shows for the coming season. Lempton last season was with the Mighty Shoelays Midway.

Liebman, Rube: Making announcements in the lobby of the various meetings. Linderman, Max: Worrying about "being in the middle" of "Out in the Open." Little, Phil C.: Wondering what happened to his "curly headed" partner. Lockett, Ralph: Enjoying his visit as secretary of the Johnny J. Jones Exposition. McCray, Harold: Following in his father's footsteps, selling fireworks. McCowan, Dan: Hoping the wheat harvest will be big in North Dakota next year. Martone, Tony: Also claiming, otherwise, will probably be in carnivals again next season. Mathis, Ben H.: Contrary to Charlie Goss, telling shows to go on rails. Mellor, Mrs. W. L.: Charming wife of "Larry," making her first convention.

Emanuel Fair for Funland

SWAINSBORO, Ga., Dec. 10.—R. E. Rountree, president of Emanuel County Fair, said negotiations to have Ben F. Toss's Funland Shows furnish the midway attractions at the 1939 fair were completed December 7.

Mercier, C. A.: Telling show owners of a new ride he is building. Moleworth, Mrs. R. D.: Her first trip to Chicago in company with "Duke." Mousour, Joe: Still the right-hand man of Bill Hirsch in Shreveport. Morris, Mill: Spending a lot of time at the SLA clubrooms playing bridge. Murragey, Jimmy: "Sticking" in front of the wheel in the Baker-Lockwood suite. Newell, Floyd (Whitely): Walking around mumbling something about 10,000. O'Shea, John: Telling about his new idea in concession rentals in Chicago. Paddock, Harold (Buddy): Proudly displaying his SLA gold membership card.

Rankine Jr., Tom: Running out daily to visit his aged parents who live in Chicago. Rice, W. H. (Bill): While abed he nevertheless booked some plums for Shoelays. Roodhouse, Ben: Ticked pink over many orders for rides for 1939. Rosen, Mike: Looking for the guy who nicknamed him "The Armenian Itag Peddler." Rusk, L. E. (Zedie): Teaching the boys a lesson about a certain game of chance. Ruback, Jack: As usual "turning down" such spots as Toronto, Minneapolis, etc. Rupert, Roy: Overjoyed about the Golden Jubilee Fair in Dallas in October. Schneck, J. A. (Jim): General agent of the Western States Shows, enjoying his first meeting in years. Schreiber, Hymie: Located temporarily in Chicago for B. & N. Salls before going south. Senior, Billy: Proud of the fact that Gus Sun tendered him a long-term contract. Smith, Milford: Spinning the "wheel" in the Baker-Lockwood "tent." Snellens, Gerald: Formerly from the Midwest, has become an avowed Easterner.

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DAVIS & PARROTT SHOWS WANT FOR SEASON 1939: First-class Cook House, Corn Game, Frozen Custard, Photo Gallery, Wild West, Bowling Alley, Chess, Young's Hot Heels, Oriental and Land, Gallery, Hoop-La, Ball Games, Painted (American only), Stock Wheels of all kinds. No gift of any kind. Shows Wanted—Slide Shows, with or without an outfit; Snake Shows; Performers for Minors, also Colored Band, Girl Shows, or any kind of new and up-to-date Shows. Riders—Will book or lay their own. South Chancellors, also Horse-Car Tills-Whit, Young Riders and Jump-Fishes. Want to buy a good 25 KW. Transformer. FREE SALE—Right Iron Claw Dispenser for free show. GEORGE PARROTT, Sec. Mgr., Booneville, Va., or E. B. RAW, Gen. Agt., East Tampa, Fla.

McMAHON SHOWS NOW BOOKING FOR SEASON 1939 Shows and Concessions, Cookhouses, Bus Joint, Legitimate Stock Concessions, Will and K. or Gold Games, For Sale: Ring Brothie Miniature Circus, balls at Red Oak, Ia., Trucks, all complete, and complete, good money made. Meet us Cash. Reason for selling, playing same territory three seasons. Address: McMAHON SHOWS, Marysville, Kan.

"John White's" Parents Sought

MEMPHIS, Dec. 10.—The parents of a six-month-old boy who was left at the John Gaston Hospital here on September 27 for medical care are being sought by The Memphis Press-Scimitar and Tennessee Children's Home Society, where the baby is now being kept. According to a recent Press-Scimitar story, which carried the lad's picture, the parents are believed to be Mike and Elizabeth White, Hungarian gypsies. Anyone knowing their whereabouts is asked to contact Georgia Tamm, assistant superintendent, Tennessee Children's Home Society, Memphis.

Miami Fees May Be Aired

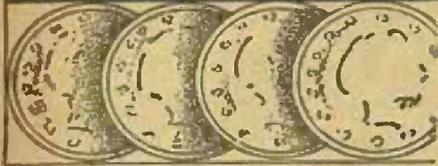
MIAMI, Fla., Dec. 10.—Carnivals wintering here are in their annual controversy with the county tax collector's office over the amount of license to be paid. The companies claim they are "permanent" within meaning of the law and should be taxed at the rate of \$5 for each show, ride and concession. The tax collector's office contends they are "transient" and that license fees should be about 10 times that amount. A court airing is due shortly.

1939 DATE BOOKS NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1939, to January 1, 1940. The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 170 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information. PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS. Big sale at all offices of The Billboard. Mailed to any part of the world for 25c each. Cash With Order ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.





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## PENSIONS

Whatever personal opinions and emotions may be, the old-age pension movement is gaining momentum and is very likely to be a major factor in future voting, local and national. The November election emphasized the spread of the pension movement, for a good majority of the newly elected members to Congress had espoused the pension idea in some form.

That payout games and bells particularly have a direct connection with raising revenues for pension funds was emphasized by the popular vote in Nebraska on a constitutional amendment which would provide for licensing the machines.

While the Nebraska amendment was defeated by a large majority, still it gained a good vote under many difficulties. Practically all the support the measure gained can be attributed to the old-age pension sentiment back of it. The movement to license machines for pension funds was promoted by a well-organized group. At first an organization known as the Old-Age Pension and Public Welfare Association was formed. Later it was known as the Old-Age Tax Association. The success gained would suggest that some such organization might really win in one or more other States.

It is fair to inquire some of the reasons why the Nebraska movement failed, since the same idea is likely to come up in other States during 1939. In the very nature of the case, it was necessary to propose a constitutional amendment in Nebraska, and it is usually very hard to gain enough popular support for any kind of an amendment to a constitutional document.

The Nebraska proposal had some decided weaknesses itself, which are well known to the trade. The proposed tax of \$1,000 for the first machine led small operators themselves to oppose it. Defining bell machines as "vending machines" also brought opposition within the trade and, more than all, made it possible for newspapers all over the country to charge deception. The Nebraska Federation of Labor also opposed it—but I have not yet learned the reasons why.

Nevertheless, the question of licensing certain types of amusement machines to raise pension funds has become a public question, and the trade may hear more about such plans next year. The same idea has been advocated previously in other States, as is well known.

Perhaps the operators of payout games and bells should decide first of all whether they want to accept (or perhaps support) a tax on their machines to support pension plans. If they want such a plan, then they should be prepared with ideas and provisions that will not arouse opposition within the trade itself. In other words, any plan which would hurt the small operator or the vending machine trade would at once arouse opposition within the trade.

But one fact is certain. The old-age pension movement is gaining fast, and any and all ideas for raising funds to meet these pensions will get a hearing in political circles. If there is any idea which would gain some sympathy and attention for the legalization of payout games and bells, the old-age pension movement is likely to rank first as a national topic back of which is a lot of sentiment.

The purpose of this article is not to argue for or against old-age pensions as such, but to acquaint the trade with what seem to be the trends and then each fellow can decide for himself.

The old-age pension idea is rooted deep in conditions that have been developing for years. Modern medicine carries more people thru to a ripe old age than formerly. The declining birth rate is said to have greatly increased the proportion of elderly people in our population. Reliable sources suggest that about half of the unemployed today are too old or physically unable to work and hence will need permanent public support.

The most serious factor of all perhaps is that industry and business developed the habit of shelving men at 40 as too old to work. The result is that business will now have to face the prospect of higher and higher taxes for pension funds. Our mechanical age has also contributed to the old-age problem. A skilled worker finds himself in middle life able to do only a single job and less and less able to get work in other fields.

Whatever we may think about it, the problem of pensions for the aged is here, and modern conditions indicate that the problem will increase rapidly during the next decade. Minor industries that need to curry public favor may gain such favor by entering boldly into the public eye with ideas and proposals to help provide funds.

Troublesome political questions are involved. Many pension plans are being advocated, and division and opposition are developing about the various plans. Both major political parties are on the spot as they face 1940—and the need of increased revenues for pensions, State and federal, is a certainty in any case.

An issue that has not yet come into the open is the fact that any decisive movement for a universal system of old-age pensions would probably mean the end of the profit system as we know it today.

Thus, back of the arguments and discussions concerning old-age pensions are ideas and principles as deep as humanity itself, principles that are certain to divide people into opposing camps as to their thinking and their voting.

While the political and economic phases of old-age pensions are assuming such gigantic proportions a number of fraternal and charity organizations are developing projects, which, in their own small realm, will do much to bring a peaceful and happy old age to many people. Some of the newer of the projects are developing a community of cottages to house elderly couples that are highly suggestive for a country that must face the problem of taking care of the aged on a national scale.

Whether we do it thru government or by private and charitable enterprise, the job is here. Maybe certain types of amusement machines may gain thereby. Perhaps the best attitude as a citizen is to step boldly into the middle of the whole issue, rather than to obstruct or oppose or filibuster the many ideas that are now being advanced.

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**Rumor Monarch Has New Counter Game**

CHICAGO, Dec. 10.—Monarch Coin Machine Co. officials tell the story that Clayton Nemeroff, firm manager, is walking around with a "mysterious rapé look on his face." It is rumored that Monarch and Nemeroff have a secret.

Say Nemeroff's associates: "Seems as tho he has a new game which is startlingly unusual and is a natural money maker for operators. Nemeroff is very secretive. All he'll tell people is that the new game is not a slot, not a pin game, and that it sets on a counter." "The price range, he says, will enable operators to reap big profits from small investments. He claims all will be revealed in forthcoming advertising copy."

However, silent Nemeroff became more informative concerning the counter game, Indian Dice. He states that operators everywhere are really enthusiastic over it because the game has many desirable features which increase interest and play. Sales results have been remarkable. In fact, a big flood of orders has kept the Monarch shipping departments working like beavers.

"Indian Dice can be seen at the show at the Stevens Hotel, Monarch extends a cordial invitation to stop at Booth 50 and take a look."

**Gottlieb Reported To Have New Game**

CHICAGO, Dec. 10.—"Now that it has leaked out," said Dave Gottlieb, president of D. Gottlieb & Co., "there's no use denying the current rumors that we are working overtime on a mystery game in order to have it ready for the January CMAA show. It's true that we have a new red-hot number that'll go places. It will be ready for inspection at the January coin machine show."

"We can't disclose at this time what the machine is. It would be physically impossible to have it ready before the middle of next month. It's new and startling, and different in practically every way. For weeks test models have amazed us; operators who witnessed some of the tests could hardly believe their eyes. Our engineering department is working overtime to put on the final touches, and is at the same time tooling up for heavy production which will inevitably follow. We'll definitely be ready to show this innovation at the January show, but not sooner."

"As for other things we have up our sleeves, just wait and see. You'll agree they were worth waiting for."

**Royal Coin Enjoys Share of Good Biz**

CHICAGO, Dec. 10.—Royal Coin Machine Co. reports that it is enjoying its share of good business. Say Royal officials: "We are now making plans to expand our business and enlarge our quarters so that we may better accommodate our operator customers. One of our slogans is that 'Each and every customer becomes a Royal Booster.' The number of Royal Boosters is growing so large that we really need these larger quarters."

"Customers become boosters because of our policy of carefully going over all equipment and then selling it at a fair price. Operators appreciate, fair trade and reciprocate with more and more business."

"Royal has thrown out the welcome mat and has left the door open for any operators visiting the coin machine show. Drop in and feel at home in the message we would like to give to all operators," concluded the officials.

**Open House at Western Products**

CHICAGO, Dec. 10.—"Open house is the watchword of the week at Western," advises sales manager Don Anderson of Western Products, Inc.

"A host of operators in Chicago, gathered from many parts of the country, are informally invited to our highly informal shindig at the showrooms. Those who have already experienced the Western hospitality have plenty of high praise to offer, not only for the quality of our refreshments, but for the quality of the

KEENEY  
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of  
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**every operator should visit**

See Keeney's new Dice Console Game. Also, Keeney's new console-action Counter Game. Likewise, new Keeney Payout Tables and Free Replay Award Games on display **ONLY** at the Keeney Factory.

**J. H. KEENEY & COMPANY** NOT INC.  
**2001 CALUMET AVE.**  
*Only a few blocks from your hotel*

Western games they have been privileged to see during their visit.

"Not only are we showing our current hits, but we are previewing a game that has been pronounced sensational by men who have seen and known everything yet produced in coin games. What we are showing has been three full years in the making. It is really the greatest thing in automatic games, and its action has been thoroughly perfected. Many operators have remarked that the game is almost human in its action. More than this I cannot reveal about this new machine. But I can again invite those operators, jobbers and distributors who are in Chicago to come out and pay us a visit."

**Western Invites Ops To See Games**

CHICAGO, Dec. 10.—The following communication has been received from the Western Products, Inc.: "During the convention operators, jobbers and distributors are cordially invited to attend Western's showrooms, where all new equipment will be on display."

"Each and every individual is invited to sample Western's famous hospitality, as well as sandwiches and drinks, at its modernistic bar."

"Western promises startling and sensational machines for the inspection of all those attending. Watch Western in 1939 and you'll ride with the tide."

**Melody Gum O. K.'d In Many Locations.**

ST. LOUIS, Dec. 10.—Say Walter Gummetzhalm and Rudolph Greenbaum, officials of the Gummatic Corp.: "We have a natural in the phonograph industry. Results obtained from the new and revo-

YOU ARE MAKING A  
**MISTAKE**

If you fail to take advantage of the public's growing fondness for photos of all sorts. The easiest way for you to profit from this trend is to operate PHOTOMATICS—Let us prove to you how easy it is . . .

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Patented Check and Check Separator give extra protection. Individual checks safeguard for each operator—an added income safeguard! See your jobber or write

A. DALVIN CO.

4311-13 Ravenswood Ave., Chicago.

lutionizing Melody Gum unit are really amazing.

"Recent tests made in three different States and in 11 different types of locations conclusively prove that Melody Gum is and always will be tops in the phonograph field," concluded the officials.

**Budin Nicknamed Chubbie by Ops**

BROOKLYN, Dec. 10.—Herman Budin is promoting and selling so many of Stoner's Chubbie games that his operator-friends have nicknamed him Chubbie Budin (and rightly so). Budin tells us: "As long as the operators keep buying Chubbie I don't mind what they call me. However, I do like the nickname." Budin is head of Budin Specialties here.

"There is one fault I have to find with Chubbie—I mean the machine," claims Budin, "and that is the operators are complaining that the cash box is too small. While I know that complaints of this kind happened three or four years ago, this is the first time in quite some time that we have had such pleasant news."

Budin will be at the NACOMM show to say hello to his many friends from all over the United States.

**Candy Sales Drop Sharply, October Report Discloses**

WASHINGTON, Dec. 10.—Candy sales for the nation took out of their sharpest drops of the year during October compared with the same month of the previous year, it was announced by the Marketing Research Division of the U. S. Bureau of Foreign and Domestic Commerce in its regular report just issued.

Sales of confectionery and competitive chocolate products during October declined 38 per cent from October of 1937, according to reports from 199 identical manufacturers.

It was also the sharpest decline of the year for manufacturer-wholesalers whose sales were down 14½ per cent during the period. Sales of chocolate manufacturers decreased 8 per cent, while sales of manufacturer-retailers declined 10 per cent in the same comparison.

A comparison with September, 1938, showed that sales were down 5.2 per cent. "This was a contra-seasonal movement," the report added, "sales showing an average 8 per cent increase between these two months over the past decade."

# PREMIUMS



Premiums for Church Bazaars, Groceries, Pin Game Operators, Drug Stores, Keno Clubs, Carnivals, and Other Premium Users.

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Glassware - Trays - China - Fur Animals - Plate Ware - Dresser Sets - Military Sets - Aluminum Ware - Lamps - Radios - Imported Novelties - Electrical Appliances - Dishes - and Hundreds of Other Items on Display—Ask for Our Catalogue.

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**ROYAL COIN MACHINE CO.**  
2212 N. Western Ave., CHICAGO, ILL.

## Vanak Mechanisms Crown Big Year

CHICAGO, Dec. 10.—The coin machine industry has shown unusual progress in 1938 in bringing coin chutes to a high state of perfection, and the A. Dalkin Co. here claims to have contributed much to that progress. The firm reports that business during 1938 has been excellent. Much of its business is in special development work for other firms and in furnishing high-grade coin chutes and detectors for various types of machines.

A. Dalkin, head of the firm, reports that coin mechanisms are now being built for a wide range of machines, from candy bar and other popular vending machines to the newest drink dispensers. So successful has the firm been in this field that it now numbers among its customers some of the corporations that are among the Who's Who in big business.

Dalkin says that one of the most impressive trends in the development of coin-operated machines today is the entry of nationally known firms and corporations into the business.

The Dalkin firm manufactures the Vanak coin mechanism which has been adapted to many modern machines. It is impressive for its beauty as well as its mechanical efficiency in handling the new Jefferson nickel, and prospects for increased business in the new year are very encouraging, it is stated.

## Goddard Brings Bally to Britain

CHICAGO, Dec. 10.—Goddard Novelty Co., London, has arranged for large shipments of Bally products to the English market, according to announcement released by George Jenkins, Bally Mfg. Co. sales manager.

Among the machines included in the initial volume shipment to Goddard headquarters are the Paramount spinning ball novelty game, Dixie seven-coin console, and Thistle-down, reserve-type multiple.

## Superior Games Scoring With Ops

NEW YORK, Dec. 10.—Officials of Superior Games report the number of orders that resulted from the original announcement of Rolo, their new penny counter game, came as a big surprise. "We knew Rolo has what it takes," President Mac Hauben stated, "but we in no way expected it to catch hold as quickly as it has."

"Of course, Rolo is definitely a skill game and is being sold at an exceptionally low price. We explained all of this in our ad and as a result most of our orders came from ops wanting machines just on the strength of the ad. In fact, we're a whole pile of circulars here that, we thought we'd need but haven't had to use, since most ops ordered direct from the ad and didn't ask for any more details," he concluded.

## Ideal Enlarges Repair Department

ST. LOUIS, Dec. 10.—Ideal Novelty Co. during the past two weeks has enlarged its repair shop and parts department, adding several new machines and mechanical devices which will speed up the work in the repair department. According to Carl Trippe, two men have also been added to the force of mechanics, as the reconditioned machine business of this firm has increased in leaps and bounds.

Trippe feels that the tremendous increase in their used machine sales is due to the fact that all machines are put in A-1 condition before leaving their plant by good mechanics who are equipped with modern tools and testers in an up-to-date shop. Careful packing of all machines which leave the place of business is also one of their boasts.

## Philly Ops Meet On Games Petition

PHILADELPHIA, Dec. 10.—A meeting of the board of directors of the Amusement Machine Operators of Pennsylvania will be held at the Hotel Majestic, Philadelphia, Wednesday, December 14.

The agenda for discussion will include plans for the distribution of petition blanks to operators and location owners for the purpose of procuring 50,000 signatures to be presented at the next session of the Legislature to urge the passage of bills legalizing the distribution of prizes and the reduction of taxes affecting the industry.

Another important step that will be taken is a campaign for the formation of local units of the organization in different sections of the State which will be co-ordinated with the parent body. Such units have already been established in Philadelphia, Pittsburgh, Scranton, Allentown and Reading.

Officials of the State body have found that they are powerless to cope with situations arising in distant areas and deem it necessary that each locality combine for the betterment of the pin-ball industry in its own area. The State body, however, will still lead the fight in State matters.

## Lucky Star Peps Phono Playing

CHICAGO, Dec. 10.—D. Gottlieb & Co. announced recently what they described as being "a most ingenious creation for putting phonographs on a bigger paying basis. It is called Lucky Star. It is a 100 per cent legal trade and play stimulator. The unit has no coin chute and operates in conjunction with the phonograph."

"Lucky Star supplies the thrills that boost phonograph profits to double and triple," said Dave Gottlieb. "Old and obsolete models, as well as brand-new models, take on new life almost like magic, and return far greater earnings. As an illustration, Kimmel & Korengold, one of the largest operating organizations in Chicago, put Lucky Star under the most grueling tests they could devise in all types of locations. Invariably they found collections suddenly jumped up."

"Lucky Star does not interfere with the operation of the phonograph in any way. It is placed on top of any make or model phonograph and connected to it by simple electric connections in a few

**\$1.15 PER DEAL**

Cards, Small.	No. of Coupons Used.	Average Profit.
Widget	1200	\$20.00 or \$24.50
Big Top	1200	\$20.00 or \$24.50
One to Fifteen	1200	\$22.25 or \$27.75

Above Deals—\$1.15 per Deal in Deal Lots. Results consist of Jack Pot Cards, Coupons and Jar Labels. Jar, 25c Each. Card Holders 25c Each. Complete Deal \$1.00 Each in Deal Lots. Sample Deal \$2.15 Each, or \$6.75 for the three deals complete.

Cards, Standard.	No. of Coupons Used.	Average Profit.
Regular (1-10)	2052 or 2280	\$20.80 or \$39.00
Square Deal	2280 or 2520	\$34.15 or \$48.15
Big Shot Baseball	2280 or 2520	\$32.25 or \$43.25
1-20	2280 or 2520	\$28.50 or \$40.50

Complete Sample Deal of any of the above, \$2.75 Each.

Complete Sample Deal of any three of the above, \$7.50.

Jar, 25c Each; Holder, 25c Each.

**JACK POT CARDS, Small, \$4.50 Deal Standard, \$6.00 Deal.**

**PRICES of (Combination) COUPONS ONLY:**

1250 — 5.75 Deal.	2250 — \$12.50 Deal.
2052 — 11.50 Deal.	1850 — 11.00 Deal.
1450 — 0.50 Deal.	2250 — 14.00 Deal.

**PRICES of (Twenty) COUPONS ONLY:**

1250 — \$11.00 Deal.	1650 — \$17.00 Deal.
1850 — \$15.00 Deal.	1650 — \$19.00 Deal.

Red, White, Blue, 1050 — \$19.00 Deal.

**DOUBLE PLAY—DOUBLE PAY**, consisting entirely of different Jar game coupons. Write for information and sample coupons. Ask for coupons on our carded deals.

**1/3 DEPOSIT ON ALL ORDERS.**

**PROFIT NOVELTY COMPANY**  
5108 KING MHI AVENUE, ST. LOUIS, MO.

## Jennings' Open House Draws Crowd

CHICAGO, Dec. 10.—"We were gratified to see the hundreds of operators who crowded our factory at the special preview showing today," stated O. D. Jennings official. "The showing, open to all operators, jobbers and distributors, was well attended by those desiring to get first-hand information on the Jennings machines to be released at the convention. Skilled mechanics were on hand to explain and give pointers on the machines."

O. D. Jennings, head of the firm, extended a personal invitation to coin machine men to come to the show recently. Said he, "As usual, O. D. Jennings & Co. will hold open house at the factory during the coin machine convention. It is with genuine pleasure that I look forward to greeting our many customers and friends at our plant during the show. Special plans have been made to entertain the coin machine men and their ladies. You'll meet many of your old friends and acquaintances. Everybody has a big time at Jennings' open house."

"In addition to many good things to eat and drink, you'll have the opportunity of inspecting the latest Jennings games and vending machines; 1939 will be the greatest year ever for coin-operated devices. Here you'll find several new types of machines—mechanical vendors—amusement machines—games for every purpose.

"You owe it to yourself and your location to come to the coin machine show and see the latest and greatest machines. We'll be expecting you and want you to make O. D. Jennings & Co. your headquarters."

Jennings have their products on display at the NACOM coin machine show in booths 98, 97, 98, 99, 100, 101.

minutes. When at rest it constantly draws attention by its Flicker-Lite animation. When a coin is inserted in the photograph in the usual way the unit furnishes a delightful play of lights over all its numbers. If the lights come to rest on the Lucky Star player is entitled to free drinks, merchandise or whatever the location chooses to offer.

"The cabinet is of beautiful radio-type design in genuine walnut and has a highly colored Flasher-Lite glass dial. Rubber suction cups hold it securely in place on top of the phonograph. Once installed, it is entirely automatic and absolutely fool-proof. Lucky Star will be exhibited only at the CEMA show in January."

## SPECIAL TICKET SALE

2250 Ticket, Card, Holder and Jar  
2520 Ticket, Card, Holder and Jar  
Above Complete Deals, \$2.50 ea.

Choice of the following Cards (Labels included): BOARD OF TRADE, LET'S GO FISHING, BAGS OF GOLD, PLAY BALL, GOLD MINE, AIRPORT, DOUBLE DRAW, MAJOR LEAGUE, BANK NITE, PIMLICO.

**CARDS AND LABELS**  
\$0.00 PER DOZEN.

2250 Tickets Only \$12.00 Per Doz.  
2520 Tickets Only \$16.00 Per Doz.  
Card Holders, \$3.00 Per Doz.  
Jar, \$3.00 Per Doz.

Send in your orders NOW! 1/3 Deposit.  
Balance C. O. D. Write for Prices on Red, White and Blue Tickets, Six Machine Special Tickets, in Jar or in Cards.

**MONARCH  
COIN MACHINE CO.**  
1731 W. BELMONT, CHICAGO.

# A New Year -- Another Step Forward

By DAVID C. ROCKOLA  
President Rock-Ola Mfg. Corp., Chicago

As the coin machine industry faces a new year we may well pause and take inventory of our gains. This year marked by a general business lull the coin machine industry has strengthened its weaker defenses and pushed far ahead where it has exhibited greatest vitality. This past year—possibly more than any other—has proved conclusively that the coin machine industry is stable and sound and that it must be included in the roster of established industries. In all its branches it has proved a boon to humanity. At last it has reached the age of maturity and is here to stay.

The industry is peculiarly a part of the so-called machine age. It owes its origin to the rise of the mechanized era. By its very nature the coin machine business in every division moves forward in step with mechanical progress—in some instances leading other industries in unique developments and improvements.

It has been said that five things are at the growing point of the market. They represent fair business today and big business tomorrow. In retrospect the coin machine business has developed from a weak but tenacious and persevering member of the business world to a vast and powerful industry providing sustained outlets for many allied industries and giving to the public merchandise and amusement thru a convenient and inexpensive medium, coin-operated equipment.

### Engineering Perfection

The coin machine industry is no longer a hinky, growing offspring of the machine era. It has advanced so that no machine is offered unless it has a definite place in customer consumption, determined thru comprehensive market analysis; when inventive genius is tempered to answer that need specifically; when engineering ability is developed to the highest degree, and when manufacturing, distributing and operating organizations are unified in producing supportive equipment and engaging in successful merchandising programs. It is an age when the public knows the value of coin-operated equipment and realizes it fills a portion of its needs.

While the coin machine industry has reached the stage of big business, it has not lost its perspective nor its sense of values. The members in the industry have come to the top thru sheer indefatigable work and unquenchable courage together with unlimited vision that transcended the temporary setbacks that assail any new industry. A slight business recession is no impediment to the men in the coin machine business. Indeed it is a challenge. So fraught with struggle has been the earlier history of the coin machine business that it is characteristic of the men who have survived to carry on at all times—developing stamina and learning valuable lessons from experience. The men in the coin machine industry are not badly frightened by the alarmists because they have learned thru experience that busi-

ness moves in cycles. Were it charted, you would see that it moves in undulating curves, upward, downward, forward and upward—bringing periods of good business, then decline, always to be followed by an advancement into new eras of improvement. It has never faltered—after a business slump when men are forced to remove their false faces, so to speak, and have seen themselves with all their weaknesses revealed in the merciless light of truth and reality—then they square back their shoulders and step forward to greater success than ever before. In a sense, the man who gets his feet on the solid ground of tried economic principles can protect himself and his business to a certain extent during a recession—perhaps he may sway in the winds but he won't blow down. And those who weather each business storm are that much more established because men with faith in themselves, in their products and in the future cannot be downed.

### New Designs Appear

Someone has said that the greatest business opportunity and business service in healthy industry lie in its new designs and new merchandising ideas. The consistent, gradual development of authentic new ideas and new materials offers a solution to future good business in industry. New ideas and new methods are the tools of progress.

There is no standing still—either we go backward or we go forward. The coin machine industry chooses to go forward. The coin machine manufacturer now as a big business man makes machines with scientific precision on a large-volume basis. There is no more guesswork as to whether the public will accept the equipment—that is more or less predetermined. The leaders in the coin machine industry realize that new machines and new methods of merchandising and promotion mean continued progress. For instance, think of the hundreds of thousands of automobiles which are sold every year because they have appealing improvements and refinements which make them more salable to the public. Just so in the coin machine industry, the public has been educated to want something new and diverting—always a change.

### More Supplies Needed

Naturally the development and selling of new machines has a far-reaching effect. It means continued profits for the manufacturer, the distributor and the operator; it means fresh, stimulating amusement equipment and merchandise and commodity vending machines for the customer's entertainment and welfare for which he readily spends his nickels, dimes and quarters.

But the coin machine industry's influence reaches out further—requiring supplies and services from other lines of business. For example, the coin-machine manufacturer must buy raw materials, labor, transportation facilities, etc., which materially benefit other industries. Sometimes manufacturers go into the market to hire money to work for them. This provides employment of funds of people who have accounts. Within the past few weeks, to cite a concrete example, the Rock-Ola factory has received from various sources of supply 50 tons of steel, tons of screws, 14 tons of rubber parts, 15 tons of die castings, tons of plugs, three carloads of lumber, crating material, etc. This buying capacity certainly stimulates business in other allied fields. Naturally it has a positive effect upon employment. The coin machine manufacturer creates employment within his own industry as well. He must get brains, energy and expertise in men and women. Naturally his needs create jobs in all levels of the employment scale. The distributor and operator likewise supply a widely diversified scope for employment.

### Boosting Business

The industry has recently supported the nation-wide movement to inform the public that "Sales Mean Jobs." It has adopted as its slogan, "We're Forever

Boosting Business," demonstrating that this particular industry benefits everybody—that means all ages and classes of people. It must be remembered that as the coin machine industry stands today the coin machine manufacturers are steady customers and large scale buyers, spreading their benefits to all parts of the world. Truly a credit to the business world today.

The coin machine industry has come a long way in a few short years and may well be proud of its steady ascent. A major portion of its success may be attributed to the faith in the business, in the products and in the co-operative effort in promoting ethical practices. Members of the industry are learning to work together to promote the best interests of the industry as a whole. Thruout its growth the industry has been beset by obstacles, but they have been overcome to raise the industry a step higher in the ladder of progress, earning the respect of the consumer public for having furnished it with reliable and unusual coin-operated machines and services. In other words, its continued progress indicates that the industry is not founded on the shifting sands of whimsy but upon the solid rock of sound economic principles and public demand.

We have finished another year and time is drawing here for the big annual show. We look forward to meeting old friends and to making the acquaintance of new friends. We shall expect to see unusual machines this year—new machines created to meet changing conditions—for the industry has marched ahead. Manufacturers, distributors and operators continue to work and prosper. The industry is expanding. The public's wholehearted acceptance provides added impetus in its steady move forward.

## Bally Open House At Sherman Hotel

CHICAGO, Dec. 10.—During the week of December 12 to 17 Bally Mfg. Co. will hold open house in Suite 1614-1616, Sherman Hotel, according to an-

## Mutoscope To Show At CMMMA Meet

NEW YORK, Dec. 10.—International Mutoscope Reel Co. has put the finishing touches on several new machines and will show them for the first time at the CMMMA convention at the Hotel Sherman in January. "We have been working on these machines for the past two years," said Bill Rabkin, "and we did not want to go into production until we had satisfied ourselves that they were 100 per cent right. Recent severe location tests convinced us that the machines are now ready for the market and that they will really make money for operators. When the boys see the machines at the Hotel Sherman we are confident that they will agree with us."

In addition to the new machines International Mutoscope will also exhibit its complete line, Rabkin reported.

B. A. Sossen has just been named an authorized distributor of Snacks for the Western New England territory.

announcement released by Ray McInerney, Bally's president.

"Bally," he explained, "will exhibit only at the CMMMA show at the Sherman Hotel, January 16-19, 1939. But if there are any operators or distributors in town during the week of December 12 Bally will do its best to make them feel at home—and the Sherman Hotel has always been home to the coin machine trade.

"Of course, we will have a few machines in our open-house suite to supply the necessary coin machine atmosphere—particularly our two-way Bally Bell, our Rainbow 'buy-back' pencil award vander and our new Bally Beverage Vender. But the main feature will be hospitality. We'll be looking for you—Suite 1614-1616, Sherman Hotel—December 12 to 17."

## The PHOTOMATIC? . . . . YES!

(Trade Mark)

Because it is the most consistent money maker in the coin-operated field—as more and more operators are beginning to realize.

## The EXPOSITION CRANE? .. YES!

Because it is the most modern crane ever built—with dozens of new features that make it a Big-Time Money Maker.

## ALSO NEW MACHINES ABOUT WHICH EVERY OPERATOR WILL BE ENTHUSIASTIC!

See Them at the January Show, Jan. 16 to 19, Hotel Sherman, Chicago—or Write Us.

IMPORTANT NEW DEVELOPMENTS

MANY NEW MACHINES

BE SURE TO SEND FOR OUR NEW PRICE LIST, CATALOGUE AND IMPORTANT NEW ANNOUNCEMENT TO BE MADE EARLY NEXT YEAR—USE THIS COUPON

INTERNATIONAL MUTOSCOPE-REEL CO., INC.  
518 West 34th St. New York City

Send me new price list and catalogue of 1939 line. ALSO BE SURE TO MAIL ME IMPORTANT ANNOUNCEMENT YOU REFER TO ABOVE.

Name .....

Address .....

City .....

P. S.—Operate  Pin Games  Cranes  MISC. VENDERS  MUSIC



DAVID C. ROCKOLA

# THE HOTTEST SALESCARD DEAL IN HISTORY!!!

Send Today for

**FREE**  
SAMPLE CARD  
and large  
DISPLAY PHOTO  
AND EASEL OF  
COATS

GIVE AWAY GENUINE  
ACTUAL  
WHOLESALE VALUE **\$27.50**  
**FUR COATS**

Here is the Hottest Salecard Deal Ever Offered Operators. A Winner Everywhere! But a Super-Winner Right Thru the Winter Season.  
The Card Has 100 Hairs and the player pays from 1 to 40¢. Winner gets absolutely FREE a gorgeous Fur Coat. Person who sells the Card also gets Fur Coat absolutely FREE. Your only investment to start placing this sure-fire deal at once is \$12.50 for 100 Salecards and 100 large photos of fur coat on beautiful models mounted on hard frameless board with easel to stand on counter, etc. Then you place the deal on leaflets (and watch how the players eat it up. You don't have to buy the fur coats until the cards have been completely sold and you have collected your profit. If you still hesitate about investing in this amazing proposition, we'll send you one complete deal absolutely FREE. Just rush your inquiry today so you can get started at once.



Retail  
Value **\$50**

**WE'RE SWAMPED WITH ORDERS  
DON'T LOSE A MINUTE! WRITE WIRE TODAY and CASH IN.**

**M. SEIDEL & SON** D-18 243 W. 30 ST. NEW YORK, N. Y.



## WE TAKE TRADE-INS

\$7.50 each allowed for used counter games on equal number of

**NEW, SENSATIONAL SEVEN GRAND**  
Price, **\$36.50**

Plays 1c, 5c, 10c 25c.

Coin divider puts 25% in Operator's box, 75% in Merchant's box.

**IMMEDIATE DELIVERY.** Just mail us express receipts on used games shipped.

**STAR SALES COMPANY, Valdosta, Ga.**

## OPERATORS OPEN HOUSE

During Convention AT OUR OFFICES

Come in and get acquainted. We carry a complete line of Salesboards, Merchandise, Jar Deals, Counter Machines.

**WINNER SALES CO.**

"Pick A Winner With Winner"

3307 Armitage, Ave. Spaulding 1188  
Phone UP and we will be glad to pick you up.

## DON'T FAIL TO SEE THREE GREAT COUNTER GAMES

**AUTOMAT—26**

**ROLL-A-WAY—**with coin-divider

**SEVEN-GRAND—**with coin-divider

\$6.70 Allowance for Any Used Counter Game.

**GRAND NATIONAL SALES CO.**

2304-06 Armitage, Chicago, Ill.

**NEWEST JAR DEALS — COUNTER CARD DEALS — COIN BOX DEALS.**  
Send for Description Price List. Sent Picked—000  
Tickets and Jackpot Card. Average profit \$18. One Set. \$1.65; 12 Sets. \$18.00 Pick a Card—140  
Tickets and Jackpot Card. Average Profit \$23.00.  
One Set. \$2; 12 Sets. \$18.00. Less than 25¢ cash with order. Over \$10.00 cash with order, balance C. O. D. 14 other New Deals.  
**HARNES PRINTING CO., New Paris, Ohio.**

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
**LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES**

## Argues That Game Is Fun Vender

REGINA, Sask., Dec. 10.—Argument that pinball machines are vendors of entertainment was offered in the Saskatchewan Court of Appeal by M. A. MacPherson, K. C., as he presented appeal of C. A. Collins from conviction on a charge of keeping a gaming house by having a machine operating in his Regina restaurant premises. Judgment was reversed by the court.

MacPherson contended the machines, recently banned by federal legislation, were in the same category as a set of dice or pack of cards; that is, not gaming devices unless used for gambling. Parliament, he contended, had before it a distinction between a machine that vends merchandise and one that vends entertainment. A pinball machine, he said, one of which was displayed in the courtroom, dispensed entertainment, a minimum of four minutes' pleasure for 5 cents.

"There must be a certainty about a machine that vends merchandise," he said, referring to equal quality for amount spent, "but no certainty in entertainment. You pay green fees to play golf, but you may play 30 minutes or two hours; a boxing show may last one round or 20."

Whether or not the court held the machine was an automatic machine, as outlined in the amendment to the criminal code, said MacPherson, he still argued it was one for vending entertainment.

## Wis. County Plans Games Licensing

SHAWANO, Wis., Dec. 10.—The Shawano County board recently adopted a resolution requesting that gambling devices be legalized and licensed by counties under local option.

Altho a recent order by the fire and police commission has removed slot machines and pinball games from the county, the supervisors expressed a belief the State and counties could secure considerable revenue if such legislation were enacted by the 1939 Legislature.

A copy of the resolution was ordered sent to members-elect of the Assembly and Senate of Shawano County and to all county boards in the State.

# Eight Progressive Years

By MAYNARD L. REUTER

WHEN the business history of the present decade is written, one of the most interesting chapters is certain to be that in which the progress of the cigaret merchandising industry is recorded. This chapter will reveal how a new method of selling came into being that supplemented already existing merchandising channels and stimulated the consumption of cigarets by creating new outlets for their sale and bringing the points of purchase closer to the consumer. Just as this chapter will show the giant strides made by this industry during this decade, it will also disclose the help it has been in keeping cigaret sales steadily on the upswing.

Born of the depression, the industry has developed quickly into a healthy business that has given work to many, wealth to a few and renders a worthwhile service to all. Today you can walk into such well-known spots as Jack Dempsey's bar and restaurant in New York; you can drop into a hamburger stand in Cincinnati, or a gasoline station in Los Angeles or any similar spot from one coast to another, and find a cigaret merchandiser standing at attention ready to render its own particular brand of efficient service.

The progress of the industry has not been of the spectacular sort, however. It did not zoom upward like a skyrocket to awe and mystify the public. On the contrary, it has sped quickly but surely along its way. Its pace has been more that of the range pony long endured to a fast steady pace than that of the race horse's sporadic flashes of speed. Nor was its path strewn with roses. Many obstacles were encountered along the way which had to be either circumvented, hurdled or pushed off the road.

### The Obstacles

What have been some of these obstacles which have had to be overcome? It is well for all members of the coin machine industry to know them. While difficulties that confront some fields have not affected others, still the coin chute on the merchandising machines is a common symbol which binds all together. It is only by having all operators, distributors, jobbers and manufacturers of merchandising equipment aware of the difficulties confronting each phase of this business that all units can co-operate with each other for the benefit of the automatic merchandising machine business as a whole.

Briefly these obstacles were these: (1) The public's need to be educated to buy its cigarets from a machine; (2) The potential location owner had to be made conscious of the advantages of selling cigarets thru a merchandising machine; (3) The opposition of retail outlets selling cigarets had to be overcome together with that of the tobacco jobber; (4) Unfair taxation and regulatory methods have had to be combated.

Each one of these difficulties was a problem in itself that had to be analyzed carefully, met promptly and conquered thoroughly. Some are still in the combative stage, but the ground being gained all the time presages an early victory.

### Educating the Public

Since the average human being is apathetic and somewhat suspicious of any radical change in his mode of living, it was but natural that the first problem confronting the industry was to educate the public to buy cigarets from a machine. The primary step in this direction was perfecting the machines themselves to the point where the customer knew that when he inserted his coins he would get either the cigarets he wanted or his money back. When one considers that it has taken centuries for the weighing scale to progress from the primitive balance scale to the modern streamlined weighing scales of today, one cannot help but marvel at the speed with which the cigaret merchandising machine has evolved from the clumsy faulty machines of a few years ago to the sleek mechanical masterpieces of today.

In combating this difficulty manufacturers were quick to realize that public patronage could best be won by designing machines with a definite sales appeal. To that end they have fashioned machines to harmonize with the decorative schemes of locations—machines of intrinsic beauty and mechanical perfection which invite the public to patronize them. By decorating machines with mirrors, by inventing change-making de-

vices and simplifying delivery mechanisms, they made it easy for the public to buy cigarets thru machines. Operators, working hand in hand with manufacturers, rapidly began to place machines in well-frequented spots. Consequently it wasn't long before the average smoker became so accustomed to seeing machines that he took to them as a matter of course.

### Getting Locations

Whereas winning public patronage for cigaret machines was fundamentally a manufacturer's problem, educating potential location owners to the advantages of this new method of selling cigarets was the job of the operator. These men, however, soon found ways of proving to the location owner that no matter how large his over-the-counter sales of cigarets might be he still was losing money thru thefts, "hang-up" sales, careless recording of sales, the time and bother spent in keeping stock on hand, etc. Sturdier coin chutes enabled the op to guarantee the location owner that he would incur no loss from spurious coins. By citing the fact that a cigaret machine assures a definite profit on each sale ops were able to prove to location owners that the best and most profitable way of handling the sale of cigarets was thru the cigaret merchandising machines.

### The Retailer and Jobber

One of the more difficult problems was to overcome the opposition of the tobacco jobber and the retailers, interested primarily in the sale of tobacco products. The bone of contention of the tobacco jobber was that every location in which a cigaret machine could be placed was also a potential customer of his. Consequently when an operator placed a machine the jobber suffered the loss of that spot's business. If it had formerly sold cigs over the counter, in addition the jobber stated he could not make up altogether this business by supplying the needs of the operator since some of them have been appointed jobbers in their own right by the cigaret manufacturers. The complaint of the retailer was that cigaret machines curtailed their sales since the operator installed machines in many spots where cigarets would otherwise be unavailable.

Over a period of years the objections of both parties have been answered by the fact that the cigaret merchandising machine has proved itself to be instrumental in increasing the per capita consumption of cigarets. Consequently, while jobber and retailer campaigned vigorously against the inroads of the cigaret machine years ago, their ire has been assuaged by the knowledge that sales of cigarets have been steadily increasing due in some small measure at least to the advent of the cigaret machine. Then, too, many progressive tobacco jobbers, recognizing the fact that the cigaret machine has become a definite factor in the modern merchandising world, have entered the operating business themselves. Perhaps the best proof of the progress the industry has made to overcome the opposition of the tobacco retailer and wholesaler as a definite part of the industry.

### Taxation

The problem of unfair taxation and regulatory measures is the only one which may be regarded as still in the combative stage. Here, too, however, the industry has been slowly but surely gaining ground. When machines first came into their own many States and municipalities erroneously regarded them as a means of obtaining needed funds for depleted treasuries. As a result they enacted tax laws that all but put the operator out of business.

Thru the combined efforts of manufacturers, distributors, jobbers and operators, however, many of these laws have been either rescinded or greatly modified. It is estimated that more than 40 States have agreed to refrain from taxing cigaret machines as such because they realize now that the tax revenue produced by selling cigarets thru machines is of greater benefit than that which they could realize by taxing the machines themselves. They see the fallacy of taxing a method of sale since by so doing they would only eliminate sales of cigarets thru that method. Besides, the operator is dependent on penny prod-

# ADVANCE REGISTRATION for CMMA COIN MACHINE SHOW

HOTEL SHERMAN, CHICAGO, JANUARY 16, 17, 18, 19, 1938.

The CMMA management announces that members of the trade may have their admission badges waiting for them at the Registration Desk by mailing in the following blank in advance:

Name .....

Street..... City and State.....

Check whether .....Operator .....Jobber .....Distributor

Check type of machines used: .....Amusement .....Vending

.....Music .....Service

Signed by.....

Your registration blank will be delivered to the CMMA by mailing it to

## The Billboard

54 West Randolph Street, Chicago.

is spread over a large volume of sales. Many of his locations are of the marginal type, i. e., spots where the sales of cigs do little more than better actual costs. Consequently he is in no position to pay any tax on his machines since it not only would eat up the existing profit margin on many of his machines and force him to curtail a good percentage of his operations but it would greatly reduce the volume of sales thru these outlets. Consequently today most States and municipalities permit machines to operate untaxed since their revenue from a general sales tax or a direct cigaret tax has increased due to sales thru machines.

In addition, tax-free machines mean more machines in operation with a consequent boost in revenue from personal property levies. A valuable aid in bringing these facts to the attention of legislators has been the service rendered by the National Automatic Merchandisers

Association working in co-operation with manufacturers, distributors, jobbers and operators of automatic merchandising equipment.

### A Rosy Future

In the short span of eight years the cigaret merchandising machine business has sprung up from small beginnings to a nation-wide industry employing thousands and rendering a worth-while service to smokers everywhere. The number of locations which have installed machines to take care of their sales of cigarets is in itself the best proof of the progress the industry has made. But like the men in all other branches of the industry the cigaret contingent is not resting on its laurels. These men realize that their hardest work has been done. Strong foundations have been laid. Ahead lies the work of building a unified, cohesive structure that will find the industry progressing more rapidly with each succeeding year.

## Mills Celebrates Its Long Record

CHICAGO, Dec. 10.—Mills Novelty Co. is celebrating its 50th anniversary in connection with its exhibits at the SACOMM annual show at the Stevens Hotel, December 12 to 15, and also with open house at the immense factory at 4100 Fullerton avenue. The four Mills brothers, Fred, Ralph, Herb and Hayden, have arranged to be present for the celebrations. The history of the Mills firm runs co-existent with the history of the industry itself.

The company was established in 1889 by H. S. Mills, father of the present owners. From a small upstairs shop this company has in half a century grown to be the largest of its kind in the entire world and is continually being pointed to by business commentators as one of America's industrial phenomina.

Fire burned out the original building—everything was destroyed but the blue prints of the first Mills machines; yet within two weeks Mills moved to new

and larger quarters on Jefferson street where the business thrived and expanded until 1910.

In 1910 the tremendous growth of the coin machine industry; the complete public acceptance of the coin machine business, required still larger quarters and so the company moved to a huge eight-story factory on Jackson and Green streets, Chicago. In these headquarters the business made huge strides for 18 years; adding tremendously to its mechanical manufacturing equipment and to its personnel. Big as this building was it could only hold the fast-moving organization for so long, and in the month of April, 1927, Mills moved to its famous Fullerton avenue home, on the northwest side of Chicago, where its progress and reputation has reached full bloom.

Within the next few years it was to give to American business and the public at large a demonstration of how any concern with ability, spirit and idea can rise above circumstances and achieve its goal no matter how distant or "impossible."

The "depression" was soon to set in

# ROLO!!



The Fastest Playing Penny Counter Game Ever Made

Will NOT Be Displayed at the Convention! Samples Available by Mail Order Only!

## STRICTLY A SKILL GAME!!!

... Lights—Thrills—Action—Player Inserts Penny Into Gun—Aims at Odds He Wants and Lets It ZIP!

If penny rolls into slot aimed at—SCORE LIGHTS UP. Handle on side of machine is then turned down and light goes off, setting gun for next play.

ROLO is BUILT TO LAST! Extra heavy gauge sheet steel cabinet. Heavy metal gun. New type, perfect lights contacts. Heavy board sheeting panel! Crystal glass cover! Cylinder lock! Hard, scratch-proof, crinkle finish. Set screws. And dozens of other BETTER construction features!

Complete with ONLY Batteries for D.C. or Transformer for A.C. \$8-35

Samples \$8.85 Each 1/3 Cash With Order, Bal. C.O.D.

ROLO is the PERFECT Counter Game! PERFECT IN SIZE—only 15 1/4" Long—6 3/4" Wide—11" High! PERFECT IN Appearance—looks just like an old-fashioned ball gum gun game! PERFECT IN Construction—because it's built for operators by an operator backed by one of America's great radio engineering organizations!

## SUPERIOR GAMES MFG. CO.

136 Liberty St., Dept. M, New York

all over the country, and one of the few concerns in America to "beat the depression" was none other than Mills Novelty Co. In seven years of adverse general business conditions Mills found that new business and the extra customers being added day to day required that the huge new factory be enlarged on seven different occasions.

In the past couple of years Mills found it necessary to secure two additional factories (situated about a mile away from the major plant). The main building has about 378,500 square feet of floor space; Plant 2 has about 75,000 square feet of floor space, and Plant 3 has about 100,000 square feet of floor space.

"The keynote of all Mills manufacturing is quality," officials state. "Employees are hired, trained and supervised with immense care and attention in order to insure this quality. Wherever it is possible Mills manufactures in its own plants all the vital parts of Mills products. From the very conception of the idea for any product until it is packed and shipped to the customer Mills supervision and inspection of quality never ceases. This is why every product bearing the name "Mills" carries about it that immediately recognizable air of authority, of solidity, of practicality."

## A NEW WINNER

Legal Everywhere in U. S. A.

Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your tie and pay what's under seal, 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted new patterns silk tailor-made ties in box. Deal Taken in \$2.50. 1 Sample Deal enclosed, \$1.35. 6 or more Cash, \$1.25 Each. Write today.

S & K SALES, Inc.

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DAVAL'S HIT & RUN.....	\$ 6.50
BALLY RESERVES.....	18.00
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Silver Flash .....	10.00
Turf Kings .....	5.50
Vegas .....	8.50
Electro .....	12.50
Shogor .....	6.00
Shower's Race .....	5.50
Long Beach .....	6.50
Seesaw .....	5.50
Sensation .....	5.50
Dance's Feet .....	6.50
Swing .....	21.00
Jungle .....	24.50
First .....	58.50

1/3 Cash, Balance C. O. D. Bargain Price List Free. We Export to All Parts of the World. STOCKHOLDERS: DISTRICTS CO. 1421 St. Nicholas Ave. New York City, N. Y.



JACK FITZGIBBONS ENTERTAINS New York operators and distributors at Eastern introduction of Paramount game by Bally. Left to right: Martin Roth, Gil Paris, Jack Fitzgibbons, Irving Orenstein, Henry Seick, Willie Blatt, Hymie Buddin and Al Koonack.

## WANTED

By Old, Established, Reliable Manufacturers—Experienced Pin Game Designer, who has a successful record of accomplishments.

Wonderful Opportunity for the Right Man.

BOX 355 The Billboard Chicago, Ill.

# THANKS A MILLION!

TO THE MANUFACTURERS  
JOBBERB • OPERATORS  
AND FRIENDS

FOR THE WARM RESPONSE AT THE OPENING OF OUR NEW AND  
MAIN OFFICE LAST SATURDAY.

## NOW!

We offer the following perfectly  
reconditioned machines at these  
very low prices:

Auto Derby	7.00	MI Lo	52.00	Road Bowl	10.00
Bally View	50.00	MI & Ren	8.00	Running Wild	8.00
Combino	25.00	Home Run	8.00	Stoner's Races	8.00
Beam's	10.00	Home Stretch	3.00	Stoner's Quizzes	10.00
Bobs	13.00	Jungle	24.00	Sensation	10.00
Bill's Flys	12.00	Keeney's Free Races	57.00	Silver Flash	10.00
Bumper	2.00	King Up	17.00	Sloppy	23.00
Cargo	22.00	Long Beach	8.00	Spokes	27.00
Car/Vel	5.00	Long-Ola World Series	123.00	Spits	23.00
Chico Baseball	10.00	Natty Basket	48.00	Turf King	8.00
Daily Decca	20.00	Navy	10.00	Trips Play	30.00
Daytons	7.00	Navy	10.00	Vegas	8.00
Dix	8.00	Miss America	10.00	Zephyr	18.00
Football Exhibit	30.00	Naps	32.00	Ritz, slightly used	30.00
Explosion	40.00	Outboard	2.00	<b>COUNTER MACHINES.</b>	
Exhibit Baseball	37.00	Peppy	30.00	3-Column Penny Op-	
Electric	10.00	Palm Springs	35.00	erello Vender	
Florida	40.00	Replay	8.00	A. B. T. Chute	\$15.00
Flirt—2 Meets	32.00	Reveries	10.00	Electro 2-Column	
Flirt—3 Meets	35.00	Riviera	45.00	Peanut Vender	6.00
Daytime	21.00	Riviera	45.00	Add-Em-Up Dho	
Garco Football	10.00	Riviera	45.00	Machine	8.00
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Hero & Meand	10.00	Riviera	45.00		

Flight, Klick, Spinner, Bounty, Odd Ball—Write for Prices. Alleys, Cranes,  
Pay-Outs, Penny Arcade Machines. Send for Free List.

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## EXHIBIT'S REQUEST • STONER'S CHUBBIE

Jobbers—Write for Special Deal.

TERMS—1/3 Deposit. Balance C. O. D.

**EXPORT: WE SHIP TO ALL PARTS OF THE WORLD**  
CABLE ADDRESS: MUNMACHINE, NEW YORK

# MIKE MUNVES CORP.

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3 BLOCKS FROM TIMES SQUARE,  
1 BLOCK FROM LINCOLN TUNNEL

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## SENSATIONAL TRADE-IN OFFER!

EXTRA LIBERAL ALLOWANCE FOR ANY USED  
COUNTER GAME IN TRADE ON A NEW

DAVAL

# TALLY at \$29.50

Reserve type counter game with coin  
divider and \$50 jackpot.

## ATLAS NOVELTY COMPANY,

Any quantity accepted  
on basis of 1 used counter  
game for 1 TALLY.  
Used games must be  
shipped prepaid.

2200 N. Western Ave.  
Chicago, Ill.

## WE BUY, SELL AND EXCHANGE

### WANTED TO BUY

- Handicappers
  - Grandstands
  - Wining Tickets
- CONSOLES FOR SALE:**
- 1937 Truck Ties.....\$22.00
  - Derby Bass.....28.50
  - Liberty Bells.....25.50
  - Resonators.....25.00
  - Ring Trails.....10.00
  - Club House.....45.00

### PAYOUT TABLES

- Derby Champs.....\$75.00
- Fairgrounds.....50.00
- Derby Day.....15.00
- Mills 8-2-8, Improved.....60.00
- Mechanicon.....22.50
- Peaks.....17.50
- Photo Finish.....48.00
- Fleetwood.....48.00
- Al-Bat-Don.....50.00

### Pinset Machines (Med-

- erns).....\$ 2.00
  - Pinset Machines, North-
  - western, Co.....3.50
- NOVELTY TABLES:**
- Bally Arcade, lbs new.....\$35.00
  - Zito, lbs new.....44.00
  - Utility Reserves, lbs.....22.50
  - Dux.....14.80
  - Around the World.....10.00
  - Reveries.....12.50
  - Herodotus.....10.00

## SACRIFICED

1000 slightly used, good as new, latest types Slot Machines—Consoles—One-Ball Au-  
tomatics—Pin Games—Coin-Operated Phonographs—Vending Machines—Scales—  
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All machines to be sold regardless of their cost. Prices absolutely slashed to the bone.  
BEFORE BUYING ELSEWHERE GET OUR PRICES ON NEW MACHINES.

### AUTOMATIC COIN MACHINE SALES CO.,

600-610 VAN BUREN ST.,  
CHICAGO, ILL.

The Last "Word" in Your Letter to Advertisers, "Billboard"

# Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A  
year's subscription to The Billboard is offered for the best letter received  
from an operator each month on any phase of the subject.

### Relays and Relay Switch Adjustments

Dear Sir: Will you please publish instructions covering relay operation and  
the correct manner in which to adjust relay switches. I realize that I am request-  
ing information that should be common knowledge among operators, but I am  
sure that it will be of help to a lot of us, as I know that we just bend and push  
the switch leaves until they operate and then let it go at that. I find that your  
column is a great help to me. I wish that you would explain more of the funda-  
mental reasons as to why the different parts in a game operate as they do. I  
realize that you usually explain what I am asking for, but I am sure that the  
more you tell us, and repeat it often enough, the more we will get out of it. Thanks  
for your help.—O. L. GRIFFIN, Michigan.

Answer: It gives me a deep satisfaction to know that this column is of help  
and assistance to you, Mr. Griffin, and I'll give you a fundamental explanation  
whenever it is possible to do so. The main purpose of this column is to deal with  
the everyday troubles that arise and to attempt to cover them so thoroughly that  
the remedies will become automatic to the men who must correct their own troubles  
in a hurry.

The main function of a relay is to provide a means of control of a circuit that  
is electrically separated from the original control circuit. As an example let us  
consider the simple A. C. hold relay and tilt relay combination. The A. C. relay is  
energized in such a way that it holds itself energized or held in and provides a  
means of supplying power to the operating part of the game. The tilt relay is  
wired into the circuit in such a way that whenever the tilt plumb bob or pendulum  
is out of plumb and touching its bracket it supplies current to the tilt relay, "trip-  
ping out" the tilt relay. When the tilt relay has been tripped it breaks the power  
supply to the A. C. hold relay and allows this relay to drop out. As was explained  
above, the simplest use of a relay was to control the action of a second circuit by  
some performance in the original circuit. The original circuit here is the tilt cir-  
cuit, and when the tilt relay has been tripped out it breaks the flow of current in  
the second circuit, which in this case is the A. C. hold relay circuit.

To perform this controlling action it is necessary for the relay to open or close  
a set of switch leaves so arranged as to be actuated by the moving part of the  
relay, usually called the armature. These switch leaves are punched out of tinned  
phosphor bronze, with a silver button inserted at the moving end. The switch  
leaves themselves are of various thicknesses, but are usually somewhere between  
1 to 16 thousandths of an inch thick. The contact is usually of silver, but in cases  
where the current drain is high they may be of tungsten or an alloy material. When  
a silver contact is employed it is usually "fine silver" and not the lower grade  
known as "nickel silver." The size of the contact varies also, depending upon  
the amount of current to be carried and the use to which the entire switch is  
to be put.

As to the adjustment of switches, there need be only one cardinal rule to  
follow and it is this—THERE MUST BE A WIPING ACTION BETWEEN CONTACTS.  
To illustrate exactly how this action should take place extend your hands at arms'  
length and place the palms together. Keeping your arms stiff, move your hands  
about one foot to either side. In this off-center position you will discover that  
the tips of the fingers of one hand extend farther than the other hand. The im-  
portant thing to note, however, is that in the act of swinging your hands to one  
side the palms of both of your hands rubbed against each other. Considering that  
your arms took the place of the switch leaves themselves and that your hands were  
the silver contacts, this is an exact illustration of how the silver contacts on a  
switch should rub against each other.

Now let us illustrate further. Extend your left arm and hand straight in front  
of you. Extend your right arm and hand off at an angle to the right. Still con-  
sidering your arms as switch leaves, move your right hand to the left until it just  
touches the left hand and stop. This is the condition that usually exists in relay  
switches. The switch leaves move together and touch, but there is no certainty of  
a contact. If your right hand had continued to the left until it had pushed your  
left hand about a foot you would have been certain that your palms (or silver con-  
tacts) had not only made contact but had wiped each other's palm. This is the  
condition that you must arrive at after you have adjusted your switches. The  
silver contacts must wipe each other to remove any accumulated dirt and grit that  
might have lodged there.

The switch leaf that is moved by the relay armature is known as the operating  
switch leaf. This leaf must be so adjusted that it will push against or away from  
the stationary leaf when the relay armature is operated. There is no way to de-  
scribe exactly how the switch leaves must be adjusted, as relay design varies and  
so does the switch leaf itself. Suffice it to say that the two (or three) leaves must  
all be pushed far enough to make the silver contacts wipe against each other. This  
same condition holds true of switches that are operated mechanically, such as those  
on the shuffle board, or on a mechanical timer controlled by a dash pot or operated  
by a shifter. The switches that are operated by the shuffle board can usually be  
made stiff enough to hold their shape for an indefinite period, as the power re-  
quired to operate them can be obtained from the coin chute. There is one point  
to remember in switch adjustments, however, and that is not to set the switches  
in such a manner that they are pushed too far or they will take a "set." By taking  
a set is meant that the material is actually bent. Most switches are located on the  
panel in such a manner that they will be closed or opened at the end of the shuffle  
board stroke. The switch should be so adjusted that it will only be required to  
be pushed about one-quarter of an inch, and this distance to include the wiping  
part of the stroke. In switch adjustments it is sometimes necessary to have one  
switch operate before another. This, of course, can only be done by actually mak-  
ing an adjustment and determining if the switches operate as required. When the  
correct cycle of operations is gotten, then be sure that the silver contacts wipe  
against each other.

## Hundreds Attend Munves Opening

NEW YORK, Dec. 10.—Mike Munves Corp. officially opened its fourth branch  
at 593 10th avenue, New York City, to-  
day and hundreds of friends and busi-  
ness associates attended to wish Mike  
the best of luck. Assisted by his broth-  
ers, Joe and Max, and Sol Silverstein,  
Mike Munves entertained the visitors  
with refreshments. Many of the factory  
representatives could not attend due  
to the fact that they were getting ready  
for the exodus to Chicago but promised  
Mike they would drop in to look his place

over when they attend the operators'  
banquet in January.

Munves, who expected to leave this  
afternoon for Chicago, was delayed be-  
cause of the large number of guests at-  
tending the party and will catch his  
train tomorrow.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## ATLAS VALUE PARADE

### ATTENTION CONVENTIONEERS

See us at Booth 6 at the

## STEVENS HOTEL

and at our showrooms where all the latest releases are on display!

Hundreds of reconditioned machines ready for shipment.

For those unable to attend convention, write for our new

### CONVENTION SPECIAL PRICE BULLETIN

## ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill.  
Cable Address: "ATNOVOO."

### AMERICA'S LARGEST DISTRIBUTORS

## SRO Sign Out At Keeney Plant

CHICAGO, Dec. 10.—"We had to hang on a standing-room-only sign after our private showing opened at our factory," stated J. H. (Jack) Keeney, head of the firm bearing his name.

"News travels fast in the coin machine industry, and it wasn't many hours after our new dice console game was put on display that operators were pouring into our factory showrooms to see this big ribbon winner in the console division," said Keeney.

"Some of the operators who have had this new game out on location test must have tipped off their friends as to the earnings these test games produced, because the boys are literally storming our place to get a look at this little giant money maker."

"Our new payout table, Stepper-Upper, and our new free replica award game, Stable Mate, are also commanding their share of the praise being paid Keeney's 1938 offering in coin games. All reconditioned operators, jobbers and distributors of coin games are cordially invited to the Keeney Private Showing to be open until December 18," concluded Jack Keeney.

## Home-Coming Week At Atlas Offices

CHICAGO, Dec. 10.—"The week of December 12, NACOMM Show week, is home-coming week at Atlas Novelty Co. headquarters in Chicago," says Morris Ginsburg, official of the organization. Says he, "Branch office heads and their assistants are in attendance at the convention to look over the new releases which will be distributed by the Atlas group. Among those to be seen at various manufacturers' display booths are Morris and Eddie Ginsburg, the latter having made a rush trip back to Chicago from the Florida office; Phil Greenberg, manager of the Pittsburgh office, with

his assistant and sales manager, Art O'Mella, and Julian Kratoch, of the Atlas Automatic Music Co., in Detroit.

"Atlas, headquarters have been arranged to provide visiting operators with a complete showing of the outstanding games on exhibition at the Convention Exhibit halls, in addition to a display of reconditioned games of all types and phonographs, state the Atlas officials.

## Stop and Go Stays On Production Line

CHICAGO, Dec. 10.—"No stopping on Stop and Go" is the report emanating from the headquarters of Genco, Inc. "Even if we wanted to stop, so that we might start production on another game, we couldn't do it without offending hundreds of operators whose orders and orders from distributors continue to come in daily," declare Genco officials.

"Location after location is succumbing to the fascination of play on Stop and Go, both in novelty and free game models," says Dave Gensberg, official of the company. "The high score play, combined with lively bumper and light-up action and skill lanes at both top and bottom of the playing field, keep player interest at a high peak, according to operators' reports which have reached us daily since the release of Stop and Go.

"For the benefit of visitors to Chicago the week of December 12, the Genco showrooms will be thrown open to the operating fraternity who wish to inspect Stop and Go and other hits," according to the officials.

## Chi Coin Presents Latest, Trophy

(New Game)  
CHICAGO, Dec. 10.—"Chicago Coin Machine Mfg. Co. presents operators in Chicago this week an opportunity to preview its newest release simultaneously with the announcement of the game," say officers of the company.

"Our newest novelty game, also made in free game model, is Trophy. It features several unusual ideas developed by Chicago Coin. Among them, the new repeater action hit-or-miss bumpers, an extra-ball feature and others," says Sam Wolberg, of the organization.

"Play is exciting as is usual on Chicago Coin games," he continued. "Especially so on Trophy, due to the repeating action of hit bumpers. When a ball played hits a green or hit bumper a continuous number of hits record on the back rack. This recording, providing 100 points each hit toward high score, continues until the ball hits a red or stop bumper. Suspense is maintained throughout the play of each ball, thanks to the arrangement of bumpers on the field. Continuous hits are also stopped by contact switch at bottom of game.

"If the ball passes thru a skill lane while a red light is on 1,000 points are added to the score. If the ball passes over the bottom switch while the yellow light is on a "free ball" is returned for replay.

Said Sam Gensberg, official of Chicago Coin, "Operators will be pleased to learn that Trophy is fully metered in both straight novelty and free game models."

## YOU'LL BE SURPRISED AT THE AMAZING FAST PROFITS with REEL HIT

### JAR GAME TALLY CARD COIN MACHINE

All the appeal and allure on one card

10.00	5c	REEL-HIT	5c
5.00	5.00	5.00	5.00
3.00	3.00	3.00	3.00
2.00	2.00	2.00	2.00
1.00	1.00	1.00	1.00

Average Profit Per Card . . . . . \$3.53  
Average Profit Per Gro. . . . . \$765.96

PAY TRAIN

10c

25c

**WERTS NOVELTY COMPANY, INC.**  
Dept. BB-12B MUNCIE, INDIANA.

<p><b>BINGO</b></p> <p>5c</p> <p>25</p> <p>50</p> <p>75</p> <p>100</p>	<p>25</p> <p>50</p> <p>75</p> <p>100</p> <p>125</p>	<p><b>BINGO</b></p> <p>5c</p> <p>25</p> <p>50</p> <p>75</p> <p>100</p>	<p>25</p> <p>50</p> <p>75</p> <p>100</p> <p>125</p>
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**\$4.90**

ONE THIRD DEPOSIT ON ALL ORDERS

**TREBOR SALES CO.**

424 University Building, Syracuse, N. Y.

WIRE FOR EXCLUSIVE TERRITORY

### LOWEST PRICES IN HISTORY ON SLOTS, CONSOLES and AUTOMATICS

**\$10.00 each**

Wicket and Quarter Single Rock-Ola, Penny Double Mills, Res. Grand Stand, Nickel Single Gallo, Penny Wasting Twin, Quarter Single Gallo, Nickel Wasting

**\$15.00 EACH.** Nickel Single Green Neck, Carom, Classic.

**\$20.00 EACH.** Nickel, Dime Quarter Double Gallo; Millane Dice Games; Turf Champ.

**\$25.00 EACH.** Nickel, Dime, Quarter Double War Eagles; Nickel, Dime Double Face Consoles.

**\$30.00 Each** Nickel Mills Double Blue Fronts; Nickel Double Mills Futurity (Gaming Silver Chief, Fashion Race).

**\$40.00 EACH.** Liberty Bell, Chuteslots.

HUNDREDS OF AUTOMATICS AT \$10.00 AND \$15.00 EACH.

All Above Equipment Ready for Location — 1/3 Deposit, Balance C. O. D.

### SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. SECOND STREET, LOUISVILLE, KENTUCKY.

## ATTENTION, OPERATORS

# ACME NOVELTY COMPANY

1124 HENNEPIN AVE. MINNEAPOLIS, MINN.

Will be among the first to display new machines shown at the December and January Coin Machine Shows.

## DEAL WITH CARL - ALWAYS A SQUARE DEAL

GET IN TOUCH WITH US FOR ALL THE LEADING HITS OF THE SHOW. IMMEDIATE DELIVERY ON ALL PRODUCTS BY THE FOLLOWING MANUFACTURERS.

Bally Manufacturing Co.	Greichen Toy Company	O. D. Jennings & Company
Rock-Ola Manufacturing Co.	Doral Manufacturing Co.	Face Manufacturing Co.
H. C. Evans & Company	J. M. Keegan & Company	D. O'Rourke & Company
Exhibit Supply Co.		Genco

WE WILL NOT BE UNDERSOLD. GET OUR PRICE LIST ON THE BEST USED COIN EQUIPMENT AVAILABLE ANYWHERE.

1/3 DEPOSIT REQUIRED WITH ALL ORDERS.

### UNITED AMUSEMENT COMPANY,

341032 MAIN ST., KANSAS CITY, MO.

When Writing to Advertisers Mention The Billboard.

**TWO NEW "SILVER KINGS"**

Don't Buy Until You See



**FACTORY KING SILVER CHARM**

Don't buy vending machines until you have seen "Send tried the original, genuine 1938 SILVER KING. Guaranteed more for your money. Beautiful, snappy, sturdy money-makers. No equal in price.

**SPECIAL!**

Introductory Offer. "One Vender, 20 Pounds Candy, 1 Glass Charm."

**\$8.45**

Large top. Designed especially for O.M.B.M. (Glass protecting metal ring, 20¢ extra.)

For limited time only. Don't risk chance of losing out! Send us your order today. Before you forget!



Ask for Special Information on Vending. Send for FREE Catalogue. Write Today!

Factory Distributor.

**TORR 2047A-50. 68 PHILA.. PA.**

**NORTHWESTERN DE LUXE**



The World's finest Bulk Vender. Stup profit. Porcelain finish. Operates on either penny or nickel. Vends peanuts, pistachio nuts, small candy and many other kinds of confection. Sample vend complete with 20 pounds **SPECIAL CANDY... \$17.95**

\$1 Cash With Order. Balance C. O. D.

**M. T. DANIELS**

1027 B University Ave., Wichita, Kan.



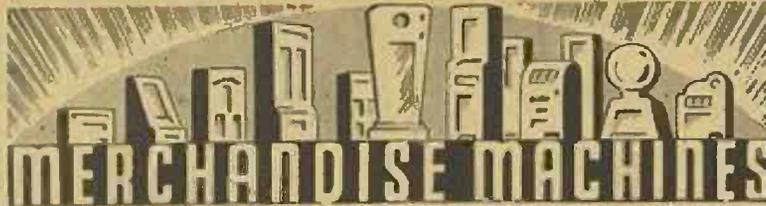
**CHARMS** Not the Ordinary But an Extraordinary Assortment. Best Grade—A New Variety Just Arrived. Sample Gross Assortment **\$1.00** D. Gross Assortment **\$4.50** Gross White and 7 Ovaris. Per Cr. **1516 Market St. ST. LOUIS, MO.**

**MIDGET 1c CIGARETTE VENDOR**

Double Column. Holds 25 Cigs. Serial. Slot 7 inches wide, 1 1/2 inches high. Equipped with mirror in aluminum frame. Scrubbed in any wall. Counter Base 7 1/2" extra. Approved by Internal Revenue Department.

**Price \$12.00**

With 240 Cigarettes FREE. Write for Quotations Please. **D. ROBBINS & CO.** 1141-B DeKalb Avenue, Brooklyn, N. Y.



**Small Confections Help Bulk Venders Victor Bulk Vender In Low-Price Field**

**CHICAGO, Dec. 10.**—Charles A. Gerlach, assistant manager of Purr Confection Factory, and Willard Seifeldt, manager of the vending machine department, will be in attendance at Booth 71 during the NACOMM convention to greet old and new customers of the firm. They report a very successful year in supplying small confections in great variety to the bulk vending machine trade.

The firm has a very attractive display of candies, showing the great variety and attractive colorings in which bulk vender operators can buy confections today. These attractive confections are said to have contributed much to the progress of bulk venders in recent years.

**CHICAGO, Dec. 10.**—H. M. Schaefer, president of the Victor Vending Corp., announced recently the entry of a new bulk merchandiser "in the low-price bracket."

Schaefer commented: "In building Challenger we have not attempted to scale down on production costs or build just another vender at a price. Our efforts were bent around building a low-priced vender that would provide long continuous service and performance. The very best materials available went into our new vender so that operators would be assured a steady trouble-free machine priced low enough to allow bigger profits to the operator."

**cigarette merchandisers' association**

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

Much progress is reported to have been made in laying the foundations of the Interstate Cigaret Merchandisers' Association at the third organization meeting held Saturday, October 3, in the offices of the Cigaret Merchandisers' Association of New York City. Delegates and guests who took part in the discussions included Robert Zimmerman, Anthony J. Masone and Sam Alenier, of Connecticut CMA; Norman H. Fuhrman and Bob Klein, of Pennsylvania CMA; Walter Guild, Massachusetts CMA; Samuel M. Malkin, Charles W. Stange, Leonard Ziegler, Harry Zink, Sol L. Kesselman and Le Roy Stein, of the New Jersey CMA, and Matthew Forbes, of New York CMA.

Stein outlined the purposes of the Interstate organization, following which Anthony J. Masone was elected temporary chairman; Samuel Malkin, secretary and treasurer. Stein was appointed recorder.

The proposed constitution and by-laws were read, discussed, corrected and adopted as corrected. Matthew Forbes led a discussion on manufacturer-operator co-operation. The discussion of reciprocal agreements between the Interstate Associations in overlapping territories was discussed and held over to the next meeting. In the interim managers will exchange copies of their respective constitutions and trade practices. Copies will also be sent to Secretary Malkin in order to lay the groundwork for reciprocal agreements at the next meeting. Walter Guild led a discussion on use of trade stimulators that proved to be valuable and interesting.

It was agreed that the next meeting of the Interstate group will be held on Saturday, February 18, at Newark, N. J.

After adjournment the members met at the Cafe Forum, where an Interstate dinner was served. Following this the delegates journeyed to the Apollo Harlem Theater, after which a supper at the Griddie wound up the festivities.

Quite a delegation of CMA members will be on hand at the NACOMM show in Chicago this week. It seems that many of the boys are anxious to find out just what the manufacturers will have to offer in the way of new equipment. President Sam Malkin heads a delegation of New Jersey CMA members which will leave Saturday on the General in a special club car. Traveling in the group will be Harry Malkin, John Sharenow, Harold Sharenow, of Boston CMA; Charles W. Stange, Arthy Kass, Harry Pearl, Harry Zink, Sol Kesselman and Le Roy Stein. Matthew Forbes, manager of CMA of New York, also is contemplating making the trip. While in Chi! it is the plan of the New Jersey group to call a special meeting of attending cigaret merchandising machine ops at which they'll discuss pertinent problems confronting the industry.

One of the most interesting articles dealing with the cigaret business we've run across in a long time appears in the current issue of Advertising and Selling. Authored by Mark Wiseman, Director, Laboratory for Advertising Analysis, New York, it is entitled "Which Pays More Power in Advertising, Your Money or Your Appeal." It is one which every operator will find well worth reading even tho it does not discuss cigaret merchandising machines.

In the August issue of Fortune an article dealing with R. J. Reynolds Co. stated: "If the recent course of the cigaret among the Big Three has proved anything, especially, it is this: that the popularity of any one make varies almost in direct proportion to the thrust of the advertising dollars behind it." Wiseman's article disproves this statement by citing that the appeal of the campaign has had more to do with the popularity of the cig than the money promoting it.

The following table reprinted from this article in which the relationship between sales and advertising expenditures is shown over a nine-year period:

CAMEL		CHESTERFIELD		LUCKY STRIKE	
Sales (Millions)	Adv. Exp. (Millions)	Sales (Millions)	Adv. Exp. (Millions)	Sales (Millions)	Adv. Exp. (Millions)
1020-40	1.9	28	5.2	80.4	6.5
1030-38	4.8	25	5.9	42.6	10.0
1031-38	10.0	24.8	9.1	44.6	13.8
1032-24.6	2.3	21	11.7	37	10.2
1933-26.5	10.3	29	7.5	37.5	7.1
1934-32	10.3	33.5	9.5	33.5	8.1
1935-37	9.2	36	8.4	32.5	5.5
1936-42	9.0	39	8.9	37	6.6
1937-45.5	8.5	37	8.0	38.5	5.8

**Victor Vending Scores Again**

with

**-CHALLENGER-**

When in Chicago during the Coin Machine Convention do not fail to visit our factory where you will see on display our new "CHALLENGER" bulk merchandiser. This vender challenges all machines regardless of their price; yet "Challenger" is priced extremely low.

"CHALLENGER" without question is the greatest value offered today! "Challenger" offers you class, quality, performance at low cost. Mr. Operator, Mr. Jobber, if you are interested in the best in bulk merchandisers, do not fail to see CHALLENGER.

On display at our factory (private showing).

**VICTOR VENDING CORP.**

4203 Fullerton Ave., Chicago.

**MODEL "E" SEL-MOR**

**\$6.25** SAMPLE

(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!



Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

(We will exhibit only at Hotel Sherman, Jan. 16-19.)

**GREAT STATES MFG. CO.**

DEPT. E-1601-09 E. 39TH ST., KANSAS CITY, MO.

**KAY-SEE PEANUT VENDER for BOOTH or BAR**

The Ideal Machine for Locations where space is limited.

**\$3.00** Each

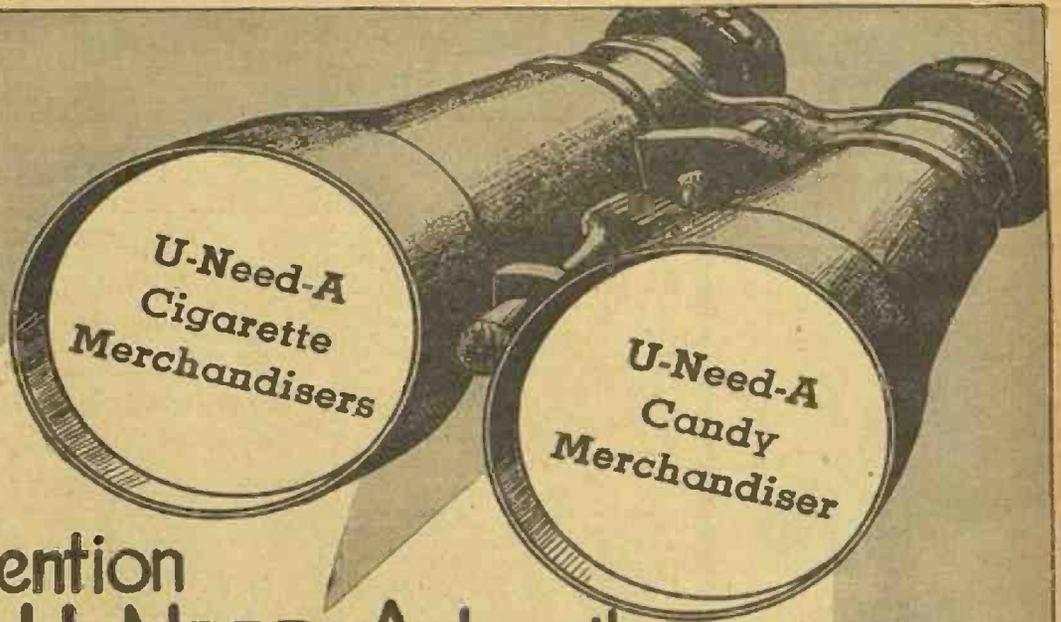


Operates With Wall Hanger. Western, Mo. and Kans. Distributed for Wholesale Photographs and Products of Leading Gum Manufacturers.

**CENTRAL DISTRIBUTING CO.**

106 W. Lombard Blvd., KANSAS CITY, MO.

Continuing the article started "Careful study of the chart obviously reveals no consistent relation between expenditure and sales. Notice that, in the years 1929, 1930 and 1931, when Camel expenditures were rising from two to 10 millions, Camel sales were dropping from 40 billions to 33 billions. It is true that all expenditure decrease from 10 to less



# Focus your attention on the U-NEED-A booths

- See the "Most Complete Line in the Country."
- See our Cigarette Merchandisers from four to fifteen columns.
- See our Candy Merchandiser that vends ALL Standard Brands.
- See the new U-Need-A De Luxe Cigarette Merchandiser.
- Don't fail to see the U-Need-A Exhibit.

Stevens Hotel  
Chicago, Ill.  
Dec. 12-13-14-15  
Booths  
143-4-5-6

135 Plymouth St. **U-Need-A-Pak Products Corp.** Brooklyn, N. Y.

than two and a half millions in 1932 was accompanied by a sales decrease of \$4 billion and that 1933 saw an expenditure increase to 11 millions and a sales increase of two billions. But from 1934 to 1937 expenditures decreased from 10 1/2 millions to 3 1/2 millions while sales increased from 32 billion to 48.5 billion.

Chesterfield's year of largest expenditure (1932) brought its lowest point in sales and, with advertising expenditure decreasing from 1934 to 1937, Chesterfield's sales chart shows a steady increase.

There appears at first glance to be a closer parallel between expenditure and sales in the case of Lucky Striker; but even here it is not close enough to be called consistent or conclusive. While Lucky expenditures were falling in 1932 and 1933, sales were rising. While expenditures were rising in 1933 and 1934, sales were falling.

Some of the inconsistencies may be partially due to the time-lag between expenditure and its effects. That is, a high expenditure in one year of falling sales may be followed by a period of increased sales, even though the expenditure remains the same or falls off. But there seems to be nothing in the broad history of the three brands to lead to the conclusion that the popularity of any one make varies almost in direct proportion to the thrust of advertising dollars behind it.

Off the cuff, Philip Morris & Co. have announced that resumption of newspaper copy on Marlboro, after a lapse of five years, will begin shortly. At the same time it was disclosed that Philip Morris brand would receive additional newspaper promotion, schedule this month to include 35 cities. Copy on Marlboro will appear in New York, Boston and Chicago with possible expansion later. . . . Earnings of P. Lorillard Co. will show a sizable increase over the 85 cents per share reported for 1937. . . . Maybe its the nervous strain of lying under a dictatorship

regime, but cig. consumption in Germany is on the increase. American exports have declined, however, since Germany has been turning to Oriental tobacco for its increasing needs.

With the end of the year coming fast, all readers of this column should soon know first hand how efficient their present accounting methods are. If yours are not up to par, you'll be interested to know that A. Bernard Goldstone, CPA, who has contributed many fine articles on accounting problems facing the cigaret merchandising machine operator to this column, is preparing a set of standard forms which ops will find of value. These forms represent years of work and experience on the part of Mr. Goldstone in keeping the books of prominent CMA of N. Y. ops. We will be glad to send a complete set to you if you'll just drop a card to us at the address given atop this column.

Have you read the article, "Eight Progressive Years," that appears elsewhere in this issue? It's about the progress your industry has made in the past eight years. Read it and then let us know what you think about it.

## Northwestern Has New Bulk Vender

MORRIS, Ill., Dec. 10.—"A new low-priced all-product vender made the Northwestern way is the big news in the bulk vending field. A startling machine built for operators the way operators want it built," is the way officials of the Northwestern Corp. describe their newest machine.

"In creating this new merchandiser Northwestern sought the advice of large and small operators in every section of the country. The ideas and suggestions of those operators have resulted in this new machine—the 39.

"In appearance the machine resembles the conservative modern design of the striking 38 Ball Gum Vender recently introduced. It is an all-product vender constructed to accurately vend all products such as cigarettes, cashews, peanuts of all kinds, confections, charms and other bulk items.

"An amazing new improvement in the lever type mechanism locks the merchandise chute cover in a closed position until after the merchandise has been delivered and the lever returned to neutral position. A very efficient slug ejector is incorporated into the mechanism to gauge coins for thickness, diameter, holes or magnetic content.

"The machine can be taken apart and reassembled rapidly. Two globe sizes are available. Another appealing feature is the porcelain enameled merchandise chute which stays clean and if soiled is easily cleaned.

"You can secure first-hand information at Booths 61, 62 and 63 at the NACOMM show at the Stevens Hotel, December 12-13, 14, 15, at your Northwestern distributor."

## Hart Credits Vender Specializing

NEWARK, N. J., Dec. 10.—Frank Hart, of Eastern Machine Exchange, recently stated: "All during 1938 we enjoyed a remarkably fine business. We learned during this year that specializing on vending machine equipment has created a special niche for us in the automatic merchandising industry. Because of this we have won the trade of a great many firms throughout the country that deal with us exclusively for their vending machines, merchandise and supplies.

"We are going to continue in the same fashion and feel that in this way we will be better able to handle the many customers we have at this time.

"Our Rob White vender continues to be our leading feature and perhaps we shall have others to show this year within a very short period."

## Torr in Chicago For Convention

PHILADELPHIA, Dec. 10.—Roy Torr, well-known Philly congressman, reports that he "would not miss the coin machine show for anything in the world."

Torr plans on spending several days in Chicago, he reports, visiting his many friends and calling on local manufacturers.

## FOR VENDING MACHINES HARD SHELL—

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

**BOOTH 71**  
COME IN AND SAY "HELLO"  
NACOMM CONVENTION  
DEC. 12-13-14-15

CANDIES

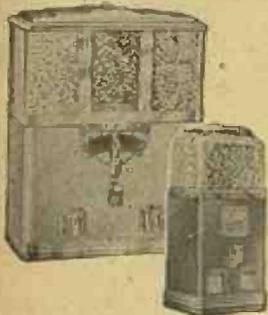
PAN CONFECTION FACTORY  
1 National Candy Co., Inc.  
345 W. Erie St.  
Chicago, Ill.

Continents:  
Please send me full particulars and name of your Hard Shell Candy.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
(Use pencil, ink will show.) 128

# Northwestern

## GIVES YOU MORE FOR YOUR MONEY



### SUPERLINE

Deluxe and Trisector—undoubtedly the industry's most modern and profitable bulk vending machines. Penny-nickel play. Vends all products.



### 33 BALL GUM

Place this outstanding new ball gum vender beside your other bulk merchandisers and just watch the profits increase. Vends one ball for 1c.

### MODEL 33

Your biggest value in the low priced field. The Model 33 combines rugged, sturdy construction with sales appealing appearance to give you profits and easy servicing.



### MODEL 39

Here is the machine you've been waiting for. A profitable, modern, dependable bulk vender which will accurately vend all nuts, confections and charms. It has efficient slug protection, lever type mechanism, and is priced within reach of every operator. See it at the NACOMM Show, Booths 61, 62 and 63, or write for complete details.

THE NORTHWESTERN CORPORATION

1285 East Armstrong St., Morris, Illinois.

## Good Locations Can Be Found

This is field day for those who have chosen the bulk vending industry as their profession. Whether you are aware of the fact or not, opportunities have never been so abundant for the operator.

A survey of the industry shows a selection of machines, of every conceivable type, midget venders, handsome, modernistic models, machines for vending all products or just peanuts; penny, nickel or combination play. The price range is just as variable as the selection of machines. You can put any amount of money you desire into your equipment.

But it's not only the machines that account for the many advantages of the bulk vending operator. The public in general is becoming more and more vending machine conscious, not only the buying public but the location owner.

### Locations Plentiful

Not so many years ago the locations were limited to taverns and perhaps a few scattered service stations. Now the American public has become educated to the "pick-up" effect of a handful of peanuts or confections and they are more than willing to spend their odd pennies in vending machines. Consequently possible locations are almost unlimited.

Taverns are far more numerous, service stations have sprung up in every possible nook and corner, modern machines make theater locations popular. There are railroad stations, bus terminals, airports, zoos, meat markets, general stores, office buildings and scores of spots where vending machines are enthusiastically accepted.

Don't overlook any of the opportunities this modern era offers the bulk vending operator. What you make of your job is entirely up to you. Bulk venders have never known such wide acceptance—so make the most of it. W. R. GREINER, Northwestern Corp.

## U-Select-It Shows Two New Venders

MADISON, Wis., Dec. 10.—Officials of Coan-Stetteland Co., maker of U-Select-It candy bar venders, reported a very successful year as they planned to leave for the national convention of the coin machine trade in Chicago, December 12 to 16.

J. W. Coan, president, said that his firm would have on display at the convention its regular line and also two new machines.

"There has been a demand from operators for a candy bar machine of large capacity for unusual locations," Coan explained. "To satisfy this desire we are showing a new candy bar machine with a capacity of 108 bars. This machine is operated on the same principles as the standard U-Select-It, having the same features as to selection from a wide variety, positive delivery, positive slug protection, tempting attractive display, simple easy servicing, rugged construction and full patent protection.

"With the large machine placed in the busiest locations, the standard machine placed in the average good locations and the lower cost chocolate bar machines placed in locations requiring infrequent service, the U-Select-It operator has complete coverage of his territory and is enabled to get the nickels from candy bar sales in all types of locations in his territory, with resulting profits. The operator, by giving his customer selection from a wide variety of bars, will greatly outstep any other candy bar machine in the same locations.

"The Coan-Stetteland Co., for the convenience of operators desiring to take advantage of penny peanut and gum sales, is offering attachments and machines for that purpose. These combinations are also on display at the show.

"The Coan-Stetteland Co. has for several years been studying the application of automatic merchandising of apples and fruits, and after much experimentation and exhaustive tests is placing on the market an apple or fruit machine of unusual merit.

"With very few exceptions, every type of location suited to candy bar machines is ideal for the automatic merchandising of apples and other fruits, and in addition there are many other locations for apple machines.

"Apple and fruit machines have been built in the past but have not been so successful because of the large size and space which those machines required and because of high cost of such machines, making them prohibitive to the ordinary operator.

"The size necessary for ample display, together with simplicity in servicing, slug protection and low cost, has been the most important factor to solve in development of an apple machine. We have solved these problems and are now manufacturing an apple machine which is compact, of attractive appearance, simple to service and carries positive slug protection. Exhaustive tests have proved that these machines will sell apples and bring the operator large profits with low cost and simple service," said Coan.

## Ben Kulick Joins Stewart-McGuire

NEW YORK, Dec. 10.—Announcement has recently been made by Stewart & McGuire of the addition of Ben Kulick to their sales personnel. Says the firm, "He has had a wealth of experience in every branch of the coin machine industry, and his activities have extended to every part of the country.

"He possesses the type of knowledge which has made him an outstanding character in this business. He knows the problems of both manufacturer and operator as well as any man in the business.

"Previous to entering the coin machine industry Kulick was associated in an executive capacity with the Grigsby-Orinow Co., manufacturer of Majestic Radio; the Philco Radio and Television Corp., the Refrigerator Division of General Electric Co. and the Rudolph Wurlitzer Co.

## Gum Chewing Okeh, Says Fishbein

CHICAGO, Dec. 10.—Dr. Morris Fishbein, nationally known health authority and high official of the American Medical Association, in a recent article in his health column, published in many daily newspapers, commented:

"During 1937 Americans chewed 86,000,000 pounds of chewing gum. Apparently the average was 100 standard sticks of chewing gum per person for the year. Also Americans chew 86,000,000 pounds of chewing gum a year, practically all the rest of the world chews slightly over 3,000,000 pounds, but the exports are steadily increasing and this American habit may yet spread to all the world. Information indicates American soldiers introduced the chewing-gum habit into Europe as well as into other less civilized portions of the globe.

"The basic material of chewing gum is a product called chicle, which comes from a tree produced in Central America and in Mexico. The trees are tapped and the juice runs out exactly as the maple syrup is obtained from the maple tree. When this juice is heated, it coagulates and the coagulated material is then shipped to the United States, where most of the chewing gum of the world is manufactured.

"From time to time investigations have been made on the question of whether or not chewing gum is harmful or helpful to health. Obviously the most that it can do for health is to exercise the jaws and by exercise to stimulate the circulation of the blood and thus to improve the tissues of the gums, the mucous membranes of the cheeks and the general condition of the teeth."

## Cigaret Usage Increases in 1938

WASHINGTON, Dec. 10.—According to figures released by the Department of Internal Revenue, withdrawals of cigars during the first 10 months of this year climbed to a total of 137,501,763,160, against 127,333,103,264 during the same period of last year. This represents an increase of 262,350,912, or 0.2 per cent.

All classes of domestic and imported cigars withdrawn during the first 10 months of this year amounted to 4,451,120,431. This is compared with 4,674,075,230 withdrawn for consumption during the first 10 months of last year.

# FAMOUS-- BALL GUM VENDOR

- VENDS—
- 1 Ball of Gum 1st Penny
  - 2 Balls of Gum 2nd Penny
  - 3 Balls of Gum 3rd Penny
  - 1 Ball of Gum 4th Penny

Heavy nickel plated over copper base, crystal clear globe, plug proof lock. Capacity—600 balls of 1/4 gum. Sample \$8.50. Loss in quantity. 15 day trial, money-back guarantee.

## PEANUT & GUM VENDING MACHINES

New, Direct From Factory  
Only **\$2.40** and up  
Over 60,000 Sold  
**UNIVERSAL**



Designed to provide operators with a minimum service and sales appeal at a **LOW PRICE**. Vends every thing—candies, peanuts, pretzels, chewing, etc. Capacity 5 lbs.  
**\$6.95**  
Special Introductory Offer  
1 Universal 10 lb. candy, 1 yr. term.  
All for \$8.95

1/3 Deposit With Order; Balance C. O. D. Good for circular and easy terms.

Order Now  
**TORR** 2047A-50. 68 PHILA., PA.

a decrease of 222,948,908, or 4.77 per cent. Of this total 4,288,908 were withdrawn in this country during the January-October period of 1938. Withdrawals of American-made cigars in the corresponding period of 1937 aggregated 4,488,589,853, registering a decline of 199,681,712, or 4.45 per cent.

## Collect 39 Millions For Oct. Cig Taxes

WASHINGTON, Dec. 10.—Cigars were a source of \$1,341,015.48 revenue during the month of October, according to figures just released by the Treasury Department, Bureau of Internal Revenue. During the corresponding month of 1937 tax collections on cigars netted \$1,265,106.36.

Cigaret tax collections in October brought \$30,794,010.21 compared with \$41,678,712.17 in that month a year ago.

## New Automat Bulk Vender Sales High

CHICAGO, Dec. 10.—H. F. Burt, of Automat Games, reports sales on the Factory King and Silver Charm bulk venders are hitting new high peaks.

Stated Burt: "When you build the kind of venders that are profitable for operators to own you don't have to worry about the sales—they take care of themselves."

"In the words of Benjamin Franklin 'Take care of the pennies and the dollar will take care of you.'"

**STEADY MONEY MAKER!**

# 2-1 VENDOR

NEW LOW PRICE  
Any Quantity,  
See Us at Booth  
64, Stevens Hall  
1st Show.

**\$1250**  
EVEN

**D. ROBBINS & CO., MFRS.**  
11418 DEKALB AVE. BROOKLYN, N.Y.

Talking Things Over

By LEO WILLENS, President U-Need-A Merchandiser, Inc.

"Does it pay me?" "What's the percentage?" "How much money can it make?" These are a few of the many questions that are constantly being asked of us by operators.

But aren't questions like these a bit like putting the cart before the horse? Profits are the result of good business operation and depend on many factors. Attractive machines, slugproof and fool-proof mechanisms, good locations, courteous service, etc., all contribute to insuring a profitable operation. There is one factor, however, which overshadows all others. This factor marks the difference between the operator just getting along and the operator coinjing money. MERCHANDISING—that's this factor!

The cigaret merchandising machine field has been developing rapidly during

the past few years, and we believe we've done our part to contribute to its success. There is, however, one big difference between the cigaret machine operator and the operator of candy bar venders. A cigaret machine op has five standard brands which he must feature, and the price of these brands is firm and fast. There is very little leeway for merchandising under such a set-up. This condition doesn't confront the candy operator. The field is wide open and the features are green for smart operators.

There are hundreds of different standard-name brands of good candy bars and still more hundreds of candy manufacturers anxiously eager to get their products before the buying public. All these firms recognize that candy vending machines are the most ideal sales stimulant and best medium to be found for introducing a 5-cent candy bar. That's one reason why we believe the future for the candy bar operator is so rosy.

What are we going to do about it? Just this. In addition to our co-operation with the cigaret merchandising machine operator we intend advising candy ops with the latest candy prices and price revisions. We intend to furnish information concerning specials of the month offered by manufacturers. We want to see operators make money, and we want to contribute as much as we can of our experience, our contacts and our energy in helping them to become prosperous operators and skilled merchandisers.

who has heard of the machine. All I have to say in explanation is this: come up to Suite 1614, Sherman Hotel, and see how Bally has eliminated the service problem from this class of equipment.

"From the patron's point of view the Bally Beverage Vender offers the advantage of being fully automatic. There are no buttons, levers or knobs to slow up sales. Simply drop a nickel and take a drink! A drink, moreover, which is blended and charged with the same scientific accuracy which prevails in a modern bottling plant—a drink which 'hits the spot' and insures repeat business all year round.

"I could go on for an hour outlining the many new exclusive features built into the Bally Beverage Vender. But you've got to see the machine to appreciate it. So here's an invitation to all operators and distributors who happen to be in Chicago during the week of December 12 to 17. Come up to Suite 1614, Sherman Hotel. If you're thirsty try the new Bally Beverage Vender. If you don't care for soft drinks—well, I guarantee you won't have to go thirsty," Buckley added.

Universal Tells of Jar Game Making

KANSAS CITY, Mo., Dec. 10.—"In far too many instances when an operator inspects a finished jar game product he is inclined to believe that the production of jar games is a simple matter requiring little thought or effort," commented Joseph Berkowitz, of the Universal Mfg. Co., maker of jar games and salesboards.

"The they may think there is little in back of them, operators demand that each and every game be perfect in every way. Universal, thru patient care and perseverance for accuracy and quality, has pleased operators with this perfection. They have reciprocated with business to the extent that it has been necessary to expand our factory and office space.

"Tracing the finished jar game back to its original idea or beginning will show a long process of manufacturing entailing the necessity of a huge investment in machinery, supplies and labor. Another large force is necessary to market the finished product. Labor is a large factor in jar game production, hundreds of men being required to assist in the various stages of manufacture. Twenty-one experienced press men are employed to print the tickets alone. More are needed to take care of inspecting, assembling, sewing and shipping the deals at the Universal plant.

"Universal introduces new deals from time to time. Some of the newest deals were the 10 new pad style ticket deals which have rushed production at top speed. Many new jar deals are now ready, or will be shortly, for introduction. Universal will be found with all of its products at booths 113 and 116 at the NACOMM coin machine show."



"SAFE SNELL" CANDY FOR VENDING MACHINES

Also Charms for Walt Disney's Snow White and Seven Dwarfs, Mickey and Minnie Mouse, Donald Duck, Pete the Pup, Elmer the Elephant and over 500 other varieties.

Send today for Complete Price List

CANDY CRAFTERS, INC. Makers of Good Candy LANSLOWNE, PA.

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Venders. Also Table Size Venders. Supplies for All Machines.

Self-Serv Mfg. Co. S. Broad and Wickman St. Palmyra, N. J.

OPPORTUNITY OF A LIFE TIME

300 PENNY KING BALL GUM MACHINES. JUST OFF LOCATION. FIRST \$500 TAKES THEM ALL. ALL PERFECT AND READY FOR LOCATING.

- SILVER KINGS USED MACHINES \$ 4.00
MASTERS Latest Model Perfection. Turn Key Lock \$ 5.00
NORTHWESTERN DE LUXE \$ 10.00
NEW MACHINES
UNIVERSAL VENDOR, New, with 10 Lbs. of Candy and 1 Gross Charms... \$8.45
TOPPER VENDOR, New, with 10 Lbs. Candy and 1 Gross Charms... \$4.45
SILVER KINGS, New, with 10 Lbs. Candy and 1 Gross Charms... \$4.45
MANY OTHERS. SEND FOR CIRCULARS. ALWAYS SOMETHING NEW.

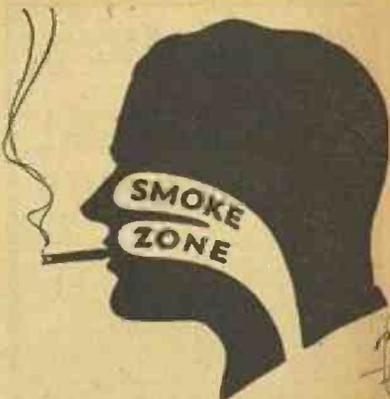
RAKE

Factory Distributor, Philadelphia, Pa. 5438 Woodland Ave.

PENNY STICK GUM VENDOR

Double return. Holds 100 sticks of... ONLY \$6.00 WITH 100 Blks of Gum FREE.

D. ROBBINS & CO., 1141-B DeKalb Ave., BROOKLYN, N. Y.



SPUDS Now \$6.25 PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Axton-Fisher Tobacco Company Louisville, Ky.



SALESBOARD PREMIUM DEALS

- 1c-30c DEAL: 12 Peaches - 12 Prizes, 12 Blue Candy, 12 White Prizes. Takes in \$4.00. Complete, \$2.25.
PUSH CARD DEALS: PENDULUM CLOCK DEAL, 48 Note Push Cards, 10 to 25c, 2 Clocks, 2 Combination Pad and Pencil Sets. Takes in \$12.95. Complete, \$8.25.
HIT & TAKE DEALS: PENDULUM CLOCK (1200 Hole Board), \$4.50; URN SET (1800 Hole) \$ 2.25; YANKEE CLIPPER (1200 Hole Board), \$4.50; BOZO DOO (3000 Hole) \$ 1.25; GANDID CAMERA (1000 Hole), 2 Cameras Mounted on Display Pad, \$ 1.25; GANDID CAMERA (2000 Hole), 4 Cameras Mounted on Display Pad, \$ 1.25; SHIPWHEEL CLOCK (1200 Hole), 1 Large, 2 Small, Mounted on Display Pad, Complete.. 7.50

NOVELTY PREMIUM DEALS

- GRAB BAG (2000 Hole), 10 Prizes in Cottonball Bag, Complete... 5.75
SNOW WHITE DEAL (2000 Hole Board), Snow White and 7 Dwarfs, on a Fairyland Display Stand, with Money Seals, Complete... 5.00
FAIRMOUNT BERRY DEAL (3000 Hole), 10 Chromium Horses, with Money Seals in Pad, Complete... 12.75
DONALD DUCK DEAL (2000 Hole), 10 Ducks with Money Seals, on Display Pad, Complete... 5.00
LUCKY PET DEAL (3000 Hole), Choice of 10 Animals with Money Seals, Mounted on Display Pad (Refillable), Complete... 5.40
LUCKY HORSE DEAL (2000 Hole), 10 Horses with Money Seals, Mounted on Display Pad (Refillable), Complete... 0.95

IDEAL 2c DEAL

4000 HOLE BOARD in 2c per Punch, with Operative Winner. One Major Prize. Choice of 2 Lb. Luscious Delic. 1 1/2 lb. Candy C Type Candy, Winter Sport Candy Chew, 3 Lb. Humo Floral Box Chocolates, 3 1/2 Lb. Happy Home Mixture Hard Candy. Complete, 2.50

TERMS 1/3 Deposit, Balance C. O. D. Order \$5.00 or Less, Full Cash. WE ARE FACTORY DISTRIBUTORS FOR "UNIVERSAL JAR DEALS." SEE IDEAL NOVELTY CO. AD ON PAGE 63.

IDEAL SALES, INC., 1516 MARKET STREET, ST. LOUIS, MO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

VENDING MACHINES FOR QUICK SALE!

Per Locally Shipped... MASTER No. 77 1c-30c \$6.25. Per Month Try And Better. Vendors Peanut Vendors (used 3 weeks) \$1.75. Electric Snatchers \$ 6.95. 2-Col. Ball Gum (Chromo) \$ 4.50. 2 in. Vendors \$ 7.50. FREE CATALOG 1/2 Deposit with order, Balance C. O. D. F. O. B. Newark. CHARM'S Assorted 7c Gross, Snow White and 7 Dwarfs, 95c Gross, (add 10c for postage-insurance.) ASCO VENDING MACH. EXCH. 323 Heathcote Ave., Newark, N. J.

PROFITS ROLL IN-

Operating World's Finest Vendors. Now deals now coming money with ALL V. V. KINGS. Vendors anything you can think of. You simply service the machines and collect the profits. Scores of locations still open and you for one or more of these amazing money making machines. Small investment puts you on the road to financial independence in a delightful business of your own. Unobtainable for big steady EXTRA income as a side line or part time. Everything furnished for a quick start. Write for all facts TODAY! AUTOMAT GAMES 2423 Fullerton Ave., CHICAGO, ILL.

## Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

### TOMMY DORSEY

With the help of his beautiful trombone tone, unique among swing musicians today, Tommy Dorsey successfully made the jump between playing one-nighters in the coal regions of Pennsylvania and his current position as maestro of one of the nation's greatest dance orchestras. He acquired his trombone virtuosity thru intensive training under his father, an accomplished musician, and in 1924 he was ready to appear in Jean Goldkette's Band, one of the foremost jazz orchestras of its day.

After Goldkette, Tommy was with, successively, the California Ramblers, Roger Wolfe Kahn, Vincent Lopez and Paul Whiteman; his first radio appearance was with Sam Leavin in 1928. He formed his own band after this and scored nicely in the Broadway musical comedy, *Everybody's Welcome*. Then, in 1935, he organized a band with his brother, Jimmy, also musically trained by Dorsey pere, but the Dorsey Brothers' Orchestra disbanded shortly after a summer season at the Glen Island Casino, smart rendezvous near New York, and Tommy went back to soloing it.

His new crew played its first Broadway engagement at the erstwhile French Casino, following which came a long road tour and then a winter at New York's Hotel, Lincoln. Shortly afterwards Dorsey started on the Kool and Raleigh radio program with Jack Pearl, who left after the initial 13 weeks, with Tommy taking over the show as his own; the program is now in its second year. The past summer found the trombone king touring out to the Palomar, famous Los Angeles ballroom, the first time he had ever appeared that far west; the Coast jaunt followed a winter of dance tours, theater dates and a stay at New York's Hotel Commodore.

Dorsey is now reigning the dancers and diners at Manhattan's New Yorker Hotel and has just completed a sensational successful four-week run at the Paramount, New York. And when he decides to forsake his sweet swing for quieter pastimes Tommy has a beautiful farm estate at Bernardville, N. J., where he now lives in his out-of-the-spotlight role of gentleman farmer.

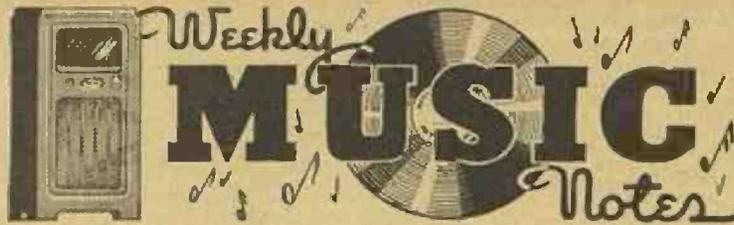
## Bearse Offers Phono Coverings

CHICAGO, Dec. 10.—To assure safe and economical delivery of your automatic phonographs use Bearse's Adjustable Pad and Carrying Harness, advises the Bearse Mfg. Co., maker of phonograph protective coverings.

Say they: "It is the most efficient and economical equipment made for moving your phonographs safely without scratching or marring. Both the pad and harness are adjustable to all styles and sizes of cabinets. The pad is made of sturdy waterproof canvas with soft (See BEARSE OFFERS on 4th column)



L. J. HAMILTON, chief of Products Inspection department, examines a Permo Point Needle thru one of the magnifiers being distributed without charge to music merchants at the NACOMM coin machine shop.



## Record Buying Guide

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

#### GOING STRONG—KEEP THEM IN

**My Reverie.** It's getting monotonous having to lead off with this one each week, but despite its lengthy tenure as a No. 1 tune, it's continuing to merit the "Going Strong" designation. It seems useless to remind anyone at this late date that either Larry Clinton or Bing Crosby ought to be dishing it out to phono addicts.

**Two Sleepy People.** This is still practically a new number, altho it's been in this section for a couple of weeks now. From the looks of things it's going to be right where it is for some little time to come. Ops are finding Phil Waller's disc pays the best returns, but you can't go wrong with Kay Kyser or Lawrence Welk for pleasing versions.

**I Won't Tell a Soul.** A typical sentimental ballad that is meeting with favor on the air, over the counter and in the machines. Andy Kirk and his septet crew handle it particularly well on their platter, which patrons are finding out in increasing numbers. Tommy Tex Dorsey does well by it also.

**Day After Day.** Another ballad and a good one. Hit the top of the most-played list a couple of weeks ago, altho it hasn't kept up the good work. Ops report it profitable, however, especially in locations where Richard Himber is liked. His pyramiding rhythms do a lot for the tune.

**You Must Have Been a Beautiful Baby.** Hitting the high spots on all lists, this picture song (Dick Powell's Warner film, *Hard To Get*) gets preferred rating from this corner this week. Bing Crosby's waxing is pretty big in the machines at the moment, as what Bing Crosby waxing is not?

#### COMING UP—BETTER STOCK THEM

**I Must See Annie Tonight.** Looks good to be the new novelty leader in a few weeks. Guy Lombardo out it and operators are beginning to find it a good item to have around.

**It's a Lonely Trail.** Nick Kenny (*Gold Mine in the Sky, Cathedral in the Pines, While a Cigarette Was Burning*) authored this one and a reference to the parenthetical notation would seem to be sufficient warning to be prepared. Lombardo again, with a disc that's being stocked by smart ops.

**Please Come Out of Your Dream.** Ruby Newman is attracting attention to this ballad with his smooth plattering. The number is just about beginning as a radio song and it's of a type that usually manages to find its way pretty near to the top.

**Jeepers-Creepers.** The fact that this is a film tune from Werner's *Going Places* takes it out of the classification of operators' specials and puts it up here where it seems to be doing so well that it may be jumping to the section above before long. Al Donahue is the best bet for the phono at the moment.

**When Saw Was Courting Maw.** Another novelty ditty getting a promising play from band leaders with network wires, usually the sign of a new hit developing. Dick Todd has a swell vocal disc and Donahue again contributes an equal dance version.

#### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits; but which are, or give every indication of becoming, successful phonograph numbers.

**Silent Night.** Needless to say, this is the time of year to drag out all the Christmas carols that machines can stand, and in that connection this most familiar of all seasonal songs is to be preferred. What guarantees its preference is Bing Crosby's record of it, with the religious *Adeste Fideles* on the reverse.

**Man With the Whiskers.** Christmas spirit in a novelty package, wrapped up and neatly delivered by the Hoosier Hot-Shots. A good item for the next couple of weeks.

**Meet Me Tonight in Dreamland.** This is going over well in neighborhood locations, as done by Jimmy Davis.

**Topsy.** A real jitterbug special, blasted out by the great Goodman. He won't disappoint his faithful followers with this one, but you'd better line the machines with asbestos.

**Jumping at the Woodside.** A Count Basie stomper that will make the classicists bite their fingernails but will send the cats into ecstasy. Woodside and its plattermate, *Dark Reptile*, are sure-fire.

**Begin the Beguine.** Of all the Artie Shaw hit recordings in the boxes now, this grand Cole Porter rumba-fox-trot is one of the best musically and one of the leaders financially.

**Lullaby to a Little Jitterbug.** The Andrews Sisters can always be depended upon to knock out a disc bursting with appeal for the nickel-droppers, and this one is no exception. Reverse, *Press Total*, is entirely different but just as good, and it's up to the particular location to decide which side is better for its purposes. For enjoyment it makes little difference.

**Coin to Shout All Over God's Heaven.** Backed by another famous Negro spiritual, *Nobody Knows de Trouble I've Seen*, this is a likely bet for colored locations. Louis Armstrong, minus his trumpet, does the chanting, and well.

**The Devil With the Devil.** A clever Larry Clinton ditty and his usual capable job on the recording; Beginning to do well for itself, not an unbreakable thing where the dippy doodler is concerned.

#### GOING DOWN—NOT WORTH PUSHING

**Mexican Rose, Change Partners, The Yam, Lambeth Walk, Stop, Beatin' Round the Mulberry Bush, Heart and Soul, I Haven't Changed a Thing, Tutti Frutti, Boogie Woogie, Small Fry.**

## Modern Vending Views Coming Year

NEW YORK, Dec. 10.—"Now that 1938 is drawing to a close we find that we have passed thru the greatest sales year in our automatic music career. In fact, this year we outstripped all former sales. This, in itself, is an outstanding record. And certainly impressive when our sales for previous years are taken into consideration." So state Nat Cohn, Irving Sommer and Harry Rosen, executives of Modern Vending Co. The reason, they state further, is that "Wurlitzer has continued to produce the best automatic musical instrument we have seen."

"To be more explicit," Cohn stated, "the music industry is becoming more stabilized each day. It is better organized. And it has been learned that it is a legal industry on as high a level as any other industry in the country. There has, thru general co-operation among the music merchants themselves, been elimination of ugly competition. The men have learned that this sort of competition is not only costly but injurious to their business. They have therefore come together and arranged for certain rules and restrictions as well as agreements on percentages which have raised the level of the business and have tremendously benefited it in every regard. This was immediately apparent in our record department, which has grown to the point where we sell over 30,000 records each month. In itself a most worthy achievement and certainly a great service to every one of our operators.

"Our parts department has become known to every phonograph operator as equal to that of any major industry. We carry every part and charge factory prices. This gives operators the opportunity of keeping their machines in the finest condition at all times and aids them in every respect where repairs are concerned.

"Earnings have gone up in most cases because operators have sought out and used better business methods. They have cultivated the public's musical taste. They have been tremendously interested in their future. And they find that by hard work and continued effort they help not only themselves but assure their future."

For 1939 Sommer had the following to say: "This will be one of the greatest years in the phonograph industry. This year the true point of stabilization will be reached by the music merchant. The reason that we make this statement is because we have found that the operators who are making good in the music division of the industry are those operators who are specializing in music machines.

"The age of specialization as far as music machines are concerned will completely be upon us in 1939. Operators of cigaret machines, pin games and other types of equipment have learned that they need music machines to hold locations. But these same operators have discovered that they are far better off when these same machines are in the hands of an operator who specializes in music.

"Location protection among operators has also reached a fine point. Operators everywhere have come together and have decided among themselves that this is the answer to better profits and to their future in this business as well. This has greatly tended to stabilize the industry to a point where it fits into the promise of the greatest year in '39.

"The small music operator is gradually fading from the picture. Music merchants have learned that it does not pay to operate a small route of machines and attempt to earn profits while their minds are taken up with other equipment. The large operator is gradually taking over the small routes and is building up the entire business tremendously by doing so. He sets us a backbone for the entire industry in his territory.

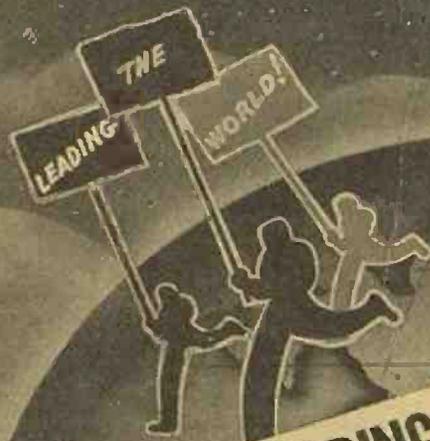
"In this fashion the industry is gradually crystallizing itself to a point where a few operators will control the major portion of the distribution. Where there are less men to contend with, ideas and ideals can be more easily accomplished. In this fashion are we obtaining stabilization," he said.

## BEARSE OFFERS

(Continued from 3rd column)

flannel lining and special non-spreading filling.

Bearse also manufactures a line of pads for covering practically all types of machines and games.



# THE PROOF OF THE PUDDING

... CALL IT LUCK. CALL IT BRAINS OR CALL IT WHAT YOU WILL  
 —BUT EVERYONE IN THE COIN MACHINE INDUSTRY WILL ADMIT  
 THAT "MODERN" HAS ALWAYS PICKED WINNERS . . . AND THE  
 OPERATORS WHO FOLLOWED "MODERN'S" SUGGESTIONS PROFITED  
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**Music Perfection**

By I. F. WEBB

Vice-President in Charge of Phonograph Division, Rock-Ola Mfg. Corp., Chicago.

At the NACCOMM coin machine show the crowds will be stopping, looking and listening to the new model phonographs with greater attention than ever before. For ahead of us lies a year of great opportunity—a year when all business men are contemplating the fruits of rising markets, increased demand for goods, expansion, more employment and most important of all, national optimism.

Music operators may well be proud of the progressive industry of which they are a part. Each succeeding year has brought changes and improvements that continuously have made the music operating business a better and more profitable business. Each manufacturer has been striving in his own way to make the music business more stable and more profitable for his customers.

A demonstration of the 1938 models and a glance at the price tags will reveal to the seasoned operator that phonograph values have truly reached their peak. Never before has the coin music manufacturer offered so much for so little.

Let us pause and look back into the history of the music machine business so that we can properly appreciate the great models being offered at the 1938 show.

Opinions vary as to the exact beginning of the coin music business, but all will agree that it dates back to approximately 35 years ago—at the turn of the century—when the Regina Subline, a huge music machine using a large sheet of tin with perforations, brought forth the tinkly music of its period.

Next the Thomas A. Edison machine using the cylinder record came into sensational prominence not only in the home but in the old arcades where for the price of a penny one could hear this "beautiful" music by means of slot machines. The tone was scratchy and distorted but the crowds loved it.

Other machines just as crude as the above inventions followed in quick succession, leading up to the unique automatic banjo, which operated by coins. However, the first real nation-wide popularity of coin-operated music came with the introduction of the automatic piano. It is interesting to note that many phonograph operators of today look back on their piano-operating days and recall many happy memories. The instruments were high priced, but the industry was young and the collections were large.

With the speedy development of radio and modern amplification of tone—plus the added impetus due to repeal of the 18th Amendment—the automatic phonograph really came into its own during the past five years. The quick development and improvement of the automatic phonograph during these past few years is a story in itself and well known to every seasoned music operator.

From a merchandising viewpoint the phonograph industry has reached a point today where it can be compared with the automobile industry. By this I mean that it has become largely a matter of designing and eye appeal rather than for mechanical construction. In other words, the basic construction of

**What the Records Are Doing for Me---**

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to  
**WHAT THE RECORDS ARE DOING FOR ME,**  
**THE BILLBOARD PUBLISHING COMPANY,**  
1564 Broadway, New York City.

New Haven, Conn.

December 10, 1938.

To the Editor:  
With the football season at an end, we are now disposing of the football songs which brought in nickels during the season. Now we will get back to the regular line.

We find that in many of our class spots the crowds are shifting to the more conservative style of music instead of the swing which formerly was much in vogue. Most of our other locations are moving towards this trend too, altho in the college spots the students still seem to enjoy the swing renditions of Artie Shaw, Benny Goodman, Larry Goodman, and other similar top-notch bands.

Among these tunes which are coming up as the best played discs are *Two Sleepy People*, with Bob Crosby rendition, and *White a Cigarette Was Burning*, with Paul Whiteman's rhythms. *You Must Have Seen a Beautiful Baby*, by Chick Bullock, ranks high on the list with others including *The Girl Friend of the Whirling Dervish*, by Skinny Ennis; *Ork!*, *Mexican Rose*, by Bing Crosby, and *My Roberie*, by Larry Clinton and Bing Crosby, are good bets.

Those tunes which we are taking off the machines because they're on their way down include *Change Partners*, *Lambeth Walk*, *Ticket-Ticket* and *Foolish of Dreams*. *I Found My Yellow Basket* isn't taking as well as we thought it would and won't be anything like *A-Ticket*, *A-Ticket*.

J. J. FITZGERALD,  
Connecticut Automatic Music Co.,  
New Haven, Conn.

Kansas City, Mo.

December 10, 1938.

To the Editor:  
Most operators have little trouble ascertaining which of the many new record releases will bring in the coins now that *The Billboard* is performing that service. But I have found that certain "oldies" if placed in the right locations will also prove plenty profitable, providing they are recorded by artists and orchestras well known to the public.

As an example, I take Ted Lewis. More than a decade ago he recorded *Whee My Baby Smiles at Me* and *Wear a Hat With a Silver Lining*, two tunes long associated with the high-haired tradition of jazz and his band. Last month he did the songs again. The discs are on many of my machines and they're a big hit.

Similarly, releases or new recordings like those will garner nickels: *Rockin' Chair*, *Washboard Blues* and

phonographs today has reached a point of perfection which automatically turns the spotlight of attention on design and eye appeal.

*Little Joe*, by Mildred Bailey; *Got a Date With an Angel*, by Hal Kemp; *Smoke Rings*, *I Cried for You* and *Memories of You*, by Glen Gray and the Casa Loma Orchestra; *Carolina Moon*, Tommy Dorsey; *I Got Rhythm* and *Flight of the Bumblebee*, Jimmy Dorsey; *Just You, Just Me*; *Russian Lullaby* and *Lilac Time*, Red Norvo, and *Margie*, *Whispering*, *Star dust* and *I Can't Give You Anything But Love*, all by Benny Goodman. Goodman's new album of old swing classics, just released by Victor, is crammed with ideal phono material; incidentally, but I have not had the platters out on location long enough to tell exactly how each disc is faring. On paper they all look strong.

Those are the old tunes that click for me. And here are some new ones, with the bands which recorded them, which are doing okay: *Red Norvo's* and *Mildred Bailey's What Does You Got?* and *Have You Forgotten So Soon?*; Kay Kyser's *Two Sleepy People*; *After Looking at You*, by Gene Krupa, and *Old Folks*, by Mildred Bailey; *White a Cigarette Was Burning* and *My Own*, are ballads with good possibilities. DAVE COOPER,  
President Fearless Distributing Co.,  
Kansas City, Mo.

New York

December 10, 1938.

To the Editor:  
This letter is going to be different for I'm not an operator. However, I believe I'm well qualified to write on what records are going best for operators in the New York area since I'm manager of Modern Vending's Record Department and supply thousands of records monthly to ops who come here to buy. Among

the newer releases which are going strong for are *Richard Himber's Day After Day* and *Al Donahue's Jeepers Creepers*. *Ruby Newman's Please Come Out of Your Dream* is another hit. *Dick Todd's When Was Your Last Love Affair?* is also going strong. *My Own* by Henry King and *Angels With Dirty Faces* by Cab Calloway are among the older releases still in big demand.

Swingsters are showing a preference for Benny Goodman's *Topes*. This is a new release that has all the earmarks of a real hit. *Art Shaw's Beginning of the Beguine* and *Larry Clinton's My Heart Belongs to Daddy* are also being used extensively by ops in spots where swing is king.

The Hoosier Hot Shots have made an exceptionally fine recording of *The Girl Friend of the Whirling Dervish* backed up by *The Man With the Whiskers*, a Santa Claus ditty that should be a hit round the holidays. *Bing Crosby's You Must Have Seen a Beautiful Baby* is going places and *Two Sleepy People* duced by Bob Crosby is more in demand every day. Most every op seems to want *Bill Fitzgerald* and *Chis Webb's* version of *I Found My Yellow Basket*.

Ops who want an oldtimer for new spots can't go wrong with *Jimmy Davis's Meet Me Tonight in Dreamland*, *Andy Kirk's I Won't Tell a Soul* and *Edgar Hayes's Help Me* are the two discs they're buying for colored spots.

LILLIAN SCHONBERGER,  
Manager Record Department,  
Modern Vending Co.,  
New York City.

New Orleans

December 10, 1938.

To the Editor:  
When William Corcoran, of Corcoran Co., Frisco, said in a letter to this column three weeks ago that San Franciscoans are conservative in their musical taste (see *WHAT THE RECORDS* on page 75)

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**FOR 1939**

We're going to do our share by giving you plenty of Big Hits. Keep your eye on Brunswick for '39 —BIG DOINGS AHEAD—See us at the Show—Dec. 12 to 15 at the STEVENS HOTEL, Booth 151, Room 512A.

Pats Waller, Bob Crosby, Ella Fitzgerald and, in fact, most any band with a drawing blues dating possibly as far back as that bespeaking Memphis, St. Louis and even the Wabash gets a call. As for the "Basket" episode, it would have been better for it having ever been "found." Here is where Ella Fitzgerald went back a few paces.

LOUIS MURPHY,  
Louisiana Amusement Co.,  
New Orleans.

Kansas City, Mo.

December 10, 1938.

To the Editor:

I recently undertook an experiment in regard to records on some of my locations which I think you may find of interest. The results, I must confess, were somewhat surprising to me as well as several other Kansas City operators.

On five locations here I took all the current pop tunes out of the machines, replacing them with novelties and good old standards as played by a half dozen top bands, all of them swing units. Then I obtained just a few brand-new pop tunes, most of them never heard before on machines here, and placed them in the phonographs on each location at a 10 per cent ratio. In other words, on the five machines in the experiment I had 80 per cent standards and 10 per cent safe-fire commercial hits. Then I sat back to see what would happen.

The top grosser, in a two-week period, included Gene Krupa's Tughi Frutti, with Leo Watson's scat vocal; Artie Shaw's Indian Love Call and How Dry I Am; Benny Goodman's Chirridis and Sometimes I'm Happy; the Red Norvo-Mildred Bailey version of Jump Jump's Here and Jimmy Dorsey's rhythmic Dusk in Upper Sundewy along with Flight of the Bumblebee, latter ditty featuring the Dorsey alto sax technique. As you can see, not a one of these platters is a current hit. Yet they proved my best bets and crowded out such ditties as My Raverie, Two Sleepy People, While a Cigarette Was Burning and Old Folks, all played by good bands.

The locations? They were representative. One was a Harlem spot, two were near high schools, the fourth was a cocktail lounge and a fifth was a small night club. Only on the cocktail lounge location did the current tunes stack up as strong as the swingeroos. Kansas City, of course, is noted as a hot swing town and the five platters are invariably a good bet, but I was unaware just how strong that swing-consciousness really was until I tried the experiment. As a result, I'll be stressing the hot discs all the more in the future.

A maximum of 30 per cent current pop tunes is about right, I believe. Once those discs are in place, fill the machines up with waxings by Goodman, Shaw, Norvo and Bailey, the Dorseys, especially Jimmy's stuff, and then add a few Bob Crosby, Jimmie Lunceford, Count Basie and Andy Kirk sides. A mixture like that—in the heart of America at least—is inflexible against poor grosses on any kind of location.

It's the band and not the tune title that counts. No one can argue me out of this conclusion.

CARL F. HOMZEL,  
President United Amusement Co.

Dallas

December 10, 1938.

To the Editor:

Since we are one of the largest buyers of phono records in the State we naturally must have tunes on our machines that will gather in the nickels. The information given here we trust will prove profitable to other music-operating firms.

Among the race platters that are really going to town in our race spots are the following: Down on My Knees, by Honey Dripper; Truckin' Little Women, by Big Bill; Doin' on East Street, by Big Bill; Jeep's Blues, by Johnny Hodges; Gove, by Boots and Buddies; Polky Writer's Blues, brushed out by Washboard Sam and Sugar Mama. All of these artists go over well down this way, and these discs will no doubt needle out plenty of nickels for the next 30 days at the least.

Dance tunes that still look good for some time down this way are Boogie Woogie, by Tommy Dorsey; Begin the Beguine, by Art Shaw; Won't Tell a Soul I Love You, by Tommy Dorsey; Lightly and Politely, by Tommy Dorsey; Two Sleepy People, by Pats Waller; All Ashore, by Jan Garber; Sittin' at Midnight, by

Tommy Dorsey; You're the Only Star in My Blue Heaven, by Dick Robertson, and While a Cigarette Was Burning, by Frank Bailey. Tommy Dorsey, Jimmy Dorsey, Larry Clinton, Kay Kyser, Art Shaw and Dick Robertson are the real "clicking" dance bands in this territory.

Hillbilly tunes that are filling our cash boxes are Makes No Difference Now, by Cliff Bruner; Can't Out That Monkey on My Back, by Shelton Brothers; There'll Come a Time, by Riverside Stamblers; Broke My Heart a Million Ways, by Three Williamson; and Lost Woman, by Shelton Brothers. These are good hillbilly tunes for Texas.

Without question Bing Crosby leads the crooners by a wide margin. A Crosby crooner disc will bring the nickels out of the pockets of the tightest and we don't mean maybe. He's tops, four bells and everything.

New numbers just coming in and getting off to a swell start are Must Have Been a Beautiful Baby, by Bing Crosby; Sittin' at Midnight, by Tommy Dorsey; Two Sleepy People, by Pats Waller; All Ashore, by Jan Garber; Sweet Georgia Brown and Blueroom, by Benny Goodman.

Swing numbers in the majority of instances would be better if they had a vocal chorus. The music operators as a whole could use more hillbilly numbers along the line of Milton Brown's Sittin' on Top of the World, Four or Five Times, Corrine Corrine, Talking About You and She's Killa' Me. All string without the brass.

W. F. O'CONNOR,  
HERBERT OYLER,  
C. A. TAYLOR,

Associated Operators, Dallas, Tex.

Asbury Park, N. J.

December 10, 1938.

To the Editor:

I have been studying this music business for the past five or six years and I am more and more convinced that records' popularity runs in cycles. Right now we are enjoying the upward trend of that cycle—good snappy tunes by lively bands are also putting our receipts on the black side of the ledger.

That combo Chick Webb-Ella Fitzgerald can't be whipped. Asbury's better spots take to their numbers as readily as the snip pieces. I find that their rendition of A-Ticket A-Ticket is still going strong. MacPherson's Is Reckoning, Wooley Dug and I Let a Tear Fall in the River are also getting excellent plays.

This area is also giving Red Norvo and Mildred Bailey the glad hand. They appeared here during the summer, so did the Webb-Fitzgerald bunch, and this is helping—even in dead winter—to pack a few coins into the box. Their number Who Sleaz Out the Flame? is packing a wallop in the taverns. Two other records going strong are Gardenia, by Dick Todd, and At Long Last Love, waxed by Ozell Nelson. He is always good, for there are a number of his old Rutgers buddies in the sector.

These numbers are supported, I think, because Gardenia was written by Larry Nelson, a local boy. The popularity of At Long Last Love is due to the fact that the town gets a plug in the lyrics—"Is It Granada I see of Asbury Park?"

Getting back to the Harlem district, I find that Sixty Seconds Got Together is one of the topnotchers. Lawrence Walk certainly goes to town on it. There is no way to account for Larry Clinton and Ben Wain's popularity except to say their numbers are ace. Heart and Soul has captured the show public. Kay Kyser's Ya Got Me and What Have You Got That Gets Me? are also leaders in the show ends.

For the better spots—not as far as money is concerned—My Raverie and Two Sleepy People are being favored by leaps and bounds. Change Partner, which Jimmy Dorsey waxed, is holding a lead. However, Clinton's Raverie is better than very good and Bing Crosby's rendition is the answer to the music machine operator's prayer. Bing Crosby's Meritole Rose still leads at the three-quarter pole. His Small Fry is also packing a terrific punch but is not carried on all our machines.

This business is interesting—never a dull moment. My men watch The Billboard for opinions from other sections and find them extremely helpful.

REUBEN LEVINE,  
J. B. A. Music Co.,  
Asbury Park, N. J.

**WHAT THE RECORDS—**

(Continued from page 74)

he spoke just as well for that other interesting city of America, New Orleans. Recordings click in the East for some time before the Crescent City boys take a selection to heart. Such is the case right now with Meritole Rose and My Raverie, both recordings by Bing Crosby.

But while these two selections run neck and neck another Bing Crosby rendition, You Must Have Been a Beautiful Baby, is getting lukewarm, and when the Easterners begin soon to look for Crosby's next New Orleans will be seriously falling for it.

As for the Dorseys, Jimmy is a flop, while Tommy Dorsey clicks with every disc used on our machines, and his Boogie Woogie and Rainbow Round the Moon are far up in ranking with the best. So with the Crosbys, for Bob and his Bob Cats are a great pair of money makers, Bob not running very far behind his famous brother. Five Point Blues and Two Sleepy People are two of Bob Crosby's biggest hits in both white and Negro sections of the city.

Slim and Slam with Tughi Frutti and Jump Session have a pair of favorites along with Johnny Hodges' recordings, Ted Lewis' repress of When My Baby Smiles at Me, Dick Robertson's Memories, Joe Daniels' Me and My Gal, Big Bill's Truckin' Little Women, all Benny Goodman's discs (he ought to make more), Henry Busse's When a Prince of a Fellow Meets a Cinderella and Russ Morgan's So Help Me and Brand-New Picture. Yes Ya Girl gets honorable mention along with many of Pats Waller's latest.

In the booby class with Jimmy Dorsey go the so-called better bands of the nation like Guy Lombardo, Wayne King, Shep Fields, Horace Heidt, Kay Kyser and Paul Whiteman. We don't even try to place these recordings on location. Louis Armstrong, who a New Orleans native, is another dud. A surprising reversal of form is Dolly Dawn. Sweeping suddenly into prominence, the Dawn records are definitely ace, although she did a temporary comeback with her What's Got Dorrish. The Lambeeth Walk does well in the higher class papers, but Negroes will not accept it.

As for the septa spoke Count Basie,

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One of the finest routes of Phonographs for sale in the entire country. All machines are in excellent condition. Route consists of 75 machines, as follows: 3 Wurlitzer Model 600, 2 Wurlitzer Model 600, 2 Wurlitzer Model 24, 12 Wurlitzer Model 24A, 1 010A with ART Crozier, 1 Wurlitzer Model 310, 1 Wurlitzer 010A, 100 Val DO, 12 Wurlitzer 010A, 21 Wurlitzer 010 (all the 010 are same as 010A Model, as they have the new rubber grill installed); 1 Wurlitzer 012, 10 Wurlitzer 012, most of which have new installed 3 Wurlitzer 012 chassis installed in same cabinets (it-up only cost 1 Wurlitzer P-12, 10 cabinets DO, second hand), 1 Crozier 10-Record Model, 3 Brunswick 1008 Records with 10-Record Model, 10 Brunswick 1008 Records with 10-Record Model. With the route go several Microphone head-ops, all the necessary loud speakers, and extra speakers on hand. Most of the machines are in good hands, and have had rubber mats on top, so are in A-1 shape. The value of this route is much more than the price asked, and all the machines are well placed in St. Paul and Minneapolis, Minn. Owner will be in Chicago for the Show and an interview can be arranged.

Price also includes Record Cabinet, all parts, etc. Present route man will go with buyer if desired. Competition is at a minimum and the possibilities of increasing the route are excellent. Figure out the value of the machines and the cost of placing a route of this size, and you will agree that our price of \$12,000.00 is a real bargain. Collections average \$5.00 a week for one set, and can be increased. If you have the cash in full and are interested write: E. O. C. 04-52, care The Billboard, Wood's Bldg., Chicago, Ill.

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- Larry Clinton and His Orchestra  
26076—Chant of the Jungle, P.T. • Design for Dancing, P.T.
- Rita Waller and His Rhythm  
B-10000—Two Sleepy People, P.T. (from Paramount "Thanks for the Memory")  
[I'll Never Forgive Myself for Not Forgiving You] P.T.
- Artie Shaw and His Orchestra  
B-10001—What Is This Thing Called Love, P.T. (from musical production "Wake Up and Dream")  
Yesterdays, P.T. (from musical show "Roberta")
- Eddie DeLange and His Orchestra  
B-10027—You Can't Kiss a Frigidaire, P.T. • Copenhagen, P.T.

Don't miss the RCA VICTOR BOOTH  
at the Coin Machine Show, at the Stevens Hotel, Chicago,  
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## IT PAYS TO USE VICTOR & BLUEBIRD RECORDS

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### Detroit

DETROIT, Dec. 10.—E. J. Harks has bought a large quantity of vending machines from the Mills Novelty Co.

George Owens, East Side operator, has added some new Wurlitzers to his music machine department.

Barry Morgret, Detroit machine oper-

ator and distributor, has moved his headquarters to Dearborn, West Side suburb.

William E. Goddard, Detroit pin game operator, was in Northern Michigan hunting recently.

Max Schiff, another veteran operator, has given up his plans for returning to the jobbing field and will stick to operating machines instead. Schiff, who

specializes in pin games, has been really busy these last few weeks with his business—indicating that things are improving.

E. K. Pletcher, of the Food Service Co., handling coin-controlled food machines, is another Detroitier who was up north hunting this past week-end.

Mrs. Sue Griffin, who won the respect of Detroit operators for the way she

stepped in and managed her husband's jobbing business when he was in poor health some time ago, has "burned the reins" back to him and now has a separate business of her own to keep her busy. Evidently running a business has got to be a habit with this lady.

Edward E. Smotkin, president of the National Distributors Corp., coin machine distributor, has moved headquarters to Columbus, O.

# STREAMLINE BOXES

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**\$8.50 Weekly Average Returns**

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX. One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50.

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Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. **YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 to 20 NICKELS."**

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OFFICES AT LOUISVILLE — INDIANAPOLIS — CINCINNATI.

# PHONOGRAPHS

## 25 WURLITZERS 616 & 716

**\$115.00 Each** F. O. B. ST. LOUIS

1/2 WITH ORDERS. BALANCE C. O. D.

GEO. ROWLAND CO., 4665 Page Ave., ST. LOUIS, MO.

## Decca Reports Income Increase

NEW YORK, Dec. 16.—Decca Records, Inc., maker of records for sound machines, and its subsidiary reported yesterday a net income of \$207,122 for the fiscal year ended on August 21 after depreciation, federal income taxes and other deductions. This is equivalent to 53 cents each on 358,325 shares of \$1 per capital stock outstanding. Net income in the preceding year was \$80,245, equal on the same capitalization, to 22 cents a share.

In a registration statement filed recently with the Securities and Exchange Commission the company showed a net income of \$167,570 for the 10 months ended on June 30 after deducting \$49,177 for non-recurring excise taxes, federal and State taxes, depreciation and other charges. This was equal to 47 cents a capital share. Net sales in the period aggregated \$2,007,922.

The consolidated balance sheet of June 30, according to figures filed with the SEC, disclosed current assets of \$658,719, including cash of \$34,224 and inventories of \$536,710; current liabilities of \$360,034 and net working capital of \$170,085.

**OVER 18 YEARS**  
of Metallurgical Research

**OVER 10 YEARS**  
of PROVEN USE that's

**PERMO POINT**  
PHONO NEEDLES

# Music for Sale!

An inspirational article for operators of phonographs that stresses the field of salesmanship where every man can use

By BERT WIMBLE

**WHETHER** it's a symphony orchestra or a swing band, whether it's a glamorous personality like Hedy LaMarr or the quips and quavers of a wooden doll like Charlie McCarthy—whatever the commodity—it has to be sold to the public before it's a success.

It's the same in the coin-operated music business, the public must be sold on its music and its medium of music before there will be any money to put in the safety deposit box. And that selling job falls on every person in the coin machine business—the manufacturer who must sell his phonographs with their colors and lights and glorious tone; the operator who has to sell his location and keep it sold; and the location owner who has music for sale.

Everybody in the music business has a merchandising job. The manufacturer's representative must not only sell his machines, he must co-operate with the operator in placing that phonograph and suggesting sales stimulants, and the operator and location owner must work very closely in putting the music machine across to the customers.

Sometimes it takes a little economic unrest to bring home the fundamental truths. When things are easy comparatively little constructive effort is required and a member of the industry may "solder" on the job a little and still make money, but when the going is a bit rougher, then the man who wants to stay on top psychoanalyzes his business to see what he can do to keep it on even keel and then works at it for all he's worth.

Naturally there are the hoary head-shakers on the fringe who mutter that the music business in the coin-operated field is slipping; that all the good locations are taken; that the manufacturers bring out too many new models; that too many competitive factors are working against the location owner, the operator and even the manufacturer—in short, that it's going plumb to the dogs.

### Scratch Deeper

As our wise old grandmother who helped granddad build their own log cabin would say, "Fiddlesticks!" And then she'd tell about the little red hen who heartily enjoyed the grain lying about on the ground during the wet spell, but when the drought came she didn't stand around on one leg and droop like the rest of the henfery; she scratched—and the deeper down she scratched the more luscious she found the seeds—far superior to any she had picked up on top during the chicken heyday.

The same principle may be applied to the coin-operated business today, ridiculous as the comparison may be. It takes a little scratching to unearth the opportunities right under foot. As one veteran operator who started way back when the industry was young said: "Why, you boys don't know how easy the coin-operated business is these days. Say, when I started the machine that operated with a nickel was a novelty and people eyed it suspiciously and didn't take to it right away. Not that I blamed them much because after all the old machines were in the experimental stage and sometimes they worked and sometimes they didn't. Now the manufacturers make phonographs that are phonographs. What's more, they hold out all kind of hints and helps for the operator. But the most important thing in your favor today is the fact that people are used to the coin-operated phonograph and they insist upon it."

### Customers Want Music

The veteran operator is right. There's no problem of public acceptance today. What is a restaurant, tavern or similar location whose limitations prohibit an orchestra or similar entertainment without a phonograph? Just go visiting around and you'll be surprised at the number of phonographs you'll see. Yes indeed, the customers want their music. They expect it and they go to the places that offer it attractively. Don't tell us the men in the coin-operated music business of today don't have a good head start toward success. What it takes is an analysis of the factors influencing that business, the application of sound merchandising principles—the same as in the grocery business, the automobile business, the theatrical business—and

the co-operation of every blessed member of the coin-operated music fraternity.

Unfortunately, there are always a few members in every industry who fail to make the most of their golden opportunities. For instance, a location owner may make room for a phonograph and then expect it to produce big profits without promoting it. He may figure that he's out nothing except a few feet of floor space—the customers can walk it or leave it—he doesn't care—and very likely he's the fellow who will be sitting on his big stool behind the bar watching the crowd go next door. Of course, he's the loser, but the operator loses more unless he gets back of that location owner with a good educational program and a few timely merchandising ideas and shows him how to sell his music.

### For Light Hearts

Music is a necessity to light hearts and enjoyment. It is a good tonic. With an attractive phonograph and a wise selection of records right within reach the customer will spend his money—if the location owner and operator have co-operated in making it easy for him to spend his quarters, nickels and dimes.

Men in the coin-operated music business must be sales-minded. Yet more than that, they must understand and know people. After all, it takes all kinds of people to make up this world and their tastes in music are widely varied. Not all locations attract the same type of customers. A cosmopolitan community, a Polish community, an Irish community rarely enjoy the same kind of music as a steady diet. It's up to the location owner and the operator to determine the musical appetites of each community and then satisfy them. Give the customers their money's worth and they will come back for more and bring their friends and their friends' friends—even their relatives! The interior or type of location is not nearly so important as the atmosphere, meaning a spirit of friendliness and good fellowship.

### Off Beaten Path

There is a place in the wholesale market district far off the beaten path in a large Midwest metropolis, yet because the owner is a human, likable sort of fellow with a superb sense of showmanship the customers come back night after night for his excellent food and buffoonery. And in no better way does he create that "this is fun" feeling than by music—and that from a coin-operated phonograph.

Then there is the case history of a tavern on the great West Side of Chicago. One day a patron expressed a fondness for John McCormick's songs. The location owner remembered that remark and the next time the record man came around he asked for something the great Irish tenor had popularized. The next week the record *My Wild Irish Rose* was listed on the program panel. That song alone earned nearly a dollar a week for almost a year. Trifling, you say? Perhaps, but that location owner is not overlooking a thing to help his business and he's



ARTHUR J. OLSEN, founder and president of Permo Products Corp., manufacturer of Permo Point needles. He introduced needles to the automatic music trade over 10 years ago.

# WHAT WILL BRUNSWICK "8237" MEAN TO YOU



Not only is this a hit disc on both sides—but it should increase the play of every other record on your machines. Further details will be in the hands of your Brunswick distributor soon.

too busy right now to know that some other locations are complaining about dull business.

The mighty Barnum was purported to say: "Give 'em a laugh and a good show." The manufacturers today give the public a photograph which if placed strategically and promoted with somewhat the same enthusiasm that Barnum displayed does provide a real show. By now the manufacturer knows what appeals to the public; he has passed the experimental stage in the mechanics of photograph building and he turns out a photograph that will may be the center of activity in any location. Besides, in the light of his experience he stands behind the operator and location owner with his ever-ready co-operation. His representatives' service men are always glad to assist the operator no matter what his problem. The manufacturer is concerned beyond the point of sale just as the aggressive operator is concerned beyond his weekly trip around to his locations to collect his share from the phonograph coin boxes. The operator is the bird dog in the business. He circulates, gets around and discovers new business. He knows who's doing a good job and who is not and probably the reason why. If he is observant and able to think a problem thru, he is well equipped to offer constructive suggestions to stimulate business. As a matter of fact, he can work out a few of his own ideas with the co-operation of the location owner, most likely to their mutual benefit.

### Easy for Customers

We all know we're a pretty lazy lot. How many times have you let the radio play on and on when you didn't particularly care for the program just because you were too lazy to put down the old plug and the evening paper and walk across the room to turn the dial. So it is in a location. Unless the location owner makes it easy for customers to spend their money on the phonograph some of them may let the other fellow do it—and as a result the phonograph loses money it might easily be earning. There are subtle ways to tempt play: Placing the phonograph conveniently and prominently is important—not back behind a row of tables or in an obscure corner where it's inaccessible for

many of the customers. Place it at point of contact where traffic passes by. A large chain of drug stores puts a candy and gum display on or alongside the cigar counter near the cashier—an irresistible suggestion. And when change is made the cashier returns small coins to make it painlessly easy for the customer to reach across for a candy bar or to spend some more money in the store before he leaves.

### "Fiddliesticks!"

There is the argument that the phonograph business has reached a point of satiety. We'll echo grandma's "Fiddliesticks!" The manufacture, distribution and operation of phonographs is not so much different from making and selling automobiles. There are nearly 30,000,000 cars on the road today, but the manufacturers certainly haven't quit making new ones. The 1939 models are coming out now with new design, improvements and appointments which will bring today's drivers into the market to buy.

It's practically the same with the phonograph business. The old models, no matter how good they may be mechanically, go out of style. The manufacturer builds a new phonograph with more sales appeal. John Public sees it. He prefers to put his nickels into it, and the older and less attractive machines become less valuable both to location owner and operator.

The wise operator either keeps up-to-date on his phonographs by buying new models or by renovating his older machines thru exchange of old cabinets for new and other improvements. The advertisers of today have accustomed the public to new things—newer, different and better. The public expects and wants them. The coin-operated phonograph operator must supply the public's wants if his own business is to prosper. With careful planning, careful buying and subtle promotional methods he can build a successful business.

The coin-operated music business has grown in the past few years like a mushroom. It's established now—to stay for a long time—unless we miss our guess. There's a place for coin-operated music—a definite need for it and there's a good living in this type of business. Its future is up to every individual in the industry. Here it is—you have music from a phonograph to sell—a good product, a fine product. Go SELL it and keep it sold!

## New Orleans

NEW ORLEANS, Dec. 10.—With the passing of Turkey Day, New Orleans, as America's winter capital, takes on new life and excitement. Hotels and lodging houses were taxed to capacity on the eve of the opening of the four-month racing at the Fair Grounds, and soon the Sugar Bowl series of sports events will share honors of the season, the whole thing climaxing in February when the annual carnival season reaches its height with Mardi Gras pageants.

Three huge billboards, 30 by 60 feet, are being installed at three heaviest traffic corners of downtown New Orleans by the Pleasure Music Co. in conjunction with coin phonographs. Dan Cohen, manager, announces. All signs will bear large slogan, "Time To Dance!" with large clock for convenience of readers.

Operators are preparing with new pin and counter games and claws seen everywhere to meet the increasing demand for play. Added equipment is being placed at well-patronized downtown spots, especially the hotel corridors and bars, and it looks like the 1938-'39 season will be the best in several years.

December rang down the curtains on the local football season when Tulane U. of New Orleans, met its traditional old rival, L. S. U., for State championship. Practically every operator and distributor in the city joined the parade to Baton Rouge for the classic. Offices were closed for the day. At the New Orleans Novelty Co. office Louis and Mark Bonberg went along with Ray, Ralph and Rob Borworth, Dr. and Mrs. Sam Carlin and Mr. and Mrs. Hank Friedberg. At the Jules Perry Novelty Co. Jules and Mrs. Perez, Ed and Amado Rodriguez, Frank De Barros went along with Dan Cohen, B. J. McNally, Mrs. McNally, Lillian Harries and others from the Pleasure Music Co., Julius Pace, Joseph Piptone, Philip Pace, Mr. and Mrs. Nick Carbajal, Mrs. Roy O'Keefe and others from the Dixie Coin Machine Co. intended to go in a group along with Sam Gentilish and Lillian Piptone from the Dixie Music Co., Melvin Mallory, of the Louisiana Amusement Co., Buster



## Another Year In Coin Machines AND ANOTHER COIN MACHINE SHOW

I shall be present at the NACCOMM convention to look over the new trend in equipment . . . and say "hello" to all my friends.

I am in the market now—and all times—to purchase any type of coin-operated machine that will benefit my organization.

I also have many fine used music and cigarette machines to close out at exceptionally low prices.

Look me up at the Stevens — or write to me

# Babe Kaufman

250 West 54th St., New York City  
Atlantic Highlands, New Jersey

Class, Mr. and Mrs. Ernest Petrowsky and two or three others from the Great Southern Novelty Co., R. N. McCormick, of Decca; Ernie Certe, of Brunswick, and Bill Smith, of Electrical Supply Co. (RCA-Victor), also went. And take it from us plenty of money went along with them to cover L. S. U. bets.

November 29 marked the formal opening of the new offices of the Bell Distributing Co. on Poydras street. Hundreds of operators and friends and relatives of those connected with the firm came to inspect the large quarters of Bell, distributor of H. O. Evans and O. D. Jennings lines of slots, consoles and novelty games and to enjoy refreshments and sandwiches. In charge of entertaining were Emil Iacoponelli, manager of the firm, and Ruth Haenschel, secretary. The display rooms of the company are of the most attractive in the South.

High praise for the Keeney Multi-Free Races is being spread about the area by Louis Bonberg, of the New Orleans Novelty Co. "The game," Bonberg says, "is already proving itself to be a sustained money-maker and its long life compares most favorably with the recent success of Fair Grounds and Derby."

Mark Bonberg (known to sport fans of America as the famous plunger, Jack Sheehan) put on a real barbecue for attendees of the Sport Center last week at his palatial home in Jefferson Parish, Suburban Acres. It was a stag affair, and chestnuts shared honors with some new good ones by Jack. Forty years operating on leading race tracks of the Western Hemisphere has helped Sheehan to gather together some of the swiftest, mop-horse yams ever heard.

The West End Sport Center on the shores of Lake Pontchartrain has been closed for the winter season, Vincent Casertano, manager, announces. The playland will be opened only on Sundays during the cold days, he said.

Nomads of the Nigrods were out in full blast for opening of duck hunting November 15. One trio of Buster Oles, Ernie Certe and Pat O'Brien got their full limit of 30 ducks between them long before the sun had passed the meridian. Regular week-ends will be the rule among other groups from now on.

French ducks are particularly plentiful this year, according to Emil Iacoponelli.

Leasing of much larger and more convenient quarters for the Dixie Coin Machine Co., Bally and Mills slots distributor, is announced this week. The new quarters at 912 Poydras street will be a block closer to the business quarters than present offices. The firm comprises Julius Pace, Joseph Piptone and Sam Gentilish. They are a trio of the oldest pin game operators in the State.

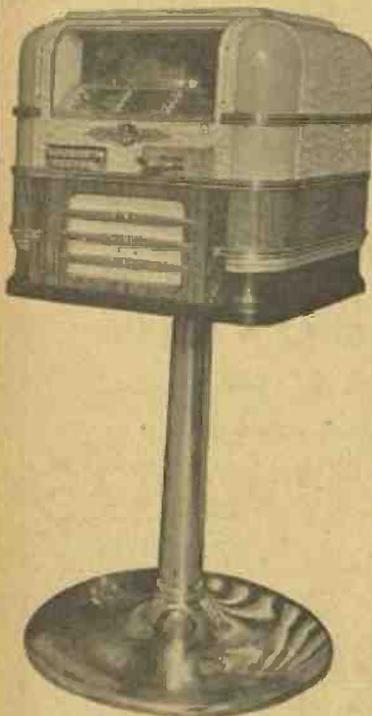
The Woods Sales Co. has been organized by Warren Woodworth and Al Fernandez to operate pin games and novelty machines. They have opened offices on Canal street. Both men are well known to operators in this section. Woodworth joined to roster of the Coin Vender Machine Operators' Association of New Orleans last week.

William Peacock, of the Direct Supply Co. service force, was presented by the missus with an 8-pound boy that will bear the title Junior.



WALTER GUMMERSHIMER, well-known colorman and president of Gumatic Corp., maker of Melody Gyps, as he looks to the caricaturist's eye. Gumatic is located in St. Louis.

# POLISHED ALUMINUM



PEDESTAL  
For  
WURLITZER 61  
\$15<sup>00</sup>

Authorized  
WURLITZER  
DISTRIBUTORS  
For  
Kansas  
and  
Western Missouri

CENTRAL DISTRIBUTING CO.  
105 W. LINWOOD BLVD., KANSAS CITY, MO.

## Fort Worth

FORT WORTH, Tex., Dec. 16.—Coin machine row saw several visitors from out of town the past week. A number of West Texans dropped in and mingled with the cowtown ops for a while.

Helen Ewing has announced she will now devote all her time to her music and operating business. Helen is one of Texas' leading girl operators of vending machines.

One live wire Fort Worth operator is anxious to create a functioning State association and try to better conditions for the operator in the Lone Star State. This operator points out that right now the State has a \$30 tax per every 5-cent coin chute in Texas, except hygiene vendors, which are excluded. However, the \$30 annual tax hits all 5-cent candy bar vending machines and all other types of 5-cent vendors or service machines, as well as the amusement type of machines. Phonographs have an individual tax of \$5 annually. The \$30 tax, points out this wise Fort Worth op, keeps down the operating of 5-cent vending equipment. He continues to remind operators, however, that Texas operators are getting a nice break, but a deserving one, on penny machines. All penny vendors are exempt from taxation in Texas. "What we need to do," says this Fort Worth coinman, "is to get rid of that \$30 annual tax."

Cold weather in these parts is now keeping the players inside, and operators report a noticeable increase in receipts the past week. All amusement games and phonographs picked up considerably. Operators on the North Side, the Livestock and packing center of the city, are also enjoying more play since the cowboys, rodeo performers and concession men have started coming in preparatory to the big spring stock show and Southwest rodeo. Fort Worth is the home of many leading rodeo performers.

Operating conditions in and around Ft. Worth have been improving during the past few weeks. Thanking gave the boys a nice jump in receipts and now with the holiday spirit and atmosphere prevailing business should hit a new

high. Ft. Worth streets are highly decorated with Christmas decorations, and show windows are presenting an atmosphere of Christmas, all of which brings out the spending impulse of the general public, and those who have been passing up the magic chute will start dropping in some coins. Ops in this town know these facts and are prepared for the rush of business.

Some of the Texas boys will wear 10-gallon hats as the NACOMM coin machine show. In Texas the 10-gallon hats are referred to as Amos Carter Bonnets. Carter has given away more 10-gallon hats than any other man in the world. So when you see a 10-gallon hat, nestling on some dome while milling around the Stevens you'll know he's from the Lone Star State.

Ft. Worth parking meters are doing a big business as the holiday period approaches. Two collectors are now being used along with an additional service man. Ft. Worth now has approximately 2,000 meters spotted, mostly on 60 minutes of time for 5 cents, except in the area of banks and other such places as well as utility offices, which have 20 minutes for a nickel. Very little protest has been in evidence lately against the meters.

J. B. Chancellor, Ft. Worth merchandise operator, has opened an exclusive nut roasting house at 313 Nashville street, this city. The new firm will handle, roast and ship all kinds of nut meats, specializing in salted peanuts for vending machine operators thruout the Southwest territory.

Now that the Rose Bowl question is settled and it is a fact that T. O. U. was not invited to participate in the West Coast classic we expect to see things normal again along coin machine row.

Seen along the row recently: Helen Savage, as pretty as ever. . . Arthur Flake, Dallas distrib, the dapper coinman of the Southwest. . . Akers boys from Denton. . . Vic Cornelius from out on the plains. . . The record boys strolling the row. . . Those gold and black trucks of the Panther Novelty Co. Beautiful is the huge gold panther at each end on the sides of each truck.

## Renew Music Moratorium

Detroit music group enlists in second 30-day moratorium

DETROIT, Dec. 10.—The moratorium upon location jumping by Detroit music machine operators, which attracted national attention a few weeks ago, was renewed this week for 30 days beginning December 8. Action was taken at a meeting of the Wayne County Music Operators' Association the evening before.

The moratorium commits all members of the association to refrain from taking a location away from a fellow member even tho the location owner should request it. The original moratorium was probably the first experiment of its kind in this industry, and results were favorably received by operators. There was some difference of opinion over renewal of the plan, inasmuch as most operators agreed that a certain amount of competition is necessary for the business, but the immediate benefits of the moratorium are sufficient to outweigh the need for competition for a short time in the opinion of most of the members.

The other principal topic of discussion at the association meeting was that of affiliation of the group with the American Federation of Labor. This aroused remarkable interest and a vigorous discussion, with all sides of the controversy ably represented.

President Harry Graham, of the Marquette Music Co., stated that AFL representatives had been trying to interest the association in receiving a charter from the Electrical Workers' Union for the past two months. Under the proposed charter dues of 40 cents per month per machine would be the only financial requirement, with 20 cents of this going to the international union. The set-up proposed was stated to be essentially like that being tried out in Chicago.

The general sentiment of the association appeared to be against affiliation at this time, altho there are a number of operators who strongly favor such a move. Most prominent among the advantages of affiliation, as described by partisans of the step, is the possibility of more effective control of locations. Practically all operators present agreed that under present conditions the association lacks adequate "teeth" in its attempts to enforce certain standards of operation and business ethics.

Picketing by union members could be resorted to, advocates pointed out, if a location owner violated the standard of operation or his union help, such as cooks, waiters and clerks, could be called out on strike if necessary.

Some strong opposition was voiced to the idea of picketing by operators, who believed that such a step would permanently antagonize a location owner. Others, however, stated that they would not want to continue doing business with a location owner whose conduct made such a step necessary.

The expense of administration under a union set-up was also objected to, and some operators pointed out that an office and staff would be required, as well as other now unnecessary overhead expenses. Other objections were made by operators who did not favor union regulations concerning hours and the payment of overtime rates. It was pointed out that the small operator of 25 to 40 machines would be able to do his own work and could work 10 hours a day if he wanted to, but that the operator of a larger route who had to hire helpers would have to keep them on a union hour and wage schedule.

A number of operators objected strongly to giving up any control over their affairs to an outside corporation, altho President Graham made it clear that the proposal provided for local autonomy in most affairs.

One opinion voiced was that to call upon another organization for help was to confess the inability of the local group to police its own business.

Discussion at the meeting also centered on regulation of the business by contact with manufacturers. It was proposed to induce manufacturers to agree not to sell to operators who are per-

## Special Trains Planned For CMMA January Show

CHICAGO, Dec. 10.—Operators and distributors in all sections of the country are making plans for large delegations to make the journey to the CMMA Coin Machine Show at the Sherman Hotel, Chicago, January 10-19, according to a report made today by James Oilmore, CMMA secretary. "I have been advised that a special train will bring a large group of coin machine men from the Southwest and that other special train delegations are planned in the East, on the West Coast and in other sectional areas," Oilmore stated.

dentist chiselers or violators of trade ethics.

Presumably any manufacturer who failed to co-operate with such a proposal would not continue to enjoy the patronage of association members.

## Collard Gets Wurlitzer Agency

WASHINGTON, Dec. 10.—Announcement has been made of the appointment of H. R. (Roy) Collard, well-known coinman, to handle the phonograph agency for the Rudolph Wurlitzer Co. in Washington.

Collard, according to reports, has been in the phonograph business in Washington for some years. Says he, in reference to his appointment: "It is my belief that the automatic phonograph industry in this city has just started to get under way. The new Wurlitzers are attracting much attention from operators in this territory. I am anxious to have all my friends and customers see this instrument."

"There is no doubt that the Rudolph Wurlitzer Co. is producing one of the finest automatic musical phonographs. Their popularity is unquestioned. In this city, agents for Wurlitzer, we believe that we have a great future. We are going to do our best to make Washington Wurlitzer-conscious. We cordially invite anyone interested in the instruments to drop in and see us soon."

## Annual Banquet Offers Many Popular Acts

CHICAGO, Dec. 10.—The entertainment committee, in announcing the floor show for the annual banquet at the NACOMM annual coin machine show at the Stevens Hotel Thursday, December 15, said that a program had been arranged which would set a record for entertainment at the annual banquet. The banquet begins at 7 p. m.

The list of popular and unusual entertainment will include the following: Al Morey and his band will furnish the music; Joe Wallace, emcee.

Twelve Byrtonettes—offering novelty dances.

Chas Chase—eats everything within reach.

Rollie and Verna Pickert—acrobatic stilt.

Ann O'Connor—comic strip tease from 608 Club.

Five Tip-Top Girls—sensational acrobatic tumbling act.

The Reddingtons—crazy antics on a bouncing mattress.

Gus Stevens and Boar—wrestling novelties.

Other entertainment features will be given at the Celebrities' Luncheon Tuesday noon and the Beauty Contest at 2 p. m. Wednesday. Banquet tickets may be obtained at the desk for \$3.

## San Francisco

Gordon Mills has again placed his Vibino-Virtuoso machines in his locations and finds them getting a three-to-one play over his phonographs when placed side by side. The present generation, he believes, finds them a novelty and plays them in order to see how they work. These machines were considered by the U. S. Patent Office the seventh most important invention of the past decade.

# WHAT WILL BRUNSWICK "8237" MEAN TO YOU



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## Oklahoma News

TULSA, Okla., Dec. 10.—Tulsa officials are preparing an ordinance for the licensing and regulating of coin-operated phonographs here. The ordinance provides an operators' license fee of \$100 per year and \$1 fee for each phonograph on location. The fact that the fee per machine is so low indicates that city officials are more interested in the measure as a means of regulation than as one for raising revenue. Several prominent operators in this locality said they thought the ordinance would help bring about more harmony and fewer complaints.

Because of the nation-wide publicity given to the Oklahoma slot machine bill which lost in the last election, there seems to be a widespread belief that the fate is more or less "open." According to one prominent Tulsa operator, nothing could be farther from the truth. The operating in large cities at least is confined to the more conservative types of machines. Attempts of "out-of-state" operators to bring in illegal types of machines have resulted in trouble everywhere. Any sort of machines with automatic payout may be regarded as illegal. All machines have to pass a rigid inspection. Oklahoma coinmen hope that regulations will be observed to the letter.

One of the most attractive offices and displays we have seen in a long time is those of the Vance Sales Co. here located in one of the prominent parts of the business section. It seems to be a natural gathering place for large numbers of out-of-town operators and manufacturers. Incidentally, L. W. Van Antwerp, the owner, says now that business has started after an unusually delayed season he expects it really to be good.

Dwight Downing, of Muskogee, has been seen in Tulsa lately. Buying equipment for his territory.

H. L. Cain, widely known Muskogee operator, bought some new slot machines from some of the Tulsa jobbers last week.

L. T. Newlin, one of the big operators here, reports a nice business with the new five-ball novelty games. Bally's Grandstand, of which he operates several, showed a nice profit the past week.

George Ward, who conducts a successful business in the Enid territory, owns several more Mills One-Two-Threes, which he bought on a recent trip to Oklahoma City.

A veteran operator, L. G. Powers, who recently gave up his territory in and around Chickasha for an extended trip to California, is back in the game again. This time up at Mangum, where he reports a rapidly growing business with novelty games and vendors.

Bob Peters, of McCloud, has been in Oklahoma City looking over the attractive new model games with a view to adding a few to his own stock.

Ten new Wurlitzer phonographs were purchased by Walter Gloeacrose, of Oklahoma City, a few days ago, and he reports that music profits are holding up nicely.

A recent addition to the Magic Empire's list of coin machine men is R. E. Smith, who has opened a new show here. Mr. Smith formerly operated in Okemah with his partner, O. M. Smith.

It's not all work and no play for many of the Tulsa operators. Vernon Amos, of Western Sales, accompanied by C. W. Holmes, just returned from a hunting trip and bragging about the swell luck they had. Meanwhile Paul Taylor and a lot of the other fellows from the same outfit have been attending all the football games that are not too far distant.

Jack Abraham, known as the one operator in Oklahoma whom everyone meets sooner or later, has been an interested visitor to the coin machine showrooms of Tulsa and Oklahoma City during the past few days. Looking over the new offerings, of course.

Bryce Martin, of Chickasha, bought two new Skee Balls the other day. Says that interest in the game seems to be reviving considerably in his territory.

Ed Herrick, of Miller's, has returned from another of his frequent good-will trips among the trade over State.

Mr. and Mrs. Dick Warren and young son, of Kingfisher, spent several days of the past week transacting business and visiting friends in Oklahoma City. Warren is a former capital operator.

Clyde Johnson, of Hennessy, was in Enid the other day buying some new equipment from the Enid Mint Co.

Q. M. Daniels, owner of the latter company, reports business good on his Bally and Mills games.

Charles Kanstau, Wurlitzer operator, and Dick Warren transacted business in Lawton the last of the week.

Boyle Amusement Co. always in a busy place, but, cornered, one of the bosses reported that business is rather better than fair and that they are doing well with Bally's Paramount, Eureka and

Thistledown. The Oklahoma City and Tulsa offices of the Boyle outfit will be well represented at both the December and January coin machine shows. The three Boyle brothers, Warren Morey, Wyatt Barbee and probably two or three others all expect to attend.

Ben Hutchins and Mrs. Lou Young, of the Lawton Novelty Co., bought a lot of equipment during the past two weeks and report that several members of their personnel probably will be seen at the coin show this month. Incidentally, the Lawton firm, whose operations extend over five counties, is one of the largest and best known in the State.

Mrs. Belle Bowen, of Miami, Fla., arrived in Oklahoma City last week to make her home with her daughter, Mrs. Vera Sue Harris, and family. Mrs. Harris is a popular member of the office force at Miller Novelty.

Pauls Valley coin machine fans had a break last week in the form of some new novelty games purchased by that well-known operator, L. R. Richards, from an Oklahoma City jobber.

Mr. and Mrs. Bernard Boyle and family spent the Thanksgiving holidays in Kansas City, where they visited and transacted business.

Just a few others who will be registered at one of both of the coin machine shows: Carl Jackson, Seminole; W. L. Nowell, Wichita Falls; Pat and Roger Whitfield, Ardmore; L. W. Van Antwerp, Charles MacMakin, Tulsa; G. A. Kertling, Clarence Kemp, Harold Miller, Ed Herrick, Oklahoma City; Mr. and Mrs. Jack Abraham, Bristow. Several expect to go by airplane.

# ALL FRIENDS OF ROY COLLARD WILL BE PLEASED TO HEAR THAT HE IS NOW DISTRIBUTOR FOR THE NEW MODEL WURLITZERS

H. R. COLLARD  
2429-18TH STREET, N. W.  
WASHINGTON, D. C.

## PROGRAM

NACOMM ANNUAL COIN MACHINE SHOW, STEVENS HOTEL, CHICAGO

December 12, 13, 14, 15, 1938

### Special Events

- MONDAY, DECEMBER 12--9:30 a.m. Radio Broadcast. Grand Ballroom, Second Floor.
- MONDAY, 1:30 p.m.—Ladies meet in Second Floor Lounge at Stevens Hotel for tour of Marshall Field's.
- TUESDAY, 12 noon—Celebrities Luncheon. Grand Ballroom, Second Floor. Attend and get an extra chance in prize-drawing contest.
- TUESDAY, 3 p.m.—Ladies' Holiday Card Party. North Ballroom, Third Floor.
- WEDNESDAY, 2 p.m.—Beauty Contest to pick "Miss Coin Machine." Boulevard Room, Second Floor.
- THURSDAY, 7 p.m.—Annual Banquet and Entertainment. Grand Ballroom, Second Floor.

Note: Tickets for Celebrities Luncheon, \$1.25. Tickets for Banquet, \$3, at the Registration Desk. Other tickets complimentary at Desk.

### Hours of Exhibition

- MONDAY, December 12--11 a.m. to 2 p.m. Admission by badge only; 2 p.m. to 10 p.m. by badge and ticket.
- TUESDAY, December 13--10 a.m. to 10 p.m. (10 a.m. to 12 noon admission by badge only).
- WEDNESDAY, December 14--12 noon to 10 p.m.
- THURSDAY, December 15--10 a.m. to 3 p.m.
- THURSDAY, 7 p.m.—Banquet.

## MUSIC OPERATORS!

Save money! We replate old phonograph needles for 12.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with 13.00! Results will amaze you!

Operator's Service Supply Co.  
2045 Carroll Ave. Chicago



Greetings from  
J. A. DARWIN

Special Representative THE RUDOLPH WURLITZER COMPANY

## Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on other door rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,136,060.  
Pertaining to Game Apparatus.  
Application, April 13, 1937.  
Issued November 8, 1938.  
Number of Claims, 5.  
Inventor's Name—Ken C. Shyvers, Chicago, Ill.

Assigned one-fourth to Charles B. Cannon, Chicago, Ill.

1. In a game apparatus, the combination of a cabinet or casing including an inclined ball-playing surface, a ball runway in the said cabinet at one side of the said ball-playing surface for guiding balls onto the upper portion of the latter, a ball-propelling device arranged in the lower end portion of the said ball runway for propelling balls up the latter and onto the upper portion of the said inclined ball-playing surface so that they may gravitate over the latter, and a second ball runway in the said cabinet, and at the same level as the inclined ball-playing surface, for directing spent or played balls from the lower portion of the said inclined ball-playing surface into the lower end portion of the said first-named ball runway, the said second-named ball runway extending from the lower portion of the said inclined ball-playing surface toward that side of the said cabinet at which the said first-named ball runway and ball-propelling device are located and having communication at its upper end with the

lower portion of the said inclined ball-playing surface and having communication at its lower end with lower end portion of the said first-named ball runway, and means for ejecting balls, one at a time, from the lower end portion of the said second-named ball runway into the lower end portion of the said first-named ball runway and into a position to be propelled up the latter by the said ball-propelling device, and a second-named runway having an obstruction in the lower end portion thereof preventing balls from traveling by gravity from the said second-named runway into the said first-named runway, and the said ball-ejecting means including a member for forcing a ball out of the lower end portion of the said second-named runway around the said obstruction and into the lower end portion of the said first-named runway.

Patent No. 2,134,862.  
Pertaining to Pop-Corn Machine.  
Application, July 25, 1936.  
Issued November 1, 1938.  
Number of Claims, 5.  
Inventor's Name—Julian R. Burch, St. Louis, Mo.

1. In a pop-corn machine, in combination, a support, a kettle having a shoulder on its peripheral edge, means on the support for pivotally engaging the shoulder, a heating element mounted on the kettle, and diaphragm-operated control means for thermostatically controlling the temperature of the heating means, said control means being mounted rigidly on the shoulder and having a gas-filled tube mounted rigidly on the kettle.

Patent No. 2,135,421.  
Pertaining to Game.  
Application, May 19, 1936.

Issued November 1, 1938.  
Number of Claims, 4.  
Inventor's Name—Dennis Robert Baker, Richmond, Va.

1. In a bowling alley having an alley board and a plurality of pins extending thru enlarged apertures in the alley board, supports beneath the alley board and positioned for supporting the pins in vertical position and projecting above the board, a vertically movable restoring carriage beneath the pin supports, pin rests carried by the carriage and disposed to one side and below the pin supports and onto which the lower ends of the pins are forced upon tilting of the pins by engagement of a ball above the board, the pin rests of the vertically movable carriage forming means which, by the pins resting thereon may be raised to a level equal to the pin supports and restoring means co-operating with the lower ends of the pins for laterally moving the same onto the pin rests.

Design Patent No. 112,070.  
Pertaining to Design for a Parking Meter Casing or Similar Article.  
Application, August 13, 1938.  
Issued November 8, 1938.  
Designer's Name—John F. Lindberg, Chicago, Ill.

The ornamental design for a parking meter casing or similar article.

Patent No. 2,135,667.  
Pertaining to Target Device.  
Application, September 29, 1937.  
Issued November 8, 1938.  
Number of Claims, 11.  
Inventor's Name—Edward C. Johnson, Chicago, Ill.

In a target apparatus, a plurality of movable targets, means for effecting movement of said targets individually, reliable means normally latching individual targets against movement, control means including a plurality of control members situated at a distance from said targets and severally operable to actuate said releasable means to effect movement of particular targets, said control means being so arranged and constructed as to effect movement of certain of targets only after certain other targets have first been operated.

Patent No. 2,135,710.  
Pertaining to Coin Chute.  
Application, July 29, 1937.  
Issued November 8, 1938.  
Number of Claims, 6.  
Inventor's Name—Bernard C. Grunig, Chicago, Ill.

A coin chute including a frame providing a sleeve, a substantially flat slide reciprocable in said sleeve and having a coin pocket adapted to hold a proper coin of predetermined thickness for transport in said sleeve by the slide, said coin being of lesser thickness than said slide, and said pocket having spaced inwardly tilted projections adapted to tilt said coin therein without preventing movement of said slide in said sleeve, such movement being prevented, however, by engagement of the coin with the frame when the coin or token in said pocket is of a thickness greater than that of said proper coin.

Patent No. 2,135,089.  
Pertaining to Vending Machine.  
Application, May 25, 1937.  
Issued November 8, 1938.  
Number of Claims, 5.  
Inventor's Name—Obed W. Stone, St. Louis, Mo.

In a vending machine, a housing, a pair of spaced article-containing compartments in said housing, an operating slide supported in said housing between said compartments and provided with cam faces, and a pair of pins for each compartment, said pins being slidably supported by the housing and co-operating with the slide spring means biasing the pins toward retraction position, the cam faces of the slide acting on each pair of pins to alternately project them against the action of the spring means to successively release articles contained in the compartments.

Patent No. 112,111.  
Pertaining to Design for a Phonograph Cabinet.  
Application, August 17, 1938.  
Issued November 8, 1938.  
Designer's Name—Paul M. Fuller, Chicago, Ill.

Assigned to the Rudolph Wurlitzer Co., North Tonawanda, N. Y.  
The ornamental design for a phonograph cabinet.

## Regina, Sask.

REGINA, Sask., Dec. 10.—Ernie LaBarge, youthful theater employee here, has taken over local handling of chocolate bar vending machines for Canadian Automatic Confection, Ltd., Toronto. Two machines are already located and one more is to be brought in soon. Business is reported excellent. LaBarge was a former machine operator in Winnipeg, Man.

## OFF THE RECORDS

(Continued from page 15)

From the flicker portfolios Ethel Waters preens on Bluebird platters with a jumpy *Jeepers Creepers* from *Going Places*, coupled with a current pop. *They Say*. Those vibrant qualities that characterized her septa-styled singing are thus seen on the basis of this hearing. Nor does she do the musical backing of Edward Malloy, her hubby, the above the mediocre class. Chick Bullock lends his bary pipes to make a danceable disc for Vocalion with *Two Sleepy People* from *Thanks for the Memory*, coupled with *You Look Good to Me*. Strictly stock standard stuff, Cab Calloway, for the same label, subdues the raucous rhythms to make for smoother syncopation with *April in Paris* from *Say It in French*. Seems that the acquisition of Cozy Cole for the drumastics has supplied the missing spark in Cab's band for its righteous rhythmpations in the plattermate, *Do You Wanna Jump, Children?* And that's exactly what it makes you wanna do.

Mildred Bailey is heard in her striking splendor on Vocalion, all the more so because her singing selections dip into the standard shelf. From the screen-show version of *Showboat* it's the *Lonesome Road*, the mood intact for the slip-over with *My Melancholy Baby*.

### Rhythmic Pyramids

Victor brings back Richard Himber, who has run the cycle from Hits-Cartoon billing to Essex House and now with his identifying stylization, *Rhythmic Pyramids*. The precision of his brass section in building the musical chords adds a striking and attractive tonal color to his tooting. And it's tooting that's penny too-tiddling. For this show-caser it's dandy dicing for a couple Raymond Scott compos. *Minuet in Jazz* and *War Dance for Wooden Indians*. While Himber uses a clarinet and sax, the woodwinds serve as solo instrumentalists, using six-way brass for the ensemble playing.

Along a similar pattern of instrumentation, Segar Ellis preens his "Chick of Brass" orchestra on Brunswick with a pop doubling, *I Wish I Had You* and *What Do You Know About Love?* It's heavy on the rhythmic side but fails to impress, Ellis failing to take advantage of orchestra tricks with his brasses to make his brass emphasis stick with the hearer. The choir concept is in name only. For glee club passages with horns Ellis might do well to lend an ear to Glen Gray; and for a for instance, to the recent Casa Loma cutting of *I Cried for You* on Decca.

SAVE \$ DAILY — SAVE \$ DAILY  
SAVE MONEY ON RECORDS



The Nash RECORD-LUBE. More play. Lower priced cost. Less surface noise. Better reproduction. Simple to apply. 8 oz. bottle enough for 150 records. List Price 75¢. Net Price 45¢ POSTPAID.

For old records use Nash RECORD CLEANER. A perfect record restorer. Cleans and rejuvenates. More play! Tunes your old standards. 6 oz. bottle enough for 150 records. List Price 75¢. Net Price 45¢ POSTPAID.

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Send 5¢ for a free catalog of low-cost money saving records. Also available at RCA and Brunswick Record Distributors.

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EXCLUSIVE MANUFACTURERS  
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# NO NEW MODELS

AT CHICAGO SHOWS IN  
DECEMBER OR JANUARY



## WURLITZER

**STANDS PAT AT CHICAGO SHOWS  
WITH THREE PACE-SETTING MODELS  
INTRODUCED LAST AUGUST**

Last August Wurlitzer introduced three new models—the "FIVE HUNDRED"—the "SIX HUNDRED"—the "SIXTY-ONE." At that time we made a prediction and a pledge.

We predicted that these instruments would make automatic phonograph history—were, in eye and ear appeal, far ahead of their time.

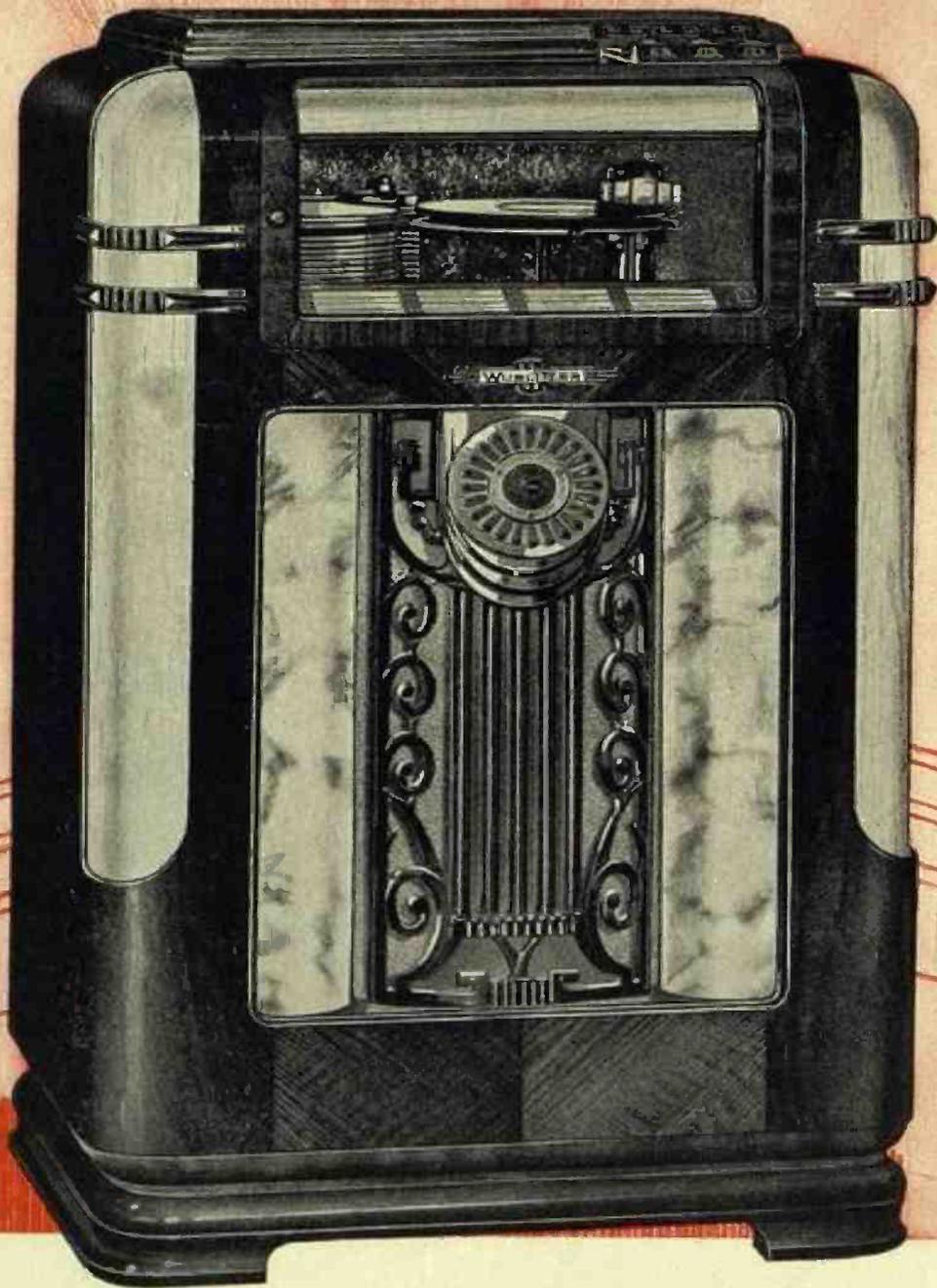
Experience has proved we were right! Music merchants, location owners and patrons alike have voted them the most beautiful and best toned automatic instruments ever produced.

We pledged at that time that there would be no new Wurlitzer models at the Chicago Shows in December or January.

Wurlitzer has kept that pledge!

When you visit the shows this year you will see no new model Wurlitzer Phonographs. Wurlitzer stands pat with the "FIVE HUNDRED", the "SIX HUNDRED" and the "SIXTY-ONE"—three great instruments that have enabled Wurlitzer Music Merchants to get and hold the biggest paying locations in this land; that stand today as they stood in August—admitted and unchallenged leaders!

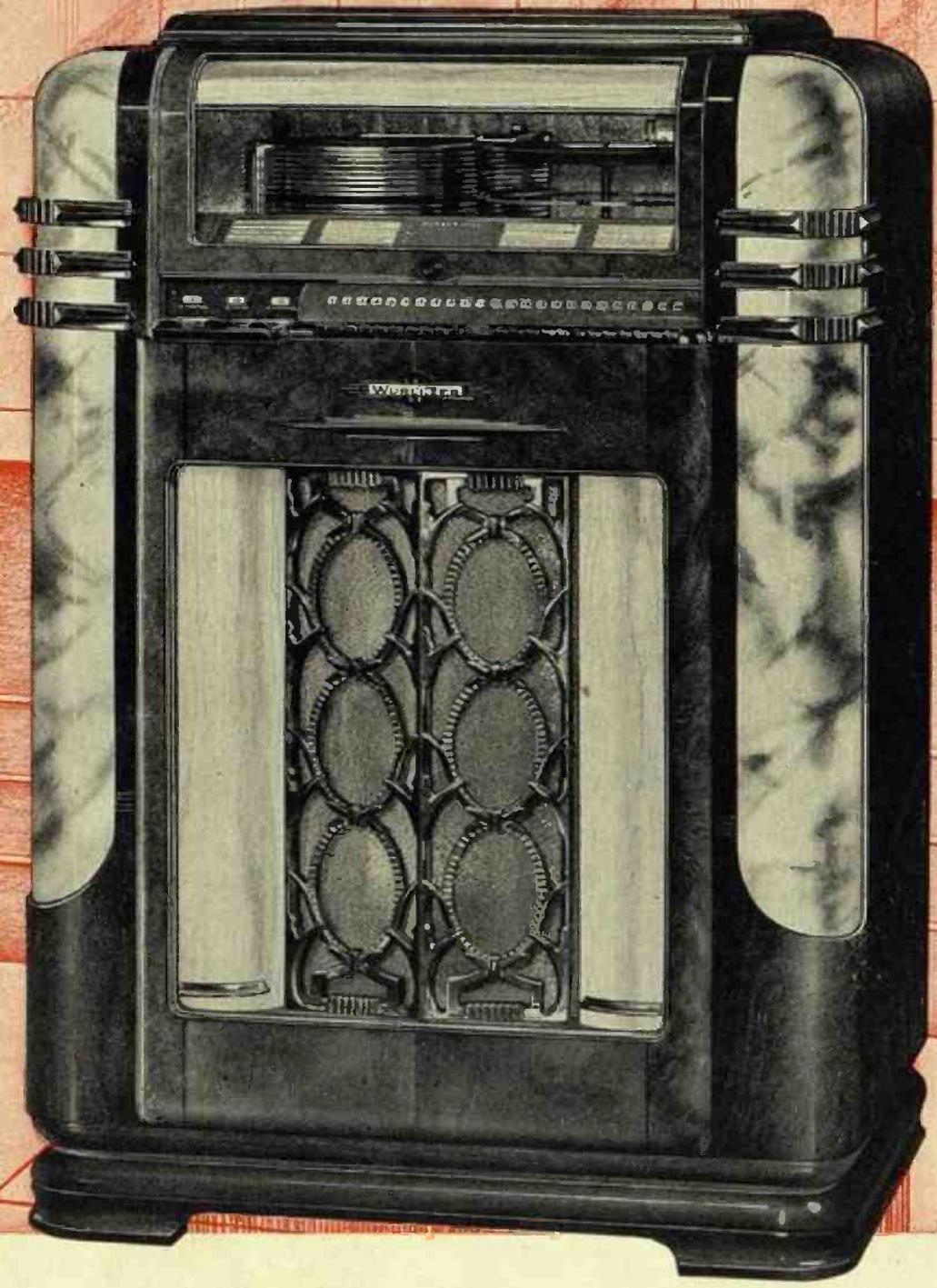
# WURLITZER PHONOGR



## ● THE BRILLIANT WURLITZER "SIX HUNDRED"

Combining the brilliant eye catching beauty of fine woods, gleaming metals and color-illuminated plastics with masterful living tone, the Wurlitzer "SIX HUNDRED" has scored the most sensational success in the history of automatic music, is by far America's most popular phonograph. Of standard size, the "SIX HUNDRED" carries a compliment of 24 records, has established new highs in patron entertainment and music merchant income everywhere.

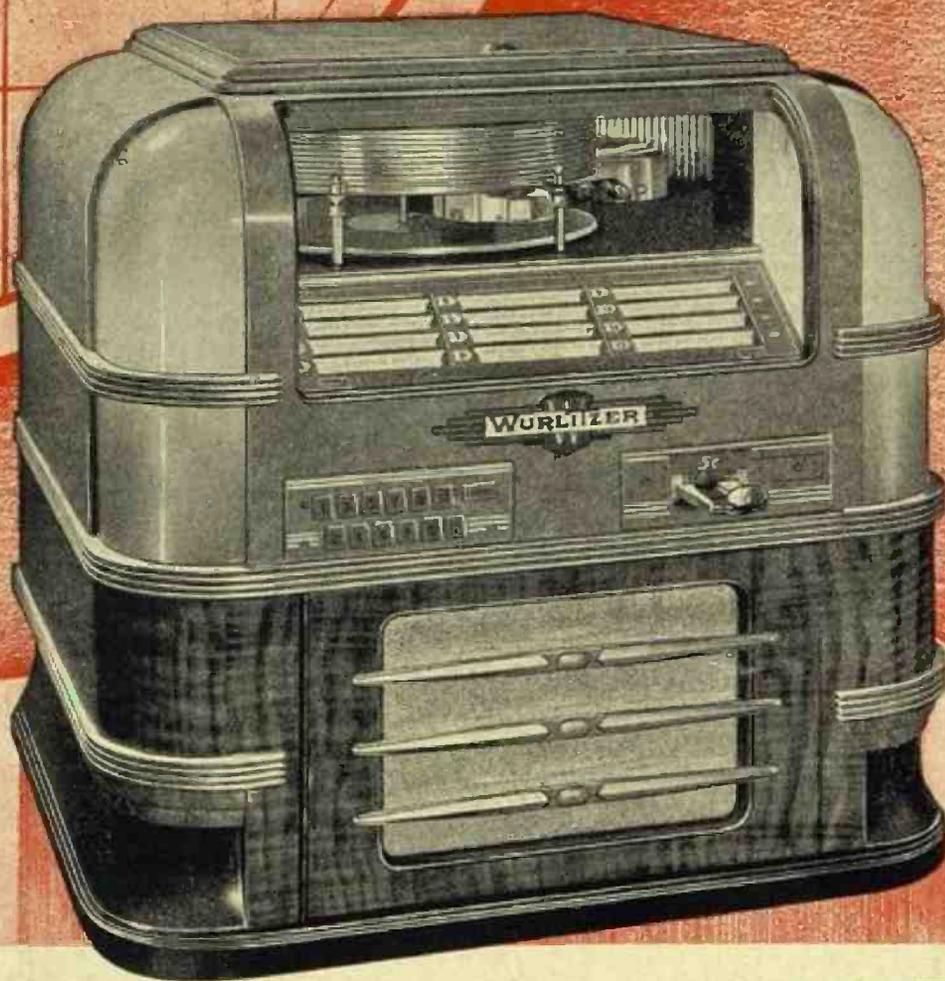
# PHS LEAD THE FIELD!



## ● THE DELUXE WURLITZER "FIVE HUNDRED"

Definitely on the "Grand Scale", the Deluxe Wurlitzer "FIVE HUNDRED" is acknowledged the ultimate in automatic phonographs. Its moving, changing illumination, cabinet craftsmanship and richly carved grille have established new standards of artistry in this industry. At home in the swankest of surroundings, the "FIVE HUNDRED" has enabled Wurlitzer Music Merchants to line up the nation's most exclusive clubs, hotels and cocktail lounges.

# IN A CLASS BY ITSELF!



## ● THE COLORFUL COUNTER MODEL WURLITZER "SIXTY ONE"

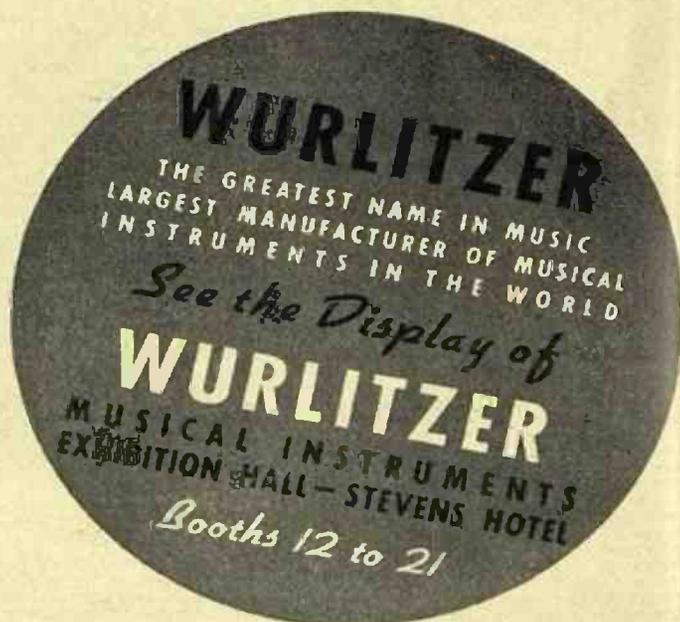
A natural for the location with limited floor space or as a second phonograph in large "extra room" locations, the Counter Model "SIXTY-ONE" has no competition, gives Wurlitzer Music Merchants clear sailing in this profitable, sizeable field. Available at a price that makes music merchandising well worth while in the small place of business, the "SIXTY-ONE" rounds out the Wurlitzer line, completes the greatest array of modern money-making automatic phonographs and auxiliary equipment ever offered music merchants.

**THE RUDOLPH WURLITZER COMPANY**

North Tonawanda, New York

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

**SOLD ONLY TO MUSIC MERCHANTS**



# Phonographs and Youth

By JACK NELSON

Vice-President and General Sales Manager Rock-Ola Mfg. Corp., Chicago

THERE was a time when the young boy or girl musician studying in school realized their ambition when they became finished musicians in the theater or on the stage in legitimate or vaudeville theaters. These times have changed considerably in the past few years and young musicians today playing in high school, college or technical schools look forward to the time when they may have the opportunity of playing for the phonograph records to be used on coin-operated phonographs.

This inspiration to the young American musician today is brought on by many thousands of phonographs in operation throughout the country in every town, hamlet and village in America. How times have changed since mother was a girl and dad was a boy, when the only outlet for the musical talent of American youth was in a few scattered theaters throughout the country and a circuit of vaudeville or burlesque and possibly a few Chautauqua circuits. These outlets are almost extinct today.

### More Bands and Musicians

With the many thousands of school bands in existence today it is only natural that the coin-operated phonograph should lend itself to make it possible to form a new outlet for the talents of American youth thru the medium of phonograph records to be played on coin-operated phonographs.

Recording music on the discs for the coin-operated phonographs offers a bright opportunity for musicians. With the stiff competition the young musicians face these days, filling the music needs of phonographs is an opportunity that leads to success. Many comparatively unknown bands have caught the public's fancy thru their recordings and they have risen to the top. The coin-operated music business requires over 15,000,000 records annually for the 350,000 coin-operated phonographs thruout the country. Naturally many recordings are by the big-name bands, many of whom use their success to records, but they can't supply the demand completely. Other bands are necessary for the novelty and special arrangements of all sorts of music and that's where the opportunity for the young ambitious musicians comes in. A classic example is Freddie Fisher and his now world-famous Schnickel-frits Orchestra. To the coin machine operators they owe a large portion of their

and cinema offers. They made *Gold Diggers of Paris*, a half-million dollar musical extravaganza for Warner Brothers, and in July were playing at the Paradise Restaurant, New York.

### Other Successes

Records are distributed thruout the country—people like a band and ask for its records. Another example of success thru recorded music is Will Hudson, the first orchestra in Detroit enjoyed a fair amount of success; then he went to New York, where he wrote such hit songs as *Moonlight*, *Mr. Ghost Goes to Town* and others. He recorded his music and shortly his orchestra was known country wide. He is now reported to be playing in an important dance and supper spot in New York and can be heard on a nation-wide hook-up over the radio.

The Andrews Sisters after working with several radio orchestras spent considerable time waiting around booking offices for a year before striking gold in the *Bel Air Star du Schoon* recording which led to subsequent radio success.

The development and widespread distribution of the radio and the coin-operated phonograph have brought the level of music up, bringing greater musical appreciation to every crossroads and village, every town and city.

Not so long ago there was a period when anybody who could make a noise out of a horn could get a job in an orchestra. Every moving picture house from Bangor to Las Vegas which could afford an orchestra had one, and those that couldn't at least had a piano player.

### Need Better Music

Restaurants, hotels, theaters, night clubs, road houses, dance emporiums required bands—so that the young people, all people with musical talent, could find a job. However, within a short decade the picture changed considerably. There were still many opportunities, but the outlets for musicians have altered and competition has become keener.

This change has come with the passing of the silent motion picture and the advent of the talkies with their synchronized canned music. No longer do theater operators employ bands to play in darkened pits as the evening's thriller unrolls. That is now taken care of in Hollywood, where the music is "canned" and the picture is made.

Just about this time the radio was so developed that every home could have one. Many entertainment spots used a radio and dispensed with their musical arrangements. A little later the coin-operated phonograph began appearing in locations—admirably adapted to the needs of the place, able to produce music for an entire evening without the interruption of frequent commercials. Many locations which had never used any kind of music were able to put in a coin-operated phonograph. Now all patrons, whether they look out over the snow-covered prairie of Iowa or the sky-grazing spires of New York City, can enjoy the best there is in music.

Indeed, the modern mediums for music—the radio and the coin-operated phonograph—have not put musicians out of work. Rather it opens new doors to a brighter future than ever possible before, with more opportunity for quicker recognition.

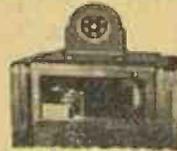
The young boy or girl who is playing a cornet, tuba, a saxophone, a violin or any other musical instrument in his high school or college band may well find inspiration in listening to the music from a coin-operated phonograph. From it he can gain a liberal musical education. His performance with his school band can become the more finished as he learns the technique employed by experts. He knows that there are still many opportunities for his talent—gaining courage to go on with his education. He can look forward to the day when he listens to his own recordings on the discs.

## Houston

HOUSTON, Tex., Dec. 10.—Two prominent music operators, Jack Armstrong and J. B. Bellin, were admitted, as members at the regular November business meeting of Houston Music Operators' Association. Two other big operating

# ZOOMS PHONOGRAPH PROFITS

## LUCKY STAR PLAY & TRADE STIMULATOR



The amazing new hit idea that makes all phonographs bigger money-makers! Fits all records for model! Shatters all records for earnings! Puts new life into dead locations—makes even old, obsolete phonographs earn double and triple! We do not claim it will revolutionize the industry... but we guarantee it will increase your collections! No coin chute—strictly legal!

With each record played, Lucky Star gives dazzling play of Flicker-Lites over its colorful dial. If lights come to rest on Lucky Star, player may be given FREE drinks, merchandise or whatever the location may choose to offer. Constant Flicker-Lite play calls attention to phonograph when at rest. Handsome radio-type walnut case, 9"x9"x6". Held securely on top of phonograph by 4 suction cups. Easy, simple electric connection, Automatic and fool-proof in operation!

**\$17.50**

Quantity Prices on Request.

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

Get it quick! No investment ever paid you more! IMPORTANT! Specify make and model phonograph when ordering.

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO



JACK NELSON

sensational rise to fame, due to the fact that coin machine operators have been extensive users of all the famous Freddie (Schnickel-frits) Fisher records. Freddie assembled five men to play a date in a tavern in Winona, Minn. The Schnickel-frits Band did not cause a great stir in Winona until a record representative heard the boys. He took them to Chicago to make their first four recordings, became their manager and sold them to a popular St. Paul tavern for a nice salary and a percentage of the gross. Their records without any special promotion sold well thruout the country. The first four recordings sold out completely in Chicago. Soon they began getting radio

firms have expressed a desire to join within a month, which will make the association 100 per cent so far as the large operating firms of the city are concerned. Three smaller operators have applied for admittance and another one reported that when he added two more machines to his string he wished to get in. It now appears certain that M. O. A. of Houston, will begin the new year with literally a 100 per cent organization.

Morris Ledecker and Wilber Garton, of Corpus Christi Novelty Co., were in Houston for the Rice-TCU football game. Another fan from a different section of the State was B. E. Alexander, manager of Dallas Decca branch, also at the game.

Harry L. Drollinger, well-known coin-man from Dallas, was in the city December 1 and 2, stopping-off on his way to Chicago. At the December 1 business meeting of Houston music operators Drollinger spoke in opposition to music operators joining any labor organization affiliated either with AFL or CIO.

H. M. Crowe, returned from a tour of the Rio Grande Valley, reported most favorably on business conditions in that section. He visited leading operators in the cities of Brownsville, Harlingen, Corpus Christi, San Benito, Laredo and others.

Hans Von Regdt, local Wurlitzer merchant, is still talking about his visit to the Wurlitzer factory several weeks ago. He visited many of the principal Eastern and Northern cities during his extended tour but stated that the several hours spent in the factory was the outstanding event.

William Peacock and Lester Hoarn, president and treasurer, respectively, of Houston Music Operators' Association, are working on a plan for several Houston operators to go by automobile to the Chicago show. Peacock was named to represent the Houston association at the operators' meeting in Chicago, also to get first-hand information as to how conditions are with phonograph operators affiliated with labor organizations.

## OPERATORS!



24 BY 19 1/4" BOX. LOOKS LIKE 10 LBS. CONTAINS 3 LBS. HAND-ROLLED CHOCOLATES.

Complete with 20 hole 1-3/8" Push Card. Brings in \$5.70. Can also be furnished with 1000 hole 2c Per Sale Cigarette Board. Candy sold, 45c per box extra.

**SPECIAL! \$20.00 PER DOZEN**

F. O. B. Kansas City, Mo. 25% With Order. Balance C. O. D.

**BOND DISTRIBUTING CO.**  
727 Central St., Kansas City, Mo.  
WRITE or WIRE TODAY!

## POSITION WANTED

By experienced Operator and Repairman on Slots, Pin Tables, Crane, Counter and Vending Machines, also Phonograph Operation. Ten years experience. Best of Reference. BOX No. 363, Newark, Ohio.

# OPERATORS

I mean you Bell and Console operators who are interested in making more money without additional investment. Our plan is not an experiment. At the present time more than 100 of the smartest operators in the country are associated with us and they will tell you (if you know them well enough) that they are making more cash money today than they ever made before in the coin machine business.

Naturally a good many of the territories have been taken, but in the event that your territory is still open and you can qualify for our proposition, we will back you financially, from \$1,000 to \$100,000.

It will pay you to see me personally in Suite 1334-A, Stevens Hotel during the NACOMM Show.

HERB WAYMAN, Field Manager

## DIGGER MERCHANDISING COMPANY

The World's Leading Operators of Coin-Operated Machines

171 N. Leavitt Street, Chicago, Illinois.

are moving Bally's Lite-a-Pax and Four Horsemen nicely. Several of us here at United are planning to attend the NACOMM and CMMMA conventions at Chicago and we believe business will become even better when those two events are concluded and the new games are placed on the market."

Three jar games which are creating somewhat of a sensation are keeping employees and officials of the Universal Mfg. Co. plenty busy these days. The jars are the New Reels, Red, White and Blue and Tilt-a-Tip, all manufactured in Kansas City by the Universal organization. Joseph Berkowitz, Universal proxy, reports business to be double that of a year ago.

Wurlitzer phonographs, about a carload a month, are being shipped out from the Wurlitzer factory to Tim Crummett and Rue F. Mason, of the Central Distributing Co. This company is the largest phone distributor in this section and Crummett and Mason, aggressive leaders, rate at the top in the field.

A. E. Sandhaus not only will attend the conventions but will have a large booth in which to display the many games and vendors manufactured by the Great States Mfg. Co., which he heads here. The dependable Bel-Mor line of vendors, as well as a radically new cigaret vendor which vends nickel packs of smokes, will feature the Great States exhibit.

Not to be outdone, W. H. Bowen, of the Star Mfg. and Sales Co., will set up a neat assortment of Star vendors and games at the Windy City conclave. And heading the Star list will be the fancy new Flip Flop Fluzzee penny game, introduced only recently. It already is proving to be a winner.

Dave Cooper, president of the Peerless Distributing Co., declares his business to be excellent.

Judging from the many letters and telegrams he has received from operators throughout the land, Jules Samuelson has a sure bet in his Jingle Board penny game. Samuelson, head of the Empire Mfg. Co., reports he has received orders for the Jingle Board from as far as Mexico City, Montreal and Boston. The game sells for a small price and is chest-proof. Four small but effective rubber suction feet hold the game to the counter most efficiently.

With Christmas and the two conventions occupying the minds of those affiliated with the coin machine industry in the Greater Kansas City area, there is plenty of activity along coin machine row here this week. Business for the most part has been above average the last two months.

From Carl Hoelzel, president of the United Amusement Co., comes the report that Bally's new Paramount table game is outselling all previous ones since the Bumper table. The Bally Baby Reserve also is proving a winner, says Hoelzel. One of United's shop employees, Ed Smith, was presented with another son the other day by Mrs. Smith. Ed Jahocky, mechanic, also has two sons. Dutch

### CONVENTION SPECIALS

PHONOGRAPHS.	
1 Wurlitzer P-40	39.50
2 Wurlitzer P-12	52.50
12 Wurlitzer 312 or 412	69.50
2 Wurlitzer 418	123.50
2 Wurlitzer 419	129.50
1 Seeburg Symphonala, 32 Vol.	79.50
1 Seeburg Selectophone De Luxe	38.50

COUNTER GAMES.			
Dogal Race \$ 4.00	Bally Trachs	67.50	
Real Rools	4.50	Daily Races	9.00
Duces Wild	11.50	Auto Punch	7.50
Smoke Race	11.00	John Wild	11.00
Knocker King	10.00	Mt. Mt 21	4.50
Ticket	4.00	Track Race	7.50
Clubhouse	6.00	Genia Pacts	6.50
Twins	6.00	Royal Flush	9.50
Set Sides	8.50	Bally Baby	6.50
Old-Age Pension	4.00	Gold Run	6.00

CLOSE-OUT	
5g Jap. Arcade World, Track Meet, Dayton, Sandhaus, Long Beach, Auto Derby, Monstroco, Game Race, Outboard, Darsi Baseball, Gusher, Sport, East, Panama, ra, Beamline 37, Machine, Country Club, Sumner, Bloch, Office Derby, 3 FOR Cross Lines, Beach, Top 10	\$950 EA.

AUTOMATICS.			
Feeding \$115.00	Carom (Tat.)	27.50	
Entry	34.50	Poco Pinch	24.50
Flashed	40.00	Topo (Tat.)	27.50
Quinola	57.50	Lakona (Tat.)	19.00
Arington	27.50	Mer Day (Tat.)	59.50
Flusser	40.00	Stable (Tat.)	49.50
Golden Wheel	17.00	Flicker	14.50
Demo Day	17.00	Flyer Day	22.50
(Clock)	27.50	Air Race (Tat.)	16.00
Classic	12.50	Electric Eye	12.50
Pressure	27.50	All Stars	16.00
Whale	62.50		
Feature	42.50		

CORSOLE.		
Truck Times	Base Tills	295.00
RM	Pace Race	34.00
Ray's Trachs	Checkmates	42.50
Dart Horse	Exhibit Race	36.00
Golfing	Reformed	22.50
Demo	Clubhouse	39.50

SLOTS.			
Mills Blue Fronts	346.00	Mills O. T.	332.50
Mills W.	22.50	Jennings' Chiefs	42.50
Eagle	22.50	Jennings' Crochets	19.50
Mills Estima	45.00	Jennings	32.50
Mills Skyrunner	27.50	Pace Game (Tat.)	37.50
Mills Golden	22.50	Galde Occ-manders	39.00
Mills W.	27.50	Waiting Twin	27.50
Mills F. G.	22.50	Waiting Game	17.50
Veeder	22.50	Prize	17.50
Mills Cherry	22.50	Prize	17.50
Balls	22.50	Prize	17.50

**AUTOMATIC AMUSEMENT COMPANY**  
1000 Pennsylvania St., Evansville, Ind.

Darrow's boy, Jimmie, is showing signs of being a big operator, according to Hoelzel. Jimmie already is taking service calls and he knows slugs from nickels.

W. H. Bowen, sales manager of the Star Mfg. and Sales Co., checked some of the company's orders for the new Flip Flop Fluzzee penny game this week and found they had been mailed from seven South American countries and 20 States in the United States. The Fluzzee creation has proved Star's greatest contribution to the industry to date and each day brings new orders and repeats. Orders are being filled now without delay. Bowen soon will announce his latest creation, Tap It, a novel game which will sell for less than a \$5 bill. It is expected to be as big a hit with ops as the Fluzzee.

There is a noticeable increase in the number of cigaret vendors on locations here.

Wurlitzer phonographs are still the big item with Tim Crummett and Rue F. Mason, of the Central Distributing Co. Business is brisk at the Central office on West Linwood boulevard.

City's cigaret tax of 2 cents a pack is operating smoothly, with few complaints heard. The income is placed in the city's treasury. Judge H. F. McElroy, city manager, did not cut the salaries of city employees this year because of the increased revenue from the impost on smokers.

Kansas City exhibitors at the CMMMA coin machine show at Chicago's Sherman Hotel January 18-19 include the Great States Mfg. Co., with a booth in charge of A. E. Sandhaus; Universal Mfg. Co., headed by Joseph Berkowitz; United Amusement Co., led by Carl Hoelzel; and Star Mfg. and Sales Co., with W. H. Bowen in charge. There is a possibility that Central Distributing Co., also, will be there.

Salesboards are being set on more locations than ever.

## Kansas City

KANSAS CITY, Mo., Dec. 10.—Manufacturers, distributors, jobbers and operators were back on the job after taking an active part in the Thanksgiving holiday. By an "active part" they mean they ate until they were so full of turkey that about the only thing left to do was to dial in the annual football game between the universities of Missouri and Kansas. Loyalty to the two schools was about evenly divided, with the Missouri Tiger slightly favored.

Now everyone is looking toward Christmas.

From the United Amusement Co. comes news from Carl F. Hoelzel, affable president. "Bally's clever Thistle-down tables are proving our best bet right now," says Hoelzel, "and we also



TRAINER BECKER helps Jockey Daskin up on her feet; she had just enjoyed romp home on another winner, Keeney's Stable Mfg.

## NO MONEY ever WILL

tempt us to budge one iota from our 22 Year Old Policy to recommend **ONLY THE BEST** and to protect our customers' investments as carefully and honestly as we try to protect our own. We never did, never will, employ luring words to make statements or claims to help us pile up great volume of sales.

We rightfully maintain that **BANNER** customers are always **GAINERS**, by dealing exclusively with us whenever they are in the market for the latest new machines and the very finest quality used equipment of every description.

Join the list of **GAINERS**—make sure your investment will always be protected.

## BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA.  
1840 FIFTH AVENUE, PITTSBURGH, PA.  
1125 BROAD STREET, NEWARK, N. J.

## OPERATORS

Repair your machines with an Apollo Test Lite, Test Kickers, coils, broken wires, light globes, short circuits, etc. Worth its weight in gold to every operator. Complete with full instructions and convenient carrying case. **Propals, \$1.00.**

**APOLLO MFG. CO.**  
634 Union Ave., Memphis, Tenn.



**S-M-A-R-T ?**

SMART OPERATORS BUY FROM ESTABLISHED DISTRIBUTORS. We Clean, Repair and Carefully Grade All Games Before Shipping.

**NOVELTY GAMES**

1 Bally Re-serve	\$40.50	1 Chicago Coin	Each
2 Bally Daily	10.50	2 DUE	\$12.50
1 Bally Palm	37.50	2 Genco Dorby	12.50
1 Bally Bull's	14.50	1 Gostlab	Shoppers .. 14.70
1 Genco Cap-	24.50	1 Stoner's Base-	ball .. 12.50
1 Genco Saver	14.50	1 Stoner's Around	the World .. 9.50
1 Genco Foot-	12.50	1 Stoner's Stud-	ios .. 10.50
1 Genco Hit	19.50	1 Bally Cross	Line .. 6.50
1 Exhibit	19.50	2 Bally Devis-	ions .. 5.00
1 Exhibit II	19.50	2 Bally Mer-	cury .. 7.50
1 Exhibit III	19.50	2 Mills Top-	per .. 7.50
1 Exhibit IV	19.50	1 Pacific	Shokey .. 7.50
1 Exhibit V	19.50		

**COUNTER GAMES**

1 Decot Wild	\$11.50	3 Grotchen	Blue Ben-
1 Bally Lie-	17.50	3 Grotchen	Blue Ben-
1 Lucky Pack	16.50	3 Grotchen	Blue Ben-
1 Floor Sam-	7.50	3 Grotchen	Blue Ben-
1 Western Cl-	7.50	3 Grotchen	Blue Ben-
1 Exhibit Turf	7.50	3 Grotchen	Blue Ben-
1 Grotchen	7.50	3 Grotchen	Blue Ben-
1 Grotchen	7.50	3 Grotchen	Blue Ben-

**AUTOMATIC**

1 Bally Klen-	40.50	1 Stoner's Air	Races, Turf
1 Bally Spec-	39.50	1 Stoner's Use-	less, Tel.
1 Bally Pages	39.50	1 Pacific	Heavyweight
1 Bally Stables	42.50	1 Bally Junco	(Battery) .. 7.50
1 Bally Break-	24.50	1 Bally Multi-	ple Battery .. 12.50
1 Bally Golden	16.50	1 Bally Ace	(Battery) .. 7.50
1 Bally Classics	14.50	1 Bally	Whatch .. 12.50
1 Bally Derby	32.50		
1 Bally Garena	14.50		
1 Bally 1-2-3s	40.50		

**CONSOLES**

1 Grand High-	100.50	1 Buckley Rival	(Track Odds,
1 1938 Gallo-	100.50	1 Buckley Rival	Rolls) .. 100.50
1 Bally Rays	54.50	1 Races Races	(30-pay) .. 89.50
1 Bally Trac-	37.50	1 Exhibit	Trainers .. 39.50
1 Bally Dadd-	42.50	1 Exhibit Sheet-	the Moon .. 49.50
1 Bally Club	69.50	1 Kenney's	Dark Horse .. 34.50
		1 Western	Fast Track .. 23.50

WE HAVE BRAND NEW BALLY TURF SPECIAL CONSOLES, Never Uncrated .. \$307.50

**PHONOGRAPHS**

1 Seaboard Model B	\$34.50
1 Seaboard Model C	64.50

**MERCHANDISE VENDERS**

31 Stewart-McQuinn Gum Machines,	Each \$ 8.00
31 Penny Snacks (3 Compartments)	Each 6.00

**SLOTS**

Analogue Chiefs, 5, 10 and 25c play	\$49.50
00c Play	47.50
Walking Wicks-Tops, 50 and 25c Play	21.50
Walt Big Fronts, 50c Play	47.00

**STAR SALES COMPANY**  
108 W. HILL AVE., VALDOSTA, GA.

**Export Biz Okeh, Says Earle Backe**

MERRICK, L. L., Dec. 10.—Earle C. Backe, of National Novelty Co., believes that there will be a definite upswing in export business after the first of the new year.

Backe stated: "The gradual rise which we have enjoyed in the past months for export business causes us to believe that the foreign markets are awaiting the new type of equipment which is now appearing. This will decide a great many of the European firms as to just what type of machines they will want to purchase."

"It is also our belief that once the market has settled itself as to what types of games will be most likely to remain with us for the coming year that the export field will once again restock machines and we shall all find that business will be generally better."

"At the present time our shipments are continuing at as good a rate as they have all fall. This means that there is no let-up in the foreign market and that good used games that are correctly reconditioned for use in foreign markets are still in big demand."

**1939 Looks Good For Biz, Says Kay**

NEWARK, N. J., Dec. 10.—Jack Kay's Ace Distributing Co. reports that its sales have risen steadily during the past year. Company officials state that they are looking forward to a continuation of "the same good service and same fine bargains for '39 as we gave in '38."

"Conditions generally," stated Kay, "have been very good for operating throughout New Jersey. This is due to the fact that the operators have watched themselves closely and have kept within the law. They can continue just as brilliant a future if they will work as well as they have in the past and continue to eliminate all the evils which have beset them. In this way by gaining the public's friendship we should have one of the greatest years for the State of New Jersey in 1939."

**Bingo Okeh Even In Slow Locations**

BROOKLYN, Dec. 10.—Says Dave Robbins, head of the company bearing his name: "We are in receipt of a letter from an operator reading as follows: 'This town is the cheapest town that I know of in the United States and I have operated in a great many cities. That's why they take to Bingo. Think of the fun they get for a penny with a ball of gum thrown in. The Bingo machines I ordered from you have been more than satisfactory.'"

Commented Robbins: "If 'cheap' town makes so much money for Bingo game operators, can you imagine what this game is doing in better territories?"

value Seaboard has ever been able to offer, and in view of our unbroken string of successes that's saying something!

"Operators report high receipts. Players, it is claimed, are demanding that this game remain on the particular location for far longer periods than any other game of the year."

**PERSONAL**

**To: OPERATORS-JOBBERS-DISTRIBUTORS: OUR PRICES ARE DOWN! WE HAVE MADE OUR COMPETITORS SLASH PRICES!** Over a year ago Universal prices were slashed to the bone. We did not wait for increased competition to force a price cut. We gave you low prices when all other prices were sky-high.

We have also faithfully kept our promise to never sell locations. We never advertise prices . . . therefore retail locations do not know prices.

**IMPORTANT ANNOUNCEMENT!**

You Can't Afford to Miss the Golden Opportunity for Greater Profits To Be Offered By Universal at the Coin Machine Show.

**STEVENS HOTEL, Booths 115-116, DECEMBER 12-13-14-15.**

ASK FOR OUR BIG NEW FOLDER DISPLAYING 150 NEW PROFITABLE DEALS FOR 1939.

At this Show Universal will introduce the most startling, new and profitable idea ever created in the jar game industry. Absolutely no details divulged before the Show. This is not merely a New Deal, but is an Absolutely New and Different Idea that will completely revolutionize the entire industry. Make 1939 Your Biggest Profit Year with Universal Games. Don't miss our display. Mark down the booth numbers. Make our booths your first stop.



STYLE A	STYLE O	2520-SIZE	1260-SIZE
Takes in 1950 Tickets @ 5c. \$92.50	Takes in 2520 Tickets @ 5c. \$126.00	Takes in 2520 Tickets @ 5c. \$126.00	Takes in 1260 Tickets @ 5c. \$63.00
Pays out (actual) .. \$74.00	Pays out (actual) .. \$58.00	Pays out (actual) .. \$58.00	Pays out (actual) .. \$41.00
Profit (actual) .. \$18.50	Profit (actual) .. \$68.00	Profit (actual) .. \$68.00	Profit (actual) .. \$22.00
91 Winners	120 Winners	127 Winners	169 Winners

WARNING! For Guaranteed Profits Demand Universal Products! Refuse Substitutes. Write Today for Lowest Factory Prices—Sold Only to Jobbers, Operators, Distributors.

**UNIVERSAL MANUFACTURING COMPANY**  
104 EAST 5TH ST., Dept. B.B. 95 (Manufacturers-Only), KANSAS CITY, MO.

**Bert Lane Boosts Genco Stop and Go**

NEW YORK, Dec. 10.—Says Bert Lane, head of Seaboard Sales: "I attribute the really overwhelming success of Stop and Go to the great value that it offers. At a comparatively low price, Stop and Go gives operators a game that includes a fascinating stop and go light-up system, high-score principle, a big and beautiful cabinet and one of the prettiest, snappiest backboards yet seen. Stop and Go in a free-play model is opening coin-tossers' eyes. It is probably the greatest



NEW ENGLAND OPERATORS and factory executives gathered recently at the opening of the U-Need-a-Pak Sales Corp. at New Haven, Conn.

**BUY FROM THE LEADER**

AIRWAY .....	\$12.50	ELECTRO .....	\$11.50	RAQTIME .....	\$69.50
AUTO DERRY .....	6.50	EXPOSITION .....	34.50	RECORDED .....	19.50
BOOY DERRY .....	30.50	EL TORO .....	14.50	REGISTER DELUXE .....	23.50
AURORAN .....	8.50	FREE RACES .....	62.50	RITZ .....	44.50
ATLANTIC CITY .....	19.50	PLEET .....	22.50	SWING .....	24.50
BEARHUTE .....	2.50	ROY .....	7.50	STRAPPY .....	24.50
BULLS EYE .....	14.50	JUNGLE .....	24.50	SKIN .....	27.50
BAMBIÑO .....	24.50	LIGHTNING .....	24.50	SLUGGER .....	7.50
BALLYVIEW .....	39.50	NAGE .....	32.50	SPOKES .....	36.50
CARGO .....	18.50	PLAYBALL .....	18.50	TRIPLE PLAY .....	69.50
CROSS LINE .....	6.50	PEPPY .....	39.50	VOGUE .....	7.50
CHICO BASEBALL .....	7.50	PALM SPRINGS .....	44.00	WORLD'S FAIR .....	37.00
DAILY DOZEN .....	19.50			WAR ADMIRAL .....	7.50
EASY STEPS .....	14.50			ZEPHYR .....	14.50

1/3 DEPOSIT WITH ORDER — BALANCE C. O. D., P. O. B. NEWARK, N. J.

**ACE DISTRIBUTING CO., 1125 Broad St., Newark, N. J.**

**NO MORE CHISELING**  
POLISHED ALUMINUM SLOT GUARD COMPLETE  
WITH SCREWS, **\$1.00** EACH  
**CENTRAL DISTRIBUTING CO.**  
105 West Linwood, KANSAS CITY, MO.

Advertise in The Billboard—You'll Be Satisfied With Results.

# THE GEORGE PONSER ORGANIZATION INVITES YOU TO CALL OR WRITE ANY OF OUR 4 OFFICES IF YOU WANT SINCERE AND FRIENDLY SERVICE, COMPLETE AND CAREFUL ATTENTION TO ALL OF YOUR NEEDS, AND THE KIND OF MACHINES YOU CAN BUY WITH CONFIDENCE AND BUY RIGHT!



**GEORGE PONSER**  
President  
31 WEST 60TH ST.,  
NEW YORK.



**IRV MORRIS**  
Manager  
11-15 EAST RYUNYON ST.,  
NEWARK, N. J.



**BEN BECKER**  
Manager  
1435 BEDFORD AVE.,  
BROOKLYN, N. Y.



**JOE ASH**  
Manager  
900 N. FRANKLIN,  
PHILADELPHIA, PA.

## FLASHES from the EASTERN FRONT

NEW YORK, Dec. 16.—Coinmen seeing New York for the first time remark about the apple vendors in the L. I. R. R. station. These machines seem to have been here since the day the station was erected. Mills has done a swell job locating those Tempters' vendors along Ninth avenue. Most of them out in front of the stores on stands and getting complete attention. Harry Hoppe has definitely decided to make his headquarters at Mike Munves' new offices at 503 10th avenue. They have become a habit—those Camco Doehler-built circular Wrigley gum vendors in front of the United Cigar stores.

Manufacturers complain that big-city ops never take time and trouble to make minor repairs on new games that are rushed thru in production, whereas small-town ops will always rebuild a new game rather than return it. According to big-city ops, they haven't the time for monkeying around. But this is open to controversy. Leading distributors here complain that many jobbers are working on less than 15 per cent, which, economically, seems an impossibility. Bert Perkins, of Jennings, claims to have made many happy discoveries regarding his firm's novelty pin games the few days that he spent here and returned to the factory much happier than ever before.

Joe A. Darwin, Wurlitzer's popular special representative here, is probably one of the "travelingest" men in the East. Even when called for a conference Joe takes along an overnight grip—just in case. Joe Fishman reports that ops have bought out Bill Bone's Diamond Horseshoe, new night spot which opened December 7, for the night of January 22. This will be the Sunday after the COMMA show in Ctl and is expected to have one of the biggest crowds in New York coin machine history present.

Mort Terwilliger, now Eastern Wurlitzer credit manager, is well liked by the music merchants who have met him. Milton Green says: "Everything is going along smoothly." Nat Cohn recalled fond memories of a much more hectic figure the other day when someone took an old picture of Nat off the wall of one of the firm's offices when it first opened at 656 Broadway. Growth of Modern's office is one of the industry's proudest achievements hereabouts. Record department sells over 30,000 discs each month. Irv Sommer and Harry Rosen, of Modern, are down in the Florida office and making it a real golfing holiday while there. "Where's Elmer?" may have been the cry of the AEP, but it's also the cry of the music merchants who want quick repairs at Modern, where Elmer Johnson is in charge of repair department.

Leaders of the industry met last week to achieve better public relations and to create a council for such purposes. Present at the offices of Benjamin H. Haskell and Harry W. Goldberg, popular attorneys, were Joe Fishman, Joe Hirsch, Marvin Liebowitz, Saul Kelson, George Ponsler, John A. Fitzgibbons, Bill Oesch,

William Levy, Morris Silverstein and others. That small beam scale known as Doctor's Health Scale features a special sign on each one giving some plugs for location. One seen in drug store boosts prescription biz for location. And the Dime Museum on lower Market street, Newark, N. J., keeps right on year in and year out. Jack Kay's place, Ace Distributing Co., Newark, looked like a shipping department all week due to firm's getting out record shipments.

Compliments to Herb Jones for fine letter he wrote regarding publication of pictures relative to coin biz which are not correctly censored. The same policy as used by Bally should be placed in use by all firm's ad men. Jack Fitzgibbons points with pride to heads of his six offices as among the most experienced in the biz; Archie A. Berger, Philadelphia; Lew Wolf, Utica; Herman Pollock, New England; Gene Callahan, uptown; Helen Fitzgibbons, with Jerry Jenkyn, Newark, and Art Nyberg, Baltimore. Dave Robbins made a swell gesture which won him a host of friends this past week. Just ask Mike Munves. After almost 30 minutes on long-distance phone George Ponsler reported that Al S. Douglas, of Dagal, Chicago, would have the surprise of all surprises for him. Bert Lane is going to town in a big way with Stop and Go.

Plenty of surprises promised at the SACOMM show, with two biggest coming from two biggest manufacturers that will show. Al Deppo, the "Hot-Dog King" of Staten Island, ferry-boated all the way across the bay to see friend Mike Munves' new showrooms and offices. Al and Mike developed friendship when Mike operated in Staten Island and ate over a dozen hot dogs each day at Al Deppo's. They tell us that Willie Levy is Brooklyn's largest operator. Harry W. Goldberg retains undisputed claim to the title of the "Bronx Criticizer" for the many legal victories he has gained in this borough.

I. H. Rothstein, of Banner Specialty, Philadelphia, writes to tell us that biz increase this year was more than 83 per cent over '37 and that firm expects even greater biz for '39. Max Hurvich, of Birmingham Vending, Birmingham, Ala., popped into the Big Town on a surprise visit the other day. He's here to answer the many inquiries received regarding firm's Imperial coin-operated billiard table.

Joe Calcott will spring a monthly surprise sale on the industry all during '39. He's already contracted for the necessary space in Billyboy and is preparing for a avalanche of bargains. Vemco's machines have won thousands of friends thruout the world. Bob Grenner will be a busy man at the convention. In addition to meeting his many friends in this biz, he'll be spending a great deal of time in the Walco booth showing ops the advantages of his Walco amphire-point needle. Incidentally, Grenner is traveling to the show with Roy Collard, of Washington. Mike Munves and Herman Budin will be on hand at the Stevens Hotel as Stoner's Eastern representatives. It is rumored that Babe Kaufman's wardrobe will again startle the bunch at the show.

The heavy snows have helped, not hindered, ops, according to reports. Many



H. G. (JERRY) HYDE, left, Florida Rock-Ola rep, and I. F. Webb, Rock-Ola vice-president and phonograph sales manager, busy at plans for 1939 in the lacon of Hyde's home in Fort Lauderdale, Fla.

# TALLY



RESERVE JACKPOT starts with \$1.00 and zooms to \$10.00! Intermediate Cigarette Awards keep players glued to the game!

Coin Divider and Two Separate Cash Boxes eliminate all misunderstandings between operator and location owner!

COMES IN 2 MODELS—  
1. PENNY CIGARETTE REEL AND  
2. NUMBERS - REEL NICKEL-PLAY MODEL WITH JACKPOT UP TO \$50 AND BELL-FRUIT STRIPS FURNISHED FREE.

Now \$29.50  
F. O. S. CHICAGO

DAVAL MFG. CO. 315 N. MYNRE CHICAGO

claim they've kept the boys in the local stores and game play has soared. Leading ops during discussion brought out fact that cost of games has made speed of take one of most important elements in judging games. Harry Wichansky, popular Elizabeth (N. J.) op, is still going strong with Wurlitzer phones and claims business is excellent. Meyer Parkoff, Modern's office manager, has become author in a big way. He's just written history of firm. George Ponsler is featuring that new Heide candy vender. A slight error in ad of Hercules, Newark, on one game swamped firm with wires, long-distance phones and letters. Proving, Irv, how the boys do read Billyboy.

Max and Harry Hurvich, of Birmingham Vending Co., Birmingham, write that their statement for the boys to "stop dreaming" took immediate effect. Twelve letters using this phrase arrived at their offices in the past week. And all very much interested in their new Imperials. Good statements, good response. Pic taken at the Fitzgibbons Paramount party proving very popular, with many ops calling around and asking for copies. Cigarette machines featuring large red 15-cent signs now appearing on many New York machines to offset 1-cent extra levy. George Ponsler, proud of accomplishments of his office managers for this past year, will feature Mill Soffer, New York office sales manager; Ben Becker, Brooklyn office manager; Irv Morris, Newark office manager, and Joe Ash, Philly office manager, in year's report.

Max Hurvich, of Birmingham Vending Co., Birmingham, writes up to us to explain that one reason for the continued success of his Imperial coin-operated billiard table is because every order brings a repeat order. And Max claims that both reports and initial orders are coming in at a steady pace these days. Cig ops tell us that most calls for few model machines come from competition among ops themselves and not

# MILLS Vest Pocket Bell WITH AUTOMATIC PAYOUT

**49<sup>50</sup>**  
5 PLAY ONLY

FOR years we've been seeking a small, pocket-size, quiet, compact automatic payoff Bell that would work as perfectly and earn as much as the bigger Bells—YET WOULD NOT LOOK LIKE A BELL! Mills has achieved the seemingly impossible with the new sensational "VEST POCKET BELL!" The perfect machine for QUIET operating!

WEIGHS ONLY 15 pounds—easily moved about. Size only 8"x7"x2"—fits anywhere. Big cash box holds 3-45 in nickels. Beautiful, neutral green, all aluminum case. Phenomenally QUIET and SMOOTH in action. Payouts are made in small payout cup. 3 bars pay 20—and they come up with thrilling frequency. Easy access to mechanism—it slides right out.



It's the BUY-OF A LIFETIME! Rush 1/3 Deposit for Immediate Delivery

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address COINSLOTS

from locations seeing them elsewhere. In fact, they claim, they forestall this by carrying pics of new models with them which they promise to locations when sales have sufficiently been tipped on old machines.

Nat Cohn, of Modern, announces that his firm is preparing to publish the story of the history of the biz. . . Eddie Ross, of Oriole Coin Machine Corp., Baltimore, wrote in to say that his firm is featuring some of the best buys in its history. . . Sam Kreschberg gets so enthusiastic while selling his phones he yells out loud and then turns around to apologize to his secretary. . . Herman Budin and Mike Munves are seen together so often now that the boys will soon be calling them Damon and Pythias.

Eddie Ross, of Oriole Coin Machine Corp., Baltimore, reports firm's business keeping him hopping between Washington, Pittsburgh and Buffalo offices. . . Jack Kay, of Aoe Distrib, Newark, is busy buying up games all over country to speed deliveries. . . Perkins, of O. D. Jennings, in town with great line of games, as report of distrib. . . Big amusement preparations for World's Fair crowds in '39 have association leaders here urging ops to be more than careful so that present amicable status will continue. . . Mr. and Mrs. Dave Gensburg, Genoa, Ohl, spent some days in town with their distrib, Bert Lane, of Seaboard Sales, and enjoyed Thanksgiving dinner with the Lane family. Bert is especially thankful for new game Shop and Co, which is going well. . . Ops still upset on split of show dates. Pocketbooks do not allow for attendance at both affairs. What to do? That is the question. . . We hear Mr. and Mrs.

A. S. Douglas, head of Daval, Chicago, will be passing thru New York soon on way to annual winter jaunt to Florida.

Fitzgibbons' big force claims this will be record month for sales. At least so say Archie Berger, Philly office; Art Nyberg, Baltimore office; Helen Fitzgibbons, Newark office; Lew Wolf, Utica office; Gene Callahan, uptown New York City office; Jack Devlin, Bally Building, and Herman Pollock, in New England territory. And "all due to big swamp of orders for Garamount, Arrowhead and Bally Reserve," his claim.

Unique postcard issued by Joe Calcutt on Mills Vest Pocket Bell made his "with ops. It's the angle for this little payout. . . If you haven't seen it in operation (aside to Johnny Walling then drop into the Hotel Astor (New York snooty spot) and you'll see it in men's room there, John. . . Yes, sir, Walling Springless Seals being operated by attendant, with big sign on it stating, "5 Cents ONLY." And, according to Spanish attendant, results are "embellente." Movement afoot again to organize jobbers into strong association. Hope it works this time, boys.

Babe Kaufman's four sons were home from Bordentown Military Academy for Thanksgiving. They walked in on Babe with a group of their friends looking every bit like West Pointers on parade. Just ask Babe how they attacked and massacred the turkey. . . B. A. Soenen, of New York Snacks Corp., commutes back and forth to Boston by airplane as you or I would take a 40-minute bus ride. . . Bob Grenner, of Walco, plunged into the biz market this week and emerged with a gorgeous collection of neckwear as if to be found in New York.

## Dallas

DALLAS, Dec. 10.—Local operators report business offered recently, due largely to the annual tax-paying period. City, county and State taxes are all payable in November. Music operators report a fair business, also cigaret locations doing fairly well, due partly to the week-end football games. Marble and counter games are practically all, but salesboards have done a splendid business, over the Thanksgiving holiday season, and Christmas boards are already making their appearance. Local operators are expecting the best season they have ever had with Christmas salesboards.

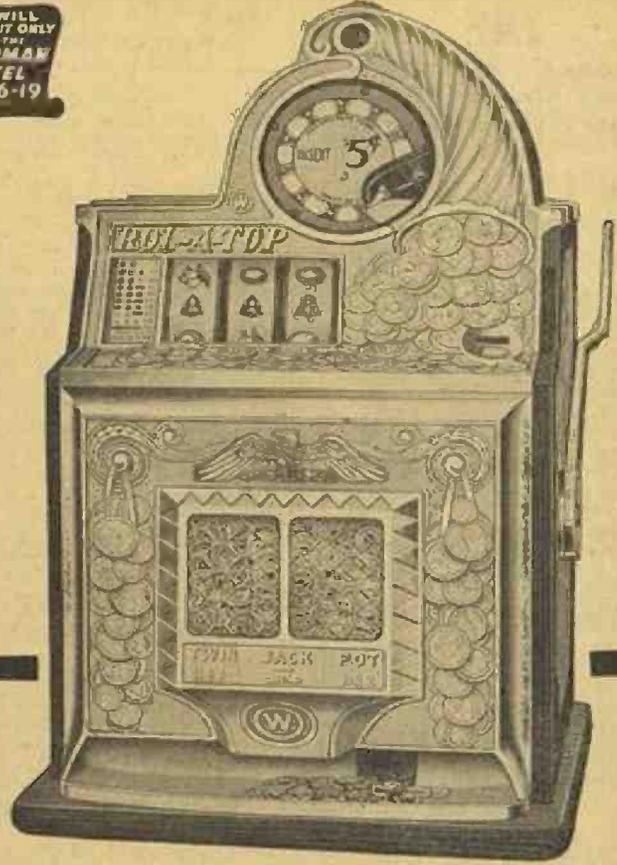
Mr. and Mrs. Earl F. Reynolds returned recently from a pleasure trip to Monterey, Mexico, where they enjoyed several days' outing. They were accompanied on their trip by Mr. and Mrs. O. Edge, of Pleasanton, Tex. Mr. Edge is a prominent operator of that city.

Coin machine row was visited recently by quite a number of out-of-town ops, several of them buying new phonographs, shopping for vending machines or other merchandise. Seen on coin machine row were Jack Mahoney, of the Panther Novelty Co., Ft. Worth; T. F.



PAT BUCKLEY, Buckley Mfg. Co. demonstrates the 1938 Track Odds, with skill device and check separator, to Herb Wayman, of the Digger Merchandising Co. Wayman is field manager of a large operating company and will have headquarters at the NACOMM show.

WE WILL EXHIBIT ONLY AT THE SHEPHERD HOTEL JAN. 16-19



**50th ANNIVERSARY SALE NOW ON**  
WRITE FOR SPECIAL PRICES ON  
**ROL-A-TOP and TREASURY**  
15-DAY MONEY BACK GUARANTEE

Made Only By

**WATLING MANUFACTURING CO.**  
4640-4660 W. FULTON ST., CHICAGO, ILLINOIS  
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**110 VOLTS AC ANYWHERE!**  
WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.  
Furnish standard \$10 A.O. 60 Cycles, for operating coin-operated music machines, motion pictures, A.C. radios, electric organs, pin-ball games, etc.  
Complete 350 Watt, 110 A.O. Light Plant—List . . . . . \$8.00  
Complete 250 Watt, 110 A.O. Light Plant—List . . . . . 120.00  
350 Watt Kato Rotary Converter—List . . . . . \$1.50  
**KATOLIGHT, Mankato, Minnesota, U.S.A.**

Eds, operator of Detroit, Tex; E. J. Shelby, operator of Waco, Tex.; C. E. Ford, of Bronson, Tex., and A. E. Stokes, of Tyler, Tex.

Mr. and Mrs. Porter Harrison are the proud parents of a son, born November 18. Harrison is one of the largest music operators in Dallas and Mrs. Harrison is the former Virginia Mayfield, sister of Mrs. Earl Reynolds.

D. E. Lattimore, of the Jacksonville Novelty Co., Jacksonville, Tex., was going business with local jobbers last week.

Modern Music Co., formerly the Wrenn Sales Co., moved recently to its new headquarters at 1818 Hall street, just across the street from its former location. Modern Music Co. has been concentrating on special installations of music machines, and it has some of the finest locations in the city. W. W. (Mike) Ackman and Buddy Drellinger are in active charge of the company's management.

Charles O. Kidd, of the Kidd Sales

## WANTED FOR CASH TICKET MODEL CONSOLES

Please state full details as to condition and quantity. Also lowest prices wanted.

**ROYAL DISTRIBUTORS, INC.**  
407 N. BROAD ST., ELIZABETH, N. J.

Co., is one of the busiest men in town. His company has recently introduced a beautiful art photo frame candy deal that sells with a 12-hole push card. Three pounds of assorted chocolates are included in each box. Over five thousand units were sold in the Dallas territory during the past 30 days.

F. O. Lunsford, new Southern district sales manager for Gay Games, of Muncie, Ind., was in Dallas recently calling on local ops and distributors.

# They Came - They Saw

## They ALL BOUGHT EXHIBIT'S 'REQUEST'

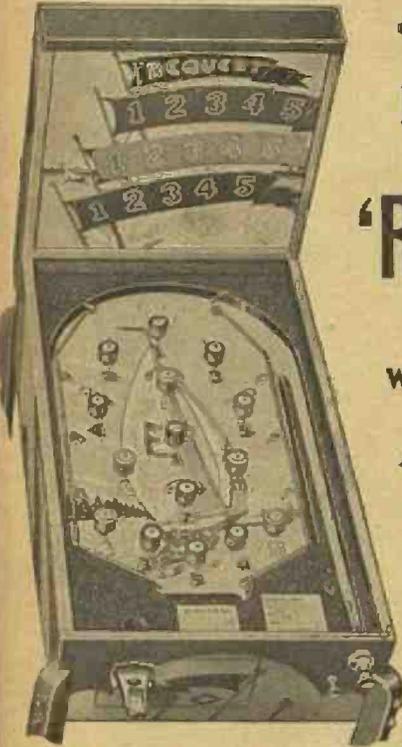
IN ALL THE WORLD NO GAME SO GOOD

ASK ANY OPERATOR

5-BALL PLAY  
7 WAYS TO WIN

ALL AWARDS METERED  
BANK NITE FEATURE  
AND  
INTERMEDIATE AWARDS OF

10c — 50c — \$5.00



REQUEST YOUR "REQUEST" TO-DAY  
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

**ALL EYES ARE ON... GENCO'S SMASH HIT**

**STOP AND GO**

And I'm breaking my neck to supply the demand.

Bert Lane

**SEABOARD SALES, INC.**  
619 TENTH AVENUE, NEW YORK, N.Y. • Phone: Wisconsin 7-5688-9-90  
Direct Factory Agents for Leading Manufacturers!

### Detroit

DETROIT, Dec. 10.—Active Wurlitzer phonograph customers include Frank C. Hanson, Russell Wagner, the Palmer Music Co. and Felix F. Jencka, all of them now steady customers for music machines.

William Raack, who has operated pin games in Bay City and Detroit for the past six years, has given up his operations in Bay City, and moved his home from there to Detroit, where he has established headquarters at 838 Abbott street in the Aberdeen Hotel. About three years ago Raack started in the music business and has been running both pin and music machines ever since. Incidentally, he is an enthusiastic member of the Wayne County Music Operators' Association.

Raack's coin machine operations are now being carried on under the name of the Williams Specialty Co. One of his specialties is Seeburgs. Incidentally, the correct pronunciation of his name is like that of Rake.

George Owens, formerly a coin machine operator in the State of Texas, who has made his home in Detroit for the past three years, is the newest entrant into the Detroit coin machine field. Owens recently purchased Wurlitzer machines. Headquarters are at 233 Mt. Vernon avenue.

Owens is concentrating on locations in the Polish section of the city, where naturally he finds Polish records the most popular, interspersed with popular dance music. "They like anything," he said, "as long as it is good dance music."

Raymond J. LaBarre, who has been in the operating business in Detroit for about two and a half years, is planning a steady expansion of his business covering both cigar and candy venders.

LaBarre is of the conservative type of operator who has entered the industry in recent years. He has ideas on operating, of course, but he prefers to study the experience of others thoroughly. As mentioned above, his business has steadily expanded.

Joseph Brilliant, one of Detroit's largest music machine operators, incorporated his business recently as the Brilliant Music Co. Capitalization of the new company consists of 750 shares of common at \$10 each and 2,880 shares preferred at \$10 each. Max Lipin, formerly an independent operator, who became a partner with Brilliant about three years ago, is also a partner in the new corporation.

Describing his activities in the business, Lipin said: "I only pay attention to the money end of the business and collections. Joseph Brilliant is our music expert and handles all records and selections."

The company is planning to expand considerably in the pin game field beginning next year and is now steadily buying new music machines.

William P. Goddard, a veteran Detroit coin machine operator, who was formerly in the manufacturing and jobbing end of the business, has been taking business a little bit lightly this fall and doing plenty of hunting on the side.

"The smooth running of my operating organization makes it possible for me to take a little time off," Goddard said. "I took one of my best customers out deer hunting with me, together with a stooge to do the dishwashing and other camp chores, and I believe that going hunting with a man is one of the best ways to get to really know him and to cement friendship."

Harry Sherman, manager of the coin machine division of Independent Lock Co. for Michigan and Ohio territory, reports conditions in this field very promising. "In the pin game and bulk merchandise vending field in particular," he said, "things appear to be going very well. There is a much more optimistic viewpoint today for the future of the business."

William G. Langdon, one of the best known coin machine managers in this territory, died suddenly November 22. He was general manager of the Automatic Canteen Co., large operator of candy venders, whose disposition of his cigar machine routes to another company was reported last week. The company operated thru a co-operative American Legion tie-up. Plans for carrying on the business here were not learned.

Theodore J. Polemiadis is one of the latest entries into the vending machine industry here with the purchase of 50 cigar venders. Polemiadis is not concentrating on any particular type of location but is placing his machines in various types of locations as a tryout. He has been a food merchant in the locality for many years. Headquarters are at 2210 West Warren avenue.

## INDIAN DICE COUNTER GAME.

A great money maker. Gives you bigger profit than ever before. New "Held and Draw" feature fascinates everybody and increases play. Automatic. Foolproof. Real come-on odds, 2-1 to 20-1. Two shots per game. Good illustration \$4. 5c. 10c. 25c slot. Attractive colorful cabinet, 41" high, 30" wide.

Regular Price \$24.50  
New LOW PRICE \$17.50  
NOW ONLY .....

(1/8 deposit. Ind. C. O. D.) Phone or wire orders NOW. Write for Monarch's special trade-in value deal.

**MONARCH COIN MACHINE CO.**  
1781 W. Belmont, CHICAGO.

See This At The Stevens Hotel, Booth 30, For Demonstration



### Paris

PARIS, Dec. 10.—Tourists in Paris, attracted by the red marble magnificence of the Palais Berlitz, are no doubt surprised to find the first three floors devoted to amusement and amusement machines. A stone's throw from the Opera, the Palais Berlitz, on the Boulevard Italiens, commands possibly the highest rental per square foot in Paris—and it is the American amusement machine that should bear the load.

The building, opened in 1932, connects as an arcade the Boulevard with the rue de Septembre at the second level, leaving the first level of little use. Maurice Faure leased a small amount of this space (1,200 square feet) and installed the game of Skee Ball. About this time the arcade made their appearance in Paris and Faure, becoming associated with Jack Forti, leased more space (4,000 square feet) and became the exclusive agent in France for the cranes. This marked the beginning of the huge importation of American coin machines and awakened France to its future possibilities.

Faure and Forti a year later took two

more partners, Berni and Chabaud, creating the Society J. A. C. and took over the entire first level amounting to 8,000 square feet. Berni brought to the society not only financial assistance but also his 35 years' experience gained in the United States and numerous relations he had made there. In 1935 the three associates retired from the business, leaving Faure sole to run the affair.

The World's Fair in 1937 proved a banner year and again the space was topped, the entire three floors being leased, and after tearing out the offices located on the two upper floors gave him a space of over 20,000 square feet at an annual rental of more than 1,300,000 francs (\$40,000) and giving work to 52 employees. An Auto Skooter, Skee Ball, 16 ping-pong tables, 18 billiard tables and more than 2,000 amusement machines are being used at the present time.

During the crisis suffered since the police drive-on payouts in 1936, Faure has been called upon by several ministers to give his opinions on the subject. He is an advocate of strict control, on much the same basis as the Bays organization in the States has over the film industry, and hopes to see it become the big business it has heretofore promised to be.



TONY MORGANO (left), Howard Sales Co., Omaha, tells one of his customers about the features of the Bounty game (Exhibit).

# Attend the COIN MACHINE MANUFACTURERS ASSOCIATION

Show & Convention  
January 16, 17, 18, 19, 1939

HOTEL

# SHERMAN

1700 ROOMS

1700 BATHS

HOME OF THE  
COLLEGE INN

YOU CAN DRIVE YOUR CAR RIGHT IN HOTEL SHERMAN

## CHICAGO



**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**IDEAL THE PLACE TO BUY IDEAL**

BARGAINS THAT PROVE SATISFACTORY

ALWAYS SQUARE DEAL WITH IDEAL

ALL OF OUR USED MACHINES ARE THOROUGHLY RECONDITIONED BY FACTORY-TRAINED MECHANICS. YOU CANNOT GO WRONG IN ORDERING USED MACHINES FROM IDEAL, AS ALL EQUIPMENT LEAVES OUR PLANT IN A-1 CONDITION.

### AUTOMATIC GAMES

Air Races (Tkt.) \$16.50	Jumbo (Cash) 4.75	Red Sells 4.75
Ace 4.75	Jumbo (Tkt.) 6.00	Rover 31.50
Bally Bonus 4.75	Leatherneck 4.75	Rodeo 4.75
Bally Derby (Cash) 6.00	Multiple 7.50	Skipper 9.50
Bally Derby (Tkt.) 7.50	Marble (Cash) 4.75	Sk-High 4.75
Belmont 5.00	Majestic (Tkt.) 7.50	Skull Roll (Cottlieb) 4.75
Bompanite 8.50	One-Two-Three 49.50	Turf Champ (Tkt.) 19.50
Cayum 15.00	Paddles (Western) 37.50	Ten Grand 6.50
Classic 13.50	Pamco Bell 4.75	Tycoon 6.50
Challenger 4.75	Peelers 4.75	Winner (Western) 17.50
Fleetwood 47.50	Peekness 31.50	Top Row (Tkt.) 5.50
Fairgrounds 62.50	Prospector 4.75	
Grand (Price Plus) 5.50		

### CONSOLES AUTOMATIC

Childhouse (Cash) \$44.50	Mills Dice (25c) \$49.50	Tanfoam \$59.50
Derby Day (Slant Top) 74.50	Rays Track 32.50	Tracktime (Black) 59.50
Lincoln Fields 42.50	Skill Fields 42.50	Tracktime (Red) 25.00
	Saddle Club 29.50	Track King 22.50
	Roll Ette (Toban) 17.50	

### NOVELTY GAMES

Airway \$19.50	Easy Steps \$12.50	Running Wild \$11.50
Bally Bumper 7.50	Home Stretch 7.50	Reserve (Bally 24.75 Dial) 29.50
Bally View 28.50	Jitterbug 49.50	Skipper 9.50
Bally Booster 7.50	Long Beach 12.50	Sequence 5.00
Batter Up 6.50	Mad Cap 4.50	Stoner Ball Fun 6.50
Bulls Eye 15.00	Mars 21.50	Stoners Races 11.50
Beam Life 12.50	Mercury 7.50	Track Meet 14.50
Coney Island 32.50	Miss America 11.50	Top 15.50
Chico Baseball 12.50	Miss America 11.50	Zephyr (Bally) 21.50
Cargo 27.50	Palms Springs 39.50	Zeta 42.50
Chico Derby 8.50	Replay 9.60	
Carnival 12.50	Short Sox 5.00	
Dex 13.50		

### COUNTER GAMES

All Win. 1c to 25c \$ 6.50	Deuces Wild \$12.50	Puritan Vendor (Jackpot) \$ 6.00
ABT Skill Target 15.00	Electric Shocker 5.00	Penny Smoke 7.50
ABT Skill Target (Motor) 1c 17.50	Fields Five Jacks 6.50	Race (Daval) 2c 3.30
Arithmetic 1c-25c 4.50	Fields Three Jacks 4.00	Reel Races (Western) 3.75
Bally Baby 1c 9.00	Grand Stand 5c 15.00	Reel Spots 1c-25c 7.50
Beat It 1c-25c 4.25	Toban Auto 15.00	Reel 21 1c-25c 5.00
Basket Ball 1c Flip 1.75	High Stakes 5.50	Reel Dice 1c-25c 5.00
Bell Slide 1c-25c 8.50	Grippen C Man 1c 6.50	Reliance (Jackpot Dice) 5c 17.50
Cent A Pack 1c 7.50	Groatchen 21 (Black Jack) 3.50	Rhinoceros 3.75
Cent A Pack De Luxe 7.50	Hold and Draw 5.00	Sweet Music (Phone) 5c 6.50
Chicago Club House 4.75	Horsemen (Opp) 4.25	Safe Hit (Sample) 9.00
Cardinal Beer 1c 3.50	Little Merchant 5c 3.00	Selectum 4.25
Cadet 2.50	Mills Wheel 5c 8.50	Sportland 6.00
Daval Derby 5c 6.50	New Deal 1c-25c (Poker) 4.50	Sparks 5c (Toban Auto) 19.50
Double Deck 1c-25c 7.50	Nugget 5.00	Sparks 1c (Toban Auto) 21.50
Daily Races Jr. 5c 5.00	Old Age Pension 6.50	Track Reels 1c-25c 7.00
Dice Dominos 1c-25c 6.50	Punches 5c 3.00	Tri-Pack (Cig.) 8.50
	Puritan Bell (Jackpot) 6.30	Wagon Wheel 6.00
	Puritan Vendor 1c-25c 5.00	

### RAY GUNS (LEGAL)

Eagle Eye \$49.50	Keeney Target \$27.50	Keeney Dodger \$17.50
Hollywood Deluxe 27.50		

### MISCELLANEOUS (LEGAL)

Bally Roll (Uncrated) \$27.50	Play Ball (Exhibit) \$39.50	Mills Hiboy Scales \$25.00
Bowetta (Keeney) (Uncrated) 27.50	Shiny 17.50	Large Dial \$25.00
Play Ball (Pacific) 39.50	Hecker (Seeburg) 10.00	Rockola Lobby Scales (New) 41.50
	Rockey (International) 20.00	

### PHONOGRAPHS

Seeburg Symphonola A (12 Record) \$42.50	Seeburg Cabinets \$49.50	Wurlitzer P-10 \$35.00
Seeburg Model D (Dbl. Speaker) 74.50	Rockola No. 2 49.50	Wurlitzer P-12 41.50
Seeburg Model C (Single Speaker) 62.50	Rockola Rhythmic King (12 Rec.) 72.50	Wurlitzer 312 or 313 79.50
	Rockola Imperial (20 Records) 122.50	Wurlitzer 400 74.50
		Wurlitzer 616 109.50

### PEANUT VENDORS

Ever Ready 4-Way 1c \$6.50	Northwestern 33 Porcelain, 1c \$4.50
Columbus Red, 5c 3.00	Northwestern Combination Mider, Porcelain 6.00
Columbus Green Porcelain, 1c 5.50	Northwestern Match Vender, 1c 4.25
Ad-Lee Century, 1c 5.50	Northwestern Book Match Vnder, 1c 6.75
Northwestern 33 Lacquer, 1c 4.00	Magic Vendors, 1c 3.75
Northwestern Combination Mider, Lacquer 5.50	Stewart-McGee DeLuxe, 1c-5c 7.00

### SPECIAL HOT VENDORS

No Grease Vends corn already popped. Bag proof Vansh Slug Proof Slot. \$59.50 slightly used.

SEE OUR SALEBOARD PREMIUM DEAL ADS IN THIS ISSUE

### Personal Checks Must Be Certified

TERMS: 1/3 Deposit required on orders. 65.00 or less need cash in full. Note whether 4c or 5c slots and method of shipment preferred.

CABLE ADDRESS: "IDEALCO". PHONE: GARFIELD 0072

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS, MO.

## Asbury Park, N. J.

ASBURY PARK, N. J., Dec. 10.—Schneider's Tavern in Long Branch has recently added a Daval Odd Ball and an Exhibit High Ball. The games are popular. The owners of the inn are erecting a new building next door which will be larger and more modern. When they move in they'll take some new games with them.

Fred Campbell's place in Long Branch is proving to be a most popular spot for dancing. A new Wurlitzer has been installed and is getting a big play. The internes from Monmouth Memorial Hospital congregate here and enjoy a night of dancing and good fellowship at a most reasonable cost.

The Colonial Cafe at Oceanport, the home of Fort Monmouth, the world's largest army signal school, has installed a Stoner Zeta. A similar machine was in Asbury at the Horsehoe Inn.

Billy Friedman, who was formerly with the Coast Cigaret Service, the firm managed by Harry Zink, now has a business of his own. He's in the music trade in Asbury.

A. B. Wright, of the J. & A. Music Co., recently returned from a trip to New York.

Hugo Gorenflo is employed as master mechanic on Wurlitzer machines for the J. & A. Music Co. Hugo made a trip to the factory to get first-hand information.

Max Kirsch is manager of the King Amusement Co. in Asbury. He's putting out Seeburgs.

Casino Amusement Co. is having a boom on Genco games. The Jitterbug is going good.

Eddie Crook and Ernie Wyckoff report good pin game biz in the Keyport region and at Keansburg.

Ferd Kellers, with Beach Amusement Co., reports that for some unknown reason his claw games have become sensationally popular. His skee rolls and Poberina still claim an extra number of customers. The amusement company concession remains open all winter—policy which has proved its worth.

Sol and Julius Lasky are in charge of the game room at the Berkeley-Carteret Hotel for Art Seger of the Casino Amusement Co. The Pokinga, as on the promenade, is a very popular game and reaping large returns. The Lasky boys are particularly proud of games made by Bally which are holding up exceptionally well.

## Plenty of Good Games, Says Ponsler

NEW YORK, Dec. 10.—Says George Ponsler, head of the distributing firm bearing his name: "Right at this moment we probably have the best line-up of games that we have ever featured. First there is the Chicago Coin game, Alps and St. Morris. No two better novelty games in the field. The Daval games have won the respect and admiration of all concerned. They are Odd Ball Tally and Spinner. The Keeney games are by far the greatest we have ever had and Multi-Proc Races is still going good after all these months, plus Big Ten, Stepper Upper and Triple Entry.

"In addition we have featured other games since the start of the fall season which have won the acclaim of all the operators and jobbers. In every case the games of the manufacturers whom we represent have helped the territory to one of its greatest revivals. We feel certain that this fall and winter will prove to be the biggest in our history and these reports are also true from our other three offices, Newark, Brooklyn and Philadelphia."



PERCY GODDARD, Goddard Novelty Co., London, arranges with George Jenkins, Bally sales manager, for large order on overseas shipment on Paramount and other Bally games.

# INVESTIGATE DAVAL'S UNUSUAL NEW

# \$74.50

## 5 BALL NOVELTY GAME!

you'll agree  
it's....

# COLOSSAL! STUPENDOUS! MAGNIFICENT! TREMENDOUS!

# READY THIS WEEK!

VISIT THE  
DAVAL FACTORY  
AND BE WELCOMED  
BY AMERICA'S MOST  
PROGRESSIVE GAME  
MANUFACTURER!

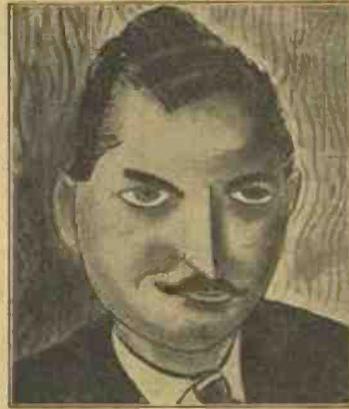
# SPINNER AND ODD BALL

STILL GOING

# BIG!

# DAVAL MFG. CO.

315 N. HOYNE - CHICAGO



**RUDOLPH GREENBAUM**, secretary-treasurer of Gumatic Corp., St. Louis, and well known among coinmen, "sits pretty" while the caricaturist wields his pen. The Gumatic firm is the maker of Melody Gum.

## Oriole Urges Bid For Public Okeh

BALTIMORE, Dec. 10.—"We believe many progressive changes are in order to meet with changed conditions for 1939," asserts Eddie Rosa, head of the Oriole Coin Machine Corp. "By far the most necessary change and need is for the operator to use the type of equipment which will gain him greater public good will."

"It is our belief that 1939 will prove one of the most liberal of all years that the industry has enjoyed. At the same time, tho there have been reports of business increases here and there throughout the country, this has generally been spotty, and therefore the real increase should come in mass action for this new year."

"Oriole will carefully judge all equipment presented at the shows, for we feel that our present set-up is such that it would be best for us to meet public approval first before we think of big profit. In this way we are liable to profits regardless of what the machines that we choose may prove to be. Legal equipment, to our way of thinking, is the answer for '39 and that is the equipment we are seeking."

## Bally for '39, Says Fitzgibbons

NEW YORK, Dec. 10.—John A. Fitzgibbons, Bally's Eastern regional manager, reports that his firm looks to the greatest year in its history in 1939. He said: "We are leading at this time with Paramount and this game is only just getting started. There is no doubt that Paramount is going to sell for some time to come and our shipments are growing every day. This is one game that proves the fact that '39 is Bally—2 to 1."

"In addition let it be remembered that during '38 it was Bally that brought the business back to its feet again with Bally Bumper and Bally Reserve. These two games, until Paramount came along, had never been equaled. They are the reason why operators everywhere agree that Bally leads."

"Because of these successes and because of the fact that we now have six offices serving operators and jobbers and distributors from Maine to Maryland and our organization is being made more complete each day, we believe that we are destined for the most glorious year of our career in 1939."

## Babe Kaufman at NACOMM Meeting

NEW YORK, Dec. 12.—Babe Kaufman, foremost woman coin machine personality, is attending the convention in Chicago. Babe has never missed a coin machine convention as yet and is attending the NACOMM show to look things over and see what new-type equipment is being shown.

In addition Babe will take the opportunity to meet her many friends who convene in Chicago. As in the past, Babe's wardrobe will be right up to the minute.

## END-OF-YEAR CLOSE-OUTS

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR  
**SEEBURG 1939 MODEL PHONOGRAPHS**  
**GROETCHEN COLUMBIA BELLS AND VENDERS**

The Greatest Advancement in Slot Machines of All Times. Beautiful in appearance. Mechanically perfect. Silent and slow speed.

- |                             |  |   |
|-----------------------------|--|---|
| Jacquet Bell ..... \$72.50  | Jacquet Bell (Check Operator) ..... \$76.00  | Jacquet Bell (Check Operator-Side Vender) ..... \$80.00 |
| Gold Award Bell ..... 72.50 | Gold Award Bell (Check Operator) ..... 75.00 | Gold Award (Check Operator-Side Vender) ..... 80.00     |
| Cigarette-Reel Strip. ....  |  |   |

Stoner's Chubbie ..... \$74.00 | Stoner's Zipper (Auto) ..... \$139.50  
W. B. DARDY PEANUT VENDER, \$7.50 (Each of 10 or more) \$6.50  
Take Trade-ins. Start the New Year with New Machines.

### RECONDITIONED PHONOGRAPHS

(All of these Machines are thoroughly inspected by Expert Mechanics before Shipped.)

- |  |  |
|--|--|
| Mills Dancerator De Luxe ..... \$39.50   | Seeburg Symphonica, Mod. A, Walnut ..... 49.50 |
| Mills Dancerator ..... 39.50             | Seeburg Symphonica, Mod. B, Oak ..... 59.50    |
| Mills Troubadour ..... 39.50             | Seeburg Symphonica, Mod. C, Walnut ..... 69.50 |
| Seeburg Melody King, Model K ..... 49.50 | Seeburg Symphonica, Model I ..... 129.00       |
| (15 Record) ..... 49.50                  | Seeburg 1938 Model ..... 49.50                 |
| Seeburg Selectophone Deluxe ..... 59.50  | Wurlitzer P-400 ..... 75.00                    |
| Seeburg Selectophone ..... 59.50         | Wurlitzer 415 ..... 89.50                      |

The Phonographs Listed Above Can Be Had With Illuminated Grills at \$16.00 Extra.  
ILLUMINATED CABINETS, \$20.50.  
AUXILIARY PHONOGRAPH SPEAKER IN ILLUMINATED CABINET, \$15.50.  
Auxiliary Phonograph Speaker (Used) \$8.00 | Wurlitzer Record Machine ..... \$35.00

- |                                   |                           |  |
|-----------------------------------|---------------------------|--|
| <b>PIN GAMES.</b>                 | Seeburg Napoli Style      | Fast Shuffled (Tall) ..... \$19.50       |
| Alway ..... \$10.50               | Range ..... \$125.00      | Winner ..... 10.50                       |
| Electro ..... 18.50               | Jennings, Jr. Scale 27.50 | <b>CONSOLES.</b>                         |
| Chicago Dice Ball ..... 29.50     | Walling Tom Thumb         | Kentucky Ball Time                       |
| Palm Spring ..... 30.00           | Scale ..... 30.50         | 1938 (Like New) ..... \$125.00           |
| Jo Jo (Stoner) ..... 10.50        | <b>AUTOMATIC.</b>         | No Ball (Money) ..... 105.00             |
| Roll ..... 38.00                  | Air Race (Tall) Bev       | Stoner's Ball Derby ..... 65.00          |
| Zola (Stoner) ..... 44.50         | ter than Turf             | Tracer (Bally) ..... 35.50               |
| <b>MISCELLANEOUS.</b>             | Change) ..... \$15.00     | Track King ..... 55.00                   |
| Small Ball Bowling ..... \$ 25.00 | De Luxe 48 ..... 12.00    | Track Odds ..... 55.00                   |
| Shiny (Keeby) ..... 25.50         | Double Header ..... 10.00 | Track Time (Red Head, Late Model) 100.50 |
|                                   | Feta-Finish ..... 19.50   |  |

- |                                    |                                     |   |
|------------------------------------|-------------------------------------|---|
| Four Stars Dice Game ..... \$ 4.50 | Greenwich Die Game                  | Reliance Dice (50) ..... \$16.50            |
| Orin Taylor (Cost.) ..... 0.50     | ..... \$ 7.50                       | (Bally Automatic) ..... 16.50               |
| Greenwich Black Jack ..... 0.50    | Greenwich Spade (50) 19.50          | Stewart-Die Game Mod-ern Peanuts ..... 7.50 |
| 21 ..... 5.50                      | Mills Tibette (Like New) ..... 5.00 | Wagon Wheels ..... 5.00                     |
| Greenwich Ginger (150) 10.50       | Real '21 ..... 6.50                 | ABT Target Ball ..... 15.00                 |
| Greenwich High Stakes 7.00         |                                     |   |

- |                                      |                                     |                                     |
|--------------------------------------|-------------------------------------|-------------------------------------|
| K. & S. Slot, 1c ..... \$ 0.50       | <b>SLOT MACHINES.</b>               | Mills Q. T., Orange                 |
| Jennings De Luxe, 5c 10.00           | 10c ..... \$27.50                   | Front, 5c ..... \$37.50             |
| Jennings Little Duke ..... 10.00     | Mills F. O. K. 5c ..... 20.00       | Mills Sycamore, 5c ..... 19.50      |
| Triple A. P., 1c ..... 17.50         | O.J.P. ..... 20.00                  | Mill War Eagle, 10c                 |
| Jennings Single A. P. ..... 10.00    | Mills Lion Head, O.J.P. ..... 20.00 | (20 Slots) ..... 27.50              |
| 5c ..... 10.00                       | So ..... 18.50                      | Pace Barram, 5c ..... 15.00         |
| Mills Slot Front, O.J.P. ..... 37.50 | Mills Q. T., Blue ..... 25.00       | Foto Comet, 20c ..... 25.00         |
| So ..... 37.50                       | Mills Q. T., Orange ..... 35.00     | Walling Roll-A-Top, 10c ..... 25.00 |
| Walls Dice ..... 30.00               | Front, 1c ..... 35.00               | Walling Twin J.P., 10c ..... 18.00  |
| (Ext. Front Vndr.) ..... 27.50       | Mills Q. T., Green ..... 35.00      | Walling Twin J.P., 5c ..... 17.50   |
| So ..... 27.50                       | Front, 5c (Late Model) ..... 30.00  | Mills Single J. P., 5c ..... 10.00  |
| So ..... 27.50                       |                                     |                                     |

Mills Cabinet Brands ..... \$ 0.00 | Folding Stands for Q. T. ..... \$ 2.00  
Jennings Cabinet Stands ..... 0.00 | Folding Stands for Little Duke ..... 2.50  
Jennings Cabinet Sides (Double) ..... 20.00 | Folding Stands for Regular Slots ..... 3.00

Our Reconditioned Machines are Shipped on Approval with the understanding they are not satisfactory you may return them within five days from receipt of shipment for return in full, less only transportation charges.

TERMS: One-Third Deposit with Orders, Balance C. O. D. Cable Address: W.B.C. 3800 N. GRAND BLVD. ST. LOUIS, MO.

**W. B. NOVELTY COMPANY, INC.**

## When you come to Chicago

BE SURE TO VISIT

## GROETCHEN TOOL CO.

At 126 North Union Street

PHONE HAYMARKET 0127

The only "down-town" Factory, a few blocks from your hotel

### CONOLE'S LEADING TRADERS OFFER

- |                                    |   |                                |
|------------------------------------|---|--------------------------------|
| <b>CHIEF.</b>                      | GAL Derby Day, 9-                           | Prestress ..... \$22.50        |
| P. M. Truck Times ..... \$ 50.50   | Coin Head ..... \$ 69.50                    | De Luxe Prestress ..... 27.50  |
| G. M. Truck Times ..... 65.00      | Daily Favorite ..... 39.50                  | Reverser ..... 22.50           |
| Kentucky Club ..... 115.00         | Rabbit Races, 7-Ooin ..... 48.50            | Phillips ..... 29.50           |
| Jan. Liberty Bell ..... 32.50      | Jacky Club, 7-Ooin ..... 48.50              | Derby Day ..... 14.00          |
| Tanfores ..... 30.50               | Head ..... 49.50                            | High Grade ..... 14.00         |
| Bally Ball Fields, '37 ..... 29.50 | <b>ONE-BALL AUTOMATIC.</b>                  | Photo Finish ..... 12.00       |
| Bally Ball Fields, '38 ..... 75.00 | Kenny Derby Champ, \$69.50                  | Quick Small ..... 12.50        |
| Gaming Demos ..... 60.50           | Mills (L-S) (revised) ..... 50.50           | Mills America ..... 14.00      |
|                                    |   | Parco Race, 7-Ooin ..... 20.00 |
|                                    |   | Head ..... 20.00               |
| <b>MISCELLANEOUS.</b>              | 5-Col. Grevita Cigaret Machines ..... 12.50 |                                |
| Exhibit Rotary ..... 35.00         | 7-Col. Grevita Cigaret Machines ..... 35.00 |                                |
| Mobile Flipper ..... 45.00         | Rock-Old 12-Record Phones ..... 52.50       |                                |

CLEVELAND COIN MACHINE EXCHANGE, 2336-S Prospect Ave., Cleveland, Ohio

# 8 SPOT

SPECIAL OFFER  
NEW LOW PRICE  
NOW \$87.50

DIRECT FROM FACTORY  
LATEST MODELS and  
CABINETS

Write for Circulars.

THE MAGNETIC ROLLING GAME  
**PIESEN MANUFACTURING CO., INC.** 2751 STILLWELL AVE. CONEY ISLAND N.Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**WE HAVE MILLS VEST POCKET BELL FOR IMMEDIATE DELIVERY AT \$49.50**

**ATTENTION! PRICED TO SELL**

The machines listed below are slightly used and offered subject to prior sale.

- |   |  |
|---|--|
| 12 Bonus Vendor, 50 Play . . . . \$52.50  | 10 Mystery Blue Front, 50 Play, 60¢ over 377,000 . . . \$58.00                               |
| 13 Nelson Vendor, 50 Play . . . . 52.50   | 0 Mills Mystery Blue Front, 50 Play, slight cabinet, ser. 350,000 to 375,000 . . . . \$52.50 |
| 15 Melon Bells, 50 Play . . . . 40.50     | 2 Whirling 100 Roll-a-Tops . . . 22.50   |
| Serials on Bonus and Melon Bells 325,000. |  |

**CONSOLES**

- |  |   |
|--|---|
| 1 Hollywood, Ray-O-Lite Rifle . . . . \$50.00                          | 3 Juniors Liberty Bell, Mass top . . . . 45.00        |
| 1 Genco Paddle Wheel, 50 play, black cabinet, cash pay . . . . . 55.00 | 1 Rally Club House . . . 35.00                        |
| 1 Galloping Domino, 50 play, black cabinet, cash pay . . . . . 55.00   | 1 Track T.M., Red Head, cash pay, perfect . . . 50.00 |
| 1 Rally Club House . . . 35.00   | 1 Pacific Dominoes . . . 22.50                        |

**PHONOGRAPHS**

- |  |                         |
|--|-------------------------|
| 1 Rock-Ola Imperial 20, perfect condition . . . . \$110.00 | 1 Mills Do Re Mi, 40.00 |
|--|-------------------------|

**PAGES RACES**

- |  |
|--|
| 5 Pecco Racer, broad new, 50 play, cash pay . . . \$225.00 |
|--|



- 1 Melon Vendor, 100 play \$55.00  
 1 Nelson Vendor, 250 play, 57.50  
 1 Mills 100 Mystery Bell, 25.00
- SPECIALS**
- |  |                                 |
|--|---------------------------------|
| 1 Genco Double Game Ratio Race, like new . . . \$27.50 | 1 Paten Springs . . . . \$8.00  |
| 1 Paten Springs . . . . \$8.00                         | 1 Paten Springs . . . . \$8.00  |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |
| 1 Rally Arcade, like new, 22.50                        | 1 Rally Arcade, like new, 22.50 |

Write us for prices on any New Machines offered at the Show that you are interested in, as we will make you the quickest possible delivery and guarantee to meet any clean competitive price. All orders must be accompanied by 1/3 deposit in the form of P. O., Express, or Telegraph money order. Write and ask us to put you on our mailing list. The above prices are effective December 17, 1938.

**MOSELEY VENDING MACHINE EX. Inc.** 60 BROAD ST. Richmond, Va.  
 Day Phone 3-4511 Night Phone 5-5328

**Banner Biz Rises 83% Over 1937**

PHILADELPHIA, Dec. 10.—According to J. H. Rothstein, president of the Banner Specialty Co.: "We find that our business increased over 83 per cent over that of 1937 and that by the end of 1938 should show an increase of more than 85 per cent."

"We are already prepared to more than double this increase for 1939. The we are not yet ready to divulge these plans, we will be able to give them to the industry immediately after January 1."

"Naturally, we attribute our tremendous increase in our business during 1938 only to the fact that we recommend only the best products and protect our customers to the fullest extent of our ability in every way. We have made this part and parcel of our policy ever since we entered into the coin machine business. It has been responsible for the retention of every account that we have with us today."

**Gumatic Corp. Has New Unit at Show**

ST. LOUIS, Dec. 10.—Officials of the Gumatic Corp., maker of Melody Gum, announced recently that they would have an exhibit at the NAOCOMM show. Said they: "Merchants who attend the big show in Chicago will get a big surprise when they see what is in store for them in booth 45."

"No, it's not a new wall box. No, it's

not an auxiliary speaker. But it is the greatest thing that has happened in favor of music merchants since the inception of the phonograph industry." Thus, mysteriously speaking, the officials hinted at a new innovation, details of which are being closely guarded.

**Werts Tells Jar Game Requirements**

MUNCIE, Ind., Dec. 10.—In making comment recently on the trend of the jar-game business in general, Fred Werts, of Werts Novelty Co., Muncie, Ind., stressed the importance placed by his organization upon providing merchandise wherein accuracy in addition to quality of manufacture is a paramount consideration.

Said Werts: "Systematic checking and then rechecking before shipment is an unalterable requirement. As a result of efforts to manufacture only quality goods and to constantly strive toward even greater improvement in the games, the cost of their manufacture is naturally increased. Only the best Kraft paper suitable for ticket use goes into the games. Gum stickers, purchased on an exclusive contract, are of exactly the right quality. This is an important angle. Printing processes are modern and efficient."

Werts indicated that he took great pride in merchandise shipped from his plant. "The merchandise is designed," he stated, "from beginning to end with the interest of the dealer and consumer as the main consideration."

**YOU and YOU and YOU**  
*are invited*  
**TO VISIT OUR FACTORY SHOW ROOMS IN CHICAGO THIS WEEK » GET THE ADVANCE DOPE ON THE BIG MONEY MAKERS FOR 1939 »**

*Enjoy Real Western Hospitality*  
**THE DRINKS ARE ON THE HOUSE!**

*See*  
**The Greatest Automatic Game Achievement of All Time!**  
**3 YEARS IN THE MAKING!**  
**NOW ENTIRELY PERFECTED!**  
**ALMOST HUMAN IN ACTION!**  
**AND OTHER SPECTACULAR GAMES**

**WESTERN PRODUCTS, Inc.**  
 925 West North Ave. Chicago

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

**We'll See You At The SHOW!**

Visit Our Headquarters at the Stevens  
**Rock-Ola's ELEVENTH FLOOR**  
 December 12-13-14-15

Distributors for ALL Leading Games Featured at the Show.

Distributors for ROCK-OLA Phonographs and Equipment

**B. D. LAZAR COMPANY**  
 1340 FORBES ST., PITTSBURGH, PA. 620 SPRING GARDEN ST., PHILADELPHIA, PA.



**BENJAMIN STERLING**, prominent Pennsylvania operator, is the sponsor of his stag, pictured above, in local boxing leagues. They are, left to right: Frank Grocer, Frank Coffey, Ben Sterling, Donald McAndrew, Stanley Norris. The two boys, Sonny and Giddy, are the sons of Ben Sterling.

The "ROLL-A-ROUND" will keep you in business . . . and put the HI-JACKER OUT!

Be Sure to See This New **GUARANTEED SAFE MACHINE CABINET**

On Display at the **N.A.C.O.M.M. Convention**  
 Booth 102, Stevens Hotel, Chicago, Ill.  
 December 12 to 16.

**THE STARK NOVELTY CO.**  
 WALTER ANGELI, Mgr.  
 1510 Tuscarawas St., W., Canton, O.

# SEE BUCKLEY 1939 MODELS

AT BOOTHS 110 and 111 HOTEL STEVENS

## CONTRO-VAC

COIN OPERATED SCALP CONDITIONER

Opens up a brand-new operating field with assured profits at minimum expense

### DIGGERS

Known and used all over the world

DE LUXE  
TREASURE ISLAND  
JEWEL BOX

Always the standard of excellence

### CONSOLES

with an established reputation for earning power

COLORS  
TRACK ODDS  
FLASHING IVORIES  
SEVEN BELLS  
RIVIERA  
LONG SHOT

BUCKLEY'S Famous  
Seven-Slot Coin Head  
Variable Spinner  
Jump Action Odds Changer  
Paymaster Payout Unit

### COUNTER MACHINES

by the manufacturer of the original Puritan

NUMBERS — Reserve feature optional  
PILGRIM — The simplest of all card machines  
CENT-A-PACK — Plain or De Luxe Models  
PURITAN VENDOR } Fruit or Horoscope reels  
PURITAN BELL } with or without jackpot  
HAPPY DAZE — Beer machine  
ALWIN — Jackpot vendor—changeable odds  
HORSES — Race-horse reels—changeable odds  
BONES — Automatic payout dice game

OPERATORS UNABLE TO ATTEND, WRITE FOR FULL INFORMATION AND PRICES

## BUCKLEY MANUFACTURING CO.

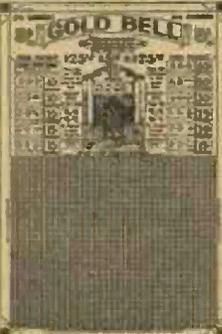
4223 WEST LAKE STREET

CHICAGO



### SPECIAL NOTICE!

SLOT MACHINE OPERATORS... Superior proudly presents the most perfect slot machine board ever manufactured. Even the spinning reels are silent! Tickets bear slot symbols in full colors. 241 winners, \$52.80 for 1056 punches! go back into the board, leaving a total of 1344 playing holes.



Jackpot dumps 13 times, players may win from \$1 to \$12, or advance to Gold Award, where they may win \$5 or two \$25 winners! Cost of board far below cost of actual slot machines, with profits and appeal at new heights. Weekly commitments involved. We sell to operators only; inquire for full details.

SUPERIOR PRODUCTS, Inc.  
14 No. Peoria Street,  
Chicago, Ill.

### Sales 40 Per Cent Above Last Year

KANSAS CITY, Mo., Dec. 10.—With the close of another fiscal year last week, the Great States Mfg. Co., thru A. E. Sandhaus, president, reported sales of vending machines and penny games to be 40 per cent ahead of the same time in 1937. Sales of November of this year were 81 per cent better than those of November, 1937, according to Sandhaus. "Our conclusion is that operators realized in the last year that Great States' famous Sel-Mor vending units are among the top-notch penny vendors on the market," Sandhaus said. "Not only was the Sel-Mor line a smash success, but also our nickel cigaret vendor, our 5-cent Hershey Bar machine and the Great States dime razor blade vendor also proved highly successful."

Sandhaus will display what he believes to be "the most practical and simple penny slug-proof mechanism made" when he goes to Chicago next month to exhibit at the CMMMA show at Hotel Sherman. The new Flip-a-Kopper game also will be there, with a new and improved cash box feature. Recently, on a location here, Sandhaus timed some players and learned they actually played pennies at the rate of 40 a minute. "I've been in the business 25 years," he declared later, "but I never saw a game get and hold the player like the Flip-a-Kopper does." At the same convention the Great States exhibit will feature a new badam candy and nut vendor which will sell for less than \$2, according to Sandhaus.

Watch the Pennies

Not a make-shift... saved game. Player drops, spins or shoots coin. Accurate record of payouts. C-tumbler lock. Triples cigarette sales.

LEGAL...CLEVER AMUSING! Sample \$3.95

STAR MFG. & SALES CO.  
3901-05 WAYNE - KANSAS CITY, MO.

### 3 CANDY SALESBOARD DEALS

#### 50 WINNERS A 5c Salesboard

42 Boxes of High-Grade Chocolates—1 Lb. 1/2 Lb., 1/4 Lb.  
7 Bars of Assorted Candy.  
Large Box Assorted Chocolates for Last Punch.  
A 300-Hole Salesboard.  
COSTS YOU \$8.00.  
TAKES IN \$18.00.

#### Fast Moving Deal 36 WINNERS

In 35-Hole Salesboard, Numbers Run from 1 to 30.  
Every Punch Receives a Box of High-Grade Chocolate.  
Name under Seal receives additional 2 Lbs. Chocolates in Beautifully Padded Box.  
COSTS YOU \$8.80.  
TAKES IN \$12.00.

#### Quick Turnover Deal 24 WINNERS

Every Punch Receives a One-Pound Box of Chocolates.  
Winners Run from 1 to 30.  
25 1/2 Lb. Boxes of Chocolates.  
A 24-Hole Salesboard.  
COSTS YOU \$6.25.  
TAKES IN \$8.00.

#### CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. 15 Doz. to Carton. Per Box **70c**

2-Lb. Box of High-Grade Chocolates in Padded-Trip Box, Gently Wrapped. 1 Doz. to Carton. Per Box **50c**

Cordial Cherries — 240 1 Lb. Not Packed 3 Doz. to Carton. Per Doz. **\$2.40**

20% Discount With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.  
**DELIGHT SWEETS, INC. NEW YORK. N. Y.** 50 EAST 11th STREET

### JAR DEALS GO STREAMLINED

NEW REELS Paid Deal! Sensational Jar Game of 1938. With Jackpot and Slot Machine Tickets.  
630 5c Tickets \$31.50  
Payoff (Average) 18.85  
Profit (Average) \$12.65

SAMPLE DEAL **\$3.25**

TICKETS SEWED ON CARDS IN FLASHY COLORS GET ACTION AND BEYOND LOCATIONS  
HEADS OR TAILS Fast Moving Paid Deal This New-Small Deal has rapid turnover and substantial profits. Locations report sales of 5 or more per day.  
210 5c Tickets \$10.50  
Payoff (Average) 3.75  
Profit (Average) \$ 2.50

SAMPLE DEAL **\$2.50**

Year Order Forwarded Day Received. Remittance With Order. Jobber's Discount in Lots.  
**WESTPORT DISTRIBUTING CO., 207 Westport Rd., Kansas City, MO.**

### Exhibit Mystery Game Discussed

CHICAGO, Dec. 10.—There's an air of mystery at Exhibit these days," commented Exhibit Supply Co. officials. "Everyone will talk plenty; but try to find out definitely what the great secret machine is and you run into a bunch of guys as close-mouthed as a mummy at a side show. Some of the comments you hear are: 'It's legal'—not a pin game—nothing like it ever on the market—it will be a sensation in every location—phonograph operators will want it, be-

cause it's an out-and-out amusement device—for closed territory it's just what the operator needed."

"Exhibit is showing it only by special appointment and lining up distributors for special territory propositions. That," concluded the officials, "is all we can tell you except you had better see Exhibit when in Chicago."

### WESTERN'S DERBY KING

The \$40.00 Adjustable Jackpot—with several advance features. In stock for immediate deliveries.  
SLOT MACHINES AT GIVE-AWAY PRICES

**SAM MAY & COMPANY,**  
3011-13 Maryland Ave. Balto., Md.

# NATIONAL'S BARGAIN COLUMN

## SLOTS

Melton Bell, 5c. Play. Serial	\$49.00
427,000 to 422,000	49.00
Miss Cherry Bell, 5c.	49.00
Mills Blue Front, Single Jack 5c.	45.00
Serial cost \$40,000	45.00
Miss Blue Front, Double Jack 5c.	45.00
Columbia Slot	35.00
Mills Q. T., 5c. Late Model	29.00
Jewings Chief, Serial 120,000.	27.00
5c and 25c	27.00
Mills War Eagles, 5c. 10c and 25c.	27.00
Patrol Star Comet, 10c	24.50
Mills P. K. Escalator	19.00
Walking Roll-Top, 10c	18.00
Solo Stand	4.50

## PAYOUTS WITH TICKET

Providence \$33.00	Speed King \$35.00
Dorcy Day	Green \$22.50
Coral	Classic \$22.00
Dorcy Day, no	Parade Parlay \$20.00
Group \$25.00	L. 2000 \$20.00
Chicago Foot	Litsea Fair \$20.00
Ball	Royal Race \$20.00
Pat. Finish \$25.00	Daily Race \$18.00

## PAYOUTS

Fair Ground \$55.00	Blue Bird \$50.00
Fairwood \$49.00	Seaside \$7.00
Freshness \$24.50	Queen Mary \$7.00

## NOVELTIES

Zeta \$53.00	Haron-Hound \$19.00
Daily Palm	Green Foot \$18.00
Spring \$40.50	Ball \$16.00
Daily Revenue \$20.50	Os \$15.00
Ample \$20.50	Dean Liza \$15.00
Cargo \$20.50	Litsea \$15.00
Swing \$20.50	Forward March \$14.00
Esper \$20.00	Yours \$14.00
Gallic Eye \$25.00	Replay \$13.00
Moby Zephyr \$22.50	Star \$12.00
3c Waltz \$21.00	Love Beach \$12.00
Ball \$20.00	Chico Derby \$10.00
Ball \$20.00	Mercury \$9.00
Top \$20.00	Daily Super \$7.00

## COUNTER GAMES

A. E. Y. Target	Litsea Merchant \$7.50
Spot P. \$16.50	Groetchen "21" \$7.00
Daily Races	Reel Dice \$6.00
Jr.	Reel Races \$6.00
Track Needs \$6.00	Reel "21" \$6.00
Yard Time \$6.00	Operation Cig. \$6.00
Sally Baby \$6.00	Mach. \$6.00
Reel Fish \$6.00	Groetchen Horse \$6.00
Bill \$6.00	Reel Race \$6.00
Goculo, Single \$6.00	Til 'at Tea \$6.00
Grip \$6.00	
Reel \$6.00	

## CONSOLES

Linschamps	\$55.00
Jockey Club, Single Coin	45.00
Chuck-Louis	45.00
Jewings L. R. Bell	44.50
De Luxe Bell	29.00

## PHONOGRAPHS

Wurlitzer 610-A	\$145.00
Wurlitzer 610	124.50

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

TERMS: 1/3 Deposit, Bal. C.O.D., P.O. or Chicago.  
First With the Latest New Games. Get Your Name on Our Mailing List.

National Coin Machine Exchange  
1407 DIVERSEY BLVD., CHICAGO.

# Hurvich Visits N. Y. Imperial Prospects

NEW YORK, Dec. 16.—Max Hurvich, of Birmingham Vending Co., Birmingham, Ala., was a New York visitor during the past week. He stepped over on his way to Chicago and the NACOMM coin machine show. He stated that he was visiting New York because of a large number of inquiries concerning the Imperial coin-operated billiard tables received from this sector.

He stated: "There has been a growing interest in the East in the Imperial, and we believe that this is due to the fact that operators want something on which they can depend week after week and year after year. They realize that this sort of equipment will not only earn them better profits but will act as the backbone for their business."

"Throughout the South sales of the Imperial have increased. An example is the wire that we received the other day from a Tennessee operator who stated there that he wanted us to ship him nine more Imperials as fast as we could. We learned after a check-up of our sales records that about three weeks ago he had purchased his first sample. The results were so good and the demand from other locations grew so fast that he is putting them out as rapidly as he can to take advantage of this good business."

"There is no doubt in our minds that once New York and some of the other Eastern cities get started we are going to enjoy some really fine business. We know of Imperials on location now for more than a year that are taking in more money today than when they started and are the favorite amusement device on the spots they occupy."

# Gardiner Sales Co. To Exhibit Games

NEW YORK, Dec. 10.—States the Gardiner Sales Co.: "We are going to exhibit at the NACOMM show for the first time two entirely new game tables. One is a new version of pool, the other of billiards. Each pocket will have a different value, the idea being to get the balls into the high-scoring holes. The billiard table, also an eight-cornered eight-pocket table, has holes on the face of the table. Both games have a small tent pin standing approximately in the center of the table. If this pin is knocked over it completely voids the score."

"Tables have a coin slot for 10 cents and will accommodate one to four players at a time, assuring continuous play. A game will run from seven to ten minutes. Well-made tables with fast cushions and pilfer-proof coin mechanism are featured."



# MAN-O-WAR 1-BALL CONSOLE

BY THE MASTERS OF PAYOUTS! MULTIPLE PAYOUT MYSTERY DAILY DOUBLE MYSTERY SELECTION & ODDS

**FIRST**—with Mystery Payouts in multiples of 31 with Flicker Light, Flash and Illuminated With Pay-out!  
—with Mystery "Daily Double" Pockets and TOP AWARD OF \$12 CASH!  
—Grandest game of recent times!  
—Mystery Selection of 1 or more berries... Multiple or Single operation by simply throwing switch... Odds 3:1 to 240:1... Absolutely top-free mechanical Engineering that mark a new era! Order quick and clean up!

\$189.50



WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19  
**DUO-GRIP**  
TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER  
Gives You Double Profits!

Double testing strength of Push, Pull and Grip. Cigarette Rolling cups with each grip... Winning symbols inside player to award shown on award card. Available with frank bill symbols or numbers. Combination 1c to 25c. Cst. Stand, \$2.50.

\$24.50

Still Going Strong!  
**DE LUXE GRIP SCALE**  
3-WAY STRENGTH TESTER \$10.50  
**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St., CHICAGO



# BAR, BELL & FRUIT JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.  
**TICKETS TO DEALS**  
2544 - 2592 - 2664 5c or 10c Play  
All deals alike except the winners vary in number. Write for description and prices.  
**SOLD ONLY TO JOBBERS**  
Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.



FRED WERTS, head of the Werts Novelty Co., far game manufacturer, was in a serious mood when he stated, "Jar game manufacture demands accuracy and quality. Werts jar games are checked and rechecked to assure that they are perfect."

## BOZO--The Wonder Dog

Get Laughs and Excitement The Only Dog in Captivity That Can Be Harassed and Create Miracles: Wonder and Approval.  
His "Trailing" You His Tail Tells a Tale That's in a Class by Itself.  
300-PIECE BOARD, Mill & Taba, 1 BOZO DOG, Deal Complete \$1.85  
30-PIECE P.U.S.H. \$1.50  
CARD: 1 to 20c. Take in 2c.  
SPECIAL LOW PRICES IN QUANTITY LOTS  
IDEAL SALES Inc., 1515 Market Street, ST. LOUIS, MO.

## COMPLETE FRIENDLY SERVICE

On All Coin-Operated Machines and Supplies. For Complete Information, Instructions and Prices. Fully Given on Machines, Supplies, Parts and Vending Merchandise.  
Write—Phone—Wire.  
IDEAL SALES CO., San Francisco, Calif.

## Promoters Wanted!

If you have a car, selling experience and can invest \$300, we will show you how to net over \$100 weekly on BINGO MACHINES. Write or Wire Today. Mention experience.  
**D. ROBBINS & CO.**  
1141-B De Kalb Av., Bklyn, N. Y.

# ATTENTION

## MIDWEST OPERATORS

### The WESTERN DISTRIBUTING CO.

3425-29 Main St. Kansas City, Missouri

Is now exclusive agent for the Mills Novelty Company in this territory. We are also representing most all leading manufacturers. Write, wire or come in to get the price on all Mills equipment and other equipment, both new and used. We are also in the market for all novelty games, also "Ten Grand" and "McCoys." We will accept all models of counter games, regardless of condition; in trade-in on Mills Vest Pocket Bell.  
We now have in stock ready for delivery the new Mills Vest Pocket Bell with the new conservative reels.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

CHICAGO COIN PRESENTS A SPECTACULAR NEW FIRST!

# TROPHY

WITH THE NEW REPEATER ACTION  
HIT OR MISS BUMPERS--EXTRA  
BALL FEATURE--OTHER NEW IDEAS!

**READ**

When a ball hits a "green" hit bumper, a continuous number of hits (100 points) are recorded on the back rack. This continues until a "rod" miss bumper is hit or the ball passes over a switch at the bottom of the board. If the ball passes through a skill lane while a red lite is on, 1,000 points are added. If a ball passes over the bottom switch while the yellow lite is on, a "free ball" is returned for replay. Fully metered. High Score Play!

TROPHY NOVELTY **\$79.50** FREE GAME MODEL **\$89.50**

*Alps*

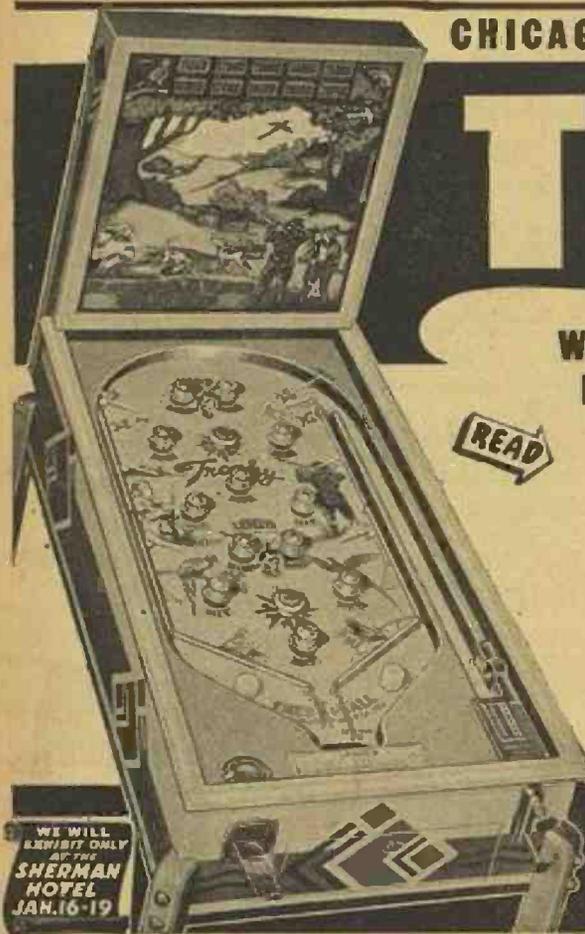
FREE GAME

The fastest selling high score "Free Play" game on the market. Larger, de luxe cabinet and a deeper back rack. Fully metered. **\$89.50**

*St. Moritz*

NOVELTY GAME

High Score Play. New triple action. Fully metered. Winning scores adjustable. **\$79.50**



CHICAGO COIN MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD, CHICAGO

VISIT OUR FACTORY--10 MINUTES FROM LOOP. TAKE 34 BUS ON STATE STREET TO OUR DOOR

**ONE HALF FREE**

Brings in the Cash

1500-Hole F-4885  
Takes in.....\$37.50  
Pays out.....\$20.00

PRICE \$1.17 EACH

Write for new low prices on Thick and Semi-Thick Boards

CHAS. A. BREWER & SONS  
The Largest Board and Card House in the World.  
6320 Harvard Ave.  
Chicago, U. S. A.

**ONE HALF FREE**

\$500

**Walco Extends Booth Invitation**

NEW YORK, Dec. 10.—Walco Distributors invite the distributors and operators of all coin-operated phonographs to visit the exhibit of the Walco sapphire needles at the Stevens Hotel in Chicago during the convention. Booth 64 will be occupied by a display of Walco products, and many interesting features will be exhibited. Bob Grenner, sales



BOB GRENNER

executive for the firm, and Lowell Walcutt, the inventor and designer of the needle, will be on hand to greet their many friends and to welcome the prospective users of this new modern improvement for all automatic phonographs.

Bob Grenner, commenting on the Walco needle, "Having operated phonographs for the past 12 years, I have always felt that there was a great deal of room for improvement in the various type needles being used in our machines. I was aware of the possibilities embodied in a jewel-tipped needle, but I realized that they could not be marketed low

**CLOSE OUTS OF PRACTICALLY NEW MACHINES**

All Machines Reconditioned and Cleaned, Parts Have Been Replaced and Cabinets Repolished.

- 1 GALLY STABLES ..... \$40.00
- 3 WESTERN KASARKS, 6-Column Models ..... \$2.50
- 1 KEENEY KENTUCKY CLUB (1928 Model) ..... \$20.00
- 1 KEENEY TRACK TIME (1928 Model) ..... \$20.00
- 1 KEENEY TRIPLE ENTRY (1928 Model) ..... \$40.00

These machines are very clean and we guarantee them to be perfect mechanically and new in appearance.

1/3 Deposit, Balance C. O. D.

EMERY J. GOUSSET  
272 S. SCHUYLER AVE., KANKAKEE, ILL.

**SALESBOARD OPERATORS**

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

**CORRECTION**

IN THE ADVERTISEMENT OF THE PERLESS DISTRIBUTING CO. PAGE 51, OCTOBER 10 ISSUE Two Tone Jackets with Taper Zippers were incorrectly described as being made of "Swede" material instead of SUEDA.

enough for coin-operated phonographs. Mr. Wilcutt has finally given us the answer in his Walco sapphire needle. Here at last is a genuine sapphire-tipped needle produced to sell at a competitive price and within the reach of all operators' budgets."

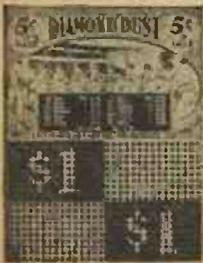
**BOWLO-BUMP \$69.50**  
Original Bumper Bowling Game. Obtained few extra to meet demand. Original Price \$219.50. ORDER QUICK!

Other BOWLO-BUMP Reels:  
Walnut Cab. Cigarette Dealer Game ..... \$14.50  
Dental Penny Park ..... 6.50

**BUY THE BEST! GUARANTEED USED GAMES**

AIRWAY .....	\$14.50	LINE UP .....	\$17.50
ATLANTIC CITY .....	21.50	PEAY BALL .....	19.50
BEARLITE .....	8.50	RITZ .....	44.50
BANDINO .....	25.00	SKI HI .....	12.50
CHICO-BERY .....	5.00	TOPS .....	12.50
CARGO .....	19.50	ZEPHYR .....	16.00
EASY STEPS .....	14.50	ELECTRO .....	11.50

1/3 WITH ORDER, BALANCE C. O. D.  
WRITE FOR COMPLETE LIST.



**All Our Low Prices on Plain and Money Boards STILL IN EFFECT**

1000 Hole CIGARETTE BOARD as low as .....	62c list
1000 Hole PLAIN BOARD .....	60c list
1000 Hole MONEY BOARD as low as .....	90c list
100 Hole PLAIN BOARD .....	25c list
100 Hole PUT A TAKE BOARD .....	32c list
200 Hole PUT A TAKE BOARD .....	32c list
300 Hole PUT A TAKE BOARD .....	42c list
600 Hole DIAMOND DUST BOARD .....	61c list

ORDER NOW - - - Today!  
J. M. HOWARD CO., 30-22 N. 3rd Street, PHILADELPHIA, PA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**Univendor**  
 VENDS ASSORTED  
 MERCHANDISE RETAILING  
 FOR 5c, 10c AND 15c

*Illinois*

*Stoner Corporation - Aurora*

**\$49.50**  
1/3 Deposit  
 Del. C. O. D.

**MILLS  
 VEST POCKET BELL  
 AUTOMATIC PAYOUT**

The smallest Automatic Slot Machine in the world with mystery payout. Only \$27.50, weighs only 32 lbs. Vest Pocket Bell will earn for you the same profit as the large slot. Operates conveniently in closed territory. Cash box holds 940.00 in tickets.

**D & S NOVELTY  
 COMPANY**  
 1005 Broadway, Rockford, Ill.

**Vemco To Feature  
 Sale Each Month**

PAYETTEVILLE, N. C., Dec. 10.—"Due to the success which the Vending Machine Co. has enjoyed during 1938 with the many sales it featured," says Joe Calcutt, "the firm has decided on a new policy of conducting a sale each month."

"We are making arrangements in Fayetteville and other places where the firm has offices for a quick monthly inventory of all equipment so that operators and jobbers will have the facts once a month and will be able to take advantage of the equipment offered."

"Our new policy will require quite a bit of preparation and study. It means that our entire organization must work in perfect harmony in listing, repairing and shipping these games so that our customers will be able to get them immediately upon the announcement of the monthly sale."

"At the same time, remember that the manner of reconditioning our used equipment has become world famous. We will not sacrifice quality for speed. Therefore work must be speeded up through the organization to have the machines ready prior to each announcement. Then operators and jobbers can enjoy these sales and get immediate delivery."

**Ad Manager Walks  
 Into Engagement**

CHICAGO, Dec. 10.—The young, handsome advertising manager of Superior Products, salesboard firm, is reported to be walking on air for the past several days. He admits that all his acquaintances have remarked about the unusual atmosphere wherever he goes.

The only reason he can give, he says, is that he "got engaged" a few days ago. The handsome man in the case is S. L. Miller, but the lady's name is withheld to prevent any unfair competition.

2 NEW MONEY MAKERS

STONER'S EXHIBIT'S  
**CHUBBIE ★ REQUEST**

USED MACHINES - PRICED LOW - PERFECT CONDITION

RITZ .....	\$25.00	RAQTIME (Free Play Slot) .....	\$25.00	BULL'S EYE .....	\$19.00
DAMINO .....	24.00	PALM SPRINGS .....	30.00	TURF KING .....	6.50
FLEET .....	21.50	SWING .....	18.00	ELECTRO .....	7.50
HAGE .....	32.00	SNAPPY .....	18.00	VOGUE .....	7.00

1/3 Deposit, Balance C. O. D.

Write for Complete List of Used and New Games at Lowest Prices.

**BUDIN'S SPECIALTIES, Inc.**  
 174 S. Portland Ave.  
 BROOKLYN, N. Y.  
 Tel: Mervin 5-7528

**ALL THE PROFITS  
 ALL THE ACTION**

of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.  
 Takes In \$120.00; Average Payout, \$65.56;  
 Average Gross Profit, \$54.44.

You're Invited to Visit Our Factory Showroom While Attending the Conventions.

PRICE \$4.92 EACH  
 Send for Folder NC-17 — It's Packed With New Profit-Makers.

**HARLICH MFG. CO.** 1413 W. Jackson Blvd., CHICAGO, ILL.

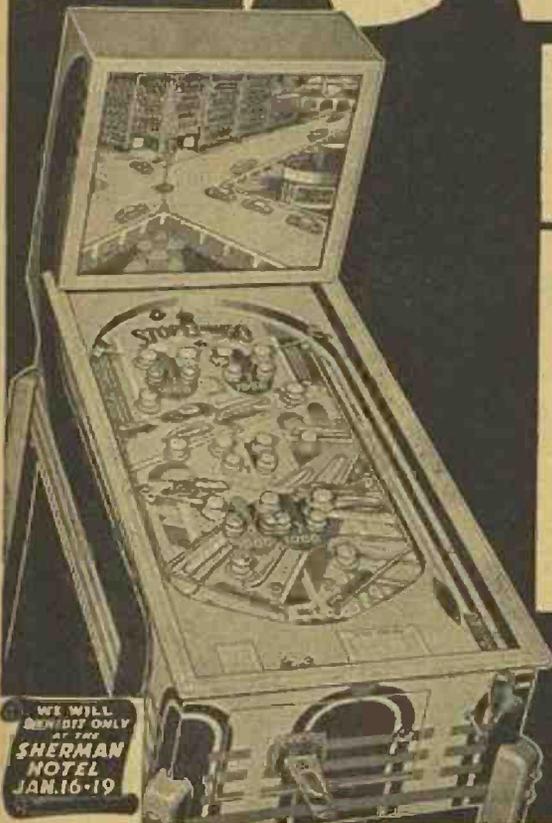
**SEE THE LATEST  
 JAR DEAL TICKETS**

At the January Show, Booth 132.  
 If You Are Not Going to the Show, Write for Samples and Prices.  
 Manufacturers of Quality Jar Deals.

**LOUISVILLE NOVELTY MFG. CO.**  
 330 East Brockridge Street,  
 Louisville, Ky.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# GENCO'S STOP AND GO



**IN TWO MODELS**

Fully metered, 5-half novelty game. High score play. **\$74.50**  
 Free game model. Player "plays off" the awards. **\$89.50**

All bumpers count for 100 points. On the first 5 hits the red lights are lighted. On the next 5 the green lights are on. If a ball passes over a red skill lane when the red lights are on, 1,000 points are registered. When the green lights are on and the ball passes over a green skill lane, 1,000 points are added. Amber lighted skill lane registers 1,000 points at all times. Skill lanes at the bottom of the board keep the play alive to the end of play. When player reaches a certain high score an extra ball is released for play.

**Immediate Delivery!**

"Ask the Man Who Owns One—  
**YOU'LL BUY TEN!**"

IF YOU  
 ARE VISITING  
 CHICAGO THIS WEEK  
 SEE  
**STOP and GO**  
 and other  
**GENCO HITS**  
 at our  
**FACTORY  
 SHOW ROOMS**

## GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.

SEABOARD SALES, INC., Eastern Factory Representatives.  
 Coin Amusement Supply, Ltd., London, England, European Distributor.

WE WILL  
 RENT ONLY  
 at the  
**SHERMAN  
 HOTEL  
 JAN. 16-19**

**McCALL NOVELTY CO.**

**McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT**

Chicago Cadet (Re-verts) .....	\$23.50	Hold 'Em .....	4.50	Rally Club House (Ticket) .....	80.00
Grand Slam (Re-verts) .....	20.00	Full King .....	5.00	Keedy Train Time (Red Head) .....	100.00
Jokers Wild (Floor) .....	32.50	Canfield .....	11.50	Bally Ray's Trick .....	87.50
Shooter's (Floor) .....	12.50	Sally Marmory .....	9.50	<b>AUTOMATICS</b>	
Ware W. House .....	20.50	Sally .....	14.50	Air Races (Tilt) .....	612.50
Good Cargo .....	27.50	Leo Beach .....	12.50	Turf Orange (Tilt) .....	18.50
Bally Weaver .....	40.50	Blower's Race .....	30.50	Exhibit's Gaspar .....	32.50
Bally View .....	40.50	Sally .....	5.50	Put 'N Tilt .....	4.50
		Auto .....	3.50	Jumbo .....	4.50
		Setno .....	3.50	Ivory .....	4.50
				King Pin .....	4.50

**CONCOLES**

Rally Club House (Limo Head) .....
 62.50 |

**WE BUY, SELL AND EXCHANGE.**

Phone: Jefferson 1644

WE BUY, SELL AND EXCHANGE.

Phone: Jefferson 1644

ST. LOUIS, MO.

1/3 Depot, Balance C. O. D.

### Exhibit's Newest Game, Request

(New Game)

CHICAGO, Dec. 10.—Operators asked for it, operators demanded it—so, at their request, we give them Request. A game so good that it will replace Review and Regatta as the best money-maker," stated an Exhibit Supply Co. official, commenting on their newest game, Request.

"In Request you get all the thrilling playing field action of Review and Regatta plus a brand-new idea that players cannot resist, because there are seven ways to win. There are 18 bumpers on the games; five of each color, red, yellow or blue. When player completes a sequence of chain or 1, 2, 3, 4, 5 of the same color he wins the first award. If he completes further sequences the award goes higher. Only one award, the highest, is paid.

"Put Request on any location and we'll guarantee you'll say that it is your best money-maker. You'll agree, too, that it is positively one of the best games on the market today. Request on location will end your competition worries and will make operating a real pleasure. You'll find more genuine, sure-fire money-making principles embodied in Request than in any machine you ever operated."

### Joe Frank Opens His New Quarters

NASHVILLE, Dec. 10.—Joe Frank, head of Automatic Sales Co., Nashville, announced recently the removal of his headquarters to a new and larger location at 418 Broad street.

"We found the move necessary due to a constantly growing clientele," said Frank. "Naturally, we wanted to clean out a lot of stock to make room for later types of equipment. The sale which we have been running for that purpose has proved highly successful and popular with operators in this territory. For that reason we are continuing our sale in our new quarters."

### SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

**H. G. PAYNE COMPANY**  
 312 Broadway, Nashville, Tenn.

JUDOE A DISTRIBUTOR  
 By the  
 COMPANIES REPRESENTED

Eastern Distributors:

**MILLS NOVELTY CO.**  
 A. B. T. CO. GROTCHEM MFG. CO.  
 BALLY MFG. CO. H. C. EVANS & CO.  
 COLUMBUS VENDING CO.  
 CHICAGO METAL MFG. CO.  
 DAVAL MFG. CO.

**KEYSTONE NOV. & MFG. CO.**  
 26th & Huntingdon Sts.  
 PHILADELPHIA, PA.

### A SURE WINNER FOR BIGGER PROFITS "PIKES PEAK" BY AJAX

No. 2502. 2540 HOLES:  
 Takes in .....
 \$128.00 || Runs Out (Average) ..... | 70.53 |
| Profit (Average) ..... | \$57.47 |

BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.  
 OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

**AJAX MFG. CORP.** 119-126 N. 4th St., Philadelphia, Pa.

PRICE \$5.20 Each

## FREE

Send for our Free Illustrated Catalog. It will pay you to get on our mailing list and receive our new price list every five weeks. Street value in the industry. Send us your trade-in list.

**EXPORT**  
 "We Cover the World."  
 Cable Address: "NATNOVCO,"  
 Merrick, N. Y.

**NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.**

### WANTED! OPERATOR

Who is Short of Equipment and Long on Locations. By an Experienced Operator Who is Long on Slots, Automatas, Etc., but Short on Locations. Purpose—Partnership.

BOX No. 349, Billboard, Chicago.

ADVERTISE IN THE BILLBOARD—  
 YOU'LL BE SATISFIED WITH RESULTS

# Now! 5 PROFITS from 1 MACHINE!

**EVANS' AMAZING NEW BELL SENSATION LUCKY LUCRE**

WITH EVANS' NEW 5-COIN HEAD!



**GIVES YOU INCOME OF 5 GAMES - WITH UPKEEP OF ONLY ONE!**

Good-bye to small income from bell play! This revolutionary new Evans' creation enables 5 persons to play at once! For each player there is an individual, numbered slot and a corresponding payout cup. On winning lineups of symbols, each player gets his own payout from 3-1 to 18-1, or **GUARANTEED JACKPOT of \$5.00 or more** in nickels! For more appeal and come-on than five separate machines... zooms earnings to undreamed-of figures, with amazingly little overhead!

recessed payout cups  
dozens of new super features!  
**EVANS' NEW 5-COIN HEAD!**  
Cyp-proof stops cheating, saves losses! Ends grief from over-lapping coins, thick coins, slugs, gum, string, steel strips, coluboid paper and other sharpers' tricks. Engineered to accept the new Jefferson nickel! Last 3 coins in each chute visible at distance! Developed safely for **LUCKY LUCRE!**

**SEE IT!** WE WILL EXHIBIT ONLY AT THE **SHERMAN HOTEL JAN. 16 & 19** ---and at our factory

Has famous 1939 Galloping Dominos silent mechanism... steel inner shield to prevent tampering

36" Wide—19" Deep—38" High. AVAILABLE WITH FRUIT BELL or SPORTS SYMBOLS.

Order from Your Jobber or Write, Wire or Phone Haymarket 7630.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

**SLOTS**

5 MILLS MELON BELLS, 3rd Buil-  
ding, Side Vender ..... \$49.50  
5 MILLS MELON BELLS ..... 45.00  
20 JENNINGS BELVER MELON  
BELLS, Grand New, Orig. Cass. .... 49.50  
15 JENNINGS BLUE CHIEFS ..... 17.50

**RECONDITIONED**

PACES RACES, Brown Cab., Cr. Sep.,  
30-1 10-6, 20-1 0-3, Serial No.  
5100, No. 5397 ..... \$150.00  
RAY'S TRACKS, Cr. Sep., Serial No.  
4082, Serial No. 4503 ..... 39.50  
5 BALLY SHILL FIELDS ..... 45.00  
3 BEE ROLLS 10-Fl., Orled ..... 45.00  
STONER'S RITZ ..... 35.00

**BRAND NEW NOVELTY GAMES**

EXHIBITS FLIGHT AND BOURTY  
STONER SHUDDIE — DAVAL SPINNER  
GENCO STOP-60 — BALLY PARAMOUNT

1/3 With Order, Balance C. O. D.,  
F. O. B. Baltimore.

**SAVOY VENDING CO.**  
436-W. FRANKLIN ST., BALTIMORE, MD.

**OVER 2000 BINGO GAMES**

NOW ON LOCAT-  
TION PROVE  
THAT  
Fast Pennies  
Are Better Than  
Slow Nickels!

Bingo is Legal Every-  
where. A Ball of  
Guns for Each  
Party.

3 Different Ways To  
Play. Extra Score  
Cards Free.

If You Want "Long-  
Life" Profits  
ORDER BINGO TODAY  
only \$17.50.

See Bingo at Stearns  
Hotel, Booth 44.

**ROBBINS & CO. 114-B DEKALB AVE. BROOKLYN, N.Y.**

**GUARANTEED BARGAINS BY VEMCO**

THESE PRICES EFFECTIVE ONLY DURING WEEK BEGINNING DECEMBER 14.  
PHONE, WIRE, OR MAIL YOUR ORDER TODAY.

(All Equipment Listed Offered Subject to Prior Sale.)

ONE BALL AUTOMATICS		NOVELTY PIN GAMES	
7 Bally Flashwood	547.50	1 Bally Thunderbolt	59.50
8 Bally Fairgrounds	52.50	12 Bally Reserve	22.50
2 Bally Deluxe Peaches	57.50	1 Bally Lincoln	12.75
3 Bally Stable	55.00	1 Bally Palm Springs	45.00
2 Bally Easy	54.50	1 Oval War Stealing	15.50
1 Bally Golden Wheel	22.50	1 Oval Green Lights	34.50
3 Bally Klondike	40.50	2 Stoner Zeta	44.50
1 Bally Model B Train (8 Balls)	7.50		
2 Gullible Bubble Race	17.00		
3 Mills Big Race	38.50		
12 Mills One-Two-Three Tables	40.50		
2 Mills Double Headers	0.95		

**MISCELLANEOUS**

1 Bally Skillhead	5 49.00
1 Bally Turf Special (Repeals)	39.50
4 Brown Cabinet Paces Races	159.50
1 Black Cabinet Paces Races	90.00
1 Mills Flashers	49.50
1 Jennings Premier Dial Board	27.50
1 Model P. A. M. T. Target	22.50
1 Daval Reef Spot	3.00
1 Daval Track Race	7.00
1 Wexign Cigaret Machine	7.00

**GUARANTEED SLOTS**

1 Mills 50 Skyscraper Bell	\$27.50
2 Mills 50 War Eagle Bell	35.00
12 Mills 50 Blue Fronts	40.00
4 Mills 100 Blue Fronts	52.50
2 Mills 250 Blue Fronts	38.50
2 Mills 50 Gray Front Mystery Odds	30.50
1 Mills 50 Bonus Bells	39.00
1 Mills 50 Cherry Bells	39.00
11 Mills 50 Melon Balls	69.50
(If Cherry Co. Model Machines are wanted with 250 cent vendors, add \$5.00 per machine to prices listed.)	
2 Stern 250 Estimator Jackpot Front Vendors	47.50

TERMS: 1/3 Cash Deposit With Order — Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. *Call Me At Home CONN. SLOTS*

**SURE HITS**

HOLIDAY SPECIAL	TOUCH DOWN
1500 Mols. Takes 14 \$75.00	310 Mols. Takes 10 \$40.80
Pay Out \$25.00 and 75 Packs of Cigarettes.	Average Pay- out \$23.22. A Step-Up Board.
PRICE. <b>\$2.20</b>	PRICE <b>\$2.80</b>

**GLOBE PRINTING CO.**  
1023 Race St., Philadelphia

**\$49.50**  
1/3 Deposit

Guaranteed Immediate Delivery.

**Mills Vest Pocket Bell—Automatic Payout**

The Most Automatic Slot Machine in the world with mystery payout. Only \$27.50, makes only 18 lbs. Vest Pocket Bell will earn for you the same profits as the large slot game. A convenient machine to operate in closed territory. Cash box holds \$45.00 in nickels.

**SICKING MFG. CO. Inc.**  
1022 FREEMAN AVE., CINCINNATI, O.

**CLOSING OUT**

PAY TABLES.

4 STONER TURF OORSOLE	950.50
3 AK BAR DEN	45.50
4 WESTERN PADDLER	22.50
2 GOTTLEIGH HORSESHOE	20.50

**NOVELTY GAMES**

12 PALM SPRINGS	530.00
10 FLEET	26.00
5 ZETAS	40.00
20 DALLY RESERVE	18.50
10 STONER'S BASEBALL	10.00
12 GARDEN	22.50
15 SILVER FLASHES	10.00
10 WORLD'S FAIR	37.50
14 BAMBINO	18.50
4 ROTOMATIC	30.50
3 ECHO NOVELTY CANDY VEN- DER, No. 108	32.50

ANY OTHERS.  
1/3 Cash, Balance C. O. D.  
**W. A. WARNER'S**  
1704 FRENCH ST., ERIE, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Is Your Subscription to The Billboard About To Expire?

HUNDREDS OF LOCATIONS IN YOUR TERRITORY  
WAITING FOR YOU TO *plug in* THE NEW

# Bally BEVERAGE VENDER

## NO PLUMBING OR PIPES REQUIRED

Here, at last, is a beverage vender for the average operator . . . as easily and quickly installed as a pin game! No plumbing or water connections needed! Simply plug in to electric outlet . . . and start vending delicious 5-cent cups of sparkling cold carbonated beverage. Install the Bally Beverage Vender anywhere and cash in on America's billion dollar soft-drink thirst!

## FULLY AUTOMATIC

No buttons, levers or knobs to slow up sales! Simply deposit coin and take a drink!

## RICH EYE-APPEAL

Smartly styled cabinet in harmonious colors is an ornament to any location.

## SANITARY

Stainless steel beverage container. Pure block tin cooling coils. New "In-a-Door" Cup Holder protects drip-pan from dust and insects . . . insures clean, appetizing appearance at all times.

## SIMPLE MECHANISM

You will be amazed at the simplicity of the cooling and dispensing mechanism in the Bally Beverage Vender . . . built to insure long life and freedom from service grief. And, thanks to the extreme accessibility of all parts, routine inspection is a matter of minutes.

## CHEAT-PROOF

Specially designed self-cleaning coin chute is positively jam-proof . . . instantly rejects all types of slugs, yet accepts Liberty, Buffalo and Jefferson nickels with equal ease.

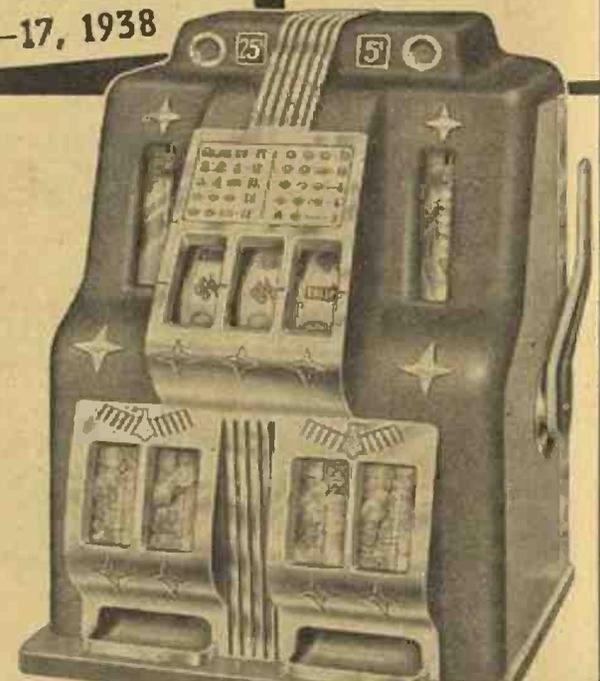
**NOW ON DISPLAY  
SUITE 1614-1616  
SHERMAN HOTEL  
DECEMBER 12-17, 1938**

WRITE FOR  
NEW PLAN  
and PRICES

## BALLY BELL DOUBLES YOUR BELL PROFITS

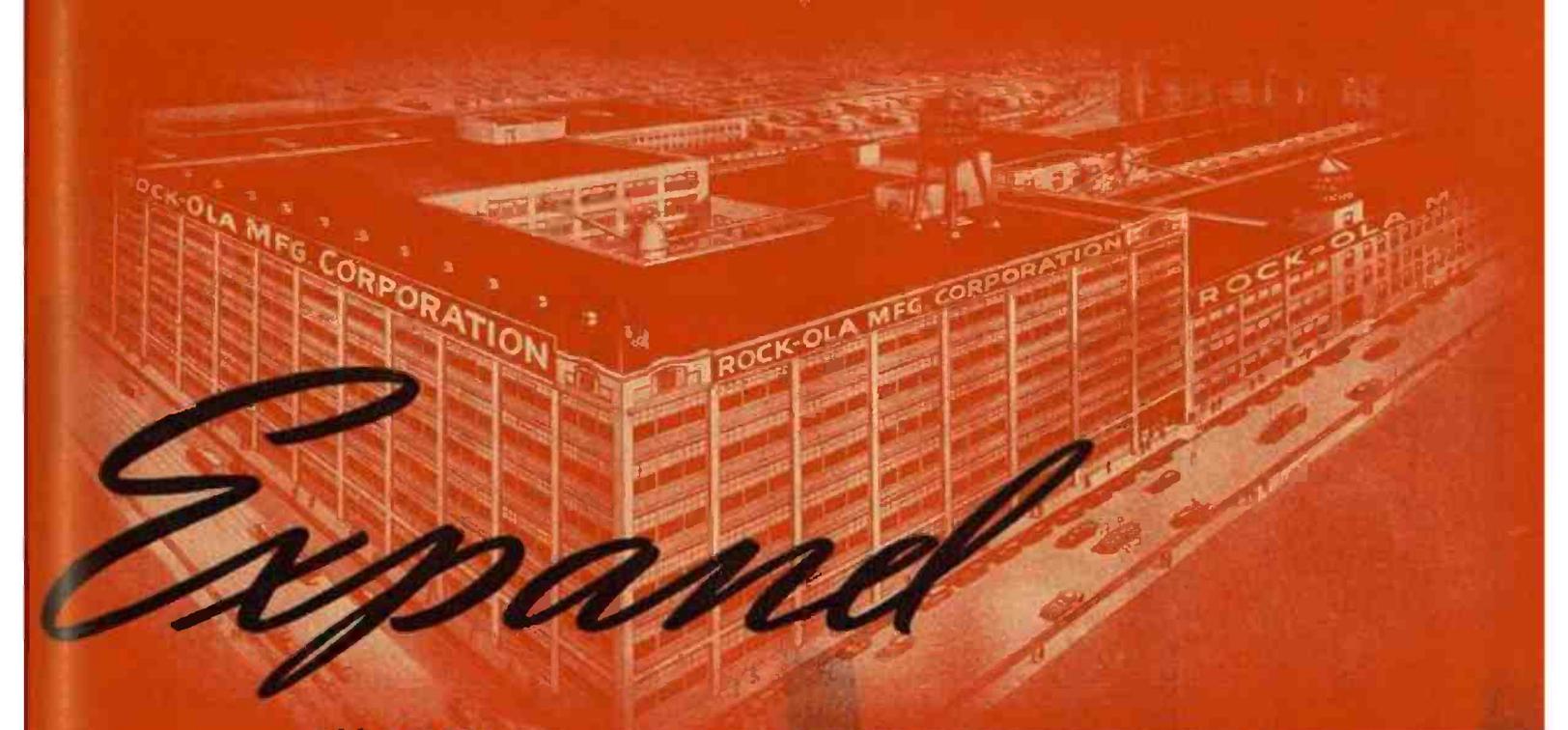
When you invest in a BALLY BELL, you buy only one machine . . . but you get TWO COMPLETE BELLS . . . double return on your investment! You ask the location for only a single-machine space . . . but you actually install TWO machines. Instead of losing the play of patrons who walk away when a machine is monopolized, you get the benefit of the full play-potential of each location. BALLY BELL also provides a golden opportunity to hally up a profitable quarter patronage in your nickel spots. The nickel side accommodates your regular nickel trade, while the quarter side gathers plenty of quarters every collection. See BALLY BELL while you're in Chicago or write for new 4-page illustrated folder.

**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE • CHICAGO, ILLINOIS



**BALLY OPEN HOUSE**  
FOR OPERATORS AND DISTRIBUTORS

**SUITE 1614-1616 SHERMAN HOTEL**



# Expand

WITH

# ROCK-OLA

Step into a bright 1939 with Rock-Ola. Give yourself with confidence in the future. Rock-Ola's expansion brings new and better ways of creating greater money-making machines so that increased and continuous profits will be yours!



## Luxury Light-up

IN ROCK-OLA PHONOGRAPHS FOR 1939!

This year, it's Rock-Ola! When you see the newly-styled, glamorous Rock-Ola phonographs you'll agree. Never have modern plastics been so brilliantly combined as in Rock-Ola's voluptuous "Luxury Light-Up" features—rich, warm, glowing—like a heady elixir that opens the purse strings and lets the coins outpour! Behind its

captivating beauty lies the heart of the machine. Its tone is unsurpassed. Mechanical advancements lift Rock-Ola's standards of performance to an even higher level. You can make 1939 your most profitable year. Get in the parade of progress and meet the future with Rock-Ola.

ROCK-OLA MFG.  
800 N. KEDZIE AVE.



CORPORATION  
CHICAGO, ILLINOIS, U. S. A.

# WURLITZER'S FACTORY TRADE-IN PLAN

## IS STABILIZING BUSINESS FOR MUSIC MERCHANTS...



### "MY ROUTE HAS SURE PICKED UP SINCE WE GOT RID OF THOSE OLD MACHINES"

Six months ago Wurlitzer inaugurated its now famous Factory Trade-In Plan. Under this Plan, Wurlitzer pays music merchants a fair price for obsolete instruments traded in on new Wurlitzer Phonographs — then, through total destruction, forever removes this old equipment from competition with any music merchant.

Beyond question, the Wurlitzer Factory Trade-In Plan has proved the greatest stabilizing factor ever introduced to the industry.

Hundreds of music merchants have already turned in thousands of obsolete phonographs — replaced them with big earning new model Wurlitzer's — reported an immediate and substantial increase in earnings.

If your operation is handicapped by the presence on location of old, low earning instruments, here is your opportunity to turn them into cash and boost your profits by the greater appeal of brilliant new Wurlitzer Phonographs.

**THE RUDOLPH WURLITZER CO., North Tonawanda, N. Y.**  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

### MUSIC MERCHANTS *Are Making Money*

#### BY GETTING RID OF OLD MACHINES

"We replaced under your Trade-In Plan old model phonographs in twenty locations with new model Wurlitzer's. The resulting increase in earnings amazed us. Nine locations showed a 30% increase, seven made a 50% increase and four doubled their previous record. In addition we saved the service that would have been necessary on the old machines and solidified our standing with twenty good locations. All this despite general business conditions being poorer than before we made the change. We certainly are mighty glad of the Trade-In Plan and it is our intention to rid our territory of every obsolete phonograph that we have."

**H. C. FLATH,**  
Major Utilities Company,  
Escanaba, Michigan

"The Wurlitzer Trade-In Plan is an outstanding achievement. It enables the Music Merchant to clean house and not be afraid that the old machines will boomerang back on his locations. Believe me, the new Wurlitzer's will really increase earnings and bring up those low averages. They get and hold the best locations against the toughest competition and to the general public they are tops in automatic phonographs. Wurlitzer has done a lot for me. I'm proud to be 100% Wurlitzer."

**E. J. SHELBY,**  
Shelby Music Co.,  
Waco, Texas



**WURLITZER  
PHONOGRAPHS**  
*Are Sold Only to  
Music Merchants*



MODEL 600

TURN IN YOUR OBSOLETE INSTRUMENTS UNDER

# WURLITZER'S

LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN