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The World's Foremost Amusement Weekly

DECEMBER 24, 1938

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Vol. 50. No. 52



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The Billboard

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December 24,
1938

The World's Foremost Amusement Weekly

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PRESS AGENTS HATE SANTA

AEA's Sunday Show O.O. Snags on Trout Angle

NEW YORK, Dec. 17.—Entertainers outside Actors' Equity Association jurisdiction expect to camp in on the dearth of Sunday night flesh attractions, which Equity has been discouraging as a matter of policy until it can devise plans which will protect its members from managers' tryouts disguised as special Sunday performances.

Thus far several groups have completed plans for Sunday night series, encouraged by returns scored by the few attractions in recent weeks. Best barometer has been the Cecelia Loftus show, on the market since November, and the Baybizon-Pizza miscellaneous concerts and recitals. Starting January 1, Elsie Janis will be the drawing card at Music Box. A week later B. Franklin Kamler inaugurates his sabbath night series of variety and musical programs at the Little Theater, with Ruth Draper signed for an early appearance. George Balanchine is also negotiating for weekly ballet recitals. Irregularly the New Theater League has been producing Sunday night benefits, supplementing its school casts with a few professionals.

Most appreciative of the possibilities of business on Sunday night have been the hotels and night spots. All the better spots find it worth while to add Sunday shows to week's run and have been able to come to terms with the unions.

Where Theatrical Managers, Agents and Treasurers' union has jurisdiction producer has to pay one-sixth the week's salary for treasurers, assistant treasurers and house managers if the theater is regularly occupied. If the house is a closed one, opening only for the one-shot performance, union requires that house staff be taken on three days prior to the show to take care of advance sales. Salaries then mount to two-thirds. Local 1 of the stagehands has in force its 20-year-old rule asking one-sixth for department heads for single shows on Sundays

Club Bookers Held for Employer Share of Tax

Social Security ruling, handed down to Apollo Bureau, is retroactive—forced to pay up for two years past, many small bookers may be driven out—no license aid

WASHINGTON, Dec. 17.—On the basis of evidence submitted by the Apollo Entertainment Bureau, New York, the Bureau of Internal Revenue has held the manager-booker of private club entertainment liable for the employer's share of the Social Security taxes. Determination coincides with decision handed down a few weeks ago by the New York State Unemployment Insurance division for the same agency and qualifies early ruling exempting employment agency type of bookers. Decision, if given general application, is expected to cause consternation among the agents because it is retroactive; but it should in no way interfere with License Commissioner Moss' determination to license all bookers.

In committing itself on the club bookers the bureau has taken into consideration performers' fixed salary, bookers' responsibility for payment of salary without reference to what may happen between booker and buyer, bookers' setting of compensation figures and controlling production details such as period of permission, hours and manner of performance and preparation of programs.

Ironically enough, this decision is a boon for the club bookers who, contesting licensing authority of Commissioner Moss, have argued that the

whether or not the performance is continuation of week's run.

The problem is much different for Actors' Equity, however, according to AEA officials, who declared that to allow the regular one-eighth for single shows would be discrimination against producers operating the whole week. To yield to everyone on the lower rate, Equity claims, would invite undue exploitation of unsuspecting casts by

(See AEA'S SUNDAY on page 9)

Ringling-Barnum and AFA In Compromise Agreement

Contract for one year subject to ratification of AFA board—\$45 monthly minimum wage—department heads excluded—separate meetings for performers, workers

NEW YORK, Dec. 17.—The long fight between the Ringling-Barnum circus and the American Federation of Actors apparently came to an end yesterday morning when officials of the circus and union and delegates of the American Federation of Labor, of which the AFA is an affiliate, reached a compromise agreement and drew up a new contract. Move is subject to ratification by the Board of Governors of the Circus Employees Division of the AFA. Should the board fail to accept the new contract, already personally okayed by Executive Secretary Ralph Whitehead, negotiations will be resumed, altho that possibility is held extremely unlikely.

Details of the contract, which automatically canceled the contracts under which the circus had been operating until its forced closing in Scranton, Pa., last summer, have been withheld until ratification, following which announcement of details will come from AFL Vice-Chairman Matthew Woll, who presided at this week's parley. It is understood on good authority, however, (See RINGLING-BARNUM on page 61)

Yuletide Pay-Off Is Headache To Press Agents Who Pony Up

NEW YORK, Dec. 17.—The boys who feed newspaper men and columnists juicy items all year 'round hate Santa Claus. The reindeer act may mean joy to lots of people all over, but to press agents, especially the independent press agents, Saint Nick is just a deep nick in the bank roll. The press agents may have started it themselves, but they're sorry. Now it's too late for them to over-

haul habits—they gotta go thru with it. For the truth is that there are certain newspaper men who remember the payoff and who remember much more sharply when the annual ribboned package isn't there.

One independent p. a. in radio figures it'll cost him over \$1,000 to take care of the newspaper lads and lassies. He operates on a national basis and knows that if he only takes care of the boys in New York, Chicago and one or two other major keys it might get around. That'll fix him up with the lads who weren't on the receiving list and put a handsome crusher, possibly, on the chances of getting clippings during 1939. The press agent figures that around March he'll manage to get even again. This goes for several radio p. a.'s who work nationally. Some claim the estimate of \$1,000 is low, pointing out that they're feeding copy to over 350 radio editors and have to take care of most of them.

Night club press agents are, in some cases, a little better off. Often they can persuade the owners of the clubs they handle to shell out with liquor (which, of course, they get wholesale) and the press agent gets credit, along with the club. As a matter of fact, there are some press agents who try every year to land a club account at this time for that specific reason. Night club largesse in this direction is exemplified by the Stork Club's sending cases of hooch to the N.Y. editors last year. Bill Hardy was another to help all the boys' liquor closets.

In radio, stations have a problem. They never know what to get. One radio press agent is in a mess now because he found the gift he had ordered for his list was given by a competing station in New York last year. That's always a headache. Last year, for instance, radio editors could have gone into the leather goods business. They got more wallets than they'll ever have scratch to put into.

One station in New York this year was figuring on giving radio editors and other (See PRESS AGENTS on page 9)

Whalen Favors N. Y. Mutual Concess Group

NEW YORK, Dec. 17.—Indicating the World's Fair's interest in the welfare of its concessioners next summer, President Grover Whalen lunched with about 20 representatives of midway attractions at the Administration Building in Flushing this week. Urging them to organize an association to represent their interests at the fair's front office, Whalen promised amusement men full co-operation of his staff, suggesting, however, that such a condition could be made of more mutual benefit should concess men offer a united front thru an association of their own.

Apparently unbeknown to the fair head, a group of concessioners had formed such an organization earlier in the week (details elsewhere in this issue). Harry G. Traver, temporary chairman, spoke in behalf of the new body and asked Whalen to designate a fair executive to act as liaison for the front office and concessioners. Whalen immediately appointed Commander H. A. Flanagan, vice-president and acting general manager of the fair, to fill that position, effective immediately.

Whalen also announced that as a protection to its concessioners and exhibitors the New York expo will be a strictly pay fair, passes to be restricted to employees of the fair corporation. (See WHALEN FAVORS on page 64)

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.

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PLAN COUGHLIN REPRISAL

Fr. Coughlin's Followers Attack FCC, WMCA, CBS, WOR, WHN

NEW YORK, Dec. 17.—Two WMCA advertisers, Mrs. Wagner's Pie Baking Co. and Loan and Finance Advisory Council, have yanked their radio time off the station as a result of agitation and pressure brought on by the Father Coughlin incident. Representative of Wagner Pie Co., queried as to whether time was killed owing to the Father Coughlin fracas, said he could not answer definitely, "but use your own judgment."

NEW YORK, Dec. 17.—Three thousand wildly excited supporters of Father Coughlin packed the Manhattan Opera House Thursday protesting alleged radio monopoly and censorship. Meeting.

"Prolog" Tour Set

CHICAGO, Dec. 17.—Federal Theater is rehearsing a local company in *Prologus to Glory* for a tour in surrounding States. Run will last for four months and will start in January when PT's Post Road, its initial road attraction in this area, comes in.

New York group in *Prologus* closed a five-week run at the Blackstone Thursday and moved to Philadelphia, where it reopens the show Monday.

Hardly for Chi FTP Pub

CHICAGO, Dec. 17.—A second change in three months in the head of publicity for the Federal Theater here will take place January 1 when Roy Hardy, former manager of the Globe Theater and advance man for FT road shows, will take over the exploitation post now held by George Nealeans. Nealeans came in a couple of months ago to succeed Sam Ward.

RAYMOND SCOTT

(This Week's Cover Subject)

RAYMOND SCOTT, whose compositions like "Twilight in Turkey," "Powerhouse," "Siberian Sleighride," "Dinner Music for a Pack of Hungry Cannibals," "Reckless Night on Board an Ocean Liner," etc., are unique not only in title but in their musical idiom, was born in Brooklyn and spent the first 16 years of his life expecting to be an engineer. But Mark Warnow, CBS conductor, changed all that. Mark is Raymond's brother (Scott is a nom de plume for Harry Warnow), and when he heard him playing a little number of his own called "Metropolis" at his high school commencement Mark decided that the boy was not going to the Massachusetts Institute of Technology but to the Institute of Musical Art.

Completing his course there, Raymond joined CBS as a staff pianist, which didn't last long because his gift for the unusual in music had already begun to attract attention. On the CBS Saturday Night Swing Club he introduced a combo of his own called "Toy Trumpet," played by a group of five house musicians in addition to himself. Scott had chosen them for their musical excellence, called them the Raymond Scott Quintet, and they will be here from that point to a high position in the scheme of current music.

Hollywood beckoned the quintet within a year, and it appeared in four films on the Coast. "Toy Trumpet" was used with great success in Shirley Temple's "Rebecca of Sunnybrook Farm." Returning to New York, Scott signed an unusual contract with CBS whereby he will set up a "jazz laboratory" for the network, in which he will be able to create, from his composing ability and his knowledge of sound engineering, music especially adaptable for radio.

Scott recently completed his first American engagement with the quintet at Le Mirage, New York night club, and followed that by three weeks at the New York Paramount, appearing with brother Mark and his orchestra. This out of the way, he is going back to serious concentration on his jazz laboratory and his unusual, at times crazy, but always interesting compositions.

held under the auspices of the "Committee for the Defense of American Constitutional Rights," scored individual stations and the Federal Communications Commission, but leveled its greatest barrage at WMCA, metropolitan outlet, which refused time to Father Coughlin on the ground that the broadcast would stir up racial strife. By acclamation, meeting passed a resolution to boycott WMCA and its sponsors, to picket the station Sunday and to bring pressure on the FCC in order to revoke WMCA's license. A collection was taken up to (See PLAN COUGHLIN on page 7)

Henie Show Toronto Smash; Brings Out Ticket Speculators

TORONTO, Dec. 17.—Sonja Henie's Ice Revue drew \$3,500 at the Arena Gardens during its two-day run here, with 20,000 turned away. Gross for two performances was around \$42,700, according to General Manager Burke. Local restrictions held admittance down to 83 tops, preferred standing room going at \$2.25. Seating capacity of the house 15,000.

The Henie management tried to extend the date for another day but failed owing to the Toronto Ice Carnival holding exclusive on ice shows, annual show in February running six days.

Musicians' union demanded the Henie show hire 100 locals at \$10 per performance; management settled for 75 men, using only 31.

The tango number by Miss Henie and Toronto's own Stewart Bryburn brought the house down, doing four encores and 12 curtain calls. The press heralded the show as the greatest spectacle to play Toronto for some time.

First time in many years ticket speculators worked hotel lobbies, adding \$1 premium on \$1.25 tickets.

Pay Boost Asked For Night Club Acts on Coast

SAN FRANCISCO, Dec. 17.—Increased pay for entertainers working this area is the principal demand contained in the 1939 agreement which was ratified Tuesday by the local executive board of the American Federation of Actors.

Boost from \$10 to \$12.50 is asked for casual engagements, with promise that out-of-town dates be paid hotel expenses when unable to return same day from place of employment. A four-day engagement must be paid on a full-week basis.

Scales for Class A spot was set at \$45 minimum; Class B \$35, except in unrestricted areas, where members will be permitted to work out own deals.

Conditions in the agreement do not apply to those working at the Golden Gate International Exposition next year, such entertainers being governed by a separate contract which was negotiated in October with exposition officials.

Details of hours, etc., remain unchanged. Agreement becomes effective February 1.

Dancing Masters Elect

FOND DU LAC, Wis., Dec. 17.—State Normal School of Dancing Masters of Wisconsin, meeting December 11 at the Cleo Smith Studio here, elected Leo Kehl, Madison, president; Miss Vester Chamberlain, Appleton, vice-president; Cleo Smith, secretary; Adale Artiman, Milwaukee, treasurer, and Julia Kuhlig, Milwaukee, director of work. Admitted into membership at the meeting were Mrs. Rhoda Murphy Clark, Marinette; Burt Nelson and Gladys Casper, Milwaukee; Grace Holmgren, Madison, and Adelph Frankson, Chicago.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

EVE MARCH—young actress now appearing in *Here Come the Clowns*, Philip Barry play at the Booth Theater, New York. Comes from vaude to legit and does an excellent job in a small but important role. A very pretty lass, she should screen exceptionally well—and the ability and sincerity of her acting definitely indicate that she rates a Coast break.

For LEGIT

MUSICAL

JULIO MARTINEZ OYANGUREN—South American guitarist caught recently at a concert in Carnegie Hall, New York. Has toured the world to great acclaim and has made records of Spanish and South American music here. An outstanding artist, his renditions of Latin popular and classic music would be sensational in a smart or intimate revue. Also highly recommended for the smarter hotel salons.

ARTHUR AND MYERS—two-boy acro-dancing and knockabout team caught recently at a benefit in New York. Fast, hard-working and spectacular in the matter of individual tricks, they also possess a well-timed sense of comedy. Myers, thin and hinge-jointed, does amazing acro and contortion work, while Arthur, short and barrel-chested, does among other things a stomach slide that carries him clear across the stage. Team is new but both members have had long experience in vaude and clubs.

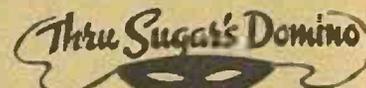
SOLOMON—cute little colored lad picked up by Cab Calloway and presented by him recently at Loew's State, New York. Youngster completely broke up a strong bill with his ventriloquist bit with a sepin Charlie McCarthy and went on to clinch his smash with a spectacular ball-bouncing demonstration. Strictly a novelty—but a tremendously strong one.

Club Acts Howl That FTP People Swipe Their Dates

NEW YORK, Dec. 17.—Charges by acts playing private club dates that Federal Theater performers were horning in on their bread and butter has added another dilemma in the administration of the project. Ruling which presupposes security wage personnel and all who have been taken from relief rolls have no other means of income disallows these groups from holding private positions simultaneously with their registration on the project.

FTPers who have been obtaining scattered dates on their free evenings justify their position with argument that unless they take these dates they have no way of making themselves known to bookers and buyers.

Unions recognize that last week's reprieve from pink slips on the arts projects is only a postponement of the inevitable, and admit credence to the FTPers' arguments. WPA officials also appreciate stand of both camps of performers and are stymied for an equitable solution.



AS MUCH as we loathe the benefit shows on the specific principle that no artist should work gratis under any circumstances other than in a show for the benefit of the profession, we must allow that under present conditions it is sometimes to an artist's personal advantage to appear at a benefit—regardless of the cause involved. We still don't excuse the big name for playing benefits because he cannot resist the pulling of political wires or because certain friends don't know better than to take advantage of an artist's good nature or his desire to hog the spotlight or hear genuine applause. But we can understand why unknown performers who find it exceedingly difficult these days to display their untested wares before an audience consent readily to appear at star-studded benefits.

In the New York area there are only five Broadway spots left and two neighborhooders worth mentioning. With such a situation confronting unknowns it is understandable why many of them actually beg to be spotted in benefit shows and are willing to be subjected to all kinds of inconveniences and indignities to obtain a benefit "booking." Such a condition can be responsible for many evils, and we know that the evils exist. Bookers take advantage of acts frantically searching for show windows, the inexhaustible supply of such acts brings down the market value of seasoned acts that depend on club dates for most of their income; in general, the benefit evil becomes increasingly worse. What's to be done about it? Nothing that we can do except to open more theaters. When theaters start opening with a flood-stage rush the benefit promoters will have to start begging for talent, and those will be happy days again for performers and the agents and bookers who prefer not to exploit them.

NEVER in the years that we have been writing on trade problems of the amusement industry have we inquired as closely into the labor aspects of living entertainment as in the last few months. With modest credit to the exhaustive nature of our inquiry we have reached the point where we cannot definitely point our finger at one element in the situation and single it out as being responsible for the condition that continues to hinder the revival of stage shows. To the fair-minded analyst it should be quite apparent that not all the right is on the side of the bookers and exhibitors who accuse stagehands and musicians of being too arbitrary and unsympathetic in their demands. On the other hand, the stagehands' unions are by no means free of blame. It is a fact that in many situations locals are arbitrary, and it is also worthy of comment under the heading of equity that certain exhibitors by their attitude place every possible obstacle in the path of successful negotiations with labor groups. As a matter of fact, the whole problem regarded in its broadest aspect is one that cannot be solved by locals working autonomously in their efforts to iron out their specific problems. And exhibitors cannot present their side of the story unless they band together in cohesive groups whipped into progressive action by intelligent and forceful leaders. The breaking up of the large circuits has decentralized the living stage. The unions had already been broken up by regulations making local autonomy possible. It seems that the only way in which the labor problem can ever be solved with any semblance of permanency is for national bodies to work closely together and for these bodies to possess enough power and respect to make their decisions enforceable.

The stagehands and musicians in certain situations who demand full crews and other conditions in connection with occasional forays into flesh of theaters in their territories cannot possibly be acting under the guidance of an impulse to destroy themselves. Exhibitors who are faced with what they deem unreasonable demands on the part of unions must put them (See SUGAR'S DOMINO on page 8)

Broadway Beat

By GEORGE SPELVIN

OUCH! Postal Telegraph, not content with inflicting its stinging greetings upon innocent ears, is now sending its three crack stinging-greeting girls around to cafes and cocktail lounges, where they make guest appearances (for free) to promote the Postal service. . . . And again ouch! Last week Mr. Spelvin said something about "Weston Barday," staff writer on *The World-Telegram*—but take a look at *The World-Telly's* address. . . . It's on West and Barclay streets. . . . The least they can do is to mention George Spelvin in return. . . . It's always been the ambition of Paul Duke Sr. to do a "command performance" before the Society of American Magicians—but his son, Paul Duke Jr., under his dad's tutelage for only a year or so, beat the old man to the punch when he performed for the SAM at its last convention; young Paul, 14, not only beat his father but is said to be the youngest magician ever to appear before the society. . . . Leo A. Molony is new resident manager of the Hotel New Yorker. . . . The dispute between Veloz and Yolanda and the Shuberts over a contract calling for the dancers' services in a *Follies* has been settled, with the team getting \$2,000. . . . Ad agency heads should visit Paul Ackerman, of the New York staff, at home when he's attired in his "pigeon pants." . . . Press agent (pardon, public relations counsel) Steve Hannagan and his crew of five are out of the local Elks hotels but return in April; Hannagan meanwhile has been retained by the defendants in the government film monopoly suit. . . . Have you heard about the shoe-stringers who rented a couple of boarding-house rooms, filled them with large bureaus, pulled out the drawers and then rented them out to midgets? . . . Attention, press agents: Dale Harrison, syndicated columnist, says that, altho he prefers to hang around the house, he invariably says yes when a p. e. asks him to come downtown for a stunt or an interview; "I'm a sucker for press agents," he dolefully admits.

The blue-bloods at the Waldorf-Astoria revealed some red corpuscles when they boomed and hissed the verdict of the judges at the MGM Waltz Festival and Contest finals. The sable-and-criminates came perilously close to sounding like a delegation from 10th avenue. Incidentally, at the same shindig Alan Correll, secretary of the Theater Authority, bobbed on and off stage so often

(See BROADWAY BEAT on page 8)

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

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
108 City Terrace Building, Pitt St., Sydney, Australia Office of THE BILLBOARD.

A Sitathon!

SEATTLE, Dec. 17.—Walkathons have given place to the "Sitathon," and this is no sit-down strike. It's a new entertainment in Portland, where the State Theater features it as a sort of situation wherein the customers sit thru seven feature films. From 3 p.m. until near midnight seven films—all subsequent—are run off for 25 cents admish. Some customers sit thru the whole group.

Payless Rehearsals For Benefit Start Double-Check System

NEW YORK, Dec. 17.—Conflict between present supervisory measures of theater benefits and the labor standards of actor unions arose this week when Theater Authority cleared and Actors' Equity automatically opened a legit benefit wherein cast will receive no salaries for a scheduled three-week rehearsal.

Finding the beneficiary, the Hadassah organization, a reputable charity, Theater Authority approved its application for a benefit-showing of *Ivan Sokoloff's The Family* February 5 at the Lyceum Theater. TA will receive the usual 15 per cent of the gross. A minor Equity official, without checking on the rehearsal angle, consented to use of Equity members for the project, the denying the beneficiary's privilege of posting a "wanted, character actress" (gratis) on its bulletin board.

Subsequent disclosure of the long rehearsals with no pay has brought from Equity higher-ups admission that the precedent is dangerous, since it violates the basic aims of the union's minimums and allows undue exploitation of casts. It is likely that Equity will hereafter institute an independent check-up of benefits involving its constituents, and refuse to recognize even a TA approval if its own standards are jeopardized.

Talent Attracts 18,000 To Wis. Christmas Party

MILWAUKEE, Dec. 17.—Nearly 18,000 attended Hinkle's Christmas party in the Auditorium here on December 10 under auspices of *The Journal Goodfellows*. Entertainment included the orchestras of Griff Williams, Lee Roth, Johnny Warren, Red Roberts and Stephen Swedish; Betty Doepke's Play Girls, Harmonica Cal's Badger State Barn Dance; Continental Flyers, skaters; Ann Suter, comedienne; the Sophisticates of Swing and the Cameos, dance troupe; Edith Ree, singer; Jackie Rogahn, contortion dancer; Jane Ruby, singer and dancer, and Ford and Barnes, dance team.

Admission was 25 cents with free beer coupons accompanying advance ticket sales. Merchandise donated by merchants and others was auctioned off. Services were donated by the local stagelands' union, and dance bands appeared thru courtesy of the musicians' union. Costumes were furnished by Dave Miller and acts were booked thru Dave Fitzchard's Amusement Mart. Fox Wisconsin and Riverside theaters furnished stage settings.

Guest Stars With Dogs

NEW YORK, Dec. 17.—Within a few days after leaving Rockwell O'Keefe and branching out as an agent on his own, Bert Lown secured a nice contract for himself with the West Flagger Kennel Club, Miami, Fla. Deal calls for Lown to provide one stage, screen or radio star or celeb a week for a one-night appearance at the club as guest of honor. No act or routine is necessary, celeb merely lending his or her presence to the evening and acting as donor of the prizes handed out to winners at the club's dog track that day.

Lown is budgeted at \$15,000 for the club's 14-week season, which starts about December 30. Several possibilities are lined up for the first couple of guest appearances.

Little Theater Series Set

NEW YORK, Dec. 17.—Signing of lease for the Little Theater within the next week will inaugurate a series of Sunday night-concerts and theatrical attractions, with opener January 8. B. Franklin Kamdar is the producer.

Mississippi Blue Laws Still On Books, But Who Cares Now

NEW ORLEANS, Dec. 17.—Nullification of many of Mississippi's "moral" laws, thru growing local non-enforcement and public change of sentiment, gains in new sections of the Magnolia State. For many years Mississippi's stringent Sunday "blue" laws not only banned professional and commercial amusements but also interfered with amateur amusements of all kinds and even Sunday fishing. The fishing ban is today still enforced in many hill counties, and these areas probably will long maintain a bar against Sunday entertainment of all kinds.

The Coastal, Delta and Lower River areas of the State, where Mississippi's larger communities lie, have been leaping to the non-enforcement of the Sunday ban on amusements in spite of the statute bars, and "local liberalization" is now beginning to spread to the interior for the first time, topped off by the opening of Sunday shows recently in Laurel and Hattiesburg, and the playing of first Sunday professional baseball games late last summer in Jackson.

Jones County (Laurel area) "rebelled" against the blue laws about two months ago when all theaters in the county defied the statutes and held Sunday

shows. Judge W. Joe Peck, ardent fundamentalist and prohibitionist, specifically called the Jones County grand jury's attention to this breach of the laws, and the grand jury solemnly reported that "it was public will and that no indictments would therefore be returned against the theater managements." The same Judge Peck last week charged the same allegations against theater ops of Forrest County (Hattiesburg area) and (See MISSISSIPPI BLUE on page 9)

Wilkes-Barre IE Elects

WILKES-BARRE, Pa., Dec. 17.—Local 325 of the International Alliance of Theatrical Stage Employees and the Motion Picture Machine Operators elected the following officers at the regular meeting last Saturday: Raymond Conrad, president; William Bohn, vice-president; Robert Platt, recording secretary; Joseph Malloy, financial secretary; E. R. Sulkiff, business agent; Cummie Platt, sergeant at arms; Westley Knitter, Mark Thomas and H. Rineberger, executive board; W. Flecher, K. Barber and K. Jacobs, trustees; William Platt, Fred Albee, I. Welsh and T. Hayden, examining board, and Bill Kennedy, Central Labor delegate.

CBC Trains Group For Peering Stuff

TORONTO, Dec. 17.—Canadian Broadcasting Corp. is training a special corps of commentators to handle the royal tour of the English king and queen next May. Some will travel with royal party; others going ahead to make advance arrangements. CBC hopes to broadcast from H. M. S. Repulse while it is crossing the Atlantic.

Estimated that every broadcast arranged by CBC will be fed to NBC, CBS and WOR-Motuals as well as to the British Broadcasting Corp.

Chief problems being tackled now are differences in language and time.

Cabaret TAC's Second Edition

NEW YORK, Dec. 17.—Socially significant entertainment, as illustrated by Cabaret TAC, reared its head again to present its second edition of this season at the American Music Hall last Monday night. Most of the numbers were social, some significant, and some others strayed from the general description of entertainment. Altho this form has a wide-spread following, playing to standees every week, the direction and production of the show caught full down badly.

The material can be either pleasing or displeasing, depending on your social and political convictions, but outside of the poor direction of this show (others seen by this reviewer have been good), it must be admitted that most of the material is clever—sometimes hilariously funny—and represents a new entertainment form in this country, the popular on the Continent for years.

The outstanding bit was done by Lionel Barber, who, in his best cement-mixer voice and a neat script by Arthur Kobes, did a sure-fire number satirizing a motion picture producer at a story conference. The other standouts were Negro spiritual song renditions by the New Orleans Quartet, consisting of Travers Crawford, Otho Gaines, Harry Lewis and Elmaurice Miller, who did their songs with vocal range, perception and finesse.

Music and lyrics were done mostly by Marc Blitzstein, Harold J. Rome and Emanuel Eisenberg. Additional music and lyrics by Lewis Allen and Tobie Sacher. Musical direction was in the hands of Earl Robinson, consuming by Barber Gussion, and Leon Rose was stage manager. Lela Ehrlich is credited with "invaluable assistance."

Sol Zeit.

Des Moines Late Start

DES MOINES, Ia., Dec. 17.—Eight of the country's best entertainment attractions are now on the books of the Shrine auditorium for the season, which gets under way for a late start on January 8 with George M. Cohan in *I'd Rather Be Right*. *Whitecoats*, with Eibel Barrymore, is set for January 9, followed by Sinclair Lewis' play, in which he appears in person, *Angela Is Twenty-Two*, on January 24. *Shadow and Substance* comes on February 27, the Ballet Russe de Monte Carlo on March 2, and the San Carlos Opera on March 6. Lunt and Fontanne are set for Amphitryon 38 on March 10 and Nelson Eddy is booked for April.

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Radio Survey of Fresno, Calif.

ANALYSIS OF SURVEY SHOWS KMJ IS MOST HEARD STATION IN FRESNO, WITH KPO, SAN FRANCISCO, AND KARM ALMOST EVEN . . . NETWORK PROGRAMS DOMINATE BY LARGE DEGREE

Analysis of statistics in The Billboard's radio survey of Fresno, Calif., shows that the city listens to network programs for about five-sixths of its radio fare. Method used in ascertaining this fact involves translating program mentions and program length into one basic unit. Thus, with 15 minutes as the base, a quarter-hour show heard once receives one credit, a half-hour show gets two credits, etc. Similarly, a quarter-hour program heard twice gets two credits, half-hour heard twice gets four, etc.

During week of the survey all the network, local and spot programs reported heard totaled 6,587 quarter-hour units. Of this figure 5,606 are attributed solely to network programs. This figure remaining is for the greater part local, including a small amount of spot.

Station breakdown of these time units reported heard shows KMJ holding a very commanding lead with a total of 3,740, both net and local. Of this figure 2,357 are attributed to day programs and 1,383 to night. Of the total score for KMJ, network programs contributed 3,172 credits. Station is an NBC 1,000-watter, located in Fresno.

KPO and KARM are a close second and third with respective totals of 1,082 and 1,048. Network totals for these stations are respectively 985 and 824, these figures covering both day and evening programs. Remaining units in each case are for local and spot time. KPO, San Francisco, is a NBC 50,000-watter, and KARM, Fresno, is a CBS station operating on 100 watts.

Remaining stations heard in Fresno make poor showings in comparison to the three leaders. KNX, CBS Los Angeles outlet, scores a mild total of 391 credits, covering both net and local programs. Of this figure 357 are tallied thru local programs. KNX is a 50,000-watter.

KGO, totaling 122 credits, gets 101 of these thru network programs.

Other stations heard produced negligible scores, with XELO, 50,000-watter in Piedras Negras, Mexico, getting 16 on local programs; KSFO, San Fran-

cisco, scoring 5; KFRO, San Francisco, 9, and KDON, Monterey, 9. Persons giving "Don't Know" answers on station identifications accounted for 101 credits.

Dividing the credits into day and night classifications, figures show that KMJ, KPO and KARM scored more points on daytime programs than on nighttime programs. Greatest variance is in the case of KJM, whose day total of network, local and spot credits is 2,357 as compared to 1,383 for nighttime. KPO scores 625 and 457 for day and night respectively. KARM pulls 586 and 462 for day and night.

KNX, however, reverses the situation with a score of 73 for day programs and a much greater score of 391 for night shows.

Chart gives figures at a glance.

Wilder Pursues Policy Of Talent Biz Swaps

SYRACUSE, Dec. 17.—Nick Stemmler, ace sports broadcaster of WSYR, has been named merchandising manager of the station, succeeding Gardner Smith, who had been at the helm for a year. Smith remains on the staff as salesman. Shift was made by Col. Harry Wilder in pursuance of policy of giving artists experience in business end and business people experience in actual broadcasting, to groom them for more versatile work in the three-station chain he already controls.

Besides WSYR, he has WJTM in Jamestown, N. Y., and WNDX, Springfield, Vt. He also has a license for a fourth station to be located at Troy, but this is being held up by opposition of Albany stations. Stemmler, altho only a little over 30, is one of the veterans of the WSYR staff, having been with it for 10 years. This is his first experience in the business office.

WHB Revises Staff

KANSAS CITY, Mo., Dec. 17.—No additions will be made to the WHB staff because of Norvell Slater's leaving for an Oklahoma radio job. Don Dwight Davis, station president, said today. Dick Smith has been named program director, and Nelson Ruppard, former publicist and transcription expert, has been promoted to program co-ordinator. Les Jarvis, Bob Caldwell, Smith and Jack Oregon will handle the microphone duties in the future, Davis declared.

Zindler WISN Sales Head

MILWAUKEE, Wis., Dec. 17.—Fred E. Zindler, formerly advertising salesman for The Milwaukee Journal, has been named sales manager of WISN.

LINCOLN, Neb., Dec. 19.—Jim Finlayson, KPAB-KPON's promotions director at the Lincoln studios, leaves here just before Christmas, joining WLS promotions in Chicago.

Branch Barricaded In XEPN Squabble

HOUSTON, Dec. 17.—W. E. Branch, president of the Piedras Negras Broadcasting Co., operator of XEPN, radio station just across the Mexican border from Eagle Pass, was barricaded for several days early this week in the power building of the transmitter in a dispute over possession of the station and its facilities.

Branch is awaiting outcome of his suit in a Mexican district court against C. M. Brea, stockholder. Brea has counter-sued, charging Branch with "illegal entrance to the station by use of force."

When the station, one of the most powerful in Mexico, was organized in 1932, Branch controlled 85 per cent of the outstanding stock and Brea 15 per cent, well-informed sources report. In the recent struggle for control of the facilities the power was shut off to keep the station from the air for five days. Barricaded in the power plant, Branch insured continuous operation of the transmitter.

Agency Investigates Local Rate Commish

NEW YORK, Dec. 17.—Marschalk & Pratt Advertising Agency is checking up on stations' rates. Letter, sent by George L. Trimble to station reps, follows:

"Please advise us which of the stations you represent have a single rate which applies to both local and network advertisers and is subject to agency commission.

"In other words, I am trying to find out what stations pay agency commission on time placed at local rates or over a local store signature."

Changing Spots on Discs May Circumvent NBC Rule

NEW YORK, Dec. 17.—Reported that National Broadcasting Co. is angling for Harry S. Goodman's show, *Voices of Yesterday*, and that deal may be consummated on the angle that recordings "used as sound effects." NBC ruling has been not to put a transcribed program on the network.

Voices, now heard over WHN, is produced with live talent building a dramatization around the recorded voices available to the program—including P. T. Barnum, Andrew Carnegie, Theodore Roosevelt, etc. In most cases voice disc is heard for one or two minutes.

Bear Down on Short Waves

SAN FRANCISCO, Dec. 17.—A powerful international short-wave transmitter, first licensed west of the Mississippi, will go into 24-hour service on February 18, the day the 1939 Fair opens. The Federal Communications Commission granted the license to General Electric Co., of Schenectady, N. Y.

Ah, Them Bells

NEW YORK, Dec. 17.—Fred Allen, on his broadcast this week, made this comment after the midway station break had been made on NBC:

"I don't know why it is, but in radio they have to stop every half hour and tell you to what station you're listening. It seems to me that you folks tuned in voluntarily and must know more about the station to which you are listening than some three-bell virtuoso in Radio City. If they did that in theaters people would burn up. Imagine a man coming out every half hour during *Haus of Mirth* and saying to the audience, 'This is the St. James Theater on 44th street. You are listening to Maurice Evans. We return you now to the Glimory Dene.'"

Weed Firm Halts Kyser Disc Use

NEW YORK, Dec. 17.—American Tobacco Co., sponsor of the Kay Kyser program on NBC, is reported to have served notice on Madison Personal Loan Co. forbidding latter to use Kay Kyser recordings on commercial radio programs. American Tobacco has a contract for Kyser's exclusive radio services. Understood that threatened suit is based on angle that use of Kyser via recordings or any other way lowers his value to American Tobacco.

Interesting angle in the case is that radio station is not mentioned, the fracas being limited solely to sponsors. Should Madison attempt to fight a decision in favor of American Tobacco might have a wide effect on radio industry's use of records. Small stations relying on electrical transcriptions and phonograph recordings might be forced to forego use of names on wax and turn to lesser live talent.

Some indie stations, already hit very hard owing to now transcription scale drawn up by the American Federation of Musicians, would be further hit. It is reported that Reynolds Tobacco Co., in the interests of Benny Goodman for Camel, will take the same step as American Tobacco.

Bill Bailey Is Promoted

CINCINNATI, Dec. 17.—James D. Shouse, vice-president of the Crosley Radio Corp., in charge of broadcasting, announced last week that J. N. (Bill) Bailey, press relations director of WLW-WBAL, had been promoted to the post of editor of the news room at the station. Bailey, now on vacation, assumes his duties next Monday. He succeeds H. Lee MacEwen, resigned. Bailey's successor has not been announced.

WTAL Given Restraining Order in ASCAP Tax Case

TALLAHASSEE, Fla., Dec. 17.—Judgment was handed down this week by Circuit Judge B. Johnson temporarily restraining WTAL here from paying music taxes to the American Society of Composers, Authors and Publishers, Inc., instituted by two stockholders, was based on the ground that payments were in violation of the State's anti-monopoly law.

Gerwing Succeeds Field

HOLLYWOOD, Dec. 17.—Norman Field, executive secretary of AFRA, resigned, is to be replaced by George Gerwing. Officials stated Field was resigning to continue work as radio actor, and not over policy.

Tele Corp. Formed in Dover

DOVER, Del., Dec. 17.—Farnsworth Television and Radio Corp. has been formed here to engage in scientific research with a capital of \$2,000,000. Incorporators are M. S. Cook, A. L. Raughter and J. M. Townsend, of Dover.

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.

Fresno Listening Chart

Table below shows total listening periods of stations heard in Fresno, these tabulations based on the quarter-hour program period as a single unit. Thus, a half-hour program is counted as two units, an hour program as four units. If an hour program is mentioned by two listeners, it means the station credited gets eight units.

| | KJM | KPO | KARM | KNX | KGO |
|--|-------|-------|-------|-----|-----|
| Total (Day and Night, Net, Local and Spot) | 3,740 | 1,082 | 1,048 | 391 | 122 |
| Total Day | 2,357 | 625 | 586 | 73 | 66 |
| Total Night | 1,383 | 457 | 462 | 318 | 56 |
| Total Network (Day and Night) | 3,172 | 965 | 824 | 357 | 101 |

PLAN COUGHLIN REPRISAL

Jordan Heads Radio For Morris in Chi

NEW YORK, Dec. 17.—Dissolution of the radio production firm of McKnight & Jordan, will become effective at the end of this year, with Wally Jordan joining the William Morris agency to become radio head of its Chicago office.

Tom McKnight, Jordan's partner, and Edith Meiser (Mrs. McKnight) will go on the list of talent represented by the Morris agency. The McKnights have been a leading writing team, as well as individual authors, for some time.

Jordan takes office in Chicago January 1, 1939.

WBBM Ponders By-Lines For Staff Newsmen

CHICAGO, Dec. 17.—WBBM is discussing a new twist on its news broadcasts, incorporating a by-line story in each. Idea is to have the staff news men take the regular wire stuff, tear off some new angles and dish 'em up in newspaper feature style, giving the author by-line credit on the broadcast.

Similar idea has been worked by Transradio Press on sports stuff, but in this case outlet will be doing it to promote its own writers and radio news, figuring the personality and feature angles will also help to interest more sponsors. Station also thinks it will add more incentive for the boys behind the typewriters. Tentative plan is to test 'em out on the around-midnight news slats.

Bailey Banquets Scribes

CINCINNATI, Dec. 17.—Bill Bailey, former publicity director at Stations WLW-WSAI, celebrated his elevation to the editorship of the stations' news rooms by tendering his local newspaper and press friends a dinner in Netherland Plaza Hotel last night. After the dinner the party adjourned to Music Hall, where it viewed the Boone County Jam-boree, regular Friday night feature over WLW.

CBS Fills Publicity Post

NEW YORK, Dec. 17.—After a considerable time spent looking for the right man, CBS named Louis Ruppel as its press department head to succeed John (Jap) Gude, who was moved to station relations some time ago. Luther Reid, acting head, and before that news head, is Ruppel's assistant. Ruppel comes from a managing editor berth on The Chicago Times.

Reported salary is \$18,000 a year.

PHILADELPHIA, Dec. 17.—Lawrence Witta, of N. W. Ayer & Co., has been appointed Philadelphia representative for Listeners' Digest, new radio digest.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Apropos

NEW YORK, Dec. 17.—KYW (Philadelphia) used realism in mailing Christmas cards, received this week. Mailed from Palestine, with a Bethlehem postmark.

Five Results Open In NAPA-RCA Action

NEW YORK, Dec. 17.—Testimony of RCA-Victor in the Federal Court case brought by National Association of Performing Artists is now being slanted toward contractual relations between band leaders and recording companies. NAPA, trying to establish the property right of a band leader in his recordings, claims the artist has inherent rights. RCA-Victor, while not admitting the inherent rights angle, claims that if such rights did exist they were passed on to RCA-Victor via the artists' contracts. In trying to prove this, RCA in court produced contracts between itself and Tommy Dorsey, Vernon Coyer, Guy Lombardo, Paul Whiteman, Lionel Hampton and others.

Suit originally sought to restrain Station WNEW from broadcasting Paul Whiteman recordings, Whiteman being an NAPA member. Whiteman has since dropped out, but RCA is pressing the case to clarify the situation.

According to legal interpretation, there are five possible decisions court might make. One is that RCA will get an injunction restraining WNEW from playing any Victor or Bluebird records. Second, court might limit judgment to only those records named in the suit. Third, court may restrain WNEW from playing Whiteman records. Considered least probable of the possible decisions is that the court will rule that in the event rights exist they do not belong to RCA-Victor, or else that WNEW can play the records. Last mentioned is possible, but highly improbable. It would mean Victor has no rights in the records.

National Association of Broadcasters is in the position of an amicus curiae or friend of the court. NAB was present in the same function at the WLAG-Fred Waring case in Philadelphia.

KFWB's Anti-Nazi Show

HOLLYWOOD, Dec. 17.—In their Americanization drive to blanket Nazi and Fascist propaganda Harry and Jack Warner are backing new sustaining show over their station KFWB, entitled *America Marches On*. Program will be sponsored by Disabled Veterans and the American Legion. Each airer will feature well-known speaker, talent from Legion posts and drum corps, with an eight-minute skit featuring flicker players from the Warner lot.

Dorsey Show Revised

NEW YORK, Dec. 17.—Tommy Dorsey's Wednesday night NBC show for Kool and Raleigh cigars has been revised, with a guest-star policy inaugurated. After two years on the show, emcee Paul Stewart and announcers Clayton Collier and John Holbrook are out. Lyle Van remains as spider.

Brown & Williamson tobacco account repped by BED&O.

Serials Produced Like Sausages But Wrapped in Sentimentality

NEW YORK, Dec. 17.—Even the most daytime radio serials roll out of a boiler plate factory at a rate faster than that used on the assembly lines of automobile plants, sentimentality has its place. To the average housewife these scripts may be inside looks on various phases of life, with a capital "L." To the guys who write and produce them, and the agencies that handle them, they may be just a means to the sordid end of acquiring the realm's coin. These same guys may and usually do despise 'em, but they're sentimental about them nevertheless. They insist on their little human touches.

One such touch is to avoid commercial

Fr. Coughlin's Followers Attack FCC, WMCA, CBS, WOR, WHN

(Continued from page 4)

pay for pocket banners, rent for the house and to help pay air time.

The meeting was precipitated by WMCA incident, speakers broadened the scope of the protest by including Martin Dies and Boake Carter among those who were allegedly being discriminated against by radio interests. Almost without exception, speakers combined religious fervor with excerpts from American history to make out a case against inferred Communist radio infiltration. Accompanied by deafening applause and cheers, Father Coughlin was credited with saving the nation three times and was characterized as the "voice in the wilderness."

A list of sponsors was distributed. Those at the meeting were asked to "Phone, write and visit Program Sponsors of Radio Stations denying Free Speech to the Rev. Charles E. Coughlin and Congressman Martin Dies and other Patriotic Americans."

John Cecil, president of the American Immigration-Conference Board, spoke on Dies' alleged attempt and failure to buy time on certain stations and charged radio was operating "under an iniquitous system."

He added, "The FCC has its foot on radio's Adam's apple." Cecil placed the blame for radio censorship not so much on the stations as on the FCC, and added further that the FCC was not as much at fault as the White House.

George U. Harvey, borough president of Queens, spoke on the alleged suppression of Father Coughlin and Dies, labeled Manhattan as the headquarters of the Communist movement, and added, "I'm fighting this thing a long time." After stating his position as opposed to federal control of radio, Harvey opined local stations were not altogether to blame and wound up with, "Radicals who don't like this country can get the hell out of it."

Networks Drugged In

Former Senator John J. McNaboe dragged the networks into the controversy and threw an orchid to NBC, claiming the net gave Dies a hearing eight times and failed to do so once. Grew vitriolic over CBS, however, stating it was the first big radio company to accept a national broadcast by Earl Browder, "a member of the Comintern of Moscow." "CBS," he added, "set the fashion for Communist broadcasts."

McNaboe claimed WMCA, while refusing Dies, carried an election series of 28 Communist broadcasts. Raked WOR and WHN over the coals also, stating neither carried Dies, tho a Gallup survey showed the Dies Committee has this approval of 74 per cent of the population. McNaboe rhetorically asked whether the stations could explain. Further advocated government regulation of technical end of radio, not free speech, and queried, "Where are the microphones here tonight?" Added that stations should uphold Americanism and that they should file for the public

record complete transcripts of programs.

Dr. Patrick Scanlon, editor of *The Brooklyn Tablet*, queried, "Why is Father Coughlin off the air?" Stated he is now heard over 44 stations, and demanded why not in New York. Audience screamed "Communists." Scanlon then queried rhetorically whether other speakers must submit speeches 48 hours in advance. Scanlon worked the audience into a froth, demanding the priest be returned to the air lanes and advocating protests to Washington and the FCC. Closed on the usual freedom of speech and fair play note.

Myles M. Hayes, Massachusetts organizer of the "Union for Social Justice," said he "couldn't understand why Father Coughlin was not on the air in New York." He then shouted to the audience, "It's your own fault," and elaborated on the power of advertising to coerce broadcasters. Quoted John Shepard III, of the New England Colonial net, as being behind Father Coughlin 100 per cent.

Reverend Edward J. Higgins, of the Catholic War Veterans, essayed a bit of poetry with, "This is my own my native land," and then went on to speak of Father Coughlin's "courageous attempt to warn Americans of danger at the door."

"Sprayed"

Justice Herbert A. O'Brien, of the Domestic Relations Court, charged that Father Coughlin could not be heard well in New York via his broadcast over a near-by station because he was being "sprayed." Term refers to alleged practice of outside station interference with another station's broadcast in order to distort reception. "And the FCC lets it go on," added O'Brien.

Dr. Irvin C. Wise, Protestant minister and president of the Clergy League of America, advocated Dies for president.

Pat O'Shea, leader of a branch of the National Youth movement, spoke of Red Radicals and Pink Liberals, then yelled, "Let this meeting be a starter to light the flame of Christendom." He quoted Latin.

Correspondence between Station WMCA and the "Committee for the Defense of Americans' Constitutional Rights" was read. Donald Flamm outlining the position of the station. Flamm's letter for a few moments appeared to have a quaterning effect on the audience—the station's case being presented very ably. Committee's letter in answer, however, read with emphatic sarcasm, roused the mass into frenzied hisses whenever station's name was mentioned. Committee's letter, among other things, claimed radio was being perverted into an instrument for the dissemination of propaganda. Further charged WMCA with being tyrannical and guilty of violating a client's confidence.

Resolution was then presented and carried.

Audience of 3,000 (estimated by some officials as about 8,000) paid 40 cents to \$1 admission. Police department detailed between 100 and 150 men to the Manhattan Opera House, but no demonstrations occurred.

BOSTON, Dec. 17.—John Shepard III, chief of the Colonial and Yankee Network, in a recent release apropos of rumpus raised by Father Coughlin in broadcasts over WAAB here, stated, "We cannot agree with the comment that this broadcast is anti-Semitic or that it is designed to spread religious and racial hatred. Our understanding is that they are aimed at Communism." Shepard added that he feels the Jewish race has contributed greatly to social and cultural life and that WAAB broadcasts a series of programs by leading Jews.

PHILADELPHIA, Dec. 17.—More than 5,000 pickets, double the number of the previous week, paraded in front of WLAG Sunday protesting the station's ban on Father Coughlin's weekly broadcasts.

Hedges Reveals Monopolistic Tendencies at FCC Hearings

WASHINGTON, Dec. 17.—What may possibly be interpreted as the first tinge of monopoly or monopolistic tendencies was inferentially brought out at the FCC trade hearings this week thru testimony of William K. Hedges, vice-president of the National Broadcasting Co. Hedges, a veteran of station relations, termed the Mutual Broadcasting System as "parasitic," saying he could not see why Mutual elected to choose NBC blue stations as its outlets in various cities, specifically mentioning WFIL, Philadelphia. Hedges said he could not see why Mutual could not have gone after WIP, which, he said, has no chain affiliations. WIP is a basis station in the Eastern Intercity Broadcasting System of which WMCA is New York key.

The monopolistic angle is alleged in that NBC seems to object to Mutual's "raids" on blue stations, altho no complaint is made about the Red. This is claimed with a definite limitation existing on the number of networks which may exist in the country, if objection is made to alleged disturbances to one of two networks maintained by one group, said objection is made because of the inferred desire to establish, thru two chains, a monopoly. If not monopoly then certainly strong domination is established, it is argued. This is said to gain further substantiation thru the claim advanced that, with Mutual taking NBC stations because of lenient contracts, NBC had lost \$6,000,000 worth of advertising.

Hedges also brought out under questioning that NBC has been and is concentrating on signing its stations exclusively so that they may not participate

in the programs of any other network. It was said that "all" NBC stations were to be contracted thru.

Others to testify during the week were Walter Damm, of WTBJ, an Affiliate Relations With NBC; A. H. (Doc) Morrison, an NBC Operation Police on Their Own Stations; Frank Mason on Short Wave Activities of NBC. Mason described these broadcasts of the chain and expressed the opinion that the United States leads the world when it comes to radio propaganda.

On Friday Roy Wiltner, NBC sales head, expressed the full day with exhibits and charts describing sales contracts and sales problems.

SUGAR'S DOMINO

(Continued from page 4)

selves in the other man's place and try to figure out why craftsmen demand certain conditions. Surely exhibitors expect stagehands, operators and musicians to be skilled and efficient. Surely they realize that skill and efficiency must be backed up by experience and training. If this be agreed, how can an exhibitor expect to put stagehands and musicians away in cold storage for several years and then throw them out and expect them to be in tiptop shape?

The craftsman in most situations who obtains employment sporadically must demand a higher price for his services than the man who is employed regularly. Otherwise it would be impossible for him to remain in his craft. When exhibitors are ready to take the chances that real showmen used to take in the good old days when running a theater required real showmanship rather than merchandising ability in buying attractive dishes cheaply we feel certain that the unions will be ready to talk turkey. Until then the sad story will continue to be told of unions that make arbitrary demands when they are called upon to supply labor a few scattered weeks in the year!

BROADWAY BEAT

(Continued from page 5)

the audience wondered whether he was official pimp for Deems Taylor, the emcee. Finally he managed to grab off a healthy chunk of credits, and after that Taylor was allowed to emcee in peace.

One of the most unusual "crafts" that have bobbed up out of the recent avalanche of mushroom unionization is—the Smoked Fish Head Cutters' Union! It's a closed-shop outfit with 150 members, so far restricted to New York.

Employees of the Hotel Astor comprise a cross-section of 38 different nationalities, no less (list furnished on request). Van Why does a night club column for The Jersey City Journal but can't mention any local spots—because there aren't any; Mayer Hague doesn't like them. So Why writes mostly about the New York clubs.

Why? Ernie Florio rises to remark that in America a good newspaper man stands a good chance of becoming a staff correspondent, while in Germany the "a" in staff becomes an "I."

The Dance Educators of America will build up, as the newest "ballroom dancing game," a little something called the Chestnut Tree, which originated in London. One of the 42d street 15-cent cinema emporiums last week reviewed the Peter Lorre shocker, M—and a sign in front of the house succinctly advised: "For Sadist Adults Only."

Theodore, of Theodore and Donessa, ballroom team, is the former Yugo-Slav middleweight champ; he won 22 of his 24 American fights before he turned pro dancer. Dave Goodstein wonders what conclusions if any can be drawn from the fact that Artie Shaw is the only native New Yorker among the brass swing maestri. A gal in the Palace Theater Building elevator last week carried (no fooling!) a live skunk cuddled up near her neck. But two agents were in the car, so nobody could smell the skunk.

G. E. LaORAVE has joined the sales department of WNAZ, Yankton, S. D. Formerly regional sales manager for Look magazine.

Radio Talent

By JERRY LESSER

MARY LOU POSTER was trapped in the self-service elevator of her home the other evening, while her mother anxiously awaited her for supper. After 45 minutes of screaming and banging on the elevator door she was rescued by the janitor. Charles Webster was starred on Le Bourgeois Gentlehomme, the seventh of the NBC Great Plays series. Joan Warburton, NBC actress, is a member of Frank Lea Short's Shakespearean Pantomime company, where she performs for the high school kids.

Jean Paul King spoke to students clubs, high school and radio audiences and Rotary clubs at Ft. Myers, Sebring and Miami last week. He'd left town for a vacation. Paul Stewart, actor and emcee of the Tommy Dorsey NBC cop— which entitles him to wear a tiny ribbon of blue, yellow and green in his lapel. Larry Holcombe, of the Sherman K. Ellis agency, left with his family for two weeks vacation in Florida, and Howard Smith takes over his duties as director, besides playing his own role of Stendoes. The "Wasting Nurse" series, 15-minute recorded dramatic series, has been taken over by Trans-American. Ethel Everett, who crossed and has been playing the Venetian spitfire, Gilda Boros, on "Millip House," has just been assigned the part of Myrtle on the O'Neills.

TOM TULLY is now rehearsing with Eddie Dowling's legit show, White Steed. . . . Jacqueline de Wit is playing Valery Wells on Helen Menken's Second Husband show. . . . Millicent Barr just arrived from the Coast, where she finished a short-term contract with MGM; she appeared on the Eddie Cantor show as the nurse, per first New York engagement. . . . Carl Eastman appears on the Bonchley show. . . . Bill Baar has a new Sunday show with Amanda Snow called Amanda's Party. Bill does all the men's characters. . . . Tom Harrington becomes the head of the radio department at Young & Rubicam on January 2, upon his return from the Coast, where he will produce the Jack Benny show. . . . Ted Reed, one of the better radio juveniles (he plays Jack Harding on CBS's Mighty Show), claims that he considers the boy who plays Rush on the Vic and Sade program the best juvenile in the business. . . . Pralse from Caesar? . . . Dr. Rollo G. Reynolds, narrator of NBC's Ideas That Came True series, contracted disarthria (loss of voice and stammering) the day preceding his first broadcast, and it persisted thru the first four. We are happy to state that he is almost back to normal now, as evidenced by his swell job this week. . . . Ray Nelson, who announces the 40 Winks Club on WEAF, is probably the only man who has worked 24 hours a day as an announcer on a radio station.

Advertisers and Agencies

By PAUL ACKERMAN

RADIO department of B. B. D. & O. is in a froth over the Pied Pipers, formerly the Four Esquires and Three Rhythm Kings, who guest on the Tommy Dorsey program December 28. . . . Harry S. Goodman, who is still announcing his Ludwig B. show, leaves this week for Chicago and Toronto offices. Contract on Ludwig B. was extended last week for 26 more weeks. . . . Robert Paul Smith, writer on the Benny Goodman Camel show for the past 26 weeks, resigned from the William Esty Agency. Formerly with CBS, Smith is now writing a book. . . . Joe Ranson, radio editor of Brooklyn Daily Eagle, and Johnny Johnstone, of WOR-Mutual's publicity department, lectured at City College last Wednesday.

Sid Walton, WOR commentator, probably does more transcribed spot announcements than any other radio man in town. He's heard as often as 40 times a day on eight stations in the Greater New York area for three sponsors: Barney's, I. J. Fox and Adelphi's. Walton made 114 one-minute spot announcements in three hours at WOR—probably a record. Was featured commentator for Pathé and Paramount before coming to the networks and still does spotwork for Para, latest being "Night in Paris." Young & Rubicam Agency insists those roasters really ran on "Hobby Lobby" show. After the broadcast the birds were raced six times more for the private edification of Clem McCarthy, Bill Thomas and others.

FRANK HEADLEY, of Kelly-Smith, back from a visit to Detroit and Chicago offices and WROK, Rockford, and KFQQ, St. Joseph. . . . Cliff Samuelson, of General Mills, and James Kelly, of Knox Reeves, at the Waldorf last week contacting station reps for baseball. . . . Fred Allen Wednesday will revive one of his old skits, Santa Claus Sits Down, Alton Cook, radio ed of The World-Telegram, talked him into it. . . . Gruen watches, which made a test series of discs with Barry McKinley, roped him for a regular war series. . . . Phil Baker show band still indefinite. To be selected from a list of 20. . . . Fine run of colds at CBS last week. Vic Raine, Red Reynolds and Luther Reid all out on the same day. . . . Joe Venuti guests on Benny Goodman show December 27. . . . Frank E. McDonnell, formerly president of Advertisers' Recording Service, Inc., sub-ed of Jean V. Grombach, Inc., with CBS' Radio Sales. . . . Comedienne Ruth Fair, Vallee protegee, guesting on the Tommy Riggs show December 24. . . . Bob Harting Band signed for the What's My Name program. . . . Will Osborne will be first repeat band on WOR's Show of the Week January 15.

Big show of the Compton agency trekking to Cincinnati to attend yearly Procter & Gamble sales meeting. . . . Each department of Compton on Friday before Christmas will put on a radio show. Program to be piped from Compton's private studio to the general meeting room.

Chicago Air Briefs

By HAROLD HUMPHREY

ANNE SEYMOUR, Mary Martin lead actress, has branched out now as a director, holding down that spot with the Judy and Jane show. Carnation-Contested sponsors are thinking of switching acts. In which case Mark Weber will probably move to New York. . . . Tenor Jack Fulton will duck the mike for a while after January 1 and train out with Ramona and her cork leg string of theaters. . . . Been Tuesday a.m.: Jack Benny over some coffee and in Hendrick's restaurant. . . . The Father Goughlin ruckus has caused the WJLD-WIND outlets to bar all speakers with "highly controversial" subjects. . . . Sinclair Redding Co. starts its new History in the Making half-hour about January 1 over WBBM for a local airing. . . . When Hugh Panham, the French critic of hot jazz movements, hits Chi on his Western tour he expects to pay a special visit to Max Miller,

WIND vibraphonist, to get some angles on Max's unusual technique. . . . WGN announces Louis La Mar copped of a fourth prize with one of his miniature railroads.

Surprise note of the week came from Louisville, where Fern Head, "Kitty Keane" actress, married Fritz Block, p. a. for the Oriental Theater and radio producer. . . . Maynard Merquardt, manager of WFIL, is back from that Central and South American tour. . . . Announcer Don Gordon is back from a visit to the folks in Nebraska. . . . And now Charlie O'Connell, ex-radio pillar, will be able to discover the whereabouts of some of those p. a. squibs he used to recruit—just joined the Tom Fiedale office here. . . . Stock-Goble agency is placing 26 weeks AIR BRIEFS on opposite page)

Tele Not Here Yet, But the Squawks Are

HOLLYWOOD, Dec. 17.—Altho commercial television is still pretty distant, television transmitters got what is probably their first beef this week when Don Lee received a complaint from listeners to its television station W6XAO. Petition, with 25 signatures, declared that the present tele schedule was at a bad hour.

Beefers said that the 6:30-7 p.m. time was too early to allow the tele lookers to have supper and get set for their tele machines.

PHILADELPHIA, Dec. 17.—Thomas Ruane, former promotion manager of WCAU, has been appointed director of international short-wave programs for WEXAU, short-wave owned and operated by WCAU. Ruane will work with Elizabeth Tucker, program director of WAKB, CBS short-wave station, in New York.

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

AFRA To "Respect Members' Mandate"

NEW YORK, Dec. 17.—That the American Federation of Radio Artists will not "yield" on the commercial scales delivered to advertising agencies last week was indicated officially this week. An AFRA officer said that the scales, as submitted, were a reflection of members' desires and that they had been approved by the members.

The AFRA exec said that these scales represented a mandate from AFRA's 6,000 members. AFRA, in delivering the scales to the agencies, set a December 22 deadline for an answer. However, AFRA states this does not mean that if a deal isn't set by that time there will be a strike the following day. AFRA expects an answer from the agencies, which have been meeting on the problem, by that date and must study it before any further steps are taken. The negotiating committee of the union has been empowered to call a strike if it decides this step is warranted. Attitude of the union is that action must be quick.

AIR BRIEFS

(Continued from opposite page)
on WGN for the National Tea Co., a morning show to be called "Junior and Sis" to start January 9.
"The Flibber McGee & Co." show will go into the Palace Theater on January 8 for a week, but without tenor Don Norris. Bob Becker's "What About Dogs?" switches to a later afternoon hour on the NBC Red beginning New Year's.
Alex Robb, assistant artists' service manager of NBC is on a big trip to Hollywood.

REMOTE wire situation remains status quo. Loop hostilities sticking to their original plea that \$100 per week is too much. Only additional news is that NBC will stick a wire into Merry Garden Ballroom January 23. Jack Volson, of NBC's Coast office, came thru on his circuit trip as advance man for Gladys Swarthout's concert tour.
Eleanor Oelmeier, of the Weston-Barnett agency, authored the poetry used on WGN's American Radio Warriors show this month.
Comedian Red Skelton's guest shot on that Aralox single program Sunday was to serve as an audition, which may mean a 13-week contract on that show for him.

Hollywood

GEORGE FISHER landed two new sponsored stanzas over KJLH, Los Angeles, in addition to weekly Mutual sustainer. New shows will be aired in afternoons and slanted for the feminine, with emphasis on gossip rather than Hollywood news.
Helen Woods had her option grabbed for the fourth time for Pond's Those We Love show. Her initial appearance was last December.
Walter Carruthers, KJLH engineer, married to Dorothy Drew, radio actress.
Jim Jordan (Flibber McGee) due in town some time after the middle of January with his Johnson wax show. Aizer will hit the lanes from Hollywood indefinitely. If health permits, Marlon Jordan (Molly) will accompany the troupe.

Margaret Dolph, daughter of John Dolph, assistant manager of CBS Pacific web, is recuperating in Good Samaritan Hospital. Injuries were received in auto crash.
Sam Pierce, KJLH announcer, moved to his new ranch this week. Note: Ranch consists of two avocado trees and a badminton court.
Frank Morgan putting glibbed at "Good News" rehearsals for showing up with his uncultured brushing his shoulders.
Role in "Wizard of Oz" calls for long hair.
Donald W. Thorpe, burgh, CBS vice-pres in charge of Coast operations, back from board of directors meeting of NAB.
Polly Walker, secretary to Lewis Alan Weiss, general manager of Don Lee web, does a fashion review on nightly telecast program.

JOHN LAOEN, page boy at NBC, Chicago, joins the continuity department of KSO-KRNT, replacing Joe Miller, resigned.

Voice of Experience

NEW YORK, Dec. 17.—Floyd Buckley, playing a sort of Professor Quiz role, did an audition this week on a local station. At the end, station announcer came up to Buckley and congratulated him on his work. He said, "You ought to try to get into radio regularly."
Buckley, one of radio's busiest actors, has been on the air about a decade.

MISSISSIPPI BLUE

(Continued from page 5)
again the jury returned no indictments in its final report.

State prohibition laws have long been locally nullified on the Gulf Coast and in most of the Delta cities by public sentiment, and laxity of enforcement is eating into the interior sections. Saloons openly operate in coastal and river cities, and liquor is pouring in all leading night spots in such places as Greenville, Vicksburg, Natchez and Biloxi. In fact taverns and night spots along all leading highways of the State are operating openly in defiance of liquor and gambling laws, and managements are reporting good business. Jackson, the State capital and largest city, recently put on strong agitation against its "Gold Coast" in adjacent Rankins County, across the Pearl River, but the move was mainly sponsored by larger business firms of the city, which claimed that "big stakes interfered with proper functioning of merchandising spending money."

In spite of the easing of the laws, however, no one will predict that the Mississippi Legislature will repeal any of its blue laws for the State as a whole. The diehards insist that the statutes be left on the books, even if never enforced again.

There has been little effort on the part of the State officials to enforce one of the strictest set of laws in the country against operation of slots and pin games.

AEA'S SUNDAY

(Continued from page 3)
managers looking for one-night tryouts or doubtful scripts. Union doesn't object to tryout if there is any assurance that upon taking up the option the producer will use the same cast or else pay the tryout people rehearsal expenses and a two-week minimum.

It's this obstacle which faces the Equity committee studying co-operative and experimental groups proposed at a membership forum meeting several weeks ago. Unless committee arrives at a plan which avoids these pitfalls Equity feels hazards are greater than returns from Sunday jobs.

NAB Rids Self of Woe in Sale Of Library; Nixes Hooch Ads.

WASHINGTON, Dec. 17.—All money the National Association of Broadcasters spent developing the Bureau of Copyright will be returned to the trade organization under terms of a sale to E. V. Brinckerhoff authorized by the board of directors in a meeting this week. About \$50,000 will change hands after the disc library subscribers accept their quota of transcriptions, but in the meantime Brinckerhoff lays \$25,000 in cash upon the line plus a guarantee that the balance of the contract will be effected.

His obligation is to deliver 90 hours of public domain music to subscribers of the NAB Bureau of Copyright along with sheet music so that the stations will be bulwarked against an ASCAP hold-up in 1940. Three hundred hours of tax-free musical selections are proposed. Brinckerhoff is supposed to have this amount ready by 1940, delivered as subscribers absorb product.

This ends two months of negotiations. NAB is thru with a vexing problem, which ate up association money. Two offers had been before the NAB directors, one from Brinckerhoff and the other from Lang-Worth, but the latter's proposition did not involve an immediate payment of cash. Actually the Brinckerhoff offer provides the subscriber with everything that the bureau offered under NAB auspices. However, if there are cancellations from NAB subscribers and this brings the number down to less than 90 takers, deal is off.

Phonograph Chain in MPPA Jam; Liquor Firm Denies Any Deal

NEW YORK, Dec. 17.—Reported that plans of National Phonographic Network have hit an impasse, with RCA-Victor refusing to make pressings until tangle between National and Music Publishers' Protective Association is clarified. National, seeking to sell recordings with commercial plugs to coin machine operators, had four master waxes made by RCA-Victor. Publishers' association is reported to have stepped in and refused use of music copyrighted by its members. According to MPPA, association quoted National regular license fees for such use. National, however, hired a songwriter, Charley Tobias, to write special tunes for the wax network. Tobias, a member of the American Society of Composers, Authors and Publishers, is alleged to have been called up before music pubs and told to be good. MPPA is agent and handles mechanical rights of songs published by leading pop copyright proprietors.

Wax network for a long time had been balked by the American Federation of Musicians, whose executive board refused to sanction the scheme. Union finally granted an okay, scale providing for \$24 per man for a two-hour recording session. proviso is that records must be made in plant of an approved AFM record company licensee.

National claims it has a contract with Carstairs, whisky manufacturer, but Carstairs claims it has neither an agreement nor contract with the wax firm. National, however, thru RCA-Victor, waxed a test record for Carstairs, with Wally Langton's Orchestra playing. Tune was The Man Who Cares.

Firm claims to have 245,000 coin machine outlets, some of the operators

being signed individually and others thru associations. Rate card provides for a charge of 60 cents per record outlet for a two-sided disc with two selections played two weeks over 5,000 outlets. This is minimum rate, plus talent costs. Charge for 50,000 outlets, with same conditions as to selections and time, is 44 cents per record outlet. Overage on house band to be paid by sponsor. If sponsor has a band, such as Benny Goodman for Camel, recording is to be made at place where band is under contract.

Rate card also carries guarantee that records will be played. Ops. in other words, will use slips if necessary.

PRESS AGENTS

(Continued from page 3)
newspaper men a gift certificate. Then the station counted up and found that there were about 100 men and 25 women on the list. The \$5 gift idea, totaling \$625, was pronto dropped.

Radio stations often resort to a Class A and a Class B list. Thus the Class A newspaper guys get a \$7 bottle, but the Class B's only get a \$4 bottle. This is done to get more names on the list and spread the holiday cheer. The networks, however, dropped the gift idea more than five years ago. Easy to explain. They have over 1,000 names on their mailing lists.

Motion picture writers are handsomely treated. It's said, altho because of relationships and 77B stuff it's a little tougher now. However, Louisiana Parish, of the Hearst clan, gets more gifts probably than any newspaper writer in any field. Not only do the local p. w.'s and film companies see her, but the film stars butter their publicity bread annually.

There are a few newspaper men who shun the Christmas handout stuff. One is Walter Winchell, who sends the things back with thanks. But in this regard, at least, Winchell represents a dying breed.

Press agents often say they do it out of friendship—but friendship goes in quotes. Find a newspaper man who's been fired and ask him how many of the spine grabbers remembered him.

Schine Sees Theater Boom

SYRACUSE, Dec. 17.—Business in the theater field is going to zoom within the next 50 days, according to J. Meyer Schine, head of Schine Theaters, who spoke at a State meeting here last week. "People are beginning to wake up," he said. "They are showing results for the first time in 10 years. The double feature? That's here to stay. The public wants it."

French Make Djsk Award

PARIS, Dec. 16.—Candidate, local newspaper, awarded the much coveted "Prix Goncourt" for the eighth consecutive year. Grande Prix, a gold and silver cup with \$500 in cash, goes to the French artist producing the best phonograph record of the year. Charles Trenet, popular chanson singer, was selected among the males for his *Bourne* side. Mile, Laila-cene Dugard, of the Opera-comique, received the honor for women with *Un Jour Mon Prince Viendra* (*Some Day My Prince Will Come*) from the Snow White flicker. Thirty recording artists entered the competition.

Cue Line, This Is the Flit Broadcasting Co.

WASHINGTON, Dec. 17.—Gag current here was that some new non-cue-line would be needed after Bill Hedges' FCC testimony.

Network names should now be, it's gaged, the National Exterminating Network and the Parasitic Broadcasting System.

RAY KINNEY
and his Native HAWAIIAN ORCHESTRA
NOW APPEARING
Nightly at the Hawaiian Room,
HOTEL LEXINGTON
New York.
And on the Air via NBC Saturday, 11:00 P.M.—Sunday, 11:30 P.M.
Also with the ALOHA MAIDS
in the New Musical Hit,
"HELLZAPOPPIN"

"Campbell Playhouse"

Orson Welles

Reviewed Friday, 9-10 p.m. Style—Drama. Sponsor—Campbell Soup Co. Agency—Ward Wheelock. Station—WABC (CBS network).

For the first production in the series starring Orson Welles as major dome of the Campbell Playhouse, Welles chose Daphne DuMaurier's novel, *Rebecca*. This dramatic series is the replacement for Campbell's once big-league Hollywood Hotel, which, undergoing revision when it started this season, couldn't get out of the mud. Margaret Sullivan co-starred with Welles; Edwin C. Hill did some introductory commentary; Bernard Herrmann did the music, and Ernest Chappell announced.

Story, even tho' the book is a best seller, is drab and old. But despite this and a monotonous performance by Miss Sullivan, Welles and his staff made *Rebecca* an absorbing, often exciting drama. Welles may resort to "tricks" in his Broadway presentations, but in radio he eschews them for the purpose of telling a straightforward story. In *Rebecca* he succeeded admirably. Welles himself is excellent in radio. Certain visible shortcomings do not hamper his oral effect, and he has a voice of superb quality, resonant and full. Using Miss Sullivan to do narration in the first person, rather than the usual third person narrator, heightened effects materially. Not having read the book, I don't know whether this is to the credit of Miss DuMaurier or the radio dramatists involved.

Rebecca told the story of a second wife (Miss Sullivan) going with her husband to his country estate, to find that his beautiful first wife, tho' dead, is still the mistress. The second Mrs. De Winter finds she cannot replace her predecessor either in her husband's eyes nor those of his housekeeping staff. The housekeeper trying to force the heroine to suicide, incidentally, provided a stunning example of what good radio dramatic technique can do. Denouement is the discovery that De Winter really hated his first wife, killed her and is tried on suspicion of murder. He is acquitted and, as he and his wife are driving back to the estate, they see it going up in flames.

Hill's comment seemed forced in spots, especially the praise bestowed at the opening upon Welles. "The theater's white hope." The Mrs. episode was pointed out as an achievement in reality, and having Welles discuss, even briefly, the merits of the product was plain balderdash. A transatlantic pick-up brought in Miss DuMaurier for a three-two-way talk with Welles. Incidentally, why not credit Welles' staff instead of indicating Welles does everything?

Chappell's sales talks were quietly but forcefully well delivered. Franken.

Paul Gerrits

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

In *Wadeville* Paul Gerrits did a skating act during which he did a comedy talk. In radio, he's just doing the comedy. From the sample heard on this broadcast, his third or fourth on the Rudy Vallee show, Gerrits has everything to get by except material which will make people laugh. His comedy is the dry and dry type, but during his five or six minutes at the mike there was really only one laugh. His delivery and style, as well as personality, are appealing and ingratiating. But a comedian is supposed to make people laugh. Franken.

"Signal Carnival"

Reviewed Sunday, 7-7:30 p.m. Style—Variety. Sponsor—Signal Gas and Oil Co. Agency—Logan & Stebbins. Station—KFI (NBC network).

The oldest and consistently best variety show telecast from Hollywood for Coast consumption only, *Signal Carnival* has heavy listener draw on the Sunday night spot. Show runs from music to comedy, with just enough of everything to make it a winner.

Meredith Willson's *Ork* highlights the star, with *Quincy Richards* as emcee. Richards recently replaced Ben Alexander, who bowed out in order to finish studies at Stanford. With a little more experience in the spot, Richards should fill the bill o.k. Easily the top spot on the program

Program Reviews

EST Unless Otherwise Indicated

is Vera Vignit, played by Barbara Jo Allen. Goody lectures, etc. put this act in the top bracket. Miss Allen knows her showmanship and knows how to fill the most out of a gag.

Signal Quartetmen are an adequate quartet. Their stuff fits in well. Bob Stevens, Harry Stanton, Bill Brandt and Richard Davis comprise the group. Guest soloist spot was well filled by Kay St. Germain, singer. Nice delivery and voice. Plugs are well handled. Open.

Uncle Ezra

Reviewed Sunday, 4-4:30 p.m. CST. Style—Rural variety. Sponsor—Alka-Seltzer. Agency—Wade Advertising. Station—WMAQ (NBC, Chicago).

A new series from "the little fire-watter in Rosedale," with Uncle Ezra (Pat Barrett) doing the honors. This is strictly local fodder, but far above par for most shows following this pattern. The Hoosier Hot Shots, Vass Family, Henry Burr and a mixed voice octet take care of the musical portion, and it's full of sippy hillbilly rhythms with a balance of songs and tunes on the more-art side. Ezra's local color patter, which is well handled here, is supported by Florence Folsom, Cliff Soubler and Clarence Hartzell, who fill in as small-town characters. Thing which marks this program above the run-of-the-mill of this type of stuff is the direction and continuity. Everything hangs together well with logical sequences, saving it from being a hodgepodge like so many others. A short playlet is thrown in for good measure, and whole shobang is sure to please followers of homespun entertainment. Jack Holden does the commercials and Ed Simmons directs. Humphrey.

Karl Krug

Reviewed Monday, 6:45-7 p.m. Style—Theater news and reviews. Sponsor—Pittsburgh Brewing Co. Agency—Smith, Hoffman & Smith. Station—WJAS (Pittsburgh).

Patterning after Winchell and Fidler, *Sun-Telegraph* columnist Krug combines news of Hollywood, Broadway and Pittsburgh raitos with critical comments on pictures and floor shows current locally. Material not as pert as it could be, sounding like repeat of drama page column without revision for air styling. Patter watched particularly by cafe owners and State liquor board, because show was held up for time while sponsor and State ironed out anticipated plugs for spots selling Iron City Beer, banned by law. Circumvents law by mentioning ads at clubs as news, at same time incurs good will for bank-roller by giving publicity to customer-shobfolk. Stanza caught included too brief interview of Sam Jaffe, in town for legit rehearsals. If personalities are to be cross-examined reporter might profitably give them more time and more interesting questions. Period should get good following for news value and because it's only localized theatrical reporting on radio. Frank.

"Loft Family"

Reviewed Wednesday, 8:30-9 p.m. Style—Sketch, with music. Sponsor—Loft, Inc. Station—WOR (MBS network).

Innocuous little trifle, with good singing and laughs else. As it stands and as it was when reviewed, it doesn't impress as tho' it'll do much for sponsor, Loft candy chain. Program caught was the second broadcast. After the first all but one cast member, Al Tyler, and the author, Charles Burton, were fired. That first one must have been a pip.

Jennie Loft is a mighty iddable gal. Two guys want her. She doesn't know which one she wants. She gets 'em to run for political office, indicating she might go for the winnah, but her actual motive is to split the men's vote so that her man, also a candidate, can win. But at certain it develops that Jennie's paw doesn't want man to run cause her place is to him.

In between the brief plot advances by way of dialog comes the singing, hooked in because Jennie's brother is a composer. Musical contributions, under Jim Peterson, are more than pleasant,

but with strong competition, including Tommy Dorsey on the NBC Red, the show isn't potent enough.

Merry Lawrence announces and sells the stuff well. Franken.

Leo Dolan

Reviewed Tuesday, 10-10:15 p.m. Style—News comment. Station—Sustaining over WNEU (New York).

Leo Dolan, city editor for International News Service, is one of three commentators featured in WNEU's *News Behind the News* series.

His comment, for the greater part confined to an exhaustive analysis of Hitler's Eastern European ambitions, impressed as a very carefully prepared news program. Comment traced factors motivating Hitler back to the days of the Kaiser, then went on to indicate feeling of diplomatic quarters regarding Hitler's present plans affecting Memel, Lithuania and Poland.

Dolan then weighed Western European angles, pausing on to put the scalpel on possible course of events involving Germany and Russia. With scant time left, remainder of program was devoted to a brief mention of the Pan-American Conference at Lima, Peru.

Dolan speaks slowly with measured accents and excellent choice of words. He is very effective. Ackerman.

"Mid-Morning Matinee"

Reviewed Monday, 10-10:30 a.m. Style—Variety. Sponsor—Sears, Roebuck & Co. Retail Stores of L. A. County. Agency—Mayers Co. Station—KHJ (Los Angeles).

This is the biggest locally produced morning show, running Monday thru Saturday. Aimed at the housewife, the program has an informal appeal that helps to sell it. With several names well known to local listeners, such as Norman Nesbitt, the Singing Strings and Hal Hodge, the show has drawing power. Program consists of instrumental selections, vocals and philosophical bits by Hal Hodge. Attempts are made to sugar-coat commercial plugs by working them into skits. One bit had two femmes cracking up their car in traffic crash, bringing home idea that shoppers avoid downtown jams if they trade at outlying Sears stores. Comedy on the show is handled by J. C. Lewis, who also produces. He takes part of Jeff Coldwater, while Virginia Mansfield plays his wife, Nancy. Plugs for the sponsor are handled via the gag route. Some of the routines are funny, others flat.

Listener draw gauged by having fans send in cards, which they get at any Sears store. Six winners are picked each day and given some household gadget. This part of show is handled by KHJ commentator Bob Young, as *Sokro* opportunity man.

Show caught had Eddie Robinson whistling *Buffoon*, Virginia Mansfield singing *Monday Morning* and Hal Hodge singing *Hills of Home*. Open.

"Mysteries of the Mind"

Reviewed Sunday, 2:30-3 p.m. Style—Dramatic. Sustaining on WOR (MBS network).

Altho the title and the fundamental idea of this new show seem to imply that radio will delve into psychoanalysis, actually program is little more than a set of interesting dramatizations with slight horror leanings. Attempt is made to build up an impression of an academic essay on psychic phenomena by having in the studio several scientific explanation Lawrence station, features Louis Kubn's versatile young dance band and singing by Dorothy Russell and Ray Buckley. Tunes are well chosen, with current pop ditties emphasized. Miss Russell and Buckley are more than adequate. The band, prominent thruout Missouri and Kansas for its engagements in ballrooms and cafes, is listenable and its arrangements make one want to take a spin on a dance floor.

Unbilled announcer made one error on opening show, crediting Count Basie with writing *Roll 'Em* instead of the rightful author, Mary Lou Williams. Otherwise, it went off without a hitch. Dacter.

the reasons ascribed to them at their conclusion by the men of science. Hugh Lynn Casey, psychic investigator, acts as interrogator, arbiter and general emcee, and despite the high-sounding titles and descriptions given the assembled savants, their explanations and reasoning lacked conviction and authoritative to this unversed listener.

Audience is asked to submit similar cases for future discussion, and after the experts deliver their opinionous thespians have a what-do-you-think query thrown at them. No mention is made, however, of what they might do with their ideas if they have any.

Program is produced by Roger Bower, with Henry Morgan the narrator. Richman.

"On a Sunday Afternoon"

Reviewed Sunday, 2-2:30 p.m. CST. Style—Musical variety. Sustaining on WGN (MBS network).

Harmless concoction that makes for a pleasant musical background for that Sunday dinner. Harold Stokes and his studio ork dish out several hitting refrains; Lawrence Salerno, tenor-baritone, sings in a refreshing style; the Three Graces (Kathleen and Annette Bretzlar and Patricia Clayton) prove to be a good trio, and the same three gals with Gunther Decker dash off a couple of numbers in okeh swing style. (Latter combo is known as the Four Shades of Blue.) Guest-star polley brought Avis Kent, warbler, on show tonight. She did *My Bill* in an a la Morgan style and an Italian number, with the ork playing a swing version. Has a sweet voice but a small one, making it difficult to hear her above the accompaniment in some of the measures. Show is conducted in a relaxed fashion and is a welcome diversion in the earlier Sunday hour. Humphrey.

"Racket Chasers"

Reviewed Tuesday, 10:30-11 p.m. Style—Drama and comment. Sustaining on WGR (Buffalo).

Buffalo Better Business Bureau presents this production, which endeavors to prevent defrauding by racketeers. Dramatizations of actual case histories are produced by Vic Campbell, BBC continuity director, who also writes the script. Gordon E. Smith, general manager of the BBBB, introduced show, telling how to contact the bureau in case of need.

Dramatizations deal with cases where persons become the victims of some fraudulent organization, largely due to their own lack of suspicion and information. In the play caught a young woman with visions of song-writing talent is lured into paying a large sum of money by mail to a fictitious agency in order to have her creation put on the market by a publishing company. Finally she decides to go to New York herself to cash in on the fame, and finds that the agency and publishing company are one and the same outfit—two men in a dingy little office, who refuse to return her money and deny responsibility. Desperate, she is finally enlightened by the hotel manager, who tells her about the pair and sends her home.

Script is well prepared and has a strong moral. Acting is slightly on the amateur side, but good enough considering that the players are not on the studio staff. The regular announcer is Fred Geber, who also adds a few words about racket prevention.

Program, which is educational and not for sale, was recently voted the best of all Better Business Bureau productions in the United States. Warner.

"Time To Dance"

Reviewed Saturday, 6-6:30 p.m. Style—Musical. Sustaining over WREN (Lawrence, Kan.).

Program to be aired each Saturday from the studios of this enterprising Lawrence station, features Louis Kubn's versatile young dance band and singing by Dorothy Russell and Ray Buckley.

Tunes are well chosen, with current pop ditties emphasized. Miss Russell and Buckley are more than adequate. The band, prominent thruout Missouri and Kansas for its engagements in ballrooms and cafes, is listenable and its arrangements make one want to take a spin on a dance floor.

Unbilled announcer made one error on opening show, crediting Count Basie with writing *Roll 'Em* instead of the rightful author, Mary Lou Williams. Otherwise, it went off without a hitch. Dacter.

Music Items

SONG PLACEMENTS—OLIVE WHITE. Snow in England, landed I'm a Different Me with Boosey & Hawkes, London pub. Tune is slated for an introduction over there by "Hutch," one of John Bull's biggest radio and record names. **LEO EDWARDS,** Gus' brother, set some semi-classic stuff with Sprague-Coleman, two instrumental pieces and a waltz. **FRANKIE CARLE,** Decca recording pianist formerly with Mal Hallett and now fronting his own band at Seven Gables, Milford, Conn., placed his instrumental Sunrise Serenade with Jewel Music. Artie Shaw is helping it Doesn't Matter Anymore off to a flying start. **FRANKIE LAINE** and **ART HODES** penned it. **Melo-Art Music** has found a successor to their *Dois'* the *Prom.* Follow-up, *The Cap and Gown,* is the work of **JULES LOMAN** and **FRANK SHUMAN,** collaborating with maestro **FRED RICE.** E. B. Marks Music, again has a father-son collaboration, *Strange,* by pere **JOSEF** and fils **BILL CHERNIAVSKY.** Sunshin State Music Co., Alcester, S. D., plugging away on **DEE-COET HAMMITT'S** *Paddle Your Own Canoe.* **BOBBY GREGORY,** co-writer of *High Melodie'* *Nearton,* has a new one placed with **Whitney Blake Music Co.,** *Now or Never,* with an assist on the writing from **DAVE DURHAM** and **MEL FOLEE.**

HOLLYWOOD HIGHLIGHTS — ANN RONNELL wrote *Hi Charlie McCarthy* to be sung by **Edgar Bergen** and **Charlie** in Universal's *You Can't Cheat on Honest Men.* **W. C. Fields'** starrer *BIP,* London film outfit, bought **RUDOLF FRIML'S** *Melodie of Fedora* to serve as the score for the pic of the same name. Purchase price reported to be \$25,000. **AARON GONZALEZ,** who does the rumba arrangements for **Shop Fields** in addition to bawling his own oke, is having his *Mocha Chita* plugged by **Paramount** in its *In Old Mexico* flicker. **Gonzalez** also turned out a tune, *Tropicana,* that has been acquired by **Mills Music.** Combination of opera, Gay '90s song hits and new pop tunes in **Jeanette MacDonald's** forthcoming *Broodway Serenade* (MGM) has **GUS KAHN** writing lyrics to Offenbach music for one sequence; a **SEYMUND ROMBERG** song, *No Time to Argue,* with **Kahn** lyrics; a **WALTER DONALDSON** collaboration with **Kahn.** *Fine Changes Everything But Love;* and an arrangement of old-time hits compiled by **HERBERT STOTHART** and **EDWARD WARD,** *Who's Your Love?* and *I'm a Savage,* by **EDDIE POLA** and **MANNING BHERWIN,** are part of **Gaumont-British's** *A Girl Must Live.*

Tyro Titles for Airshow

DES MOINES, Dec. 17.—It isn't even necessary to write a song to garner a songwriter's glory. A title will suffice. At least that is all **Billy Baldwin** asks of his radio listeners for his new air show on **KSO.** You send in the *Titik* and *We Write the Song.* **Diners** are invited to send in appropriate song titles and the selected wordage gets a tune written around it. **Baldwin** bangs the winner out the following week on the piano, with **Eileen Orennell** singing it. For the effort, song-title inspirer gets an off-the-air recording of "his" song.

Sheet-Music Leaders

(For Week Ending December 17)

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

| Position | Title | Pub. |
|----------|--|------|
| 1 | 1. My Reverie | ... |
| 2 | 2. All Ashore | ... |
| 3 | 3. Two Sleepy People | ... |
| 4 | 4. You Must Have Been a Beautiful Baby | ... |
| 5 | 5. Deep in a Dream | ... |
| 6 | 6. The Umbrella Man | ... |
| 7 | 7. Heart and Soul | ... |
| 8 | 8. Night Before Christmas | ... |
| 9 | 9. Lambeth Walk | ... |
| 10 | 10. My Own | ... |
| 11 | 11. While a Cigaret Was Burning | ... |
| 12 | 12. Have You Forgotten So Soon? | ... |
| 13 | 13. I've Got a Beautiful Dream | ... |
| 14 | 14. I Won't Tell a Soul | ... |
| 15 | 15. They Say | ... |

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.

Lincoln Buying Melrose Songs; Deal Involves 60G

NEW YORK, Dec. 17.—It is understood that **Lincoln Music** has purchased, or is about to purchase, the catalog of **Melrose Bros.,** Chicago publishers specializing in college and blues songs. Reported sale price is \$60,000. **George Simon,** Lincoln head, is out of town, but definite announcement may be expected upon his return around December 23. Strong indication that the Melrose list has or will accrue to Lincoln is found in the flood of **Victor-Bluebird** records of Melrose numbers. Linkage between **El Oberstein,** Victor chief, and the local music pub points to the acquisition of the Chicago firm's catalog.

CINCINNATI MUSICIANS' Association; Local 1 of the AMM, elected the following officers last week: **Oscar F. Hill,** president; **Joseph Lugar,** vice-president; **Volney L. Hoffmann,** secretary; **Charles Joseph,** treasurer; **Arthur Bowen,** Robert P. Moore, **Wilbur Myers,** **Bob Sidell** and **George Smith,** trustees, and **Frank Yago,** sergeant at arms.

Songs With Most Radio Plugs 'Love' Overshadows All, But 'Jeepers' Comes Along Fast

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, December 15. 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 | Pub. | Plugs |
|----------|--|---------------|-------|
| 1 | 1. This Can't Be Love | Chappell | 28 |
| 2 | 2. Deep in a Dream | Harms | 24 |
| 3 | 3. You Must Have Been a Beautiful Baby | Remick | 22 |
| 4 | 4. Jeepers-Creepers | Witmark | 22 |
| 5 | 5. Ya Got Me | Lincoln | 22 |
| 6 | 6. My Reverie | Robbins | 21 |
| 7 | 7. All Ashore | Shapiro | 20 |
| 8 | 8. What Have You Got That Gets Me? | Famous | 20 |
| 9 | 9. I Won't Tell a Soul | Crawford | 20 |
| 10 | 10. Love, I'd Give My Life for You | Stansy | 20 |
| 11 | 11. Have You Forgotten? | Berlin | 20 |
| 12 | 12. It's a Lonely Trail | Berlin | 20 |
| 13 | 13. Two Sleepy People | Famous | 20 |
| 14 | 14. Please Come Out of Your Dream | Words & Music | 20 |
| 15 | 15. Sixty Seconds Got Together | Santly | 20 |
| 16 | 16. Tooty Bay | Witmark | 20 |
| 17 | 17. Hurry Home | Splix | 20 |
| 18 | 18. I Must See Annie Tonight | Brogman | 20 |
| 19 | 19. Umbrella Man | Harms | 20 |
| 20 | 20. Lovely Debby | Remick | 20 |
| 21 | 21. What Do You Know About Love? | Fisher | 20 |
| 22 | 22. Angels With Dirty Faces (P) | Chappell | 20 |
| 23 | 23. Who Blew Out the Flame? (P) | Robbins | 20 |
| 24 | 24. Night Before Christmas | Chappell | 20 |
| 25 | 25. My Own | Robbins | 20 |
| 26 | 26. Simple and Sweet | Miler | 20 |
| 27 | 27. Heart and Soul | Famous | 20 |
| 28 | 28. You Look Good to Me | Brogman | 20 |
| 29 | 29. Girl Friend of the Whirling Dervish | Harms | 20 |
| 30 | 30. Is That the Way to Treat a Sweetheart? | Olman | 20 |
| 31 | 31. April in My Heart (F) | Parhamount | 20 |
| 32 | 32. After Looking at You | Robbins | 20 |
| 33 | 33. Your Eyes Are Bigger Than Your Heart | Shapiro | 20 |
| 34 | 34. Get Out of Town (M) | Chappell | 20 |
| 35 | 35. P. D. R. Jones (M) | Chappell | 20 |
| 36 | 36. Lambeth Walk (M) | Mills | 20 |
| 37 | 37. While a Cigaret Was Burning | ABC | 20 |
| 38 | 38. Boom With a View | Brogman | 20 |
| 39 | 39. I Long to Belong to You | ... | 20 |
| 40 | 40. Old Folks | Remick | 20 |
| 41 | 41. Everybody's Laughing | Kalmar | 20 |

Disc Companies To Capitulate To Music Pubs.' Demands

Pubs solid with added revenue in sight—pressure is brought by hand leaders to no avail—World's Fair plea on Gershwin theme also fruitless

NEW YORK, Dec. 17.—Publishers are solidly lined up behind the Music Publishers' Protective Association, agents for 79 firms, in the org's attempt to set up a licensing system for coin-operated phonographs. Uniformity of purpose and opinion has never been noted among pubs to the extent that it is in this case, according to **Walter O. Douglas,** MPPA board chairman. With prospects for a substantial income from the recording field, pubs have become firmer and more unrelenting in their demands. Indication of

Sheet Music on News Stands

NEW YORK, Dec. 17.—Distribution of 25 current hits thru **American News Co.** as an experiment to determine whether this form of outlet will prove profitable to music pubs is due to start January 9 in locations in the **Hartford, Conn.,** territory. Trial, set with **American News** by MPPA as agents for the pubs, will last 30 or 60 days, depending upon results. If successful, distribution will extend to **American News** outlets thruout the country. Hits chosen for the experiment represent various firms, selection having been determined by the current popularity of the songs.

R-O'K Prunes Coast Branch

HOLLYWOOD, Dec. 17.—Unexpected purging of personnel at **Rockwell-O'Keefe** branch here finds **Barney McDevitt,** one of the most widely known press agents on the Coast, and **Carroll Tornuff,** who headed the radio department, dropped from the pay roll this week. Staff remaining includes **Ralph Wonders,** branch manager; **Norman Doyle,** band booker, and a girl for the secretarial duties. It is not known as yet whether replacements or additions will be made.

Added pressure was brought to bear on MPPA—with no more result—by the World's Fair in regard to recording its official song, **George Gershwin's** posthumous *Dawn of a New Day.* Music org received phone calls this week from **Grover Whalen,** major domo of the fair; **John Krimsky,** special events director, and **Kay Swift,** musical director, asking permission to have the number waxed. Answer was no. MPPA figuring that one exception would prove fatal to its plans. It was expected that one record company would consent to the revised *Dawn* form this week, but it has yet to signify definitely its intentions of coming to terms with MPPA. This unexpected hold-out may be an indication that the disc people have decided to band together, altho to date they have been acting independently of one another. In the meantime, recorders are reissuing old numbers under previous MPPA contracts, since the new pact would not be retroactive.

Tune-Carmichael; Words—?

NEW YORK, Dec. 17.—Famous Music is publishing **Hoagy Carmichael's** latest opus, *I Get Along Without You Very Well* (Except Sometimes), the lyrics of which were written by some retiring genius who apparently prefers to remain incognito. Composer, rummaging thru some old papers, came upon a poem he believes was written on him about 10 years ago, playing around with it, he evolved a tune which, with a few lyric changes, **Famous** accepted. Attempt to discover identity of the lyricist was made thru **Walter Winchell's** radio program, with 400 unsubstantiated replies received. Music pub is going thru with the publication, setting aside 50 per cent of the royalties when and if the proper party shows up.

Marks' Jitterbug Album

NEW YORK, Dec. 17.—**Edward B. Marks Music** is preparing what the firm believes to be the first music album for jitterbugs. **Tone,** titled *Jitterbug Jamboree,* is being compiled by **Jean Herbert** and **Otis Spencer,** who will also write original illustrative swing numbers for it. About 18 songs, some new and some well-known standard swingeroes, are to be included, among them **Benny Goodman's** theme, *Let's Dance,* printed for the first time. Album will also contain a glossary of swing terminology and photos of 60 leading swing masters and singers.

Bands Hog Earle Stage

PHILADELPHIA, Dec. 17.—Now that the threatened musicians' strike at **Warner's** Earle Theater is past history, and the boys in the pit are assured of their jobs for another year, house is lining up name bands as stage attractions, with the trench crew relegated to intro and exit music. Pencilled in already for full-week stretches are **Phil Spitalny,** December 25; **Bob Crosby,** January 6; **Hal Kemp,** January 20; **Tommy Dorsey,** January 27; **Benny Goodman,** February 3; **Artie Shaw,** February 10; **Ted Weems,** February 17, and **Kay Kyser,** March 1.

The Champagne Music of LAWRENCE WELK

New Hotel Wm. Penn; Pittsburgh, WCAE and MUTUAL BRUNSWICK-VOCALION RECORDS Making Paramount Short Jan. 3 and 4 Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

MUSIC by GOLLY CECIL GOLLY and his ORCHESTRA

Currently appearing MUSIC BOX, Omaha Every Friday, 12 to 12:30 A.M. G. S. T. WOW and NBC Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

"Music Played Smart"—Styled by Little

JOE HART

"Everybody's Friend" and his ORCHESTRA
Currently Featured CLUB EDGEWOOD, ALBANY, N. Y. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE and his HOLMES ORCHESTRA

Currently HOTEL CLARIDGE, Memphis, WGBM and CBS. Opening Edgewater Beach Hotel, Chicago, December 31. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HOWARD BECKER and his Orchestra

currently featured LARRY MERRY-GO-ROUND, Dayton, O. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RALPH WEBSTER

Musical Patterns Designed for Dancing
THELMA MITCHELL Electronic Piano RUSS MODINE
Currently PLAMOR, KANSAS CITY, MO. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JACK TRACY

and his "BOULEVARDIERS"
Now Playing Broadmoor Country Club, Denver, Colo. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JIMMY BARNETT and his ORCHESTRA

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

Orchestra Notes

By M. H. ORODENKER

Gotham Cab

THESE lotus gab being garbled among the 10-percent fraternity that BILLY SHAW, dynamite one-night router for CHA, is going to find a vice-presidency in his Christmas stocking. NICK ZUKOR, head of the Consolidated branch in Cleveland, was a Gotham gazer last week. Cleveland, incidentally, will soon be the branch hub for another major booking office, Rockwell-O'Keefe shopping around for office space in that town and dame rumor has it that MCA opened a branch office this week in Washington without the customary fanfare. JULES ROSENTHAL of the Bol Rosenblatt law firm and personal manager for GEORGE HALL, is off to Florida this week, leaving the sunny climes in time to make Hall's opening New Year's Eve at Peabody Hotel, Memphis.

Midwestern Musings

BOB CROSBY, passing thru Chicago, stayed just long enough to pick up SAM WARD to serve an advance man for the Dixielanders on their current theater tour. BILL CARLSEN is laying, off in the Windy City, content with a couple scattered dates. Bill has handed in his 60-day notice for a release from MCA, which is almost equivalent to a layoff, and will sign up with R-O-K as soon as the knot is untied. RKO Theater, Detroit, having been refurbished along nitery lines, unshutters Christmas Eve at the Downtown Casino, with MILT BRITTON coming in to play the show, participate in the show and provide the danceapation. BARNEY RAPP opens January 10 at Hotel Gibson, Cincinnati, staying 'til February 2. MEL CROCKER locates for a fortnight at Hotel Melrose, Salem, O., and then goes to a Kentucky location for the new year. JACK TRACY draws a holdover duet at Broadmoor Country Club, Denver. JOE BILLO, bannered by Alvin Chrisman, who started off Freddie Fisher's Bohemian-Fritters, opens this week for a fortnight at Hotel Radisson's Chateau Terrace, Curt Houck bowing out of this Minneapolis spot.

Cocktail Combos

With Miami and the other Florida spots holding down their budgets, ops with limited means are finding that they'll get the most of their money with the strolling synopsators. and the supply of big-little bands falls short of meeting the demand, calls even coming from spots bousing an elaborate floor show and fully-instrumented band. ROLAND A. BAKER, manager of Hotel Victoria, New York, usually changes the musical inspiration for sippers each fortnight but JACK KURTZ'S ROLLICKERS have already finished a second fortnight and are set to carry on for an additional four weeks when New York's International Casino lights up again Christmas Day, the BEAU BRUMMELS will make for the strolling sensation in the cocktail lounge. EMBASSY FOUR opens Thursday (23) for two weeks at Woodruff Hotel, Joliet, Ill. THE PIDDYERS THREE linger at Omaha's Hotel Home. FOUR TOP HATS start Friday (23) at Hotel Gibson, Cincinnati, lingering 'til January 10. THE THREE GENTLEMEN locate at Community Shop, Binghamton, N. Y., booked by MEYER DAVIS.

Doings in Dixie

AL KAVELIN cuts short his run at New Penn Club, Pittsburgh, opening Thursday (22) at Jung Hotel New Orleans. WALLY STOEFLER invades Dixie for the first time, locating next week at Tantilla Gardens, Richmond, Va., danant. LANI McINTIRE opens the 29th for a two-weeker at Look-out House, Cornington, Ky. RED NICHOLS pulled a swell stunt in Dallas last week, playing a concert for the kiddies at Scottish Rite Hospital. adding greater fame to his famous Five Pennies, Red gave each of the kids a gold-colored card containing a new Jefferson nickel colored with red finger-nail polish.

Barnstorming Bands

ARTIE SHAW takes to touring on leaving Hotel Ancon, New York, his first stand January 30 at the University of

Syracuse in that New York town.

WILL OSBORNE has the January 22 date at Ritz Ballroom, Bridgeport, Conn. RITA RIO is the January 7 attraction at Arcadia Ballroom, Brooklyn. Williams College, Williamstown, Mass., gets JOE HAYMES February 4. PAUL HINES takes in Madrid Ballroom, Harrisburg, Pa., January 17. ED WARNER SWINGTET, closing at Grand Casino, Jonesboro, Pa., jump to the Southland for solo stands. JIZZY GROVE has booked Larry Clinton for a sponsored promotion January 14 at Manhattan Center, and Hal Kemp for January 27 at Hunts Point Palace, both stands in New York City.

Broadway Bandstand

AL DONAHUE bows out of Rainbow Room mid-January for eight weeks at Palm Island Casino, Palm Beach, Fla. The new year makes it the third year for VINCENT BIRGALE at Ambassador Hotel. Frederick Bros. Music Corp. brings a band to a Gotham spot for the first time this week in association with Milt (R-O-K) Pickman, has LARRY PUNK opening this week at the Village Barn. It's the eighth annl for Meyer Horowitz's Village nitery and, curiously enough, it was Punk who supplied the rhythmic rituals that many years ago. JOE CANDULLA, bowing out of the Barn, jumps to Miami for the Christmas Eve opening of the Versailles. SAM KESSLER unshutters his State Palace Ballroom up in Harlem Friday (23) with HAZEL SCOTT and possibly LUCKY MILLINDER for the rug-cutting. ZINN ARTHUR is back at Roseland Ballroom for an eight-week grind. Savoy Ballroom returns ERKINS HAWKINS January 3. GLENN MILLER follows Russ Morgan Friday (23) into Paradise Restaurant. BOBBY PARKS replaces Don de Vodi this week at Hotel Plaza for rhythm relief. EDDY DUCHIN carries on here 'til January 23, when he moves to the West Coast, with JACK MARSHARD coming in for the replacement.

Called From the Coast

MATTY MALNECK has been set for another ple assignment at Paramount in Jack Benny's forthcoming *Man About Town* pic. Walters employing 60 musicians, LEO FORBSTEIN conducting for Lincoln in the *White House*, the most pretentious musical background ever given a one-reeler. NATE KRIVITZ, having recently left his press agitating post for Lou Irwin-CRA, remains in Hollywood for similar space grabbing for Al Siegel's vocal training center. LEON MOJICA one-nights it up and down the California Coast. JOE SPDY holds over 'til February 1 at Sir Francis Drake Hotel, San Francisco.

On the Eastern Front

JOHNNY BURKARTH takes over the stand at Club Edgewood, Albany, N. Y. Little Joe Hart jumping south for school dates. FRANKIE CARLE lingers in at Seven Gables Inn, Milford, Conn. LITTLE JACKIE HELLER rings in the new year at William Penn Hotel, Pittsburgh, with the Champagne Music of LAWRENCE WELK going to Chase Hotel, St. Louis, for a January 7 starting. GUY LOMBARDO slips away from Hotel Roosevelt, New York, January 25, running up to Boston for that night to play for the Sons of Italy at Boston Gardens. With the new year JACK ADCOCK rounds out 25 consecutive weeks at Manon (Pa.) Inn.

Theater Tours

RUSS MORGAN takes to theater touring for the first time, set by CHARLIE YATES for five weeks of Warner Bros. time. toes off the January 27 week at the Stanley, Pittsburgh; then to Earle, Washington; Earle, Philadelphia; winding up with a fortnight at the Strand, New York. HENRY BUSSSE takes in the January 6 week at the Schubert, Cincinnati, and splits the following week between Ohio's Palace theaters in Akron and Youngstown. BLUE BARRON puts in four days, starting December 28, at the Paramount, Ft. Wayne, Ind. BILLY BAER plays the same house for four days starting January 30, with the ANDREWS SISTERS on the same bill. LARRY (See Orchestra Notes on opposite page)

Lots Better

PHILADELPHIA, Dec. 17.—A Kensington butcher shop displayed a saxophone in the front window this week. A sign informed: "This tenor saxophone for sale. The meat business is lots better than we thought."

Landslide for Rosenberg

NEW YORK, Dec. 17.—Elections held Thursday at Local 802, AFM, resulted in a landslide victory for the Blue Ticket, headed by Jack Rosenberg, proxy; Richard McConn, v.-p.; Willie Feinberg, secretary, and Harry A. Suber, treasurer. Two slates opposed the re-election of the current administrative board, one, allegedly left-wing in principle, headed by Dave Freed, and the other, known as the Committee for Better Unionism, with Arthur Pryor the presidential nominee. Voting was four to one for Rosenberg and his running mates.

Johnson-Foster Bookings

DALLAS, Dec. 17.—Johnson-Foster Agency here reports current and holiday bookings on the brighter side. Starting Christmas Day, office has Johnny Randolph taking over the band stand at Club Casino, Greenville, Miss., and Billy Yates at Buena Vista Club, Biloxi, Miss.

J. BEDWICK BOBBITT, Charlotte (N. C.) booker, has set Billy Brooks for a series of holiday society parties in the Tar Heel territory.

WALLY STOEFLER and his Orchestra

Currently TANTILLA GARDENS, RICHMOND, VA. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

LARRY FUNK and his Band of a Thousand Melodies

Currently VILLAGE BARN, NEW YORK. WGN MUTUAL NETWORK. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK

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

GLENN LEE AND HIS LEE-WAY MUSIC

Current SOUTHERN MANSIONS, Kansas City. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

EDDIE PAUL AND HIS ORCHESTRA

Entire Summer ELBERTA BEACH Broadcasting
New—3rd Season. BLUE BARRON COLUMBIA BROADCASTING SYSTEM, Inc. Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

Webster Week-End a Sock IIC at Pla-Mor

KANSAS CITY, Mo., Dec. 17.—Raiph Webster matched the fast pace set by Glenn Lee two weeks ago at Will H. Wittig's Pla-Mor Ballroom over the last week-end, amassing a thoroly profitable gross of \$1,110 on three dates. The take was split into \$400, \$210 and \$500 for Thursday and Saturday nights and the Sunday matinee, respectively, convincing Wittig all the more that it isn't necessary to feature big name units to attract paying patronage. Webster, a fave here last year, was booked thru the local office of the Fredericks Bros. Music Corp.

Harlan Leonard found the going tough again last Sunday night at Dreamland Ballroom in the town's Harlem section. With duets selling for two bits, the band was able to gross only \$110. Inclement weather and lack of publicity were to blame, for dancers went away shouting the praises of Leonard's hot aida aggregation.

Prom Holds Rogers to 9C

LINCOLN, Neb., Dec. 17.—Charles (Buddy) Rogers, competing with Johnny Hamp, who played for one of the University of Nebraska's traditional parties on the same night, drew a \$900 take last Friday at Turnpike Casino Ballroom. Hamp's prom date, the Mortarboard's Leap Year party where the gals escort the gents, is always well attended, and was a severe crimp in what otherwise would have been a banner night for Rogers.

Norvo-Bailey Drop Band

NEW YORK, Dec. 17.—After a week or so of internal dissension, Red Norvo dropped his entire band, paying the boys off for two weeks in lieu of the formal notice. It is reported that trouble started brewing when Mildred Bailey complained that the band could not toe the mark for her musical background and confined her singing to the John Kirby crew, relief band at their current stand, The Famous Door. Both Norvo and Bailey continue at this 52d street den, Red putting in duty as xylophone soloist and Mildred depending on the Kirby crew for backing. It is also understood that the Door management had turned lukewarm on the big band idea for their tiny room, the Count Basie did bring in the coin previously. Nabobs couldn't figure any profit for themselves in paying Norvo-Bailey a reported \$1,650 for the week and \$500 for Kirby, the music bill alone, and had been urging Norvo to cut his band down to six.

OFFICERS for the Louisville Musicians' Union were re-elected for another term, George P. Lafell continuing as proxy, Edwin Lorenz as v.-p. and Adam W. Steubling as secretary-treasurer.

The Jazzy Host of Celebrating Rhythms.
JACK GILLETTE
and His Famous NBC ORCHESTRA
Featuring GRACIE WHITE Lady of Swing
Currently
HENRY GRADY HOTEL, Atlanta, Ga.
Broadcasting Nightly.
REG. CONSOLIDATED RADIO ARTISTS.

The BILTMORE BOYS ORCHESTRA and their
Now Playing
LANAR HOTEL, HOUSTON, TEX.
REG. CONSOLIDATED RADIO ARTISTS, INC.

BILLY SWANSON
and his MUSIC
ON TOUR
REG. CONSOLIDATED RADIO ARTISTS.

More Stories!! More Features!!

- TOMMY DORSEY** (the sweet-swing maestro)
- EDWARD B. MARKS** (music publisher)
- SAM SAX** (Warner Bros. movie producer)
- ROCCO VOCCO** (music publisher)
- LEW PLATT** (Ohio ballroom operator)
- JACK MILLER** (music publisher)

write for The Billboard Holiday Greetings Number

Dated December 31
MORE REASON TO RESERVE YOUR COPY

Lunceford Tops H. S. Poll

KANSAS CITY, Mo., Dec. 17.—Jimmie Lunceford is the favorite batorner of Kansas City's colored high school guys and gals, according to a poll made this week by Dave Dexter, of The Journal. Marks the first time in three years that Dexter has conducted the survey that Duke Ellington failed to finish on top. In second place is Count Basie, a Kansas Citian, with the Duke in show position. Andy Kirk, Harlan Leonard, Cab Calloway, Chick Webb and Louis Armstrong finished in that order.

Funk Gates a Neat \$720

BRIDGEPORT, Conn., Dec. 17.—Larry Funk drew a mighty nice crowd at Ritz Ballroom last Sunday when about 1,300 dancers passed thru the turnstiles. Admission was scaled down to a minimum, 40 cents the taking price for all. Intake totaled \$720, a fair amount for this spot.

Burns Tie With CRA Sours

KANSAS CITY, Mo., Dec. 17.—Working agreement between the Kansas City office of Bob Burns Enterprises and Consolidated Radio Artists was severed this week, according to John B. Tumlino, head of the Burns office here, who charged that difficulty with CRA over a booking caused the split. The binder between the two agencies was made less than a month ago and was unprofitable to both, Tumlino said.

Buffalo Band Stand

CLINTON plays the State, Hartford, Conn., for three days, starting December 28; is the New Year's Eve attraction at the Pickwick, Greenwich, Conn., and plays the Paramount, Newark, for the January 7 week. CLAUDE HOPKINS rings in the new year at the Stanley, Camden, and the first two January days at the Strand, York, Pa. . . . Nixon-Grand, Philadelphia, gets LOUIE ARMSTRONG for the December 30 week. PATE WALLER playing the same seven days at the Apollo, New York.

RAY SINATRA leaves Sheo's Buffalo Theater pit this week, turning the baton over to D'ARTAGAC. TED LEWIS guests at the home for the January 13 week. AMERICO BONO, trumpet tooting maestro at Chez Ami, holds over 'til mid-January, at which time he goes out under the aegis of MCA. BUSTER HARDING replaced Benjie Griffin this week at Savarin Cafe. Egbert's Royal Arms has WADE LEGGIE playing full week stands, dancing

Joe Union Goes Hawkshaw and Bags Booker Wall, at Large

NEW YORK, Dec. 17.—For the first time since the agency license system was instituted three years ago the American Federation of Musicians has found it necessary to prosecute a band booker for stepping out of line. Turning Dick Tracy, the AFM was able to get an indictment this week against D. R. Wall, bank booker working out of Columbia, S. C.

The Grand Jury at the Columbia Federal Court turned in an indictment charging Wall with "using the mails to defraud," after evidence had been submitted by the Federation, working on the case in co-operation with the U. S. Post Office. Postal authorities are now preparing more evidence for additional indictments, claiming Wall operated in the jurisdiction of several Federal Court

districts. According to the AFM office here, Wall is now free on two other charges, under bond, in State Court, pending prosecution. A warrant for his arrest on the new charge has been issued, according to the Federation.

Clay W. Reigle, traveling representative of the AFM, browsed by the avalanche of complaints from bands, book- ing agents and ballroom operators, turned Hawkshaw a year ago and has been checking on Wall's activities. According to Reigle, Wall used any number of aliases in operating, turning up mostly as Joe Oltner, Nick and Nat Dennis. At one time, Reigle says, Wall even assumed the name of an authorized AFM licensee who had dropped out of the band book- ing biz and, for a while, operated under that license.

According to the AFM, Wall offered ballrooms, night clubs and dance promoters a long list of name bands as well as local combos. Sometimes he would disappear with the deposit on the book- ing, sometimes he would send a local substitute band on excuse that the name band tour had been canceled. Local book- ing agency could never keep up with him, with so many fake names affixed to his wires.

Today there are 1,200 licensed agents for band bookings, and the Federation is trying to cut down that number by refusing to renew licenses of agents who are not active in the field. With dormant licenses laying around, it's too tempting for a sharpie to cloak himself with the unused certificates and prey upon the disorganized fields, especially night clubs and dance promotions.

Tenney May Lose Even If He Wins

LOS ANGELES, Dec. 17.—The idea con- ceded by the opposition that press Jack Tenney will retain his post as head of Local 47, musicians' union, in the forth- coming election on Monday (19), insur- gent group injected a joker in the elec- tion deal that may cost Tenney his job. Rather than beat out Tenney at the polls, opposition is intent upon packing the board of directors with their candi- dates.

Since Tenney has been re-elected State assemblyman, he will again be obligated to ask for leave of absence when State duty calls. As in the past, he must get leave from the local board. But with the opposition gaining a majority of direc- tors, belief is that his request for a leave will be denied. Main campaign battle is now for seats on the board. Those close to the political situation believe that if Tenney is forced to choose be- tween his union prezship and State as- semblyman portfolio that he will give up the AFM post.

Legion Sponsors Jit'bugs

PHILADELPHIA, Dec. 17.—A gala Jit- terbug dance will be staged at 1034 Reg- iment Armory—Bunny Bergen plus an all-star show—on New Year's Eve. Show is being handled by Jolly Joyce and Billy Zenslein, local bookers, under the aegis of several American Legion posts. Armory will take care of more than 5,000 persons. Price will be \$1.50 per.

Kerr in Dept. Store Post

PHILADELPHIA, Dec. 17.—Charlie Kerr, pioneer maestro who headed the first band in the country to broadcast a dance remote, has been appointed head of the musical instruments department at the Gimbel Bros. store. It was from the old Gimbel Laigon, that nurtured Ted Weems, that Kerr first remoted in 1923 over WIP-WPAN, now WIP.

New San Francisco Ballroom With Krupa Teeing Off

SAN FRANCISCO, Dec. 17.—Golden Gate Roller Skating Rink promises to become a major dance palace. Deal to convert the rink into a ballroom was consummated this week by Sam H. Miller, associated with the San Francisco Exposition, and Ellis Levy, former local booker.

Dancers will light up at the Shalimar Bowl January 12, with Gene Krupa on deck for the rhythm rituals. Policy will call for name dance bands. Will mark Krupa's first appearance here, band coming in for an 11-day stretch on a flat salary basis.

Musso and Muzzy With MCA

BEVERLY HILLS, Calif., Dec. 17.—Brewing tiff between Vido Musso and Brockwell O'Keefe, mostly over booking prices, came to a head this week and the manager got his release from the office. Musso, formerly featured tenor sax player with Benny Goodman and Gene Krupa before being struck with Bontouis, signed up with Music Corp. of America. Latter office has also added Muzzy Mar- cellino, featured singer with Ted Di- Rito, who organized his own crew and is one-nighting it around town at present.

Bands Making Briefies

NEW YORK, Dec. 17.—Lou Diamond, producing film shorts for Paramount, signed Vincent Lopez for a one-reel at- tract. Screenie will highlight a quartet of song sellers, calling on Betty Hutton, Lopez's vocalist, and Doc Casato, Dick Todd and Barry Wood from the airlines. Lopez also completed a hand short for Warners. Other bands completing shorts for WB Vitaphone subjects here include Artie Shaw and the CBS Swing Session, cast including Leith Stevens' studio ork. Bobby Hackett's jam band, songstress Nan Wynn and Les Lieber, virtuoso of the 10-cent piccolo.

Orchestra Notes

(Continued from opposite page)
CLINTON plays the State, Hartford, Conn., for three days, starting December 28; is the New Year's Eve attraction at the Pickwick, Greenwich, Conn., and plays the Paramount, Newark, for the January 7 week. CLAUDE HOPKINS rings in the new year at the Stanley, Camden, and the first two January days at the Strand, York, Pa. . . . Nixon-Grand, Philadelphia, gets LOUIE ARMSTRONG for the December 30 week. PATE WALLER playing the same seven days at the Apollo, New York.

with dining previously confined to the Saturday nights. . . . Christmas Day brings JOHNNY HAMP to town for the Scalp and Blade Collegio Ball and BARNEY RAPP for the Bachelor's Coddilion at the Buffalo Saturn Club. . . . ERWIN GLUCKESMAN plays the St. Bonaventure and Nardin alumni Christmas dances on the 27th and 28th.

Notes Off the Cuff
ROSA LIND, concert pianist, will be the only fem soloist featured in the concert of modern American music presented Christmas night by PAUL WHITEMAN at Carnegie Hall, New York. . . . Steina- way equator will take the spot for George Gerahwin's Cuban Overture. . . . FRED- DIE FISHER returns to St. Paul Hotel, St. Paul, January 5. . . . It's a result of the two record weeks chalked up there by the Schnellkelfritzer early in Novem- ber, grossing for the room \$3,500 and \$3,300, respectively. . . . RED NICHOLS rings in the new year at Nicolet Hotel, Minneapolis, remaining for four weeks. . . . and so we send our cuffs to the cleaners.

Why Is a Jitterbug?

DETROIT, Dec. 17.—Kenneth Durie, local misery entertainer who modestly admits to being this city's champion jitterbug, will contribute to the scientific lore of the world by having his head examined in an attempt to ascertain just what makes a jitterbug tick—or rather, jitter. Research, to be done by a Recorder's Court psychiatrist, was ordered by Traffic Judge George T. Murphy when Durie made a rather spectacular appearance before him on several minor ticket violations, several days overdue.

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

Orchestra Routes

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

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

A
 Achley, Carlton: (Rancho San Pablo) El Cerrito, Calif., no.
 Adams, Johnnie: (Coco) Mason City, Ia., 20-31, t.
 Adcock, Jack: (Manoa Inn), Manoa, Pa., no.
 Alberio, Don: (El Chico) NYC, no.
 Almona, Harold: (Purvey) NYC, no.
 Angelo: (Bertolotti's) NYC, no.
 Apollon, Al: (Onondaga) Syracuse, N. Y.
 Arden, Art: (Blue Lantern) Detroit, no.
 Arlberg, Ed: (Hollywood) NYC, no.
 Art, Paul: (Ritz) NYC, no.
 Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., no.

B
 Berdo, Bill: (Schroeder) Milwaukee, Ia.
 Berris, Dick: (Brown Palace) Denver, Ia.
 Bertal, Jess: (Sweeney) NYC, no.
 Bessie, Charles: (El Regal) NYC, no.
 Becker, Howard: (Merry-Go-Round) Dayton, O., no.
 Beecher, Keith: (Colony Club) Chi. no.
 Benson, Jay: (Montparnasse) NYC, no.
 Berk, Joe: (Meyers) Pittsburgh, no.
 Bernier, William: (Deban) Columbus, O., no.
 Berni, Vic: (Palace) Cleveland, O.
 Billmore, Louis: (Lamar) Houston, Ia.
 Black, Lewis: (Narragansett) Providence, R. I., no.

C
 Cabanero, Charles: (Chez Ami) Buffalo, no.
 Cain, Dave: (Geo. Washington) Jacksonville, Fla., no.
 Bowen, Al: (Ritz) Lowell, Mass., no.
 Brant, Mary: (Hazel House) NYC, no.
 Bragg, Victor: (Anchor) NYC, no.
 Braxton, Irving: (Jack Stamp's) Phila., no.
 Brass, Lou: (Chez Paro) Chi., no.
 Brass, Joe: (Dave's) New Haven, Conn., no.
 Britton, Milt: (Downtown Casino) Detroit, no.
 Brown, Rudy: (Flag Club) Atlanta, no.
 Brown, Les: (Midway) NYC, no.
 Bryson, Jack: (Tart) New Haven, Conn., no.
 Burt, Howard: (Ash-Trumbull) Detroit, no.
 Burdick, Johnny: (Club Edgewood) Albany, N. Y., no.

D
 D'Amico, Tony: (7 Seas) Hollywood, no.
 Dasso, Henry: (Windsor) Cincinnati, no.

E
 Caloway, Blanche: (Copley) Boston, no.
 Callaway, Bob: (Cotton Club) NYC, no.
 Candell, Joe: (Versailles) Hollywood, Fla., no.
 Cannon, Vic: (El Damp) Chi., no.
 Carr, Frankie: (Seven Cabins) Milford, Conn., no.

F
 Carlson, Bill: (Nichols) Minneapolis, Ia.
 Carter, Chuck: (Woodland) Boston, no.
 Casper, Bob: (Westwood Supper Club) Richmond, Va., no.
 Cash, Tommy: (Lake Park Casino) Fort Worth, Tex., no.
 Cas, Jay: (Governor Clinton) NYC, no.
 Coleman, Emil: (Waldorf-Astoria) NYC, no.
 Collins, Bernice: (Ansony) Atlanta, no.
 Coffey, Tom: (Crown) NYC, no.
 Cooney, Al: (Fountain Club) Detroit, no.
 Corneille, Paul: (New Cooper Club) Houston, Tex., no.
 Corwell, Joe: (Newhouse) Salt Lake City, no.
 Corwin, Eric: (Palman Health Inn) Palman Beach, N. Y., no.

G
 Courtney, Dick: (Rainbow Room) New Haven, Conn., no.
 Crutcher, Johnny: (Gilt-Carlton) Phila., no.
 Crocker, Mel: (Mistral) Salem, O., no.
 Crockett, Ramsey: (Grey Wolf Tavern) Sharon, Pa., no.

H
 Dakin, Jack: (Corktown Tavern) Detroit, no.
 Davis, Eddie: (Laroc's) NYC, no.
 Davis, Paul: (House of Jacques) Oklahoma City, Okla., no.
 Davis, Johnny: (Miami Club) Milwaukee, no.
 Deane, William: (Hamilton) Washington, D. C., no.
 Deas, Eddie: (Congo) Boston, no.
 DeLaur, Ed: (St. Nicholas) Denver, Ia., no.
 DeAngelis, Harry: (Copley-Square) Boston, no.
 Decker, Al: (Rainbow Room) NYC, no.
 Decker, Joe: (Walton) Phila., no.
 Derry, Tommy: (New Yorker) NYC, no.
 Dorney, Jimmy: (Adolphus) Dallas, no.
 Drummond, Jack: (Golfway House) Lake George, N. Y., no.

I
 Duda, Ed: (Vina) NYC, no.
 Durr, Dolph: (Green Derby) Cleveland, no.
 Dukes & Their Duches: (Dragon Oull) Corpus Christi, Tex., no.
 Duranda: (La Omega) Hollywood, no.

J
 Eby, Jack: (Roadside) West Miami Beach, no.
 Egan, Earl: (Club Arctic) Milwaukee, no.
 Egan, Joe: (Queen Mary) NYC, no.
 Egan, Fran: (Orion) Pittsburgh, no.
 Egan, Sam: (Hollywood) NYC, no.
 Egan, Freddy: (University Club) Albany, N. Y., no.
 Egan, Charles: (Harry's New York Cabaret) Chi., no.
 Egan, Sidney: (Victor Hugo) Los Angeles, no.
 Egan, Earl: (Versailles) NYC, no.
 Egan, Robert: (Frickhahn) Bunterville, Ala., no.

K
 Farnham, Mickey: (Silver Lake Inn) Glenwood, N. J., no.
 Parker, Bert: (Florence Room) Gibson City, no.
 Farnham, Eddie: (La Comp) Hollywood, no.
 Farnham, Dan: (Stratford) Springfield, Conn., no.
 Farnham, Fred: (Nathan Mann) New Haven, Conn., no.
 Farnham, Tom: (Home) Omaha, Ia.
 Farnham, Harry: (Piazza) San Antonio, no.
 Farnham, Al: (Florida) Miami Beach, Fla., no.
 Farnham, Poppy: (College Inn) Chi., no.
 Farnham, Jack: (Vernon Room) Boston, no.
 Farnham, Fred: (Crown) NYC, no.
 Farnham, Harry: (Beverly Hills) Newport, Ky.
 Farnham, Jerry: (Front St. Colonial) Toledo, no.
 Farnham, Earl: (El Mar) NYC, no.
 Farnham, Lou: (Grand) NYC, no.
 Farnham, Tom: (Troy) Los Angeles, no.
 Farnham, Fred: (Crown) NYC, no.
 Farnham, Sam: (Crown) NYC, no.
 Farnham, Sam: (Crown) NYC, no.
 Farnham, Sam: (Crown) NYC, no.

L
 Fredric, Jan: (Boulevard Tavern) Elizabeth, N. J., no.
 Fredric, Al: (Half Moon) Steubenville, O., no.
 Fulcher, Charles: (Colonial Club) Augusta, Ga., no.
 Funk, Larry: (Village Inn) NYC, no.
 Furry, Wendell: (Coca Marina) Jacksonville Beach, Fla., no.
 Furst, Joe: (The Brook) Summit, N. J., no.

M
 Gamble, Jack: (Lincoln Terrace) Pittsburgh, no.
 Garber, Jan: (Blackhawk) Chi., no.
 Gaspar, Dick: (Ambassador) NYC, no.
 Gates, Marjorie: (Royal Palm Club) Miami, no.
 Gaugh, Hugh: (Lookout House) Covington, Ky., no.
 Gendrea, Henri: (Colosimo's) Chi., no.
 Gerard, Gerry: (Top of the Town) St. Louis, Mo., no.
 Gillette, Jack: (Henry Grady) Atlanta, no.
 Gish, Billy: (Redell House) Grand Island, N. Y., no.

N
 Golden, Neil: (De With Clinton) Albany, N. Y., no.
 Golly, Cecil: (Arlene Box) Omaha, no.
 Gooden, Leonard: (Sibicouette) San Claire, Wis., no.
 Gooden, Ralph: (St. Moritz) NYC, no.
 Gooden, Aaron: (Bamba Club) Hollywood, no.
 Goodman, Henry: (Waldorf-Astoria) NYC, no.
 Gordon, Gray: (Stanley) Pittsburgh, no.
 Gould, George: (Old-Fashioned Cafe) Boston, no.
 Grant, Johnny: (Benny the Bum's) Phila., no.
 Grant, Frank: (El Tivoli) Dallas, no.
 Grant, Elmer: (Yumuri) NYC, no.
 Griffin, Jack: (Little Rathskeller) Phila., no.
 Griss, Murray: (Belmont Manor) Bermuda, no.
 Gruber, Johnny: (Perkins Club) Kansas City, Mo., no.

O
 Hall, George: (Ries) Houston, Ia.
 Hall, Earl: (Meadowbrook) Cedarbrook, N. J., no.
 Hamilton, George: (Stader) Cleveland, Ia.
 Hardy, Bob: (Washington) Boston, no.
 Harris, Phil: (Whitehall) Los Angeles, no.
 Harshbarger, Frank: (White Swan Club) Johnston, Pa., no.
 Heald, Horace: (Mittmore) NYC, no.
 Hendrick, Dick: (Pia-Mori) Cedar Rapids, Ia., no.
 Herbig, Ray: (Bill Green's Casino) Pittsburgh, no.
 Herman, Peter: (Casa Manana) Boston, no.

P
 Hoagland, Everett: (El Patio) San Francisco, no.
 Hobbs, Elmer: (Main Central) Astory Park, N. J., no.
 Hoff, Frank: (Orpheum) Springfield, Ill., no.
 Hoffman, Earl: (Vandoo Gardens) Chi., no.
 Holman, Herbie: (Claridge) Memphis, no.
 Holst, Ernie: (El Morocco) NYC, no.
 Horn, Ed: (Bona Vista) Blvd, Miss., no.
 Hughes, Merrill: (Oxley's) Brooklyn, N. Y., no.
 Hunter, Wilson: (Southern Dinner Club) Houston, no.
 Hunter, Bob: (Wonder Bar) Cincinnati, no.

Q
 Irish, Mac: (Charlotter) Millburn, N. J., no.
 Johns, Al: (Elizabet) Providence, no.
 John, Johnny: (Campbell's Dinner Club) San Fernando, Calif., no.
 Jaxon, Jack: (Boosevelt) Cedar Rapids, Ia., no.
 Jenny, Jack: (Ory's Club) NYC, no.
 Johnson, Johnny: (El Rio) NYC, no.
 Johnson, Peter: (Lone Star) Kansas City, Mo., no.
 Jody, Harold: (Jung) New Orleans, Ia.
 Jurpna, Dick: (Aragon) Chi., no.

R
 Kain, Paul: (Washington Park) Washington, D. C., no.
 Kain, Al: (Rose Bowl) Chi., no.
 Kardon, Oscar: (Olympic) NYC, no.
 Kassel, Art: (Hawthorn) Chi., no.
 Kavelin, Al: (Mills) New Orleans, Ia.
 Kay, Sam: (Commodore) NYC, no.
 Kay, Herbie: (Tavern) New York, no.
 Keane, Sonny: (Riot Club) NYC, no.
 Kennedy, Matt: (Vancouver) Vancouver, B. C., no.
 Kern, Larry: (Rainbow Recorders) Salt Lake City, no.
 Kerola, Ken: (Hollywood) Madison, Wis., no.
 King, Henry: (Palazzo) San Francisco, no.
 King, Jay: (The Brook) East Orange, N. J., no.

S
 Kinsey, Ray: (Washington) NYC, no.
 Kirby, John: (Pammy Dow) NYC, no.
 Kirk, Andy: (Garry) NYC, no.
 Knapp, Sam: (Southmore) Chi., no.
 Kuhn, Dick: (Aster) NYC, no.
 Kuris, Jack: (Victoria) NYC, no.
 Kyle, Billy: (Pine Grove) Detroit, no.
 Kyles, Kay: (Pennsylvania) NYC, no.

T
 Lala, Pat: (808 Club) Chi., no.
 Lally, Howard: (Pine o'Clock) Miami Beach, Fla., no.
 LaMar, Agate: (Ches Maurice) Dallas, no.
 Landa, Louis: (Coca) NYC, no.
 Lang, Ed: (El Mar) NYC, no.
 Lang, Teddy: (Club Cavalier) NYC, no.
 Langford, Sam: (Old Romanian) NYC, no.
 Langford, Sam: (Old Romanian) NYC, no.

U
 Layne, Lesse: (Crocetto's) South Beach, S. I., no.
 Laylor, Bert: (Piazza) Pittsburgh, no.
 Le Baron, Eddie: (Rainbow Room) NYC, no.
 Lee, Julia: (Milton's) Kansas City, Mo., no.
 Leonard, Marian: (Dreamland) Kansas City, Mo., no.
 Letley, Howard: (Orlando) Decatur, Ill., no.
 Levant, Phil: (Groves) Orange, Tex., no.
 Lewis, Sassy: (Royal Palm) Boston, no.
 Light, Enoch: (Tart) NYC, no.
 Lombardo, Guy: (Greenwell) NYC, no.
 Long, Johnny: (Staller) Buffalo, no.
 Lopez, Vincent: (Casa Manana) NYC, no.
 Loro, Sily: (Garde) New Haven, Conn., no.
 Los Ochocho: (Club Canch) NYC, no.
 Lott, Jimmy: (Oakdale) Augusta, Ga.
 Loveland, Archie: (Olympic) Seattle, no.
 Lutz, Bert: (Lexus) Boston, no.
 Lovry, Babe: (Avallon) Bryan, Tex., no.
 Lucas, Clyde: (Mark Hopkins) San Francisco, no.

V
 McCoy, Clyde: (Palomar) Los Angeles, no.
 McCune, Will: (Bossert) Brooklyn, no.
 McFarlane, Adrian: (Andrew Jackson) Nashville, Tenn., no.
 McFarlane, Tom: (Rainbow Grill) NYC, no.
 McFarlane, Frank: (Chateau Moderne) NYC, no.
 Melnitz, Dick: (Club Hub) Hollywood, no.
 Melnitz, Dick: (Harmon Beach) Detroit, no.
 McKee, Red: (The Edorado) Detroit, no.
 McKee, Bro: (Havana Casino) Buffalo, no.
 McKee, Jerry: (The Ozama) San Antonio, no.
 McShann, Jay: (Martin's) Kansas City, Mo., no.

W
 Manzanara, Jose: (Colony Club) Chi., no.
 Manse, Art: (Ollie's Inn) Poughkeepsie, N. Y., no.
 Mario, Ray: (Swing Club) NYC, no.
 Marshall, Joe: (Elroy House) NYC, no.
 Martin, Carl: (Club El Rio) NYC, no.
 Martin, Hugo: (Club El Rio) NYC, no.
 Martin, Lou: (Leon & Eddie's) NYC, no.
 Marshall, Harry: (Somerset) Boston, no.
 Marshall, Jack: (Detroit-Staller) Detroit, no.
 Martin, Dave: (St. George) Brooklyn, no.
 Mast, Freddie: (Hub Club) NYC, no.
 Mast, Herbie: (Silver Moon) Pueblo, Colo., no.
 Maya: (Monte Carlo) NYC, no.
 Mayhew, Nye: (Copley Plaza) Boston, no.
 Mayhew, Nye: (Cassa Louis Gardens) Stenerville, O., no.
 Meroff, Benny: (Golden Gate) San Francisco, no.

X
 Meyer, Vic: (Trianon) Seattle, Wash., no.

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

Y
 Miskoff, George: (Eversgreen Casino) Phila., no.
 Miller, Glenn: (State) Boston, no.
 Miller, Gene: (Waldorf) NYC, no.
 Millender, Lucky: (State Palace) NYC, no.
 Millington, Russ: (Black Cat) NYC, no.
 Mills, Jay: (Edgewater Beach) Chi., no.
 Molina, Leon: (El Patio) San Francisco, no.
 Molina, Carl: (Waldorf) NYC, no.
 Moore, Jerry: (Orchestrator) White Sulphur Springs, W. Va., no.
 Moon, Billy: (La Club) Grand Rapids, Mich., no.
 Moore, Art: (Webster Hall) Detroit, no.
 Moore, Eddie: (Eagles) Haca, N. Y., no.
 Morton, Gerry: (Beverly Hills) NYC, no.
 Morton, Hugh: (Anchorage) Pittsburgh, no.
 Moran, Russ: (White Horse) Kansas City, Mo., no.

Z
 Muro, Hal: (Athletic Club) Milwaukee, no.
 Murray, Francis: (Ten Eyck) Albany, N. Y., no.
 Murray, Charles: (Mon Paris) NYC, no.
 Myers, Lee: (Park Central) NYC, no.

A
 Nagel, Harold: (Pierre) NYC, no.
 Nelson, Paul: (Moonlight Gardens) Saginaw, Mich., no.
 Nelson, Orin: (Beverly Hills) Newport, Ky., no.
 Neils, Bert: (Grand Inn) Burlington, Ont., no.
 Neils, Leighton: (Staller) Boston, no.
 Neils, Stan: (Ball-Ball) Chi., no.
 Neils, Eddy: (Rit Kat Klub) Des Moines, no.
 Neils, Red: (Famous Door) NYC, no.
 Neils, George: (Village Celler) NYC, no.
 Nottingham, Gary: (Bal Tabarin) San Francisco, no.

B
 O'Hara, Ray: (Greenwich Village Casino) NYC, no.
 Olms, Major: (Webster Hall) Pittsburgh, no.
 Olsen, George: (Drake) Chi., no.
 O'Connell, Harry: (Beverly-Whitire) Los Angeles, no.
 O'Connell, Freddie: (New Windmill) Michigan, no.
 O'Connell, Leon: (Pepper Tree Inn) Riverside, Calif., no.

C
 O'Connell, Don: (Palm Beach) Detroit, no.
 O'Connell, Ed: (America) NYC, no.
 O'Connell, Harry: (Beverly Rochester, W. Y., no.
 O'Connell, Central Park Casino) NYC, no.
 O'Connell, Bobby: (Piazza) NYC, no.
 O'Connell, Eddie: (Commodore) Cleveland, no.
 O'Connell, Fred: (Crocetto) Boston, no.
 O'Connell, Don: (Oranmore) Chi., no.
 O'Connell, Paul: (Palace) San Francisco, no.
 O'Connell, Sam: (Club Zorpe) Hollywood, no.
 O'Connell, Tom: (Dupper) Wilmington, Del., no.
 O'Connell, Jimmy: (Piazza) Pittsburgh, no.
 O'Connell, Fred: (Medina) Chi., no.
 O'Connell, Ray: (Crawford House) Boston, no.
 O'Connell, Bob: (Dasher Walck) Columbia, O., no.

D
 O'Connell, Vic: (Warwick) NYC, no.
 Powell, Eddie: (New Riverside) Sprad Eagle, Wis., no.
 Price, Jack Arnold: (Berkeley-Carter) Astoria Park, N. J., no.
 Prince, Graham: (Show East) Forest Hills, L. I., no.
 Prima, Leon: (Bradford Penthouse) Boston, no.
 Prima, Louis: (Jiltabag House) Hollywood, no.

E
 Ramona: (Book-Cadillac) Detroit, no.
 Randolph, Johnny: (Casanova Club) Ft. Worth, Tex., no.
 Rapp, Barney: (State) NYC, no.
 Rapp, Carl: (Ural) Salt Lake City, no.
 Rapp, Bill: (Club Continental) New Haven, Conn., no.
 Ray, Al: (Lexus) Troy, N. Y., no.
 Rehak, Jacques: (Cocooner) Grove, Boston, no.

F
 Reyes, Chico: (Continental) Detroit, no.
 Reynolds, Maurice: (Dreamland Gardens) Coeconda, N. Y., no.
 Rhoads, Joe: (Yacht Club) NYC, no.
 Rhoads, Jimmy: (Commodore Perry) Toledo, no.
 Riley, Mike: (Stanley) Pittsburgh, no.
 Rimes: (Hollywood) NYC, no.
 Robbins, Billy: (Crocetto) Worcester, Mass., no.
 Roccaforte, Joseph: (Cameo Cafe) Framingham, no.

G
 Rodrigo, Nono: (Havana-Madrid) NYC, no.
 Rogers, Eddy: (Syracuse) Syracuse, no.
 Rogers, Harry: (Half Moon) Coney Island, N. Y., no.
 Rogers, Eddy: (Roosevelt) New Orleans, no.
 Roche, Karl: (Westminster) Boston, no.
 Rollin, Adrian: (Piccadilly) NYC, no.
 Royal Palm Boys: (New William) Toledo, no.
 Royal Ambassador: (Village Brewery) NYC, no.

H
 Ruby: (Palm Springs Club) Palm Springs, Calif., no.
 Sachs, Coleman: (Billings) Birmingham, no.
 Salamek, Tom: (Blue Meadow Club) Lexington, Ky., no.
 Salamek, Agostino: (Caban Casino) NYC, no.
 Sany, Sultan: (Savoy) NYC, no.
 Schenk, Frankie: (Aragon) Lima, O., no.
 Scoggia, Chas: (Show Boat) Fort Worth, Tex., no.
 Scott, Hazel: (State Palace) NYC, no.
 Scott, Artie: (Lincoln) NYC, no.
 Shelby, Lou: (Hollywood) NYC, no.
 Sherman, Maurice: (Oriental Gardens) Chi., no.
 Siegel, Irving: (Herby's) West Palm Beach, Fla., no.

I
 Sills, Buddy: (Races Club) Omaha, no.
 Skinner, Fred: (Couri) Hollywood, no.
 Smith, Joseph O.: (La Rex) NYC, no.
 Southern Gentlemen: (Merry Garden) Chi., no.
 Spencer, Paul: (Kin Wa Low) Toledo, no.
 Spinks, Dick: (Cibola) Cincinnati, no.
 Spinks, Dick: (Hollywood) NYC, no.
 Steel, Leonard: (F. Shelby) Detroit, no.
 Steel, Blue: (Westwood) Little Rock, Ark., no.
 Stipes, Eddie: (Frankie's) Toledo, no.
 Stipes, Ed: (Brown) Louisville, no.
 Stucky, Joseph: (St. Francis Drive) San Francisco, no.
 Stutz, Dick: (Brown Derby) Boston, no.
 Stryke, Don: (Bertolotti's) NYC, no.

J
 Thompson, Lang: (Blackstone) Fort Worth, Tex., no.
 Three Blades of Rhed: (Skyrocket Club) Chi., no.
 Three International: (Park Central) NYC, no.
 Tidona, George: (Store) Kansas City, Mo., no.
 Tisdale, Tris: (Coo Ridge) NYC, no.
 Titch, Carl: (Crocetto) Washington, D. C., no.
 Titch, Norman: (St. Chico) Birmingham, N. Y., no.
 Towne, Loren: (El-Mo Club) Wichita, Kan.
 Tolbert, Steve: (Plantation) NYC, no.

K
 Tracy, Jack: (Broadmoor) Denver, no.
 Travers, Ted: (Lookout House) Covington, Ky., no.
 Tremmer, Frank: (St. Anthony) San Antonio, no.
 Tricker, Gertrude: (Palmer House) Chi., no.
 Two Marines: (Onesto) Canton, O., no.

L
 Valle, Rudy: (Cocooner) Grove, Los Angeles, no.
 Valasco, Emil: (Dancehall) Hammond, Ind., no.
 Venuti, Joe: (Belmont Plaza) NYC, no.
 Villanyi, Bela: (Hungary) NYC, no.
 Vintner, Victor: (El Bardi) (Sportsman's Inn) Galveston, Tex., no.
 Vouras, Nick: (Coo Ridge) NYC, no.

M
 Walker, Herman: (Lucille's Paradise) Kansas City, Mo., no.
 Wallace, Rudy: (Trocadero) Boston, no.
 Walker, Paul: (Yacht Club) NYC, no.
 Walton, Jack: (Schnee) Pittsburgh, no.
 Walton, Vern: (The Tavern) Reno, Nev., no.
 Waples, Bud: (Marquette) St. Louis, no.
 Ward, Frankie: (Bradford Penthouse) Boston, no.
 Weber, George: (Henry) Pittsburgh, no.
 Weber, Ralph: (Rainbow) Detroit, no.
 Weeks, Renny: (Club Mayfair) Boston, no.
 Weiss, Ted: (St. Francis) San Francisco, no.
 Webster: (Laramie) NYC, no.
 West, Ray: (El Oasis) Hollywood, no.
 Wharton, Harry: (Village Bar) Phila., no.
 Whitsand, Peter: (Queen's Terrace) Framingham, no.

N
 Widmer, Gus: (Piazza) Cheyenne, Wyo., no.
 Wilder, Sam: (Hofbrau) San Diego, Calif., no.
 Williams, Gus: (Shawnee) Springfield, O., no.
 Williams, Cliff: (Trianon) Chi., no.
 Williams, Olem: (Arcadia-International) Phila., no.
 Williams, Ode: (Esquire Club) Toronto, Ont., no.
 Williams, Ernie: (Subway) Kansas City, Mo., no.
 Wilson, Sam: (Coronado) St. Louis, no.
 Winston, Jack: (Albena Athletic Club) Oakland, Calif., no.
 Wintz, Jack: (Top Hat) Union City, N. J., no.
 Wood, Orr: (Arcadia) NYC, no.

Music in the Air

By DANIEL RICHMAN

Swing It

FOR the dyed-in-the-wool swing cotone... those who labor under the delusion that it Goodman, Dorsey, Shaw & Co. play it, it must be swing (regardless of whether it actually is or not)—this has been a banner season. Practically every name swing band has forsaken the nomadic call to settle down on locations, and the midnight air is filled with scorching clarinet rides, ceiling-reaching trumpets and sock choruses in a measure full enough to satiate even the most voracious jitterbug.

But, while it probably isn't noticed by those dial-enthusiasts to whom the names of Benny, Tommy, Artie, etc., are synonymous with swing, these standard bearers of the band world exhibit the shrewdness that helped to put them on top by favoring their late-hour remotes with enough straight dance music to satisfy listeners whose musical tastes don't embrace swing alone. They beat it out on nocturnal networks sufficiently to stem any revolt against them in jitterbug ranks, but they're also endeavoring to whet the musical appetites of gourmet who crave a more diverse popular music menu.

Goodman the Great

Altho the dance remote format is unaltered even on the programs of the royalty of swing, an intangible impression of smugness—not entirely inexcusable—is received, particularly in the case of BENNY GOODMAN (Empire Room, Hotel Waldorf-Astoria, New York, WABC). The attitude that permeates the half hour is one of acknowledged greatness going thru its paces for its acknowledgers. No catch phrases, no elaborate announcer build-ups, the great EG is on the air and that is ample. The fact that is band lacked, when caught, much of its drive and sparkle—due to present internal disorders—didn't seem to matter to the general air of importance.

The Goodman trio and clarinet, plus Martha Tilton's vocals, take the broad-cast out of the repetitious rut into which so many lesser lights sink. Benny wisely holds back the trio's number, to many the piece do resistance of a Goodman program, until nearly the end of the 30 minutes, which practically guarantees a hands-off policy in regard to the dial.

In a Better Groove

Turning in better other performances were TOMMY DORSEY (Terrace Room, Hotel New Yorker, New York, WOR) and RED NORVO with MILDRED BAILEY (Famous Door, New York, WABC). The same spirit of "This is Dorsey, no more need be said" ran thru that sentimental gentleman's swing discs, but he lived up to it much more than Goodman. From the variety angle Tommy also excelled, for in addition to the comparative elements of the Clambake Seven, the Dorsey trombone and Edythe Wright, there are also Jack Leonard for contrasting vocals and the famous Maria style of ensemble warbling. They all make for a well-rounded broadcast and swell listening.

Norvo and Bailey also bring something more than aimless tune dispensing to their network time, with Red's xylophone, Mildred's superior voice—and the vocals of Terry Allen and John Palmer for added spice. When a band offers as much diversity as this, plus ace music in the modern groove, tuning-in on it is not only enjoyable but compulsory.

Easy on the Ears

ARTIE SHAW (Blue Room, Hotel Lincoln, New York, WJZ) hasn't an organization capable of as many extracurricular tricks, but he does have one that can sock over swing music that is extra easy on the ears, and he has his compelling clarinet. With them he proves that while added features are a big help to an unseen band they aren't absolutely necessary to make listening a pleasure, provided, of course, that what the band delivers in the way of straight, unembellished music is out of the top drawer. Shaw's dansapation is, and he needn't worry about having the off-switch snapped on him.

Currently fanning the night air with a well-selected potpourri of burning swingers and pop tunes is GLENN MILLER (State Ballroom, Boston, WABC). The melange runs the whole gamut from sizzling items like King Porter Stomp to novelty lyric numbers and fast-tempo ballads. It's half an hour of sheer swing, and one of the better programs of its kind available to dialers these pre-Christmas eve.

The Reviewing Stand

Little Jack Little

(Reviewed at Trianon Ballrooms, Chicago)

LITTLE and his present collection of Li footers handle themselves in a capable manner, giving out with some very danceable tempos but in a rather uninspired way. Ork needs dressing up on the showmanship side. A gal vocalist or someone to serve as a sort of spark plug for the group would more than sell this crew to a bunch of hoofers because musically the stuff is there and it's mellow.

A four, four, three combo with an extra added piano for Little is the lineup here and the style is cornily sweet. Leads have no trouble striking the right groove for the lokies, making it easy to swing your partner. Little spends his time between the keyboard and the mike, singing his ballads in his own quiet way. His ivory work is as good as over, but as an ork leader he has some rough sides that could stand polishing. Boys are sort of left on their own, with Little pacing up and down the platform not doing anything much between his vocals and piano sessions.

Library shows taste, with lots of pops linked up with a few old ones. Distinctive arrangements are also part of the scheme and the musicians prove adept and well rehearsed at handling them. But it just misses having that certain little something which would sell it in the high brackets, tho it definitely is a good band to listen to, Humphrey.

Leighton Noble

(Reviewed at Hotel Statler, Boston)

NOBLE has 10 well-versed instrumentalists and offers a varied program running from swing to the most tantalizing waltz. Also carries Arthur Murray's Dancers demonstrating the new dance steps and four vocal features in Edith Caldwell, Chick Floyd, Johnny Macafee and the Noble Trio. Directs his band splendidly and with an ease and grace totally lacking in the artificiality so often present in conductors. Bill.

Leo Deslys

(Reviewed at LeMirage Club, New York)

FORMERLY of Deslys and Clark, song-and-piano team, Deslys preens here as a maestro. Fronts a 10-piece combo comprising five brass, three sax, three siddles and four rhythm. He doesn't essay to play any instrument, being content merely to wave the wand and participate in the floor show—serving as emcee and singing the saucy ditties so dear to East Side cafe society.

Obviously good musicians, but the band is not exceptional as a whole. Being a slap-together outfit, they may

whip into shape in time. As it is, they dish out danceable and listenable music of the smooth and sweet type but nothing more. Band breaks off into several smaller combos for relief music.

Ork is being pointed for society work, and with Deslys' smart set background and following should manage to hold its own in that field of competition. Dena.

John Kirby

(Reviewed at Famous Door, New York)

AFTER a sojourn at the Onyx Club John Kirby moved his boys a few doors up West 52d street to take another famous stronghold of swing by storm. Competition here is a little bit stiffer, but occupying the same stand with Moggs and Bailey doesn't seem to bother this six-piece septa crew any. It turns out a grade of swing that calls for no apologies.

Ork employs the talents of Buster Bailey on clarinet; O'Neil Spencer, drums; Charlie Shaver, trumpet; Billy Kyle, piano; Russell Procope, tenor sax, and Kirby on bass. Each is an accomplished swinger, and singly or ensemble they deliver attention-compelling music. Library contains mostly stomps, but an occasional pop tune comes to the fore and doesn't suffer by comparison. For a small combo band goes in for an unusual amount of shading and clever phrasing that is not only surprising but plenty effective.

Kirby doesn't miss out on the showmanship angle either, with Spencer carrying on the Cozy Cole technique of wearing a derby and continuing his drumastics for some minutes after the rest of the boys have left the stands.

Sartorially, Kirby makes a mistake in having his men in tuxedos while he wears a business suit. Idea apparently is to let the populace know who he is, but that could be accomplished much more attractively if a white tux jacket served as the mark of distinction. Richman.

Leo Pieper

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

SINCE breaking away from his brother's band (Gene) earlier this year to strike it out on his own, Leo Pieper is slowly but steadily building a rep in this territory. Tempered by an accordion in the hands of the leader, his music is of the jingling-sweet type, first popularized in these parts by Lawrence Welk.

Outfit is not heavy on distinctive arrangements, but gives out smoothly on the stock stuff and satisfies the gum mangers and better. Leo, a handsome lad, gives out an occasional song. Other members of the entourage just play. Oldfield.

Foursome Dispenses Dansapation At Hollywood Rest., New York

The musical aggregation at Hollywood Restaurant can almost be described as a "festival of music," what with four bands doing quick changes among themselves without the customers being made aware of it until the change in various styles sets in. The customers can't help but get hep quickly, because each style is distinctive. The aggregations are Leo Shelley, Segar Ellis, Red Stanley and Cro Rimas, the latter spore of a unit show because the group, in addition to dispensing Cuban dansapation, also serves as a swell floor-show fare.

In the order named, Shelley's podium assignments are strictly smoothie stuff, relying on musical dips and flips to pup over what he pleases to distinguish as "Shelley Shuffle Rhythm." The crew is confined in step to orthodox proportions, and has a smooth and easy flow of rhythmic interpretation that is extremely listenable as well as danceable. Shelley, fronting and doubling on the violin, keeps up a harmonious tempo thruout.

Ellis' major task is accompanying a long floor show, and despite the popular suspicion of drowning brass, his band (of 10 brass) manages to come thru with a neat job as supporting agent to the long entertainment fare. This is the first all-brass band to invade a major Broadway night spot in many moons, and from the reception accorded, it appears to be hot for what may be a long and happy life.

And for the specialties, and the shot in the arm in the floor show, Rimas and his outfit of Cuban jitterbugs provide a solid session of Cuban musical juice that includes instrumental novelties and dancing specialties, as well as hot rumbas. Three girls work excellently with the orchestra on the hip-shaking chores.

Stanley and a six-piece crew are in charge of the music (without dancing) at the Hollywood Deck, the downstairs glorified grill and oyster bar. Ork finds its setting on a raised stand on the back of a ship perched aftwise. Stanley's salts are confined to playing music that can be heard above the gurgling of beer, and the emphasis is on pop tunes more than a distinctive style. In the main, however, they do well in the spot, and those interested in hearing a good band with their sandwiches are well satisfied. Zett.

Off the Records

By M. H. ORODENKER

Hot Jazz Reissues

IN THE throes of a royalty tanglement with the music publishers, the wax-works are digging into their musty master files for reissues that at one time made booty for collecting cats. However, do not be taken in by all the revivals, most of them hardly worth the point of a needle. But on the safe side we find Bluebird's reprinting of Hello, Lola and One Hour by Red McKenzie, the comb and tissue virtuoso, and his Mount City Blue Blowers. Date of original issue is marked on the label, a swell gesture that should be standardized on all repressings. Personnel for this jam session included such greats as Pee-Wee Russell, Gene Krupa, Glenn Miller and Coleman Hawkins. The beautiful phraseology of Hawkins' tenor saxing for the latter side is tenor-ax playing at its best. And if memory serves it's the first time a colored artist sat in with a pale-face crew for recordings. Side was a major attraction among musicians in those days (1929) and still packs a taste of interest today. (See OFF THE RECORDS on page 77)

Dansant Doubles as Nitery With a 10c Minimum Policy

BUFFALO, Dec. 17.—Glen Park Ballroom, five summer dansant at near-by Clarence, refused to give in when old man winter blew his cold breath. Harry Altman, proprietor, transformed the dance hall into a night club. Operated in country-club style in every manner except price. With a minimum charge of just 10 cents and no cover charge, spot has become an immediate hit.

Over 1,200 snatched in on the first Saturday night. Altman has Bunny Wilson on tap for the music and a floor show every night—and is plainly satisfied with the peanut takes till the regular dancing season rolls around again.

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ROAD PLANS STILL MULLED

Theater Council Has Plenty of Suggestions But No Action Yet

Touring set-ups proposed by Gillmore, TMAT and Dullzell head the field at the moment—combination may be the way out—Hollywood tie-up still on ATC agenda

By SYLVIA WEISS

NEW YORK, Dec. 17.—Forging ahead with its resolution to find a workable plan for bringing back the road, the American Theater Council is mulling over various programs which have been weeded out from a barrowful of suggestions made at and since the second annual convention. Primary consideration is being given Frank Gillmore's return-to-stock-company proposition, the Theodore Mitchell plan proposed by the Theatrical Managers, Agents and Treasurers union, and the Paul Dullzell recommendation favoring co-operation which will induce picture

Gillmore's suggestion calls for united action of 10 managers willing to send out a show each under the auspices of the American Theater Council. He advocates a return to the pioneering method of touring groups 15 years ago, making one-night stands with revivals of old hits in communities not being serviced by road companies now but which have expressed desire for fresh entertainment. To insure audiences and houses, Gillmore indorses the moves ATC has already taken toward communicating with civic and cultural minded groups and getting them to make arrangements with local theater operators to book the available shows. The plan, Gillmore admits, won't do the miraculous job of reviving the road in one season, but he feels it can do a great deal to crystallize sentiment in that direction.

As detailed by TMAT, the Theodore Mitchell plan, named in honor of the union's first president, offers TMAT members as advance men to organize subscription audiences, man houses and get a whole road program into working order in co-operation with local representatives of civic groups. When program is sufficiently established and running smoothly TMAT would turn the show over to local names to carry on in their "public spirited crusade."

Furthest along in ATC mullings is Dullzell's plan. The executive secretary of Equity argues that the trade may just as well recognize the existence of the motion picture industry, curry its favor and show it that by co-operation, by subsidizing stock companies, the picture producers would be building up a supply of talent for themselves along with any aid they might give road-legit. This idea has reached the stage where Equity resolved that ATC appoint a com-

Ashton Play Clicks

NEW ORLEANS, Dec. 17.—The premiere of *The Best Cup*, a three-act farce co-written and directed by a FTP area director, Herbert Ashton Jr., drew high praise from the press critics Monday night when the play opened for a week at the St. Charles Theater. It is about a rich man who is driven out of his wits by the noises of a busy community. When he goes to the country for relief he finds the moos of cows, airplane drones and shouting farmers equally upsetting. Charles Nielsen, Harry A. Huguenot and Maud Hollingsworth, out of cast of about two dozen, do outstanding parts, with Nielsen taking lead. Ralph Belmont is co-author.

Six Weeks for Louisville Op

LOUISVILLE, Ky., Dec. 17.—At the annual meeting of the board of directors of the Louisville Park Theatrical Association Charles R. Bortoff was re-elected president. (See SIX WEEKS on page 63)

Montreal Is Yes and No

Plenty show dough, but it demands names—other attractions starve to death

MONTREAL, Dec. 7.—This city, which used to be on the circuit of major Broadway try-out towns some years ago, will and won't support theatrical attractions, a contradiction in terms which derives from the experience of the last month or so locally. There is plenty of cash here, and some showmen have got it, while other didn't, although they deserved to.

Sonja Henle's *Hollywood Ice Revue* whistled into town to be greeted by a treasurer's report of some \$35,000 advance sale. Show was assured, after the fade-out Monday night, of a gross take of \$60,000 in three performances at the Forum. The hockey rink was stacked with humanity, with standing room five deep at \$1.25 per pair of feet. A brilliantly produced affair, the revue found Miss Henle in exceedingly high spirits and superb form. Bert Lang did a swell advance press-agency job which plainly helped.

Another bright star on the theatrical horizon is the forthcoming visit of Helen Hayes in *Victoria Regina*. Show isn't due here until the day after New Year's, but when the advance mail orders were opened at His Majesty's Theater last week there was nearly \$8,000 worth of orders—a mall business, so far as can be discovered, never exceeded in these parts.

At the other end of the box-office spectrum are such shows as Phil Baker's *Idiot's Delight* and Gladys Cooper's *Spring Meeting*. The former did a nice

(See MONTREAL IS on page 51)

"Niobe" Weeps—But Why?

PITTSBURGH, Dec. 17.—Former radio scripter Tom Wilmot shows talent for stage writing in his first long play, *And Niobe Wept*, premiered at Playhouse for three-week run under direction of Frederick Burleigh.

Plot centers about hard-willed mother whose biased love for first-born black-sheep son converts model brother into split personality, while hysterical hate and thwarted love build drama of interesting but increasingly vague conclusion. Author pens natural dialog and reveals knowledge of writing technique sound enough to hold audience most of time. He also develops acceptably contrasting comedy and serious scenes, but seems uncertain about his theme. So was the audience at final curtain, after being encouraged into sticking by first act that was good except for unreasonably quick love-at-first-sight incident.

Direction was further revelation of Burleigh's knowing good theater. Promising performance by Paul Forrest and thoughtful jobs by Dorothy Scott, Margaret Doehler and Edward Komperda were cast standouts. *Morion Frank*.

"Cradle" in Detroit

DETROIT, Dec. 17.—Detroit got its first glimpse of proletarian opera this week with a Contemporary Theater production of *The Cradle Will Rock*. Play was directed by Louis Harmon, with Marc Blitzstein making a brief visit a week before opening to look over the rehearsals. Musical direction was by Carl Miller and sets and costumes by James Doll.

This is the first production by Contemporary Theater in its new playhouse and is slated to run for 10 weeks, giving performances Friday, Saturday and Sunday nights. This makes it the most ambitious project undertaken in seven years of production. Booking of sponsored nights by unions and other organizations for future weeks indicates that the play will be a definite financial success. Operating costs have been kept down to \$2,500, including rental.

From Out Front

By EUGENE BURR

A few weeks ago Richard Watts Jr., of *The Herald-Tribune*, wrote a fine column in which he discussed criticism and the need for subjectivity in its practitioners. No reviewer, he claimed with what seems to this corner absolute truth, can possibly be entirely objective in his approach to any given work of art, and, more than that, no reviewer should be. All of the man's background, as Mr. Watts excellently said, colors and changes and conditions his reaction to the art work under consideration, and the reader must know the reviewer—his prejudices, modes of thought, and mental and emotional make-up—in order to see with any clarity the things that he reviews.

If he refuses to admit his own prejudices, the reviewer is dishonest; if he tries to avoid them, he is a fool. Even if he could transcend humanity and suppress them completely, he would accomplish more harm than good; for there can be no absolute critical standards in any art, and such a frigid automaton as he would make himself would be entirely incapable of experiencing, much less evaluating, the emotional content of an art work.

All this and much more was indicated by Mr. Watts far better than it can be summarized here; his column was a permanent signpost to all readers of reviews—and it also reminded me of a self-imposed duty that I have neglected for an unreasonably long time—for five years, to be precise.

Almost eight years ago, just a month after indicting my presence upon *The Billboard* and its readers, I wrote a column which, much less effectively, tried to say the same thing, and at the time I promised myself that I would reprint it at least once every three years, for so long as I was permitted to receive free seats and thereafter insult the donors. The decision was reached not because I felt the column was in itself worthy of being reprinted, but merely because it stated, with a brevity that may come as a welcome relief to constant readers, the primary lesson that must be learned by all followers of criticism. It was to be run recurrently, in short, as a warning to readers of all types of reviews, from my own humble efforts to the world-staggering pronouncements issued by George Jean Nathan for the small group of intellectuals who have discovered the recondite delights of the week-end supplement published by William Randolph Hearst's *Journal-American*.

Anyhow, getting its first reprint approximately five years late, here it is:

"Somewhere Oscar Wilde once said—or if he didn't he should have—that criticism is merely a mode of autobiography. In other words, the critic, no matter how objective he may try to be, tells more about himself than he does about the show or novel or motion picture he is reviewing. Criticism is merely a matter of opinion—sometimes expert opinion, but more often, unfortunately, not—and it is valuable only if it tells us that and nothing more.

"There can be no absolute standards in judging a show, no more than there can be absolute standards in judging a necktie or a future wife. To grow plattitudinous—or a little more plattitudinous, if you'd rather—one man's meat is another man's poison. But the ancient who said that tastes differ voiced a truth that is very seldom taken into account by the folk who rabidly follow the critics.

"What does a criticism amount to when you boil it down? Merely the opinion of one man on the merits or demerits of a certain play. The man in question may have been selected because he knows more than the average about such things, but the fact remains that his readers have opinions of their own. Or at least they should have. And if they differ, there's nothing to be done about it; they're as liable to be right as he is.

"Or, rather, neither one nor the other is either right or wrong. There can be neither right nor wrong when judging what is sometimes euphemistically referred to as a work of art. You can merely say 'I liked it' or 'I didn't like it' and let it go at that. It's possible to tell wherein it differed from your own notions of what is right or wrong on the stage, but there is no possible way of telling whether your notions happen to be the right ones. You can say a thing would have been more effective if it had been done differently, but what you really mean is that it would have been more effective to you. That it was more effective to the author the way it stands is obvious. And there may be plenty of other people who agree with him.

"The only way, then, to read a criticism is to get a line first on what sort of animal the critic happens to be. If he is like you in his mental and emotional make-up, the chances are that you will agree with him in his opinions, his reviews. If he is unlike you, your reaction to any given show will be different, and no one can say which of you is right.

"The critic can, however, tell approximately what the show or the novel or the motion picture is about—and thru that, if you manage to see thru his own beliefs to the facts of the performance, you can create an opinion of your own. Or you can listen to his reasons for his judgment—if he gives them, which is seldom these days—and be convinced or unconvinced as the case may be. But you can make his opinion of the finished production your opinion only insofar as you first reflect it thru the personality of the reviewer, as you have learned to know that personality from his previous reviews."

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BROKERS SPROUT WINGS

Agents Win Equity War

Council reneges — reports quarterly and only approximate salaries to be given

NEW YORK, Dec. 17.—To prove to the Theatrical Artists' Representatives' Association that Actors' Equity is not out to throttle agents, council this week backed down on its original demands for monthly reports of engagements and listing of salaries, thereby, according to opponents of the compromise, rendering its check-up a toothless clerical headsache.

Hereafter agents will be required to submit reports quarterly instead of monthly and record salaries in approximate figures only. Agents argued that their Equity clients objected to the revelation of their income, forgetting that Equity office gets a triplicate of all contracts anyway. Council forgot, too, and gave way to the persuasion.

Agents wonder how Equity can now make accurate calculations on commissions due if salaries are to be listed so indefinitely. One disappointed Equityite pointed out that the new arrangements just add to the office's clerical complications, with no definite advantage gained.

K. C. Legit Hits For New Records

KANSAS CITY, Mo., Dec. 17.—With three plays signed for performances next month in the Music Hall of Kansas City's Municipal Auditorium, a banner 1938-39 legit season appeared assured here this week. George M. Cohan will start the new year off with four performances of *I'd Rather Be Right*, set for January 2, 3 and 4, including a matinee. Follower will be *Whitecoats*, with Ethel Barrymore, January 12 to 14. Also due for four performances is the

(See K. C. LEGIT on page 51)

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.

| BROADWAY RUNS | | |
|---|----------|-------|
| Performances to December 17, inclusive. | | |
| Dramatic | Opened | Perf. |
| <i>Abie Lincoln in Illinois</i> (Broadway) | Oct. 15 | 75 |
| <i>American Landscape</i> (City) | Dec. 3 | 15 |
| <i>Booker T. Wash. (Broadway)</i> | Dec. 25 | 37 |
| <i>Hallel (M. J. J. J.)</i> | Oct. 12 | 70 |
| <i>Home, Come, Be Crowned</i> (Broadway) | Dec. 7 | 14 |
| <i>Kiss the Boys Goodbye</i> (Miller's) | Sept. 28 | 84 |
| <i>Our Wife</i> (Palace) | Oct. 10 | 30 |
| <i>Rocked to the Moon</i> (Delano) | Nov. 24 | 26 |
| <i>Spring Meeting</i> (Manhattan) | Dec. 8 | 12 |
| <i>Tobacco Road</i> (Broadway) | Dec. 4 | 2040 |
| <i>Victoria Regina</i> (return) | Oct. 3 | 87 |
| <i>What a Life</i> (Edwards) | Apr. 15 | 281 |
| Musical Comedy | | |
| <i>Boys From Syracuse</i> (Theatre) | Nov. 22 | 30 |
| <i>Great Lady</i> (Majestic) | Dec. 1 | 20 |
| <i>Madame Pompadour</i> (Winter Gar- den) | Sept. 22 | 100 |
| <i>I Married an Angel</i> (Shubert) | May 11 | 284 |
| <i>Knechtelbacher Holiday</i> (Barry- more) | Oct. 19 | 60 |
| <i>Leave It to Me</i> (Imperial) | Nov. 0 | 42 |
| <i>My Gal Got the News</i> (Music Box) | Sept. 24 | 59 |
| <i>Pre-Christmas Layout</i> | | |

AEA Seeks Change In 4A Card Clause

NEW YORK, Dec. 17.—Actors' Equity membership sought to reverse the organization's previous stand on interchangeability of cards in a resolution passed at yesterday's second quarterly meeting at the Hotel Astor, making council to appoint a committee to take the initiative in overtures to the Associated Actors and Artistes' Association. Move is tacit admission of failure of pact signed by AEA, SAG, AFRA, APA and AQMA at reorganization of Four A's about a year ago and a prod for AEA execs who have held that interchangeability would work to Equity's disadvantage.

Agenda included, besides interchangeability resolution, endorsement of council's intention to tighten up control of agents and enforce punitive measures against both members and agents, discussion of Federal Theater Project conditions and a report on doings of the American Theater Council.

TA Gets \$1,500 From Chi Show

CHICAGO, Dec. 17.—Theater Authority finally obtained a flat fee settlement of \$1,500 this week for its share of Mayor Kelly's annual *Nights of Stars* benefit at the Chi Stadium this Wednesday, and the various actors' unions have lifted the ban on their members appearing. Deal was worked out on basis of Stadium's seating capacity of approximately 15,000 at \$1 per head. Up to a \$10,000 gate TA receives 15 per cent, over that it gets 10 per cent. In this case receipts will probably far exceed \$18,000, figuring that several of the duets will go under the hammer for many times the actual admish, but to accomplish its end TA decided to let that go by the boards.

TA is now bearing down on all benefits at this end, and several violation cases have been cited the past few weeks, among which were Willis Shore, Franco Suters and Sam Bramson, of the William Morris Office.

TA's proceeds from this benefit are the first checks garnered from Chi. The \$1,500 will be split, \$750 going to the New York headquarters for distribution among the various actors' charities, and the remaining \$750 staying in the local charity fund.

Frisco Fair's Legit Boom

SAN FRANCISCO, Dec. 17.—Plans to bring Broadway plays here for the exposition year have been announced. Already contracted are *Kiss the Boys Goodbye*, *White Oaks*, with Ethel Barrymore; *Frank Craven in Our Town*, and *Shadow and Substance*, starring Sir Cedric Hardwicke.

Negotiations are also said to be under way for a San Francisco engagement of Opus Welles and his Mercury Theater company.

Plan To Angel and Produce Own Shows, Buy Theater, Lower Top

Ticket men's association now negotiating deals for a theater and a show—would guarantee actors eight weeks—effort to break effects of League's code

NEW YORK, Dec. 17.—By January 1 the Associated Theater Ticket Agents Inc. will extend itself along the Broadway sector in the new roles of theater operator, managing producer and legit angel, if present plans go thru. Negotiations have been under way since Wednesday. Widespread advertising campaign to accompany the trade innovation would follow the signing of deals, which are expected by the brokers to have the endorsement of Actors' Equity Association. Bid for the union support will include, among other stipulations, a guarantee of eight weeks' salary for the actors.

OUT-OF-TOWN OPENINGS "Merchant From Yonkers"

(Colonial Theater) BOSTON

A farce in four acts by Thornton Wilder. Directed by Max Reinhardt. Settings by Boris Aronson. Presented by Herman Shumlin as the third in a series of plays offered by the Theater Guild and the American Theater Society. Cast: Percy Warram, Bartlett Robinson, Philip Coolidge, Carrie Weller, Tom Ewell, Frances Harrison, Joseph Sweeney, Jane Cow, John Gail, Jane Walker, Nydia Westman, Edward F. Nannary, Max Wilson, Peter Struwal, Malda H. Reade, Minna Phillipa.

Jane Cow, returning to the scene of many former triumphs, the Colonial Theater in Boston, has lost no wit of her old charm, and the audience which greeted her in *The Merchant From Yonkers* on opening night gave evidence of this fact. Of her vehicle, a new play by Thornton Wilder, it is rather more difficult to commit oneself.

The Merchant From Yonkers has within it great possibilities. It is exquisitely written and has some of the most beautiful, witty, delicately imaginative lines yet heard this season. It is well done, splendidly acted and filled with possibilities and yet it lags and sags at times, and there are moments (which seem longer) when the audience is frankly and openly tired. The play was far too long on opening night, but that, of course, is a fault easily remedied and one which should be corrected long before it strikes Broadway.

The story is farcical. A successful merchant of the Yonkers of the 1880 period, a chronic grouch grown wealthy, is out to renew his advanced years with a little fun and romance. He has enlisted the services of a fascinating feminine matchmaker to aid him in his search for a young and attractive bride, and he goes to New York to look over the ladies. His witless niece goes along to be protected from the advances of a wild-eyed artist.

His two clerks go journeying out of Yonkers on a stolen holiday, and by a weird coincidence all of these people meet in New York and are tangled into most extraordinary complications in a millinery shop, a fashionable cafe and a lady's apartment. There is a highly proper damsel who swoons at the thought of dining well chaperoned in a restaurant, and there is Mrs. Gallagher Levi, an industrious the officious lady who seeks to straighten out everyone's affairs and make a little profit on the side.

Mr. Wilder seems to have crammed as many farcical incidents into the script as it could hold without regard for probability or clarity. Max Reinhardt has directed it with a careful eye toward bringing out all of the botchwork and noisiness possible and sometimes the joint efforts of everyone to add this effect are overdone. When actors (See Out-of-Town Openings page 51)

Purpose behind new activity is to counteract the boiling that brokers have taken in the public press since the inauguration of the theater ticket code in September. Constructive campaign is expected to prove legitimacy of brokers as trade middlemen and show their beneficence to Equity and the public.

Adoption of this new angle materialized at the Tuesday night meeting of the association. Program, drawn up by Nathaniel Lieberman, counsel, lists among its goals, also, the ultimate reduction of top-priced seats from the usual \$4.00 and \$3.50 to \$2.50. That scale, Lieberman holds, would bring the legit theater within the range of the now movie-going public and be an important factor in drumming up business for flesh shows. Same argument has frequently emanated from Equity officials in recent talk of theater revival. Association hopes to show Equity that if League of New York Theaters were sincere in its platform to serve the public it would lower prices to means of the masses.

First move toward putting new program into operation was opening of negotiations with a theater owner now experiencing real estate difficulty. Association wants to buy property outright rather than rent the house, contemplating a long-range proposition. Another committee is talking over with heads of one of the current and not too successful shows a plan for taking over financing and management of same. Association is also contemplating production of a promising script. Money will be budgeted to advertise the new (See BROKERS SPROUT on page 51)

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Detroit's 1st TheaterNiterery To Seat 2,000

DETROIT, Dec. 17.—Detroit's biggest popular-priced night spot and the first local theater-cafe opens December 26 with remodeling of the former RKO Downtown Theater into the Downtown Casino. The house has been closed since last spring, having once played the biggest names in vaude.

Sidney R. Berman, New York agent, is director and producer of the project. Berman is known locally as the originator of Paradise on the Lakes and other amusement projects.

Policy will be six to seven standard acts without a ballet, booked thru the Detroit branch of the Gus Sun office in conjunction with Berman's New York office. Name bands will be used, opening with Milt Britton's Band and Allen Jones, singer. Weekly change of acts and bands.

Two one-hour shows will be given nightly. Fifty-cent admission after 8 p.m. Feature will be free parking.

The present theater stage is being built out to include a permanent band set. Tables set on terraces will seat 2,000. A 100-foot bar is being erected in the lobby to be open at all times without admission charge.

A night spot of this size in Detroit must depend on a large attendance, and extensive advertising will be used accordingly, including present order for 100 34-sheets. All advertising is being placed thru the Simons-Michelson Agency.

Chicago Senses Censors' Shears

CHICAGO, Dec. 17.—Shows in local nitereries, particularly in the smaller outlying spots, are getting the censors' once overs for off-color dances or blue material. While no formal drive has been proclaimed, the bluecens have been checking up on floor bills.

To play safe, several of the smaller night clubs have cleaned up their fare, put more cloths on their nudes and whitewashed the comedians' gags. The anti-smut drive conducted by City Hall here over a year ago folded a couple of night spots and all burlesque houses. While they have since reopened, they have been more careful with the type of entertainment marketed on the floors.

Town Casino Opening Will Add to Miami Swank Spots

MIAMI BEACH, Fla., Dec. 17.—Town Casino, which up to a few weeks ago was a huge question mark, now announces that it will reopen December 20. Potentially the smartest show spot in Florida, it has suffered from mismanagement during the past few years. Operated last winter and last summer by receivers.

New owners are Ken Moyer and Al Dingley, the first a former clarinet and the man with Whiteman. Ash and Rubenoff. Dingley is the band leader and an excellent front man.

Opening show will include John Hale, Hank the Mule, Jack and June Everett and Cyril Smith. Show booked by MCA, Eddie Bligh and Phil Tyrrell.

New Club in Hollywood

HOLLYWOOD, Dec. 17.—Hawaiian Paradise Isle unshuttered last week under management of Bill Calhoun. Entering handed by Larry Blake, and Andy Iona's island group furnished the music. Princess Luana and Paradise Isle girls provide the show.

Rochester Club To Reopen

ROCHESTER, N. Y., Dec. 17.—Town Tavern, closed early last month, has been purchased by Milton B. (Midge) Staud, manager of The Breakers, beach-front niterery. Staud expects to lease the building thru the bank owners and plans to apply for a liquor license and reopen the spot shortly.

These Boys Didn't Want To Waltz With a Ghost

KANSAS CITY, Mo., Dec. 17.—There's a story behind the sudden drop in patronage at the local colored niteries here the last two weeks.

Operators noticed business was falling off rapidly, but blamed it on competition and inclement weather until The Kansas City Call, Negro weekly, came out Friday with a news story describing how several persons, all unidentified, had danced and dined in several clubs with a "lovely young maiden" who, it was learned, had died three years ago and who was making the rounds every night in apparition form.

The entire Harlem section became worked up over the story and hundreds refused to go out at night. But things are normal again now. It developed the story got started by a septic cab driver and went on from there via the "word of mouth" method, petering out as quickly as it had started.

25 Kansas City Clubs With Shows

KANSAS CITY, Dec. 17.—More than a dozen night clubs here are using flesh and bands.

Spots, for the most part enjoying good business, stock up about evenly with last year in regard to acts and bands.

Offering live entertainment are the Terrace Grill of Hotel Muehlebach, Southern Mansion, Stork, Continental, Brookside, Martin's-on-the-Plaza, Chesterfield, State Line, Tootle's, Mary's Place, Bowery, Bavarian Rathskeller, Oriental Amo, Spinning Wheel, Lone Star, Lucille's Paradise, Milton's, Winnie Winkle, Laura Dee, Wiggle Inn, White Horse, Wolf's, Savoy Hotel Grill, Jockey and Perkin's Club. The Muehlebach is the only one presenting topnotch acts. Muehlebach and Southern Mansion use name bands in competition with the Fox Tower and Newman theaters. The other spots employ local outfits, many of them far better than average.

Outlook for 1939 is promising, though a modification of the present early-closing laws would be a boon.

Alpine Village a Club Again

CANTON, O., Dec. 17.—Alpine Village, for some time a bingo spot, has resumed a night club policy under management of "Specky" Wilson. Eddie Carr's Orchestra and a three-act floor show current.

Philly Nitereries, Agents, Union in Labor Rumpus

PHILADELPHIA, Dec. 17.—An ultimatum was delivered to all local night club owners Thursday by Thomas E. Kelly, business agent of the American Federation of Actors here, threatening a general strike unless the nabobs signed an agreement with the AFA.

The "or else" edict was handed out by Kelly in person in a tour of the night spots. "Unless I get some action within the next couple of days I'll throw picket lines around every spot," he said.

Kelly indicated that he would be backed up by the musicians' union. The nabobs, many of them willing to sign an AFA pact, declare, however, that Kelly is acting in a high-handed manner and refuse to ink any contracts until they confer with Ralph Whitehead, AFA executive secretary. Whitehead is expected to come to Philadelphia next week to iron out what is quickly becoming a serious situation.

Kelly said he would "settle this thing once and for all."

A conference with members of the Cabaret Owners' Association last Sunday almost broke up in a free-for-all when Kelly found that several members of the Entertainment Managers' Association were in the meeting. Kelly and Florence Bernard started a name-calling bee and he threatened to leave unless the bookers were ejected.

Kelly's enmity against the EMA was roused two weeks ago when Miss Bernard announced that her organization would hold auditions for potential acts. Kelly ordered AFA members to boycott the auditions. Miss Bernard accused Kelly of trying to foist inexperienced and broken-down acts on night spots.

Kelly was all set to call a strike at Palumbo's, the Rathskeller, the Cadillac Tavern and Stamps—but called it off at the last moment to try to force every nabob to sign up—or else.

George Leiderman Bankrupt

CHICAGO, Dec. 17.—George J. Leiderman, formerly part owner of the old Rendezvous Cafe, a leading Chicago night spot, filed a voluntary bankruptcy petition in Federal Court, listing liabilities of \$222,226.31 and assets valued at \$103. Rendezvous at one time used large shows and was the starting ground for Joe Lewis, comedian.

What Maisie Needs, Says Emsee, Is a Good Partner Like Himself

Dear Paul Denis:

I've been reading Maisie's letters to you—and I've been wondering why you don't come right out and tell her she's wasting her time with Joe Pursent, the agent. Him make her a headliner? All that guy can make is a headache. I know that guy. He wanted me to audition once for an amateur show . . . and you remember the time he booked a magician for a blind asylum show.

How could Pursent have the nerve to book a classy act like Maisie into the Bucket of Blood Club. I know that joint—the customers are so tough they use blowtorches on birthday cakes instead of candles. Can you imagine Maisie's high-class toe number in a dump like that?

Joe Pursent is no good. After he lost the Splatoon Club he got a job in the Muscle Employment Agency. I went to him for a dishwasher's job when times got tough, and he asked me for a set of pictures.

Maisie doesn't need an agent; she needs a good partner, a regular guy like me. With me for a partner she'll go places! I got a couple of parodies from an act that knows someone who heard them in Chicago—and are they hot! Boy, what an act we could do—me with my snappy gags and emcee and Maisie with her high-class toe number.

If I work the last half I'm going to get me a new toupee and then I'll be all set. Please put in a good word for me, Paul.
P. S.—Most of the acts around here are living in trailers; but I guess a classy girl like Maisie would want to stay in hotels. That's up to her, of course.

Dear Paul Denis:

I've seen Maisie's high-class act and she is definitely a find. In fact, she ought to be in The Billboard's Possibilities department as a good bet for pictures.

When I talked to her she admitted her secret ambition is to play in legit. She admits she hasn't had much experience speaking lines except for one season with a tab show thru the South. But the comedian ad libbed so much she couldn't depend on him for the right cue and she was always embarrassed.

Perhaps Maisie would like to play stock this summer. Of course, she would have to play bits and work her way up—but if Sally Rand could do it, why can't Maisie? We could feature her high-class toe number in a revival of Queen High, which would surely make her overnight. Toward the end of the season, if she develops right, she might even get the Oert Lawrence part in Susan and God.

She wouldn't have to pay commission for this job—alike that guy agent, Joe Pursent, will probably try to cut in.

Please forward my letter to Maisie, as we are setting the cast for the stock company now, and I must hear from her soon.

BILL BRISTOL

A Weiss Guy!

NEW ORLEANS, Dec. 17.—Seymour Weiss, manager of the Roosevelt Hotel here, has gone one step further in sanitation. He now has a full-time man whose job is to clean all coins that come into the night spot, dipping them in a sterilizing solution used in the hotel for keeping silverware shiny, so that change to patrons is always new looking. Even soiled paper money is being deposited in the bank and never returned to patrons, a big supply of crisp new bills being kept on hand for change.

Club Talent

New York:

CHANEY AND FOX were booked into the Triabon Room of Hotel Ambassador and will feature their new dance step, the Eleanor Glide. . . . ARREN AND BRODERICK, booked by Miles Ingalls and Mark Laddy, to open Earl Carroll's new theater-restaurant in Hollywood's Christmas Day. . . . MARK BALLEGO began the season at the Continental, Miami, December 15, set thru Ed Riley here. . . . THE DIVONS, at La Mirage for the past two weeks, joined the show at the Continental, Miami, December 12. They stay there for a month, then leave for a month's stay at the Savoy in London, opening there January 30. . . . THE DUANOS are in their sixth week at the Casa Cubana here. . . . LITA AND JERRY MARSH, vocal duo, are appearing at the Glass Hat Room nightly. . . . HENRY PINK has been engaged as host and entertainer at Ike's Chop House. . . . STUART AND GIL-RONE are being held over indefinitely at the Pelham Heath Inn.

THE HARMIMANS are not going to Florida, but will play Eastern and Midwest hotels until their return to the Plaza Hotel January 17. They opened at the Statler, Cleveland, December 12.

CHICAGO:

GALLAHAN SISTERS, Lois Harper's tap-dancing protegee, have picked up an engagement in the Sherman Hotel's College Inn.

PAT ROONEY will head the new bill at the College Inn Christmas week, a take-off of the Music Hall shows of the Gay '90s. Mabel McCone will be one of several old-time acts in the line-up.

Here and There:

KAREN STEPHANY is being featured in the first show of the season at the Orange City Hotel, Orange City, Fla. . . . DICK NEWELL is once more presenting his cowboy and juggling act, currently playing the Ray Ott Grill, Niagara Falls, N. Y.

DRIGO AND FRANCINE is now the new name of the dance team formerly known as Rodrigo and Francine. . . . THE SHERR BROTHERS moved to the Embassy Club, Hollywood.

JOHN STEEL, Sunny Winston, Andy Carr and Doreen and Douglas are booked for the new show at the 2 o'clock Club, Baltimore, by Will Weber, of New York. . . . FONDA AND ST. CLAIR have been held over at the Ball Ball, Chicago. . . . FLO PARKER, Ted Blake and the Comiques stay on indefinitely at the Ritz Hotel, Pittsburgh. . . . LARRY STEELE has brought in his second edition of his 1939 Revue at the Harlem Casino, Pittsburgh. Show includes Pedro and Dolores, Cyclone Morgan and Sheridan Walker's Band. . . . BILLY CORNETH and wife are being held over at Murphy's Inn, Phoenix, Ariz.

LANN MCINTIRE and his Aloha Islanders will be the feature at the Lookout House, Covington, Ky., New Year's Eve. . . . LENA GINSTER has opened at the Bowery Music Hall, St. Louis. . . . BERNIE LIT, Marty and Roberts and Alf (Snooky) Humphries and Co. have launched an indefinite engagement at the Subway, Baltimore. . . . EDWALD SISTERS closed at Club Moderne, San Francisco, December 13 to jump to Portland, Ore., Vancouver, B. C., and Seattle, Wash., for theater dates. He will return to San Francisco early in January.

MARQUITA AND MEECE are slated for two weeks at the State Restaurant, Columbus, O., beginning December 21. They come from a run at the Dublin night spot in the same town. . . . ALEXIS ROTOV, dancing comedian, began a two-week engagement at the Town Club, Boston, December 12.

Chi AFA Lines Up 37 Bookers

CHICAGO, Dec. 17.—American Federation of Actors here franchised 37 local bookers, 27 of which belong to the Entertainment Managers' Association of Chicago. Guy Magley, local APA rep., states that a couple of dozen other offices will probably sign up before the end of the year deadline.

Wholesale picketing of hotels which refused to sign AFA agreements is expected to start before the holidays. While the Trades and Crafts Council, controlling all labor unions in the hotels, is co-operating with the AFA, it has not decided what action it will take to bring the hotels into fold.

The 26th night club here was added to the AFA roster when the Guel-Q was signed by organizer Leonard Richman.

N. O. Clubs Prep for Big Year

NEW ORLEANS, Dec. 17.—Start of four-month racing season formally opened winter season here. All night spots are bolstering shows for heavy influx of winter vacationists from North and East.

For first time town has two Claus A spots in Hawaiian Blue Room at the Roosevelt Hotel and the Tulane Room of the Jung, both spots booking name bands and acts thru MCA.

About a dozen Vicux Carre spots are adding shows for the winter, with jitters contests highlighting as a rule.

Sugar Bowl football clinic on New Year's Day, a 50,000-seat affair, appears a sellout. Season will climax as usual in February with the Mardi Gras.

Arnaz for La Conga, Miami

MIAMI BEACH, Fla., Dec. 17.—Deal Arnaz, Cuban ork pilot, opens at La Conga next week. La Conga is managed by Art Childers (owners of the Royal Palm), Bob Kelly (son of Mother Kelly) and Dave Singer. An all-girl band will relieve Deal's crew.

Pickwick, Birmingham, Change

BIRMINGHAM, Dec. 17.—Pickwick Club here, one of the South's largest ballrooms, has dropped all cover, admission and corkage charges for Saturday nights. Minimum of 75 cents prevails. Spot features music of Paul Smith, in his second season, and is managed by Walker Mattison.

We Hope He's Wrong

In Fred Allen's interview of a former vaudevillean now playing Santa Claus at a New York store, the f. v. remarked that it took vaudeville to get him into the Santa Claus business. "And it will take a Santa Claus to get you back into vaude," remarked Allen.

Talent Agencies

CHARLES V. YATES AGENCY is the new name of the Simon Agency, New York. . . . MURRAY GORDON, of the Yates office, has set Eddie Rogers into the Post House, Baltimore, this week, and Al Richard into the Stampeon, Philadelphia. . . . LOU IRWIN has placed the Ritz Brothers into the Erie Theater, Philadelphia, next week. . . . BERNARD BERNARDI, New York floor-show producer, has 19 girl units out now, including five in New York and four in New Jersey.

WALLY WANDER, New York girl line producer, has five lines working. His newest is NTG's Broadway Girls, which just opened at the Merry-Go-Round, Newark, N. J. . . . GEORGE KUTTING, New York agent, has been called to a hearing December 31 by the license commissioner over his squabble with Margie Taylor, performer, recently.

MARTY WHITE, smooze and songwriter; George Bennett, songwriter and ex-performer; Frances Foster, indie band booker, and Bobby Randall, performer, have combined to form the Broadway Booking Bureau, New York.

HATTIE ALTHOFF, of the Yates Agency, New York, has spotted the Fern Producers, Al Gordon and Bartell and Hurst into Larry Atkins Club, St. Louis, opening December 25.

FRED ZIERER has closed his Detroit booking office and left for the West. . . . SAM CARVER, former independent booker and lately manager of the Times Square Theater, has joined Gus Sun office, Detroit.

PHIL TYRRELL, Chicago, has booked Liliane and Marie into the Book-Cadillac Hotel, Detroit, for four weeks; Four McVallie Sisters, Dick and Helen Bamy, Rudy Bate and Crawford and Caskey for the Christmas show at the Gibson, Cincinnati; Dean Murphy at the Chase, St. Louis; the Three Trojans and Haskell at the Roosevelt, New Orleans, and Florence and Alvarez into the Muehlbach, Kansas City, Mo.

FLORENCE BERNARD will take complete charge of the Edward Sherman (See TALENT AGENCIES on page 27)

Carroll 1,000-Seater in L. A. Hopes To Be Base of Unit Tour

HOLLYWOOD, Dec. 17.—Earl Carroll hopes to take productions which will appear at his new theater-restaurant here on tour. Deal is reported to be under way with Clifford Fischer to include the International Casino in New York and renovated spot in Chicago.

According to present plans, Carroll figures to have his productions play two months at his new spot, then take them on the road. Idea is to have additional big theater-cafes built so as to accommodate the scenery without alterations. If deals go thru there is a possibility that shows may play London.

New Earl Carroll spot here, opening Christmas night, will run into the neighborhood of \$500,000 before the opening, with a weekly pay roll of around \$15,000. First production will be titled Broadway to Hollywood, in 20 scenes, carrying 100 people. Show will be split in two acts; first to go on about 9 p.m. and the second at midnight.

Spot will be unique in that it will be minus a headwaiter. Tickets will be purchased at the door or reserved in advance. Seats are to be labeled Terrace Tables. Tickets will be good only at designated tables.

Opening night will find a \$10 ante per person, with prices scaled down to \$2.50 thereafter. New spot will have an Inner Circle for members only; \$1,000 is being asked for buy-ins. This membership is limited to 250. Inner Circle will have own dance floor, ork, private bar, etc. (See CARROLL 1,000-SEATER page 28)

Poor Philly Biz May Cancel Xmas Nitery Bookings

PHILADELPHIA, Dec. 17.—Benjamin Franklin Hotel management, faced with poor business that has brought local night clubs to their lowest ebb since the depression, are reported ready to cancel booking of Ben Bernie's Orchestra, scheduled to open December 24.

"We have made no final decision," Samuel Early, hotel manager, said Thursday.

Meanwhile the Ritz-Carlton Merry-Go-Round Bar, featuring Johnny Creighton's Orchestra on week-ends for the past month, closed this week. Creighton received \$1 per person on the nights he played, but patronage dropped to almost nothing the past two week-ends.

Harry Hahn reopened his old Coconut Grove Club in North Philadelphia Thursday night, renaming it the Skytop Cafe. The spot had been run for the past three months by Mrs. Harvey Lockman as the Club Africana.

PHILADELPHIA, Dec. 17.—Poor business in Pennsylvania night clubs is reflected in the figures issued this week by the Pennsylvania Liquor Board.

The total liquor sales in the State dropped nearly \$8,000,000 over the corresponding period last year.

Names Do Business For San Fran Clubs

SAN FRANCISCO, Dec. 17.—Niteries here are stalling until influx of visitors for the opening of the exposition. However, there has been a noticeable pickup in some of the spots which have gone in for big names.

Rancho San Pablo in El Cerrito, neighboring town, is doing excellent business, as is the Music Box, which has fan-dancing Sally Rand as the attraction. Sally's run terminates this week. Belle Baker remains at the Rancho over New Year's.

Success of these two spots in using name attractions has sent owner Tom Orran of the Bal Tabarin east, and "Blumbo" Bambrillo, of the 305 Club, to Hollywood for names. Other club owners are expected to follow suit. The Bal, which dropped its chorus some time ago, will soon present a new line of 19 girls.

Birmingham Club 1-Nighter

BIRMINGHAM, Ala., Dec. 17.—Club Rex here, which two seasons ago tried nightly floor shows without success, has brought in shows again for Saturday night only. Spot is open one other day, Wednesday. Oliver Naylor and band are in their second year here. Manager is Robert S. Smith.

New Madison Club

MADISON, Wis., Dec. 17.—George Loomis has reopened his new Riverette, five miles north of here, with Gordy Kemmter and Varsity Swingtette.

Memphis' Only Floor Show

MEMPHIS, Dec. 17.—The swank 20th Century Room at the Claridge Hotel here is finding its new night club policy an early-winter success. This is only floor show in town.

Night Club Management

By GEORGE COLSON

"State Nights" Do Business

AT LEAST a couple of the New York spots see great patronage and publicity possibilities in the "State Nights" idea.

The Edison Hotel and the Paradise both set aside one night a week in honor of one of the 48 States and, besides making some effort to decorate the room with a distinguishing motif, the playing of tunes and dances peculiar to each particular State, etc., the clubs try to promote ahead of time the appearance of a celebrity, a public figure, a beauty contest winner, a theatrical luminary or anyone else who may lend color and publicity-appeal to the occasion.

Free Movie Gag Works

OF SPECIAL interest to the places whose shows do not change very often, but also applicable to almost every nitery, is the new twist given to the free picture gag.

There are a lot of places that offer old-timer flickers, newsreels, novelties. (See CLUB MANAGEMENT on page 28)

Nash Hotelmen's Head

PITTSBURGH, Dec. 17.—Manager Richard Nash, of Hotel Webster Hall, was elected president of Pittsburgh Hotelmen's Association, succeeding Manager Charles Heubaugh of Roosevelt Hotel.

Other officers are Hoise Kilby, Hotel Keystone, vice-president; Edmund L. Flynn, William Penn Hotel, secretary, and LaSalle Girls, Hotel Schenley, treasurer.

Ork Leader Opens Spot

NEW ORLEANS, Dec. 17.—Tony Almerico, ork leader, has opened his own night club here. Leading the club ork and emceeing, Almerico is putting on a four-act floor show.

Lafayette Club Reopens

LAFAYETTE, La., Dec. 17.—Edgewater Club has reopened under new name of Hill Top Club. Under new management of E. J. Schexnayder with admission set at 55 cents. Opening program headed by Robinson Brothers Ork.

WANTED

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Number Nineteen 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.

JOSEPH H. MOSS

Vice-President of International Casino

NEW YORK CITY Says:

"The Billboard in my estimation is a great medium to the readers of the entertainment world. It keeps you in close touch with the various artists, as well as band leaders, and of their drawing power to an establishment and their playing schedules, which are very helpful. It also serves as the encyclopedia of the night club and restaurant world."

New York Clubs, Worried, Lower Dec. 31 Minima

NEW YORK, Dec. 17.—New Year's Eve celebrants are getting an unexpected break this year on night club minima and covers. Prices this year have taken a dip in most cases over last year and former years.

But because of poor business the past few months owners are somewhat fearful that if they juck the minima and covers too high most of the celebrating will be done at house parties. The 3 o'clock curfew, because of the Saturday night police ruling, has become a headache and the owners are attempting to meet it with all sorts of inducements.

Broadway offers reservations for from \$6 to \$15 a head, depending upon location. (See NEW YORK CLUBS on page 27)

Act Collects After 2½ Years

PITTSBURGH, Dec. 17.—Case of Peka Trio against Jayne Jarrell booking office finally settled after two-and-a-half years when agent gave AFA \$20 for date allegedly unpaid to entertainers. Altho Miss Jarrell had several times squashed attempted suits for Peka salary during past 10 months, she finally came across when AFA acts refused to work for her until bill was settled.

Miss Jarrell states \$20 was not paid Peka because she had deducted it from money they owned her, that she had won case in court, but paid anyway to rid self of AFA pestering. AFA had placed Jarrell office on black list for hiring non-union babies and last week restored her license.

Glass Hat, Belmont-Plaza Hotel, New York

Joe Venuti's Band and the Andrew Sisters inaugurate this hotel's new name policy. More dough for the entertainment is evident, but the bigger show should pay for itself, as this fancy bar and grill (pardon, dining room) is large and needs an attraction to draw them in.

The Andrew Sisters, backed by their radio records and vaude reputation, draw special attention. They are a lively, ingratiating trio that found the opening night a system a real handicap. However, they managed to do okay, thanks to their spirited delivery, smart arrangements, showmanship and good voices. They did *Seafood Mamma*, *Any Umbrella To Fix Today?*, *Press Total*, and for the encore *Old Man River*.

Venuti leads his band in a production number tabbed *March of Time*. It's corny stuff but the audience liked it immensely. The Belmont Balladeers, colored waiters, blend voices in excellent spirit. As a whole, the floor entertainment is just about enough and allows patrons plenty of time for dancing to Venuti's Band, which dishes out easy-for-dancing rhythms. Band's rhythm is excellent.

Lita and Jerry Marsh (girl pianist, accordionist and singer and boy singer) handled the between-show lulls. Their songs could hardly be heard due to the noise and poor mike.

Paul Rosini, doubling from the Hotel New Yorker, does his personality-magic routine, scoring easily.

George Scherban and Hungarian Gypsy Orchestra play for the luncheon hour here.

Opening night saw Broadway cut in full force to greet Venuti and the Andrew Sisters. And, as usual, the best show was watching the other people's bad manners.

Richard Mochler is still doing the publicity in efficient manner.

Paul Denis.

Night Club Reviews

Midnight Sun, New York

In recovership after a short run, this pop-priced night club is working hard to make the grade. NTG (Nils T. Grandlund) is still here as handshaker, manager and since of an amusing floor show and does much to make the out-of-townners feel at home.

The show is typical NTG—pretty girls, a few specialty acts, danceable music and an informal, congenial atmosphere. NTG is still introducing the performers in a casual but unfortunately often derogatory manner. He is a past master at the art of making the out-of-townners feel they're important and has some of the chorus girls kiss front-row baldheads, etc.

As for the show itself, Faith Bacon is featured and returns from a long vaude tour. Blond and statue of figure, she dances nude except for a bra, G string and a blue light—making the dance perfectly safe from censorship threats. She did a graceful fan dabbe for the early show, returning later for a *Dance of the Orghids* and other fancy interpretative routines.

Charles Fredericks, here since the spot opened, reminds one of Nelson Eddy. His tall blond appearance and smooth baritone blend perfectly with his choice of songs—mostly musical comedy martial tunes. Went over well.

Royal Duo, young roller-skating team, unopposed well stunts. Their spins and fancy holds hold keen attention, with their racquet stunt outstanding. Geraldine Ross does fair singing, sock acrobatics and even some comedy—an odd combination. Blond, Heleena Anderson, introduced by NTG as "the loudest singer," proved it was true. However, she is cute and nobody minds her awful singing. Princess Michi, Japanese, offered an interesting Tahitian body-waving dance.

Clarissa, lovely brunet, impressed with

her swell peasant dance on toe. Evelyn Rainey, pretty redhead, offered a lively tap dance. Mary Vee Johnson, blond and attractive, came thru with a nifty high-kicking acro routine. Texas Nell and Kenneth Clark, a couple of kids, snipped off fast breaking shagging.

Jack Melvin, who looks like a cross between Vallee and Ozzie Nelson, leads the main band, singing occasionally. The band handles the show nicely, and its dance rhythms are okay. A five-man band takes care of the roller assignment.

Charlie Lucas is at the door. Lou Strauss is the new p. a. Paul Denis.

Gold Coast Room, Drake Hotel, Chicago

George Olsen and his aggregation strive to make the atmosphere in this large and dignified room, highly informal. It is somewhat overdone, however, for the environment and type of clientele attracted into this spot is receptive only to a limited amount of informal talent and then it must be of a sock variety. Olsen goes overboard on libbing with the band boys and presents too much comedy material that is of a so-so caliber. This room has been used to seeing some pretty strong acts outside of the regular band entertainment and in the current bill they are conspicuous by their absence.

Olsen's band plays good music that is both pleasing to the ear and stimulating on the dance floor. Balanced instrumentation affords fine versions of swing and sweet tunes. He carries the entire show, using all the singing talent thru-out the evening.

Nightly floor bill opens with parade music, the maestro himself strutting out for some baton twirling. The Tanner Sisters, decorative song trio, step up to swing out *Martha* acceptably, and Miller and Massey, youthful and spirited tap team, dance brightly to the rhythms of a rumba and *Dippy Doodle*. Routines are not unusual but are classy for hotel rooms.

Martha Tanner, of the trio, gets moody with *You Go To My Head*, and Imogene Coca tries hard to impress as a comedienne with special skits that fall flat here. Kid has personality, but material does her no justice.

A novel specialty in which the singers comprise a couple of dance teams is a highspot in the show. Number 15 unusual and commands attention. Participating are Martha and Betty Tanner, dancing with Kirk Alyn and Bob Bureton, vocalists with the band, and the boys of Miller and Massey.

Jerry Munson, comedian, contributes another novelty in his take-off of a music professor interpreting *Freeze*. Room for plenty of bright comedy in this one. Miss Coca's return in a strip-tease satire is another out-of-place specialty.

Phyllis Colt, youngster with a Judy Garland type of voice and personality, is an impressive little entertainer. She went well with such songs as *I'm Just an In-Between*, *The Great American Home* and *Small Fry* and was called back for more. Probably the best bet in Olsen's crop of hopefuls.

Olsen closes with a bit as a good-time Charlie. It has some good comedy but is the type that would score in a more intimate room.

Jimmy Brerly, formerly with Paul Whiteman, is another vocalist with the Olsen group.

Show will bow out the end of the year to make way for Wayne King.

Publicity now handled by Bill Crouch. Sam Honigberg.

Colosimo's, Chicago

This show is in its final lap, retaining a couple of the acts that have been here since summer and rounding the bill out with fair support and new production numbers staged by George Fromath. Things will be in new shape Christmas week, the revue to be headlined by Lane, Tree and Edwards, comedy trio, and Tullal and My, Egyptian dance team, which operator Mike Potson brought over while in Europe early this year.

Midnight show had two gay line parades, an opening carnival atmosphere scene featuring Bob and Fleurette Gilbert in a feverish rumba and a flashy finale spotting Lois Mates in an acro walk, and Inga Borg, a capable nude, in a fast fan number.

Roberta Robert impressed with a

spicy singing session, revealing a ringing voice and a lively personality. Girl makes a sexy appearance in an evening gown and had a commercial delivery. Sings pop tunes and special arrangements.

The Gilberts returned with a burlesque on Mae West and a Salvation Army reformer that fits in this room, and Jackson, Stone and Revoe, trio who with the Gilberts have been held over from the preceding show, fill the nut comedy and singing assignment.

Early in the bill Miss Marco executed a difficult acro routine with flowing ease. DeMay, Moore and Martin, dance trio, spotted for this show, did not appear on night caught. It is reported the act is splitting up. Lyle Foster makes a pleasing production tenor, and Cy Revoe doubles as emcee.

Henri Gendron's Ork continues, while Bobby Dappers carries on as intermission singer. Sam Honigberg.

Cafe Madrid, Buffalo

Generally poor business conditions this season have kept floor shows down to a minimum here. It seems logical, tho, that the addition of some bigger names would go a long way toward regaining some of the widespread popularity this spot once enjoyed.

Capt. Warmack's Band, six pieces, is pretty good for dancing, but is rank on the accompaniment. They haven't the slightest conception of what to do to give an entertainer a break.

Leo Gammon, emcee, does a good job of a drunk act and provokes substantial laughter as a schoolmaster in a short skit with the four girls of the show. As an emcee, tho, he lacks the finesse and clever generalship to put jokes across.

Nella Saylor, exotic dancer, rates very well, as is proved by playing many local interludes since her local debut some months back. Her Harlem dance is especially well executed.

For a bit of contortion dancing it's difficult to find a gal much better than Clare Muck, who moves and scrambles with the greatest of ease, grace and agility. Some of her stunts are downright daring.

The dance team of Pauline Sparr and Leo Ray is nothing unusual, but serves as a splendid filler for this type of show.

Lillian Kaye, radio singer, has a low, sweet voice that is gaining many new friends. The low pitch and a dash of emotion make this girl's vocal chords something quite different from the average run of night club blasters.

Jerry Sullivan, singing waiter, is still a thriller with his fine Irish tenor.

Eddie Kaufman sings during the dancing.

Bob Graham is manager. Harold J. Warner.

Leon & Eddie's, New York

Fifty-second street's pride is expanding in anticipation of the World's Fair, and the bar is being enlarged, the floor and band stand shifted and the poles removed.

Eddie Davis is still featured following the usual marathon floor bill with his own unusual one-man show. As usual, he holds the customers spellbound with his blue songs and stories and throws in a couple of straight ballads just to prove his singing voice is as good as the next fellow. For a climax he and Iris Adrian do a swell satirical sketch.

Ford Crane is emceeing and does straight announcements. Dorothy Jeffers, a cute brunet, clips off some personality tape and spins. Pootling, red-head Iris Adrian gurgles a couple of spicy songs about her frustrated sex life, her swell delivery putting her over solid. Brunet and cute Renee Vilson does one of those parade-and-shimmy dances in form-fitting gown that highlights her slender figure. The Hollywood Hoss amuses easily as it goes thru an entertaining routine paced by Faith Hope, who also contributes a neat high-kick dance specialty.

The Virginia Sisters, tall and attractive, surprise with Latin singing when they look anything but Latin. Their

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ROYAL DUO

A Skating Act That Is Different

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"Believe It or Not"

Personal Representative: BERT JONAS.

New York City.



Roberta Robert impressed with a

voices have considerable range and the arrangements are good, although the voices do not always blend well. Did a couple of Latin tunes, concluding with a strong *My Republic*. Brunst, striking Jerry Kruger ran thru a couple of rhythm numbers in her sure style and then did a ballad just for contrast. She is easily one of our better rhythm singers.

Ken and Roy Paige knocked each other around, one of the boys taking some terrific falls. An above-average knockabout act. It amused greatly. The Wally Wanger Sextet, a group of young, slender chickens, exhibit their figures in a couple of lively numbers. Lou Martin, sax, leads his five men for dance and show music competently. Haines, Tate and Simpson, colored piano and singing trio, handle the between-show sessions capably.

There's plenty of show here for \$1.50 dinner and \$2.50 minimum after 10 p.m. Leon Eiken is around for the hand-shaking, and Harry Davies is still on the job telling the world how wonderful L. & E.'s bistro is. Paul Denis.

Club Zarape, Los Angeles

Spanish atmosphere prevails at this informal spot, featuring Aaron Gonzalez's tango and rumba ork. Hectic rhythms turned out by this group blend very well with Latin surroundings. Gonzalez sandwiches a swing number occasionally between his mixture of Cuban and Spanish tunes. Band is well balanced, with plenty of sock for a combination of this type. Vocals are handled very well by Felix Martinke. Adequate voice and nice personality help sell him to the crowd. His best numbers were *Granada* and *Lamento Gitano*.

Leo Rojo is billed as the "Bling Crosby of Mexico." Working as emcee and warbling an occasional number, Rojo turns in an average performance. Show caught found him doing only one number, *Tu Corino*. His announcements are first done in Spanish and then English.

Medina and Mimosa do a couple of ballroom numbers that draw a nice hand. Their best was take-off on Russian officer who tries to kiss his girl.

Club is most popular Spanish night spot outside the Mexican quarter here, getting heavy play from the flicker crowd. Owned by Joe Sepulveda. No cover. Drinks and food moderately priced. Dean Owen.

Southern Mansion, Kansas City, Mo.

One of the city's smart spots and probably the most successful of all local nighteries. The management is chalking up fat grosses without spending a dime for advertising or acts.

Current attraction here is Wally Stoefler's Orchestra, a sweet-styled crew that gets the job done in good fashion. Stoefler is forced to play for an older, less jittersyish patronage which demands schmaltz for the most part, result being an unbalanced program of dance-pation leaning heavily on the slow ballad-type songs. Everyone seems satisfied, however, and Stoefler is proving popular because he lays the schmaltz on thick.

Club is neatly decorated. Food is superb, as are drinks. Accommodations for about 350 persons. Date *December* Jr.

Savoy Hotel, London

Only two acts, both American.

Lyda Sue is easily tops among the countless acrobatic dancing singies who have played this spot. Bold, shapely and attractive, girl does difficult acrobatics in strict dance tempo with astonishing ease of movement. Routines, costuming and showmanship are 100 per cent.

Diamond Brothers are back after a brief absence and again create a riot with their breezy knockabout acro-comedy. Boys have put in plenty of new bits, all of which register solidly. Bert Ross.

Mary Murray Room, Hotel White, New York

Having taken on a fresh coat of paint and a thoro facelifting, the refurbished Mary Murray Room unshuttered last week for the fall and winter, with last season's roster of talent on hand to mystify the deba and dowagers between slugs of gin and creme de menthe.

While the space of the room is still the same as last season, the new decorations and motif allow for a greater seating capacity, which, it seems, was done

with great resourcefulness. The result should be increase in cash customers, because last season's layout allowed for only a limited patronage.

Cassandra, mentalist, who spouts her blond exuberance all over the room, returns for a short time as the teller attraction. With the aid of Vincent Paige, who works with her on the floor, she holds an audience by sheer force of showmanship, charm and an apparent knowledge of what's going on.

Others on the steady pay roll are John

(See NIGHT CLUB on page 63)

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In "FASHIONS IN SONG"

DIRECT FROM RECORD-BREAKING ENGAGEMENT AT THE

YACHT CLUB . . . IN CHICAGO

EFA Considers CIO Affiliation

PITTSBURGH, Dec. 17.—Advised by the Pennsylvania Labor Relations Board that their petition to represent Tri-State talent as bargaining agent had been dismissed because the appeal had been technically misdirected to the Entertainment Managers' Association instead of to individual bookers, members of the Entertainment Federation of America today were considering affiliation with the Congress of Industrial Organizations in a precedent-shattering move that may eventually determine whether AFL unions must co-operate with CIO for the cause of labor.

Repulsed several months ago and again recently by the American Federation of Actors in its attempt to join AFA but retain local financial autonomy, the EFA thru President Jimmy Lester maintains that if the majority of the 300 entertainers in the district are affiliated with the EFA or its CIO successor, the local must be recognized as the delegated authority under the Wagner Act and therefore must be considered in facts that would subsequently be presented to night club owners, theater managers and bookers.

Encouraged by the State decision and its own membership increase in the past three months, Pittsburgh's AFA chapter was also preparing to ink agreements with clubs and, if rejected, was ready to picket non-signers. Contracts have been presented to the Plaza, the Nixon and the Showboat. Three largest downtown spots, and a half dozen other sites, AFA agent George LaRay claims 80 per cent of the talent in Golden Triangle cafes and the Stanley vaudeville theater is already AFL.

If the clubs approached refuse to sign AFA pacts, not only will the actors' union throw up picket lines, LaRay states, but co-operation is expected from the musicians', bartenders' and waiters' unions. For the first time agents have approached AFA for licenses, he also informs.

Representative of the 35 State-licensed bookers in Pittsburgh, Secretary Larry Kenneth of the Entertainment Managers' Association asserts that the unionization of Performers, as far as the agents are concerned, is almost an impossibility. LaRay has announced he will call a meeting of bookers after Christmas to present the AFA plan for improving talent hiring conditions, while Lester holds that EMA members have been fraternizing at the EPA clubrooms recently opened a few blocks away from new AFA quarters undraped next door to Pittsburgh AFL offices.

Set for Havana Casino

HAVANA, Dec. 17.—Casino Nacional is opening December 23 under the direction of Al Levy, prominent New York sportsman, who is also operating the race track here. Headlining the opening bill will be Dario and Diane, Marjorie Calmarworth, Dolly Arden and Rene Tanzet's Havana Casino Orchestra.

Fields, Morgan for Miami

MIAMI, Dec. 17.—Senny Fields and Helen Morgan have been engaged to headline the opening show of the Versailles here, debuting Christmas Eve. William Morris handled booking.

Knife Thrower Demands Retraction—or Else?

BOSTON, Dec. 17.—George C. MacKinnon, keeper of the Wisdom Box, Boston Daily Record column, ran this item in a recent column: "New Two" Columbus's Toni Mitchell and Latin Quarter's Tommy LaVerne."

Immediately after the paper hit the streets, LaVerne phoned MacKinnon and asked for a correction, stating he was just entertaining Miss Mitchell while waiting for his real girl friend, Ginger Britton, who's in the same show with Toni.

LaVerne, an apache dancer, said he hoped MacKinnon would be cooperative. LaVerne's specialty is knife throwing.

MacKinnon is up against a veritable foe this time.

In Chi Too

CHICAGO, Dec. 17.—Following the practice of intimate rooms in other cities, Colony Club has engaged a socialite for a limited engagement.

Maggi McNellis, popular with the "400" crowd here, moved in from the neighboring Ambassador East's Pump Room, where she worked for three weeks, to fill in before Maxine Sullivan's arrival.

Vaude "Battle" On Again in Kaycee

KANSAS CITY, Dec. 17.—Battle between the Fox Tower and Newman theaters, with vaudeville used as ammunition, will be resumed next week with Gene Krupa's Band at the Tower pitted against a variety show at the Newman, which will include Ben Blue, Cass Daley, the Texas Rangers and five other acts.

The fight for bigger and better grosses started three weeks ago when Chick Webb's Band and Buddy Rogers' Orchestra tangled to a draw, Chick's \$10,050 gross at the Newman registering, as well as Rogers' fine \$11,300 in the larger Fox house. Second round found Henry Busse's Band pitted against the WLS National Barn Dance unit, with Busse coming out an easy winner. Newman dropped out last week but will re-enter the vaude picture Christmas week with the Ben Blue offering.

The Tower, managed by Stanley Chambers, has been playing acts weekly without a mis for four years. Newman, on the other hand, uses them occasionally. Tower has Joy Hodges and Frankie Masters' Band set for the first week of January.

"Monte Carlo" Unit Set for Vaude Tour

NEW YORK, Dec. 17.—Col. F. Maybohm has assembled a new unit, Monte Carlo Polites, and has secured an eight-week route for the 45-people show. Featured in the production are Rubson, Doretha and Baro; Shirley Herman, the Mrs. Schiepperman of the Jack Benny program; Ruth Coburn, singer; Steve Day, dancer; Eddie Collins, emcee, and the 12-piece Larry Maddi Orchestra.

Unit opens with six weeks of Warner dates, playing Chalfonthe, Mansfield, Portsmouth, O.; Nashville, Dayton and Indianapolis, and following with the Oriental, Chicago, and the Riverside, Milwaukee.

Stanley Theaters' Net Lower

NEW YORK, Dec. 17.—Stanley Co. of America, theater subsidiary of Warner, reports a net operating profit of \$2,063,703 for the year ending August 27.

This figure shows a slight decrease of \$167,490 for the same period in 1937. Net income was \$6,244,749, plus \$19,563 in interest earned and \$17,465 in dividends received. During the fiscal year Stanley paid \$723,877 in dividends, as against \$2,714,339 of the previous year.

Amortization and depreciation accounted for \$2,283,237; income tax was \$371,750 and surtaxes \$106,306. Earned surplus totaled \$3,007,582.

Gaumont Palace Gets Flesh

PARIS, Dec. 7.—Gaumont Palace, with the largest seating capacity in Europe and of late years a movie house, is discontinuing the all-picture policy. Four acts and an 18-piece orchestra will be installed with one feature film.

Some houses have installed Screens, but most of the downtown spots are to go in for flesh acts.

Miss Frechette on Ohio Dates

CINCINNATI, Dec. 17.—Arenson & Drent Attractions, featuring Evelyn Frechette, formerly John Dillinger's moll, who gives the low-down on the Dillinger gang in the crime-doesn't-pay manner, began a string of Ohio theater dates two weeks ago. Turn has finished for Wilmer & Vincent in Pennsylvania.

THE ANDREWS SISTERS dropped out of the Glass Hat Belmont-Plaza Hotel, New York, Thursday due to laryngitis of Patty.

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—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

- A**
- A. B. G. Trio (Paradise) NYC, no.
 - Abbott, Hal & Honey (Hollywood) NYC, re.
 - Abbott & Robey (Riverside) Milwaukee, t.
 - Adrian, Iris (Loon & Eddie's) NYC, no.
 - Allen, Robert (McAlpin) NYC, h.
 - Allen, Berdrip (Palmer House) Chi, h.
 - Allen, Vicki (Blackhawk) Chi, no.
 - American Orchestral Seven (Pal.) Chi, t.
 - Ames & Arno (Hollywood) NYC, no.
 - Andee, Julia (Griffis) NYC, no.
 - Andrews, Brina & His Modern Varieties (Starkey) Jackson, O., 20; (Memorial) Mt. Vernon, 21; (Auditorium) Newark 22-24; (State) Pottsville, Mich., 25-26, t.
 - Andrews Sisters (Belmont Plaza) NYC, h.
 - Apollon, Dave, Unit (Orphe) Memphis, t.
 - Arden's, Don, Artist Models (Lookout House) Covington, Ky., no.
 - Balsocy, Dr. L. (Zimmerman's) NYC, re.
 - Beaucalais, Pierre (Monte Carlo) NYC, no.
 - Beely, George (Gate) NYC, t.
 - Behm, Arthur (Gay Niteclub) NYC, no.
 - Bell's Hawaiian Polles (Virginia Harrison) Burg, Va., 28; (Gladwick) Buffalo 21; (Colonial) Frederickburg 22; (Carolina) Rocky Mount, N. C., 23; (State) Greenville 24, t.
 - Belmont, Gloria (Casa Cubana) NYC, no.
 - Beurre, Ethel (Old Romanians) NYC, no.
 - Berle, Milton (Chas Parce) Chi, no.
 - Beral, Vito, Count, Teevee (Pal.) Cleveland, t.
 - Biras, Daria (Russian Kretcham) NYC, re.
 - Blackstone (Strand) Brooklyn, t.
 - Blair, Dorothy (Hungarian) NYC, re.
 - Blakstone, Nan (Lookout House) Covington, Ky., no.
 - Bliss, Ben (Pal.) Chi, t.
 - Boak, Jean (Alma) Cincinnati, h.
 - Bonker, Carl & Lesma (Caspabana) Rio de Janeiro, no.
 - Boss, Igra (Colosimo's) Chi, no.
 - Bourbon, Ray (Rendezvous) Hollywood, no.

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

- B**
- Armstrong, Maie (Ernie's) NYC, no.
 - Arto & Evelyn (Lookout House) Covington, Ky., no.
 - Ash, Jack & Orch. (Grey) NYC, t.
 - Ash, Leo (Rancho San Pablo) El Cerrito, Calif., no.
 - Bacon, Faith (Midnight Sun) NYC, no.
 - Baker, Mary (Palmer House) Chi, h.
 - Baker, Mildred (Palmer House) NYC, no.
 - Baker, Bonnie (Palmer House) Chi, h.
 - Baker, Belle (Rancho San Pablo) El Cerrito, Calif., no.
 - Ballers, Mary (Continental) Miami Beach, no.
 - Banjo Bonie (Plantation) NYC, no.
 - Banks, Sadie (Old Romanians) NYC, no.
 - Barber, Frederica (Armando's) NYC, re.
 - Barry & Etce (Colonial) Dayton, O., t.
 - Barone, Soomy, & His Knapp (Paramount) NYC, t.
 - Barrett, Shella (El Rio) NYC, no.
 - Barrie, Oracie (Chas Parce) Chi, no.
 - Barrie, Mickey (Mother Kelly's) Miami Beach, no.
 - Bartell, Lee (Hi-Hat) Chi, no.
 - Bart, Ruby (Yacht) NYC, no.
 - Bouvier, Yvonne (St. Moritz) NYC, h.
 - Brigode, Ace, & Band (Aragon) Cleveland, h.
 - Brook, Elaine (Pan-Pacific Hotel) Los Angeles, no.
 - Brown, Jimmie (Commodore) NYC, h.
 - Brown, Ralph (Kis Kat) NYC, no.
 - Brown, Evans (Red Galles) Indianapolis, no.
 - Bryant's, Billy, Showboat (Colonial) Dayton, O., t.
 - Burds & White (Rancho San Pablo) El Cerrito, Calif., no.
 - Burton, Mary (Top Hat) Union City, N. J., no.
 - Byrnes & Swanson (Hungary) NYC, re.
 - C**
 - Casano, Carmela (Casa Cubana) NYC, no.
 - Californians, Three (La Marquis) NYC, no.
 - Calway, Hazel (Plantation) NYC, no.
 - Calway, Cab, & Orch. (Cotton Club) NYC, no.
 - Calvin, Al & Margie (Beacon) Vancouver, B. C., 23-25, t.
 - Cameron, Duddy (Maple Grove) Hamilton, Ala., no.
 - Cappy Barrs Ensemble (Rox) NYC, t.
 - Carlton, Charlotte (Swing) NYC, no.
- (See ROUTES on page 62)

SOCIAL SECURITY TAX LAWS

As Applied to the Amusement Industry

A FEATURE OF NEXT WEEK'S ISSUE

The Holiday Greetings Number

This article has been prepared exclusively for the readers of *The Billboard* by the Treasury Department of the United States and by authority of the Secretary of the Treasury.

WATCH FOR IT!

The Band Wouldn't Play

NEW YORK, Dec. 17.—After waiting three months to fill a week's engagement at the Hotel Victoria, in lieu of notice she failed to receive when discharged, singer Nancy Paris is having her troubles again because the management allegedly refused to allow the band to accompany her.

The warbler, who was booked indefinitely at the Victoria Bar last September, was given the wrong eight days later because her pianist was nonunion. Being a member of the A.F.A., however, the union insisted she be given a week's notice. After dragging along for three months the Victoria called Miss Paris in to play out the week but without benefit of music, as she found out when she got up to sing. One night was all she could stand, so the pickets are marching again.

On the other hand, Rubber-Face Gallagher, who was booked in Flynn's Cafe last week for an indefinite engagement, was canceled because he worked for 17 weeks in Radio Franks, which is on the A.P.A. unfair list.

New York Clubs Hanging On for That 'Eve Dough

NEW YORK, Dec. 17.—With local night clubs preparing for what is hoped to be a brisk New Year's Eve trade, many are just about hanging on until then.

Harry Richman's newest venture into the night club field, the Road to Mandalay in the Hotel Delmonico, is reported to have cost \$70,000 to open, with but a 200 seating capacity. The weekly pay roll of the spot will run \$4,750 for administration and talent, exclusive of the kitchen help, waiters, bartenders, etc. These salaries will include Harry Richman at \$1,000 and a percentage which is expected to boost it to \$3,000; Joe Rimes Orchestra, \$1,250; Oscar De La Rosa's Orchestra, \$750; Rayo and Nikki, \$600; Adelaldo Moffett, \$500; Marion Cooley and Bobby Martyn, who will be in charge during the daytime lunch, at \$350 and \$150, respectively, and S. J. Kaufman, press agent, at \$150.

The International Casino will open Christmas night with a new Clifford Fischer show that will run for eight weeks and perhaps then go out on the road. Many of the acts and girls of former Casino shows will be used. Show will be Continental in spirit, altho Jay C. Flippen will lend the Broadway touch. Georgie Hale is working with Fischer on the staging and dancing.

The oldest hotel in New York, the Brevoort on lower Fifth avenue, has succumbed to the night club idea and opens a cafe lounge featuring intimate entertainment next week. Present plans include the building in of a night club late in January.

Another new club is scheduled to open on 52d street shortly, to be called the Brown Derby. It will feature Gay 90s entertainment. Abe Wasser is reported behind the venture.

Two clubs, however, the Bandbox and the Yumuri, folded last week.

U. S. Talent Kept Working in London

LONDON, Dec. 17.—McKay and La Vallee replace Masley and Austin in George Black's *These Foolish Things* at the Palladium December 19.

Ganjon Brothers and Juanita will introduce their *Porcelain Romance* adagio in pantomime at the Drury Lane Theater.

Three Ponzal Boys, now in Scandinavia, lining up English vaude dates, commencing in February.

Four Macks, sensational roller skaters, open at the Theater Royal, Dublin, January 2.

Al De Vito presenting a new four-people hoke act in the leading vaude houses had getting screams.

Leslie Strange, monologist, offered American vaude dates from March, 1939. Will probably accept.

Oudsmith Brothers and their dogs booked for another three months over the Moss Circuit.

Boys Town Unit Flops

CHICAGO, Dec. 17.—Despite the publicity given the unit weeks before its initial engagement, the *Boys Town* show failed to click and folded at the Palace here, Revue, produced by Will Harris for the Central Booking Office and Father Flanagan, originally took to the road as a one-nighter and then reappeared as a unit for combo houses. It played three weeks but failed to draw any profitable business.

All the boys returned to their home in Boys Town, Neb.

Spot Vaude for 2 Boston Houses

BOSTON, Dec. 19.—Two theaters make their debut here this week. The Normandie, once the original Keith, opens tonight with a seating capacity of 1,500 and with a policy of double features and week-end personal appearances on the stage. Owned and operated by Lieberman Brothers.

The Kenmore, 700 seats, opens tomorrow night, operated by Morse & Rothenberg. It is a transformed roller rink. It, too, will feature occasional stage presentations, along with double features.

Dow Names for Newark, Hartford

NEW YORK, Dec. 17.—The Dows are lining up a raft of names for their State, Hartford, and the Paramount, Newark, N. J.

Set for Hartford are Larry Clinton, opening tomorrow; Chick Webb, return date, New Year's Eve week; Jane Withers, January 7, and Tommy Dorsey, January 14 week. Set for Newark: *London Crazy Show*, December 24; Dave Schooler and *Shoe of Shoes*, all-girl unit, December 31; Larry Clinton, January 7 for six days; Ozzie Nelson and Harriett Hilliard, January 13; Will Osborne, January 27.

Dows are also spot-booking the Stamford, Stamford, Conn., and the Greenwich, Greenwich, Conn. Both are taking New Year's Eve shows.

More Vaude Set For Detroit Area

DETROIT, Dec. 17.—Ray Conlin, of the Michigan Vaudeville office, reports the Majestic Theater at Wyandotte, a suburb, is booking acts and attractions. This is an answer to the name shows booked by the new opposition house, the Wyandotte, operated by Associated Theaters.

First definite break for vaude up-State is at the Temple Theater, Saginaw, which opens a flesh policy January 7. House is operated by the Butterfield Circuit.

Yes, But—

CHICAGO, Dec. 17.—The reports are running wild that Louis Lipstone, head of Balaban & Katz booking department here, is to replace Boris Moros as musical director of Paramount Pictures. Which is all right with Lipstone, but, he adds, "I would appreciate it if someone would first offer me the job."

Vaude Grosses

NEW YORK—Theater attendance hit a low last week which has not been experienced for some time, but comparative figures of former years show that this condition is a seasonal one during the week before Christmas. Regardless of that, however, the grosses took a heavier dip than was expected, with the Paramount grossing but \$31,000 during its first week of *Blue Barron* and Ken Murray on stage and *Thanks for the Memory* on the screen.

Radio City Music Hall with a strong picture and its up-to-par stage show including Stuart and Lea and Frank Paris' *Marionettes*, plus *Dramatic School*, was good for \$60,000. The Strand in its third week of *Ted Lewis'* revue and *Angels With Dirty Faces* rolled up \$27,000. Coo Calloway, on the stage of Loew's State, along with *Men With Wings*, bolstered the take to \$28,000. The draw at the Roxy was \$34,000, featuring *Thanks for Everything* and Bob Howard, Cappy Barr, Oldfield and Ware, Charles Carrer and Gloria Gilbert.

CHICAGO—A slow pre-holiday week. Despite an aggregation of semi-names on the Palace stage, including Red Skelton, Frank Jenks, Dorothy Kent and Ann Miller of the movies, the gross dropped to a weak \$14,000. Possibly due to weak screen attraction, *The Storm*, and the climax of the Christmas shopping spree. The Chicago ended with a surprisingly mild \$25,500, far more was expected from *The Young in Heart*, a widely exploited film. Stage show had the *Salle's Puppets*. Same bill, incidentally, is staying another week, management not figuring on any business the week before Christmas anyway. Oriental had a fairly good \$14,500 to show for a combination bill of *Breaking the Ice* on the screen and *Barry Frohman, Freddie Lightner* and *Hudson Wonders*, among others, on the stage.

DENVER—Stage show at the Denham, along with *Ride a Crooked Mile*, both weak attractions, did \$500 under the house minimum with \$4,900.

LOS ANGELES—Paramount, with an F. & M. revue and *Rube Wolf* and his ork plus *Thanks for the Memory* dipped way under the average, grossing \$11,500. Average for the house is \$18,000.

MONTREAL—Loew's with a seven-day vaude show including the *Hollywood Double* and *Gl Lamb* and *Service De Luxe* grossed an even \$7,500.

PHILADELPHIA—Poor business only brought \$17,500 at the Erie Theater last week with a bill headed by Richard Himber's Orchestra. Picture was *Say It in French*.

HARTFORD—Glen Gray, and Casa Loma Orchestra rung up more than \$20,000 for their week at the State Theater, which broke the house record held by Rudy Vallee (\$13,000).

Benefit Shows Up Strength of Vaude

DETROIT, Dec. 17.—Strong proof of popular demand for quality stage shows was given last Friday at the RKO Uptown Theater, formerly the home of Keith vaude and now the only RKO theater here. Occasion was a special benefit show for the Goodfellows of Highland Park, with a layout of high-caliber vaudeville booked by Corinne Muer, with William Powers as emcee. This was the second time in about eight years that vaude has played this house, according to Lou Emery, veteran manager.

Despite a heavy downpour of rain, a capacity crowd of 3,600 jammed the house for the midnight show at 50 cents, which was high for this house. Show doubled last year's record of 1,800, when the same Goodfellows Benefit first brought flesh back to the house.

Dec. 30 Is New Straight Vaude Opening Date

NEW YORK, Dec. 17.—Kurt Robitschek, London producer who was to have opened a theater with Continental vaudeville, says he will definitely open December 30 at the Majestic Theater, but with newer plans and modified versions of his old ones.

The new outfit which will run the venture has been incorporated as the Vaudeville Artists, Inc., and run a straight vaude show with some production numbers on a three-a-day basis. Robitschek has been retelling as the producer and will work on a salary plus a percentage.

Policy for the 1,750-seater Majestic, which will keep the same name, abandoning Robitschek's idea of using the name New York Palladium, will be 50 cents at matinee and 50 cents to \$1 evenings. Shows will start at 2:30, 8:30 and 9 o'clock.

Bills will change every two weeks, with the possibility of a two-week holdover, depending upon the success of the particular act or the entire bill.

Talent lined up for the opener is Al Trahan, Eddie Garr, Melly Picon, Vera Nargo, Bernice Stone, Gilbert Bros., Ming and Toy, Manning and White, and Cinda Glenn, who will be mistress of ceremonies. Robitschek is also dickering for five more acts, several of which he says will be names.

Capitol, New York, Set for Pit Policy

NEW YORK, Dec. 17.—Loew has decided to try an orchestra policy at the Capitol Theater in February, angle being to catch its share of the World's Fair trade. Altho the theater has had only two red weeks the past year, it feels it may not be able to hold its own when the tourists flood town. Current net is around \$17,000 a week, including a large budget for plugging premieres of new MGM films. Under the new policy it would have to clear \$24,000.

Tentative plan is to have a 30-piece orchestra for fancy overtures, plus one or two class singers.

9 New Year's Eve Shows

DETROIT, Dec. 17.—First report on New Year's Eve bookings indicates that vaude shows will be a more prominent feature in theaters than they have been in years. Jack Dickstein, of the Gus Sun office, has booked nine theaters for special shows, including Albin, at Albin; Mich. Ohio, Toledo; State, Pontiac; Mich.; Trol; Sandusky, O.; Arcadia, Detroit; Casino, Toronto; Roxy, Cleveland; Gayety, Cincinnati; and the Garrick, St. Louis.

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.

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

State, New York

(Reviewed Thursday Evening, Dec. 15)

Marquee pulling power goes down several notches and entertainment value even lower with a sockless bill that co-features Tim and Irene, radio comedy team, and Barney Rapp's New Englanders. Program truckles along uneventfully for the most part, failing to reach a peak at any point and, worst of all, falling flat signally in the places where it is expected to do most good.

Opener has James Evans and Co., novel foot juggling turn. "Company" stands for a woman assistant. Evans works with gayly colored splices, a bed contraption that produces a pair of reclining dummies, and a Maltese cross that takes on the appearance of a resplendent pinwheel as it is spun in the air. Speed of the first half of the act could be increased for better flesh.

Deane Janis does pretty well with her vocal offerings. She has a rich voice of good quality and shows enough versatility, swinging from the peppy, rhythmic What Goes On Here to the racy Heart and Soul. She tops off with A Foolish of Dreams.

Tim and Irene do well but just miss out when it comes to scoring a lasting impression. Whether it's because they have devoted so much time to radio or whether their material is not strong enough can only be decided with a little more vaude understanding. One thing is sure, both have what it takes in personality and delivery, especially Irene. Beyond their patter, Irene sings Nobody's Child, injecting plenty of humor into the piece, and Tim baritone's a snatch of Olney Road, his voice warranting a full-length rendition.

George Bentley fares best on the bill, for the material is perhaps not the newest, it is sure-fire. And with Bentley's delivery and his strong bits like the drunken sailor, the song about the intoxicated woman and the song satire on radio commercials, it's a compact, dependable routine.

Barney Rapp comes nowhere near the success of his last appearance here in March. He has changed specialties and, also he has quite a number and variety with him this trip, they do not stack up with the former coterie. Hazel Bruce has taken the place of Ruby Wright as featured vocalist. Not much on voice, but she attempts to be different with jerky, out-of-breath swing singing. June Hart, young acrobat, a last-minute addition, offers a couple of ill-chosen selections, topping off with an awkward bit of tap. Vivian Newell is an acrobatic and control dancer with a trick or two that are different. Two boys from the band, Happy Leeds and Phil Smith, offer vocals, with the latter much the better with Two Sleepy People. Band clinaxes with an impression of different bands playing Be My Girl Du Schoen, which, if nothing else, is outdated.

The Great Walts on the screen. House fair last show. George Colson.

Vaudeville Reviews

Palace, Chicago

(Reviewed Friday Afternoon, Dec. 16)

An indifferent pre-Christmas five-act bill designed for the expected light business. While there is entertainment here and there, it is slow-moving fare as a unit.

Stafford and Louise open with two dance routines, one slow and one fast but of stock ballroom caliber. Their closing design, more passionate in mood and tempo, stands out with a striking spin. Florence Spencer, attractive blonde, splits the act with a fine soft high-kick control number. Seibart with good taste, Fred Dust, the amazing muscle-control canine, held his own with feats demanding perfect relaxation. Robert Williams puts him thru his paces with an amusing line of chatter.

Randall Sisters were a real highlight with their rustic-flavored tunes. Their voices are rhythmic and entirely pleasing, while their appearance is above average. Opened with Put On Your Old Gray Bonnet, added smalltown atmosphere to Alexander's Ragtime Band and closed with a novelty, The Old Apple Tree.

Ben Blue was all right in a low comedy skit with Betty Keane and Eddie Hanley, but he did not exert himself in the type of eccentric dance routines that made him popular on the screen. He did the Russian dance and minuet from recent pictures but they were weak by comparison with his movie work. Nestled a good many laughs with his talk and the audience can stand more of it.

The Seven American Oniuchos, lester-board act, closed. Unusual about this act is that all seven men are young. Their tricks are flashy and some on a par with the best of them.

Business very much on the off side first show opening day, the arrival of Santa proving the stronger attraction. On screen, Annabel Takes a Tour (RKO-Radio). Sam Hontberg.

Music Hall, New York

(Reviewed Thursday Evening, Dec. 15)

Show is in two parts this week, each of which is extremely mediocre Music Hall, and; coupled with a lightweight picture, The Duke of West Point, lacking marquee strength, it will all probably add up to one of the worst business weeks in some time. Attendance was bad last performance opening night and doesn't stand much chance of improving during the next seven days, showdom's traditionally poorest week.

The annual pageant of the Nativity. Pence on Earth, makes up the first half of the bill. Taking into account the nature of the presentation, it nevertheless is staged much too druggily; even religious symbolism can be handled with too heavy a touch, and Leonidoff's staging, while showing the proper awe and respect for the subject, is ponderous to the nth degree. Jane Olligan's singing is lovely, and really effective is the tabernacle of the Birth at the conclusion of the scene, but the spectacle could have been done much more thrillingly without losing any of its pious overtones.

The Twelve Dancing Princesses, a combination of song and pantomime in five scenes, based upon Grimm's fairy tale, comprised part two and succeeded in establishing a long-distance record for boredom at this house of frequently boring presentations. Idea apparently is to attract the vacationing school trade, but the kids will probably fall asleep faster than their parents. In this age of G. Men and swing, the M. H. shows a surprising paucity in wanting its stage, entertainers and directors on such gossamer trips.

Deiores Pallet acts as narrator, reading the action of each scene. (The M. H. production department can't believe the story is as hard to follow as all that.) Quintet of episodes is a seemingly endless succession of ballet dances, relieved only by the familiarly funny antics of the two-man "horse," Pansy, and by the always-pulse-quickening Rockettes. Bob Ripa's juggling helps to enliven things also. But the rest was a sure-fire for

insomnia, dragged out against settings that looked as if a sneeze from the third row would blow them into a heap.

Dividing the bills two halves is a Walt Disney Silly Symphony, Mother Goose Goes Hollywood, which like most of Disney's creations, is superlative. In addition to demonstrating again that the most separating two hunks of bread is always the best part of a sandwich. Daniel Richman.

Loew's, Montreal

(Reviewed Saturday Afternoon, Dec. 16)

Pretty soon dancing will be getting back to dancing. Still another in the series of novelty or trick solo dancers tops the current vaude bill here. She is Muriel Page, who adds to the fan and bubble and balloon and what-not dances what she calls The Flame Dance. It'll be almost a novelty to have a dancer billed as a dancer again.

Miss Page, lithe and attractive, works with a gigantic candle which splutters like an outraged blow-torch. Basing her dance design on the old idea of the moth and the flame, she flits about the fire for a bit, then lets her wings get caught and, before you can say ornithorhynchus, there isn't any costume beyond a few stray phases here and there. Thereafter it's strictly a blue spot and apparent nudity. The Flame Dance isn't so hot.

The Condon Brothers, exceptionally smart team of tap dancers, work like a whirlwind from entrance to exit.

Bob Easton and his midget lady, Ondee Olette, carry on with some dialogue, with the help of Kay Stewart, the disparity in physical size being the most important stock-in-trade of the turn.

Harris and Howell trade a good colored act with bright patter and some delightful.

Donatella Brothers and Carmen, the latter a contortionist dancer of considerable ability, perform in a miniature revue which introduces Mother and Father to neat effect.

Monroe and the Adams Sisters open the show with a speedy exhibition of deft juggling of balls and hoops.

On the screen, Road to Reno. D. M. Legate.

Oriental, Chicago

(Reviewed Saturday Afternoon, Dec. 17)

While the real swing session here isn't scheduled before Friday, when Major Bowes goes in his Swing School, the pre-holiday bill has enough jiterbug talent to rate a jam session billing. The 16 line girls start in the opening with a fast Nakasuchi rhythm number, and Spencer and Foreman continue the jam-boree with a couple of footloose routines. The boy is the better dancer, but the girl has a quite personality.

Murrah Sisters, comedy song trio, don't have too much on the bill, for most of the weight falls on the single brunet in the act who is really the only funny gal. Open with a spruced arrangement of Dishes, the brunet following with Hallelujah Brown, and finish together with an exaggerated satire of three debutantes singing opera.

Terry Howard, still playing the kid in the starched little dress, stopped the show with her amusing antics and us a pest to Jack Talley, her straight man. Act is pretty well spaced out now, and material flows considerably smoother than at any time before. Her song and dance of A Ticket A Pokes fits mighty well in this picture. Back for two encores.

George Lyons, harpist, is announced as a member of the band. He brings the instrument out front to impress with both straight and swing work. Pitches in with a pleasing romantic tenor and proves himself a craftsman on the harp.

The Six Lucky Boys do as dizzy an act as ever, and their comedy is equalled by their strong acrobatic tricks. Turn is clean, throaty, and the chaps seem to have as much fun performing as the audience has watching them. Off to a big hand.

Line closes with a modern tap in bright tailored outfits. Business somewhat off for a Saturday afternoon, but it was the Saturday before Christmas, you know. On screen, the Dionne Quintuplets in Fix of a Kind (20th-Fox). Sam Hontberg.

Century, Baltimore

(Reviewed Thursday Evening, Dec. 15)

After a lapse of two years this house returned to stage shows several months ago and, judging by the enthusiastic reception, appears as tho it may become a permanent fixture again. The presentation is handled on revue lines with band on stage led by the emcee, who also handles the introductions and doubles with a few specialties of his own.

Currently emceeing is Ken Whitmer now entering his third week here. In addition to leading the orchestra and introducing the performers, Whitmer gave short recitals with the clarinet and trumpet, on both occasions with the band.

Jim and Mildred Mulcahy, harmonics specialists, produce some unusual music with the instrument. Both are masters of the mouth organ, easily handling the most difficult selections.

Nora Williams has a powerful set of pipes which tie in well with her sizable figure. She combines plenty of swing and sassy with her personality. Her offerings of Ferdinand the Bull and her specialty, Piccolo Pets, were well received.

Humor for the 35-minute presentation was supplied by Tommy Trent, who gives an extremely funny modern Punch and Judy show. Trent handles the puppets with speed and grace, and his timing and voice accompaniment are near perfect. As a sock finish he displays a black marionette dressed in phosphorescent material. The doll, dancing to the tune of Flat-Foot Floogie with the lights out, presents a unique effect.

Band consist of 30 musicians who play well. Outstanding arrangements were Martha for the opening and Evolution of Dixie at closing.

Prior to the curtain raising Harvey Hammond gave a short recital at the organ. He has a pleasant voice, getting a good response from the audience in a community song.

Film is Drums (United Artists). House fair at last show. Phil Lehman.

Palace, Akron, O.

(Reviewed Monday Evening, December 13)

It's a one-man show in more ways than one. Ben Blue holds the spotlight 60 per cent of the show's hour and the task of holding 'em interested is pretty much all his. When he wasn't doing his own turn he was clowning with the other acts.

The show again follows the familiar pattern of the hour revue. Tommy Tucker's Band, popular in this territory due to frequent one-nighters, provides good entertainment and the musical background.

Tucker has a good swing band and its rhythms are those that will be expected by the large following he has developed by his consistent broadcasting. Blue warms into his best entertainment presenting dance steps that have made him a favorite screen player. His intricate minuet is easily his best.

Estelle Taylor limits her offerings entirely to songs, offering a trio of ballads. Pleasant, but not unusual.

Control dancing of exceptional grace and good imagination is offered by the Stanley Twins, their shadow dance being sock enough to halt any show.

Amy Arnell is the band's featured soloist and is aided by a trio of voices from the band, which contributes several amusing and novel specialties. The unit blends well and moves at satisfying pace. Screen merit, Blondie (Columbia). Rex McConnell.

Coliseum, London

(Week of December 5)

Sir Oswald Stoll has hit upon a new "name" attraction and a popular one. Newcomer is Henry Cotton, golfer, four American acts listed. There's a swirl of two and three-men comedy acts.

Opener, Danny, Edith and Ace, colored hoppers, are okay with slick and speedy tapping. Nellie Armat and Brothers have a swell and versatile entry. Whistling and acrobatics by the boys while playing violins is balanced by cute dancing and other work from the shapely and attractive girl. Act a solid winner.

Music Hall Boys, American set, score hefty laughs with their Victorian vocal travesty in appropriate garb. Boys go in heavier than ever for laughs.

Three Aberdonians, two boys and a girl, have a peach of an entry. Boys work quietly and effectively as acrobats with a strong line of sight and talking comedy. The girl rates tops as a contortionist and acro-dancer. Act show-stops. Willie Wallace, leading English 100

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comedy woman, gets second billing to Cotton. Lays them in the aisles with bar travesties and grimaces.

Arnold, Peggy and Beady, two men and a girl, are the best of countless comedy-daggo and ballroom trawesty dancers. Tangles and mishaps appear natural and get solid roars. George Downum is one of the best of English monologists. Has plenty of topical material that registers.

Henry Cotton is entertainment for the entire audience—and that lets in the majority who do not know their golf. Sways trick shots and climaxes with a stunt in which he hits soft balls into the auditorium. Good personality. Charles Heslop tries out a golfing skit, in the First Tee. In this program, and following Cotton, it's a natural and the laughs come thick and fast. Four Leanders, British comedy duo entry, is a good one with the three men and the girl admiring acceptable fooling with acrobatics and tumbling.

A good bill despite the obvious clashes and plays to peak business.

Bert Ross.

Gaumont State, Kilburn, London

(Week of December 12)

Largest picture house in England. Operated by Hyams Brothers, who confine their activities to London. Going in heavily for vaude in addition to nearly three hours of pictures, it gives wonderful value. Current stage show is a celebration of the theatre's first anniversary, and the 11-act program has four American entrants. Settings and presentations are lavish with full advantage being taken of the spacious stage.

Teddy Joyce, dynamic band leader and emcee, is almost a fixture here. Gives a corking performance and is plenty popular.

Making a quick return, Olive White, stately and attractive American girl, shows stops with a scintillating showing in which her versatility with piano, violin and other instruments, plus a good choice of vocals, is easily the best. Gene Sheldon, also American, is a nifty pianist and bonjo-playing droll. Effective aid comes from Loretta Fischer, easy-on-the-eye dancing foil. Alphonse Berg, lightning dress and fashion creator, completes the American contingent.

Home talent is represented by Sid and Max Harrison, knockabout comics, whose act is too loosely knit and reminiscent of many hokey acts. Still they are a hit and get laughs. Ann Freeman, songstress, scores. Terry's Juveniles in the usual child act with much ado about nothing. Jack Francoia is a smart comedy and trick dancer.

From the Continent come the following acts: Two Percey's, amazing musical equilibrista; the Four Dorians, acrobatic dancers; and Katchinski and Katina, twin pianists.

Patronage excellent. Bert Ross.

ABC, Paris

(Reviewed Friday Evening, December 9)

Programs are improving in this big-time vaude spot. Well balanced and snappy all the way, it is a little too long; over three hours and only 10-minute intermission.

Les Valors, head to hand, have a smart well-liked number. Fernando Beala clicks with singing. Pajot-Waltons' English Marionettes received the second past generations have betowed on them. Anna Maria, with two guitarists, puts on a typical Spanish dance number; short but well liked.

The Comedians Roulliers, one of the headliners, are unique, playing scenes from French plays of the 15th and 16th centuries. Probably only act of its kind in existence, and while no one understands the French of that time, they have the ability to make themselves understood. Aubrey Pankey, Negro spiritual, sings specialties to perfection and show-stops. Line Viola, with the aid of her accordion and piano, sings Paris favorites.

Putting on their farewell show before

\$\$ From China

CHICAGO, Dec. 17.—Dick Hamilton, the Far East booker, writes in to say that the report that American acts cannot take out any money from the Orient is true of Japan but is not true of China. The hotels and night spots in the latter country welcome U. S. acts.

47th St. Tough Guy Collects—for the Kids

NEW YORK, Dec. 17.—One of the strangest quirks of 47th street came to light a few days ago. One of the toughest characters on the block has one weakness—kids.

The dirtiest, freshest urchins, scoldily living their child years on the strip between Sixth and Seventh avenues, are this hard-boiled character's pets. To the kids he is putty. And they all know him as "Uncle."

No too had felt the depression. But that did not stop him from quietly exacting small amounts from his alcohol-broken-down pets and depositing them in a box in the care of one of the restaurant owners on the street. He has already collected enough to throw a party and hand presents to over \$5 of the unfortunate tots.

leaving for the New York World's Fair—they will be in school until then—the Petits Chauffeurs a la Croix de Bois sing with the perfect harmony that has made these 40 little boys world famous. These, the French Nelly Bly, leaves her typewriter long enough to tell an enthusiastic audience some of her adventures in search of news in all parts of the world. Her first time on a stage and she is rock. Felix Paquet has his usual success with patter and song. Little Jack and Baby-dick with a musical burlesque. Max Regnier and Co. return with a new sketch in three scenes, all with plenty of comedy.

C. M. Chambers.

Review of Unit

Karston's Follies Unusual

(Reviewed Liberty Theater, Zanesville, O., December 9)

New edition of Karston's Follies Unusual, lavishly mounted, replete with surprises and a smooth-running hour's performance, is being well received in movie houses.

Karston is still the amazing illusionist who baffles the cleverest onlookers with his feats of magic and illusions. He presents several spectacular scenes with the aid of a boy of dancing girls, clever scenic effects and dazzling wardrobe. Some of the outstanding finish scenes include the Girl in the Pumpkinshell, Toy Soldier spectacles, Dream of the Chinese Emperor, Living Mummy of the Nile.

Comedy is ably handled by the tramp tumbler, the Black Brothers. Their near show-stopping antics are outstanding. Mabel Janis warbles a couple of songs to the satisfaction of the audience. The breath-taking De Lane Sisters offer a routine of aerial tricks. Marsa and Marina are a dance team of the top bracket, much of their routine being of their own conception. Business good both days of unit's engagement here.

Screen fare, Army Girl (Republic). Res McCoskill.

Dorothy Lewis Accident; Out of St. Regis Ice Show

NEW YORK, Dec. 17.—Dorothy Lewis, featured skater on the Ice Show current at the Hotel St. Regis, sustained a fractured skull and other injuries Monday afternoon as a result of an accidental collision with another skater during a practice session.

In the spill the other person's Akate pierced Miss Lewis' head and entered the brain. A delicate brain operation was performed that evening and a small bone was replaced in her head. Doctors believe she is out of danger, thanks to her perfect physical condition.

She is to remain at the New York Hospital another two weeks and then rest for another period before rejoining the show at the St. Regis.

MCA, booker of the show, intends to replace her during her absence, altho no one has as yet been selected.

Riviera, Brooklyn, Vaude

NEW YORK, Dec. 19.—Al Rogers, indie booker, and Sam Cocalis, operator of the Riviera Theater, Brooklyn, are working out a deal to spot name bands in that house. Cocalis took over the house from Handforce Circuit and hopes to reopen it Christmas with vaude and films.

RKO Boston Back; But Met Still Pix

BOSTON, Dec. 17.—RKO's Boston Theater resumes stage shows after a year's absence December 20. The 3,500-seater will house shows for four days a week and programs will consist of a name and six acts, a line of girls and a feature picture.

Opening bill features Lillian Carmen, with Harris and Howell, Emmett Oldfield, Six Crays, Matzie and Roper and Hank Ladd; Com. Owen and Topsy, is on the December 30 bill.

The Metropolitan, M&P ace house, has as yet made no move to meet the challenge and will continue to play double features.

Miami Clubs Licensed But Warned on Gambling

MIAMI, Dec. 17.—Miami Beach council, by a 6-to-1 vote, granted permission to the swanky Palm Island Club to function as a night spot with a beer and wine license. The negative vote was cast by Mayor John Levi on the ground that some of the residents of the island were against the opening. The permit is set for January 14, if and when wheels are allowed to spin.

Jack Goldman's Hickory House was also granted a liquor permit by the council—but with the understanding that no gambling would be tolerated.

Feinberg's Expo Plans

NEW YORK, Dec. 17.—Abe Feinberg says the exposition he will book for the Venezuelan government, opening in April, will include grand opera, name dance bands, restaurants and cafes on fair grounds, and probably also a Holy Land (Palestine) exhibit.

Burly Policy for Night Spot

YOUNGSTOWN, O., Dec. 17.—Burlesque policy has replaced the regular floor show set-up at the Rendezvous Villa near here. Follies of 1939 includes vaude turns, comedians, dancers, strip-teasers and a girl line. On the initial bill are Gaudet and Scenen, "Monkey" Kirkland, Virge Downard, Ginger Payne, Stella Mills, Delores Darnay, Bill Barron and an eight-girl line.

Detroit Has Two New Spots

DETROIT, Dec. 17.—New spot, Club Imperial, opened Wednesday in the Imperial Hotel under management of Singing Sam Belloni, former manager of the San Diego Cafe. Bookings thru Betty Bryden, of the Del-Ray office.

Del-Ray office has booked Emerson Gill and orchestra for the opening of the new Samos Gardens at Flint, Mich., being opened by Charlie Baker.

London Legitter Goes Vaude

LONDON, Dec. 7.—Adelphi Theater, 2,700-seater, West End legit house with the musical Robby, Get Your Gun, goes to vaude at the end of the run of the show. House will become the OTC and Mobs Empire's ace music hall in place of the Palladium, which will stick to the "crazy show." George Black will book.

Shows for Ft. Worth

PORT WORTH, Tex., Dec. 17.—Interstate Circuit is trying out experimental stage shows at its Hollywood Theater here Friday thru Monday. House has had straight pictures till now. First combo show is said to have grossed more than the house's best film-only attraction.

Vaude for Springfield

SPRINGFIELD, Mass., Dec. 17.—Low's Court Square Theater will introduce vaude for three days, splitting the week with Worcester.

Material Protection Bureau

A Free Service for Readers.

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business; but designed particularly to serve the Vaudeville, Night Club and Radio fields.

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Kalcheim Joins Chi Morris Agency

CHICAGO, Dec. 17.—Jack Kalcheim, local booker, is closing his own business at the end of this month to join the William Morris Office here and will work with Sam Bramson, of the theater booking department. At the same time Morris Silver, manager of the office, announces that Charlie Hogan will sever his connections with the Morris Agency and move out on his own. Sammy Clark, who formerly managed the Morris night club department and later occupied desk space, will also leave to move into his own office. Harold Bear will remain with Morris boys.

The Morris Agency will move up into larger quarters in the same building it is located at present.

On January 1 Wally Jordan, of McKnight & Jordan, of New York, will head the Morris radio department, replacing Jimmy Parks.

Wheeling Adds Week-End Units

WHEELING, W. Va., Dec. 17.—Unit policy last halves has been inaugurated at the Capitol Theater here. Shows Thursday thru Saturday, plus usual film program. New policy will continue indefinitely.

McNALLY'S BULLETIN No. 20 PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY 15 Monologues, 7 Acts for Two Men, 7 Acts for Male and Female, 18 Parades, Vaudeville Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 14 Musical Firsts, Parades and Pranks, 14 Musical Sketches, Burlesques, Review Shows, Dance Band Shows, History of John and Gena, Revue, etc. McNALLY'S BULLETIN No. 20 is only one dollar or will send you Bulletin No. 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 for \$4.50, with money-back guarantee.

WANTED Top Flight Acts wishing to be submitted to clubs in the Miami district, send a clean set of photos, giving full description, with your address and postal address. TAYLOR TROUT FLOOR SHOWS CO. Seville Court, Hollywood, Fla.

SPECIAL HOLIDAY CATALOG NOISEMAKERS, PAPER HATS, DECORATIONS, BINGO PRIZES LOWEST WHOLESALE PRICES--Be sure to mention your line of business! MIDWEST MERCHANDISE CO. 1011 & BROADWAY, KANSAS CITY, MO.

They Call It Friction

ASBURY PARK, N. J., Dec. 17.—Friction was given today as the cause of a fire which destroyed a small nitery here.

Vaudeville Notes

BILLY HOUSE has been set for the Palace, Chicago, beginning January 13, by the Miles Ingalls-Jack Davis office, New York. Office also booked the Fibs Mc-Moore unit for the same house, opening February 6.

FATTH BACON goes into Toronto December 23 and follows with Fay's, Philadelphia, week of January 5. She is now being handled by Lou Birausa, of New York.

AL SEIGEL'S newest voice discovery is 15-year-old Gloria Maggio. Plans to introduce her with her own band.

JUNE PREISSER, under contract to MOM, makes her film debut in Babes in Arms.

ATTENTION ACTS OF ALL KINDS
BURLESQUE STRIPPERS, STRAIGHTS, COMICS, LINE GIRLS, etc.

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

N. Y. Burlesque Censor, Union, Theaters Confer

NEW YORK, Dec. 17.—For the first time since the revocation of burlesque theater licenses a year and a half ago the trade has hope for some stability.

Appointment of John F. X. Masterson as representative of the operators in any and all negotiations with the union and with the licensing department marked a precedent for the field.

Mayor La Guardia's expressed confidence in Masterson and new set-up is like parental blessing.

Detroit Agents on A Merry-Go-Round

DETROIT, Dec. 17.—Wholesale changes are taking place among local agents, with several more slated January 1, when the new agency becomes effective.

Alex Agresti has left Gus Sun to join the Betty Seydon office.

Briskman Vaude Set Back 3 Weeks

NEW YORK, Dec. 17.—Introduction of vaude in the form of a miniature revue at the Continental Theater here, previously set to make its bow on Christmas Eve, has been postponed for at least three weeks.

Difficulty in lining up suitable bills for the new venture, under the management of Samuel Briskman, Harold Goldman and Maurice Costello, is held responsible for the delay.

Hurtig Gets Philly Shubert

PHILADELPHIA, Dec. 17.—Joseph Hurtig will reopen the Shubert Theater December 26.

Burlesque Notes

(Communications to New York Office)

NEW YORK: LOYE ASTRID writes she was unable to open at the 600 Club, Chicago, being forced to leave Chicago suddenly November 27 for San Francisco to take care of a sister injured in an auto accident.

BUDDY ORLANDO, selected by Joe Weinstein to sing the Miami Beach show this winter because of his long stay and success at the Republic.

JEANNE PARDUE picked for a vaude act, and with Charles Abot, comic, and Gus Robey, straight, opened at the Riverside, Milwaukee, December 16.

JOE HURTIG, of the former Hurtig & Seaman firm, Columbia wheel show and house operators, has taken over the Shubert, Philly, for burly stock.

Chicago: HARRY CLECK, Charmaine and Cell VonDell moved into the Rialto here Friday.

THUR CLAMAGE, operator of the Avenue, Detroit, was in to attend the funeral of his nephew, Barney Clamage.

Burlesque Review

Empress, Spokane, Wash.

(Reviewed Tuesday Evening, Dec. 6) Smokey Wells and company went thru first week of stand here under burly billing and then changed advertising to Minstrel Musicals.

Show, caught during second week, opened with five smartly dressed girls in fast tap number—Oliver Fuller, leader.

Then Wells, former comic with Olsen and Johnson, aided chiefly by Janet Gilmore Maloney, gave first of five skits, take-offs on marriage, G Men, torture tellers and sit-down strikers.

Thel Brown sang I've Got a Guy in differently. Don and Beverly had high-class waltz specialty.

Hirst Circuit News

NEW YORK, Dec. 17.—Merry Revels disbands in Union City, N. J., December 24.

Billy Hagan, of that show, replaced Harry Connolly in the Hinda Wassau show in Toledo recently.

Ann Corio leaves her show Christmas week to spend the holidays with the family in Hartford, Conn.

Triboro, Harlem, ceases to be a spoke in the wheel December 24 and will return to stock December 25.

Santa Claus in Detroit

DETROIT, Dec. 17.—The National Theater had a double chorus this week as an unusual Christmas gesture of good will.

Pitt Burly Gains

PITTSBURGH, Dec. 17.—Business at the Casino is up almost 35 per cent over a year ago, owner George Jaffe revealed, despite district's slight losses in business and industry compared with 1937.

Jung Room Dark Till Xmas

NEW ORLEANS, Dec. 17.—Tulane Room of the Jung Hotel closed with the departure of George Hamilton and on last week, to be dark until Christmas week.

Profit-Sharing!

CHICAGO, Dec. 17.—A one-day date for Terry Howard into the Rialto, Joliet, Ill., booked thru the Balaban & Katz office, brought into action no less than three agents.

Rep Ripples

JACK RIPPEL was visited by his brother Charles at Esoter, S. C. recently. Later, after 39 years of trouping under rug operas, has quit the road and is now with a WPA project in Columbia, S. C. He and Jack are the only ones left of the original Rippele Wagon Show.

"SEABEE" HAYWORTH opened his winter opus on schedule December 3 in Lynchburg, Va. Roster includes "Seabee" Hayworth, Marion Andrews, Marie Corley, Harry Corley, Gene Mathis, Leo Hamblin, Jean Sturwalt, W. D. McKenzie and Don Phillips and his ilk.

ETHEL MAY JENSEN has joined the Costa Players on piano and bits.

C. B. WITTCOURCH reports a good opening for his circle out of New Hampton, Mo. . . . **THE BRAYS** are playing under school, and society auspices in Vermont.

EARL BARR, former violinist and band leader on various shows, is ill in McKennan Hospital, Sioux Falls, S. D. He would be pleased to hear from friends.

OHIEP BOLLING CLOUD and his *Dog Town Follies*, playing return dates in Virginia, spent Sunday (11) with George Bishop and his Radio Boys and Girls in Harrisonburg, Va., where the Follies played Warner Bros. Theatre. Kitty Harper has joined the Rolling Cloud unit, and Clarence Auking, outfit's agent, is back after his auto accident a few weeks ago.

SUE SHOCKLEY, Rochelle Roberts and Ed Nelther, formerly of Billroy's Comedians, were seriously injured in an automobile accident December 4 near Newport, Ky., while returning to their home in Silver Grove, Ky.

WED G. WARD, manager of the Princess Stock Co., has opened a circle for the winter to play a loop of towns around Sheridan, Ark.

J. B. PLESNER recently terminated his engagement with the Verne Douglas Stock Co. in Utah to hit out for California.

DANNY HENDRICKS is playing night spots in Kansas City, Mo.

DAVE HELMAN is hitting up the towns for Ted North's Circle which opens in Kansas December 25.

ROBERT AND MARGARET McLAIN, who planned to open a merry-go-round in Illinois, have given up the idea to join the McWhirter show in the Carolinas.

SID SNIDER, who recently closed with Chick Boys in Nebraska, adjourned briefly in Kansas City, Mo., last week en route to Western Missouri to spend the holidays with the homefolks.

FRED JENNINGS PLAYERS, after a long season in Southern California, have closed temporarily for a pre-Christmas vacation.

MR. AND MRS. JACK SCHAAP, with Skippy Lamore's Comedians in Michigan the past summer, were seen on the radio in Kansas City, Mo., last week. The Schaafs have been playing schoolhouses in that area with their entertainment feature.

JOE AND CATHERINE HURTT, after a long season with Warren's Comedians, have gone to Indiana for the holidays.

TURNER DEPENDRINK, formerly with Harry Dunker's Comedians, is now with Station KIUL, Garden City, Kan.

WIM WAUREN'S Comedians have closed temporarily in Louisiana to make preparations for the opening of a dramatic-musical stock in Lawton, Okla., about January 1.

FLOYD WHITE, formerly with J. Doug Morgan, Margaret Lillie and other Midwestern shows, has returned to Kansas City, Mo., after a trip thru the South and Midwest in the interests of an Eastern music publishing house.

GRAGO PLAYERS, after a two months' try in Southern Iowa with rotary stock, have returned to their old stamping grounds in Wisconsin.

WALLACE BRUCE Players will begin the winter season December 26 with a circle in Kansas. **THE WOLF TWINS** were in Kansas City, Mo., last week-end.

SHORT CAST PLAYS FOR LEASE

Tab and full length scripts for repertory and stock. Send for list and state how you can be reached and what territory you play.

JOHN LAWRENCE, Wheeling, W. Va.

WANTED

FOR TWO-WEEK STOCK — LEADING TOWN

Must be strong. Specialties and wardrobe essential. Open New Year's Day. Minimum salaries. Send without notice. Send photos.

MADE KIRBY PLAYERS Canton, Ohio

having been called from Oklahoma due to the illness of their mother.

KING AND HAZEL PELTON have joined the Darling-Briggs circle in Texas.

AL HEFTA and Dick Shankland have joined hands to open a circle in North Dakota, with Valley City as the base.

Shankland was with Christy Obrecht the past summer and Hefta was formerly with the Balhazor Shows.

NIXON AND NORRES, specialty team, were spotted in Kansas City, Mo., last week after an absence of many months.

KELLY MASTERS is vacationing in Miami, Fla. Ralph Masters, his brother, is managing their three circles trouping the Deep South.

GEORGE B. HILL and wife, Helen, last week joined Billy Armand's stock unit at the Roxy Theater, Knoxville, Tenn. The Hills, the past summer with the Majestic Showboat, spent the last two months in Cincinnati, where George worked for a local department store.

HARRY O. LATER is planning a circle to play knowledge boxes in Alabama, with Mobile as headquarters.

J. B. ROTNOUIT reveals that he has used 164 plays in the nine years that his Rotnouit Players have been circling in Illinois.

RALPH HERBERT and wife, Reba, formerly for many years with the John Lawrence Players, are returning north from Georgia to work Indiana territory this winter.

BOB FRYOR, juve and trumpeter, has joined the Educational Players in the Hoosier State.

L. P. DAVIS is booking a rotary of theaters and schools in Arkansas for an early January opening. Unit will operate out of Fort Smith.

EDWARD SHAW is rehearsing new bills with a large cast for his Michigan circuit. He's reorganizing at Lansing.

PAUL AND DIKIE HERBERT, juve team which closed recently with the Heffner-Vinson Show, will work on an Indiana circle, commencing December 26.

DICK CALDWELL will launch a six-night circle in Michigan December 26. Seven-people cast is currently rehearsing in Mason.

LUCIUS JENKINS, ex-troupier, is this season again operating his free trailer camp on Route 41 on the north side of Titus, Ga.

TONY LAMB'S traveling motie and vaude show closed its 36th season at Adel, Ga., December 17, with the equipment being stored there.

CARL SAVAGE, former accordion specialist and performer with various rep organizations, is now working in commercial lines in Brooksville, Fla.

Hollingsworth Pens Overture

PALESTINE, Ill., Dec. 17.—M. B. Hollingsworth, band director and owner of the Favorite Players, has written a new overture since the closing of the tent season. The number is dedicated to the tent dramatic shows and is titled *Ray Opera*. It is characteristic and includes effects of the driving of the stakes, the dramatic incidental music, the villain's entrance, the death scene, the storm and a blowdown. Arrangements for 30 instruments are being made by R. B. Esenberg and the number is slated to be published early in January.

Hopkins Players On Houston Return

HOUSTON, Dec. 17.—Monroe Hopkins Players opened a return engagement on a busy downtown corner here last Thursday night with the presentation of *The Nut Farm*, which drew a capacity tent.

Cast includes David Polley, Dayne and Bob Totheroh, Mack Long, Jessie Gilde, Hal Burwell, Jack McClaskey, Red Ford and Margie Roffall. Jimmy Ford and his Syncopated Plugs do the music.

Heffner-Vinson Hi-Lites

VALDOSTA, Ga., Dec. 17.—Fr. Meade, Fla., December 10, was the closing stand. Ralph Herbert gave the down beat and the Rhythm Boys went into *Auld Lang Syne*.

The 26th jubilee tour of 36 weeks had a total mileage of 7,802 miles, covering six states—Florida, Georgia, Tennessee, Kentucky, Virginia and North Carolina. Winter Garden, Fla., was the banner town the closing week.

Paul Herbert was given a road map and compass so he could get out of Florida after he got lost in a jump the closing week.

Outfit rolled into winter quarters here Monday and was put away by Hoxie Tucker, who left soon with Betty for Somerset, Ky., to spend the winter. Sid Lovett and several of the company came into Valdosta for the winter. Manager Heffner will remain here for a while, until the cold weather drives him farther south.

Paul and Dixie Herbert went to Nashville, Tenn.; "Hambone" Lewis and wife, Dolly, to Norfolk, Va.; Ralph and Reba Herbert to Sullivan, Ind.; "Cowboy" Gwin and Dorothy Vinson to Altoona, Pa.; Buddy Hawkins and Arline Beyers to Jacksonville, Fla.; Joe Unick joined Morris Nelson's unit; Fango and Dawn to Rome, Ga., and Bob Brasfield and the writer to Cincinnati.

AL PITCAITHLEY.

CARROLL 1,000-SEATER

(Continued from page 19)

trance and floor show. Besides this, members have access to the first two rows of the regular theater at all times.

Board of governors for inner Circle includes Darryl Zanuck, Dave Selznick, Harold Lloyd, Bing Crosby, Walt Disney.

With Ray Noble set for maestro, deal is under way for second band, possibly Matt Malneck and Manny Klein's swing combination.

Others signed for show include Nadine Connor, Three Sophisticates, Vivian Mayo and Harrison and Plesch. Hoffman Girls will handle the ballets. Nico Charisae is directing ballet. Line of 60 is being handled by Eddie Erins, who obtained leave of absence from Warner. Jean Le-Beyreux is designing costumes. Stage manager will be Harry Long.

So far two new tunes have been set for the retus, one by Lou Alter. Face in

The Crowd, and another by Ray Noble, in *The Candle Light*.

Carroll interviewed about 5,000 girls to get the 60 he finally picked for the line. In his old shows, Carroll insisted on females being 5 feet 2 inches, with a limit of 5 feet 5 inches for showgirls. Now the line girls are 5 feet 3 inches and showgirls 5 feet 7 inches.

Now spot will seat 1,000 people, not including those in the Inner Circle. Projections will be mounted on two 80-foot revolving stages.

Carroll plans to hold auditions nearly every night for return units. The Inner Circle is going to be used as a show case for new talent.

Carroll has not signed with AFA, as earlier stated. AFA is giving him a couple of days grace. Then if papers are not inked, AFA will ask Central Labor Council to put new spot on unfair list. Also AFA plans to call into effect ruling of Joseph Weber, proxy of AFM, that union orks cannot play *MANAPA* acts.

CLUB MANAGEMENT

(Continued from page 19)

cartoons and short subjects to patrons at bars that are entirely apart from the room where the floor show appears, or in the cases where a hotel or club has more than one room, in all of the rooms where there is no show.

Idea is to make use of these potential customers by taking shots of the most interesting features of your show (each operator must decide what he wants to play up) and have them unclosed at these showings. These action shots can be shown either alone or tied in with the usual films shown. Those who have tried the scheme say that it is quite an inducement to see the floor show "in the flesh."

Avoid Accident Responsibility

WITH more and more night clubs adding games, contests and other features that invite patron participation, it would not be a bad idea for the proprietors to take the precaution that was first noticed at the Village Barn, New York.

This spot has for many years featured games on its entertainment bill, and so it must know from experience whereof it speaks when it prints on menu cards and other announcements that the Barn assumes no responsibility for injuries sustained thru the playing of our games, etc.

Handling the Kids

SINCE swing bands became the big thing, many operators of clubs and hotel rooms have said that, altho they realize a top flight swing band is a tremendous attendance puller, they face the advent of a swing outfit into their place with misgivings.

They know that patronage will be heavy and they will be taxed for room to take care of the jitterbug devotees, but they also feel that receipts will fall below the normal because of the poor spending of the youngish average patron.

The younger set still prefers non-alcoholic beverages, if they have their choice, and so many spots have taken care of the situation by installing milk bars and other soft-drink facilities when an attraction popular with the younger people is on hand.

Again it also carries favorable comments from the parents of the young clubbers.

Baseball Czar Says Night Clubs Are Naughty-Naughty

NEW YORK, Dec. 17.—The Yacht Club is without its star attraction this week because of the disagreeable influence night club life has on ball players.

Buddy Hassett, former outfielder for the Brooklyn Dodgers, who formed a vaude team with Stan Lomax, radio commentator, booked for the Yacht Club and supposed to open last Monday, was given the finger by Judge Keneaw M. Landis, baseball czar. Landis refused to let Hassett play the date because of certain "moral" objections.

Principal objections were that playing in a night club would necessitate Hassett's staying up late, that it was a gathering place where people imbibed liquor and furthermore the room was full of smoke.

"It Can't Be All One Way"

By E. F. HANNAN

THE above title is an expression of Jack Haverly, famous minstrel man, and is an apt remark to be applied to many members of show business. This is not intended as a slight to anyone making his living in the business, but it may be correctly applied to many in the business who had better be using their time in other means of earning a livelihood. Every edition of *The Billboard* carries a kick from some showman who hasn't got the desired publicity he has in mind or who kicks on no publicity at all.

I wonder sometimes how the trade papers make a go of it. In fact, I doubt that they do. I can write with a bit of authority in such matters, having had disastrous experience with publications along the line of trade organs, and the case is the same be it show business, the music business or the hardware trade. The same clannish personal angle arises when some matter of news is being exploited, news that many times is without interest to readers but is desired by those rushing into print to keep their names before the fellow members of the business.

What would become of show business, particularly the smaller and weaker end

of show business, without *The Billboard* is too tragic to even think of, and as such publications more and more seem to be changing policies and taking on newer and different entertainment, it is not too hard to realize that the weaker end of the business—that is, the business of the small traveling show—may wake up some morning to find itself without representation in the field of news publications. In fact, I can't see how it can be different if co-operation is not forthcoming from those who should be most vitally interested.

There is no way to organize the smaller showman, and the only fraternal link we have to hold this helpless bunch of the business together is the help we got from a willing trade paper. *The Billboard* deserves a better break than it gets both in co-operation from small shows from the managerial end and a lift whenever possible from the performing end. Without *The Billboard* we who have the small dramatic show at heart are sunk. And a glance at its pages week after week makes one wonder whether we can go on expecting something for almost nothing. I don't know how it does it.

ADAMS—Sarah, 60, a 48-inch midget formerly in show business but for the past 12 years engaged in evangelistic work, at her tabernacle camp on Martha's Vineyard Island, Mass., December 13. Survived by a sister, also a midget.

AMSTERDAM—Joseph, 60, musician and composer, at his home in New York December 8. Survived by six children.

BART—Matthew F., 60, who years ago operated Bart's Music Hall, one of the first amusement places offering vaudeville, December 8 at his home in Canton, O., after a brief illness. A daughter and three sons, including John Bart, well-known concessioner and park executive, for many years at Meyers Lake Park, Canton, O., and now identified with Calpew Lake Park, near Medina, survive. Services in St. Joseph's Catholic Church, Canton, and burial in St. Peter's Cemetery there.

BURCH—Mrs. Helen, in General Hospital, San Jose, Calif., October 3 after a short illness. Survived by her husband, Eddie; a daughter and four brothers.

CARLISLE—Mrs. Mary, 73, former star of a flaming hoop act in the Ringling circus and at one time owner of a small circus with her husband, a circus cowboy, at her home, Lynn, Mass., December 16.

GARRE—Albert, 88, former director of the Comedie Francaise and for 23 years director of the Opera Comique, Paris, in that city December 12 after an operation. He was honorary president of the Association of Dramatic Artists and noted for the excellent staging of his productions. He had been cited for distinction by the Paris Conservatory. Some of the operas produced for the first time under his management were *La Basochie*, *Pellens et Melisande*, *Ariane et Barbe*, *Farzad*, *Jacotte*, *Le Jongleur de Notre Dame* and *Louise*. From 1885 to 1895 he was the director of vaudeville in Paris, and from 1895 to 1898 director of the Gymnase. He had also directed musical productions at Aix-les-Bains.

CLOSTON—Charles W., 51, reporter and former manager of the Playhouse, now Box Theater, Salt Lake City, in St. Paul December 11 of a heart attack. Of 34 years he had devoted his time to newspaper work and was working on a Minneapolis paper at the time of his death. In 1923 he became associated with the Denham Theater, Denver, and later opened a stock company at the Playhouse, with Gladys George and Bog Erway as leads. He was general manager of the corporation that operated the Playhouse and Denham Theater, surviving are his widow, Carrie Viola, and a son, Charles Melvin.

COLLINS—Ann, 30, night club singer, of a heart attack in Syracuse December 14. She had been in failing health since the death of her husband, Peter Collins, three years ago.

COMERFORD—Arthur, 62, brother of M. E. Comerford, head of the Comerford Amusement Co., in Los Angeles recently. For many years he was employed by the Comerford company as a manager in Wilkes-Barre. Survived by two brothers and one sister. Burial in Plymouth.

DAVISON—James J., for 42 years ticket-taker at the Academy of Music, Philadelphia, at his home in Swedesboro, N. J., December 12. Services in the Church of St. Francis de Sales with burial in New Cathedral Cemetery, Philadelphia.

FLORY—Joseph O., veteran trouper, in New Orleans December 14. Flory did a high act with Rice & Dore Shows for 25 years and for a number of years presented a free act. Burial in New Orleans December 16.

FRANCHOT—Nicholas V. V., 55, former New York State assemblyman and uncle of Franchot Tobe, movie star, in Niagara Falls, N. Y., December 14 after a long illness.

IN MEMORIAM
JOHNNY J. JONES
Our Husband, Father and Brother.
"Your kindness and friendliness are forever engraved in our hearts."
MRS. JONES, JOHNNY JR. AND SISTER SUSIE.

GAINES—Mrs. Olive, wife of M. E. Gaines, owner of Gaines Tent and Awning Co., London, O., there December 9. Besides her husband, four sisters survive. Services in Columbus, O., and burial in Somerford, O.

KINNOULL—Countess, 35, daughter of Britain's late night club queen, Kitto Merrick, in London December 15.

LYMAN—Myron M., 74, secretary of Lewis County Fair 20 years, at his home in Lowville, N. Y., December 12. Sur-

The Final Curtain

vived by three sons. Funeral and burial December 14 in Lowville.

McGAPPEY—Kenneth, 53, press representative for the Golden Gate Theater, San Francisco, there December 9 in Santa Hospital after working on various papers in Denver, Chicago and New York; he became press representative for Leo and J. J. Shubert, theatrical producers. At one time he was personal representative for Mary Pickford. Survived by a son, Kenneth Jr. Burial in Los Angeles.

drove his own horses in many Northern Ohio light harness race meets. A sister and two brothers survive. Burial in Clyde.

MEYERS—Oscar Rower, 50, orchestra leader of the old Green's Hotel, Philadelphia, December 13 of heart disease. For many years he was a director of the Philadelphia Musical Fund Society and more recently a music teacher and orchestra conductor of the Holy Trinity Episcopalian Church.

MULLANE—Patrick J., 52, for many years performing as a "nyman fly," fell to his death while cleaning windows of a downtown building in Findlay, O., December 9. Authorities were trying to locate the whereabouts of relatives. He was a World War veteran.

NEWELL—Edward M., 63, outdoor showman and owner of Newell's Mechanical Farm, of pheasant December 3 at his home in Colorado Springs, Colo. Newell at one time traveled with Anderson-Strader Shows and Selbrand's Pica-nilly Circus. Two sons, Clyde and Floyd, survive. Burial in Evergreen Cemetery, Colorado Springs.

OBRYAN—Arthur J., 67, December 7 in Harper Hospital, Detroit, after a long illness. He began his musical career as a minstrel singer and later went into light opera in the Prince of Pilsen. He played in a number of musical productions and spent 12 years touring the country in vaudeville. Survived by a daughter, Kathleen; two sisters and a brother. Burial in Mt. Olivet Cemetery, Detroit.

OLSON—Thomas, 67, former concert musician, suddenly in Griffin, Ga., December 6. Born in Copenhagen, Denmark. Olson came to this country 40 years ago and as a concert musician appeared in many of the larger cities. Burial in Ponce de Leon, Ga., December 8.

PRESTON—Wiley, 80, father of Mrs. Elizabeth Hooper, wife of Hooper the Magician, in Fort Valley, Ga., December 6. Survived by his widow, Sarah, and eight children.

In Memory of
JOHNNY J. JONES
Whose deeds perpetuated themselves as a monument for our efforts of attainment.
New Johnny J. Jones Exposition
E. LAWRENCE PHILLIPS.

MADDOX—Mrs. May, 61, veteran film and vaudeville actress known in pictures as May Wallace, of a heart attack in Los Angeles December 11. Services in Olan-dale, Calif., December 14.

MAYO—Bert, 64, at his home in Aurora, Mo., December 3 after an illness of two years. He was born under canvas and spent virtually all of his years touring with shows. While a boy he became a bareback rider and performed with the Lemen and Hall circuses for several years, later becoming affiliated with the Sparks show as ringmaster. After 18 years with Sparks he joined the Self-Sterling Circus, retiring after two years on account of ill health. He then spent his time at his home training young horses for work in the ring, and several of his animals, among them Lady Bess and King of the Oaks, were with leading circuses in the last decade. Survived by his widow. Burial in Maple Park Cemetery, Atmore, December 10.

MEADOW—Bernard, 24, one of the proprietors of the Torch Club, near Canton, O., December 12 at his home there. His parents, two sisters and a brother survive. Burial in Hebrew Cemetery, Canton.

MEYER—Frank P., 72, for 27 years a director of the Fremont (O.) fair, December 11 at his home in Clyde, O. He

IN REMEMBRANCE OF MY DEAR HUSBAND AND PAL.
CHAS. H. ROONEY
(Hiding Rooney)
Died December 24, 1938.
MIRRIE H. ROONEY.

SAXE—Thomas, 64, operator of a chain of nearly 100 theaters in Wisconsin and Minnesota, December 16 in Milwaukee

TOTO (Armando Novello)

Toto, 50, world-renowned clown, died in the Union Hospital, Bronx, New York, December 15, three weeks after an operation for an intestinal ailment. A week before his death he fared into a coma and never regained consciousness.

In England it was Joseph Grimaldi, daddy of all harlequins, whose memory is kept alive because the name of clowns today in "Joey," modeled after Grimaldi. In Germany it is the infamitable Ofock, who has many imitators, but no more spare than had Toto, the great Swiss zany, christened Armando Novello. His father, George Novello, was a horse trainer, and his mother, Annette Schouberg, a lion tamer.

Toto's first circus training was as a contortionist and he performed in European "tan" circuses at the age of 3. By the time he had reached 16 he was a veteran trouper, having traveled thruout Europe. Because he was unusually small and unusually strong, he took a fling at jockey work, but disliked it and returned to the world of acrobatics. It was not long before he emerged as a painted buffoon, and soon thereafter the greatest pantomimist of his day, appearing before the proverbial crowned heads, but appearing in actuality, not in the fertile brain of a press agent.

In 1914 he was sighted by Charles Dillingham, the Broadway producer, in a London theater and was engaged for the Hippodrome in New York, becoming an instantaneous success. In the Hipp at that time were Charlotte's Ice Skaters, of which Hanny Friel was a member. She became Mrs. Novello and worked in his act. During the war Toto was a Hal Roach comic on the screen, later going into vaudeville. He appeared in the sixth edition of *The Grand Street Follies* (1924), and Fred Allen, who was also in the cast, remembers him as "that lovable little guy, generous to a fault." He appeared on the stage in a vest-pocket car, crawled into it with a ryalise and a dog, unseen by the audience because he was so small. He used a red patent leather wig, pink paint, elongated dark stripes under his eyes, a paint-out on upper lip and red paint on the lower. He wore misfit pants. The entire effect was bizarre, laugh-producing. When his antics were added to his make-up the effect was incomparable.

During the last few years he entertained for children at schools, women's clubs and hospitals. He had never appeared with an American circus. He lived in a 10-room home in Larchmont, N. Y., where he is survived by his widow and a daughter, Jean, 17; others who survive him are a brother, Albert, New York business man, and two sisters, Mrs. Lenore Zimmer, of Larchmont, and Mrs. Katherine Schlaus, of Paris. The Mamaroneck Lodge of Elks conducted funeral services for him December 16 with family services the next day. He was buried in Botchwood Cemetery, New Rochelle.

after a two-year illness and undergoing an operation a week previous. Saxe, with his brother, John, opened the first nickelodeon in Milwaukee. He was general manager of the Saxe Amusement Management, Inc., the operating company for Wisconsin theaters controlled by Warner-Saxe Theaters. Among other Milwaukee theaters the Saxe brothers also owned the Lyric, Orpheum and the Princess and in 1912 purchased the Alhambra, popular legitimate house. They hired S. L. Rothafel, who became famous on Broadway as Hoxby, as their first manager. One son, Edward, of Milwaukee; two daughters, three brothers and six sisters survive.

SEALY—Frank L., 80, organist, conductor and composer and warden of the American Guild of Organists from 1922 to 1932, at the Medical Arts Center Hospital, New York, from injuries sustained in an auto accident December 14.

STEWART—Maurice, 67, noted mimic and character actor, December 7 in Oakland, Calif. He was a member of stock companies and had traveled with the Morocco unit. Survived by his widow, Catherine, and a daughter, Gladys.

THOMAS—Cullen Fleming, 76, United States commissioner general for Texas at the recent Texas Centennial Exposition, in Dallas December 6 after a short illness. Interment in Dallas.

WELLS—Mrs. Beatrice May Light, 91, wife of Jack Wells, formerly with Cecil & Wilson Shows, in Lebanon, Pa., as the result of injuries sustained when struck by an automobile on the William Penn Highway December 13. Her mother, one son, four sisters and four brothers survive. Burial in Ebenezer Cemetery, Lebanon, December 16.

WHITE—Wells M., 88, son of Frederick White, veteran showman, December 7 at his farm near Brownstown, Wis. Frederick White operated the road show *Bubs in the Woods*, which he sold to Al Ringling in 1894 after Ringling worked for him several years. Survived by two sons and a brother.

WILSON—Mrs. Margaret A., 85, mother of Gardner Wilson, publicity man for Ringling-Barnum circus, December 3 in Mount Park Hospital, St. Petersburg, Fla. Body was cremated.

Marriages

ALDERMAN-ETTING—Myri Alderman, pianist, and Ruth Etting, singer, in Las Vegas, Nev., December 14.

BLOCK-HEAD—Fritz Block, radio producer and press agent for the Oriental Theater, Chicago, and Fern Brady, radio actress, in Louisville December 14.

OLEN-ARMIDA—Arthur Olen, manager and member of the Empire Born Orchestra now at Hotel Sherman, Chicago, and Armida, Mexican film actress, in Valparaiso, Ind., December 13.

GRAM-MARGO—Ralph Gram, announcer for the Ringling-Barnum show for several seasons and recently with Station WQDM, St. Albans, Vt., and Margo, of NBC fame, recently.

HARVEY-MAYOR—R. E. Harvey, of the credit promotion division of Ross Federal Service, Detroit, and Florence Mayor, of Cleveland, in Cincinnati December 3.

HOLT-ASHCHRAFT—Charles John Holt, son of Jack Holt, film actor, and Virginia May Ashcraft, in Yuma, Ariz., December 10.

KORAN-GUERREIRO—Prof. Herbert Claude Koran, magician and ventriloquist, and Josette Guerreiro, nonpro, in Maryland December 6.

MULLER-HASENAUER—Carlos Muller, composer, and Erika Hasenauef, nonpro, in Elkon, Md., December 8.

O'FLYNN-MARCH—Damon O'Flynn, stage and radio actor, and Eve March, currently appearing in *Here Come the Clowns*, in St. Malachy's Church, New York, December 11.

PLANT-KING—Phil Plant, nonpro, and Marjorie King, Broadway showgirl, in New York December 15.

ROWLAND-HENSON—Daul Rowland, comic player with Dowds Bros. Circus the past season, and Lona Henson, carnival worker with the Backey State Shows in Jonesboro, Ark., November 23.

RUBIN-GOTTLIEB—David Rubin, nonpro, and Blanche Gottlieb, secretary to Mack Stark, of the Mills Music Co., New York, November 8.

SIMPSON-BROWN—Arthur N. Simpson, veteran trouper, and Mrs. Nettie M. Brown in Frederickburg, Va., September 30. Simpson has been in show business over 60 years. In the early '80s he was (See MARRIAGES on page 59)



Stuff and Things

BURNING THE MIDNIGHT OIL: Madison Square Garden will pay a handsome reward for evidence leading to the arrest and conviction of anyone with a terrific idea for summer operation.

Departures: Frank Miller, the Kustard King, is on the way to get scorched on Miami's Sahara. Will stay there until March winds, poor fellow.

Trade Talk: They say that S.W.O., ex-general manager of Big Show, is furnishing some scratch for Billy Rose's new Diamond Horseshoe in the Para Hotel.

Query: What about that memorial to Dexter Feltow which people were pretending to be interested in, with Hartford, Conn., as the site? Dexter Feltow Test of C.S.S.A. originated the idea, which is still not beyond the idea stage.

AT LIBERTY: W. C. (Bill) Fleming has resigned as director general of the Johnny J. Jones Exposition. That info was no sooner set in type and a matter of public record than a booking office (not the one you and you think it is) became interested in him as a likely peddler to fairs and things.

Sneak Stuff: Zenda the Helpful One is conducting meetings of divine wisdom at Carnegie Hall Thursdays and Sundays and lucko parties Tuesdays and Thursdays.

Literature: One of these weeks The Billboard will publish the vigorous speech delivered by Harry G. Traver at the parkmen's huddle in Chicago. The parkman or manufacturer who does not read it should be read out of the business. It is a practically exhaustive analysis of the amusement park industry and ways of improving the same.

Contest: This publication is conducting a contest for the selection of outdoor performers, first of its kind. Read the details in the general outdoor section. It's the Pulitzer Prize of the novelty set bit.

Ship News: Rex D. Billings Jr., of Montreal's Belmont Park, is cruise director for the S. S. New Northland, operating between Miami and Nassau.

Periscope: Frank W. Braden, of Ringling show press staff, anking across busy 50th and Broadway in military stride with Bee (Flying Sensations)

Starr, who in Mrs. B. in private life, trying to keep up with him. Weather Forecast: Flushing—fair beginning April, 1939.—Fred Allen.

DEFINITIONS (Continued)

TEN-IN-ONE: The idea is not to count the attractions. If there are an electric chair, a snake girl and a tattoo man, it is known as a ten-in-one. Pit Show: This makes a showman out of an innocent person who is often the town's best hod carrier. Red One: This is when the wagon rakes in the dough, not the indie showman or concessioner. Bloomer: This is when everyone but the wagon makes money, and therefore a Soperoo. Bannerman: His main function is to get a painter who will work cheap, that is, for practically nothing. This makes the bannerman a great salesman and an asset to the show and to the community. Cookhouse: The main reasons they are in business are (1) to honor meal tickets and (2) to move the show.

Explanation: Several weeks ago we promised to divulge a happening which didn't happen at the Chicago amusement conventions. The account appeared as a supplement to this column on the first page of last week's carnival section. Merry Christmas!

Hartmann's Broadcast

JOE GALLER's special article, The Carnival on Probation, in the Christmas Number of The Billboard has stirred up considerable comment, especially in carnival circles, and if there has been any of an unfavorable nature we have yet to hear about it. His discussion on the subject was all the more impressive because he has been "on both sides of the fence." To print all the comment received would be impossible in the space allotted for this column, but we cannot refrain from publishing the views of Gerald R. (Jerry) Thorne, a concession operator, as he goes into this matter with very sound arguments the same as Galler did.

"Yes, Mr. Galler is right when he says the carnival is on probation and must clean house," writes Thorne, "and it will be much better for us to do the cleaning than to have it done for us. Unless we do we may in the near future find ourselves confronted with conditions detrimental to concessions, which are so essential to the very existence of the carnival."

"After his house cleaning is done and the carnival has gained the confidence of the public, towns that now bar it will give it the honor that it so justly deserves, just as they did baseball and the movies. Certainly supplying the public with recreation and good entertainment after a hard day's work should be rated among the most honorable of professions. However, to accomplish this end it will require the absolute co-operation of all in any way concerned with the carnival—the carnival owner, the concessioner, the showman, the still-dante auspices and the fair association. The carnival owner must realize that the legitimate store cannot pay flat store privileges, and the auspices or fair must in turn realize that the show operating legitimately cannot guarantee as much for the spot as the grift show that burns up the town."

Thorne then suggests a few questions for "us all to take into consideration."

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

- Mr. Concessioner, he says, should ask himself these: 1. How much money do I pay out in the course of a season for patch dough and beefy sticks, and how much stock could I have bought with that same money? 2. How many days' work and how much money do I lose each season in towns where I cannot work, and how much stock could I buy with that money? 3. How much money would I save on privilege in the course of a season if I operated only legitimate stores, and how much stock would that money buy? 4. If all this money were invested in stock and passed out to the public and the majority of the patrons walking around the midway were carrying prices they won at the concessions, would not this create public good will that would increase both my gross take and my gross profits at the end of the season?

And Mr. Carnival Owner, Thorne says, should ask himself these questions:

- 1. How many more concessions could my midway support if all were operated legitimately? 2. Could not each grift store be replaced by three legitimate stores and all show a profit, and would not my gross privilege be more, even the each individual privilege is less? 3. How much privilege do I lose in the course of a season in towns where the grift stores cannot work? 4. How much more would I gross on my front gate, shows and rides if the public were assured that it could visit my midway free of all the features it finds objectionable? 5. Can't it be possible that my show could cater to a better class of people who have more money to spend if these objectionable features were eliminated?

To Mr. Fair Secretary or Committee Chairman he says: "Your questions are about the same as those of the carnival owner, with one added: Does not the operation of questionable concessions reflect on your reputation in your home community?"

"And here is one for all of us," Thorne continues: "How can we measure in dollars and cents the value of the good will of the public in making the carnival business a permanent success?"

In conclusion Thorne says: "The season of 1938 is over. It is history now. Let us turn our eyes toward the season of 1939 with a determination that we will not repeat the mistakes of past years and that we will all co-operate to make it the biggest and most profitable of all."

Notes From the Crossroads By NAT GREEN

WE HAVE often wondered what sort of psychology the booking agents who furnish entertainment gratis for the winter fair meetings use in coping out the acts for the banquet programs. Maybe we've got them all wrong. Chances are they are the victims of circumstance and don't like the set-up any better than we do. Not that the programs offered are all wet—only about 60 per cent, we'd say, as a rough guess. It's not the easiest thing in the world to line up a first-class bunch of acts for a banquet program, particularly if a fair meeting is in a town that is not near a theatrical center. But it seems to us—and of course, we're merely speaking as an insignificant observer from the sidelines—that booking agents who figure on selling to the fairs are hustling their own game when they offer a mediocre act at a banquet. Don't the potential customer apt to say, "Well, if that's the sort of stuff the Blank Agency

field so state; date of entering it and first connection and capacity; other connections and specialties 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.

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Vol. 50, DECEMBER 24, 1938, No. 52

has to sell, we want done of it." As before mentioned, perhaps 40 per cent of the acts offered are excellent and fulfill every requirement. The other 60 per cent neither please the audience nor benefit the agent. From long observation we would say that most of these acts are unfinished products from local schools, tap and acrobatic dancers, impersonators, blues singers and the like, sadly lacking in stage presence and doing elementary routines badly. It would be much kinder to keep them from the eyes of the public until they have achieved some semblance of professionalism. But the teachers, eager to curry favor, kid them into believing they are good; the acts believe it and want to show their wares; the agents get them for cakes—or nothing, and the audience suffers. Maybe, as we said before, we have them all wrong and are sticking our neck out. If we are it's a cinch we'll hear from the agent!

Since the first of December there has been a constant stream of showmen coming and going at the Crossroads of the Continent—Chicago. They're scattered now, most of them to their homes, for the holidays. To friends and readers, heartiest holiday greetings and hope that everyone may have a happy Christmas and that the new year holds health and prosperity for them!

Harry Hennies, who has been in poor health for some time, is in a hospital at Rochester, Minn., where he is expected to undergo an operation on Tuesday of this week. . . . Arthur Hopper, of the Ringling-Barnum circus, in Chicago from Sarasota for a short stay. . . . Max Goodman, owner of the Goodman Wonder Show, to New York but expects to return to the Middle West shortly for a rest at Hot Springs. . . . Julius Cahn, "Count of Luxemburg," looking over the bright lights in Chi and likes them so well he's undecided on whether to make his usual winter trip to Florida.

Gardner Wilson, Ringling publicity man, in from Sarasota with Mrs. Wilson. . . . J. D. Newman writes from Los Angeles that he has not yet figured with anyone on next season. . . . At present he's dickering with the San Francisco fair for an engagement for Clyde Beatty there. . . . Jackie Wilcox, only woman circus contracting agent, got a nice break in a recent issue of The Nebraska News-Press, Nebraska City, Neb., in a story telling of her work with "Russell Bros." Circus. . . . Miss Wilcox is wintering in Kansas City. . . . Zack Terrell came into Chi from Greenboro, Ky., for a brief business visit last week.



Jumbo Opening Set for Jan. 2

Chattanooga initial stand—acts being lined up—advance sale very good

CHATTANOOGA, Dec. 17.—With acts being signed daily, the program is fast being whittled into shape for Jumbo, big indoor circus, which will open here January 2 at the Memorial Auditorium. Jumbo is being staged by the National Circus Syndicate, of New York, under direction of Harry V. Morrissey, vice-president, and George W. Paige, general manager. Show will run a week here under auspices of the Woman's Hospital Auxiliary. Advance sale is reported as exceptionally good.

Jumbo's itinerary is not quite ready to be announced as yet. Paige reported, but bookings are being made north thru the Ohio Valley and to the West Coast.

Jumbo has leased the title and part of the opening number from Billy Rose's recent Broadway hit. Girls will be seated in swings for the opening spec as fireworks-fountain play. Part of the original opening musical score will be used.

Ernie White, late of the Hagenbeck-Wallace Circus, will be equestrian director and Joe Lewis producing clown. Among acts booked are Hal Silvers, wire; Bert Deary, aerial contortion and trapeze; Corinne Dearo, cloud swing; Wayne Lacey, of the Flying Coucots, casting; Uyenos, Japanese jugglers and tumblers; Royal Three Rollers, skaters. Hubbard's trained dogs will feature the animal act, which will include a trained pony act and two elephant acts.

For the concert Jumbo will present the famous Dol Bios, midget trio of entertainers.

Bouglions Have Excellent Show At Cirque d'Hiver

PARIS, Dec. 1.—The program presented by Bouglion Freres at their Cirque d'Hiver follows the true traditions of the circus, and all acts are those only adapted for the ring. Rickford has a combination of camels and Asiatic elephants that go thru ensemble and individual numbers in a surprising manner. Sampson Bouglion kept in hand 75 of the best looking horses seen in Paris since he appeared here in the last outdoor circus to show in 1937.

Milnes, on tight wire, and the Three Angels, on flying trapeze, furnished the evening's thrills. The Belle Family, with a string of 30 white Arabs, put on an equestrian act that compares favorably with any act of its kind.

In the big cage 12 royal Bengal tigers, trained by Alfred Court and presented by Frank, youngest member of the Tribble Family, acts a precedent that all act acts to follow in; this house will be judged by Tribble's "tiness" under the spotlights was magnificent. The clowns Sawata and Michel and his Two Soumans furnished the comedy, that of Sawata being outstanding. The ballet and several fill-in acts rounded out a four-star program. This is the first all-circus show put on at this house in several years. The policy will continue.

Good Biz for Stout-Admiral

ELLEFTSVILLE, Ind., Dec. 17.—The Stout-Admiral Indoor Circus is having good business. Roster includes Richard Pfeister, general agent; J. C. and Gladys Admire, promoters and advertising agents; Frank Stout, manager. Acts are Stout's dog, ponies, goats, pigs and pick-out horse; Lake Family of four; Three Townsends; Carmen's Circus Revue (five people); Three Howard Brothers; Raymond Duke; H. Harris and Roy Hall, clowns.



CLYDE INGALLS, manager of the Ringling-Barnum Side Show, who has recovered from recent illness, is expected to devote a great deal of time this winter working on new ideas that will materially improve the kid show.

Looks Like Rail Show for Sparks; Trucks Being Sold

MACON, Ga., Dec. 17.—It has become increasingly evident that Charles Sparks plans to launch a railroad circus next spring.

All trucks and motorized equipment of Downie Bros. Circus are on sale and are being sold at winter quarters in Central City park.

Equipment that can be utilized in a railroad show is not being sold.

Mr. Sparks has made no formal announcement, as to his future plans, but close associates say they are convinced he is planning a railroad show.

The veteran circus owner, one of America's most widely respected showmen, disposed of the Sparks railroad circus in 1928. Since the season of 1930 he has operated the Downie show, one of the largest motorized shows.

He has been often heard to express a desire to return to railroad show business; provided he could make a satisfactory disposition of the Downie motorized equipment. Actual sale of some of this equipment has caused local associates to believe he has definitely made up his mind to put out a railroad show.

Circus and the AFA

By LEONARD TRAUBE

The American Federation of Actors is deliberately causing itself to be shunted between the carnival industry and the circus industry in negotiations for agreements respecting wages and hours, working conditions, check-off and the like.

As related last week in an account headed "Carnivals and the AFA," the union'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 circuses of the land."

The AFA, thru Ralph Whitehead, its executive secretary and most vigorous force, put itself on the map as far as the outdoor business is concerned by virtue of its carefully planned hammering of the Ringling show and circuses in general. The situation became such that John Ringling North, head of the circus, retired it after a historic "last stand" in Scranton, Pa., last summer.

Following on the heels of the AFA circus coup, which it claimed as a moral victory for itself, the union went after the carnival business. Its chief weapon was described in last week's article.

It is Secretary Whitehead who is causing the AFA to continue between the big tops and the midway. Whitehead was expected to appear before a session of the American Carnival Association in Chicago a few weeks ago. He did not show up at the sessions. This

Watson Has Five British Shows Set; Strong Program for Mills

LONDON, Dec. 4.—Stanley W. Watson, principal English circus booker and agent, has five circuses set and all talent lined up for his annual Christmas season. Shows and acts listed follow:

AGRICULTURAL HALL, LONDON—Circus: Karl Krone's groups of horses, elephants, tigers, bears, sea lions, Albino donkeys; Great Albania Troupe, acrobats; Six Gridneffs, ladder act; Five Cleveres, acrobats and equilibrista; Les Almas, trapeze; Four Avantis, perch; Four Leonardis, comedy entree; Baker Boys, riders; Patsolo Family of riders.

BELLE VUE CIRCUS, MANCHESTER—Alfred Court's mixed group of wild animals: Hagenbeck's horses; Sander Karoly troupe of riders; Asgard Troupe, teeterboard acrobats; Juanita and Champions, roller skaters; Seven Varadya, equilibrista; Kennet and Paddy, comedy acrobats; Lou's comedy mules; Three Anjolya, perch; Three Jovellis, gymnasts; Hes and Loyal, French clowns; Four Van Normans, clowns.

KELVIN HALL, GLASGOW—Hagenbeck's groups of tigers, elephants, horses and sea lions; South China Troupe, equilibrista; Paul Paetold and Co., comedy cycle act; Great Magyar Troupe, teeterboard acrobats; Six Carlton Sisters, juggling revue; Kayes-Williams Family of riders; Four Siphides, aerial novelty; Nino, Theodore and Clement, French clowns; Hannaford Four, comedy interlude.

STADIUM CIRCUS, LIVERPOOL—

Rastella, comedy trampolinists; Chocolate and Co., musical clown entree; Ju-Lio-San and sea lion "Aqua"; Four Phillips, juggling equilibrista; Bertram Mills' elephants; Five Scotts, riders; Ruby Vinning's ponies, dogs and cats; Mosa Connor, ballerina; Don Pat Monte and Co., wire; Six Briens, teeterboard acrobats.

WAVERLEY MARKET CARNIVAL, EDINBURGH—Alfred Court's tigers; Rubio Slaters, equilibrista; Nioo and Alex, clowns; Gordon and Lester, comedy trampoliner; Herald's soft lions; Christian's dogs; Zabaroff's International Band; Knife-Throwing Deary; Dick Knye's riders; Seven Rosabes, riders.

Some Mills' Acts

Bertram Mills' Olympia Circus opens its annual season in London December 22. Strong international program includes Sparre and Amanav Adagio Quartet; Christian's troupe of riders; Bertram Mills' horses and elephants; Marie Louise Sisters, acrobats. Advance bookings already reach a healthy state.

Other circuses will be held at Bristol and Leicester in the "stalls" and at the Troxy and Troadero cinemas, London.

Tom Mix, with Carlell and Rosa and Jack Knapp, is playing to capacity, business with his cowboy presentation over the Moss Empire. To date he has broken several box-office records.

Chapman's Circus is playing to good business.

"Babe" Didn't Want To Be Crowded, No Sale

EL PASO, Tex., Dec. 17.—G. M. Warrell, assistant manager of the Tom Mix Circus in winter quarters here, stated that "Babe," show's performing elephant, missed being sold because she is "too smart."

"Babe" was sold to the Hutton-Anfenger Mammoth Exposition Train, showing here this week, but balked at being loaded. "She felt the space with her trunk and was too smart to be crowded," Warrell said.

"Babe" was returned to quarters—no sale.

Primrose Engages Brown

OAK PARK, Ill., Dec. 17.—G. S. Primrose, general agent of Lewis Bros. Circus, has engaged Forrest A. Brown to manage his No. 1 brigade the coming season. Two advance trucks are being built at quarters in Jackson, Mich.

Orrin Davenport Has 12 Weeks of Indoor Circuses

CHICAGO, Dec. 17.—Orrin Davenport has 12 weeks of indoor circus dates lined up for this winter. His first is the annual Medinah Temple Shrine Circus to be held at the International Amphitheater here December 31 to January 15.

Davenport announces that the show will have a large number of outstanding acts, including Clyde Beatty, Harriet Beatty, the Flying Coucotes, the Six Gretnas, Crys O'Dell and Eddie and Jennie Rooney. Otto Griebing heads the clown contingent.

Davenport will have shows in Detroit, Cleveland, Rochester and other cities.

Ninth Show for Cleveland

CLEVELAND, Dec. 17.—Ballyhoos for Cleveland's ninth Grotto Circus has begun with the announcement of the gift of an elephant to the city zoo from the Grotto. The show "plays" Public Auditorium for the eighth time February 6 to 18, with Orrin Davenport as ringmaster, and William C. Schmidt, executive secretary of Cleveland's Al Strat Grotto, as managing director. The elephant was selected from Cole Bros. Circus by W. Harry (Dinty) Moore, incoming monarch of Al Strat, and Capt. Curley Wilson, superintendent of the Cleveland Zoo.

Two performances will be given daily, none on Sunday. General admission is 50 cents at the gate, 35 cents if advance ticket is bought from a member. Reserved seats are 75 cents, \$1, \$1.25, \$1.50 and \$1.75.

All three English dailies co-operate every year to the extent of running contests for the circus as well as the usual art and copy breaks. This year The Press is the first to start with a contest calling for a name for the new zoo elephant, a 25-year-old female now known as Trilby.

Autry Not To Be With Tom Mix Show

CINCINNATI, Dec. 17.—Rumors were current this week that the Tom Mix Circus, in quarters at El Paso, Tex., would go out the coming season with Gene Autry's name on it, possibly doubled with Mix's name. Dail Turner, general manager of the show, who is now in Los Angeles, states there is no truth to the report—that Autry is not interested.

The show's office wagon and costumes were recently sold to Verne Newcombe, promoter.

Mix, whose contract in England expires March 27, has been offered a seven months' contract in the antipodes.

A CONTEST to determine the leading outdoor performers is established 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

President MELVIN B. HILDRETH, W. M. BUCKINGHAM, 1718 Krome Bldg., Washington, D. C. Secretary WALTER HOEHNADL, 2222 "The Wave" Bldg., care Holquest Printing Co., Chicago, Ill.

ROCHELLE, Ill., Dec. 17.—Hugh J. Higgins, Circus Fan of Ridgewood, N. J., has been in the Englewood Hospital, Englewood, N. J., for a number of weeks. He is not allowed visitors or telephone calls, but is permitted to receive letters. Frank W. Magin and Fred Shaw are working on CPA Tent in Detroit. They will hold their first meeting in the form of a luncheon, at which time they will work out plans for the organization. They hope to have the Tent well organized by the time the Shrine Circus is on.

The Morie Evans Tent was raised at Joplin, Mo., December 17. John P. Grace, of Kokomo, Ind., was invited to be a special guest for the occasion, but figured that the trip was too long for him to make. He sent them a nice bunch of lithos to dress up the room.

The many CPA friends of Mrs. Edna Curtis will be glad to know that she is fulfilling her late husband's contracts and will present the Zuhrah and Osman Shrine Circuses in Minneapolis and St. Paul in March.

Christmas issue of White Tops, 40 pages, with three-color cover, has been mailed to members. Among the interesting features is a large graph compiled by Stan Rogers, showing a century of American circuses. Other stories include the history of the Clarke family by our national historian, Col. C. G. Sturtevant.

Tribute to Bert Mayo

AURORA, Mo., Dec. 17.—Glowing tribute to Bert Mayo, a circus performer all his life, was paid at the funeral services at Maple Park Cemetery here last Saturday by the Rev. F. E. Hamlin, pastor of the Aurora Presbyterian Church and a friend of Mayo's for more than a quarter of a century. He died here December 8.

Mr. Hamlin paid homage to Mayo's character and leadership qualities, declaring the deceased was an outstanding example of the type persons affiliated with American circuses of today. Hundreds of friends, many of them from Kansas City and St. Louis, attended the final rites.

Warrell to Los Angeles

EL PASO, Tex., Dec. 17.—G. M. Warrell, assistant manager of the Tom-Mix Circus, has left for Los Angeles for Christmas holidays and to confer with Dell Turney, show's general manager, on next season's plans. Warrell reports that Mix is receiving fine receptions on his European tour and is expected to return in March.

Bennie Fowler Re-Engaged

VENTURA, Calif., Dec. 17.—Bennie Fowler, who has been re-engaged as general agent for Hag Bros.' Circus, making his third season, is lining up a cowboy star for the show next season. His wife and son are with him. The show is still on the road.

CIRCUS & ROAD SHOW EQUIPMENT

Many used Trucks and Trailers recently acquired from a well-known circus company. Lots of new and International Trucks. Trucks—specialty built for road shows, including two Knapshaws, Kitchens, Showers and Living Trailers. Also—A-10—A-12—double compartment Gas and Oil Truck. Can be bought for location of actual value. For particulars write or write

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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**

WPA Has Fine Run At Coney Island

NEW YORK, Dec. 17.—The WPA Federal Theater Circus closed its week-end run at Stauch's Circus, Coney Island, December 12. Business was excellent throughout the week. Captain Engerer's lions, which open the show, went over big.

Harry Di Dio is breaking a small poodle dog to do a balancing act with one paw on his forehead.

Oscar Lowande, member of clown alley, has closed with show. He joins another Federal Theater unit.

Managing Director Burns O'Sullivan conferred with his executive staff this week on plans for "Circus Fans' Night" on evening of February 3, when the show exhibits at the 244th Coast Artillery Armory, 14th street and Sixth avenue, New York City.

Visitors included Ralph Finney, trustee manager, and Major Charles Paterno, director of employment for Federal Project No. 1, reports Waddell J. Goodwin.

"Real Folks" at Jack Hoxie Ranch

HOT SPRINGS, Ark., Dec. 17.—N. Harry Gancia, former showman now sojourning here for a few weeks, recently paid a visit to the Jack Hoxie dude ranch at Ozark Little Springs, near here. Gancia reports that the ranch has a nice set-up and that Hoxie and his employees are real folks. Besides Hoxie there are Dixie Starr with her horse Dido; Jack Hoxie Jr. and his pony, Prince; Bill Noble, ranch foreman, and his trained horse, Flash; and Beverly Harpott, circus and Wild West performer, who is riding instructress. Hoxie has an orchestra, Cowboy Slim Sully and his boys, with seven instruments. Otis Sullivan and Roma Bell are featured gladiators.

Hoxie and his troupe recently played a benefit for the Hot Springs Lions Club.

Says Doc Waddell's Article Interesting and Instructive

Washington, D. C. Editor The Billboard:

Felicitations to The Billboard and Doc Waddell for the splendid story featured in the Christmas issue.

Waddell's contribution, *Between the Lines*, was most interesting and instructive in the ways of the new-day circus. His knowledge and extensive experience enable him to depict in a fluent manner the theoretical and practical side of his subject, thereby enhancing the merit of his story and imparting to the readers a clear conception of the traditional circus.

I enjoyed Doc's reference to such illustrious names as Bailey, Robinson, Forepaugh, Ringling, Hall, Mugivan and others. Curtis' achievements mentioned in the article are outstanding.

The author's farewell wish of the circus of the future was worth the space given him *Between the Lines*. I have heard numerous praises for this contribution and congratulate The Billboard for its publication. E. N. JOHNSON.

CSSCA Breaks In New New York Lot

NEW YORK, Dec. 17.—Dexter Fellows Tent, Circus Saints and Sinners, held its monthly luncheon Wednesday in new atmosphere, Astor Hotel, core of Times Square, with a record turnout, about 600, big top being taxed to capacity. Bob Christenberry, Astor's g. m., was Paul Guy, a fact which brought out the town's leading bonifaces and caterers, old and young.

Big production burlesque service of Astor was staged, plus vaude acts and table byplay. President Harold C. Hoffman brought over his American Legion band from his home town of South Amboy, N. J. Chow meet; was also the longest of record, consuming three hours. Tuna also best meal ever served, Christenberry going to town with a vengeance. Tex O'Rourke and Lew Lehr shared emcee duties. Former Governor Charles S. Whitman of New York made his first appearance at club. A Ringling show rep was William Dunn, secretary-treasurer of American Circus Corp., who was accompanied by Frank and Paul Miller, Big Show concessioners.

A brief mention was made of the recent tie-up with the National Showmen's Association for promotion of a home in Sarasota, Fla., for old and indigent showfolk.

Showfolk in Wichita, Kan.

WICHITA, Kan., Dec. 17.—Fred and Betty Leonard arrived here recently and have been entertained at a number of parties, so many showfolk live here. Buddy Barnard, here, was With Cole Bros.' Circus past season, doing a clown juggling number. His father, former advance agent, has a government position. Jack and Clara Moore, wire walkers, recently closed with Russell Bros.' Indoor Circus. Charles Dryden, barrel kicker, past season with Parker & Watts Circus, also is here. Dr. E. N. Oldensm, Circus Fan of Manchester, N. H., entertained Mrs. Cooke, niece of Joe Cushing. She presented him with Mrs. Joe Cushing's riding whip, also a silk program of Howe & Cushing Circus in England in 1838.

Ingham's Indians Booked

CHARLOTTE, N. C., Dec. 17.—Ingham's Congress of American Indians opened tour of Charlotte County public schools December 8, coming here from schools of Franklin County, Virginia.

Mrs. Dot Shores, general agent, has unit booked solid until Christmas. Chief Frank Canoo, who is featured in program, is proud of all new wardrobe, including a double trail eagle feather war bonnet, made for him by William Bruen.

Hunter Jarreau Praises P. M. Silloway's Article

Alexandria, La. Editor The Billboard:

I have been a reader of The Billboard a great many years. Am not only a member of the Circus Fans' Association but am in the newspaper business and do everything I can to help the circus and its people. I must admit I have never read a better or more interesting article than *Why a Biggest Show on Earth*, by P. M. Silloway, in a recent issue of The Billboard.

The circus is not dead by any means, and if the circus people will make up their minds to keep the circus as it has been for a good many years it will never die, but if they start streamlining, air-conditioning, etc., the circus will not be anything more than a spectacular affair, such as put on at theaters, etc. What would a circus be without the dirt and dust and smell of the animals?

A few days ago, I was on a duck hunt in South Louisiana near the gulf coast and went into a little town of Cameron. What should I find and doing business but Hag Bros.' Circus, a nice clean little show. I had quite a little talk with the manager and he said they proposed to stay out just as long as they could, and while they were not making any big money they were making expenses and keeping their people employed. The weather is mild on the gulf coast most of the season.

HUNTER JARREAU.

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All young stock. Six beautiful Military Parades, eight Dogs and Pigs. Do not miss this act. Shows conducted with FINE COMEDY GROUP.

Meet Care Grand Delmar, Delmar, Del.

Under the Marquee

By CIRCUS SOLLY

MOBLE HAMPTER is with Polack Bros. Circus, working the performing lions.

CHARLES DRYDEN and Jack Moore are working floor shows and banquets in and around Wichita, Kan.

WIM CURRY is clowning at the May, Stern & Co. furniture store in Pittsburgh.

DON LAVOLA and Offlotto, wire act, were held over two weeks at the Wagon Wheel night club, Englisaw, Mich.

B. A. PERNSTROM enjoyed reading Doc Waddell's article in the Christmas Number. George Fennell also liked it.

JACK HODGERS, clown, with Barnett Bros. Circus the past season, has been ill of the flu at Milroy, Ind., but is up and around now.

THE SEASON'S GREETINGS to all in the white-top field.

G. L. ALDENFER, 42 years in circus business, is wintering in Keokuk, Ia., with his daughter. Says he enjoyed Doc Waddell's article.

LEW WOODRUFF, who was in the reserved-seat wagon of the Big One, is back to his winter business of shelling and packing peanuts at Clermont, Fla.

EVERETTE E. (CUBBY) BRIDGEMAN, with Downie Bros. Circus for three years, is now with the Amusa Novelty Co., Spartanburg, S. C.

A LITTLE handbill about Circus Day in York, Pa., August 6 is Wadsworth M. George's holiday greetings "card." Shows him with Bama, Robbins Bros.' elephant.

HERMAN WEBER personally directed The Los Angeles Examiner Yule Benefit December 9. One of his aids was Cliff McDougall, well-known press agent.

KENNETH WAITE, clown, reports he recently witnessed the circus Christmas parade of Wayne Producing Co. in Ohio and branded it as one of the best equipped parades he has seen in years.

STEVE LUCAS, en route to Cincinnati, stopped off in Cincinnati and visited Joe Seniga, who has been with O'Donnell's Meat Co. since closing with Robbins Bros.' Circus.

PROSPERITY is the fruit of labor and industry.

HAROLD LENOS, who handled press and school ticket tie-ups ahead of Barnett Bros. Circus, is now police reporter for The Akron (O.) Beacon Journal.

A BIRTHDAY DINNER to Hon. Harold O. Hoffman, president of Dexter Fellows Tent, Circus Saints and Sinners' Club, will be held at Hotel Commodore, New York, February 7.

L. RAY CHOISER of Pinckneyville, Ill., overhauled his callopes and arranged with the Rotary Club to play a 30-minute concert each day at noon during the Christmas season.

SPEAKING of long seasons for railroad shows, Harry Noyes says that one year the Norris & Howe Circus opened in San Jose, Calif., March 17 and closed in that city December 4. He was with it.

GERRIL (WAXEY) STEIN, known as the 20th Century Man, worked the coin machine show in Chicago last week. Will be at the lumbermen's convention in Minneapolis next month.

PEGGY WADDELL, Billy Dick and Otto Hall of Barney Bros. Circus, visited Ralph Orville at Aransas Pass, Tex., Orville, who visited on show for three days. Has signed for next season with a concession.

IF YOU ARE with a show, be with it and for it, at all times, otherwise step away. Plenty to replace you who will.

MADAM BANARD furnished show for the kiddies at the Carnegie (Pa.) Library Hall. Sponsored by Chamber of Commerce. She also had animals in Christmas parade. Kenneth Waite and troupe of clowns also were there.

MORRIS WATNICK, past season on brigade of Lewis Bros. Circus, is producing floor shows at Lawrence, Mass. States that he signed a 600-year contract to manage Chris Murphy, colored singing and dancing star.

A MUSICAL spec, *Rebus Magnificent* and vaude acts will be presented by W. W. Workman Tent, Circus Saints and Sinners, Richmond, Va., for its Christmas party night of December 29 at John Marshall Hotel.

J. R. MALLOY Circus unit, in addition to presenting two shows daily at Kaufman's department store, Pittsburgh, has eight night engagements in the Greater Pittsburgh district during the next two weeks.

ROBERT WILLIAMS returned to Indianapolis from a trip thru the Southland. While in Louisville, Ky., he saw Bill Wilson, Cy Rollins and Lee S. Conarroe, of the Downie show, and Milton Carson, of Hagenbeck-Wallace. Williams says he had a mediocre season.

MIKE SULLIVAN is at home in Springfield, Mass., visiting with a number of the old-time circus boys. He recently was on a deer-hunting trip with Dick White and bagged two large bucks. White gave a venison supper for the troupe.

THE FOLLOWING recently appeared in "Run of the News" in The Arkansas Democrat, Little Rock: "W. E. Orr, editor of The White County Record, pays tribute to the circus. . . . What with the exposé of Santa Claus at the age of six; hearing a Sunday School teacher swear at eight; watching carnival raiser and his 'hametown' opponent leave on the same truck; finding out what came after 'The World is Yours' commencement address; and 'going down' with Bob Cook last summer, life has been full of shattered illusions, but an afternoon under the 'big-top' is a good shot in the arm for even the most advanced case of cynicism. . . . Yes, there's nothing more American than a Circus, nor more good fun."

WALTER L. MAIN talked of his circus experiences at the Men's Club of St. James Church, Painesville, O., December 8. He states that the Valere Brothers, of the Royal American Shows, were acrobats with the Main circus in the early 1900s.

THE NIGHT of December 19 Col. Charles H. (Uncle Charley) Baltzell, known to many circus folks, played Santa Claus for the Pease Railroad Girls Club at the Missouri Athletic Club in St. Louis. This was his ninth year as their Santa. Doc Waddell was there.

MOON-MULLINS, former circus man, is now lease attorney in oil fields around Centerville, Salem, Fla. Olney and Carlyle in Illinois. Another go-getter in these fields is Ollie Chaddick, once a candy butcher on the Ringling Bros.' show.

FOREST FOUGHT, after closing with Cole Bros. and Robbins Bros. circuses as air calliopiist, went to Toledo, O., where he is playing the Hammond electric organ, his own instrument, in the night club and restaurant, Kin Wa Low for dinner and supper dancing.

C. E. DUBLE, of Jeffersonville, Ind., cards that he enjoyed reading P. M. (See UNDER THE MARQUEE page 37)

Christmas By DOC WADDELL

Contented loyals the showfolk in watch of stake and tent,
Heaven blessing them with hearts of gold God sent;
Roundabout the canvas walls hovers the stillness of Christmas night,
Inspiring scenes with Jesus near in celestial light,
Songs of paradise dealing out in sweet angelic might;
The mind goes back to shepherds and the Christ Child birth,
Mary, hallooed mother of the babe, seems back on earth;
A-down the fields of tents angels glad tidings bring—
 Savior Divine, we pray and worship You, Our King.



CHARLES (RED) KOSTER, who spent many years in the circus field and who for the past four years has been second agent with various George Abbot productions out of New York. His last circus engagement was with the House Great London Show for Mugician & Bowlers, where he had the opposition brigade.

15 Years Ago (From The Billboard Dated December 22, 1923)

The Sparks show ended its season December 10 in Savannah, Ga., and was the first circus to show there in four years. . . . Dexter Fellows, Ringling-Barnum press agent, was in St. Joseph, Mo., completing arrangements for the appearance at the Lyceum Theater of Josephine Luchesse and Robert Ringling in joint recital. . . . Dr. L. L. Leon was in charge of winter quarters of Cole Bros. Circus in Little Rock, Ark. . . . Some of the people of Cole Bros. Circus were engaged for the M. L. Clark Show, among them Ray Wood, clown; Roy Lenhart and wife and the band. Clark intended to play the South all winter. Herbert (Whitey) Lehter, boss canvasser with the Walter L. Main Circus, was again engaged by United States Tent and Awning Co. . . . More than 300 persons were working at Ringling-Barnum winter quarters in Bridgeport, Conn., and many new cars were being built. . . . More than 80,000 persons were reported to have visited the Barnes circus zoological gardens at Barnes city, Palms, Calif., since the show went into quarters on Thanksgiving Day. . . . Mal Bates was with Guy Bros. Minstrels, doing his bicycle act. . . . Horace Laird and his Five Merry Jesters were being held over at the Odd Fellows' Indoor Circus at Macon, Ga. . . . Fred Nelson and Bernie Origgs, after a season on the John Robinson Circus, joined Boston's riding act. . . . Jimmy Kyston, car manager, was at the Savannah (Ga.) Theater as manager of Jimmie Hodges' Musical Comedy Co. . . . Leo Hendrix and wife joined the Bob Morton Circus. . . . Several Ringling-Barnum performers were in quarters working on acts for next season. Among them were Reiffenach Sisters and the Ernestos, riders; Buck Baker, clown; Hillary Long and Oscar Anderson. . . . The Ed Ward troupe of serialists signed to open at the New York Hippodrome. . . . The Tianta Musical Midway, who were with the John Robinson Circus, were playing vaude dates in New Orleans.

Letter From Stanley Dawson

LOS ANGELES, Dec. 17.—Since closing with Robbins Bros. Circus have visited many places frequented by showmen. At Peru, Ind., met Charley Young, the Burkharts and Jack Robinson; at Logansport, Jimmy O'Connor; at Rochester, Cap Smith, Captain Seymour, Jess Murden, Tommy Poplin, Pat McGrath, Charles Luckey, Al Dean, Walter (Arky) Winchell. In Cleveland ran into Clyde Beatty and R. B. Dean. At Effort, Pa., visited Charles Edwards, retired showman. In New York saw Frank and Paul Miller, Theo Wolfgram and others. Vis- (See LETTER FROM STANLEY page 37)

The Corral

By ROWDY WADDY

"ON TO LIVINOSTON, MONT.," should be the watchword of all thinking rodeo folk.

MONTIE MONTANA has returned to the West Coast to fulfill several contracted dates after attending the meetings in Chicago recently.

WHAT'S DOIN'? Turk Greenough, Tommy Horner, Ted Allen, Lucky Boy Williams, Bill Pickett and Snake-Horse Rogers? Why not get out those pens and pencils and tell Rowdy about it?

NUMEROUS names of rodeo folk have appeared in The Billboard's Letter List recently. Get the good habit of reading it in each issue. This free mail-forwarding service is a swell aid in keeping the boys and girls in touch with each other.

TEX AND GINGER HARRISON, who handled the announcing chores and furnished the cowboy music for Mill Hinkle's Texas Rangers' Rodeo in 1937, have been operating a dude ranch in Western Pennsylvania. The Harrisons recently honored Opal Wood by throwing a party in celebration of her birthday anniversary. More than 140 persons attended, and Miss Wood was the recipient of many useful gifts.

A CONTESTANT advised the Corral desk last week that although some of the bucking stock used at some contests may be tough for some of the local riders, much of it can't begin to test the ability of professional riders. The fellow said it is this situation that causes many good men to win little if anything at some contests, the stock being such that many re-rides are necessary to find a horse that will make a real hand exert himself.

LET US have news of your winter activities, you rodeo and Wild West folk. We've recently received inquiries concerning the winter doings of Goldie St. Clair, Buck Moulton, Buffalo Vernon, Tex McLeod, Cuba Critchfield, Johnny Mullens, Buck McKee, Vera McDiana, Bertha Hancock, Adie Von Old, Bride Bill Selman, Jitney Wright and Fred Burns. Come on, folks, shoot an occasional line to the writer. Everybody wants to know what his summer cronies are doing during the winter. Then, too, it makes for interesting reading during the winter when much of the column's space does not have to be given over to rodeo results.

HAPPENINGS in the rodeo and Wild West field in December 10 years ago: Ruth Bledsoe, former cowgirl and rodeo performer, was conducting a revival campaign at Sioux City, Ia. . . . Richard (Deadwood Dick) Clark, sole survivor of Custer's last stand, flew by plane from the Black Hills of South Dakota to Washington to invite President Coolidge to spend another summer near Rapid City. . . . Bob Crosby was arena director at the 10th annual Pinal Funchers' Parade at Florence, Ariz. . . . Al Jones announced that Terry Bros. Rodeo and Wild West would hereafter be known as Al Jones' Wild West, with Jim Smith as manager. . . . Elmer Lodge of Pitchburg, Mass., proved a good Samaritan to the Wild West Revels, a show directed by Texie Jack, by allowing members of the show to perform at the Elks' home, after which the show-folks were given a good-sized parade. The show was stranded there without funds. . . . Tex McLeod and his horse left for engagements in England. . . . Hank Durnell left with Tom Mix to fulfill European dates. . . . Red Sublette was released from the Sam Houston Hospital, San Antonio, Tex., where he had been for seven weeks, and signed a contract for two Southwestern rodeos and also 16 weeks with the KAO Circuit. . . . California Bobby Hill, fancy roper and trick rider, and Jack Lawson, bronk rider, closed a 34-week season with the Cole & Rogers Circus.

IABPBD Local 26 Elects

HARRISBURG, Pa., Dec. 17.—At regular meeting of the Riders' Alliance, Local No. 26, the following officers were elected: John Whitney, president; Ed Ward, S. Rupp, secretary-treasurer; Ed Platt, business agent; Vance Kinter and Steve Kuzals, trustees.

IOWA REJECTS RACE MERGER

W. F. Concess Boys Launch an Org; Risk Problem Is Ticklish

NEW YORK, Dec. 17.—Concessors' Association of the New York World's Fair was launched officially on Wednesday at an assembly in the office of Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches. Baker is partnered with Harry G. Traver in operations at both New York and San Francisco fairs. Traver was elected chairman, a temporary designation, as are all officers at this stage. Frank D. (Doc) Shean, concession manager of Sun Valley-Winter Wonderland, was named secretary.

Purpose of the org. which is the usual thing at expos, is to co-operate with the fair on operating methods, advertising and other points, all based on insuring the success of the '39 event from a trade relations point of view. Frequent consultation will take place between the (See W. F. CONCESS on page 47)

Ohio Realizes \$139,142 From Horse-Race Wagers

COLUMBUS, O., Dec. 17.—A total of \$139,142 was wagered by Ohio horse-racing fans this year, according to figures released by the State racing commission here.

Of this the State took \$139,142 in multiple taxes, fines and application fees, second best revenue year since the present racing law became effective in 1933. The high was \$152,335. It was the third best season for the tracks, the take last year and in 1934 topping it.

Harness racing, commission figures show, received little play at betting windows. Best of the pacer-trotter meets was in North Randall, which had a handle of \$102,827. Best play on running races went to Thistle, Down, Cleveland, where \$3,571,636 was wagered during the 44-day meet.

Ask One-Week N. Y. Annual

SYRACUSE, Dec. 17.—Director Paul Smith, New York State Fair here, has asked the State for an additional \$50,000, chiefly for advertising to put over the 1939 expo. This coincided with request for \$97,000 for a new building. State Orange has indicated a plan for a new Grand building which would add to the building program already planned, but machinery manufacturers offset this by threatening to pull out as exhibitors because of the fair's two-week duration. Manufacturers' association insisted on a one-week show, charged that the fair advisory committee favored a shorter show and declared they could not tie up men and equipment for two weeks.

Brown Succeeds Hanefeld in Ohio As State Director

COLUMBUS, O., Dec. 17.—John T. Brown, Champaign County master farmer, has been appointed by Governor-Elect John W. Bricker as State director of agriculture, succeeding Earl H. Hanefeld, present director and manager of Ohio State Fair here. Hanefeld has held the post eight years.

Brown will be the first master farmer to hold the post. He received the badge signifying the degree in the first class of master farmers recognized in Ohio in 1926. He was in the Legislature in 1921-'29 and author of the gasoline-tax law. In 1928 he was elected lieutenant governor and presided over the State Senate in the Myers Y. Cooper administration.

For the last 20 years he has been engaged in frequent Ohio State University extension lecture work at farmers' institutes. His present occupation is farm management. He will take office on January 9 and will receive \$6,500 annually.

Hillsdale Profit Applied To Improvements to Plant

HILLSDALE, Mich., Dec. 17.—At the annual board meeting of Hillsdale County Fair here on December 12 the treasurer's report showed that the 1938 fair made a profit of more than \$10,000, which has been added to the previous balance of \$11,000 and is being applied to plant improvements, reported H. B. Kelley, secretary.

Race track has been covered with 800 yards of clay, and 2,400 yards of dirt have been used to fill a swamp in the infield, making space available for parking 500 automobiles.

A 64-foot grand stand has been removed to the ball diamond and a 299-foot structure is being erected in its place. It was voted to hold racing a fifth day next year and to offer \$4,000 in purses.

No Calgary Royalty Plans

CALGARY, Alta., Dec. 17.—Calgary Exhibition and Stampede will not decide on a program of Western entertainment for King George and Queen Elizabeth next year until information regarding the royal tour is received from the Dominion Government committee, said General Manager E. L. Richardson regarding possibility of a special stampede program for their majesties. President J. Charles Yule and Mr. Richardson have returned from visits to the Royal Winter Fair, annual meeting of Canadian Association of Exhibitions, Toronto; International Hay and Grain Show and annual meeting of the International Association of Fairs and Expositions, Chicago.

G. G. Expo Heads Still Casting About for a "Gigantic" Feature

SAN FRANCISCO, Dec. 17.—Officials of Golden Gate International Exposition of 1939 are still casting around for the "gigantic" that will place them in a favorable position with the public. Sale of concession space is reported lagging, while the contrary is true of the building program, which is up to schedule.

It is almost a foregone conclusion that Joe Brown's Hollywood spectacle will never reach the Gateway. Only Cavalcade is definitely in. Script-book sales are said to be dull, with the fair taking it on the chin when offering to exchange a \$20 season book for two \$10s, which are transferable. Ninety per cent of scriptholders were reported to have taken advantage of the turn-in.

Expo officials are known to be working on deal for an International Ice



J. P. MULLEN, Fonda, was re-elected president at the annual meeting of Iowa State Fair board in the Savary Hotel, Des Moines, on December 14. Also re-elected were Vice-President F. E. Sheldon, Secretary A. E. Coffey and Treasurer H. W. McBeath. Following address of the president, reports of secretary and treasurer were presented in printed form. Mrs. Eugene Ouzler, president of Iowa Federation of Women's Clubs, Des Moines, spoke on "A Fair for All." Thomas R. Holbert, Greeley, talked on "The Future of the Draft Horse," and Harry Atkins, president of the American Poultry Association, Davenport, on "What the Poultry Industry Means to Iowa." Robert Burlingame gave an interesting address on "Iowa Territorial Centennial."

Hannagan Will Head Bally for Siphchen Village

NEW YORK, Dec. 17.—"Sun Valley—The Winter Wonderland," new title for Robert Siphchen's village concession at the New York World's Fair, will be press-agented and promoted by Steve Hannagan and associates, big-time attention-attraction for Miami Beach, Sun Valley, Ida., etc.

Hannagan is reported to be receiving \$25,000 per annum, plus expenses, for services beginning January 1 and lasting for duration of the fair whether it runs one, two or even three years. Hannagan, (See HANNAGAN WILL on page 47)

Elderkin Vacations at Last

REGINA, Sask., Dec. 17.—Dan Elderkin, secretary-manager of Regina Exhibition, is to have his first real holiday in 17 years, having been granted three months' leave of absence. He will leave for Florida after the annual meeting of Western Canada Association of Exhibitions in Winnipeg in January.

No Action for Trotting Project

Uptrend in annuals shown by president—meaty talks before State association

DES MOINES, Ia., Dec. 17.—A proposed merger of the trotting associations of the country held the center of the stage at the 31st annual meeting of the Trot Managers' Association of Iowa in the Savary Hotel here on Monday and Tuesday. Presented at the opening meeting by Leo G. McNamara, Indianapolis, the proposition was referred to a committee of three for report the following day. McNamara failed to convince the Iowa fair men of the soundness of his arguments and the matter closed on Tuesday with a withdrawal of the motion for a committee report and some pointed remarks on the unfairness of the proposition from officers of the American Trotting Association.

With perfect weather, the meeting was well attended, most of the county fairs (See IOWA REJECTS on page 35)

Ohio Annuals in Contest

COLUMBUS, O., Dec. 17.—At the annual convention of Ohio Fair Managers' Association here on January 11 and 12, winner of the title, "Best Ohio Fair in 1938," will receive a silver trophy presented by Former Gov. Myers Y. Cooper, honorary president of the association. Questionnaires which will form the basis for judges to determine the best all-round fair have been sent to all Ohio secretaries. Purpose of the contest is not to select the biggest fair necessarily, but to select the best all-round fair, considering population of the county, so all fairs, big and small, have a chance. Mrs. Don A. Detrick, Bellefontaine, executive secretary, will handle all details of the contest.

ROSCOE ARMSTRONG, of bucking Ford Note, returned to his home in Montezuma, Ind., recently after having undergone an operation in a hospital in Clinton, Ind.

More Concession News

NEW YORK, Dec. 17.—An explanation of the merchandise set-up in the concession department of the New York World's Fair appears on page 52 of this issue.



ERNIE YOUNG, Chicago, reports that entertainment budgets have been increased for practically every 1939 fair that he has contacted as head of Young Productions and that he noted more activity and optimism in the field of fairs at the recent Chicago outdoor meetings than ever before. He has booked grand-stand shows at South Dakota State Fair, Huron, for the fifth consecutive year and at Tennessee Valley Fair, Knoxville, for the fourth consecutive year.

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

(See G. G. EXPO on page 47)

IOWA REJECTS

(Continued from page 35)

being represented and a number of new attractions people being in evidence. A happy selection of speakers for the two-day program was made, resulting in several fine talks by men of long experience. Outstanding were talks of E. S. Estel; J. H. Peterson, a first-year secretary; L. R. Fairall, and A. J. Secor, each of whom had valuable and concrete suggestions for betterment of fairs.

Power New President

Howard W. Power, secretary of Mississippi Valley Fair and Exposition, Davenport, and active in the association many years, was elected president for 1939. R. P. McKinley, Avoca, was elected vice-

president. At the board meeting Wednesday, E. W. (Desk) Williams, Manchester, was reappointed secretary, a job he has ably filled many years. T. M. Howe, Greenfield; Lyle W. Hull, Eldon, and E. D. (Duke) Molesworth, Mason City, were elected directors of districts two, three and four, respectively.

Nearly 100 were present at the opening Monday afternoon and joined in community singing, a custom of long standing. Following announcement of committees by the president and introduction of Henry Brandt, who has been recording secretary of the convention 15 years, and of Nat Green, representative of The Billboard, Ray W. Anderson, Theoric-Duffield Fireworks Co., spoke on Experiences With County Fairs, relating many interesting incidents of his long experience in fair booking. E. S. Estel, Waterloo Dairy Cattle Congress, gave an illuminative talk on Value of Live Stock to Our Fairs. General discussion followed.

President Bains introduced Leo C. McNamara, Indianapolis, representing trotting horse interests, who stated he was present in the interest of merging the American Trotting Association, National Trotting Association, United Trotting Association, Trotting Horse Association and Register Association into a new body. He set forth aims of the proposed association and its supposed benefits to fair men and horsemen and asked that the Iowa fair men consider endorsement of the merger. On motion of Howard Power a committee of three was appointed to look into the matter and report at Tuesday's meeting. McNamara said it was proposed that the various associations liquidate their assets and on January 1, 1939, turn over to the new association all records, good will, etc. A member of the Iowa State Fair personnel rose to protest hasty action. The matter was left to the committee appointed by the president.

Peterson's Observations

In his annual address Tuesday President Bains reviewed the association's past year and progress made by Iowa fairs. His report was highly favorable, showing a gratifying upward trend in exhibits and attendance. Former officers and new secretaries were introduced to the assemblage. J. H. Peterson, serving his first year as secretary of Clay County Fair, Spencer, one of the country's most successful county fairs, gave a splendid talk on My Observations as a First Year Secretary. He reviewed succinctly methods used in building Clay County Fair to its present pre-eminence, and concluded with showing two reels of interesting moving pictures of the fair. Victor Felter, Indianapolis, followed with pertinent comment.

L. R. Fairall, director of advertising for Iowa State Fair, in his talk on Publicity for Fairs detailed some of the methods that have been proved successful in publicizing fairs of Iowa. "The success or failure of a fair is determined before the first line of advertising or publicity is released," he declared. He stressed the fact that the fair must have something worth while to sell and that it must be presented to the public in a way that will arouse interest. The public knows that the live stock and other exhibits will be on the grounds, he said, so it is unnecessary to feature them strongly in fair publicity. The public wants thrills and there should be some special features that can be played up in the publicity. "Don't advertise the diamond, advertise the sparks," was his advice. He also warned that the surest way to keep people away is to urge them to attend as a civic duty. "No one," he said, "likes to do a thing because it is a duty." His talk was filled with valuable suggestions, and it was supplemented by a discussion led by Charles A. Hacke, Sao City.

Secor on Insurance

An opening talk of the concluding ses-

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. F. Malone, secretary, Beaver Dam. Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Tyra Falne, 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, Dehler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 11-13, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15 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, Postage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

Maine Association of Agricultural Fairs, January 17 and 18, Penobscot Exchange Hotel, Bangor. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 18 and 19, Ft. Shelby Hotel, Detroit. Chester M. Howell, secretary, Cheesing.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 138 State House, Boston.

North Carolina Association of Agricultural Fairs, January 19 and 20, Raleigh. A. H. Fleming, president, Louisburg.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Forkner, 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 O. 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. Maza, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 134 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

per \$100, an average of \$2.08 per \$100. Secor suggested that steps be taken to put the insurance carried in line with cost of the risk.

Thumbs Down on Race Plan

When the matter of the proposed merger of racing associations was brought up, J. P. Mullen, president of Iowa State Fair, was asked to state his attitude. Mr. Mullen said he did not think it was up to Iowa fairs to take up the matter, and he suggested that President C. E. Cameron, Vice-President Sanger and Secretary Perry, of the American Trotting Association, state their views. Howard Power, who made the motion on Monday to appoint a committee to report at the closing session, then asked leave to withdraw the motion. This was granted, automatically blocking a report by the committee.

The ATA officers were then called upon. President Cameron spoke emphatically against the proposed amalgamation. The ATA, he said, was serving the best interests of fair and horsemen and he could see no advantage and many disadvantages in a merger. Vice-President Sanger spoke at length. A merger such as was proposed would be the same, he said, as an insolvent bank asking a solvent bank to merge and allow the insolvent bank to run the works. "The American association has always tried to protect the county fair and at the same time be fair to the horsemen," he said. "If we merged with these other associations, in six months' time we would be the forgotten men. It is proposed that on January 1, 1939, all of these associations liquidate their assets and surrender their records and good will. Most of the associations have nothing to surrender. In a year's time we would find ourselves ready to try to organize a new association."

C. E. Perry, secretary of the ATA, spoke along much the same line. While apparently no one in favor of the merger, no action was taken, the matter simply being allowed to die.

W. J. Campbell, of Jessup, talked on Statewide Interest in Fairs, and J. S. Quinn, assistant state club leader, Ames, gave some interesting facts on 4-H Club work. Session concluded with general discussion, reports, election of officers and adoption of the usual resolutions.

Collins Banquet Feature

Between 400 and 500 attended the colorful banquet Tuesday night in the Veretian Ballroom of the Savery. C. Jay Bains, retiring president, was toastmaster and festivities were given a lively start with community singing led by D. D. Ofringa. Following introduction of outstanding 4-H Club boys and girls, the new president and others, George A. Williams, governor-elect of Iowa, was introduced and gave an interesting address in which he praised the fairs of Iowa. The real treat was the talk by Tom Collins, humorist of The Kansas City Journal. His homely humor and philosophy are infectious and he kept his audience in an uproar of merriment. Three comedians of the booking office, a lengthy show show was presented. Ralph Slade and his orchestra furnished music. E. W. Williams did much of the work of getting the show together, with assistance of William Marcellus, who was a behind-the-scenes emcee. Acts presented included Dabbling Debutantes; A. I. B. Cavaliers, quartet; Cherry Sedors, singer; Larco, magician; Betty May Harris, blue girls, blues singer and adagio; Benice Jay, young hillbilly; Griswold Wonder Girl, accordion; Edith Belle blues singer; Ray Gilles, impersonator; Mary Elaine Mahanah, military tap; Pann Merryman, acrobatic dancer; Grace Crane, soloist; Lanagar Twins, acrobatic dancers.

Attractions Represented

As usual there was heavy attendance of attractions people, among them several attending the meeting for the first time. Accompanying list is incomplete, as there was no registration and no introduction of the fair men's seating as was the custom in former years. Among those present were A. B. A. Booking Agency, Bert Beck, Vince Markee; Adna Roddo, George V. Adams; All-American Exposition Shows; Barnes-Carruthers Fair Booking Association, M. H. Barnes, Sam J. Levy, Fred Kreszenan. (See IOWA REJECTS on page 39)

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.

World's Highest Aerial Act! No Nets—No Safety Devices. A spectacular night and day exhibition, breathtaking, spine-tingling and thrill-packed. Send for pictorial brochure. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

Maine Association of Agricultural Fairs. ANNUAL MEETING, JAN. 17 AND 18, 1939, AT BANGOR, ME. Headquarters: THE PENOBSCOT EXCHANGE HOTEL, Bangor Tuesday Evening, January 17. J. S. BUTLER, Sec'y. 691 Main St., Lewiston, Me.

ACTS WANTED FOR 1939 SEASON. Send pictures and description suitable for new catalogues. ART DAHLMAN, Care Music Hall, Cincinnati, O.

MAGUIRE CONSOLIDATED ATTRACTIONS. JACK ST. JULIAN, Representative. WANTS Acts for Indiana, Ohio and Illinois Fairs. 1107 Roosevelt Bldg., Indianapolis, Ind.

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THE PEERLESS POTTERS. Wish to notify all Secretaries and Managers of Fairs, Parks, Indoor Dates, that JULE MILLER, St. Paul Minn., is and has full authority to book this Act and is the only one who can deliver same in the Northwest. — SIDNEY BELMONT, Fullerton Bldg., St. Louis, Mo., has the same privilege in the Middle West, or you can book me direct by addressing me care The Billboard, Woods Bldg., Chicago, Ill. THE PEERLESS POTTERS, HARRY POTTER, Mgr.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

EDWARD R. REDMOND is spending \$30,000 to remodel a former garage in New Rochelle, N. Y., to be known as New Rochelle Roller Rink, slated to open on January 7, reports Evelyn Martino. Building is 100 by 200 feet, and an 18,000-square-foot maple floor is being laid. Lay sleepers, a cinder fill, insulation and decking material and a pine floor will serve as foundation for the maple. Rink will be equipped with a \$3,000 sound system, lighting effects to cost more than \$2,000 and an organ.

Daily matinee and night sessions will be held. Four men and three women will teach beginners and figure skating. Rink will have a staff of 20. Manager Redmond is publisher of several weekly papers in Nassau County and *The Nassau Republican*, a monthly magazine. For 18 years he was an executive of *The Brooklyn Daily Eagle*, his most recent post having been with the Frank E. Cannon newspaper chain as manager of the finance department in New York State. He appeared on the stage on several occasions with his mother, Rita Redmond, former musical comedy and vaude actress, in an act known as Rita Redmond and Son.

NEW skating club at M. W. Lewis' Rainbow Gardens Roller Rink, Mount Morris, Mich., has been organized one week and already has more than 100 members, reports J. Harper Spencer, club secretary and rink manager, who has filed application for club membership with the Roller Skating Rink Operators' Association of the United States. First Club Night at the rink is slated for December 28.

ROLLING CLOUDS, Billie and Bobby, report they played a return date at Allentown (Pa.) Eagles' Rodeo on December 10.

WOODIE AND BETTY recently completed a five-week engagement at Rainbow Inn, New York, and were booked for N. T. O.'s Merry-Go-Round, Newark, N. J.

THREE Rhythm Rollers, managed by Ted Merriman, recently played East End Roller Rink, Memphis, and were booked for Hot Springs (Ark.) Roller Rink and two weeks at Club Life, Texarkana, Ark.

PLAYLAND Park Roller Rink, Seattle, is skating capacity crowds nightly to the music of Catherine Carice, organist, reports Jay Roush, proprietor.

MRS. W. B. PULLMAN, who has opened Pullman's Skateland, North Main street, Fort Worth, Tex., took a portable to Fort Worth from West Texas several months ago but decided to construct a permanent rink there.

ROLLER polo game in Muncie Hall Arena, Cincinnati, between Cincinnati Comets and Indianapolis Indians drew about 1,000 on December 11, the Comets winning 3-1, reports Armand J. Schaub Sr. It was the first game staged in Cincinnati in about 20 years. Members of the Cincinnati team, coached and managed by E. F. Danford, are John Bricker, Lewis Quigley, Joe Bula, Harrison Fry, Ray Brunton, Charlie Null and Buzz Hawkins. On the Indianapolis team were Bud Ulmer, Doggie Lewis, Parson Dewitt, Tubby Guyer, Freddy Pence, E. Flora, Bobby and Fred Stuck, Stetham and Bader. Preliminary game was between Centerville and Richmond, Ind. teams, the latter winning 3-0. The Comets booked a game with the Muncie (Ind.) Mudcats for December 18.

BUSINESS in Moonlight Gardens Roller Rink, Springfield, Ill., is picking up, due to activities of the Waltz Club and radio advertising, and A. D. Pearson, proprietor, plans to open another rink near East St. Louis, Ill., on December 27, reports Alvin N. Hyslop. Women's Night has overcome the usual Monday night slump. Ernest Hayes, floor manager, and his assistant, Ted Wigginton, former Kentucky roller dance champion, have originated a new waltz step known as the Tederal.

E. G. PIERCE, operator of Lake Compounce Park, Bristol, Conn., reports that operation of a roller rink built two years ago has been profitable.

CYRIL BEASTALL, Derby, England, frequent contributor to the Rinks and Skaters column of *The Billboard*, reports that he plans to visit this country next September, accompanied by his friend, Billy Ghigl, who will take in the New York World's Fair. Beastall plans to meet among others, Perry B. Rawson, of the dance committee of the Roller Skating Rink Operators' Association of the United States, and his partner, Irene Harrigan; Victor J. Brown, Newark, N. J.; Arthur Elington, former speed skater, now in New York; E. M. Moorar; Fred (Bright Star) Murro, 72-year-old Pawnee Indian figure skater, and Fred A. Martin, Arena Gardens Roller Rink, Detroit, and his son, Robert.

WILLIAM SCHOLLE, operator of Gordon Square Rollerdomo, Cleveland, and summer stunts in parks at Brady Lake

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and Springfield Lake, O., celebrated his 25th anniversary in the business on December 8 when more than 500 attended the gala opening of his Cuyahoga Falls (O.) Roller Arena in a remodeled building formerly occupied by a factory, reports E. S. Bradley. Rink has a 60 by 180-foot maple floor and is equipped with a stage for orchestra, sound system, indirect lighting, sky-effect ceiling and an organ, with Dorcas McKenzie at the keyboard. Decorating was done by Robert Lee. Sessions are held six nights weekly, waltz nights on Wednesdays. Management is planning a party on December 23. A lot next to the rink is available for free parking. On the roster are Mildred Scholle, cashier; Bob Lee, door; Kay Perry, checkroom; R. H. Hanning, skateroom; E. Collins, floor manager, assisted by C. Denning; G. Deener, E. Newton and Bob Kleas, skate boys, and J. E. McDonnell, refreshments.

**Current Comment
 By CYRIL BEASTALL**

DERBY, England.—It has been stated that "In England much skating is done on open-air rinks and they seem to be increasing in popularity." Fact of the matter is that very little skating has ever been done on open-air rinks and they are not increasing in popularity and present indication is that they are unlikely to seriously compete against indoor rinks at any time in the near future. In Germany, of all the countries in Europe which have roller skating at all, there are a majority of open-air rinks. It was mentioned in *The Billboard* of November 5 that "Admission is on an hourly basis instead of the flat rate in use here." Allow me to clarify state, as I have referred to this matter before in these columns, that the flat rate is the usual rate in vogue in England, France, Belgium, etc., and the hourly rate has been tried only once in this country and that was by management of the new Skenees Rink, opened last summer. I only refer to conditions during the past

15 years, as that is all the time I have been skating.

During the past two weeks I have visited Ivor Leonard's new Palais Rink, West Bromwich, opened on October 29, first rink in that city since the war. Rink has a 100 by 65 foot floor, snack bar, two balconies and music by amplifier. Billie Davis has her first professional job here. Mrs. Leonard is cashier. It was the first time I had seen them since they were at Central Rink, Doncaster, now closed. Gilbert and Billy are still drawing crowds to their Rollerdomo, Dudley, where dance and figure enthusiasts are catered to. Billy Carter is floor manager there. Francis Sheppard's Embassy, Birmingham, is drawing, but his 222 by 104-foot floor needs attention. He uses a military band. William Lloyd-Worth is still packing them in at the Lido, Doncaster, and has long covered weekly expenses with one night's take. Floor has been enlarged, and is now 170 by 80 feet. He uses band music. Mrs. Lloyd-Worth and Miss Wood are professionals. Levenshulme, Manchester, managed by Bill Reekes, has a 150 by 65-foot floor and is getting crowds daily. Manager Reekes was made honorary member of the Sunday Club by Secretary Joe Murphy. Levenshulme hockey team beat Chorley 6-0 in a Lancashire League game the last night I was there.

Rochdale, Spoland Bridge Rink, is still doing well under management of Jack Bramwell, former Australian speedman and fancy skater, and Schofield, whose son, Ronnie, is developing into a hockey player. Savoy Rink, Great Harwood, managed by Jim Mercer, assisted by Mrs. Marsar and his son, Don, is still drawing. On November 30 Derby Flyers, roller hockey team, were in an automobile accident en route to Lido Rink, Doncaster, for a match with Doncaster Hornets. Our car overturned on an icy road near Doncaster but no one was seriously hurt. The "wrecker" was pinned under the steering wheel. However, we were able to fulfill the engagement on 30th since March, 1932, losing 3-1, to the unbeaten champions of the North.

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NAAPPB COUNT TOPS

'38 Conclave Called Biggest

Final Chi figures register 8,505 exhibit visitors — space applications rise

CHICAGO, Dec. 17.—Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, reports the biggest registration of delegates and guests at the 20th annual convention in the Hotel Sherman here on November 28-December 1 in history of the organization. Entrance and exit turnstiles installed at the exhibition hall by Percy Mfg. Co. and H. V. Bright Turnstile Co. registered 8,505 visitors to the hall during the four days of the annual trade show.

All departments of the convention showed an increase over preceding years. Program sessions enjoyed a larger attendance than ever, daily luncheons were enjoyed by a greater number than last year, membership in the Penhouse Club jumped considerably and even attendance at the closing banquet was ahead of the 1937 record, said Secretary Hodge. Third Vice-President Roy Biston, whose official duties held him responsible for the membership duties of the NAAPPB, staged the most effective campaign for new members during the history of the organization with the result that more applications for new memberships were received during the convention than at any of its predecessors.

Ask Increased Space

Already there are more applications for space for the 1939 show on file in the secretary's office than ever before. Secretary Hodge said that in all cases these reservations were unsolicited and in most cases applications call for increased space over the 1938 show.

From the comments heard during its last hours and the days immediately following the convention, it seems to be the universal opinion that it was the biggest and best in the annals of the NAAPPB, he said. "The trade show was outstanding, general program sessions under the able direction of Herbert F. O'Malley, director of Playland, Rye, N. Y. were most exceptional, as were round-table discussions under direction of Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore. Entertainment under direction of Arnold B. Gurliet, Elitch Gardens, Denver left nothing to be desired, and George A. Hamid put on the finishing touches with superb entertainment at (See NAAPPB COUNT on opposite page)

American Eagles Set For Key West Opening

KEY WEST, Fla., Dec. 17.—H. Philbert, owner of Key West Park here, and Herman Bantly returned recently from Miami, Fla., where they went to book attractions. There will be nine rides, nine shows and 25 concessions on the midway and free acts will appear weekly. Five American Eagles having been contracted for opening week of January 1.

Arrangements have been made with the Junior Chamber of Commerce to sponsor amateur boxing in the center of the park midway twice weekly for a six-day period, admission free. Boxers will be given gold-plated boxing gloves and finalists will be awarded gold and silver-plated medals.

Recent visitors were K. Q. and Babe Barkoot, George F. Dorman, Mr. and Mrs. Chris M. Smith, Mr. and Mrs. Al Wallace, Mr. and Mrs. Ike Faust and Mrs. Jack Murray. Reported by Harry E. Wilson.

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.

Constant Change Present Demand

Paper on "Portable Rides in Parks," prepared by General Manager Rex D. Billings, Belmont Park, Carterville, Montreal, and read by Randall Custer, of the Custer Co., as Mr. Billings was unable to be present, at the annual meeting of the American Recreational Equipment Association in the Hotel Sherman, Chicago, on night of November 27.

Greetings to your splendid organization, the personnel of which, almost to a man, I am so fortunate as to sincerely number among my friends. This brief paper is the result of high pressure on the part of your persistent program chairman. However, it is my hope that there might be an idea in its contents which will be of help to those of you who deal in portable equipment.

It is my firm conviction that the rise and fall of amusement parks, as to popularity, depends in a large way on constant change, or the lack of it, in the physical picture. The day is gone when a new park can be built almost entirely of so-called permanent attractions and hold up its earnings without juggling and substitution in its attractions. The greatest factor of write-off in our business is not physical, but grows out of popularity depreciation. Therefore it seems to me the time has come when portable devices should be given the consideration to which they are legitimate (See CONSTANT CHANGE on page 47)

Long Island Preps To Draw W. F. Crowds

ROCKAWAY BEACH, L. I., N. Y., Dec. 17.—Long Island's beach resort season generally has begun on Decoration Day, but next year the custom will be discarded in favor of May 1 or an earlier date to jibe with the influx of visitors for the World's Fair. Preparatory efforts for early openings are in design at biggest of the island's salt-water locations, Rockaway, Long Beach, Jones Beach and Rits Park.

At most of the resorts implements of construction, renovation and repair are active. Normally at this time of the year an atmosphere of stagnancy surrounds the beaches and the sight of summer preparatory work would ordinarily be placed under the heading of misplaced enthusiasm. This year, however, the fellow who is prepping early is labeled as anything but a dunce. The new shore highway, costing \$15,000,000 all told, at Rockaway is the greatest beach-front project. Also at Rockaway thousands of dollars are being spent in other phases of improvement.

Long Beach, under leadership of Mayor Edwards, is going at it, hammer and tongs. Many amusement folks have deferred or canceled southern sojourns to carry out preparations. Long Beach will expend money in publicity to draw fair visitors. Jones Beach has been (See LONG ISLAND on opposite page)



TEN THOUSAND KIDS CAN'T BE WRONG when everything's free in an amusement park. Photo shows a corner of the midway in Funland Park, Miami, Fla., on November 25 when The Miami Daily News provided a no-expense tour of all park attractions.

Savin Rock Emerges From Gale Debris With Building Program

NEW HAVEN, Conn., Dec. 17.—The task of getting Savin Rock Park into condition for the 1939 season has started and much of the debris from the September 21 hurricane has been cleaned and plans are being made to fill in where damage was complete. On Beach street, where the worst of the blow was felt, concession and other resort owners have made repairs.

Pavilion Royale, noted night club, was so badly damaged that it was condemned and has been torn down. A new ride is tentatively scheduled to go in this spot next to the Showboat. Thompson's night club had some damage, but the owner has made repairs and is catering to the dining dance crowd for his first winter season in this new club. A new type of Coaster ride may be put in where the Thunderbolt stands. Greatly damaged, the Thunderbolt will undoubtedly be taken down. The park

management said there are other rides to go in at other spots, but that the deals have not been completed and announcements will be made later. Morris and Joe Frankel, who had interests in the Pavilion Royale with Barney Rapp, will open a new club in the spring on the site of Benson's Colonnade, Beach street, near the ball park. Rossini is planning on rebuilding his dining pavilion.

The newly built Skateland is doing excellent business with roller skating. Wilcox Pier is being repaired and new piles are being driven where the hurricanes wrought damage. Fred Levere, executive of Savin Rock Park Association, who returned from the Chicago park convention, said he gained some ideas at the confab and expects to put them in action for the 1939 season. The west shore resort is planning to get crowds into New England after the New York World's Fair trek.

Sounds Very Much Like Candy Apples

ASBURY PARK, N. J., Dec. 17.—North Jersey shore concessioners had a laugh on the "Middle West" when Kyle Bonfield, amusement vet, reported receipt of a card from an Illinois firm, asking whether "jelly apples" were still made in this section. Card requested the formula.

"Are jelly apples still sold here?" Bonfield chuckled. "I don't suppose there is a concessioner from Sandy Hook to Cape May that doesn't know about them. The jelly apple was introduced in this section by Henry Lerdling, who still makes them and who also popularized the New Orleans praline here soon after he brought out the jelly apple in 1920."

Bonfield said he would write the Illinois company that jelly apples are made by dipping the fruit in a "jelly" of simple syrup, vegetable dye and cinchamon.

"And they had A Century of Progress out there!" "Booi!" sighed.

Funland Gate Drops Thru Cool Weather

MIAMI, Fla., Dec. 17.—Recent nightly giveaways at Funland Park here pleased patrons and the management feels they will hypno the gate and make up for a drop caused by unseasonably cold weather during the past two weeks. Glenn Iretson has added several sponsors of Saturday 3-cent matinees.

Bob Morton and Harry Robinson arrived here Wednesday and both visited the park. Mrs. William J. Tucker tendered her husband a surprise birthday party on December 10, attended by Mr. and Mrs. David B. Endy, Mr. and Mrs. Ralph N. Endy, Mr. and Mrs. Steve Shannon, Mr. and Mrs. Ben Welles, Mr. and Mrs. William Singer, Matthew J. Riley, Barney Backus, Mr. and Mrs. Lyman Truesdale and J. Enots. Recent visitors were Neil Burke, Peter Puroell, Charles C. Morris, Mr. and Mrs. Peary Hoffman, Mr. and Mrs. Eddie Davis, Mr. and Mrs. Guy Dodson and daughter, William D. Bartlett and Mr. and Mrs. Duke Jesnette.

A delegation from Funland witnessed induction of William D. Bartlett into the order of Mystic Shrine here on (See FUNLAND GATE on page 47)

Huedepohl's Tank Talk

NEW YORK, Dec. 17.—Paul H. Huedepohl, manager of the Jantzen Swimming Association, Portland, Ore., and swimmer authority of the National Association of Amusement Parks, Pools and Beaches, has left for Portland by way of New Orleans and other points on business. He attended the Chi convention and left immediately for Washington, D. C., scene of the Amateur Athletic Union annual party, in which his firm is interested from merchandise and swim-record angles. He had a detailed conference here with Nat A. Tor, swimmer pool authority of The Billboard.

1938 PARK Season in Review and a Look Into the Future

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The Pool Whirl

By NAT A. TOR

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

World's Fair Tank

As reported two issues ago, plans are under way for an outdoor swim pool at side of New York State Amphitheater at Flushing Meadow Park on the New York World's Fair grounds. The project is being designed by Aymar Embury II, architect, and blue prints are not yet available. However, the column is in receipt of an official letter by Park Commissioner Robert Moses to New York City board of estimate, which is the last authentic word on the subject.

It follows: "The fair corporation has entered into an agreement for use of the State amphitheater for duration of the fair and the need has arisen for construction of a pool between the amphitheater and the stage for that period. This pool can be made a permanent addition to the park system and can be so constructed to permit use after the fair as part of the amphitheater and as a swimming pool for the people in that section.

The estimated cost of construction of this as a permanent feature is \$120,000, and the president of the fair corporation has agreed that he will spend up to \$60,000 for its construction. The fair corporation will be reimbursed by the lease for a part of this expenditure. (Billy Rose is reported to be the concessioner.—Ed. note.) This leaves \$60,000 which must be appropriated by the board of estimate if this is to be of permanent construction. During the fair lockers, showers, filtration and chlorination will not be needed, but at the end of the fair, when the area is turned back to the park department, it will be necessary for the city to spend an additional \$63,000 to make this available for the public, which will be part of the cost of the completion of the park.

"This plan is practical and should be approved by your board. I ask that you indicate approval of the plan by appropriating the \$60,000 required for the city's share of this work and that you instruct the corporation counsel to prepare in conjunction with the park commissioner an agreement between the fair corporation and the city covering construction of this facility. As soon as the board of estimate indicates approval of this plan the fair corporation has agreed to proceed with preparation of contract plans, the cost of which is included in its \$60,000 contribution."

It is understood that since the letter was sent the appropriation passed the city fathers. Architect Embury's drawings are expected to be forthcoming shortly.

Convention Comment

I must take exception to the paper prepared for the recent convention of the National Association of Amusement Parks, Pools and Beaches by Charles Schroder, Boulevard Pools, Philadelphia. Charlie was concerned with an interesting enough topic, that of publicity and special events. But arguments he offered were so conflicting that I am afraid he must stand in the corner of this classroom at any rate.

To be sure, he started off okeh by writing: "Some years ago I was requested to prepare a paper on publicity and special events. I took the position that weather was really the 100 per cent controlling factor in governing attendance at swimming pools. I will make one correction of my previous statement and that is it depends to some extent on the location of your pool with relation to other resorts, and I would therefore state that weather represents 80 per cent of the requirements, and the ease with which one could get to a beach point not only by automobile but as the result of cheap excursion rates would account for an additional 20 per cent of your previous normal attendance."

All of which seems logical enough, except that the writer of this column feels that Schroder leans too much toward the weather angle and forgets that many good swimming days can be made for pools by good attractions and high-powered publicity. What I don't understand is that in one paragraph the Philly pool man wrote: "Regardless of what type special event in the way of performance or other special activities that additional moneys were spent upon

for advertising. If the weather was not what could be considered 100 per cent swimming weather it was just so much extra money thrown away." Then a few paragraphs later he stated: "In connection with the four events we put on this year, while attendance was very small, we feel that our attendance was 50 per cent greater than we would have had if the event had not been included for that particular day."

Concerning weather, he mentioned over and over again the importance of Ol' Man Sol for a pool. Still he is quoted as saying: "When the date of one particular performance arrived attendance was way off because of the weather, but on these days the number of people traveling to seashore points via the Delaware River bridge was either as large or larger than the previous week."

Sun Valley Pools

Two of the prettiest natatoriums in the country, I'm told, are in Sun Valley, Ida., which permits one to mix winter and summer sports without fear of a hangover. There are two tanks there, one called Sun Valley Lodge pool, managed by C. B. Rogers, and the other known as Challenger Dan plunge, with H. J. Hodgins as boss man. Both are surrounded by vigo-glass and feature warm water, which enables swimmers to frolic in the heart of winter as skiers and bobbedders do on the joy snow boarding both tanks. The tanks are operated by the railroad company, which runs the town and hotels. Understand as many vacationers visit Sun Valley for its midwinter swimming as do winter sport lovers for its much-ballyhooed skiing.

Dots and Dashes

Did you know that Melane Madison, former Olympic champ, learned to swim in a Jantzen Learn-To-Swim campaign?

Swell stunt that one being conducted by St. George indoor pool, Brooklyn, N. Y., in running an essay contest on safety in co-op with Interstate Public Safety Commission.—Interesting to note that pool men report that only about 10 per cent of their patrons rent bathing suits, which means that a tank operator doesn't need the stock of suits he used to. . . . Altho I hasten to add that all indoor tanks in the New York area for some reason insist on patrons using pool suits instead of their own.

Long Island

By ALFRED FRIEDMAN

Shore road that will eventually link virtually all important beaches on the Atlantic Ocean side of the island has an important purpose besides that of affording motorists opportunities to get to and from amusements and the sea easily, according to the war department, which hints that the artery would be of utmost value in case of an air invasion in that it would enable transportation of anti-aircraft apparatus by motor car with minimum inconvenience.

Donald Hoyt reports that plans are under way for installation of a giant chart of the World's Fair grounds, listing the day's temperature of the surf at Long Island's big beaches. The method of successfully presenting operettas on a float at Zook's Bay the past few summers is the reason for Fred Manohan's serious thought these days in the direction of trying the same thing with presentation of movies at one of the beaches next summer.

Widening of Cross Bay boulevard has made it necessary for Broad Channel Baths, giant pool and play spot, to undergo extensive changes in design. Suffolk County World's Fair directory, for which \$10,000 has been appropriated, will stress lure of the beaches, and for the first time fishing will be assigned to second place in importance, to lay proper emphasis on bathing in that area. Bill Hartmann is expected to assume the role of publicity director for Huntington next summer.

In making room for the new ocean highway at Rockaway, official records disclose, it was necessary to raze 219 places that catered to tastes of amusement-goers. These spots embraced, virtually every type in the category generally found at shore resorts.

GOOD crowds are the rule in new Maryland Park, Jacksonville, Fla., reports Edward Le Roy, high-wire act, being featured there until January 1.

American Recreational Equipment Association

By R. S. UZZELL

It is quite certain that any question touching the amusement park business could get some helpful answers at a convention. Erosion of a water front is of vital concern to many of our members. Harvey J. Humphrey has evolved a new and durable breakwater for his water front on Lake Erie at Cleveland. He makes concrete slabs weighing 350 pounds each and binds them together, rail fence like, with discarded boiler tubes. Where salt water prevails about three steel rods could be placed in the tube before filling it with concrete.

When the salt waves dissolve the outer tube the concrete post, re-ensured by steel rods, would hold the slabs together. He will give you details for the asking. His ingenuity was urged to action because the lake was appropriating too much of Euclid Beach. Best of all, it functions as anticipated.

Last year Cy Bond was under the weather and had to take time out, which was reluctantly spent in bed. This year he was again a live wire and looked younger, thanks to careful diet and a check-up in time. Frank Osynor tells of his diet schedule, voluntarily imposed upon himself, that works wonders, while George Schmidt tells of new health and efficiency thru reducing 40 pounds under medical guidance. Late supper and the rest of it are great fun for a while, but the last-named gentlemen prefer no longer to indulge. Perhaps these men have something on the ball. Let them tell it.

Fire Insurance Next?

Since our insurance committee has accomplished so much on public liability perhaps it can now turn the tide on fire insurance. Their accumulated experience should enable them to cope with our fire insurance problems.

Perhaps there will be more park men and concessioners on vacation this winter than usual because of the poor season this year. Better cut it short and truck up early. Remember, Jack Dempsey won many fights by punching hard in the clinch.

The captions brought to each convention by Arnold Gurtler are creations of beauty and a joy to all. By virtue of his altitude of one mile above sea level and with elaborate and most efficient greenhouse equipment he is able to so excel his fellows. He hitches up with his environment instead of swearing at it and produces valuable results. Why cannot each park man so play with his natural setting as to produce some thing of excellence? Is any one shortsighted enough to say he has no environment?

At Sioux City, Ia., or at Omaha could be collected a Sioux Indian museum that would attract the throngs of people who could be interested in the facts of Indian life.

Carlin's Life Strenuous

John J. Carlin, Baltimore, was reported ill while we were in Chicago but has since been reported better. It's the old story, too much hard work with insufficient rest periods. He does not keep just amusement park hours but has other interests demanding his attention which cause him to put in a real day. Then instead of relaxing in winter he has his winter sports and his hockey team to handle. His son and his brother will have to divide the responsibility with John J.

LONG ISLAND

(Continued from opposite page) aching for the opportunity to show itself off to the world and in losing no time in dressing up.

Rite Park, Neposht, a relatively new beach, is to be bedecked in high style. Workers will labor thru the winter conditioning this location. WFA workers are engaged in cleaning up debris from several beaches and the number of men will be increased as the season starting date becomes closer.

Rides Arrive for Overhaul At Playland Spot, Key West

KEY WEST, Fla., Dec. 17.—A Merry Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl and Lindy Loop arrived at Playland Park here on December 9 and as soon as overhauling and repainting have been done they will be set up. Lou Kremm's Loop-o-Plane is expected soon. H. E. Everschor, Buckeye Lake, O., booked his 30 by 40-foot arcade and Kiddie Airplane. Mark Williams wired from Fort St. Joe, Pa., that he closed with Southern States Shows on December 19 and would come here with his Ten-in-One. Charles Penabston booked his novelty show and girl slide ball game and is expected from Indianapolis soon. Dixie Sepple came in on December 8 with her frozen custard machine. James D'Ambray carded from Providence, R. I., that he was leaving with his concessions. Miami prior is spending a few days in Miami on business. Mr. and Mrs. Al Strong arrived at their home in Lake Worth, Fla., on December 9 after a three-week hunting trip in Maine. They are expected here soon.

Chet Dunn is getting his boat in shape and looking after his new cafe in Miami. Mr. and Mrs. Chris M. Smith recently took an apartment here. Vivian Davila is breaking in a new Plymouth. Looping Nixes card that they have repainted their Globe of Death and will close their home in Waycross, Ga. They are expected soon. Bob Coleman, Chris Smith, Red Casey and Bert Godwin will represent Playland Park in a bowling league. Vivian Tomlinson is forming a baseball team. Recent visitors were Ike Cobon, Ben Baldo, Tony Kazero, Helen Hayes, Judy Smith, Fred Gates, Will Osborn, Jerry Daniels, Mabel Atkina, Ben Rogers, Pauline Ligon, Alfred Simmons, Harry Sawyer, Harold Hensley, Don Munckett, Fred Bennett, Roy Taylor, Johnny Puffman and Earl Tilley. Reported by Bill Easton.

NAAPPB COUNT

(Continued from opposite page) the annual banquet in the Bal Tabarin on the night of December 1. Mrs. Mabel Killaly, Euclid Beach, Cleveland, in charge of banquet arrangements, won great acclaim for the prize-winning cuisine.

No Details Overlooked

President Harry C. Baker and Secretary Hodge are given great credit for their work many months previous to the convention and during its four hectic days. No detail which would insure smooth operation and contribute to helpfulness and enjoyment was overlooked by Mr. Baker and Mr. Hodge, and many other officers, directors and committee members did their part in making the convention an outstanding success, declared numerous delegates.



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DETROIT CONTRACT HELD UP

Battle Pending For State Fair

Administration withholds action till new political regime takes up reins

DETROIT, Dec. 17.—Carnival promoters have been recent visitors here. Orville W. Hennies, of Michigan Bros. Shows, which has had the midway contract at Michigan State Fair here for the past two seasons, has called upon the fair management, J. C. McCaffery, general manager of the Amusement Corp. of America, and one of its other executives, R. L. Lohmar, also were in town.

The present fair management, under direction of Frank N. Lacey, is reversing the precedent of many years' standing and is not signing a contract for a carnival for 1939. It has usually been the practice for the outgoing administration to sign a contract for the succeeding year, but Gov. Frank Murphy, who was defeated for re-election last month, has asked all of his appointees not to sign any contracts which might in any way embarrass the incoming administration, and this rule is being followed by the State fair administration.

Because of the importance of Michigan State Fair for the past two seasons an early appointment of the new administration is anticipated so as to allow maximum time for organization of the 1939 fair rather than the delayed appointments of recent years. There have been reports that political precedent may be broken and the present fair management reappointed in view of the attendance record built up the past year.

Finney Is General Agent For Goodman Wonder Show

CHICAGO, Dec. 17.—Max Goodman, on the eve of his departure for the East after attending the Iowa Fair Managers' Association meeting in Des Moines, announced that he had engaged C. W. Finney as general agent for the Goodman Wonder Show for the season of 1939.

Finney has been prominent in the outdoor show field for years. He was general agent of the 101 Ranch Wild West Show and several of the major circuses.

During A Century of Progress in Chicago he managed the Ripley Believe It or Not Show and in 1937 he was general agent for the Haginbeck-Wallace Circus.

Sam Lawrence to South

NEW YORK, Dec. 17.—Sam Lawrence, operator of the Sam Lawrence Shows, departed for a Southern business trip this week. He will visit winter quarters in Waycross, Ga.; Miami and several Pennsylvania towns before returning here in time for Christmas.

Webb With Crowley's Again

AUSTIN, Tex., Dec. 17.—Capt. George Webb, high diver, this week signed with Crowley's United Shows for 1939, making his third consecutive season as a free act with the organization. Charles (Arkie) Ross will be chief rigger, his second season with Webb in that capacity.

La Crosse Fair to Goodman

LA CROSSE, Wis., Dec. 17.—Goodman Wonder Show has been booked to furnish the midway at the 1939 Interstate Fair here, according to Secretary-Treasurer Joseph J. Priesch. It will mark show's first appearance here.

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.



JAMES C. SIMPSON, latest acquisition to the general representatives' staff of the Amusement Corp. of America, assumed his duties during the recent outdoor meetings in Chicago, having resigned as general representative of the Johnny J. Jones Exposition after five years' service. He will work out of Chicago headquarters on assignment by General Manager J. C. McCaffery with the other staff representatives, R. L. Lohmar, L. Clifton Kelley and L. S. Hogen.

World-Mirth Sews Up Dixie Route, 7

NEW YORK, Dec. 17.—World of Mirth Shows have contracted their Southern circuit of seven fairs which constitute half of their fair-date season. As announced by General Manager Max Linderman, they are Virginia State Fair, Richmond; Winston-Salem, N. C.; North Carolina State Fair, Raleigh; South Carolina State Fair, Columbia; Southern States Exposition (new fair), Charlotte, N. C.; Anderson Fair, S. C., and Exchange Club Fair, Augusta, Ga.

Linderman is in from Richmond winter quarters, where he put a crew to work on equipment and construction of new items. Three new models for fronts are being devised. Spillman Engineering Co. is building two new rides for the show which are of such an important nature that announcement will be made later, Linderman said.

Merry-Go-Round will be indirectly lighted through, not a single bulb to be visible at any point.

White Is ACA Executive

CHICAGO, Dec. 17.—Walter A. White, formerly manager of the Johnny J. Jones Exposition and last season on the staff of the Beckmann & Corey Shows, has joined the Amusement Corp. of America in an executive capacity.



HERE'S THE WILSON FAMILY, of concession note, as it appeared in Meadville, Pa., recently. Left to right are Mrs. Olive Wilson, Kenneth (Duke) Wilson and Evelyn Brooks. Duke recently combined interests with Mel Olson to take out the Olson & Wilson Shows in 1939.

Greater U. S. Tour Fair; Ellis Named Manager for 1939

SHAWNEE, Okla., Dec. 17.—Manager H. T. Freed, of Greater U. S. Shows, which closed the season recently in Tahlequah, Okla., said this week that "the season in general was fair and altho we did not have any big weeks we played very few losers." No one is being kept in quarters here since building and repair work was carried on during the closing weeks of the season, leaving little work to be done next spring before the shows open.

H. F. (White) Ellis, previously associated with the organization and in charge of the office on Greater American Shows the past two seasons, stopped here en route south and was engaged by Freed as manager for 1939. He and Mrs. Ellis are spending the winter fishing at Aransas Pass, Tex. Freed recently returned from Missouri where he purchased some rides and shows formerly used by Dailey Bros. Shows. He plans to open a small show early in March and a complete one about May 1.

Mr. and Mrs. A. Leonard, the former truck superintendent and the latter in charge of the office for several years, have been visiting relatives in South Dakota and Iowa. Mr. and Mrs. I. J. Clark left their house trailer in quarters and have been visiting relatives in Oklahoma and Texas. Curtis Edwards and wife are now in Little Rock, Ark., after visiting Mrs. Edwards' relatives in Virginia. Bill Roberts, who operated several concessions on the show, is wintering in Ada, Okla., and has been a frequent visitor to quarters. Henry Ayers, Ferris Wheel operator, and Curly Hobbs, digger operator, are wintering in the Rio Grande Valley.

Siebrand in San Diego Barn

SAN DIEGO, Calif., Dec. 17.—Siebrand Bros. Shows pulled into quarters here last week after closing the season at El Centro, Calif., December 1. A crew of 25 men is in quarters readying the organization for 1939, reports Hank Carlyle, concession manager. Building and repainting will get under way soon and present plans call for the shows to be enlarged for next season. Several new fronts, tower lights and acts are to be added. Officials announced the 1939 staff would include H. and P. B. Siebrand, owners; Hank Carlyle, concession manager; Jerome Kelly, contracting agent, and C. A. McLeod, general agent.

Harry Hennies in Hospital

CHICAGO, Dec. 17.—Harry Hennies, of Hennies Bros. Shows, entered a hospital in Rochester, Minn., last week. He has been in ill health for some time and will undergo an operation next Tuesday. Mr. and Mrs. Orville Hennies visited him in Rochester early this week.



C. W. FINNEY, engaged as general agent of the Goodman Wonder Show for the season of 1939 by Owner Max Goodman, has a background of many years in outdoor show business. His experience embraces advance work for circuses, Wild West shows and management of exposition attractions.

Olson, Wilson Form New Carnival Combo

MEADVILLE, Pa., Dec. 17.—Mel Olson and Kenneth (Duke) Wilson recently combined interests here and will take out a carnival next season under title of the Olson & Wilson Shows. Unit plans to play Ohio, Pennsylvania and New York. Olson and Wilson have been organizing a complete show, and present plans call for the organization to carry 5 rides, 5 shows and 15 concessions.

Shows will exhibit behind a pay gate and negotiations are now under way for a free act. Executive staff will comprise Mel Olson, advance; Kenneth (Duke) Wilson, manager; Mrs. Olive Wilson, secretary-treasurer, and Mrs. Gladys Olson, special events promoter. Wilson is in Chicago purchasing equipment and will return to quarters here about January 1.

Ralph Miller Signs Fairs

ST. LOUIS, Dec. 17.—During a visit here last week, Ralph R. Miller, carnival and ride owner, said he had signed contracts to play the 1939 Tri-Parish Fair, Eunice, La., and Pike County Free Fair, McComb, Miss. It will be his fourth successive year to furnish midway attractions in Eunice and his third year in McComb. He left on Thursday for his winter quarters in Baton Rouge, La.

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Hattiesburg Barn For Kline; Show Enlarged for '39

HATTIESBURG, Miss., Dec. 17.—Bob Kline's Greater Shows, which closed here recently, are in quarters in the Mochler Building, Pine street, reports Gene Davis. A number of folks are remaining here for the winter. Mr. Clemm's Side Show and Dent Hopper's Cotton Club Revue have been re-engaged for next season. Latter is playing night clubs here at present. A small crew is at work and officials report the show will be considerably enlarged for 1939.

Among the personnel are Gene Davis, artist and decorator; Frank Prantontona, James Henderson, George Brown and Ride Superintendent Glen Allen and family. Orville Pearson has charge of the cookhouse. A Funhouse and Monkey Circus are under construction and indirect lighting effects are being installed in the new fronts.

Recent visitors included Eddie Lee, general agent of Haag Bros.' Circus; Joe Galler, manager Buckeye State Shows; Mr. Taylor, Taylor Bros.' Amusement Co.; Mr. Kelley, Idle Hour night club, and Mr. Stone, International Motor Co.

Los Angeles

LOS ANGELES, Dec. 17.—A number of trouper have been sighted here recently. Mike Krokos, of West Coast Amusement Co. spent a brief visit last week. E. H. Phillipson, in from New York, visited Frank Conklin and left for San Francisco. Pete Siebrand, of Seibrand Bros.' Shows, visited for a day and left for San Diego, Calif. E. L. (Yellow) Burnett arrived from the East and will winter on the Coast. Hank Carlyle, general agent Siebrand Bros.' Shows, was in town for a day, but left on a two-week vacation. Mrs. W. W. (Sis) Dyer returned for the winter, after a satisfactory season. Grace Anher is another to join the winter colony here.

Dr. Rowan came in from Gilman Hot Springs, Calif., and is the guest of the Archie Glarks. Frank S. Platten is a recent arrival to the Coast Defenders. Al Carroll visited for a few days and then went to Sunland, Calif., for the winter. Bill Powell also is in town, the guest of J. Eddie Brown. O. E. Coray, of White City Shows, visited briefly. R. H. (Dick) Hunter returned for the winter and is associated with downtown clothing house. Joe Olney came up from

Long Beach, Calif., for a brief stay and reported that he is doing nicely. Mr. and Mrs. Neil Webb, of Conklins' Shows, are wintering in Long Beach, Calif. Dan Gilbert is fully recovered and staying at the Bristol Hotel. Joe and Peggy Stalberg are winter trouping in Brawley, Calif. Dorothy Denny, ride operator at Venice Pier, is critically ill at her home in Culver City, Calif. Condition of John O. Talbot shows little improvement.

John S. Lyons is getting about with the aid of a cane. Boy Barnett is building concession equipment. Charley Walpert is in Bakerfield, Calif., arranging promotions. Elmer Hanscom's rides are on location at Firestone and Clampton boulevard. Hank and Mills Arnold and Joe Garvey are in charge of quarters. Roy Ludington is going to a local hospital for observation. His condition is not serious, however. Tom Plank, Irene and Jack McAfee, Fay Walcott and Rex Paulkner are contracted for the Children's Christmas Party at the new Breakfast Club. George Morgan left for a short visit in the North. Mr. and Mrs. K. W. Coe are vacationing in the Southland. E. W. has been named manager of O. H. Hilderbrand's United Shows. O. H. Hilderbrand left for Portland, Ore., to spend the holidays with his family.

Ben H. Martin Shows, which last week closed a successful stand at the South-west Fiesta here, opened this week in Escobidda, Calif. Frank Poret opened his Old China show this week. Winn Clark is back from a trip to New Orleans and Chicago. F. Joachim and wife, en route from New York to San Francisco, stopped here for a few days. Frank K. Conklin reports from St. Luke's Hospital, Pasadena, Calif., that he is recuperating and will be ready for next year's activities with Conklin Shows. Joe and Charley Lewis' Beckwith Chimps, with Harry Strickland in charge, are making special appearances. Ray Paulkner is playing special events with the marjorettes.

Philadelphia

PHILADELPHIA, Dec. 17.—Bill Sylvan came in from Richmond, Pa., where he was connected with a museum. He plans to winter here. Sammy Applebaum, after a brief stay, left for Florida, where he will winter.

Tom Hassen left for Altoona, Pa., to spend the holidays with his folks. William P. Kessler, who has been on the front of shows and museums for several years, has been ordained a minister and will follow his evangelistic work in the future. Jackie Black again is doing down chores at the Ferris Wheel at Gimbel Bros.' toy department.

Season's Greetings from down under GREENHALGH & JACKSON

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Now Booking Attractions for 1939. Send photographs and state all first letter. Address:

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Greetings

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America's Tattooed Venus

(At liberty season 1939, address Billboard, Cincinnati)

TAM TAM

The Leopard Man

with it and for it 100%

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Season's Greetings to all my friends. Staying another year. Must like it.

GREETINGS TO ALL MY FRIENDS

ANNA-JOHN BUDD

(Greenhalgh and Jackson's only U. S. A. Representative), returning home May 6th.

MERRY XMAS AND A HAPPY NEW YEAR To All Our Friends and Brother Showmen

ARTHUR GREENHALGH ★ ERNEST H. JACKSON

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Ogden, Utah . . . \$1,802.00 Indianapolis, Ind. \$1,600.00 Amarillo, Tex. . . . \$1,693.20 Ottawa, Canada . . 1,695.25 Fallup, Wash. . . 1,756.00 Salem, Ore 1,329.50

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ABNER K. MOLINE, Sales Manager. LUSSE BROS. Ltd., Blackpool, England, European Suppliers.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Milford, La.

Week ended December 10, 1938.

Dear Mixer:
With everyone back from the Chicago convention the Century of Profit Show has settled down to its old routine. Pete Ballyhoo announced in the cookhouse that the show was booked solid for the 1939 season with the exception of our opening stand and 12 weeks during the fast season and that all European bookings had been suspended until they get their maps straightened out over there.

Due to our much-extended season a notice went up in the dining car announcing a 25 per cent cut in all salaries. The office immediately advised everyone to have their shirts made with cuffs the full length of their arms. For the benefit of those who live in the

coaches a night-in-the-slot washing machine has been placed in the privilege car and the slot plans taken out. For the benefit of those who drive thru and live in hotels two suitcase paraphernalia and a courtesy card, better known as a siphon hose, were issued. Holdbacks serving as deposits on this equipment.

Several pieces of equipment were picked up at a bargain and added, while exhibiting here, a monkey motor-droms that was being held by our committee, cable and transformers from the light company, 12 sets of girl-show wardrobe from the hotel, two griddles and a gas burner from the butcher and an assortment of banners, pit cloths and what-not from other merchants.

Good reports from the office wagon are daily features in the cookhouse. The bosses and their auditors are going over the season's business. The books were closed on December 1, altho we had five more weeks to go. Their reason for doing this was so that they may show their appreciation of the loyalty of all who are in their employ by distributing as a bonus among them all profits for remainder of the season. This benevolent move will automatically cancel all other promised bonuses.

Linda Schmidt, native Hawaiian dancer, is slated with the return of her fingerprints from Oahokoh. Cat Rack Jank, who claims 1938 her biggest season, has broken off her wedding engagement to her employer, who is winding

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TILT-A-WHIRL
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THE ACKNOWLEDGED RIDE SENSATION OF 1935
NO MIDWAY IS COMPLETE WITHOUT A BOOMIERANG
Boomerang Mfg. Corp. 366 HAMILTON AVE. BROOKLYN, N. Y.
HARRY WITT, Sales Mgr.
Capacity Gross Receipts
Send for Illustrated Circular

Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.
CHAS. T. GOSS
STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE:
\$1,500.00 Paid Richardson Fibre Matt. States, 40' x 60'.
\$2,000.00 All West. Kind Government Blankets, worth \$100.00.
\$300.00 Combined Outdoor Stoves, 500 lbs. weight, every color, \$2.00 Set Chicago Aluminum Wheels for Race Shows, slightly used.
\$25.00 Low-Estate Orchestral Music, with Record, during order. WE BUY ALL KINDS OF REXN. SKATES AND CROCKERY. WE'LL BUY YOUR CURIOSITY SHOP, 20 S. 2nd St., Phila., Pa.

"MAC" McNALLY
(Formerly Allentons, Pa.)
Handles Show Pet's Business on
GARS—Chevrolet —TRUCKS
SOUTHLAND MOTORS, Inc., Miami, Fla.

up books. The girl-show trombonist has postponed his coming marriage to the side-show gaiters until he finds out whether any store shows will troupe this winter. Grease Cup Wallace, chief ride officer, is being congratulated on all sides, as we learned from the laundry man that he changes sex monthly.
This is being written on a Wundry morning. The train is loaded and on the side tracks but is being held up, awaiting the arrival of Grandpa Bally-

hoo, father of the five famous brothers. Everyone is praying for his arrival, either in the flesh or by check.
MAJOR PRIVILEGE.

To Our Friends
Everywhere
A Very Merry Christmas
and
A Happy, Prosperous
New Year

ELI BRIDGE COMPANY
810 ELI Woods—ELI Power Unit
JACKSONVILLE, ILL.



PENNY
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Size 48x48", Price \$20.00.
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PARK SPECIAL WHEELS
30" in Diameter, (Specialty Painted, We carry in stock 42x18-20-24 and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
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SEND FOR CATALOGUE.
Full of New Games, Slips, Dice, Lamps, Aluminum Ware, Games, etc.

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Midway Confab

By THE MIXER
Communications to 25-27 Opera Place, Cincinnati, O.

SANTA'S doing sock biz.

PAUL HEROLD, German giant, after a seven-week vacation, has returned to Pete Korter's Museum in New Orleans.

MR. AND MRS. BILLIE CLARK, of the J. J. Page Shows, are wintering in Jensen, Wis.

TEN empty pits do not make a side show.

THAT wage-and-hour-law discussion in Chicago brought out a large attendance of representative carnival managers.

RAE TERRILL began a two-week engagement at the Blue Moon night club, Wichita, Kan., December 17.

IT'S not a Girl Show Revue when there's only one gal in the show.

MR. AND MRS. C. A. (Curly) Vernon, of the Greater American Shows, are spending the winter in Bryan, Tex.

MRS. EMMA COLE cards from Newport, Ark., that Baby Emma Cole is spending the winter in that city.

THE great in real generally achieve greatness in business.

CHET REISE pens that he and Bill Walker have opened a business in Tallulah, La., for the winter.

JAKE AUGHTMAN, seal boy, M. Logan, iron-tongue man, and Professor Glasgow, razor blade king, are playing night spots in Washington for the winter.

YES, Johnny, passes ARE a necessary evil but still not worth their weight in gold.

AMONG SHOWFOLK sighted wintering in Wheeling, W. Va., are L. J. Thomas, of corn game notes; George and John Dickson, agents, and Mr. and Mrs. William Mackey.

ALLAN BRYANT, past seven years with the bingo stand on Sol's Liberty Shows, is working in a sign shop in Griffin, Ga. He reports he positively will not return to the road in 1939.

BEST TIME to start worrying about the winter is when the show opens in the spring.

F. W. MILLER cards from New Orleans that he has contracted Charley Nelson and Virginia Shannon, song and dance team, for his Girl Revue on the Gooding Shows in 1939.

GENERAL chairman of the Anvil Club is now touring a Southern State in the interests of a popular rural magazine but reports that he would rather be a cookhouse general agent.

stand here. Date also marked the fourth successful engagement here for Karlene, Australian wonder girl.

A CARD to The Mixer from Mexico City informed that they were visiting over the border with J. C. Weir and expected to return soon to Brownsville, Tex., and was signed by Mr. and Mrs. E. C. May and Mrs. Jack Bailis.

NOW comes the yuletide. Many carnival managers, the smooth shaven, will play Santa Claus to propositions with whiskers on them.

HARRY SCHWARTZ, who is operating the grab joint in NSA's New York headquarters, says he is lined up for a combination press agent and concession position with a prominent Eastern carnival next season.

HENRY ODUM, manager of Newton County Fair and Live-Stock Show, Covington, Ga., reports that he has concluded negotiations to have Ben F. Tush's Funland Shows furnish the midway at the 1939 fair there.

"ALL skaters look alike," remarked a show doctor after visiting several winter spots.

E. L. BLYSTONE, Sly, the Rice Writer, is working the Show Boat, night club, in Pittsburgh, his home town. He says it's the first winter he has spent there since the close of the World's Fair in Chicago.

CLINTON CALLAHAN, in a letter to The Billboard last week, asks that anyone knowing the whereabouts of W. K. Houston notify him that his wife is seriously ill at her home in Smithfield, Pa.

SOME who didn't try for a winter's B. r. are now touring the sunny South. Cook's Tour are for wealthy people.

MRS. F. W. HENDRICKSON, secretary-treasurer of the Middle Georgia Fair Association, cards from Milledgeville, Ga., that Funland Shows have been contracted to furnish the midway at the 1939 fair there.

VICTOR T. LEISE pens that the article "Midways, Wake Up!" which appeared in the December 3 issue of The Billboard is, just right. Leise, a ride owner, says the article tells the truth and hopes it does some good.

TIDES rise and fall and rivers overflow and recede from their banks. It does not pay to high-hat friends and neighbors, and that executive who fitted one of his best friends re-

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Instant delivery. Send for Wholesale Prices.

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The Chairplane is now built in three heights, 27 ft., 30 ft., and 33 ft. The 27 ft. tower is our standard size type. The 30 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung up the outside if preferred.
SMITH & SMITH, Springfield, Wis. Co., N. Y.

BUDDHA PAPERS—SUPPLIES

1938-39 ASTRO DAILY, HOURLY FORECASTS Buddha Papers, 14-17 Pages Reading, Zodiacs, Horoscopes, in 21 styles, Apparatus for Mind Reading, Mental Magic, Spirit Effects, Milk Camera, Books, Graphology, etc. Ready. Most comprehensive line of Apparatus and Supplies in the World. Catalog 80c. None free.

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CAN USE AT ALL TIMES
Weekly Acts of Stars, 50¢ Shows, Colored Trusses, Oriental and Hawaiian People, Etc. Give All Performers and Salary.

HAPPYLAND SHOWS, INC.

Best in the Middle West.
Contracting Shows and Concessions for 71830 South
Address: P.O. BOX 100, PLAZA



PICTURED IN FRONT of the main entrance to the King Reid Shows are left to right, Al Thompson, sound track superintendent and The Billboard agent; Owner-Manager King Reid and Captain Meahan, of canine circus note, and Jiggs, office dog. James Yofani, cookhouse owner, can be seen in the background. Photo was snapped during the organization's stand in Bristol, Vt.

PROBY EWELL, who closed with her African python on Sorenson Bros.' Shows recently, returned to her home in Baltimore for the winter.

AWAY with that ox-cart idea that a general agent must be a superman!

LOOK AND SEE MUSEUM, owned and operated by Buddy-Lou Davis, is playing Louisiana territory to satisfactory business.

SOME who left packages "in escrow" in various hotel rooms during the Chicago meetings were disappointed afterwards.

RULING employees with an iron hand gets less action than a friendly co-operative spirit.

ALBERT BYDIARK, since closing with the Art Lewis Shows, has returned to his home in Mt. Carmel, Pa., for the winter.

FUNLAND SHOWS have been booked to furnish the midway at the 1939 Stephens County Fair, reports Secretary Dr. W. L. Boyette from Toccoa, Ga.

A BAND without uniforms is, not an asset to any midway.

MARY J. MYERS, whose mother's illness culped him to show with J. F. Sparks Shows before the end of the season, is wintering in Pittsburgh.

THE BOSS will fight the winter "B's" if you were 2 dress during the summer.

MANAGER of the Great Pinhead Shows says he played a fair (?) where there was a fence around the lot and admission was charged to the grounds but his show was the only attraction.

AFTER a summer on Harry Seber's girl show with the Conklin Shows, Jerry Whitney, talker, is making winter openings for Max Schaeffer's Hubert's Museum on 42d street, New York City.

"I WANT all of you ride boys to wash your shirts. We start playing fair next week."—Manager, Gate & Seamer Shows.

DON BRASHEAR, general agent for the T. J. Tidwell Shows, was a visitor in El Paso, Tex., last week on route to the Pacific Coast to join Mrs. Brashear, who has been ill.

A. B. CAMERON, secretary of Hall County Fair, Gainesville, Ga., reports that contracts to have the Funland Shows furnish the midway at the 1939 fair were signed and approved December 15.

WINTER ADAGE: The Lead will provide for the big shots; the little shots must provide for themselves.

BILLIE WINGERT cards from Helena, Ark.: "Big Crane's Traveling Museum enjoyed good business during its week

Worthy of Their Hire

THE FACT that one is a reliable showman is something of which to be proud. But the fact that, as a showman, you met all of your office obligations does not make you satisfied.

"I would up broke because I didn't get paid," is often heard after a show has been put away for the winter. Then the carnival manager's plea is, "He wasn't working out of the office but for So-and-So, who cut the gross 50-50 and paid the salaries."

It would be good policy for any carnival manager to know what Mr. So-and-So's financial standing is before furnishing him with an entire frame-up. Employees are entitled to their salaries, regardless of business conditions. Had they been working for someone else they probably would have been paid. Surely no good business man would expect to go into business without having cash or backing to meet his weekly pay roll. Some 30-50 showman arrive with a suitcase and expect to hold all that they can and feel secure by saying, "I have nothing to lose. I don't own a thing on this show," or with the point-blank statement, "Let them try and get it."

Then again the carnival manager is to blame. He knows that he has his money invested in a losing proposition. But some shows must be carried to pacify committees and fair officials as well as a few midway patrons. Rather than throw good money after bad, he turns a show over to some manager, completely framed, and satisfied to take his 50 per cent and hold the attraction on the lot. It may be good business for him but it is bad business for employees who have to take the highway after a season of hard work.

cedly may not always capture one of the "seats of the mighty."

TOM BERRY, last 10 years lot man for Bob's Liberty Shows, is confined in a Blytheville, Ark., hospital with a broken leg sustained in an automobile accident near the organization's winter quarters in Caruthersville, Mo., November 25.

ELIZABETH J. WHITE asks from Chicago that anyone knowing the whereabouts of her mother, Nellie Mae White, also known as Babe Mercer and Babe Fontaine, inform her that her sister, Mrs. Inez Barkley, is seriously ill and not expected to live.

MANAGERS who demand the fullest cooperation from their staffs should in turn give them the co-operation they require.

MRS. C. C. FOLTZ (Bluey and her son and daughter-in-law, Mr. and Mrs. Harold Hays, were to leave Cincinnati December 19 on a motor trip, which will take them to Florida. They plan to remain in the South for two or three weeks.

NEXT big outdoor convention will be in Tampa during the Florida Fair and Hernando De Soto Expo. Yearly showmen from all parts of the continent meet there to visit one another as well as pay their respects to officials of the big midwinter event.

MANAGER of Great Pin Head Shows in his new agent's "Wash out those glasses and give everybody a drink."

TOM MEHL cards that Roy Stevens, erstwhile carnivalite, has his show clicking at the Splendid Cafe, New Orleans, where it is booked indefinitely. Tom says that Katherine Stevens and Miss Ray Parks are capably handling dance assignments.

LEW WOODS infos that the Trailer Park at Punta Gorda Beach, Fla., seems to be a mecca for carnival and circus folk. A number of the larger Eastern shows are represented there and plans are going forward to handle the holiday influx of carnivalites.

THOSE with nothing else to do this winter could use some of their spare time extolling the merits and not the demerits of show business.

JEROME KELLY, who has been on Verne Newcombe's advertising staff for the Southwestern Sun Carnival, El Paso, Tex., left for Hudson, Kan., for Christmas and will visit Kansas City, Mo., on business. He was with Siebrand Bros. Shows last season.

DR. MEL-ROJ, who closed recently with J. Harry Six Shows, is en route to the Rio Grande Valley and playing towns on the way with Captain Lewis, rubber man. He reports that business has been fair and that he plans to book himself, his wife and Lewis in theaters.

A CONCESSIONER who had panned the g. s. all season continued to do so even after his show had closed. No doubt he will receive choice locations next season.

TED C. TAYLOR, of Funland Shows, cards from quarters in Gainesville, Ga., that Mrs. Albert, L. E. Heth and Mrs. Ida Broege report from Miami that they are enjoying the sunshine and grapefruits there but are anxiously awaiting the shows' opening in the spring.

GENE (TOPPY) DAVIS cards from Port St. Joe, Fla.: "Still with Mark Williams' side show. Altho the weather is rough and business only fair we've managed to keep our waistlines normal. We're booked to play Curtis L. Bockus' Playland Park in Key West, Fla., opening January 1."

A RECOGNIZED general agent never pads his expense account, notwithstanding reports to the contrary.

GEORGE BROAS, past season with Byam & Beach Shows, letters from Wheeling, W. Va.: "Have just been released from a local hospital and am well on the road to recovery after my recent accident. Will remain here until the spring, when I'll again take up my duties with E. J. Madigan's cookhouse."

MAJOR G. WATSON SCOTT pens from Miami that in a recent issue of The Billboard under Eric B. Hyde Shows' notes it was stated that he was special agent of the organization. Scott says this is incorrect as he handled publicity

and was general agent for the shows the past season.

CONCESSIONERS continuously finding fault with the route of their show are reminded that there are more than 300 other carnivals in this country.

JACK EDWARDS, general agent of the J. George Looe Greater United Shows, has had Bob Montgomery and Jack McCullum, of the Hoxy Theater, Ponca City, Okla., as his guests at his home in Corpus Christi, Tex., for the past two weeks. The boys have spent almost all of their time fishing.

JACK HAMILTON pens from Houston that contrary to reports his Hall of Oddities is not closed, nor will it close until January 15; when the organization moves to Corpus Christi, Tex., for reorganization and rebuilding at Crowley's United Shows' quarters, where he has contracts for three shows and the Great Knoll, free act.

ONE successful showman once remarked, "Word of mouth is my best best agent. I would rather sell my show from the inside than the outside."

JACK O. STEFFEN, who had his Miniature Mechanical City with several shows the past season, is now exhibiting it in Shear's Department Store, Evansville, Ind., where it is proving popular. Display, which is said to have taken 14 years to construct, has been recipient of many favorable press notices in several issues of The Evansville Courier recently.

MAJ. TED (TEXAS) POWELL has opened an Indian Trading Post and

C. D. Scott, of Scott Shows; Mr. and Mrs. Turner Scott, of Orlando, Fla.; Mrs. Sadie Wilson and Mrs. Tobe Utter.

MRS. W. W. (BIB) DYER, of Hennies Bros. Shows, writes that while en route from Shreveport, La., to the Chicago meetings she visited Robert Porritt, The Wildbord agent and mail man on the Hennies organization, and wife in West Frankfort, Ill., where she had an enjoyable time eating quail and rabbit every day.

TIP to those who are topped out. Remember the boat with a Christmas greeting. Wire it collect and let him deduct it from your salary when you go back to work in the spring.

TEX PUTEGNAT and his attraction, Louis-Louis Logsdon, are doing their share of fishing during their brief vacation in Tampa, Fla. Tex and Louis-Louis, who will be with the Deck Best Shows during the organization's string of Florida fairs, report that The Billboard's prompt arrival each week breaks the monotony of inactivity.

TONKY DeCARLO cards from Owensboro, Ky.: "Captain Riley returned here last week from Lebanon, Ind., where he purchased a Chaisplane advertised in a recent issue of The Billboard by Lowe Paint Mfg. Co. An advertisement in old INHIBOY is a wonderful aid to a buyer or seller of show equipment. Riley will operate the Chaisplane on Dixie Belle Shows next season."

HOW ABOUT a Ungerie wheel for 1939? A big booth flashed with umbrellas, bathrobes, pajamas and other feminine finery should make good bait for the chafing concession agents.



ABOVE CATCH REPRESENTS TWO HOURS of fishing in the Atchafalaya River, Morgan City, La., recently by J. A. Waters and Tom Wilson, past season concessioner with Snapp Bros' Shows. After a few weeks' vacation in Morgan City, Tom and Mrs. Wilson went to Baton Rouge for the winter. They plan to return to the Snapp organization in 1939, making their sixth season with the show.

Museum in Boynton, Fla., said to be the only one of its kind in the Southeast. Al Johnson and Buck Woolverton, past season with Sam Mechanic and Barney Tassell, are with Powell and have opened a coconut-head factory, with Buck doing the carving and Al the painting.

THAT man who said, "I would rather eat snowballs up north than oranges in Florida," found his breakfast on the window sill when he woke up one morning.—Milo McGool.

AMONG THE SHOWFOLK sighted in Austin, Tex., recently were Russell Hackgate, who worked for Dinty Moore last season; Richard Hall, who was with Mackie McLemore last year; Fred Webster, head Billposter with Crowley's United Shows; LeRoy, clown who is working at Sears-Robbed & Co; during the holidays, and Sheldon the Wizard.

MALCOLM M. FLEMING, circus and carnival fan, narrowly escaped death recently when the train on which he and Mrs. Fleming were returning to their home from the Chicago meetings was derailed at Deshler, O. Altho bruised and shaken, the Flemings were permitted to continue to their home at Fryburg, Pa.

A GENERAL AGENT was once called a man who sells something he does not have to a man who does not want it, and after that man gets it he has no use for it.

MONTE NOVARRO, whose Delovely, Red Hot and Beautiful Revue is clicking in North Carolina theaters, recently had as his guests at the Carolina Club, Greensboro, N.C., and Mrs. Essy Cottin, of Cottin & Wilson Shows; Mr. and Mrs.

CHARLES F. HARRIS scribes that he and Mrs. Harris left the Mad Cody Fleming Shows December 18 and will return to their home in Electra, Fla., for two weeks' work on their concessions before starting a two months' fishing cruise on the Indian River. Harris adds that Clyde Doughty has been confined in his trailer for the last four weeks and that Manager Fleming is in poor health.

JAMES H. ARPUR letters that he is plenty busy these days since Claudine Claude is confined in a Wheeling, W. Va., hospital with an injured spine, sustained in an automobile accident Thanksgiving Eve. Arpur says Claudine's night club dates have been canceled and that he's been placed in charge of the bingo games, which are doing well. Claudine has appeared with the Keystone Shows for the last five seasons.

"WHY should the spirit of mortal be proud?" Pride is one thing; exalted ego is another.

QUARTERS NOTES from Crowley's United Shows by Doc Waddell: All show fronts have been remodeled and a huge organ purchased to be used when free acts are performing. Charles (Doc) Gardner has been engaged to play it. . . . Mr. and Mrs. William Mylar recently presented the dining room with 80 pounds of trout. . . . Owner Crowley is getting about with the aid of a cane. . . . Visitors included Mr. and Mrs. J. L. McClennan, Col. and Mrs. Don C. Hall, J. H. Fanning, Verne Valencia, John Reese, Bruce Durrugh and wife, Robert M. Retachle, Alex Ford Wilson and family and E. C. Myers.

HOTEL lobby lingo: "I would have registered an all-time high with a blanket wheel in my and-so if it hadn't got stouged." . . . "We put on roll-downs when they closed the wheels." . . . "That was the best joint spot of the season. We grossed \$555555." . . . "Do the marks go for a shake-up-up show in that burg? Even the fuzz fall for the gals." . . . "We only worked there the last three days—but boy, oh, boy!" . . . Nix cracken so loud; that sucker over there is on the carle."

NOTES FROM Bass & Lanca Shows by H. E. Hayes: Show played Shuqualak, Miss., week of Thanksgiving, but rain on Thanksgiving Day stopped all business. Turkey dinners were enjoyed by all. . . . Show enjoyed fair week business at Artesia, Miss., and organization will follow with spots in Southern Mississippi, booked by Doc Bates, who has just returned to show after a lengthy Southern trip. Doc states things look fairly well in the Southern section and expects a profitable winter season. . . . C. E. Lane has purchased a new truck and some diggers. . . . New concessions and a cook-house, operated by H. E. Hayes, have been added.

THE BIG Chicago dogs are over. Many of us who were not included in the office's chosen few or were too short to make the grade missed it all from start to finish. Why not have the event broadcast for those who are in silent prayer for their shows so that they may listen in, getting the dope, punch by punch and knock by knock, direct, same as a championship fist fest or any other national convention? This naturally would include every floor of the Sherman, the banquet, each chamber and ante-chamber as well as the bars, the bars and the "B's" and who lugs what and who got took for what.—Colonel Patch.

F. PERCY MORENCY, who returned to the Art Lewis Shows, Norfolk, Va., quarters last week after an extended trip north where he attended the first annual National Showmen's Association Banquet, reports that in his opinion the event was one of the most colorful affairs since the one put on by the Outdoor Showmen's Association of the World in Hotel Astor's Gold Room in 1916. "Since then," writes Percy, "New York has never had an assemblage of outdoor showfolk such as that which attended the 1938 banquet of the newly founded NSA. It was gratifying to the writer, who all these years had visioned another such crowd of showfolk as that which graced the Gold Room in 1916."

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FOR SALE
2 KIDDIS AUTO RIDES.
One Allan Herschell, 8 car, one year old, in first-class condition, newly painted, \$400.00. One Allan Herschell, 5 car, in fair shape. Needs paint. Has new green top, \$350.00. These rides are both as represented. Write or wire
PAUL HOUCK
Baton Rouge, La.

Greater Exposition

MADISON, Ill., Dec. 17.—Favored with reasonable weather, work is progressing in quarters as fast as can be expected. Arrival of an elephant necessitated erecting another building and much added work. A ring has been installed and the elephant will be put thru daily workouts by Capt. Bill Smith, who also is breaking in a troupe of dogs to be used in the circus side show. Capt. Bob Perry, assisted by Jack Perry, is working his lions daily. Browster and Lola Thomas are getting their minstrel show together. It will be one of featured attractions next season. A new front and stage and scenic equipment are to be constructed. Show representatives have returned from the Chicago meetings, where they report they had an enjoyable time. Much interest is being taken in the International Association of Showmen's club, St. Louis. A number of showfolk were entertained at the open house in the clubrooms, Maryland Hotel, December 4. Since quarters are quite distant from uptown, there have been only a few visitors. Among them were Rondel Wright, Charles T. Goss, John Martin and Mrs. H. W. Smith. Reported by H. W. Smith.

Groves Greater

BLITHEVILLE, Ark., Dec. 17.—Shows closed here and officials found a suitable quarters location downtown, where a hamburger stand, photo gallery and long-range lead gallery are being operated to fast business. T. J. Smith, general representative, is wintering in Osceola, Ark. W. W. Cochrane, Emory Tucker, A. McGrath and the writer, together with the Groves family, are staying in winter quarters here. Roy and Florida Gensler returned to their home in Hutchinson, Kan., where they will rebuild their cookhouse. Mr. and Mrs. Red Graham are wintering with Frank Statton near Osceola, Ark. W. W. Cochrane and Owner Ed Groves have been doing okay in their skirmishes with the Finny tribe. Dr. Howell and Alben, of the side show, left to join Jack Diamond's winter show. Bubber Mack left for Florida to fulfill a contract with a colored minstrel show thru Groves-Colored Minstrel Band, is playing a night spot near the Missouri State

3000 BINGO

Thirty-thousand cards, blank on white. Wood marked on printed two sides. No duplicate cards. Put on in the following size sets and prices: 100 cards, \$8.25; 50 cards, \$4.75; 25 cards, \$2.50; 10 cards, \$1.00; 5 cards, \$1.25; 200 cards, \$15.00; 250 cards, \$17.50; 500 cards, \$20.00; Remaining cards sold \$5.00 per 100.

Set of 20 Light-weight Bingo Cards, \$1.00.

3000 KENO

Made in 80 sets of 100 cards each. Played in 8 rows across the cards—set up and down. Light-weight cards. Set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards are set.

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Bingo cards, blank on white, size 5x7. Thin cards each set used in theaters, etc. They are marked or punched in playing and then discarded. 3,000 different cards, set of 100, \$1.25, without markers. Set of markers, \$1.00. Automatic Bingo Shaker, real class, \$12.50. Lightning, white cards, 7x11 1/2, \$4.00. 7.50. Shaping Bingo Cards on same, extra, per 100. \$1.00. Bingo Card Markers, in strips, 25,000 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

line under direction of Elmo Florence. W. A. (Doc) Diefenbach left for his home in Granite City, Ill., for the winter. M. M. Martin and his nephew, Earl Davis, have gone to their island home on the Wabash in Indiana. Fred and Betty Proper are working a skating rink location in Greencastle, Ind. Reported by George Cain.

J. J. Colley's

HUGO, Okla., Dec. 17.—About 25 people are enjoying themselves in trailer town adjacent to shows' quarters here. Painting and reconditioning work is expected to get under way shortly after January 1. Jimmy Wilson, observing that it is only about four months until opening, is busy polishing up ball and pin in anticipation of the coming season. Shows' personnel remain almost the same as last year with two exceptions. Bob Keown will be the new lot superintendent, and Ralph Reed, who has been associated in various capacities

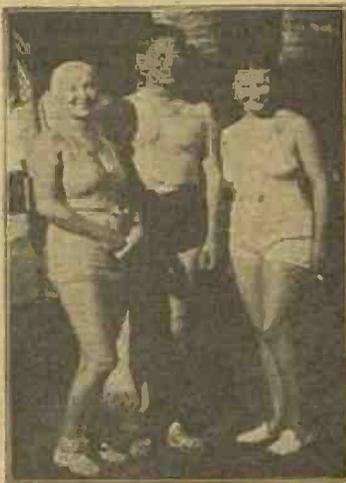
associate editor of The Petroleum Weekly in Centralia, Ill., until show opens. Reported by Doc Waddell.

Regal United

BEAUMONT, Tex., Dec. 17.—Show is safely ensconced in quarters here. Manager C. E. Meadows and B. F. Davis have enjoyed several fishing trips, bringing in a number of the finny tribe on several occasions. Joseph Stanley and Donald Priest accompanied them recently. Recent visitors included Mr. and Mrs. Charles Cudney and William Caloway. The former report a good season in Texas. Steve Fisher, who also visited recently, is showing in Kountze, Tex., with Claude Williams.

Mr. and Mrs. L. N. Baker and family letter from Houston that they are enjoying a vacation and enlarging and remodeling their house trailer. Mr. and Mrs. E. O. Rogstad and children report they are having a grand time fishing at Aransas Pass, Tex. Al and Ma Nation are wintering in Wharton, Tex. Joe Permenter penned that he enjoyed visits on almost all of the shows in South Texas. He's with J. George Loos again. Mr. and Mrs. L. B. Jones are working their photo gallery in Cusco, Tex., but plan a trip to the valley after the holidays.

Work in quarters will not get under way until after the holidays, since Manager Meadows is busy with plans for a



BEN WEISS, widely known bingo operator, is shown at Miami Beach, Fla., on December 8, flanked on his left by Mrs. Weiss and on his right by Mrs. Stella O'Leary, the former Mrs. Hardenbrook, who was a carnival restaurateur and who now operates a chain of hotels on the beach.



MRS. J. C. McCAFFERY, wife of the president of the Showmen's League of America, as she appeared after leading the grand march at the 26th annual ball of the S.L.A. in the Grand Ballroom of the Hotel Sherman, Chicago, on November 30. Two nights later Mr. and Mrs. McCaffery attended the Architects' Ball in the Drake Hotel, known as the swankiest event of the year in Chicago.

with shows in the Middle West, will be in charge of publicity and handle the office. Bingo quarters are on the main highway here, shows have had many visitors. Reported by J. J. Colley.

Crowley's

CORPUS CHRISTI, Tex., Dec. 17.—Large neon signs at quarters here read: "Winter Home and Workshops of Crowley's United Shows." Another light tower has been finished, giving the show five towers. All show fronts are using neon. Work has started on a bow transformer wagon, and now minstrel and girl show fronts are being built. Sammie Lowery again will have Lion Thrillorama. E. W. Wells, general agent, attended the Chicago meetings and while en route booked 12 cities.

Lions and equipment used in Shriners Circus, Houston, are back in quarters. Jack Hamilton's freak show dicked there. Surgeons saved Dad Nelson's hand after the lion, "Goliath," had nearly bitten it off. Major Britton has been named chief electrician for 1939. Owner George C. Crowley has booked a Roll-o-Plane for next year. Almost everyone on show is fishing, and Charles (Doc) Gardner, chief, is busy trying the catches. Visitors here included Lyle Richmond and family, Harry E. Parkhurst, Ma and Dorothy Dean, Carl Menat, Jack DeForest, Shirley Lyons, Basil McHenry, Percy Ewing, Maude Canny, Mae Roberts, Jack Semple, Tom Daley, P. R. DeVere, Lillian Welner, Col. Don C. Hall and wife and Peter McCarthy. Major William Myler will operate several midway attractions next season. Writer will continue as

new home he will build here. Mr. and Mrs. Meadows enjoyed a visit with Frank Clark and Mr. Taylor, president-secretary of Orange County Fair, at their fall meeting. Reported by Ruth Roberts.

Crystal Exposition

CAMDEN, S. C., Dec. 17.—W. J. Bunt, manager, last week advised from his winter residence in Crystal River, Fla., that work in quarters here will begin much earlier than last year. He contemplates opening the season about the first week in March.

Present plans call for the addition of another ride and one or possibly two semi-trailers. New canvas also is being ordered for plant and side show. Joe Stauncho is in charge of quarters this year. Reported by H. Nella.

New England

MIAMI, Dec. 17.—General Manager William J. (Billy) Grould is awaiting his partner, Business Manager P. G. McLaughlin, who is planning to spend the holidays here. Both will attend the Albany (N. Y.) fair meeting and are

planning many improvements for next season. O. R. Rickle has been engaged to supervise new fronts. Grould and family spent two months in Hot Springs, Ark., and while there met many show-folk. This show will play about the same territory as last year, and McLaughlin and Grould have signed many of the people who were with them the past season. Reported by Elsie M. Grould.

Reynolds & Wells

WENTWORTH, Mo., Dec. 17.—Quarters crew has been organized and repairing and painting work has begun, with Art Signor in charge. General Manager Reynolds purchased a new office trailer on a recent trip to Springfield, Mo. Buck McClanahan, after a sojourn in Mississippi, returned here and reports business down there was not so good.

Raymond Taylor, concessioner, left on a business trip to get some new concession ideas. Management recently purchased a kiddie ride and is negotiating for another major ride. Plans for a new set of light towers are being worked out. Business Manager H. Wells is visiting in Omaha after a successful operation at McCleary Hospital, Excelsior Springs, Mo. Miller's Mechanical Battlefield is expected here soon. Unit has been playing celebrations in Arkansas and Southern Missouri. Shop superintendent Signor is proud of the recently installed plier and jointer and band and rip saw for use in building new fronts.

General Agent Burns is on a booking trip in Michigan and reports contracting several fairs in that section. General Manager Reynolds is attending Des Moines and Minneapolis fair meetings. Al Klah is expected to return from New York soon to start construction work on his Casa Loma, new girl revue. Recent visitors included Mr. McMahon, of Springfield Trailer Co.; Neal Walters, of U. S. Printing Co., and Mr. Swisher, of Swisher Amusement Co. Reported by W. J. Lindsay.

Bantly's

KEY WEST, Fla., Dec. 17.—With all equipment to be operated at the park here already repaired and painted, ride help and others are taking it easy awaiting the opening. General Manager Herman Bantly has leased quarters (seven rooms and bath) for employees. Jimmy Cunningham is doing the cooking and putting out good meals. The Bantlys have named the spot Hotel Vacationland. Mrs. Bantly is preparing to leave for a visit to quarters in Reynoldsville, Pa., for the holidays. Her father, Harry Copping, is expected to make the return trip with her. Mrs. Bantly plans to purchase two rides while in the North.

Manager Bantly is dickering with scenic artists and front builders to have all fronts feature indirect lighting. Plans for next year are being discussed, and while several of the better Pennsylvania spots will be played show will go into much new territory. Staff for 1939 is about the same as past season except for one change.

Ride help here includes Stan Hetrick, Howard Mergle, Tex Nichols, Al Stone, John Hustman, Jake Murfitt, Swede Story, Bob Young, George Koz, Charles Brown, Joe Sing and Arthur Morgan. Al Wallace has been contracted by Manager Bantly to furnish his cookhouse for next season. Reported by Harry E. Wilson.

Art Lewis

NORFOLK, Va., Dec. 17.—Upon the writer's return here from an extended trip north he found Earl Knauff, master mechanic, in the midst of construction work on a mammoth new front entrance and two modernistic fronts for the Balero and Casa Manana shows. Owner Art Lewis has purchased a new Robt Funhouse from the Allan Herschell Co. and a Ferris Wheel. Dinky Morgan's Scooter and diggers have been booked for next season, as has Bill Jones' new bingo stand, under Gene O'Donnell's management. H. Barkood, who will have the commissary department in 1939, letters that the show would have the first new 1939 Dipsy Doodle ride produced by Dipsy Doodle Co., Tampa, Fla. Barkood and Frank Rupp are the inventors and manufacturers. Ride was successfully tried on the Lewis Shows last fall.

Since the new entrance will carry over 1,500 lights, it has been necessary to add one more 100-kw. transformer to the transformer wagon, giving the show a total of three. Jack Wells, electrician,

Installing the new transformer and a new electrical system. Otis Slover, for many years with Johnny J. Jones Exposition, is overhauling all motors and will again have charge of the Carousel purchased by Manner Lewis last season.

Art (Dare-Devil) Henderson, who has been one of the show's free acts for the past five years, is wintering here. Bull Smith, watchman, and his dog, Pal, are comfortably housed here. Reported by F. Percy Morency.

O. C. Buck

PORTSMOUTH, Va., Dec. 17.—Work has been started in earnest in new quarters on First street here. All paraphernalia left from the recent fire has been moved here and is being looked over so all needed parts can be ordered at once. Ferris Wheels and Octopus have been overhauled and repainted and look like new. Superstructures of all rides will be reconditioned and should be ready in a few more weeks.

An experienced electrician, builder and scenic artist with plenty assistants will go to work within a fortnight, and the management feels everything will be in readiness long before April, opening date. Among the first to visit Manager O. C. Buck after the fire was E. O. (Humpty) Evans, who assured the boss that he would be here as per previous agreement. Another welcome visitor was William Juddins Hewitt, who is making his home in Norfolk. Jack Wells, former chief electrician of the show, accompanied by Mrs. Wells, has been a frequent visitor. Letters and telegrams expressing sympathy and predicting great success for the new show have been received from all sections of the country.

Don Frear, in charge of quarters, has all the motors dismantled and states that they can be reconditioned without great expense or time. He will superintend the mechanical work. Manager Buck returned here this week and announced the signing of several 1939 fair contracts. Reported by R. F. McLendon.

Johnny J. Jones

AUGUSTA, Ga., Dec. 17.—With all property stored in Southeastern Compress Warehouses, which have served as quarters the past four years, almost all attaches have left for their points of winter hibernation. A skeleton crew remains on duty to handle preparatory work incident to the rebuilding program, which gets under way about February 1. Danny Boyd is in charge of the dining hall.

Owner E. Lawrence Phillips, Mr. and Mrs. Harold (Buddy) Paddock, Frances Scott, Mrs. Johnny Jones and Ralph Lockett have returned from the Chicago meetings and Mrs. Jones continued to Florida to be with Johnny-Jr. The Paddocks have taken quarters at Richmond Hotel here. J. C. (Tommy) Thomas, general agent, is expected here for a brief visit soon. Dave Traugott and Joe Sanderlin are busy with an advertising contract with a national concern. Tommy Allen is manager of the Jumbo Indoor Circus in Chattanooga. Starr DeBelie and wife are wintering here and Starr's articles are making frequent appearances in local newspapers. Owner Phillips is expected to return to quarters after the holidays. Reported by Ralph Lockett.

Crafts

NORTH HOLLYWOOD, Dec. 17.—With ideal weather prevailing work has progressed rapidly on the buildings being erected on the five-acre tract purchased by Owner O. N. Crafts last season for a permanent quarters for the shows to operate. Crafts plans to manufacture almost all equipment for his shows, including all tents and canvas, sewing machines having been installed. Crafts Manufacturing Co., also located here, is under the supervision of Samuel Hinson. Jobs recently finished by Henson's crew include motorized office equipment for Crafts 20 Big Shows, Mrs. O. N. Crafts' trailer and several heavy-type semi-trailers for Golden State Shows. Construction of two riding devices is also under way. All machine shop equipment has been installed.

The new building on the north side of the tract is nearly completed. Crafts Shows in large block-type letters will be placed on the roof with arrow pointing eastward to the Municipal Airport at Burbank, Calif. On a 50-foot plot in front of this building will be the administration building, which will house the office, storerooms and electrical supplies. Crafts' residence will be erected

directly across from the administration building. This will be done next year. One more building to be used for storing trucks, trailers and rides will be erected on the south edge of the tract this winter. A paint shop, cookhouse and men's sleeping quarters also will have a place in this building. The west portion will be set aside for a trailer park. This section will feature shower rooms for men and women. An open space, 250 feet wide and 650 feet long, will be left open in the center of quarters, affording ample space to erect the riding devices or a complete show, should the occasion at any time warrant it. Crafts has left nothing undone to make the new quarters one of the finest.

At present all of the Golden State Show equipment is stored here, with the Crafts 20 Big Shows and World's Fair Shows in quarters at San Bernardino, Calif. World's Fair Shows probably will be moved here before spring. Roy E. Ludington has returned from a lengthy Eastern tour where he booked several attractions and purchased a new ride for Crafts 20 Big Shows. In addition to an outside crew of carpenters and workers, the following are listed at the cookhouse in charge of Gene Donne and Art (Frenchy) Large: Mack Doman, Andrew Spaeth, Walter O'Dan, Joe Wallace, Pop Dallas, Mink Oberவர், J. B. (Philby) Navicko, Frank Kempf, W. H. (Kochomo) McCormack, Alf Malhier, C. McCormay, Chick Altie, James Parker, Roger Warren, William Stearns, E. C. Beams and Charles Johnson. James Lynch, commissary manager, and Tommy Myers, auditor, will spend the holidays with relatives in San Francisco. Roy Ludington left for San Diego where he will take a brief vacation. Mr. and Mrs. O. N. Crafts have occupied the new house truck during almost all of the building period. Reported by Roy Scott.

Davis & Parrott

MOUNT VERNON, Ga., Dec. 17.—After completing a successful season here, organization immediately stored its rides and shows in quarters in this city. Work will begin about January 1 when construction of a new main entrance and several new show fronts will get under way. All rides will be overhauled and repainted. New minstrel girl show tops will be ordered and all work will be supervised by General Superintendent Russell Davis. Present plans call for the show to be enlarged considerably and to play Georgia, Tennessee, Kentucky, North Carolina and Virginia next season. Opening is set for early in March.

General Agent E. B. Kaw plans to attend the Southern fair meetings and has already contracted several good dates. Director H. I. Davis, who is ill and confined in his home in Bonaville, Ga., is improving. Mrs. Lucy M. Bruce, formerly of Bruce Greater Shows, will operate a ride on the show in 1939. Show will be transported by its own trucks. Staff includes H. I. Davis, general director; George Parrott, general manager; Mrs. Nellie Davis, secretary-treasurer; E. B. Kaw, general agent; Russell Davis, general superintendent; Mervin Davis, lot manager; Raleigh Gibson, ride foreman; Chap Wood, transportation manager and publicity. Reported by Joe H. Smith.

C. W. Nail

MONROE, La., Dec. 17.—Owner-Manager C. W. Nail returned from Hot Springs, Ark., after taking a course of baths and seemingly has greatly benefited by it. He purchased a new truck recently and at present is in Kansas City, Mo., on business. He plans to re-torize the show for next season. He also purchased a registered Scottie, Jenny Lind, to replace Fibber McGee, killed when struck by a truck.

Earl Atchison, advance, and wife are wintering here and he and Nail plan to attend the Dallas and Louisiana fair meetings. Quarters work will begin about February 1. Reported by L. M. Brown.

Frisk Greater

MINNEAPOLIS, Dec. 17.—Quarters activities have been suspended until after the holidays. A new truck which was obtained for the electrical department. On November 25 a party was held at the home of Mrs. Frisk in celebration of George R. Hoischen's birthday anniversary. About 95 former attaches and friends attended. At the close it was announced that Hoischen had been appointed manager of the show for 1939. Mrs. Frisk reported that a number of fair contracts have been consummated, with more pending the setting of dates at the Minnesota fair meeting next month. Reported by Neal Lannigan.

Season's Greetings from the Staff of the IDEAL EXPOSITION SHOWS, Inc.

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CAN USE capable Press Agent, experienced Builder, Ride Help who can drive trucks and reliable Help in all other departments.

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One 1936 Dodge Tractor, 24 1/2 Round Nose, Closed Job, All-Steel Nabor Trailer. One 1936 Chevrolet Tractor, Semi-Steel Round Nose Van, General Motor. One Dodge, 1935 Square Wood Van, 20 Ft. Long, Made by Smith Body Works. Will sell the 3 for \$3,000 cash. Must be seen to be appreciated. See them at Winter Quarters, Fair Park, Little Rock, Arkansas.

GOODMAN WONDER SHOWS, Little Rock, Ark.

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Palace Theater Building, New York.

NEW YORK, Dec. 17.—Meetings have been suspended until after the new year, and it is a new year for NSA, being the start of the organization's second year since its inception late in December, 1937. Accomplishments on club's first anniversary that it can be proud of are more than 500 members, well-equipped clubrooms and a burial and hospital fund. This fund is to be administered by the finance and relief committee, appointed by President George A. Hamid, personnel of which includes Dr. Jacob Cohen, chairman; Roger Littleford Jr., vice-chairman; Phil Dezer, Mack Harris, Joseph McKee, Bill Block, Herman Blumenfeld, William Rabkin, Jack Rosenthal and Lew Dufour, with Attorney Max Hoffmann and Herbert H. Lovess, O.P.A. as advisers.

January will be a busy month, with meetings scheduled for January 3, 11 and 23 and culminating at the special meeting of January 31, when the election of officers and governors will be held. Nominating committee will be announced next week.

Arch constructors Sam Rothstein and Bill Block, of the house and furnishings committees, have provided comfortable (See NATIONAL SHOWMEN'S page 50)

15 Years Ago

(From The Billboard Dated December 22, 1923)

Concessioners and Showmen's Club of America. First Dither Dance and Mid-night Frolic in the American Annex Ballroom December 7 proved highly successful. . . . While attending the Chicago meetings Levitt, Brown & Huggins purchased a Merry-Go-Round, Whip, Ferris Wheel, Biplane and Chaisplane from W. P. Mangels Co. . . . W. H. (Bill) Rice and S. L. Cronin formed a partnership in Chicago to put out a water show. . . . Schwable Amusement Co. was in quarters in North Little Rock, Ark., after a fairly successful 35-week season. . . . Snapp Bros. Shows were playing Hayden, Ariz., to satisfactory results. Doc C. B. Scanlon signed with the T. A. (See 15 YEARS AGO on page 50)

"LOOK AT LIFE" MUSEUM

Wants to join now for all winter's work! Real Novelty Musical Act, Waxman Troupe, Big Snake Act; Bob Wallace wife, Need Window Baby, White or Colored Dwarfs. WANT REAL HALF-AND-HALF that will float. FRED-A-FRED wife. Now in 14th week. Best of board and hotel. Pay every night. ALL REPLY IN DETAIL. NOTE: To Freaks and Museum Acts. Investigate these new overnight "Show Shows" that open on a "shoe-string bank roll" and close after the first week. Remember the "Machinist" "Hop." If you want a winter's work why not join a well-organized show with years of experience? There's a "gaff" to running a museum same as a "Mitt-Camp" or Cookhouse. Play Safe—Investigate.

"LOOK AT LIFE" MUSEUM

NOW 637 VINE STREET, CINCINNATI, OHIO.

WANTED

Freaks and Novelty Acts of merit. All winter's work in newly organized Museum. Pay every night, no issue plan, we pay money. Medusa, Forrest Layman, Joe Allen, Buck Phillips, Wally White, Walter All, The Fishers, German Giants, Freda-Fred Van, Romana-Rae, wire now, 318 N. Main St., Kokomo, Ind.

JACK HALLIGAN, Owner, or WILLARD BACKENSTOE, Mgr. LADY LEONA HALLIGAN, Treas.

WANTED

WANTED

WANTED

COLORED REVUE OF 8 PEOPLE

ALSO FREAKS, NOVELTY ACTS, ORIENTAL DANCING GIRLS. GOOD PROPOSITION FOR A GOOD CASH MIND READING ACT. That can do private readings and get money. All winter's work. Season's Greetings from Tom Haddon.

Address TOM HADDON, South Street Museum, 1419 South Street, Philadelphia, Pa.

Golden Gate Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Dec. 17.—T. A. Wolfe advises that he will arrive soon to stay until end of the Golden Gate International Exposition. Work on his Holy City attraction, which should be ready in four weeks, will start upon his arrival.

Nat Pendleton, of the movies, finds his contract with Metro-Goldwyn-Mayer will not permit him to engage in any outside business ventures, so the show that he had contemplated for the expo will be abandoned.

H. Delaveau, Paris, France, who will have two novel riding devices on Treasure Island, will arrive soon, the devices having been shipped.

J. N. Wisner, showman of long ago and later a big-time cotton broker, writes that he may be associated with the Texas State exhibit now building on Treasure Island.

Mrs. Cliff Wilson has left Beaumont, Tex., by motor for San Francisco, where she will join her husband. The boys

of the show are coming by train with equipment and live stock.

William Russell, of An Clachan, Scotch Village, that will be one of the features at the fair, wireless from the S. S. Aquitania that he was on his way (See GOLDEN GATE on page 59)



Pacific Coast Showmen's Assn

710 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 17.—President C. F. Zeiger presided at the club's regular meeting Monday night. Seated with him were First Vice-President Harry Hargraves, Second Vice-President Ted LaFors, Fourth Vice-President Al Fisher and H. C. Rawlings, secretary. Attendance totaled 112.

Communications: A letter from G. C. McGinnis, secretary Heart of America (See PACIFIC COAST on page 60)

Museums

Address Communications to Cincinnati Office

Canton Date Is Winner For Lewiston's Museum

CANTON, O., Dec. 17.—Second week of Harry Lawiston Traveling Museum's stand here grossed almost double the first week, officials report. Saturday, final night, attracted near-capacity crowds and matinee business the second week was substantially higher than the previous week. Lewiston left here the middle of last week to complete arrangements for the show's opening in Rochester, N. Y., December 12.

Johnny Reeves' new headless girl illusion proved popular. Pat Redding renewed acquaintances with many old-time friends here, including Art Leedam, property man at the Grand Theater. Lewiston entertained many city and county officials, all of whom lent excellent co-operation during the show's stand.

Pete Kortes' Biz Continues Good at New Orleans Stand

NEW ORLEANS, Dec. 17.—Peter Kortes' World's Fair Museum, which opened at Canal and St. Charles streets here on

December 2, continues to click to good results, reports L. H. (Tiny) Kistler. A number of carnival and circus folk wintering here have been frequent visitors.

Line-up includes Peter Kortes, manager-owned; Marie Kortes, secretary-treasurer; Hank Gowdy, advance and billposter; Barney Nelson, armless wonder; Alton Greenstreet, rice writer; Henry Lewis, skeleton man; Athelia, pinhead; Mrs. Mona Preveau, nurse; Alice From Dallas, fat girl; Mr. and Mrs. Johnnie Pazzo, smallest married couple; Waldrons, glass blower; Happia, frog boy; Tiny Kistler, fat boy; Frank Julian, tattoo artist; Lenny Johnson, sword swallower; Doris and Thelma Albino twins; Dr. Farko (Great Lorenzo) mentalist; Nabor Feliz, clay modelist; Oscar Nelgenbird, popeye; Alford Green, alligator-skin man; annex; Joe Tobie, bally; George and Bernice Peterson, photos operated by Robert Burns; Mr. and Mrs. W. D. Gibbons, jewelry; Joe Preveau, T. Peterson, Eddie Harper, and Don Gladue, tickets; Billie Elmes and Blain Young, omseca, and S. E. Duffy, janitor.

New Idea in New York

NEW YORK, Dec. 17.—Dan Christie, veteran operator hereabouts, indicated this week that his "new idea in museum presentation" has been showing a steady increase in patronage since its inception almost a month ago. The 14th street location is styled, "Dan Christie's Little Old New York" and features curio hall attractions with Gay 90s background. Walls of hall are decorated with old-time playbills of Tony Pastor's, Minnie's, the Bowery, etc., as well as other relics of other years such as high bicycles and archaic street lamps. Show operates on a cabaret license, beer and food being sold to patrons seated at tables and viewing the program. Attraction and staff include Arthur Scott, lecturer and manager; Clois Wilson reeve; Leonard Chandu, magic; Edwin Sarg, Hindu basket mystery with Edna Sperling; Hamba Bend's Oriental Revue of four people and old-time silent moving pictures. Harry Bonn and Frank Hill are door talkers.

Philadelphia Houses

PHILADELPHIA, Dec. 17.—South Street Museum is clicking, featuring the following: Margie White's Jitterbug Revue; Mme. Beatrice, pythons; Professor Peterson, sword swallower; Professor Hall, magic, and Mrs. Marajah, mentalist. Annex has dancing girls. Eighth Street Museum reports fair business for this part of the season. The week's bill features El Coyote and Princess Weaner, whip cracking and rope spinning; Professor Wassow, magic and vent; Jim Thompson, illusions; Pecos Blasiquito, Myleria and Spudora. Dancing girls in the annex are Dale Kelly, Kittie Kay, Renee and Leana Sanders.

Mingling With the Ladies

By VIRGINIA KLINE

DES MOINES.—Not many showman's wives attended the meeting of the Iowa Fair Managers here, but the ones who did enjoyed it in many ways. Mrs. A. Baysinger had a front seat in the lobby of the Savory and little escaped her except when she had to see that her dog Spot had a fresh bone.

Mrs. Jimmie Laughlin said her presence was by accident as she happened to be with her husband on another trip when he decided to make the meeting. She joined me in a little visit with Margaret Ansher at the Anshers' place. "The Brown Derby," and Margaret told us that she would be in Kansas City for the holidays.

Mrs. Art Thomas was in the hotel, but there were so many fair secretaries and carnival men it was hard to locate her.

Mrs. Ralph Olick, from Riverside Park, Chicago, and Mrs. Bob Robison and her daughter were here, and we talked over the big doings at Chicago.

Robert Clay, once known as "Big Muscle" on the Great Patterson Shows and now a resident of Des Moines, came in for a few "do you remember?" on Tuesday.

KANSAS CITY.—Show people here comb into Kansas City a little earlier than usual after the Chicago meetings. (See MINGLING WITH on page 51)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 17.—An interesting and well-attended meeting was held December 15 with President J. C. McCaffery in the chair. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streibich, Canadian Secretary Neil Webb, also Past Presidents Edw. A. Hock and Sam J. Levy. Various committees are getting lined up and reports show there will be real co-operation in all departments. An interesting wire from Brother Harry Hennies expressed his pleasure and acceptance of chairmanship (See SHOWMEN'S LEAGUE on page 50)

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged . . . \$20,000.00 Received This Week . . . 150.00

CARL J. SEDLWAY, General Chairman Drive for Funds.

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YOUR ORGANIZATION?

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A Column About Bingo in the

WHOLESALE MERCHANDISE

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Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Terre Haute Shriners Sponsor Indoor Circus

TERRE HAUTE, Ind., Dec. 17.—Zorah Temple is preparing to stage its third annual seven-day indoor circus here, event to be staged on two floors of the temple, officials report. Lower floor will be used for concessions, side shows and a German Village. The main show will be produced in the auditorium. Animal and aerial acts will be featured. Added attractions will be a baby clinic, contests, public wedding, daily door prizes and an automobile giveaway on the final night. Clarence White is general chairman, assisted by Carl Belles.

5,000 at Fort Worth Show

FORT WORTH, Tex., Dec. 17.—Attendance at the Food Show sponsored by the Retail Grocers' Association here in Will Rogers Memorial Coliseum on December 1-4 was 5,000, officials said. Admission was 10 cents. A vaude show was presented nightly and prizes were given. Ira W. Curry and Ernest M. Crosby were managing directors. On the program were Hal Silver, wire act; Jimmy Alexander's Band; Irena Harrison, singer; J. B. Carlisle, ventriloquist; Gwen Rush and Shiraz Cook, singers; Johnny Roehrer and Fred Heck, comedy dancers; Glenn Wilcox, adagio act, and Peggy White's Rockets, including Virginia Duffy, Elizabeth Morris, Dorothy Murray, Wilby Lingo, Carolyn Waynock, Aloha Hines and Marjorie Ward. Alexander Cumanak, former dance director for Casa Manana productions here, produced the show. Al Perry was emcee. Murray Estell and Frank Bess, here from Hennes Bys' Shows, had bingo, and Fred Lieb and Cecil Stapleton had scales, guess-your-age and toy novelties.

Live Acts for K. C. Show

KANSAS CITY, Mo., Dec. 17.—Professional acts will be used to entertain 10,000 Kansas City children who attend the annual party of Mayor Bryce B. Smith in Municipal Auditorium Christmas Day. The event last year attracted the largest juvenile crowd ever in the big hall. All acts booked thru Vic Allen, Paragon Theatrical Agency, will include the O'Neils, James Brothers, the Harrisons, Billie Irwin, Comedy Lloyds, Aerial Orions, Val Lethky, Doc Burdett, Dog-dy Moore, Sonny's Dog Show, McCune Trio, the Grants, Gary Gray, Lowell and Bernice and some others, most of them to be acrobatic, trapeze, comedy and skate turns. There will be 10 clowns, dance line of 20 girls, Ben Kendrick's Band, and Allen, who will serve as emcee. The event is sponsored by Mayor Smith, many years a strong supporter of live talent.

RUBE CURTIS, clown, who did street advertising for the recent Houston Shrine Circus, reports he is now working as Santa Claus at A. Harris & Co., Dallas. Bobby Gow is working with him.

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

Centen in Fla. Has Midway

PORT ST. JOE, Fla., Dec. 17.—John B. Davis, manager of Southern States Shows, reports his organization had eight rides, nine shows and 35 concessions on the midway of the Centennial Celebration here on December 7-10. He also furnished six free acts, including Jack Deloras, Australian whip-cracking; Fearless Deumb, aerial contortionist; Coddinos, knife throwers; Harry Froboese, high swaying pole; Peerless Potom, high casting, and Lanford's Concert Band. Fireworks were an added attraction.

Frank Wirth Circus Draws Turnaway Biz Despite Rain

KNOXVILLE, Dec. 17.—Charles H. Wirth's Circus made its first appearance in Exposition Building here on December 5-10, drawing turnaway houses despite rain first five days, and the show was again contracted for next year, officials report. Show was under auspices of the Elks' Lodge for the benefit of crippled children and the Christmas Charity Fund.

A heavy advance ticket sale was due to efforts of the Elks' committee. Matinees were held daily with two on Saturday. Opening matinees were light but built up to capacity for the week-end. On Saturday night local fire chief refused to allow additional rush seats to be used. A ringside broadcast was made by WOAN.

Show ran two and one-half hours in three rings, James Victor's Band leading the tournament. Acts included Nelson and Nelson, Winnie Colleano, Charles Siegrist Troupe, Seven Gauschos, Bluch Landorf, Dion and Dawn, Harry Rittley, Emerald Sisters, Bernard's Elephants, Spiller's Seals, Will and Bobby Morris, Elmer Linguist, Jimmy Davison, Pinks's Tigers and the Balzer Sisters. The concert was headed by the Gibbs Sisters and Sealo.

On the staff were Frank Wirth, director; Max Kasson, assistant manager and concert director; Elmer Perdue, advance tickets and billposting; Harriette Perdue, office manager; Pauline Miller, secretary; Donald Bish, superintendent of seats, and L. C. (Ted) Miller, publicity.

Shorts

REV. J. W. E. AIREY, director of the Shrine Circus in Houston Coliseum on 21-26, reports that part of the success of the show may be attributed to presentation of new acts and his attempt to make the show look as big as possible. Publicity was not released until the Al G. Barnes-Sell-Photo show had played the city. Rev. Airey did not accept the job until negotiations with others had failed.

MILWAUKEE County board of supervisors has appropriated \$5,000 to help finance the 1939 Midsummer Festival. A like sum was voted by the board last year.

TORTUOGAS (N. M.) Indian Celebration drew many El Paso showmen and other visitors. Paul Tove's Silver State Shows furnished attractions. El Pasoans at the date included Ray Stocker, K. Boston McLoughlin, Specs McDonald, Pat Duffy, Bill Roach, Blacky Tarkington, Buddy Thornton, Bob Harris, Bill Tove, Blacky Ringgold, Tony and Minnie Spring and Jimmie Dupree.

DUE TO ILLNESS Hinnie Marcum closed his third season recently as producing clown with the Thatcher Stanberry Christmas parade unit in Collingsville, Ill.

CONSTANT CHANGE

(Continued from page 38) mately entitled, I, for one, am, very much for them.

Heavy investment in permanent equipment provides too much temptation to

continue it in use long after its popularity has gone, providing a handicap to the essential policy of change. While with the less expensive portable things, selected from an earning viewpoint and kept in good condition, the capital investment will be quickly returned and when its appeal begins to wane, as measured by box office, it is reasonable to expect that it can be disposed of to good advantage.

For instance, two of our portable rides have returned their cost plus more than 100 per cent in a very short time. We have offers for both of them. Because they are portable, they can be readily sold. During its existence in a given park a portable device can readily be moved from one location to another and in this manner help appreciably in giving patrons the variation in park set-up which they have a right to expect. You have a wonderful selling argument to parks. I am wondering if you are exhausting all of its possibilities!

FUNLAND GATE

(Continued from page 36)

December 2. Among them were Ben Welles, David B. Eddy, Guy Dodson, Maxie Herman and Lyman Truesdale. After the ceremonies the Funland group was entertained on Bartlett's yacht in Biscayne Bay. Eddy Bros' Shows report booking the Fort Lauderdale and Homestead, Fla., fairs.

W. F. CONCESH

(Continued from page 35)

association and fair officials in charge of amusement concessions.

Org adopted several important measures: one of which states its desire to co-operate with the NAAPPB and other bodies wherein interests are mutual. Big problem right now concerns public liability insurance, with rates "way out of line," according to a member of the new association. As predicted by The Billboard, the organization will seek a working agreement with the NAAPPB on the risk plan worked out by the latter.

Firm or individual must hold a contract with the fair to be eligible, and there's one vote per member, whether firm or individual, but one or more persons designated by a contractor may attend meetings.

G. G. EXPO

(Continued from page 35)

Patet Blue Ribbon Casino at the Chicago A Century of Progress.

Concessions recently booked include R. E. Haney's Stratostrip; Hinz's Amusements, Inc., Flying Skooter; Ben Lesel, mental act; F. M. McFalls, shooting gallery; Herman R. Zapf, Penny Arcade; Cliff Wilson, Monster Show; Lussie Bros., Auto Skooter; G. A. Whalgreen, wheel chair; Peerless Weighing and Vending Machine Co., coin-operated scales; Harry G. Traver, show; M. Mathur, Hindu Temple; Harry C. Baker, Roller Coaster; Gustafson & Hamilton, weight scales; T. A. Wolfe, grind show; Count Alex O. Dandini, show; J. M. Anderson, miniature railway; John T. Eranson, deep-sea divers; Streets of All Nations Corp., villages; L. O. Heller, show; Edmunds & Martins, diving bell; Chinese Factors, Inc., Chinatown; Eversly Aircraft Corp., riding device; Clarence Oump and W. Smith, high striker.

HANNAGAN WILL

(Continued from page 35)

largely thru his successes in Florida civic promotion, has earned an enviable reputation in the publicity-dispensing field.

Stephen's village, one of the major concessions in the fair's amusement sector, starts construction this week, with plans calling for an elaborate set-up consisting of unique restaurants, ice shows, ski-jumping exhibitions and toboggan slides. Ralph Hitz, of hotel note, will assume caterer's duties, his organization handling all restaurants, cafes and bars throughout the village.

Frank D. Shean, concession manager of Stephen's Black Forest at the Chi-

cago fair and assistant amusement director at the Cleveland expo, is handling sale of concession space within "Wondeland" and reports excellent acceptance so far.

Another for Ohio Org

Columbus, O.

Editor The Billboard:

I read with interest the article by N. H. Cohen, asking Ohio concessioners to organize, which appeared in the Public Expositions Department of The Billboard of December 17, because this has been strongly in my mind for several years. I have contacted at least 40 of the boys on this subject and all have been willing to support such an organization. Nearly every field has an organization, it seems, except the concessioners.

The fair need us and we need the fair. With organization we can get a better break, as privileges are too high, considering conditions. The State laws should be modified so that all legitimate concessions could work at every Ohio fair. We know that they do now at some fairs when the State inspector leaves early after checking licenses. The secretaries nearly all know a legitimate concessioner from one that is not.

There is only one way for us to get an square deal and that is to organize and, as Mr. Cohen said, it would not cost a lot of money. Organization is power and it is time that we got together. Let's meet at the Ohio Fair Managers' Association convention in Columbus on January 11 and 12 and try to start the ball rolling.

W. M. BYERS.

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WANTED FREE ACTS

3 High-2 Platform. 20TH ANNUAL HOME-COMERS CELEBRATION. Jackson, Mo., August 26-31-September 1-2. Contracts signed for above dates with Dep. Lemm Shoyer, 4th consecutive year. Write J. R. SHORT, 2472 Jackson, Mo.

CIRCUS WANTED

July or August SONS OF THE AMERICAN LEGION DRUM AND BUGLE CORPS Write Wm. J. HAWKE, Napanee, Mich.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

WANTED FOR TERRE HAUTE THIRD ANNUAL ZORAH TEMPLE SHRINE INDOOR CIRCUS—7 DAYS—FEB. 11 - TO - 18—2 SATURDAYS

THIRD ANNUAL CIRCUS ACTS OF ALL KINDS DOING ONE OR MORE ANIMAL ACTS, WIRE AND AERIAL ACTS, GLOWNS AND SMALL ELEPHANTS, PONIES. All Concessions Must Be Cream, Sweets, Juice, Grab, Scales, Panhandle, Engress, Penny Machines, Games of Ball, Popcorn, Peanuts, Panhandle, Photos, Candy Apples, Custards, Etc. Can Place side shows, PA Shows and Raffles. Can Place Sides Team for the German Village, and other Concessions. Our Shows Played in 60,000 the first year, 80,000 last year. Absolute capacity anticipated this our third year. Address all communications to CLARENCE WHITE, General Chairman, Zorah Shrine Circus, Zorah Temple, Terre Haute, Ind.

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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

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Letters for store windows. Free samples. METALLIC CO., 439 North Clark, Chicago.

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If you work east of Rockies and north of Mason-Dixon line, write for proposition. AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.

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mobiles—Easiest-selling today. Free samples. Also, sideline business for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass.

BIG PROFIT BUSINESS—FEW DOLLARS
margin, fifteen orders of profit. Send stamp for details. R. E. MEADOWS, Box 176, Remondet, Ind.

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Our Cardstock Backboards are different. No state line. GEORGIA BEDSPREAD CO., Nelson, Ga.

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Or eight different Spicy Cartoon Folders, 50c. BRANK SHILLING, 1017-B Duane Ave., Clinton, Mo.

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a Penny—Carded. Big Xmas Setter, \$4.50 gross. Samples 50c dozen. PERKINS, 1104 Lawrence, Chicago.

MAIL DEALERS—IS FAST SELLERS. PULLING
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ing Tonic, Cellophane pack-age, priced \$1.25. Cost agent 1/2 doz. lots. Samples 25c. Freight prepaid. MURETA, Box 644, Jacksonville, Fla.

SAMPLES—WHOLESALE CATALOG, NOVEL-
ties, Photos, Cartoons, Books. Name listed National Trade Directory for 25c. P. O. BOX-11-390, New Haven, Conn.

SELL BY MAIL—FORMULAS, BOOKS, PIC-
tures, Novelties, Stamps, Bargains! Big profits. Particulars free. F. L'FEO, 438 North Wells St., Chicago.

SELL RELIGIOUS CARDS—LORD'S PRAYER,
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Articles. Free Directory and other valuable information. MAYWOOD P. PUBLISHERS, 925 Broadway, New York.

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Free sample. MOMAW NOVELTY WORKS, Room 206-B, 179 North Wells St., Chicago, Ill.

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sters, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. Lists free. SNAKE KING, Brownville, Tex.

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Whites. 7 Beautiful Puppies, 8 weeks \$20.00 each. P. O. B., Los Angeles. Have a dog that's different. Veterinarian certificate. STONE, 5277 Valley Blvd., Los Angeles.

MONKEY MOTHERS WITH NURSING BABIES
—Combination, \$25.00; Ringtails, Sooty Mangabeys and Marmosettes. MEEMS BROS. & WARD, Inc., OceanSide, N. Y. Write for price list.

TERRIER, COLLIES, SHEPHERDS, BOSTONS,
Pit Bull Pups. Ship anywhere live delivery guaranteed. Guaranteed mange medicine. TONN, 501 Rockwood, Dallas, Tex.

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PITCHMEN! SOLICITORS!—MAKE EXTRA
money with new Stamping Duffin. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. CHACKO, 303 W. Erie, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers. Distributors or jobbers may not be advertised as "used" in The Billboard.

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ditioned machines, Payoffs, Phonographs, Legal Machines. Write today and save money. BADGER NOVELTY, 2546 N. 30th St., Milwaukee, Wis.

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FOR SALE—ROCK-O-BALL SKATE-BALL AL-
lows with triple scoring devices. Seniors and Juniors. BULLION, Station "D," Box 118, New York.

FREE—ASCO'S NEW 1939 LIST OF USED
Vending Machines now ready. Write ASCO, 333 Hawthorne Ave., Newark, N. J.

FOR SALE—5 GOLDEN WHEELS, \$14.50; 20
Radio Rifles, film type, \$75.00 each; 2 Gallonning Domes, \$65.00 each; 1 Dark Horse, \$40.00; 25 No. 816 Wurlitzer Phonographs, \$115.00; 5 Stokers Races, \$12.00; 2 Arcades, \$40.00. Above machines in first class condition. NATIONAL COIN MACHINE EXCHANGE, 39 Nye Park, Rochester, N. Y.

FOR SALE—BALLY RESERVES, \$15.00; BOBS,
\$12.00; \$14.50; Silver Flash, \$12.00; Exc-Nib's Shoo-Lite, \$25.00. Will trade for 3-Way Grip Machines. MUSIC MACHINE CO., Brumwick, Ga.

COODBODY'S BARGAIN LIST IS WAITING
for You. We Buy-Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y.

MILLS SINGLE AND DOUBLE JACK BELLS AND
Vendors—Mechanically perfect. Also Regulation Roulette Wheel cheap, or will trade for Arcade Machines. J. BOLLOW, 3011 Montrose, Chicago.

MILLS SCALES, \$20.00; GROETCHEN ZEMPH,
\$10.00; 1c and 3c Stamp Machine, \$10.00; Jumbo Inspector, cash Detroit, \$5.00. O'BRIEN, 89 Thames, Newport, R. I.

ODD BALL RES., \$50.00; LITTEBUG RES.,
\$50.00; Odd Ball, \$45.00; Littebug, \$45.00; Plan Model; Bally View, \$59.50; Palm Springs, \$45.00; Spring, Snappy, Jungle, Gaytime, \$25.00; Fiesta, Naga, \$35.00 each; Click, \$59.50; Zeta, \$19.50; Fleet, \$39.50; Grand Slam, \$39.50; Thunderbolt, \$49.50; World's Fair, \$45.00; Ritz, \$49.50; Lightning, \$39.50; Buttons, \$49.50; Review, \$49.50. LEHIGH SPECIALTY, 2nd & Green Sts., Philadelphia, Pa.

PACES RACES, TRACK TIMES—WE BUY AND
sell. We sell parts for Paces Races. CHARLES PITTLE, New Bedford, Mass.

SKEDBALLS WANTED IN EXCHANGE FOR
Wurlitzer 412 and 312, \$65.00 each; 616a at \$115.00; 616 As at \$129.50. COLEMAN NOVELTY, Rockford, Ill.

SLIGHTLY USED DAVAL U-POP-IT MACHINES
Good condition. Inspect machine at HENRY PACINI'S, 1610 W. 87th St., Chicago, Ill.

SLOTS—100 MILLS, ALL LATE MODELS, LIGHT
Oak Cabinet, Single Jack Pot, Blue Fronts, \$40.00; War Eagle, \$37.50; Cherry Balls, \$47.00; Older Models, \$15.00 up; Safe Stands, \$5.00. 1/4 Deposit. Address GEO. DALE, Gen. Del., Kalamazoo, Mich.

SPECIAL PRICES ON RAY GUNS, AMPLIFIERS
—All parts for same. Advise parts needed. ELECTRICAL PRODUCTS COMPANY, 6545 Russell St., Detroit, Mich.

WANTED FOR EXPORT—1 OR 100 ADVANCE
4-Column Model 37A Cigarette Machines. State condition and lowest cash price. HEWARK VENDING MACHINE EXCH., 331 Hawthorne Ave., Newark, N. J.

WANTED—AUTOMATIC PHONOGRAPHS AND
Records, Country Pin Games, Scales, Vending Machines. ACA CO., 1550 Ridge Ave., Philadelphia, Pa. Stevenson, 3928.

WILL TRADE FOURTEEN LATE MODEL F.
ABT Penny Targets—Just like new and all in perfect condition; for five Wurlitzer 312 or 412. State all in first. SIMON'S MUSIC SERVICE, Williamst., S. C.

WILL TRADE 30 PENNY MACHINES FOR 5
Wurlitzer 312 or 412—following machines: 10 Collie DeLuxe Triple Grip Scales; 10 Collie DeLuxe Single Grip Scales and 10 Advance Shocking Machines. All 30 are practically like new. LEWIS MUSIC SERVICE, Augusta, Ga.

5¢ BALL GUM, FACTORY FRESH, 11c BOX;
Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

4 JENNINGS CHIEF, \$17.50 EACH. PYRAMID
NOVELTY CO., 901 E. Lexington St., Baltimore, Md.

50 EVER-READY 4-COLUMN 1c BULK
Vendors, \$6.50 each; 50 Columbus 5c Peanut Vendors, \$3.00 each; 5 Snacks 1c Three-Column Vendors, \$10.00 each. Deposit required. ROBBINS CO., 11418 De Kalb Ave., Brooklyn, N. Y.

100 DIFFERENT KIND VENDING MACHINES
—Always something different. Write for our low price list. RAKE, 5435 Woodland Ave., Philadelphia, Pa.

COSTUMES, UNIFORMS, WARDROBE

A-1 FUR AND CLOTH COATS CHEAP—CO-
lumbus, \$1.00 up. Bundles, assorted, \$1.00; Muffs, Shoes. COMLEY, 310 West 47th, New York.

LADIES' FUR COAT, \$10.00, ALL COLORS.
Orchestra Coats, Jackets, \$2.00; Tuxedos, \$10.00. Bargains: Cykes, Costumes, Overcoats, Suits. WALLACE, 2416 N. Halsted, Chicago.

USED COSTUMES—CHORUS, PRINCIPALS,
dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. LOUIS CUTTENBERG'S SONS, 9 W. 18th, New York.

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EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
Development. Newest guaranteed Formulae. Biggest catalog free. Special prices. Leads. GIBSON LABORATORY, Chemists, 8H-1142 Sunnyside, Chicago.

FORMULAS—LATEST MONEY MAKERS.
Write for free literature describing newest Formulae for Fast Sellers. H. BELFORD, 4042 N. Keefer, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, CARAMELCORN EQUIP-
ment, Castino Portables, Long-Eakins Rotary, Giant Popping Kettles, All-Electrics, Burners, Tanks. NORTHSHORE CO., 1301 College, Des Moines, Iowa.

POPCORN MACHINES—CRISPETTE, CARMEL-
crisp, Chevrolet French Fried, Potato Chip Machines. LONG-JAKINS CO., 1976 High St., Springfield, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAMES—BOTTLES, CATS, BOLLS, KIDS,
Tennis. New attractive outfits. Tennis, Frames, Rackets, Tables. LAMANCE, 782 Marlon, S. E. Atlanta, Ga.

CIRCUS FOR SALE—TENTS, TRUCKS, SEATS,
Light Plants, Trained Animals, Horses, Pianos, Mirks. Quick sale, \$2,000.00. BOX No. 547, Memphis, Tenn.

FOR SALE CHEAP IN CANADA—DUAL LOOP.
O-Plane with two-Wheel Cradle Trailer for morning; Mangle B-Car Kiddle Whip; Mangle Ferris Wheel, 6 Cages, carries 24 kiddies. Rides like new and guaranteed to be in A-1 condition. S. J. GRAY, 243 Carhart St., London, Ont.

PORTABLE LIGHTING PLANT—35 K.W.; 2
A.C. Generators, 35 K.W.; 35 H.M. Universal Motor; Camera Spot Lights, Flood Lights, Hollywood Searchlights. LEE, 1705 McKinney, Dallas, Tex.

HELP WANTED

COMPOSER WANTED FOR POPULAR SONGS—
Who has written song hits. Good salary. BOX C-47, care of The Billboard, Cincinnati, O.

WANTED—SIX-STRING GUITAR FOR DANCE
Band. Must have feature voice. Fine salary. BOX CH-49, The Billboard, Chicago, Ill.

WANTED—SIX-STRING GUITAR FOR DANCE
Band. Must have feature voice. Fine salary. DON STRICKLAND, 117 Mackubin St., St. Paul, Minn.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL
Magic Spirit Effects, Horoscopes, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 138 illustrated page catalogue 30c. NELSON ENTERPRISES, 158 South Third, Columbus, O.

ENTERTAINMENT—MYSTIFY YOUR FRIENDS
with changing cards. Pass later for examination. Write Address HARVEY M. FARMER, P. O. Box 196, Syracuse, N. Y.

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. MAX HOLDEN, 230 W. 42d St., New York City.

LOOK—NEW 1939 CATALOG PROFESSIONAL
Stage Magic only 10c. Big new catalog 500 Pocket-Party Tricks 10c. Each different, get both. LYLE DOUGLAS, Station A-9, Dallas, Tex.

MAGIC TRICKS, JOKER'S NOVELTIES. FULL
Line. Large catalogue, 15c. Liberal discount to dealers. KRINOG, 536 Sixth Ave., New York, N. Y.

VENTRILOQUATE FIGURES—24-PAGE ILLU-
strated Catalogue, 10c. BRANAN MARRSALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists.

M. P. ACCESSORIES & FILMS

ACTION FEATURES AND WESTERNS—EXCEL-
lent subjects and prices. \$20.00; Fast Action Serial, 32 complete chapters, perfect print, \$65.00; Late Louis-Schmeling 2-Roll Fight, \$20.00; also Shorts, \$5.00. ACME THEATRE, Box 326, Parkdale, Ark.

ACTION WESTERNS, GANGSTERS AND DRAMA
Features, Shorts. Also 16MM. Films and Equipment bought and sold. Write JACK MAHARIAN, Box 123, Union City, N. J.

LIFE OF CHRIST (SILENT)—TENT, LIGHT
Plant, Calliope. TABER, 2389 Seventh, Riverside, Calif.

MOVIE ROAD SHOW BARGAINS—JSMN.
Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers. Equipments fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y.

NEW PRINT JOE E. BROWN—NINE REEL
Sound Feature, \$25.00. Examination allowed. 55 copies. ST. STEPHENS THEATRE, St. Stephens, S. C.

SET HOLMES' EDUCATOR MODLS COMPLETE
—Stands, Strophicon, Lots extra. Price complete \$400.00 cash. HERRICK THEATRE, Newark, Ill.

SIMPLEX, POWERS PROJECTORS, LAMP-HOUSES. Soundheads, Amplifiers, Lenses, Stereoscopes, Portable Projectors and 16MM. Equipment bought and sold. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines required. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. 1a7

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. SC-11, Rochester, N. Y. d6312

ALL-4 FOR 10¢ OPERATORS—SURE WE HAVE the new Super-speed Paper 8 also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. d624

BUILD YOUR OWN 4 FOR 10¢ PHOTO MACHINE. New improved Camera, together with plans for building the booth now only \$10.00. Enlarger only \$10.00. OLSON SALES CO., 903 Walnut, Des Moines, Ia.

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' Studio, Unionville, Mo. 1a14c

SALESMEN WANTED

SALESMAN—TO SELL AUTOMATIC FISH LINE Jerker. Quick sales, 200% profit. Send 15c for sample. AUTOMATIC FISHERMAN CO., San Saba, Tex. d631

SELL BUSINESS CARDS, \$1.50 THOUSAND. Business Stationery, Book Matches, Advertising Tapes, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specials. WILLEMS, 2130 Gladys, Dept. DA, Chicago. 1c

SCENERY AND BANNERS

EYE DROPS, LIKE NEW, OVER 300 DESIGNS. from \$10 to \$25, according to size. SCHELL SCENIC STUDIOS, Columbus, O.

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 mides. Stamp with inquiries. SMITH TENTS, Auburn, N. Y. d624x

WANTED TO BUY! MILLS GOLF BALL Vendors. State age and price. HUB NOVILTY COMPANY, Kearney Square, Lowell, Mass. d624

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50; 50% deposit; balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

At Liberty Advertisements

3c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

UNDERSTANDER—For Pyramid, Hand to Hand, or Teeter-Board. No Tumbling. Performs with "Tom Arnold." Details on request. EDWIN H. THOMPSON, 2241 N. Dearborn, Chicago, Ill.

YOUNG MAN—For Aerial, Acrobatics or Wire Act. Training desired. Age 18; weight 140; height 5'7". KAREL VOGEL, General Delivery, St. Louis, Mo.

AT LIBERTY AGENTS AND MANAGERS

AGENCY—Would like to represent a good firm at all prominent locations of County Fair Convention, January 31-33, in 1939 bookings. Write at once. EARL C. PETERSON, Minneapolis, Minn. 1a14

MANAGER—Promotion Man! extensive experience publicity, promotion and six years management and business management. Age 38. BOX 354, Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO AND HIS "Royal Cavaliers"—10 Men, Girl Vocalist, for location, January 1st. Permanent address, 650 N. Dearborn, Chicago. d631

Show Family Album



HERE are members of Kint & Chamberlain's Princess Theater Stock Co., Davenport, Ia., seasons of 1914-'16. Standing, from left to right, are Scott Williams, now retired; Nellie Joyce, now married and residing in Detroit; Chester Bishop, who died about two years ago; Mona Gale, now married and living in Des Moines; Florence Johnstone, located in New York; Ralph Wordley, who is still in the business after 35 years, having toured with Billy Bryant's Showboat during the past season; Harry Starr, deceased; and Kaye Marsden, retired and living in Terre Haute, Ind. In front are Monte Carter, now a Hollywood scenario writer; Jack Lewis, at present an artists' representative in New York; and Sidney D'Albrook, now in film work on the Coast.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED TO BUY

CRETORS GASOLINE MODEL 21 CORN POPPER—No cabinet. Write description and cash price. PHILIP A. LEE, Ferris Falls, Minn.

WANTED TO BUY — TENT, 40x80, 40x60, 40x100. Must be in good condition. WALTER DE HOGAN, Box 14, Berkshire Heights, Pa.

WANTED TO BUY OR LEASE—GOOD USED Merry-Go-Round. OLIVER HOFFMAN, Scottsville, N. Y. 1c

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 4x9, \$1.10; 3,000, \$3.30, postpaid zone 4. LAWNDALE PRESS, Box 303, Franklin, N. H.

BOB DENTNER'S HIS ORCHESTRA—5 to 12 men. All double bass, violin and sweet; complete library, under the P. A. System. Now booking single dates at 10¢ per year. Holidays, Colleges, Clubs, Entertainment, Conventions. Booklet and agents write, stating full particulars. Address 427 W. 14th St., Buffalo, N. Y. d624

FOUR-PIECE BAND, doubling 10 instruments. Vocal, Johnny S. Pianist plays Hammond Organ, organized and on this job four years. Modern swing or sweet. Fine apparatus, recording, live records. On agreement. Prefer clubs or hotels. ORCHESTRA LEADER, 217 Williams St., Deadwood, S. D. 1a7

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY AFTER JAN. 9—Dog and Monkey Circus; 5 Monkeys, 3 Dogs and Coat JOSEPH F. McLAUGHLIN, Shamsville, Pa.

AT LIBERTY—ALIVE, OSSIFIED STONE MAN. Museum or Freak Show Act. Salary, room and transportation. Write MAURICE, 1315 W. 8d St., Los Angeles, Calif. d631

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—DIRECTOR - WRITER. Can write to suit your cast. Professional or amateur theatricals or little theater groups, or what have you. Have an unlimited number of real plays that will please. Can leave on short notice. Write or wire BOX C-56, The Billboard, Cincinnati, O.

FEATURE HOKUM COMEDIAN—For any type of Stage Shows, Stage Acts, Radio Shows, Radio Acts, Night Club Shows, Night Club Acts, Removable Joe B. Brown, Strong singing, speaking roles. Expert versatile, Broadway dancer, Stockholm, Specialty Man. Considered clever, versatile Actor, Characters, General Business. All requirements. Large variety stage experience. Age 42; height 5' 11"; weight 150. State salary. Good record. Complete data. References, programs, photos on request. COMEDIAN, 1001 Coon St., Toledo, O.

AT LIBERTY MISCELLANEOUS

ATTENTION! MANAGERS, Bookers, Advance Men, and Women—Internationally Known Performers Needs You. Act now and give yourself the best Christmas present ever, now and forever. Call wire or write at once for full particulars to CHARLES M. POLK, Box 428, Arcadia, Fla. d631

AT LIBERTY — GAG AND RADIO WRITER. Have any amount of bright material. Constantly writer. Can write in suit your needs. Can give you new ideas for your program. Will locate anywhere. Give me a chance and I will do the rest. Write or wire BOX C-56, The Billboard, Cincinnati, O.

TWO GIRLS FOR NIGHT CLUB WORK—EX-perienced in check room, etc. Neat appearing, pleasing personality. Go anywhere. State all in first letter. Address MARIE JOHNSON, General Delivery, Iron River, Mich.

AT LIBERTY—Nellie Taylor, novelty musical act. Geo. M. Taylor, Pianist and Soloist and Vocalist. Address care of Gen. Del., Hamilton, O.

TICKET SELLER-SECRETARY—Fast, accurate typist. Good compensation. Prompt, steady. Write for more data. Our double agent. JERRY ELLER, 605 Curtis St., Albion, Ohio. 1a7

AT LIBERTY MUSICIANS

TENOR, DOUBLING HIGH-Range Trombone—Tone, style on both instruments. Union, sober, reliable. BOX C-53, Billboard, Cincinnati, O.

ALTO SAX—DOUBLING CLARINET, VIOLIN. Union. MUSICIAN, 1107 Florida St., Dallas, Tex.

AT LIBERTY—CORNET, UNION, AVAILABLE immediately. Young, sober, appearance. Good range, tone, take-off, reader. Have car. MUSICIAN, 1021 W. 4th St., Waterloo, Ia.

AT LIBERTY—LEAD ALTO SAX. YOUNG, RE-liable, sober. Name band experience. Go clinic, some vocals. Union. Wire FLOYD CDBEY, Liberty, Mo.

BROTHERS — ALTO SAX, DOUBLE TENOR Clarinet; Cuitarist. Both vocalists. Young, neat-appearing. Sober, reliable. Good musicians. Read, jam, take-off, strictly business. No panics. Write, state all. EARL HINCEY, 810 S. Grant Ave., Springfield, Mo.

DRUMMER — YOUNG, UNION, RELIABLE. Plenty "live" beat. Complete white beard outfit. Anything considered. DON BREHM, 1507 O St., Lincoln, Neb. d624

DRUMMER—ALL REQUIREMENTS, SWING OR commercial. Location preferred. Can join immediately. Please don't misrepresent. Write or wire BOB WIMMER, 614 N. Second St., East Grand Forks, Minn.

GIRL TROMBONE—READ, FAKE, FINE TONE and good range. Sing. Reliable and union. Have P. A. system and car. Free after Jan. 1. Prefer location. BOX C-55, Billboard, Cincinnati.

SOLID STRING BASS, DOUBLING GUITAR. Name band experience. Available immediately. BOX C-48, Billboard, Cincinnati. 1a14

TENOR SAX-CLARINET—READ, TRANSPOSE. Take-off, union, age 22. Neat, dependable. Anything considered. BOB STORER, 1507 O St., Lincoln, Neb. d624

TRUMPET MAN—AVAILABLE IMMEDIATELY. Write or wire your proposition to MUSICIAN, 629 1/2 Parkersburg St., Monaca, Mich.

AT LIBERTY JANUARY 8—Tenor Sax, doubling Clarinet. Tone real. (Improvising, sophisticated, extensive experience and union. Age 25. JOE HARTY INGRAM, General Delivery, Lorain, Ohio.

DRUMMER—Swing player, light read. Home or concert. Thoroughly experienced. Write. Can join at once. Best references. CHARLES W. SMITH, Brock House, Columbus, N. Y. d631

DRUMMER—Union, interested in immediate con-nection with established orchestras, preferably not too west. Plenty experience, cut above. Age 23. Will go anywhere. Now working at decent salary but desires change. Few words advice required. Beautiful new strings for good location. References enclosed and all offers considered and answered. BOX C-46, Billboard, Cincinnati, O.

SWING BASS—Arranger 45 minutes after Jan. 10. Club, or married. Large car. References offered. Considered. Write or wire. G. EDGAR WALDFIELD, Rosendale, N. Y.

TRIO AT LIBERTY — For immediate Southern booking. Piano, Trumpet, Vibes Horn. Double Electric Guitar, Spanish Guitar, Bass Guitar. Road or take up separate. BOX C-54, Billboard, Cincinnati, O.

TRUMPET MAN AND BASS MAN—At Liberty Jan. 2. Both write, excellent references all offers. Write or wire HAY KRAMMEL General Delivery, Lorain, Ohio.

AT LIBERTY PARKS AND FAIRS

GRAS AUGUSTUS — High-Class Troupe Artist. Considerable working a real feature variety and for bands circuses and other events, get in touch with me. I have records and many apparatus and a real act. Literature and prices on request. Address GRAS AUGUSTUS, care Draper Drug Co., 603 California St., St. Wayne, Ind.

THEOGORRA THE CLOWN—Has not even happened. I furnish from 2 minutes to one hour city center entertainment. Write, wire or please CORRIEL. ATTRACTIONS, Oshkosh, W. I.

AT LIBERTY PIANO PLAYERS

ALL ESSENTIALS—READ, TAKE-OFF, SHOW, concert, arrange, experienced. Go anywhere. Prefer something steady. Have novelty magic act if usable. BOX C-57, Billboard, Cincinnati, O.

Additional Ads Under This Classification Will Be Found on the Next Page.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Firm Has Ex on Retail Sale Of W. F. Souves, Novelties

Expositions Souvenir Corp. has contract for sale of souves and novelties on fair-controlled property—space in private buildings not included

NEW YORK, Dec. 17.—Expositions Souvenir Corp. has obtained the contract for exclusive sale of souvenirs and novelties on all fair-controlled property for duration of the New York World's Fair. Although it hasn't been revealed how many stands the firm will set up along streets of the fair, there will be 80 stands scattered among the various fair-controlled buildings. It is possible that the firm will contract for additional stands in buildings later. Souvenir stands in private exhibit buildings and villages may be contracted for by anyone, since they are not fair controlled.

Deals for such stands must be made with individual firms having contracts for them. It is understood that contracts being let to concessioners for space in private buildings are done so with the understanding that merchandise to be sold on these stands is subject to approval by the fair.

The fair has not imposed any stipulations on the type or make of souves and novelties sold on stands. Merchandise need not be confined exclusively to items licensed by the World's Fair Licensing Bureau, according to reports. Only licensed items, however, may bear the official tryon and periscope insignia.

It was not learned at press time whether or not Expositions Souvenir Corp. intends to monopolize sale of souves and novelties on the grounds by entering into contracts for space in buildings not controlled by the fair. The firm is a corporation set up by United Art Novelty Co. for the sale of souves and novelties at the fair.

Other Contracts

Other contracts of a concession nature that are definitely signed are Ray (Pop) Dunlap for guess-your-weight scales; Sutter Candy Co. for five salt-water taffy stands; International Microscope Reel Co. for automatic scales and seven photographic machines; and Frank Galland for 15 penny crushing and embossing machine stands.

Nation's Toy Bill Tops \$183,000,000

CHICAGO, Dec. 17.—About 5 per cent more is being spent this year than last to spread holiday cheer among youngsters, according to Santa's middlemen here. Exhibitors in the merchandise mart and along Chicago's novelty row predict that a \$183,750,000 national toy bill will be placed in dad's sock this Christmas. The array around American Christmas trees, including toys, will cost each family an average of \$42.80, according to a survey by the National Consumers' Tax Commission.

While there is no way of accurately determining the total volume of Christmas toy and gift business done by pitchmen and demonstrators and thru such prize channels as bingo and salesboard deals, it is conceded to be the largest in history for the Yule season.

The keynotes of 1938 toy trends is modernization, the rag doll and wooden cars of 20 years ago, having been transformed into babies, character dolls, that do everything except think, and streamlined vehicles with busipers.

style pockets and the wanted zipper front is just the type of jacket that should go on a board promotion.

Deal gives away two jackets on a card containing 30 girls' names. Board worker receives one jacket and the name-winner the other. With every one of the jackets shipped goes an agreement in writing to exchange any garment should the size not be right.

HAPPY LANDING.

Bingo Hits New High in Indiana



POPULARITY OF BINGO IN HOOSIERDOM reached an all-time high at a mammoth staged December 10 by uniformed bodies of Maraph Shrine Temple, Fort Wayne, Ind. More than 5,000 persons jammed their way into the Shrine Auditorium and the clubhouse and Valencia Gardens on the floor below. Above is shown the crowd which filled the auditorium and stage. A p.-a. system co-ordinated play in all three locations. Responsible for attracting the huge crowd was a glittering array of quality merchandise awards valued at \$3,500, ranging from a candid camera to a new automobile. Other awards given as prizes were: phonograph-radio combos, floor lamps, wrist watches, furniture, dinner service, vacuum cleaner, electric appliances and mantel chimes clocks.

Long Island BPOE Grosses \$94,124 From 7-Day Bazaar

Attendance at annual event betters 20,000—auto-a-day raffle accounts for 60 per cent of gross—12 merchandise booths do big biz

ELMHURST, N. Y., Dec. 17.—Just what the combination of able direction, an efficient committee, sure-fire promotion and proper publicity means in putting across a fund-raising event is seen in the report of the seven-day bazaar recently held by the local Bismarck and Protective Order of Elks for the benefit of its charities and building fund. Frank J. Raush, chairman of the bazaar committee, reported that official attendance for the seven days was 20,834. Gross receipts totaled \$94,124, with the net profit in excess of \$70,000. Kyeat was ballyhooed as the Elks' Auto-a-Day Bazaar. Each night a different make car was given away, beginning with a Ford the first night, a Chevrolet the second, a Dodge the next, then a Pontiac, a Buick, a Packard and on the last night a Cadillac. Tickets were sold on the cars—one ticket entitling the bearer to a chance on all seven cars—at 25 cents. It is estimated that 60 per cent of gross receipts was accounted for by ticket sales. To bolster nightly attendance, if the winner of the car was in the hall the night his number was pulled he received in addition to the car 1,000 gallons of gasoline, plus insurance and license plates for one year.

BINGO BUSINESS

By JOHN CARY

WE SPENT an interesting hour with Joseph Beck of the James Bell Co., this past week. Beck is an oldtimer in the fund-raising field and directs numerous bingo, bazaars and other events for churches and fraternal societies. In the course of our conversation Beck made some interesting observations on merchandise prizes. It is his opinion that selection of gifts used as prize awards at a bingo should be items of intrinsic value and high quality.

"Emphasis shouldn't be laid too much on flash, but more on its usefulness and quality," he stated. "Merchandise distributed as awards at a bazaar or on a carnival stand can afford to be of the flash type. A carnival or bazaar lasts for

(See BINGO BUSINESS on page 54)

The 12 booths at the bazaar were stocked with the finest quality of merchandise and played to big crowds nightly. Booths accounted for an estimated 40 per cent of gross take.

Queensboro Elks' Lodge has long been active in the field of fund raising. Raush stated. Their events during the past two years have been under the direction of Joseph Beck, of the James Bell Co., a firm long identified with the director of sponsored events.

In addition to its annual bazaar the lodge conducts a series of bingo games which this year bettered its last season's record of \$32,478.77 profit. This year's bazaar was also ahead of last year by an estimated \$5,000, last year's net take having totaled \$85,754.84.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The Seidel fur coat deal is the exception to the rule formulated by the small-card trend. The it works on a 100-hole card it is still one of the hottest deals in the nation today. Which goes to show that when you have an item with enough consumer appeal you needn't worry too much about the size of the card.

Says Charlie Seidel: "When we originally set up our deal we realized that it was very important to tie it up with a fur coat that would invite repeat business. For that reason we were not so much concerned in offering the least expensive coat as we were in offering the best possible value that the take would permit. Because of this operators tell us that their customers are really satisfied when they hit a winner.

"A number of operators," continues Charlie, "have taken to carrying a sample coat with them while laying their cards. They have found that the deal moves even faster when the location sees the coat. In fact, believe it or not, one operator turned a deal over in three days that way."

The Seidel fur coats are in the latest styles, with pushed shoulder effects and are smartly lined.

Shaket, the new premium recently introduced by Evans Novelty Co., should go well on a card, especially for the boys who have tavern locations. It is a natural for individuals who like to entertain and who are accustomed to serving drinks to friends. The claim is made that because Shaket actually shakes the drink with a powerful up-and-down movement, much faster action than possible by hand, a more thorough blending of ingredients results. Shaket may be had in two color bodies—red or green—and has a capacity of 19 ounces. You just tap it to start and tap it again to stop.

We ran into another item which looks as if it has possibilities for a tin. Item is a Gilbert product and is called the Alrmeter, a three-purpose scientifically constructed instrument that tells time, temperature and humidity at a glance. Item is both beautiful and useful and should prove acceptable both in the home and office.

Grundart and Novelty Co., Inc., a Midwestern board and premium merchandise distributor, is out with a deal which, according to reports, is clicking with operators. Item featured is a pig-grain jacket styled for women and men. The fabric is a product of DuPont, has plenty of appeal and along with classy design, new-

BREAKING ALL RECORDS!



Sales on the Revolving Globe Electric Clock are hitting a new high. Orders are pouring in. Letters from operators everywhere tell us that here is an item everybody goes for. A real money-maker! It's outstandingly successful! Practical! Authentic! Low-Priced! Get your share of the BIG PROFITS! Send for Sector Circular and special deal NOW!

EVANS NOVELTY COMPANY
946 DIVERSEY — CHICAGO.

WILLARD A.C.



Electric Shavers are selling hot and still have a big margin ahead, and if they can be sold for less, they will do it. Here is latest model dual head Willard Shaver, with straight sh. C. motor, Basille case. Shaves as well as shaves cutting at \$18.00. Order No. 861. Complete in following leatherette case, each, 85c. Per \$1.80. Deter.
Barnie, Postpaid, \$1.20.

No. 8106 — Packard Lacto-Shaver. Wood-crest of Wisconsin sold at \$15.00. Now \$5.00 each. In lots of 10, each \$4.50.

No. 81067 — Foreign-Rated Glass Shaver, by the makers of "Heard". Retail \$8.50. A.C. only. Only \$6.17 each. In lots of 10, each \$5.70.

WRITE — WIRE TODAY.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Holiday Goods. No. 388 left on request. Mention your business. We do not sell retail.

Prices Less 5% Cash Discount.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1811.
217-225 W. Madison St., Chicago, Ill.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Balloon Prints

New balloon prints appearing on the market are the Lone Ranger prints on toss-up and regulation round balloons. The toss-up has the head and body effect of the Lone Ranger with cowboy rig, including chaps and a gun. It comes in an individual glassine envelope, illustrated with a Lone Ranger picture and Hi-Yo Silver matter. The round balloon is printed with two pictures of the Lone Ranger, one a head with mask and the other on the horse Silver in characteristic Lone Ranger style. The Howe-Baumann Balloon Co. is manufacturing the items thru special license obtained from Lone Ranger, Inc., copyright owners. Walter J. Leatherow, of Howe-Baumann, states that later his firm will introduce a Lone Ranger inflated toy. With radio, newspaper and motion picture tie-ups, the Lone Ranger merchandise is quite in demand, the firm reports.

Toast-o-Lator

A new type automatic toaster that should become a favorite with bingo operators and other quality prize users is the Toast-o-Lator, made by Crocker-Wheeler Electric Mfg. Co. It will make light or dark toast, thick or thin, all sizes and shapes, including Melba toast, it is said. The toast moves from left to right and falls on a plate when entirely toasted. Easily cleaned, this item incorporates many unusual features which pack it full of appeal, it is reported.

Copper Novelties

Reported to be making a hit is the new line of novelties of native Southwestern copper shown by Henry S. Beach. Attractively finished, the items include a Mexican sombrero and five and seven-inch letter openers. For inscriptions the name of a city or community can be added at no additional cost, the firm states.

Shaker

Evans Novelty Co. reports that its new premium item, Shaker, is being enthusiastically received by salaried ops in all parts of the country. The item is a shaker that mixes drinks electrically. It makes better drinks and is faster and has no switches, the firm states. The unique feature of this item, the firm reports, is that you just tap it to start and tap it again to stop it. Streamlined in appearance, it is said to have plenty of flash.

ELGIN

ELECTRIC SHAVERS

STILL SELLING FAST
Can be used with
safetyheads and as a
nick trimmer. Guaranteed
for one year.

85c Each

DOZEN \$10.00

LOTS OF 100-Each 80c.

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

BINGO GAMES

Heavy Cards, complete with numbers, \$2.00 per 100. Write for price list on 500, 1,000, 2,000, 5,000 Reels. New Transport Starters, 25 for \$2.00. Instructions for Lap Boards, Cases, Counterjack Numbers Balls, etc. Latest Edition.

WARWICK NOVELTY CO., Cincinnati, O. I.

Genuine Leather

Leather accessories have definitely taken their place among leading style items of the season. Evans has developed a most extensive line of genuine leather accessories especially suitable for prizes and premiums for both men and women. Illustrated are only a few items showing a variety of leather grains in vanities, cigarette case, and comb and file kit. There are other items in genuine leather and the regular Evans line of

vanities, cigarette cases, automatic pocket lighters, cigarette case and lighter combinations, toilet sets and lockets, all priced much lower than their appearance, construction and value would indicate.

Write for particulars to
EVANS CASE CO.
North Attleboro, Massachusetts

Labels: Saddle Leather, Alligator Grain, Pig Grain, Morocco Grain.

BINGO OPERATORS

Be sure and contact us today for full details on the most complete line of Merchandise in the country suitable for Bingo Games, Celebrations, Bazaars, Indoor Carnivals, etc.

OUR 1938 CATALOG COVERING A FULL LINE OF XMAS GIFTS IS NOW READY
WRITE FOR COMPLETE CATALOG AND LISTINGS.

WISCONSIN DELUXE CORPORATION
1302-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS

The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% Deposit must accompany C. O. D. orders — Order from this ad.

IMPORTERS — JOHNSON

| | | |
|----------------------------|--------|---------|
| 8855 Romping Turtle | 40c | Cross |
| 8856 Crawling Baby | 35c | \$ 4.50 |
| 8857 Tumbling Crown | 50c | 9.50 |
| 8858 Prancing Penguin | 35c | 9.50 |
| 8859 Swimming Doll | 30c | 9.00 |
| 8860 Hula Dancer | 55c | 9.00 |
| 8861 Coon Hopper | \$1.25 | 14.00 |
| 8862 O-U Scally Dog | 1.90 | 23.00 |
| 8863 Pop-Pop Beats | 75c | 8.00 |
| 8864 Gyroscopic Top, Hurst | \$1.50 | 17.50 |

LEVIN BROS.
TERRE HAUTE, INDIANA

Razor Blade Sharpener

For Single or Double Edge Blades. \$1.25. 2 1/2 x 1 1/2 in. Each in All-Over-Use Tuck Box. B4C334 — Per Gross \$2.00

N. SHURE CO.
300 W. ADAMS ST., CHICAGO.

We Will Exhibit at the Sherman Hotel, Jan. 16-19.

GENUINE FUR MUFFS FOR LADIES & CHILDREN

\$1.00 LEOPARDINE BEAVER-WOLF
Plus SUNNEY - All Colors
Postpaid

173 Depot, Bal. C. O. D. Quantity Prices On Request.

AL. FEDER
181 W. 20th St., NEW YORK

HAVE YOU HEARD? — THEY'RE HONEY'S!!!

1-WHITE PEN & PENCIL DEAL! — 2-MIDGET KNIFE DEAL!
3-ATTRACTIVE ASSORTED MERCHANDISE DEALS!

- Newest Thing Out! — VISIBLE ELECTRIC TOASTER. Guaranteed — Each only 59c (Include Postage).
- New Electric Clock, Lamps, Premiums, Perfumes, Notions, Blades, Carded Goods, Side Line Merchandise, Box Chocolate Dept.
- Wagonmen, Pitchmen, Premium Workers — Write for Catalog Today!

CHAMPION SPECIALTY CO. 814-D CENTRAL ST., KANSAS CITY, MO.

ELECTRIC SHAVERS
(Intricately Designed)

85c Each

18 for \$10.00
Include Postage

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SINCERE HOLIDAY GREETINGS

Christmas once more . . . a New Year Ahead! . . . May they Bring Happiness and Prosperity to You . . . and to Every Single One of our many Valued Customers and Friends.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

LAST CALL—COMPLETE STOCKS—FAST SERVICE

ALL NEW NUMBERS IN MECHANICAL TOYS AT SPECIAL PRE-HOLIDAY PRICES

SALESBOARD OPERATORS—WE HAVE IT!
Don't miss our new "HOT SHOT" Special Deals.
BINGO OPERATORS—CAMPAIGN OPERATORS
New Fishes—New Ideas—New Prizes.

Please Start Your Business. Write for Catalog Today.



ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.



PACKARD LECTRO SHAVER

An Excellent Xmas Gift
Lots of \$4.50
6, Each
SAMPLE, EACH \$5.00

The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO.

223-225 W. Madison St., Chicago.

by POPULAR DEMAND THE NEW MAJESTIC

Mighty Monarch of the Air
COMPLETE RADIO LINE FOR 1939

Write, Wire for Circular.

EARL CHROME CO.
2757 Lincoln Ave., CHICAGO, ILL.

LATEST STYLE FUR COATS

Exclusive Fur Coats, all types, all sizes. \$8.00

1/2 De-
pau, Bal.
G. G. D.

1/3 De-
pau, Bal.
G. G. D.

Send for New Illustrated Catalog Showing Coats We Sell You.
M. SEIDEL & SON
243 W. 30th St., N. Y. C.

JOKES For a HOWLING CHRISTMAS and a ROTYOUS NEW YEAR

SOLID

State Beer, 100 Cans, \$1.20; 500 Cans, \$10.50
Coke, 500 Cans, 50¢; 2000 Cans, 2.00
Whisky, 100 Cans, .70; 500 Cans, 3.00

NUDIE Glasses, Large, 50¢; Small, 70¢. Load-
ing Glasses, \$1.10. SHOOTING MATCHES, High-
Grade Matches, 20¢ Box. All Fast Selling Jobs to
Wholesale. \$1.00. Inquire for Samples and Catalogs.
T. R. PAYNE, 22 Cardinal Place, New York.

pleads for the survival of bingo. Friendliness, he says, is the big prize of bingo."

WHALEN FAVORS

(Continued from page 3)
Whalen appeared evasive in his explanation of the proposed system. Whether the press, radio and similar fields would be excluded from the complimentary list was not explained, although he indicated that a reduced rate book-ticket system would be installed for concessionary employers and operators of exhibits, etc.

Only other action of unusual interest in the concession end of the fair this week centered around Harry C. Baker and Harry G. Traver's signing a contract for what is temporarily called a "Giant Safety Coaster." Baker and Traver, veteran amusement park, exposition and special event concession operators and ride builders of note, have been negotiating with the fair several months, although it was not until recently that they acquired sufficient financial backing and a workable proposition from the fair organization.

Ride will occupy 42,200 square feet near center of the amusement zone, will be 3,000 feet long, 70 feet high and contain eight dips, steepest of which will approach a 60-degree grade. Three trains, each seating 24 persons, will be operated, and capacity of the ride will be about 30,000 a day. Admissions will be 25 cents.

Cash value of exhibitions held during the last 20 years was estimated to be \$9,081,478. Some figures were expenditures by the board and remainder were estimates of amounts spent by fair patrons in which business men and citizens were directly interested. Average annual value of the fair, based on the 20-year estimate, was \$454,073.

In 20 years the association spent \$770,001 on maintenance of grounds and buildings, \$1,323,412 for labor and more than \$12,000 for light, water and amusement tax. In 20 years 2,011,101 attended exhibitions. In the period there were only six years where attendance and receipts were as good or better than "normal." These were 1919 and 1923-'29. In the last 10 years attendance has increased. Paid attendances in the last five years: 1934, 90,436; 1935, 94,269; 1936, 101,338; 1937, 105,832; 1938, 111,216.

The past year was one of the most successful in many years, the fair board paying all expenses and having a balance. Payment to be made to the city this year is \$16,250, covering interest on bank loans, principal and interest and payment on past due debentures.

More Space for Farm Show

HARRISBURG, Pa., Dec. 17.—The 1939 Pennsylvania Farm Show here will set new records by exceeding its 22 predecessors in every department, said J. Hansell French, State secretary of agriculture.

Requests for space from commercial exhibitors were more numerous because of additional space in the new \$1,200,000 arena building. Night events will be on larger scale. There are 8,000 arena seats, 12,040 in all when chairs are placed on the arena floor. Entries will compete for 8,161 cash awards totaling \$42,524.

LITTLE ROCK, Ark.—Articles of incorporation have been filed by Clark County Fair and Live-Stock Association, Inc., which petitioned to conduct fairs and live-stock exhibitions in Arkadelphia, Ark. Incorporators are given as W. F. Spirey, George S. Dewe, H. A. Daugherty, L. D. Jones, Clarence Hardin, Joseph Galkoway, B. K. Hart, Mrs. O. M. Walker, Graham Brown, Watson Bledsoe, Mrs. C. M. Wise, Arkadelphia; B. C. Mitchell, Okolona; P. H. Rowe, Amity; W. E. Miller, Louis Cable, Gurdish.

NOTES from SUPPLY HOUSES

Sid K. Stanley, manager of Stanco Studios, which markets the famous reducing lens used for the Girl in the Goldfish Bowl and other miniature illusions, reports his firm has sold its products in such far-away lands as Belgium and Argentina as a result of advertisements carried in The Billboard. Recently the distance record was broken by an order from W. P. Baker in New South Wales, Australia.

Charles Brand sent out invitations during the past week to friends and customers to attend the opening of his new quarters at 164 West 27th street, New York. Opening was scheduled to be held December 17.

BINGO BUSINESS

(Continued from page 52)
only a week and it's a year until it is repeated. Consequently a winner may forget about the fact that his award did not give him the use he expected. With bingo it's different. The success of a weekly bingo depends on repeat patronage. You can't expect a person to come back again if he wins an award and then finds it isn't any good. The best way to insure repeat patronage is to give good prizes—prizes that are useful and of high quality.

One of the most widely read columns in any Cincinnati newspaper is the philosophical ramblings of Cincinnati (Alfred Segal) and published in The Cincinnati Post. An interesting opinion Cincinnati received from a reader on bingo recently appeared in this column, which all interested in the game will find well worth reading. Entitled *A Plea for Bingo*, this column read:

"A citizen calls you Cincinnati to plead with those who may try to stop bingo in the courts. He says he goes to bingo on account of his wife, but he admires bingo as a friendly game that serves for better understanding among religions.

"The Idealists preach good will, but bingo actually brings people of diverse religions together in friendliness, he says. He goes to a bingo table in the meeting house of a Catholic church and regards his fellow-players. 'Good evening, ladies and gentlemen,' he says.

"They are Catholics, Protestants and Jews—people who, but for bingo, would be going their separate ways of life this evening. They have been brought together for a social hour. They are friends between whom stand no walls. If they had any prejudices, this night they discover each other's merits. 'For the sake of friendliness the citizens

Regina Grand-Stand Figures Up at Night

REGINA, Sask., Dec. 17.—Directors' report at the annual meeting of Regina Exhibition showed elimination of afternoon grand-stand attractions resulted in a 20 per cent decrease in receipts but had resulted in a 40 per cent increase in night grand-stand attendance. Main-gate receipts were \$2,000 better than last year, but grand-stand receipts were \$8,000 better. Autos given away every night except one were held partly responsible. Surplus on operations for the year amounted to \$17,116. Amount owed the city stands at \$144,908. Bank loan was reduced to \$34,000 thru payment of \$6,000 made by the city.

NOTICE TO ADVERTISERS

Send Your Advertising Copy for December 31 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAYS, SUNDAY and MONDAY, DECEMBER 25 and 26,

and the increased size of the issue, necessitating extra forms, all advertising copy for the December 31 issue must be in Cincinnati earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 23. We will be able to take care of a few ads not requiring special position on Saturday, December 24.

SEND YOUR COPY IN EARLY FOR BEST ATTENTION and POSITION

Newest Styles RINGS and LOCKETS



Jewelry Sales are very big now. We have best selling styles in Cameo and White-stone Rings...

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 Wrist Watches and Waterproof Watches in the Country.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO. PER 50 PENCILS & COMBOS Buy Direct From Manufacturer.

GRODIN PEN CO., 893 Broadway, New York City.

BLADES

WORLD'S BEST VALUES No. 1—5 to a Box, Cellaphane, 4,000 Blades, \$2.50 No. 2—5 to a Box, Cellaphane, 4,000 Blades, 4.25

Manufacture a Complete Line of Fountain Pen, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.

Manufacturers Since 1913. 11 N. Union St., Dept. "X", Petersburg, Va.

BLADES

Buy Direct From the Manufacturers. 20 MILLION DREXEL Sold in 1937. 50 Million Will Be Sold in 1938.

REGENT MFG. CO.

134 W. 32d Street, NEW YORK CITY

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE

Write us your needs. ARGO PEN-PENCIL CO., Inc. 220 Broadway, NEW YORK CITY.

LOWEST PRICES GUARANTEED

Table listing various needle products and their prices, such as Sharp Needles, Sewing Needles, and Needle Packages.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Gaps, Tablets, Herbs, etc. GENERAL PRODUCTS LABORATORIES

Veterans Wake Up!

Send removal to larger quarters. 01641pers are now in line selling our Veterans' Joke Books...

THE PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

MYRTLE HUTT... has sold her sandwich shop in Chicago and joined Peggie La Rue...

"IT IS OUR DUTY... to send in a pipe once in a while and let each other know where we are and give what information we can...

WHAT IS IT? A long hard winter or see you living off that hard-earned dough you made and deposited for future needs...

GEORGE AND MARTHA BARRY... are reported to have a tourist camp near Springfield, Mo.

RICTON... Barnum of the sticks, reports he's clicking in South Carolina schools and OCO camps with his dog circus.

W. D. COOPER... acquires from Frisco City, Ala., that circulation there has been okay.

FORGET ABOUT THE other fellow's business. You have plenty to do minding your own.

PAUL JOHNSTON... ace bead worker, blew into Cincinnati last week from Cleveland for a look around the Queen City...

EARLE G. CRUMLEY... after a long absence, shoots from Montreal, Que.: "After 17 years hustling razor paste and cosmetics...

LEO E. BYMAN... wigwags from Tulsa, Okla., that he is still working the razor deal and heading east and plans to be back in New York in the spring...

Next Issue LIST NUMBER

Will Feature the Following Lists: WINTER FAIRS CONVENTIONS COMING EVENTS DOG SHOWS POULTRY SHOWS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard Circulation Dept., 25 Opera Place, Cincinnati, Ohio

play this territory. Where are Mr. and Mrs. Frank Libby? Would like to read pipes from James E. Miller, Tom and Mary Barrows, Paddy Carrigan, Joe Ackerman, George Ellers, Dad Parker, Fred Owens, Doc Williams, Dave Ke- and wife, George Lytle, Mae Litgow and Mrs. Duby.

SUCCESSFUL PITCHMEN are the ones who give the public full value for the price it pays.

MR. AND MRS. FRANK LIBBY... are reported to be clicking with sharpeners in a Philadelphia department store. They'll remain there until after the holidays.

DICK PRAZIER... with oil, and Harry Smitherman, of needle-threader fame, are reported to be getting the gut working Cleveland.

STILL WORKING... the forms for the holidays, Earl Godfrey?

ONCE AGAIN... permit the writer to remind you that The Billboard's Mail Forwarding Department is governed by United States Postal Regulations and is not permitted to give out information concerning the whereabouts of a person...

WHY NOT make it a point to try to do all the charitable acts you can afford next year?

HOW'S BUSINESS... with the jewelry layout, Fred McPadden?

THE PITCHMAN... Dover was and never will be a slave to capital and big business.

STANLEY NALDRETT... of juicer fame, is working a swell line of Christmas merchandise in Woolworth's, New Orleans. He says he'll remain there until the close of the holiday season.

RAY HERBERS... who is working Cleveland, says that he recently met Lester Mann, of minstrelsy fame, pounding the piano at the Prospect Grill there.

WHAT EVER BECAME of the silhouette cutters and fancy card penmen? If there are any left, who are they?

TOBY'S FUNMAKERS... under direction of Toby Adams, have returned to Tennessee after playing several dates in the Mississippi Delta. Business, according to Adams, has been fair. Goldie LaMar joined the organization at Crowder, Miss., with her dog and monkey act. Unit will remain in Tennessee for the remainder of the winter.

LEO E. BYMAN... wigwags from Tulsa, Okla., that he is still working the razor deal and heading east and plans to be back in New York in the spring. He reports that since working the Oregon State Fair he has made only three pitches and those were in Eugene, Ore., and Bakersfield and Glendale, Calif. He says he'll probably have to go to a hospital for some dental and eye work after the holidays. Leo would like to read pipes from Clarence and G. W. Smith.

THINGS WE NEVER HEAR: "We welcome pitchmen in our city, because when that tribe of itinerant salesmen makes our city its stopping place we know we're in the midst of prosperity."—A City Father.

A. RAYMER... scribes from Little Rock, Ark., that a certain fellow who called himself a pitchman and whom he had met only three times before in his life approached him on the fairgrounds there and asked for a loan of \$2, which Raymer proffered without hesitation. During the conversation the fellow also asked Raymer to permit him to work for him during the fair because he owed a large hotel bill in Hot Springs for himself and wife. Raymer agreed to this and in three days the fellow earned \$55 in commissions.

SENSATIONAL! NEW!



(New) Photo Plate (as illustrated) 6c Each, 24-Orange High Polish Brass Social Security, Cathodic General Identification Plates, 5c Each: \$25.00 per Thousand... \$19.95 \$52.50

New Catalog showing fast-selling novelty items like rings, lockets, and jewelry. OLYMPIC NOVELTY COMPANY, 107 5th Ave. New York.

SELL ACE RAZOR BLADES Single, Double Edge, Strappy packages. LOWEST FACTORY PRICES. FREE SAMPLES. ACE BLADE CO., 60 N. Division, Dept. 110, BUFFALO, N. Y.

BETTER PLUNGERS PER GROSS \$1.80 3 Assorted Samples Postpaid 50c. ASS'D PEN, MFG., 187 Lafayette, N. Y. C.

Every \$1.00 Gets you \$5.00. Yeh, see, real profit. Goodrich Bros. Co. Dept. 110, 110 N. Dearborn, Chicago.

Big Profits! Own your own business, stamping R of C checks, Social Security Tax, Name Plates. Sample, with name and address, 25 cents. HART MFG. CO., 815 DeGraff Street, Brooklyn, New York.

MAKE MONEY QUICK WITH STARR PEN... THAT "CLICK" Star Pens and Pencils are irresistible values. Sell them and see your profits grow. STARR PEN CO., 300 W. ADAMS, CHICAGO.

Then the fellow made a pitch for Raymer the next day which totaled \$38 and before Raymer returned from lunch the fellow screamed with the \$38, leaving Raymer with a stinging tip on his hands to which he was forced to kick back \$17. After trying to locate the fellow Raymer finally enlisted the aid of the law and the culprit was run down by police in McCleary, Tex., and held there until another fellow interceded for him and he was released, and the money subsequently returned to Raymer. Raymer says that because he took police

action he has incurred the wrath of and has been severely criticized by the fellow-pitchmen. The writer cannot agree with those who believe Raymer acted unfairly. In fact, we feel that he was justified in taking such action and should be complimented instead of criticized by his fellow pitchmen. If more members of Pitchdom followed this procedure instead of expecting Bill Baker at The Billboard to yell "copper" for them they would find that the number of persons who after being befriended by some brother pitchman resort to some evil practice, as in this case, would be reduced to a minimum.

H. L. CRUMPTON . . . that working pens from Birmingham that working conditions there have improved. He adds that he would like to read pipes from Glim Rhodes and Ray Redding.

IF MEMORY doesn't play us false, we believe it was the philosophical D. F. (Moot) McFarland who said: "If you have had a poor season and lost money you have lost much. If you have lost a friend you have lost more. But if you have lost hope you have lost everything."

HARRY TAM . . . veteran sheetie, is back on the job again after being released from a Denver hospital.

WHICH OF YOU boys and girls changed from your usual lines to gift novelties for the Christmas trade?

"CERTAINLY ENJOYED" blasts Prof. Jack Beharding from Long Beach, Calif. "It sure is a dandy and I haven't missed an issue of Gullyboy in 32 years. I'm pitching at Virginia Beach Park here and doing okay. Mr. Ludwick, the manager, is a swell fellow. He makes you feel at home and treats you like a real guy. Saw several of the boys working low on lots in Los Angeles, but officials won't stand for a high pitch, so I couldn't do there. I may get a store later. Ran into Paul Hunt recently. He has been here since 1929."

PITCHMEN'S SAYINGS: "You can't rob an edge onto a razor, you must have something to cut the steel."—Earl Cramley.

JACK MALONE . . . is reported to be cliking with a swell health store in Long Beach, Calif.

SID HERICH . . . is working scopes in Long Beach, Calif., to fair results, according to reports hitting the pipes deck at that sector.

WOULDN'T THE reformers be in a terrible fix if everyone in the world were perfect?

AUTOMOBILE SHOW . . . Industrial Exhibit in Newark, N. J., recently went over big, according to Ed Harris. Among the boys working the event were Barney Weiner, glass knitter; Joe Lesser, painter; Joe Morris, electric razor, and E. Lloyd, Social Security plates. Paper men included Abe Castle, Tex Dabney, Jay Lewis, Mike Kelsey, Bill Davis, and Joe Reddy. The boys were entertained by Bob Velling, ex-pitchman, and wife and daughter, Betty, at the Robert Treat Hotel.

HAVE YOU prepared your resolutions for 1939? It's soon be New Year's, you know.

HARRY MAIERS . . . pens from the Montefiore Hospital, New York, that he expects to be released from the institution within two weeks and hopes to be working before the Christmas holidays.

WHO WAS IT who once remarked: "When a pitchman becomes a clown he ceases to be a pitchman!"

JACK RIPPLE . . . scribbles from Sycamore, S. C., that he met Walter King pitching med in Olan, S. C., recently. King, says Ripple, reported there was no reader in the town and that business was the same.

WARREN LEWIS . . . stationer, is working Ypsilanti, Mich., to fair business.

IF EVERYBODY in the pitch profession were more friendly everything would be appreciated that much more. Not a bad thought for those 1939 resolutions, eh?

ACE BUDEN-KAYE . . . astrologer, blasts the following from Wilkes-Barre, Pa.: "Things here have been slack for some time. Coal mines are the chief industry and only a few of them have been working the past several years. Other industries, such as cigar factories and silk mills, have been going full blast and nearly every single girl has a job. Pitchmen with something of interest to women can always make money. Pitching on Wilkes-Barre and Scranton streets is out, as the cities are closed. Only in extreme circumstances will a soldiers' reader get out a few days' work. Two lots on Main street can be had at any time for pitching. A fellow sold out with the lads there last week. These are dandy spots for anything except corn and med pitch. Later has been plugged to death, but that's only my idea. Merchandize it what the natives do for. Obtain stores and department

Says Parker's Article Is Important and Valuable

CINCINNATI, Dec. 17.—Paul Brown, operator of a plumbing and electric wiring service in Parkersburg, W. Va., in a letter to Gasoline Bill Baker this week had the following to say about an article published in the Christmas Number.

"Altho I have no connection with pitchmen, I want you to know that I found the article 'Pitchmen License Laws Invalid,' by Leo T. Parker, in your Christmas Number very important and valuable to me. Everyone is entitled to make a living in this country and yet there are some selfish interests who would deprive others of this right. The article was very well written and I want to congratulate The Billboard for publishing it."

shops are okay for anything except astrology, which, too, has been overworked here. Some of the boys are now opening stores for the Christmas season and there are some very desirable spots vacant. This city loosens up on readers from now until Christmas and it is generally considered open from now until New Year's, that is, for pitching in doorways, etc. I'm not working any spot at present, as I am busy printing my 1939 scopes and I'll need a million if I expect to work the New York World's Fair next April. So far it looks as tho the fair reader will be \$20 a day. The fair will probably cause a shortage of horoscope workers in many good spots, as the cream of the crop will pay the heavy reader mentioned."

TRIFOD'OPININGS: "It's good to remember than an assembling of small fractions of wrongs won't make a whole RIGHT. Smoothly flowing oil and pure water will not mix; the former always comes to the surface."

MIKE HALPERIN . . . and Jack Fisher blew into Cincinnati last week from Chicago, where they worked to good results at the International Live-Stock Show. During a visit to the Pipes desk they reported they plan to work toys in Lexington, Ky., during the Christmas holidays.

CONCERNIALITY in your dealings with the natives means slick in your pockets.

ALBERT MARSH . . . of paint-sprayer fame, who worked Michigan territory to fair results recently and then corralled some loose coins in Lima and Findlay, O., blew into Cincinnati last week and visited the pipes desk. Marsh who worked to good results at the Chevrolet plant with his item and reports that the Globe Body Co., Lima, and the rubber plant, Findlay, are good spots. After a brief stay in the Queen City Marsh will head for Houston.

Med workers had better take heed and clean up their spots if they want to avoid the clutches of John Law. In recent months several pitchmen have been haled into court for false and unfair attacks on proprietary medicines. In New York the Supreme Court found one pitchman guilty of contempt of court and levied a fine or prison sentence if fine was not paid because the med worker violated the injunction obtained by Ex-Lax, Inc. This injunction prohibits med workers even mentioning phenolphthalein, the active ingredient in Ex-Lax and other laxatives. In passing sentence the court warned that future violations of the Ex-Lax injunction would be dealt with severely. The firm obtained injunctions against various pitchmen in the State and Federal courts.

Pennsylvania authorities have also been using an active drive against drug misrepresentation. At the recent Leighton Fair a pitchman was arrested. He pleaded guilty to the charges of misbranding and adulteration of a product on public sale. Stating that his product was a cure for rheumatism, sciatica, stomach ailments and other diseases, he proclaimed that his product contained seven different ingredients. He only named four, however: Agar, for which he claimed a coltsch-preventing iodine content; lactose, vitamin E and a special type of health-giving yeast. At the hearing the investigator of the bureau of professional licensing told how he purchased a package of the medicine which had been examined by the state board of pharmacy. The secretary of the state board of pharmacy testified that the sole ingredient of the cure was pyrilium seed, available at any drug store for 20 cents a pound, which the med worker was selling in 1/2-ounce boxes for \$1.

Pitchdom Five Years Ago

Doc E. Johnston had his med show cliking to fair business in Ohio. . . . Suk-Hat Harry Downing was fluding things slow in Los Angeles. . . . Moot McFarland concluded a successful week stand in Jamestown, N. Y., and went to his home in Boston for a vacation. . . . Doc Roberts, of Hot Springs, Ark., was going over big in Waco, Tex., pitching on the Farmer Market. . . . Al Weston was cliking in Winston-Salem, N. C., despite the cold and wet weather. . . . Doc Elmer Steele had his stock and med show playing a circle of towns in Western Kansas. . . . Walter Breeding closed his outdoor season and returned to Cleburne, Tex., where he stored his equipment. . . . Paul Compton was making preparations to open a med show to operate under canvas in New Orleans. . . . Dinesa forced Doc Jay L. Van Clere to close his canvas season in La Center, Wash. . . . Dad Basse, of razor strop dressing fame, became a homegoer and was cliking in Waco, Tex. . . . Milton Bagot had his unit working drug stores in the Southwest to fair-to-middlin' business. . . . App Eastern boy, Tim McGuire, was doing okay with hose members in Waco, Tex. . . . Phil Kerr and Dick Hull were en route to Los Angeles after closing at the World's Fair, Chicago. . . . Bob Gellan was in Kansas City, Mo., making preparations for a pitch layout in a local store. . . . Jack Scharding was corraling some Mack green in Raleigh, N. C. . . . Murray-Mack Players were still playing to good business in opera houses in Central Ohio. . . . Jimmy O'Neill and Jack Hendricks stopped off in Fort Wayne, Ind., for a day's work while en route to Texas. . . . George Little Beaver was playing hail in Western Kansas after closing his platform show in Southeastern Missouri. . . . Marlette & Bradley had their platform show playing the broom corn country in Oklahoma. . . . J. H. McCaskey, of the subscription fraternity, was getting by okay down in the Tar Heel State. . . . That's all.

IF YOU'RE GOOD in your particular line of work everyone knows it. You don't have to admit it.

KEN AND ORETA REYNOLDS . . . after visiting the Goddreds, Jimmy Donahue, Johnnie Crawford and Doc Crawford in St. Petersburg, Fla., have left for South Florida, where they will open for the Christmas season.

A HUGE number of pipes have hit the deck the last two weeks and Old Bill has a job on his hands trying to handle them to everyone's satisfaction. You can do him a great favor by being patient if your pipe doesn't happen to appear in the issue for which you intended it.

Events for 2 Weeks

- (Dec. 19-21) CALIF.—Huntington Beach. Xmas Fairs Days, 19-24.
- MICH.—Detroit at Michigan Expo, 21-30.
- MO.—Kansas City. Poultry Show, 15-26.
- O.—Columbus Grove. Putnam-Allen Fair, 20-23.
- (Dec. 20-31) IND.—Bushville. Corn Show, 27-30.
- IA.—Dubuque. Poultry Show, 28-Jan. 2.
- MICH.—Detroit. Detroit & Michigan Expo, 21-30.
- TEX.—Dallas. Colton Festival, 30.
- El Paso. Southwestern Sun Carnival 24-Jan. 2.
- WYO.—Casper. Poultry Show, 28-30.

PROTECT YOUR IDEAS

By LEO T. PARKER
This and Other Features Will Be Found in
The Billboard Holiday Greetings Number, Dec. 31

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Has 300 pages of world-wide bargains! 4,000 selections! special offers! adding plenty new creations! outstanding values—of real bargain quality! This catalog is Free. Send for a copy today.

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| N299 Colgate with 2 Blisters | 3.00 |
| N309 Home Needle Book | 1.00 |
| N309 Elgin Dry Shaver, in dozen lots. | .35 |
| N500 Smooth Selling D. E. Blades | 1.00 |
| N544 Smooth Selling S. E. Blades, 100 | .30 |

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MEN'S FINE Hosiery, Four Pkts., High Spliced Heel, Double Sole, English Fashion, 64 Pkts. DOZEN ASSORTED 1.65

100 HOLE SALEBOARD, with Printed and Dye Cut Seal (10 Holes), Each \$.25

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TIN HORNS

No. 12-7—12" Colored, with Widespread Bottom, Red and Blue Metal Mouth-Pieces, Green. . . . 4.50

218-7—12" Same as Above, in Red, White and Blue. . . . 9.00

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A Knockout 24" Horn, Green. . . . 12.00

50% Deposit With Order. Same Day Delivery. Send for Special New Year's Circular.

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ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 16 Size, in S. H. Engraved Case, at

Send for Price List, Money Back If Not Satisfied.
ORSONY CITY WATCH MATERIAL CO.,
112 N. Broadway, St. Louis, Mo.

Who Is Your Favorite Outdoor Performer?

Balloting by Readers Will Try To Settle Age-Old Question of Performer Pre-Eminence

If you have ever thought about outdoor or novelty performers and why it is that no person or publication has ever presented them with annual awards in the form of certificates, trophies and the like, here is your chance to give expression to your ideas on the subject.

Typical of letters received since this the Favorite Outdoor Performer contest was announced in this column is one from a ballot caster in Amherst, Nova Scotia, who writes:

I note with much interest your new idea, the voting contest to choose the most outstanding acts. This is a splendid move and it is hoped that it will get the support it properly deserves from the show world. It should prove very interesting, to say the least.

Readers themselves are the judges. The *Billboard* has worked out a ballot containing a full explanation which will be mailed on request. All you have to do is send a postcard to

Performer Contest Editor
The Billboard
1564 Broadway
New York, N. Y.

and a ballot (no more than one to a voter) will be sent to you. There is absolutely no obligation involved. Being in show business either direct or as a caterer makes you eligible.

Performers themselves are ineligible to vote, but retired or ex-performers are eligible. No tangible award is planned at present, but should reaction from the industry warrant it, the *Billboard* may decide of its own volition to put up a suitable certificate, trophy or other award.

Results of the balloting will appear weekly in this section beginning with the first issue in January. Every voter is entitled to 10 choices, his selections being computed on a point score: 10 points for first, 9 for second, 8 for third and so on.

Several voters have chosen outdoor novelties, which are ineligible. Only novelty artists or acts are eligible. Reuses are not eligible because they are not of the novelty or circus type.

The following is the general scope of

the contest as decided upon by The *Billboard* editors:

"To the men and women of the world whose artistry is outstanding; whose work best exemplifies courage, grace, perfection and good sportsmanship, and reflects good character, soundness of mind and body, and models to American youth."

UNDER THE MARQUEE

(Continued from page 34)

Sillowsky's excellent article, *Why a Big-gest Show on Earth*, adding, "To close readers, those really interested in the circus, this story will surely impress them."

MARY ERDLITZ of Oshkosh, Wis., back home before beginning winter engagements, addressed the Lions Club in Green Bay, Wis., December 12 on circus life. Miss Erdlitz, billed as the "Elephant Girl," is preparing for her third year with Ringling-Barnum show.

MEL ANDERSON has been working a Christmas specialty in department stores for Red Rumbell, who has several stores in Chicago and Milwaukee. Anderson advises that Rumbell has bought a new car and that they will leave after Christmas for Indianapolis, then go to Los Angeles for remainder of winter?

THOMAS F. WIEDEMANN, who is at Charity Hospital, Jackson, Miss., recently had six blood transfusions. One donor was from the Milnes College and the others trouper musicians who are working in Johnny Evans' Band at the State Hospital. Wiedemann will undergo another operation.

MARION WALLICK will not operate his dance school at Dover, O., this winter. Wallick and partner have joined Jack Malloy's circus unit, playing around Pittsburgh. Are doing whip cracking and knife throwing. Jean Sullivan, former partner, is with the Bill Krobol Wild West, working at Jack Hoxie Ranch, Hot Springs, Ark.

M. PAUL THORPE, manager of the Flying Sensations, pens that act closed a successful season of 25 weeks of parks, fairs and indoor shows for the George Hamid Agency and is wintering at St. Petersburg, Fla. Thorpe believes that business in general will be much better for all outdoor show business the coming season.

THE MEMPHIS (TENN.) PRESS-SCIMITAR, in issue of December 12, carried a very interesting story of Mele Evans, written by

Elden Roark. Evans stopped in that city to say hello to one of his old boys, Joe Simon, on route from Sarasota to his home in Kansas, where he will spend Christmas. He has directed the Ringling band for the past 20 years and has never missed a performance. Evans is quoted as saying "We play 180 numbers at each performance and they include everything from swing to opera." He stated trouping 10 years before he joined the Ringling show and is crazy about circus life. He looks forward to spring as a kid looks forward to Christmas. The flying trapeze acts are his favorites; he never gets tired of them.

FRED AND BETTY LEONARD advise that Mrs. Edna Curtis recently spent a few days in Rochester, Ind., on business; Buddie Wedon, midgeet clown, is page boy at the Courthouse, Lansing, Mich.; Charlie Matsumoto is spending the winter at Joplin, Mo.; John A. Guthrie will be with Orrie Davenport on winter dates, also Ruth Mix and John Agee's hackney ponies.

LESTER RODGERS, who had the peanut concession with Robbins Bros. Circus part of past season and the two previous seasons with Cole Bros. Circus, is spending the winter months in Steubenville, O. He reports he has peanut roasters operating in several Ohio, Western Pennsylvania and West Virginia towns. Says he hopes to be with one of the big ones again next season.

H. B. (DOC) KERR, conductor of the "Around the Town" column in *The Akron (O.) Beacon Journal*, devoted two columns recently to the Menches Brothers of Akron, Charlie and Frank, former showmen and concessioners. Frank, who died several years ago, originally was a trapeze performer and rope walker with circuses. He also played fairs for many years and then joined his brother in the concession business.

R. P. (DOC) SEYFER, of Ft. Smith, Ark., sends the following regarding Doc Waddell's article in the Christmas Number: "The article is both timely and pertinent and if circus operators and circus enthusiasts will abide by Doc's wise counsel the circus will not perish from the face of the earth. Mr. Doc says, there is a way to modernize the circus without destroying its traditions. By eradication of outwearing methods the circus man and will come back for there is certainly a place for it. If there exists a man on this earth today who could ferret out the ills and ailments of the circus and suggest a panacea that man is Doc Waddell. His article is the most comprehensive and intelligent that I have read on the subject and I doff my hat to him. I only hope that some of the circus executives will profit by his fine thoughts."

"IT TAKES the veterans of the old school circus to do things," remarks Doc Waddell, a veteran himself, up and doing and going strong at 75. Continues Waddell, "My friend thru many years, Col. Don C. Hall, of Mokena, Ill., and wife can safely say, 'crowned the world's

champion scientific pentecel 'bikers' of all time. Recently they 'thumbed their way' 3,000 miles that took them over the West, where the Colonel knew Wild Bill, Buffalo Bill and the great characters of that 'wild and woolly' day. The Halls just completed a hike from Mokena to Mississippi City, Miss., where they spend every winter with a son. They visited me in the Central-Salem oil fields, where I am writing and preaching. When they hiked to Corpus Christi, Tex., to keep the Crowley Show's winter quarters. Are now at the town where back in the years John L. Sullivan whipped Paddy Ryan. Of the trip Colonel Hall wrote Waddell: "The highway was a route of romance and every personal contact a mutual blessing."

LETTER FROM STANLEY

(Continued from page 34)

ited with Dr. William Mann, Melvin D. Hildreth and Dr. Herbert Freidenwald at Washington, D. C. Maj. Buck Saunderson, Doc Nolan, Billy Backenstoe and E. L. (Yellow) Burnett in Washington, D. C.

Starting for the West Coast from Columbus, O., via auto, picked up Burnett and after visiting at Peru, Rochester and Logansport went to Kansas City, Mo., and met Mrs. Eddie Delavan and Rev. Carroll V. Day, showmen's friend. Then to Wichita, Kan., meeting DeWitt Bartlett on his ranch, and on to Taos, N. M.

Arriving at Los Angeles found Capt. Irving Patrick O'Hay at the Santa Anita race track. Calling at Baldwin Park winter quarters found Herbert Lehman working as secretary; A. D. Bennett as watchman; Buster Brown, caretaker; Mike Winstinger, superintendent; Cheerful Gardner, superintendent of elephants; James M. O'Connor, in charge of wild animals; B. P. Strom, in charge of Eric, big chimp; Willie Jones, in charge of dining room. Contacted Frank Chickarelli. He and Skinny Matlock are operating the Metrolite Circus. Jake Posey is residing at Baldwin Park.

Wintering in L. A.

Mabel Stark, Red Ball, Overland Gibbs, Eddie Trues, Ralph Clawson, S. L. Cronin, Mark Kirkendall, Winkle Wateland, Arthur Stallman, Harry Levy, Al Weir, Harry Edmund, Jew Murphy, Johnny Kotex, Vern Williams, Pat Murphy, Glen Booth, J. D. Newman, Charley Cunningham, Hank, Nick Wagner, Tom Plank, Ed Nagle, Billy Cronin, Nathan Albert, Spud Rodrick, Wynes Partello, Jack Grimes, Jack Beech, Everett Hart, Con Collesano and Winkle, Anna Barrett, Poodles Hanesfeld, Eddie Brown, Lalo Codono, Mrs. Bill Denny, Jack McAfee and wife, Margaret Brown, Dave Clark, Curly Phillips, Nels and Agnes Lausten are just a few of showfolk wintering in L. A.

Theo Forstall, after making a trip to Cuba and a visit to homefolks in New Jersey, will soon be on the Coast. Bill Taylor and party of seven are late arrivals after closing of Barnes show. Floyd King is vacationing in Memphis, Tenn. Arnold Maley and Bob and Polly Courtney are in Atlanta, Ga.

The Agents' Club, composed of group of former Friars from New York, met December 6 at the Elks' Club. Captain O'Hay was guest of honor. Among those present, Jack Edwards, Lee Perwin, John Miller, Eddie Brown, E. L. Burnett, Dr. Holmes, George McMiller, Frank S. Gibbons, Jack Kellef, Nick Wagner, Bill Roddy, George Harrison, Murray Pennock, Ed Nagle, Mark Kirkendall and the writer. Patrick (80-80) Shanley, known to many showmen, has opened the Shanley Restaurant in Chinatown, and it was decided to hold the next meeting there, with Captain O'Hay again as guest of honor.

Gene Hodgeman, Pat Murphy, Glen Booth and Vern Williams are in weekly attendance at the Monday Morning Club, which meets in Mr. Callahan's office. Paul Engle has moved his plant to more spacious quarters on Jefferson street. Able Albert, with Hagenbeck-Wallace Circus past season, is operating the Showboat Inn on Western avenue. Stella Cronin is working in pictures. George Cutshall left for the East. The writer was booked for passage to Japan to depart December 6 but canceled at last moment due to the trouble over there.

Acts to London's Olympia

NEW YORK, Dec. 17.—Sturges and Anavan, adagio quartet, and Jack Schiller's Four Queens of the Air sailed on the S. S. Roosevelt on Saturday to play the Bertram Mills Olympia Circus, London, opening on December 21. Frank Wirth, office booked them.

CIRCUS AND AFA

(Continued from page 32)

What it really suggests is an amicable relationship between employer and union.

A series of discussions involving the Ringling show started in New York last week. The presence of two important agencies at the discussions is significant. One is the American Federation of Labor, parent of the AFA, represented by Matthew Wolf, vice-president. The other is the National Labor Relations Board. The NLRB is more important to the AFA at this stage than the AFL because the former is known to favor labor. The AFA, being a labor union, is most naturally favor labor, but this is a matter of speculation.

The AFL is conservative, more so than the AFA, which is known to be radical and militant. Moreover, it is said that Wolf entered the picture at the behest of John North, who said he would not deal with the AFA alone. Wolf is said to have appeared at the discussions as arbiter by mutual agreement. Wolf's conservative characteristics tend to act as a check on John North, who is independent close to the boiling point. The militance of Ralph Whitehead is checked by the levelheadedness of William P. Dunn Jr., secretary-treasurer of the show and a key member of the discussions.

Up to Thursday of last week the conferences were still struggling, but a common ground for agreement seemed to have been reached.

See news columns for further and later developments.

Spartanburg Fair to Dodson

MIAMI, Fla., Dec. 17.—M. O. Dodson, vice-president of Dodson World's Fair Shows, announced today that contracts have been awarded the organization to furnish the midway at the 1939 Spartanburg (S. C.) County Fair.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

- Title of Show
- Kind of Show
- Is it Flat-car, Buggage or Motorized?
- Owner
- Manager
- Winter Quarters Address

Office Address

Opening date and stand for 1939 if definitely set

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GREETINGS NUMBER Dated December 31

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Cincinnati, Ohio

Please enter my subscription for the next 30 issues, for which I enclose—not the \$4.50 thousands of readers will pay for these copies at the news stands—but ONLY \$2.

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The Rate on This Offer in Foreign Countries (Except Canada) is \$3.50.
This Offer Applies to "Permanent Address" Subscriptions Only.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY Auxiliary

Christmas is in the offing club activities increase with each meeting. Officers for 1939 nominated at the meeting were Mrs. Abner K. Kline, president; Mrs. G. I. Levin, first vice-president; Mrs. Mel Vaught, second vice-president; Mrs. J. L. Landes, third vice-president; Elizabeth Yeasoul, secretary, and Mrs. Helen Seabard Smith, treasurer. New members nominated for the board of directors were Myrtle Duncan, Leah Brumleve and Frances Keller.

During the meeting Margaret Haney, chairman of the Booster Page Committee in Chicago, reported the committee returned with names amounting to nearly \$50, and the Kansas City chairman, Hattie Hawk, reported she had collected many more here. Members are obtaining names for the Booster Page in the New Year's Eve banquet and ball program at 50 cents each and are working hard to top last year. Many articles are coming in for the bazaar. Sally Stevens, from Florida; Annette Speesley, from Chicago; the Parkers, from Leavenworth, Kan., and others sending many lovely articles, while members here are baking cakes and cookies and preparing preserves to make a big showing.

Many members accepted the Missouri Show Women's Club invitation to its pre-Christmas party December 15. Entertainment committee chairman reported that the annual luncheon will be held at Boardwalk Hotel's Hobnob Room December 30. Virginia Kline, president-elect, will be hostess at the December 23 Christmas party at the club.

Three new members, Nina Adams, Ida Chase and Marie Brown, were taken in. Mel Vaught received the night's award. Mrs. Davy Lechmann was a welcome visitor.

Gramm Horse Van Trailer

DELPHOS, O., Dec. 17.—Gramm Trailer Division has just completed a specially designed horse van trailer for Julius Pankh & Sons, who specialize in pure-bred Belgian horses and Brown Swiss cattle at Water Cross Stock Farms in Michigan.

The problem of the purchasers was to have a unit sufficiently long to carry as large a number of animals as possible, maintain good appearance and still come within 35 feet overall length of tractor and trailer. By very careful designing it was possible to provide ample space for six full-grown horses and three foals or yearlings. In addition, to this there is ample room for the attendant who rides along in the trailer with the horses and space for food and tack or equipment. Fine-type ventilators are provided in the roof and a special-type ventilator over the rear door.

Gramm has built a number of horse vans to customers' individual requirements but this one is the firm's most complete and largest constructed.

W. S. Stevens Is Honored

ST. STEPHEN, N. B., Dec. 17.—W. S. Stevens, secretary-manager of St. Stephen Fair since its inception in 1908, was presented with a gold-headed, engraved cane recently by President S. D. Oranville in honor of his years of service. In his annual report Secretary Stevens stated that there had been an increase in every phase of the 1938 fair, and E. G. Beer, treasurer, reported surplus of \$400. George A. Hamid, Inc., will furnish grand-stand acts at the 1939 event, and the Ben Williams Shows will be on the midway.

Archie Colter Very Ill

INDIANAPOLIS, Dec. 17.—Archie W. Colter, general manager of Riverside Park here, has been in a local hospital since December 9, when he suffered an internal hemorrhage.

IOWA REJECTS

(Continued from page 38)

Rube Liebman; Al Baysinger Shows, Mr. and Mrs. Al Baysinger, Consolidated Amusement Enterprises, Billie J. Collins, C. W. Schmidt; DeWaldo Attractions; Death Dodgers; Jimmy Lynch; Beverly

Aircraft Corp., Abner K. Kline; Fairly & Little Shows, Noble C. Fairly, Phil Little; Fuzselli's United Shows, Tom Fuzselli, Roy Lee, Paul Ebersole; Garrett P. A. System; Globe Poster Corp., Sunny Bernet; Goodman Wonder Shows, Max Goodman; Gold Medal Shows, Oscar Bloom; Greater Exposition Shows, John Francis; Hartzler P. A. System, A. L. Hartzler; Hennies Bros. Shows, Mr. and Mrs. Orville Hennies, Joe Scholtz; Happy Hiram and Miranda Works, Rube Houston; Hudson Fireworks Co., A. D. Michele, Bert Thomas; Illinois Fireworks Co., George W. McCray, E. E. Roy; Interstate Fireworks Co., Albert Reader; Interstate Shows, Donald Robinson; Johnson Sound System, C. H. Johnson, O. L. Anderson; Kansas City Poster Print, C. J. Chapman; McMahon Shows, C. A. and T. W. McMahon; Ed Marlere, home trainer; Melvin's United Shows, A. M. Balderson, Mr. and Mrs. P. M. Jones; Michaels Attractions, J. O. Michaels, William Groth; Donald McGregor Shows, Donald McGregor; Northwestern Amusement Co., Jule Miller, Leo Semb; Reeder Sound Systems, James Reeder, J. O. Green; Regalia Mfg. Co., T. P. Echols; Reeder, Frank Van Brockland; Reynolds & Wells United Shows, Lyle (Curly) Reynolds, H. Wells, C. E. Benefield; Jack Lindsay; Mrs. Bob Robinson, Patty Robinson, corn, games; Lew Rosenthal; Showley Midway, W. H. (Bill) Rice; Gus Sun Booking Agency, Billy Senior, Jack Sexton; State Fair Shows, Mel Vaught; E. G. Staats & Co., Russell Green, E. E. Smith; Suicide Club, Frank R. Winkley; Teske-Reevey Motor Maniacs, Johnnie Reeves Jr.; Theatre-Duffield Fireworks Co., Frank P. Duffield, Ray W. Anderson; Art B. Thomas Shows; West Amusement Co.; Western Sound and Electric Laboratories, Edward M. Dieringer; Williams & Lee, Billy Williams; Finah Williams; Wyse Shows, H. L. Wyse, Gene Rich; Ernie Young Attractions, Ernie Young.

Notes of the Convention

Dee Lang, Dee Lang's Famous Shows, was not at this year's convention and his friends, who are many, were inquiring for him.

A number of booking agencies reported having signed contracts, but no announcements were made, as most of the commitments are contingent upon ratification at individual fair meetings. Secretaries Green, Sedalia, Mo.; Mitchell, Hutchinson, Kan., and President Banning, Nebraska State Fair, Lincoln, were convention attendants and signed the Fairly & Little Shows, as did Mason City, Mazie O. Stokes, Davenport, was among the absent, she and her daughter, Leone, having departed for Hot Springs the previous Friday.

Mrs. Blanche Erickson, former secretary at Lorimer and now in insurance business, was greeting friends.

Another absentee missed this year was C. W. Hinec, Minneapolis.

W. E. Williams informed he is promoting a jutterbug contest to be held in the Coliseum, Des Moines, late this month.

Alco Spratt, General Motors Acceptance Corp., was on hand for her first fair men's convention and got a great kick out of it.

E. A. (Bob) Clay, former carnival agent now in the trucking business, was renewing old acquaintances.

Just what Harry Russell, Showmen's League member from Chicago, was doing at the convention we were unable to learn, but he was hobnobbing with the boys.

Rube Liebman, as usual, was pressed into service as announcer and helped get the boys together each day. Rube also found time to sign Oskaloosa for next season.

We often wonder when E. W. (Deak) Williams finds time to eat. Much of the work of the convention falls on his shoulders and without doubt he's the busiest man at the annual meeting.

Leo M. Shell, former Minnesota State Fair official and now in the insurance business, renewed many old acquaintances.

MARRIAGES

(Continued from page 29)

property man with the original Adam Forepaugh Circus. SQUILLANTE-HOLLYWOOD — Joseph J. Squillante, in the camera department of MOM, and Barbara Hollywood, actress and daughter of Jimmy Hollywood, of the Radio Rogues, in Hollywood December 8.

WALSH-ANDERSON — John Gorman Walsh, manager of Station WDEL, Wilmington, Del., and Katherine Anderson, December 16 in Old Sweden Church, Wilmington.

WILLIAMS-PAOE — Morris C. Williams

NOT WISHING TO MISS ANY ONE OF OUR MULTITUDE OF FRIENDS IN THE SHOW BUSINESS WE ARE USING THE WIDE CIRCULATION OF THE BILLBOARD TO WISH YOU ALL A

NOTICE SHOW FOLKS

MERRY XMAS

CHAS. T. GOSS

WITH STANDARD CHEVROLET COMPANY — EAST ST. LOUIS, ILL.

and Imelda Irene Page, both with the C. L. Spencer Shows, in Thibodaux, La., December 10.

Coming Marriages

Ruth Gana, chorine at the Oriental Theater, Chicago, and Harold Balkin, nonpro, in that city next June.

Frederick Backer, nonpro, and Eleanor Whitney, stage and screen dancer, in April.

Bryant Methan, trumpet player with Joe Sherer's Aristocrate, and Louise Nordberg, nonpro, in Kansas City, Missouri.

Betty Mary Smith, known professionally as Betty Corbin, of Station KMBC, Kansas City, Mo., and Robert Northcutt, nonpro, there January 9. She is the daughter of Bryce B. Smith, Kansas City's mayor.

Louise Campbell and Horace McMahon, screen players, in Chicago soon.

Births

A daughter, Judith Ann, to Mr. and Mrs. Duke Stern in Indianapolis December 9. Father is known in Midwestern magic circles.

A son, George Gerald, to Mr. and Mrs. Robert Graham recently in Buffalo. Father is manager of Cafe Madrid there and mother is daughter of Mr. Kaufman, owner.

A son, David Thomas, to Mr. and Mrs. James Totman in St. John's Hospital, Pittsburgh, December 14. Father, formerly manager of theaters in Erie, Pa., is assistant publicity director for Warner Bros. theaters in the Tri-State area.

An eight-pound son to Mr. and Mrs. Archie Tarhis in Allegheny General Hospital, Pittsburgh, December 9. Father is saxophonist in Jimmy Peyton's Orchestra at Plaza Cafe there.

A seven-pound daughter to Mr. and Mrs. Alexander Margolies in Rittenhouse Plaza, Philadelphia, December 9. Mother is the daughter of Mr. and Mrs. Rubin Gruberg, of Rubin & Cherry Exposition.

A daughter, Sharon Lea, to Mr. and Mrs. Jimmy Ellis in St. Mary's Hospital, Decatur, Ill., November 28. Father and mother, the former Rita Porter, were both recently with Chalkias Bros. Musical Revue.

An 8½-pound son, Ronnie, to Mr. and Mrs. H. M. Shelley, photo gallery operators, in Dallas December 6.

A nine-pound son, Garry Vernon, to Mr. and Mrs. Vernon J. Blair in Sinal, Calif., recently.

A seven-pound daughter to Mr. and Mrs. H. L. Pellingham in Princeton, Ill., December 14. Parents were with Hart

DIXIELAND PARK WANTS

For year-around showmen in Dixieland Park, 75,000 population attractive, want's rides such as Ferris Wheel, etc., also wanted and legitimate (Commissaries, No. numbers. Live to bear from new or firm good Free Act. Write or wire. New season opens January 1st.

DIXIELAND PARK 918 Burgess Bldg., JACKSONVILLE, FLA.

WANTED ACTS AND CONCESSIONS

6-Piece Band for 8 Weeks INDOOR CIRCUS OPEN JAN. 9

2 small Shows, Blago, Cookshows, Percentage and all Concessions open. No resident jobs. Use Booth, Concess, Program Salesmen. Write, get by touch with me.

JACK ROBERTS INDOOR CIRCUS Imperial Hotel, Sumter, S. C.

Florida Fair and Celebration Committees Notice

If have some open dates for after Christmas, Christmas celebration, I also have for rental high-class waterproof Tents and portable houses for exhibits. Interested parties write or wire

JOHN B. DAVIS Manager SOUTHERN STATES SHOWS 15109-Queens Fairgrounds, Ruston, Fla. P. O. Box 179.

NEW YEAR'S CELEBRATION

AUGUSTA, GA., DEC. 31-JAN. 7 Sideswalk Location, Business Zone, 10 Weeks' Show, Business Center. WANT Ferris Wheel, Merry-Go-Round, KMdy Auto, about 100 Legitimate Concessions, small Midway with Stand for Free Air Show in 16-Kw. Light Plant. Address TOM YERRILL, Jackson Hotel, Augusta, Georgia.

WYSE GREATER SHOWS

BOOKING SHOWS AND CONCESSIONS FOR 1939. WILL BOOK LOOP-O-PLANE. Winter Quarters: WAYLAND, IOWA.

of America Shows last season. A daughter to Mr. and Mrs. Pinky Tomlin in Hollywood December 12. Father is the songwriter and film actor.

Divorces

Dorothy Dawn, film actress, from Orval Robert Washburn, manager of wrestlers, in Los Angeles December 12.

1939 DATE BOOKS NOW ON SALE

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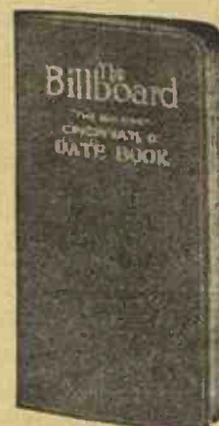
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The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2¼x5½ inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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PACIFIC COAST

(Continued from page 46) Showman's Club, Kansas City, Mo. From W. L. Bell came a letter and inclosure. Mrs. Fred Milligan sent a note acknowledging flowers sent by the club at burial of the late Fred S. Milligan. New members: Billie Byrne, sponsored by Ted LeFors and Clyde Gooding; Joe Lewis, sponsored by Claude Barle and George L. Morgan; William P. Wolf, sponsored by C. P. Zeiger and Frank Ward.

John M. Miller reported the club's finances are in a satisfactory condition. Charles P. Haley, sick and relief committee chairman, also stated that the fund is in good condition. Ed P. Walsh, of house and special committee, in looking up new quarters for the club, stated that another site had been located and he and others will give it the once over soon. George Tipton is handling Christmas dinner; Those specially welcome are any showfolks who would not otherwise enjoy a dinner on that day. Tipton will make his own committee selections.

Claude Barle told of activities of the 17th annual Charity Banquet and Ball to be held in Hotel Biltmore's Grand Ballroom and promised an evening of entertainment that would fully measure up to past affairs. President Zeiger reported the advance ticket sale indicates the event will be a sellout. Club's annual election of officers will be held December 27. Closing date for nomination of officers, after some discussion, was set at December 19. Weekly award went to Joe Lewis, new member. Altho the one who receives the award is not permitted to return it, Joe quickly dropped the sum into the lion's head and could not be induced to accept.

When this reaches print there will be just a few days left in which a showman can join at the cut price now prevailing in the membership drive. During this period the \$10 initiation fee has been high in abeyance. Showmen's organizations throughout the country are doing wonderful work, and all are conducted by men who have the knowledge and experience to function to the best advantage of members. Better join now. Good life membership cards have been awarded Pat Armstrong and John M. Miller.

Ladies' Auxiliary

President Peggy Forstall called the meeting to order and other officers attending were Ruby Kirkendall, secretary; Inez Walsh, treasurer, and Minnie Lisher, chaplain. Nina Rogers was on as the door. Fifty-five members attended. Following officers were elected for 1939: Marie LeFors, president; Mora Bagly, first vice-president; Margaret Farmer, second vice-president; Edith Bullock, secretary and treasurer.

Christmas party is to be held December 10. Lunch will be served and gifts exchanged. Margaret Ragland, of San Bernardino, Calif., was a special guest. Ed Dyer is back for winter. Pillow cases were awarded to Rose Keenan, donated by Tillie Palmator. Bank award went to Mary Taylor. Mrs. Charles H. Pounds, of Mighty Sheehey Midway, was a guest. Celia Kanthe returned from her trip to Canada and Eastern points. Clara Zeiger came in from Palm Springs, Calif. Ruth Korte will spend holidays visiting relatives in Texas.

SHOWMEN'S LEAGUE

(Continued from page 46) of the annual Cemetery, Hospital and Showmen's Home Fund drives.

Finance committee is arranging renewal of the escrow account. Club's financial report showed a substantial balance to its credit. Additional funds were placed in the reserve account at this meeting. House and entertainment committees are busy planning the open-house Christmas activities and New Year's party. Brother George W. Johnson plans an early start on the annual spring show, which will doubtless be held in April. Brothers Larry Benner and Nell Webb were with us for one of the few meetings they have an opportunity to attend. Sunny Bernot explained his plan for financing the needy. Lou Leonard is still with us sans village. Jack Neal was in for a few days before leaving for Florida. Ross B. Davis, of the Pacific Coast Showmen's Association, was a welcome visitor. Charles Leitze is back in town after a brief Western trek. Brother Tom Berry's injuries are reported to be very severe and it may be necessary to bring him here for attention.

Oscar Bloom and E. M. Pat Ford visited and William Beckman expects to remain here all winter. Morry Brod letters that he is basking in the Florida sunshine. No news from Brother Maxie Newman.

Bob Sugar is a regular caller at the rooms. Brother H. A. (Abie to you) Laynie visited, his first visit in a long time. Dave Ploard is still here. Joe Aulter left for a trip to the South and West. Mike Rosen is a salesman for the present; Jack Duffield made several brief visits. Welcome letters and greetings were received from Frank D. Shean, John D. Starkey, Mal M. Fleming, Frank D. Shean, F. E. Gooding, Mrs. Jack Maxwell, Mrs. R. C. Bannard, Plymouth Cordage Co., Johnny J. Kilne, Thomas Hasson, Tom and Violet Volkner, Henries Bros.' Shows and Mal M. Fleming.

Welcome letter from A. R. Hodge, secretary of the National Association of Amusement Parks, brought \$20 to be added to the charity fund. It was greatly appreciated. Now that the New Year is in the offing, why not give attention to your dues? Take a look at your membership card. If it does not read paid to September 1, 1939, you are in arrears. So why not remit at once? Ned Torti is making extensive 1939 membership drive plans. His committee will be named in a few days and he will immediately contact members of the committee with a view to laying plans for the work.

Ladies' Auxiliary

Club's regular meeting was held December 8 at the Sherman Hotel, with the following officers presiding: Mrs. Ida M. Chase, first vice-president; Mrs. Joseph L. Streiblich, second vice-president; Mrs. Al Geller, third vice-president; Mrs. Robert H. Miller, secretary, and Mrs. William Cansky, treasurer. Invocation was rendered by Chaplain Mrs. Mattie Crosby.

Following new members were added: Jeanette Wall, Mabel F. Strates, Jennie Merkel, Emma Thomas Fleming, Grace Belinda Meyer, Mrs. W. L. Collins, Mrs. Helen Wilson, Mrs. Mabel Pierson and Ruby Hudgins. Reinstated members were Nan Rankin, Lillian Woods, Margaret Hook, Marie Brown and Mrs. W. W. (Bis) Dyer. Club sincerely regrets the loss of its beloved member, Mrs. Sam Dill, and has forwarded the \$100 check to her estate. Since the holiday season is on, club has placed Sisters Frances Keller and Lucille Hirsch in charge of Christmas baskets to be delivered to needy Chicago families.

December 15 social, conducted by Edith Streiblich, hostess, who had lovely prizes for the occasion, was well attended. First prize, a large jar of jelly, went to Sister Minnie Murdo. Second prize went to Sister Pearl McGlynn, who selected a black and white teddy bear. Sister Mrs. G. Rollo was awarded a three-pound can of coffee. Sister Marie Brown honored the evening's award, a pair of handmade pillow slips. Sister Pearl McGlynn donated a large fruit cake, which was awarded to Sister Mae Taylor. The Afghan donated by Sister Mrs. Jack Baillie went to Maud Benjamin, of Springfield, Mo.

Club will hold its regular bi-weekly meeting December 22 at Hotel Sherman. Be sure to address all correspondence to Ladies' Auxiliary Secretary, in care of Showmen's League of America, 165 West Madison street, Chicago.

15 YEARS AGO

(Continued from page 46) Wolfe Shows for 1924 in the capacity of salesman and utility man. . . Parker Family Show, in quarters in Red Bay, Ala., encountered its first snow in five years, making it necessary to place fire under all canvas to prevent it from collapsing.

Winter quarters of Dodson's World's Fair Shows in Fort Worth became a beehive of activity as preparations for 1924 got under way. . . Miller Bros.' Shows closed the season in Montgomery, Ala., and went into quarters there. . . G. N. Fairly, pioneer in outdoor amusement circles and father of Noble C. Fairly, owner-manager of the shows then bearing his name, died December 16 of injuries sustained when hit by an automobile in Richmond, Va. . . Mickie McFarland, Zeldman & Pollie Shows, was in Salt Lake City visiting one of her sisters for the holidays. . . Kirk Johnson closed with the Macy Shows and went to Matoonka, Va., where he opened a Christmas goods store.

L. H. Harden, after a remunerative season with his pit show on Dodson's World's Fair Shows, was wintering in Fort Worth, Tex. . . Gene Andreau and his troupe of Hawaiians, after a successful season with the T. A. Wolfe Shows, were playing special events in North Carolina. . . C. B. Reed and wife closed their outdoor activities for 1923 and were visiting relatives in Little Rock, Ark. . . C. M. Casey was engaged to handle publicity by guarantors of

the Chicago Civic Opera Co.'s engagement in Wichita, Kan. . . L. W. Howard had the C. R. Leggette Shows contracted up to the first of the year and was spending a few days with homefolks in the bayous of Louisiana.

NATIONAL SHOWMEN'S

(Continued from page 46) chairs and tables for the card rooms. Their taste is to be commended. Another villain in the plot to ruin the home life of members is Harry Schwartz, who soup, salads, sandwiches, soda, etc., not forgetting coffee, are getting a hokey play at the lunch counter these days. Brother William Schickinger, acknowledged checker champion of the NSA, reports that the new radio set with all those push buttons is a source of much enjoyment to members.

Executive Secretary John M. Liddy advises that dues are coming in nicely but that delinquents should be notified that they are not eligible for participation in the January 31 election, as well as not being entitled to the privileges and protection of the organization.

The by-laws committee will report at the January 3 meeting, after which a printed copy of club's by-laws and constitution will be mailed to members.

The eligibility committee has approved the following for membership: Max Sharp, proposed by Sam Rothstein; Adolph K. Crowell, proposed by Sid Goodwill; Dr. John Fisher, proposed by Sam Lawrence; David Pimentel, proposed by Phil Esser; Anthony Vitale, sponsored by Jack Wilson, and Dr. Frank K. Kahn, brought in by Max Linderman.

Birthday greetings and congratulations are in order from the officers and brother members to the following: Edward Bramson, Morris Bataaky, Eddie Delmont and George J. Diefenbach, December 23; Robert Katrow, Sam Crowell, December 24; Frank C. Miller, Edward S. Raffa, Ben (Strings) Cohen, December 25; Elias E. Sugarman, Louis Rappaport, December 27; James C. Simpson, December 28; Richard J. Whalen and O. D. Crump, December 29.

Snapshots

Altho he looks like a 1910-movie villain, Monsieur Andre Dumont is the bon vivant and champion cuspidor filler of the NSA. This six-foot gentleman looks like a walking commercial for Phillips. It would not surprise me in the least if some day this Chevalier of the Midways becomes president of the Ladies' Auxiliary. (He hangs around them often enough.)

William Schwartz

Ladies' Auxiliary

Because Dorothy Packman, president, will be vacationing in Florida later this month, a social gathering replaced the regular December monthly business session last week. Following the clubroom session, gathering of 50 ladies moved to Rocco's Restaurant for a full-course chicken dinner, with Mrs. George Hamid hostess.

GOLDEN GATE

(Continued from page 46) to Scotland to assemble personnel and artists of his attraction and hopes to be in California not later than January 1. His plans have been approved and building is scheduled to start soon.

John R. Castle and Harry Seber signed contracts to produce a replica of Greenwich Village, the New York artists' colony. These vets have worked out a show that should prove of extreme interest and entertainment value. They are planning to expend about \$50,000.

Frank Strickman Jr., of the M. E. Engineering Co., London, is to arrive this month to start erection of the Giant Crane, which was a top money getter at the recent Paris expo.

J. J. Shubert, noted theatrical producer, is in San Francisco conferring with expo heads relative to producing a stupendous girly show on Treasure Island.

Board of works finally decided that pleasure boats will be permitted to operate on the lagoons on the island. It was the first thought of the board that boats sailing on these water spots would spoil the beauty of them.

Sally Rand is about ready to start construction of her original conception of a "Dude Ranch."

A Night in the Jungle with Clyde Beatty will be title of the attraction to be presented by Arthur Hoffman and his associates on the Gayway. This thriller will have as its feature the Clyde Beatty lion act. There will be a number of other feature animal acts, monkey mountain and a display of rare wild animals. Arthur Hoffman will be general manager and building will start immediately.

May O'Dowd, chief operator of the telephone system in exposition headquarters, Bush street, was married to Edwin Swainfelt, private chauffeur of William F. Day, expo director of works. This is the first marriage within the exposition organization. Because of their duties they will take their honeymoon seeing the expo when it is in operation.

John Alexander Politis, who has been slightly under the weather, was beset with visitors from all over America while he was at home during his illness.

Frederick Weddleton, chief of concessions division, is preparing to entertain many visiting showmen with a Christmas dinner at his new home.

Morris Miller contemplates booking some of his freak attractions with one of the expo exhibitors.

George Armstrong, architect; Clarence T. Lens, engineer, and Harold Dow, patent engineer, who have been working under direction of Walter Hills, technical engineer, have completed preliminary work on the Giant Rocket which is to be featured at the Golden Gate International Exposition. Patents have been applied for and construction will start at once, the attraction to be under personal direction of Walter E. Sibley.

Streets of the World had groundbreaking ceremonies on December 7, the golden spade with which the first shovelful of earth was lifted being wielded by a Hawaiian princess. General Manager Bernard Russell, speaking for the sponsors, said that the thought of the money involved in building this attraction is a secondary consideration. Main idea of the group of millionaires which comprises the company is to build an entertainment place which will really be what its name implies, he said.

Speed with which Joe Drumbour is erecting the Cyclone Coaster would make one think that there was a big bonus awaiting him at the end of the "last mile" of construction, which there may be, for all I know.

George Haley, formerly with Dufour & Rogers as manager of restaurant concessions at world's fairs, has been engaged by Tex Cameron as his general manager. Cameron has a number of eating places on Treasure Island, including the great barbecue building.

Nate Miller and his technicians, Ted King, have been here a few days making contracts with builders and others for the modernistic Skooter that the Melville-Miller interests are to place.

It's a new one on me. Four days of ski jumping on a 400-foot-high runway or slide now in course of construction. This novelty will start an opening day of the fair, February 18. Hundreds of tons of pulverized ice will be blown onto the slide. Seating for 25,000 is being erected.

Harry A. Illions, representing Century Ferris Wheel, Inc., which has signed contracts for two giant wheels on the Gayway, says he is going to spread himself on this job.

Some of the sights a fair visitor must see, too: The two bridges, of course; city at night from the twin peaks, Seal Rocks; Joe Di Maggio's Fisherman's Wharf, view of the bay from Telegraph Hill, cable car turntable at Powell and Market, palm trees in Union Square, Golden Gate and Pacific Ocean, the Presidio, Medical Center Building, the new mine, Cliff House, old Call Building that stood the guff of the earthquake and fire, Mayor Rossi's flower shop, Chinatown, Civic Center, Green's Restaurant, The Marina, Panama-Pacific Expo building left standing after the fair, old Barbary Coast and Mission Dolores.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y. Dec. 17.—It will be recalled that at the last annual meeting of the association in Chicago the new federal wage-and-hour law was given serious consideration and that a committee was appointed to go into the matter after we have had an opportunity to make a study of the situation and to prepare a report upon the subject.

Such a study and report have been made and will be submitted to members of the committee for consideration within the very near future.

We anticipate that the report may be reproduced in *The Billboard* so that the industry will have opportunity to consider the conclusions at which we have arrived. In brief, the opinion formed is that the industry is not engaged in "interstate commerce" within the meaning of that term as used in the federal laws and that therefore the federal laws do not apply and the industry is thus not subject to the new wage and hour law.

We shall, of course, be pleased to have the views of anyone interested in connection with this matter and, in turn, will be pleased to indicate by means of this column the attitude of our committee and association as they are expressed to us.

RINGLING-BARNUM

(Continued from page 3)

that the new agreement is marked by concessions on the part of both show and union.

Terms of Contract

Contract is for but one year, contrasting with the five-year document provided for in the original agreement signed by the former circus management in 1937; establishes a \$45-a-month minimum wage for working men, instead of the \$60 rate in the 37 contract; excludes department heads from membership within the union; re-establishes the closed-shop agreement with the AFA; provides for separate meetings of performers and working men on union matters, and insures against lockouts or strikes while the contract is in effect.

William Green, president, and Matthew Wolf, vice-president of the American Federation of Labor, have underwritten the new contract, which means in effect that the AFL has placed its strength and machinery behind the contract, bidding both parties. Agreement also provides for a separate wage scale for work in winter quarters, rate to be decided upon in September, 1939.

Should the \$45 minimum wage scale, the one-year duration and denial of department heads from union membership go thru, new agreement will be a clear-cut victory for the circus management. Basis of fight in Scranton last June centered around the union's refusal to accept the show's proposed 25 per cent wage cut, which would have brought working men's salaries down from \$60 a month to \$45. Show management has often expressed its dislike for a contract lasting five years and union membership of its department heads and foremen. On the other hand it is assumed that the check-off system of dues payment, whereby the management collects dues for the union, is included in the new contract, another point to which the management has been opposed.

Wolf acted as intermediary at the parleys, which were held Tuesday, Wednesday and Thursday of this week. John Ringling-North, president of the circus corporation; Directors Robert Ringling, Henry North and William Dunn Jr., and Attorneys Leonard C. Biscoe and John Raddy represented the circus management. Judge Joseph Padway, AFL counsel; Whitehead and Dan Hurley represented the AFA.

Complete details of the basis of agreement were not divulged by union or circus offices, both advising that detailed analysis would come from Wolf after AFA ratification, which will probably be next week.

John North to Europe

John North departed for Europe yesterday on the Queen Mary and will tour England, France and Belgium in the interests of next season's Ringling-Barnum show. Will visit Olympia show at London and smaller shows on the Continent before returning to this country about February 1, according to present plans.

MINGLING WITH

(Continued from page 46)

The Heart of America Showmen's clubrooms join the rooms of the Ladies' Auxiliary, and the lobby of the Reid Hotel is a pleasant place to meet and renew old acquaintances. There is also a round of parties to keep everyone busy.

The night of December 10 Mr. and Mrs. Chester Levin entertained at their home on Armour boulevard in honor of the nominee for office for the coming year in the auxiliary. The party started off very sedately with the usual congratulations and toasts, but the fun began when someone—and I think it was this writer—said she would take Scotch with a water chaser and was given a glass with the whisky, if any, glued to the bottom of the glass. When she tried to drain the glass you can imagine the shouts of laughter. From then on it was anybody's party and it was just one joke after another.

A new one that kept all on the lookout was the hot seat, which is a harmless chemical and does not damage the clothes, flesh or furniture but sure causes a quick jump off the chair when placed under an unsuspecting person. There were pencils that exploded when you tried to write with them, glasses that leaked, scissors that would not open, articles that snapped when lifted off tables, musical powder boxes and musical rolls of thin paper and many other surprises on all sides. However, the bar was real and the late supper that was served was not a joke, so the entire party was a huge success. The guests included Mr. and Mrs. Al Baysinger, Mr. and Mrs. Roger Henry, Mr. and Mrs. Ellis White, Mr. and Mrs. Louis Landoe, Mr. and Mrs. Abner Kline, Mr. and Mrs. George Hawk, Mr. and Mrs. Jake Brandenburg, Mr. and Mrs. Mel Vaught, Mr. and Mrs. Charles Nathan, Mrs. Tony Martone, Mrs. Art Brainerd, Mrs. Wing, Helen Brainerd Smith and Elizabeth Yearout.

Mr. and Mrs. Raymond Elder, of Quanemo, Kan., were in for the day on the 10th. The Elders have a big farm now and couldn't stay overnight in the city but promised to come up often to keep in touch with their many friends in show business. Grace and her "Horse Beautiful, Vana," will never be forgotten. Raymond and his stories of circus people always have an audience.

Faust Successor May Have Part-Time Job in Knoxville

KNOXVILLE, Dec. 18.—Charles H. Jenkins, business man and veteran fair leader, has been selected as acting suc-

cessor of Tennessee Valley A. and L. Fair to succeed Hugh D. Faust, who died recently. A permanent successor will be picked at the annual meeting next Wednesday. Jenkins is understood to be favored, but there are more than a dozen applicants. It will be proposed that the position be changed from a year-round to a part-time job.

Directors will discuss means of getting the fair's \$200,000 building program speeded up. Detailed plans have been approved for federal aid, but the government has specified that projects must be completed by April, which will necessitate immediate action.

Dr. M. Jacob, who returned with Jenkins last week from the Chicago outdoor meetings, announced that the Royal American Shows would be the 1939 midway, with Ernie Young presenting the grand-stand show again.

HARRY SEBER — JOHN R. CASTLE — WILL WRIGHT — CARL HOLT

Present

GREENWICH VILLAGE

Treasure Island

Golden Gate International Exposition
Covering Approximately 34,000 Square Feet

SAN FRANCISCO, 1939—OPENS FEBRUARY 18

Opportunity to get in on three or four small girl shows open. Can use small illusion or Fairies in the Wall Shows. Must be capable, experienced showmen.

CONCESSIONS

Glassblowers, Ruby Glass Engraving, Novelty Jewelry Wire Workers, Silhouettes, and any other Concessions that will fit in with Village. Address All Communications to Suite 709 Warfield Theater Bldg., San Francisco, Calif.

WANTED

MILLER'S ORIGINAL GREAT AMERICAN SHOWS

WANTED

(ORGANIZED IN 1910) COMBINED WITH MILLER BROS. SHOWS.

RIDES CAN PLACE Red-O-Plane, Octopus and Shooter. Or any New Rides. Also Kiddie Rides. CAN USE all kinds of Shows. WILL BOOK Minstr., Girl, Mechanical and Animal Shows, also Fun House. Will furnish complete Outfits for same, or will finance any Shows of merit.

CONCESSIONS All Concessions open. Will sell Exclusive on Cook House, Corn Game, and all legitimate Concessions. We will not tolerate any Stores this coming season.

WANT MANAGERS FOR SIDE SHOW, AFRICAN VILLAGE, MIDGET SHOW, RIDE FOREMEN THAT CAN DRIVE TRUCKS. USEFUL CARNIVAL PEOPLE IN ALL LINES AT ALL TIMES. CAN USE SENSATIONAL FREE ACTS—HIGH ACTS PREFERRED.

OUR ROUTE WESTERN TERRITORY, OPENING EARLY IN APRIL. WANT FOR MY MUSEUM PLAYING CITIES, OUTSTANDING BREAKS AND SENSATIONAL ACTS. ALL-YEAR-AROUND PROPOSITION. ALL ADDRESS MORRIS MILLER, MILLER BROS. SHOWS, Birmingham, Ala., Until January 10.

K. G. AMUSEMENT SHOWS

Now Booking for Season 1939. Shows and Concessions. Cook House, Mug Jokes, Left-handed Show. Concessions. Want Side Show with or without transportation. Med. Allen, Texas Road, Major John Riebo Show, Blaney Miller, Chess Shows, Japona, Olymp. Girl Shows, get in touch with me. Shows will carry Rides this season. Want a Good Man to take charge of Theater Baby O. Merry-Go-Round. K. G. AMUSEMENT SHOWS, Ft. Smith, Ark.

MSWC Presidents' Party Is Success

ST. LOUIS, Dec. 17.—Presidents' Party tendered retiring Presidents Abner K. Krieb of Heart of America Showmen's Club and John Francis of International Association of Showmen by Missouri Show Women's Club and IAS in Maryland Hotel here December 15 proved highly successful, reports Kathleen Riebo. Event was well attended by members from the three organizations. Principal speakers were Abner K. Kline, C. W. Nall, John Francis and Tom W. Allen.

Festivities got under way with a toast to President-Elect Mrs. Jane Pearson of MSWC. Three members were absent. Clea Jacobson and Florenee Parker are recovering from operations, and Judith Solomon underwent an operation on Wednesday. A telegram with a special reminder from Bill Rice was highly appreciated. The bridge tables kept Larry Hogan, George Jacobson, George Davis, Sam Solomon and Al Baysinger entertained, while others danced and visited.

A buffet supper was spread, with Grace Goes, Nell Allen, Norma Lang, Irene Burke, Daisy Davis and Ostrude Lang doing the serving. Harry Lee, Harry Moore and Earle Riebo handled the bartenders' chores.

Among those present were Mr. and Mrs. Abner Kline, Mr. and Mrs. R. E. Hancy, Mr. and Mrs. Jimmie Laughlin, Mr. and Mrs. A. Baysinger, Mr. and Mrs. Robert Perry, Mr. and Mrs. Philip Kramer, Mr. and Mrs. Walter Jaap, C. W. Nall, Mr. and Mrs. John Francis, Mr. and Mrs. A. Giuliani, Mr. and Mrs. Dee Lang, Mr. and Mrs. E. Cobb, Mr. and Mrs. T. W. Allen, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. George Davis, Mr. and Mrs. Francis Deany, Mr. and Mrs. Floyd Hoese, Mr. and Mrs. Leo Lang, Mr. and Mrs. Barney Williams, Mr. and Mrs. Earl E. Robb, Helga B. Smith, Catherine O'Neil, Elizabeth Yearout, Lora Potter, Jane Pearson, Irene Burke, Emma Obermark, Mildred Laird, Lenny Boyan, Mr. Gordon, Sam Solomon, Harry Moore, George Jacobson, Crawford Prudick, John Sweeney, Darby Dobson, Fred Hennon, Emil Schoenberger, Jimmie Winters, Harry Lee, Jim Gregory, Hans Bernstein, Nick Petrino and Charlie Miles.

SOCIAL SECURITY TAX LAWS

As Applied to the Amusement Industry

A FEATURE OF NEXT WEEK'S ISSUE

The Holiday Greetings Number

This article has been prepared exclusively for the readers of *The Billboard* by the Treasury Department of the United States and by authority of the Secretary of the Treasury.

WATCH FOR IT!

Sherman, Boogey (Nut House) Millvale, Pa.
 Surr, Law & Lea (Embassy Club) San Francisco, Cal.
 Sussler, Roy (Pan-Pacific Rink) Los Angeles, Cal.
 Sussler, A. H. (Roosevelt) NYC, N. Y.
 Sussler, Willie (Rose Bowl) Chi. h.
 Sussler, Mildred (Lyman's) Los Angeles, Cal.
 Sussler, Bob, Trio (Beverly Hills) Newport, Ky.
 Sussler, Harry (Lyman's) Los Angeles, Cal.
 Sussler, Sussler (St. Regis) NYC, N. Y.
 Sussler, Roy (Capitol) Washington, D. C.
 Sussler, Florence (Pal.) Chi. h.
 Sussler & Foreman (Oriental) Chi. h.
 Sussler, Frank (Roosevelt) NYC, N. Y.
 Sussler, Capt. Seals (Pays) Providence, R. I., 16-21, 2.
 Sussler, El (Penthouse) NYC, N. Y.
 Sussler & Louise (Pal.) Chi. h.
 Sussler, Peggy (Show Bar) Forest Hills, N. Y., N. Y., De.
 Sussler, Jack (Palmer House) Chi. h.
 Sussler, John (O'Clock) Baltimore, Md.
 Sussler, Larry (Marion Casino) Pittsburgh, Pa.
 Sussler, Louis (Swing) NYC, N. Y.
 Sussler, Rosanna (Beverly Hills) Newport, Ky., Cal.
 Sussler, Fred (Walton) Philadelphia, Pa.
 Sussler, Gloria (Ritz's) NYC, N. Y.
 Sussler, Lydia (Bayou) London, N. Y.
 Sussler, Madeline (Cotton Club) Chi. h.
 Sussler, Pauline (Edgewater Beach) Chi. h.

T
 Tanager Sisters (Drake) Chi. h.
 Tanager, Katherine (Queen Mary) NYC, N. Y.
 Tanager, Peggy (Rancho San Pablo) El Cerrito, Calif., N. Y., De.
 Tanager, Harry, Five Keptle Dolls (Coca-Cola) New Orleans, La.
 Tanager, Alice (Radio City Rainbow Room) NYC, N. Y., De.
 Tanager, Muriel (Carbo) NYC, N. Y.
 Tanager & Denisha (St. Moritz) NYC, N. Y.
 Tanager, Henri (Oceano Washington) Jacksonville, Fla., N. Y.
 Tanager, Boris (Rainbow Inn) NYC, N. Y.
 Tanager, Peppers (Mammy's Chicken Farm) NYC, N. Y., De.
 Tanager, Three Strings (Denault) Binghamton, N. Y., N. Y.
 Tanager, Tim & Irene (State) NYC, N. Y.
 Tanager & Freddie (Cotton Club) NYC, N. Y.
 Tanager, Top, Gail, Four (Paramount) Ft. Wayne, Ind., N. Y., De.
 Tanager, Trio (Coc Bouge) NYC, N. Y.
 Tanager, The (Paradise) NYC, N. Y.
 Tanager, Sid, & Reis Bros. (Royals Producers) Chi. h.
 Tanager, Charles (Gay Nineties) NYC, N. Y.
 Tanager, Tommy (Century) Baltimore, Md.
 Tanager & My (Columbia) Chi. h.

U
 Underwood & Underwood (Black Cat) NYC, N. Y.
 Underwood, Virginia (Mon Paris) NYC, N. Y.
 Underwood, John (White) NYC, N. Y.
 Underwood, Misha (Russian Kirochka) NYC, N. Y., De.

V
 Valda (Plantation) NYC, N. Y.
 Valda (Oasis) San Jose, Cal.
 Valda's Symphonical Flyers (Grand Circus Schwyzer) Curacao, Dutch West Indies.
 Valda, Rudy, & Band (Cocoanut Grove) Los Angeles, Cal.
 Valda, Pedro (Gaiety) NYC, N. Y.
 Valda, Vivian (Swing) NYC, N. Y.
 Valda, Angela (Barney Gailant's) NYC, N. Y.
 Valda (Jimmy Kelly's) NYC, N. Y.
 Valda & Draper (Chicago) Chi. h.
 Valda, Floria (Booker's Tavern) Elmhurst, L. I., N. Y.
 Valda, Estrella (Cuban Casino) NYC, N. Y.
 Valda, Renee (Lea & Eddie's) NYC, N. Y.
 Valda, Madeline (Orville, Ill., 16-26; Pekin, Ill., 22; Springfield, Ill.)
 Valda Sisters (Leon & Eddie's) NYC, N. Y.
 Valda, Will, Choir (Cotton Club) NYC, N. Y., De.

W
 Walker, Bummy (Maxim) Bronx, NYC, N. Y.
 Walker, Don, & His Swing Strings Trio (La Fontaine) Huntington, Ind., N. Y.
 Walker, Nubian (St. Regis) NYC, N. Y.
 Walker, Peggy (Queen Mary) NYC, N. Y.
 Walker, Warrick Sisters (Mother Kelly's) Miami Beach, N. Y.
 Walker, Rex (Capitol) Washington, D. C.
 Walker, Mary Louise (Hungarian) NYC, N. Y.
 Walker (Dorchester) London, N. Y.
 Walker, Ray (Pays Club) Paris, Ill., N. Y.
 Walker, Ray (H. Cafe) Hollywood, Cal.
 Walker, Everett (Colosseum) Chi. h.
 Walker, Ruth (Cristal) NYC, N. Y.
 Walker, Jack (St. Regis) NYC, N. Y.
 Walker, Ann (Queen Mary) NYC, N. Y.
 Walker, Thelma (Royal Palms) Palm Springs, Calif., N. Y.
 Walker, Gloria (Paradise) NYC, N. Y.
 Walker's Lindy Hoppers (Cotton Club) NYC, N. Y., De.
 Walker, Gus "Poppy" (Radio Frank's) NYC, N. Y.
 Walker, Bob, & AFaida (Bombay) Bombay, India.
 Walker & Bee (Colonial) Dayton, O.
 Walker, Dorenda (New Yorker) NYC, N. Y.
 Walker, Pearl (Ritz) NYC, N. Y.
 Walker, Bob, & Red Duet (Rialto) Chi. h.
 Walker, Nora (Century) Baltimore, Md.
 Walker & Charles (Palomar) Los Angeles, Cal.

Willard, Harold (Gay Nineties) NYC, N. Y.
 Willard, Charlie (Commander) NYC, N. Y.
 Willard, Bunny (2 O'Clock) Baltimore, Md.
 Willard, Nancy (Maryland) Cumberland, Md.
 Willard & Diane (Colonial Inn) Singac, N. J., N. Y.
 Willard, Wanda (Miami Biltmore) Miami, Fla.
 Willard, Joe (Miami Carol) NYC, N. Y.
 Willard, Bill (Lexington) NYC, N. Y.
 Willard, Charlie (Buckingham) NYC, N. Y.
 Willard, J. Ross (Beverly Hills) Newport, Ky., N. Y.
 Willard, Una (Midnight Sun) NYC, N. Y.

Y

Yvette (Lookout House) Covington, Ky., N. Y.

DRAMATIC AND MUSICAL

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

Ballet Russe (Auditorium) Chi. h.
 Bayre, Heide (Forest) Philadelphia 26-31.
 Lawrence, Gertrude (Marshall) Chi. h.
 Merchant of Venetians (Colonial) Boston.
 Of Nice and Men (Coca-Cola) Detroit 26-31.
 Tobacco Road (Cox) Cincinnati.
 What & Life (Locust 53) Philadelphia 26-31.
 Women, The (National) Washington, D. C., 26-31.

MISCELLANEOUS

Arthur, Magician; Floretta, Ala., 21-22; Parkville 23-24.
 Blythe Billy, Playars; High Spire, Pa., 19-24.
 Campbell, Loring, Magician; Wichita, Kan., 22-24.
 Coward, Leland, Magician; West Shoaals, S. C., 19-24.
 Daniel, E. A., Magician; Murray, Ky., 21; Princeton 22-23; Hickman 24; Kansas City, Mo., 25-26.
 Leighton's, Harry, Museum; Rochester, N. Y., 19-24.
 Long, Leon, Magician; Kilgore, Tex., 19-24.
 McClung's Zoo & Indoor Circus; Alexandria, La., 19-26.
 McNally's Variety Show; Bertha, N. J., 19-24.
 Malloy, J. R., Circus unit; Kaufman's Store) Pittsburgh, until Dec. 31.
 Marquis, Magician; Mexico, City, Mex. (D. P.), 23-25.
 Oddities on Parade; Pittsburgh, Pa., 19-24.
 Rickson's Dog Circus; Summerville, S. C., 18-24.
 Hippel, Jack Splash; Ulmer, 28, C.
 Sloan, Bert, (Royal Palm Club) Miami, Fla., 19-24.
 Theodora (To Jo Farms) Detroit 19-24.
 Toby's Funmakers; Garland, Tenn., 19-24.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Dyer's: Brandon, Miss.
 Eureka; Windsor, Ga.
 Evangeline; Franklin, La.
 Famous Dixie; Saco City, Ga.
 Fleming, Mad Cady; Winokur, Ga.
 Liberty Am. Co.; Eagle Pass, Tex., 19-23.
 Palmrest; Summerville, S. C.
 Rainbow Am. Co.; West Helena, Ark.
 Rocco; Lenoir, Ga.
 Rose City; Rhine, Ga.
 Sorrensen Bros.' Shows; Norristown, Pa.; Wesley 26-31.
 Texas; Edinburg, Tex.
 Texas; Kilds; Sealy, Tex.
 Tip Top; Patterson, Ga.
 Virginia Am. Co.; Sycamore, S. C.
 Wise & Sulston; Habita, Ga.

CIRCUS AND WILD WEST

Mills (Olympia) London, Eng., 23-Jan. 26.

NIGHT CLUB

(Continued from page 21)

Uppman, banjoist and pianist Lew Cobey who plays all accompaniment and incidental ivory tickling between acts.
 Uppman, a tall blond baritone of grid iron proportions, is a solid tender of tunes and, from appearances, a great fave with the fems, but still a little stiff on personality.
 Guest appearances on the opener included Paul Duke, who presented a slick sleight-of-hand display; Herb Cooke and the Uddell Triplets, who have good voices but should work with a mike in order to be heard, and a trio of Postal Telegraph Singing Greetings Girls (Alyce Pora, Rose Lee Nagler and Anita Kelley). Postal caps and all, who are a smooth vocal aggregation and subtly sell their telegraph wares.
 Xenia Colnar, the room's hostess, also acts as emcee, which lends a greater degree of intimacy to the atmosphere. George McMurray is still press agenting. Sol Zentf.

Barney Gallant's, New York

Gallant is a definite landmark in local night life, his activities having been publicized steadily for years. Ever since moving downtown to Uni-

versity Place Barney has not been in the public eye as much, but he is managing to hold on nicely.
 His club is an intimate, comfortable spot, consisting of a bar-lounge and a dining room. Food is excellent, and the \$1.50 dinner is swell.
 In the barroom customers are kept entertained by brunet Angela Veloz, accordionist, who also sings ballads in expressive fashion; Frank Carter and Arthur Bowie, colored piano team that plays excellent rippling pop tunes, and Nellie Paley, brunet and attractive soprano.
 Anna Belle, who calls herself an Egyptian sand reader, offers readings by request. The Four Terrace Boys, singing and instrumental combo, open here December 20.
 Decor of the room is Swedish, and there are a few Swedish diases on the menu.
 Harry Sobel is press agent.
 Paul Denis.

Arcadia-International, Philadelphia

This swank mid-town nitery offers a show that, played before a big crowd, would be a sure click, but due to skimpy crowd on the night caught it lacked zip.
 Layout is centered around Jan Savitt's Orchestra. Diminutive Jan acts as emcee and does a pretty fair job of it. His band, despite the fact that it had at least six new members who joined only the previous day, played well—albeit a bit loud in spots.
 Show opens with comely Carlotta Dale singing My Reverie and I Can't Give You Anything But Love. She sings well but was baiting the orchestra in several places. Gail is better in fast swingy numbers than in ballads.
 Jerry Tape, a septa stepper, does a couple of turns of some fast tapping and is plenty good. His act, however, was a bit out-of-place with the quiet surroundings of the Arcadia Tuesday night.
 The Toppers—a young personable vocal trio, two boys and a girl—give a good account of themselves with a swing version of My Blue Heaven. The kids are in good voice and have a charming manner, particularly the girl.
 Bon-Bon, a septa seat singer, is the show-stealer with a medley of songs. This little brown bomb-burst will go far. He's got the voice and doesn't shout like most singers of this type.
 The Three Bobs, French comic acrobats, wind the show up. They are plenty clever but spoil their act with ineffective humor.
 Savitt's Band plays for the dancing, with Joe Pietro's trio playing the intermediate music.
 The Savitt crew showed a lot of extra-curricular enthusiasm for they jammed for what few customers there were until the wee hours.
 Business was exceptionally poor, food good as usual.
 St. Shaita.

Royal Palm, Miami

The show is saved from the word "mediocre" by the fortunate presence of Bert Sloan and Co., a breath-taking wire dancing troupe. The presence of an excellent circus type of act is not unusual, however, at this Bay-front spot, as a long line of these turns have worked there. The room, of course, is a natural for the Yacops, Magyars, etc.
 The Sloan-company's support is rather colorful, with Nadine and Charles, a so-so dance team. Charles also doing a single with a ukulele; Jean Bolton, a charming petite who appears to be a newcomer to the business; Marilyn Duke, a contralto, and Bob Nolan, emcee.
 Even the chorus, which is unusually top-notch regardless of the time of the year, is definitely lacking. The musical score for the numbers, tho. arranged by trumpeter Ray Stimmel, is done exceptionally well. Stimmel has been arranging all show music for the past two years and should be given considerable credit.
 Two orchestras, Mannis Gates and a relief conga crew led by Frank Hernandez, provide danceable and listenable music.
 Sally Sloan handles publicity.
 Lee Simmonds.

Trocadero Grill Room, London

Important change to Charles E. Cochran's Going to Town, supper-time revue. In the addition of John and Jack Redwin, American acrobatic comedians,

who have a corking act. Boys are skillful and funny. Still featured and adding to her laurels is the American acrobat-dancer, Micky Braatz, who turns in a scintillating performance with her rhythmic and acro routines, to which she adds some neat juggling. Personable girl climaxes with a session of whirlwind "spotters" that dazzle.
 Turand Brothers, pantomimical comics, get laughs with their nonsense, altho some of their work is not so funny. Margaret Neeson wins approval for a bright dance specialty, while Iris Lockwood and Eileen Moore do well in their assignments.
 Cochran's Young Ladies are obviously chosen for their looks in addition to their ability. Show, which runs till the end of February, still caters to big business.
 Bert Ross.

Donovan's Cafe of the Nations, Sacramento, Calif.

After a run of mediocre shows, Donovan's Cafe of the Nations, Sacramento's most popular night spot, opened with an entertaining offering December 15. Feature, and first comedian in a Donovan show in some time, is "Bugs" Wilson, formerly with Walt Disney productions in Hollywood.
 Opening with the usual line of stale jokes, Wilson finally went into action with some good imitations of Bob Burns and Lionel Barrymore; then wowed the patrons with a comic "interpretive" Dance of Cleopatra.
 The Roberts Twins, tap dancers, opened with a number of attractive costumes, lots of personality, but nothing original. They scored, however, in their final number when they teamed with Bob Preeson in a fast tap dance number.
 Laurie Wonderley, little red-headed torch singer with a big contralto voice, did well by Old Man Aose but not so hot with Summer Souvenirs. Has possibilities and with more personality may go far.
 Jack Trent's Orchestra is churning out danceable music after stumbling around the first few months of its engagement here. Carol Swesy plays a mase of trumpet. Trent himself lips a mean bass sax and Al Grimes does the most consistent drumming in town.
 Trent is a good emcee when he wants to be—when he's feeling good—but he doesn't open up enough. His Lou Hobbs take-offs have become standard Sacramento entertainment.
 Spot doing excellent business but still have to maintain standard of present floor show to hold it when biggest rival, Silver Bowl, opens December 26.
 Kirt MacBride.

May Fair Hotel, London

Zelma O'Neal, American singing comedienne, is the attraction. Turns in a good performance with lively songs and is forced to recall.
 Sherkot, international pantomimist and eccentric dancer, gets over his unique and troll comedy. Great act and a natural for niteries.
 Michael Flarno and his band are an efficient org.
 Bert Ross.

Piccadilly Hotel, London

Princess Chiyu, exotic Eastern dancer, here via America, scores well with her sophisticated routines. Act is sufficiently novel and versatile to be considered outstanding.
 Ethel Darvill and Alan Seifus do well with modernistic dancing and tap numbers. Neat act and girl has wealth of personality.
 Bert Ross.

SIX WEEKS

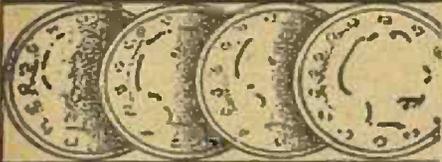
(Continued from page 16)
 elected president. Association operates the Iroquois Amphitheater, where a season of light opera is held each summer, and the board was unanimous in its decision that public demand for a six-week season next year should be heeded instead of the usual four weeks. The four weeks last summer were a big success.
 Other officers re-elected were Mrs. Juliet B. Belknap, vice-president; D. D. Stewart, secretary; Morton Boyd, treasurer, and John H. Hoagland, executive secretary.
 Possible producers of next year's show will be interviewed at a meeting in January.

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ONCE MORE

Once more every member of the coin machine industry has the opportunity to bend his efforts toward promoting a closer unity which will result in the holding of only one coin machine convention each year.

There is practical agreement in all groups of the industry that one annual convention is best for the industry in every respect. The manufacturers themselves readily agree that one convention best suits their particular interests.

One of the first steps is for everybody to forget as quickly as possible those differences which brought about the division of the manufacturers into two groups. Or, whatever the important differences may have been, to show a more willing spirit to adjust them for the best interests of the industry as a whole.

Fortunately, during the entire period of division among the manufacturers the matter was kept largely as a local Chicago affair. It has been a great help that the industry at large considered the division a local matter and everybody looked on with the one wish that manufacturers might get together for the holding of the annual convention.

If the trade at large will now regard the matter as settled, it will do much toward helping to make the future of the industry present a brighter picture.

Both groups of manufacturers have expressed the desire to unite in promoting such common interests as the annual convention, and it is very definite that the industry will not again attempt to hold two conventions on a national scale.

One convention has just been held at the Stevens Hotel in Chicago, December 12 to 15. It has established many features which will serve as a precedent for future conventions. Much could be written of the various displays, programs and entertainment features which stand out as successful ideas. But the December show is now history and the industry faces the future. We have all realized that two shows each year would be too expensive for all concerned.

A lot of remarks pro and con will be heard; but they will not react to the further division of the industry if we all make up our minds not to take anything that we hear too seriously.

The main objective of a united industry now is to make the show scheduled for January 16 to 19 at the Sherman Hotel a big success. The management of this convention will set forth the many advantages which the January show offers, and the next four issues of *The Billboard* will report their story in the spirit that all have united in the common objective of making the next convention representative of a great industry as it embarks on the year 1939.

The idea is to boost so enthusiastically that the trade will get a good sendoff for the incoming year. Proper boosting will go a long way to cover up any gloom that may be lurking in dark corners. United boosting will show to the

world that the industry is alive and can survive attacks from without or within.

If the full story were told, it would be quite evident that we all need to stick together as never before. I could enumerate a list of possible discouragements that may come in 1939 which would make a fellow feel as if the industry were up against a stone wall. Those dangers are there, but we need not think about them except to see that it is foolish to divide over differences within our own ranks.

There are important plans and programs on which we can all unite and put up a bold front, a cheerful front. There is always a tendency for one division of the great coin machine industry to feel that it can do better by going its own way. But any man who sits down and carefully surveys what could happen next year will soon see that it might be more comfortable to stay in the one big fold.

For example, 1939 is what may be called a legislative year and every amusement game operator knows that he is likely to face a lot of bills in his State. It will take a lot of good cheer and united action to meet legislative problems.

The music division faces problems within and without that would seem staggering if an operator allowed himself to worry over them. But both manufacturers and operators are trying to get closer together and, as I said to an official of a record firm, there are reasons underneath the surface why the music operator needs not only a united music section but also a united coin machine industry.

The vending machine trade is now well on the way toward what seems to be a long and successful era—if outside forces do not stop the movement short. Anyone who studies the swift moving political and economic changes of the day will recognize why the vending machine division needs not only to be united itself, but also needs a united coin machine industry. Powerful organizations and movements are already in the field that can seriously hamper vending machine operation.

These adverse forces may not assume full action, but we who make our living in the coin machine industry should occasionally take a sober second thought and gather enough momentum to stem the tide. Unity is one of the first steps in getting up steam to overcome obstacles.

We can well hope that none of the unfavorable factors will ever appear in the path of the industry, or any division of it. It would be better not to even think of them if possible.

The January show offers the one opportunity to get together in fellowship and enjoyment and to strike a high note in business activity for the beginning of another year. First responsibility will fall upon the manufacturers themselves to show what they can do in putting over another great convention. If they do as well as they have done in the past, the rank and file of the trade can be counted on to be there in full force.

We Missed You

By JAMES T. MANGAN

Many expressions were heard during the NACOMM coin machine convention at the Stevens Hotel, Chicago, that James T. (Jimmy) Mangan, advertising manager of Mills Novelty Co., deserved much credit for having put his varied talents of publicity and program planning into making the convention a success. While not an official statement, Mangan expresses the desire for unity and co-operation among the manufacturers as follows:

WE HAD a great show at the Stevens and we think we satisfied the 5,000 operators who attended. But to say we were satisfied with our show would not be correct. Our biggest regret was the absence of many exhibitors in the table games and general machine classes who could have made our show so much bigger and so much more representative of the coin machine industry.

We missed you. We missed your pep, your friendly spirit, your enthusiasm, the thrill of your perpetually flowing developments, and we hope that by next year we will be together again. There is not now and there never will be any separation of interests in coin machine operating. There is no such thing as any one kind of an operator. A man who is operating music this year may be running pin games or bells or gum machines next year, and vice versa. The main idea in every operator's life is to keep operating and thus make money. And, just as there is no separation of interests among operators, there can't be any true separation of interests among manufacturers. We manufacturers are in business to serve our customers, the operators. We hold shows and we put on exhibitions for the benefit of the operator, and for the operator only. At the Stevens show I interviewed many hundreds of operators and every one to a man regretted the split that occurred last spring. They couldn't understand why "the manufacturers couldn't get together." They want us all to get together. And I assured them that in a little while we would all be together.

The NACOMM organization truly appreciated the many visits from members and exhibitors of the coin machine group which in January will hold its show at the Sherman. You said you were glad we did all right and we appreciate your invitation to come over to the Sherman and visit with you at show time. Rest assured we will all be there, for we very well know that the companies exhibiting at the Sherman are sure to put on a rip-roaring show full of inspiration and real value for all operators and manufacturers.

If we had only had you with us at the Stevens we could have filled the mezzanine in addition to the huge exhibition hall and probably overflowed to the Grand Ballroom for exhibits just as the Cannors do. And what a show that would have been! Next year . . . maybe.

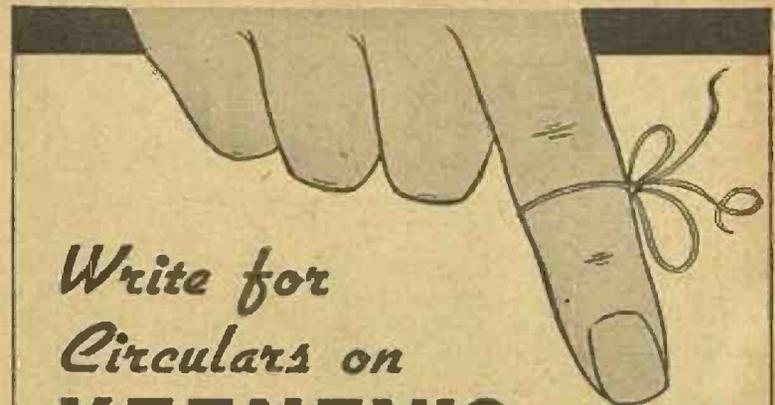
But anyhow, we want you to know that we missed you and hope we will all be pulling together real soon. Good luck to you at the Sherman in January . . . we are going to do everything we can to boost this show and we will certainly be there . . . just like we are sure it will be worth every operator's time and money to be there too.

It Must Not Happen Again

The CMMA (Coin Machine Manufacturers' Association), which is holding its convention and exhibition at the Sherman Hotel January 16 to 19, wishes to take this opportunity to congratulate the NACOMM on its splendid show. Taking into consideration the fact that they were subjected to a severe handicap due to the breach in the manufacturers' organizations, it still must be classed as a good show and they can be justly proud of it.

As to the possibility of double shows in the future, both groups have adopted a well-known expression coined by the late President Harding. **IT MUST NOT HAPPEN AGAIN.** Members of NACOMM and their exhibitors have taken the first step to mend the breach and they are coming into the CMMA show in January almost solidly as an expression of good faith and to help put the CMMA show at the Sherman Hotel in January over in a big way, excelling all shows ever held at the Sherman.

The augmented list of exhibitors for the January show will be published in the very near future. The office staff of CMMA is working overtime with the officers of the organization on the new appli-



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cations for space and they are making a desperate effort to satisfy everybody, and wherever possible exhibitors of previous shows are being allotted the space that they were accustomed to having at the annual exhibition.

The convention and exhibition promises to be the largest ever held, and the entertainment and officers' activities in connection with it will be on a proportionate scale. Judging from the conversations between both groups of manufacturers, it will be a happy reunion of both groups and the permanent mending of the breach out of which will come a most formidable manufacturers' association which the industry may well be proud of.

Exhibitors at the NACOMM Convention

- The following firms had exhibits at the coin machine show held in the Hotel Stevens, Chicago, December 12 to 15, 1938. Names of exhibitors, the products on display and company representatives are given. If omissions have been made we will be glad to have notice of same. In some cases full information was not received from the firms exhibiting. This list may be filed by operators for reference purposes or our information service will be glad to reply to inquiries about machines, sources of supply, etc. Address Coin Machine Editor, *The Billboard*, 54 West Randolph St., Chicago.
- A. B. T. MFG. CO., 715 North Kedzie avenue, Chicago. Displayed coin chutes, scales, merchandise machines. Represented by Walter Tratsch, H. Mucco, N. Kalmar, B. C. Grunig, Miss C. Campituel.
 - ADVANCE MACHINE CO., 4841-4847 Ravenswood avenue, Chicago. Displayed 42 miscellaneous machines. Represented by A. E. Gebert, M. Schildgen, G. Gill, H. B. Gilson, David Allen, P. C. Cook.
 - AMERICAN CHICLE CO., 1322 Congress street, Chicago. Displayed five Star ball gum, counters, wrappers. Represented by Hecht Nielsen, A. Egleston, D. H. Nielsen.
 - AMERICAN PRODUCTS CO., 711-715 North Taylor avenue, St. Louis, Mo. Displayed penny snappy vendors, penny snappy breath flavors, merchandise machines. Represented by B. L. Fry, E. J. Karm, J. D. Hayden, E. J. Thoburn.
 - ASTATIC MICROPHONE LABORATORY, Inc., 830 Market street, Youngs-
 - town, O. Displayed Crystal phonograph pick-ups, crystal microphones, microphone spotlight. Represented by R. T. Schottenberg, J. Walter Berggren.
 - ATLAS NOVELTY CO., 2200 North Western avenue, Chicago—also Detroit and Pittsburg. Distributors of phonographs and other machines. Represented by Eddie Ginsburg, Morris Ginsburg, Phil Greenberg, Art O'Mella, Robert Van Weiss, Julian Mike Kraton, Al Stern, Harold Pincus, Irv Orlicz.
 - AUDAK CO., Inc., 500 Fifth avenue, New York. Displayed electric pick-ups.
 - ADLT & WIDBERG CORP., 1240 Washington boulevard, Chicago. Displayed Polymertin finish for steel machines, cast-

WHY DON'T YOU PRACTICE WHAT YOU PREACH? . . .

You always tell the other fellow to keep his eyes open and watch the new trends—you must have noticed the present big public trend to photo-making and photo-taking! **PHOTOMATIC** is participating in the profits from this trend.

INVESTIGATE
International Microscope Reel Co., Inc.
518 West 34th St., New York

GOOD WILL



JOE CALCITT

A famous U. S. Supreme Court decision contains the following definition of good will . . .

"GOOD WILL IS THE DISPOSITION OF A WELL PLEASED CUSTOMER TO RETURN TO THE PLACE WHERE HE HAS BEEN WELL TREATED."

. . . to the thousands of our customers who have continued to purchase from us year after year we offer our sincere thanks. And to those same thousands who will continue to purchase from us during 1939 we pledge ourselves to continue doing business with the spirit of the above decision as our policy.

THE VENDING MACHINE COMPANY
FAYETTEVILLE, N. C., U. S. A.

inlets, etc. Represented by Ray J. . .
McC. C. Burrucker, O. Health, P. Hriscoo,
G. L. Lemon.

AUTOMATIC GAMES, 2425 Fullerton ave-
nue, Chicago. Displayed merchandise
venders. Represented by H. P. Burk, V.
Both, S. Dosey, A. Theiss.

AXTON-FISHER TOBACCO CO., 1030
Maple street, Louisville, Ky. Displayed
cigarettes and tobacco. Represented by
A. G. Reed, J. F. Lewis, P. Zimmer, B. B.
Harris, P. Wilcox.

BAKER NOVELTY AND MFG. CO.,
848 North Kedzie avenue, Chicago. Dis-
played Baker's Pacera. Represented by
H. O. Larson, P. B. Steinnagel, Carl
Kuppert, H. L. Baker.

BEARSE MFG. CO., 3815 Cortland
street, Chicago. Displayed adjustable
waterproof pads, adjustable carrying
harness for every phonograph. Repre-
sented by J. H. Erickson.

BLACKLAWK MFG. CO., 1823 West
Bertrand avenue, Chicago. Displayed sales-
boards.

BLOCK MARBLE CO., 4019 North
Eighth street, Philadelphia, Pa. Displayed
parts and supplies for coin-operated ma-
chines, operators' tool kit, cigar kit, key

cabinet, coin counters, phonograph pads,
springs, electric contact kits, etc. Repre-
sented by Harry Block, Alfred Block,
Byron Block.

BRANDT AUTOMATIC CASHIER CO.,
Watertown, Wis. Displayed money sorter
and counter, coin-wrapping machines.
Represented by James Hogan, O. R.
Aschcraft.

BROWNSWICK RECORD CORP., 1778
Broadway, New York City. Displayed
Brownswick and Vocalion phonograph
records. Represented by L. W. Schneider,
A. E. Satherly, Jack Hein, Russell Coan,
Bill Barth, C. D. Harper, V. Bell, Jack
Strong, Walter Fugh, Harry Victor, Miss
Brunswick and Miss Vocalion.

P. W. BUGHART, Inc., 20 West 22d
street, New York City. Displayed octa-
gon billiard. Represented by R. H.
Gardiner Sales Co., Mr. Hasemann, Mr.
Friedman, P. W. Buchhart.

BUCKLEY MFG. CO., 4233 West Lake
street, Chicago. Displayed Corona-Trade
Odds, Flushing Ivories, Long Shot,
Riviera, Seven Belts, Contro-Vac Diggers,
counter machines. Represented by F. J.
Buckley, P. H. Parsons, R. H. Tennyson,
P. H. Kaup.

CENTRAL MFG. CO., 728 Thlden street,
Chicago. Displayed Central gum venders
and stands. Represented by A. Tupper,
C. Kaplan, B. Maxer.

CENTRAL DIE CASTING AND MFG. CO.,
Inc., 2935 West 47th street, Chic-
ago. Displayed commerial die castings,
pullers and flexible couplings, plastics.
Represented by E. T. Fay, E. M. Murray,
L. J. Sebels, A. R. Keene.

CENTRAL STAND MFG. CO., 59 East
26th street, Chicago. Displayed stands.
Represented by Philip Bleh, Carl Bondon.

CENTURY DIE CASTING CO., 2029
Netcher street, Chicago. Displayed die
castings. Represented by Fred DeCordy,
C. Bondon, C. Bank, J. Kraus.

CHICAGO LOCK CO., 2224 North
Racine, Chicago. Displayed locks. Repre-
sented by W. C. Shinn, L. R. Shinn, L. E.
Herrick, O. Blohm.

CHURCHILL CABINET CO., 2119
Churchill street, Chicago. Displayed wood
cabinets, woodwork. Represented by S. T.
Gullikson, D. Luster.

COAN-SLETTELAND CO., Inc., 2070
Helena street, Madison, Wis. Displayed
candy bar vending machines. Represented
by J. W. Coan, Perry Sletteland, Lee E.
Slino, R. W. Merriam, W. J. Coan, Carl
Moer, J. Stuart.

THE COLUMBUS VENDING CO., 2005
East Main street, Columbus, O. Displayed
merchandise vending machines. Repre-
sented by R. A. Vogel, J. D. Vogel, R. T.
Willa, A. P. Yearling.

**CORNELL - DUBILIER ELECTRIC
CORP.**, 1000 Hamilton boulevard, South
Plainfield, N. J. Displayed capacitors,
electrical supplies.

DECCA DISTRIBUTING CORP., 50
West 57th street, New York; also 22
West Hubbard street, Chicago. Displayed
phonograph records. Represented by Mr.
Schultz, Mr. Goldberg, Betty Holmes.

ARTHUR H. DU GRENIER, Inc., 15
Hole street, Haverhill, Mass. Displayed
Du Grenier cigaret machines, candy and
gum machines. Represented by Blanche
Bouchard, Frank Du Grenier, Estelle
Kolman.

ETCHING CO. OF AMERICA, 1220
Montana street, Chicago. Displayed
etched name plates. Represented by J. W.
Sanders, L. G. Rodman, R. Hedstrom.

FILBEN MFG. CO., 1350 University
avenue, St. Paul, Minn. Displayed Fil-
ben mercury phonograph. Represented by
W. M. Filben, R. H. Munson, L. Backfield.

GAME SALES CO., Peoria, Ill. Dis-
played A. B. C. Ticket games, Baby Jack
slot machine ticket games, other ticket
games. Represented by M. G. Sax, Phil
Sax, John Schotzell, H. H. Smith, Paul
Ferguson.

GAY GAMES, Inc., 423 East Howard
street, Muncie, Ind. Displayed E-Z Pick-
up coupon games, tully-rip cards, jar
deals, ticket games. Represented by Gary
Noel, R. A. Parsley, Smith Vroeland, P. O.
Lunsford, Fred Howard, T. B. Holliday.

GEAR SPECIALTIES, Inc., 2655 West
Medill avenue, Chicago. Displayed gears,
etc., for coin machines. Represented by
H. B. Gardner, C. N. Peterson, E. H.
Johnson, E. C. Young.

GENERAL VENDING MACHINE CO.,
Ambassador Building, St. Louis, Mo. Dis-
played General cigaret vending machine.
Represented by P. M. Sain Jr., William
Gallagher, Helen Drucina, Paul Hutablin-
son, Victor Sain.

M. A. GERRIT CORP., 2047 North
30th street, Milwaukee, Wis. Displayed
phonograph needles. Represented by H. J.
Reikin, A. Minge Jr.

JOHN N. GERMACK, 1346 East Verbor
highway, Detroit, Mich. also 10 Hubert
street, New York. Displayed Red Lip
plastic nuts. Represented by Frank N.
Germack, Marie Abdella, Eronne Abbott.

THE GLIDDEN CO., 1350 North Le-
chlar avenue, Chicago. Displayed lacquer,
paints and varnishes. Represented by
John Boyd, C. J. Antona.

GOLDEN RULE VENDING CO., 1055
Wrightwood avenue, Chicago. Displayed
Indian dice game. Represented by G. F.
Suter, P. J. Spatzek, Roy Bazelon, Roy
Nameroff.

GUARDIAN ELECTRIC, 1891 Walnut
street, Chicago. Displayed contact switch
service kits, replacements of electrical
parts. Represented by J. J. Rowell, A. J.
Steen, M. M. Rowell, Lee Howard.

GUMATRY CORP., 4155 Natural Bridge
avenue, St. Louis, Mo. Displayed Melody
gum. Represented by W. Gimmenshulny,
R. Greenbaum, J. T. Glitz Jr., H. Walters,
J. Peoples, J. Weeks.

**HABER SCREW MACHINE PRODUCTS
CO.**, 884 West North avenue, Chicago.
Displayd screw products. Represented
by A. Hillstrom.

**HARRINGTON & KING PERFORAT-
ING**, 5685 Plymouth street, Chicago. Dis-
played speaker grille screens. Represented
by H. T. Barrett.

SAMUEL HARRIS & CO., 114 North
Clinton street, Chicago. Displayed tools,
machinery, supplies. Represented by F.
Favaro, J. Wilcox, M. Victor.

A. G. HINTZE CO., 300 West Adams
street, Chicago. Displayed grille fabrics,
HYORADE SYLVANIA CORP., Em-
porium, Pa. Displayed radio tubes, incan-
descent lamps. Represented by P. S. Ell-
son, C. G. Pyle, A. R. Oliver, Robert
Henderson, L. M. Wheelock, L. A. Murphy.

ILLINOIS LOCK CO., 787 West Jack-
son boulevard, Chicago. Displayed locks,
hardware and coin chutes. Represented
by M. P. McNeill, P. G. Ellerman, R. E.
Gray.

O. D. JENNINGS & CO., 4300 West LaF-
street, Chicago. Displayed amusement
games, cigar venders.

JENSEN RADIO MFG. CO., 5601 South
Laramie avenue, Chicago. Displayed loud-
speakers for coin-operated phonographs
and all other purposes. Represented by
Thomas A. White, R. T. Sullivan, C. J.

GUARANTEED VALUES

Each Machine Is Thoroughly Recon-
ditioned and Ready for Service

| USED TABLES | |
|-------------------------|----------|
| Food Rep. | \$35.00 |
| Quinella | 79.00 |
| Derby Time Mfg. | 77.50 |
| Derby Time Single | 72.50 |
| Derby Time Multi | 72.50 |
| Derby Champ | 62.50 |
| Fairgrounds | 55.00 |
| Plated | 38.00 |
| Wheels | 55.00 |
| Skill Derby | \$39.50 |
| Pancho Races | 50.00 |
| Springling | 50.00 |
| Heavyweight | 50.00 |
| Natural | 50.00 |
| Classic | 50.00 |
| Top Ten | 50.00 |
| Flying High | 50.00 |
| Any of the above games | \$40.00 |
| Bally Derby | \$7.50 |
| Pancho Derby | 7.50 |
| Daily Races | 7.50 |
| Novelty Games | 42.50 |
| Stoner Ritz | 42.50 |
| Stoner Zeta | 42.50 |
| Daily Race | 39.50 |
| Ball | 39.50 |
| Stoner Baseball | 42.50 |
| Novelty Games | 42.50 |
| Stoner Baseball | 42.50 |
| Ball | 39.50 |
| Triple Entry | \$134.50 |
| Wheels | 30.00 |
| Derby Jr. | 79.00 |
| 1937 Double | 79.00 |
| G. Double | 62.50 |
| Long Tally | 62.50 |
| Paddock Club | 59.50 |
| Pick Em | 59.50 |
| Turf | 59.50 |
| Lincoln Field | 59.50 |
| Liberty Bell | 59.50 |
| Stact Top | 49.50 |
| Face Races, No. 3548 | 39.50 |
| Face Races, No. 2748 | 79.50 |
| Face Races, No. 2779 | 49.50 |
| Face Races, No. 1877 | 69.50 |
| Day's Track, No. 4448 | 49.50 |
| Day's Track, No. 2538 | 49.50 |
| Day's Track, No. 2538 | 49.50 |
| 3210-50-50 | 29.50 |
| Streamlined Hot Vendors | 39.50 |
| Daily Race | 39.50 |
| Face Races | 39.50 |
| Little Dots | \$12.50 |
| Little Dots | 7.50 |
| Waiting 1c A Se | 37.50 |
| Goose Necks | 7.50 |

MAYFLOWER NOVELTY CO.
1507 Wabasha Ave., St. Paul, Minn.

Saberson, M. R. Jones.
KUBEC ELECTRIC CO., 630 West Jack-
son, Chicago. Displayed electrical sup-
plies. Represented by Jacob Helms,
August Kubec.

LENZ ELECTRIC MFG. CO., 1751 North
Western avenue, Chicago. Displayed wires
and cables for electrically operated pin
games and musical instruments. Repre-
sented by R. G. Zender.

MECHANICAL SALES CORP., 220
West 54th street, New York. Displayed
perfume vending machines, perfume.
Represented by Charles E. Spaten, Robert
Grener.

MICRO SWITCH CORP., 1 East Spring
street, Freeport, Ill. Displayed Micro
switch. Represented by F. E. Wilsey.

MILLS NOVELTY CO., 4100 Fullerton
avenue, Chicago. Displayed belts, course
games, payout tables, cigaret machines,
etc. Represented by Grant Shny, J. P.
Mangan, Everett Eastland, Hans Swigart,
J. Marker, Hans Steffens.

NATIONAL SLUG REJECTOR, Inc.,
5151 Natural Bridge avenue, St. Louis,
Mo. Displayed slug rejector. Represented
by John Gotfried, R. M. Fausher, L. G.
Pools.

NATIONAL VENDORS, Inc., 5145 Natu-
ral Bridge avenue, St. Louis, Mo. Dis-
played candy and cigaret venders. Repre-
sented by A. F. Diederich, Ben W. Fry,
A. Weidman, M. J. Anzbach, John Paul,
W. Oster, E. C. McNeil, L. H. Carver,
B. Spitz, E. Wertheimer.

NORTHWESTERN CORP., Aramont
street, Morris, Ill. Displayed merchandise
vending machines. Represented by W. B.
Balen, W. B. Grunap, G. W. Moler, John
E. Olson.

D. A. PACHTER CO., 1433 Merchandise
Mart, Chicago. Displayed radios. Repre-
sented by D. A. Pachter, George Walcott.

PALMANTIER-KING SALES CO., 1197
West Tuscarawas street, Canton, O. Dis-
played steel gates for slot machines. Repre-
sented by A. B. Palmantier, W. G. King.

PAN CONFECTION FACTORY, 81
West Erie street, Chicago. Displayed
candies for vending machines. Repre-
sented by Willard Seefeldt, C. A. Grzech,
Helen Dinsie, Jim Foreman.

PEANUT SPECIALTY CO., 400 West
Superior street, Chicago. Displayed nut,
ball gum, charms, candies. Represented
by D. J. Jacobson, P. M. Paniel, Major
Kane.

**PEDERSEN BROS.' TOOL AND SUP-
PLY CO.**, 834 West Washington boule-
vard, Chicago. Displayed industrial sup-
plies, tools. Represented by H. C. Lash,
B. Pedersen, Matt Janjcek, B. Maroon.

(Continued next week)

CHECK THESE PRICES

| | |
|--|---------|
| 2 Section Ray-o-Lite, perfect | \$35.00 |
| Mills One Auto, Peppert with special cabinet floor stand, red bargain | 75.00 |
| Mills 1-2-3 One Big Auto, Peppert | 20.00 |
| Columbus White Peppert | 78.00 |
| Segeen Steam Vender, 10-34, nearly new | 10.00 |
| Mills 206 Family, Mills | 25.00 |
| Waiting to Change Glassed, new | 45.00 |
| Mills Co. O. T. One Front | 25.00 |
| Mills 10c O. T. One Front, nearly new | 22.00 |
| Mills 10c Greenleaf, D. J. P. | 16.00 |
| Cabinet Stand for slots | 4.00 |

Also Waiting Rolla-Tom, Mills Blue Front,
Moline, via 1/3 with order.

E. O. LIKENS,
324 Fifth St., N. W., Washington, D. C.

Analysis of Machine Trends as Indicated at the December Show

By WALTER W. HURD

Each year *The Billboard* presents an independent and carefully prepared analysis of the types of machines on display at the annual convention, with an opinion as to what trends may be suggested by the displays. These analyses are made more important by comparing the present machines shown with those on display at the previous annual convention.

The complete analysis of the machines on display at the show, held January 17 to 20, 1938, was published in *The Billboard* January 29, 1938. That report should be read in connection with the report on machines displayed recently to get a clear picture of machine developments.

But the fact that two annual coin machine shows are being held one month apart, and the fact that each show separately does not give a complete picture of the industry, makes it extremely difficult to analyze the trends upon the holding of the NACOMM show at the Stevens Hotel, December 12 to 15. So this present report is very incomplete and is made with the understanding that it will be combined in a later report embracing the indications of displays at both the annual shows. It is a difficult editorial problem to cover both shows when there are rival feelings to respect and at the same time do justice to the great progress shown by manufacturers' exhibits.

The best word to describe the exhibits at the NACOMM convention is QUALITY. Beautiful machines expertly designed and reflecting an air of quality that should win the respect of people not in the coin machine business. Many operators expressed their feeling that the convention lacked "something new, something different." Quality was especially evident in the splendid showing of cigar and candy bar vending machines.

When it is said that new ideas were lacking, it should be remembered that there is a definite demand from the operators themselves for limiting the numbers of new models in the music and vending machine fields. Operators in the amusement games field look for something new, but the games were not displayed at the NACOMM convention in large number.

Vending Machines

The December convention offered perhaps the best display of vending machines of various kinds ever displayed by the coin machine industry. It is not easy to remember the displays during the vending machine boom back in 1929 and 1930, but it is safe to say that the vending machine division has come a long way since that time and that present machines are examples of progressive invention and development.

Remarkable improvements in the coin chute itself have made the present vending machines possible. The coin mechanism itself today is a real piece of invention and development. Even penny venders have unusually efficient coin chutes on them.

CANDY BAR VENDERS. I have predicted that the next "boom" in the vending machine business (and maybe in the coin machine industry itself) will be in the use of candy bar vending machines. The December show revealed a big step in that direction. Progress in the building of cigar venders has laid the foundation for new and modern candy bar venders. Candy bars offer a ready-made product for selling in vending machines just like cigar packs. It has been a greater problem, of course, to get the selectivity which the public desires in machine selling of candy, but the industry has the idea and is rapidly perfecting mechanisms to do the work.

At the December show as many as eight different firms displayed about 15 models of candy bar vending machines. Manufacturers' lists would show many more models, but an attempt has been made in this survey to be conservative as to the number of models. In many cases a manufacturer classifies models simply to designate color or finish in the same machine.

Fifteen models of candy bar vending machines offer a real opportunity to get

into the candy vending business. At the January, 1938, show I checked 16 candy bar vending machines, including the penny bar machines. My check at that time was much less conservative. In other words, the candy bar venders made a much better showing at the December convention than one year ago.

CIGARET VENDERS. Twenty - six models of cigaret venders were shown by about 10 different firms in December this year. These high-grade venders are offered at a time when cigaret machine operating seems to be spreading to all parts of the country rather fast. Cigaret operating has heretofore been largely confined to the East and West coasts.

Thirty-seven cigaret machines were shown in January, 1937, and 20 models in January, 1938. The decline in the number of models is probably due to the decline in the penny cigaret machines, which seem to have disappeared from the convention this year entirely.

BULK VENDERS - GLOBE. Bulk venders, which have had two very successful years, are this year being classified in two groups—globe and modern streamlined venders. Thus it will not be possible to compare this survey with our previous reports. There are so many bulk venders on the market that it is impossible to make an accurate check of them. There were possibly 25 models of globe-style bulk venders shown by half a dozen firms at the December show.

BULK VENDERS - MODERN. In the new streamline style of bulk venders a conservative list of six models was shown by four different firms. There is a trend to build new vending units for gun and the like which may be attached to the bulk venders having two or more compartments.

PENNY VENDERS - GUM AND CANDY. The penny vender field may be still further classified by reporting 13 models of penny machines, varying considerably in design and shape, for the vending of penny gum and candy items. The chief trend in these machines seems to be to develop new designs. Some of them are also being designed to attach to other and larger vending machines, such as cigaret machines. Or they may be operated as individual machines. An increase in the number of machines for handling penny candy items was noted.

MISCELLANEOUS VENDERS. Several types of single venders were shown, many of which are more important to

the future of the industry than a miscellaneous listing would indicate. This list includes Coca-Cola venders, bottled and bulk; sandwich venders, machines for vending cigars, apples, perfumes, astrology readings, etc. These varied machines deserve a more complete survey in their own right at some future date. They indicate the wide possibilities in manufacturing vending machines and show that the vending field still has immense possibilities.

Music Machines

In the phonograph field there is a definite demand from the operating field for some kind of limitation of the number of models placed on the market by manufacturers. Hence the December show indicated a decline in the number of new models. Automatic phonographs have also reached such a high state of perfection before this that refinements in appearance and convenience are the principal changes seen. The main objective now seems to be to arrive at some plan of co-operation whereby manufacturers and operators can work together to eliminate some of the operating evils.

Possibly eight models of phonographs were on the exhibition floor. In order to eliminate noise on the convention floor many of the displays of phonographs are made in hotel suites.

The record companies came into the December show in grand style and show a renewed tendency to help the industry in its problems. The record companies themselves are faced with vital problems which perhaps many operators do not realize.

New phonograph needles received emphasis, and also the showing of wall-box attachments indicated the part the devices are playing in the music business.

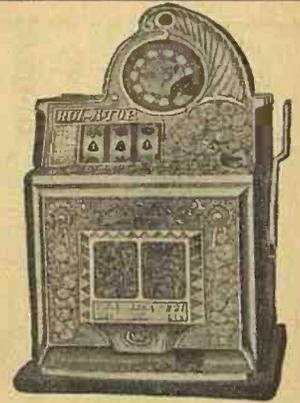
Amusement Devices

The table or pinball games were conspicuously lacking from the December show due to a division in manufacturing circles. Hence a report on amusement games and devices does not do justice to the immense amusement games field.

Six models of novelty amusement games were shown by three firms. These games follow the design and lines of development of the past year and more. Six models of payout table games were also shown. No radical changes in payout games were seen.

Ten models of console machines were on display, shown by five firms. If any unusual trend was evident in this class of machines it is to make them smaller for the convenience of locations.

Bell machines were shown in 16 models, with some very modern designs in bell construction on the floor. About 16 models of the small counter or "baby" bells were also shown. It is hard to report the exact number of counter bells,



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

"SEVEN - GRAND"

THE BEST COUNTER GAME EVER BUILT



When the novelty of other machines and gadgets wears off, SEVEN-GRAND, like Old Man River—"will just keep rolling along"—making profits.

1. Perfect 3 to 1 coin divider puts 75% in merchant's coin box and 25% in operator's coin box. No arguments—Just take your cash.
2. Multiple coin slot takes 1c-5c-10c-25c coins.
3. Last coin played is always visible.
4. Sensitive tilter prevents players from changing position of dice.

Price \$36.50

1/3 Deposit With Order, Balance C. O. D.
STANDARD SALES MFG. CO.
12 W. COURT ST., CINCINNATI, O.

however, due to the variety of these machines.

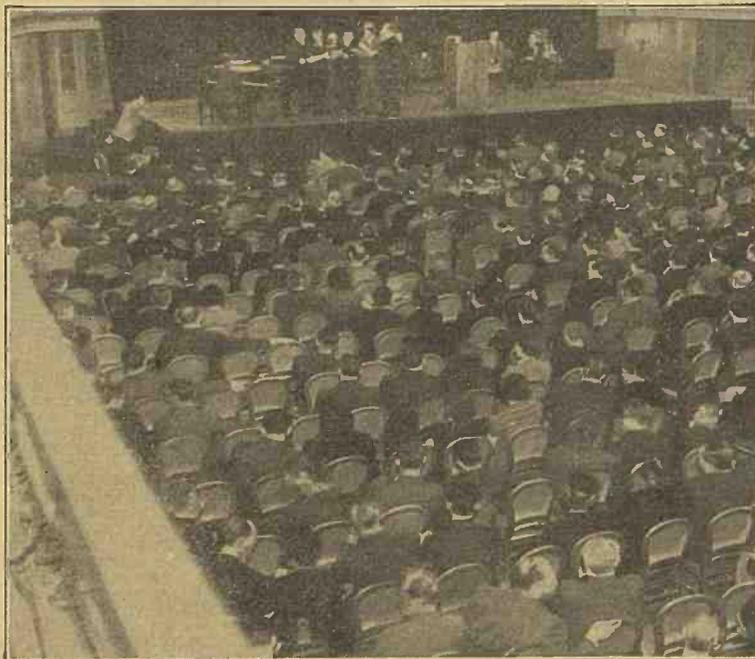
Other Devices

Penny scales were shown in three models.

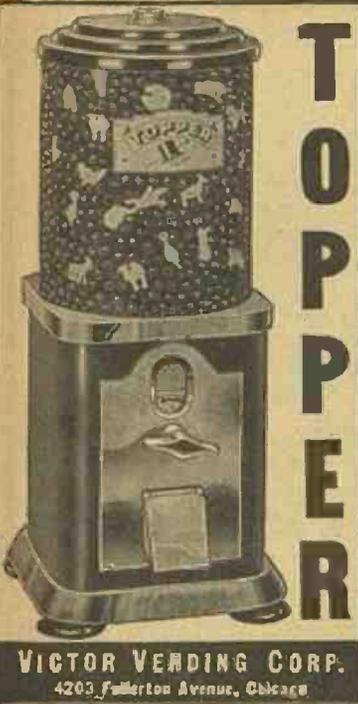
Improvements in coin chutes are always a matter of importance to the coin machine industry. The manufacture of coin chutes now has reached a stage where the devices are a rather complicated mechanism in themselves. Compared with the coin mechanisms of five years ago, they show remarkable strides. Improvements in design as well as coin-handling efficiency are seen in the modern devices. An increasing number of "coin drop" chutes are on the market due to the vending machine demand.

Conclusion

These remarks are published for the information of those members of the trade who could not attend the December show. The report will be combined into a more complete analysis of the coin-operated machines now on the market following the CMMMA coin machine show, which will be held at the Sherran Hotel, Chicago, January 16 to 19, 1939.



COINMEN LISTEN intently as the Operators' Octet fills the air with song. The NACOMM broadcast, to open the convention over Station WCFL, was one of the highlights of the show. It featured entertainment and short talks by coinmen.



**T
O
P
P
E
R**

VICTOR VENDING CORP.
4203 Fullerton Avenue, 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.

Wrigley Pays 25c Extra Dividend

CHICAGO, Dec. 17.—Declaration of a 25-cent year-end extra by William Wrigley Jr. Co. featured dividend news yesterday. Singer Mig. Co., Navarre Oil Co. and Louisiana Land and Exploration Co. also announced extra payments.

William Wrigley Jr. Co. declared extra dividend of 25 cents a share on common stock payable December 28 to holders of record December 20. The announcement brings total payments on the common stock for 1938 to \$3.75, including extras of 75 cents, against \$4.25 for 1937, including extras of \$1.25. Previous declaration by the company calls for monthly payments of 25 cents a share on January 3, February 1, March 1 and April 1, 1939.

Open Ind. Office For U-Need-a-Pak

NEWARK, N. J., Dec. 17.—Murray Wiener, general manager of the U-Need-a-Pak Corp., recently announced the opening of the firm's 12th branch office. The new branch is located at 608 Massachusetts avenue, Indianapolis.

"The branch has been opened for the convenience of operators in the surrounding territory," said Wiener. "Harry Babits, well-known comedian throughout the Indiana territory, is in charge of the office. He extends an invitation to all Indiana operators to come in for open house any time they are in Indianapolis." (See Open Ind. Office on opposite page)

MERCHANDISE MACHINES

Ohio Candy Tax Decision

Appeals court rules that candy is a food and exempt from sales tax

AKRON, O., Dec. 17.—Candy is a food, the Ninth District Court of Appeals has ruled in an opinion confirming reversal of a conviction of a Cuyahoga Falls confectioner on a charge of violating the sales tax law by failing to collect tax. Since food is exempt from sales tax in Ohio, this may mean that merchants will not have to collect the candy tax. This means savings of thousands of dollars and the possibility of a great pick-up in candy sales.

Ruling that the meaning of the word "food" is plain, the court asserted that food is anything which humans eat or drink to sustain life. Regarded as a test case, the litigation has attracted State-wide attention.

Most candy stores, wholesalers and distributors have continued to collect sales tax since the Common Pleas Court decision was announced. There was

no immediate indication whether the attorney-general's office would carry the case to the Supreme Court.

Theater operators and concessioners as well as confectioners have been awaiting the outcome of the case, contending that if candy is not subject to the tax their business will be generally benefited.

Association Hails Decision

AKRON, O., Dec. 17.—"It will not be long before the sales tax on candy is officially removed because candy is a food and therefore not subject to the extra levy," is the opinion of Associated Candies, State organization of Ohio candy merchants.

It was indicated by tax authorities that the decision of the Ninth District Court defining candy as a food would be carried to the highest tribunal of the State, the Supreme Court. "We are going to continue to collect the tax on candy and we will appeal the case to the Supreme Court thru the attorney-general's office," Walter Mitchell, commissioner in charge of the sales tax, informed Winters Sampson, Akron enforcement officer for the State tax commission.

Sampson stated that he would not conduct a drive against tax violators. "However, we will file affidavits, as in the past, against merchants who fail to collect and pay the tax," he said.

Merchants throughout the State selling candy have received explicit instructions that they must continue to collect the

cigarette merchandisers' association

Communications to M. Reifer, The Billboard, 1584 Broadway, New York City.

We've heard much discussion in the past few months on the value of proper service. One of the best explanations of just what constitutes proper service we've run across in a long time is that penned by Aaron Goldman, manager of the G. B. Macke Co., of Washington, D. C. In an article appearing in the convention issue of The Stomori-McGuire News Goldman states: "There are two important requirements for keeping machines where they are. The proper service must be maintained and the largest possible proportion of gross profit commensurate with good business practice must be paid to the location."

"In our business, and others similar to it (where constant maintenance is required) every concern points with pride to its service. In very few instances, however, is there any justification for the superlative adjectives which are used. The operator who boasts about service and takes two hours to have a machine fixed is confusing service with necessity; he doesn't have any choice in the matter.

"We like to believe that our company gives faster and better service than any other similar operation in the country. Repair calls are handled on a 24-hour basis within 15 minutes after they are received. (It should not be necessary to mention, of course, that the location-owner is refunded the nickel for his telephone call.) In numerous instances our customers have volunteered the information that our service is faster than that given by the gas and electric companies. In our office we keep a card index file for the purpose of recording repair data on each machine; in that way we have, as it were, a case history on each machine. When the same trouble shows up too frequently on the same machine we replace it on location and bring it into the shop for a more thorough going over.

"Our attitude on the subject of repair calls is one of gratitude to the customer for telling us about the trouble he is having with any of our equipment. In fact, we solicit complaints from our customers by inclosing with our commission checks each month an itemized complaint card on which we request the customer to list his complaints and mail to us at our expense.

"Only in a very few rare instances, where a series of unhappy circumstances set in, has any one of our customers requested us to remove one of our machines because of inadequate service. Service, however, consists of doing something more than you are expected to do. After all, one expects a concern which operates machines to repair them when they go out of order. It is scarcely anything to boast about even if it's done in 15 minutes—it has to be done anyway! More befitting to be called service is our policy of delivering wrapped nickels and dimes to our customers any time during the day or night—without charge, of course. This is an accommodation that our customers appreciate and we are glad to render it.

"Naturally, this complete 24-hour set-up is expensive to maintain, but we do it because we find it pays dividends in the end. Competitors who attempt to take our accounts—and they too well satisfied to be impressed with small inducements. Even large, substantial inducements in the form of higher commission rates and bonuses which are offered by competitors are not a too difficult problem with us."

Before pushing off for the NACOMM convention in the special car reserved for the CMA of N. J. members, Le Roy Stein, manager, managed to find time to bring three new members into the fold. These firms are Leon Mintzen, Photomatic Service, Passaic, N. J.; Miller Automatic Amusement Co., of Monticello, and Tack Shops, Inc., of Newark. Stein reports that there will be several more new faces in the CMA of N. J. fold before the new year rolls around.

TOPPER!



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends any synthetic—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.75
Special Introductory Offer!

1 Topper
10 lb. Candy
1 gr. Toys
All for \$8.75.

PEANUT & GUM VENDING MACHINES
New, direct from factory.

Only **\$2.40** and up
Over 60,000 sold.
1/3 Deposit With Order, Balance C.O.D.
Send for circular and city terms.
Order Now
Factory Distributor

TORR 2047A-SO. 68 PHILA., PA.

A recent item in The Detroit Free Press takes the government to task for not showing on the cigarette tax stamp how much tax it represents in part the article read:

"A package of cigarettes, which cost 25 cents, wears a federal internal revenue or tax stamp, with a picture of DeWitt Clinton and a notation that it covers 20 cigarettes. The amount of tax this stamp represents does not appear on it.

"Who, then, stops to think when he is buying a package of cigarettes that he is paying 6 cents for this stamp? The federal government 'take' from a 15-cent package of cigarettes is 40 per cent of the price of the cigarettes!"

Another item of interest on the subject of cigarette taxation is the stand taken by Governor R. L. Cochran of Nebraska. The governor declared that any additional tax on tobacco in Nebraska would hit the poor man most and would not be a "luxury" tax as intended. "The luxury tax while presumed to be paid by the wealthy," he stated, "really hits the poor man in his consumption of tobacco, movie theater tickets and many other items to which the poor person is fairly entitled but generally considered a luxury."

It is astonishing, sometimes, to find where our American cigarettes go. Not merely surprising, probably, but satisfactory to know that countries like Switzerland are taking more and more of our blended goods. Reports current in the tobacco trade of Switzerland are to the effect that the enlarged imports of American-made cigarettes into that country definitely evidences the increasing popularity of such cigarettes in that market.

Imports of cigarettes into Switzerland during the first six months of the present year totaled approximately 53,500 pounds, of which the United States accounted for 44,695 pounds compared with imports in the corresponding period of 1937 totaling 46,103 pounds, of which the United States supplied 36,356 pounds.

United Kingdom and Egypt sold relatively small quantities of cigarettes in the Swiss market during the periods reviewed.

Justice department has assigned two of its investigators "to bend an attentive ear to the sing-song chanting of tobacco auctioneers."

"It may be legal to sell a farmer's entire tobacco crop in only 6 or 10 seconds, but we are not sure," one antitrust division official said. "We intend to find out." The department's current investigation chiefly of tobacco marketing practices involves methods by which Maryland tobacco is sold in Baltimore by sealed bids, and burley tobacco is sold in Kentucky by "singing auctioneers." Two members of the antitrust division's economic staff went to Kentucky last week as observers of the auction system.

Department investigators also are studying the method by which flavored tobacco, raised principally in Virginia, North Carolina and South Carolina, is being sold to the Imperial Tobacco Co., of Great Britain. Approximately 50 to 60 per cent of that type is exported.

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 outdoor 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. 2,138,055.
Pertaining to Slug Eliminator for Vending Machines.

Application, April 22, 1936.
Issued November 19, 1938.
Number of Claims, 15.
Inventor's Name—Arthur C. Smith, San Bernardino, Calif.
Assigned one-sixth to Ruth E. White, San Francisco, Calif.

Claim 1. In a slug eliminator, a coin chute having a sloping metal friction plate for sliding coins on one side, a U-shaped magnet having its two poles positioned in the line of travel of a coin and means positioned below the lower end of the friction plate to separate coins and slugs in accordance with the path of their trajectory after leaving the friction plate, the friction plate and the magnet being rotatably mounted on a horizontal pivot having its axis aligning with the friction plate between the poles of the magnet to change the inclination of the plate and the poles of the magnet.

Patent No. 2,138,529.
Pertaining to Switch Device.
Application, August 1, 1936.
Issued November 29, 1938.
Number of Claims, 12.
Inventor's Name—Ralph R. Erbe, Fort Wayne, Ind.

Assignor by mesne assignments, to Reconstruction Finance Corp., Chicago, Ill.

1. A switch device, including an actuating member, a movable element for making and breaking an electric actuating circuit, mechanism actuated by said member for moving said element in one direction one or more units of movement for closing said circuit, electrically actuated means for moving said element a unit of movement in the opposite direction upon each actuation of said means for breaking said circuit upon return of said element to starting position, and means for adjustably

setting said mechanism for moving said element a predetermined number of said units of movement upon a single actuation by said member.

Patent No. 2,138,764.
Pertaining to Game.
Application, February 25, 1938.
Issued November 19, 1938.
Number of Claims, 7.
Inventor's Name—Harry T. Hipwell, Pittsburgh, Pa.
Assigned to Wolverine Supply and Mfg. Co., Pittsburgh, Pa.

Claim 1. In a game apparatus, the combination with a playing surface, of an upwardly extending wall at the rear end thereof, and a unitary structure defining a plurality of bottomless pockets disposed longitudinally of the surface to receive playing objects, such as marbles, projected thereat, said unitary structure being hingedly connected to the base and arranged to be swung upwardly to release the objects, said wall being hinged so as to be folded down over the unitary structure.

Patent No. 112,341.
Pertaining to Design for a Coin-Slide Guard.

Application, August 16, 1938.
Issued, November 29, 1938.
Inventor's Name—Louis M. Hall, Fort Thomas, Ky.

Assigned to the Monarch Tool and Mfg. Co., Cincinnati, O.
The ornamental design for a coin-slide guard.

Penny King Has New Bulk Vender

PITTSBURGH, Dec. 17.—An entirely new and different type bulk penny vending machine is to be offered by the Penny King Co., announces L. O. Hardman, president and owner of the company.

"It is," Hardman states, "a three-compartment vender, originally designed two years ago by Earl H. Lohmuller, the man who designed and manufactured the rotary four-in-one vender. Because of business connections Lohmuller did not complete the machine. Plans, castings, etc., were sold to the Penny King Co."

"One of the features of the new compartment vender will be its extremely low cost. This is due to the fine designing which has simplified the machine to a high degree and thereby decreased construction costs. Production on the machine will be started within a month."

The Penny King Co. operates, according to reports, over 1,000 bulk vendors. It is the largest operator of compartment vendors in Western Pennsylvania.

Leo Caproni Wins Prize Automobile

CHICAGO, Dec. 17.—Climaxing the NACOMM convention and exhibition, the prize drawings at the annual banquet held in the Grand Ballroom of the Stevens Hotel Thursday evening, December 15, resulted in the thrilling selection of Leo Caproni, of Maysville, Ky., as the winner of the 1939 Buick automobile.

Suspense was added to the selections when the first selection, Samuel Harris, of New York State, failed to answer to his name as winner of the car. After a short conference the committee ruled that if Harris failed to come to the stage before the end of the prize drawings the car would go to Caproni. Conjecture was great as to whether Harris would come forth to claim the car. It was noted that Caproni's legs stopped shaking and that he breathed a sigh of relief when he was finally named as the winner at the end of the drawing.

Caproni is an operator of phonographs and scales in Maysville, Ky. He has been an operator for three years and is well known thruout his section of the country as a rapidly rising operator. The prize, a Buick four-door sedan, conveyed Caproni back to his home town at the end of the convention.

Selection of the prize-winning ticket

THE GREATEST - FASTEST SALECARD DEAL EVER OFFERED!!

GIVE AWAY GENUINE

ACTUAL WHOLESALE VALUE \$27.50

FUR COATS

RETAIL VALUE

\$50



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 holes and the player pays from 1 to 49c. 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 model, mounted on hard frame-like board with easel to stand on counter, etc. Then you place the deal on locations 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.

Send Today for FREE SAMPLE CARD and large DISPLAY PHOTO AND EASEL OF COATS

IMPORTANT

Do not confuse the coats offered on this deal with the \$8.00 and \$9.00 coats on the market. THESE FUR COATS ARE FAR SUPERIOR and REAL VALUES!

DON'T LOSE A MINUTE, WRITE — WIRE TODAY — AND CASH IN M. SEIDEL & SON D-18 243 W. 30 ST. NEW YORK, N. Y.

was made by one of the coin machine queens of 1938, Harriet DeBusman, A. E. Gebert, association president, assisted by C. S. Darling and Joe Wallace, banquet emcee, supervised the drawings.

Winner of the 12-tube RCA radio was S. E. Nelson, of Shreveport, La. He is an operator of cigaret, candy and gum machines and has been a coinman for 11 years. Nelson, as well as all of the rest of the prize winners, was present, and there was no suspense over other prizes as there had been over the automobile.

Other prize winners were: Of the eight-tube RCA radio, Fred Sanders, of Chicago, an operator of candy and gum machines, who has been in the coin machine business for only nine months; of the wardrobe bag, R. L. Davison, of Coldwater, Mich., a cigaret machine op-

erator and an oldtimer with 14 years' experience; of the Eastman movie camera, F. A. Blalock, of Pensacola, Fla., a phonograph operator of 10 years' duration; of the combination desk set, Harold V. Grant, of Daytona Beach, Fla., another 10-year phonograph operator, and of the men's toilet set, Ted Swag, of Burlington, Wis.

OPEN IND. OFFICE
(Continued from opposite page)
sales tax on all sweets pending final disposition of the case by the Supreme Court.

A total of \$4,169 was collected in candy taxes in Ohio during the week ended November 10, the latest report from the treasurer shows. Total tax moneys received to date for this year amount to \$232,236.

NOTICE TO ADVERTISERS

Send Your Advertising Copy for December 31 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAYS, SUNDAY and MONDAY, DECEMBER 25 and 26,

and the increased size of the issue, necessitating extra forms, all advertising copy for the December 31 issue must be in Cincinnati earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 23. We will be able to take care of a few ads not requiring special position on Saturday, December 24.

SEND YOUR COPY IN EARLY FOR BEST ATTENTION and POSITION



COIN MACHINE QUEENS of the 1939 NACOMM show are Harriet DeBusman (left), of Kansas City, Mo., and Kay O'Brien, of Chicago. In competition to select the most beautiful girl, the judges couldn't decide which was more attractive and diplomatically selected both of them.

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.

ARTIE SHAW

Artie Shaw, considered by many to possess more swing virtuosity on the clarinet than the great Benny Goodman, was born in New York, and from the time he was 11, when he began to haunt vaudeville houses on Broadway, show business held the greatest fascination for him. This appeal was crystallized along the lines of music when from the rafters of the famed Palace Theater one day he heard a saxophone solo that decided him then and there that playing such melodies was to be his forte. He had to save carefully to buy his first sax, and when he had enough he got it, along with five free lessons. That was the only instruction Artie ever had on a reed instrument.

His first professional job, in his early teens, was with Joe Platt's Band, an unknown local New Haven combination whose career came to a sudden end when the boys found themselves stranded in Lexington, Ky. Discouraged, Shaw returned to New Haven and played in a lot of local outfits, on one occasion with a unit that included Rudy Vallee and Peter Arno, the well-known cartoonist. Jumping to Cleveland for a while, Artie played clarinet in Joe Cantor's orchestra, and then left to join Austin Wylie, for whose band he did all the arranging and rehearsing over a couple of years. At this time he won an essay contest in a Cleveland newspaper, the reward for which was a free trip to Hollywood.

Once out on the Coast Shaw, at 19, joined his first name band, that of Irving Aronson, playing in the film colony's famous Coconut Grove. He stayed with Aronson in Chicago, all thru the Midwest and finally wound up in New York, where he quit the business for a while to take some college courses. CBS was after him for one of its house bands, however, so Shaw went back to music and played as ace reed man in practically every important outfit on the air—Andre Kostelanetz, Paul Whiteman, Howard Barlow, Peter Van Steden, Richard Himber, Red Nichols and Freddie Rich, to mention a few.

Tiring of the strictly commercial type of work, Artie retired again, this time to a farm in Bucks County, Pa., where he wrote a book on Bix Beiderbecke, the immortal jazz trumpeter. But writing about music wasn't enough, and a year of this existence found Artie back in the studios once more.

A swing concert at the Imperial Theater, New York, started him on the road to heading his own band. He was the hit of the show—which included the biggest orks in the country—with a string quartet playing classical music against his own hot clarinet work, and he finally capitulated to everyone's exhortation to start his own combination by opening at the Onyx Club as Art Shaw and his New Music. The Lexington Hotel, the French Casino and the Paramount Theater followed in quick succession, but Shaw didn't like the way the outfit sounded, so he took it out on the road for a year and a half. During that time he completely changed it around so that it emerged in its present form, a 15-piece brass, reed and rhythm band minus all strings.

This physically and financially arduous period was climaxed when Artie returned to New York in October of this year to open at the Hotel Lincoln, where he stays until February. A theater tour will follow his closing at the hotel, starting at the New York Strand February 3. In addition to his location job, Artie has been turning out exceedingly successful recordings, has finished a Warner short and is preparing to do one for Paramount, and is featured on the Old Gold commercial Sunday nights over CBS, which is making a host of new friends for him, his fine band and his hot clarinet.



Weekly MUSIC Notes

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

Two Sleepy People. Operators who aren't playing this to nice returns by now are losing out on one of the most popular numbers of the moment. And it's a moment that's likely to stretch into quite a few more weeks before the song is played out. Fats Waller has a platter that seems to be leading the phono field, and Kay Kyser and Lawrence Welk offer contrasting styles with their waxings.

You Must Have Been a Beautiful Baby. Sitting pretty on most played and best selling lists, this catchy ditty from *Hard To Get* (Dick Powell starer for Warners) is a great machine number, as more and more ops are finding out. Better jump on the band wagon and it's an easy leap with Bing Crosby's disc. *My Revere*, still No. 1 sheet seller, and as long as they continue to buy it they'll continue to want to hear it in the phonos. Keep it around until you note definitely that it's beginning to lose its pull in your location. Recordings, either Bing Crosby or Larry Clinton, both honeys.

All Ashore. After an absence of some time from the smash hit picture, Billy Hill has, in this ballad, a nice follow-up to things like his *Old Spinning Wheel*, *Lights Out* and *In the Chapel in the Moonlight*. One of the strongest numbers current, and particularly appealing in Sammy Kaye's version.

I Won't Tell a Soul. A ballad admirably fashioned for crying into one's beer that's meeting with pretty fair acclaim from the populace at large. Andy Kirk has a disc that is especially popular, with Tommy Dorsey following closely behind with another favorite.

COMING UP—BETTER STOCK THEM

Blue in the Black of the Night. A most appealing ballad with an intriguing rhythm make it sound very well indeed.

Angels With Dirty Faces. This is not strictly from the Jimmy Cagney-Fat O'Brien picture of the same name, but the release of the film won't hurt its chances for popularity any. In fact, the title tie-up is more than a little responsible for the success of the song thus far. Gab Calhoun turned out a recording they'll go for on this.

I Must See Annie Tonight. A good light novelty ditty that is becoming increasingly popular on the networks and over the sheet music counters. The publishers, who presented the country with *Stop Beatin' 'Round the Mulberry Bush*, are behind *Annie* and hope to do the same job on it that they did on the streamlined nursery rhyme. If they do, it means a must for the phonos. Guy Lombardo's smooth dancipation does a lot for it.

Jeebers Creepers. This sounds as tho it belongs in the section directly under this, but actually it's one of the tunes from a forthcoming Warner picture, *Going Places*, which puts it in a different category than that of an operators' special. Al Donahue's disc has been catching on with phono patrons.

When Paw Was Courtin' Maw. More novelty and more Donahue expert and enjoyable rhythmic. Number shows plenty of promise, and whether it turns into a hit or not, it still is a good machine ditty. Dick Todd made a vocal record that is as good in its way as Donahue's is for the swinging and swaying.

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. This is the one standout in all the Christmas packages available for the phonos these pre-Santa days, due to the fact that it's about the best known of all Christmas carols and also because Bing Crosby is the vocalist. The religious *Adeste Fideles* is on the reverse.

The Man With the Whiskers. Another Christmas present, this time from the Hoosier Hot Shots, much lighter in mood, but just as appropriate for ops during the season of good cheer.

Old-Time Dance Album. In Western towns and rural sections where old-fashioned dancing hasn't yet given way as yet to the shag, this folio of 10 dance tune oldtimers by Freddie Fisher's Schneckelfritzers, with the selections including a waltz, a polka, a two-step, a schottische and so on, is enough to pack an entire machine.

Lullaby to a Little Jitterbug. A nickel-attracting title and three minutes of the Andrews Sisters in one of their inimitable orgies of clever arranging and grand harmonizing. Certain locations may prefer the plattermate, *Pross Tchai*, slightly Russian in theme but just as listenable.

Begin the Beguine. The combination of a great Cole Porter rumba-fox-trot (from *Jubilee*, presented on Broadway a season or two ago) and Artie Shaw's clarinet and band are worth anybody's money.

The Devil With the Devil. Larry Clinton's arrangement and playing of one of his own numbers. A clever, catchy tune that ought to make a nice showing for itself; not unusual with a Clinton opus.

To Shout All Over God's Heaven. A natural for Negro locations, with Louis Armstrong, minus his trumpet, doing the shouting. The reverse, *Nobody Knows de Trouble I've Seen*, is equally as likely.

GOING DOWN—NOT WORTH PUSHING

Mexicali Rose, Change Partners, I've Got a Pocketful of Dreams, The Yam, Stop Beatin' 'Round the Mulberry Bush, Heart and Soul, Tutti Frutti, Button Button, I Haven't Changed a Thing.

Rock-Ola Preview Wins Ops' Approval

CHICAGO, Dec. 17.—"Rock-Ola officials knew on the night of December 11 after the preview banquet for Rock-Ola representatives and distributors that the new 1939 phonographs were to be an unparalleled success," stated an official of the Rock-Ola Mfg. Co.

"Jack Nelson acted as master of ceremony; George Pickett, Canadian distributor, and Jorge Alducin, Mexico City were given the honor of unveiling the new '39 luxury light-up models. Great shouts of cheering greeted the unveiling and it was several minutes until the noise subsided.

"Men who were responsible for the new models were then introduced. They were: E. R. Smith, works manager; William Huengarde, chief engineer, and William H. Hutter, chief sound engineer. I. F. Webb, vice-president and sales manager of phonographs, enthusiastically outlined Rock-Ola's sales possibilities and policies for 1939. He stressed certain new features. Among them he pointed out that the phonograph is a beauty from the side as well as the front with generous lighting effects. He explained that while there is more light than heretofore, in reality there is a greater economy of electric current.

"T. Leon Maura, vice-president, and E. J. Hockstadt, treasurer and controller, added a few timely remarks. David C. Rockola was given an ovation when he arose to speak. He expressed appreciation for their approval of the new phonographs; he discussed manufacturing and operation problems and concluded with his pledge of wholehearted co-operation from the entire Rock-Ola force when they bring the new product to operators."

Darwin Predicts Good Phono Year

NEW YORK, Dec. 17.—J. A. Darwin, special representative of the Rudolph Wurlitzer Co., in speaking before a group of operators, stated that 1939 would see the greatest year in history for the automatic phonograph.

"For the past few years the automatic music machines have been playing a sort of helter-skelter game getting to locations and sort of beginning to feel their oats," he said. "It's just in the past year that operators have really begun to specialize to an extent where they know just what it takes to put over the automatic phono on any type of location.

"With this entrance of specialization in music better operators have developed—music merchants who make it their sole business to study and understand the public needs—to spot the right kind of locations and to build them up in the proper fashion. Therefore, as time goes on, we find that these better type operators who have developed from the first rush to the automatic phonograph are generally aiding the entire future of the automatic phono industry.

"These men make it possible for the greatest year in automatic phonograph history. And that will be 1939. Because of their specialization in music, these music merchants are now prepared to launch themselves forth in '39 with far greater confidence, better understanding and surer and more logical business practice to make this coming year an outstanding one for music machine development."

Brunswick Okehs Coin Show

CHICAGO, Dec. 17.—Attending the NACOMM show last week were two young ladies, Miss Brunswick and Miss Vocillon, representatives of the Brunswick Record Co. They were seated in the booth on the exhibition floor from which they invited all ops to go up to the Brunswick rooms.

Upon arriving at the room, operators found that they were to have their pictures taken. L. W. Schneider, sales manager of Brunswick, explained: "We thought it was a good idea as we will now not only have a record of their names, but we will have a record of their faces. In addition, the picture we gave to each operator or distributor who visited us created a lot of good will. I am (See BRUNSWICK OKEHS on page 72)

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.**

Asbury Park, N. J.

December 17, 1938.

To the Editor:
 Of course, my topnotcher is *My Reverie* played by Larry Clinton, with his vocal, Bea Wain, doing more than her share to make the number click. My sepsia spots are coming along fine and we are getting much faith and force to expand in this field. At present FDR Jones and I found *My Yellow Basket*, both by Ella Fitzgerald and Chick Webb, are aces. If you will notice that I switched the naming, but I think the credit goes to Ella. She sang *A-Tasket, A-Tasket* to a fare-you-well here last summer—and cash customers have never forgotten her superb rendition of that melody. I think I found *My Yellow Basket* will be another raker. In this type of spot we also find *Won't You Come Over to My House*, by the Sweet Violet Boys, going excellently, with Oseoby's *Sweetheart*, by Patsy Montana, packing in a lot of coins. These numbers really get the tavern trade to dig in their jeans for coins.

In the better spots *My Reverie* is holding the lead and *All Ashore* is making the high marks. *Change Partners* is still holding its own, but other numbers are gradually edging at the rail. *Two Sleepy People*, by Pats Walker, in one number will make my dollars on. It is going swell in nearly every type of spot we have. I think this is due mainly to the good melody taking the top in the better places and Walker getting the play in the taverns and darktown inns.

You guessed it, *Mexican Rose*, with Bing Crosby on the vocals, is still being requested. *Heart and Soul* is a good one to go along with it. Nick Kenny's number, *While a Cigarette Was Burning*, is a favorite in the places patronized by the younger set. When it comes to pleasing a dyed-in-the-wool jitterbug we recommend George Olsen's *Star Spangled*, *Got Together*, *Old Man Mose*, by Eddy Duchin, and *They Say*, by Ethel Waters, also please the 'bugs and put our books on the credit side.

There is one number to which I owe a lot. It is Russ Morgan's *Lambeth*

Walk. Boy, there is a number. I don't think it did sensational work for other operators, but we have certainly been pleased with it. If we can get another *A-Tasket, A-Tasket* and another *Lambeth Walk* we won't mind the snow.

MAX LEVINE,
 King Amusement Co.,
 Asbury Park, N. J.

Soperton, Ga.

December 17, 1938.

To the Editor:
 Down here in the Deep South we use a very large percentage of hillbilly type recordings. The Rice Brothers Gang and Bob Willis seem to be tops. The most-played record we have had for many months has been the Rice recording of *Marie*. It has received a phenomenal play on all type locations from the night spots, the honky-tonks, and even the Negro locations.

Of course we use popular recordings as well as hillbilly selections. The selections going best with us now are *My Reverie*, by Bing Crosby; *Change Partners*, by Jimmy Dorsey; *Two Sleepy People*, by Pats Walker; *Begin the Beguine*, by Art Shaw, and Crosby's *Pocketful of Dreams*.

Here's a tip to operators: Turn over your *Old Man Mose* by Eddy Duchin and put on *Between the Devil and the Deep Blue Sea*. It's scoring even better for us than *Old Man Mose*.

You're the Only Star by Dick Robertson has been a big hit in all our spots. *Jeep Blues* and the various Slim and Sam recordings have been our biggest money-makers in colored spots, and the best hillbilly tunes are Bruner's *It Makes No Difference Now* and *The Last Letter*. Our No. 1 recording, however, for all types of locations is still *Marie*, by Rice Brothers Gang. The old standard South, by Benny Moten, is also good.

Mildred Bailey, Benny Goodman, Tommy Dorsey, Kay Kyser, Larry Clinton and many of the other bands of this type are almost sure flops in our locations. Art Shaw, Ella Fitzgerald, Milt Berth, Bing Crosby and some others are almost always sure hits.

M. H. SPARKS,
 Sparks Specialty Co.,
 Soperton, Ga.

Kansas City, Mo.

December 17, 1938.

To the Editor:
 It's a great life, trying to select the goodies from the hundreds of other releases issued by the various waxworks each month. But I find it can be done without fuss and bother if one will study the record-buying guide in *The Billboard* and by paying particular attention to the "What the Records Are Doing for Me" column in the same publication.

Take, for example, the novelty treatment of *Indian Love Call* as recorded by Artie Shaw's Band. I read about it in this column and how it was bringing

and Shaw's clary the instrumental highlight, makes for refreshing riding without the attending screams and melodic distortions. Shaw's ideas were certainly ahead of the times. As an added incentive, there's the sweet song selling of Peg LaCentra for the *Disc* side.

The Boswells

With all due respects to the Andrews Sisters, who are carrying on this tolling tradition in womanly fashion, it's to the Boswell Sisters we must hark back for that kick in fem harmonizing with a swingy tang. Vocalion digs up again its *Tree-Ha! All Alone*, in a delta mood, coupled with a righteous *St. Louis Blues*. And if you'll lend an ear closer to the Handy classic, Connie Boswell gives voice to the lick that served as a base for *Organ Grinder Swing*. This coupling is only a teaser. And if the recording companies-music publishers impose continues for more weeks maybe yet there'll be releases of those Boswell Sisters-Jimmy Dorsey *Okie* classics.

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842 South Second Street.

in the nickels. So I ups and grabs it, as Schnozle Durante would say, and placed it on a dozen locations. It has proved the big sensation of the month. Other novelties and swing tunes getting a nice play are Tommy Dorsey's *Washboard Blues*, Benny Goodman's *Blue Room* and *S Wonderful*, both from the recently issued Goodman swing album *Red Norvo* and Mildred Bailey's *Melancholy Baby* and *Lonesome Road*, and also Bunny Berigan's torrid version of *Whacky Dast*, with a hot George Auld tenor sax passage the j-bugs like.

Pop tunes going big at the moment include Al Donahue's *Jeeper's Creepers*, Tommy Dorsey's *Sailing at Midnight*, Benny Goodman's *You're Lovely, Madame*, Bing Crosby's spirited *You Must Have Been a Beautiful Baby*, the Norvo-Bailey waxings of *What Have You Got That Gets Me?* and *Old Folks*, Kay Kyser's *Have You Forgotten So Soon?* and *Two Sleepy People*, and finally Chick Webb's *FDR Jones*, sung by Ella Fitzgerald. James like *My Reverie*, *White a-Cigarette Was Burning*, *All Ashore* and *Change Partners* have slipped too far down the ladder and are not worth plugging. Nick Kenny's *White a-Cigarette* was heralded as a potential killer for ops, but it's proved the worst flop of the year for us.

TIM CRUMMETT,
 Kansas City, Mo.

Ft. Worth, Tex.

December 17, 1938.

To the Editor:
 Our system of record selecting is carried out by the holding of a meeting of myself and my 10 phono-graph service men every Tuesday. We simply hold a round table discussion as to what tunes are clicking, those not doing so well and new selections that are looking promising. We always refer to your record department and use the information therein as an official guide in finally coming to decisions as to what records we will

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OFF THE RECORDS

(Continued from page 15)

Stringy Swingy

Of interest solely to fiddle players, especially those who still cherish their Remati-Lang *Okie* disks, is a victor recording by Emilio Caceres, using a full band for the release of *My in G* and a trio (guitar and clarinet) for the flip-over, *Bunnies' Wild*. Bad balance and overtones mar the musical quality of the heated bowing, and Caceres' tone is totally lacking in listenable qualities. But his gut scraping is gee-whizz. And there's many a run and riff to be copied from the disk that make the purchase like a sound investment for fiddlers who have that jazz hot foot.

For the Artie Shaw fans and even the dubious ones, Vocalion's reissue of *You Tell She Comes From Dixie* and *The New Old Line* proves that this band was the most underrated of a post-year. A classical string quartet blending with the heated swing of brasses and reeds.

stock heavy. If a tune is really clicking and looks good for a neat 30 days' run, there is no time to switch records around. If a firm is operating 1,000 phonographs that means the buying of more than 1,000 records of any special number that is going good. Suppose we have four or five hot stopping hits, we are confronted with the purchasing of several thousand records, which really constitutes a considerable investment. This is one reason why your record-bulps are really help.

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!

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SALESBOARD OPERATORS

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"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

As an example, at the close of our weekly meeting today my purchasing agent has been given instructions to buy 3,000 platets.

Our top number this week is a hillbilly number by the Riverside Ramblers. There'll Come a Time. In honky-tonk spots this tune never quite spinning and it is needling nicely in other spots of a more elite nature.

Without question Bing Crosby leads the crooners and without two or three of his numbers on a phonograph down in these parts you might as well turn the machine toward the wall. Right now he is mowing 'em down with My Reverie. Some of his other numbers are also going nicely. Another hillbilly number that is off to a swell start and looks good for a long time is You Can't Eat That Monkey on My Back by Shelton Brothers.

With our spots we find that Tommy Dorsey and Wayne King lead with their numbers with the folks who love dance bands. We also get good money with the local boys, those hillbillies and other musical organizations who are known by radio and personal appearances in this immediate section. Their recordings always go well.

We use an attractive display card, which is placed on top of every phonograph we operate, featuring some outstanding tune. These cards are changed weekly. During the same week we also feature the same hit in small local newspaper advertisements. We find that this method of advertising a certain tune really keeps it spinning! Last week we featured I Found My Yellow Bookie, the week before it makes No. Difference Now, and this week we are building up The Girl Friends of the Whirling Dervish. We believe that this number is going to go good. These weekly features are also featured on several large outdoor signs which we sponsor.

It Makes No Difference Now, by Cliff Bruner, has given us one of the best record runs we have ever enjoyed. I also believe that it is a cutting that we can shelve for 30 days, then bring it out again and go to town for another good 30-day run.

As a whole, record selecting means the success or failure of any phono operator. That's why your record helps really help to operate. We do appreciate them and we trust you keep this department going.

Yours for better phonograph operating,
JACK MALONEY, President,
Panther Novelty Co.,
Fort Worth, Tex.

Chi Newspaper Comment About December Show

Local newspaper publicity given to the coin machine shows is always a matter of national interest for the coin machine industry itself. With the coin machine manufacturing industry centered in Chicago, the trade is naturally interested in what the Chicago newspapers think of its annual conventions.

The best newspaper story of the NACOMM coin machine show at the Stevens Hotel was written by Gene Morgan, staff feature writer for The Chicago Daily News, and his comment appeared in the December 13 issue of that paper. Mr. Morgan has shown himself a genial friend of the industry for the past three or four conventions, writing human-interest stories of certain features about the convention. While the editorial page of his publication has at times taken an adverse attitude toward certain phases of the industry, yet preferred space has often been given to the admirable reports written by Gene Morgan.

His report, in full, is as follows: "ROBOT TO DEWINKER FACE IS NEXT ON GADGET LIST. A robot barber which gives its coin-dropping customer a clean shave—definitely avoiding ears, nose and other natural obstacles—cuts hair, shampoos and maintains a pleasant altho phonographic conversation!

"That was the next step in coin machine development foreseen today with the introduction of new tonsorial devices at a show of 1939 vending gadgets at the Stevens Hotel. The beard-battler made of springs, gears and transformers is still a thing of visualized blue prints. So is the mechanical manicurist, synthetically blond and wired for sound.

But no futuristic dream is the coin-operated scalp conditioner!

"One sits in the barber chair with a copy of Peek, Squint or any other popular pictorial. A headgear which resembles an elephant mahout's turban is adjusted to one's luxuriously curly or else Sabaran dome. One deposits a coin in a slot. Whirr! The machine starts scalloping your scalp—or whatever it does for scalp conditioning!

Barber Will Talk

"Further inroads on the services now performed by human hands in barber shops may be expected," said a spokesman in touch with informed quarters—also nickels and dimes. "We may yet see mechanical barbers electrically shaving their patrons after a coin has been deposited. Thru phonographic or radio connections the present conversational features of a visit to the whiskerdrome may be retained in the coming super-mechanical age. Robot tonsorialists may even form barber-shop quartets as if properly induced by the dropping of another coin!"

"Then as a matter of course there are coin-propelled shoe shiners, while the machine that whacks one with a whisk-broom is forecast by many significant straws.

"It took a professor of technology to tell what was the matter with cigaret vending machines!

"You see, most of the metallic fog peddlers are equipped with mirrors. Ladies, whether they are customers or not, are attracted to the mirrors to ascertain whether their natural pallor is on straight and so forth. This often slows up actual-buying by hurried chaps who can't find courage to ask the lady to step aside for just a moment.

"A new machine is equipped with double-slanted mirrors—the invention of Prof. Peter Muller-Krunk, of the Carnegie Institute of Technology, of Pittsburgh. While mildy is conditioning her nasal illumination in front of one slanted mirror, Mr. Customer is conveniently obtaining a package of cigarets—without prejudice to the cause of feminine attractiveness.

"Exhibitors at the show held by the National Association of Vending Machine Operators insist that coin devices known as "one-arm bandits" are not represented. On the other hand are shown protective gadgets which prevent depredations by two-armed bandits. One of these is called "stop-thief." When a two-armed crook starts trying to hijack the vendor's store of coins a concealed battery gives off a continuous high-key twin vibrator alarm. The shrill voice of a mechanical conscience starts yelling when the machine is only slightly tampered with or lifted 15 degrees out of line and won't shut until silenced by the proprietor's own key.

"Another device adjustable to candy, nuts, gum, perfume or other vendors is a slug rejector. It smells out walnuts, slugs, under and oversized coins, cross-breed buffalo 5-cent pieces and Republican Jefferson nickels.

"A modern coin machine such as an electric phonograph console contains more than 500 parts. An bid-time piano tuner would get 'em in his hair. That's

why the "tuners" are largely former garage mechanics!"

Other Publicity

Otto Chatfield-Taylor, who writes the daily "1,001 Nights in Chicago" column for The Herald and Examiner, commented (December 15) on the coin machine show as follows:

"Conventions are rarely interesting to any but the members of the trade; they are promoting. I venture to say the current coin machine show at the Stevens Hotel may prove an exception to others as well as me. Today is the last day, so you'd better hurry if you want to see what happens when you drop that nickel in the slot.

"For a dollar they'll let laymen into the exhibition, and it may well prove an investment. At the same time you'll see the darndest lot of gadgets—employing music, mirrors, scales, chewing gum, nuts, mock race tracks and almost everything imaginable to part you from your loose change."

Pictures of people or devices at the show published in Chicago newspapers included a good illustration of four or five of the girls in the beauty contest published in The Herald and Examiner; a picture of the two girls who shared the title of "Coin Machine Queen," published in The Chicago Tribune, and an illustration of the coin-operated scalp conditioner (Buckley Mfg. Co.) which appeared in The Herald and Examiner.

If comparisons are made with the publicity given by Chicago newspapers to the 1938 coin machine show, it will be remembered that three Chicago papers published embarrassing stories of "gambling" with penny nut and gum vendors during the 1938 convention in January. This was a local attack on the penny vending machine business in Chicago using various award schlemming dare customers.

BRUNSWICK OKEHS

(Continued from page 70)

sure." The pictures were of the type which is taken by a coin-operated machine and are immediately delivered, fully developed.

Schneider in commenting on the show, stated: "This is a fine show. In fact, it is one of the best I have ever attended. Those attending the show are really buying."

Walter Eichelberger, Detroit Brunswick distributor, was a late arrival at the Brunswick display. He flew in from Detroit Tuesday morning, the second day of the show.

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With Ball Device built in machine, built for closed territory, in perfect condition, Be Price F. O. B. Baltimore, Md., \$67.50.

Also Slightly Used Cherry Balls and Balls Made by F. O. B. Baltimore, \$42.50.

Also to Play O. T. F. O. B. Baltimore, \$32.50.

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Music Men Meet To Vote On Seven-Point Program

Philadelphia group takes the lead in new move to combat trade evils—limiting production is vital point in list—manufacturers have committee present

CHICAGO, Dec. 17.—The only operators' meeting of consequence during the NACOMM coin machine convention, December 12 to 15, was a call meeting to continue discussion and complete the work begun by music operators at the annual convention which met last January at the Sherman Hotel here. About 150 music operators met for discussion of music-operating problems. Frank Hammond, of Philadelphia, presided, while other members of the Philadelphia music operators' association took active part in the meeting. The Philadelphia group claims 100 per cent membership of music operators in its territory, and the group took active leadership at the music meeting in January, 1938, and also at the music meeting this year.

The chair announced the purpose of the meeting, that a seven-point program had been drawn up since last January, and that this program should be passed upon before presenting it to phonograph manufacturers for their consideration. There are possibly 35 music operators' organized groups in the country, Hammond said, some of them local and some State wide. Homer E. Capohart (Wurlitzer) and D. W. Donohue (Mills) were introduced to the meeting as a committee to represent the manufacturers. David C. Rockola was also in the audience.

Program Read

The chairman read the proposed seven-point program in full and then read each point in consequence for discussion and vote. The points, if adopted by the operators, were to be passed on to the manufacturers with a request that phonograph manufacturers co-operate in carrying out the provisions. The chief point of discussion related to the idea of limiting the number of new models put on the market.

The first proposal suggested that phonograph manufacturers establish a credit bureau among themselves and that credit information be exchanged. All discussion seemed heartily in favor of this proposal and it carried by unanimous vote. It would eliminate the "chiselers" from among the operators, Hammy said. Capohart said the manufacturers would be heartily in favor of such a credit exchange.

The second proposal involved a request that manufacturers set an annual quota of phonograph production. This was the pivotal point which carried the much-discussed idea of "limiting the production of the factories." Since the absence of music operators' groups here and there with electrical unions came into being there has been much discussion of the subject of limiting annual production. It soon developed at the meeting that music operators themselves have diverse opinions about limiting production, or rather many operators doubt that it can be done in accordance with recognized business principles.

As other points of the program were read the discussion kept reverting back to the idea of limiting production at the factories. The discussion was so varied that it is not easy to give a cross-section of opinion. Babe Kaufman, of New York, offered the most lucid explanation of the idea of limiting production by saying that "manufacturers could calculate probable market demands for the year at the beginning of each year and gauge production accordingly." He said that operators should work on a 50 per cent replacement basis and that

manufacturers could develop a similar system.

Opinions opposed to asking manufacturers to limit production varied from saying that it is not the operators' business to the idea that it would hinder progress. One operator advanced the idea that the government had failed in limiting production on the farms, that business men caused the government for limiting farm production, and yet they deliberately try to limit production in other fields. The second proposal got a majority vote, however.

One New Model

The third proposal suggested that all manufacturers announce new models at the same time, once a year, and that no radical changes be made except by agreement among manufacturers. There was brief discussion and then the proposal carried.

The fourth proposal suggested uniform trade-in practices among manufacturers and that trade-ins be scrapped. This point raised a volume of discussion on the Ukiah issue of trade-ins, brought forth criticism of certain manufacturers for the practices and also frequent reverting back to the issue of limiting production. The discussion here seemed to stray to varied subjects and the remaining points in the program were not clearly developed.

However, the fifth proposal related to

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HOTEL SHERMAN, CHICAGO, JANUARY 16, 17, 18, 19, 1938.

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Check whether _____ Operator _____ Jobber _____ Distributor
Check type of machines used: _____ Amusement _____ Gaming _____ Musical _____ Scientific
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These machines can be had in any combination, and the Twins in any combination—1c, 5c, 10c, 25c. Write for descriptive circular. Quoted Brand New in original shipping crates. P. O. B. Shipping Point.

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| 3 Motor Vendors, 10c Play \$5.00 | | 3 Gifford's Dominas, 5c Play, Glass Cabinet, Cash Pay \$5.00 |
| 6 Motor Vendors, 25c Play \$7.50 | | 1 Bally One House \$5.00 |
| 6 Motor Vendors, 25c Play \$7.50 | | 1 Pacific Dominas \$2.50 |
| (Above machines clean, like new, serials 428,000 to 422,000). | | 10 1938 Keweenaw Ball Tins, Like New \$152.00 |
| 12 Bonus Vendors, 5c Play \$52.00 | | PHONOGRAPHS |
| 13 Motor Vendors, 5c Play \$52.00 | | 1 Wurlitzer G10 A. \$110.00 |
| 18 Motor Bells, 5c Play \$49.50 | | 2 Wurlitzer 412 \$7.50 |
| Serials on Ocean and Melons over \$25,000. | | 3 Boney Dance Masters, Black Cabinet, Electric \$37.50 |
| 18 Mystery Blue Fronts, 5c Play, 500,000 to \$77,000 \$35.00 | | PACE RAGES |
| | | 0 Pace Racer, Brass New, 5c Play, Cash Pay \$225.00 |

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| Grand Slam (Reverse) | 25.00 |
| Joker's Pick | 22.00 |
| Sample's Vague (Three Samples) | 15.50 |
| Here We Stand | 25.50 |
| Golden Cargo | 27.50 |
| Bally Reserve | 22.50 |
| Headline | 40.50 |
| Daily View | 40.50 |

Hold 'Em \$4.00
Turn Kings \$3.00
Cardinal \$4.50
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| Bally 8AM Skids (Like New) | \$22.50 |
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new operators. Frank Engel, of Philadelphia, moved that manufacturers be requested to sell only to music operators who are members of an association. In reply to a question from the floor it was explained that in territory where there is no organized group manufacturers would be at liberty to sell to any-

one who wanted to buy.

The sixth proposal referred to the vital subject of commissions, and discussion led to the idea that organization is the only way to maintain uniform commissions to locations. Members of organized groups from various cities testified as to how their group compelled observance of the ethical rate. A New Orleans operator raised the subject of phonograph rentals, but the subject was allowed to drop.

Homer Capohart then interjected the idea that it might be well to consider a practice by which the manufacturer retains control of the phonographs as a permanent policy. The operators voted decidedly that they preferred to own the machines themselves.

Friendly Spirit

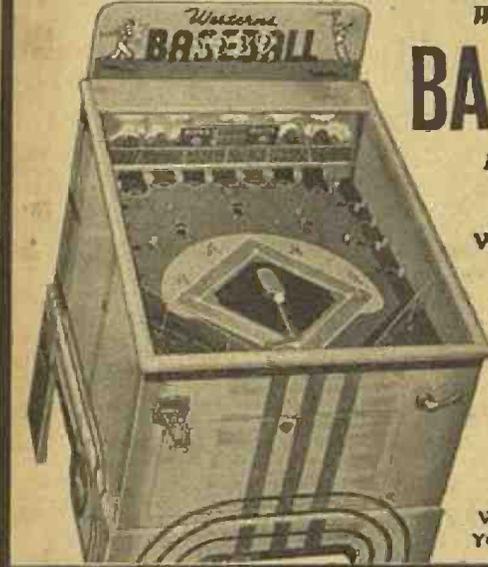
A friendly spirit was maintained throughout the meeting and the final move was to name a group of about 23 persons who were officials in various music organizations and this group constitutes a committee to select a small committee to meet with a like committee of manufacturers in order to work out ideas and plans of co-operation. Due to the lateness of the hour the meeting was adjourned.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

7 MONTHS PRODUCTION and STILL GOING STRONGER!

**OPERATORS! buy the only PROVEN
big Profit Machine offered today!**



Western's 1939 BASEBALL

**Beautiful Attractive
Console Cabinet
ITS LOW PRICE
WILL AMAZE YOU!**

- 100% Legal Everywhere.
- Player plays 111 9 men are out.
- All the action of a real baseball game.
- Fully automatic.
- Positively no bugs.
- Mechanical perfection absolutely guaranteed.
- Payout award register available at slight extra cost.

**WRITE—WIRE—PHONE
YOUR INQUIRIES TODAY**

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

ATTENTION CANADIAN OPERATORS

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| ARROWHEAD BALLY 25 Cycle Free Play Unit \$140.00 | MUSIC BOX COVER, Well Padded, Very Portable \$ 12.50 |
| BALLY PARAMOUNT 25 Cycle Free Play Unit 120.00 | 412 WURLITZER, With New Cabinet, 25 or 50 Cycles 250.00 |
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| Daily paid on all machines. 50% discount on all orders. Prices P. O. B., Windsor. | MILLS CHERRIES 40.00 |
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| TRACK TIME R. H. 50.50 | 328 SKILL FIELD 68.50 |

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"GOLD MEDAL" VALUES OF THE MONTH

| | |
|--|----------------------------------|
| JENNINGS CONSOLES | JENNINGS 5c SILVER CHIEF |
| FLAT TOP | DIXIE BELL \$ 59.50 |
| DERBY DAY \$ 47.50 | MILLS 1c BLUE FRONT 39.50 |
| EXHIBIT RACES (7 Coin) .. 47.50 | MILLS 5c Blue Front, Gold Award |
| KENTUCKY CLUB (1938 Model) 122.50 | MILLS 1c QT, Late Model .. 31.50 |
| JENNINGS SLANT TOP LID-ERTY BELL, Latest Model 74.50 | MILLS 5c QT, Late Model .. 33.50 |
| EVANS BANGTAILS 79.50 | WATLING 5c ROLLATOP .. 24.50 |
| GALLOPING DOMINOES .. 89.50 | WATLING 50c ROLLATOP .. 39.50 |
| RED HEAD TRACK TIME .. 121.50 | PAY TABLES |
| GREY HEAD TRACK TIME .. 94.50 | FAIRGROUNDS 59.50 |
| JENNINGS PARLAY RACES .. 122.50 | MILLS BIG RACE 49.50 |
| RAVS TRACK 60.00 | SPORT PAGE 115.00 |
| BALLY SKILL FIELD 79.50 | KEENEY DERBY CHAMPS .. 77.50 |
| WESTERN FAST TRACK .. 34.50 | WESTERN FEED BAG 112.50 |
| SLOT MACHINES | QUINELLA 7-Coin Drop Head 69.50 |
| JENNINGS 5c SILVER CHIEF 59.50 | BALLY De Luxe PRAEKNESS 39.50 |

TERMS: 1/10 Cash, Balance C. O. D.
WRITE FOR OUR NEW BULLETIN LISTING COMPLETE LINE OF RECORDED PHONOGRAPHS—COUNTER GAMES—SLOTS—PAY TABLES—NOVELTY GAMES.

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Cable Address "ATROVOO."

AMERICA'S LARGEST DISTRIBUTORS

Sell the Industry Up!

By GEORGE B. ANDERSON

IT was in 1930, I believe, that an advertising agency printed an amusing but poignant story about a little, practically self-supporting inland town whose prosperity went right merrily along until a traveling salesman told the local storekeeper that "times were hard" out in the world.

The storekeeper told some of his customers, and before long the town was in the throes of a bang-up depression, a depression without reason. Old Man Psychology just stepped in and took charge, making everyone exceedingly miserable.

The depression in the coin game field is, it seems to the writer, much like the one that occurred in the little inland town. It was true that games took a slump from phenomenal earnings, a slump that, as I've pointed out in previous articles for *The Billboard*, had to be expected and had to come.

And then when the slump had come, I wonder if operators didn't just decide that "the game business has gone sour." Having decided this, did they make heavy investments in new and better games, games with maximum player appeal and novelty? You know that they didn't. They left old games on location longer than they would have dreamed of doing when coin machine popularity was at white heat. They bought fewer games and spent less money for them. Business naturally declined. What else could anyone expect?

Sit-Down View

Instead of going after new locations they let ones they already had drift away. They decided, in their own minds, that games weren't making profitable returns

on the investment.

Could you expect location owners to remain enthused in such an atmosphere? Naturally not. And with the decline of enthusiasm, that splendid enthusiasm that had skyrocketed the games industry into such quick prominence, manufacturers naturally had to pull in their operations and tighten up the strings, which meant fewer new games, fewer sales and the conclusion of the manufacturer that coin machine business had definitely slowed down. All of which went around in a vicious circle, leading to the detriment of everyone concerned.

Loss of enthusiasm and relaxing of that constant alertness which characterized earlier coin machine operations are not only responsible for loss of business but have been the direct cause of a good many closed territories. When the industry was really fighting, battling enthusiastically for its rights all the way from the manufacturer down to the location owner, it seems to me that there weren't as many closed territories as there are now.

And why the doldrums? Why? The world needs fresh, fast amusement just as much today as it ever did. It is eager to pay for relaxation and momentary release from worldly cares. It is actually looking for ways to get a little more enjoyment.

Has Much To Offer

No industry in the world has as much to offer as the coin machine business. No other field can offer as big a nickel's worth of fun and thrills. Coin games are inexpensive to play. They relax tense nerves. They offer a lot of fun for a (See *SELL THE INDUSTRY* on page 74)



CLIMAXING THE NACOMM CONVENTION AND EXHIBITION in size and entertainment, the annual banquet in the Grand Ballroom of the Stevens Hotel, Chicago, found thousands eagerly awaiting the food, galaxy of stirring entertainment and last, but not least, the prize drawings for the 1939 Buick automobiles and other prizes. Coinmen were unanimous in their praise of the banquet committee's offerings. A carnival atmosphere predominated in the presentation of the entertainment as well as in stage decorations.

\$49.50
ONE-THIRD DEPOSIT.



MILLS VEST POCKET BELL
AUTOMATIC PAYOUT
The Hottest Money Maker for Operators in the past three years.
DON'T WAIT A MINUTE
Write, Wire or Phone your order today !!
The "Gold Dust" Twins
BIRMINGHAM VENDING CO.
2117 3rd Ave., N., Birmingham, Ala.

Oklahoma City
OKLAHOMA CITY, Okla., Dec. 17.—Sooner Novelty Co. in a regular beehive of activity these days, with operators of Beeburg phonographs, as well as practically all other makes of music machines, reporting a sharp upturn in business.
We noticed O. M. Morgan, of Okemah, and R. E. Carlton, of Shawnee, in Oklahoma City the other day and each was looking over some new equipment with a view to buying some for his locations.
David Southland, Oklahoma City operator, recently assumed his duties with the Sooner Novelty Co. here.
Several prominent State operators are handling the new Mills vest-pocket bell as the best small automatic game ever built. "Best machine of its kind in my 20 years of operating," says Harold Miller.
Operators E. B. Dacus, of Hanna, and Lloyd Robinson, of Tulsa, were looking over the new Beeburs and other equipment in Oklahoma City last week.

Cigaret vending business is holding up well over the State, according to E. E. Bettlemeyer, 1004 North Dewey, operator and jobber.

Betty Jo Miller, the Harold Miller's cute daughter, entertained several of her little friends at a party on her second birthday, November 3. Donna Lee Harlan, Skipper Mason, Rex Rudey and Jimmie French assembled to help the young lady celebrate.

Mr. and Mrs. G. M. Byerly will be among the group of Oklahomans attending the Bowl game in Miami, Fla., next month. They will go by special train on December 29, returning on January 5.

Add to list of conventioners: F. D. Van Dyke and Leonard Hopkins, Oklahoma City operators.

Other State operators in Oklahoma City last week to purchase new equipment: J. B. Largent, Tulsa; Ben Hutchins, Lawton; Bryce Martin, Chickasha; Boyd Dixon, Shawnee; Ray Davis, Pawhuska; Roger Whitfield, Ardmore; Homer Hardman, Lindsay; Carl Jackson, Seminole, and Dudley Anderson, Blackwell.

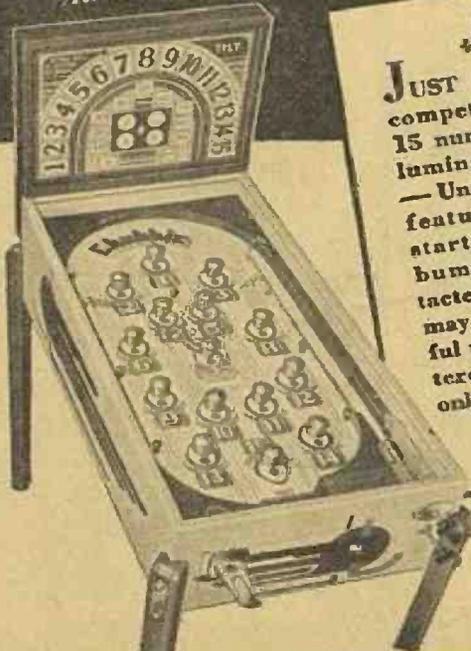
Announcement has been made of the recent marriage of Irene Ollar, of Little Rock, Ark., to C. A. Kittering, well-known State coin machine operator. The couple were married in Cheyenne, Wyo., and are making their home in Oklahoma City. Mrs. Kittering formerly was employed in Des Moines, and Kittering recently returned to Oklahoma from Colorado Springs, where he was in business.

Robbins' Bingo Tops at Show

CHICAGO, Dec. 17.—Dave Robbins, in attendance at the NACOMM coin machine show this week, when contacted commented: "Bingo, our newest game, went exceptionally well at the show. Big orders were booked from new operators and also from operators who had recently placed sample orders. They found the game to the liking of their customers and decided to place more on location."
"There is no closed territory for the Bingo game. A ball of gum is vended with each and every play. In addition to the Bingo machine which have received a wonderful reception at the show. One of the reasons these games have interested operators is that they are low priced, and especially so in quantity lots. "We will also exhibit at the CMAA show in January. At this show we will introduce several new machines."

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

CHUBBIE
An Exciting Five Ball Novelty Game



JUST the game for competition play — 15 numbered and illuminated bumpers — Unique extra ball feature — Scoring starts after all 15 bumpers are contacted — 100 points may be scored by skillful playing. Fully metered and priced at only **\$74.50**

Stoner Corp. AURORA, ILLINOIS

FLIP FLOP FLUZZEE
Watch the Pennies



Not a make-shift... a real game. Player drops, spins or shoots coin. Accurate record of payouts. 6-tumbler lock. Triples cigarette sales.
LEGAL...CLEVER AMUSING!
Sample \$3.95
150 St. Dep., St. C. O. D. Personal (Change to Order)
STAR MFG. & SALES CO.
3501-03 WAYNE - KANSAS CITY, MO.

CLOSEOUT
All A-1 Condition.

| | |
|--------------------|---------|
| Billy Arcade | \$30.00 |
| 1935 Billy Fieets | 27.50 |
| Silver Flash | 12.50 |
| Mills Tournament | 7.50 |
| Stoner's Races | 10.00 |
| Conco Jungle | 22.50 |
| Conco Hill | 10.00 |
| Giano Running Wild | 7.50 |
| Stoner's Baseball | 10.00 |

One-Third Deposit With Order.
FRIEDMAN AMUSEMENT CO.
201 Edgewood Ave., Atlanta, Ga.

Gottlieb's
MAN-O-WAR
—the machine that has proven to be one of the best one-ball consoles on the market today.
OUR SLOT MACHINES ARE GOING FAST.

SAM MAY & COMPANY,
2011-13 Maryland Ave. Balto., Md.

BARGAINS

| | |
|---------------------------------------|--------------|
| With War Eagle Slots | \$27.50 Each |
| 1935 M.P. Race Truck, like new, White | 14.00 Each |
| U. T. Model F Targets | 8.50 Each |
| Orval Penny Puck | 8.50 Each |
| 1937 Pop-O-Ballo Popcorn Machine | 45.00 |
| Conco Machine | 5.00 Each |
| Perfect Short Range Shooting Gun | 35.00 Each |
| Conco of 10,000 Western Short | 27.50 Each |
| Range Shots | 27.50 Each |

L. W. HOOKER NOVELTY CO., Arcadia Park, Ill.

Stoner Corp. AURORA, ILLINOIS

2 NEW MONEY MAKERS

STONER'S CHUBBIE ★ REQUEST
EXHIBIT'S
USED MACHINES - PRICED LOW - PERFECT CONDITION

| | | | | | |
|---------|--------|-------------------------|--------|-----------|--------|
| RITZ | 225.00 | RAZYME (Free Play Slot) | 225.00 | BULLS EYE | 111.00 |
| DAMIANO | 24.00 | PALM SPRINGS | 30.00 | TURF KING | 8.80 |
| FLEET | 21.50 | SWING | 38.50 | ELECTRO | 7.50 |
| WAGS | 32.50 | CRAPPY | 18.50 | VOGUE | 7.00 |

1/3 Deposit, Balance C. O. D.
Write for Complete List of Used and New Games at Lowest Prices.
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174 S. Portland Ave. BROOKLYN, N. Y. Tel: NeVins 2-7528

WE BUY, SELL AND EXCHANGE

| | | | |
|--------------------------|-----------------------|----------------------------------|---------|
| WANTED TO BUY | PAYOUT TABLES | Pinball Machines (Modern) | \$ 2.00 |
| Handicaps | Darby Champs | Peasant Machines, Northwestern | 5.00 |
| Grandamas | Fallegrand | NOVELTY TABLES | |
| Winning Tickets | Darby Day | Billy Arcade, like new | \$25.00 |
| CONSOLES FOR SALE | Mills 1-2-3, Improved | Zeta, like new | 44.00 |
| 1937 Truck Times | Mechatun | Billy Reserve, latest | 22.50 |
| Derby Day | Preknox | Dus | 14.00 |
| Liberty Bells | Popo Finish | Around the World | 10.00 |
| Rosebonks | Flagged | Stoner Races | 12.50 |
| Barry Tails | Al-Bar-Bun | Honeycrush | 10.00 |
| Clio House | COUNTER GAMES | | |
| | Zephyr, new | | |
| | \$15.50 | | |

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2729 PROSPECT AVE., CLEVELAND, OHIO.

3=UP and ACROSS THE BOARD
We have Rock-Ola's one-shot automatic combination table at an interesting low price. Wire your order. Immediate delivery.
AVON NOVELTY COMPANY
2923-25 Prospect Ave., Cleveland, Ohio.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

They CAME....
They SAW...
They BOUGHT...
and BOUGHT--

SIDE KICK

DAVAL'S
MAGNIFICENT
NEW
5 BALL NOVELTY GAME

Already the
operators' most
popular favorite!

3 MODELS
A MONEY-MAKER
FOR EVERY TYPE
OF LOCATION!

1. STRAIGHT HI-SCORE
at \$79.⁵⁰

2. HI-SCORE WITH RESERVE
JACKPOT UP TO \$50.95
at \$89.⁵⁰

3. HI-SCORE WITH FREE PLAY
at \$89.⁵⁰

THOUSANDS BEING
SHIPPED

BETTER ORDER
NOW!

DAVAL MFG. CO.
315 N. HOYNE, CHICAGO

FLASHES from the EASTERN FRONT

Experienced coin conventioners would all like to have been with Harry Pearl, of Ace Vending, when he entered the doors of the NACOMM show in Chicago for the first time. This was the very first coin show that Harry ever attended. His impressions should be enlightening to the trade. Roy Collard, who for many years traveled the Atlantic seaboard States for Gabel phones, has now hitched his star to the Wurliitzer band wagon as distrib in Washington, D. C. Joe Friedman, of Suffern, N. Y., is now reported to be one of the country's largest ops and probably the largest in the New York area.

Milt Soffer, George Ponsler's New York City sales manager, is doing a swell job in the main offices of the firm. Bert Lane is working all hours trying to satisfy the demand for his hit game, Stop and Go. It's no stop with Bert these days but plenty of go. Stoner's new multiple merchandiser, Univendor, is creating much comment over in Newark. Due to demand, Irv Ornstein, of Hercules, Newark, reports he searched high and low thruout the State to dig up more of those large Bowlo-Hump bumper bowling games and was lucky, he says, to get a nice number of them. Ops in Irvington, N. J., must give police monthly reports of the games they have on location. Ops must give name of game and its location and also report whether this game transferred from some other spot and what the spot was. In this fashion Irvington is slated to be able to keep out objectionable equipment and to have a check on every game in the town.

Jack Fitzgibbons, Bally's Eastern regional manager, spent the entire past week in a visiting spree. He was everywhere in New Jersey and New York talking to ops and distrib. Fred Law, of Hercules, reports his firm has actually been opening on Sundays to accommodate needy ops. Claims this is one reason they are proud of their service measure. Harry Radler, one of Newark's leading ops, is reported to be enlarging his already large route. Morris Siegal and his son, Jack, are doing a swell operating job thruout Essex County. Max Rubenstein is one op who is said to have won the favor of leading locations in the Passaic (N. J.) area. Helen Fitzgibbons is still trying to buy Max Sprengman's candid camera. They've been dickering for over three months. Max, it is now reported, is showing signs of weakening. "What's in a name?" asks Jerry Jenkyn, of Pitt's Newark office. He reports: "Paul Pix (Newark op) can't fix a game himself."

Doc Avorgordo, Passaic op, is now being called "the Eureka king" because of his high regard and fondness for this late Bally game. Jack Kransberg, Newark op, is also reported to be going over the top with the latest Bally games. Dick Stenberg, aside from being one of the leading ops in the State, is also proxy of the New Jersey Amusement Board of Trade and considered one of the biggest buyers of new equipment in New Jersey. Pete Hobby, popular mechanic, who traded

TO THE OPERATORS AND JOBBERS OF ALL CONTINENTS

WE OFFER OUR SINCERE THANKS FOR YOUR PATRONAGE AND LOYAL SUPPORT FOR THE SUCCESS OF THE SAVOY VENDING COMPANY.

...TO THE MANUFACTURERS— WE TENDER OUR GRATITUDE FOR YOUR CO-OPERATION WHICH HAS BEEN ESSENTIAL TO OUR FORWARD PROGRESS.

...IN APPRECIATION— FOR THE FAITH YOU HAVE PLACED IN US WE PLEDGE OUR CONTINUED FRIENDSHIP AND PERSONAL SERVICE.

A Merry Christmas and a Happy New Year TO ALL OUR FRIENDS OF YEARS GONE BY AND TO ALL THOSE WE HOPE TO HAVE AS FRIENDS THROUGH THE YEARS TO COME.
SAVOY VENDING COMPANY
BALTIMORE and NEW YORK

WE BUY, SELL AND EXCHANGE

| | | | | |
|-------------------------|------------------------|---------|-------------------------|-------------|
| WANTED TO BUY | Pinball | \$50.00 | Peasut Machines, Mod- | \$2.00 |
| Handicappers | Derby Day | 35.00 | Peasut Machines, North- | western, 50 |
| Grandstands | Millie 1-2-3, Improved | 60.00 | Costo-Pack, Lite New | 7.50 |
| Winning Tickets | Mechanic | 22.50 | NOVELTY TABLES | |
| CONSOLE FOR SALE | Prattens | 17.00 | Bally Arcade, Lite | |
| 1937 Trade Times | Pete Finish | 45.00 | New | \$35.00 |
| Derby Days | Flotwood | 80.00 | Zate, Lite New | 44.50 |
| Liberty Cells | At-Bar-See | 59.50 | Bally Research, Lamin. | 22.50 |
| Pinpoints | Across the Board | 69.50 | Dax | 18.50 |
| Big 7 Yds | | | Around the World | 3.00 |
| Club House | | | Hemstrock | 10.50 |
| PAYOUT TABLES | COUNTER GAMES | | | |
| Derby Champ | Grandstand | \$40.00 | | |
| Cleveland | Zachra, New | 45.50 | | |

Davey Cleveland - CHICAGO AMUSEMENT SALES CO., 7719 PROSPECT AVE., CLEVELAND, O.

Jerry Jenkyn a fishing pole for a shot-gun, feels he got the worst of the deal. Says Pete: "Hell, you can't shoot fish in this State." Dave Stern, of Royal Distrib, Elizabeth, actually sold a batch of counter games without reel strips on 'em. Buyer claims he purchased due to spellbinding sales talk by Dave telling him that this feature would eliminate award arguments between location owners and players and would be real mystery payout feature. "But," buyer complains, "it eliminates play, too." "Well, you can't have everything," Dave is reported to have retorted to this complainant.

Joe A. Darwin, Wurliitzer's special representative in this large territory, speaking before impromptu gathering of leading phono ops, predicted 1939 will be the biggest and best automatic phonograph year in history. And all present nodded "Amen." Last minute before leaving on 20th Century Limited for NACOMM show Nat Cohn, of Modern Vending Co., rushed out a swell invitation to all ops here to join firm in their suite at the Stevens for a grand good time. Zate and all, Nat claims. Charley Katz, who travels for Bally Mfg. Co. thruout the Midwest territory, came home Saturday to see his family for the first time in three months and on the day that Mike Munves was holding his big official opening party. Charley claims that working with Bally is one of the best jobs he's ever had.

Mike Munves' party at the official opening of his 10th avenue offices was a riot of fun and good wishes. Wires, letters and long-distance phone calls had Mike busy all day. Operators, jobbers and distrib from all surrounding towns were present. Beautiful baskets of flowers and plants continued to arrive

thruout the day. Refreshments and drinks were being served all day long.

At the last minute some of the leading distrib decided to leave for the NACOMM show on the theory that something may be displayed which would get their complete attention. Some stated that they would only remain long enough to cover the booths and whatever factory displays there might be and unless something struck their fancy would be rushing right back to take care of the end-of-the-year business.

Lisman Budin will very soon celebrate his firm's (Budin's Specialties, Inc.) 25th year in the coin biz. The silver anniversary (and Norman's hair is turning silver very fast) will probably be one of the most suspicious affairs in the city. Herman is one of the most beloved distrib here and is also one of the best known coinmen in this part of the country. He dates his business from the days his dad drove his horse and buggy to service their sunflower-seed machines thruout the Brownsville sector of Brooklyn. And that's going back plenty.

CRANES

- 40 Mutoscopes
 - 16 Merchantmen
 - 42 Electro Hoists
- Close Out
WARNER'S
1704 French St., Erie, Pa.



GEORGE JENKINS, Bally Mfg. Co. sales manager, and Sam Taran, of Mayflower Novelty Co., St. Paul, watch the parties fun on Bally's seven-coin console, Dixie.

TIRED?
Of operating "Short-Lite" GAMES Get Wise! Order **BINGO** The steady money-making counter coin game. LEGAL EVERYWHERE!
Wends ball (2.00) for each game.
Excellent Tyrod Stimulator.
3 Different Ways To Play.
The Score Card is FREE.
only \$17.50

DR. ROBBINS & CO. 1141-9 DEKALB AVE., BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

A GAME with NEW Ideas!

TROPHY

**NEW REPEATER ACTION
HIT OR MISS BUMPERS
EXTRA BALL FEATURE!**

● How's this for action—a continuous number of hits are recorded—100 points at a click if a green "Hit" bumper is struck. A red "Miss" bumper stops the 100 scoring and scores 1,000 when the ball crosses a skill lane. Free ball return feature. Fully metered!

TROPHY NOVELTY
\$79.50

FREE GAME MODEL
\$89.50

F. O. B. Factory.

CHICAGO COIN MACHINE MFG. CO.

1725 Diversey Blvd.
Chicago, Illinois



to take new life, novelty, "hook" appeal to divert those nickels into coin chutes in 1939.

And forget that closed territory can't be opened. A popular demand for any form of amusement eventually opens territories. A few years ago horse racing was banned in a good many states where it is now legal. And horse racing, with its tremendous betting take, certainly has a lot less to be said in its favor than have coin games. The writer cannot remember ever having heard a good logical reason for the closing of a territory to coin games—and he's heard plenty of alleged reasons.

Remember, too, that the smart merchant doesn't talk to his customers about poor business. Everybody likes to ride with a winner. A sales manager of my acquaintance instructs his salesmen always have a pocketful of orders, faked ones if real ones aren't available. When a customer asks how business is the salesman waves the bundle of orders, grins, and says, "Couldn't be much better." If he starts with fake orders, he soon has a wad of real ones.

The public likes to be "in line." If word gets around that coin games are on the wane, they will be. If the talk is that coin games are going strong, they will be.

Go After Locations

Decide now to have more good locations in 1939. A good location may be a pool hall or it may be a deluxe cocktail lounge in a swank hotel, for the kind of people it attracts isn't what makes it a good location. It's the number of nickels that drop into coin chutes which determines its rating. Good locations will be secured in 1939 less by sales talk than by showing a good line of games. Location owners know now that you can't expect a worn-out outmoded game to do the work of a new attractive streamlined novel machine.

Sell the idea of your industry and what it means to a nation with an employment problem. Talk coin machine figures to everyone with whom you come in contact. Tell the story of what peak coin machine activity means to thousands of little independent drug stores all over the United States, what it means to more thousands of smoke shops and the people who work in them, what it means to still other thousands of restaurants and taverns. Paint the picture of coin machine manufacturing, the thousands of people it keeps busy and the demands it makes upon so many other industries, giving them profits they would not otherwise receive.

Best Amusement Buy

Sell coin games as good clean entertainment, the best amusement buy on the market for a nickel. See that all your employees sell the industry for all its worth, which is a whole lot, not only in regular working hours but at every opportunity.

Bring back that old enthusiasm for your work which was so striking a feature of the industry back in the boom days. That kind of enthusiasm is contagious and was in large part responsible for the remarkable success of the business back when every field except the coin machine industry was suffering depression pains.

Remember that history repeats itself, that what has been done can be done again—and will be done by coin game people with enough faith in their own work to go out and do it.

Manufacturers have already learned that marketing new games isn't so important as marketing good ones. They've lost that desire to "market a new game" and are introducing only those games

HERE THEY ARE

THE LATEST AND BEST GAMES!! THE GAMES YOU CAN BUY WITH CONFIDENCE AND BUY RIGHT!

George Ponser

Chicoin's

TROPHY ST. MORITZ ALPS

DaVal's

JUST OUT! DAVAL'S LATEST! POPULAR PRICE! 3 MODELS!
SIDE KICK

Keeney's

BIG TEN STABLE MATES

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY.

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.



SELL THE INDUSTRY

(Continued from page 74)

mighty little money. They're clean sport in which the player gets the thrill of active competition rather than the second-hand thrill of a spectator.

The public wants to buy—but it is a critical public, not made up in any large portion of chumps. It wants novelty, new games in attractive cabinets in pleasant surroundings. That it can buy is attested by the favorable reports on current economic conditions.

That it will buy is probably best foretold by current industrial trends. Most economists seem agreed that with Presidential primaries in the offing everywhere in the world will be done to make 1939 a prosperous year. If "hypos" are needed, financial forecasters believe that such shots in the arm will be administered. There's a big building program ahead and everything under the sun is being planned to encourage industry to go ahead.

Expect Good Year

No economist of major importance has predicted that 1939 will be a bad year. And there doesn't seem to be any logical reason to think that it will be anything other than extra good.

The coin machine industry isn't the only one that has felt the pinch in 1938. The movie industry has yelled long and loud. Outdoor amusement organizations had, for the most part, mighty tough sledding. The legitimate theater didn't fare too well.

Surprisingly, that doesn't make the 1939 picture at all unpleasant. A public which has had to go without amusement for any length of time, for either real or imaginary reasons, is an entertainment-hungry public. The moving picture industry is currently running its \$250,000 "Movie Quiz" contest, which doesn't look as if the celluloid moguls thought nobody was ever going to want to attend the movies again. Outdoor amusement organizations are making enthusiastic plans for next year. The legitimate theater is bustling with activity that probably exceeds that of the last few seasons. All of the smart people in all these great fields have enough faith in the future to go ahead with plans to compete for public support that they know will be forthcoming.

Coin machine manufacturers are show-

ing their faith by going ahead with work on new games. Instead of laying down on the job because of poor sales this last year, they're doing everything within their power to make 1939 games so attractive that buyers won't be able to resist the old buying urge.

But it's going to be up to the operator and location owner to put the games back into the field of big business. Operators can't expect to "come back" unless they make a conscientious effort—which means virtually starting over again with a new set-up of games offering reasonable promise of attracting the public. The operator who expects business to stage a renaissance while he's relying upon 1938 customer lure is asking too much. If the manufacturer has enough confidence to invest thousands of dollars in new dies and equipment; it's not asking too much to expect the operator to give the product of the manufacturer's faith and thought a fair trial.

Give Old Games

Take off the coin chutes and give the old games to boys' and girls' clubs, organizations, church recreation centers and similar groups in your community. They'll return you a world of dividends—and they've outlived their usefulness in the field of direct profits. It's going



THE CELEBRITIES LUNCHEON drew a full house at the NACOMM show. Outstanding personalities of the hour were presented to the gathering of U. S. coteries. Those in attendance praised the program as one of the truly enjoyable features of the convention. Time and place, Tuesday, December 13, 2 p.m., Grand Ballroom of the Stevens Hotel.

which give promise of being sold in excess. With operators expecting more than ever from them, they know that they have to produce. Every established manufacturer is hesitating a long time before urging people to buy a new game; manufacturers know that the customer must be pleased with his purchase if he's to be expected to come back. And new competitors in the coin machine field certainly aren't going to ask for business unless they think the game they're building is capable of doing a good job.

Proper Caution

Distributors and jobbers are going to be cautious, too. They'll have no inclination, if they're smart, to load any operator with machines. The operators who are still in the business are the good ones—they're had to be the past year—and nobody is anxious to have any one of them pass out of the picture. Operators will be offered every aid and will find a sympathetic treatment of their problems.

Location owners have every reason to look to a bright future. With business almost certain to be on the upgrade in 1939 they can look for increased numbers of potential coin machine customers. With new and better games, machines designed to make the utmost appeal, the "take" of the location owner will be improved, and sales will be better for him on his merchandise, since it has been proved that people who drop in to play the games stay to buy goods and services. And increased coin machine patronage will not only mean improvement in sales but a lowering of overhead costs, since coin machine profits do much to pay the "fixed" costs of small independent business operation.

And old John Q. Gamefan can look to 1939 with joy. After having to take his amusement in small and spasmodic shots he's going to have a chance to go on a coin game binge again. He'll find new games, machines designed to give him maximum fun for his money. He never did have any idea that he was going to make a living out of his skill at bumping the balls around the table. In spite of what reformers have said to the contrary: All he wanted was a chance to show his prowess, to have a lot of fun and win an occasional skill award which would be definite proof of his ability. He wanted variety, too, and he didn't get as much of it in 1938. (See **SELL THE INDUSTRY** on page 81)

PHONOGRAPH HEADQUARTERS

SPECIAL

- 2 RED HEAD TRACK TIME \$99.50
- 1 GREY HEAD TRACK TIME 69.50
- 2 CLOCKS 22.50
- 6 TAN FORAN 34.50
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SEE THE LATEST JAR DEAL TICKETS

At the January Show, Booth 132.
If You Are Not Going to the Show, Write for Samples and Prices.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals,
330 East Breckinridge Street,
Louisville, Ky.

Fort Worth

PORT WORTH, Tex., Dec. 17.—Many Fort Worth columnists attended the coin machine show in Chicago last week. A large number are preparing to go to the January show, which takes place at the Eberman Hotel January 16 to 19. Those who were members of the special Texas delegation were Marcus Roimera, Fort Worth; Cy Lynch, Arthur Hughes, Mr. and Mrs. Earl Reynolds, Plisher Brown, Mr. Irby, of Dallas; Ed Nelson, of Shreveport, La.; Bill Thompson, of Marshall, Tex.; Hans von Reydt and Mr. Horton, of Houston. A special delegation will be sponsored for the January show and the group will travel over the Santa Fe Railroad to Chicago.

Fort Worth ops report a nice increase in business, due mainly to the Christmas holidays. The heavy run of play will no doubt continue thru the entire month of December.

Jack Walker, wide-awake Fort Worth op, is some football fan. Jack has missed few games the past season. However, if the game is slow it is reported that he goes to sleep during the third quarter.

Harry Hooser, former Fort Worth operator, is now running an exclusive drive-in cafe on Berry street.

Deck Dixon has returned to the row and is doing nicely with counter stuff.

Clayton Senter, dapper op of this cow town, has established extensive country operating with a long route which takes him out of the city almost daily.

Bob Martin, pioneer Fort Worth op, has disposed of his cafe interests and is now giving his full time to his coin-operated equipment. He operates a variety of machines, including some phonos.

Eddie Venson, man-about-town and member of the Fort Worth Novelty Co., is sporting a brand-new 1939 Plymouth.

Hobson Clore, well-known Fort Worth op, recently moved into his new and modern home in the Morningside addition, an exclusive Fort Worth residential section.

Bert Lane Visits Genco Factory

CHICAGO, Dec. 17.—Bert Lane, visitor at the factory of Genco, Inc., in Chicago last week, reports that the demand for the recent Genco hit game, Stop and Go, continues to grow in his territory. Lane is head of Seaboard Sales, Inc., Eastern factory representative for Genco.

"It was growing increasingly difficult to supply our customers with enough Stop and Go machines," said Lane. "It appears that the new Genco slogan, 'Ask the man who owns one—you'll buy 10,' is founded on fact. It is the rule rather than the exception for operators to make their purchases of Stop and Go in quantity lots instead of one at a time, and because so many operators are demanding quantity deliveries I had to make a point of visiting Genco officials for the purpose of making arrangements to ship more games more frequently."



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 21 —with Fisher Light Flight and Illuminated Wheel Pockets! —with Mystery "Daily Double" Pockets and TOP AWARD OF \$12 CASH!

Greatest game of recent times! Mystery Selection of 31 or more horses... Multiple or single operation by simply throwing switch... Odds 2-1 to 240-1... absolutely best one mechanical! Payouts that reach a new era! Order quick and clean up!

\$189.50



VISIT BOOTHS 31-32-33 COMMASHOW **DUO-GRIP** TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER Gives You Double Profits!

Breeds testing strength of Push, Pull and Grip. Circular Revs spin with each grip... winning symbols enable player to award shera on award card. Available with fruit ball symbols or numbers. Compensation 1c to 25c Slot Stand, \$2.50.

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Still Going Strong: **DE LUXE GRIP SCALE** 3-WAY STRENGTH TESTER \$19.50
D. GOTTLIEB & CO.
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ONE HALF FREE

Brings in the Cash
1500-Hole F-4885
Takes in.....\$37.50
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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.



COIN GAME AMBASSADORS from Canada received their welcomes on a silver platter at the Keeney showing.

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

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BARGAIN!

20 PACES RACES -- BROWN CABINET -- 30-1

CASH PAY OUT — SERIAL OVER 5000. GUARANTEED PERFECT CONDITION. **\$120.00 Each** 1/3 Deposit With Order.

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BIGGEST NOVELTY HIT IN YEARS!



Earning bigger profits for operators than Bumper and Bally Reserval SPINNING BALL, OUT-BALL RETURN, SHIFTING 1000-LIGHTS and many other exclusive features guarantee heavy collections and long life on location. Pop up your novelty earnings by ordering PARAMOUNT today!

NOVELTY MODEL \$89.50

WITH RESERVE, \$99.50
FREE PLAY MODEL, \$99.50

Write for descriptive folders on Bally Novelty and Payout Tables, Consoles, Counter Games, Bally Twin Bells and other Bally hits.

BALLY BEVERAGE VENDER STOLE THE SHOW — GET DETAILS!

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2648 BELMONT AVENUE CHICAGO, ILLINOIS

BOOTHS 19, 20, 21, 22, 47, 48, SHERMAN HOTEL, JAN. 16-19

- 10 BILLS CHERRY BELLS, 5c Play, Used 15 Days, Like New, \$48.50 Each.
 - 10 WATLING TWIN & P., 1c Play, \$14.00 Each, and Same in Pace Patterns, 1c Play.
 - 4 JENNINGS CHIEF BELL, 5c Play, \$28.00.
 - 20 BILLS J. P. BELLS, 5c Play, A-1 Condition, \$12.50 Each, While They Last.
 - KEENEY'S MULTI-FREE RACES at \$70.00 Each.
 - EXHIBIT TANFORANS, 5c Play, Like New, \$30.00 Each.
 - 5 EXHIBIT LONGHORNS, With Two 5c Slots, Used 30 Days, \$50.00 Each.
 - 7 WUBLITZER #19-A, in Good Condition, \$18.00 Each.
- Send 1/3 Check With Order.

D. & S. NOVELTY CO.
1605 BROADWAY, ROCKFORD, ILL.

WATCH FOR BALLY'S NEW GAME

John A. Fitzgibbons
453 W. 47th St.
NEW YORK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Western Open House Is Success

CHICAGO, Dec. 17.—"The convention which was held recently in Chicago certainly proved to be beneficial to the manufacturers of all types of coin-operated equipment," stated officials of Western Products, Inc.

"Open house was held by Western Products, Inc., and the operators took advantage of the invitations extended them and certainly showed their appreciation by placing orders for a good volume of business.

"Small and large operators alike were shown the new tables, which will be officially introduced as the coin machine show to be held at the Sherman Hotel in January.

"Many of the operators commented favorably on the open-house idea and expressed their intention of returning to Chicago for the CMMMA show. Conversations overheard thruout the entire convention certainly indicate a pick-up of business and the opening of restricted territories. Going into the New Year with this thought in mind, it looks like a prosperous New Year for everyone connected with the coin machine business."

Keeney Releases Three New Games

(New Games)

CHICAGO, Dec. 17.—Operators visiting the Keeney private showing during convention week saw three new Keeney games. J. H. (Jack) Keeney described them as follows:

"The first game is a new dice console game called Pastime. Two rosettes of six dice each appear on the top glass, the object of the game being to score various points matching the point faced by the player. Pastime has a pine-coin head, and odds range from 2 to 1 up to 100 to 1. When the played point comes up with the odds doubled feature a payout as high as \$10 may be awarded.

"Another new 1938 offering is Spinner Winner, an eight-coin-play consolation counter game which is playable with pennies, nickels, dimes or quarters. Odds on the play on this machine run up to 40 to 1.

"The third game is Record Pursue, a multiple-play payout table with a new accumulative build-up jackpot feature.

"Stepper-Upper and Stable Mate, two other 1938 offerings announced recently, were also on display.

"We were highly pleased," continued Keeney, "with both the number of coinmen attending our showing and with the enthusiastic manner in which all of our 1938 offerings were received."

Mike Munves Opens New Office

NEW YORK, Dec. 17.—"With the weather 100 per cent favorable and men in the trade pepped up due to the coin machine shows, Mike Munves' official opening of his new offices was one of the greatest successes enjoyed by that firm," states a member of the firm. "Mike, Joe and Max Munves were there with carnations in their buttonholes receiving congratulations of attending coinmen.

"The offices have been changed and

the new arrangement has inspired much favorable comment from visitors. All seem to believe that Mike Munves is now located in a better position; a centrally located, easily reached location.

"Among the well-wishers were Seymour Pollock, George DeCigo, Mike Scott, Al Gallo, Max Silverstein, Charles Wexler, A. J. Schoenberg, J. Newman, Jack Satir, Charley Katz, Phil Kramer, Harold Kolosky, Joe Hirsch, Ben Schteinger, Herman Budin, J. A. Fitzgibbons, Harry Hoppe, Meyer Parkoff, Mrs. Tony Gasparro, Bill Gersh, Joe Orleck and many others.



HARRY HOPELEY and W. M. Cottrell, both of Moseley Vending Machine Exchange, Richmond, Va., put their stamp of approval on David's new five-ball novelty game, Side Kick. Shown with them is A. S. Douglas, president of David's.

CMMMA Arranging For Special Trains

CHICAGO, Dec. 17.—Jim Gilmore, secretary-manager of CMMMA, announced today that he sold a large number of exhibit booths this week. He promises that an augmented list of exhibitors will be published in the December 21 issue of The Billboard.

"During the past week," said Gilmore, "we have arranged with representatives of the following railroads to promote special trains for coinmen from all over the United States. The New York Central and Pennsylvania railroads will arrange specials out of New York City and the New England States. The Milwaukee and Northwestern railroads will carry operators from the Pacific Coast, Northwest and intermediate points. Texas and Florida specials will be arranged for the accommodation of those who will attend from the Southwest and the Southeast. The Illinois Central will run a special for those who will attend from New Orleans and points along its main lines."

Gilmore also advises that their entertainment program and convention details will be announced in the December 31 issue of The Billboard. He suggests that operators, distributors and jobbers watch for it and make their plans to attend. He advises those who have not yet made hotel and convention reservations to get in touch with him by mail immediately at the Hotel Sherman.

He concluded, "I would advise exhibitors who have not yet contracted for space at the CMMMA show that they should do so very soon. It now appears absolutely certain that every foot of exhibit space will be sold out well in advance. Do it now is my advice to all coinmen."

Atlas Reps Busy At Convention

CHICAGO, Dec. 17.—Atlas Novelty Co. representatives state that they are very proud of Louis (Lakie) Grossman, who was very busy at the NACOMM show helping the judges select Miss Coin Machine of 1938.

"Mr. and Mrs. Al Kiodero were very busy taking in all the sights of the show and after the banquet stated it was the best affair they ever attended," said they.

"Leo Paschales and Gus George enjoyed the show so much that we look forward to seeing both of them at the January show.

"We understand that George (Butch) Glosier expressed his appreciation rendered by the Stevens Hotel.

"Rufus Jackson and his assistant, E. Mitchell, popular local operators, really came down ready for business. From the size of the order placed by them the operating outlook looks very promising for 1939.

"Last but not least, we want to mention that the Atlas Novelty Co. booth was the headquarters for the Pennsylvania delegation."

Hoppe Planning Asiatic Trip

CHICAGO, Dec. 17.—Attending the NACOMM coin machine show this past week was Harry Hoppe, who came with a delegation headed by Mike Munves and Herman Budin, of B-M Distributors, Inc.

Hoppe reports, "This delegation was especially good spirits because most of these boys have been enjoying profits of Exhibit's latest successes."

Hoppe, who is foreign representative of Exhibit Supply Co., announces that he will return to New York with the latest releases, after which he plans a trip to Honolulu, Manila, China and Japan. He has not visited these countries for some time due to unsettled conditions.

"I feel confident that I will enjoy a very successful business because Exhibit has so many numbers in its line which are adapted to any and all operating conditions."

Four Big Events on NACOMM Show Entertainment Program

CHICAGO, Dec. 17.—Outstanding entertainment features marked the annual coin machine convention held under the auspices of the National Association of Coin-Operated Machine Manufacturers at the Stevens Hotel, December 12 to 15. Of the four major entertainment programs the Celebrities Luncheon perhaps received the most popular comment.

Radio Broadcast

For the first time in the history of the coin machine industry a radio broadcast program was sponsored for the purpose of informing the public that

a convention of the industry was in session in Chicago. A 30-minute program was offered over Station WCFL at 9:30 on Monday morning, the opening day of the convention.

The program had been definitely planned to offer entertainment rather than formal speeches. Harold Isbell kept the program moving in lively spirit as announcer. A group of musicians known as the "Operators Octet" furnished vocal and instrumental numbers for the program. The opening number was a special arrangement using the convention theme song, "We're Forever Boozing Business." The program stressed the fact that coin-operated machines boost other lines of business and industry.

A human interest story about the broadcast is that many operators happened to be en route to the convention when the program was on the air, and they enjoyed the privilege of listening in while driving toward Chicago. Many reported it as a very enjoyable program.

Celebrities Luncheon

Tuesday at noon well-known figures from the stage, radio, sport and business world were seated at the speakers' table, while 1,800 delegates to the convention had lunch in the Grand Ballroom. Purpose of the luncheon, of course, was to acquaint prominent figures in other fields with the coin machine industry, to let them get a personal view of what it is like. And also to furnish a lively program to the conventioners themselves. The program accomplished both purposes to a remarkable degree.

Vincent Gottschalk engineered the program and the well-known Hoosier Hot Shots furnished plenty of lively music. It would require considerable space to report details of the prominent persons introduced to the audience. These included such figures as Roscoe Turner from the aviation world, Jack Manders and Dick Hanley of the sports field, and a highly competitive feast of jokes and fun offered by emcees at some of Chicago's night spots.

The high spot of the program was reached when Dr. Hugo Kofof was introduced as a special trade representative from Russia. In true Russian dialect he proceeded to praise Russia and damn America. In a few minutes he had many "patriots" so infuriated that they were about to throw him out bodily. When the fury was about to break out of bounds the Russian was revealed to be none other than Jeff Whalen, professor at the Holy Cross University. The laughs of course were at the expense of those who had become infuriated at the "Russian."

Beauty Contest

Delightful sex appeal was added to the program when a beauty contest to select Miss Coin Machine was staged at 2 p.m. on Wednesday afternoon. Thirteen beauties, many of them prize winners in State and other beauty contests, paraded before a large audience first in gowns and then in the latest in bathing suits.

The judges were made up of about twelve distributors, two photographers (supposed to know beauty when they see it), and four trade paper editors thrown in to add august dignity to the occasion. For some unknown reason this group of men could not reach an agreement as to which was the most beautiful girl, so they compromised by selecting two to be the Misses Coin Machine of America. They were Harriet De Busman, of Kansas City, and Kay O'Brien, of Chicago.

Annual Banquet

The annual banquet officially closed the NACOMM convention on Thursday evening. The program, with Joe Wallace as emcee, had been planned as a "Coin Machine Carnival." In true carnival fashion the entertainers were introduced en masse in racy costumes. Then the fun began. It was a rare program of entertainment numbers, including Rollo and Verna Pickert, dancers; Novak and Fay, novelty tumblers; Vilma Jozay, strip tease; the Five Eights, Gus Stevens & Co., the Reddingtons, Audrey Corley and Chaz Chase. The 12 Byron Girls furnished the background, and music was furnished by Al Morey and his orchestra.

So many committees and individuals had part in planning and conducting these entertainment programs that space does not permit mention of them.

EVANS'

1939 BANG TAILS

GREATEST RACING CONSOLE

NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

EQUIPPED WITH EVANS' NEW 7-COIN HEAD!

Acknowledged by big-time operators as the foremost coin head advance in the industry! Positively eliminates overlapping and jamming of coins. Stops grief from thick coins, slugs, gum, string, steel strips, collars and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Engineered to accept the new Jefferson nickel. Patented and manufactured by Evans—available only on Evans' multiple-play consoles!



IMITATED— BUT NEVER EQUALLED!

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill feature with Cold Award money Skill game requirements. Evans' NEW 7-Coin Head stops losses—increases your profits. New Steel Inner Wall prevents tampering w/ operating mechanism. Silent action precision mechanism, non-slopp power pak and dozens of other NEW features make it the stand-out racing game for 1939!

OTHER EVANS HITS: Colloping Dominos, Relletto Jr.

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO 1520-1530 W. ADAMS ST. CHICAGO

SEE THE NEW JACKPOT MODEL and LUCKY LUCRE

AT THE OMMA SHOW I BOOTHS 29-30, 37-38

XMAS SPECIALS

GUARANTEED MACHINES AT GIVE-AWAY PRICES

Make Your Selection and Phone, Wire, Or Mail Your Order Today. All Equipment Listed Offered Subject to Prior Sale.

ONE BALL AUTOMATICS

- 2 MILLS DOUBLE HEADERS \$ 7.98
- 1 MODEL B TRAFFICS (5 Ball) .. 4.98
- 2 BALLY ENTRY 24.90
- 2 BALLY GOLDEN WHEELS 18.50
- 2 MILLS BIG RACES 20.00
- 2 OUTLIER MULTIPLE RACES 32.50
- 2 BALLY STABLES 39.50
- 2 BALLY FLEETWOOD 47.50
- 1 MILLS 1-2-3 TABLES 30.00
- 2 BALLY DELUXE BREAKERS 40.50
- 2 BALLY FAIRGROUNDS 52.50
- 4 BALLY KLONKIES 79.50

NOVELTY PIN GAMES

- 1 BALLY LINEUP \$12.75
- 1 DAVAL WAR ADMIRAL 12.75
- 2 BALLY AIRWAY 18.50
- 17 BALLY RESERVES 49.50
- 4 BALLY WORLD'S FAIR 34.50
- 1 BALLY THUNDERBOLT 34.80
- 1 CHICAGO COIN CADET 23.20
- 2 DAVAL GREEN LIGHTS 27.50
- 1 BENCO RAGTIME 40.50
- 2 STONER ZETA 30.50
- 1 GENCO TRIPLE PLAY 43.50

GUARANTEED SLOTS

- 8 MILLS 5c SKYSCRAPER BELLS \$27.50
- 8 MILLS 5c WAR EAGLE BELLS 26.00
- 8 MILLS 5c BLUE FRONTS 40.50
- 8 MILLS 10c BLUE FRONTS 52.50
- 8 MILLS 25c BLUE FRONTS 55.00
- 8 MILLS 5c GREY FRONT MYSTERY GOLD AWARD BELLS 22.50
- 8 MILLS 5c BONUS BELLS 55.50
- 8 MILLS 5c CHERRY BELLS 55.50
- 12 MILLS 5c MELON BELLS 65.50
- 17 Cherry or Melon Machines or wanted with Side Mill Venders, add \$5.00 per machine to price listed.
- 2 MILLS 25c EGGALATOR JACKPOT FRONT VENDERS 27.50

MISCELLANEOUS

- 1 BALLY TURF SPECIAL \$39.50
- 1 KEENEY DARK HORSE 20.50
- 2 MILLS FLASHERS 40.50
- 1 JETHINGS PREMIER DIAL 27.50
- 1 MILLS TICKETTS 8.50
- 1 MILLS 5c PURITAN BELL 7.00
- 1 WESTERN CIGARETTE MA. CHINES 7.00
- 1 BRAND NEW TURF TIMES 5.75
- 1 BENNETT DEQUES WILD 14.75

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.

105-15 Franklin St., Fayetteville, N. C.

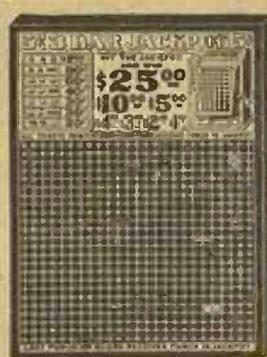
\$49.50
1/3 Deposit

Guaranteed immediate Delivery.

Mills Vest Pocket Bell-Automatic Payout

The latest Automatic Slot Machine in the world with mystery payout. Only \$17.50, weighs only 10 lbs. Vest Pocket Bell-Automatic pays the same profits as the large slot slots. A complete machine to operate in closed territory. Cash pay back \$48.00 in 100 slots.

SICKING MFG. CO. Inc.
1822 FREEMAN AVE. CINCINNATI, O.



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 \$4.95 EACH
Send for Folder NC-17 — It's Packed With New Profit-Makers.
HARLICH MFG. CO. 1418 W. Jackson Blvd., CHICAGO, ILL.

FREE

Send for our Free Illustrated Catalog. It will pay you to get on our mailing list and receive our new price list every two weeks.

THIS WEEK'S SPECIALS

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|---------------|---------|
| Conroy Island | \$19.75 |
| Bulls Eye | 18.00 |
| Grass Stem | 24.00 |
| Explosion | 24.00 |
| Globe Trotter | 10.00 |
| NICE | 20.00 |
| Lighting | 36.50 |

EXPORT
"We cover the whole" City Address "NATVOCO," Merrick, N. Y.

NATIONAL NOVELTY CO. L. I. N. Y.

SELL THE INDUSTRY

(Continued from page 78)

as he expected. If they'll give him a chance and will give him a fair run for his money he'll show what he thinks of coin machines. He'll show it with a pocketful of nickels, a grin on his face, and a declaration that you can't beat him.

He'll Pay the Price
He wants a good time and he'll be tickled pink to pay the small price the coin machine industry asks for a few minutes of good amusement.
Last Saturday the writer happened to be in Rockford, Ill. and in the restaurant where he ate his lunch a bright, shiny digger with plenty of new attractive merchandise and a tricky electrical scoreboard pin table were both doing capacity business.
One of the customers who was having a lot of fun with the coin game turned to the proprietor of the restaurant as he stuck his sixth nickel in the coin chute.
"Gosh," he said, "this is the first new game you've had in here in a heck of a long while. It's a good one, too. Gimme some more nickels."
And with good games, better ideas, efficient operation and modern merchandising that phrase can be the slogan of the industry in 1939.
"Gimme some more nickels!"

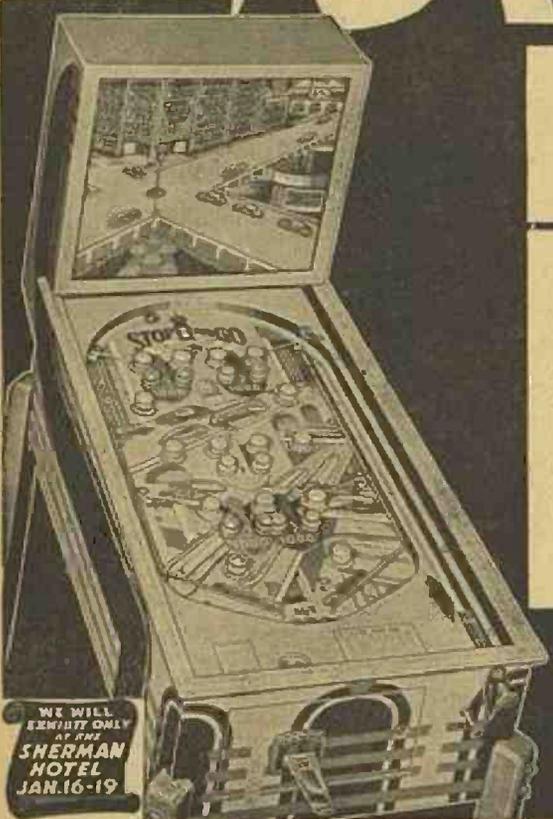
GENCO'S STOP AND GO

IN TWO MODELS Fully metered, 5-ball novelty game. High score play. **\$74.50**
 Free game model. Player "plays off" the awards. **\$89.50**

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Orenstein Offers Bowling Games

NEWARK, N. J., Dec. 17.—Irv Orenstein, of Hercules Machine Exchange, Inc., reports that he has been successful in obtaining more bumper bowling games in order that he might fill requests for the game. Orenstein states that about a month ago he announced that he had secured all the original bowling games direct from the Target Roll Mfg. Co. These games, the Bowl-o-Bump, attracted a great deal of attention, he reports.

"We were flooded with orders to the extent that we were forced to return some checks," Orenstein says. "At the time we did not have the games available and could not get them. However, we have been successful in obtaining another small quantity of Bowl-o-Bump games and are inviting those interested to inquire of us for information. The machines will be guaranteed by us as were the others. We feel that this is an unusual opportunity for operators who are interested in this type of game."

Operators Visit Chi Coin Factory

CHICAGO, Dec. 17.—Scores of operators, jobbers and distributors, in Chicago this week for the convention, visited the display rooms and factory of the Chicago Coin Machine Mfg. Co., advises Sam Wolberg, Chicago Coin official.

"They all wanted to see our latest release, Trophy, and our other popular games, Alps and St. Moritz," said Wolberg. "They were especially enthusiastic over Trophy, and the consensus of opinion indicates that the game in both free game and straight novelty models is headed for a record-breaking production run."

Said Sam Gensberg, co-official: "Trophy features such Chicago Coin developments as repeater bumper action, hit-and-miss bumpers, an extra ball feature and skill-lane scoring in addition to regular bumper scoring."

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| Samba | 22.00 | Auto Derby | 7.00 |
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| Chico Baseball | 7.00 | Hit 'N Run | 6.00 |
| Auto Derby | 7.00 | Voggo | 6.00 |
| Mercury | 7.00 | Booster | 6.00 |
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