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DECEMBER 11, 1937

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The World's Foremost Amusement Weekly



ALFRED LUNT and LYNN FONTANNE



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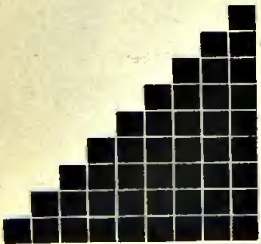
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The Billboard

Vol. XLIX
No. 50

The World's Foremost Amusement Weekly

December 11,
1937

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1937 by The Billboard Publishing Company.

DUE-BILLS BIG BUSINESS

Continued Rumor of Gillmore Resignation as Equity Head

NEW YORK, Dec. 4.—Persistent rumors that Frank Gillmore, executive director of the Associated Actors and Artists of America and president of Actors' Equity, would resign from AEA circulated around the Stem this week, with Gillmore refusing to clarify the

matter other than to state he was aware that such a story was being noised about.

According to Gillmore, "a situation arose which has since been adjusted."

Under the Four A's reorg plans, Gillmore is to gradually ease himself out of active participation in Equity's affairs, but carrying out of this plan has been delayed owing to the illness of Paul Dullzell, executive secretary. Dullzell this week returned to Equity offices, but his participation in the org's work is necessarily limited pending complete recovery from his illness.

Not Listed on the Exchange Yet, But It's a Fast-Growing Industry

About 25 due-bill brokers in New York—have formed own association—figured as a million-dollar business—clubs, hotels, resorts, cruises, homes involved

NEW YORK, Dec. 4.—The due-bill "industry," depression-nursed, has become a million-dollar business. Currently some 25 brokers are in the game here, their fields of operation being night clubs, hotels, summer resorts and, in rarer instances, apartments. First becoming conscious of the possibilities of the due-bill game thru the chiseling activities of the working press, to whom such papers of credit were first issued, those dealing in "paper" have even branched out to include gamages and riding academies. Due-bills, issued in denominations of \$50 and \$100,

represent what is called a three-to-one mark-up or a two-to-one mark-up if the buyer wants liquor included. Broker sells the ticket with approximately a 50 per cent discount or, in the event liquor is to be credited, a one-third discount. Roughly, then, advertising costing \$500, if obtained thru "paper," may produce \$1,500 worth of paper credit.

Top niteries such as the International Casino, Stork Club and La Conga do not take due-bills, but the Hollywood, Paradise, French Casino (before it closed), Harlem Uproar House, Village Barn, Ubangi, Mario's Mirador and others ac-

(See DUE-BILLS on page 11)

AFA Scale Is Set on Coast

Frisco meeting draws up pay schedules—different scales for cafes, theaters

SAN FRANCISCO, Dec. 4.—A temporary wage scale was agreed upon at a general meeting of the San Francisco branch of the American Federation of Actors held Monday. Ralph Whitehead, executive secretary of the AFA, presided. The new scale represents a substantial increase.

Scale is grouped into two classes, cafes and theaters, with one minimum price for San Francisco proper, another for a radius of 20 to 50 miles and a third for a distance of 50 to 100 miles.

Weekly cafe scale in city is \$35 for one person, \$70 for duo, \$95 for trio, \$115 for quartet. Outside city approximately \$5 more per person weekly according to distance.

Minimum scale for theaters within city gives one person for one day \$12.50, two days \$20, three days \$30, four days \$37.50, seven days \$60. A team would get not less than \$50 for three days, \$75 for four days, \$110 for seven days, with a trio drawing \$90 for three days, \$110 for four days, \$150 for seven days. A quartet will draw \$100 for three days, \$120 for four days and \$175 for seven days.

Agents' commissions will come out of these scales. In case act is booked out of city radius all transportation both ways is to be paid. Any engagement

(See AFA SCALE IS on page 11)

No Circus Booked At Garden as Yet

NEW YORK, Dec. 4.—John Kilpatrick said there was no truth in the rumor that Madison Square Garden was booking Cole Bros.' Circus in place of Ringling-Barnum Circus for next spring, maintaining that the Garden had no negotiations with either, pending reorganization of R-B show.

John R. North said there were no new developments in connection with the Ringling reorganization.

Mum on Moses Beach Plans

NEW YORK, Dec. 4.—Officials of Coney Island Chamber of Commerce and resort operators were mum this week on the proposal of Park Commissioner Robert Moses to convert Coney Island, Rockaway Beach and South Beach, S. I., into municipal projects. Manager Charles Miller, Luna Park, Coney Island, said he expected that changes will have to be made but that he would first have to give the Moses plans thoro study before commenting upon them.

Cleveland Exposition of '37 Pays Up Loans and Half to Underwriters

CLEVELAND, Dec. 4.—Cleveland's 1937 Great Lakes Exposition yesterday paid back to its underwriters \$254,814, just one-half of their guarantee. The \$1,000,000 underwriting of the 1936 expo will not be repaid. Most interesting disclosure of the meeting of the board of directors at the Hotel Statler was the fact that both years found crises that necessitated a loan of upward of \$200,000 from Cleveland business men. All of this has been repaid.

In 1936 the expo bogged down and immediate closure seemed imminent. A few Cleveland men joined together and put in \$200,000. Again last year rumor had it that the expo would close in June. The same group came again to the rescue and their money made possi-

ble Jubilee Day, which pumped new life into the proposition. It is estimated that during the two years 7,500,000 people viewed the expo, 60 per cent of them from out of town. Enlarged pay rolls and construction costs brought between \$50,000,000 or \$60,000,000 to the city that otherwise would have been spent elsewhere.

Cash available for payment of return to underwriters totals \$259,220.64. The disbursement will total \$254,814.25, which will leave a nest egg of \$4,406.39 after bills payable are taken care of. There are several thousands of dollars on the books listed as uncollectible. When all is said and done the expo will have cost \$1,250,000, with \$750,000 permanent im-

(See CLEVELAND EXPOSITION page 73)

"Framework" Plan Divides N. Y. World's Fair Tract Into 13 Zones

NEW YORK, Dec. 4.—Plans for amusements and concessions at the New York World's Fair in 1939 have crystallized into a "framework" plan dividing the 280-acre tract into about 13 zones, according to Grover A. Whalen, president of the fair corporation. Concession locations will be controlled so that they conform to certain artistic patterns, and efforts will be made to eliminate the old rambling type of fair midway. Com-

mmercial village idea under which visitors pay an entrance fee before seeing any amusements is to be junked.

Plans as outlined above are not absolutely final, the only inflexible rule being that all amusements and concessions in the different zones must have the required local color.

Amusement area will extend a mile, with the main thoroughfare doubling back

(See "FRAMEWORK" PLAN page 73)

Figuring Nut On FTP Shows

Hopkins asks for detailed accounting of production costs—program drawn up

NEW YORK, Dec. 4.—A detailed report of the production costs of the Federal Theater Project since its inception here is being prepared by Paul Edwards, local administrator of the four arts projects, for submission to Harry Hopkins.

(See FIGURING NUT on page 11)

Shaffer Head Of Fla. Fete

Former G. L. Expo official manager of Orange Festival in Winter Haven

WINTER HAVEN, Fla., Dec. 4.—For the 1938 Orange Festival here, said Almon R. Shaffer, executive manager of the 14th annual permanent buildings have been erected in marked contrast to the temporary structures which have been the rule since the first festival was held in 1924.

While Earl W. Brown, who has headed the Florida exhibits at A Century of Progress, Chicago, in Rockefeller Center and Grand Central Palace, New York, and Great Lakes Exposition, Cleveland, during the past six years, is exercising general supervision over the Orange Festival this year, as he did last year, active executive management is in the hands of Mr. Shaffer, who was associate director

(See SHAFER HEAD on page 73)

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1,000 Ams Get Paid Jobs In 3 Years of Programs

Bowes units account for many of them—scattering gets paid jobs in other fields—figured that Bowes program alone has auditioned 70,000 amateurs

NEW YORK, Dec. 4.—Checkup on amateur shows reveals that since March, 1935, over 1,000 winners on the Major Bowes programs were employed in paid jobs, the touring unit personnel alone receiving \$1,200,000. Thirty-five units were launched by the Bowes office since the inception of its amateur shows, with as many as 14 on tour simultaneously. They toured in 1,237 cities, towns and villages and played to a collective audience of 13,500,000. Traveling expenses since March, 1935, amounted to over \$250,000. About 500 amateurs a week are auditioned for the Bowes programs, bringing the total since March, 1935, to 70,000. Of these about 1,500 perform over the radio each year for Bowes.

In addition to radio the amateurs have played in most of the better known entertainment categories, including vaudeville. (See 1,000 AMS on page 67)

Extend New Orleans Amusement Levy

NEW ORLEANS, Dec. 4.—Extension of the amusement tax of 2 per cent to cover restaurants and all other places presenting any form of entertainment was ordered last week by Frank Fairley, head of the city's revenue enforcement department. One downtown restaurant which offers a program of singers during the evening hours has posted a sign informing patrons, "We are required by city authorities to collect a 2 per cent amusement tax on all checks for meals and drinks served to parties who enter the restaurant while the entertainment is going on."

Fairley explains that the 2 per cent amusement tax, which has heretofore been collected from night clubs, prize fights, movie houses and other forms of professional entertainment, now will be collected from any place offering entertainment of any kind.

The expansion of the tax collections on amusements comes on the eve of the opening of New Orleans' winter season, as publicized places completed plans for the heavy influx of out-of-town visitors. A peculiar angle to the tax collection is that during the past calendar year upkeep of the tax collection department came so close to equaling collections that very little was left for "charity."

IA Heads Confab Over Coast Tangle

DETROIT, Dec. 4.—A meeting of the executive board of the IATSE was held at the Book-Cadillac Hotel here Wednesday to find some solution to the confused labor situation in Hollywood production studios. Conflicting claims for jurisdiction in the various crafts, sniping between the advocates of AFL and CIO organization, and the spectacularly sudden growth of unionization in certain crafts, plus the sweeping claims that have been made for the IATSE in Hollywood, were the background of the Detroit meeting.

President George E. Browne said that no formal statement of positive action could be released, and added that the discussion, which lasted several hours, was entirely concerned with the Hollywood set-up.

Provision for autonomous control of some of the craft locals at Hollywood was understood to be under discussion.

Browne remained in Detroit until Thursday afternoon, contacting local union members and others, and was sought as well by out-of-town representatives who came here to meet him.

Alleyway Dressing Room

BILLINGS, Mont., Dec. 4.—Lacking the facilities of a Madison Square Garden, Billy Rose's *Show of Shows* had to use a local alleyway as a dressing room when the production played here last week.

The weather wasn't exactly balmy, and the chorine costumes offered no protection, so the girls' teeth chattered between acts.

The police reserves patrolled no man's land, visibility was reported good from roofs.

More AGMA Shops; Pop Field Cornered

NEW YORK, Dec. 4.—American Guild of Musical Artists this week signed its seventh AGMA shop contract this month, the last being with Frank Pelosi and the Civic Grand Opera Company of Philadelphia. Entire popular field is now under AGMA regulation, altho Alfredo Salmaggi's Hippodrome Opera and Fortune Gallo's San Carlo Opera are not under contract. Gallo and AGMA have a verbal agreement and the impresario will sign as soon as he becomes active. Salmaggi is observing a verbal AGMA shop agreement.

L. T. Carr, assistant to Leo Fischer, AGMA executive secretary, has been contacting the American Dance Association regarding AGMA's ballet division. Carr will address a meeting of the association membership early next month. AGMA hopes to enroll all professional association members in the ballet division.

Little Theaters in Line for Spanking

NEW YORK, Dec. 4.—Actors' Equity is again investigating abuses in little theaters on the Coast. Developments there are taking on the aspects of a racket in some instances, the latest angle being the formation of "clubs." Members of clubs obtain roles in accordance with what they pay, according to report.

Core of the matter is the old story of actors appearing gratis with the hope that they will be spotted and picked up by movie scouts.



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

HAROLD J. ROME—composer and librettist who furnished almost all the words and music for *Pins and Needles*, revue running at Labor Stage, New York. Despite amateur performers, revue shapes up as one of the most entertaining musicals in years—and the major share of the credit goes to Rome. Has a real flair, both musically and with lyrics, for clever entertainment and far above average numbers. Really an outstanding talent, who could also be used to tremendous advantage by any legit producer who wanted smart, intelligent and catchy numbers for a musical. Rome's contributions to *Pins and Needles* infinitely outshine anything in the much-touted *Id Rather Be Right*.

comedy delivery. Rates on a par with most pro comedians, and certainly deserves a pro chance, if he wants it.

PAUL SEYMOUR—juve, comedian and singer also in *Pins and Needles*. A nice-looking lad, he has fine stage presence, excellent sense of comedy and the ability to read lines well. Does outstanding work thruout. Might also be a possibility for films.

ANNE BROWN—still another *Pins and Needles* performer. A satirical comedienne, she offers work that is sharp, biting, amusing and extremely funny. Has the poise, presence and polish of a veteran. All players in *Pins and Needles* cast, incidentally, are members of the International Ladies' Garment Workers' Union.

For LEGIT MUSICAL

AL EBEN—performer in the above-mentioned *Pins and Needles*, playing leading comedy bits. A versatile comedian, he has a natural sense of pace and timing and a definite comedy flair. Mobile face and excellent

For RADIO

JOHN BARRY—basso, caught recently at the New Casino Theater, Brooklyn, where he appeared as a member of a male octet. Octet also sang in *Virginia*, legit musical. Barry soloed for a spell, revealing a voice that has a smooth and marked melodic quality, in marked contrast to the usual guttural so often found in bassos.

Chorus Equity

Next quarterly meeting of the Chorus Equity Association will be held December 17 at 2 o'clock in the afternoon at the Center Hotel, 108 West 43d street, New York. Every member who can possibly do so should attend this meeting. The meeting is for discussion, and we hope there will be as many members who are sufficiently interested in the affairs of their association to attend this December 17 meeting as attended the first quarterly meeting.

Chorus Equity is holding checks in (See CHORUS EQUITY on page 67)

WPA Concerts May Pay Way

Project may add another session each week—average \$700 on Sundays

NEW YORK, Dec. 4.—Concert programs of the WPA Music Project have been so successful they stand a chance of paying their own way if their popularity continues during the winter at a pace equal to that which they have (See WPA CONCERTS on page 67)

ALFRED LUNT and LYNN FONTANNE (This Week's Cover Subjects)

ALFRED LUNT and Lynn Fontanne (Mrs. Lunt), noted names in the contemporary theater and in their teamed capacity ranking as one of the legitimate theater's great acting combinations, were born in Milwaukee and London, respectively. Following extensive experience, the Lunts achieved their greatest success in Theater Guild productions and are currently under Guild auspices at the Shubert, New York, in "Amphitryon 38."

Alfred Lunt, educated at Carrol College and Harvard and originally intended for an architect, made his first stage appearance in the stock company playing the Castle Square Theater, Boston. The occasion was "The Gingerbread Man," 1913. In 1914 he toured with Margaret Anglin, appearing in "Beverly's Balance," "Green Stockings" and others. Following a period in vaudeville, during which he appeared with Mrs. Langtry and Laura Hope Crews, Lunt again toured with Margaret Anglin in 1916. Between 1917 and 1922 Lunt's vehicles included "Romance and Arabella," "The Country Cousin," "The Intimate Strangers" and "Banco."

Lynn Fontanne made her first stage appearance in 1905, touring with Ellen Terry in "Alice Sit-by-the-Fire." First London appearance was at the Drury Lane Theater, Miss Fontanne "walking on" in pantomime. Following her appearance in New York at Nazimova's 39th Street Theater in "Mr. Preedy and the Countess," 1910, she returned to England and was constantly occupied in both London and the provinces until her return to America in 1916. Appeared here in "The Wooing of Eve," "The Harp of Life," "Out There," "Happiness," "A Pair of Petticoats," "Someone in the House" and other plays in Chicago and Philadelphia. Returned to work in London again and, after coming to America once more to appear in "Dulcy," joined the company of "Sweet Nell of Old Drury," together with Alfred Lunt, at the Ritz, New York, in 1923.

Since then plays in which both the Lunts have appeared include "The Guardsman," at the Garrick, New York, 1924; "Arms and the Man," Guild Theater, 1925; "The Goat Song," "The Brothers Karamazov," "The Second Man," "The Doctor's Dilemma," "Caprice," "Meteor," "Elizabeth the Queen," "Reunion in Vienna," "Design for Living," "Point Valaine," "Taming of the Shrew," "Idiot's Delight" and now "Amphitryon."

Miss Fontanne in 1935 received the American Academy of Arts and Letters medal for diction. Lunt received the honorary degree of D. Litt, Milwaukee University, 1930. Both have appeared in films.

RADIO EDITOR VS. PRESS AGENT

QUESTION:—"What, generally, is the quality of the pictures—as to subject, not photographic—sent you?"

ANSWER:—"So bad we had to cut our Saturday radio page."

ALTON COOK,
Radio Editor,
New York World-Telegram.



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By GEORGE SPELVIN

JACQUES CHARLES, producer of the International Casino show, is worried; when he produced the first French Casino show the Casino de Parea promptly folded, and now, when he opens the International Casino, the French Casino folds. . . . He hates to think of what will happen when and if. . . . The Chin and Chin Lee restaurants are displaying signs urging a boycott of Japan and asking for contributions for the relief of Chinese refugees. . . . The public likes things that are new, witnessed by the fact that Tyrona Power and Loretta Young, newest of the comedy-romance teams, led the first day's tabulation of The Daily News' annual "movie king and queen" poll. . . . The poll, incidentally, was syndicated this year, with 55 papers using it on a one-day basis (to prevent organized balloting) and announcing both local and combined results. . . . No one—not even a couple of giggle-water-filled debs as reported recently—was silly enough to call Rajah Raboid a faker; the missive that would have embarrassed him if he hadn't stopped miredreading it in midcareer was from a drunken gent who'd included a slice of choice pornography. . . . The Rajah, reading it blindfolded, saw ahead and stopped just in time. . . . Glover and LaMae are probably the hardest working ballroom team in New York; they do two shows at the Rainbow Grill, plus an hour of instruction there, and then do a supper show in the Rainbow Room—and on top of that there's an afternoon instruction session Fridays in the Room. . . . The Three Rhythms Rogues closed at the Park Central after their first show, but their agent says that the reason was that their ultra-swing music was too exciting for the diners. . . . Bide Dudley gets requests for letters summarizing his WOR drama reviews so that blowups can be made of them—one such being in front of "The Lady Has a Heart." . . . "Brown Sugar," the George Abbott production, is not—as original rumors had it—the Sugar of The Billboard in blackface.

A cute stunt was pulled by Listerine Cough Drops. In a boxed ad in the dailies, wherein the product is in small type in the midst of the reading matter, a large boldface heading proclaims, "Tommy, I'm coming home." And a boldface signature at the bottom reads, "Marcella." It's a foxy attention-getter capitalizing on the Tommy Manville-Marcelle Edwards hit-jinks.

THE ALBUM: Up in offices at 1845 Broadway is a new organization, recently incorporated under the laws of the State of New York, that calls itself the Colonial Opera Association. There are plenty of operatic organizations around—but the Colonial has a new idea, so simple that one wonders why it hasn't been thought of before. It's to establish a company of American singers, producing American operas, controlled by the American public. Obviously, the operatic field is dominated by Europe, with American singers and composers forced to go to the Continent for recognition. The Colonial would end all that. It would provide a chance for American talent right here—and it wants to get its backing from the public itself. No donations or subsidies for the Colonial; just low-priced shares sold to as many real music lovers as possible. Work is going ahead slowly—the Colonial feels the idea is too good to be risked by rash plunging—but one opera has been lined up and a chorus is training. The gentlemen at the head are Richard Cammellucci, large, dreamy-eyed, dark, a consummate musician and one of the finest voice teachers in the city, and Dick Lewis, smaller, wiry, energetic and an excellent voice coach. They're both enthusiastic—and so, for that matter, is Mr. Spelvin. An opera company that will give American singers and composers the break they deserve is a pretty novel thing—and even more novel is an opera company that doesn't want a subsidy.

Max Gandel writes in from Chicago: "Looks like the cop in front of the Bond Building has made good. He's been shoving the boys so long that they're now all here in front of the Wood Building. Everything's the same—the same turned-up hats, the same cigars and the same stuff about Cantor's last broadcast. The only difference is that instead of waiting for Passaic to open for three days they're waiting for Calumet City to resume vaude. . . . Don't know why it is, tho, but you only see them milling around on Mondays. . . . Every saloon here has an emcee and three fan dancers. No cover, and mostly beer drinkers, tho some of the bigger joints boast names. . . . There are so many floor shows that Thompson's is going to break in the countermeins to tell jokes with the oatmeal. . . . A lot of activity here in vaudeville, but no one seems to be working. They all seem to rush to Chicago to lay off. . . . All showfolk change trains here for New York and Los Angeles, yet no one has started to write a Chi celeb column. Julius Cohen would be perfect for it; he could call the column 'Coming and Cohen.' . . . It's hot here one day and cold the next. I don't know whether to pawn my tennis racket or my wooten underwear."

There's no use mentioning names, but this was actually done by one of those newsmen on the defunct American who felt the ax when Hearst decided to fold his pet sheet. Some time later Amster Spiro, city ed of the combined Journal-American, sent for him. He listened to Spiro, who is as hardboiled as a crack city ed is supposed to be, and decided to be just as hardboiled; so he demurred at the salary, insisting on an additional 10 bucks. Spiro agreed. Then he asked for two hours to decide whether he'd honor Hearst by accepting. Spiro, somewhat befuddled, again agreed. So then our hero turned on his heel and marched out, shouting, "That's my decision!" Put that down as a classic example of a worm who turned. P. S.—He's now associate editor of one of the class magazines.

CORRESPONDENCE DEPT.: This was cribbed from a printed postcard addressed to somebody else: "The Goal of Life" and perspective of all honorable lives is Peace, Happiness and Contentment. They serve to attain the objective by being honorable and heeding the inner "Voice of Conscience" which first decreed and continually does the course in life they should follow for a Character and Personality worthy of respect. They were inspired to attain that goal by training to presume to have been brought up in the middle of the road metaphorically speaking. . . . By having initiative they learned and understood why. Because their existence is a stimulation and an aid to overcome the artificial and sham notions of their mind, so as to be eventually really sane and normal in a gracious and humane way. . . . Humanity is the most fortunate of all living creatures because they have Education, not only in books but other forms, Churches, and also Theaters for the higher stage of learning, laughter, tears and applause, for their confidence and faith and their interests in Life and Progress. While the others have only a Panorama View of everything, for their confidence and faith and interests in Life, fanciful or otherwise. Therefore causing Humanity obligations to them in their co-operation for the qualities of Loyalty, Integrity and Fidelity, necessary to receive the ultimate of satisfaction in "The Goal of Life," Peace, Happiness and Contentment.

No, Gertrude Stein didn't write it—and it was addressed to the late Mr. Erlanger, care of theater magnate.

Why doesn't the Salisbury Restaurant on 57th street, with all its apparent influence, induce the property-holding church authorities to permit the sale of liquor on the premises, particularly when there are plenty much smaller spots dispensing giggle water and paying rent directly to a church? . . . The Longchamps chain advertises 10 restaurants to its string, but in reality there are only 8; a couple of them have entrances on two streets. . . . Hugh

(See BROADWAY BEAT on page 31)

Major Disaster Turns Into Circus as Coast Hicks Gape

LOS ANGELES, Dec. 4.—This week Los Angeles' "Moving Mountain" closed its one-week run when 2,000,000 tons of earth came crashing down in a mighty avalanche while 35,000 morbidly curious persons stood at a safe distance in rapt attendance. Seven days ago park engineers found a quarter-of-a-mile crack on the top of towering Elysian Park, this city's highest situated recreational center, overlooking a main highway and central railroad terminal.

Day by day the crack became wider and the threat of a landslide more imminent. With a deep dry river bed between them and the portending avalanche, people came from all over Southern California in hope of witnessing the "big push." During the week it is estimated that nearly 300,000 people arrived to be awed, with the last three days taking on a carnival and circus aspect.

Hot-dog wagons, peanut stands and soft-drink carts were at every corner.

Pitchmen were as thick as flies, and talkers spieled that parking places and standing room were selling at a premium. At night the biggest crowds attended, with thrills provided by power linemen doing trapeze acts under the glare of huge floodlights while taking down high-voltage wires from the steel towers on the side of the mountains.

The tragedy of the spectacle was the burying of a whole block of business houses, cafes and residences on Riverside drive, directly in the path of the landslide. Estimated damage was over \$500,000.

UP Sells News to Trans-Lux Houses

NEW YORK, Dec. 4.—Further advances into show business were made by United Press with its sale of news to Trans-Lux theaters. UP has not gone into the news-reel business, but it services several Trans-Lux houses with news flashes, specially edited for theater screens. Several more Trans-Lux and other theaters will receive the wire service's bulletins within the next few weeks.

This is UP's second foothold in show business. It organized a radio division last year to produce shows, and its sale of news to theaters is regarded as a further step in the theatrical use of news events. Development of television is seen as another factor causing UP to get closer to show business than its competitors.

Chi Mutual Elects

CHICAGO, Dec. 4.—Harvey William Schraut was re-elected president of the Chicago Lodge No. 4, Theatrical Mutual Association, during its regular meeting held here recently. Other officers for 1938 include Ora D. Bebb, vice-president; Morris Thacker, chaplain; Wisard C. Mueller, recording secretary; Frank Galluzzo, financial secretary; Russell Havill, treasurer; Charles Mueller, marshal; Harry Heiss, lodge physician; James P. Muzzilli, sergeant at arms, and William Wiertz, William Lubin and Albert Weinstein, trustees.

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"The World's Smallest Midget"
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DOLORES DEL RIO
23 Inches Tall

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ONE ROLL . . . \$.50	TICKETS	10,000 . . . \$ 6.95
FIVE ROLLS . . . 2.00		30,000 . . . 9.85
TEN ROLLS . . . 3.50		50,000 . . . 12.75
FIFTY ROLLS . . . 15.00		100,000 . . . 20.00
ROLLS 2,000 EACH.		1,000,000 . . . 150.50
Double Coupons, Double Price.		Double Coupons, Double Price.
No. C. O. D. Orders Size: Single Tick., 1x2".	FOR ACCURACY, THE TOLEDO TICKET CO., Toledo, O., U.S.A.	

EXPECT NAB REORG CLASH

Junior Vox Pop

HARRISBURG, Pa., Dec. 4.—A "Kid on the Street" broadcast was sponsored by WHP here last week during a pre-holiday parade held by local merchants and the city's community Christmas committee.

Dick Redmond, who handled the mike, says the youngsters gave the radio audience "a better run of talk than the usual man-on-the-street participants." Ed Smith assisted Redmond in general mike coverage of the parade.

News casting May Be Taught at Columbia

NEW YORK, Dec. 4.—News broadcasts are expected to be dignified shortly by being included in the curriculum of Columbia University's famed School of Journalism. Although script writing and other forms of radio scribbling are being added to the subjects taught at many universities, Columbia's consideration of adding radio news editing is regarded as final evidence of radio's entrance into big-time learning centers.

Columbia's Carl W. Ackerman, dean of the School of Journalism, has been making a thoro study of radio with the help of faculty members and graduates in the industry. In his annual report to Dr. Nicholas Murray Butler, Columbia prexy, Ackerman declared that radio would supplement but not supplant newspapers as news disseminators. One reason for this, Ackerman declared, was government control thru the licensing system.

NBC Makes Temporary Press Dept. Changes

NEW YORK, Dec. 4.—In rearranging assignments of members of its press department CBS stresses that the shuffling around is to be temporary only. Chiefly, the switches have copywriters moving from commercial plugging to sustaining and vice versa.

Bruce Fouche, commercial division, and Wallace West, sustaining booster, have been moved to the copy desk, while Hollister Noble has gone commercial, away from the copy desk. Jack Skinner also joins the sustaining staff, with Jack Slocum going from the night side to commercials. Bob Baral, former trade-paper reporter, joins the department on the night side, starting work at 1:30 o'clock.

Santa Claus Redmond Starts

HARRISBURG, Dec. 4.—Christmas shopping days are here officially now that Abe Redmond, of WHP, has put on his Santa Claus garb. Redmond has been doing a Santa Claus land act for several years as a five-minute bit of fantasy.

Program has pulled as many as 5,000 letters weekly in previous years.

RADIO EDITOR VS. PRESS AGENT

"Once a week NBC sends out . . . mats and a whole batch of copy which it expects radio editors to clip and paste. . . . The features it offers are far too long. . . . Company should enclose glossies instead of asking radio editors to send for them. . . ."

CHARLES G. SAMPAS,
Radio Editor,
The Lowell (Mass.) Sun.



Claim Suggestions So Far Will Mean Scant Change in Practice

Proposals made by broadcasters, it is charged, give power now delegated to present officials to others, with gains not discernible—need policy, tactical change

WASHINGTON, Dec. 4.—Reorganization of the National Association of Broadcasters to be discussed by the reorganizing committee in Washington December 8 will have for review the ideas of approximately 75 or 100 broadcasters which resulted from the inquiry sent to NAB members and non-members alike. Trade-wise observers predict that the reorganization plans as outlined will upon close analysis provoke a great and mighty storm within the body when the NAB special convention meets in Chicago, New York or Washington, presumably next January.

Essentially the plans mentioned to date include a changing of names or titles within the official management; creation of a paid full-time secretariat to handle headquarters routine, pave the way for close co-operation between the NAB and advertising groups and to institute a flying squad of legislative trouble shooters. Reorganization committeemen Edward A. Allen (WLVA), Walter J. Damm (WTMJ), Ed B. Craney (KGIR), Edwin W. Craig (WSM) and John Shepard III (Colonial) meeting with reorganizing counsel Philip G. Loucks and Mark Ethridge (WHAS) acting in an advisory capacity are expected to thoroly debate the question whether the outlined plans are very much different from the present set-up of NAB.

Expressed objective of reorganization is to remove campus politics from the precincts of NAB conventions so that the issues to be raised at each convention will be confined to voting on matters of industrial policy and upon the performance of the various directors on the board. The appointive president is suggested in the publicized plans as the solution, and comment on this score points out that this procedure and policy is already in practice thru appointment of a managing director. The powers for the board of directors and the paid president as outlined are similar, if not exactly the same as, those enumerated in the present NAB constitution and by-laws. The responsibility for the actions and conduct of the appointive president under the new plan is entirely upon the board of directors, which causes exclamation that responsibility for conduct of an appointive managing director is equally as great.

Departing from the present NAB structure is the paid secretary to handle all headquarters routine, thus leaving the president free to voice association policy, the parallel of this idea being the structure of Chambers of Commerce or the National Association of Manufacturers.

Adding to the NAB framework as now set up in the reorganization plan for close co-operation between the Association of National Advertisers, the American Association of Advertising Agencies, the Advertising Federation of America, the Radio Manufacturers' Association, the Institute of Radio Engineers and any other group which might have mutual interests in the radio industry. This idea eventually includes an increase in associate memberships to broaden the broadcasting front on legislative problems and to permit joint sponsorship of surveys or research on specialized problems such as programs, technical equipment and broadcast coverage. Variation of this plan makes possible either the joint or lone sponsorship of legal and engineering research which has previously been discussed at former NAB conventions.

Comment and observations in trade circles when boiled down to cold fact indicate that reorganization committee work is the direct result of the clash of personalities within and without the NAB. Difference of opinion on the course for the trade to follow is allegedly the cause of it all, with the result that the incumbent officials of NAB from board of directors down to office boy will be ousted or triumphantly returned to office.

JOE STEEN has left WKYZ, Detroit, where he was with the *Mountain Pete and His Mountaineers* show, to join Henry Ford's personal old-time orchestra. Steen is a singer.

ACA Is Negotiating For WIP Closed Shop

PHILADELPHIA, Dec. 4.—The American Communications Association, CIO radio engineers' union, flushed by its recent victory in its bout with WFIL, is now negotiating with WIP for a closed-shop contract.

A conference was held between Benedict Gimbel, WIP's president, and Eugene Dupree, union organizer. Also present were James J. O'Brien, WIP attorney, and Saul Waldbaum, counsel for the union. After the union spokesmen presented their demands Gimbel said he would confer with his board of directors and report back.

Heatter Makes Discs For Johns-Manville

NEW YORK, Dec. 4.—Gabriel Heatter, news commentator, has been sold on another commercial series, making his fourth sponsor. New one is Johns-Manville, for which firm Heatter will make a series of five-minute recordings. A list of 300 stations is slated to get the platters, it is said. Agency on the account is J. Walter Thompson Company.

Heatter is signed exclusively as a news commentator by Rogers-Fleet, men's clothing firm. Provision by which the Peet company approved the Manville deal was that Heatter was not to do any newscast work for them and that discs would not be broadcast on any station within three hours of the Peet broadcasts, which are on Mutual. Heatter's talk for Johns-Manville will be of the inspirational type.

Heatter's other sponsors are Borden's, dairy firm, and Calumet Baking Powder.

John Shepard, Salesman

BOSTON, Dec. 4.—Okehed by John Shepard III, Priscilla Fortescue, WAAB-Colonial script writer and announcer, left the Hub yesterday for Hollywood, where she opens the first chapter of the adventures of a *New England Girl in Hollywood*, to be aired in regular weekly periods, Coast-to-Coast from Hollywood thru the Mutual Broadcasting System. Arrangement for the West Coast station has not been consummated.

Shepard, prexy of the Colonial network, made complete arrangements for the series.

N. O. Chain Stations, Musicians Sign Contracts; No Indie Deals

NEW ORLEANS, La., Dec. 4.—Following almost daily conference since the Southern Conference of the AFM here two weeks ago, union musicians and operators of local radio stations appear to have at last come to terms for the ensuing year.

Largest budget for the union men has been set by WWL, Loyola station and member of the CBS, which has listed expenditures of \$16,500 for musicians in 1938, an increase of about \$10,000 over the expenditures during the calendar year. Under direction of Carl Lelky, the studio ensemble will be increased from five to 14 men.

Page Dave Elman

DETROIT, Dec. 14.—Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, has just started a unique hobby. Many people collect autographs, pictures, etc., but Fitzpatrick is making a collection of voices. When a celebrity comes to the station he is conducted into one of the studios, stands in front of a recording machine and speaks about 50 words. Twelve recordings go on one record.

Pant. Lawyer Claims Breach of Contract

HOLLYWOOD, Dec. 4.—Withdrawal of Lloyd Pantages, radio commentator, from the commercial sponsorship of a St. Paul beauty preparation outfit on the Columbia network was because of failure of the account to meet the terms agreed to at the time the contract was signed, according to executives of the Milton Weinberg Agency, which negotiated the deal for Pantages.

After a six weeks' period the sponsor, Raymond Lee, was to have tilted the ante and added more stations to the chain hook-up, Bernie Weinberg stated, but this was not done, so Pantages bowed out. Weinberg has left for St. Paul to confer with Lee, and if an agreement is not reached he will negotiate with other sponsors said to be interested in the Pantages program as a radio feature.

WLLH Syncs Over Two Transmitters

LQWELL, Mass., Dec. 4.—Synchronized transmission from WLLH's two transmitters became a civic pride when mayors of Lowell and Lawrence, Mass., participated at the inaugural ceremonies Wednesday. Dual transmission is expected to increase station's coverage and engineers report that this new method of synchronization differs from systems previously used. Distance between the two transmitters is 11 miles. WLLH has studios in both towns.

Another New England duet, WBZ-WBZA, is somewhat similarly operated but differs in that WLLH's two transmitters are for a single outlet.

WLLH gets Yankee, Colonial and Mutual programs as well as native talent.

Pity the Announcers Who Have To Say Nacogdoches

NACOGDOCHES, Tex., Dec. 4.—Construction of a transmitter plant for a radio broadcasting station to be operated jointly in Lufkin and Nacogdoches by the newly organized Redlands Broadcasting Association will begin in a few days, Ben T. Wilson, Nacogdoches business man and head of the company, announced this week. Permit for the operation of the station, a 100-watter, was recently okehed by the FCC, following a delay of more than a year.

Studios will be located at Austin College in downtown Lufkin and in a commercial building in Nacogdoches. Transmitter will be located midway between the two cities.

Management of WSMB, NBC Red network outlet, will expend close to \$10,000 as against \$1,100 average in the past two years; WDSU, NBC-Blue, about \$8,000 against practically nothing spent for musicians in the past year. Officials of WBNB and WJBW, indies, do not intend to fix budgets and are expected to continue present policy of using disc in a large way.

Following original decision to begin new scale of enlarged musician plan December 1, Callahan announces that the expansion of talent will be delayed for another 15 days insofar as WWL is concerned.

CIO, AFL Clash Over Engineers

Scrambled alphabet reigns as AFL union enters panel field—jig-saw

NEW YORK, Dec. 4.—Jurisdictional clash between two technical unions flamed when the American Federation of Labor announced definitely that it would fight the American Communications Association's (CIO) attempts to organize engineers. AFL's International Brotherhood of Electrical Workers has organized Local 913 to include local radio technicians. Other broadcast locals have been organized in Rochester and in Midwestern cities. Bitter feuds are expected between the IBEW and the CIO's ACA, unless rival labor moguls sign a peace treaty.

Unexpected reinforcements and co-operation were announced by the IBEW. According to Fred Ulrich, IBEW exec, co-operation has been promised by two AFL theatrical unions, the budding American Federation of Radio Actors and the powerful American Federation of Musicians. This is a surprising move, because of the apparent friendliness of the AFRA and the ACA. Although the ACA is basically an industrial union, it has not attempted to line up radio actors but has left this field open to the AFRA and, in some cases, to the non-affiliated American Guild of Radio Announcers and Producers.

Further complications in the labor set-up may develop December 10 when the AGRAP convenes in New York. Subject of possible affiliation with the ACA or the AFRA will be the chief topic. Speculation is still rife as to which way the AGRAP will swing, should it decide to merge. While the AGRAP is an industrial union, patterned after CIO lines, its general tone is regarded as somewhat right of center, surely far right of the CIO's ACA. This independent union has been secretly criticized as having company union tendencies, the officials deny this. While some AGRAP leaders may think a swing to the CIO possible, the New England bloc within the union is regarded as one of the strongest factions and is generally considered unfriendly toward CIO principle of industrial unions. The AGRAP has pointed out that the ACA has enrolled announcers and writers in Western stations. Should AGRAP merge with either the ACA or the AFRA, the warfare between the AFL's IBEW and the CIO's ACA will probably get more heated as such a move would eliminate a third union and intensify hard feelings on both sides.

Internecine Strife

There is still another union which may conceivably enter this dispute, which will probably put many stations in the center of the feud. Another AFL union, International Alliance of Theatrical Stage Employees, has at various times claimed jurisdiction over radio engineers, tho it has had no active recent campaign. The IBEW claims prior jurisdiction over the engineers as it enrolled radio men five years ago in electricians' locals. Engineers at that time wanted a separate organization and it is understood that the broadcast locals of the IBEW are being formed to prevent any factional disputes. The IBEW will hold its next meeting December 17 to discuss campaign measures. It now has jurisdiction at labor station, WEVD, and reports progress at organizing WABC and other stations. The ACA, however, claims jurisdiction at WABC and the Washington headquarters of the National Labor Relations Board is still reserving decision as to whether the ACA should represent WABC mikenem.

Should the AGRAP merge with the ACA or AFRA and the IATSE concede jurisdiction to the AFL's IBEW, a battle royal will probably be staged by the CIO's ACA and the AFL's IBEW. Get your alphabet soup now.

Transamerican WLW-WSAI Rep

CINCINNATI, Dec. 4.—James D. Shouse, vice-president of the Crosley Radio Corporation, announced here yesterday that Transamerican Broadcasting and Television Corporation has been named exclusive sales representative of stations WLW and WSAI. New arrangement becomes effective immediately.

Radio Numerology

NEW HAVEN, Dec. 4.—WELI has a new program called "What's Your Number?" Listeners are invited to write in, stating their age, address, the registration number of their car and mentioning any other number which symbolizes something in their lives. Then these numbers are checked with the corresponding numbers in their World Transcription Library and the selection is played on the air. Considering the fact that the library embraces every conceivable sort of selection, the results are sometimes startling.

WCFL Wage Parley Continues This Week

CHICAGO, Dec. 4.—Wage negotiations between Station WCFL and the American Federation of Radio Actors were still in the throes of argument this week, as another meeting closed yesterday without a definite settlement of what the newly organized WCFL announcers would receive for their labors.

John Fitzpatrick, head of the Chicago Federation of Labor, which controls the station, said, however, that he was confident a wage contract would be signed soon and that another meeting with AFRA was set for Tuesday for that purpose.

AFRA now has about 450 members in its local here and expects to have nearly 100 per cent enrollment before December 15, when the initiation will be boosted from \$10 to \$25, with an additional clause prorating the fee according to earning power of the actor or announcer. Those in the higher brackets will be eligible to a higher initiation fee.

Current negotiations are being watched with particular interest, as WCFL is the first station in the country to sign a bargaining agreement with AFRA.

WDEL Gets City Property

WILMINGTON, Del., Dec. 6.—WDEL, Wilmington outlet for the NBC Red network, was high bidder for 3.6 acres of city-owned land that may be used some time for a high-powered radio outlet. The station bid \$2,500.

J. Gorman Walsh, manager, said the station believes the property a "good spot" for any future use altho no definite plans have been made. Rumor, Walsh said, "has it that the station plans to build a transmitting tower there and to have its power extended from 500 to 1,000 watts. There is no assurance we can do that, and we have not asked for permission to extend our power," he said.

CKLW Exec Disappears

DETROIT, Dec. 4.—Douglas Le Sueur, traffic manager of Radio Station CKLW, disappeared from his office Tuesday afternoon, November 30, and has not been heard of since. Le Sueur was held in high regard by local radio men. Officials report his work to have been of highest caliber and his desk found in perfect order. He is married.

MCA Starts Radio Production With Three Shows From Coast

HOLLYWOOD, Dec. 4.—Music Corporation of America will move solidly into the radio production field with three new broadcast series, all devised on novelty "idea" lines, slated for the networks in the coming fortnight.

MCA's program, inaugurated with *Script Tease* on KHJ-Mutual and subsequently sold in the East to American Tobacco, was followed by the current *Tune Twisters* on the same hookup. This show is likewise being negotiated by a sponsor.

New programs, shaped by Burt McMurtree, of MCA; Walter Johnson, producer, and Carroll Tornroth, include an audience teaser presentation labeled *What Would You Do?*, a variety show labeled *Rancho Carrillo* and a variety program featuring Ozzie Nelson and his orchestra.

What Would You Do? took the CBS transcontinental yesterday on a 10:15 p.m. spot from the Vine Street Playhouse, playing before an audience. It is a full-hour broadcast inviting spectator and dialer participation in suggesting and

Educators Sing Old Song, But Can't Find an Answer

Conference on Educational Broadcasting goes round and round, but nothing comes out, as usual—pan radio commercialism, but don't know what to do about it

CHICAGO, Dec. 4.—Broadcasters and educators hopped aboard a merry-go-round again in their second National Conference on Educational Broadcasting at the Drake Hotel here early this week and for three days heard prominent speakers from both sides rehash and argue the same old question of what's wrong with radio. As is usual in these conferences there were critics galore, but few constructive thoughts. Big squawk of the educators is radio's commercial leanings and unwillingness, they claim, to co-operate with them for the general betterment of mankind. George Henry Payne, commissioner of the FCC, who was unable to attend the conference but whose paper was read, said: "The ideals of the broadcasters must be changed, even if such changes are made at the risk of a severe jolt to these gentlemen." Payne advocated closer government control over broadcasters and further stated that if this control were not possible for the FCC under existing laws, then stricter legislation would be necessary. Clarence A. Dykstra, president of the University of Wisconsin, said that broadcasters seem to overlook the fact that radio is a public utility, and by so doing do not make an effort to appeal to the various classes in American society, but produce only low-grade programs for solid mass consumption.

Boston Biz Bitten; Acts, Stations Hurt

BOSTON, Dec. 4.—Radio activity in this section of Massachusetts and New England is pursuing somewhat of a zig-zag course. The current business recession has thrown off several good accounts; a booster station and a new newspaper-owned radio station have sprouted up.

Notable among account drop-offs are the I. J. Fox weekly Sunday half-hour show and the weekly Monday quarter-hour Lady Lillian program, both on WELI, CBS Hub unit. Current business recession is blamed for the program pull-outs, and it is more significant in that Christmas is only a few weeks distant. This one point helps indicate local business conditions at least. Fox show threw out Rakov's Ork, a choral unit, Four Rhythm Boys; Eleanor Steber, soprano, and Frank Sherry, tenor. The Lady Lillian sidewalk interview (RKO Keith Theater lobby), with Elizabeth Hart (WORL staff) presenting *The Woman's Point of View*, closed Monday (29). It was the town's debut with a woman's vox-popper stint. Sponsor, Northeastern Laboratories, Inc. Agency, Louis Glaser, Inc.

"Orchids" Via Airwaves

BOSTON, Dec. 4.—*Orchids to You*, a daily dramatic presentation honoring women of Greater Boston who perform meritorious deeds, is aired on WOOP, sponsored by the Summerfield Furniture Company and agencied by Simons and Klein. Script is handled by Ed Pearson, station staff writer.

Walter Winchell okehed the use of the phrase. To each woman honored, Penn, the Florist, supplies the orchids and the sponsor pays delivery charges.

Woman Succeeds Iraci

NEW YORK, Dec. 4.—Miss Kyla Kiczales is now general manager of WOV-WBIL and WPEN, Philadelphia. Ralph Nardella is commercial manager of the New York stations, while George Lasker remains as manager of the Philly outlet. Miss Kiczales replaces John Iraci, who died suddenly last week.

William S. Paley, CBS prez, opened the conference with a speech in which he defended radio's right to non-partisan control, declaring that broadcasting was an instrument of American democracy and must be free from any regulation outside its ranks, as is the press of the country. Paley also stated that radio should never have an editorial page or in any way be used as an instrument of propaganda.

Liaison Group

Certain factions represented were in favor of a commission to be appointed by the FCC to act as arbitrator between the educational groups and broadcasters. But even this suggestion could not be agreed upon by the educators. Levering Tyson, president of Muhlenberg College, disagreed hotly with this, but at the same time condemned current radio fare. FCC itself was put on the pan by S. Howard Evans, exec secretary of the National Committee on Education by Radio, who said the commission is split in its own ranks and does not know whether it has the power to regulate program standards or not. Evans strongly advocated an investigation by Congress into the question.

Most interesting part of the proceedings were the open discussions conducted by Lyman Bryson, of Columbia University. From the several beefs entered into the records from the floor any observer could see the futility of the conference getting anywhere. Bryson himself summed up the situation clearly when he said that evidently the two camps could not agree on where the point was which divided the jurisdiction of the broadcaster from that of the educators, each side claiming the other is encroaching.

Included in the roster of bigwigs giving voice in the three-day gabfest were Merrill Denison, author and journalist; (See EDUCATORS SING on page 10)

So. Calif. Broadcasters Reorganize Association

HOLLYWOOD, Dec. 4.—Southern California Broadcasters' Association is setting the scene for renewed activity here as a newly incorporated non-profit body under a new set of officers. The body, developed from the old Southern California Association of Broadcasters, has Leo B. Tyson, of KMPC, as president; Lawrence McDowell, of KFOK, as vice-president, and Calvin Smith, of KFAC, as secretary-treasurer. Board of directors is composed of manager and owner representatives of remaining stations in the Southern California group.

Purpose of the new organization is to knit a close relationship between stations and to further individual and group interests with such contacts as advertisers, agencies and civic, educational and business groups. It will also promote closer co-operation with the Northern California Broadcasters' Association and the National Association of Broadcasters.

solving problems tipped by its title and dramatized. Delmar Edmundson, formerly with *Heinz Magazine of the Air*, emceed the airing, which had music by Bill Hatch.

Rancho Carrillo features Leo Carrillo, Gene Aubry, Zasu Pitts, Willie Fung, Armida and Jose Manzanera's Orchestra. Show is being waxed for eastern sponsor audition. The Ozzie Nelson variety airing is shaped on novel lines for presentation from the Victor Hugo over the Mutual network. Final details are expected to be announced early next week.

Salient feature of the MCA production program is the expectation of inviting holdover interest thru a novelty twist and contest and prize teaser based on the quiz pattern. Emphasized is the merchandizing angle with an appeal to sponsors. Shows developed and being framed on the teaser pattern are set up on an economical budget, relying on their "idea" or novelty pull rather than on name draw for dialer success.

RADIO EDITOR vs. PRESS DEPARTMENT

WHAT do the radio editors of the country think of the services maintained by press departments of networks, stations, independent press agents and advertising agencies?

DO these editors think the copy is good or bad, usable or pap?

IS the money being spent to get radio publicity properly used, to fit the needs of these editors?

To answer these and many other pertinent questions The Billboard is conducting a national survey of newspaper radio editors. The questionnaires have been mailed, and early returns sizzle. The full returns will be published shortly.

MEANWHILE, a majority of the radio editors on New York's dailies have combined in a symposium, to be published in the Holiday Greetings Number of The Billboard, appearing at the end of this year. Opposing them, two press agents have their say, and neither group has pulled its punches.

RADIO EDITOR vs. PRESS DEPARTMENT

A Survey and a Symposium

NAPA, Station Deals To Start in Philly; N. Y., Newark Spots Next

PHILADELPHIA, Dec. 4.—National Association of Performing Artists last week opened its campaign to license all stations which play phonograph records.

Drive was started in Pennsylvania, where the association was backed by a Supreme Court decision forbidding stations playing records without the permission of the recording artists.

Maurice J. Spelser, general counsel for NAPA, announced that the campaign would shortly be extended to the remainder of the country.

Negotiations have already begun with the five local stations using records. License fees will be determined by the number of records used and size of the station. Fees will be pooled by the organization and prorated to its membership in the same manner as ASCAP fees. Members will receive a cut proportionate to the number of records they have made.

Herbert A. Spelser, Pennsylvania attorney for NAPA, said the organization will not employ checkers on programs but would "rely on the integrity of the broadcaster" in determining the amount of the license fee.

Stations contacted here are WDAS, WRAX, WTFL, WPEN, WIBG. The other stations use electrical transcriptions which are bought from distributors.

Spelser said the organization has also had preliminary negotiations with New York and Newark stations.

Organization's court victory here was the test case between Fred Waring and WDAS in 1935. Waring, president of NAPA, maintained that the station cut down the drawing power of his orchestra.

Waring was upheld by Judge McDevitt in Common Pleas Court, and the decision was backed by Justice Horace Stern, of the State Supreme Court, last month.

Spelser said he expected to have all local stations using phonograph records signed up by next week.

Last week members of the Music Pub-

lishers' Protective Association went on record as opposing NAPA's new tax. The publishers declared that there was no necessity for taxing a station that already paid a tax to ASCAP.

Fascist-Democrat Air War Continues

PARIS, Nov. 27.—Warfare on the air between fascist and democratic European nations has been intensified. Germany is particularly interested in airing programs for reception outside her borders, while France is replying with German-language newscasts intended for German audiences.

Programs in German originate from a Strasbourg station near the Rhine. Another station, at Lyons, is understood to be making similar broadcasts.

Programs refer to events not discussed over German stations. Recent broadcast included German government's seizure of foreign papers, a Roosevelt speech, imprisonment of Nazi agitators in Hungary, rumors of resignation of Dr. Hjalmar Schacht, minister of national economy, and similar dispatches.

Diplomatic corps attach particular significance to such broadcasts because French stations are government-controlled.

Negro Comic Synd. Sponsors Show

NEW YORK, Dec. 4.—Tales From Harlem is set for a weekly quarter hour on WMCA, starting December 18. Will have 52-week ride. Program is sponsored by National Color Comics Weekly, which syndicates comic strips to Negro newspapers. Joe Bostie will conduct and will use night club entertainers as guests. Set by Jackson, Bleuford agency.

Air Briefs

New York By BENN HALL

"I'M A damn fool," shouted by one of Haven MacQuarrie's hopefuls on his new NBC stanza startled polite listeners. MacQuarrie tried to pass it off as a mere "darn" but made it the more conspicuous. Gruen Watches drops its Sunday stanza December 26 after 13 weeks. Show was geared to boost sales over the holiday period and to stick if business warranted. Current recession, as they say, nixed a renewal. Magazine Scholastic set a deal for children's show with NBC. WNEW's Martin Block claiming a daily fan-mail record. Last Thursday he opened 5,648 letters and 1,108 wires. George Allen, of J. Stirling Getchell, in town 'til the baseball season opens. LeRoy Keller to Detroit. Lester Blumenthal okeh now after a visit from la grippe.

Eddy Duchin renewed by Elizabeth Arden. Graziella Parrage, billed as the Mysterious Cinderella, short-waving to Latin America for Bristol-Myers. Also at La Rue (N. Y.) night spot. Time to be vacated by Boake Carter being eyed by agencies. What indie station lost an old account when outlet placed spot announcements for a rival before his show?? Harold Hutchins, managing editor of *American Druggist*, taking *Your Good Health* off 44 stations as a sustainer. Thinking up a new promotion idea to equal this one. Charlie Martin's got a bum tooth. Agencies leery that their accounts will do a General Motors and scam off air. How about Westbrook Pegler as a commentator?

Adams' Hats names lids after celeb-

rities. Has a new one called Dinty after radio editor Dinty Doyle. Walter Cassel and Norsemen quartet doing a wax job for Rexall United Drugs.

Critics: Four hundred thousand members of the National Federation of Music Clubs send in applause cards when they like a show. Al Jolson show being boosted plenty by judicious use of guests. Swor and Lubin doing e. t.'s for Alka-Seltzer. Carl French doing the *You Don't Say* for Barney's on WMCA. Commercial Opticians first of local sponsors to buy a chunk of Don Flamm's *Six Star* revue. Maxwell House Coffee is getting foreign-language-minded. Molly Picon will probably be in a musical, English-language show on WMCA directed toward the Jewish audience.

Dave Driscoll, WOR special features-news announcer, is gaining repute as a mimic. At lunch each day Driscoll kayoes himself, first imitating Hugh Herbert, and then working with Jerry Danzig as his straight doing the Stroud Twins. Alexander Grey is making a radio comeback. Now at the Palmer House, Chicago, since September, he's due in New York for auditions set by Rockwell-O'Keefe. Grey returns to New York next week. Larry Nixon, special events and press head of WNEW, will marry—in fact he may have already done so—Jeannette Smits, formerly of *The New York Journal-American*. *Husbands and Wives*, the Sedley Brown-Allie Lowe Miles program, which Pond's has sponsored for about a year, is slated to end its tenure December 28.

Chicago By HAROLD HUMPHREY

EDUCATIONAL conference sidelights: E Directors, production men and writers around here are experiencing burning ears as a result of the none too complimentary cracks tossed their way last week by some of the country's renowned educators and commentators. Sting evidently went pretty deep in some quarters, with the result that Bobby Brown, program director at WBBM, called on the more important directors and production men from the stations and agencies to attend a dinner meeting Wednesday for a discussion on the improvement of radio dramatics. Although no organization is planned, it is hoped the boys will band together to raise the intelligent quota of dramatic shows aired here. Niles Trammell, NBC vice-pres, took time off to sit inconspicuously in the assembly room and catch James Rowland Angell's talk. Angell is now educational adviser for NBC. After the smoke cleared away from the grilling of radio in general the results looked something like this: Broadcasters 0, Educators 0.

Kati Cuff, of Standard Radio, received an offer from one of the leading literary agents to handle Kati's fiction stories. Agent sold Rupert Hughes' first story and handles other names, such as Quentin Reynolds and Gertrude Atherton. Hugh Studebaker and Betty Winkler copped off the awards for best actor and actress of the year at the Radio Ball last Saturday. Shep Fields returns to WGN airplanes next

Tuesday (7), when he opens at the Palmer House. Charles Reynolds has joined the Burnet-Kuhn agency as copywriter and contact man. Ray Linton, local radio rep, has expanded into larger offices and added William Fugh, formerly of Howard H. Wilson Company, to the sales staff. Bob Barron, of the *Betty and Bob* show and *Court of Missing Heirs*, uses his radio career as a means to working his way thru medical school. Virginia Clark has started a dramatic school for kids in her neighborhood.

Labor Notes: Lawrence Tibbett spoke before the AFRA group in Detroit Sunday. Committee on wages for actors here has completed its survey, which has been sent to AFRA headquarters in New York. James C. Petrillo, evidently thinking AFRA had something to do with the recent Radio Ball, instructed all announcers in his union at CBS to participate in no way at the ball, although they might go if they felt like dancing.

Joan Blaine signed for General Mills' new script show scheduled to start December 13. Show will be aired from here the first four or five weeks to test its possibilities. Bob Hafer and Leonard Holton are writing the new Wrigley show, *Double or Nothing*, designed to plug firm's Doublemint gum. Premiere is December 26 and everything on the show will be double, including announcers.

Los Angeles and Hollywood By DAVID ARLEN

CLAIMING that they have been unjustly accused of dirt-slinging, several prominent Hollywood commentators have gone into a huddle on what to do to vindicate themselves as honest contributors to the "public interest, convenience and necessity." Stu Erwin, who fancies himself as a dog fancier, has added black bantam Cochins to his breeding pens. Hal Styles' popular *Help Thy Neighbor* broadcasts have been renewed for an additional 13 weeks by Iris Coffee. Bill Goodwin takes over emceeing duties of *Tunetwisters*, which has just started over KEJ-Mutual for

Pacific Coast and inland to Salt Lake City. Chester McCracken, business manager of Benton & Bowles, returns to New York this week. Tom Revere, radio director for the agency, hauled east yesterday.

Charlie McCarthy is being strongly touted for *Time* mag's "Man of the Year." No fooling. Report has it that Bergen's youngster is running third with votes piling up. Isaac (Ike) Levy, one of the founders of CBS, is here. NBC's musical director, Dr. Frank Black. (See AIR BRIEFS on opposite page)

Talking Shop

By JERRY FRANKEN

Heatter

Not so long ago I sat opposite Gabriel Heatter in a temporary broadcast studio set up over a coffee pot restaurant. It was in Flemington, N. J., towards the end of the trial of Bruno Richard Hauptmann. If memory serves correctly, Heatter then had one, possibly two, local sponsors on WOR. Last week Heatter signed for his fourth major national network sponsor, Johns-Manville joining his others, Borden's, Rogers-Peet and Calumet Baking Powder. Incidentally, shortly after the broadcast mentioned above Heatter contributed what will probably always remain one of the most dramatic reportorial jobs on radio, this when he reported the actual execution of Hauptmann.

Certainly, tho, Heatter deserves this success. His broadcasts are in a class by themselves, clear and intensely dramatic. Incidentally, his income is said to be about \$3,000 weekly.

Autobiographical

This column, fortunately for all concerned, is to come and go. It will be written when the mood hits and when there's something to say. For the past few weeks I've been making notes on things to talk about and now, for the life of me, I can't find anything in my pockets other than cigar-store coupons. The column will not adhere to any rigid form or schedule. Just thought you might want to know.

Bing

The Crosby show improves with age. It apparently is setting some sort of minor trend, for a number of programs are attempting the same light touch, succeeding moderately. Latest twist on the Crosby-Kraft stanza, burlesquing the now-too-numerous radio picture previews as done on last Thursday's show, is more than welcome and the burlesque itself was a gem. Too bad Carroll Carroll, the writer, isn't billed.

Morgan's "Country Editor"

SAN FRANCISCO, Dec. 4. — *Country Editor* is title of a new one on KFRC. Stanza is conducted by Oscar Morgan, former publisher of *Reno Gazette* and *Modesto Evening News*.

Air chats will follow lines of *Cabbages and Kings*, editorials written by Morgan for Salinas paper he edited.

Deal To Star Ben Bernie on Rubber Show Still Pending

NEW YORK, Dec. 4.—Deal setting Ben Bernie as the star of the new United States Rubber show, which it was expected would be settled today, is still pending. Program is slated to start January 12.

Report that Bernie would work as a comic and emcee is denied by MCA, representing the ork leader in the negotiations. Deal, it is stated, calls for Bernie with his band.

AIR BRIEFS

(Continued from opposite page)
 planned east yesterday. He used to be with Fox. . . . Mae West goes on the Chase & Sanborn hour December 12, Adolph Menjou and Veree Teasdale will come on later, their appearance being delayed due to their Kraft appearance currently. . . . Burns Lee, radio publicist, off on a vacation. . . . Roswell Rogers, of the CBS continuity staff here, joins Jack Haley's scripting staff next week to handle the frame-work writing on the Log Cabin broadcast series.

Boston By SID PAINE

Within two days' notice, Police Commissioner Joseph F. Timilty, of Boston, was pressed into service for the Coast-to-Coast CBS broadcast of its *Fighting Crime* series, originating from WEEI, Boston. List of available speakers had perhaps given out at last moment. . . . Harvard Dramatic Club series starts on WAAB-Colonial Network, Boston, December 9. . . . Harry Welsh, the original Pop-Eye, was the guest of Ruth Moss on WAAB, Boston, December 3. . . . Ed Pearson now a script writer on WCOP, Boston. . . . Kenneth Lorrimer Jaquith,

RADIO EDITOR
vs.
PRESS AGENT

"On programs, the networks' releases are okeh, but program 'blurbs' are too patently just that and few have human interest angles or news value."

C. J. INGRAM,
Radio Editor,
Jersey City (N. J.) Journal.

★

Promotion Shorts

More than 16,000 letters poured in to KVOO, Tulsa, in response to a contest offering three radios for the best epistles. Ken Miller, newscaster, is having a study of the fans compiled. Survey will show the occupations of men and women listeners and the broadcasts most frequently heard. Early indication is that most fans want more weather reports with their news bulletins. Station had about half its news periods unsold and contest was used to give prospects some idea of the audiences for news spots.

Little wisdom can be seen in some of the publicity releases reaching editors' desk and charged against promotion. When a radio editor, daily, trade or fan, spots some of the stuff hitting the desk, the natural reflex is to reach to the wastebasket. Ignoring the editorial content, it is often the mechanical reproduction that kills a news item. Mimeograph and hectograph jobs can be done which are legible and which cause no eye-strain. But from the appearance of some of the handouts, particularly from smaller stations, publicity men are in the employ of the opticians' trust. An eye-straining job from KCKN, Kansas City, fanned this particularly smoldering burn.

Out of Radio City comes an attractive brochure telling all about expeditions whose activities are NBCed. One airing comes from the North Pole, the other from the Tropics, which afford a good opportunity for contrasting pictures.

Sometimes it's the simplest and most obvious devices that win good will. Longview's (Tex.) KFRO sends a good-sized blotter out on occasion. It seems to be the only station doing this, and blotters are probably kept by time-buyers and others. Promotion matter in-

Wilkie Mahoney's remark after reading about the exodus in the line of the big Elysian earth slide that happened here last week was "This isn't the first time homes have been broken up by 'dirt'". . . . Rudolph Polk has joined the staff of Columbia Artists as assistant to Art Rush, manager here. Polk has been personal manager to Jascha Heifetz for five years. . . . Rose Marie Brancato, concert soprano, has been signed for the next two Jean Hersholt Dr. *Christian* broadcasts on CBS. . . . KFAC flopped with its experiment Saturday of having a feminine football commentator.

sans the Jaquith for air purposes, was as assistant organizer to John Kiley at WMEX, Boston. . . . Jane Ford, now at WCOP, Boston, presenting *Strolling Shopper* sessions. Came from WOSH, Portland, Me., where she was Eileen Draper, real name, spelling a news commentary program for *The Portland Evening News*, and *Shops About Town*, both over WOSH. . . . Fred Garrigus, WHDH announcer, doing the T. Noonan & Son Depot Dialogue vox pop show from the North Station Railroad Termi-

McNinch "Impudent, Shifty," MacFarlane; Threatens Reprisal

WASHINGTON, Dec. 4.—Strong language of Representative W. D. McFarlane (Dem., Tex.) in a letter to Chairman Frank R. McNinch, of the Federal Communications Commission, has the Capital buzzing with comment on the all-time high in postal scorchers. The Texan's ire was aroused over what he termed the evasiveness of Chairman McNinch's letter to him.

McFarlane's roasting of the commission on the floor of the House and writing open letters to commissioners got an early start during the special session when he demanded to know whether

cludes a word about the markets, including oil wells.

Studio audience at the Pet Milk's program on Christmas Day will be surprised with a kitchen gift which the Gardner agency is planning to distribute. No announcements before time, just an unexpected stop of Santa's.

WWL is sponsoring a series of promotional ideas that have succeeded in bringing in a large amount of new good business. Latest idea is the mailing of thousands of mirrors with an attached letter: "Here is the portrait of a man who can make money by using WWL. Give us a chance to tell you how." Other recent ideas are: Monthly calendars on which is written, "What suggestion have you for improving WWL? Won't you please let us know. Thanks." Thousands of keys were mailed—two to a letter. Accompanying message said, in part: "One of these keys is to your office. The other is a key which unlocks the front doors of 160,000 homes in or near New Orleans and takes your sales message right into the living room. Used together, these keys will increase your sales." Accompanying the keys and letter is a blue reply card which "unlocks the door of your office to an experienced representative of WWL." Another recent stunt was the mailing each week in sequence of very large playing cards, beginning with the "10 of hearts," and no mention of sender until the straight flush was completed with "an ace" asking for a chance for the station to send a sales expert to talk "a good game."

To make the dealers of Canada Dry Ginger Ale more conscious of the product and the sales promotion in back of it, the ginger ale company has inaugurated dealer tours of WFIL during the Canada Dry newscast.

Each night 30 dealers will be taken thru the studios and made to feel that they are part of the organization and program. One of the dealers will be chosen as guest reporter to assist Al Stevens in his broadcast. Stunt is the brain child of Roger Mendte, promotion manager for Canada Dry.

Commissioner Sykes or Commissioner Brown had informed the chairman of their previous experience in disqualification motions. Two days before the new session started his first letter, asking for justification of the Payne ouster and when the Segal-Smith decision could be expected, was dropped into the mail box. The second letter read as follows: "Dear Mr. McNinch:

"On November 13 I had delivered to your office an inquiry which directly concerns those elected by the people, namely the Congress, to maintain in our country a government of laws and not a dictatorship, especially on the part of appointed officials.

"I have received your communication of the 20th and I am amazed at its evasiveness. I asked you simply to state by what authority of law you and your associates acted when you presumed to disqualify a fellow commissioner.

"Your answer is astonishing. When I asked you what possible legal justification you had for what seems an illegal act you impudently tell me that you have no desire to 'debate' the matter with me. Here again, it appears there is an ignorance of the law, for you should know that a member of the Congress debates governmental matters on the floor of the Congress and only with other members who have been duly elected by the people. It would seem that the same misconception that led you to believe that you and some of your associates were judges of the Court of Appeals had led you to believe that you are also elected to Congress.

"I am asking you for direct answers to these questions: (1) By what authority of law did you act when you presumed to disqualify a fellow commissioner? (2) What court decision or statute justifies such an action? (3) Did you know, or, did Commissioner Brown or Commissioner Sykes inform you that the District Court of Appeals had upheld the right of a commissioner to sit, even when bias and prejudice was charged?

"I shall wait a reasonable time for a direct answer to the inquiry and do not expect one so evasive and shifty as your first. If at the end of that time it appears that you and your commissioners fail to understand that this is a government of laws and not of capricious and supercilious lawyers I shall ask the House of Representatives to consider proper action in the premises.

"Incidentally, perhaps you and your associates fail to understand that underlying the theory of all representative government is the belief that minorities shall be protected in their rights. So deeply is the principle imbedded in our democracy that we have gone to the extent of providing by law that minorities shall have representation in all governmental commissions created by Congress, including the Federal Communications Commission.

"I will appreciate an early reply.
 "Very truly,
 "(S) W. D. McFARLANE."

We wish to extend our thanks and appreciation to **COLGATE PALMOLIVE PEET** and their advertising agency **BENTON & BOWLES** for making it possible for us to present our latest

Radio success "HILLTOP HOUSE"

"HILLTOP HOUSE"—A human interest drama, starring Bess Johnson, from the pen of Adelaide Marstone and directed by Carlo De Angelo. It is presented over a Coast-to-Coast Columbia network of 67 stations, from Monday thru Friday, at 5:45, E.S.T.

EDWARD WOLF
Wolf Associates, Inc.
RKO BLDG., NEW YORK

"Carrier Salesmen's Radio Party"

Reviewed Sunday, 5-5:30 p.m. Style—Musical. Sponsor—Des Moines Register and Tribune. Stations—KSO, KMA, WMT (Iowa).

This half-hour show has in eight weeks practically left the amateur class for professional recognition. Started by Frank Jaffe, of the promotion department of *The Des Moines Register and Tribune*, and Orville Foster, musical director for KSO and KRNT, which stations are owned by the Cowles' newspaper, this is an excellent piece of promotion. Show outgrew the KSO studios in one show and now after seven shows in the ballroom of Hotel Ft. Des Moines is angling for a larger auditorium, since it is the second biggest visual audience program in the State today. All indications are the show will go ahead on a 52-week basis and continue to be handled by ticket admission thru the newspaper delivery boys or "salesmen" as they are tabbed by both the newspapers and the stations.

Much credit for this snappy kid show goes to Orville Foster, who has whipped the news kids into a splendid orchestra and also a chorus of 17.

Two of the news kids handle the entire show as announcers, and introduce the numbers besides doing a good comedy routine. Comedy lines are smart and youthful without being wisecracks.

Outstanding work is noted especially in the orchestra numbers and also some of the voice or instrument solos indicate inexperience it is excusable. Foster keeps the numbers short and snappy and a good tempo is maintained during the entire show.

Probably the thing that puts this show over as different in appeal is the "umph" these kids put into their work. They seem to enjoy it thoroly; this enthusiasm is manifest to listeners and is contagious.

R. W. M.

Lem Turner and The Four Dons

Reviewed Saturday, 12:45-1 p.m. Style—Comedy-musical. Sponsor—Royal 400 Oil Company. Station—WHO (Des Moines).

This 15-minute program continues to uphold the tradition of short programs in allotting entertainment only a little more than half the time and devoting the remainder to commercials.

Altho Lem Turner is already well established at this station as a nasal type of comedian with a personality, and the Lem has Stan Widney, producer-announcer, as his stooge, the comedy is decidedly weak in spots and the program seems worth while only when the Four Dons, as the Royal Revelers, provide the musical portions, which are good. Also Jug Brown, bass slapper and singing comedian of the group, does outstanding work, especially on such numbers as *The Cross-Eyed Cowboy on the Cross-Eyed Horse*. Lem, too, deserves credit for his solos and harmonica numbers.

D. M.

Hank Keene

Reviewed Tuesday, 5-5:15 p.m. Style—Melody and chatter. Sustaining on WTIC (Hartford, Conn.).

Getting somewhat out of the usual coy hillbilly opera stars' routine is this lad who possesses a voice superior to the tank-and-file corney singers. Works with several others whose chief duties are to furnish atmosphere. There's one Elmer, however, who dishes some fair gag material. Uses the burlesque of news flashes technique and recounts the doings of village folks. Keene also gags with Bruce Kern, who handles the show.

There are cash prizes for the second line of a jingle. Gag is that, to be eligible, contestants must send in two bits for Keene's songbook.

S. A. L.

"Sing Back the Clock"

Reviewed Tuesday, 10:15-10:30 p.m. Style—Old songs. Sustaining on KFWB, Hollywood.

This relaxing program is ideal to taper off an evening. Designed to give the listener a chance to do a little reminiscing, it presents Edith Evans, a splendid contralto, in popular tunes from *Ye Olde Music Album*. Accompanied on the organ by Eddie Ebben, Miss Evans sings familiar melodies with the thought of arousing memories of those events which listeners always connect with certain tunes. Audience is invited to write

Program Reviews

EST Unless Otherwise Indicated

to the station relating the incident and each Tuesday and Thursday one of these is dramatized.

This evening's brief play presented concerned a girl who comes from Nebraska to New York to seek her fortune but falls upon hard times. Reduced to her last nickel, she enters a one-arm restaurant to buy a cup of coffee. A young chap realizes her predicament and buys her a meal. They talk and discover they were school-day sweethearts back home. The boy has been left a farm in Nebraska by his grandfather and asks the girl if she would marry him, go back with him. She agrees and Gus Edwards' *School Days* thus becomes the song to remind this couple of a puppy love that came beautifully true. Sounds slushy but not bad, really.

D. A.

Haven MacQuarrie

Reviewed Sunday, 10:30-11 p.m. Style—Amateur tryouts. Sustaining on WEAH (NBC network).

Altho Haven MacQuarrie's recent *Do You Want To Be an Actor?* stint for Chase & Sanborn was considered a flop, many observers thought it was the production that missed fire rather than the idea. NBC has given the idea another chance as a sustainer and trimmed it to 30 minutes, half the original time. It sounds much better, but it could still stand repairs.

Untrained would-be actors are brought to the mike, rehearsed and then run thru a short skit. Tho the hammy acting and human interest nonsense of MacQuarrie hurry the minute hand, the repetition again holds things up. If the production stuck to merely the rehearsals it would probably move faster and possess greater variety.

It's still a good radio idea and bears watching. If another sponsor should take an idea which flopped once and put it over with a bang that would be news.

Talent just needed bread to make swell ham sandwiches.

B. H.

The Girl Friends

Reviewed Friday, 6:30-6:45 p.m. Style—Musical with dialog. Sustaining on WXYZ, Detroit (Michigan Radio network).

Program is a unique feminine trio presentation, with a harmony and blending of voices to give proper musical balance. Trend is to sweet style of song, and the program has one bad handicap in that it is used for background for about six spot announce-

ments for miscellaneous sponsors, completely breaking up the unity of the show and not giving the girls an adequate chance. When they're not interrupted they hold the stage.

Program caught opened with *I'd Rather Be Right*, giving a more than contemporary setting, continuing with a school days' interlude plus the aid of the announcer, John Burnell, as schoolmaster, and bits of appropriate melodies. Rendition of *You're Easy on the Eyes* was an especially sweet bit, while one singer got honors with a solo of *Moon Got in My Eyes*. Reception quality gives this program close to ace rating for feminine broadcasts originating locally.

"RCA Victor Swing Time"

Reviewed Thursday, 11:30-12 p.m. Style—Orchestra and vocalist. Sponsor—RCA Victor. Agency—Lord & Thomas. Station—WEAF (NBC Red Network).

This is a local program for New York Metropolitan RCA Victor dealers, one of many placed by RCA for its Victor subsidiary on its NBC subsidiary. As a swing session it's more than satisfactory, altho the pleasure is considerably mitigated by an overdose of sales talk, this time on the record player attachment. It seems strange that the show should be so burdened.

Program features Larry Clinton's Orchestra, with Beatrice Wane swinging out on the vocal chore. Clinton really breaks it down and there's little doubt that he has a top outfit in this category. Arrangements are smart and plenty grooved. Miss Wane maintains Clinton's par. An aid to the program is that rather than straight title announcements occasional numbers are introduced by brief productions combining dialog and atmospheric music. George Hicks also helps by his better-than-average announcing.

J. F.

"Dr. Christian of Rivers End"

Reviewed Sunday, 2:30-3 p.m. Style—Sketch. Sponsors—Chesebrough Manufacturing Company. Agency—McCann-Erickson. Station—WABC (CBS network).

McCann-Erickson has Jean Hersholt as a friendly family doctor, the program top-heavy with sweetness and wisdom. Half-hour show is built for those who like tea with their sugar, but runs slightly ahead of the routine week-day stuff of similar vein.

In episode heard a great opera singer consented to sing for the local women's

club. The diva's pipes chilled just before the event, and a local hopeful songbird sought to have the great singer confined to bed. This, said the aspirant, would give her a chance to strut her stuff before the club women and achieve lasting fame. Surprise angle was that the doctor wouldn't play ball, but allowed the famous songbird to appear. He told the hopeful youngster that she wasn't ready yet, that such an event would be harmful.

Hersholt is inclined to over-sentimentalize, but he couldn't do much else in such a script. Plugs probably as badly dragged in as any heard on a network program. Tossed in by the scruff of the neck, whether they fit or not.

E. H.

No AFRA Coast Demands Yet

SAN FRANCISCO, Dec. 4.—While the local branch of the American Federation of Actors has come out against entertainers participating in gratis performances, such a stand is not being imposed here at present upon members of the American Federation of Radio Artists. Neither has AFRA presented any demands to radio producers or operators, according to Vic Connors, executive secretary of the San Francisco unit.

The problem of free performances may be dealt with eventually, but no action can be taken until the entire situation is chartered, Connors said. Move to halt free performances is reported to have been agreed in New York and Hollywood, but the edict not to appear in future performances unless paid has not been enforced on San Francisco radio entertainers, Connors stated.

McComb, Miss., Station Planned

NEW ORLEANS, Dec. 4. — George Blumenstock and Robert Louis Sanders, who formerly held a lease on WJBW, local 100-watt indie station, now residing in Biloxi, Miss., have organized the McComb (Miss.) Broadcasting Corporation, along with Mayor Xavier A. Kramer of McComb. Firm, capitalized at \$15,000, plans to apply to FCC for new radio station at that city. Mayor has donated a three-acre plot on Highway 51 just outside city limits for site of transmitter.

Blumenstock and Sanders, operators here of the Southern Broadcasting Company, as lessees of WJBW, were plaintiffs in a losing suit in civil court here recently when they accused Charles Carlson, owner of the station, of interfering with their proper operation of the station. The suit was thrown out of court for lack of evidence and the operation of WJBW reverted to Carlson.

Watsworth-Howland Uses String

NEW YORK, Dec. 4.—String of stations will be used by Watsworth-Howland & Company to air 13 five-minute programs for its Bay State paint next spring. Programs, to be placed by the J. Stirling Gatchell office, consist of musical numbers coupled with a question box.

World Broadcasting waxed.

WNYC Takes Int'l Direct

NEW YORK, Dec. 4.—WNYC is now taking International News Service direct. Municipal station had been getting its news from General News Ticker, which subscribes to the Hearst wire.

EDUCATORS SING

(Continued from page 7)

Harry Woodburn Chase, New York University chancellor; Walter Dill Scott, Northwestern University prez; Robert M. Hutchins, University of Chicago prez; James Rowland Angell, NBC educational counselor, and George V. Denny Jr., director of *America's Town Meeting of the Air*.

From attendance standpoint conference was also a flop, some 450 showing up. Reported that the \$2 registration fee charged this year and the ritz atmosphere of the Drake Hotel scared a lot away. When asked where the next meet would be held, George F. Zook, president of the American Council on Education, answered, "I am not sure there will be another. We are low on funds and if the sponsoring organizations do not reimburse us there will be no next conference."

Conference was thrown open by Zook the last day for resolutions, but none were forthcoming and an adjournment was moved.

Current Program Comment

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

REVIVAL of interest in the one-act play should make a good bill of radio one-acters a natural. But to make such a natural takes careful choice of material, radio adaptation and a sound cast. WNYC (New York) *One-Act Play Parade* has some of these qualifications but, judging from *The Affairs of Anatol*, somehow misses the bull's-eye. There's a deftness and sophistication about *Anatol* that should make good radio for a class audience, but it didn't jell. Probably equally polished plays but with more substance or action are needed on the air. And a glittering play needs a more scintillating cast to make a well-rounded production, particularly when it lasts an hour. Probably cutting the time in half would aid.

Let's Talk About Stars on Jersey City's WAAT includes Hollywood, theater, radio and sports chatter. Interviewer technique is used along with the neighborly stuff suitable for air performers with, or attempting to build, a local following. After a general introduction and a hint of what's to be discussed interviewer picks up each specialist and plunges into typical fan questions of what the names are up to. Boys attempt a bit too much personal banter,

and unless the local following insists upon it could probably better the act by letting up on it.

Pittsburgh's biggest local air show, *A Night at an Inn*, produced Tuesday nights by Earl Bothwell agency for Old Shay Ale (Victor Brewing Company) over WCAE, manages to maintain a variety and pacing that is stealing some of the thunder formerly held almost exclusively by the other big local origin half-hour, *Philadelphia Varieties*, aired over KDEA.

Originally an atmospheric drama punctuated by music, telling of an incident in some historic hotel which appropriately led into plugs for the sponsor's brew, program has been diversified recently with addition of *The Snaffles*, eccentric family creation of station staff writer Frank Seidel, humorously enacted by Stephanie Diamond, Carl Dozer and Jimmy Fitzgerald. Also spotted during period are the singing *Three Little Maids*, Bob Carter and Tommy Tarnish, with tunes by Earl Truxell's Orchestra. Short burbs, plus the script zip that manages to create a mellow mood, makes the show a good example of what a local sponsor can develop in the way of variety, without Hollywood or hiring expensive talent.

Not Enough To Worry About, So Talent Unions Fret Over Tele

NEW YORK, Dec. 4.—Television, when and if it finally gets around that corner, is likely to prove the biggest headache in the entire amusement industry. Frank Gillmore, president of Actors' Equity and executive director of the Associated Actors and Artists of America, this week indicated the television charter, withheld from the American Federation of Radio Artists at the time of the Four A's reorg some months ago, was not definitely allocated as yet to any particular sister union within the Four A's. Both the International and Actors' Equity have a grip on the jurisdiction, according to Gillmore, who further added that final disposition of the charter would perhaps be to have it apportioned among the different performer unions by the Four A's. Feeling until now has been that the charter was unconditionally Equity's.

As in the case of music and its future uses in tele, nobody knows with any certitude the form such broadcasts will take. Union controlling performers in tele would on the surface appear to have the performer end of the show bizz tied up. But, according to Gillmore, a likely disposition of the matter would be to divvy the charter among the different Four A's organizations according to the number of performers those orgs happen to have on tele broadcasts. Set-

up of a board composed of reps of Equity, Screen Actors' Guild, AFRA, American Guild of Musical Artists and other Four A's units considered a possibility.

Fact that tele, even more than radio, will very likely be a clearing house for talent of all kinds is another indication that the AFL performer muddle will eventually be clarified only thru the medium of the much-bruited "one big actors' union."

Chances of tele jurisdiction being settled amicably seem vague, notwithstanding the quietness hovering about the subject currently. AFRA, controlling radio, may very well claim tele as an allied field.

A scramble, however, appears to be inevitable.

DUE-BILLS

(Continued from page 3)

cept the paper. Generally a club doing very good business will get its advertising with cash, with the inverse being true, according to the relative degree of prosperity.

The broker works as an advertising agency, and in some cases never sees cash at all from a particular club.

Niteries Deeply Involved

The extent to which the due-bill form

Guesters for Kate Smith

NEW YORK, Dec. 4.—Kate Smith's program changes format slightly next Thursday, bringing guest stars from fields outside the show biz to the show. First guest is Mrs. Franklin D. Roosevelt. The First Lady will hold a two-way interview with Miss Smith, with the latter in New York and the President's wife in Washington. Move is interpreted as strengthening the program against its opposition, the Rudy Vallee stanza.

End HP5H Newspaper Tie

PANAMA CANAL, Dec. 4.—Tie between Panama American Publishing Company and HP5H has been ended. Panama firm's paper is running a notice that it has "severed connection" with the station and that outlet can't use the name, "Voice of the People."

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 (WEAF & WJZ)
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 Barclay 7-5374.

Diogenes Wants Agent

NEW YORK, Dec. 4.—Newest gag around town is the honest tailor who's looking for a 10-percenter to agent him. Tailor found \$1,000 in a suit and returned it to the owner. He didn't get the expected award, but his business shut up and he's been doing personal appearances. This week he approached a WNEW staff man to see if he would agent the Diogenes' find.

of advertising operation has involved the night club field may be roughly ascertained from a cursory analysis of the ad budget of three representative mass niteries. According to one in the business, the outlay for ads in daily papers of the three big cabarets is in the neighborhood of \$100,000 per year. Of this, it is estimated 40 or 50 per cent is in "paper," the rest cash.

Hotel industry is generally against due-bills, but chain hotels, having thousands of rooms to play around with, accept the "paper." Reduction on hotel due-bills is generally 35 per cent, but the saving is small, because the price charged against the bill is the daily, not weekly, rate. The first due-bills issued were for hotel rooms and were supposed to be neither salable nor transferable. Today due-bills theoretically are not supposed to be passed about, but questions are rarely asked. However, a due-bill customer today must make that fact known to the management before he begins cashing in. This is significant in that it marks him. In night clubs, for instance, the due-bill customer on busy nights may be crowded into a corner. He must buy position and service with tips.

Restrictions Are Many

Other restrictions make the life of the due-bill owner not a happy one. His paper is usually not good at bars; it is okay for only one show in a club and for not more than a party of four. Due-bills cannot be used after the date of expiration printed thereon.

On some hotel due-bills it is specified that if the owner was once a cash customer he cannot use the "paper," the angle being that the managers regard the bill favorably only in that it introduces new trade.

Country resorts and cruises are another fertile field for due-bills. Summer spots go in for it now with the exception of the "class" spots.

Reported that due-bills have built up the cruise industry. "Paper" here is for coastwise rather than transatlantic sailings. Due-bills have been snapped up so fast that the demand has built up a cash trade. This development is reported to be characteristic of the due-bill's effect on any particular industry.

Due bills are not only bought outright, but are rented, a \$10 deposit, for instance, getting a bill of \$50. The client makes up the difference or gets a refund from the broker.

The broker works on small margin, and, in the case of night clubs, a spot may close before the paper expires. The broker refunds to the customer, but the night club does not refund to the broker.

Due-bill supply gets around by word of mouth. The demand for "good stuff" right now exceeds the supply.

At one time there were due-bills on perfumes, cutlery, glassware and

addresses. The due-bill agents recently formed a business association. Lew Podsee is president and C. N. Greenfield vice-president. The boys won't talk for publication, apparently figuring the association can do better without it.

AFA SCALE IS

(Continued from page 3)

over four days constitutes a week. Chorus girls, line work only, are to get \$22.50 weekly, and for one day's engagement \$6.

The scale has been submitted to the San Francisco Labor Council for ratification.

FIGURING NUT

(Continued from page 3)

kins, WFA administrator, who asked for the data after a similar request had been made by *The Billboard* some five weeks ago. Edwards, explaining the delay, says auditors have been realigning the accounting system of the project from the former unit operation to the itemized method whereby the exact cost of every play can be determined.

Edwards has also been assigned the drawing up of a program which Hopkins may submit as a means of coaxing Congress to renew the FTP appropriation by June.

A preliminary survey of the accounts thus far assembled reveals, as expected, that *A Hero Is Born* is a financial flop and that *Professional* is the only production netting other than labor costs. Cost of materials used in production is far under that of the commercial theater allotments, according to Edwards.

London Likes O'Neill Opus

LONDON, Nov. 22.—Presented by Amner Hall and produced by Michael Macowan, the first London presentation of Eugene O'Neill's *Mourning Becomes Electra* drew a good attendance at the Westminster Theater. Play runs for five hours, with two 15-minute intervals. Performances begin at 7 o'clock.

Beatrice Lehmann gives an intense and marvelous performance as Lavinia. Other fine jobs are turned in by Mark Dignam, Laura Cowie, Reginald Tate, Robert Harris, Jean Winstanley, Waldo Wright and Frank Napier.

Mourning is limited to a run of one month and will be followed by George Bernard Shaw's *You Never Can Tell*. Bert Ross.

Kay Johnson Saves the Day

CINCINNATI, Dec. 4.—When Montgomery Clift, who plays the role of Lord Finch in *Yr Obedient Husband*, was unable to make the Tuesday night performance at the Cox Theater here due to illness Kay Johnson, wife of John Cromwell, director of the production, jumped into the male role in less than an hour's notice. Fredric March explained the emergency to the audience at the end of the first act, and when Miss Johnson made her first entrance in the second she was given a rousing reception by the audience. She hadn't appeared on the stage since her marriage several years ago. Clift resumed his part later in the week.

"Idiot's Delight" for London

LONDON, Nov. 27.—*Idiot's Delight* has been secured by Henry Sherek and Raymond Massey for production in London. Massey will produce and take the leading male role. Beth Hayes, American dancer, of the team of Loper and Hayes, has been offered a leading role. Girl is also fitting in London and playing night club dates.

Delight will have an out-of-town opening at Oxford, university city, January 3, and will come to London's West End January 28.

Flash! Pix, Night Spots Swipe Radio Idea, and That's News!

NEW YORK, Dec. 3.—Radio is now credited as originating one type of show that is being adopted by other branches of show business. This is the reverse of the usual procedure wherein radio steals ideas or talent from pictures or flesh houses. *Professor Quiz* adaptations are now being used on the air, in night clubs and will be done in films.

Quiz idea has, of course, been thefted, twisted and adapted by stations all over the country on everything from one-liners to the biggies. It's been a natural for radio, a cheap human-interest show, with the audience actually producing the entertainment. It has dawned on showmen in other fields to follow the same technique found successful on the air.

The Versailles, swanky New York night spot, now uses a Sunday night brainstorm contest to boost Sunday

business, get repeat trade and to build a mailing list. A sheet of six questions is handed to customers to be filled out without leaving the table. Winners are announced the following Sunday, and a bottle of champagne goes to the lucky gent, while the lady gets perfume. Should there be more than two winners, the battle is fought to a finish on the floor. Night clubs and vaudeville houses in other cities are also following suit.

Attempts are now being made here to market a quiz-idea show for use in picture theaters. Theater version calls for a half-hour question bee for five patrons weekly, elimination contests on a regional basis and a final contest in New York or Hollywood, with a top award of \$10,000. Answers will be prepared by "Professor Quiz" and read to audiences.

Imperial Tobacco Co. Ltd. OF CANADA

presents

KEN SISSON

Director, "Canada, 1937"

With a 30-piece orchestra
 16-voice choir and soloists
 Over a coast-to-coast network of
 Canadian Stations
 Fridays, 10 to 10:45 P. M., E.S.T.

From Out Front New Plays on Broadway

By EUGENE BURR

This was held out last week because of lack of space—but why waste a column when columns are scarce?

If there's one thing that's nice to be thankful for, it's having no real work to do—and so what's the good of Thanksgiving when there's a column to be written for the morrow's deadlines. Last year the problem was nicely sidetracked by putting gently but firmly into this space another spasm of the theatrical definitions wherewith, during the last four or five years, I have intermittently afflicted my parishioners—if any. It's a good gag, and it seemed to work last year—at least no one wrote any threatening letters about it—so the time seems about ripe to work it again. A year ago, if I remember rightly, the column was written with dinner on the stove. This year dinner is over, and instead of the bright gleam of anticipation I have, to succor me, only the dull grey of ultimate depletion. At the moment, getting anything off my chest—even a column—seems a desirable occupation.

Last year, too, the cook contributed one definition—a canny description of an understudy—but this year the cook is washing dishes and tells me to do my own work while she does hers. Fearing a session with a dishtowel in return for a definition, I acquiesce, even tho the memories of the turkey still trouble me.

The turkey, I hasten to add, was neither *The Bought Breaks* nor *Work Is for Horses*. But to get the definitions over with for another year:

acoustics—the thing that prevents you from hearing what's going on upon the stage, in this respect leagued with the voices and accents of the performers; an outmoded attribute of a theater or an auditorium, now beneficially replaced by a public-address system, which has the double advantage of blasting your ear off and distorting voices into a fine imitation of a ragged motion-picture sound track.

aisle—the pathway to safety; a convenient space provided for the feet of drama reviewers and the rolling of convulsed customers; a distant oasis in order to reach which one has to climb over lines of stout and com-

N' Orleans Becomes Bonanza Show Town

NEW ORLEANS, Dec. 4.—With civic groups of the community taking over special nights for theater parties, the Federal Theater Project here has been forced to extend for a second week its presentation of *Excursion*. Packed houses every night of the past week proved that New Orleans is ready to back good plays when performed by a capable cast. Since the project started a full season early in the fall, the undersized Federal Playhouse on Tulane avenue has been regularly filled to capacity.

When the word was passed around recently that the WPA would terminate its support of the local project, the Lions' Club of the city announced that it would sponsor the troupe. Other civic bodies have joined in the move, and it appears that New Orleans, long a sufferer for the want of presentable shows, is ready to support the movement enthusiastically.

This past week saw the return of legitimate plays to a regular downtown theater for the first time since the early '30s. Thousands have crowded the St. Charles Theater to see *Tobacco Road*, and the management has closed for other Broadway hits for weekly and fortnightly runs.

Evans To Do "Henry" Dec. 17

NEW YORK, Dec. 4.—Maurice Evans will give his first performance of *King Henry IV*, sequel to his current *King Richard II* and second item in his projected repertory, December 17, during the second week of his engagement at the Forrest, Philadelphia. Evans will play Falstaff, with Frederic Worlock, the Bolingbroke of *Richard*, continuing in the same role in *Henry*. Also carrying over will be Charles Dalton as Northumberland, Wesley Addy will play Hotspur, and Eleanor Phelps, Dame Quickly.

Reviewed by Eugene Burr

PLAYHOUSE

Beginning Friday Evening, December 3, 1937

MERELY MURDER

A comedy by A. E. Thomas, based on Georgette Heyer's novel of the same name. Directed by Miriam Doyle. Setting designed by Watson Barratt. Presented by Laurence Rivers, Inc. Scenery built by Turner Construction Company and painted by Kennel Studios. Kenneth Vereker..... Rex O'Malley Violet Williams..... Muriel Hutchison Rudolph Mesurier..... Stiano Braggiotti Murgatroyd..... Jessamine Newcombe Leslie Rivers..... Betty Jenckes Tony (Antonia) Vereker..... Claudia Morgan Inspector Hannaside..... Edward Fielding Ciles Carrington..... George Macready Harry Chippendale..... Lawrence Fletcher Sergeant Armstrong..... Charles Campbell

SCENE—The Studio-Living Room in the Vereker Flat. ACT ONE—Scene 1: Forenoon. Scene 2: The Same Evening. ACT II—Scene 1: A Half-Hour Later. Scene 2: Three Days Later, Early Evening. ACT III—The Next Day, Late Forenoon.

Murder, according to the Sunday school books and also various more reliable authorities, isn't as a rule a particularly pleasant pastime, but it's made to seem uncommonly pleasant these nights on the stage of the Playhouse, where the Laurence Rivers production of *Merely Murder* is playing. *Merely Murder*, adapted by that veteran craftsman, A. E. Thomas, from the novel of the same name by Georgette H. Eyer, is primarily a comedy and an extraordinarily good one, too—but it concerns itself chiefly with two murders and manages to maintain its suspense at a high and taut pitch at the very moment it is rolling its customers discreetly in the aisles with polished and thoroughly amusing dialog. An altogether excellent job it brings a gleam of light to a season that has busied itself almost exclusively with the darkness of ineptitude.

It's all about that crazy brother and sister, Kenneth and Antonia Vereker, as, jointly and individually, they're accused of the murder of Arnold, their detested half brother, who has inherited the family fortune. Since Roger, another half brother, has been killed in a South American revolution seven years before, Kenneth gets the money. He also gets grilled by a detective who knows Shakespeare almost as well as he does.

But the Verekers aren't the only suspects. The lad Antonia is to marry (she got herself engaged in what amounts to desperation) has embezzled from Arnold, so he too is at the wrong end of a pointing finger. About the only people who are allowed to walk around without a neat covering of suspicion clouds are Kenneth's lovely but dumb fiancée, the girl who really loves Kenneth, and the young lawyer who, fitting into the almost too neat dramatic jigsaw puzzle, really loves Antonia.

And then into the muddled Vereker menage stalks Roger, who wasn't killed after all, come home and claiming the fortune. He gets the fortune but, a little later, he also gets a bullet. This complicates matters prettily until the young lawyer steps forward and lends a hand

to poor old Scotland Yard, which comes out better with Shakespeare than with crime solving. The identity of the culprit remains inviolate within the Playhouse walls.

It's all vastly entertaining—a happy effect engineered by smart plotting, by the consistently clever and amusing lines, by the silken and suave direction of Miriam Doyle and by the superlative playing of a glossy and entirely excellent cast. Altho there is a slight letdown toward the end of the second act, the play picks up quickly in the third. Altho Miss Doyle's direction on opening night had not during the early sections the necessary pace, that will be quickly remedied when the players get a few more performances under their collective belt. And altho there is one loose end left slightly dangling (specific information on request, if you can prove that you've already seen the play) it's explanation is really suggested—and it might have been definitely fixed up by the addition of a couple of lines.

Rex O'Malley, one of the smoothest and subtlest comedians on our stage, comes thru with a really beautiful performance as Kenneth, and Claudia Morgan, probably the most charming of all our leading ladies, matches him as Antonia. Aiding admirably are Lawrence Fletcher, as the annoying Roger; Edward Fielding, as the puzzled inspector, Jessamine Newcombe, as a militantly Scotch maid, and, in fact, all the others—Betty Jenckes, Stiano Braggiotti, George Macready and Muriel Hutchison. The latter, incidentally, looks a lot like a blond Katharine Cornell.

By no means the least of the assets is Miss Doyle's beautiful direction of the last few moments, wherein the play sheds its light comedy mood of banter and fun and takes a quiet and serious dramatic tint, with the final curtain coming down on something of a minor auctorial and directorial masterpiece.

Merely Murder is really a lot of fun—and it's seldom enough that a reviewer is privileged to make that sort of announcement these days. The theater can use more like it.

WINTER GARDEN

Beginning Wednesday Evening, Dec. 1, 1937

HOORAY FOR WHAT!

A musical comedy "conceived" by E. Y. Harburg. Book by Howard Lindsay and Russel Crouse. Lyrics by E. Y. Harburg. Music by Harold Arlen. Staged and supervised by Vincente Minelli. Book staged by Howard Lindsay. Dances staged by Robert Alton. Specialty dance staged by John Pierce. Ballet choreography by Agnes George de Mille. Settings designed by Vincente Minelli, built by T. B. McDonald Company and painted by Triangle Studios. Costumes designed by Raoul Pene du Bois and executed by Veronica Stage Costumes and Lanzilotti's Eastern Costume Company. Additional costumes designed by Marion Herwood. Singing ensemble coached by Kay Thompson. Musical direction by Robert Emmett Dolan. Orchestrations by Don Walker. Additional orchestrations by Joseph Glover, Conrad Salinger and Paul

OUT-OF-TOWN OPENINGS

"Something for Nothing"

PLAYHOUSE (Providence)

Comedy in three acts, by Harry J. Essex and Sid Schwartz. Produced by Stuart Drake, Inc. Staged by Harry Wagstaff Gribble. Setting by Yellenti. Cast: Lulu McConnell, Joey Brown Jr., Edgar Stehli, Sylvia Field, Ben Lackland, Seth Arnold, Richard Taber, Millard Mitchell, Kent Thurber.

Belonging to *Family Upstairs, Skidding, You Can't Take It With You* school of drama, *Something for Nothing* opened up to a sparse holiday matinee audience here November 25. Despite the fact the players were noticeably worn out from an all-night dress rehearsal ordeal, the comedy went across with audience reaction that bespeaks well for its future.

The authors, one a radio writer, another an ad agency veteran, have dipped into their own fount of experience for some of the best situations and lines. Too, they have concocted some good dramatic situations which, with the pruning the show is certain to get during its tryout here, will be improved when the opus hits Broadway in the next fortnight.

Plot centers around a "screwy" American family in Paducha, N. Y., who have been bitten by the "prize contest bug." Ma, Paw and brother are out to get a \$100,000 prize offered by a chewing gum concern. Daughter, pretty librarian, is only one of household who has remained sane during the contest period. One other person in house, cousin of Maws, is a botanical nut whose life is wrapped up in a rare tropical plant he is bringing to bloom in his bedroom. Along comes a stranger who, family discovers, is the originator of the prize contest and who "knows all the answers." Also come two underworld characters shadowing the stranger—hoping to get the answers for themselves—and the 100 grand that means. Stranger falls for daughter. Family tries to get her to wheedle the answers from him. She tells them where to get off. Then they try to loosen his tongue with Paw's pocket flask. No good; it's Maw who gets tipsy. Finally Paw tells all. Stranger, disgusted, makes exit, returning next day for happy curtain.

Cast well chosen for type, with special laurels due Joey Brown, Lulu McConnell. Due in New York following tryout here. Charles A. Rosskam.

Starrett. Effects by Ferry Corvey, Harry La More, George Hanlon, Langdon McCormack. Starring Ed Wynn. Presented by the Messrs. Shubert.

The Mayor..... Leo Chalzel Gracie..... Gracie Reilly Little Girl..... Carol Wanderman First Tough..... Franklyn Fox Second Tough..... Al Baron Mr. Harriman..... Will Ferry Annabel Lewis..... June Clyde Breezy Cunningham..... Roy Roberts Chuckles..... Ed Wynn Daniel..... Charles Senna Benjamin Benedict..... Robert Shafer Stephanie Stephanovich..... Vivian Vance Marechal DuVal..... Marcel Rousseau Generalissimo de Gregorio..... Charles Senna Admiral Sir Basil Entwistle..... Franklyn Fox Herr Zingaroff..... Leo Chalzel A Spy..... Ralph Blane Footman..... Sidney Salzer Marshal Dinkelspiel..... Detmar Poppin Comrade Popikoff..... Don Popikoff The Voice of Conscience..... Arthur Kay Specialties: The Reillys, the Briants, Gordon's Dogs, Sue Hastings' Marionettes, Leon Polinsky, Ralph Blane.

Dancers: Ruthanna Boris, Philip Gordon. Featured Dancer—Paul Haakon. The Singers: Misses Peggy Badye, Bidda Blakey, Constance Carr, Carroll Clarke, Beverly Hosier, Meg Mundy, Dagmar Nilsson, Wynelle Patterson, Barbara Towne, Virginia Vonne, Arnonce Wilkins. Messrs. Ralph Blane, William Chandler, Harold Cook, Ford Crane, Frank Howard, Hugh Martin, John Smedberg, Castle Williams.

And the Dancing Girls and Boys: Misses Joanna Allen, Marjorie Baglin, Dorothy Bird, Florine Callahan, Maxine Darrall, Louisa DeForest, Helene Ecklund, Peggy Gallimore, Helen Hannan, Rita Horgan, Evelyn Laurie, Mary Joan Martin, Mary Meyer, Evelyn Moser, Mary Anne Parker, Jo Raskin, Ruth Shaw, Virginia Smith, Marie Vanneman, Messrs. Anthony Albert, Joel Friend, Philip Messrs. William Hawley, Mickey Moore, Edward Murray, William Pillick, Sidney Salzer.

ACT I—Scene 1: Fourth of July in Sprinkle, Ind. Scene 2: The South Road. Scene 3: The Harriman Munitions Factory. Scene 4: Chuckles' Laboratory. Scene 5: A Balustrade in Geneva. Scene 6: The Peace Ball. Scene 7: Corridor of the Grand Hotel de l'Espionage. Scene 8: Room No. 711. Scene 9: A Corridor. Scene 10: The Peace Conference. ACT II—Scene 1: The Munitions Salon. Scene 2: A Peaceful Orchard Near Geneva.

Chicago Likes FTP "Disciple" And Streamlined Ibsen Play

CHICAGO, Dec. 4.—Two new arrivals, one visiting for only a fortnight, were greeted with warm receptions by press and paying customers alike. First in, Federal Theater's production of George Bernard Shaw's *The Devil's Disciple*, is one of the best yet staged by the local relief unit. A new version by Thornton Wilder of Ibsen's *A Doll's House*, a two-week Jed Harris tenant at the Grand Opera House, holds up with a modernized framework and freshly rewritten lines.

Let the Federal Theater continue with such vehicles as *The Straw* and the current *Devil's Disciple* and it will soon find itself playing to growing houses and filling the long need of a good local stock company. Again major honors go to Harry Minturn, producer and FT head here, who has a commercial eye and is

the nearest to the public's pulse of any individual yet employed in the offices of the local project.

Proper casting and Victor Sutherland's able direction manage to revive a good portion of Shaw's humor and, more important, make the piece good entertainment. The able cast includes Victor Sutherland, John Connor, Violet LeClaire, Berta Kaslow, Larry Brooks, Vincent Coleman, Linda Barrett, Michael Kingston, Pat Devlin and William Courneen.

Ibsen's drama lives again amid impressive settings, and its leading characters, as portrayed by Ruth Gordon, Paul Lukas, Sam Jaffe and Dennis King, are superbly done. Wilder's version is a distinct asset, adding more reality to the lines and producing plausible links between situations. Sam Honigberg.

Scene 3: "Hero Ballet." Scene 4: A Bomb-Proof Dugout. Scene 5: Finale.

Ed Wynn, Paul Haakon, a group of trained dogs and a bevy of very lovely gals came to the Winter Garden Wednesday night, hampered by a little something called, fittingly enough, Hoorary for What. Mr. Wynn is funnier than he's ever been before—certainly a lot funnier than during those very sad stanzas on the air; Mr. Haakon is as magnificent a dancer as ever, which means that he still tops his class in the popular entertainment field; the dogs are intelligent, cute and amusing, and the girls don't have to depend on clothes-slucking to display their very real charms. Also, Mr. E. Y. Harburg has provided them—and the others who are around to fill out the evening—with some of the cleverest lyrics this side of Gilbert and Sullivan. It's too bad that nobody else did much to help.

That just about covers the entertainment to be found these nights at the Winter Garden. Addenda that clutter up the proceedings include probably the most puerile book since operettas went out of fashion, some very loud and uninspired music furnished by Harold Arlen, and a large group of performers who, with exceptions hereafter duly noted, manage to be pretty painful.

The book was "conceived," as the program quaintly puts it, by the same Mr. Harburg who wrote the lyrics—and the suspicion remains that originally there was a clever and powerful satirical idea somewhere on the premises. In any case the story, even in its present form (or at least until it's completely forgotten at the start of the second half), concerns a gentle chemist who finds a gas that will kill the worms infesting his apples—so immediately he's picked up by a munitions firm and his gas is announced as the big new number for the next war. A lot of spies try to steal it; there is a flat burlesque—which might have been a tremendous satire of a peace conference; war is declared; the munitions boys, in danger of their lives, are sorry they started it; and it's finally discovered that the formula was copied backwards, and the warring nations are spraying each other with laughing gas. Mr. Wynn didn't need any of the gas to send the customers into convulsions, but it's a pity that there wasn't a large supply backstage at the Winter Garden to spray around when he wasn't on.

With plenty of satiric material lying ready to hand, the thing wanders around until even the authors can hardly know what's it's all supposed to be about. It spends more time and energy getting nowhere than anything else I can remember.

One good scene, a fashion show for the season's new designs of lethal machines, taps the reservoir of what might have been. And that scene, too, includes Mr. Arlen's lone contribution to hilarity, the music for a showgirl parade tune to end—God willing!—all showgirl parade tunes. "A fashion girl," it croons, rummaging among all the stale melodies of the type, "is like a fashion girl is like a dream walking within a dream."

Performers whose work manages to stand out, besides Messrs. Wynn and Haakon, include the Briants, whose tramp antics, familiar in vaude, click solidly; Ruthanna Boris, who ably aids Mr. Haakon in one of his numbers; Don Popikoff, whose comedy bit stands out in welcome relief, and, to a lesser extent, June Clyde as the love interest. Miss Clyde is cute and able enough, tho she offers nothing in particular to justify the cost of the lights used to spell out her name. A young lady named Vivian Vance heads the rest of the troupe, moaning out numbers in what can only be courtesy be called a voice.

Also on the right side, but hardly a regular member of the troupe, is Roy Roberts, who filled the juve lead at 24 hours' notice when Jack Whiting, evidently succumbing to material that was enough to make almost anybody ill, took to his bed. Mr. Roberts, from legit, had the role originally and was displaced by Mr. Whiting during the tryout. A pleasant and able performer, he acquires himself nobly.

Vincente Minelli's sets are gay and excellent, but hardly as much can be said for Raoul Pene du Bois' costumes, most of which do all that costumes can to hide the pulchritude of the pretty lassies who wear them.

NEW YORK, Dec. 4.—New ticket agency was announced this week by Solly Smallman, former advertising manager for Leblang's. Agency will bear his name, with offices in the Paramount Building.

AMBASSADOR

Beginning Monday Evening, November 29, 1937

THE NEW GOSSOON

(Repertory Revival)

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

Mag. Keogh.....May Craig
Rabit Hamil.....F. J. McCormick
Ellen Carey.....Maureen Delany
New Shay.....P. J. Carolan
Luke Carey.....Denis O'Dea
Sally Hamil.....Eileen Crowe
Peter Carey.....M. J. Dolan
John Henly.....Arthur Shields
Biddy Henly.....Aideen O'Connor
The Action Takes Place in Carey's Kitchen and Occurs on the Same Evening.

With the applause of 47 straight performances of The Far-Off Hills still ringing in their ears, the Abbey Theater Players went back to the shelf of minor Irish merry-meries this week, and dusted off George Shiels' The New Gosssoon. It is neither an important play nor even a very good one, but the performance allows the players to indulge in the quiet humor at which they seem to excel, and the week's choice is at least pleasant. It won't interrupt the repertory, but customers at the Ambassador will have a quiet good time.

It's the one, in case you don't remember, that mildly concerns itself with the younger generation and the machine age as they affect the rural Hibernian. That is, it concerns itself with them whenever it manages to keep its purpose (if any) in mind—but for the most part it is busy scampering off in gay quest of glowing characterization, warm local color or gently amusing lines. It's true that young Luke Carey does get himself involved with a forward farm-daughter when he insists that riding around on a new motorcycle is pleasanter than working on his farm; it's true that he worries his mother no end, and is only brought out of his pickle by the wise ministrations of Sally, daughter of an amusingly slippery ne'er-do-well, and it's true that almost everyone in the cast pairs off in the end in the accepted musical comedy manner. But that's not very important after all. What's really important are the characters and the quiet humor and the portrayals of the Abbey Players.

For the players come thru in this to do a modestly excellent job, with May Craig, F. J. McCormick, Denis O'Dea, M. J. Dolan, P. J. Carolan and Arthur Shields all offering fine work. Maureen Delany, however, still leaves me cold to her ample charms. Playing the mother in this one, she harps on her well-known single inflection until you finally want to scream almost as loudly as she does.

MARTIN BECK

Beginning Tuesday Evening, November 30, 1937

BARCHESTER TOWERS

A comedy by Thomas Job "freely adapted" from the novel by Anthony Trollope. Starring Ina Claire. Staged by Guthrie McClintic. Settings designed by Jo Mielziner. Built by T. B. McDonald Construction Company and painted by Studio Alliance, Inc. Costumes designed by Jo Mielziner and executed by Helene Pons and Eaves Costume Company. Presented by Guthrie McClintic.

Mrs. Proudie.....Florence Edney
Bishop Proudie.....Frederick Graham
Mr. Slope.....John Williams
Mrs. Quiverful.....Pamela Simpson
Dr. Stanhope.....Oswald Yorke
Madeline Neroni.....Ina Claire
Etheibert Stanhope.....Mackenzie Ward
Butler.....Henry Vincent
Eleanor Bold.....Ruth Matteson
Mr. Arabin.....Damian O'Flynn
Miss Thorne.....Effie Shannon
Archbishop.....J. M. Kerrigan
SERVANTS' GUESTS, ETC.: Trumbull Barton, Douglas Ferguson.

ACT I—Scene 1: The Library in Dean Trefoil's House. Early in May in the 1850's. Scene 2: Drawing Room in the House of Dr. Vesey Stanhope. Later the Same Evening. ACT II—A Lawn in Miss Thorne's Estate at Ullathorne. Late in the Afternoon, About 10 Days After the First Act. ACT III—The Scene is the Same as Act I, Scene 2. A Sunday Morning in Autumn, About Three Months After Act II.

If Barchester Towers, the Thomas Job adaptation of Anthony Trollope's novel, presented by Guthrie McClintic Tuesday night at the Martin Beck Theater, had managed to maintain the sparkle and wit of its second scene, this rather doleful report might have been a hymn of joy. For in its second scene the play scintillates brilliantly in the finest tradition of smart comedy. But Mr. Job, adapting a novel even tho he admits on the program that he adapted it "freely," was faced with the necessity of telling a

BROADWAY RUNS

Performances to December 4, Inclusive.

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Lists plays like Abbey Theater Players Repertory, Far-Off Hills, Kacie Kochie, Playboy of the Western World, etc., with dates and performance counts.

their lines. As a result, what there was of Mr. Job's play was strewn over the stage in small tatters—and not even so adept a dramatic seamstress as Ina Claire could sew them together. Miss Claire (to mix me a metaphor) gallantly kept her own head above water, and tried to drag the rest of the proceedings after her, but the latter was an impossible task. Her own performance, at least, sparkled amusingly.

Also doing fine work—creating, as a matter of fact, a fine effect out of practically nothing in the middle of the second act—was that sterling veteran, J. M. Kerrigan. And John Williams did a fine job of an extremely difficult assignment as the leading local bluenose, offering consistently right readings and consistently excellent effects. The rest were more or less stifled under the loose script and stuffy direction—tho there's no reason even then for so slapstick a burlesque as that offered in a silly-ass role by Mackenzie Ward, inexplicably imported from England for the occasion.

BILTMORE

Beginning Thursday Evening, December 2, 1937

BROWN SUGAR

A play by Bernie Angus. Directed by George Abbott. Incidental music by Haven Johnson. Settings by Cirkor & Robbins. Costumes by Helene Pons. Presented by George Abbott. Setting constructed by William Kellam Studios.

Richard Huey
Tom Warfield.....John T. L. Bunn
Lenny.....Martin de C. Slade
Charlie.....Ira Johnson
Ruby.....Kathryn Lavall
Slim.....Alvin Childress
Sam.....Juan Hernandez
Rosalinda.....Christola Williams
Sylvester.....Richard McMyers
Tar.....Paul Johnson
Musken.....Eric Burroughs
Louella.....Beulah E. Edmonds
Sarah.....Ruby Elzy
Jeb.....Bertram Holmes
Officer Leroy.....Julian Miles
Man.....Jimmy Waters
Rosco.....Haven Johnson
Henry.....Canada Lee
Lily May.....Georgette Harvey
Lucille.....Butterfly McQueen
Walter.....William Tinney
George.....Allen Tinney
Stella.....Beth Dixon
Cleo.....Irene Hill
Mae Malloy.....John Shellie
First Mate.....Ernest Rowan
Officer Kent.....George W. Smith
O'Hara.....George Fitzpatrick
McQuade.....Fred Wallace
TIME—The Present.
ACT I—Scene 1: The De Luxe Bar in Harlem, Late Afternoon. Scene 2: Louella's Kitchen, Midnight. ACT II—Scene 1: Lily May's Apartment, Two Weeks Later. Scene 2: Louella's Kitchen, 6:30 That Evening. Scene 3: Lily May's Apartment, Later the Same Evening. ACT III—Scene 1: Louella's Kitchen, Immediately Following. Scene 2: Dock at Foot of Mester Street, Immediately Following.

There's some strong language in Bernie Angus' Brown Sugar, and the lustful behavior of some of its principals hints that sex in Harlem is merely a matter of physical exercise, like callisthenics. The Minskys, in the name of art, tried to show the same sad situation existed (See NEW PLAYS on page 14)

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AMERICAN ACADEMY OF DRAMATIC ARTS. FOUNDED IN 1884 BY FRANKLIN H. SARGENT. THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. WINTER TERM BEGINS JANUARY 17TH. FOR CATALOG Address Secretary, Room 175, CARNEGIE HALL, NEW YORK

"Merry-Go-Round of 1938"

(UNIVERSAL)

Time, 84 minutes. Release date, November 14. Directed by Irving Cummings. Produced by Buddy DeSylva. Screen play by Dorian Otvos and Monte Brice. Story by Monte Brice and Henry Myers. Songs by Jimmy McHugh and Harold Adamson. Cast: Bert Lahr, Mischa Auer, Jimmy Savo, Billy House, Alice Brady, Dave Apollon and Orchestra, Joy Hodges, Louise Fazenda, John King, Barbara Read, Howard Cantonwine and Charley Williams.

Fairly amusing nonsense centering around love affair between a fellow from a snooty New England family and a girl whose parents were vaudevillians. Sally, the femme, has been reared by the Grand Street Comedy Four—Bert Lahr, Jimmy Savo, Mischa Auer and Billy House. Marriage is in danger of being stymied thru Aunt Hortense (Alice Brady), who has an aversion for stage people. But with Auer in the role of Indian Swami who produces Hortense's lost love (Bert Lahr), all is saved. It's good nut comedy, with the best laugh coming when Auer, in his attempt to practice "levitation" upon a weak-minded pig, finds the stunt works on Lahr but not on the animal.

Savo, Lahr, Auer, House and Alice Brady are okeh, with Lahr coming thru wonderfully with his woodchopper business.

Pic is lightweight but okeh.

Paul Ackerman.

"Danger Patrol"

(RKO)

Time, 60 minutes. Release date, December 10. Screen play by Sy Bartlett from a story by Hilda Vincent and Helen Vreeland. Directed by Lew Landers. Cast: Sally Eilers, John Beal, Harry Carey, Frank M. Thomas, Crawford Weaver, Lee Patrick, Edward Gargan and others.

When compared with *Stim*, this adventure becomes a pretty poor production from point of view of story and photography. It does not spotlight a

particular division of industrial labor, tho it is strictly concerned with the boys who fly nitroglycerin over hazardous routes, to squelch oil well fires. The love strand is too weak to replace the shortcomings in the picture's adventures. Hence, what's left is the boring account of "soup" handler John Beal, and his quest for Sally Eilers, dutiful daughter of hard-boiled Harry Carey, who contrary-like is nicknamed "Easy." Rather than subject his daughter to an early widowhood, Easy forbids the marriage so long as Beal remains in the trade. He capitulates in time to take over from Beal an assignment which means inevitable death, permitting the love birds to go their way.

Sylvia Weiss.

"Heidi"

(20TH CENTURY-FOX)

Time, 88 minutes. Release date, October 15. Screen play by Walter Ferris and Julien Josephson from the story by Johanna Spyri. Directed by Allan Dwan. Cast: Shirley Temple, Jean Hersholt, Arthur Treacher, Helen Westley, Mary Nash, Sidney Blackmer, Mady Christians and others. Reviewed at the Roxy, New York.

Child darling of the screen has not had up to now a better story than the old-fashioned, fairy-tale-like tear-jerker. In it she not only has a chance to be cute and charming but is also given opportunity to be grown-uppish and display a great deal of dramatic ability and conviction. Tale is charmingly told, settings are picturesque and the directing and treatment of the story of such understanding that it will appeal to the older ones who accompany the youngsters as much as to the enraptured kiddies themselves. In general, everything that is expected from a Shirley Temple picture, including sweetness, precocity in accomplishments and a naive moral, all blend rather harmlessly and entertainingly with a story that runs the gamut from heart-rending pathos to Mack Sennettian slapstick.

Heidi is the story of a little girl by that name who is abandoned to live with a misanthropic grandfather but who

thru her child-magic softens him again toward the world. She is tricked away from him by a scheming aunt, and a series of misfortunes befall her, among which she is almost sold to gypsies. But grandpappy gives chase, of course, and succeeds her from every danger. Somewhere along the middle of the story La Temple also effects what amounts to a miracle when she teaches another child how to walk again after she is believed hopelessly paralyzed thru an accident.

Surrounding cast is excellent, with Jean Hersholt, as the grandfather, and Arthur Treacher, as the kindly but stone-faced butler, stealing honors. Evil aunt Mady Christians, scheming governess Mary Nash and child paralytic Marcia May Jones give good performances.

George Colson.

"Dr. Syn"

(GB)

Running time, 81 minutes. Release date, October 15. Screen play by Roger Burford, based on the novel by Russell Thorndyke. Dialog by Michael Hogan. Directed by Roy Neill. Cast: George Arliss, Margaret Lockwood, John Loder, Roy Emerton, Graham Moffatt, Frederick Burtwell, George Merritt, Athole Stewart, Wilson Coleman, Wally Patch, Meinhart Maur. Reviewed at the Globe, New York.

George Arliss, as usual, is playing the part of George Arliss. Altho, because he always retains the selfsame smug Arlissian identity, no one could be less suited to portray the part, it seems to be Arliss' destiny to be cast in wig and pantaloons and to be disporting his benignant fatherliness thru the 18th and 19th centuries. In this angle piece of merchandise, he is an ex-pirate who, instead of being hanged until dead as the government agents suppose, is alive and a minister. Arliss employs the cloth as a cloak for a smuggling ring which seems to be the industrial mainstay of the seaboard town. Revenue agents searching for smugglers smell the spoor of a piratical hand.

As Captain Clegg, the pirate, Arliss has mutilated a half-breed Chinaman who is out to make mucha vendetta. (Earless,

tongueless half-breed is theme of the Globe Theater's advertising). The Chinaman turns up with the revolvers because he has a nose not for news but for likker. He smells out the smugglers. Likewise the avatar of Captain Clegg, the always-respectable Mr. Arliss. Pursuits, murders and his Majesty's hawkshaw, Captain Collier, try to enliven the action as well as that old meller stand-by, the secret child ignorant of her father's (Clegg's) identity.

Pic is too slow for American audiences, and this one is slated for lower case standing in the duals. Most entertaining touch is slightly Robert Louis Stevensonian; the brave lad involved in the piratical intrigues. Slightly screwy ending has Arliss, pursued by the agents, suddenly hoisting the skull-and-crossbones and putting out to sea in a boat that miraculously appears on the strand.

Maurice Zolotow.

"Hold 'Em, Navy"

(PARAMOUNT)

Time, 63 minutes. Release date, November 19. Directed by Kurt Neumann. Screen play by Erwin Gelsey and Lloyd Corrigan, based on a story by Albert Shelby LeVino. Cast: Lew Ayres, Mary Carlisle, John Howard, Benny Baker, Elizabeth Patterson and others. Reviewed at the Criterion, New York.

Any double-feature house can put this picture to good use. It's timely and a fairly pleasant reiteration of the college-football hero-romance, only this bargain is enhanced by Annapolis blue-coats. In particular there are two, Ayres and Howard, who for one hour match wits and brawn in a contest for Miss Carlisle, someone good to look at. Howard, even with the advantage of seniority, eventually has to concede victory of the heart to the plebe, but before that defeat is accomplished there's plenty of fun growing out of the usual freshman discipline rituals.

The ladies, no doubt will pull for either or both Ayres and Howard. Paramount probably won't mind sharing the lovely Carlisle as a come-on for the boys. Everyone, therefore, should be happy.

Sylvia Weiss.

NEW PLAYS

(Continued from page 13)

among Manhattan's white fathers, too, but were put out of business for their temerity.

What goes on, tho, is at times somewhat of a touching tale. Sam Jackson, married to Louella, becomes excited over the framework of Rosalinda, a light-skinned girl with indications of good glandular activity. Police are after Rosalinda for poisoning a white man, and Sam, dumb but noble, tries to protect her and becomes involved. They both hide in the apartment of Sam's wife, and a good part of the play is given over to scenes depicting the circumscribed, jittery lives of the fugitives and efforts of Louella to save her husband from both the law and Rosalinda. Sam ultimately breaks from Rosalinda and gets aboard a freighter.

Sub-plots are woven in, chief of these being concerned with the doings of one tough buck known as Musken, chief of the number racket and seducer of women. Musken, before he can reveal Sam to the police and collect his reward, is erased with dispatch and poetic justice.

The colored cast depicting this sad indictment of the manners and morals of a portion of the Negro race does so with fine vigor and ability. But despite good

performances, the production does not jell, and a rather obvious piece of theatricism is injected into the proceedings to lend authenticity.

Beulah E. Edmonds, as Louella; Juan Hernandez, as Sam; Christola Williams, as Rosalinda; Eric Burroughs, as Musken, and Georgette Harvey, as Lily May, are good performers. Julian Miles, as Officer Leroy, clicks also; and Butterfly McQueen, as Butterfly, a maid, is a very smart bundle. But they'll all probably be out of jobs soon. Paul Ackerman.

FROM OUT FRONT

(Continued from page 12)

plaining old ladies.

asbestos—a fire prevention device placed between stage and auditorium, composed of a substance that will not transmit flame; during the course of the play its place is taken by the performers.

billing—an actor's means of getting the audience into a "show-me" attitude.

box-office—a disused portion of the theater lobby.

comedian—if good, a Hamlet in domino; if not so good, a "life of the party" who has inexplicably found someone to pay him for annoying a group considerably larger than his own circle of friends; a hapless performer who is uniformly expected to be funny, no

matter what balderdash is handed him by the author or librettist; a slightly distorting mirror that allows us to look at ourselves and act accordingly.

costume—a means of covering the physical defects of a matinee idol or prima donna; a means of proving, in a revue, that suggestion is a more powerful aphrodisiac than the real thing; a stage designer's odd idea of the apparel of ordinary life.

costume play—a drama that seeks escape thru surfaces rather than fundamentals; a frowned-upon item on managerial schedules that necessitates spending money for things which the male players are usually forced to provide for themselves; a hamfatter's field-day.

curtain call—a sort of post-mortem theatrical police lineup.

director—a demi-god empowered to interpret an author's ideas as he sees fit; a gentleman who qualifies as a great theatrical artist thru his ability to choose players because of their physical approximation to his own ideas of the characters in the play; a deity who knows more than anyone else in the theater, and proves it by telling producers, actors and playwrights what they ought to do, usually justifying his judgment by turning out a flop; a theatricalian who is sure, because of divine guidance, that a production is infinitely more important than a play; finally (with thanks to Miss Elizabeth Drew and her volume on the theater) a theatrical mid-wife who feels infinitely superior to and more important than the mother.

dressing room—the place in which actors receive visits from canvassers, thrill-seekers, autograph hunters, seventh cousins, third assistant stage managers and advertising salesmen from trade papers; also occasionally used as a place in which to change costumes and make up for the stage.

gag—something that makes you. (This definition was supplied by a kibitzing guest who took pity on me.)

lyrics—nonsense verse set to music; the odd gibberish written out in the form of words over which performers in a musical are expected to stumble in their effort to bring effect from the trite and machine-made sounds known in the theater as tunes; the rhymed outpourings of militant mediocrity.

orchestra pit—usually that part of a theater in front of the stage covered with a dirty piece of cloth in which the musicians sat when entracte music was a part of any first-class production; the cave from which come the raucous wails of ravaging Broadway songwriters.

props—inanimate objects made of vegetable or mineral substances used to further the action of the play, and not to be confused with the similar objects of animal substances which are called actors; bad stage approximations of the real thing, evidently designed to force the audience to break thru the illusion created by the play; the stage manager's headache.

rehearsal—a method of making sure that everyone connected with a production is doing the wrong thing.

scenic designer—formerly, an artist who endeavored to further theatrical illusion by formalized representations of locale; at present, either a militant realist who destroys illusion by centering attention on the impossibility of duplicating details, or an exponent of New Art who labors under the divine conviction that a flight of steps and the brick wall of a theater are the best possible means of offering an audience powerful illusion.

stage box—a receptacle for late box-office customers, entracte orchestras, fifth-string reviewers, comedians' stooges and old ladies from Dubuque.

stagehands—the leisured class of the theater; gentlemen who, working under strictly coded conditions, receive a full week's salary for moving a table eight times a week; truckmen who, in return for bending their backs and playing pinochle backstage, get more money than most actors.

vehicle—a wagon designed to carry a fallen star.

Anyhow, it was a lovely turkey.

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Ruff on Rats

KANSAS CITY, Mo., Dec. 4.—Bon vivants have bit complained about insects in their food at the hideaway dens, but this instance gives rodents in their music. Bryant Meehan, Eddie Phillips and Bob Logan were jamming in their usual hickory house style at a South Side nitery the other evening on trumpet, drums and piano, respectively. Suddenly Meehan's horn belched forth a tone he had never heard before—a note so foul he laid down the instrument and began to investigate the valves.

On tipping the trumpet's bell out ran a mouse. Meehan said he played the horn for almost 10 minutes, after setting it atop the piano during intermission, before the mouse made known its desire to escape.

Lincoln Op Still Shops

Pauley may land Fairyland for summer dancing—angles for own terp tavern

LINCOLN, Neb., Dec. 4.—R. H. Pauley, owner of the recently burned Turnpike Casino, has the town a little gaga with plans either to build a new spot or land a remodeled location downtown in competition with the King and Pla-Mor.

Pauley, in a deal with Frederick Bros., Kansas City, may land the Fairyland Park dance concession for the summer and add it on with his spot here, when and if. Plans to take over the defunct Shrine Club here failed to pan out. There's also a bit of behind-the-scenes juggling, which may result in change of operation at one of the two ballrooms now in operation. Definite plans will be announced the first of the year.

Rubinoff's Fiddle Gets Con a Parole

DETROIT, Dec. 4.—The inspiration of Rubinoff and his violin is responsible for the freedom on parole of Adam Morgan, sentenced to 20 to 40 years' imprisonment for a bank robbery in 1931. After hearing Rubinoff over the prison radio, he decided to study the violin.

Several weeks ago he was given a dressing-room audition by Rubinoff while the latter was playing in Detroit, and results were so favorable that he and his two accomplices in the robbery have been granted paroles, effective as soon as they get jobs. Morgan was promised a job with an orchestra.

Niteries Hypo Biz in Booking Name Bands for Single Shots

NEW YORK, Dec. 4.—Ballroom operators are well versed in the value of spotting a name band on off nights to hypo their biz or to revive interest in hoofing on the polished floor. And while the limited seating capacity of night clubs makes the name maestro seemingly too big an overhead to carry on solo dates, enterprising nitery nabobs are now finding that the investment will pay in the long run. Jack Grood, manager of the Chez Ami, Buffalo, tempted the cycle last season when he booked the highly publicized Mexican Tepica Orchestra for a single session. Now he is making another step in that direction. Rita Rio coming in Monday (5) for that day only.

"In booking in a big band for a single night," says Grood, "there isn't a chance in the world having my receipts total the extra nut. However, I find that people will talk about the attraction for several weeks after the splurge. And

Weber Frowns on Inc. Bands; Exec Board Studies Collusion

NEW YORK, Dec. 4.—As an aftermath of the Bob Crosby impasse with Rockwell-O'Keefe, Joseph N. Weber, American Federation of Musicians prexy, pointed out that the union has no jurisdiction over a corporation. An incorporation being a State right, Weber said, "The Federation is not in favor of orchestras incorporating themselves because they are first responsible as individuals to the union. Under a corporate situation, the AFM cannot recognize any contract entered into between the orchestra and an employer." And altho Bob Crosby-Gil Rodin, Inc., had an out to dissolve their corporate set-up and go under the Music Corporation of America banner, the Federation's interest in band-booking contracts will henceforth be far-reaching.

While the Federation officials are reluctant to discuss the matter, an investigation has begun to probe all contracts entered into between bands and booking employers, especially to ferret out those employers who have financial interests in a musical combination. Without making much ado over their preliminary findings, the investigation has reached such proportions that it will be acted upon by the executive committee of the AFM when they meet next month in Miami.

Board will probably pass a ruling to clean up the entire situation. Too early to predict where the hammer will strike, but it is reported that the ruling will sound the death knell on incorporated bands and people who build up the band, collecting commissions. In such

Mills in With CIO on Union Show Tunes

NEW YORK, Dec. 4.—Figuring that publishers ought to cash in on the increased labor sentiment, Mills Music is publishing next week the radical songs from the left-wing International Ladies Garment Workers' Union's music comedy, *Pins and Needles*. Score pokes fun at dowagers, capitalists, college grads and high-pressure advertising. At first, Jack Mills, Mills Music prez, was leery of associating with CIO, but Ira Steiner, Mills ad man, who was a roommate of Harold J. Rome, *Pins* composer, and also politically progressive, convinced him that Mills might cash in on the labor dough.

Tunes will be sold by union locals thruout the country, angle being that the labor movement needs songs of its own and is tired of Tin Pan Alley's june-moonings, which are so much social oplate.

the word-to-mouth advertisement brings back many old patrons and definitely accounts for many of the new ones."

Furthermore, he adds, booking a name band for a single night should be chalked up to advertisement and not entertainment expenses. "Housing the name really gives the night club something to shout about," Grood opined. "And that shouting in newspaper space and lobby displays pays juicy dividends in the long run."

Nor is Grood alone among the experimenters. Altho Al Fremont was set for the house band at the Webster Hall's new Imperial Room, Pittsburgh, Manager Dick Nash brought in Joe Haymes for the formal unshuttering last week. Public response to the innovation has been so great after Haymes departure, reports Nash, that name bands will be added from time to time as the extra-added stimulant.

instances, Bert Henderson, Weber's assistant, opined that it amounts to "an agent without an AFM license getting into the booking business."

In clearing up a mess that has flourished under cover for many years, exec board, it is understood, will clean house in the altogether. Also up for microscopic study is evidence collected against recording company officials who take advantage of their position to give bands the extra-added recording coin and at the same time cut in on the entire earning capacities of the orchestra.

Since the alleged collusion involves so many maestros who hold membership in Local 802 here, it has been learned that the New York union is also much awake to the situation. And that the Federation do a thoro cleaning, Local 802 is also at present busily engaged in a q. t. investigation, all to make for a terrific thunder-burst when the clouds break.

RCA Maps Plan To Promote Platters

CAMDEN, N. J., Dec. 4.—In step with the continued advance of sales figures on phonographs and platters, Thomas F. Joyce, RCA Victor ad chief, has planned a comprehensive merchandising campaign to accelerate the already marked trend in record sales. Advertising budget has been tripled and an innovation in record promotion is the scheduling of comic-strip ads for the next two months in the *Comic Weekly-Puck* syndicated feature. Newspapers will carry large-space insertions and balance of increased appropriation goes for extra mag ads.

In addition to the Magic Key and the two live-talent dance programs on radio networks, RCA is using a spot radio campaign in eight key cities, all to exploit record sales. Record dealers are also being flooded with display material designed to create store traffic.

To meet the needs of this rapidly growing market RCA has introduced a new sectional cabinet for record collectors and for the first time is offering a miniature model record-player for child use, small enough for the youngsters to use either for the Mickey Mouse or swing stuff.

Roy Sails for S. A. and Hylton For U. S. A.; Seeks MCA Release

LONDON, Dec. 4.—Following the footsteps of Ray Noble in America, Harry Roy, one of England's foremost band leaders, leaves these shores this week for a South American tour. Under the auspices of Radio Belgrano in Buenos Aires, Roy is due to arrive December 23 for a 16-week tour of the Latin country. Itinerary includes theaters, clubs and radio work, Radio Belgrano operating Station L. R. 3. Takes along his entire band of 16, including his singer, Princess de Sarawak, his wife. Bert Ambrose has also been approached for a South American tour but turned it down for the time being.

Jack Hylton is another top-ranking maestro to leave for more fertile fields. Sails for America, but his plans are still in a nebulous state. For one thing, Hylton is most anxious to break away from the Music Corporation of America and to present a combination orchestra and variety show to American audiences. Hylton has been much concerned over his tie with the booking office, and like other English band leaders, feels it would be more profitable to do his own business in his own way.

It was said that Hylton sailed on the Normandie to arrive in America this week. However, he may have to cut his

New Tacit for Trumpet

NEW YORK, Dec. 4.—Hot trumpeter, Louis Prima, at the Famous Door, has an effective way of shushing night-clubbers on opening night who come to hear themselves talk rather than listen to the music.

If the chatter gets too loud during his vocals, Louis works a determined "shut up" right into the lyric. If the annoyer is ringsiding it, Louis is liable to step down and send a terrific trumpet blast right into his ear. They usually take the hint.

Work Aplenty For KC Boys

No vacant band stands with biz good—locals for locations—names for dansants

KANSAS CITY, Mo., Dec. 4.—With pre-holiday season in full swing now, music activity in and around the town has reached a new high. And in spite of depress cries and woes from other fronts, activity here is better than it has been for the past eight years. Nitery, hotel and ballroom managers all report good business, with every indication that it will remain on the same high level. All of which augurs rich employment opportunities for the musician. Hotel Muehlebach, boasting the burg's most ornate dine and dancery, followed Paul Pandarvis with Carlos Molina, set for an indefinite stay.

Prince Stewart, colored combo, rounds out his first year at Club Continental, while George Tidona makes it a trio of annuns consecutively at the Bowery Club. The recently unshuttered Silver Slipper draws good houses, with Eddie Martinez making the music. Johnny Whetstone carries on at Dante's Club, Johnny Gunier holds forth at Perkins' Club and Hal Kemple, similar only in moniker to the McCoy Kemp, has command of the band stand at the Oriental Amo Club.

Pla-Mor Ballroom has taken on Will Wittig to manage its operation, using barnstorming bands each week and night. Jimmy Lunceford comes in Monday (6) at Paseo Hall for a solo date, with Andy Kirk also lined up for a single.

visit short, being set to show at the Empire Theater in Stratford January 3.

NEW YORK, Dec. 4.—Altho Jack Hylton has booked passage for America, the French Line reports that he is not included in the passenger list for the Normandie, arriving in New York Monday (6). His contractual relations with Music Corporation of America have been strained and the office will, in all probabilities, give Hylton his release.

MCA has also released Little Jack Little, who immediately signed with Harry A. Romm, and Julie Wintz, who goes with Associated Radio Artists.

Cahn and Chaplin Now Pubs

NEW YORK, Dec. 4.—Songwriters Sammy Cahn and Saul Chaplin went into the publishing biz this week, putting out three of their own tunes under the name of Leeds Music Corporation. Move was masterminded by Lew Levy, Cahn-Chaplin manager. Levy and Juggy Gayles will do the plugging.

Cahn-Chaplin tunes have previously been published by Crawford and the Warner subsid. Latter will continue to put out C-C tunes spotted in Warner pix.

Irving Mills
 Music Editor, The Billboard
 729 Seventh Avenue
 New York City



The DUKE is still KING!

ON December 4th, 1927, Duke Ellington opened his initial engagement at the Cotton Club in Harlem with his first large orchestra. Following are excerpts from a few of the hundreds of congratulatory letters which were sent to him on the occasion of his tenth anniversary:

GLEN GRAY
 "I would like to express my sincere appreciation for the very noteworthy contribution you have made to modern dance music during the last decade. It has been the pleasure of the Casa Loma orchestra to be able to play your compositions, which have been stamped for their individuality in style."

M. H. ORODENKER
 Music Editor, The Billboard
 "You have achieved a spiritual kinship with the American public in your music - you have been an almost unbelievable originator of genuine musical ideas that are undoubtedly the real roots of present day trends in dance music."

RUDY VALLEE
 "You have composed and provided for us some of the best dance tunes. I shall certainly always think of you as one of the greatest in my field."

ANDRÉ KOSTELANETZ
 "Your brilliant career has contributed in a highly significant manner to the development of modern dance music - and in a striking degree to raising American dance music to a very high level of art."

BEN GROSS Radio Editor, The News
 "Your melodies and distinctive dance tempos have given us the native essence in terms of black and tan magic. Your music is the basic expression of the temperament of your own people. You have taken their melodies and rhythmic gifts and garbed them in the alluring and sophisticated fineries of the world as we know it today."

FERDE GROFE
 "You have made a very important contribution to modern dance music in both your arrangements and compositions. 'Sophisticated Lady' is one of my favorites and in my mind, will always live as an expression of your fine artistry."

IRVING MILLS
 "You already have left an indelible impression on modern music, one which I am sure will prevail long after that which we now call modern music stands alone as the greatest Negro writer of music, but you have the company of the immortal composers of all races, with whom posterity must, of necessity, accord you an equal rank."

ABE LYMAN
 "You have contributed more to the world of rhythm and swing music than any other composer or conductor today. Your compositions will live forever in the pages of music history. Your name is a by-word for all that is perfection in music, swift, syncopated rhythm, which has become part of our true American spirit."

JOE HIGGINS Brunswick Record Corp.
 "Such compositions as 'Mood Indigo' and 'Solitude' are among the finest contributions of our day. And certainly in the phonograph record field there has been no popular artist whose records are surer of immortality."

AL DONAHUE
 "At all times during your career you have maintained the highest standard of ethics and deportment in a business at times sadly lacking in both qualities. I have always sincerely admired you, both as a musician and as an individual."

VICTOR YOUNG
 "Your distinctive compositions, arrangements and orchestra have set a mark which others in your profession will be proud to follow."

LEITH STEVENS
 "Congratulations on the high standard of dance music you have upheld through the CBS Swing Session when I can play a Duke Ellington composition."

KAVNER CUGAT
 "Your contribution to hot and modern dance music has been definitely outstanding."

EUGENE VON GRONA
 Director, American Negro Ballet
 "Jazz has become an important expression of modern life, and the comprehensive dancer should be grateful to Ellington for the virility, color and character which he has injected into that form."

LEO REISMAN
 "May I express to you my admiration for the greatness of your compositions, the sincerity and simplicity of your arrangements and your capacities as an interpreter. Many are the nights that I spent at the old Cotton Club in Harlem, listening and thrilling to your performances."

BERNARD STARK
 Manager, Cotton Club
 "It has been an interesting privilege to see you develop into one of the truly great musicians of our time, while the Cotton Club grew into the Times Square institution of which we are proud. I am grateful for the opportunity of giving you your first big chance - ten years ago."

ABEL GREEN Editor, Variety
 "Just as the Cotton Club has progressed far, both geographically and in caliber, into its new transition in the heart of Times Square, so has the superb Ellingtonian brand of dandemania made even more splendid strides."

NICK KENNY Radio Editor, The Mirror
 "You have been a guiding light for the happy hearted musicloving people of your race - your songs and dance tempos are aimed at the dancing feet of the nation... but they land a bulls-eye on our hearts."

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LEO REISMAN
 AND HIS ORCHESTRA
 Nov. 30, 1937.

Dear Duke:
 On the occasion of the tenth anniversary at the Cotton Club, I wish to express my admiration for your music.

THE NEWS
 NEW YORK PICTURE NEWSPAPER
 220 EAST FORTY SECOND STREET
 NEW YORK

Duke Ellington:
 Heartiest congratulations on the anniversary of your premiere at Harlem!

In sending you this tribute to one, who is not only a nationally fine dance band leader and arranger, but also a contributor to American music.

Your melodies and songs in terms of his contribution to the world are the basic expression of the people. You have taken and garbed them in the series of the world in which we live.

Sincerely yours,
 Ben G. ...

Just a few lines between you and me, to offer you my sincere congratulations upon the occasion of your tenth anniversary at the old Cotton Club in New York City. May you continue to be successful in the future.

success one has a musical

AL DONAHUE

Sincerely,
 GLEN GRAY

Philly Gives Tomei A Third Prez Term

PHILADELPHIA, Dec. 4.—Marking the most heated election in the history of Local 77, American Federation of Musicians, and bringing almost 50 per cent of the entire membership to the polls, A. Anthony Tomei was re-elected Thursday (2) to the prez post for a third successive year. Of 1,540 votes cast Tomei grabbed off 783, with Israel Saffren, this year's vice-prez, getting 532 tallies, and Anthony Cella, a former 77 prez, tallying with only 209.

Tomei ticket claimed a complete victory for the top offices, Joseph Levy nosing out the runners-up for the vice-prez desk with 586 ballots against the 569 polled by G. L. Coolidge. Secretary A. Rex Riccardi also came thru with 589 voters as against 421 grossed by Anthony Luzzi.

Detroit Bookers Keep Bands Busy

DETROIT, Dec. 4.—Increased band activity in bookings are reported by all the local offices. Bernard Besman, manager of the orchestra division of American Attractions, has signed renewals for two bands on long runs at local ballrooms—Iring Oakes at the Trionan and Charlie Lazar at the Mayfair. Has also routed one-nighters thruout Michigan for Milt Bernie, Lyman Barrow, Doc Bolivar and Morey Bradley. Besman has 15 bands under his wing in addition to representing many names in this territory.

Jules Klein Orchestras and Entertainment has taken over the management of Clare (Tubby) Hanlon, formerly a member of Fred Waring's crew and now stepping out on his own with a band. With Smiling Jack McGay returning from the Coast, office is lining up club dates for the band.

Finzel Orchestras add two new hotel locations to the books, setting strolling combos at the cocktail in the Book-Cadillac and Detroit Leland. Frank M. Steltenkamp and Fred Haines, ballroom circuit operators, take on Lowry Clark for the Graystone, Freddie Rivard for the Arcadia and Sammy Dibert for the Grand Terrace. Ops occasionally spot names, Count Basic playing a single on Sunday (5) at the Greystone.

Dover Ballroom Does Well

DOVER, O., Dec. 4.—Business has been satisfactory at the Spanish Ballroom here, managed by Lew Platt. Vincent J. Weber is still associated with the spot.

Ray Pearl, Ralph Webster and Al Arter's bands have hung up the biggest grosses so far this season, with Arter having played three repeat dates.

Shively-Yates and their orchestra are the house band.

Sheet-Music Leaders

(Week Ended December 4)

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

Position Last Wk.	This Wk.
1	1. Vieni, Vieni
3	2. Once in a While
2	3. You Can't Stop Me From Dreaming
4	4. Harbor Lights
5	5. The One Rose
14	6. Nice Work If You Can Get It
6	7. Blossoms on Broadway
9	8. Rosalie
8	9. I Still Love To Kiss You Goodnight
7	10. Roses in December
11	11. If It's the Last Thing I Do
12	12. Josephine
10	13. Remember Me?
11	14. Farewell My Love
15	15. When the Organ Played "Oh, Promise Me"

PHONOGRAPH RECORD best sellers will be found on page 83.

Professional Jealousy

KANSAS CITY, Mo., Dec. 4.—Paul Whiteman, standing by the clerk's desk as he checked out of the Hotel Muehlebach, nudged another guest seated near by.

"Do you see the fiddle under that man's arm?" Paul asked the stranger. "It's worth \$300,000 to him."

"The heck it is," replied the man. "Who is the guy?"

"That's Fritz Kreisler," replied Whiteman. Then with a slightly bitter smile and the air of one who is pointing a joke at himself, "He's pretty good, too."

The Jazz King was here with his band for a one-nighter at Municipal Auditorium. Kreisler was here for a concert at Ararat Temple.

ASCAP Contest Law Course

DETROIT, Dec. 4.—The Nathan Burkan Contest, sponsored by ASCAP, awarding a \$100 prize to law students for the best essay on copyright law, is making for unusual interest at the local law mills. Wayne University has made definite plans to establish a Chair of Copyright Law, widespread interest in the contest arousing a demand for such a Chair. School at present gives no specialized course in that field.

At the University of Detroit students are making much ado over their essay writings. Gene Buck, ASCAP head, members among the school's alumni and has delivered several pep talks to the future Blackstones.

NBC Outlets To Precipitate CRA-RO'K Merger Negotiations

Network approves tie to match MCA dance remotes on CBS—Tommy Rockwell closeted in confab with Charlie Green—even musicians' union approves

NEW YORK, Dec. 4.—The latest buzzings on band row, to the effect that Consolidated Radio Artists and Rockwell-O'Keefe will merge their offices into one, gained much momentum this week with the final stages of the signaturing being set. National Broadcasting Company, which has a deal with CRA for the airing of its bands from hotels and cafes, similar to the deal between Music Corporation of America with both Mutual and Columbia broadcasting systems, has given its indorsement to the proposed merger, furing that the new names from the R-O'K listings would hypo the standard of their dance remotes.

Emerton Sets Columbus Record

COLUMBUS, O., Dec. 4.—In tallying attendance records for the fall season since the opening of his Greystone Ballroom, George Anagnost announced that Phil Emerton's Diamonds accounted for the biggest rush for box-office ducats. Runners-up among the barnstorming bands playing the tri-weekly dance nights are Harold Greenmeyer and Jimmy Raschel, septa combo from Detroit. Anagnost has lined up the Diamonds for a return date.

Ten Straight for Brox

SALT LAKE CITY, Dec. 4.—Long-distance record for continuous playing at one spot here was established by Adolph Brox, starting his 10th consecutive season as music master at the Coconut Grove Ballroom.

Reviews of Records

By M. H. ORODENKER

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

Queens of Sing

All the septa swing divas are up to bat in this batch and this reviewer would only put himself on the spot in plucking favorites, so we pass 'em all up in review even if it means busting into your Christmas savings to add them to your list.

Definitely belonging is MAXINE SULLIVAN, who proves her *Loch Lomond* swinger was only the beginning. Claude Thornhill has provided the orchestra and refreshing arrangements for a rockin' chair lullabying to *Easy To Love* and *Nice Work If You Can Get It* (VO). Frankie Newton doing some nice trumpet tooting on the latter.

ELLA FITZGERALD is in all her glory, which means CHICK WEBB, for some high swingaliting on *Just a Simple Melody* and *Holiday in Harlem* (D). BILLIE HOLIDAY is also in season, with TEDDY WILSON at the piano. And in spite of colorless playing, save Wilson's own black and white whippings, gives all for *My Man* and *Can't Help Lovin' That Man* (B). If the purse can stand the strain there's another dandy doubler in *Nice Work If You Can Get It* and *Things Are Looking Up Now* (B). Wilson again making up for the instrumentalists. MIDGE WILLIAMS makes it worthy for the *Fortune Tellin' Man* wall, belittling *The Lady Is a Tramp* (VO).

Sugar and Honey

Mellow music in the sugary genera is plentiful for those who like their melody straight. And both in good style and good taste, GUY LOMBARDO takes top ranking with four sides, *Sweet Someone*, *I Want To Be in Winchell's Column*, *Farewell, My Love*, and a pleasant pacer in the novelty *How Many Rhymes Can You Get?* (V).

In the same drawer, but a top one, ranks HORACE HEIDT for *Sweet Someone* and *Mamma, That Moon Is Here Again* (B), vocal entourage of Larry Cotton and the Four Kings helping no end to inspire the mood. With a shuffle to their sugar sifting ART KASSEL cuts a desirable half dozen in *Blue Sweetheart*, *There's a Gold Mine in the Sky*, *Silhouetted in the Moonlight*, *I've Hitched My Wagon to a Star*, *Rosalie* and *Thrill of a Lifetime* (BL). Billy Leach adding story body to each.

And SAMMY KAYE, in the same company, for *Have You Met Miss Jones?* and *A Strange Loneliness* (VO). Tommy

Ray for the wordage. In a more spirited manner, yet losing none of its smoothness nor resorting to melodic distortion, Kaye couples in grand style *The Dipsy Doodle* and *Swing Is Here To Stay* (VO). Jimmy Brown getting the vocal assignment on these sides.

Gray Gushes Lushless

Like the swing boys who sit in with the symphonies to brush up on their note-reading technique, some of the highly touted heater-outers take on a subdued cloak for cuttings in a strictly commercial groove. But at their best, the incentive is merely a mediocre one, lacking the rich colorations in their orchestrations such as one finds in RUSS MORGAN for the balladering *Farewell, My Love*; *True Confession* or his sprightly set in *I Wanna Be in Winchell's Column* and *Broadway's Gone Hawaii* (B). In that genera we find the listless readings of GLEN GRAY, with Kenny Sargant for the vocal heart throbs, for *In a Mission by the Sea*; *Farewell, My Love*; *Have You Met Miss Jones?* and *I'd Rather Be Right* (D).

And in the same breath the damper is due LARRY CLINTON, who does a Dorsey, but poorly, on going straight for *I've Got My Heart Set on You* and *True Confession*, Bea Wain listening as the acceptable portions for the vocal patter. Nor is his *Abba Dabba* and *The Campbells Are Swingin'* up to the par-set by Clinton for the similar sort of stuff on the Victor preemers.

Crosby Croons Waikiki

The musical world, and especially the proponents of the hula-hula wave, are still praying for another *Sweet Lielani*. BING CROSBY joins forces with Lani McIntire and his strummers to cut a couplet close enough to please, making that dreamy lilt for *When You Dream About Hawaii* and *Sail Along Silvery Moon* (D).

JEAN SABLON, the gift of France and RCA to accelerate feminine fol de rois, *Le Doux Caboulot* and *Si Mon Coeur Pouvait Te Dire* (V). Not particularly appealing nor flattering to his pipes, but Norman Cloutier's musical backing makes 'em listenable.

THE OLDTIMERS' ORCHESTRA give orthodox stock for a twain of old-time tunes, *When Irish Eyes Are Smiling* and *My Wild Irish Rose* (BL). Jimmy Ray's

That the consummation of the deal is in the wind is seen in the immediate steps taken by both parties involved. Tommy Rockwell, majority shareholder in R-O'K, came in from the Coast and has been mulling facts and figures behind closed doors with Charles E. Green, CRA prez.

With CRA having about 100 bands on its books and R-O'K about 30, a merged office would make the new combine and MCA the biggest booking offices in the field.

While the cry of "monopoly" has oft been directed against the big offices, the American Federation of Musicians officials declare that the concentration of booking business is a healthy state, their attitude being that it places licensees in the hands of responsible persons. The Federation continually trims its lists of license-holders with this in view.

Further, with band booking centralized in several big agencies, eliminating the single band bookers who live entirely off their lone wage earner, Federation officials feel that competition would be on a fairer basis and much of the chiseling eliminated.

top tenor extolling these all-time faves. And giving the oldies a modern orchestral dress, CHICK BULLOCK, essentially a singer in spite of his orchestra, gets rhythmic backing from the house band for *Oh, What a Pal Was Mary* and *You Made Me Love You* (M).

Fifes and Fauds

After all these years there is cashing in on the Martins and the Coys. JOHN-NY MERCER, with a highly spirited combination of instrumentalists, swings the traditional story that tells the *Murder of J. E. Markham*. Plattermate spots his vocal troupe, Six Hits and a Miss, for an overscored yet pleasant dressing for *Last Night on the Back Porch* (B).

THE FOUR-SOME, with their fites and sweet potato music makers, harmonize in the more acceptable quarteting manner for *There'll Be Some Changes Made* and *When That Midnight Choo Choo Leaves for Alabam* (D).

The Yas Yas Girl

Two-timin' papas and those mean, mean mammas inspire racy race records that give jazz idioms in its unashamed and untutored form. However, the double entendre is unintentional, for the most part, requiring a full course of study in Negro gutturals to appreciate the finer sense of the meanings. However, the music needs no guide book, giving the plantation flavoring that the connoisseur seeks in the Harlem hideaways.

In that spirit MERLINE JOHNSON chants throaty as the clary gets in a deep-down groove for *Jackass for Sale* and *You Got To Pay* (VO). And if you relish the boogie-woogie pianology the thumpings are there for *BUMBLE BEE SLIM* as he sings *When Your Deal Goes Down* and *You've Got To Do as I Bid You* (VO), and BLIND BOY FULLER has glib strummings for his bluesy *Death Valley* and *Throw Your Yas Yas Back in Jail* (D), a fast one for the fast chippies.

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selections:

SILHOUETTED IN THE MOONLIGHT from "Hollywood Hotel," new Warner Brothers musical, and I LIVE THE LIFE OF LOVE from the University of Pennsylvania's "Mask and Wig" show.

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AND HIS ORCHESTRA
DRAKE HOTEL,
Chicago.
NBC Network.

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with MARJORIE WHITNEY
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Orchestra Notes

By M. H. ORODENKER

The Coast Is Calling

Before the new year is many months old the sunny climes of California will be the focal locating point for many a maestro. . . . March 29 next will find EDDY DUCHIN at the Coconut Grove, Los Angeles. . . . date brings the addition of two fiddlers to the Duchin combo to keep Milt Shaw company and make it fiddlers three. . . . BUNNY BERIGAN is another, showing his band for the first time on these shores at the Palomar Ballroom. . . . date will be some time in February or March. . . . TOMMY DORSEY is marking the Hollywood timetable but his radio sponsors have still to agree. . . . further, Tommy awaits a definite date for flicker work, *Gold Diggers of 1938* at Warners, and not have to leave at a week's notice as has been the case with Benny Goodman and Shep Fields.

Broadway Beat

FREDDY MARTIN makes his bow Wednesday at the Ritz-Carlton, replacing both Rudolph Friml Jr. and Ralph Rogers. . . . same night finds BOBBY PARKS blossoming forth as a maestro at the Stork Club. . . . Bobby has held down the spot's sax chair for a number of years with both Sonny Kendis and Walter Feldkamp. . . . new relievers at the Stork are NILO MENENDEZ, having left the Havana Madrid to make room for DON GILBERTO. . . . CHICK WEBB is back at the Savoy Ballroom, bowing out again in time to make a date on Christmas Day at Hotel Cleveland, that city. . . . ANTOBAL'S CUBANS opened this week at the American Music Hall.

Pennsylvania Pick-Ups

RAY WILSON holds thru the yule season at the Rainbow in Grove City and then to Miami's Famous Door. . . . HELEN EVANS opened her own theatrical booking service in Pittsburgh, from which point SID DIKLER one-nights the tri-State districts. . . . VAL GARBIN has been held over indefinitely at Chuck Hope's Orchard, Pittsburgh, as has DICK STABLE at the William Penn Hotel, biz on the up since covers were dropped. . . . JIMMY WADKINS shows as the best colored combo around the smoky town at Lew Mercur's Harlem Casino. . . . Penn State collichers get RUSS MORGAN for their brawl this Friday. . . . RITA RIO has the call for a theater date at Johnstown next Wednesday.

Chicago Chatter

JACK DENNY follows PAUL WHITEMAN at the Drake on the 17th, with Mr. PW moving to the Coast and the Coconut Grove. . . . Trianon Ballroom celebrates its 15th anniversary this week with TED WEEMS on tap to toot out the happy birthdays. . . . terp tavern had Whiteman on hand for its initial opening. . . . EDDIE CAMDEN, featured vocalist and trumpeter with DON BESTOR, remained behind to step out with his own band under CRA guidance. . . . BUDDY ROGERS, fronting the Frank Dalley Band, starts his wand waving anew on Christmas Day at Hotel Sherman's College Inn. . . . with MARY PICKFORD an integral part of the floor diversification. . . . FRANK DAILEY, with a new combo and under new managerial guidance, returns to his Meadowbrook Club in Cedar Grove, N. J., January 4.

Florida Pickings

BUBBLES BECKER blows in at Miami's Cinema Casino next week. . . . BUS WIDMER opened a season's session at Palms Royal Ballroom, St. Petersburg. . . . EMILE PETTI cuts short his record run of 19 consecutive months at New York's Savoy-Plaza Hotel on the 16th to make the music for the Everglades Club in Palm Beach. . . . PERRY MORTON makes the replacement at the Gotham spot.

Chips 'Bout Cocktail Combos

THE FOUR SENATORS go strolling for Barney Gallant down in Greenwich Village this week. . . . FOUR INK SPOTS set by CRA to follow Cina's Gypsy Serenaders into the Hotel Bennett, Binghamton, N. Y.; Friday.

RHYTHM KINGS syncopate for the sipping at Gotham's Game Cock. . . . after completing a year's stroll in the Empire Room of the Palmer House, Chicago, ARISTOCRATS OF RHYTHM start strolling on Tuesday at the Hotel Fontenelle, Omaha.

West Coast Clippings

JACK LAVIN, former personal manager for Paul Whiteman, will locate his activities at this point next month. . . . Topsy's, newest nitery in Los Angeles, unshutters New Year's Eve with RED NICHOLS. . . . JOE VENUTI opened this week for a limited stay at Sebastian's Cotton Club. . . . New Year's party at the Hotel Whitcomb, San Francisco, will make merry to the CARVEL CRAIG music. . . . JIMMY LUNCFORD wends his way eastward, a solid month of one-nighters lined up for his cross-country barnstorming. . . . his New York in time for the New Year's week at Loew's State, and then invades Interstate time in Texas theaters for the first time.

Ohio Orky Doings

LIANG THOMPSON, current at the Commodore Perry Hotel, Toledo, has had his contract extended until middle of January. . . . MITCHELL AYRES locates his rhythmpations on the 18th at the Van Cleve Hotel, Dayton. . . . ART KASSEL replaced Bernie Cummins at Cincy's Gibson Hotel this week. . . . CLYDE MCCOY makes for the stage attraction this week at Warner's in Somerset. . . . Cleveland's Public Auditorium will have ANDY KIRK for the December 28 terpsichore, and Glens Ballroom, Bedford, sports HARRY RESER for the night of January 16. . . . RUBINOFF holds forth at Cleveland's Palace this week and then treks to the Coast for a 20th Century-Fox flicker. . . . will return east again for Warner Bros. shorts that will feature 'his fiddlin' . . . and for the first time his talkin'.

Way Down South

JOHNNY BUREKARTH furnishes the swing potions at Louisville's Crystal Palace. . . . EDDIE ALLEN locates at the Permian Club, Monahans, Tex. . . . BOB GRAYSON set by CRA to open the 17th at Atlanta's Biltmore Hotel, replacing MARVIN FREDERIC, who will one-night it in Dixie for a month, with a Memphis hotel to follow. . . . PAUL WIMBISH has set DICK BALLOU for a couple deb shindigs in Greensboro, N. C., and the Revelers' Ball and Cotillion Ball in Greenville, S. C. . . . Wimbish also has CHARLEY BOULANGER for a string of club dates in Charlotte. . . . REGGIE CHILDS draws the coveted Sugar Bowl Ball assignment in New Orleans. . . . BARNEY RAPP beats out the rhythms for the Army Ball on the 24th at Bowling Green, Ky., and JOE HAYMES swings out for the American Legion on the 29th at Conway, S. C.

Stray Shots and Shorts

MERRILL HUGHES, Brooklyn boy who made good, holds forth this week at the St. George Hotel, Brooklyn. . . . KEN CASEY makes the incentive for week-end terpsies at Half Moon Hotel, Coney Island, N. Y. . . . DON HERMAN, Gotham maestro, gets back his rights from Loew's on Bull's-Eye, his movie game that threatens to out-bing Bingo. . . . BILLY HICKS replaces Stuff Smith at the Silver Grill, Buffalo, on the 16th. . . . Stuff failed to draw here and makes his next stab at Hollywood's Famous Door. . . . Buffalo gets MIKE RILEY on Christmas Day at the Saturn Club.

Legal Stuff

MILTON REITENBERG, one of the best known musketers along radio row, has been appointed a receiver in supplementary proceedings by the Supreme Court. . . . but he still knuckles the black and white ivories for the Kellogg Singing Lady. . . . Columnist NICK KENNY singled out Al Donahue, Ozzie Nelson, Waldo Mayo, Slep Fields and Joe Reichman among those who decided to forego Blackstone for a band. . . . BILL McCUNE, at the Bossert, Brooklyn, is another barrister who prefers the

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downbeats. . . . and it wasn't so far back, the last AFM convention to be exact, that MAURICE LUTWACK, delegate from Buffalo's Local 43, organized a musician-lawyer league to study legal angles of music making.

Grace Notes

Back from South America, MILT BRITTON keeps his fiddle-bustin' intact (See ORCHESTRA NOTES opposite page)

Airing the Bands

By MAURICE ZOLOTOW

On the Horizon

A band that should definitely go far is Ray Robinson (WNEW), at an obscure Bloomfield, N. J., spot, Club Evergreen. Heard only for 15 minutes, they stamped themselves as one of the strongest all-around set of swingers to show on the musical scene within the past six months. Backed by a solid section of rhythm beaters, this band swings with unbelievable force and verve. As a mass swing outfit it is the greatest thing of its kind we have heard since Casa Loma was in the groove two years ago.

We have never heard of Robinson before and we don't know the personnel. To say that the outfit plays with inspired musicianship and that the sections are matchlessly blended is hardly saying enough. They made an overplayed tune like *Twilight in Turkey*, which has been wrong dry by every cat in the land, sound alive and fresh.

Biggest orchid goes to the reed section, with a most marvelous hot tenor man. Solid senders, these lads, who swing like a colored band, but have the clean quality and unity of white musicians. We want to hear more of them.

Made by Friml Jr

The children of famous people have, a hard enough time of it in this world since their accomplishments are always being judged in the light of their illustrious parents' doings. Ordinarily we wouldn't want to drag up the fact that Rudolf Friml Jr. (WEAF), broadcasting from the Crystal Gardens of the Ritz Carlton Hotel, New York, is basking in the limelight of a famous musical name. Except that the following announcement, "Melodies for moderns made by Friml" (without the junior, you will notice), repeated during the half-hour program at intervals of five minutes, seems to indicate that Rudolf Jr. is trying to cash in on the Friml rep.

Not for Moderns

As for the band itself it is a good, slow, romantic ork that makes soft and pleasing melodies—but not for moderns. It's lovey-dovey stuff that makes eyes close dreamily but doesn't force feet to get up and dance. Some of the arrangements are overdone in symphonic-jazz style for this smaller instrumentation. Others, while pleasing, are played without inspiration. Did their best job on *Josephine*, playing it with the saxes against a violin background. On this tune the band had the required lift.

Friml's is still comparatively a new band and, altho it still lacks the spark and stylistic trade-mark that might make it stand out among sweet bands, it ought to develop.

Back-to-Swing Movement

NEW YORK, Dec. 4.—Just when it began to appear that 52d street would once again become staid instead of swingy, the beater-outers began congregating at the altars. Louie Prima gave new hope to the cat cult in opening Thursday (3) at the new Famous Door. Now comes word that Wingy Mannone, another alumnus, will be back this Thursday (9) at Club Maria, the original Famous Door. And to prove that the swing season is really in session, Stuff Smith comes back the same night for a limited stay at his old haunt, the Onyx Club, prior to fulfilling his West Coast engagement. Before Prima's appearance, Joe Marsala at the Hickory House was the only combo dishing out the jam juice.

ORCHESTRA NOTES

(Continued from opposite page)

for a string of theater dates. . . . CIRO RIMAC and his rumbaland band are winding up their European tour, returning to the States February 10 . . . after cracking the house record at the Towers Theater, St. Paul, WILL OSBORNE slides his music to the Towers in Kansas City this week. . . . Osborne opens the 24th for a couple fortnights at the Normandie Ballroom, Boston. . . . CARL HOFF and AL DONAHUE are flickering for Warner features. . . . Manny Wolf celebrates the third anniversary of his New York chophouse this week by adding music for the first time. . . . HENRY FUNK comes in to make the supper syncopation.

How To Be a Success

NEW YORK, Dec. 4. — *There's a Gold Mine in the Sky*, co-authored by *Daily Mirror* columnist Nick Kenny, which couldn't get the six plugs necessary to make *The Billboard* listing last week, made an unprecedented jump to first place this week with 37 radio plugs.

There's a gold mine in writing a radio column.

Chicago Feels Petrillo Whip

Larger enrollment forces closer consolidation to keep musikers in line

CHICAGO, Dec. 4.—Local Federation of Musicians under the leadership of James C. Petrillo is going thru' one of the most concentrated consolidations in its history. Since CFM's absorbing of the old American Musicians' Union and Polish-American Musicians' Union last summer, enrollment has jumped to over 10,000 members, and Petrillo is finding it necessary to crack the whip to get the boys into line.

First signs of the tightening-up policy came thru' stricter enforcement of the gratis-for-charity-by-law which prevents musikers in this local from playing benefits of any kind without special permission of the board of directors. Southland Rhythm Girls, quartet, and Flo Henri, pianist, who were handling engagements at the Rose Bowl nitery here, and James Kammette, pianist at the Club Alabam', lost their union cards last month when they played a benefit at the Mid-City Odd Fellows' Temple. Story goes that a politician asked the group to donate their services, saying it was okeh when he said the word. This was okeh enough for the musikers involved, but not for Petrillo, who immediately lifted their cards.

Shortly after January 1, Petrillo is having a new set of by-laws published

for his members which will in all probability be more binding than ever.

CFM holds its election of officers Tuesday. In the nominations last month, Petrillo was unanimously nominated for president.

Music Items

STUFF IS SENTIMENTAL. . . . A far cry from the tune and temper of *I see a Muggin'*, Stuff Smith, of the Onyx Club Smiths, has fashioned the ballad stylization for *It's Wonderful* . . . and upon being grabbed up by the pubs, Albert Stillman has been assigned to fit the lyrics. . . . Warner Bros. and their music subsids filed a general denial this week in U. S. District Court in action recently brought against them by Irving Gielow . . . asks a million and a half on allegation that *Flirtation Walk* and *Mr. and Mrs. Is the Name* were plagiarized. . . . Jack Robbins called off his Coast trip, the medicos advising against the jaunt.

COAST CHATTER. . . . L. Wolfe Gilbert adds three new names to the house's pay roll. . . . Al Brown, one-time theater organist, and Jerry Dolan augment the local personnel. . . . Benny Edwards is New York bound to take over the office on that shore. . . . Irving Berlin turned in the completed score, seven tunes, for *Change Partners*, Astaire-Rogers newest flicker effort.

GOTHAM GAB. . . . The mended shaft also inspired Cole Porter to note out 30 tunes from his hospital bed. . . . Bob Kroll, former accompanist for chanteess Toni Lane, has joined up with Buddy Burston, formerly with the French Casino . . . team has affiliated with the Jane Grey studios to handle special arrangements and write special material . . . sheet music frontpiece take on a surrealistic tone now that Mischa Sassehoff has been engaged by Jack Robbins for the art work. . . . Witmark is hitting the 200,000 mark for *Vieni, Vieni* . . . which is sumpin in this day and age for sheet music sales. . . . After a two-year search and wading thru 500 or so manuscripts judges are about ready to give Father Knickerbocker his long-sought-for theme song.

STRAY SHOTS. . . . After giving *Josephine* to the musical world Wayne King

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RED MCKENZIE
And His Orchestra.

JOHNNY MESSNER
And His Orchestra.

'FATS' WALLER
And His Orchestra
(By Arrangement
with Phillip L.
Ponce.)
LEE ELLIOTT
And Her 12 Queens
of Rhythm.
JULIE WINTZ
And His Orchestra,
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CENTRAL SHOW PRINTING CO.
MASON CITY, IA.

collabs with his sax tooter, Bert Blvens, to make it more emphatic . . . their collabing producing *Just Josephine*. . . . Jack Wardlaw traded his musical stick for the musical pen between dates on his Southern rounds to cleft *Everytime I Look at You* . . . and while the tune-smiths boast of bigness "Little" Stanley Ross steps forward as the "world's smallest songwriter of today" . . . three feet two in stocking feet.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, November 26, thru Thursday, December 2.

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

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

Position Last Wk.	Title	Plugs		Position This Wk.	Title	Plugs	
		Net	Ind.			Net	Ind.
12	16. One Rose	13	10	12	16. One Rose	13	10
10	16. A Strange Loneliness	13	7	10	16. A Strange Loneliness	13	7
16	17. Getting Some Fun Out of Life	11	23	21	17. Getting Some Fun Out of Life	11	23
21	17. Sweet Stranger	11	16	21	17. Sweet Stranger	11	16
21	17. Snake Charmer	11	17	21	17. Snake Charmer	11	17
18	17. She's Tall, Tan, Terrific (M)	11	9	18	17. She's Tall, Tan, Terrific (M)	11	9
13	18. So Many Memories	10	25	13	18. So Many Memories	10	25
12	19. Have You Ever Been in Heaven? (F)	10	12	12	19. Have You Ever Been in Heaven? (F)	10	12
18	19. Tears in My Heart	10	11	18	19. Tears in My Heart	10	11
21	19. Miles Apart	10	7	21	19. Miles Apart	10	7
18	19. Josephine	10	5	18	19. Josephine	10	5
21	19. Swing Is Here To Stay (F)	10	2	21	19. Swing Is Here To Stay (F)	10	2
13	20. That Old Feeling (F)	9	21	13	20. That Old Feeling (F)	9	21
20	20. Have You Met Miss Jones? (M)	9	8	20	20. Have You Met Miss Jones? (M)	9	8
24	20. Goodnight Kisses	9	3	24	20. Goodnight Kisses	9	3
20	20. This Never Happened Before (F)	9	3	20	20. This Never Happened Before (F)	9	3
20	20. I'd Love To Play a Love Scene	9	2	20	20. I'd Love To Play a Love Scene	9	2
20	20. Let's Give Love Another Chance (F)	9	1	20	20. Let's Give Love Another Chance (F)	9	1
23	20. Sail Along Silvery Moon	9	0	23	20. Sail Along Silvery Moon	9	0
24	21. I Want You for Christmas	8	9	24	21. I Want You for Christmas	8	9
16	21. I Wanna Be in Winchell's Column (F)	8	8	16	21. I Wanna Be in Winchell's Column (F)	8	8
20	21. Ten Pretty Girls (F)	8	8	20	21. Ten Pretty Girls (F)	8	8
19	21. Sailing Home	8	7	19	21. Sailing Home	8	7
24	21. Moon at Sea	8	6	24	21. Moon at Sea	8	6
22	21. Why Talk About Love? (F)	8	6	22	21. Why Talk About Love? (F)	8	6
22	22. Dipsy Doodle	7	21	22	22. Dipsy Doodle	7	21
22	22. It's the Natural Thing to Do (F)	7	11	22	22. It's the Natural Thing to Do (F)	7	11
17	22. Goodbye, Jonah (M)	7	8	17	22. Goodbye, Jonah (M)	7	8
17	22. If I Can Count on You	7	5	17	22. If I Can Count on You	7	5
14	22. Siboney	7	3	14	22. Siboney	7	3
19	22. You're a Sweetheart (F)	7	2	19	22. You're a Sweetheart (F)	7	2
19	22. Moon Got in My Eyes (F)	6	13	19	22. Moon Got in My Eyes (F)	6	13
23	23. Harbor Lights	6	12	23	23. Harbor Lights	6	12
23	23. Queen Isabella	6	5	23	23. Queen Isabella	6	5
23	23. How Many Rhymes?	6	4	23	23. How Many Rhymes?	6	4
23	23. You're Out of This World	6	2	23	23. You're Out of This World	6	2
23	23. Be a Good Sport (F)	6	2	23	23. Be a Good Sport (F)	6	2
23	23. Darktown Strutters Ball	6	2	23	23. Darktown Strutters Ball	6	2
23	23. I Hit a New High (F)	6	1	23	23. I Hit a New High (F)	6	1
23	23. I Live the Life I Love	6	0	23	23. I Live the Life I Love	6	0

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending December 6.

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

A. B. C. Trio: (El Chico) NYC, nc.
Abbott, Dick: (Waldorf-Astoria) NYC, h.
Aces, Four: (Stevens) Chi, h.
Adcock, Jack: (Macon Inn) Macon, Ga.
Alfonso's Rumba Band: (Clover) NYC, nc.
Allen, Mark: (Brown Palace) Denver, h.
Allen, Lee: (Trionon) Cleveland, h.
Allen, Eddie: (Perman Club) Monahans, Tex., nc.
Alpha, Led: (Rosevelt) Pittsburgh, h.
Alston, Olive: (Plantation) NYC, nc.
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
Andrews, Jimmie: (Broad St. Tavern) Paw-lucket, R. I., o.
Angelos: (Berkloff's) NYC, re.
Apollon, Al: (Merry-Go-Round) NYC, nc.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J., nc.
Arthur, Zinn: (Roseland) NYC, b.
Asen, Bob: (Wivel) NYC, re.
Atkinson, Conner: (Berkeley-Carteret) As-bury Park, N. J., h.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayres, Mitchell: (Adolphus) Dallas, h.

Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
Banks, David: (New Southern) Jackson, Tenn., h.
Barrie, Dick: (Texas) Ft. Worth, h.
Bartal, Jeno: (Edison) NYC, h.
Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.
Becker, Buddies: (New Penn) Phila., h.
Bember, Eddie: (Red Men's) Rochester, nc.
Bencis, Charles: (Zimmerman's Budapest) NYC, re.
Bergers, Maximilian: (Versailles) NYC, nc.
Berigan, Bunny: (Paramount) NYC, t.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bestor, Don: (Netherland Plaza) Cincinnati, h.
Betsner, Jack: (Essex House) Newark, N. J., h.
Billmore Boys: (Rice) Houston, h.
Blackwell, Freddy: (Fairmont) Hull, Quebec, cc.
Blaine, Jerry: (Park Central) NYC, h.
Black, Bob: (Pete Marquette) Peoria, Ill., h.
Bradshaw, Tilly: (Howard) Washington, D. C., t.
Brandwynne, Nat: (Pierre) NYC, h.
Brandyn, Erady: (Century) Seattle, b.
Brandwynne, Nat: (Pierre) NYC, h.
Brown, Betty: (Chittenden) Columbus, O., h.
Brown, Mickey, & Trio: (Kungsholm) West Orange, N. J., nc.
Brunckley, Charley: (Log Cabin) Aurora, Ill., nc.
Bruno, Al: (Little Old N. Y.) NYC, nc.
Bunchuk, Jascha: (International Casino) NYC, nc.
Burke, Clarence: (Garden) White Plains, N. Y., re.
Burkhardt, Johnny: (Crystal Terrace) Louis-ville, Ky., re.
Busse, Henry: (Chez Paree) Chi, nc.
Busse, Henry: (Stanley) Pittsburgh, t.

Caleot, Oscar: (Mon Paris) NYC, nc.
Calvet, Oscar: (Mon Paris) NYC, nc.
Campus Jesters: (Cypress Arms) West Hart-ford, Conn., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Carlin, Ray: (Kansas City Club) Kansas City, nc.
Carnes, Francis: (Gleam) San Antonio, Tex., re.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
Casa De Puego: (Chez Firehouse) NYC, nc.
Cass, Bill: (Place Elegante) NYC, nc.
Chesney, Abe: (Clement Club) McAllen, Tex., h.
Cincione, Henry: (Arabian) Columbus, nc.
Clegg, Pat: (Brownie's Marble Bar) Roches-ter, c.
Coen, August: (El Toreador) NYC, re.
Collins, Paul: (Indiana Roof) Indianapolis, b.
Collins, Joe: (Wellington) NYC, h.
Continental's: (Shawnee) Springfield, O., h.
Costello, Charles: (Petite) Schenectady, nc.
Courtney, Del: (Chase) St. Louis, h.
Crockett, Ernie: (Unique Grill) Delaware, N. J., re.
Croker, Mel: (Trocaador Club) Cleveland, nc.
Cromwell, Chauncey: (Radisson) Minneap-olis, h.
Cumberbatch, Bill: (New Capitol) NYC, nc.
Cummings, Bernie: (Olmos) San Antonio, nc; Dec. 18-Jan. 2.
Cummings, Bernie: (Gibson) Cincinnati, h.

D'Arcy, Phil: (St. George) Brooklyn, N. Y., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Darling, Eddy: (Meadowbrook) Baltimore, nc.
Davidson, Trump: (Esquire) Toronto, nc.
Davis, Eddie: (LaRue) NYC, re.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Meyer: (Merry-Go-Round) NYC, re.
Denny, Jack: (Met.) Boston, t.
Deuces, Four: (Auld) Washington, Pa., h.
Deutsch, Emery: (Book-Cadillac) Detroit, nc.
Dibert, Sammy: (Wesley Hall) Detroit, h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Doblin, Jerry: (H. Breton Hall) NYC, b.
Don Juan: (El Toreador) NYC, nc.
Donahue, Al: (Radio City Rainbow Room) NYC, nc.
Donaldson Boys: (Lawrence) Erie, Pa., h.
Dorsey, Jimmie: (Congress Casino) Chi, h.
Dorsey, Tommy: (Commodore) NYC, h.
Duahlin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

Eckel, Charley: (Berkeley Carteret) Asbury Park, N. J., h.
Edmund, George: (Loyale) NYC, c.
Elliott, Lee: (Stork) Providence, R. I., nc.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Engro, Charles: (Harry's New York Cabaret) Chi, nc.
Engro, Johnnie: (Billings) Billings, Mont., cc.
Ernie, Val: (Versailles) NYC, nc.
Esquires, Four: (Rickey) Tacoma, Wash., nc.
Evans, Al: (Chez Firehouse) NYC, nc.
Faber, Tiny: (Nut) NYC, nc.

Orchestra Routes

Following each listing appears a symbol. Fill in the designation cor-responding 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—showpat; t—theater.

Feldkamp, Walter: (Stork Club) NYC, nc.
Felix, Don: (The Pines) Newton, Conn., nc.
Felton, Happy: (Stadler) Buffalo, h.
Ferdi, Don: (Stratford) Bridgeport, Conn., h.
Fernando, Don: (Blue Glade) Walsenburg, Colo., h.
Fertis, Lou: (Mor's) NYC, nc.
Fields, Harry: (Royallon) Monticello, N. Y., h.
Fisher, Jack: (Steuben's) Providence, nc.
Flindt, Emil: (Oh Henry) Chi, b.
Flo-Rito, Ted: (Beverly-Wilshire) Holly-wood, h.
Frarty, Gene: (Semler Tavern) Akron, c.
Pomeen, Basil: (St. Moritz) NYC, h.
Franks, Ted: (Red Men's) Rochester, nc.
Franks, Willie: (Butler's Ye Olde Tap Room) NYC, c.
Frassetto, Joe: (Marguery) Phila., c.
Frederic, Marvin: (Biltmore) Atlanta, Ga., h.
Freeman, Jerry: (Paradise) NYC, cb.
Furst, Joe: (Brook Summit, N. J., nc.

Gallo, Phil: (Moorehead) Pittsburgh, h.
Gant, Willie: (Britwood) NYC, nc.
Gasparré, Dick: (La Conga) NYC, nc.
Gates, Jerry: (Pla Lan) Des Moines, nc.
Gentlemen of Rhythm, Four: (Clayidge) Mem-phis, h.
Gerald, Carl: (Dutch Henry's) Pittsburgh, nc.
Gilbert, Jerry: (Edgewater Golf) Biloxi, Miss., nc.
Gold-Mer Trio: (Show Boat) Columbus, O., nc.
Goodman, Benny: (Pennsylvania) NYC, h.
Gordon, Herb: (Ten Eyck) Albany, N. Y., h.
Graff, Johnny: (Anchorage Inn) Phila, nc.
Grant, Bob: (Clover) NYC, nc.
Grantham, Billy: (Nelson) Rockford, Ill., h.
Gray, Glen: (New Yorker) NYC, h.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Grasson, Bob: (Mayfair Casino) Cleveland, nc.
Grenet, Eliseo: (Yumuri) NYC, nc.
Grier, Jimmy: (Biltmore) Hollywood, h.

Hackett, Bobby: (Nick's) NYC, nc.
Hague, Jimmy: (College Inn) Sherman Hotel, Chi.
Hall, George: (Taft) New York, h.
Hamilton, George: (Peabody) Memphis, h.

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

Hancock, Buddy: (Pelican) Houston, Tex., nc.
Hardie, Dick: (Tally-Ho Tavern) Albany, N. Y., nc.
Harvey Trio Orch.: (Sawers Camp) Yreka, Calif., 4-18, nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Hart, Little Joe: (Pla-More) Kansas City, nc.
Hauck, Happy: (Virginia) Columbus, O., h.
Horton, Harry: (Le Mirage) NYC, nc.
Headick, Pearl: (Manhattan Danceland) Johnstown, Pa., nc.
Heldt, Horace: (Biltmore) NYC, h.
Heikell, Freddie: (Mayfair Casino) Clevel-land, nc.
Hembree, Joe: (Berkloff's) NYC, re.
Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.
Hertz, Milt: (Shelton) NYC, h.
Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
Hill, Teddy: (Savoy) NYC, b.
Hite, Les: (Sebastian's Cotton Club) Culver City, Calif., nc.
Hobbs, Virginia: (Normandy Inn) Warren, Pa., nc.
Hoopl, Sol: (Walkiki) Hollywood, Calif., nc.
Howard, Len: (Tic Toc) Montreal, nc.
Howard, Vincent: (Perona Farm) Andover, Vt., J., nc.
Humber, Wilson: (George's Palace) Little Rock, Ark., nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hudson, de Lange: (Stanley) Phila, t.

Irish, Macé: (Chantidier) Millburn, N. J., nc.
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jahn, Al: (New Kenmore) Albany, N. Y., h.
Jealous, Eugene: (Taft) New Haven, h.
Jenkins, Al: (Savarin) Buffalo, c.
Johnson, Johnny: (Village Barn) NYC, nc.
Johnson, Jerry: (Claridge) Memphis, h.
Johnson, Eunice: (10-13 Club) Marshfield, Wis., nc.
Jones, Isham: (Lincoln) NYC, h.
Joseph, David: (Oliver Twist) NYC, nc.
Kress, Andy: (Robert Treat) Newark, N. J., nc.
Joy, Jimmy: (Green's Casino) Youngstown, O., nc.

Kampus Kids: (Bennett) Binghamton, N. Y., h.
Kane, Horie: (Stanley) Pittsburgh, t.
King's Jesters: (La Salle) Chi, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Stadler) Detroit, h.
Kopitz, Johnny: (Beverly Lodge) Morris Plains, N. J., nc.
Kress, Andy: (Robert Treat) Newark, N. J., nc.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kuhn, Richard: (Vanderbilt) NYC, h.
Kysar, Kay: (Blackhawk) Chi, nc.

Lagman, Bill: (Club Trionon) Mobile, Ala., nc.
LaMothe, Olivia: (Rosegarden) Middletown, Conn., c.
Lamar, Ayers: (Southern Mansion) Kansas City, nc.
Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
Lande, Jules: (Weylin) NYC, h.
Lane, Eddie: (Governor Clinton) NYC, h.
Larry, Lee: (Olmos) San Antonio, nc.
Lazaro, Leo: (Titweller) Birmingham, Ala., h.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
Leafar, Alan: (New Fulton Royal) Brooklyn, re.
Lee, Larry: (Olmos Club) San Antonio, Tex., re.
Lewis, Harry: (Del Mar) San Francisco, nc.
Lew, Harry: (Brown Palace) Denver, h.
Lewis, Vic: (Times Square) Rochester, nc.
Lewis, Freddy: (Madison) Jefferson City, Mo., h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lombardo, Guy: (Rosevelt) NYC, h.
Lopez, Vincent: (Earle) Phila, t.
Lucas, Clyde: (Lowry) St. Paul, h.
Lukewela: (Roosevelt) NYC, h.
Lupien, George: (University Grill) Albany, N. Y., nc.

McFall, Johnny: (Silver Cloud) Chi, nc.
McGill, Billie: (Gold Front Cafe) Cheboygan, Mich.
McGovern, Buck: (Chez-Marie) Phila, nc.
McIntire, Lani: (Lexington) NYC, h.
McIntire, Lani: (Lexington) NYC, h.
McRae, Jerry: (Plantation Club) Bassler City, La.
Mack, Austin: (Open Door) Chi, nc.
Maddi, Larry: (Place Elegante) NYC, nc.
Malone, Don: (Dunn's Tavern) Harlem, Mont., nc.
Mannors, Gregg: (Shorecrest) Milwaukee, h.
Mareno, Frank: (Sweeney) Baltimore, c.
Marine Rhythm Boys: (Arcade) Manitowoc, b.
Marsala, Joe: (Hickory House) NYC, nc.
Marshall, Duke: (Besse) Boston, h.
Marshall, Jack: (Mayfair) Boston, nc.
Mathews, Frank: (Club 15) Phila, nc.
Martin, Bob: (Chez Florence) Paris, nc.
Martons, Don: (Coq Rouge) NYC, nc.

Mature, Henry: (Three Door Inn) Bridge-port, Conn., nc.
Massingale, Bert: (Hi-Hat) Houston, nc.
Mayer, Ken: (Gunter) San Antonio, h.
Meiner, Johnnie: (Avalon Club) Hot Springs, Ark., nc.
Melvin, Jack: (Queens Terrace) Woodside, N. L. N. Y., nc.
Merritt, Jack: (Buccanier) Ft. Worth, nc.
Merritt, Wendell: (Schmid's Farm) Scars-dale, N. Y., c.
Messner, Johnny: (McAlpin) NYC, h.
Michales, Bill: (Station KUNO) San Antonio, h.
Miklesman, Herman: (Nixon) Pittsburgh, c.
Milekoff, Philadelphia) Phila, h.
Millinder, Lucky: (Met.) Boston, t.
Mline, Del: (Ranch) Seattle, nc.
Miller, Bob: (Midway Inn) Ft. Worth, ro.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Mintz, Dick: (The Grove) Beaumont, Tex., nc.
Minkler, Howard: (Murray's Inn) Albany, N. Y., nc.
Mojeica, Leon: (Sebastian's Cotton Club) Hollywood, nc.
Molina, Mauro: (Club Tivoli) Juarez, Mex., c.
Monroe, Jerry: (Southern) Baltimore, h.
Montgomery, Jack: (The Farm) North White Plains, N. Y., ro.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Morris, Larry: (Merry Gardens) Lynchburg, Va.
Morris, Griff: (Paddock Club) Wheeling, W. Va., nc.
Morton, Perry: (Savoy-Plaza) NYC, h.
Moseley, Leo: (Black Cat) NYC, nc.
Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Moyer, Ken: (Thomas Jefferson) Birmingham, Ala., nc.
Munro, Hal: (Ivanhoe) Chi, nc.
Musical Aces: (Anvil Inn) Vista, N. Y.

Navarro, Al: (Belvedere) Baltimore, h.
Nickles, Billie: (99 Club) San Pedro, Calif., nc.
Noblemen: (Beverly) NYC, h.
Norris, Stan: (Merry Garden) Chi, b.
Norris, Joe: (Fontenac Casino) Detroit, nc.
Norton, Bob: (New Garden Center) Detroit, b.
Notes, Four: (Chateau Moderne) NYC, nc.
Noury, Walt: (M. and J. Haverhill, Mass., re.
Novak, Frank: (Warwick) NYC, h.
O'Hara, Ray: (Greenwich Village Casino) NYC, nc.
Octabe Trio: (Ft. Hayes) Columbus, O., nc.
Olman, Val: (Belmont Plaza) NYC, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Harry: (Evergreen) Bloomfield, N. J., nc.
Olson, George: (International Casino) NYC, nc.
Osborne, Will: (Lowry) St. Paul, h.
Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
Palerno, William: (Place Elegante) NYC, nc.

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Panco, La Conga: NYC, nc.
Pantone, Mike: (Loftus Ambassador) Albany, N. Y., nc.
Parks, Bobby: (Stork) NYC, nc.
Paul, K. C.: (Plains) Cheyenne, W. Y.
Payton, Al: (Gloria Palast) Montclair, N. J., nc.
Pearl, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
Peterson, Dee: (Seven Gables) Milford, Conn., nc.
Peterson, Johnny Hinkau: (Old Mill Tavern) Salt Lake City, nc.
Pinkston, Tom: (Manderlin) Memphis, nc.
Ponselle, Andre: (Chez Ami) Buffalo, nc.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Pitney, Stanley: (St. Nicholas) Decatur, Ill., h.
Price, Robert: (Lake Breeze) Buckeye Lake, O., h.
Prima, Louis: (Famous Door) NYC, nc.

Raginsky, Mischa: (Astor) NYC, h.
Ramon: (Armando's) NYC, re.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Rea, Ray: (Ray's Parkway Lodge) White Plains, N. Y., c.
Reichman, Joe: (Cocoanut Grove) Los An-geles, nc.
Reinherz, Sid: (Mirador) NYC, nc.
Reisen, Leo: (Waldorf-Astoria) NYC, h.
Renard, Jacques: (Vogue) Los Angeles, h.
Reyes, Chica: (Continental) Detroit, nc.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Richard, John: (21) Phila, nc.
Richards, Fred: (Park Inn) Clearwater Beach, Fla., re.
Rinaldo, Nino: (85 Club) Chi, nc.
Roberts, Eddie: (Red Mill) Bronx, nc.
Robinson, Jay: (Evergreen) Bloomfield, N. J., re.
Roder, Ralph: (Ritz Carlton) NYC, h.
Rogers, Eddy: (Rainbow Grill, Radio City) NYC, nc.
Romano, Phil (Hollywood) NYC, re.
Roman, Tommy: (Wisteria Gardens) Atlanta, nc.

Sabin, Paul: (Jefferson) St. Louis, h.
Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., c.
Sager, Buddy, Trio: (Chantidier) Millburn, N. J., nc.
Sambria, Juanito: (Trocaador) NYC, nc.
Sanderfer, Cody: (Forrest) Ft. Worth, nc.
Saxon, Sam: (Gay Village) NYC, c.
Schafer, Bill: (Pickwick) Birmingham, Ala., nc.
Schwartz, Charles: (Roumanian Village) NYC, re.
Scoggin, Chic: (Chez Paree) Louisville, nc.
Scott, William: (Ambassador) NYC, h.
Seas, Carl: (59th St. Childs) NYC, re.
Septeto, Canto: (San Souci) Havana, nc.
Shaw, Jack: (White Mansions) Pittsburgh, nc.
Shooy, Quarter: (Yacht Club) NYC, nc.
Silvers, Buddy: (Roman Gardens) Potsdam, N. Y., nc.
Small, Allan: (Jimmy Kelly's) NYC, nc.
Smith, Paul: (Municipal Auditorium) Birm-ingham, Ala., b.
Smith, Carl: (Athletic Club) Detroit, b.
Smith, Stuff: (Famous Door) Hollywood, nc.
Smith, Jimmy: (Brook Summit, N. J., nc.
Smith, Bill: (Rhinelead Gardens) Armonk, N. Y., nc.

Snyder, Irving: (C. La Rue) NYC, nc.
Snyder, Lloyd: (Ringside) Ft. Worth, nc.
Snyder, Billy: (Gibson) Cincinnati, h.
Sortino, Frank: (Paris Inn) Los Angeles, c.
Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.
Spar, Paul: (Warwick) NYC, h.
Spector, Irving: (Andy's Inn) Syracuse, N. Y., c.
Spence-Keefe: (20th Century) Appleton, Wis., c.
Spurr, Freddie: (Park Lane) NYC, c.
Stalcup, Jack: (Vanity) Detroit, b.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Sterney, George: (Coq Rouge) NYC, nc.
Stevens, Leth: (State) NYC, t.
Stewart, Dee: (Continental) Kansas City, nc.
Stipes, Eddie: (Blue Moon) Toledo, nc.
Stoliz, Collie: (Tropical Roof) Memphis, nc.
Strom, Roy: (Fifth Avenue) NYC, h.
Strong, Benny: (Brown) Louisville, h.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Stump, Wilbur: (San Pablo) San Francisco, nc.
Susco, Nick: (Pago-Pago) Chi, nc.
Susko, Nick: (Stork Club) Chi, nc.
Swanson, Billy: (Edman) NYC, h.
Svingetters: (Hayes) Jackson, Mich., h.
Sylvester, Bob: (Seven Gables) Milford, Conn., nc.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thomas, Eddie: (Nut Club) NYC, nc.
Thompson, Denny: (Mayflower) Akron, h.
Tilson, Jack: (Food Show) Indianapolis, b.
Tip Top Boys: (Jefferson Davis) Mont-gomery, Ala., h.
Tommy, Bob: (Dowell) Niles, Mich., h.
Tracy, Jack: (Cedar Lane) Opelousas, La., nc.

Ulrich, Roberto: (Lobby Cafe) Juarez, Mexico, nc.
Vaasts, Vic: (Ritz) Bridgeport, Conn., b.
Vallee, Rudy: (Paradise) NYC, nc.
Vanderbilt, Archie: (Francis) Monroe, La., h.
VanWinkle, Joe: (Melody) Grill) Kokomo, Ind.
Vargas, Eddie: (Emark) Chi, h.
Velt, Tubby: (Bruno) Chi, re.
Vorden, Vivian: (Broadway Tavern) San An-tonio, nc.
Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Waldman, Herman: (Blackstone) Ft. Worth, h.
Wald, Al: (Olmos) San Antonio Nov. 29-Dec. 17, nc.
Wardell, Tiek: (Kungsholm) West Orange, N. J., re.
Walkins, Ralph: (Yacht Club) NYC, nc.
Wales, Bud: (Roosevelt) St. Louis, h.
Wardlaw, Jack: (Casa Madrid) Louisville, Ky., nc.
Walkins, Sammy: (Hollenden) Cleveland, h.
(See ROUTES on page 30)

Big Niteries Still Jittery

French Casino still shut—two others fold in N. Y.—and two in Chicago

NEW YORK, Dec. 4.—Proof that the life of niteries, no matter whether large or small, is no bed of roses this season is again brought home, not only by the catastrophe that befell the French Casino, but by a number of smaller foldings. Preceding the darkening of the mammoth theater-restaurant by a week or so was the terminating of the short-lived El Dorado, auspiciously launched by Helen Morgan and thereafter skippered by Kay Parsons. Then in quick succession came the shutting of the Club Cavalier and of the Harlem Uproar House. Latter spot had been one of the most popular bistros of last season and its sudden end came as a surprise. Reports that the Jay Faggen spot will reopen shortly received no corroboration from any side.

Lifelihood was denied again this week for the stricken French Casino when a premature report that Max J. Kramer, president of the Edison Hotel, was dicker-ing for the spot was formally refuted by Kramer himself. In the meantime, Shapiro and Blumenthal, erstwhile operators, are paying off musicians and entire personnel with their own personal checks, the XYZ Corporation, which they headed, now being in bankruptcy. Payment of the cast was made possible from a bond posted for Clifford C. Fischer by the Casino. The musicians were partly paid off, but have some of their dough still coming. Restaurant workers' Local 16, protecting the 260 persons connected as waiters, captains, bus boys and kitchen help, is negotiating payment of one week's pay roll amounting to \$3,300.

Henri Lartigue, whom Fischer placed in charge of operations of the Casino when he departed for London shortly before the folding, is remaining to look after the Fischer interests and will be shortly joined by Dorothy Kay, Fischer's press agent, now in London with him. It is expected that the two will set themselves immediately in lining up plans for the 52d Street Montmartre proposition which Fischer is still determined to do.

The International Casino, monkey wrench that slowed down the wheels of most big Broadway cabarets, has already lined up a show to arrive in spring from the Bal Tabarin, Paris. In the event that Fischer productions are dropped from the London Casino, Pierre Sandrini and Jacques Charles, of the I. C., may offer to send over the whole or part of the current I. C. show.

CHICAGO, Dec. 4.—Colony Club and the Golden Spot have closed. Former, remodeled recently by Doille Weisberg, is for sale. Colony started as one of the brightest Rush street night spots employing name talent. Golden Spot, a neighborhood club on the North, used small shows. It may reopen before the holidays.

One or two additional spots are expected to fold any day now. Trying desperately to hold on until after the Christmas and New Year holidays. A ray of hope is the number of national conventions slated for this month which have been known to pull many a club out of folding danger.

Mass. Sunday Blue Laws on Way Out

BOSTON, Dec. 4.—Descendants, 1937 style, of doughty Puritans this week cleared up the 1692 entertainment and music law which has caused much concern thruout Boston, and the Commonwealth of Massachusetts. Several authoritative agencies met at the office of Attorney-General Paul A. Dever and all went away happy, allowing music on Sunday pending clarification of the law at the next session of the Legislature.

Local authorities may grant licenses for music on the Sabbath and if the entertainment to be provided complies with the law the licenses will be approved by Paul G. Kirk, commissioner of public safety.

Because of countless interpretations of the law, Dever said the only way out for dispensing with perennial headaches is clarification by the General Court.

Showmanship—in Oysters

CHICAGO, Dec. 4.—More than ever before showmanship is influencing commercial demonstrators, whose number increases by leaps and bounds during the pre-Christmas season.

Current oyster season has many of the restaurant boys opening the delicacies in the display windows in full view of passers-by. Most of them do a take-off of a magician, going thru the nothing-behind-the-sleeve and under-finger movements before splitting each appetizer.

Detroit Hopes For Holiday Rush

DETROIT, Dec. 4.—Booking offices reported the usual pre-holiday lull this week, altho New Year's Eve dates are expected to be a sellout this year.

Bright note was provided by addition of several spots in Ohio and Pennsylvania thru the Amusement Booking Service. New ones are Pulakas-on-the-Lake, Erie, Pa.; Terrace Garden, Fremont, O., and Martin's Tavern, Lima, O. Also a new night spot at Marietta, O., headquarters of the Northwest Territory Centennial.

There's Still Plenty of Life In This Night Club Business

By PAUL DENIS

THE night club world is still buzzing over the sudden fold-up of the French Casino three weeks ago. What might casually appear to be a terrific wallop at the idea of big-capacity cabarets isn't so at all.

The French Casino made plenty of dough from the beginning, three years ago, right up until the end—but too much of the money, it appears, went into three legit flops and unsuccessful cabaret ventures in Chicago and Miami. In other words, the French Casino idea was basically okeh—that is, the idea of huge capacity, spectacular shows, a respectable atmosphere, and prices keyed for middle-class transients. However, there were liabilities in the dependence on transients and in the label of "night club." There must be still hordes of people who are scared of the night club idea. The French Casino realized this—when it tried to build itself up as a "theater-restaurant" in order to attract the class ordinarily patronizing \$3.30 musical shows.

The International Casino is trying to build itself up as a theater-restaurant, too. It feels it is above the night club classification. "Night club," unfortunately, still carries implications of clipping, high-pressure checkroom and cigaret girls, bad food, cut liquor and mysterious owners.

We think the International Casino is wise in trying to get away from the cabaret label.

ALTHO the International Casino is easily the stand-out show of the big street, we think the Paradise rates special attention for the amazing show it has managed to present on a small—comparatively speaking—space. Considering physical limitations, the Paradise can rightfully boast of a "miracle stage." The next best show is the Cotton Club revue, its speed, vigor, costuming and star talent easily covering up what it lacks in high staging imagination.

But getting back to the International Casino, its producer, Jacques Charles, is a Frenchman who knows his stuff. Faced with the problem of staging a spectacular show in a mammoth auditorium-like hall with a stage like a peanut, he went ahead and made marvelous use of the sides and the ceiling, successfully providing an illusion of intimacy. By having the girls make their entrances and exits from faraway side openings, he gave all patrons a good look. And then, by using overhead trap doors and trick staircases, he provided height and magnificence.

BUT let him speak for himself. "A revue is a cocktail. It must have a bit of everything. . . . Now take our International Casino show. With 1,200 diners busy eating, we had to drop our original idea to give the revue a story thread. People eating usually see in jerks. They can't keep track of a story. . . . We had to throw out talk, mike singing and talk comedy. Diners can't be bothered with entertainment that demands too much attention. . . . We have to use fine material for our costumes, as the girls are too close to patrons. Their makeup must be perfect. . . . even their fingernails must be manicured perfectly.

"Specialties must be distinguished, as audiences have seen too many shows and movies. . . . Comedy must be smart. . . . it must not be common," insists Charles.

"And the music. When I staged the opening French Casino revue, we had a *Ballet of Chopin*. It was probably the first time classical music was used in a night club show. I insisted the audience would not resent it. I was right. . . . Now, in the International Casino show, the production numbers are scored with music by Ravel, Debussy and Stravinsky.

"Tableau numbers should have a basic color and this color must not be changed during the number. The color should be part of the idea of the tableau and it should help the audience understand and better appreciate the tableau. I don't like to mix colors in a tableau."

JACQUES CHARLES has produced shows in Paris, London, Buenos Aires and New York.

He likes American audiences. "They applaud more. French audiences don't applaud; they are too stiff and conscious of their social position. English audiences are good; but the Argentine audiences are the worst."

Charles thinks a lot of acts that can get liberal applause in vaudeville. "If an act is applauded in a movie house by an audience sitting apathetically in the dark for the preceding couple of hours, then the act must be good!" An audience in a state of half stupor won't applaud unless an act is very, very good, thinks Charles.

BUT what we started to say before we so rudely interrupted ourselves is that this post-repeal night club business is still an infant industry. It hasn't completely won over the mass public; it hasn't lived down rumors of a dark past; it hasn't yet developed enough showmen; it still has fly-by-nighters.

But we are confident it will all straighten out. This is still the groping period.

700 Performers and Bands To Be Used by Cruises Out of N.Y.

Abramson doing most of booking—has 40 cruises—Herman, Benson active—some lines booking direct—acts get salary, lodgings, tips—hosts, hostesses set

NEW YORK, Dec. 4.—Importance of cruises booked by major steamship lines as employment outlet for variety talent is steadily growing. This winter season, it is claimed, will see about 700 performers, other than musicians, getting some time on sea-going bookings. Most active booker is Nat Abramson's Hotel Entertainment Bureau, which has been set for to book 40 individual cruises. Each of Abramson's cruises will also carry a band, running from four pieces up. A touch of class this year, real tony stuff is being added by the French Line's Normandie, which told Abramson to get a class pianist for a concert, preferably Rachmaninoff or Gieseking, but with Josef Lhevinne most likely getting the spot.

Lafayette Club Reopening

NEW ORLEANS, La., Dec. 4.—Frank De Grauw, business man and coin machine operator and distributor of Southwest Louisiana, has purchased the Edgewater Club at Lafayette from Wiley J. Boudreaux and, in turn, has leased the spot to Joseph Boudreaux (no relation). The club will reopen in a few days with name bands and floor shows.

It is said acts average \$35 to \$40 a week working the vessels, plus tips, room and meals. Abramson also books acts in theaters and clubs in various ports of call. Name acts, of course, top this average. Henry Herman and Edgar Benson are booking steamers here. Abramson's acts mostly go on South American and West Indian cruises, touching at Kingston, Nassau, Venezuela, Panama and Curacao. Herman is booking the Furness-Bermuda Line.

Abramson books the Cunard White Star Line, Holland America Line, Raymond-Whitcomb Tours, the French Line, Dignia-American Line and American Express Tours. Herman books the Anchor Line. Several agents turned down the North German Lloyd Line because of anti-Nazi feelings.

In addition to bands this following figures show number of performers to go on cruises: Statendam, 10; Berengaria, 20; Georgic, 15 on one and 10 on another; Britannic Aquitania, each 10; Paris, 8; Volendam, 8, etc.

Earliest cruise starts December 18, last one is April 16. Cruises vary from 6 to 61 days.

Abramson also books hosts and hostesses on the ships, usually performers.

The Kungsholm and Empress of Australia book their talent direct and are not tied to any agent.

Cleveland Casino May Reopen Xmas

CLEVELAND, Dec. 4.—Question of the disposition of the bankrupt Mayfair Casino results in many attempts to gain possession of the lease. Thrown into involuntary bankruptcy before Thanksgiving, spot was ordered closed by Referee in Bankruptcy Carl Friebolin pending clearing of case.

George Pomerantz, present manager, is seeking the lease but is unwilling to pay \$1,000 weekly. Samuel Steiner, Meyer Fein and Phil Selznick have also put in bids. Possibility that present management may work out some sort of system to reopen temporarily for Christmas trade.

Gaines Begins Miami Duties

MIAMI, Dec. 4.—Benny Gaines, owner of the Club Mayfair, Boston, arrived here this week by air to assume management of the Dempsey-Vanderbilt Hotel, in which he has controlling interest. Gaines will remain here until March looking after entertainment management, altho he will make frequent flying visits to Boston. Harry Richman's manager is booking the Dempsey-Vanderbilt, which opened Thanksgiving Day. The Jack Dempsey Bar opens New Year's Eve.

Looks Like Big Season For Professional Santas

CHICAGO, Dec. 4.—A portly performer who can wear a white bushy beard and smile for the kiddies need not worry about employment, until Christmas at least, judging from the many calls for Santa Claus impersonators coming into local booking offices.

Most of the demands have come from department stores, which are sprinkling their floors with Santas.

As one store manager explained, "In the depression we used to harness our rotund salesmen in Santa outfits, but this season we will need them behind our counters."

Famous Door, New York

West 52d street, the so-called Alley of Swing, which had been dying on its feet of late, got a shot in the arm last week when Louis Prima brought his boisterous trumpet and his inimitable vocalizations back to the street that made him famous. It's not the same Famous Door at which he originally gave out his crescendos in brass. That's now called Maria's. The new Famous Door is on the site of the Caliente and short-lived Club 52d Street. It has been completely redecorated with mirrors, futuristic murals, new furniture and generally looks the class.

Entertainment is confined to relief pianist Art Tatum and Prima's Band (piano, Frankie Pinero; guitar, Frank Federico; drums, Godfrey Hirsch; clarinet, Meyer Weinberg; bass, Louis Masineter). Prima is a whole show in himself. He's a showman to the marrow of his bones, and his sensationalized style of trumpeting, reveling in high notes, bold attack, rapid changes of pace and mood, sends the kittens who think they're cats into a frenzy. We prefer even more Prima's clever vocals, which are full of satire, spontaneous ad-libs and a physical kind of enthusiasm that soon captures the customers.

Except for Pinero, Prima's Band has been entirely reorganized. Clarinetist Weinberg has a tough time filling Pee Wee Russell's shoes, but he does a good job, having a clean tone and interesting ideas. Hirsch, who doubles on the vibraphone, is a marvelous hot vibist. He should take an entire solo, now and then, backed only by the guitar and bass.

Tatum, colored ivory beater, is one of the best on his instrument. His technique is amazing. Doesn't use his left hand as a bass support for his treble melodizings, but plays in the middle register, counterpointing against his right hand. Frequent changes of key and original phrasing make Tatum's music a rare treat. Needs a mike to make his delicate work more audible.

If there is any money left in Manhattan, this spot should be a moneymaker. *Maurice Zolotow.*

Club Tivoli, Juarez, Mexico

Club Tivoli is celebrating fourth anniversary of its present location with one of its best floor shows.

Bob Bixler is emcee and handled routine at nice pace with pleasing personality.

Carol King, now in fifth week, opened with a Spanish dance, *Playeras*. Not effective in this spot of authentic Spanish dancers, and unnatural facial grimaces did not help.

Show hit stride with Betty Van, statuesque brunet singer. Has pleasing husky voice which is aces for microphone, and her sleepy-eyed suggestive manner had patrons clamoring for more.

Bixler's bit was sketchy singing and a rubber-leg soft-shoe dance. In gray mess-coat suit, he used opera-hat routine to good advantage in a clever dance.

Hardy and Warner, ballroom duo, dance in effective style. Pair is handsome couple. Back on for whirlwind encore after good hand.

Mauro Molina's Orchestra continues. *Hal Middlesworth.*

Paradise Restaurant, New York

Since the fall-winter show premiered a couple of months ago several changes in cast have been made, the revamped floor show being thoroughly pleasing nevertheless.

The Diamond Boys (here at a reported \$1,000 a week) are out, with Bert Frohman doing a return engagement in their featured spot. Walter Long has replaced Georgie Tapps, who went into a show, and the Readinger Twins are out, a couple of line girls doing their main specialty. Lucille Johnson, singer, is also out, while the Three Cossacks are late additions.

Frohman, a favorite here, comes thru nicely with pops and specials, giving them a virile delivery that is especially pleasing to the girls. His is a vigorous style, aided by an ingratiating personality and a good voice. Did a couple of encores when caught and could have stayed on longer.

Long is a lanky good-looking youth, nimble on his feet and, altho inferior to taps, managing to make a solid impression. He does the airy type of fancy tapping popularized by Astaire.

Three Cossacks (two men and a woman) provide thrills spinning furiously

atop a special small platform—their stunts appearing even more dangerous owing to proximity to patrons.

Lee Sullivan is doing a nice job warbling, as does Helen Dell, while shapely Lyda Sue Leeds socks over her acrobatics and is an easy standout. The chorines are still very pretty and the showgirls are the most beautiful of Gotham's night life.

Rudy Vallee opens here December 3 as added attraction but without his band and is expected to do much to help this spot make a complete comeback. Business has been rebuilding nicely the last couple of weeks.

Joe Russell is still p. a., Albert Berryman is still at the door and Mike Uranis is handling the kitchen. *Paul Denis.*

Glass House, Graemere Hotel, Chicago

West Side's only night spot catering to the better class of people in that area. It is located in a modern apartment hotel and gets the name from its mirrored walls and reflective ceiling decorations. Several months ago Oscar Welner, managing director, enlarged and refurbished it, yet retaining the warm, informal atmosphere.

Don Pedro, locally known orchestra leader, is in charge of the musical combination which furnishes most of the entertainment. Don has been here since April and has developed a following. He plays an electric violin and marimba, emcees and dishes out dance tunes requested by the patrons.

Orchestra plays both Latin and American pop music. A couple of the boys double vocally and the pianist serves as intermission entertainer. A novelty feature is the sister and brother piano team of Joe and Beatrice Vera spotted during show interludes.

Only outside act on the floor is the twin dance team of Berni and Jovanna, late winners of a Veloz and Yolanda contest, who display promise of developing into a fine team. Make a refreshing and youthful appearance and the girl is a charming and dainty personality. Specialize in Latin struts and popular ballroom routines. Did well considering the floor space limitations.

Customers talk freely here, show or no show. And with the bar near at hand, talking acts will be out of place here.

No cover and \$1 minimum Saturdays only. Waitresses serve the trade and their service is prompt.

Sam Honigberg.

Hollenden Vogue Room, Cleveland

Each week sees a magician appearing on one of the floor shows in Cleveland night spots. This time, the Vogue Room has Tung Pin Soo in a combination of Oriental and Occidental magic. Tung Pin Soo—who is really Al Wheatley—spent considerable time here 10 years ago and has a large acquaintance among magi and laymen as well. He does thimbles and cigarets, and chicken productions from frying pans; is an adept at card and winds up with a fire-eating bit for a lurid finish. Cleveland Magicians' Association attended in a body one night and contributed their stunts to the bill.

Carl and Leona Bonner, tenor and soprano, offer classic ballads just to prove that swing isn't everything. The Marvelles, three girls in gay costumes, work fast and expeditiously, with a snappy routine. Minto and Robert stroll between tables, offering musical menu to those who so desire.

Sammy Watkin's Orchestra continues to uphold its batting average as a background and dance ensemble.

Harlowe K. Hoyt.

Silver Bowl, Sacramento

One of the most entertaining shows yet is offered at Frank Farrell's niterie.

Show is emceed by Les Poe, whose droll humor and piano-playing has kept him Sacramento's favorite emcee the last three years.

Sally Harrison offers a tap, nothing exceptional, and the show really gets going with Dana Derman, blond personality singer, who did *My Little Buckaroo* in cowboy costume. Nice voice and exceptional presentation.

The Hall Sisters put on a comedy

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dance skit that's a knockout. Glad in black stockings, gingham aprons and pantaloons, they got everything there was to get out of the idea.

Sela Safar, torch songstress, sang with nice delivery and a swell voice. She could have made a better selection however.

Duvall and Renee, smooth ballroom team, are very graceful and some of the turns breathtaking.

After a couple of seasons of mediocre melody, Poe has gathered a four-piece band that is excellent to dance to. Bob Gregg, trombone tooter, who really makes the outfit, should go up. Others in the band are Carroll Swesey, trumpet, and Leonard Covello, drummer.

Place doing nice business, no cover charge. *Kirt MacBride.*

Statler Terrace, Cleveland

For the second floor show staged since its opening several weeks ago, Statler Terrace has taken a page from the books of the defunct Mayfair Casino which called in badminton players to put a punch in the program. Only Statler has taken on table tennis as better suited to the small space allotted performers. Both badminton and table tennis have been popular with local swank set for several seasons, and this act is appealing to class which helps build up this spot's trade.

Ruth Hughes Aarons and Sandor Glancz put on fast exhibitions to the delight of customers. They are willing to meet all comers, a bottle of champagne being the prize.

Charles Barron and Joan Blair, ballroom dancers, travesty the collegiate shag and *The Big Apple*, as well as present straight ballroom stuff. Sammy Kaye introduced two of his own compositions this week—*Moon Glow* and *Swing and Sway*. His orchestra has caught on and looks good for a long run.

Roger Stearns continues at the piano during the cocktail hour, popular as ever.

While Statler floor show is not as pretentious as were the Mayfair's in the past—comparison is made since the two lead the pack here—it well suits the size and accommodation of the spot and brings capacity each evening.

Harlowe R. Hoyt.

Palomine, Hollywood

This novel and swanky little night spot which recently opened is clicking as a filmfolk rendezvous. Located on a 21-acre ranch in the San Fernando Valley five miles from the heart of Hollywood, it is easily accessible from town and from Beverly Hills. Anthony Masciotra, general host, raises on the ranch the delicacies served.

Frank Pappalardo's Gauchos offer an opening overture to the show and provide music for the dancing. Floor show starts with an accordion solo by a blond looker, Grace Dunn. She offered *Caravan* and an individualistic interpretation of *Serenade in the Night*.

Fette Bette Jordan, who taps with everything but her elbows, offered a clever dance routine. Jay Castello, tenor, sang two songs, one in Spanish, the other in English, both well done. Caroline Mason, another blonde who has "what it takes," offered a rumba and hula number to deserved applause.

Helen Pine, nice-looking brunet, sang *Cabin of My Dreams* and encored with *Star Dust*. During intermission a comedy wench, Eileen Wells, wandered among the tables singing request numbers. The gal informs us she knows a thousand tunes, new and old. Henry Moss, peppy emcee who scored at the Trocadero, Hollywood, a few weeks ago, handled the program well.

Dinners start at 85 cents to \$2, which is cheap but usual for an out-of-city-limits hangout. Drinks nominal.

David Arlen.

Grillroom, Hotel Muehlebach, Kansas City, Mo.

Three acts and the music of Carlos Molina and orchestra comprise the floor show.

Loyce and Lyman, mixed dance team, are standouts. The couple presents the Big Apple in a novel and original style which neatly depicts the evolution of collegiate ballroom crazes since early

1920s when the Charleston flourished. Act proved the best of the evening.

A miniature revue comes next in the persons of Russell and Christine, song and dance artists of average looks and ability. They moved swiftly, took their bows and left the floor to good applause.

Three impersonators, Three Short Waves, ended program with a palatable act which was acceptable but not of the highest rank as entertainment. All in all, show was well presented and certainly Grillroom patrons appeared well pleased.

The Molina combo is ragged in its sax phrasing, and its Latin rhythms is not appreciated as intended by this dance crowd. Molina is personable and the ork is sufficient, but there was plenty of difference in the reception accorded it and Paul Pendarvis' unit two weeks ago. Kansas City long has been known as a hotbed of swing music second only to New Orleans and visiting musicians must serve sock arrangements to go big here.

Two shows nightly. Service excellent, food good. Business upped this week, probably because of holiday season.

Dave Dexter Jr.

Chin's, New York

This and Chin Lee's are the two largest Chinese restaurants using floor shows in Times Square. Both owned by Chin Lee, they use a modest floor show going on at luncheon, dinner and supper.

Occasionally using a line of girls, this time the show comprises an emcee, two girls and a ballroom team. It's an informal affair led by emcee Harry Marks, who does a bit of fair singing and introduces the specialties. He's okeh and can handle the heckling the women patrons give him.

Rhona and Richards provide three routines—a clumsy adagio, a good Argentine tango and a conventional apache. Need more finesse. Pretty blond Marilyn Whitney sings a couple of ballads in careful fashion but doesn't make any deep impression, while small brunet Joy Davis comes thru with a fair toe strut and also a rather labored acrobatic waltz. All of the acts are handicapped by the bigness of the place and the fact the dance floor is surrounded completely by tables, making entrances, exits and all movements clumsy. There's no p-a. system either.

The band, led by violinist Ted Lardon, is pretty bad. It plays listlessly and when the show is on takes delight in heckling the performers audibly and jamming up the music just for a laugh. The two saxes, piano and drums back Lardon's violin, but the result is ordinary music. The drummer displays a nice voice in vocals. If the band wants to be funny it should offer comedy numbers rather than let its boredom show in music supposed to be straight.

Dinner is 90 cents. No cover. Service is okeh, as is the food.

Acts are usually booked direct as a result of auditions. *Paul Denis.*

Cotton Club, Cincinnati

Occupying a large part of the main floor of the Sterling Hotel, one of Cincy's few colored hosteries located in the heart of what amounts to the town's Harlem, the Cotton Club is the best known of the town's seamy niteries, catering not only to the colored gentry but to a smattering of white trade as well. With the actual ownership a secret, spot is piloted by Lee Rainey.

With accommodations for approximately 350 patrons, this night haunt is unusually free of ornate decorations or unusual lighting effects. Two shows, using four colored acts and an emcee, are paraded twice nightly, with Andrew Johnson's Ork, eight men, the house combo. Nightly admission is 40 cents, except when an occasional "name" is booked in, when the door bounty is hipped to 85 cents on advance ticket sales or \$1.10 the regular fee. There's no cover at any time. Drinks are palatable and scaled in the reasonable brackets. The food end gets little play. Spot is well policed and well conducted and despite the mixed-raced policy is noticeably free of brawls, which cannot be said of most white joy emporiums in the near-by sector.

Featured at club at this look-in last Thursday night (2) was Don Redman's Orchestra, from strictly a musical standpoint one of the best of the seamy outfits to hit these parts in some time. Steering clear of the usual lowdown sock stuff generally associated with colored aggregations, the Redman combo stamps itself as better suited for white audi-

ences rather than to the colored ear, generally more attuned to the jungle-esqued tom-tomming.

As usual, "Little Napoleon" Redman has outdone himself on the arranging end. They're a treat to a musician's ear, but to the average uninitiated masses are apt to be a wee bit heavy. Ensemble work is a treat, with the brass section an especial sellout, despite the fact that Redman recently lost his first trombonist and is now down to only two slide horns. Standouts, too, are the band's first trumpeter and the versatile acrobatic drummer. Combo packs a world of volume, free of the annoying blast. In Orlando Roberson, Louise McCarrroll and one of the trombonists the cigar-chewing Redman boasts a grand trio of warblers. The 13-piece outfit is a honey from every angle, and it shouldn't be long until the public gets wise to it. However, Redman could help greatly to reach that end by turning on a bit more personality and showmanship in his baton-waving. Ork makes a good appearance, but the boys do need new music stands.

Colored floor show was made up of Tiny Mayberry, Louis Depp, Rogers and Rogers, Buddy Doll and Johnny Steeles, emcee. This clientele really appreciates its flesh, with each of the turns garnering nothing less than an ovation.

Bill Sachs.

Yacht Club, Chicago

Continuing with a name policy, Sonny Goldstone booked in Lita Grey Chaplin to head the new bill. Spotted midway, she merited attention with smart material that suited her personality admirably. While the room itself is too noisy for her type of talking songs, her radiant personality and time-mellowed delivery managed to still most of the boisterous customers.

Another entertaining turn, the best of its kind in this spot in a long while, is the swiny dance team of Honey and Weldon. A life-loaded pair, the girl a striking blonde and the chap a neat-looking youth. Strut on with an abundance of zest and a feverish enthusiasm of their work. Romped thru two routines and earned a big hand.

Tommy Martin, youthful magician, continues here with his clean-cut work that makes a nice sight in clubs. Has the advantage of a pleasing personality that sells his tricks sans talk. Coin, cigaret and card feats bolster his act.

Jackie Green has been held over to emcee the new show. When caught, he introduced a new piece by Ray Gilbert and Sid Walker labeled the *International Song*. Idea portrays several characters of various nationalities in Ellis Island. Jackie sells it well.

Gladys Crane, soubrette, is another hold-over. Should concentrate more on her dance work and pop tunes rather than involved vocal arrangements.

Hugo DePaul's Orchestra remains on the band stand, with the Highlights, a small strolling combination, furnishing the intermission music.

Sam Honigberg.

Hawaiian Room, Hotel Mayflower, Akron, O.

Swank in every sense of the word, this is the outstanding show spot of the district. Formally opened this week-end after a preview.

Subdued indirect lighting and split bamboo trimmings give South Sea atmosphere.

A trick stage is so constructed that you can watch a tropical storm rage while you dance to the strains of a Hawaiian string orchestra. Clouds float lazily across the ceiling and palms wave in a man-made breeze. Approximately 250 persons can be accommodated.

New rendezvous should fill a long-felt need and should keep at home lot of night-clubbers who have been going to near-by Cleveland and other cities for their after-dark entertainment. Jack Walsh, manager, will maintain a no-cover-charge policy. Chet Ryks' Orchestra has been installed for the opening weeks, with the Beach Combers, a Hawaiian string quartet, alternating. Occasional floor-show talent will be used and bands changed frequently.

Rez McConnell.

885 Club, Chicago

Joe Miller remodeled his Rush street rendezvous and reconstructed the front with a glass square wall that gives the spot an ultra-modernistic touch. It is a gay stay-as-long-as-you-please spot on that lane, employing several song at-

tractions that furnish continuous entertainment. The new cream and blue color combination is a pleasing eyesight.

Featured attraction is the song team of Covert and Reed, accompanied on the piano by Dio Dato. The boys have clever material on hand and special lyrics to fit various occasions. Their delivery is bright and appearance first rate. Do special arrangements of pop tunes and original songs that are sprinkled with laughs.

Belva White, blond piano songstress, recently in other local spots, moved in for an indefinite stay for impromptu entertainment between dance sessions. Her work is okeh for this room. Paye Sheron is another songstress on hand evenings with popular ballads. Makes the rounds among the patrons and leaves them in sentimental moods with her low-voiced ditties.

Nino Rinaldo has a good dance combination that attracts good trade on the small floor. Plays Latin and American tunes and plays them well. His featured vocalist is Suzanne Cantu, Spanish miss with a fiery style.

Johnny Honnert, handsome ivory tickler, continues as the spot's stock pianist, usually on when a lull moment threatens.

George Mitchell rates credit for the neat architectural job.

Prices are quite reasonable and good is good.

Sam Honigberg.

Chez Ami, Buffalo

Good music, a gay and peppy atmosphere and hospitality keep the crowds at a maximum here. Floor show, a little out of the ordinary, proves that occasionally a departure from the "hot stuff" can be well appreciated.

Andre Ponselle's Band, a conservative group, do not go in for the spectacular instrumentations, but are more inclined towards straight stuff. Assisted by eight men, Ponselle plays piano and warbles in fine baritone voice. The others are Harry Robbins, trumpet and vocals; Biff Nelson, Tino Isgrove and Tony Bernard, sax and clarinet; Ted Coleman, bass; Anthony Geonnotti, harp; George Miller, drums, and Johnny Miller, violin. The band is now in its fifth month here and is also on the Columbia network over WGR.

The Chez Amettes, a five-girl line, is an exceptionally good chorus and prove that girls can keep up interest without doing tap numbers or wearing scanty costumes. They are all toe dancers and do just plain steps with a lot of grace.

Ramos and Nanette, ballroom team, offer spins that are very fast and daring and draw rounds of applause.

The Neapolitan Street Singers, Nocera and Spagnala, rock the rafters with their unbelievable volume. Their clever costumes are beyond reproach.

Nanette, without her partner, entertains with a very skillful toe dance.

Coleman, Miller and Geonnotti play during the intermissions in a trio of bass, fiddle and harp.

Phil Amigone is host, and Jack Grood, manager.

Harold J. Warner.

Ace of Clubs, Cleveland

Newest night spot here is the Ace of Clubs, on Carnegie avenue, which held its opening December 1 and appears fated to become one of the more popular rendezvous. Joe Sieger and Twinkle Katz have set up a neat club here, with comfortable surroundings, excellent service and a bang-up floor show.

The Four Ambassadors, for so long with the Mayfair Casino, are one of the aces in the hole, for their popularity is bound to bring trade. Good dance music is furnished by them. Marion Douglas is a singer of more than ordinary ability with wide repertory. Jules Marti and his "gypsy" violin contribute music of the sort the name implies, and Jack Raveron is a baritone who knows his stuff and handles it well. Marvin Arnold works the piano betimes.

Added starter is Abed Allah, advertised as direct from the Waldorf-Astoria, New York, who tells your future in the guise of an Egyptian astrologist. He's popular with patrons and proves again that listeners like to hear good of themselves.

Harlowe K. Hoyt.

Fulton Opens N. Y. Spot

NEW YORK, Dec. 4.—Freddy Fulton has followed the lead of Jack Dempsey, Benny Leonard and Mickey Walker to forsake the ring for an eatery. The former Harlem lightweight has taken over Rudy's Cafe, where he will also be emcee. Policy involves celebrity night every Wednesday.

The Higher Education

COLUMBIA, Mo., Dec. 4.—Modernism characterizes the courses of study offered at Stephens College, exclusive school here for girls.

Last year an expert on beauty was added to teach the gals how to make up and look their best. Last September Maude Adams was hired to instruct in dramatic arts. Both courses went big and the teachers gained national prominence for their efforts.

Climax comes this week, however, when all girls enrolled in the "plays and games" department will be taught to dance the Big Apple.

Throw Party For Band Leader

NEW YORK, Dec. 4.—Harry Lanzner, manager of the Park Central Hotel, threw a party for his pet band leader, Jerry Blaine, Thursday night.

It was a fine gesture of high esteem of the Blaine outfit, the hotel presenting Blaine with an anniversary cake and then Russ Morgan presenting him with a gold watch "from the music boys."

Jerry almost choked with surprise at all these nice things and showed his appreciation by dishing out some swell dance rhythms, revealing a much-improved band compared with a year ago.

Booking Agencies

Among Will Weber (New York) placements are the entire show at the 2 o'Clock Club, Baltimore, with a line of Paul Florenz girls, Harry Rose, Soni Shaw, Kinley and Grant and Jeanne Goodner; Blossom Chan and Jean Kirk at Leon and Eddie's; Carroll Sisters and Crystal Ames at the Mirador; Mary Burton at the 1214 Club, and Laura Deane at Benny the Bum's, Philadelphia, and Tom Lane at the Paramount Theater, Newark.

Rosalie Harris, of New York, placed Marilyn Mack at the Park Rest, Newark, and Florence Mann at the 19th Hole, Union City, N. J.

Harry Kilby, of New York, continues to book the shows at the Adelphia, Philadelphia, despite Jack Lynch's resignation.

Bill Hunter Enterprises, new booking office in Houston, has already lined up the Southern Pelican and Little Club here; the Olmos, San Antonio; Konnos, Armas Pass, and the Interstate Theater.

Hollywood Restaurant Will Never Close—Moss

NEW YORK, Dec. 4.—The Hollywood Restaurant will never close while he is operating it, says Joe Moss, spiking rumors that he may drop the Hollywood now that he has the International Casino under way successfully.

Moss promises "an entirely new policy for the Hollywood" after the first of the year—a policy "never before tried in the night club business."

According to reliable sources, Moss may try variety-style shows, using five or six punchy acts and a headliner, bill changing every other week and with the girls being played down. This would enable the Hollywood to get away from too much dependence on transient trade.

Seattle Clubs Spread Shows

SEATTLE, Wash., Dec. 4.—Holiday season, begun with Thanksgiving week, has given new life to floor-show entertainment here.

The Spinning Wheel Cabaret staged the most elaborate floor show since its opening with Billy Rohmer, Bert Wheeler, Kitty King, Gina Seylor, Florence Marcus and Ray Wray.


New floor show of the Ranch was topped with the Crockett Family, quartet of talented hillbilly entertainers. Supporting is Del Milne and his band, Helen Kelly, Bernice and Clarice Richardson, Wallace and Elvadi and Margot.

New Club in Sheboygan

SHEBOYGAN, Wis., Dec. 4.—A. J. Tusa, owner of the Benedict Cafe, Milwaukee, has opened the Tic Toc Tap here. Opening November 30 was aired over WHBL, with the Variety Four, Patsy Ruth Miller, Betty Martin and Esther Oelchrich offering the entertainment. Celebrity and amateur nights planned.

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Club Management

News and Angles on Night Club Operation

That New Year's Eve Problem

BILL HARDY, operator of the Gay Nineties, New York, says he doesn't raise prices one cent for New Year's Eve. Instead, he stays at the door that night and permits entrance only to steady customers. In that way the steady customer feels he is being given a break. "Why penalize a steady customer the one day a year he wants to step out in a big way?" asks Hardy.

Incidentally, it looks as if New Year's Eve prices are going to be way below those of last year—at least in New York City. The few spots that have already announced their prices indicate a downward trend.

Equipment Ass'n Meets

THE NATIONAL Bar, Grill and Tavern Equipment Exposition meets at the Park Central Hotel, New York, December 7 to 10.

Press Agents Get Ax

UNSTABLE CONDITIONS in the night club field are having repercussions among press agents. Most economy waves seem to start with the press agent, unfortunately. Most club owners find the p. a. a handy goat for bawling-outs when business falls.

It seems to us that when business drops it is the very time the p. a. should be given full leeway.

Liquor Board as Censor

REVOCATION of the license of the "31 Club" in Philadelphia was sought at a hearing Wednesday before the State Liquor Control Board.

Witnesses declared that the club staged "lewd and immoral shows," featured by female impersonators. Other witnesses charged that the police "were afraid to interfere."

State Senator Israel Stiefel, representing the club, said that if the club's show was indecent because it employed female impersonators then the authorities should also ban the University of Pennsylvania's *Mask and Wig* show. The case was taken under advisement.

The 31 Club's case coincided with its announcement of the addition of Carrie Finnell, burlesque body-control artist, to its show. This is the first time Finnell has played a club in Philly. The buxom comedienne will double from the Shubert Theater.

Village Men Plan Promotion

THE Greenwich Village Restaurateurs' Association is contemplating a motion picture script contest which will produce a film publicizing the Village as a dine

and entertainment center, similar to the spotlighting the uptown night clubs derived from the picture *52d Street*.

Association hopes to negotiate with Paramount or Warner for the judging and producing of the scripts submitted.

Other promotion plans for the group include the publishing of an elaborate, artistic guide to the Village spots, designed for free distribution thru taxi companies and hotels as giveaways.

Patrons Compare Prices

IN CHICAGO the swanky spots are comparing their wine list prices regularly. Patrons have been known to complain when asked to pay a stiffer fee for the same drink served at a lower price in a competitive spot.

Employees usually secure the lists when spending a postman's holiday on their night off.

Boston Owners Organize

THE Association of Restaurants of Greater Boston has been formed.

The meeting was held at the Hotel Lenox. Officers elected and those present were James O'Keefe, president; Barney Welansky (Cocoanut Grove), treasurer; Jack Brown Jr. (The Round-Up), secretary; Benny Gaines (Club Mayfair); James H. McManus (Fox and Hounds Club); Jim Purcell, Tony Brando (Brown Derby); Issy Ort (Ort's Grill); Joe Saunders, Tom Maren (Penthouse, Dinty Moore's, etc.); Max Grace (Southland); Rocky Palladino (Famous Door); Bob Berger, Ray Gill (Normandie Restaurant).

A \$50 tariff is pledged by each member to aid in their work of clarifying old blue laws and to move for a 2 a.m. closing and a later hour of liquor selling.

Clean Up on Football Crowds

PHILADELPHIA night club operators lost their long-time lean and hungry look last week-end when the Army-Navy game fans showered the amusement sector with an estimated \$2,000,000.

Art Padula, operator of the Arcadia-International, estimated a take of better than \$25,000 for the week—a record-breaker for this spot. Benny the Bum's did more than \$12,000 on Saturday alone. The Cafe Marguery also reported a capacity house.

Want Convention Trade

CLUB MINUET, Chicago, cashes in on prospective convention trade by distributing blotters on registration desks. Each blotter advertises the club, attractions, prices and is set up in such a colorful way as to appeal to celebrating conventionites.

Duffy Quits Walton Hotel

CHARLES DUFFY has resigned as manager of the Hotel Walton and the Walton Roof, Philadelphia.

Neither Duffy or the Walton management would give any reason for the sudden resignation, altho it was reported that Duffy was dissatisfied with the hotel's bondholders' refusal to spend money modernizing the old hotel building.

Duffy's resignation follows Jack Lynch's leaving the Adelphia's Cafe Marguery last week. Lynch held several conferences with the Arcadia's Art Padula, during the past few days, but the deal fell thru.

Sheboygan Clubs Hit

REJECTING temporarily an ordinance which would have banned all raffles, card games, dice and games of chance in county nteries, the county board of supervisors on November 30 adopted a measure which makes it mandatory for all such spots outside of cities in Sheboygan County (Wisconsin) to remain

Just a Rumor?

CHICAGO, Dec. 4.—Current rumor among the agents here is that Lou Lipstone, head booker for the Balaban & Katz chain, may soon accept a position in the production department of Paramount in Hollywood, with his local successor to be Nate Platt, present manager of the B. & K. houses in the Loop. While Lipstone denies the rumor, the report is strengthened by the fact that Barney Balaban, of B. & K., is Paramount's president.

Club Talent

New York:

AGNES KNOX has added some new routines to her dance repertoire. **WALTER LONG**, rhythm dancer who replaced George Tapps at the Paradise six weeks ago, will double into the Paramount Theater starting December 8.

THEODORE AND DENESHA will be featured in the new show opening at the Cooconut Grove, Park Central Hotel, December 7. . . . **BELLE REGAS** is the current attraction at Oetjen's, Brooklyn. . . . **THE COLLEGE DUMMIES** used in the *Posin'* production at the Paradise Restaurant were built and costumed by Remo Bufano, who has shipped a similar group to London for night club use.

Chicago:

BERNICE STONE, dancer, married George Leiderman, who was formerly associated in a booking agency with Bill Parent. . . . **JACK KALCHEIM** is leaving for the Coast soon with Jerry Lester. Jack expects to bring some acts back with him. . . . **STEVENS HOTEL**, expected to revive the entertainment policy in its Continental Room and close the Boulevard Room when Marek Weber, ork leader, starts his air commercial. . . . **HARRY RICHMAN** will headline the new Chez Paree show starting Christmas Eve. His first appearance here this year. . . . **TED AND MARY TAPT** and Maxine Marfield have moved into the Bismarck Hotel. . . . **ANN PENNINGTON** has opened at the HI Hat. . . . **JACK DENNY** returns to the Drake next Friday.

LOCAL NIGHT SPOT acts will get a break at the B & K Oriental Theater during the run of the locally produced *Cafe Revee*, starting Friday. . . . **DOLLIE WEISBERG**, operator of the recently closed Colony Club, paid off all acts despite heavy losses. . . . **BUDDY ROGERS** opens at the College Inn around Christmas Week.

GLENN SCHMIDT wires that Phil Tyrell will continue to book the Beverly Hills Country Club, Southgate, Ky. . . . **CHATEAU COUNTRY CLUB**, Milwaukee, reopens Tuesday. . . . **JUDITH ALLEN**, of the films, headed for the HI Hat. Willie Shore, that spot's emcee, will fill a week at the State-Lake in January. . . . **HOWARD MAYER** now p. a. for the Stevens Hotel, succeeding Marion Odmark, who returned to the Anderson Publications offices.

Here and There:

KAJAR, magician, booked by Harry Moss for two weeks at the Detroit Athletic Club, Detroit. . . . **CARMEN**, singer and dancer with the Etzi Covato Band at the Italian Gardens, Pittsburgh, wasted a trip to New York to be film tested. She was signed by MGM without a test. . . . **RITA BELL** has been appearing at the Westminster Hotel, Boston, since November 12. . . . **SHOW AT** the Wonder Club, New Orleans, has been running intact for eight months and consists of Billy Austin, Billy Sigler, Poppy Lane and Bunny. . . . **CHARLES AND BARBARA**, dancers, are playing an extended engagement at the Royal York Hotel, Toronto, following a run at the National Canadian Motor Show.

VERN VALDEZ is the new emcee at the Club Piccadilly, Baltimore. . . . **GUIDO AND EVA** opened at the Stork Club, Providence, December 5. . . . **LYLE PAGE** and his *Broadway Playboy Revee* have been held over for another four weeks at the Triangle Gardens, Peoria, Ill. . . . **MARIA KARSON**, who has been at the Hotel Onesto, Canton, O., for 16 weeks, will be held over until after January 1. . . . **MURRY PICKFORD** is keeping dates in the Cleveland area. . . . **CORLISS AND PALMER** will hop from the Famous Door, Boston, for a December 15 opening at the Continental Club, Detroit. . . . **LOUISE CLAYTON** moved from the Chez Maurice, Montreal, to the Paradise, Wilkes-Barre, Pa. . . . **STANLEY BURNS** will stay on at the Terrace Garden, Albany, N. Y.

JACK STACHEY has been held over indefinitely at the Venice Grill, Philadelphia.

NOAH SCHECHTER, until recently associated with Beverly Hills Country Club, Southgate, Ky., is located for the winter in Miami, engaged in booking acts and bands between there and Palm Beach. . . . **RUTHE LAIRD** and her Texas Rockets are current at Rancho San Pablo, El Cerrito, Calif. . . . **THE**

(See CLUB TALENT on page 33)

Alabama Season Has Good Start

NEW ORLEANS, Dec. 4.—Considerable less in number than a year ago but generally better in appearances, night spots here are preparing for a big winter. Formal opening of winter season on turkey day with start of a 110-day horse-racing meet at the Fair Grounds finds hotels and boarding houses filled to capacity. Two large downtown spots already report capacity nightly since.

Blue Room in the Roosevelt and the Chez Paree, suburban house, will be joined next week with opening of Starlight Roof at the Jung Hotel to give city three uptown spots.

Down in the French Quarter (Vieux Carre) several spots have dropped talent. All of these spots are already complaining of high taxes and will have further burden next week when city adds 2 per cent amusement tax to all spots furnishing anything resembling music.

BIRMINGHAM, Ala., Dec. 4.—With steel mills operating at near capacity and the Christmas Carnival prevalent, local spots enjoyed biggest week in several years. Topped by Husk O'Hare and "Gentlemen of the Air," feature of week was Carnival Ball at the Municipal Auditorium. Thomas Jefferson Hotel featured Cecil Golly's Band and Kory and D'Gage. The Tutweiler offered Hod Williams and Music, Dorothy Goff, Paul and Tony and Sonia and Marinoff. Pickwick Club offered the Auburn Cavaliers and floor show.

Sunday Vaude for Chi B & K House

CHICAGO, Dec. 4.—Balaban & Katz will try out Sunday vaude in its North Shore Theater starting December 26 and if the policy clicks it may be extended into other neighborhood houses. Lou Lipstone, head booker for B. & K., states that band and vaude units will be used but the budget for flesh shows will be limited. North Shore is one of the most elaborate theaters on the far North Side and was a Sunday vaude date last year, as was the chain's Regal, located in the Negro neighborhood.

Understood that falling biz barometer in some of the neighborhood theaters and the ban of lottery games is forcing the operators to listen favorably to flesh-poly proposals.

Only other week-end vaude used by chain neighborhood houses at present is Saturday and Sunday both at Warner's Stratford and RKO's Kadzie.

closed from 1 a.m. until 8 a.m. The new ordinance applies only to spots where intoxicating liquor is sold.

Bill Beasley Spot Pinched

THE CLUB ESQUIRE, Toronto, had its first anniversary festivities saddened somewhat by the visit of inspectors last week. The coppers charged owner Bill Beasley with "keeping a common gaming house" and seized equipment and liquor valued at \$1,000. Beasley will appear for trial December 6.

However, business goes on as usual, with Raye, Prince and Clark heading the Anniversary Show.

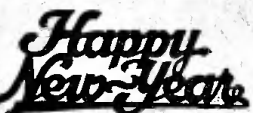
Gals Mustn't Mix Drinks

TWO ORDINANCES introduced before the commission council of New Orleans would ban women from "mixing, pouring or shaking spirituous liquors" or "drawing wine and malt beverages" in business establishments. Ordinances were submitted to the council by the New Orleans Central Trades Council.

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Acts and Bands Click in Shorts

Here's Your Hat, Vitaphone short, presents CHARLES (COOKIE) BOWERS, PHIL SILVERS, THREE MARSHALLS and other variety acts in a night club setting. Plot revolves around happenings contingent upon Bowers' efforts to have the hat check girl watch the floor show. Special songs by Cahn and Chaplin.

Bowers imitates, with appropriate mugging, sounds of a cow, a siren, saw and other things. Sock part of his act, tho, is his Coney Island number. Did the same thing on the Roxy stage recently. In films Bowers' mugging comes over with exceptional clarity.

Three Marshalls, two blondes and one man, sing two numbers, *Posin'* and a cowboy novelty. Possess plenty of presence and appeal, necessary for numbers of this kind. Silvers flits on and off delivering a few gags and playing an important part in the development of the plot, such as it is. TED ADAIR, dancer, whirls all over the screen in a short flashy routine, and EVAN EVANS emceeds and sings *Brothers of Romany* with a robust operetta-type voice.

TWELVE AMERICAN ROCKETS, male and female group, do two excellent production numbers, displaying ability at tap and adagio routines. P. A.

JAN RUBINI and his ork, in a 10-minute Vitaphone short, go thru one of those nutty plots so evidently beloved by the makers of short subjects. Rubini's music, tho, registers well, and Jan himself squeezes some luscious music out of his fiddle. Screens okeh, too.

Story tells how Rubini's fiddle playing so pashed and melted a dame that she gave him a Stradivarius—in order to hear it played by a master. This is a quaint and touching tale and the pashed brunet is a nice bundle.

Rubini, in addition to working the fiddle for some classical stuff, also has his ork do pop, and best of latter is a rumba with ROSALEAN AND SEVILLE appearing for a ballroom bit. Dance is well executed. P. A.

Salt Lake City Prefers Units

SALT LAKE CITY, Dec. 4.—Roxy Theater now only house showing units featuring vaude acts. Manager Andy Flor has found this type more profitable than straight vaude.

Last week he featured Mickey Daniels' revue and this week an all-colored show, Jack Schenck's *Darktown Scandals*. The Cotton Pickers' Band rounds out bill.

Next week Joe Morgan's *Parisian Folies* will be the stage attraction.

Individual units heading this way are sure of a booking, according to Manager Flor.

Two More Nick Boila Units Set

CHICAGO, Dec. 4.—Nick Boila will do two more units in January, making four for the season. Circus acts will head *Carnival of Fun* and *Folies d'Amour* will have an all-girl band and several acts.

Boila's *Can You Take It* show will play the Michigan, Detroit, Christmas week and will follow with successive dates at the Palace, Chicago; Palace, Cleveland, and six weeks in the East. *Three Cheers for Rhythm*, now touring for Interstate time, will head for the Coast next year.

Still Plenty of Vaude in Toronto

TORONTO, Dec. 4.—James Temple, mentalist, has now been booked by a group of local independents for 12 weeks thru the McClure office.

Same office reports that 15 stage spots are being used in neighborhoods Saturday afternoons with distinctly juvenile appeal—such as clown acts, Punch and Judy and trained dog numbers. Other symptom of successful effort to overcome double feature willies is steady use of amateur nights.

Still no sign of Shea's Hippodrome bringing back vaude since it reverted to all pictures last spring.

"Nothing doing yet—nothing doing in New York, and it has got to start in New York first," said Jerry Shea, Hipp manager.

... and Then He Saw Red

PITTSBURGH, Dec. 4.—Now it can be told.

Two weeks ago Fred Waring, then at the Stanley Theater, was being interviewed over the air by the weekly Warner Theater commentator. Trying to be different, the interviewer had Waring ask the questions.

Queried Waring, "Whom did you have the most fun interviewing?"

Popped back the local, "Horace Heidt." Waring burned, and for the first few minutes after signing off the air was fit to be tied, and said so in no uncertain terms.

Vaudeville Notes

CARMAN, of Carman Brothers and Carman, has been ill for about two months in Vienna, where act was playing. . . . JOHNNY SANNA, dancing comedian, opens at the State-Lake, Chicago, December 17. . . . CENTRAL BOOKING OFFICE, Chicago, planning a *Big Apple* unit. . . . FAITH BACON unit will play the Riverside, Milwaukee, this month.

ART BONGER AND ANITA have joined Flo Nickerson's *Springtime Varieties*, heading south. . . . PAUL WHITE-MAN goes into the Chicago, Chicago, week of December 17 before leaving for the West Coast. . . . JANE WITHERS is scheduled for a p. a. at the Palace, Chicago.

WILKEY AND RAE canceled their Australian contract with the Tivoli Circuit to go to London for the Foster Agency. Sall from New York Wednesday.

CALEB KENYON, of the Five Elgins, was honored by a theater party of members of Johnston (R. L.) Post American Legion November 26. Kenyon is a member of the post. . . . On November 30 members of Rhode Island Assembly 26, Society of American Magicians, also visited the theater in a body as a tribute to Hardeen.

CHICAGO NOTES: Pat Dobbins, Sam Bramson's sec in the William Morris Office, home with a foot infection. . . . HARRY KALCHEIM was in town to look over the night spot talent. . . . MURIAL ABBOTT'S kids will be used in the Christmas week show at the Chicago.

McCONNEL AND MOORE, who have been in Honolulu for the past eight weeks, have lined up dates until after New Year's, when they plan to tour the other islands of the Hawaiian group. . . . JIMMY SHEA AND GUS RAYMOND, Frank Libuse, Margo Brander, Stanley Twins, Joan Merrill, Richard Bishop and (See VAUDEVILLE NOTES on page 28)

From manuscripts submitted to the FTP for use in its own variety programs, the National Service Bureau selected and published resumes of 78 non-royalty vaude skits, monologs, minstrel shows and blackouts and 68 royalty-begetting numbers—all "examples of the best in American vaudeville." With each skit are notes on cast and equipment requirements and the identity of the publisher holding the original and complete script.

WPA Offers Special Material; Some Free, Some at Low Cost

NEW YORK, Dec. 4.—What first seemed merely a fulfillment of needs of the Variety units of the Federal Theater Project has become an inexpensive supply of gags and sketches for performers, as well as a free bit of business promotion for less celebrated authors and publishers in the form of a summary catalog compiled by the National Service Bureau of the FTP.

While pamphlets circulate gratis to the FTP or any other government agency, performers or outside organizations are assessed a 25-cent (20 for royalty group) fee to cover the material cost of the catalog. If any of the 400 FTP Variety units (there used to be 600) select for production one of these recommended skits the authors receive \$5 per week. Service charge for others will vary and be determined by publisher upon inquiry from performers. However, summaries, which were meant to be only teasers, are complete enough for any alert comedian to use as is if he can

Weber Tells Traveling Bands Their Performers Must Be AFA

NEW YORK, Dec. 4.—American Federation of Musicians is notifying band leaders that vocalists and entertainers not essentially musicians come under the jurisdiction of the American Federation of Actors. Performers in this category must have an AFA card, according to Bert Henderson, AFM exec. Rule applies to all traveling bands and is of marked import in that nearly all name bands have vocalists and other entertainers. Conversely, men who are incidental singers and entertainers but are primarily musicians come, of course, under the AFM. Notifying band leaders direct of this ruling, which is not new in itself, is the latest indication of cooperation between the AFM and AFA.

After the Detroit convention of the AFM in 1936 Ralph Whitehead, AFA executive secretary, secured the federation's approval to contact locals direct for reciprocal working agreements, and since then Whitehead has lined up some 70 contracts. Believed that when the AFA has grown in membership a national agreement with the federation will be concluded, such a development being a natural corollary to Joe Weber's attitude when the subject was first broached.

AFA, lately increasing its membership by organization drives in both indoor and outdoor fields, has just set up branch offices in Los Angeles and San Francisco.

Blumberg's Leaving Leaves RKO in Air

NEW YORK, Dec. 4.—Upon the successor to the post vacated last week by Nate Blumberg, vice-president and general manager of RKO Theaters, to take over the presidency of Universal Pictures, lies the probable fate of vaude in RKO houses. Blumberg was considered a provoude, and if the one chosen to replace him is not as kindly disposed toward flesh as he, the reaction will probably be keenly felt.

Circles within the organization expect the elevation of John J. O'Connor, chief film buyer, to the post of general manager, but nothing definite will be known until the arrival of Leo Spitz, president of RKO, from the Coast Wednesday.

Vaude Comeback In Indianapolis

INDIANAPOLIS, Dec. 4.—Stage shows are making a come back, as three of the six downtown first-runs are presenting vaude bills in combination with pictures this week.

Newest entrant in the stage-show field is the Circle, presenting Don Redman and revue this week. Fred Waring and band may play the Circle, but Manager Art Baker will neither affirm nor deny.

Keith's which Jack Kane, former burlesque operator, is managing, has Husk O'Hare and band on stage. Deacon Moore is slated for next week.

And the Lyric, formerly the only vaude house in town, has a varied bill headlining the Northerners.

Reported Dead; He Can't Get Bookings

PHILADELPHIA, Dec. 4.—It's a strange predicament that has befallen Leone Toone and his wife. For 11 months they've been away from home, playing their mental and ventriloquial act in Deep South.

When they returned recently, to their amazement they were told that Mr. Toone had been regarded as dead since last July. Agents up north can't believe that he is still alive and refuse to book him. Unless something happens real soon in the way of employment or in correcting the false report, Toone swears he'll believe he is dead at that.

Brandt Vaude Still in Doubt

NEW YORK, Dec. 4.—In spite of stories in the daily papers that vaudeville was coming back here via the Brandt chain of motion picture theaters, flesh plans of William and Harry Brandt are still in the if, maybe and perhaps stage.

When and if the Brandts try vaude, it will be in one theater, the Windsor, Bronx, and then only as an experiment. If the policy clicks, they are prepared to book acts in 14 of their New York nabe houses. In any event, nothing will happen before January 1.

Policy would be a combo film-flesh, with six variety turns, a line of girls and a stage band. Prices would remain the same. As yet no acts have been booked, and no booker has been set. "I'm talking with everybody," said Billy Brandt.

Reported that the Brandts have made scale adjustment with the musicians and stagehands. Union demands are understood to have been the chief obstacle to the Brandt vaude revival.

Midwest Vaude Planned

LINCOLN, Neb., Dec. 4.—Harry Weinberg, head of General Theaters, Inc., of Iowa and Nebraska, is flirting with the vaude idea for several Iowa spots. May start after the first of the year with Iowa City, he said.

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

DANTON WALKER
MALCOLM JOHNSON
JACK GOULD
ROBERT DANA
BEN SCHNEIDER
and MARCUS GRIFFEN

CONTRIBUTE TO

WHAT THE NIGHT CLUB EDITORS THINK OF THE PRESS AGENTS

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

HOLIDAY GREETINGS NUMBER

Dated January 1

Loew's State, New York

(Reviewed Thursday Evening, Dec. 2)

Louis Sobol has gathered a bevy of ace performers for his show at the State, with every act scoring strongly.

Bill is knit together and expertly emceed by Sobol, who shines all the more for remaining in the background and letting the acts get the applause. Show has Sheila Barrett, impersonator and character actress; Cross and Dunn, singing and comedy team; Paul Sydell and Spotty, dog act, and Marion Daniels, control and acro dancer.

Miss Daniels opens. Blonde, with an extremely supple body, she performs a difficult acro dance routine not only with skill, but with what is perhaps more important, a certain aesthetic touch counterbalancing the excessive athleticism necessary for such a performance. Work includes somersaults, hand-walking, leg contortions and other phases. Showy stuff.

Marjorie Gainsworth, soprano with experience in the Chicago Opera, offers a trained, bell-like voice. Choice of songs is excellent, comprising operetta, opera and pop material. Offered *Make Believe*, *Sweet Mystery of Life*, a novelty of what she thinks of opera and jazz, *St. Louis Blues*, an aria from *La Traviata* and *Italian Street Song*. Besides her singing talent, Miss Gainsworth has style, appearance and facile stage presence. Stopped the show.

Paul Sydell and Spotty next. Precarious balancing routines accomplished by the pup are almost unbelievable. Perches on Sydell's head with his forepaw, balances on Sydell's thumb with his forepaw, passes to the other hand, turns somersaults, etc. Presentation is expert. Sydell had a tough time breaking away from the audience.

Sheila Barrett in next-to-closing. Opens with an imaginary Hollywood radio broadcast premiere, imitating W. C. Fields, Simone Simon, Garbo and others. The dialog is exceptionally clever, and the act is more than mere impersonation. It is an extremely difficult form of character acting. Also came thru with take-offs on Mary Boland and Louise Rainer and socked so strongly that she was forced to encore with *The Southern Girl*. Routine is hilarious and act is a solid headliner.

Cross and Dunn offer straight singing and comedy songs with clever parodies and impersonations. Open with *Vieni*, *Vieni* straight in a beautiful arrangement. A novelty, *Life Begins at 85*, a take-off of the Social Security laws, is neat satire. Follow with good lyrical nonsense on playwrights and include in this bits of Ibsen, Shakespeare, Gilbert and Sullivan and others. Team stopped the show and encored with a hoked version of classical tunes. Audience dragged them out again for a bit of gagging with Sobol. A fitting close to a swell bill.

Pic. *Souls at Sea*. Excellent show. Paul Ackerman.

ABC, Paris

(Week of November 21)

Program off weakly with amateurish Visocha Ballet. Darcy Trio follow with a peppy session of swift juggling of hats, plates, balls and clubs. Turn is cleverly sold and livened up with good comedy. Clement Duhour, new to vaude, pleases

Vaudeville Reviews

with crooning. Pablo, assisted by shapely cutie, mystifies with speedy manipulation of cards and cigarettes. La Mome Plaf is just another sob singer with a dead-pan face and little personality. Paul Reboux's rep as writer and radio speaker helps him get by with a none too well delivered monolog. Piece does have its witty moments.

Jo Bouillon's Ork closes the first half with good session of jazz and comedy, but hasn't changed its material for at least two years. Goyita Herrero, attractive Spanish dancer, scores with three neat dances. Doumel kids the audience and the management and dishes out some rather blue jokes.

Sofonova, Toulimann and unbilled partner are good vocalists, but their operatic burlesque, already heard long ago at the Empire, is rather tedious fare. The Cristianis close with sensational session of whirlwind tumbling and peppy teeterboard tricks.

Ted Wolfram.

Paramount, Los Angeles

(Reviewed Tuesday, November 30)

Recovering from its lethargic show last week, the current offering is bright, tuneful and interesting. Variety of acts feature a cowboy and a singing coyote, a tight-wire artist, the Peters Sisters' singing trio held over from last week and those lovely Fanchonettes.

Drawing of the curtain reveals an enormous cut-out of a girl in Russian garb. Her split skirt parts and from between her shapely legs come the Fanchonettes, fetchingly attired. They offer a lively dance, each girl performing a brief specialty. Helen Rose designed the excellent gowns and costumes worn by the Fanchonettes.

Ken Baker and his swingsters offer a fast, smart rendition of *Vieni Vieni*, with attractive vocalization by the orchestra men. Baker still lacks stage personality.

Hal Silver, portraying an inebriate, attempts to walk an imaginary chalk line seven feet from the floor, slipping, stumbling and nearly strangling himself on this misplaced clothesline. Silver performs capably a number of difficult flips on the wire and finishes his act with a clever unicycle performance.

Unusual is the act of Be Ho Gray, Oklahoma cowboy, an expert in whip cracking. He snaps small pieces of paper with deadly accuracy. He reveals himself a precise knife-throwing expert. He endeavors, not without success, to emulate Will Rogers in roping while discharging out small talk. But the highlight of the act is his duet with a prairie wolf, the audience applauding heartily.

The Peters Sisters, who did so well in *All Baba Goes to Town*, are still here. They offer *I've Got Rhythm* and *Blue Skies*. This group would go well on the radio, their appeal being complete as an aural offering and depending not in the least on their humorous avoirdupois.

Powder Box Ballet, presented by the Fanchonettes, proved a familiar theme but well worked out. Ken Baker and swingsters provided lively music for all the dancing, and perhaps if their leader develops a little more ingratiating "umph" this will be a first-rate stage aggregation.

Stand-In is the screen attraction. Business uniformly good in this major downtown stand. David Arlen.

Metropolitan, Boston

(Reviewed Thursday Afternoon, Dec. 2)

Two innovations heralded the opening of this week's *Battle of Swing* show, slash in prices and three orks in the vicinity of the proscenium. A total of 50 musicians gave the patrons a merry go at three distinct styles of music, delineated by Jack Denny, Lucky Millinder and Peter Bodge's Met house orks.

Dick Ware, emcee, introduced the two generalissimos of the booked-in bands, Denny and Millinder, and started the two off in a battle of music, spotted now and then by comedy and dancing talent. Set was okeh, a huge thermometer indicating various degrees ranging from torrid to Swing It (Hades). *Battle* was a draw between the whites (Denny) and the tans (Millinder), with a rousing *Bugle Call Rag* finale by the three orks batoned by Bodge.

Show (82 minutes) after it is pruned to about 60 minutes will be a neat one. Millinder's several changes of apparel and his idiosyncrasies—corkscrew turns, pedestal leaps, tambourine whack-

ing and piano walking—brought the giggles.

The Denny contingent offered the socko tap work of Sunny Rice, a capable tap artist. Her Russo-Spanish steps were okeh, too, and we wonder what's keeping her out of the flickers.

Ray and Trent, male acro team, is another spiffy act that is better than Class A. Business from start to finish is alive, fresh, difficult and neatly performed. Perfect co-ordination. Tremendous hand.

Bob Pace vocals fair enough and Mildred Fenton went big with the crowd, altho she has a voice of so-so caliber which at times she strains. However, she satisfied the customers.

Johnny Perrin struck out *Sweet Sue* on the vibraphone and teamed with three other Denny men for a jam session of *Alexander's Rag Time Band*.

Millinder offered the band in a special vocal arrangement of *Old Man River*. Cook and Brown team up as a nifty septa duo. Tap and novel bits brought them a terrific hand, particularly on the challenge work. Lindy Hoppers (6) failed to impress. Seemed too dull on next to shut. Outfits weren't refreshing, nor did the dancing create verve.

Acts apparently won the battle, with the Denny music rating tops at this show. House was filled, due to prices and because of ork addicts.

Sidney J. Paine.

Hansa, Hamburg

(Month of November)

Overshadowed only by the importance of the Scala, Berlin, this house ranks among the finest vaude theaters on the Continent. Programs are set for an entire month and, as in most German theaters, acts of an athletic nature predominate.

Three Grigetys, aerialists, are a good opener and most of their work is highly daring. Trikon turns in a fair conjuring performance that wins approval. Irene Clarton and her Apes furnish a sock novelty. Monks are amusing and highly intelligent and go thru their paces without a let-down. Act garners hearty plaudits.

Norwich Trio, three-man comedy contortionists; do the selfsame act as the Lime Trio. Three Willards, trio of Dutch boys, provide corking entertainment with an accordion act that is different. Boys, all personable showmen, add okeh comedy, trick dancing and singing to their push-box interludes and the result is highly satisfying.

Four Avantis have a perch act that's very thrilling and filled to the brim with tricks.

Alfred Gondrell, monologist, introduces the Three Loose Screws, trio of English boys finding much favor here. Their work is fast, clever and funny and attempts of the Screws to do their talk in German gives audience big kick.

Four Sensational Macks, three men and a girl, are America's sole entrants. Quartet has a high-speed roller-skating turn that is well arranged and easy to watch.

Four Urbanis, man, boy and two midgets, perform some unusual and difficult balancing feats. Straight work is corking, but the comedy can be deleted without harming the act. Leni Althoff's Dancing Pachyderms are popular here. Elephants have plenty on the ball and are enthusiastically received.

Seven Aus Tokay, five young girls and two boys, are Hungarian whirlwind dancers and acrobats. Fast and colorful act almost stops the show. Ruth and Ernesty, good-looking gal and male partner, keep up the pace with a bright juggling turn in which hoops and clubs predominate. Bert Ross.

Folly Theater, Brooklyn

(Reviewed Wednesday Evening, Dec. 1)

Folly continues to draw nicely with its combo policy, orchestra and balcony being well filled for the last show.

Bemi Troupe, five-man tumbling act, opens. Do pyramids, the understanders exhibiting great strength, but that is about all. Most of the tumbling, carried on all over the stage, is just so-so, altho once in a while the boys put some flash in the act. Turn definitely needs finesse and will perhaps improve with more experience.

Joe Holland, emcee, teamed with Kathleen Oden for the deuce spot. A comedy turn with gags and novelty

songs, this act gets a very good hand at this house. Much of the comedy is dependent on play on words. Miss Oden, straights. More work should bring the couple along nicely for better spots. Found the audience here a pushover.

Memory Lane Trio, three-man harmony turn (collective ages total 203 years) holds forth in old-time barber-shop style, hitting the notes with a pleasant nasality. *Do Wait Till the Sun Shines, Nellie*; *Old Grey Bonnet*; *When You and I Were Young, Maggie*; *Garry Me Back to Old Virginia, Irish Eyes* and others. Get the audience to participate in some of the tunes. Stopped the show here and had to beg off.

Dot and Betty Revue, four-girl-one-man dance flash, in next-to-closing. Mixed team opens with a tap routine showing plenty of talent. Hoofing is neat and clear, with the ork subdued in spots in order that the audience might catch the taps. It's polished rather than the break-leg type of routine. Vary it with a bit of smart acro and go off well. Couple appear youthful and good-looking and should get on. Do a second hoofing turn on drums, performing intricate legwork in a small area. Other femmes in the act do an acro, straight toe tap and a sort of cake-walk tap on toes. All fair. Turn is good, altho lacking a ballroom couple.

Four Hickory Nuts, hillbilly instrumental and singing quartet, closes with a bang. Instruments are guitar, accordion, banjo and bass, the latter strummed by a pasty-faced comic who continually twitches and shivers, giving the impression he is suffering from d.t.'s and fleas. It's grand comedy and good for one laugh after another. Guitar player does the singing in a robust voice, and act clicks right along. Do hillbilly tunes and novelties, such as *Mama Don't Allow No Music Played in Here* and others. Guitarist socks with a yodeling number and then gets audience participation in a very funny novelty. Stopped the show.

Pic. *Sheik Steps Out*. Paul Ackerman.

Varietes and Empire, Brussels

(Week of November 14)

No big names on the new bill at the Varietes, but a nice lot of good standard acts. American acts registering hits are the Mae Wynn Four, tap dancers; the Four Comets, roller skaters; and the New Yorkers, novelty hat jugglers. Other good turns are Mollie, Marie and Mary, English radio entertainers; Two Lindes, perch act; Crayon, caricaturist; Rudy Starita, xylophonist; Sobski's dogs; the Ludowski Ballet; Hans Syra, comedian; Jean Tranchant, crooner, and Marchand, diabolo manipulator.

The Empire has a varied bill, including Otis-Holley, sepien singer; Antony, aerial; Mel and Melma, acro dancers; Billy Bourbon, tumbler; Remmo, juggler; Agnes Capri, French singer; Atharos and Marinos, bar act; Sans, iron jaw; Smol, contortionist; Roland Dany and Lamiska, dance duo, and the Empire Babies. T. W.

Roxy, New York

(Reviewed Friday Evening, Dec. 3)

Looks like a lean week. Sparse advance publicity on that practically unknown quantity, Annabella, is not filling the pews as desired, and the slightly short stage-show could show to much more advantage.

Bill is dominated by Barto and Mann, and the pair stir up some semblance of interest with their "long and short of it" panto-comedy and eccentric dancing. Altho more than just familiar to local audiences, act is sure-fire for laughs.

A novel four-girl roller-skating act, Juanita and her Champions, opens in a setting already set by the Gae Foster kids in a colorful skiing-skating number. Beyond the novelty of seeing single and double girl loads swung by girls, no mean trick in itself, the quartet spins out with some of the most daring, intricate and neatly done twirls attempted by any combination.

Du Val, conjurer, assisted by a man and a girl, works with silks alone, but despite the lack of variety, manages to keep up interest with a well-chosen set of tricks, fast paced. Keeping mum on some tricks and talking with others shows showmanship and a keen understanding of his subject.

Lately featured over NBC, Walter Cas-

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE WHITE HOT SENSATION"
4313 Roosevelt Blvd., Phila. Pa.

VIC HYDE

"One-Man Swing Band"
Week of Dec. 8th

PARAMOUNT THEATRE,
New Haven, Conn.

Mgt. Rudy Vallee Units Corp., N. Y.

BELL'S HAWAIIAN FOLLIES
Now
Northwestern States Tour.
Mgt. Bob Hicks Page,
814-21st Ave., Altoona, Pa.

Reviews of Acts

Andrea Marcelle and Co.

Reviewed at the Palace Theater, Chicago. Style—Adagio dancing. Setting—Full stage (special). Time—Five minutes.

A panther-clad woman and three men in turban costumes doing a better-than-average adagio routine. The backdrop furnishing the atmosphere of a jungle lends impressiveness to the turn. Girl's weird eye makeup, however, is not necessary, as it only hides her natural beauty. Miss Marcelle is quite supple and graceful and in several tricks almost sensational. Men are capable in their usual assignments. S. H.

Glen Pope

Reviewed at the Orpheum Theater. Style—Magic. Setting—in one. Time—Six minutes.

Billed as "The Sophisticate of Magic," Glen Pope proved himself an immaculate figure sartorially. Starts by doing the disappearing bird and cage trick.

Clever is the manner in which Pope blows smoke from two empty pipes placed bowl to bowl. Useless separately, the pipes are endless in smoke content when placed together, even after both have been broken into small pieces. Pope does the old paper-tearing gag, too.

A particularly clever trick is his weights on two separate and distinct sticks held in one hand. When he pulls one weight

down the other goes up, tho there is no visual connection between the sticks. Pope's performance is at all times suave, even-voiced, pleasant. D. A.

Pinky Tomlin

Reviewed at the Orpheum Theater, Los Angeles. Style—Singing. Setting—in front of band. Time—Eleven minutes.

Pinky Tomlin has always been tops with local audiences. His appearance at the Orpheum this week was no exception. They cheered him before he started, after every song and refused to let him off until he'd sung virtually everything he ever wrote.

Among the numbers Tom did *You Can't Stop Me From Dreaming*, *I Told Santa Claus To Buy Me You*, *Tetched in the Hat*, *The Love Bug Will Bite You*, *A Country Boy at Heart* and ending with his first great hit, *The Object of My Affection*.

Tomlin told his audience he'd done four shows that day and two national broadcasts with Cantor and he looked it—tired. His ready good humor and pleasant rural attitude make him a great asset on any bill. D. A.

Must Get Pay for Filming of Show

NEW YORK, Dec. 4.—When a night club floor show is being filmed the performers will have to get a minimum of \$10 in addition to salary, the American Federation of Actors ruled this week.

Ruling followed filming of the show at the American Music Hall last week and the AFA's discovery that the musicians and stagehands were being paid extra but not the talent. AFA intervened and got an extra \$10 for each performer.

New Vaude Spot at Stockholm

STOCKHOLM, Nov. 27.—The new vaude spot, Oscar's Varieten, recently opened with a good bill, including Togan and Geneva, American wire walkers; Fred Williams and Partner, hoofers; Ivanoff, juggler; Three Baldors, hokum comedy, and the Marvels, in novel hand-jumping stunts.

Copenhagen Niteries Lively

COPENHAGEN, Nov. 27.—Local night spots are offering big floor shows, with American acts being accorded a good break.

National-Scala has the sepien singer, Adelaide Hall; Frida Convally, trapezist; Barbara La May, contortionist; Miss Quintilla, wire-walker; Sherkot, mimic; and a tab revue with the American entertainer, Joe Bonell, assisted by Doris Bay, acrobatic dancer.

The Valencia has the Three Rays, American dance trio; Ellen Octavio's pets, and the Hartley Sisters, trapezists. Ambassadeurs, Lodberg's and other niteries also offering good shows.

Haymes Versus Stable

PITTSBURGH, Dec. 4.—Competition for the younger dance trade loomed for the William Penn Italian Terrace, which has been monopolizing most of the in-city business with Dick Stable, as Webster Hall opened its Imperial Room this week with a floor show and Joe Haymes' Orchestra.

The spot is the old Rainbow Room, remodeled at a cost of \$20,000, says Manager Dick Nash. Booked by Joe Hiller for CRA, Haymes plays for dancing Wednesday, Friday and Saturday. For dinner only other evenings.

Canton Club Folds as Rep Show Idea Fails

CANTON, O., Dec. 4.—The Hofbrau, ace night club at near-by Meyers Lake Park, has been shuttered, probably until spring, Carl Sinclair, manager, announced.

At the start floor-show policy was tried without success, this being replaced the last two weeks by a small repertoire group presenting *The Drunkard*.

With the closing of the Hofbrau only spot operating regularly here is the Torch Club, on Route 30, midway between here and Massillon.

Tuition From an Expert

LONDON, Nov. 29.—By arrangement with the management of the Piccadilly Hotel the entire cast of the floor show at that spot visited Maidstone jail last Sunday and gave a show for the prisoners.

This is the first time that a cabaret show has been given, altho it is not unusual for vaude programs to be presented to the inmates in English jails.

Star performer was Giovanni, "the pick-pocket" conjurer, who strolls among his audience, picks their pockets and a few minutes later returns the stolen goods. On this occasion he called for two assistants. Two prisoners were allowed to assist Giovanni. They were both serving terms of imprisonment for picking pockets.

Rigid Enforcement of Pa. Law Asked

PHILADELPHIA, Dec. 4.—A demand that the State enforce the new agency law will be made this week by representatives of night club performers at a meeting in Harrisburg with the State Department of Labor and Industry.

Thomas E. Kelly, of the United Entertainers' Association, charges that bookers were chiseling their clients in open violation of the new law. Laxity of enforcement was blamed on the 44-hour law, which has overloaded agents of the State Department of Labor and Industry, making it virtually impossible for them to check up on violations.

The law provides for the licensing of bookers and the issuance of contract receipts to performers.

U. S. Acts in Paris Niteries

PARIS, Nov. 29.—Sis and Buddy Roberts, comedy hoofers, are at the Harlem cabaret in Montmartre.

Cookie Faye, acro dancer, is at the Caprice Viennois. James Houston, hooper, and Mabel Scott, singer, are at Chez Ray Ventura.

Chi's Casino To Reopen

CHICAGO, Dec. 4.—Leonard Hicks, managing director of the Morrison Hotel, plans to reopen the Casino Parisienne, recently relinquished by the French Casino interests of New York. Spot will be known as the Terrace Casino and will open, according to present plans, New Year's Eve, Jimmy Garrigan and orchestra and a floor show will be used.

Irving Jacobs Adds Bookings

SYRACUSE, N. Y., Dec. 4.—Spot bookings by the Irving Jacobs Attractions here have been extended to include Rudas Beach, Schenectady; Murray's Inn, Albany; Savarin, Buffalo; Bob Thompson's, Waverly; Carpenter's Rathskeller, Elmira, and Royal Pines, Lake George. Local houses include Club Candee, Kenmore Hotel, Palm Gardens, Town Club and Frison Inn.

VAUDEVILLE NOTES

(Continued from page 25)

Louise Iltington are being featured in a new two-reel Vitaphone film. . . . MARIA GAMBARELLI, ballerina, announced upon her return from Rome, that *Doctor Antonio*, the Italian picture in which she is featured, may be done in English and that she has tentative plans to participate in three more Italian films. . . . BILLY HOLMES has been appointed publicity director of the San Francisco AFA branch. . . . BROWN AND LA VELLO's *Sketch Book* unit, currently playing Kentucky houses, features the Six English Macks, with E. P. Douglas, Brown and La Vello, Wayman and Mack, Milo and Marlow, Bob Von, the Three Byrons and R. Patrick Sutton, emcee.

DOTTIE DEF has been added to the Mickey Daniels' *Talk of the Town Revue*, doing one-nighters thru Montana.

HENRY SHEREK is in New York from London, accompanied by Mrs. Sherek. He's the booker of the Dorchester House, the Ritz and other important London clubs. Looking around for talent. . . . PATRICIA LYNN is the new name for Billie Lorraine, who opened last week at the Radio City Rainbow Room Lounge, New York. . . . VALENTINOFF, concert dancer, is being offered to vaude. . . . THE OSCAR SHAW unit has been

Vaude Wants Nitery Acts

Chi bookers preferring n. c. turns to standard vaude acts—repeat angle

CHICAGO, Dec. 4.—Scarcity of vaude acts is giving local night club talent a real break in downtown combo houses and on week-end dates in neighborhood theaters. Vaude operators have tired of playing the same acts over and over again and in their search for new presentation ideas are using more and more acts from local niteries.

In setting shows for the State-Lake, booker Billy Diamond has his arms open for agents handling good night spot material. Shows penciled in for the State-Lake the next several weeks list almost a dozen club acts and one complete floor show. Latter is the Earl Hines unit, now at Ed Fox's Grant Terrace, and set for State-Lake next month. Another show composed almost entirely of Hi Hat Club acts will come in early in January and include Willie Shore, Zang and Todd, and Hazel Harmon.

Lou Lipstone, head booker for the Balaban & Katz Chicago and Oriental theaters, encourages night club talent to work up theater routines. He has been using an average of three night spot acts in the two houses weekly, and is now working on a *Cafe Roundup* unit idea for the Oriental. Originally slated to open Friday, it was postponed due to the similar idea used in the picture *52d Street* opening that day. Revue will have a lineup of performers who established themselves in local spots and will be emceed by a local comedian. Jerry Lester and Joe Wallace, among others, are being considered for the job.

Week-end dates at the Kedzie and Stratford are open markets for cafe comedy and dance acts. House bookers have been known to combine a dance team with a single and used the aggregate as a flash act on the bill. Garron and Bennett and Lisher and Adams, dance teams, have been used at the Kedzie recently with the respective dance singles of Jeanne Walker and Willard Gary.

Morris Silver, manager of the local William Morris Office, is planning a night club unit to play night clubs and theaters. Idea will be shaped early in January, with Sammy Clark, of the local office's night club department, lending his co-operation.

ANDREA MARCELLE is a new adagio turn produced by George Golden. . . . VARIETY BOYS have split. Lew Starr and Henry Gold are now in Chicago, and Cliff Conrad is singing in New York.

JAMES WITTERED, international agent, is back in New York selling and buying talent. Among the talent he is offering here are Mel and Melma and Billy Bourbon, Schelda and Henri, Capella and Veronique. . . . SPADOLINI, vet European act, is set with MGM. Bob Ritchie having signed him up in Europe recently. . . . The 32 PAN-AMERICAN Exposition Girls are being set for European dates.

JAMES MELTON, now making personal appearances, is said to have broken the house record at the Earle, Philly, during the week of November 26. A line of 1,140 formed outside before opening of doors. . . . MILT BRITTON and band, just back from Argentina, start on a vaude tour this week, opening in Hartford December 8. Dates in New York, Chicago, Kansas City, Milwaukee and Philly follow. . . . CIRO RIMAC's muchachos wind up their European tour in Vienna February 3. Arrive here on the 10th for 12 weeks of theaters dates and head for South America in May. . . . BOBBY HENSHAW headlined the *Royal Revels* unit that played the Bijou, Battle Creek, recently. Others in the show are Hazel Kennedy, Keelin and Miller, Ellison Sisters, Raymond Henshaw, Castrillon Brothers and Doris Harding. . . . DOROTHY ILES, 16-year-old coloratura, was interviewed over WTHT, Hartford, Conn., when she played the State there last week.

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SEEK TO DISSOLVE BAA

Notes

New York

JOYCE BREAZZELLE, now Joyzelle, dancer, left Columbia, Boston, to open November 24 at the Paradise Club, Wilkes-Barre, Pa., thru Joe Williams' booking. . . . **MANNY HERTZIG**, co-op of the Republic, also Werba's, Brooklyn, financially interested in the new Gottlieb eatery in the 40s. . . . **PAUL MARAKOFF**, professional, departed for his Iowa home for a brief vacation. Dickering for a Coast engagement. . . . **NATALIE CARTIER**, assistant to Marakoff, may either rejoin Paul or sail for London to join *Trans-Atlantic Rhythm*, current musical. . . . **BEVERLY CARR**, professional, doubled recently between the Republic and a new Hirst Circuit show in Union City.

MOTHER HANE, costumer, left December 5 to start a six months' contract for Popkin & Ringer at the Burbank, Los Angeles. . . . **POPKIN**, here the last two weeks, signed up Phyllis Vaughn, Joe DeRita, Frank Scannel and Roxanne. . . . **BOB CARNEY**, featured comic in *Frisky Frolics*, formerly of Carney and Jean Carr, back to burly after 15 years' absence in vaude, pix and legit. Current show has his daughters, Jean and Bert, with Grandma Mrs. Lorre, one of the Lorre troupe of acrobats as chaperon.

DONETTE DELYS was out of *Frisky Frolics*, Hudson, N. J., week of November 22, but rejoined week following. . . . **CHUCK GREGORY** starts producing for Popkin & Ringer at the Burbank, Los Angeles, next week. . . . **ESTA ALJA** and Teddy Underwood postal from De Land, Fla., "Show closed. Vacationing in Daytona Beach. Then to Miami. Reopen in De Land January 3." . . . **TOMMY PELUSO**, last summer's ork leader at the Globe and Earle, Atlantic City, left November 30 for Hollywood.

UNO.

From All Over

CHRISTMAS issue of *Esquire* devotes several pages to pictures of burlesque. . . . **C. D. (ED) ROOD** writes in that Liberty Theater, San Francisco, cast comprises Jimmy Dugan, Curly Burns, Danny Duncan, Bill Austin, Joe Dempsey, Gardner Lang, Jack Raffey, Wilhelmna Duncan, Gay La Barr, Alysia, Tillie Griffin and Gladys Faye. Nell Harding produces. Harry Favros is boss. In Stockton George Lord, Bob Malloy and Gordon Richardson continue at Herb Harris' Mandarin Theater. . . . **TONY BOU** operates Fresno's Rex and Bobby Fitzsimmons is principal comic.

IDA ROSE, former dance producer at the Rialto, Chicago, is now routing her six-girl line in the Midwest. . . . **SUNNY SLANE** is still continuing at the Mutual, Indianapolis. . . . **JUNE ST. CLAIR** moved from the Gayety, Minneapolis, to the Palace in Buffalo. Her former spot is now being filled by Kitty Ellis.

ALICE KAHLE, wife of Harry Kahle, comic, current at the Mutual, Indianapolis, and well known in Cincy tab and burly circles, is confined in Cincinnati Tuberculosis Sanitarium. Friends are urged to drop her a line. . . . **RUBY STATION**, chorine, seriously injured in an auto accident November 8, is now at the home of her mother, Mrs. Flora Station, Box 2029, Mojave, Calif., after three weeks in a hospital. She will be bedfast at least two more months and it is possible that she may never be able to walk again. Rubye's friends may write to her in care of the above address. . . . **EVERETT LAWSON**, dancing juv-st, straight, and Mary Jane Davies have opened with the stock show at the Ramona, Phoenix, Ariz.

HARRY O. DUVALL, concessioner, writes that he is at the Rex in Fresno. Gals there knit sweaters and socks for the poor, he says. . . . Plenty of bond trouble in New York, with performers, stagehands and musicians still wonder-

\$150 Prizes

PITTSBURGH, Dec. 4.—A form of Bank Night has finally hit the burly houses.

In an attempt to hype Casino Theater business George Jaffee will give away a \$150 radio every night for the next month.

Says Jaffee, "I happened to have a bunch of them on my hands thru some other business connections."

Three Circuit Shows Dropped

Houses also off—six new shows replace nine which closed—changes in casts

NEW YORK, Dec. 4.—Hirst Wheel's lineup of talent is being revamped because of the dropping of three shows and several houses. Nine shows have or will close, but six newly named productions will replace, making a loss of three Hirst shows. In addition to shows folding because of poor business, dropping out of theaters is causing other circuit changes.

Shows which will or have closed are: *Merry Models*, Pittsburgh, December 11; *Parisian Flirts*, Union City, December 11; *Pageant of Folly*, Toledo, December 5; *Frisky Frolics*, Pittsburgh, December 4; *Pirate Belles*, Washington, December 4; *Swing High*, Union City, December 4; *Cupid's Carnival*, Boston, December 4; *Peek-a-Boo*, Cincinnati, December 2, and *Pleasure Mad*, which folded in Toledo November 28.

New shows and principals are: *Moonlight Maids*, slated for the Troc, Philly, December 5, with Jack Diamond, Ethel DeVeaux, Bert Carr, Jess Mack, Jean Lee, Ray Parsons, Connie Lang and Lorna Tree. *Legs and Laughter* goes into Boston's Old Howard December 6, with Bob Carney, Harry (Hello Jake) Fields, Jack Keller, Bob Taylor, Bee Keller, June Marshall, Betty McKee and Donette DeLys. On December 12 *Dizzy Dames* opens at the Gayety, Baltimore, with Red Marshall, Murray Leonard, Evelyn Myers, Ben Hamilton, Harry Jackson, Dorothy Sevier, Dolores Dawn and Mac Dennison. *Jazz Babes* first-nights December 13 at the Howard, with Mike Sachs, Alice Kennedy, Charmaine, Max Coleman, Max DeVol, Jack LaMont, Diane Johnson and Ruth Brown.

Two more productions, still unnamed, are booked to open December 17. One, slated for Toledo, includes Manny King, Bob Ferguson, Mary Murry, Richard Dana, Dorothy Parks, Bert Saunders and Dorothy DeHaven. Last new one, due for Toronto, has Bobby Morris, Charles Harris, Bobby Vail, June Taylor, Billy Crooks and Vilma Joszy in the cast.

Recent theater changes include Waterbury, St. Louis, Cincinnati and Worcester, which no longer play circuit shows. Toledo is now a three-day stand. A report that the Rochester house would drop out was denied by the Hirst office.

ing about that bond. . . . See, picture magazine, has two pages of burlesque pictures. Annette's poses are striking. . . . **M. W. PICKENS**, manager Garrick, St. Louis, has gone east for a visit.

GEORGE YOUNG and Warren Irons were in Chicago last week attending the outdoor showmen's convention. . . . **GAYETY**, Minneapolis, closes Thursday and will reopen New Year's Eve. A regular procedure. . . . **THE GAYETY**, Cincinnati, got away to a good start with its new stock policy the last week-end. . . . **LEO SCHUSTER**, brother of Milt, has been relieved of his back-stage duties at the Cincy Gayety and is now working with the concessioners out front. . . . **MATT GRAHAM**, concessioner, is at the State Theater, Fort Worth. . . . **SAMMY PAINE**, burly attraction booker, okehed by the medicos after hospital observation. . . . **TEX RITTER** has embarked upon a six weeks' tour of personal appearances thru the South and Middle West.

Briscoe & Raynor Charge That Union Has Ceased To Function

NEW YORK, Dec. 4.—A suit filed at a strikingly dramatic moment to dissolve the Burlesque Artists' Association was brought by Murray Briscoe, BAA second vice-president, and Sam Raynor against Thomas J. Phillips individually and as the BAA's president. Their suit was filed by Attorney Timothy J. Healy Monday in New York County's Supreme Court.

Briscoe and Raynor charged that since the American Federation of Actors took over the "purposes, powers, aims and jurisdiction of the BAA" the "BAA has ceased to function." Their suit asks that the BAA be dissolved and that "an account be taken between the plaintiffs and defendant." Coming at a time when the BAA is seeking to regain jurisdiction over burlesque in New York from the Four A's, the suit further complicates the union fray in burlesque.

Startling charges brought against Phillips include allegations that he pays himself \$100 weekly "altho the organization has no function"; that he has not accounted for a hospitalization sinking fund; that he "issued checks in a manner forbidden by the constitution and by-laws"; that he "neglected to pay over to the duly elected treasurer the funds and account books" of the BAA, and that the treasurer failed to inform Briscoe and

Raynor of the "condition of the organization's funds."

Other allegations are that Phillips refused to permit Briscoe and Raynor's accountant to examine the BAA's books; that Phillips refused to disclose the "nature, amount and purpose of the disbursements which he has made during the period"; that Phillips accepted dues "in contravention of the constitution," and that Phillips "refuses to account for or pay over" the BAA's funds.

Phillips could not be reached for comment, though several attempts were made to contact him.

New Principals For Many Houses

NEW YORK, Dec. 4.—Newest changes in cast include: Eltinge—Julia Bryan, new, December 3; also Hank Henry, Marjorie Royce, Betty Rowland and Bob Alda. Exits December 2: Jack Rosen, Fred Binder, Gay Knight and Jack Shaw. Irving Place—Loye Astrid, Evelyn Grey, Jack Heath, Chet Atland, Harry Laidler, Margie Hart (extra attraction), Jean Caton and Sammy Spears. Republic—Gus Schilling returned December 3; ditto Gertrude Foreman after a nine-month vacation at her home in the South. Crystal Ames opened December 3 for one week and then goes to the Two o'Clock Club, Boston, thru the Will Weber office. Nadine Marsh left December 2. Peoples—Charles LaFord, Jack Sobel, Bob Rogers, Danny Morton, Gladys Clark, Jeanne Pardue, Ann Smith and Harold Blodgett.

Other switches of principals include: Star, Brooklyn—Jane Dobbins, new dancer, December 3, thru Dave Cohn's office. Also Gay Knight and Buster Phillips. George Tuttle replaced Bob Snyder. Columbia, Boston—Claire Stone, Vickie McNeely and Mabel Francis opened December 6. Arlen Stewart, December 13, thru Dona Davis booking. Clover, Baltimore—Evelyn Grey, thru Nolan and Budd's booking, opened December 12 for four weeks. Others at the Clover are Hazel Bernard, Margie (Sheikee) Haywood, Boots Mack and Beth Miller.

BAA-AFA Trial Set for Thursday

NEW YORK, Dec. 4.—Associated Actors and Artistes of America, at its Friday meeting, refused to allow the American Federation of Actors to introduce countercharges against the Burlesque Artists' Association. BAA filed complaint against AFA's organizational activities, and Harry Calkins, AFA rep, was told to answer the charges point by point next Thursday.

Ramifications of the situation are growing more complex, with fireworks expected in the near future. Ralph Whitehead, AFA executive secretary, has not returned from the Coast yet.

Present at the meeting were Frank Gilmore, Paul Dullzell, Mrs. Florence Marston, Aubrey Blair, Jean Greenfield, Otto Steinert, Lisa Markah, Paul Turner, Rebecca Brownstein, Alfred Harding, Harry Calkins, Louis J. Pope, Tom Phillips, Pat Carney and others.

A story in *The New York Times* was the subject of hot discussion, various speakers decrying "washing of dirty linen in public." They urged that jurisdictional matters be kept within the Four A's.

Des Moines Dies Quick

CHICAGO, Dec. 4.—Mall Kolb closed the President Theater in Des Moines November 28 after a few weeks of stock burlesque. Poor business.

Review

Old Howard, Boston

(Reviewed Monday Afternoon, Nov. 29)
The Hirst Circuit wheeled into town this morning with *Wine, Woman and Song* (138 minutes) and gave the opening SRO audience its shekels' worth. There wasn't any wine, but its sparkle was present in the work of Manny King, Benny (Wop) Moore, comedians, and the lovely brunet, Vilma Joszy.

This King lad is slated to assume the position which his name signifies. His type of pansy business is clever and in-offensive. His kibitzing with Guido and Eva during their apache number puts an additional wrinkle of interest into the routine. King is likable and he'll go a long way.

Benny (Wop) Moore is one of the bet- (See REVIEW on page 33)

New Wheel Plans In the Making

CHICAGO, Dec. 4.—Burlesque theater managers from Detroit, Cleveland, Buffalo, St. Louis and Chicago are meeting in Milt Schuster's office Monday to formulate circuit plans for principals playing their houses.

Contracted performers will follow a route schedule to be set up at the meeting.

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M. W. PICKENS, GARRICK THEATRE ST. LOUIS, MO.

Thru Sugar's Domino

WITH business in Broadway's after-dark spots showing a very slight improvement but still lagging behind, this general condition continues to take the honors for being the most-discussed subject among Gotham showmen and show people. There is hardly a branch of indoor theatricals that is not affected by the slump. The orchestra booking offices feel it thru the tightening up of band budgets; performers are getting the brunt of it in the form of lowered salaries and abbreviated engagements and the night club owners have more headaches than all the proprietary medicines in the world can cure. One interesting feature of all the discussions we have heard of late on the subject of Broadway night club depression is that not one of those directly connected with the cafe industry has advanced the theory that the public might be getting fed up with various practices that indicate a desire on the part of night club owners to cater exclusively to transients. One of the cafes suffering from cash till doldrums has earned the doubtful reputation of practically cooing patrons to order food and drinks until the saturation point is reached; another has its disgustingly aggressive check-room damsels selling enough thingamajigs to fill a good-sized closet; various other cafes are about on equal terms with regard to the high pressuring of checkroom tips and exorbitant charges for staple foods to take care of minimums and there is one cafe that immediately saw grosses go up when it eliminated overemphasis on the girl features of its show.



F. E. SUGARMAN

Instead of treating at all with the aforementioned factors the blues criers talk like big shots, blaming the administration at Washington, the dirt drive of the mayor's office, the stock market—and even the Sino-Japanese situation. Things haven't changed much since Repeal. It seems that cafes are still run by gents with just about enough common sense to get around but lacking in foresight to as great an extent as the neglected puppy who would choke himself to death on brittle chicken bones.

More like truth than any other factor is the guess that has been made that as soon as general business conditions improve spenders will again invade the cafes in hordes. Regardless of poor service, overcharging, high-pressure salesmanship and every other adverse element involved in cafe management. Yet this would not solve the problem because the cafe owners have come to the realization at last that New Yorkers are not frequenting cafes as they did when after-dark life was still in the novelty stage following the official demise of the speakeasy.

The real solution lies in the germ of an idea attributed to one of the cafe owners, who announced several days ago that he will "revolutionize the cafe business." This astute showman (a very unusual mentality for the business in which he is engaged) is said to feel that the standard cafe policy of expending a fortune on a show designed to run as far into the season as public response permits but which must run many weeks before the nut is covered is unsound. He is credited with having pointed out that such a policy excludes almost entirely from repeat patronage the pleasure seeker of local vintage who could be encouraged to make a spot his steady calling place if the shows were changed often enough. Consequently, the cafe man with a head on his shoulders is reported planning a policy that will involve changes of shows every two weeks, headed by names that not only look good in lights but which would be expected to draw business. The money for the big names could easily be dug up, we feel, from the saving made by eliminating extravagant mountings, extra large portions of girls and other fixings that are now an essential feature of most of the cafes doing the worst business.

Aside from the expense angle involved in costly shows there is no reason that night clubs should not change talent and shows with a regularity approximating that of theaters catering to the masses. We can understand the power of temptation in the case of a show that clicks. The custom in the cafe business on shows is to keep a layout going as long as it continues to do business. This is well and good as long as it lasts but the transients who flock to a highly touted show do not support a cafe in the long run. One of the factors that sent the famous Palace Theater, New York, sliding down the skids as far as stage shows were concerned was the holding over of shows that did unusual business. The Palace got the shekels while the holdover shows were going full blast but its inability to keep up the pace consistently spelled its doom. Even more important as a contributing cause of the fall of the last citadel of the big time was the elimination of the steady patrons who made the Palace what it was. Provided the shows are good, the headliners strong enough to draw the curious and fan element and service good, no night club can fail by operating under a policy of regular changes of show. That is our theory and it appears to us to be one that is cheaper to prove than some of the noble experiments in the cafe field in recent years that have made creditors old and gray and bound for the poorhouse.

At last week's luncheon meeting of the Associated Motion Picture Advertisers (AMPA) the program was turned over to the Columbia Broadcasting System. The representatives of the network turned out a swell job, displaying an array of vice-presidents, offering tidbits of entertainment from its impressive roster and engaging generally in a lot of kidding about the conflict between radio and films. Nobody mentioned that most of the once exclusively film trade papers are carrying on a trade in contraband of war by devoting more and more space to radio but maybe that is beside the point. What was most interesting about the meeting, however, was the rather crushing statement made by one of the speakers, W. B. Lewis, vice-president in charge of broadcasts for CBS. Mr. Lewis was the only serious speaker and held up his end of the program well. He stated facts and quoted figures to prove that radio broadcasts have helped attendance at special events and made the inference that the same should apply to the theater industry in its trend towards airing film stars and personalities in tieups with networks and sponsors. Mr. Lewis made all else he said seem insignificant when he revealed that if every seat in every movie theater in the country were computed as a mass audience this figure would represent only one-eighth of the radio audience of America today. Which means, according to Mr. Lewis' fairly sound but highly interesting logic, that the disproportionate relation between theater seating and the mass radio audience makes the matter of competition one of insignificant consequence. Mr. Lewis might be right but the fact remains that the community of interest in talent between films and radio is such that some method of inter-industry co-operation must be worked out. The sponsored programs peopled with film stars and carrying the blessing of film studios is by no means a solution; nor is it as great a menace as some of the alarmists point out. These are merely business deals that have materialized because of the urge for exploitation on the part of film companies and the need for talent on the part of sponsors and broadcasters. The solution lies far beyond that but we hardly subscribe to the theory that Hollywood is going to rack and ruin because of the several sponsored shows with film talent provided by the picture companies on the air today.

As I See It

By DAVE VINE

ME NO LIKEEE. . . In a paragraph of Winchell's column of November 18 there appeared, "The government is to junk 150 WPA units. . . It isn't the cost that the administration objects to, but some of the officials are worried that they will be accused of that kind of acting."

Walter, I would like to remind these officials that many of the performers now on WPA earning the meager sum of \$23.86 a week were formerly very capable artists; some were topnotchers earning well into four figures. But owing to the junking of vaudeville these performers who made a life study of the art of entertaining people in 15 minutes found themselves without a market for their wares. If they were to junk pictures what would become of all those stars who know no other branch of show business? Junk radio, and what would become of radio stars who know nothing but radio? We all know the answer. If they hadn't made enough or saved enough then they, too, would be on the WPA. Walter, I am not trying to be a Moses for these people. But you will agree they have plenty of courage and a lot of pride; yes, indeed, too much pride to beg, or to let anyone know their true feelings, or to think of taking the gas pipe, like a lot of people in other walks of life. These performers whom you say the officials are ashamed of—don't forget they are sick in mind, sick at heart, broke. But the will to go ahead is there, with nothing to help them along but the echo of yesterday's applause, and the \$23.86.

But let me tell those officials. Take some of these performers off WPA. Give them a chance to earn the living that their talents warrant. Take the strain off their minds, the heartache out of their hearts, and that sickish feeling out of their stomachs—and in no time they would show up many a person who is getting big salaries on the air and in pictures. And I don't mean you, Walter, because I'm really glad you're back on the air, and in pictures I thought you were swell.

IN FRONT OF LOEWS STATE. . . Eddie Garr asked N. T. G., "Does your wife drive the car?" N. T. G. looked at him a minute and said, "Only when I'm at the wheel." . . . In Loew's State Manager Al Rosen pays one of his ushers: "Here's your pay for loafing eight hours." The usher: "Excuse me, nine hours." . . . Sitting behind me: "Do you think I can make her happy?" "Well, she'll always have something to laugh at." . . . In the lobby the inquiring reporter asks, "What is the hardest thing you ever did?" To which a grouchy-looking fellow replies, "Making 10 easy payments."

IF I HAD MY WAY. . . I would take off the air those programs you turn off, and I would replace them with the abundance of clever talent which is waiting for a break but can't get on just because they haven't been in pictures or a Broadway show. . . I'd sign Joe (Last Round-Up) Morrison for the air, and then I'd sign my life away that he would click. . . Ditto Bert Frohman. . . I'd open all those family theaters with stage shows, just like we had years ago when we developed such great stars as Cantor, Jolson, Jessel, Benny, Chaplin, Fred Allen, Burns and Allen, Edgar Bergen, Belle Baker, Sophie Tucker, Ritz Brothers, Marx Brothers, Hugh Herbert, Eleanor Powell, Dick Powell and countless others. . . If we have no place to learn today where will we get our stars from tomorrow? . . . I'd pass a law that all actresses and actors who entertained in any branch of show business for 25 years should get a pension, just like policemen, firemen or others who serve the public. . . Of course, I can't do these things, but I would, so help me, IF I HAD MY WAY.

Chicago Chat

By NAT GREEN

SINCE the American Federation of Actors entered the outdoor field its officers have been learning about promoters, et cetera. They had plenty of educational material to work on this past week in the Milk Fund Circus floppo and are still pondering on the vagaries of performers, promoters and sponsors. Fiascos such as this one are sad commentaries on the business judgment of everybody concerned, and they do show business in general untold harm. The promotion had two strikes on it when it started, yet it seems there were plenty of people willing to take a chance. The same promoter had a flop at the Navy Pier last summer, which soured local newspapers on giving the Milk Fund show publicity. The show had practically no billing. The ticket sale was poorly handled and the promotion failed to receive the sanction of the Milk Foundation. Perhaps the performers, some of whom came from as far away as Sarasota, Fla., knew nothing of these things. The ridiculously high salaries offered some of them may have dulled any fears they may have had. At any rate, it has been a sad experience for them, and apparently there is nothing the AFA can do to help them out.

One argument of performers in accepting engagements such as the Milk Fund Circus is that they are laying off anyway and might as well take a chance on the promotion paying off. This, so it seems to us, is poor logic. Far better to lay off a week or so longer on the chance of connecting with something sure. As it is, many performers are wondering how they are going to get out of town and back to their homes. The Milk Fund disclaims any responsibility for salaries and the promoter's supposed financial backing evidently failed him. One performer who received a check of more than \$100 cashed it at a neighborhood store and used the money to pay off some of the circus working men. The check bounced and the performer has the debt on his hands. Another performer who was to have received some \$600 wisely demanded a \$200 payment in advance and received it. That was all he received and it just about paid the expense of bringing his act to Chicago and getting it home. The Coliseum is understood to have come out okeh, the manager having demanded a certified check for the rent.

One good lady exclaimed when told of the flop: "It was a wonderful show. I can't understand why the people didn't come." It was a swell show, but anyone at all acquainted with show business knows that it requires more than a good show to draw the people. They have to be told about it—and told plenty! If it were not so, billing crews and press agents would be out of jobs. Comments on the disastrous outcome of the show are many and varied. Some performers vilify the promoter; others take the attitude that it is "just one of those things" and a part of the game. Without doubt there will continue to be shoestring promotions until the end of time. No amount of publicity seems to hinder promoters from moving to a new spot and finding support for another try. Some promoters are sincere and honestly believe they have a winner; others are merely gamblers who figure that they will get their's regardless. Both are a bad influence on show business when they try to get by without adequate organization and finance.

Billy Rose Mad at AFA

Calls it "honky-tonk parade"—union after his "Shows"—Rose in N. Y.

SAN FRANCISCO, Dec. 4.—"If my beautiful chorus girls want to join that honky-tonk parade of small-time actors in the American Federation of Actors, it's all right with me." Thus did Billy Rose invite AFA organizers to sign up the cast in his *Show of Shows* at the Curran Theater. Ralph Whitehead, AFA executive secretary, arrived here to check on the situation. He had lengthy conversations with Al Smith, local representative, which resulted in proposals to organize the cast.

Rose flew in from Chicago Wednesday, and Whitehead immediately made his demands known to the "boy showman." Whitehead said he was determined to sign up the show "lock, stock and barrel."

"They're satisfied," was Rose's comment. AFA officials then started inking-in the names of the "satisfied" cast. "We predict the show will be 100 per cent organized before it leaves town," Whitehead said.

But for a while it looked as though the show would die before AFA could sign up the cast. It started to fold just after opening night, but Rose decided he'd rather take his licking here than flop in smaller towns; that he

(See BILLY ROSE on page 75)

Pitt's Nixon Layoff Ups Playhouse B. O.

PITTSBURGH, Dec. 4.—For the first time since mid-September, the Nixon, sole completely professional legit site, is dark for a fortnight, beginning last Monday. The closing, temporary until Fredric March opens December 13 with wife, Florence Eldridge, and Dame May Whitty in *Yr Obedient Husband*, is working benefits for the box office of the Pittsburgh Playhouse.

Technically pro, paying everyone, the Playhouse is really semi-so, since only director Fred Burrell, business manager Martha Arnold, publicity promoter W. W. Woodside and technician James Lindsay draw full pay. The cast gets \$5 each weekly. Opening *Excursion* to a full house, the Playhouse is enjoying its best window sale since being founded three years ago.

Considered by drama critics and backers as big reason for over-the-counter success, contrasted to last year's biz when single ticket buys played a poor second to season ducats bought by Blue-book registrants, is schedule of popular fare instead of experimental productions that got the nod in previous years, and the policy of casting from all walks of life.

All rehearsals are held in the evening. Admission is \$1 per, with a bar and entertainment in a basement grill under the auditorium as an added attraction. Next production will be *The Spider*.

"One Flight Down" Cast Set

NEW YORK, Dec. 4.—Cast of Arthur Hammerstein's production of *One Flight Down* has been completed by Alan Brock, with the following players set: Beatrice De Neergaard, Walter Greaza, David Morris, George J. Lewis, Betty Moran, Florence Auer, Lillian Shaw, Harry Southard, Ed Ryan, Dick Merwin, Carolee Kelly, Buddy Matthews, David Kurlan, Robert Stewart, Bobby Duncan and Tom Tully.

Margaret Willoughby, Note!

CINCINNATI, Dec. 6.—A wire from Jemie Willoughby, of Chicago, to *The Billboard* here reports that your brother Joe died yesterday. You are asked to communicate immediately.

Quarterly Chorus Meeting

NEW YORK, Dec. 4.—Quarterly meeting of the Chorus Equity Association will be held December 17, 2 p.m., at the Center Hotel, formerly the Elks' Club. Burgess Meredith will be guest of honor and is expected to speak on the Coffee Bill.

Believe It or Not

NEW YORK, Dec. 4.—The traveling stagehands' Troupers' Club injects a note of optimism into the generally drab scene of theatrical unemployment. Club is not planning any benefits at this time of the year because its treasury is "in good financial condition." The Troupers feel it would not be fair to performers to stage a benefit when not absolutely necessary.

TMAT Lines Up Grisman Houses

NEW YORK, Dec. 4.—Regional Labor Board here on Monday is slated to hear the dispute between the Theatrical Managers, Agents and Treasurers and the League of New York Theaters. TMAT has been conducting a campaign for recognition, with the managers claiming, according to the TMAT, that box-office men are confidential executives and therefore should not be unionized. William Collins, representative of the American Federation of Labor, is aiding the TMAT, which now is reported to have 496 members. Workers for the Sam Grisman theaters have already applied for membership, and according to J. H. McCarron, pickets will be withdrawn from these theaters when the men are accepted by the union.

Theaters with Guild attractions are also being picketed, as well as the Martin Beck, but TMAT makes it clear that the dispute is with the theater management, not Guthrie McClintic, producer of Beck's current show.

New York Theatrical Press Agents, whose members handle many of the Broadway shows, dispute TMAT's claims to jurisdiction.

Fire Chief Hits Talent Racket

N. Y. City departments nix benefits — chorus girls' benefit set for Dec. 21

NEW YORK, Dec. 4.—The city's fire department is once more trying to end the practice of coercing talent into appearing at affairs promoted by its members. Fire Commissioner McElligott late this week banned the use of night club, radio or theater performers working in spots under the supervision of the department. Police department issued a similar order in 1934. At the Astor Hotel a few weeks ago fire department members managed to secure the talents of performers from the Paradise, Hollywood and other spots. Only some were paid.

Alan Corelli, secretary of Theater Authority, is co-operating with the American Federation of Actors and the city government in stamping out the abuse.

Corelli, before leaving for Chicago to supervise the Mayor's Christmas Fund benefit, cleared the chorus girls' ball and entertainment benefit, to be held at the Manhattan Opera House December 21. *Daily Mirror* is sponsoring the affair, which is designed to aid unemployed chorines. Those living out of town will be sent home with Christmas gifts. All proceeds are to be turned over to treasury of Chorus Equity, with TA deciding not to take its customary cut. Frank Gillmore, president of Equity, has given the business his formal blessing.

About \$3,000 is expected.

Stenogs on the House

NEW YORK, Dec. 4.—"Stenographers are on the house—the house of Christman," is the way Dave Christman explains the free stenographic service offered in his suite at Macfadden's Deauville Hotel in Miami during the eighth annual radio party. Christman says that radio's been good to him and that he's merely reciprocating.

Pa. Booker Laws Hit By State Reprieves

PITTSBURGH, Dec. 4.—State laws aimed at regulating bookers, night clubs, theaters and every other entertainment enterprise, as well as dozens of other businesses, bogged miserably as Commonwealth officials issued reprieves that in some quarters were viewed as forerunners of their repeal or of a hands-off, non-enforcement policy.

One of the most extreme bits of social legislation in the nation, the Pennsylvania 44-hour law was waived from its original December 1 enforcement date wherever firms sought exemption until January 1.

If stringently adhered to the law would force hundreds of firms to hire more employees, which added expense and necessary change of hours open, claim many, would throw them out of business.

Also static is the bookers' license law, which was supposed to force all agents to take out a State franchise for \$100 per or close shop.

Lambasted by James McGrath, immediate past president of the Entertainment Managers' Association of Western Pennsylvania, as being "unfair," the license bill has been adhered to thus far in the Pittsburgh district by about 12 agents, with more than 50 still unsigned.

"It isn't fair to legitimate operators," moaned McGrath, who then said "Pennsylvania should enforce law completely if it is to be effective."

Enfranchised among the 12 are most of the important agents, with the unsigned being primarily the smaller bookers who pick up crumbs and enough bigger jobs to cut in on major operators.

Rose Acquires French Casino

NEW YORK, Dec. 6.—Billy Rose has taken a six-year lease on the French Casino here and will reopen it Christmas night with a "new all new" type of show. Rose denies he is bringing in his *Show of Shows*, which is now touring the West and closed in St. Louis Saturday.

Rose claims he has "no associates in this enterprise," discounting reports that others were backing him. Louis F. Blumenthal and Jack Shapiro own the Casino Building, which had housed Clifford Fischer shows up to three weeks ago.

John Murray Anderson is expected to stage the show for Rose, with Albert Johnson doing the sets.

necessary to carry out an expressly delegated function or duty. The courts have uniformly held that such a person or body has all the powers necessary to permit the carrying out of the duty (proper dispatch of business and to the ends of justice) imposed by the Legislature.

The charges against Segal and Smith accused them of making "dummy" radio license applications and that the real persons behind them were not revealed to the commission. The alleged purposes of these "dummy applications" were to hinder and delay other legitimate applicants from obtaining licenses. The commission vote on this case was taken a week ago, when Commissioner Craven made a hurried trip from the Inter-American Communications Conference in Havana to be in Washington for the one day. Strict censorship was exercised by the commission to prevent knowledge of its decision until the opinion was released.

Washington is now closely reading the lines of the opinion and comment could not be obtained up to press time today.

FCC Suspends Segal for Two Months; Drops Smith Charges

WASHINGTON, Dec. 6.—Federal Communications Commission today suspended Attorney Paul M. Segal from practicing before the commission for a period of two months for irregularities in his practice and dismissed charges against his colleague, George S. Smith. The commission order becomes effective today and Segal's suspension runs up to and including February 5, 1938.

In a 31-page opinion the commission disposes of a controversy which has torn the trade and the commission since last May, when the commission ordered the two lawyers to show cause why they should not be disbarred for irregularities in their practices and unethical conduct.

Commission stated, in suspending Segal and dismissing the charges against Smith, that the latter was not implicated in any cases (basis for charges) except that of the Casto matter, for which he had already been reprimanded. The commission apologized for the light penalty imposed upon Segal by explaining that thru the adverse publicity given to Segal and Smith the respondents had suffered material damage to their reputations and their practice.

Today's opinion was more than half devoted to defense of the commission in disqualifying Commissioner George

Henry Payne from taking part in the disbarment proceedings. Commissioner Paul A. Walker, who had voted that the commission lacked power to disqualify a fellow commissioner, dissented in that part of the opinion devoted to Payne's ousting, but concurred in the remaining half of the opinion. In the commission justification of its Payne vote it practically used the entire motion of Segal-Smith in asking the removal of Payne. The opinion stated that the motion did not presume the knowledge of facts acquired in his administrative capacity creates disqualifying personal bias or prejudice in the mind of a commissioner. The point at issue, according to the opinion, was the alleged personal malice, bias and prejudice of Commissioner Payne, and, according to the justification, a motion for disqualification on grounds of prejudice need not be investigated if counsel tells "the court" that the motion is made in good faith. Treating with the powers of the commission given to it by Congress, the opinion said: "It is an elementary principle of law that when an officer or body is given a statutory duty to perform there is no need for the Legislature to specify in the grant of authority all of the incidental powers

BROADWAY BEAT

(Continued from page 5)

Herbert, who always lamented that the booking office wouldn't let him fulfill his life's ambition by playing at the Palace, now plays there plenty in films. . . . Coleman Jacobs and Joel Rose are the latest night club press agent combo, with Arthur Brandell another p. a. who is now on his own and operating in the Flushing district. . . . Three months ago Mark Warnow, the ork leader, took a house in Kew Gardens, and since then he's had a perpetual housewarming; they come in at all hours, usually starting around 11 p.m. or midnight. . . . RCA's David Sarnoff has his own barber shop at home—and his servants have ultra radio sets. . . . The new Trans-Lux Theater at 49th and the Stem will flash spot news on the screen every hour for the delectation of patrons who can't wait to get outside and buy a newspaper.

TO KEEP THE RECORDS STRAIGHT: Giving the newsboys a week of rest, what about the lads who write press releases for film companies? The prize misinformation of the week was disseminated by Al Wilkie's Paramount publicity department in a dispatch purporting to come from the Coast. It told how Stella Ardler, who was "persuaded" by Emanuel Cohen "to sign a picture contract while she was being starred in Broadway's Theater Guild productions," just loved being in Hollywood. The heading referred to Miss Ardler as a "Broadway Star." The only trouble with that is that the Paramount publicity department either refers to Stella Ardler or to someone who's never even been heard of on Broadway. And if they're referring to Miss Ardler they ought at least to spell her name correctly—or else mention the fact that she's decided to insert an "r." And whether they're referring to Miss Ardler or anybody else they're wrong about starring in Theater Guild productions. Not even the Lumts star in Theater Guild productions. And again, if they're referring to Miss Ardler she never had a part in a Theater Guild production and she was never starred on Broadway. Featured maybe, but never starred.

WANT SECOND AGENT

With car. Salary, gas and oil. Must do Press and Lithographing. P-ACE high powered Program Solicitor with car, 50/750 after the nut. Day stands, Auditoriums. Write only. J. C. ADAMS, Tour Director, Million Dollar Symphony Band, Brazil, Ind.

Van Arnam Troupe Moves to Quarters

OPA LOCKA, Fla., Dec. 4.—John R. Van Arnam's Funmakers closed their season at Pompano, Fla., November 29. Show opened nine months ago at Macclenny, Fla., and toured 14 States, covered approximately 10,000 miles and traveled as far north as the Canadian border.

Rolling stock and other equipment are now in winter quarters here (10 miles from Miami) and work has already begun on building and overhauling for the new season, which begins early in April. Business on the season as a whole was excellent.

Roster of the show at the close included Roy Roberts, manager; Warren L. Warren, general agent; Jay Wall, second agent; J. Austin Taylor, press and 24-hour man; P. Phillips, banner man; Charles (Dome) Williams, "Marquee" Williams, Billy Hall, Carl Babcock, Robert F. Driscoll, Mack D. Ferguson, Ronnie Cornish, Lester Leigh, Maddy Bent, Libby Mack, Patricia O'Day, Mary Love, "Lellani," Eloise Fair, Gertrude Rollings, Jackie Whitehouse, Ruth Hoff and his band, Al Pinard, Reno Barr, Brutus Babcock, Don Whitehouse, Frank Sullivan, Joe Gish, Henry Hirock; Nathan I. Dearsay, boss canvasman; Clarence Reed, reserve seats; Tom Mahoney, front door; Joe Witherstine, electrician; George Wall, chef, and a canvas crew of 10.

Baxter-Leonard Players Quit Tent for Theaters

LAVONIA, Ga., Dec. 4.—The Baxter-Leonard Players closed a profitable tent season November 20 and returned to theaters November 22. Company, in addition to the Radio Revellers, will operate two educational units and a one-nighter the coming season.

Troupe has been intact since last January and the roster includes Jess Baxter and Sid M. Leonard, owners and managers; Agnes Cox Baxter, Tottie Leonard, Vernie Malone, Sandra Lane, Amy St. Cyr, Bob Brackman, Homer Massey, Tom Matney; three comedians, Uncle Billy Boughton, Smokey Bishop and Toby Romeo, and two mascots, Bobby and Phil Baxter, 5 and 9, respectively. Both sing and dance.

Rotnour Players Set on One-Nighters in Illinois

CHICAGO, Dec. 4.—J. B. Rotnour Players, now in their ninth year, have established Richmond, Ill., as their base and plan to make one-night dates around that area until Christmas. Troupe recently closed a successful summer in Michigan and Wisconsin, according to Rotnour.

Lineup includes Jimmie Leroy, James Lawler, Art Kellar, Dave Reese, Art Vernum, Ducky Vernum, Gloria LaVerne, Lola Davis and Hazel May.

"Along Melody Lane" "WANTS"

Musical Comedy People all lines; Stock. Girls doing Specialties. 16 shows weekly. Tommy & Nellie, Ora Ackley, Rex Moad, Bert Dexter, Diane contact immediately. Open December 12. Tickets if necessary.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN. City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Rep Ripples

TOBY AND DOT EASTMAN, who closed the tent season recently with the Milt Tolbert Lasses White show, now have their own tab unit at the Roxy Theater, Knoxville. Associated with them in the venture is George D. Bartlett. They will launch a second tab at the Bonita, Chattanooga, next week. The Eastmans had as recent visitors in Knoxville Ernie DeKalb, with whom Toby worked on the old Claman Stock Company in California 10 years ago; Ernie Mack, formerly with Toby on the Ed Williams Company and now a minister; Mrs. Henry Prather, Owen Bennett, Tommy Burns, Red Fletcher, Gene Lewis and wife, the last four named of the Milt Tolbert No. 2 show.

ROY AND ALICE BUTLER jumped into Orlando, Fla., for the General Electric show and banquet held at the Orange Court Hotel there last week. The Butlers have been working the South for many months under G. E. auspices.

MAURICE LUCKETT last week returned to the Frank and Eleanor Williams Show in Illinois. He was called home recently to attend the funeral of his father.

MAYO HOLLAND, the last eight years with Billroy's Comedians, motored home to Philadelphia at the close of the season November 27 to join his wife, Rosaline, and their new eight-pound daughter, Barbara Joyce. The Hollands expect to take up residence in New York shortly.

J. DOUG MORGAN left his show's winter quarters in Jacksonville, Tex., last week for the West Coast. He will make several stops on the way out. His ultimate destination is Long Beach, Calif.

AL S. PITCAITHELEY, the past summer with the Jack Kelly No. 2 show in Michigan, was a visitor at the rep desk last week during his engagement at Kelly's, Cincy night spot. Al is working Ohio, Kentucky and Indiana niteries for Jack Middleton, Cincinnati agent.

BILL CURTISS, of the Curtiss Showprint Company, informs that the firm has purchased its own building in Continental, O., and has installed considerable new equipment to better serve its customers. The Curtiss Company, operated by father and son, has served tent-show managers since 1905.

JACK (DUKE) CAREY is confined in State sanatorium, Cresson, Pa., taking the treatment for tuberculosis. He is anxious to receive mail from his old tab and rep friends. Carey, who also spent

some time on the old America Showboat, was on J. C. Lincoln's Minstrels last season, handling the candy and looking after the fixing. Jack writes that another trouper, Ben Riley, formerly with circuses and carnivals, is at the same sanatorium.

Rain, Low Cotton Don't Halt Bisbee

WHITEVILLE, Tenn., Dec. 4.—Bisbee's Comedians, J. C. Bisbee, manager, have moved into winter quarters here after a 34-week tour under canvas. Roster remained intact thruout the season. Work on next season's layout will begin early in February and the show will launch its 1938 tour with a new top and scenery, according to Manager Bisbee. In spite of a rainy season and the low price on cotton, show experienced a successful tour, Manager Bisbee reports.

Show carried a 10-piece street band and an eight-piece orchestra and used a full line of Harrison plays. A new GMC and a Chevrolet were recently added to the motor equipment, giving the show four trucks and two semi-trailers.

Roster this season included J. C. Bisbee, Mary Bisbee, Rube Brasfield, Eleanor Brasfield, Clyde S. McWhirter, Gladys Atkins, "Slatz" Emanuel, Mary Emanuel, Jimmie Parsons, Jewell Parsons, Sid Winters, Zeke DeWitt, Herbert Jauguerat, Leonard Atkins, John Hall, Carl Belcher and Charlie Crafton.

Jimmie Hull Show Invades Louisiana

JENNINGS, La., Dec. 4.—Jimmie Hull Players, after covering Arkansas and Texas, have jumped into their established Louisiana territory. Liberty, last stand in Texas, and DeQuincy, first stop in this State, gave the show handsome business, while this city proved tops for the season to date from a b-o standpoint.

Lawrence Deming is contracting agent two weeks ahead; Harry Blethroad, billposter a week ahead, and Joe Rogers, 24-hour man. Manager Hull this week received word from Baker-Lockwood, Kansas City, Mo., that the show's new top may be expected any day.

Walterine Green, chorine, is the latest addition to the Hull roster.

Everyone is watching the show's bulletin board to learn what the holidays hold for the troupe. Route now calls for bookings until Christmas. Manager Hull has had a number of stock offers for the winter, but to date has come to no decision.

Billroy Comedians End 20-State Tour

MADISON, Fla., Dec. 4.—Billy Wehle's Billroy's Comedians, largest of the tent theater organizations, brought its season to a close here last Saturday night. Show traversed 20 States this year, making the trek without the loss of a single night, and winding up with everybody still speaking to each other, a record of some sort or another.

Mr. and Mrs. Hal Crider, Raby Crider and "Dead Shot" Hamil Crider, Mr. and Mrs. Billy Wehle, Margie Noble, Russell Lewallen, Charles Amos and Don and Della Palmer have gone into Miami for the winter. Morris Nelson jumped into Roanoke, Ala., for a visit, and Cal and Bonnie West will work night club engagements in Mississippi.

Mr. and Mrs. Phillips will winter in Valdosta, Ga., the show's quarters, and Eddie and Grace Amos have gone into Brunswick, Ga. Gus Schulze and Wayne and Bessie Bartlett have joined the Boob Brasfield Show in Alabama. Art and Edith Farley and son, Brazer, have journeyed to Dillon, S. C., and Arline Beyer and Marie Wilson to Jacksonville, Fla.; Gladys and Shorty Duncan to Bristol, Va.; Leonard Fye to Pennsylvania; Bob Heidelberg to Laurel, Miss.; Mr. and Mrs. Eddie Mellon to Valdosta, Ga., while Johnny Finch has already begun his tour of the country to find a song to replace *Love 'Em and Leave 'Em, Joe*, and Buddy Hawkins will just keep fogging around all winter.

In Quitman, Ga., last Sunday, Louetta and Daisy Mae Murphy tossed a dinner for Don and Della Palmer, Mr. and Mrs. Billy Wehle and Wayne Bartlett.

Visitors on the show during the final week include Norman and Ivy Kinkle and Lillian Nelson.

Golden Rod Aired Nation-Wide by MBS

ST. LOUIS, Dec. 4.—Mutual Broadcasting System presented for the first time from Coast-to-Coast an exclusive broadcast from an honest-to-goodness Mississippi River showboat Thursday night from 8:30 to 9 p.m., EST, over WOR, when it aired the heart-throber, *The Convict's Daughter*, direct from Capt. J. W. Menke's Golden Rod, anchored for a stock run at the foot of Locust street here.

A highlight of the broadcast was an interview of the various members of the showboat cast and crew, and a between-the-acts specialty of *She's More To Be Pitted*.

Harry Owens, who doubles the Golden Rod stage and box office, was featured in the airing of *The Convict's Daughter*.

Sid Kingdon Players in 10th Week on Mo. Circle

HAMILTON, Mo., Dec. 4.—Sid Kingdon Players are in their 10th week of circle stock in this territory, with this city as the base, and business to date has been good. Manager Kingdon has just bought a seven-passenger Packard, which, with a Plymouth and baggage trailer, transports the troupe.

Lodema Corey is handling the merchants in the various towns, in addition to playing characters. Others in the roster include Sid Kingdon, Mary Francis Owen, Dorothy Holt, Lu Fisher, Orion Marr, Buddy Ross and Merle Zook. An extra vaude attraction is used occasionally over the circle. Saturday night town, Polo, Mo., draws many patrons from Kansas City and St. Joseph, Mo. In Trenton, Mo., the show has a tie-up with 50 merchants, and in Chillicothe, Mo., 65 business houses sponsor the company.

Walters on Oklahoma Circle

WYNNEWOOD, Okla., Dec. 4.—Herbert Walters' Comedians, favorites in Southern Oklahoma territory for many summers, have booked a loop of towns in and around this city. They opened this week on the circle which they are scheduled to play until the holidays, when they will close for a short period. Roster includes Herbert Walters, manager; Helen Walters, Tude Manley, Madeline Manley, Ross McKay, Margaret McKay, Shirley Walters, L. E. McKay and Tudor McKay.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 4.—Jack and Nona Hart, after closing their tent season in a Southern spot, made a flying trip in here this week, combining pleasure with business. After a brief sojourn here have departed for their home in Foreman, Ark., for the winter.

Harley Sadler's Show is slated to close temporarily about December 16.

Harold English, former manager of Harold English Players, was a visitor here this week.

Henry and Ruby Neal are making arrangements to open their show in Western Kansas next week.

Cliff and Mabel Malcolm are showing schoolhouses in Alabama.

Oscar V. Howland closed this week as director with Sid Snider's circle in Eastern Missouri.

David and Mary DeMille, rep musicians, the past season with the Hila Morgan Players, are now playing night spots in town.

Kennedy Sisters' Stock Company terminated a long season last week in Texas. Troupe will reopen at an early date to play three-nighters.

George, Bess and Jack Henderson have closed with Billy (Toby) Young's Comedians.

Christy Obrecht Company concluded a long season last week in Wisconsin.

Jerry and Viola Bruce, formerly with the Dawson Players, have signed with Swanson's circle in North Dakota.

Edna Wilson, singing and dancing ingenue, is scheduled to appear at the Club Continental here next week.

Lester Ayers, formerly with M. and M. Players, is at one of the city's largest department stores doing Santa Claus.

Toby Riebel has opened his Nebraska circle, with Bradshaw as the basetown.

Ned Crandall, formerly with the Federal Theater Players, is now connected with WDAF, *The Kansas City Star's* station.

Del and Florence Post have joined the Hank and Ruby Neal Players in Kansas. Jimmy and Edith Erickson have signed with the same troupe for their third season.

Wilford and Starr Leroy have signed with the Riebel Players, working a Nebraska circle.

Frank Jones is now sojourning at his home in Arkansas following the close of the Shankland Stock Company.

Johnny Cassidy, veteran performer and dancer, was spotted on the main stem here this week. Cassidy now conducts a dancing school in town.

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Magie

By BILL SACHS

(Communications to Cincinnati Office)

CHESTER MORRIS, movie star and member of the Los Magicos, the SAM and the IBM, appeared with Bing Crosby and Bob Burns on the Kraft radio network program Thanksgiving night in an interview skit concerning his magical activities. It is rumored that Morris will sign with one of the major studios soon to portray the late Harry Houdini in a forthcoming production. **DR. CHARLES HOFFMAN**, during his recent engagements at the Orpheum theaters in Minneapolis and St. Paul, is reported to have created more favorable comment than any mystery turn to play the Twin Cities since Harry Blackstone showed there. **FRANCIS A. NICKOLAS** is baffling the natives of Tampa, Fla., after winding up his side-show season with the Chalkins attractions. **PABLO**, pasteboard and cig manipulator, is currently holding forth at the ABC in Paris. **SHERWOOD**, working night haunts in the Akron, O., area, reports business slow in that section due to unsettled conditions in the rubber industry. He is concentrating on table work. **DE ROZE**, "Satan's Barman," is doing his stuff at the European in Paris, while Professor Zedik is performing his mixed drink tricks at the Theatre Isola in the same village. **BEN R. BADLEY**, the St. Louis magish, jots that Laurant and Leroy are working department stores there; that Paul Rosini is current at the Park Plaza Hotel in town, that Kismet (Sunshine) recently closed at that same spot; that Harry Hays is in from Old Mexico, visiting friends; that Leslie Hunt is working clubs and theaters in and around the village, that Jack Herbert is now residing in Chicago, that Jack the Magician is working in and out of the Mound City, and that Charles Maly and Ed Little are in town. **DAVID DEVAUNT**, now well over 70 and for many years one of England's foremost magicians, lies bedridden and semi-paralyzed in the private ward of a London hospital. His brain, however, is as active as ever. He has just completed an illusion founded on the recent Coronation and it is likely that it will be presented in London, possibly by Jasper Maskelyne, early next year. **PROF. WILLIAM HOBBS**, after several years' layoff, is returning to the road with a magic show, including Madam Rita, mentalist, and Bob Bruce (C. McClymont), escape artist. Troupe will leave New Orleans for the Pacific Coast December 20. **M. L. Robert** has the management and advance.

RUSSELL SWANN has added several new tricks to his repertoire at the Dorchester Hotel, London, where he continues as a prime favorite with the swank trade. **DANIEL DEW**, after seven weeks in Mississippi schools, began his lyceum tour at Vass, N. C., November 30. He's signed for 20 weeks. **JULES J. FREEMLEY** is presenting a comedy magic turn in clown makeup in the toy department of the May Company store, Baltimore. He is stressing cards and coins. **CARDINI** continues to register solidly as one of the hits in George Black's mammoth show, *London Rhapsody*, at the Palladium Theater in the English metropolis. **HENRY BROWER** is touring Europe with the American Legion delegation which left Paris November 9. He gave a show on the French liner Lafayette on the way over and reports that the natives of the various French towns along the route have been receiving the Legion crowd in grand fashion. **WILFRID BECKMAN**, Canadian conjurer, has just finished a week at the Arlequin Theater, Quebec City, Que. He pipes that things are pretty dead there, with none of the night spots offering floor shows. **MONTREAL MYSTICS** tossed a party Wednesday night, November 24, in honor of Jack Gwynne, Haskell and Johnny Platt, who were working the Normandie Roof of the Mount Royal Hotel, the Chez Maurice and the Stanley Grill there, respectively. Among those who took in the event were Jack and Ann Gwynne, Bud Gwynne, Roger Appel, Haskell, Johnny Platt, Reg Knight, Mr. and Mrs. George Williams, Mr. and Mrs. Tom Paley, Ken Paley, Mr. and Mrs. Bill Kallman, Jack Hawthorth, Spero Metrakos, Edward Charles, Howard McLeod, Tommy

Auburn, Sid Levine, Arthur Schalek and Nelson Verge. **RAY-MOND** is concluding a two-week stay at the Wonder Bar of the New Howard Hotel, Baltimore, where he put in 30 weeks last year. **THE GREAT OVETTE**, currently playing dates in schools thru Quebec and Ontario, has purchased a new coupe and house trailer and plans to head for the Coast soon. **FOGEL**, novelty conjurer, who specializes on impersonations of world-famous magicians, is now featured with the Hughie Green unit playing the major vaude houses in England.

REVIEW

(Continued from page 29)

ter "spaghet" comedians. Has a good speaking voice and a manner of getting his burly thoughts across to the customers. Comedy and women were stressed, and they both got to the audience.

On the fem end, Vilma Joszy completely stole the show with a personality that flares up into pleasant warmth. Her strip is one of the liveliest seen for a long time. On the encore she did a tap dance (good, too) while stripped. Not only has this brunet lovely struck on a sock peel style but she can deliver lines and sing effectively too. And what a figure, besides.

Jerri McCauley, extra added attraction, delighted the boys with her fast, shimmy strip. Deanne Lee, blond stripper and dancer, failed to impress in either department. Dorothy DeHaven, brunet songstress, met instantaneous approval with her style of warbling and her beguilingness. She is a natural for a peeler.

Osaki and Taki, Oriental perch artists, did a magnificent job with seemingly incredible bits, mostly by the fem, Taki. Confidence and ability are written around this pair of Japs. Turn is okeh for burly, nitery and vaudeville, it's that novel and entertaining.

Guido and Eva offer waltz, apache and gymnast routines, the latter the most appealing.

Richard Dana and Bert Saunders are straight men. Okeh. Line (16) not up to snuff at opening. Break-in of new girls detracted, and some of the others seemed disinterested.

Business on this show looks bright. *Stidney J. Paine.*

Minstrelsy

By BOB EMMET

(Cincinnati Office)

ARTHUR L. BOYKIN and partner, Noah Robinson, who form the minstrel team of Ham and Cabbage, are wintering in Cuthbert, Ga., after a season with Winstead's *Broadway Rastus* tent show.

BLACKFACE BUD DAVIS, formerly with the John J. Williams, Paul Reno and Ed Reno shows and for the last five years advertising manager with the Martin Theaters in Columbus, Ga., has been transferred to the Ritz Theater, Roanoke, Ala., as manager.

LEON LONG, who recently launched his New Orleans Colored Minstrels, is working a circle in Jefferson County, Ala., with headquarters in Birmingham. He is carrying 20 people, including a band and ork.

JOHN S. FOX posts that he's signed to open with his Ace High Minstrels on the Bob Hurst Shows at Greenville, Tex., April 20.

CLUB TALENT

(Continued from page 24)

BOYETTES have gone south for the cold months, with their first Florida engagement the Mayflower Hotel, Jacksonville. They are now at the George Washington Hotel, that city. **LEON HARVEY** is working Midwestern clubs for Ernie Creech, Sun rep in Columbus, O. His former partner, Vivian Foy, is now in New York niteries. **GAR-RON AND BENNETT** opened at the Chateau, Milwaukee, Tuesday (30).

JEANNE WALKER, tap dancer, opened the preceding day at Blue Moons Garden, that city. **TONI LANE**, singer, goes into the Mount Royal Hotel, Montreal, late this month, followed by the Versailles, New York. **FREDDIE STRITT**, Wilma Novak, Helen Savage

and the Blondell Twins have been held over at the 26 Club, Milwaukee. Booked by Senia Gamsa, Chicago. **JACK DALTON** and Walter Tuite joined forces with Jack Morton, violinist, and opened November 29 in the Crystal Bar, Hotel Miami, Dayton, O. The Sereaders, new act, were booked there by CRA until December 26. **ARTHUR BORAN**, CBS mimic-comedian, has been signed to make a series of shorts for Educational Pictures in New York. Shooting begins December 11. **MODIE AND LEMMAUX** are being held at the Venetian Room, Blackstone Hotel, Fort Worth. **JOHNNIE WAGES** and Evelyn Townley have opened at the Corktown Tavern, Detroit, for an indefinite period. **LEN MANNING AND MITZL**, handled by Sligh & Tyrrell, are playing hotels in the South and Midwest.

ROUTES

(Continued from page 20)

Watkins, Ralph: (Yacht Club) NYC, no. Webb, Joe: (Queen Mary) NYC, re. Weber, Marek: (Stevens) Chi, h. Welk, Lawrence: (St. Paul) St. Paul, h. Weiner, Michael: (Old Roumanian) NYC, re. Weiser, Leo: (Michigan Tavern) Niles, Mich., h. Weston, Ernie: (Gleam) San Antonio, no. Whiteman, Paul: (Drake) Chi, h. Whitney, Palmer: (Baker) St. Charles, Ill., h. Widmer, Bus: (Palais Royal) St. Petersburg, Fla., h. Williams, Sande: (Astor) NYC, h. Williams, Joe: (Mark Twain) Hannibal, Mo., h. Williams, Charlie: (Checker) St. John, N. B., no. Wilson, Ray: (Rainbow) Grove City, Pa., no. Winder, Bill: (Senator) Seattle, h. Winston, Jack: (Bal Tabarin) San Francisco, no. Woodfield, Harry: (Hofbrau) Canton, O., no. Zelman, Rubin: (Caravan) NYC, no.



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 Colored Performers and Musicians, Novelty Acts, 8 Brownskin Chorus Girls, Blues Singer that can change for a week, Male Singer that can croon, Dancing Boys, Louisiana Red and Edward Martin answer. Four Comedians. Sweetie Walker, Jazz Lips Richardson, Castleberry, Weeie Payne answer. Hoop Roller, Acrobat, Juggler, Wire Walker, Piano Accordionist, Musical Act of any description, 2 Trombones, 2 Trumpets, Tenor Sax, Drummer with Drums. Hooks answer. Leonard Rogers is Stage Manager; Nat James, Musical Director. Show now in houses; under canvas in summer. **HAVE FOR SALE—17 Red Long Parade Coats and Caps, 4 End Men Suits, 10 Sets (6 to the Set) Chorus Wardrobe, 1 Excel Popcorn Machine. Write; don't wire.**
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 Pop wants you to contact him, Care Orange Hotel, Orlando, Fla.

Endurance Shows

(Communications to Cincinnati Office)

Johnson Thriller Over 200-Hour Mark

HOUSTON, Dec. 4.—B. W. Johnson's Thrill-a-Sho at the Olympiad Arena here has passed its 200th hour with 16 teams and six solos still in the running.

Tim Hammack and Marie Reneau, Joe Blake and Mary Blatt, Emory Hamby and Gladys Hardin, Stanley West and Gladys Maddox, Smitty Inman and Annette Andrews, Harry Hamby and Helen Tine, Billy Steele and Bobby Davis, Jimmy Ferenzi and Minnie Falvo, Nick Nichols and Margie Knowles, Johnnie Roeger and Billie Gonzales and Phil Rainery and Margie Bright are among the teams still holding on.

Emsee duties are being handled by King Brady, Skippy Williams and Joe Palooka, with Curly Linder a recent addition to the staff. Patsy Martin and his swingsters are still swinging out to the Thrill-a-Sho fans. Jimmie Valentine continues to make himself "popular" as a sour puss, with Fred Hartley handling the day shift.

Chief Trainer Murray (Doc) Roberts and Jimmie (Kid) Davis are keeping the kids in condition, with nurses Susy Roberts and Oneita Reagan taking care of the girls.

Day business managers are E. M. Hudson and Mrs. Polk Neal, with the night management capably handled by Eugene Thompson and Polk Neal.

AL PAINTER, roller and walkie endurance producer, is resting up in Miami, prior to departing for Havana, where he plans to stage a roller derby later in the winter.

KENNY VIDETO has retired from the endurance field and is now operating a sign shop in Attleboro, Mass. Kenny pipes that he'd enjoy reading a line on

some of his old walkie pals, including Eddie Dartina, Bob Gariso, Bill Ruty, Larry Mathews and others.

WE HAVE HAD INQUIRIES recently on Billy Addy, Joan Leslie, Blacky Kirby, Ernie Steele, Mae Manchester, Red Armbruster, Sandy Fox, Robert Whiteacre, Jerry Miller, Austy Dowdell, Jackie Leonard, Joe Brandi, Mickey Rosenberg, Eagle Miller, George Barham, Irene Carter, Woodrow Webster, Harold Wallace, Estelle White, Billy Banks, Red O'Lesky, Barney Cohen, Al Bossi, Johnny and Doris Agrella and Helen Emmett McClelland. Shoot a line to the column and let your friends know where you are and what you're doing.

GEORGE DALE, following his recent engagement with the Cumberland, Md., contest, successfully ballied a contestant dance in that city, was then hired as entertainment director and commentator for the CIO's first anniversary carnival there, and is now under contract with the G. C. Murphy chain, handling daily broadcasts from its Christmas Toyland set-up over Station WTBO, Cumberland.

LAST CALL
GEO. L. RUTY
WALKATHON
 OPENING WEDNESDAY, DEC. 15TH
 VIRGIN SPOT 100 MILES AROUND
\$2,000 IN CASH AWARDS
 Good contestants get in touch with me
 Main Office — 2129 Boardwalk, Atlantic City, N. J.

ANGELL—John S., former well-known Midwestern theatrical manager, recently in San Diego, Calif. He had been active in show business for over 50 years, operating tent shows in Iowa, and at various times wrote plays and led bands and orchestras. Burial in Glen Abbey Cemetery, San Diego. Survived by a son, Ted, and a daughter, Ruth Angell Ross.

BACH—Louis A., 44, Atlanta theater circuit operator, November 27 in a hospital in that city. Survived by his widow, mother three brothers and six sisters. Services and burial in Atlanta November 29.

BILLS—Joseph C., 64, veteran troupier, October 31 in Brightlook Hospital, St. Johnsbury, Vt., after an illness of six weeks. Services under Masonic auspices November 2 and burial in Mt. Pleasant Cemetery, St. Johnsbury.

BLAKESLEE—O. G. Medford, Wis., exhibitor, killed November 26 when struck by a bullet while hunting.

BRINSTON—Mrs. J. W., wife of J. W. Brinston, former member of Jimmy Cooper's *Black and White Revue* and father of Cooper's *Marvelous Waite Family*, at her home in Cincinnati November 20.

BUCHANAN—William T. (Buck), former press agent for the Robinson Circus, at a Harrisburg, Pa., hospital recently. Burial by a church society there.

CARRUTHERS—Mrs. Gertrude, widow of Edward F. Carruthers, of Barnes-Carruthers Fair Booking Association, in Chicago December 2 of a heart attack. Funeral services December 4 and burial was in Woodlawn Cemetery. Mrs. Carruthers was well known among outdoor show people and was an active member of the Ladies' Auxiliary of the Showmen's League. She had attended the annual banquet and ball in the Hotel Sherman on the night of December 1 and apparently had been in good health. An adopted son, G., survives her.

CASE—George, 58, pioneer Winnipeg film exhibitor and theater manager, recently in Port William, Ont.

CLAIR—Floyd F., 52, orchestra and band leader for many years, in Battle Creek, Mich., November 26. At one time he led the Elks' Band in that city and was widely known thru that section for his band organizing ability. Burial in that city. Survived by one brother, Arch E. Clair, manager of Norumbega Park, Auburndale, Mass.

CLOUDS—Ethel Grayce, 45, vaudeville and musical comedy performer for 15 years, at Will Rogers Memorial Hospital, Saranac Lake, N. Y., November 27, after a lingering illness. She last worked at the Palace Theater, New York, in 1923. Burial in Indianapolis.

COLON—Pablo, 37, editor of *Teatro Al Dia*, Spanish film trade paper, in Westchester Square Hospital, New York, recently from complications following an appendectomy. Survived by his widow and three children.

COUTURE—Alphonse L., 56, former Manchester, N. H., theater operator, recently in Miami after a lingering illness.

COYLE—Mrs. Henrietta, 48, former actress and wife of Jack Coyle, actor who has been appearing in a Detroit theater, recently in Lake Hiawatha, N. J.

DICKINSON—George W., 78, former secretary-manager of Michigan State Fair, Detroit, November 26 at his home in Pontiac, Mich., following several months' illness. He retired in 1926 after serving 15 years. Born in Sandusky, Mich., Dickinson was a train dispatcher until his appointment as member of the Michigan Railroad Commission by former Governor Fred Warner. In 1911 he was promoted to the post of secretary-manager at the then new Michigan State Fair and established a record for holding the post thru many gubernatorial administrations. Development of Michigan State Fair from a chiefly rural fair to its place as the exposition of one of the foremost industrial States occurred largely under his administration. Dickinson, active in fraternal affairs, was first exalted ruler of the Elks, Pontiac, and had gone thru all offices of the Masonic Chapter. He was also a Knight Templar and member of the Shrine Club Caravan and Detroit Athletic Club. Survived by a daughter, Mrs. John Austin, of South Pasadena, Calif., and a son, Andrew W. Dickinson, of Pontiac.

FUTCH—Mrs. C. M., 54, mother of Jerry Phillips, well-known burlesque and tab chorine, recently at Memorial Hospital, Richmond, Va., of a cerebral hemorrhage following a three-week illness. Burial in Blanford Cemetery, Petersburg, Va. Survived by her husband, 10 daughters and 23 grandchildren.

GLIDDEN—Carlton, 62, playwright, November 30 in Elizabeth, N. J. His most successful play was *Eyes of Youth*, starring Marjorie Rambeau, which ran for 414

The Final Curtain

performances on Broadway in 1917 and in London for a year. Survived by his widow and two brothers, Albert and Ivan.

GOODRICH—Arthur D., 67, member of the Providence Keith-Albee Theater orchestra for 27 years, recently in Harlow, N. H.

GRIFFITH—Darlynn Dell, infant daughter of Mr. and Mrs. Dick Griffith, November 28 at her home in Fort Worth, Tex. Her father is a well-known rodeo performer and her mother appeared in *The Last Frontier* at the 1936 Fort Worth Frontier Centennial. Survived by her parents and a sister. Services November 29 and burial in Mount Olivet Cemetery, Fort Worth.

HANCOCK—Mrs. Edna, 36, wife of Guy Hancock, RKO film salesman, November 24 in Methodist Hospital, Indianapolis, following a short illness. Survived by her husband, two sons, John and Stewart, and her parents. Burial in Washington Park Cemetery, Indianapolis.

HARRIS—Sallor, at various times connected with the Brown & Dyer, Rubin & Cherry, Royal American, Happilyland and Weer shows, November 10 of a heart attack.

HENRY—Colonel William F., 74, well known to theatrical and circus people and for 45 years connected with *The Duluth Herald*, of which he became general manager in 1932 when it combined with *The News-Tribune*, November 29 at his home in Duluth after a two years' illness. He prided himself on the host of friends he had in the theatrical and circus professions. He was born in Penn Yan, N. Y., March 11, 1863, and was a member of the Duluth BPOE, Kiwanis Club and Chamber of Commerce. Survived by his widow and a daughter, Irene Henry Abbott, of Portland, Ore. Services December 1 at Our Lady of the Rosary Cathedral, Duluth. Body was sent to Rochester, N. Y., for burial.

HERRON—Manly D., 81, former Millersburg, O., stockman, who for more than 40 years brocked and sold horses to circuses, November 26 at the home of his daughter, Mrs. W. D. Mercer, of Newark, O., after two weeks' illness. He retired 11 years ago. Burial in Mound View Cemetery, Mt. Vernon, O.

JARRELL—Mrs. Myra Williams, 70, author and playwright, at her home in Topeka, Kan., November 29 of a heart ailment. Her most noted play was *Satan Came Also*. Survived by her husband, J. Frank Jarrell, three sons and a daughter. Services December 2 at Topeka.

JOHNSTONE—Oscar H., 77, former owner of the American Theatrical Agency, Chicago, and veteran stock actor, November 25 at his home in Chicago of a heart attack. Survived by his son, Pat Barrett, known professionally as Uncle Ezra on the WLS Barn Dance program. Services November 29 and burial in Holy Sepulchre Cemetery, Chicago.

LEWIS—Ralph, 65, stage and silent screen actor, in Los Angeles December 4 of injuries sustained in an automobile accident October 24.

MCARTZ—J. T., old-time circus operator and former advertising agent of the Powers and Garrick theaters, Chicago, November 28 at the home of his daughter, Tina, in Van Nuys, Calif. He was in his late 80s. Body was cremated and ashes buried in Washington C. H., O.

MAZEREK—Paul, 50, Detroit musician, killed November 28 in that city when struck by an automobile.

MOORE—Jessie, 42, formerly of the Flying Moores and for the past 15 years appearing with circuses and as a free act with Jack Taylor, as Taylor and Moore, November 29 at her home in Red Key, Ind., of complications resulting from injuries sustained in a fall in 1929. The past season she had appeared with the Majestic Exposition Shows. She was born in Red Key. Survived by her mother, Mrs. Millie Hartley, of Red Key, and a sister, Mrs. Pete Welch, of Dunkirk, Ind. Burial in Red Key.

NOON—Daniel L., father of Gilbert Noon, well-known shooting gallery operator, in Chicago November 11.

NORTH—George, passenger traffic agent of the Grand Trunk Railway and well known to showfolk, in Chicago November 25. Burial in family plot there. His widow and child survive.

PURSELL—Mrs. J. W., 70, former member of a *Peter Pan* and dog and pony act, November 27 in Council Bluffs, Ia. Survived by her husband, J. W., and a son, Percy, of Purcell's Stage Circus.

RANDALL—Earl, 70, old-time troupier, recently in Peru, Ind., of a heart attack. Interment in Circus Rest, Mt. Hope Cemetery, Peru. Funeral under direction of Amalgamated Circus Workers of America.

ROYER—James, of the Royer Brothers, of *Nert Door* fame, and former clown with the Hagenbeck-Wallace and Billy Hall shows, November 25 in Philadelphia, where he had lived for the last 10 years. For six years he had been connected with the office of Recorder of Deeds, Philadelphia. Survived by his brother, Archie, former clown, now in retirement in Bangor, Mich. Burial in Pottstown, Pa., November 27.

SMITH—Joe, 35, considered one of the greatest Negro trumpeters of all time, December 2 in an insane asylum in Central Islip, L. I. Smith, born in Ripley, O., started out as a drummer. In 1921 he joined Ethel Waters' Band and from then on played trumpet. He played in Fletcher Henderson's Band at the Club Alabam, New York, in 1922 and in the pit bands for such colored revues as *Dixie to Broadway*, *Chocolate Dandies* and *Blackbirds of 1928*. Smith cut hundreds of records, including about 80 blues discs with Bessie Smith. Other bands he played with were Count Basie, McKinney's Cotton Pickers and Bennie Moten.

SMITH—Ed J., 52, for the past 25 years superintendent of grounds at Louisiana State Fair, Shreveport, and widely known among showfolk, November 23 in that city as a result of a stroke suffered November 21. Among honorary pallbearers were W. R. Hirsch, secretary-manager of Louisiana State Fair; J. T. Monsour, assistant secretary-manager, and Gladys McDuffie, secretary to Hirsch. Services and burial in Jewella Cemetery, Shreveport, November 24. Survived by his widow; three sons, Raymond, of Ann Arbor, Mich., and Edgar and Willie, of Shreveport; a daughter, Bessie Mae, of brother, Ray, of Dallas, and two sisters, Mrs. G. C. Slaughter, of Haynesville, La., and Mrs. Gurtie McClenahan, of Vivian, La.

WALTHALL—Mrs. Isabelle Hannigan, 57, actress and former wife of the late Henry E. Walthall, November 29 in Hackensack Hospital, Hackensack, N. J. Born in Dublin, Ireland, she met Walthall while appearing in a New York production. They were married in 1907 and divorced in 1917. She played her last role in *The Talker*. Survived by two sisters, Mary E. and Kitty Hannigan.

WEINTRAUB—George, theatrical critic of *The Press-Union* newspapers, music authority and a World War veteran, at his home in Atlantic City November 25 of a heart attack. Survived by widow, Violet; a daughter, three sisters and three brothers. Interment in Pleasantville Cemetery, Pleasantville, N. J.

WHITE—Harry S., 67, for 35 years identified with carnivals and who toured with a whale show last year, recently. He was born in Kansas City, Mo., and is survived by a brother, Bud White, connected with the Los Angeles Zoological Society.

WHITMORE—Jean Clark, pianist and organist, November 30 at her home in Port Huron, Mich., after illness of several months. Survived by her husband, a son and two daughters. Burial in Lakeside Cemetery, Port Huron.

WILLIAMS—Arthur G., 75, theatrical representative for 50 years, November 26 in Polyclinic Hospital, New York. Born in Richmond, Ind., Williams broke into show business with W. J. Gilmour in Philadelphia and later was advance man for M. B. Leavitt. Williams also worked for Comstock and Gest, the Shuberts, Joseph M. Gates and Richard Herndon. Services November 29.

WILLIAMSON—Mrs. J. C., widow of J. C. Williamson, in Sydney, Australia, recently. Known professionally as Mary Weir, she formerly danced with her husband's company.

YATES—Nettie, wife of Jimmie Yates, who operated the Hickey Cafe, Macon, Ga., killed in an automobile accident near Americus, Ga., November 29. Both are well known to showfolk. Interment in Albany, Ga.

YOUNG—Jack (Doc), 59, side-show manager with the Walter L. Main Circus the past season, recently of a heart attack in Greenville, Ala., winter quarters of the Main Show. He had been ill the last six weeks. For many years Young had been connected with the Newton interests, the Honest Bill and Lucky Bill circuses. Dave Rowland sounded taps during interment in Greenville.

Marriages

DURAND-SOUDANI—M. Durand, engineer, and Mokdra Soudani, Oriental dancer at the Paris Exposition, in Paris November 18.

FREEMAN-MICHELL—Arthur Freeman, performer, and Peg Michell, aerialist, recently.

GREENE-THUMEIER—Marshall L. Greene, circus and carnival general agent, and Flora Lee Thumeier, Evansville, Ind., nonpro, in Mt. Vernon, Ind., November 6.

HALVORSEN-IA PLANTE—Ray G. Halvorsen, Manitowoc, Wis., and Marion Hule La Plante, dancer, in Hollywood November 23.

HULL-TURNER—Bruce Parker Hull, Kansas City, Mo., and Marjorie Jean Turner, vocalist of the *Style and Smile Leaders* program heard over Station WBB, Kansas City, Mo., in Linden, Mo., November 27.

INSCO-TOMLINSON—Thomas J. Inско, organist and light opera singer, and Bette Tomlinson, stock and rep player, in Lawrenceburg, Ind., November 20.

KRAWITZ-BURKE—Lou Krawitz, Philadelphia, and Miriam Wintroub Burke, Kansas City office manager of the Majestic Motion Picture Exchange, in Kansas City November 25.

LION-BAKER—Jean Lion, French broker, and Josephine Baker, American Negro dancer and singer, in Creve-coeur-Grand, near Paris, November 30.

MORRIS-JOHNSON—J. Raymond Morris, former advance agent for Ringling Bros.-Barnum & Bailey Circus and with Al G. Barnes last season, and Elizabeth Johnson, Jacksonville, Fla., in Fernandina, Fla., October 25.

PETERSEN-DU FOUR—M. H. Peterson, vice-president of Van Cronkrite Associates in Chicago, and Laurel Du Four, secretary of Station WBBM sales staff, in Chicago November 29.

POLLARE-DEVINE—Reg Pollard, movie theater manager, and Eileen Devine, nonpro, in Sydney, Australia, October 30.

PRENDERGAST-KLEEB—Jack Prendergast and Helen Kleeb, NBC actress, in San Francisco November 27.

RYFFEL-WOODS—Rex Ryffel, nonpro, and Mary Woods, burlesque performer, formerly with the Bozo Snyder Company, in St. Louis November 25.

Coming Marriages

Jack Henderson, dramatic actor, and Betty Myers, vaudeville performer, in Cincinnati December 31.

Virginia Bruce, film actress, and J. Walter Ruben, director, in Beverly Hills, Calif., December 18.

Alan Curtis, film actor, and Priscilla Lawson, of the screen, in Hollywood soon. Oscar Eugo Hornolka, Austrian actor, and Baroness Vally Gatsvany, actress, in London soon.

Births

A daughter, Joyce, to Mr. and Mrs. Jack C. Branscombe in New York November 19. Father is a pitchman.

A seven-pound daughter to Mr. and Mrs. R. E. Hurst in Goode & Philly's Hospital, Greenville, Tex., November 23. Father is manager of the Bob Hurst Carnival. Mother is secretary.

A boy to Mr. and Mrs. G. G. Gray recently. Father presents indoor circuses in Northwestern territory.

A daughter, Mary Virginia, to Mr. and Mrs. Max Tiff, in Oklahoma City Hospital recently. Father is a trumpet-player with Judy Conrad's Tower Theater Orchestra in Kansas City, Mo. Mother is the former Virginia Blackford.

An 8½-pound daughter, Phyllis Alberta, to Mr. and Mrs. Ray Ireland in Memorial Hospital, Richmond, Ind., December 2. Father is director of Ireland's Concert Band.

A son, Otis Leroy, to Mr. and Mrs. Otis Leroy Smith Jr., in Utica, N. Y., November 14. Father is grandson of Otis L. Smith, owner of a show bearing that title.

An eight-pound daughter, Barbara Joyce, to Mayo and Rosaline Holland at St. Luke's Hospital, Philadelphia, November 27. The parents have been with Billroy's Comedians' tent show, the last eight seasons.

A 7½-pound son to Mr. and Mrs. Max (Boo-Hoo) Huff in Jefferson Hospital, Philadelphia, November 28. Father is former operator of the 1214 Club there.

A seven-pound daughter, Patricia Owen, to Mr. and Mrs. Edward B. Kennedy. Father is well known in rodeo circles as a publicity agent.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post Blair, Mrs. James, Kelly, Mrs. May...

Women

Acevedo, Mrs. Aurora Adams, Mrs. Buelck Adams, Mrs. O. M. Alexander, Mary Alker, Mrs. Annie...

Gannon, Mario Gardner, Ella Gardner, Mrs. E. J. Garcia, Mrs. B. E. Gay...

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads Cincinnati Office, New York Office, Chicago Office, St. Louis Office.

Lambert, Mrs. Katherine M. Lacombe, Mrs. E. S. Lang, Mrs. C. S. Larey, Eileen...

Vaughn, Irene Vorchies, Mrs. Ben H. Voss, Dorothy...

Abana Brothers Barber, Raymond Barnard, Wm. S. Barnes, Bill...

Brace, Dock Braden, E. B. Braden, Jim Bradford, M. M. Bradley...

Burger, Red Barker, Raymond Barnard, Wm. S. Barnes, Bill...

WATCH THAT POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes...

Men

Allen, Bob Allen, Casey Allen, Joe...

McDaniel, Mrs. Grace McDaniel, Mrs. Charles McDougall, Mrs. Charles...

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Bemoans Poor Equipment of Drama Critics
New York. Why is it that daily papers insist on thinking that anyone who has an IQ over 40 and the ability to write a news story is a potential dramatic critic? The drama is a specialized art and anyone who sets up to criticize it should have at least some actual knowledge of the field. Our present crop of dramatic critics has been recruited from the ranks of feature writers, book reviewers, city desk men, music critics and assorted typewriter pounders. It's doubtful that any single one of them has ever had even a slight working acquaintance with the theater that he presumes to criticize. It seems an unhealthy condition. No paper would think of appointing a music critic who didn't know the difference between the sometimes painfully overlapping schools of modern art. Why then should the theater suffer from criticisms of men who know nothing whatsoever about the theater? Such a situation is fantastic. Of course, it may be argued that the daily-paper critic, endeavoring to give a reaction to the play that may fit in with that of the general public, needs no more equipment than general intelligence and taste. Thus, it may be said, he gives a view of the play approximating that of most spectators. While this may be argued in relation to the play (I disagree, but there are grounds for argument) no argument is possible in regard to performers. The complete lack of knowledge of things theatrical flaunted by most so-called critics ends by giving praise to bad performances in showing parts; it fails to distinguish between player and role; it fails to take into consideration difficulties of interpretation and projection caused by bad scripts. Performers are the sufferers because of the papers' habit of promoting pet editors into critical berths. Anyone can take a panning that is offered on justifiable grounds—but it's pretty hard to be condemned by someone who obviously doesn't know what he's talking about—and to have that condemnation considered gospel by the Broadway sheep who do casting and producing and whose equipment is usually no better than that of the critics. Conversely, any real player would rather take a bad notice from a writer who knows the stage than a large slice of puerile praise from one of the publisher-appointed deities. In judgments of acting knowledge is needed, even if we admit that no knowledge is needed in the evaluation of a play. The critics would howl bloody murder if a jury of actors who knew nothing of writing were appointed to review, pass on and become the final criteria of the critics' literary styles.
GEORGE BURSON.

Interested in Vaudeville Under Auspices
Sylva, N. C. In *The Billboard* of November 20 I noticed William Judkins Hewitt's article, *Why Should Indoor Promoters Flounder When the Next Move Is: Vaudeville Under Auspices?* Well, I have booked in the past 25 years almost everything, but under vaudeville under auspices. After spending the 1937 season ahead of Warren J. Burns' Crystal Exposition Shows, which closed at Georgetown, S. C., November 13, I came to Sylva to promote a beauty pageant on the stage of the Lyric Theater. This was on my way home to Philadelphia, so I was just putting in another week. But I really did fall for Hewitt's article on vaudeville under auspices.
EDWARD K. JOHNSON.

No Monopoly of Sales by "Live" Radio Programs
New York. Lots of folks in radio act like maiden aunts. They refuse to recognize some of the fundamental facts of life. Just as maiden aunts pretend that babies are brought by the storm (or left behind rosebushes) many rather important people in radio pretend that good broadcasts come only when the artists stand around the microphone and perform simultaneously with reception. "Electrical transcriptions" of shows for spot use have taken a little of the curse off the proposition of recorded broadcasts, but when you mention "phonograph records" some of our better agency executives look as shocked as a maiden aunt hearing someone deny the story of babies being found in rosebushes. We at WNEW are rather proud that we've reached our majority and are able to face the facts of life, one of said facts being that a good announcer with some good phonograph records, made by good orchestras, on a good wave length with good transmission can build a tremendous audience that responds a lot better than some audiences built to follow the so-called "live" shows. All this is proved by the three hours a day of commercial time sold on Martin Block's *Make Believe Ballroom*. The *Ballroom* is very simple. It has been duplicated on half the stations in the country. An announcer, a turntable or two and some records. The pleasing thing to us and to all other independent radio stations in the country, however, is not that we have sold so much time, but that many national advertisers are using the *Ballroom*, firms which have plenty of money to buy almost any kind of show they want. We at WNEW and some of our other progressive brethren of the independent station group will continue to have an edge in selling time to radio men who no longer look for babies behind palm leaves and sales only from "live" broadcasts.
LARRY NIXON (Publicity Director, WNEW).

Wonders About AFL Setup in Show Business
Philadelphia. With all branches of show business in the doldrums of unemployment and the WPA Federal Theater and Music projects taking up a good portion of the slack, thereby materially easing agonies of the different unions, how is it that the American Federation of Labor has not come out more strongly in favor of the WPA's continuance? As a reader of *The Billboard*, this point appears to me to be a rather logical one and one which has not been sufficiently publicized. True, local branches of the AFL have fought tooth and nail to keep their men on the projects, but the AFL itself, with all its influence and power, has never yet put its shoulder behind the wheel in order to keep the WPA going. About one year ago an Allied Theatrical crafts council tried to get relief thru concerted action. In July, when the one-third personnel out came thru, all the theatrical unions banded together to protest to Washington their dire need of help. But the central AFL remained on the side lines. The attitude is a peculiar one and not easy to understand. The do-nothing policy of the AFL is responsible to a great degree for the growth of the CIO. The maintenance of the WPA as a sop for unemployment is one of the surest pacifiers of the mem-

berships of the different AFL locals. And yet the AFL has not been loud in its support of the WPA. Maybe the AFL labor set-up in show business is hopelessly in the mud.
SAM SMITH.

Views Smaller Places as Best For Repertoire
Holliston, Mass. Much has been written to The Forum about repertoire coming back in small cities and towns, and I believe that show business never will take on its old spirit until this has been accomplished. Stock is showing a little sign of life in scattered sections, but return of the weekly repertoire troupe would do more for dramatic show business than any other one thing. However, before this comes true we must have managers who are willing to take a chance with smaller places because few theaters are at present available in medium-sized or larger cities. We also need writers who can turn out first-class short-cast bills and this needs a peculiar experience that is practical. At present we have several writers of the needed type of play, but managers of small dramatic shows make the mistake of sticking to old worn-out bills that have run the gantlet of many shows and that are dated. Even country audiences nowadays listen to radio and go to movies and in many instances are more up to snuff on modern entertainment than many show people who have little time or opportunity to see or hear such things. I hope before long to see a dramatic-starved public supplied with repertoire in small cities and towns. Broadway never supplied plays for the general American public and never will, in my opinion. America rightly shies away from New York with its smut and sophistication. Good luck to the small dramatic show still existent in some parts of the country.
N. W. KENNEDY.

Likes Wordless Dance Acts With Classic Routine
Chicago. In the average vaudeville show, revue or movie stage show there is one type of act which is always deeply appreciated, altho in a quiet way. The patter team may seem to be the hit, but to me the only act leaving an impression of beauty is the wordless dancing act, using classic routine. Even at the least expensive show it is usually possible to see a dancing group with excellent technique and with girls of graceful lines. It is such acts that bring the beauty of art to all the industrial towns, dingy neighborhoods and residential suburbs. Let these praises fall on those to whom it is due.
CARL PETERSON.

Raps Coast Magish for Radio Expose
San Francisco. When a certain magician recently came to the Coast his vast publicity was put into the hands of one of San Francisco's better known bookers, who immediately saw to it that the magician worked a vaudeville house near by. I was appearing in a night club in the same city, so I visited with him backstage. I really enjoyed talking to this man and listening to the tales of his success and experiences. In fact, upon leaving I remarked that after I had spent 18 years in the business, as he said he had, I hoped to be as proud of my success then as he seemed to be now. I returned the next day and caught his show. The magician went thru the antics of a simple routine with billiard balls, 12 cards into the pocket and a dope number. Frankly, I thought the show was a little flat and evidently the house thought so too, judging from the applause. Magicians will discuss other magicians and I am terribly afraid this gentleman was a little on the pan. From the most discussed magician locally, with a certain agent's declaration that he was the greatest magician on the Coast, conversation subsided to a mere whisper, then subsided altogether. A few days later

Favors More Of Variety and Less Dancing
Providence. Being a former performer and a reader of *The Billboard* over a period of 25 years, I will always be a booster for vaudeville. In The Forum of October 16 I read with much interest the letters of Billy Van from California and Dan Valadon from Providence. Both artists are right. Billy Van is correct regarding tabs having the same old gags and expecting results. It cannot be done with audiences of 1937. Dan Valadon is right in his contention that real experienced theater managers are the ones to put vaudeville back and to fill those empty seats. The real trouble with vaudeville today is that there is not enough variety and there are too many tap-dancing acts. The public gets so much tap dancing on the amateur stage and in radio. Why must we who pay to go to a theater have little

except dancing stuffed down our throats? Paladon is right again when he said that the public becomes enthused when it sees a real novelty act. This sort of act never fails to be the hit of any show. I have been a dancer for years, but after seeing so many amateur tap dancers I have put my clogs away. In a local vaudeville house recently the bill had three novelty acts. And did it go over big! Applause was deafening at every show. When other acts fall down on comes a novelty or circus act to put them on their feet again. Let's have more variety acts and less dancing.
DANIEL SULLY.

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43rd YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD, SR., President and General Manager.
E. W. EVANS, Secretary-Treasurer.
A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billby," Cincinnati, O.
BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, MDedlison 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chet 443. PHILADELPHIA—B. H. Patrick, 1222 Lampert Road, Upper Darby, Pa. Phone, Madison 6875. LONDON—Bert Ross, care "The Performer," 18 Churing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Chambers Bldg., 198 Pitt Street. PARIS—Theodore Wolfgram, Hotel Stevens, Rue Alfred-Stevens.
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Vol. XLIX. DECEMBER 11, 1937. No. 50

I left town to appear in a club in Stockton, Calif. A radio was playing in the lobby of the hotel where I stopped. Then something happened. Magic's forgotten man of a much-heralded reputation was introduced by the radio announcer and proceeded to expose a certain magic effect. Naturally I wondered if he was redeeming his lost conversed crown. This letter boils down to this: Exposing in any form is lousy, but when a man who claims the plaudits of the magic profession, with 18 years' experience to back him up, deliberately exposes to thousands of listeners over the air that is very, very lousy. In parting it would be well to remember that the profession and its performers depend upon secrecy. Without it there would be no bread and butter. Need I say more?
RAHN ORMOND.

Says O'Keefe's "My Friends" Ridicules FDR
Cleveland. Just a few words to rebuke radio comedian Walter O'Keefe for his wise cracks on the air about the "My Friends" salutation, thus ridiculing our President. You notice that last night (14) in his talk the President did not use that salutation. Show people are burnt up with such instances as the O'Keefe stuff. No matter what your views are in regard to the New Deal, I know you are 100 per cent American and I am asking if you have the guts to reprimand O'Keefe or even to publish this letter.
BURT STODDARD.

Saranac Lake
By T. BODWELL
Tommy Abbott has deserted these climes in favor of a farm in Pinebush, N. Y. Tommy is in good condition. Mickey Schultz celebrated his birthday last week by going to town. He was well remembered by his many friends. Matt Hill has left for his home in Philadelphia after curing for a few months here. Dr. Martin Dworkin, interne at the NVA Lodge, met with an automobile accident recently, suffering a fractured jaw. Marion Green, after a sojourn here lasting three years, left for New York feeling hale and hearty and in excellent shape. Jennie Grande succeeded in palming off another birthday last week. Garry Sitgreaves, who was one of our most successful rib cases, has left for his home in Brooklyn. He left in great condition.

ACTS, UNITS AND ATTRACTIONS

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

A

Ace, Red (Crescent) New Orleans, nc.
Adair & Richards (Mayfair Casino) Cleveland, nc.
Adami, Dell (International Casino) NYC, nc.

B

Bachelors, Four (Belmont Plaza) NYC, h.
Baines, Pearl (Kit Kat) NYC, nc.
Baldwin & Bristol (Jole) Ft. Smith, Ark., t.

C

Cook & Brown (Met.) Boston, t.
Cox, Alben (Greenwich Village Casino) NYC, nc.
Coralli, Claudia (Barney Gallant's) NYC, nc.

D

D'Avales, Rodolfo (El Chico) NYC, nc.
Dall, Billie (Chatterbox) Johnstown, Pa., nc.
Dall, Sonny & Shirley (Yacht) NYC, nc.

E

Earl & Francis (Sebastian's Cotton Club) Culver City, Calif., nc.
Eddie & Amy (Roxie) Cleveland 10-16, t.
Edwards, Irving (Lido) Montreal, nc.

F

Farrar, Jane (Locust) Ehile, nc.
Farrall, Bill (Place Bleganzel) NYC, nc.
Farris, Dolores (Greenwich Village Casino) NYC, nc.

G

Gaby (Le Mirage) NYC, nc.
Gale, Diane (Bertolotti's) NYC, re.
Gale, Alan (Open Door) Chi, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

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

Cook & Brown (Met.) Boston, t.
Cox, Alben (Greenwich Village Casino) NYC, nc.
Coralli, Claudia (Barney Gallant's) NYC, nc.

Fonda & St. Clair (Gatineau) Ottawa, Ont., Can., cc.
Foote, Herbert (Edgewater Beach Hotel) Chi, h.

D'Avales, Rodolfo (El Chico) NYC, nc.
Dall, Billie (Chatterbox) Johnstown, Pa., nc.
Dall, Sonny & Shirley (Yacht) NYC, nc.

Gaby (Le Mirage) NYC, nc.
Gale, Diane (Bertolotti's) NYC, re.
Gale, Alan (Open Door) Chi, nc.

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

Delahanty Sisters (Fogant's Grill) Erie, Pa.
Dell, Helen (Paradise) NYC, nc.
Denault, Helen (Cafe Madrid) Buffalo, nc.

Gerrits, Paul (Palace) Cleveland, t.
Gilbert, Esther (Gay '90s) NYC, nc.
Gilbert, Bob & Fleurette (Cavalier) NYC, nc.

Earl & Francis (Sebastian's Cotton Club) Culver City, Calif., nc.
Eddie & Amy (Roxie) Cleveland 10-16, t.

Haal, Vera (Embassy) Phila, nc.
Hagan, Fred (State-Lake) Chi, t.
Haines, Tate & Simpson (Leon & Eddie's) NYC, re.

Farrar, Jane (Locust) Ehile, nc.
Farrall, Bill (Place Bleganzel) NYC, nc.
Farris, Dolores (Greenwich Village Casino) NYC, nc.

Hamill, Thos. J. (N. S. Democratic Club) Pittsburgh, nc.
Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City, nc.

Hill, Betty (Cafe Madrid) Buffalo, nc.
Hilliard, Jack (Royale Follies) Chi, nc.
Hilton & Fox (Lyric) Indianapolis, t.

Jacqueline, Mignac (International Casino) NYC, nc.
James & Peltz (Ball-Ball) Chi, nc.
James, Freddie (Cotton) NYC, nc.

Kammerer, Mercedes (Gay '90s) Chi, nc.
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.

LaNava (Edison) NYC, nc.
LaBlanc, Billy (Silver Grill) Buffalo, nc.
LaDelle, Babe (Pub) Portland, Ore., nc.

Leahy, Fred (Palace) Buffalo, nc.
Leahy, Barbara (Zimmerman's Budapest) NYC, re.
LaMothe, Olive (Red Rooster Club) West Hartford, Conn., nc.

Little Sachs, Three (Bertolotti's) NYC, re.
Lola & Rocha (606 Club) Chi, nc.
Lorenz, John (Chatterbox) Johnstown, Pa., nc.

Lynn, Carl (Wonder Bar) Port Huron, Mich., nc.

McCabe, Sara Ann (Palace) Cleveland, t. McClelland, Reed (Wheat) NYC, nc.

McClure, Jimmy, & Bill Price (State-Lake) Chi, t.

McCormack, Frank (Greenwich Village Casino) NYC, nc.

McCoy, Bob (Elmore) NYC, h. McCoy, Jack (Stuff) (Cafe Madrid) Buffalo, nc.

McGully, Jean & Gine (Adelphia) Phila, h. McDonald, Babe (Tiny's) San Jose, Calif., nc.

McKenna, Joe & Jane (Palace) Cleveland, t. McKendree, Red (Nick's Rendezvous) NYC, c.

MacLennan, Corinne (Paradise) NYC, nc. MacNaughton, Virginia (Le Mirage) NYC, nc.

Mack, Lyle (Chatterbox) Jamestown, Pa., nc. Madison, Rudy (Gay '90s) NYC, nc.

Maida & Ray (Tower) Kansas City, Mo., t. Major, Sharp & Minor (Park Central) NYC, h.

Manchito (Yumuri) NYC, nc. Manginis (Moulin Rouge) Paris, nc.

Manhattanites (College Inn) Chi, nc. Manners, Marion (De Luxe) Chi, h.

Martinez, Otil (Biltmore) NYC, O., h. Manolita (Russian Art) NYC, re.

Manzanares, Jose (Havana-Madrid) NYC, nc. Mara (Perroquet) NYC, nc.

Marcelle, Andrea, & Co. (Palace) Chi, t. Marie Madama & Pats (Capitol) Salem, Ore., 8-11; (Rivoli) Portland 16-22, t.

Maree, Lois (Colosimo's) Chi, nc. Marie's Marvel Dogs (Santos-Artigas Circus) Havana, Cuba.

Marinos, Lou (Trocaadero) NYC, nc. Marion, Alice (Essex House) NYC, h.

Marion, Sid, & Co. (Michigan) Detroit, t. Marlow, Great (Perkins) Kansas City, Mo., nc.

Marshalls, Three (Capitol) Washington, D. C., t.

Martinez, Juan (Havana-Madrid) NYC, nc. Mason, Jack (Chateau Richelle) NYC, nc.

Massey & Miller (American Music Hall) NYC, nc. Mathieu, Juggling (Bavarian Gardens) Cleveland, nc.

Mandel, William & Joe (State) NYC, t. Maurice, The Great (Coq Rouge) NYC, nc.

May, Bobby (International Casino) NYC, nc. Mayfair, Mizel (Capitol) Washington, D. C., t.

Mayo, Buddy (Triangle Gardens) Peoria, Ill., nc. Meadowbrook Boys (Hollenden) Cleveland, h.

Meehan, Stanley (Hollywood) NYC, re. Melan, Lou (Madison) NYC, h.

Mells, Kirk & Howard (Blue Moon Garden) Milwaukee, nc.

Menen, George (McAlpin) NYC, h. Mercedes, Eileen (Mirador) NYC, nc.

Michon, Michel (Russian Kretchma) NYC, re. Millinder, Lucky, & Band (Met.) Boston, t.

Milken, Bob (Little Cavelier) NYC, c. Minor & Root (Ambassador) NYC, h.

Minute Men, Three (Lexington) NYC, h. Mischa (Russian Kretchma) NYC, re.

Mitchell, Doris (Paradise) NYC, nc. Moffett, Adelaide (Ambassador) NYC, h.

Monte Carlo Ice Ballet (Orpheum) Duluth, Minn., t.

Montoya, Pota (Trocaadero) NYC, nc. Moore, Peggy (Harry's New York Cabaret) Chi, nc.

Morales Bros. & Little Daisy (Verns) Detroit, nc.

Morgan, Loretta (Gay '90s) Chi, nc. Moriche, Jose (Trocaadero) NYC, nc.

Moriche & Teresta (Trocaadero) NYC, nc. Morrison, Alec (St. Regis) NYC, h.

Muriel, Mimi (Crisis) NYC, h. Musical Maniacs, Three (Greenwich Village Casino) NYC, nc.

Myers, Helen (Radio City Rainbow Room) NYC, nc.

Myers, Timmie (Royal Gardens) Melrose Pk., Ill., nc.

Myrus (College Inn) Chi, nc. Myrlo & Pascha (Moulin Rouge) Paris, nc.

Myrtle & Pascaud (International Casino) NYC, nc.

N. T. G. Revue (RKO Boston) Boston, t. Nations, Evelyn (Netherland Plaza) Cincinnati, h.

Negrete, George (Yumuri) NYC, nc. Neller, Robert (Hollenden) Cleveland, h.

Nelson, Nelle (Open Door) Chi, nc. Nelson's Boxing Cats (Leon & Eddie's) NYC, nc.

Newman, Doug (Statler) Boston, h. Nichols, Howard (Statler) Detroit, h.

Nilson, Eleanor (Crisis) NYC, nc. Nissen, George (Club Rainbow) Buffalo, nc.

Nissen, George (Southern Dinner Club) Houston, Tex., nc.

Nixon & Andre (Chez Ami) Buffalo, nc. Noah's Ark, Modern (Tuscaloosa, Ala., 6-11; t. Army) Selma 13-18.

Noland, Nancy (White) NYC, h. Norre, Lee (Triangle Gardens) Peoria, Ill., nc.

Northerners, The (Lyric) Indianapolis, t. Novack & Fay (Earle) Phila, t.

Nuri Sisters (El Chico) NYC, nc.

O'Toole, Edythe & Patsie (Capri) Lawrence, Mass., nc.

Olympic Trio (Palmer House) Chi, h. Omar (St. George) Brooklyn, h.

Ortega, Rosita (Yumuri) NYC, nc. Ornes, Jose (Trocaadero) London, nc.

Orons, Four (Palace) Chi, t. Osman, Sally (Ball-Ball) Chi, nc.

Osterman, Jack (Cavelier) NYC, nc. Oxford Boys, The (Bismarck) Chi, h.

Penny & Joe (Orph.) Memphis, t. Peppers, Three (Hickory House) NYC, nc.

Peppy & Peanuts (806 Club) Chi, nc. Pierce & Harris (Palmer House) Chi, h.

Pierce, Taber (Met.) London, nc. Piroška (Chicago) Chi, t.

Polomo (Ambassador) NYC, h. Ponard, Hubert (Station WOA!) San Antonio.

Powell, Albert, & Co. (Tivoli) Melbourne, Australia, D. 20-M, 15.

Prentice, George (Chicago) Chi, t. Pressly Sisters (Open Door) Chi, nc.

Pryor, Ruth (Bismarck) Chi, h.

Rabold, Rajah (Ambassador) NYC, h. Raeburn, Bert (Cavalier) NYC, nc.

Ramon & Lucinda (Trocaadero) NYC, nc. Ramon & LeMoyné (Plantation) Niagara Falls, N. Y., nc.

Randall, Jack, Dancers (Care E. K. Fernandez Bar) Honolulu, T. H.

Randi, Bob (Palace) Minneapolis, t. Raphael (Waldorf-Astoria) NYC, h.

Rauchers, Los (Weylin) NYC, h. Ray, Allen (Madison) Jefferson City, Mo., h.

Ray & Trent (Met.) Boston, t. Raymond, Dick (Wagon) Phila, h.

Raye, Vivian (Mirador) NYC, nc. Raye, Iris (Monte Carlo) NYC, nc.

Raye, Lucille (Harry's New York Cabaret) Chi, nc.

Rae & Naldi (Cocoanut Grove) Los Angeles, nc.

Raymond, Charles & Celeste (Philadelphian) Phila, nc.

Red Dust (Paramount) NYC, t. Reed, Ruth, Princess (Rainbow Inn) Marysville, Calif.

Redding Twins (Earle) Phila, t. Reed, Doris (21) Phila, nc.

Regas, Belle (Oetjens) Brooklyn, re. Reid, Ruth (Paradise) NYC, nc.

Reis, Burt (Royal Frolics) Chi, nc. Reis & Dunn (Club Greyhound) Louisville, nc.

Renejo & Carlota (El Chico) NYC, nc. Renee (Jimmy Kelly's) NYC, nc.

Rhody, F. W. (Seattle) Seattle, nc. Rhodes, Dorothy (Kit Kat) NYC, nc.

Rich, Pat (New Yorker) NYC, h. Richards & Monnette (Club Rio) Allentown, Pa.

Ringer, Carl (52d St.) NYC, nc. Ring, Rosita (Rainbow Room) Rockefeller Center, NYC.

Roark, Edith (Hollywood) NYC, re. Roberts, Betty & Freddy (St. Moritz) NYC, h.

Roberts & Farley (New Yorker) NYC, h. Roberts, Jack & Renee (Rendezvous Villa) Youngstown, O., nc.

Robinson, Bill (Cotton Club) NYC, nc. Rollini, Adrian, Trio (Essex House) NYC, h.

Roliner, Bob (Adelphia) Phila, h. Rhoads, Fred (Silver) Boston, nc.

Rose, Jack (Place Elegante) NYC, nc. Ross, Geraldine (Northwood Inn) Detroit, nc.

Ross, Murray (Fox River) Batavia, Ill., cc. Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.

Roth & Shay (Oskar) Stockholm, Sweden, Jan. 1, t.

Rowland, Mary (Paradise) NYC, nc. Roy, Jill (Roumanian Village) NYC, re.

Royce, Rosita (Chez Farae) Chi, nc. Rubenoff (Palace) Cleveland, h.

Russell, Mabel (52d St.) NYC, nc. Russelt, Sunny (Nick's Rendezvous) NYC, c.

Russian Gypsy Trio (Gay Village) NYC, c. Ryan, Jerry (Gay '90s) NYC, nc.

Ryan, Sue, & Co. (Michigan) Detroit, t.

Sahji (Plantation) NYC, nc. Saklar, Hild (Cotton) NYC, nc.

Salters, Dorothy (Kit Kat) NYC, nc. Sanborne, Fred (Paramount) NYC, t.

Santry, Frank (Royal York) Toronto, Can., h. Sargent, Kenny (New Yorker) NYC, h.

Sava, Ludwig (Roumanian Village) NYC, re. Sava, Marjorie (Russian Kretchma) NYC, re.

Saxon, Betty (Rose Bowl) Chi, nc. Schaps, Sid (Paddock) Chi, nc.

Schelly, Marjorie (Sebastian's Cotton Club) Culver City, Calif., nc.

Schectel, Joe (Market) NYC, nc. Schertz, Estelle (Mayfair Casino) Cleveland, nc.

Seller, Jay & Lou (Chicago) Chi, t. Serenaders, The (Miami) Dayton, O., h.

Shadows, Two (Silver Bowl) Sacramento, nc. Shandor (Buckingham) NYC, h.

Shadlen, Anna (Roumanian Village) NYC, re. Shaver, Buster, & Co. (Palace) Chi, t.

Shea, Norma (Wivel) NYC, re. Sherman Bros. (Denty's Terrace Club) Cohoes, N. Y.

Sherr Bros. (Ball-Ball) Chi, nc. Shore, Willie (Hi-Hat) Chi, nc.

Shutta, Ethel (Belmont Plaza) NYC, h. Skelton, Red, & Co. (Earle) Phila, t.

Skyrockets, Four (Gay '90s) Chi, nc. Smith, Earle (Brevoort) Chi, h.

Sommerville, Ethel (Paradise) NYC, nc. Spivey, Billy (Hollywood) NYC, re.

Stacey, Jack (Venice) Chi, re. Stadler & Rose (International Casino) NYC, nc.

Stevens, Leith, & Orch. (State) NYC, t. Stone, Al (Old Roumanian) NYC, re.

Storrs, Allan (Commodore) NYC, h. Strong, Edna (Famous) NYC, c.

Stump & Stumpy (Plantation) NYC, nc. Stuart, Gene (Kit Kat) Boston, re.

Thomas, Eddie (Palumbo's) Phila, nc. Timney, Dot (Black Cat) NYC, nc.

THE TITANS (J. J. Ryan—A. J. Beck—F. L. Barker) "RHYTHM IN SLOW MOTION" HOTEL SHOREHAM, Washington, D. C. Direction MILES INGALLS, International Theatrical Corp., New York.

Tip Top Girls (Palace) Cleveland, t. Tip, Tap & Toe (Cotton) NYC, nc.

TIP TAP & TOE "You Can't Have Everything" GEO. WHITE'S SCANDALS. Dir.: LEDDY & SMITH, N. Y.

Tisdale Trio (Le Mirage) NYC, nc. Tomack, Sid (Royale Frolics) Chi, nc.

Tramp Band (Cotton Club) NYC, nc. Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., nc.

Travis, Jimmy (Club Piccadilly) Baltimore, nc.

Teagarden, Jack & Charles (Drake) Chi, h. Townley, Evelyn (Corktown Tavern) Detroit, nc.

Toy, Ming (Fifth Avenue) NYC, h. Troizky, Vera (International Casino) NYC, nc.

Turner, Elma (Plantation) NYC, nc.

Uyenos, Royal (Lyric) Indianapolis, t.

Vaccaro (El Gaucho) NYC, nc. Valdes, Alfredo (Havana-Madrid) NYC, nc.

Valdez, Vern (Piccadilly) Baltimore, nc. Vale & Stewart (Gaiety Cabaret) Brussels, c.

Vales, Fred (Paradise) NYC, re. Vanderbilt Boys, Three (State-Lake) Chi, t.

Verone, Joe, & Four Sparkletts (Trails Tavern) Vienna, O.

Veloz & Yolandi (Statler) Detroit, h. Veneta, Chiquita (Greenwich Village Casino) NYC, nc.

Vermonte, Claire (St. Moritz) NYC, h. Vernon, James & Evelyn (Ambassador) NYC, h.

Veners, Four (Adelphia) Phila, h. Villano, Jeronimo (Havana-Madrid) NYC, nc.

Violetta & Rosita (Hollywood) NYC, re. Vodery's Jubileers (Cotton Club) NYC, nc.

Vox & Walters (Capitol) Washington, D. C., t.

Wade & Wade (Levaggi's) Boston, nc. Wages, Johnnie (Corktown Tavern) Detroit, nc.

Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.

Walders, Darlene (Sporting d'Elite) Monte Carlo, France, nc.

Walsh & Barker (Berkeley) London, h. Ware, Dick (Met.) Boston, t.

Wayne, Lillian (Holland) NYC, nc. Weaces (Dorchester) London, h.

Werner, Freddie (Village Grove Nut) NYC, nc.

Wescott, Dorothy (Little Old New York) NYC, nc.

Wessels, Henry (Plantation) NYC, nc. West, Billie (Piccadilly) Baltimore, nc.

Whalen, Jackie, & Steamline Steppers (Show Boat) Cypress Hill, L. I., N. Y., nc.

Wheatley, Jessie (Seventh Avenue) Pittsburgh, h.

White, Jack (18) NYC, nc. White, Ann (Berleth's) NYC, re.

White, Hal O. (Club Caricoa) Chi, nc. White, Jack (Gay '90s) NYC, nc.

White, Moni (Louis Cafe) Oakland, Calif. White, Belva (885 Club) Chi, nc.

Whitman, Flo (Club Minuet) Chi, nc. Whitney, Marjorie (La Salle) Chi, h.

Whitney, Maurine (Gay '90s) Chi, nc. Wickse Bros. & Armida (Melbourne) Sydney, Australia, Oct. 16-Dec. 30, t.

Wicke, Gus (Gay '90s) NYC, nc. Wilkens, Dorothy (New Yorker) NYC, h.

Williams, Art (Club Alabama) Chi, nc. Williams, Janis (Chez Farae) Chi, nc.

Williams, Hermanos (Casino) Buenos Aires, Argentina, t.

Williams, Maxine (Onyx) NYC, nc. Wilson, Jackie & Honey (Cavelier) NYC, nc.

Wilson, Edna, Marie (Continental Club) Kansas City, Mo., 2-9.

Wills, Frances (Greyhound) Louisville, Ky., nc.

Wilma Wallace (Paradise) NYC, nc. Winston, Walter (Brittwood) NYC, nc.

Winters & Marano (Plantation) NYC, nc. Wolandi (Funland Park) Miami, Fla., 27-Dec. 10.

Wolfe, Lorna (Mt. Royal) Montreal, h. Wood, Britt (Palace) Chicago, t.

Woods, Lorraine (International Casino) NYC, nc. Woods & Bray (Shoreham) Washington, D. C.

Wright, Edythe (Commodore) NYC, h. Wright, Jack (Village Brewery) NYC, nc.

Wycoff Sisters & Co. (State-Lake) Chi, t.

Yacopi Troupe (Michigan) Detroit, t. Yango Voodoo Dancers (Yumuri) NYC, nc.

Yerman, Miriam (Village Barn) NYC, nc. Yum, Helen (Leon & Eddie's) NYC, nc.

Yvette (Ball-Ball) Chi, nc.

FIRST CIRCUIT SHOWS

(Week of December 5)

Babes With Charms: (Casino) Toronto. Babes Beger: (Embassy) Rochester, N. Y. Legs and Laughter: (Howard) Boston. Merry Models: (Casino) Pittsburgh. Moonlight Maid: (Trocaadero) Phila. Night Owl: (Gayety) Washington, D. C. Pageant of Folly: (Capitol) Toledo, O. Parisian Flirts: (Hudson) Union City, N. J. Scan Dolls: (Gayety) Baltimore. Stage Scandals: (Orpheum) Reading, Pa., 8.

MISCELLANEOUS

Birch Magician: Salem, Va., 8; Pulaski 9; Zador 10; Blacksburg 13; Bedford 14; Farmville 15; Covington 16; Hinton, W. Va., 17. Bragg Bros.' Show: Powellville, Md., 6-11. DeCleo, Magician: (City Hall) Arcadia, O., 6-11. Dressen's Circus Capers: (Sears) New Orleans, until Dec. 24. Dressen's Side Show: (Barnett Store) New Orleans, until Dec. 24. Grant's Variety Show: Stringtown, Okla., 6-11; Bianco. Green's, Lew. Golden Gift Show: (Legion Hall) Lagro, Ind., 6-10. Lewis, Harry Kay, Hollywood Varieties: Hanford, Calif., 8; Riverdale 9; Exeter 10; Yazoo 11. Modern Noah's Ark: Tuscaloosa, Ala., 6-12; Selma 13-19. Riton's Show: Pooler, Ga., 6-8; Dorchester 9-11.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given) Brother Rat: (Selwyn) Chi. Between the Devil: (Shubert) Boston 6-18. Brother Rat: (Shrine Mosque) Charleston, W. Va., 10. Doll's House: (Grand O. H.) Chi. Evans, Maurice: (Forrest) Phila 6-18. Greenwood, Charlotte: (Royal Alexandra) Toronto, Can. Hayes, Helen: (Cox) Cincinnati; (Cass) Detroit 13-18. House Master: (Wilbur) Boston. List of Women: (National) Washington, D. C. Room Service: (Paramount) Amherst, Tex. 8; (Majestic) Wichita Falls 9; (Meib) Dallas 10-11. (See ROUTES on page 74)

NEW DATE BOOKS FOR 1938 NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1938, to January 1, 1939. The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information. PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS For sale at all offices of The Billboard. Mailed to any part of the world for 25c each. Cash With Order ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.

New Rochelle Big for WPA

Business best since project's inception — prices upped—opposition brigade

NEW ROCHELLE, N. Y., Dec. 4.—The WPA Federal Theater Project's circus closed its week-end run here November 27 to the best business since the project's inception. Every performance a winner. Prices were doubled, with an extra charge for reserved seats. Both city and militia officials joined in extending the show an invitation to return here next spring.

Early in the week motion picture interests started to cover the show's paper. Show executives called a hasty conference and organized an opposition brigade. A good dose of their own medicine soon cured "moom pie" boys.

Show received a splendid break in the nationally syndicated column "Washington Merry-Go-Round," when publicity department succeeded in planting a short item tying up the President's toothache with the one recently had by show's elephant, Japino. Westchester newspapers came thru splendidly with plenty of space and a couple of art layouts.

Manager Burns O'Sullivan has started to rehearse Avonne Gardener for a special act with Japino. "Slim" Walker, noted elephant man, was a constant visitor here. Many Circus Fans attended various performances, reports Wendell J. Goodwin.

Shrine Dates For Hoot Gibson

MANSFIELD, O., Dec. 4.—Hoot Gibson will play a string of indoor circus dates until mid-February, when he will return to West Coast to make four full-length feature Westerns for Universal, William Moore, Gibson's personal manager, informed *The Billboard* representative here.

According to Moore, Gibson will be concert feature at Shrine indoor circuses at Chicago, Detroit and Grand Rapids for Orrin Davenport, with a two weeks' similar engagement at annual Grotto Circus at Cleveland still pending.

Big Top, Press Pay Tribute to Fellows

NEW BRITAIN, Conn., Dec. 4.—Funeral services were held here Wednesday for Dexter W. Fellows, of Ringling Bros. and Barnum & Bailey Circus, who died at Hattiesburg, Miss., November 26. Burial was in Fairview Cemetery, New Britain. The big top, press and other fields were represented at the services at the Fellows home, the Rev. Elmer Olsen, pastor of First Lutheran Church, officiating. Room was literally filled with flowers sent from various parts of the country as a manifestation of the regard with which he was held. A string ensemble, under direction of Herbert Anderson, (See **BIG TOP** on page 42)



JOSEPH C. DONAHUE has been re-engaged as general agent and traffic manager of the Ringling Bros. and Barnum & Bailey Circus.

Admire Ahead Of Dotos Band

CINCINNATI, Dec. 4.—J. C. Admire, who closed as general agent of Howe Bros.' Circus November 11, is now g. a. for Dotos Million-Dollar Band. Will be 60 days ahead. Band will open New Year's Day at Milwaukee. Will have a press agent two weeks in advance and a billing agent eight days ahead. A company of 50 will be carried and show will make one and two-day stands. There will be a complete line of all special band paper for the attraction.

Two large busses and two trailers will transport company. Show is booked as far west as Denver and will swing into Middle States for two weeks before going east.

Cold Weather Interferes With Silver Bros.' Biz

ABBEVILLE, Ala., Dec. 4.—Silver Bros.' Circus has now made two weeks in this State and on account of cold weather business was not very good. Due to high license, H. R. Brison did not put on his side show or concessions.

Robert Noel and Bob Russell left to go to New Orleans to pitch.

R-B Banners at Sarasota at Half Mast for Dexter Fellows

SARASOTA, Fla., Dec. 4.—The banners of Ringling Bros. and Barnum & Bailey Circus floated at half mast above the quarters here last Wednesday while entire show world mourned the passing of Dexter Fellows. During the hours of the funeral offices of executive and press departments remained closed despite the volume of work on hand as show launches preparations for coming season.

Officials of the circus joined the nation's press in expressing their tributes to Fellows. When informed of his death, Mrs. Charles Ringling exclaimed: "It doesn't seem possible. He was as

Gainesville Show To Be Widely Publicized; Cachet for Letters

GAINESVILLE, Tex., Dec. 4.—Gainesville Community Circus will be widely publicized December 10 when Air-Mail Day will be observed here. Not on a regular air-mail route, air-mail letters dispatched here on that date will be picked up by a special plane and each letter will bear a special cachet authorized by the U. S. Post Office Department.

The cachet, approved by the committee in charge, bears the head of Art Lanford, community circus clown, in make-up, and the legend, "Gainesville, Tex., Home of the Only Community Circus in the World, Ninth Season, 1930-1938." It was designed by A. Morton Smith, founder of the circus and city editor of *The Register*.

The Santa Claus parade unit, headed by Fortis Sims and including Conner

Family and Vern Brewer, played its first date at Wichita Falls Tuesday, and went to Denison, Tyler, Marshall and Mexia this week.

Flo Bell, Jerry Spence and Hortense Lang, of the circus, presented their acts at a dinner honoring Kraft-Phenix Cheese Corporation officials in Denison Tuesday night, and Alex Murrell, superintendent of show, took a load of seats to Sherman Friday for a football game. Murrell plans to begin building starbucks shortly.

Vern Brewer and Jerry Murrell will break in a new perch pole act for next year's show. Nickel-plated equipment has been ordered. Rehearsals will start January 1 in Fair Park auditorium, which has been leased for the season.

Haag Brothers' Aunt Was Insane, Jury Rules

PLYMOUTH, Ind., Dec. 4.—Quarrel involving four members of the Haag family, which has been aired in Marshall Circuit Court past month, has been settled, with jury returning a verdict that Amelia Shadel, an aunt, was insane when she committed suicide by throwing herself into a cistern at her home here a year ago.

Just prior to her death she had altered her will, leaving bulk of a large estate to Roy Haag, nephew, and cutting off Harry Haag, another nephew, and two nieces with \$10 apiece.

Lalo Codona Leaves Act

PARIS, Nov. 29.—Flying Codonas (Lalo Codona, Clayton Behee, Rose Sullivan) have disbanded as a result of injuries to Codona's arm. He returned to New York last week for a long rest while Behee and Sullivan left for London, where they will be joined by Everrett White. New trio will open at Mills' Circus at the Olympia.

Stanley Dawson in Europe

PARIS, Nov. 29.—Stanley F. Dawson, of Cole Bros' Circus, arrived in Paris last Tuesday. He is scouting for talent and after looking over acts in Paris will visit Prague, Vienna, Berlin and London.

much a part of the show as the big top itself."

Carl Hathaway, show executive, and Roland Butler, general press representative, both of whom were closely associated with Fellows, were grief-stricken at his passing. All show officials and departments sent floral tributes to the funeral.

Courtney Ryley Cooper, famed circus story writer, who recently arrived at his Florida winter home, said: "A lot of guys are going to miss Dex. He had a swell record of being able to go thru life without leaving any hurts."

Santos - Artigas Have Good Show

Twentieth season opens at Marti Theater, Havana—Fred Bradna re-engaged

HAVANA, Dec. 4.—Santos & Artigas Circus opened night of November 24 at Marti Theater for its 20th consecutive season. There was a turnaway, and show, with Fred Bradna, of Ringling-Barnum Circus, as equestrian director, made a big hit with press and public. Colonel Batista, chief of Cuban Army, his family and entire staff occupied four boxes. The Colonel was so highly pleased with the performance that he sent Bradna and complimented him on the high quality of acts. He was most impressed with William Heyer's performance on his beautiful horse "Yo-Yo." Santos and Artigas are well pleased with the talent Bradna booked for them and closed contract with him for next year's circus.

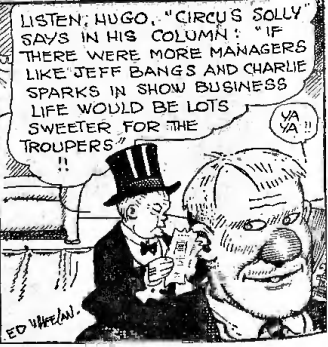
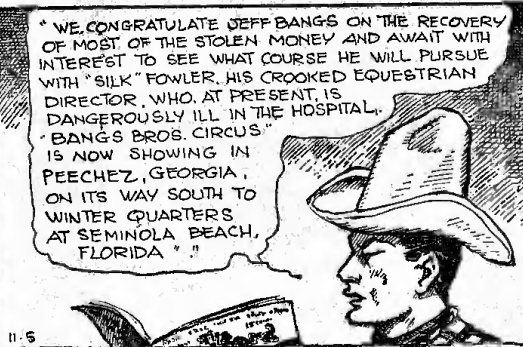
Some of the acts are from the R-B show. First part opened with aerial act by Miss Aeriuletta, who performed on high trapeze over stage, followed by Sg. Ricardo, illusionist; Madame Bradna's Act Beautiful; Naitto Troupe, Chinese wonders on tight wire, presenting back somersaults and head balancing; Walter Jennier and his trained seal "Buddy"; the Magyars, seven men, three women, fine acrobats who present teeter-board act. Poldor does a comic entry.

Second part: Torrence and Victoria, excellent perch act; William Heyer, on trained black horse in dances; Hopi, Jani and Lazi, comedy acrobats; Rozzi Gondor, cymbal virtuoso; Mile. Marie, with trained dogs, goats, monkeys and bear; Wayne Trio, on flying trapeze, high up in house; Senorita Victoria, the Flight for Life.

Prices range from 40 cents, gallery, to a \$1 top; boxes with seats, \$8.

Horan Mix's General Agent

CHICAGO, Dec. 4.—Irish Horan has just been appointed general agent of the Tom Mix Circus. He succeeds Paul N. Branson.



ONE OF THE EPISODES of Hal Thompson and the Big Top, by Ed Wheelan, which recently appeared in *The Cincinnati Times-Star*. Copyrighted by Frank Jay Markey Syndicate.



With the Circus Fans

By THE RINGMASTER

President OFA **Secretary**
MELVIN D. HILDRETH W. M. BUCKINGHAM
 716 Evans Bldg., Norwich, Conn.
 Washington, D. C.
 (Conducted by) **WALTER HOHENADEL**, Editor
 "The White Tops," c/o Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 4.—Hunter Jarreau, newspaper man of Alexandria, La., has accepted appointment as State chairman from Col. C. G. Sturtevant, vice-president Southern Tops.

Col. William Sneed, of Chicago, spent Thanksgiving in his home town, Henderson, Ky. Attended Shrine Circus at Evansville, Ind., and visited with Karl Kae Knecht.

Burt L. Wilson spent Thanksgiving in Circus Fan Ville (San Antonio). Frank and Mrs. Hartless were there en route to Mexico City. He spent Thanksgiving night at Sturtevant's home going over his collection, and on November 27 Harry Hertzberg entertained Pasco Scaperlanda and Wilson. Afternoon was spent looking at a few things in Harry's great collection of circiana.

Minneapolis Circus Fans had pleasure of renewing acquaintances with Captain and Mrs. Terrell Jacobs when they were visiting Mrs. Jacobs' parents, Mr. and Mrs. R. H. Fuller, over Thanksgiving.

Mr. and Mrs. Fred Beckmann; Mr. and Mrs. Pete Cortez and daughters and Mr. and Mrs. Teddy Webb, of Beckmann & Gerety Shows, called at home of Colonel and Mrs. Sturtevant at San Antonio recently on occasion of Mrs. Beckmann's birthday. Reported a good season, with many pleasant contacts with Circus Fans. Sturtevant also reports visits with Mr. and Mrs. Ben Austin and Mr. and Mrs. Dan Odum, who have returned for the winter.

Mr. and Mrs. W. L. (Bill) Jackman, of Madison, Wis., recently returned from a honeymoon. Bill met his wife at a Madison Ringling circus party. Became engaged to her on Ringling lot in Milwaukee and took a honeymoon seeing Ringling, Hagenbeck and other circuses.

Route book of WPA Circus is dedicated to the CFA. It is made up in mimeograph form and covers activities of show up to October 9. Contains many copies of newspaper stories last season and other details. National Secretary W. M. Buckingham was honored with first copy.

Harry W. Hatsing and William H. Judd, both of New Britain, Conn., were delegated to attend funeral of Dexter Fellows and represent the association. A floral tribute was sent from the national organization.

Dr. Tom Tormey saw Notre Dame-Southern California game at South Bend, Ind., November 28.

Walter M. Buckingham, of Norwich, Conn., opened his new circus room December 5. All local fans were invited. A buffet lunch was served with flag up at 6 p.m. Movies taken by the Buckingham during past circus season were shown in evening.

Circus Men There, Too

CHICAGO, Dec. 4.—There were quite a few circus men mingling with other outdoor amusement men at the conventions here this week. Among them were S. L. Cronin, R. M. Harvey, Arthur Hopper, J. D. Newman, George W. Page, Justus Edwards, Paul Lewis, Al C. Beck, John Robinson IV, Raymond B. Dean, Jack Ryan, Dan Fast, Irish Horan, B. W. Sayles, Bill Lindemann and Al Martin. Dan Odum, ex-circus man, also was on hand. He's still in the coin machine field.

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Wallendas Abroad For Engagements

SARASOTA, Fla., Dec. 4.—The Wallenda Troupe, high-wire stars of Ringling-Barnum Circus, left here today for New York City, where they will embark for Hamburg, Germany, December 9. Troupe will be featured in Berlin Winter Garten for a month, starting January 1. On February 1 they open another one month's engagement with Circus Krona in Munich, Bavaria. Will return to the States in March. Lew Jakob, big-show clown, will occupy the Wallendas' winter home here during their absence.

Capt. Larry Davis, superintendent of R-B elephant herd, and wife returned last week from a brief stay in Macon, Ga., where Davis underwent treatment for a kidney ailment. While in Macon he visited his former boss, Charles Sparks.

Thanksgiving dinner was served as usual at the commissary, but the affair was touched with sadness, due to serious illness of Joe Dan Miller, 80-year-old commissary superintendent, who missed his first Thanksgiving dinner in 20 years because of an attack of flu. However, he is now well on road to recovery. Franz Woska, managerie superintendent, returned here last week after a brief visit in New York.

Gardner Wilson, press representative of the Al G. Barnes-Sells-Floto Combined Circus, visited Roland Butler at quarters November 24. Wilson, who is wintering in Miami, spent Thanksgiving with his mother in St. Petersburg.

Boone Uses Circus Methods for Theaters

MOUNT AIRY, N. C., Dec. 4.—The Grand and Earle theaters here, owned and operated by E. Q. Benbow and P. A. (Pawnee) Boone, use circus methods in every department.

For publicity a bill car is used which makes two country routes a week, averaging about 238 miles. This does not include city billing.

Manager of the Grand is Chester Mays, past season with Downie Bros.' Circus as Social Security bookkeeper and ticket seller. Has been connected with Sparks organization for past five years.

New Earle Theater, having just opened, is under management of Robert (Bobby) Hiatt, formerly of Downie Bros. and Hagenbeck-Wallace and past two seasons boss bannerman on Cole Bros. Both houses are under direct management of Boone, former circus trouper.

Concello Files Suit Against H. A. Circus Corp.

PERU, Ind., Dec. 4.—Arthur Concello, head of aerial troupe for many years featured by leading circuses, filed suit for \$2,000 in Miami Circuit Court against H. A. Circus Corporation.

In complaint Concello states that on February 6, this year, contract was signed whereby he was to furnish two flying acts, three persons each, with rigging, equipment, props, etc., for lump sum of \$450 a week, that troupes traveled with Hagenbeck-Wallace Circus and that no payment was made for last three weeks of season.

Cirque Medrano Closes

PARIS, Nov. 29.—Poor business resulted in folding of Cirque Medrano road tour with circus featuring the clown, Grock, at Lyons last week. Indoor circus season at Rouen terminated last week. Pezon's Managerie is at street fair in Toulouse. Amar's Managerie is at Perpignan and Vignolle's Managerie is at Angers. Konyott Troupe, teeterboard tumbler, are at the Luxor in Amsterdam.

Carter to Waterloo; Harold Voise Partner

CANTON, O., Dec. 4.—Carter Bros.' Great Eastern Circus moved out of here early November 30 for Waterloo, Ia., first of several Midwestern cities to be played, December 4-11, by unit next two months. Auspices at Waterloo is for American Legion.

Before embarking for next stand, it was announced that Harold Voise had become a partner of Carter's in the venture.

Carter stated that following Waterloo unit would play Omaha, Neb.; Madison, Wis.; Peoria, Ill.; Davenport, Ia., in order named, with early spring showings in at least two Ohio cities.

Peeping In

on the Performers' Club

By CHRIS CORNALLA

CHICAGO, Dec. 4.—Now that the 1937 circus season has ended club members who have been with the leading circuses past season are arriving in the Windy City. It looks like old times in the club, every inch of space being utilized by the members brushing up their tricks and polishing their riggings for the indoor season.

Bert Clinton and Toby Wells, who are the Performers' Club personal representatives, had a most unique display at annual convention of fair secretaries in Hotel Sherman.

Brother Nolly Tate, comic, with his two trained dogs opened in New York with practically whole season booked.

The Eight Maschinos arrived at club from Sarasota, making a non-stop trip.

Brother G. G. Gray, Northwestern indoor circus impresario, just announced a "blessed event." It's a boy. Brother Gray will have 6 to 10 weeks of indoor work, starting in February. Looks like G. G. will need them now!

Richard Tally, of the R-B show, is visiting his sister here for a few days prior to opening on indoor dates with Guice Troupe.

Many members have written wanting to know what happened to the Peeping In column. We are happy to know that members are interested in the column. Bert Clinton has plenty to do taking care of the club's business, and the board of directors has given the writer the assignment. Out-of-town members can make Peeping In more interesting by sending in news items.

Rogers Writes Regarding R-B Incident at Austin

FT. WORTH, Tex., Dec. 4.—When Ringling-Barnum Circus pulled into Austin, Tex., this fall during the special session of the Texas Legislature, a messenger was dispatched from that body to request of circus management complimentary tickets for the 181 members of the Senate and House. Request was denied, with regrets. The unexpected reply aroused wrath in some quarters.

Charles W. Rogers, of this city, who handles publicity for Texas Allied Printing Trades Council, states that one irritated legislator began agitation for enactment of a law to impose additional taxes on traveling amusement enterprises. His outburst reached the press room in the State House and the proposal made front pages of the daily newspapers.

Continuing, Rogers says: "An indignant columnist in *The San Antonio Dispatch*, a labor newspaper, came back at the resentful legislator with the information that 'every one of the more than 1,000 performers and employees of the Ringling show was a member of an AFL union; that movement of show required the services of large numbers of Brotherhood train service and yard men and that any attempts to impose further taxes on circuses and traveling exhibitions fair to organized labor would likely meet with determined opposition from AFL bodies in Texas.' The legislator in question promptly subsided. This Texas incident is brought to attention of *The Billboard* readers to show there is a way thru which the welfare of union employees of traveling amusement enterprises can be protected as they go from State to State. They are hurt when oppressive taxes rob the boss' cash registers. By collective action in the proper manner they can help remedy unjust discriminations."

Zoppe Troupe in Accident

ROCHESTER, Ind., Dec. 4.—Three members of Zoppe Troupe, past season with Cole Bros.' Circus, had a thrill when their auto, driven at high speed, turned over three times as occupants were nearing Hammond, Ind. Only injuries were severe bruises. They were en route to Chicago, where Mrs. Secondo Zoppe will undergo a major operation.

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Under the Marquee

By CIRCUS SOLLY

PEWEE, clown, and his dog, Rex, are at Sears Roebuck Store, Tampa, Fla.

ED WYNN will be the fall guy at Dexter Fellows Tent Luncheon at Hotel Commodore, New York, December 8.

KENNETH M. McLOUGHLIN has closed with Haag Bros.' Circus and is now in New York.

L. B. GREENHAW and wife were recently in Cincinnati and called at *The Billboard* offices.

GORDON NEWHAM closed season with Ray Marsh Brydon's show and is now at Dyersburg, Tenn.

REGRETS, the passing of Dexter W. Fellows, one of the greatest of circus publicity directors.

GOLDIA HAMPTON, after closing with Haag Bros.' Circus, went to Murray, Ky., for winter.

WHITE ROSS, who is spending winter in St. Louis, advises he will again have canvases on a big show next year.

OLYMPIA BOYS will close with Polack Bros.' Circus at Independence, Kan., December 12 and winter at Pueblo, Colo., until January 10.

GEORGE DeMOTT, juggler, is putting in holiday season in Toyland One-Ring Circus at Snellenberg's department store, Philadelphia.

DELBERT GRAHAM'S "Andy Calino," chimpanzee, who has been with Dan Rice Circus, is playing return dates in New Orleans.

BALDY (POPCORN) McBRIDE cards that he is driving a cab in Washington, D. C., and will be with the Big Show next season.

ANNOUNCED at Peru, Ind., December 1 that every attache of Hagenbeck-Wallace farm and car sheds was affiliated with circus union.

RUSSELL AND MELBA LULLY, past season with Cole Bros., while visiting aquarium in New York City met Betty Green (Koo Koo, the Bird Girl).

BILLY BROWN, bandmaster on Chase & Son Circus past season, is directing band in Kansas City, Kan., this winter. Will again be with a big top next year.

LAVERNE HAUSER, after spending holidays in Battle Creek and Alma, Mich., will return to Peru, Ind., to break horses for Hagenbeck-Wallace Circus.

IF PAST SEASON wasn't a success financially how do you expect to make it a winner in 1938 by following the same old rut? Be progressive, alert and active!

E. S. (PAT) PATTERSON is a patient in Ward LM 4-C, Charity Hospital, New Orleans, La., and would be glad to hear from friends.

J. A. E. OAKHAM (Rex Allen), of Cole Bros.' Circus, at present at Newport, R. I., attended funeral of Dexter Fellows. Will return to Cole quarters first of year.

ORVILLE P. DAVIS and wife visited Barnett Bros.' Circus at Plant City, Fla., November 24. Davis was special representative of Jack Hoxie Circus past season.

GEORGE W. WORMALD, who is in Ward A Hospital, Ohio Soldiers and Sailors' Home, Erie County, O., informs that he is improving some. Has had several strokes.

VERNON ORTON, of Aerial Ortons, states that Keyes Bros.' United Indoor Circus closed at Frankfort, Ind., December 4 and plans to resume after the holidays. Business has been very satisfactory.

CARL H. BERGER, of Ironton, O., recently opened with his vaude troupe of seven people for third consecutive season. Playing high schools and theaters in Southern Ohio, Kentucky and West Virginia.

BLONDIN-RELLIMS Troupe, Alpine high-wire act, which had a successful

fair season, recently played Shrine Circus, Houston, Tex. Members are vacationing at Galveston, Tex., and enjoying fishing trips in the gulf.

PARKER & WATTS CIRCUS was selected by *The Wichita* (Kan.) *Beacon* to send several truckloads of animals from its menagerie to Wichita for the Eighth Annual Beacon Santa Claus Parade, held downtown December 4.

COMPETENT circus billposters are in demand. We know some brothers who have a union card who never heard of the firm of Elder & Jenks. Those mail-order billers are hurting honest and competent brothers.

MYERS Sandwich Shop at Delphos, O., is doing nice biz. Myers and son went to Chicago with their pineapple whip machine for Milk Fund Show at Coliseum. Frank Cuba attended to sandwich shop during their absence.

BARRY GRAY and wife are presenting their Puppet show at Vandervoort Bros.' Toyland, Lansing, Mich. Gray also is giving demonstrations with the midget Charlie McCarthy vent figure. The Grays call Lansing home when not on tour.

GUY V. WILKINSON, since leaving Veterans' Hospital, Albuquerque, N. M., has been with Crowell Publishing Company in circulation department of the Southeastern division. Expects to be on road again next year. Past season was first he missed in 26 years.

ARTHUR BORELLA, with Hagenbeck-Wallace past season, is now in Chicago. Aside from clowning he did publicity work, addressing and entertaining at school assemblies, service clubs, chambers of commerce and appearing on radio. Obtained fine publicity for himself and show.

VICTOR ROBBINS, director of Cole Bros.' Circus Band, cut short a deer-hunting expedition in the Maine Woods to become musical director of Carter Bros.' Great Eastern Indoor circus unit. Robbins is using four regular members of the Cole band and recruits the remainder of personnel in towns where show plays.

IRA M. WATTS has the reputation of being successful in everything he undertakes. That's another reason to predict good things for the new Parker & Watts Circus.

JOE LEWIS writes that he will be with Carter Bros.' Great Eastern Circus for a short time and will make Chicago Shrine engagement latter part of this month. Says that show's engagement at Mansfield, O., was better than expected. Swinging ladder girls and menage riders are Dorothy Carter, Wanda Wentz, Carol Dean, Jean Evans, Billy Cook, Gladys Wyckoff, Wanda Beresier, Mary Matson,

Grace Leck, Gale Thomas, Betty Stevens, Estelle Clark; Julian Rodgers, prima donna; clowns, Clint Barnes, Albert Powell, Lewis, Wells Trio, and Percy Smith, producer.

LaBELLE RAY TROUPE (Mervyn, Gloria and Yvonne) are back in Reading, Pa. Were on Eddy Bros.' Circus first part of season and with Beers-Barnes Circus latter part. Mervyn, with his dog, Waddy, is clowning at McCrory Store for holidays. Act is working night clubs in and around Reading. A high-carrying perch has been added. Yvonne is topmounter.

JOHN DELMAR sends following from Kansas City: Charles Dryden is clowning at Jones Department Store, Joe B. Webb also is there; Simon D. J. Collins clowning at Auto Show, Fred Brad is on sick list at Missouri Hotel, Mr. and Mrs. Jim Niquette are at Missouri Hotel for winter; Mr. and Mrs. Frank Ellis are wintering in K. C., also Mr. and Mrs. Henry Johnson; W. E. Snyder is in city, Mr. and Mrs. Bud Anderson were in city for a few days, Delmar is clowning at Montgomery Ward & Company store.

CIRCUS MANAGERS are using little foresight when they fail to keep banner pulling agreements made by agents. Officials of a certain Southern city feel very unkindly towards that form of advertising now because a show in September failed to pull the banners.

ANNUAL INDOOR circus of Coldwater (Mich.) High School was held November 18-20 in gymnasium, which was transformed into a veritable "big top." Johnny Walker was equestrian director, and a two-hour show was composed of amateur and professional acts. Among latter were the LaTons, aerialists; Capt. Masters, with his trained mandrill baboon, Bo-Bo; Paul Mix and wife, rope manipulators. C. M. Hibbard and son, of Sturgis, Mich., old-time concessioners, had the ex on privileges. Everybody did well.

Palace Talkie, Animal Show Terminates Season

HOT SPRINGS, Ark., Dec. 4. — The Palace Talkie and Wild Animal Exhibition (18-cage menagerie) closed last Saturday night and moved into quarters here. Show was in a 50 by 90 tent. There were 600 folding chairs and two special-built a. c. light plants. Menagerie was in a 40 by 60 top. Show moved on five units of Chevrolets and V8 Fords, two passenger cars and house trailers. On advance were a Chevrolet panel truck and coupe, and a special selection of pictorial paper was used. Free act was presented by O. H. (Bobo) Tigere.

This was fifth annual tour for show and its best. Traveled 8,091 miles and but two nights lost. Preparations are being made for an early opening in March.

Roster: S. V. Price, manager; Cecil Tigere, superintendent wild animals and side show; Jack Ried, boss animal man, Joe Smith, assistant; Earl Mooney, second openings and inside lecturer; Leon Mitona, superintendent transportation;

Thoris (Lefty) White, electrician; Fred Harris, chief projectionist; William Atterbury, boss canvasser; Russell Hedgepath, superintendent tickets; Roy Bohan, painter and banners; Mrs. C. J. Tigere, concessions; Jones, chef; C. J. Tigere, general contracting agent; Tennessee Newman, billposter. There were 10 workmen.

Visitors at quarters were Mrs. J. Jackson, Floyd Hall and Cowboy Elliott. Last named is now living here.

Los Angeles

LOS ANGELES, Dec. 4.—Not much doing at quarters of the Al G. Barnes Circus other than care of property. Walter McClain is giving the bulls an occasional workout, Herman Walther is operating cookhouse and Jack Fenelon is again on job as night watchman.

Verne Williams was at quarters recently. Jack Youden is in charge of business office during absence of Treasurer Theo Forstall, who is in the East. He will return in time for the Pacific Coast Showmen's Association annual Charity Banquet and Ball.

Austin King, who was with Ringling-Barnum Side Show, is back in town and will have Jack Earle as guest at PCSA ball.

Bert Nelson is working at the Goebel Lion Farm at Thousand Oaks with Norma and some new cats and seals.

BIG TOP

(Continued from page 40)

played for 10 minutes before the services. Among organizations represented at obsequies were Dexter W. Fellows Tent of Circus Saints and Sinners' Club and Circus Fans' Association.

Active bearers were Dr. Fred C. Enander, Harry Bates, Harry W. Hating, Johnstone Vance, Severo Gammell and J. Raymond Dwyer. Honorary bearers: John Ringling North, Edwin C. Hill, Thoreau Cronyn, Bob Davis, Charles Still, Albert Johnson, Stanley Walker, Lester Thompson, Ed Norwood, O. O. McIntyre, Samuel W. Gumpertz, Fred Pitzer, Keats Speed, Edmund T. Barnett, Edward H. Blanchard, Lowell Thomas, Irvin S. Cobb, Max Nomburg, Edward Thornburg, Orson Kilborn, F. Darius Benham and Frank Sullivan. CPA was represented by William H. Judd and Harry Hating.

Floral Tributes

Among those who sent floral pieces were Mr. and Mrs. A. T. Jones, Frederic C. Nelson, Mr. and Mrs. Samuel Bright, F. S. Murphy, the Associated Press; CPA of Hartford and Norwich, Conn.; Edgar Bean, Lester Thompson, Harry Hertzberg, Mabel Greene, Mr. and Mrs. Martin Greene, Mr. and Mrs. Edwin C. Hill, E. S. Barnett, Charles E. Still, Circus Saints and Sinners Club of New York; Mr. and Mrs. Carlton Frisbie, Mr. and Mrs. Samuel W. Gumpertz, New Britain Press Club, John Ringling North and Henry Ringling North.

Mrs. Fellows received telegrams and letters of consolation from many famous people in the literary and show world, including Courtney Ryley Cooper, Nunnally Johnson, Bill Ryan and staff of *New York American*, Westbrook Pegler, Lusia Beebe, Stanley Walker, Joe Cook; Charles Cochran, the Ziegfeld of London; Frank Sullivan and numerous others. In addition to his widow, Mr. Fellows is survived by Alfred and John Fellows, brothers.

Some members of circus world here were Matt Saunders, Will J. Conway, Ted Holt, Primo Tassinari, F. J. Von Pulwitz, H. W. Ensul, Dr. Henry L. Martin and Eddie Vaughan. In an interview before funeral of the noted press agent John Lardner stated that Dexter Fellows was the greatest press agent in the world with a style of his own. Present at the interview were F. Darius Benham, Orson Kilborn and Tex O'Reilly.

Following the rites at the home, a group of Connecticut and New York newspaper men assembled in the maple room of Hotel Stanley and swapped yarns. They felt that the most fitting tribute to the man they looked upon as the greatest of circus press agents was the swapping of yarns in the manner to which Mr. Fellows had been accustomed. He had been with the long side of all yarn-swapping engagements since he first became a press agent in 1893.

A movement is under way to erect a monument here to Dexter Fellows. Tent, originated with Dexter Fellows Tent, C.S.S.C. Details will be discussed at Hotel Commodore in New York December 14, at which time a memorial service will be held.

Tribute to Dexter Fellows

By FLOYD L. BELL

The radio lies. The newspapers, greatest of his friends, likewise fall far short of the truth.

For they have told us in somber words, "Dexter Fellows is dead." Dexter Fellows can never die. He is as much alive today as ever he was in the hearts of all America. No. 1 press agent, he was even greater than that, he epitomized all that was truly great in press agency.

There can never be death for a Dexter Fellows, just as there never again can be on this earth a Dexter Fellows. Over all the land newspaper offices are saddened, for spring itself has passed from their ken. No longer will the vernal leaves of that season mean the return of Dexter. And yet in the heart and mind of everyone who ever met him Dexter will forever live as the greatest of them all.

If one but had the command of language that was his, if one's own vocabulary was but a 10th part that of his, one might then be able to express something of the admiration that was his due. Dexter Fellows was more than just a man—and he was all of that—he was a tradition, a never-dying yet very real personage. There will be other press agents—there now are—and splendid ones, there will be many to ape and imitate his style, but never again on this earth can there be a Dexter Fellows, for he carved for himself a niche in the Hall of Immortals which never could be filled save by himself.

Next spring the Big Show will go forth. The bands will be playing, the artists will be taking their usual bows to the acclaim of the public, but to those "ladies and gentlemen of the press" over in the center sections there will be always something greater than all these, it will be the memory, too real ever to be cast aside, of one whose love for them was transcended only by their genuine and unashamed love of him.

Au revoir, Dexter, we'll be seeing you.

The Corral

By ROWDY WADDY

TURK GREENOUGH is reported to have recovered from a recent appendicitis operation.

TOMMY HORNER and wife, Mildred Mix Horner, spent Thanksgiving with Woodstown, N. J., relatives. They will hit the trail soon for Brady, Tex., Mrs. Horner's old home.

AT THE CONCLUSION of the Boston Rodeo, Ted Allen, world's champion horseshoe pitcher, and his assistant, Bob Matthews, went into New York to prepare for an extended vaudeville tour.

LUCKY BOY WILLIAMS, dogging and bronk-riding contestant and nephew of the late Bill Pickett, is making his first visit in years to the home of his father, near Santa Barbara, Calif. Lucky will return to the JE Ranch in the spring.

SNAKE HORSE ROGERS, one of the famous Brahma twins, rodeo clowns and radio entertainers, is visiting relatives in Houston. His brother, "Brahma," is entertaining in the floor show at Ray Hinkson's Rodeo near Camden, N. J.

BOB McLAUGHLIN and his juvenile trick-roping sons, Gene and Don, are holidaying at the home of relatives in Chester, Pa. They plan to go to Texas soon and then on to Hollywood, where the boys will have parts in a Universal picture.

BUDDY PAUL, son of Charles B. Paul Jr., president of the Rochester, N. Y., Rodeo Association, recently developed rheumatic fever and was taken to California by Mrs. Paul. Buddy is well known to contestants and always rides entry at the Rochester rodeo.

W. C. MATTISON, of the Pickwick Club, Birmingham, and H. E. Hester, of the City Municipal Auditorium there, have contracted C. R. Collins to present what is claimed will be the South's first indoor rodeo. Event will be held in January.

CHIEF ED AND PRINCESS EAGLE, after a successful season on the George V. Adams Rodeo Company, are presenting the Wild West concert on the Cooper & Moore Variety Show, now playing Missouri territory. The chief advises that the organization will remain out all winter.

BUDDY MEFFORD and Charlie Barnes, well-known calf-roping contestants, staged a Wild West contest show Thanksgiving Day to capacity business at Moultrie, Ga. In addition to local contestants from Georgia and Florida, line-up included Rock Parker, Dave Sanford and Vic and Doc Blackstone.

CECIL CORNISH, owner of the Roman jumping team known as the Golden Eagles, reports from his ranch in Waukomis, Wis., that his high-school horse "Smokey" is receiving treatment for sleeping sickness. Cecil says he played 26 rodeo dates thru Texas, Oklahoma and Arkansas past season.

SUICIDE TED ELDER has been contracted by George Hamid, Inc., for 1938. He will present a unit of five new acts. Elder has recovered from the leg injury sustained last winter and is at present negotiating with the Hamid office for midwinter date in Havana, Cuba, and Germany.

OPAL WOOD, trick rider, is breaking out a new spotted colt which she recently purchased from the JE Ranch Rodeo Company. Colt is Wyoming bred. Miss Wood is wintering her stock on the Trenton, N. J., fairgrounds and expects to go to Havana, Cuba, in January to work with the Tom Mix show at the Cuban Industrial Fair.

TROOPER EDDIE HARNEY, former trick rider, now with the New York State Police, took an active part in the capture last week in Syracuse of three desperate kidnapers who had forced their way out of a New York prison at the point of smuggled guns. Harney, together with other State troopers, G men and Syracuse police, effected their capture.

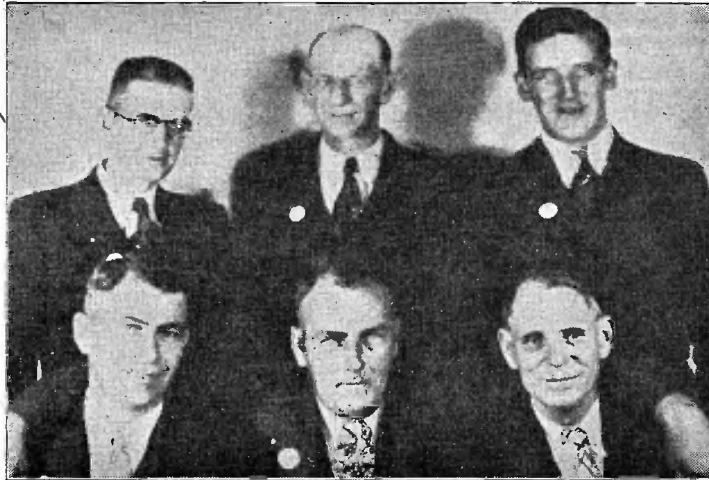
POWDER RIVER JACK and Kitty Lee report from New York, where they are visiting Mary Jester Allen, niece of Colonel (Buffalo Bill) Cody, that they

are doing private entertaining in the homes of prominent persons with whom they are acquainted. The Lees advise that they will attend the birthday dinner to be held soon in New York in honor of Colonel Cody.

BEVERLY AND BILL HARTNETT, rodeo performers, who closed with the X Bar X Rodeo Company recently, have joined Klein's Indoor Circus unit, which is playing Eastern Ohio, Western Pennsylvania and West Virginia dates. Beverly is doing her rope and whip novelty and Billy his shooting routine. Hartnett also had the Wild West concert with Lewis Bros.' Circus a part of the past season.

TED MERCHANT and his rodeo unit are a feature of the seven-day Shrine Indoor Circus which got under way in Waterloo, Ia., December 4. Unit includes Paul Nelson, Gale Thomas and Gladys Wickoff, trick riders; Hurby Hobson, trick roper, and Mrs. Carter and her educated horse. Merchant, assisted by Miss Thompson, does trick roping and riding, whip act and sharpshooting.

DEL SMITH, rodeo contestant, was shot and wounded with a shotgun at his home about five miles east of Chiloquin, Ore., November 23. John Arkell, Indian officer, reported that Smith's wife, an Indian woman, admitted shooting her husband. The shot entered Smith's cheek and neck, and he was taken to the Klamath Falls, Ore., Agency Hospital, where it was reported he will recover unless complications set in. Smith participated in the Pendleton Round-Up in 1936 and won the Northwest bucking championship.



Delegates from Pacific Coast locals of Billers' Alliance recently met at San Francisco. Pictured here are, front row, left to right: William Baldwin, Portland Local No. 57; G. L. Phillips, San Francisco Local 44; C. C. Garnett, Los Angeles Local 32; back row, William Green and Carl Escene, Seattle Local No. 46; L. H. Gilmour, San Francisco local.

SEVERAL WESTERN acts and displays of the New Frontier Days, under direction John A. Guthrie, president of the Mounted Troops of America, were added features of the football game in Tulsa, Okla., December 4 between the University of Tulsa and Manhattan College of New York. Event was sponsored by the University of Tulsa's downtown parades and stunts committee headed by Oscar Payne and a group of local business men. Included in the Guthrie contingent of acts were Fred Clarke and (See CORRAL on page 47)

Macon

MACON, Ga., Dec. 4.—Larry Davis and wife, Cora, are still at the Central, but will leave in a few days for Ringling quarters at Sarasota, Fla.

Crawford Droege, ahead of Billroy's Comedians past season, stopped over here en route to his home in Dunkirk, N. Y. Gertrude Reddin is again a guest of Central Hotel. Charles Katz left for Hot Springs for the baths and a rest.

Marion Shufford has been on a visit to her folks near Atlanta. Clint says she will be back in a few days.

Carlos and Etta Carreon are at Downie quarters. Etta is taking care of the housecar and Carlos is breaking stock.

Enos Troupe is about ready for Pacific Coast tour.

The Origin of the 10-in-1

By WALTER K. SIBLEY

I AM moved to write this article to settle a question that has probably caused more heated discussions among outdoor showfolk than any other that has ever arisen. The question was brought forcibly to my attention at the recent Showmen's League benefit of the Royal American Shows at Shreveport, La.

The emcee for the evening was introducing visitors who had journeyed a distance and finally someone mentioned the fact that I was there. Walking over to where I was sitting, the emcee asked me to rise, and here was the way he introduced me, in part: "Walter K. Sibley, one of the first men in America to have a STRING SHOW."

A "string show" is the modern appellation of the open-front multi-pit side show.

A friend seated beside me said, "Why, I thought, Walter, that you were the inventor or originator of that type of show. Are you, or are you not?"

Well, here's the story that I told him: Way back in the early part of this century I operated a number of platform shows. These platforms were built of lumber purchased in every town at a cost of \$35 to \$50 for each, depending on the size. They were usually three feet off the ground and varied in size from 16x16 feet to 20x40 feet. After the platforms were erected, the descriptive and pictorial banners put up, the canvas

any considerable amount of profit.

While I am on this part of the story let me tell you something about Toronto which is not generally known. Dr. Orr, who was then manager of this great exhibition and one of the greatest fair managers that ever lived, as well as one of the finest of gentlemen, had an antipathy for shows from the States. This came about because a big production from the States he had booked for a previous fair had left Canada without meeting a lot of unpaid bills, especially salaries of Canadian super.

Overcomes Obstacles

For a number of years we had tried to book our attractions there but alas! (See THE ORIGIN on page 47)

15 Years Ago

(From The Billboard Dated December 9, 1922)

Lions of the Walter L. Main Circus enjoyed fresh bear meat for a pre-Thanksgiving feed in a Baltimore department store, where they were on exhibition, when an attendant left the door which separated the performing bears from the lions unfastened. . . . Mr. and Mrs. Bob Stuckney and daughter sailed from New York December 5 for a six-month tour of Central and South America with Signor E. Saenz's Circus. . . . Doc Taylor and Frank Sternard were in advance of the Great Keystone Circus, having replaced George Christie, who went to Victoria, Va. . . . Art Eldridge and wife, with dogs and ponies, and Aerial Whelley were also added to the Keystone organization.

William Denny, formerly of Ringling-Barnum's advance billposting crew, and Tim Sammons, also with that organization, jointly purchased George Chennel's billposting plant at Washington C. H., O. . . . Three Walters, of the Sparks Circus, were playing vaude dates. . . . Frank Kuba and Spider Green were promoting a Legion Bazaar at Mt. Vernon, O. . . . Lewis Reed, of Sparks Circus, was booked to troupe with a tab show in West Virginia for the winter. . . . Charles Katz and his bear act, of Sparks Circus, were booked for 12 weeks of vaude dates. . . . Leonard Johnson, painter and ticket seller on Gollmar Bros.' Circus, was conducting a sign shop in Nashville. . . . Circus folk playing (See 15 YEARS AGO on page 53)

Johnson Signs With Hamid

CANTON, O., Dec. 4.—"Slivers" Johnson, clown, informed *The Billboard* representative here that he had signed contracts with George A. Hamid, Inc., which will keep him busy during most of 1938. Said he would present his Funny Ford novelty and do clown comedies at several indoor circuses to be produced by Bob Morton, starting shortly after first of year. Has been contracted for 10 weeks in an Eastern amusement park and at Canadian National Exhibition at Toronto, all for Hamid. Upon completion of these engagements he will play several major fairs in the Midwest. Johnson is with Klein's Indoor Circus unit, playing thru Eastern Ohio and Western Pennsylvania. Is producing clown numbers and handling prize candy concessions.

Paris Bills

PARIS, Nov. 29.—Walter Powell, American tight wire ace, heads new program at Cirque d'Hiver. Five Meteors present spectacular flying trapeze and bar act. Christianis score with whirlwind tumbling and teeterboard routines. Hacker and Vergas put large groups of elephants, zebras and tigers, from the Pinder Circus, thru their paces. Tully Carre offers neat high-school horse bit.

Four Misleys on in foot juggling and perch routines. Miss Randez offers good balancing tricks. Renee Plat and ballet present good ballet ensembles. Clown bits by Despard, Zavata and Oscaros are rather weak.

Manning and Class, American wire walkers, and Seven Atlas, Arab tumblers, are at the Bobino; Darcy Trio, jugglers, at the ABC.

NAAPPB NOT TO SPLIT OUT

Future Annual Meets Are To Be With Allied Bodies, Says Baker

New Yorker is re-elected president at Chicago annual gathering—enthusiasm for future evident on all sides, based on '37 accomplishments under adverse conditions

CHICAGO, Dec. 4.—The 19th annual convention of the National Association of Amusement Parks, Pools and Beaches, in session this week at the Hotel Sherman here, was one of the most heavily attended meetings in the history of the event. Enthusiasm on all sides, exceptional outlooks for the future and glowing reports of last season in many instances marked business meetings, program sessions and evening get-togethers in the spacious Penthouse. No official business of a spectacular nature was accomplished, although moves were presented during the conclave and that in each case they were sent to committees for development and consideration.

Time and place of next year's meeting offered one of leading discussions and it is understood that at Wednesday evening's directors' meeting behind closed doors it was decided to postpone a final decision until later in the year. There has been a concerted move on the part of several Eastern exhibitors and park men to hold the 1938 convention in New York as a prelude to opening of the New York World's Fair in 1939.

President Harry C. Baker, however, advised that in any case the NAAPPB will continue to work with the Showmen's League of America, International Association of Recreational Equipment Association and allied interests, and that in all probability the associations will hold their next meetings at the same hotel during the same week of the year. Diversified interests in the amusement equipment exhibits, etc., make it practically imperative that the various groups assemble at the same time.

Baker Is Re-Elected

Altho he announced that this would be his final term, Harry C. Baker, New York, was re-elected president. Arnold B. Gurtler replaced A. W. Ketchum as first vice-president; Herbert F. O'Malley is the new second vice-president; Roy Staton, third; A. R. Hodge, secretary, and Nat S. Green, treasurer. A. L. Filograsso will again handle the assistant treasurer's duties.

Board of directors elected consists of N. S. Alexander, Harry C. Baker, Frank W. Darling, Harry J. Batt, Arnold B. Gurtler, George A. Hamid, A. R. Hodge, Paul H. Huedepohl, A. W. Ketchum, J. E. Lambie Jr., Richard F. Lusse, Fred L. Markey, A. B. McSwigan, Herbert F. O'Malley, Fred W. Pearce, Leonard B. Schloss, John Davis, Edward L. Schott and Roy Staton.

President Baker in his annual address (See NAAPPB on page 46)



GEORGE A. HAMID, New York, new head of the American Recreational Equipment Association, allied with the National Association of Amusement Parks, Pools and Beaches, and until 1935 known as the Manufacturers and Dealers' Section of the NAAPPB.

New Highway Will Aid Park at Key West

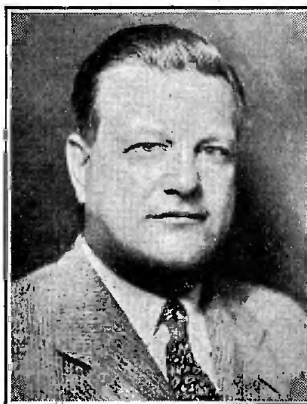
MIAMI, Dec. 4.—Mr. and Mrs. Ted Filbert, who are opening an amusement park in Key West, state that with opening of the Key West highway it will mean that thousands of visitors will go to Key West and will not have to make the long, tiresome trip by water.

The new highway is the old roadbed of the Florida East Coast Railway, which has been abandoned by permission of the Interstate Commission.

It is believed that a toll of \$1 will be

charged for use of the highway.

January 5 is official opening, and showmen from Miami are planning to go to Key West to attend getaway of the Filbert Amusement Park.



HARRY C. BAKER, New York, again named president of the National Association of Amusement Parks, Pools and Beaches, being prevailed upon to accept the post after announcing his wish to retire as pilot of the organization.

George Hamid Heads AREA

Dinner idea appeals to members and will be repeated in 1938

CHICAGO, Dec. 4.—Convening once again in connection with the annual meeting of the National Association of Amusement Parks, Pools and Beaches, the American Recreational Equipment Association held its 1937 session Sunday evening, November 28, in the Crystal Room of the Hotel Sherman. Before the meeting was adjourned many things had been accomplished for the betterment of the association. A new president was in the chair and new plans for the future of the amusement equipment business had been accomplished.

For the first time the meeting was a dinner session. Idea worked out exceptionally well, members said afterward, and they voted unanimously to hold the same kind of program again next year. George A. Hamid, New York attraction booker and operator of White City Park in Worcester, Mass., was elected president of the organization, replacing George W. Cramer, president of Spillman Engineering Company. Following the business session Fred Fansher, of New York, presented his program for the year. Besides long and spirited discussions on various subjects affecting the industry, papers of interesting and enlightening character were read to the body. Among them were works by R. E. Chambers, of Chambers Corporation in Beaver Falls, Pa.; W. St. C. Jones, president of William B. Berry Company, Boston; W. F. Mangels, Mangels Company, Coney Island, N. Y.; Lee Eyerly, Eyerly Aircraft Corporation, Salem, Ore.; M. W. Sellner, Sellner Manufacturing Company; Charles A. Curtis, Perey Turnstile Company, New York; L. L. Custer, president of Custer Specialty Company, Dayton, and C. V. Starkweather, Spillman Engineering Company, North Tonawanda, N. Y.

Complete reports of business sessions, election of officers and committee membership will appear in a later issue of *The Billboard*. To gather the general trend of thought and action at the '37 meetings, however, we are publishing herewith the account of the meeting written by R. S. Uzzell, Uzzell Company, New York. Mr. Uzzell is again secretary of AREA and will resume his regular column in *The Billboard* next week.

Uzzell's Report

Fred Fansher functioned exceptionally well as program chairman of AREA at the annual Chicago meeting, which (See GEORGE HAMID on page 46)

A. C. Amusement Men, as Their Own Santa Claus, Stir Up Things

ATLANTIC CITY, Dec. 4.—There IS a Santa Claus for Atlantic City, same being the amusement men of the resort who this week grabbed the skidding amusement situation after city and civic interests apparently had proved powerless to prevent what for a time looked like a complete lockup and revived the spark of life.

Heading the list was Edward Sherman, booking agent, who, rather than see big Steel Pier go dark on week-ends, took over the pier himself for vaudeville, units, exhibits, dancing and pictures. His first presentation, *Royal Parisian Midget Follies*, was a showstopper from entertainment angle, but bucked one of winter's worst squalls, which did not give the new set-up a fair tryout. Sherman announced he would continue same layout at the pier for rest of winter with additional dates around Christmas holidays.

President Frank F. Gravatt, of the pier, announced he would keep the game and lounge rooms of structure as well as sun decks open thruout week days. All of which is a life saver for that end of the Boardwalk.

Down on Atlantic avenue Harry Waxman celebrated the fourth anniversary

of his Hollywood Theater by announcing vaudeville for remainder of winter months. His first show, *French Riviera Brevities*, got a good reception but was also hit by unfavorable weather.

Central Pier management also joined in the fight to keep things moving and announced the big Beechnut Circus and Texaco exhibits would be kept running as would also the *Flicker Frolics*, old-time films which have hit a popular angle.

Auditorium, besides its regular week-end ice hockey, lighting up that end of the Boardwalk with its big flood lamps and giving the remaining concessioners a break, may stick in an ice carnival or two and is dickering for return of the company that held down this spot all last summer. Manager Harvey Anderson, of Apollo Theater, announced there would be no curtailing of houses on that circuit, altho they were considering a dinner-hour intermission.

A "Beachfront Association," with Mr. Gravatt as one of the leading lights, is in process of formation and will shortly begin to function on a year-round basis to keep the amusement industry here functioning.

Around Exhibit Hall in Chi

CHICAGO, Dec. 4.—Fred L. Markey, secretary of the Dodgem Corporation, said that orders taken at this year's convention topped by far those of last year. Cy D. Bond, sales manager, added that from the looks of his tentative orders Dodgem Corporation will have a banner season.

ARTHUR SELLNER, of the Sellner Manufacturing Company, reported the outlook from the convention the most prosperous in many years, with several large orders pending.

RIVERVIEW PARK management, Chicago, is considering purchase of an Octopus ride from Eyerly Aircraft Corporation.

RIDE manufacturing companies at the convention claimed the sales pendulum is swinging over to parks and resorts

now, with more orders pouring in from those sources than for several seasons.

FRANK WEST and Fizzie Brown, West's World's Wonder Shows, purchased three rides, a Rides-O from Spillman Engineering Corporation, a Whip from W. F. Mangels Company and a Stratoship from the R. E. Chambers Company.

ISADOR KRAUZ, Harry Novins and James Fatano, of KNP Amusement Corporation, bought a Flying Scooter and an Octopus ride. Another purchaser of an Octopus was Mrs. Mabel Reid, who operates rides at Jacksonville Beach, Fla.

PHILADELPHIA TOBOGGAN COMPANY signed contracts with operators of Arnolds Park in Iowa; Hershey (Pa.) Park, and Savin Rock Park, West Haven, Conn., for construction of Death Valley (See AROUND EXHIBIT opposite page)

Pony Cycle Given Award Of Darling Trophy in Chi

CHICAGO, Dec. 4.—On Tuesday night in the Hotel Sherman at a park convention dinner before 800 association members a beautiful plaque was presented to Harry C. Ritter, Inc., for its display of the new Pony Cycle, merry-go-round and exercising device.

The citation, annually awarded to the exhibitor with the most meritorious new device, was presented following the dinner and reads: "The 1937 Frank W. Darling Trophy awarded to Harry C. Ritter, Inc., Williamsport, Pa., for the most meritorious new device exhibited at the annual NAAPPB convention."

The manufacturers of health equipment and amusement devices recently placed the Pony Cycle on the market. The ride can be operated by kiddies themselves or run with a motor. Eight can ride at one time, altho auxiliary seats are available for eight more. It runs easily and one child alone can propel it.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

New Moses Commandments

The pool and park men convened in Chicago last week discussing heavy and light subjects anent their biz, the big news of the week broke in little ol' New York. Not that the convention items weren't important, but the official announcement that was made by Robert Moses, park commissioner of the city of New York, still has many a pool operator woogy.

Much will be written later concerning the Chi confabs. At the moment I should like to editorialize about the proposal of Park Commissioner Moses to convert Coney Island, Rockaway Beach, N. Y., and South Beach, Staten Island, into magnificent municipal pool and beach projects equivalent to Jones Beach, L. I. Plan for rehabilitation of the three beaches would cost about \$16,000,000, all of which, under the new city charter, would be under control of the park commissioner instead of each borough president as in the past.

Eastern pool men are familiar with Robert Moses. He has been the topic of many pool group meetings. A great deal has been said about him; about the alleged damage he has done to commercial swim pools in and around New York, and there have been a great many words right in this pillar about the tremendous amount of taxpayers' money he has used. Nevertheless, at this time I am tempted to agree with him.

Yes, I honestly think the pool and beach owners of Coney, Rockaway and Staten Island have it coming to them. Not once but hundreds of times warnings were issued for these amusement men—especially those on Coney Island—to get up and take stock of the deploration around them.

Alike his Biblical namesake, Moses has issued a new set of commandments. He knows that the public wants to relax; that it wants to play, bathe and swim. But he also knows that it wants to do all these things under clean surroundings and not the dirty, broken-down atmosphere that has prevailed at Coney and other beaches. And so, as is only natural, he is going to use his municipal power to grant the citizens just that.

All this should be a warning to pool and beach men elsewhere thruout the country. While your local park head may not be Robert Moses, he may think like him. Now is the time to check up and if there is any remodeling to be done let the commercial pool men do it—before the municipalities do it for you.

Ironically enough, tho, the beach operators right in the heart of Coney and the other beaches slated for an airing might benefit instead of being hurt by the new move. It is the many other pools and beaches outside of those sections but near enough to have the new project as competitish that are going to be hurt. Let's not hurt anybody, tho, by checking up now. Does your pool or beach establishment look run down? Don't just sit back and hope for business. Do something about it lest the city government beat you to it.

Dots and Dashes

Wonder how many pool men read the news dispatch concerning a well-known doctor who was quoted last week in Miami, Fla., as predicting that by 1940 women will do their swimming shirtless. . . . This particular medico stated it was all part of the femme public's quest for sun.—Ambassador indoor tank, Washington, D. C., doing terrific business what with the special session of Congress. . . . Not with senators, tho, but with the tourist trade.—And, between you and me, there could have been more representation from the indoor pool crowd at last week's convention. . . . But more of this later!

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Dec. 4.—A squall that settled in early on Saturday ruined last week-end and more or less dampened the Christmas parade, altho the Sarg balloons stood the test of high wind and rain.

Business section and Boardwalk are getting their holiday garb on and again

the resort will hold its Christmas Festival of Lights, altho it now has no press and publicity bureau to ballyhoo it. An early checkup shows that there will be flesh in two houses for the holidays as well as sports attractions in two others.

Garden Pier is reported closing for an intercollegiate basket-ball game with dancing by a name band afterward. Auditorium is running exhibition hockey and skating.

Auditorium will be used for Constitution Day program on Monday with town criers in Colonial costumes running thru the resort announcing it. Mayor C. D. White left for California to spend the holidays. Barney Rapp will bring his band into town for the week-end. Frankie Lee has joined the Nomad Club as new emcee.

A call by a local paper for suggestions for bringing more amusements here has brought a lot of replies to rebuild Steeplechase Pier. A move has been started to remove the old Pirate Ship used as an amusement exhibit and which sank at the Maryland avenue docks.

Miami Funland

MIAMI, Dec. 4.—A survey of visitors to Miami shows that 65 per cent come from small towns in Maine, New Hampshire, Vermont, Massachusetts, Ohio, Indiana, Pennsylvania and upper New York State, so David B. Endy, general manager of Funland Amusement Park, inaugurated a series of old-fashioned square dances at the open-air ballroom. First night of quadrilles, polkas and waltzes, with a hillbilly radio band and old-time callers, brought over 1,000 old folks to the park.

Manager Endy then announced an Old-Timers' Night once weekly. Comfortable seats were scattered thruout the park as concessioners made a grand "beef," but the folks kept the midway crowded at intervals with everyone satisfied.

Auditor Eddie Hollinger has been watching figures from the park rides and was surprised after 10 days of operation to discover that money spent on rides is quite equally divided.

Cliff Wilson's snake exhibit, Carrell's Monkey Hippodrome, Body and Soul Show and Funhouse show very little difference, while Merrill's Motordrome, Auto Speedway, Skooter, Boomerang, Stratoship, Loop-o-Plane and Octopus are bunched for top money, proving that visitors enter in a holiday spirit and spend on practically everything.

School tie-up over Thanksgiving holiday brought about 30,000 children, each receiving a free ride ticket.

Matthew J. (Squire) Riley, chairman of entertainment, tells of a man who asked him for a quarter for a cup of coffee. "But, coffee is only a nickel," protested Riley. "I know," said the panhandler, "but I want to take a ride on the Stratoship too." Jean Belasco, publicity director, said that the "Squire" fainted.

MIAMI, Dec. 4.—Funland Park came in for its share of business Thanksgiving Day by registering 19,367 paid admissions. Rides, exhibits and concessions did a healthy business.

Theaters reported excellent attendance and 10,000 children greeted Santa Claus upon his arrival in an airplane at Byland playgrounds. Susie, the Hollywood chimp from Funland, was official greeter to Santa, the affair being arranged by Miami Business Men's Association.

In spite of several days of cold weather and drizzling rain recently, park did nice business.

Cliff Wilson's Monster Show hit a new high for attendance. The swell bamboo front with a neat flash of neon signs does much to attract the crowds. The Hall of Science, with talkers dressed as internes, gets a nice play. Speedy Merrill's Wall of Death continues to do fine.

Harry Witt, salesman for the Boomerang, sold one to Endy Bros. and J. W. Tucker. Ben Weiss has bingo game here. Has 260 seats and they are filled most of the time. His neon lights are a swell flash, and his merchandise is something to write home about.

Many organizations here will hold picnics in Funland. Jean Belasco closed a contract with several organizations for special days.

The following showfolk have attended: Mr. and Mrs. Bob Morton, Dr. Adolph Stahl, Joe Rowan, John Sheesley Jr., Mr.

and Mrs. Sol Salisbury, Maxwell Kane, Paul Prell, Charles S. DeKreko, Jack S. Stone, J. Nichols, Jean Tisdale, Cliff Wilson, Pop Dunlap, Terrepa McGovern, Mr. and Mrs. Charles Cohen, Bryan Woods and wife, Harry Witt, Harry Noyes, Chick Endot, Dr. C. M. McCrenstry and Red Cohen.

Carl Sedlmayr, of Royal American Shows, dropped into Funland, then hopped a train for Chicago convention. Chuck Gallagher, formerly of the 101 Ranch Wild West Show, is working in Funland. Pop Dunlap is well pleased with the results of his new ride, the Stratoship.

David B. Endy, Matthew J. Riley, Benny Weiss and Harry Witt hired a special car to go to Chicago for the convention.

AROUND EXHIBIT

(Continued from opposite page)

funhouses. Firm's twin mule kick had a big play in the lobby of the Sherman and enough orders were received to warrant the making of 100 more of these games before the new season.

R. N. ADAMS and L. E. Sloan, Chicago, report success with their fish-bowl and television girl flashes. Boys are planning to send out several units to play vacant stores and theaters. Two of them left this week to open a dark theater in Milwaukee and a store in Gary, Ind. Girls used on the exhibit floor will take in the initial dates. They are Florence Benson and Jeanette Zuroskey.

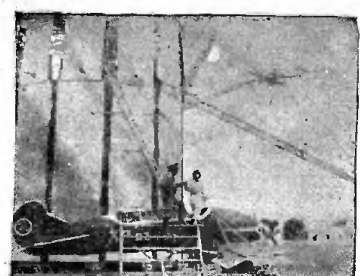
EXHIBITORS at the convention and their representatives included R. N. Adams, L. E. Sloan, Chicago, R. N. Adams; Allan Herschell Company, Inc., North Tonawanda, N. Y., J. N. Mackenzie, secretary; Associated Indemnity Corporation, San Francisco, C. W. Fellows, president; William B. Berry Company, Boston, W. St. C. Jones, president; The Billboard Publishing Company, Bischo-Rocco Amusement Company, Chicago, Ralph Rocco; Brassaw Novelty Company, Montpelier, Vt., Frank N. Brassaw; J. L. Campbell and Company, Baltimore, John Logan Campbell; E. E. Chambers Company, Inc., Beaver Falls, Pa., E. E. Chambers; Chicago Roller Skate Company, Ralph Ware; Coin Machine Journal, Chicago, Harvey Carr; C. Cretors and Company, Chicago, Frank Lyons; Custer Specialty Company, Dayton, O., L. Luzern Custer; Dodgem Corporation, Lawrence, Mass., Fred L. Markey, secretary; Durabilt Steel Locker Company, Aurora, Ill., D. V. Trapp; Eli Bridge Company, Jacksonville, Ill., Lee A. Sullivan, president; Elliott Ticket Company, New York, Earl Elliott, C. A. Holloway; H. C. Evans and Company, Chicago, R. W. Hood; Eyerly Aircraft Corporation, Salem, Ore., Abner K. Klime; Fred Fansher, New York, Fred Fansher; Frederick Bros. Music Corporation,

Cleveland, B. W. Frederick; General Electric Company, Cleveland, A. L. Reas; General Equipment Company, Indianapolis, Frank Thomas; General Register Corporation, Chicago, D. H. Finke; Greater Show World, New York, Johnny J. Klime; George A. Hamid, Inc., New York, Frank Cervone; Hanna Amusement Devices, Inc., New York, Horace William Hanna; International Mutoscope Reel Company, New York, William Rabin; Johnson Fare Box Company, Chicago, H. A. Long; Kulp Lamp Company, Chicago, George Gantner; Lash, Inc., Clifton, N. J., J. A. Dwyer; Lauerman Bros., Chicago, George H. Lauerman; Lusse Bros., Inc., Philadelphia, Richard F. Lusse; W. F. Mangels Company, Coney Island, N. Y., W. F. Mangels; Master Mechanics Company, Cleveland, I. Evans; Mitch and Louie, Lake Charles, La., C. M. Lewis, W. Sibley; Moretrench Corporation, Rockaway, N. J., Thomas Moore; Music Corporation of America, Chicago, De Arv G. Barton; McDougall-Butler Company, Buffalo, George I. Petroe; National Amusement Device Company, Dayton, O., A. Vaszin; Orange Crush Company, Chicago, William R. Bauer; Orr and Orr, Chicago, Bertha M. Orr; Park and Beach Supply Company, New York, Harry C. Baker; Perey Manufacturing Company, New York, Conrad Trubenbach; Persia Manufacturing Company, Chicago, C. A. Loty; Philadelphia Toboggan Company, Germantown, Pa., John E. Davis, H. P. Schmeck; Piesen Manufacturing Company, Coney Island, N. Y., Maurice Piesen; Pittsburgh Reflector Company, Pittsburgh, E. W. Simons; Recreation Equipment Company, Anderson, Ind., Paul V. Townsend; Richardson Ball Bearing Skate Company, Chicago, H. F. Whitcomb Jr.; Harry C. Ritter, Inc., Williamsport, Pa., A. Morse Sheesley; Selner Manufacturing Company, Fairbairn, Minn., M. W. Selner; Shyers Manufacturing Company, Chicago, Ken C. Shyers; Silent Sales Company, Minneapolis, William Cohen; Spillman Engineering Corporation, North Tonawanda, N. Y., George H. Cramer; John P. Stroth, Oak Park, Ill., John P. Stroth; Buckley Manufacturing Company, Chicago, E. H. Tennyson; W. S. Tothill, Chicago, W. S. Tothill; U-Te-Lite Company, Chicago, William Blackall; R. S. Uzzell Corporation, New York, R. S. Uzzell; Tom Wade, Dallas, Tom Wade; Webster Company, Chicago, G. J. Irving, and D. A. Woodward, Ltd., Middlesex, England, D. A. Woodward.

ROCKAWAY BEACH, L. I., N. Y., Dec. 4.—William Auer, president, and Maurice Kraus, secretary-treasurer, with George Brosnan, employee, all of the A. K. Amusement Company, were acquitted by a Queens County grand jury on a charge of manslaughter attendant on death of a 3-year-old child by a train of the Streamline Express, kiddie train ride, on August 8.

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Coney of Old To Pass Out Under Plan Affecting It, Other Resorts

NEW YORK, Dec. 4.—In his rehabilitation and enlargement plans submitted to Mayor La Guardia Wednesday for the development of Coney Island, Rockaway and Staten Island resorts, Park Commissioner Robert Moses stressed the annihilation of side shows, "catch penny" devices and mechanical amusements to provide for larger beach areas, playgrounds, recreational spaces, bath-houses, transportation and parking facilities.

The three city beaches and boardwalks Moses proposes to modernize will come under the jurisdiction of his Department of Parks from the Boro Presidents of Brooklyn, Queens and Richmond, January 1, according to the provisions of the city's new charter.

If ratified by the city, the program, estimated at a cost of \$16,150,000, will end the Coney Island as it has been known for over 90 years. Wrote the commissioner: "There is no use bemoaning the end of the old Coney Island fabled in song and story. The important thing

is not to proceed in the mistaken belief that it can be revived. There must be a new and very different resort established in its place.

"The same applies to Rockaway Beach and to South Beach. . . . There must be more land in public ownership, less overcrowding . . . less mechanical noise-making and amusement devices and side shows.

"All this can be brought about only by the close co-operation of city officials and responsible local groups and interests . . . there will have to be public sacrifices on the part of private interests."

At Coney the commissioner proposes to acquire land ranging up to a depth of 400 feet of frontage north of the Boardwalk, to move the Boardwalk back a maximum of 300 feet and retain about 100 feet north of the Boardwalk for games and protection and to widen the beach with new fill. The estimated cost of landtaking is \$2,850,000; for parking spaces about \$1,000,000; for demolishing the old buildings, relocating the Boardwalk, etc., \$1,500,000.

To defray some of the costs improving conditions at the Rockaways the plan calls for an amendment to the State constitution. The city would have to finance all but \$4,500,000 of the project which would place these beaches on a par with Jones Beach. A preliminary schedule calls for spending \$5,350,000 at Coney Island, \$9,525,000 at Rockaway and \$1,275,000 at South Beach.

After public discussion of his recommendations the commissioner said he would then follow up with proposals for definite action for the mayor and Board of Estimate.

GEORGE HAMID

(Continued from page 44)

This year was a dinner meeting. It worked, and how! So enthusiastic for it were our members that they voted unanimously for a repeat dinner in 1938. We were to make it a short, snappy session with few papers. It was snappy. The papers were short and few in number, but they aroused such interest that more discussion was evoked than at any meeting of the previous 12 in our history. The meeting was prolonged chiefly by the initiative of the members themselves. Two fine papers were read by members who have never before been induced to come before us. These were by Charles Curtis, of Percy Turnstile Company, and R. E. Chambers, of R. E. Chambers Company. Now we know what they can do. No excuses hereafter will let them out.

The innovation of a father and son appearance on AREA program for the first time brought to their feet W. F. Mangels and son, Freddie; Wallace S. C. Jones and son, Russell; Fred Fansher and son, L. L. Custer and son, John Wendler and John Jr., Frank Thomas and son and R. S. Uzzell and son, William C.

C. D. Bond, of Dodgem Corporation, because of a slight illness did not attend the AREA meeting, the first which he has ever missed when present at an annual meeting.

Hamid President

George Hamid was elected president of AREA for the ensuing year. He took it seriously and immediately began a campaign for new members. Thru him, Harry C. Baker and Maurice Plesien the membership roll will see an increase of at least 100 per cent. With the New York World's Fair coming AREA is sure to see a year of very unusual activity. Baker was re-elected as treasurer. Your humble author continues as secretary. Complete list of officers, executive committee and standing committees for the year 1938 will appear in a later issue.

To Renew Contract

Our exhibitors have had a most satisfactory treatment from the national association this year. Before many important policies were adopted the exhibitors were consulted. The contract between AREA and the national association will be renewed at an early date, which will insure this year's harmonious relations.

Our foreign friends show a fine courage in crossing the sea and journeying 1,000 miles inland to sell their products or learn the latest practices in entertaining the public. Another contingent of brave boys are those who are backing an entirely new device with all of the responsibility of bringing it to perfection. A period of real prosperity for a sustained period will see a complete rebirth of the amusement parks in color design, architecture and attractions.

The increased income of our organizations makes them determined to set out on a course of service to the members which was not even dreamed of in the launching of the national association 20 years ago and the Manufacturers and Dealers' Division 14 years ago.

NAAPPB

(Continued from page 44)

brought out what the organization had accomplished since its meeting last year, its plans for the future and prospects for the park business in general. He is optimistic, he said, chiefly because of the marked improvement in most parks last season despite poor weather generally and other uncontrollable setbacks. There are many big and valuable things yet to be accomplished, tho, the president said, and time is at a minimum in which to get the ball rolling again. Detailed account of the Baker message, together with other plans the organization holds for the coming year, will appear in the park department of next week's issue of *The Billboard*.

Altho the NAAPPB meeting is a serious and businesslike session, there is always plenty of provisions for entertainment and good fun. One of the brighter parts of the day has been the cocktail hour from 5 to 7 p.m. in the comfortable Penthouse atop the big hotel. Daily luncheons in the ballroom also contributed importantly to bringing delegates together as much as possible. Climax is reached, of course, the final evening when all assemble for the annual banquet and ball. This year's was held separately from that of the Showmen's League and proved thoroughly successful. Paced by George A. Hamid, new president of AREA, a large and clever floor show delighted those in attendance.

Altho many park men were in town by Sunday for the AREA dinner and meeting, the program really did not get under full way until Tuesday, when J. E. Lambie Jr. opened his program of addresses and discussions. Mr. Baker furnished the opening shot with his address and was followed by reports of the several committees. Maurice W. Jencks, retiring president of the International Association of Fairs and Expositions; J. W. Conklin, of the Showmen's League, and others talked briefly of the past season in their respective fields.

Then followed several interesting and informative papers by various personalities in the park business. *The Present as It Really Is and What the Future Holds* was treated by W. L. Stensgaard, nationally known advertising counselor. Mr. Stensgaard dealt chiefly on advertising and publicity in relation to amusement parks. *The American Museum of Public Recreation and What It Means to Our Industry* was discussed by R. S. Uzzell.

Highlight of the initial program was naturally the discussion of liability insurance problems facing the park industry. Norman S. Alexander, Philadelphia; John Logan Campbell, Baltimore, and C. W. Fellows, San Francisco, led discussion



A. R. HODGE, veteran secretary of the National Association of Amusement Parks, Pools and Beaches, re-elected at the annual meeting in the Hotel Sherman, Chicago, last week. He also is in charge of preparations for the annual trade shows which have become features of the yearly conclaves.

and evoked plenty of interesting angles. Lloyd C. Whitman, Chicago attorney, supplied the guest address.

Rejuvenation Head Subject

Mr. Lambie on Wednesday started the ball rolling on the meeting's chief subject, *Rejuvenation*. Claiming that the most important item facing the business in general today is the vital necessity of most parks to keep up with modern trends in construction, operations and various business methods, Mr. Lambie, in a smooth unruffled manner, outlined what he thought should be done by most parks in the near future. Several papers followed on the same subject and outstanding examples of rejuvenation were illustrated with colored movies, pictures and lantern slides.

Final session on Thursday was highlighted by subjects not directly affecting park men today, but sufficiently important to their interests in general to rate what was probably the most interesting and largely attended stanza of the week. Maurice Mermey, of the New York World's Fair; James T. Kolbert, of San Francisco's coming expo, and a paper of Harry G. Traver dealing with conditions in Europe and a summary of his experiences at the Paris Exposition this year had everybody tense with interest. William de l'Horbe, treasurer of the Midway Association of the Cleveland exposition and a concessioner at that event, gave an extremely interesting discussion of his side of the world's fair or exposition picture. Dudley H. Scott, Cleveland, read revealing statistics on last season's Great Lakes Expo and everyone in general had lots of fun listening to the various opinions of the exposition picture as it affects concessioners, showmen, near-by parks and the amusement business as a whole.

Walter K. Sibley made his first appearance at the meeting after he had delivered Mr. Traver's excellent paper by remote control. Mr. Lambie, Mr. O'Malley and conferees injected a bit of humor at that point, arranging an "international broadcast," supposedly, whereby Mr. Traver was depicted as talking to the gathering from Paris, where he really is still located prior to an early return to this country. It was Mr. Sibley, however, back of a screen, who read the piece that revealed so vividly what showmen have been up against in Europe. It made everyone feel happy and fortunate to be making his living in this country, to say the least.

Banquet a Success

In the evening delegates and visitors assembled in the popular Bal Tabarin Room of the hotel for the closing banquet. Charley Agnew's Band, acts from the College Inn of the Sherman and several of the George Hamid turns supplied the entertainment and George Hamid himself emceed the evening. Howard Nichols' juggling number, Elaine Dowling's acrobatic Tip-Top Girls, Jimmy Hinch and the extraordinary Homer the Human Echo; Kanzawawa Japs, Riskey troupe; dance team of Gillette and Richards; Lee Barton Evans, singer, and the flashy Helen Reynolds skating act composed a show that would be worthy of any fair grand-stand offering in the nation.

The line of girls from the College Inn

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Pictures being taken around the Island for World's Fair postal cards. Long Island State Park Commission has begun to work out a policy of keeping trailer camps away from the parks and parkways it controls, with exception of two specially designated areas in the Suffolk County zone.

Inwood Beach Club purchased a plot at Atlantic Beach for proposed construction of a \$100,000 building to be ready next spring. This adds to the number of beach clubs at Atlantic Beach, already one of the most populated resorts on the Eastern seaboard in this respect.

Waters around Long Island will be purified if plans now in form of design are worked out. Venture requires co-operation of New Jersey officials as well as those of Long Island.

Embassy Hotel, Edgemere, oldtimer, damaged to the extent of \$25,000. Now that the old fairgrounds site of Queens-Nassau Agricultural Society, sponsor of Mineola Fair, is about gone, the group is planning anew on many details. Among plans filed for new businesses in vicinity of the World's Fair grounds, Flushing, drug stores seem to lead the list, followed closely by taverns.

ROCKAWAY BEACH: Lot of alteration work completed in Playland Park under direction of Manager Louis Meisel, with bulk of work concentrated on the front. Structure being erected on the old Allen's dance hall site, where fire wrought devastation July 3, is to be fireproof. Fire did damage aplenty to Dick Synthe's bar and grill, town's biggest year-round dance-drinkery.

Seaside section of the Rockaways, with about 2,000 buildings, has less than 10 per cent of them occupied during winter, which is something of a decline when one realizes that everyone is filled during the summer. Commissioner A. J. Kenny, one of the real pioneers, predicts that each day of the summer of 1939 will be equivalent to the usual July 4 peak day of summer for the local resort. Ted Mitche, vet amusement operator here, is planning to hold forth in Miami this winter.

LONG BEACH: New city administration planning a reduction in city debts, with subsequential reduction of taxes for amusement property owners, who have been bearing much burden in this regard of late. Off for Floridian haunts are these concessioners: Art Mulgard, Vito and Gus Salmon. Lighting system on Boardwalk has been so impressive from engineers' standpoints that two trade papers, one electrical, the other engineering, have featured special articles on it.

offered several numbers and concluded their appearance with a rendition of the famous "Big Apple." Sensation of the evening was reached when the gals asked some of more agile parkies to join them in the "Apple." Those who were not present missed the swellest "act" that ever worked a park banquet. Herb O'Malley, Ed Schott, President Baker, Paul (Astaire) Huedepohl, Herb Smeek, Maurice Mermey, Harry J. Batt, Frank Joerling and Clifford Strom, latter two recruits from *The Billboard*, and several others really showed the girls how to Charleston, Suzie Q, Shag and what have you. Not more than an hour afterward Arch E. Clair said he had already made attempts to book the act as a free attraction at his park next summer.

The 1937 conclave came to a close in the Penthouse with unparalleled festivities that lasted well into the morning hours. The gang broke up, confident of their business, assured of the value of their organization and pretty much the worse for wear from lack of sleep, irregular routines and long hours of fun. It was fun, they all said, and it was informative, too.

Further accounts of the meetings in Chicago, with several of the more interesting papers that were read, will appear in next week's issue of *The Billboard* and other issues in the future. Deadline schedule makes it impossible to publish complete reports in this number.

DETROIT—Theodore F. Schroder, head keeper at Detroit Zoological Park, underwent an abdominal operation in Grace Hospital here on December 1 and his condition is reported favorable. At one time he had a trained wild animal act on Ringling-Barnum Circus and also was with John Robinson Circus, which he left in 1928.

With the Zoos

MADISON, Wis.—Fred Winkelmann, superintendent of Vilas Park Zoo, is being heard each Sunday at 2:15 p.m. CST over WIBA in a new broadcast aired directly from the zoo and giving its history and a description of the animals. It is a 15-minute program.

JACKSON, Miss.—Jackson Municipal Zoo in Livingston Park has been enriched by a handsome male lion, a coati mundi, kinkajou and a rhesus monkey, gifts of Jack Naylor, Budora, Ark., showman, following his decision to discontinue part of side show containing animal acts. Personal friendship with Superintendent Bennett of zoo prompted Naylor to give the animals to Jackson, personally bringing them to this city from his Arkansas home. Bennett said he is particularly pleased with fine lion as mate for Sammie, zoo's young lioness. Work has started on \$40,000 improvement program to zoo plant, including erection of lion and tiger house and repairing and rebuilding of other buildings.

CORRAL

(Continued from page 43)

Bill Ryser, trick ropers; Pat Cleary and Don Stewart, trick riders and ropers; Kenneth Gooddeagle and son, Ronnie, and 20 Pawnee Indians, who adopted Coach Chick Meehan, of Manhattan College, into their tribe.

COL. JIM ESKEW and son, Junior, of the JE Ranch Rodeo, and Howard Harris Jr., Woodstown, N. J., stockman, are touring Oklahoma and Texas in search of wild stock for the organization's spring season. Before returning they will visit with Major Gordon W. Lillie (Pawnee Bill) at Pawnee, Okla., and with Monte Reger at Woodward, Okla. Their trip will take them as far south as Del Rio, Tex., where they will visit for a few days with Prosser Martin. The Eskews report plenty of activity at their quarters in Woodstown, N. J. Capt. George Burk and Johnny Davis are in charge of the horses with several assistants. A new set of bucking chutes has been built and Colonel Eskew has ordered new horse, kitchen and dining tents. Recent visitors were Frank Moore, Al Hernig; Ben, the rodeo tailor; Ray Riling, Jack Knight, Earl Sutton and Silver Dollar Brady (Jack Brown to his friends).

NOTES FROM BOB FOLLETTE'S Circle Bar F Rodeo Company: Closed its season at Fincastle, Va., late in September. A fire in Follette's stock yards at Bennettsville, S. C., November 15 destroyed 92 head of stock, including several saddle horses. Black Cloud, jumping horse, escaped injury, however, and rodeo steers were in pasture when the fire broke out. . . . After the show closed the personnel scattered to various sections of the country. . . . LEONARD AND PEGGY MURRAY visited the Madison Square Garden Rodeo in New York before going home to Hendricks, Okla. . . . ROBERT FREEMAN went directly to Bennettsville, S. C., for the winter. . . . TOM HUNT (Tony the Wop) clowned at the New York and Boston Garden shows. He and Lola are now en route to Los Angeles, where Tom will clown the Stock Show before going to Bell, Calif., for the winter. . . . JOE KOLVA returned to his home in Killdeer, N. D. . . . THORNIE GUEST and Lucius Stratton joined George Hamid's No. 2 show and are now at the fairgrounds in Trenton, N. J. . . . TOMMY AND MILDRED MIX HORNER made the New York and Boston Garden Rodeos and then headed for Woodstown, N. J., where Tommy will spend the winter as an auctioneer under the tutelage of Col. Howard Harris. . . . BABE MOONAN worked the New York and Boston shows and then headed for Florida. . . . BUCK WYATT went to Chicago.

THE ORIGIN

(Continued from page 43)

ways had been turned down for one reason or another until, finally, the doctor wrote me that he did not care to

book freaks at his fair. Having made up my mind to play Toronto, as it was the only great fair I had not played, I sent Mrs. Sibley to Toronto to discuss matter with the doctor and, to make a long story short, she sold him with the proviso that we were to erect the shows, have everything in readiness to open and then he would inspect them and if they met with his approval they could operate.

It was with considerable trepidation that I awaited his inspection. He was particularly pleased with the Jack and Jill show. He thought that the Hugo big snake show was the finest he had ever seen. The Cor-Ella two-headed baby show, not so hot, but all right if not worked too strong on the outside; but Zeno the man-ape show would have to be toned down in order to pass.

As Zeno was sold as a gorilla, but in fact was a giant anubus baboon, it was a palpable fake. The doctor had spent years in Africa and as soon as he feasted his eyes on Zeno he said, "Gorilla—say, those big baboons used to run around my back yard in Africa." He admitted that Zeno was the finest and largest specimen he had ever seen and finally agreed to let us get by with it if we didn't mention gorilla.

The only other shows on the grounds that year were John's Glassblowers, a Canadian attraction, and Leslie's Wild Animal Exhibition, also Canadian.

Well, we made good. Our shows took in a lot of money, gave entire satisfaction to the patrons and Dr. Orr, and from that year to this American attractions have made the Canadian National Exhibition midway, running grosses up into the hundreds of thousands of dollars at each exhibition.

At the conclusion of this fair Dr. Orr called me into his office and gave me a voluntary letter of recommendation, which he said was the only one he had ever given to anybody.

I believe this was 1905. All of my old record books having been destroyed by fire, I don't have any chance to refresh my memory on these old dates. I now had reached the top. I had played them all. Of course, after playing Toronto, there were still many other fairs to play that season, so I continued playing south all the time with the weather, finally closing in San Antonio, Tex., where they used to hold a pretty good fair, presided over by a fine Texas gentleman named Vance.

Four Shows for a Dime

The next spring, 1906, I took out the same attractions, wildcatted around awhile and about midsummer found myself at a small fair in North Vernon, Ind. The fair did not look any too good to me. Didn't look as tho it would pay me to buy the necessary lumber to put up four platforms, but as space was cheap I decided to buy enough to put up the four attractions as the one show, using the platform sidewalks to inclose it, working without any top. The idea was to work for one 10-cent admission for the four shows. Well, it worked out great. We were the real big show of the fair and the people walked into our place in droves. We gave them a lot for a little and as the show made good 100 per cent, we had many comebacks.

On this fairground with shows at the time was Billy Young, with a moving picture show, and James Benson with an attraction that slips my memory. To be sure that I had a good idea that would make money, I booked at another small fair next week—Bloomington, Ind. Framed up the same way with the same result—fine business.

As I had booked a circuit of later fairs for the platform shows, I now reverted to the platforms and finished the season that I had booked for them. I believe I concluded the season at Not-Su-Oh at Houston with Jim Patterson. While playing there a promoter prevailed upon me to take my shows over to Waco at the conclusion of Houston engagement. As the weather was getting quite cold—it was in November—I arranged with him to permit me to put the four shows up for one admission—15 cents—all inclosed with side wall.

The first night we opened in extremely cold weather and our show took in more than the front gate. I believe that the gate was 10 cents. The other shows booked in did absolutely nothing. In fact, their business was so bad they attributed this to the big side show that was giving so much for the money. The other shows could not get the people to go to them. The showmen, led by the late Baba Delgarian, made a protest to the management, asking them to either close me up, have me raise my price or make me divide the show into four

parts, charging a separate price for each attraction. Of course, nothing was done about it, and I concluded the week and the season as was.

Determined to Go Ahead

I knew now that I had something and determined to build a suitable outfit that would properly house my attractions.

I wintered in Boston and while there had the Hoyt company build me a 40-foot red and white striped top with two 30-foot middlepieces. I designed new banners and went to New York and had Charley Wolfe paint them for me, giving him a premium for the best work that he was capable of, and that meant the best in the world at that time.

I went to Germany and bought eight Flaming Arc lamps and enough carbons to last me for the entire season. These lamps were quite expensive and were not generally used in the States. Each lamp was of 3,000 candlepower and I framed four inside and four outside of the show, making the place a veritable sun spot.

I had special burgees made for every pole. I had 30 small cages made to house small animals. I bought a large organ for the front. Built myself four ticket offices. Had descriptive pictorial banners made for each of the pits. Made a deal with the Wappler Electric Company, of New York, to develop an electric chair for me, the first one ever to be used in a show. I started booking and among other fairs booked Toronto, Minneapolis, Louisville, Nashville, in fact, a complete circuit.

While I didn't really fear competition, in order to minimize it I booked a number of stands in Canada with Johnny McGrail, of Chicago. Among these spots was Petrolia, Guelph and some others I don't remember. I ironed out all of the rough spots during this engagement and was now ready for the big money.

Toronto was the first big one, and to say we wowed them is putting it mildly. Dr. Orr had relented as regards shows from the States after his experience with us and had booked Col. Francis Ferari with his big, beautiful wild animal show. This show was behind a gorgeous English wagon front, agilliter with gold leaf and hand-carved figures. Billy Williams, with his famous Mamie show, was also one of the attractions, as well as Charlie Abrahams with some kind of an African mummy, and a number of others that I don't recall.

Idea Attracts Fellow Showmen

It happened that Colonel Ferari's show was directly opposite my pit show and, of course, the dear old Colonel could see everything that went on at my attraction. From the minute we put up our banners our four ticket offices were busy and, strange to say, the animal show was not doing so well. During the course of the day the Colonel came over to me and said, "Blimey my eyes, Sibley, here I've got a \$30,000 show, the finest in the world, and we ain't doing any business, and you've got a lot of old banners, a lot of rags and nothing inside and you are taking in dollars to my dimes." I only mention this episode to show it was characteristic of the attention that the new show attracted from fellow showmen.

Up to this time I had the entire field to myself.

Shortly after the Toronto exhibition, where I hung up an all-time record for show takings, I jumped to the Louisville, Ky., fair. Frank P. Spellman had the midway, but had booked in a number of independent shows to augment his attractions. Among the shows that Spellman had was the great "Doc" Turner with his Geek show. The other shows I don't remember. After we got set up and started to do business a protest was made to Spellman by some showmen against our show working for 10 cents and giving so much. Spellman tried to get me to raise the price, which I refused to do. Of course, we topped the midway. This fair was to run the entire week, but before the week was over "Doc" blew in the night, jumped to Texas and framed himself a multi-pit show. It just comes to me that the "star" attraction of the Spellman midway was the Col. Percy Mundy Wild Animal Arena.

Evidently Mundy was carried away with the great business that my pit show was doing, because he immediately ordered a new long top and thereafter, for the balance of the season, gave his performances a 1a pit show with a long open front.

Of course, as conditions were not any too pleasant for me with Spellman, I stayed only the one week and looked for new fields to conquer. I met Colonel

Mundy again at an independent doings in Jacksonville, Fla., the last stand of the season. Mundy was operating his open-front animal show, but, of course, we eclipsed him. I believe Mundy retired after this engagement and has been living the life of Riley in South Jacksonville since. I met him in Miami last winter and we had many a laugh over our experiences.

The next one of these long pit shows that I ran into was built by Claude Hamilton, of Detroit. This was at one of the first fairs held at Tampa. Hamilton's feature attraction was Jane the Witch. I still had practically the entire field to myself for the early part of the next year.

Among the dates that I had for that year was the fair at Minneapolis. On my arrival Amusement Manager Gregory advised that, owing to a misunderstanding, the location assigned to me had been given to somebody else. The only other location available was off the midway, but I would have as a companion in misery Namin Salih with a dancing girl show. Notwithstanding this very bad location, my show topped the entire midway, according to Gregory. I was greatly helped by Salih, as he was a hard worker, had a fine action ballyhoo and sure pulled the people into the alley where we were. My front was not weak by any means, as I had a seven-piece Scotch kilties band, a giant organ and four of the best talkers in America.

Spring Up Like Mushrooms

It was at this fair that Harry Metz sprung his first Ten-in-One with Serpentina as the feature. It was also that week when the great Dreamland fire occurred at Coney Island. Salih immediately forsook the fairs, jumped to the island, made a deal with Sam Gumpertz and put on a pit show that became world famous and for many years averaged about \$60,000 each season.

From that time on pit shows sprung up like mushrooms. Four-in-Ones, Five-in-Ones, then Ten-in-Ones, and so on. Johnny Bejano, Whitey Austin, Carl Lauther; Wagners, of Coney Island; Billy Bozzell, Ted Metz, Sam Gumpertz and others whom I don't remember were among the first imitators and all did well.

Now, of course, there are hundreds of this type of show, generally called "string shows," on account of their extreme length and multiplicity of banners. Some of them are beautifully framed and have fine attractions on the inside. Many of them are a disgrace to the show business, depending almost entirely on some lewd blow-off to get money. They should be suppressed.

I venture to say that since the inception of this type of show upwards of \$50,000,000 has been grossed by them. What did they do with it? Ask the boy who owns one.

Now, my dear friend, I hope this settles the question for all time as to the origin of the pit show. Let's look at this beautiful stage show that is now going on.

"Well," said my friend, "it's a good story, anyway."



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BUY and USE

CHRISTMAS SEALS

The National, State, and Local Tuberculosis Associations in the United States

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

I A F E FORGES AHEAD

Badger Manager
New IAFE Pilot

Greatest Session in Its History Brings New Spirit and Members

Toronto selected for 1939 meeting and movement started for concerted action to exempt all fairs from social security act and for full federal ag. appropriation

CHICAGO, Dec. 4.—In the largest attended and in many ways most interesting meeting in its history, the International Association of Fairs and Expositions in 47th annual session in the Hotel Sherman here on November 30-December 1 developed plans to broaden its field for more valuable service to members as well as to all executive workers in fairdom. A number of new member boards were taken in and the gathering was attended by about 20 representatives of county fairs in Iowa, Illinois, Wisconsin and Michigan. Altho these fairs are not eligible for membership, the delegates were welcomed and given advantage of discussion and clarification of problems brought up.

Two resolutions indicating that the IAFE is to take a more determined and concerted stand on governmental matters pertaining to the industry were adopted. Recommendation of the Past Presidents' Club and board of directors that the 1939 meeting be held in Toronto was approved. This required amendment of the by-laws which provide for annual meetings in Chicago only and the annual election was conducted with the Canadian session in mind.

Johns Placed in Line

Sid W. Johns, manager of Saskatoon (Sask.) Exhibition, was elected vice-president, putting him in line for elevation to the presidency next year so that he will preside during the Toronto conclave, following the policy of meeting in Canada every fifth year. Last Dominion meeting was in Toronto in 1934.

Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, was advanced to the presidency from the post of vice-president. Ralph T. Hemphill was re-elected secretary-treasurer to begin his 15th year in that office. He is secretary—
(See IAFE FORGES on page 51)

Clubs Indorse Seattle Expo

SEATTLE, Dec. 4.—Indorsement of approximately 45 civic, community and commercial clubs carries forward plans for the grand idea of a world's fair in this city five years hence, which will be known as the Seattle-Northwest 1942 Centennial Exposition.

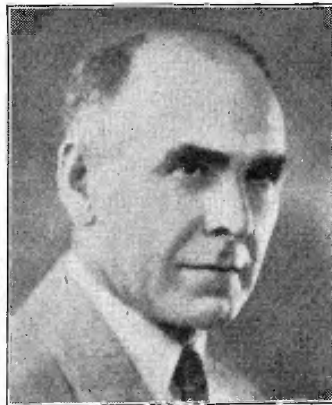
R. A. Plummer, manager of the Broadway Bank, and Dave P. Smith have recently been selected to the board of strategy, planning an extensive membership drive. An executive committee of 12 leading business men of Seattle has been selected by the exposition board, with William O. McKey, president of the William O. McKey Company, chairman of the committee.

Baumonter Is New IAFE Director



L. B. HERRING JR.

Hemphill Is IAFE Sec for 15th Year



RALPH T. HEMPHILL

Record Attendance At La. State Fair

SHREVEPORT, La., Dec. 4.—Secretary-Manager W. R. Hirsch of Louisiana State Fair here released final figures on the 1937 fair, showing that attendance in 1937 totaled 284,430, 95,000 more than the 1919 high when 190,000 attended and 136,430 in excess of the 1936 figure, which was affected somewhat by rain.

Gross receipts in 1937 amounted to \$109,167.76 and operating expenses totaled \$81,427.62. Net profit was \$27,740.14, compared with a loss registered in 1936.

Looking 'Em Over in Chicago

CHICAGO, Dec. 4.—MR. IAFE looks more robust than ever in his 47th year.

ON TO Toronto in 1939!

TWO RALPHS in the big chairs now.

THAT new California sec, Robert Muckler, from Sacramento, is some talker.

THE ORIGINAL PWA—Percy W. Abbott, says Milt Danziger.

MAZIE C. STOKES wired from Davenport that recent illness would keep her in the Iowa city.

CHI Chamber of Commerce fell down on a welcoming-address speaker, so Percy Abbott made a delightful "response to an address not made."

P. T. (PA.) STRIEDER stands up twice when they call the roll—once each for Tampa and Birmingham.

DIRECTOR J. W. HISCOX, of Uncle Sam's division of exhibits at Washing-

Big Job

THERE IS a big job ahead of us. We must not lose sight of the fact that the field of our activities can be extended only in direct proportion to the widespread interest we generate in all classes of people. There is a crying need for a widespread educational program. Men like Washington and Jefferson had the vision. You and I have the job of carrying on. When growth stops, our fairs will fail.—MAURICE W. JENCKS, retiring president of the International Association of Fairs and Expositions.

DePue Re-Elected As Great Falls Head

GREAT FALLS, Mont., Dec. 4.—Marking close of most profitable season in seven-year history of the North Montana State Fair, with receipts of \$170,899.24 exceeding disbursements by \$41,421.26, directors of the institution at their annual meeting re-employed Harold F. DePue as secretary-manager for next two years, at a substantial salary increase.

It was the consensus of the directors that the record of the fair, made from a scratch start during the low point in the depression, had been made possible only by the policy of offering the best possible entertainment features, and it was decided to rigidly adhere to this policy. A considerable increase in the 1938 entertainment budget was authorized.

During its six-day run in August this year, the fair was visited by 215,112 persons who paid admission at the gates, bringing the seven-year paid attendance total to \$1,196,553. The mark was achieved in a town which has but 30,000 population, in a county which has but 42,000, and in a sparsely settled region which numbers only 91,000 souls within a 150-mile radius of the city.

In addition to paying its way during the seven years, the fair has built up a debt-free plant worth \$453,609.89.

Events which have made the attendance
(See DEPUÉ RE-ELECTED on page 50)

Livingston Breaks Records

LIVINGSTON, Tex., Dec. 4.—Polk County Fair broke all records for attendance at 1937 event. Exhibits were larger and more varied and the net was well on black side of the ledger, officials announced this week. A bigger fair is being planned for 1938.

Gatewood Joins Sun Agency

SPRINGFIELD, O., Dec. 4.—Cliff Gatewood, manager of the Flying X Rodeo, has been signed to handle the rodeo department of the Gus Sun Booking Agency.



RALPH E. AMMON

Trailer Out As Problem

Corey tells IAFE that fairs handle camps according to conditions of localities

CHICAGO, Dec. 4.—"The trailer has not developed into much of a problem for fairs to handle," declared Secretary A. R. Corey, Iowa State Fair, Des Moines, before the session of the International Association of Fairs and Expositions in the Hotel Sherman here on December 1 in an address on *Problems of Trailer Camps*.

"During our 1936 convention there was a discussion as to whether the portable home or trailer would develop into a problem for fairs to handle. There was also some discussion as to whether fairs should charge trailers for parking space, and if so how much, and whether exhibitors and concessioners should be permitted to park trailers in their space or whether they should be required to occupy space in camp grounds. There was also the problem of electrical connections for trailers.

"When I was asked to discuss this subject I had very little information as to how the matter was handled at other fairs. Therefore I mailed out a questionnaire to 21 State fairs asking for information as to how they handled trailers at their fairs. Fourteen of the secretaries replied to my questionnaire. Judging from the information, the matter of taking care of trailers has not been very much of a problem at any of our fairs.

Numbers Are Limited

"Eleven of the 14 fairs reporting maintained trailer camps either in the regular camp grounds or in a portion of the grounds set aside for trailers only. Three of the fairs made no special provision for taking care of trailers. The numbers of trailers occupying the camp grounds was very limited except at two or three fairs that feature a large free camp. The number ranged from a very few to 115 or 120. Four of these fairs
(See TRAILER OUT on page 50)

Vancouver Showed Net Profit of \$55,786

VANCOUVER, B. C., Dec. 4.—Final report of the 1937 Canada Pacific Exhibition was presented by Walter Wardhaugh, city internal auditor, to Vancouver Exhibition Association.

In addition to financial statement, which showed a net profit of \$55,786, the report included recommendations toward increased efficiency of internal operations.

Vote of appreciation to Wardhaugh for his co-operation was passed by directors, and commendation on success of 1937 exhibition as outlined in the report was voiced by aldermen in attendance.

RAY LEE agreed to tell about the
(See LOOKING 'EM OVER on page 52)

Talkers on Own At Frisco Expo, Says Weddleton

SAN FRANCISCO, Dec. 4.—Roisterers who are pulled in for disturbing the peace may beat the rap by claiming they are indulging in occupational yelling. That loomed as a possibility when it was learned from Frederick Weddleton, director for concessions at the 1939 Golden Gate International Exposition, that talkers, openers and "grinders" could not step up their product of their own individual vocal chords thru the use of loud-speakers on the exposition's midway.

"Too many loud-speakers would create a chaotic condition," explained Weddleton, "so every ballyhoo man is on his own as far as persuasive noise is concerned."

Executive positions were filled and work schedules were mapped by the California Exposition Commission meeting last week to plan State and county participation in the exposition.

Charles Stanton, San Francisco newspaper man, was appointed public relations director at \$6,000 a year. Personal classifications were approved for Charles H. Purcell, executive officer, \$7,500 a year; James W. Powers Jr., secretary, \$6,000 a year, and James Smythe, director of special events, \$6,000.

Timothy L. Pfeuger, prominent San Francisco architect, was appointed consulting architect for the commission. Plans for an architectural competition on design for the State and county buildings was abandoned because of the time such a contest would require.

The commission is also considering a proposed 11-acre site in Exposition Shoals for the State and county exhibits.

A revolutionary type of directional antenna will broadcast news and descriptions of the exposition to every corner of the world. Construction of a 25-kilowatt short-wave station at Belmont, Calif., first of its kind in the Far West, has been approved by the General Electric Company, which will operate it.

Company officials believe the station will provide a valuable advertising outlet for the exposition, since it makes available powerful reception in the countries particularly interested. Programs will be picked up from Treasure Island, site of the exposition, for world consumption.

The station will operate eight months before the exposition opens with programs centering attention of the world on the mammoth display.

Thirty of America's greatest research laboratories will lead the parade of progress in the exposition's Hall of Science. Led by such world-famous institutions as the Mayo Clinic, Harvard University and the American Society for the Control of Cancer, these laboratories will present a dramatic picture of modern advances in chemistry, physics, medicine and other fields of science.

W. J. Wetmore Elected President at St. John

ST. JOHN, N. B., Dec. 4.—At annual meeting of St. John Exhibition Association W. J. Wetmore, who had been one of the two vice-presidents for about six years, was elected president. He succeeds George D. Ellis, who had been president for about five years and who had been on the directorate for about 30 years, including many years of service as vice-president. Because of ill health he has been confined to his home for past six months and was unable to participate in the 1937 fair.

H. G. Harrison was re-elected as a vice-president and W. F. Knoll was elected the second vice-president. F. X. Jennings and J. B. Dever were chosen as chairman and vice-chairman, respectively, of the amusements' committee for 1938 fair. H. E. Scovil was elected chairman of publicity-advertising committee. R. N. M. Robertson was chosen chairman of the concessions' committee and A. D. Rankine of the grand-stand committee.

G. W. Frost continues as secretary-treasurer and manager. He has been on the permanent staff as plant superintendent, assistant secretary-manager and manager-secretary-treasurer for past 18 years.

Criticism of Policy On Additional Assistance

VANCOUVER, B. C., Dec. 4.—Vigorous criticism of the government's policy of refusing additional assistance to country fairs and at the same time appropriating \$50,000 for a B. C. exhibit at the San Francisco fair was voiced in the British Columbia Legislature by R. L. Maitland, K. C.

When Maitland wanted to know why the Victoria fair appropriation of \$4,532 was \$32 greater than that of Vancouver, Hon. K. C. MacDonald, minister of agriculture, remarked that Vancouver will not receive any grant after next year. The mainland city's appropriation will be given to outlying districts, he said.

Paris Exposition Closes

PARIS, Nov. 25.—Paris International Exposition closed today with a score of special events, including distribution of prizes in the new theater in the Trocadero. Receipts for the day went for poor relief. Final attendance figures are not yet available but the 30,000,000 mark was passed on November 18. Daily average up to that date was 170,455. As far as exhibitors and concessioners are concerned, the exposition closes with no definite assurance of reopening next year. Until the Chamber of Deputies and Senate approve the project for revival, concessioners are left in the dark, not knowing whether to dig in for the winter or tear down and look for other spots. Harry Traver, of the Cyclone, has been in Brussels on business and M. Banes, of the Rocket Speedway, has been at Rouen.

E. H. Hanefeld To Address Members of Holmes Co. Fair

MILLERSBURG, O., Dec. 4.—Earl H. Hanefeld, Ohio State Director of Agriculture, will address members of Holmes County Agricultural Society when they assemble here shortly for annual meeting of the group. Results of questionnaires mailed recently to supporters of the annual exposition in an effort to

learn the sentiment on several proposals will be revealed at the meeting.

The fair society here, sponsoring a fair on a limited scale for past several years, plans a bigger exposition and the acquisition of a larger fair plant and perhaps the construction of a race track, if there is sufficient interest to proceed with plans already outlined by the group. Terms of six directors of fair board expire this year and their places will be filled at annual election to be held in conjunction with annual meeting, officials announced.

Leipzig Trade Fair To Hold 1,979th Session

NEW YORK, Dec. 4.—The historic Leipzig Trade Fair will hold its 1,979th session next March. To accommodate new exhibits two halls, with over 200,000 square feet of display space, will be added to the 51 exhibition halls heretofore in use.

The Spring Fair will include some 10,000 exhibits of every industrial and art product assembled from 21 countries including the United States. An attendance of over 250,000 business men, attracted from 74 countries in all parts of the world, is assured. The entire exhibition space of several of the great fair halls was sold out in September, indicating a substantial increase in world trade.

C. F. Rauscher in Charge

FORT WORTH, Tex., Dec. 4.—Carl F. Rauscher, manager of "Melody Lane" and "Firefly Garden" at Fort Worth Frontier Fiesta here past summer, was in charge, for local interests, of exhibition of "The Holy Land" in Fort Worth during October and November. Exhibition was sponsored by Fort Worth Star-Telegram, for Goodfellows Christmas Fund. Al Butler is manager of miniature country "Holy Land," which has been touring country for several years.

EUNICE, La.—Secretary J. C. Keller, of Tri-Parish Fair here, reports a profit for 1937 and said that the Ralph E. Miller Amusement Company has again been contracted for the 1938 fair.

Getting 'Em Out in Afternoons

—By PAUL H. WADDILL

Secretary of Moore County Fair, Carthage, N. C.

THERE was much forethought and planning prior to this year's annual to try to pack the midway in the afternoons. Many ideas were worked up but fell thru. But afternoon patronage this year was 40 per cent better than in any previous year at the Carthage Fair.

Some of the angles used to get them out in the afternoons were: All children under 12 years of age were admitted free every afternoon until 5 o'clock. I know of one fair in North Carolina this year that admitted everyone under 21 years of age free and the daily afternoon gate was the biggest it ever had. In advertising this free admission, as well as in all advertising pertaining to afternoon shows, stress was laid on the advantage of attending the matinees if for no other reason than to avoid the night rushes.

Special Matinee Programs

Merchants were asked to urge the public to come to town in the daytime, shop and attend the fair in the daytime so as to make one trip to town serve two purposes.

Plans were attempted, but failed to go thru this year, to get all commercial booths to have souvenirs and samples to pass out to afternoon crowds. I believe this can be worked up with national food manufacturers, as well as distributors of various commodities, by urging anyone attending in afternoons to bring shopping bags and baskets and carry back home a load of free samples given away only in afternoons.

Musical acts which appealed to the better element were put on in the afternoons as well as band concerts, etc., which could be seen and heard only in the afternoons. This, in my opinion, is the best way to get them out in the afternoons. Put on special programs for matinees that cannot be seen at night.

Knows It Can Be Done

In some cases, especially if this afternoon feature is musical, radio work can be obtained at night for the acts in some localities. Another way to get

them out, but not used this year, as it was not election year, is to have all available candidates, locally and otherwise, make addresses during afternoons. Other ideas, too numerous to mention, were used, but enough was done and accomplished this year to convince the skeptical that IT CAN BE DONE.

Moore County Agricultural Fair was a decided success. Sam Lawrence Shows furnished the cleanest midway ever to be shown in Carthage. Acts comprised Cook and Cook, musical clowns; Cycling Gregories, Polly Jenkins and her Plowboys; Billetti Troupe, Higgins' Band and gorgeous pyro displays furnished by Illinois Fireworks Company. The secretary had as his guest during two days of the fair Joe F. Porcheddu, president of the company. Plans are under way to have the biggest afternoon fair in 1938 ever held in this vicinity.

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"The Show Must Go On"

By SID W. JOHNS

Address of the manager of Saskatoon (Sask.) Exhibition at 47th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman on November 30.

On August 4, 1914, we were in the midst of our annual exhibition when we were shocked beyond expression to discover that Great Britain had declared war on Germany, and from that time until November 11, 1918, there was not only an uncertainty as to how the war would end, but also an unsettled condition in all lines of business, especially our annual exhibitions. Buildings on exhibition grounds thruout Canada were commandeered for use of troops.

Politicians, agitators and many influential citizens were of the opinion that the one thing that we could do without during the period of the war was our annual exhibition, and it meant almost a constant struggle for existence, but when it was all over it was found that the exhibitions and agricultural societies all thru Canada had rendered a real service in encouraging greater production and giving relaxation at least once a year to the city and rural population alike by providing them with their annual show which upheld the morale of a vast majority of the citizens.

Then came the period of reconstruction and the exhibition officials for a number of years had a battle of their own to fight for their existence. "The show must go on" was their battle cry and the battle was won by increased attendance, larger and better exhibits and a much-improved entertainment in all departments.

Depression Cuts Grants

Then came the financial crisis, the bottom fell out of the stock market and agricultural products in all branches were a drug on the market—a very discouraging outlook indeed. Grants from both provincial and dominion governments were cut to the bone, curtailment of production was the slogan of the governments and organizations interested. In 1933 at an economic conference in London, England, where the experts from all countries were gathered, a deliberate plan for lesser production was recommended.

All my life I had been taught and understood that if a man could make two blades of grass grow where one grew before he was really accomplishing something. At the conference referred to the question seemed to be to grow one grain of wheat where two grew before. Western Canada and the Western States realized that a greater power curtailed production. Lack of moisture turned a very large portion of our wheat-growing lands into a desert, and what small crops did exist were devoured by the grasshopper plague. Prior to this time we in the West were often told that if the farmers would raise more wheat and less "hell" it would be better for the country; then we were told to raise one-half the amount of wheat, and the natural inclination would be to raise twice as much "hell."

It reminds me of an Englishman who was driving a car in Western Canada in about the year 1909. There was a particularly good crop, excepting in the Medicine Hat district, which suffered from drought. While driving thru this territory he decided to go to a house to get some water for his radiator and found the house empty, the farm abandoned and the following notice posted on the door:

"Fifty miles for water,
A hundred miles for wood;
To hell with Sunny Alberta,
I'm leaving her for good."

True to Pioneer's Trust

Postponing the exhibitions was again the subject of the agitators—again the battle cry "The show must go on," fully realizing that to stand still meant slipping back or that to be continually marking time meant getting into a rut that would take a team of horses to pull one out.

"It is a good thing to remember,
A better thing to do,
To work for a construction gang
And not a wrecking crew."

Success of the annual exhibitions and their season's activities cannot be measured by the dollars and cents on the credit side of the ledger. It certainly helps, however, to be on the right side. It is very pleasing to read of the tremendous grants that have been given to

State fairs for the improvement of their grounds. Undoubtedly this is an assurance that "The show must go on" and we, as fair managers, together with the executives of our organizations, are true to the trust of the pioneers or organizations to whom we owe our everlasting gratitude. Agriculture is the oldest industry and was followed quickly by the annual fairs. Let me quote from the Scriptures, Ezekiel, Chapter 27:

"They traded in thy fairs with horses and horsemen and mules.

"They occupied in thy fairs with emeralds, purple and brodered work and fine linen.

"Going to and fro occupied in thy fairs, bright iron, cassia and calamus.

"They occupied with thee in lambs and rams and goats.

"They occupied in thy fairs with chief of all spices and with all precious stones and gold."

Growth Is Justified

It is with wonder we realize the changes that have taken place during our lifetime. The State and provincial fairgrounds of today would have been adequate for a world's fair of less than a century ago. The fundamental purpose of the fair is still the social and economic promotion of agriculture, and that is going to remain the purpose.

When we send our boys and girls to

for parking space but made a charge for electric connection and current used on about the same basis they charged their exhibitors and concessioners. Two fairs made a charge for both parking space and electric current.

"Eight fairs required concessioners and exhibitors to park trailers in the space set aside for that purpose. Six did not require them to do so. Three fairs required concessioners and exhibitors to pay the parking fee and 11 did not. Eight fairs permitted performers to park trailers in the center field of the race track and four prohibited them from doing so.

Charges for Current

"In summing up the information returned in these questionnaires I find that a majority of the fairs made some provision for a trailer camp. A large majority made no charge for parking space. All fairs charged for electric connections and current used by trailers. This was on a basis of so much per day or a charge of about the same as made to concessioners and exhibitors. The fairs are about evenly divided as to requiring concessioners and exhibitors to park trailers in a designated area, and a large majority made no charge to concessioners and exhibitors for parking space.

"You might be interested to know, and I can give you more definite information, as to how we handled the trailer camp at Iowa State Fair.

"Due to the fact that our fair comes the last week in August, when the weather is warm and it is a desirable



DIRECTORS OF INTERNATIONAL MOTOR CONTEST ASSOCIATION at presentation to Gus Schrader, world's dirt track champion, of the United States Grant trophy. The trophy, which is 28 years old, was first presented to Schrader at the San Diego Exposition and this is the fifth consecutive year Schrader has won the award. In the picture, left to right, are: Raymond A. Lee, Ralph T. Hemphill, Fred A. Chapman, Gus Schrader, A. R. Corey, Maurice W. Jencks, W. R. Hirsch and Charles Green, the latter a new member of the board.

school we judge the result of study and improvement by the annual examination. Our governments and colleges of agriculture have spent untold moneys for the improvement of live stock and agricultural products, and we may compare our annual exhibition to the annual examination of the pupil. It is then that results are known. The farm boys' and girls' camps and similar organizations, the youth of our country, are compelling the fair managers and executives to be on their toes and this branch should occupy a very important part of our activities. The sound systems have speeded up and made possible a much higher type of entertainment in front of the grand stand. The carnival companies have their ears close to the ground and are offering a very much improved class of entertainment. Your association and its annual meetings, where the many problems are solved, renders an invaluable service to its members and beyond any doubt gives the answer that "The show must go on."

TRAILER OUT

(Continued from page 48)

charged trailer owners for parking cars in the trailer camp or space designated for that purpose. Ten made no charge. The charge ranged from 50 cents to \$1 per day. In some instances the charge for parking also included electric current, while other fairs made no charge

time of the year to camp, we make a feature of our free camp grounds, which consists of about 120 acres of rolling timber and blue grass sod. Our camp is fully equipped with sanitary facilities, shower bathhouse with hot and cold running water and with electric current for lighting streets, etc.

"We set aside an area in the general camp for trailers only. This particular section of the camp is well shaded with large oaks and elms, conveniently located to toilets and the public bathhouse. We set transformers and located 12 poles, with a box on each containing six outlets. These outlet boxes were so located that they would take care of trailers located anywhere in the trailer camp.

Uniformity Is Difficult

"We provided a small headquarters cottage for the superintendent and attempted to prevail upon all trailer owners to park their trailers in this area. We made no charge for parking space, as it was our wish to encourage as many people to occupy the camp grounds as possible, and we make no charge to the campers who pitch tents in the general camp grounds.

"Seventy-nine trailer owners took advantage of the trailer camp. There were also 37 trailers located in the general camp grounds, making a total of 116. Fifty-one of these trailer owners signed up for electric current. We made the

IMCA Meets On 63 Days

Body sanctions 41 contests in 19 States—Green elected to directors' board

CHICAGO, Dec. 4.—Board of directors of the International Motor Contest Association in annual session in the Hotel Sherman here on November 30 elected Secretary Charles W. Green, Missouri State Fair, Sedalla, to the board of directors to succeed Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass.

Fred A. Chapman, secretary of Ionia (Mich.) Free Fair, was re-elected president; Raymond A. Lee, secretary of Minnesota State Fair, St. Paul, vice-president; A. R. Corey, secretary of Iowa State Fair, Des Moines, secretary-treasurer; W. R. Hirsch, secretary of Louisiana State Fair, Shreveport; Mr. Corey; Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City; Mr. Lee; Maurice W. Jencks, manager of Kansas Free Fair, Topeka, and Mr. Chapman, directors.

During 1937 the association sanctioned 41 race meetings in 19 States, it was reported. These meetings had 63 days of auto racing. The association licensed 135 professional drivers participating in the meetings. Number of days of racing by States was: Alabama, 2; Florida, 1; Georgia, 7; Illinois, 1; Iowa, 14; Kansas, 5; Louisiana, 2; Massachusetts, 2; Michigan, 1; Minnesota, 6; Mississippi, 6; Missouri, 2; Montana, 2; Nebraska, 2; North Dakota, 2; Oklahoma, 5; South Dakota, 1; Tennessee, 1; Wisconsin, 1; total, 63.

Moose Jaw Has Deficit

MOOSE JAW, Sask., Dec. 4.—A deficit of \$518.15 was reported by Moose Jaw Exhibition board on the year's operations. This was accounted for by reduced fair attendance on the first two days.

LOUDONVILLE, O. — Receipts from 1937 Loudonville Free Street Fair totaled \$9,491.07 and disbursements \$8,973.32, reports Secretary O. K. Address. At the annual meeting held November 22 payment of \$1,100 was made by the county as its share of 1937 expenses and plans were confirmed for the 1938 Golden Jubilee 50th Anniversary Fair.

following charge for electric current:

Two days, \$1.25; four days, \$2; eight days, the full period of the fair, \$3. Receipts from electric current in the trailer camp amounted to \$116.76, and services of the superintendent cost \$48. We required our concessioners and exhibitors to park their trailers in the camp grounds, and we also were guilty of permitting the performers to park trailers back of the rodeo corrals in the center field of the race track.

"I would say that the trailer has not developed into much of a problem for fairs to handle, and under present conditions our fairs would not be justified in going to very much expense in providing a trailer camp. I do not believe that the trailer camp can be handled in a uniform manner at all fairs. A number of the fairs that have a large free camp grounds will be inclined to encourage trailer owners to occupy the camp grounds without a parking charge, while other fairs that have a limited amount of space and are obliged to make special provisions to take care of trailers will be justified in making a parking charge."

DEPUE RE-ELECTED

(Continued from page 48)

and financial records possible have included night shows and other entertainment supplied by Ernie Young or Barnes-Carruthers, fireworks by Thearle-Duffield, a six-day racing program with 350 horses entered and a midway supplied last year by Max Goodman's Wonder Show and during the two preceding years by the United Shows of America. For three successive years the fair has been the scene of the National Hereford show, which returns here again next year.

IAFE Acts on Federal Relations

Report of the committee on government relations adopted by the International Association of Fairs and Expositions at its 47th annual meeting in the Hotel Sherman, Chicago, on November 30:

At the last annual meeting Raymond A. Lee, president of the association, in his excellent presidential address made some timely observations, comments and suggestions pertaining to government relations activities. Your committee kept those items in mind in its program for the year and will discuss them here in the order in which Mr. Lee presented them.

Increased Department of Agriculture Appropriation—Pursuant to Mr. Lee's suggestion of an adequate appropriation for the work of the Division of Exhibits of the United States Department of Agriculture, your chairman requested and was granted a hearing before the Bureau of the Budget at Washington, and after an exhaustive presentation interspersed by pertinent questioning from officials of the budget bureau made a formal request for an appropriation of \$250,000 for the fiscal year beginning July 1, 1938.

Your chairman also appeared before Dr. C. W. Warburton, director of extension, and W. A. Jump, director of budget and finance for the Department of Agriculture, soliciting their support for the requested amount. The present appropriation is \$85,000. In view of President Roosevelt's urgent request for the curtailment of additional expenditures and his desire to balance the national budget for the fiscal year 1938, the official view was expressed in Washington that the full amount would unlikely be granted.

Appropriations for Commemorative Exhibitions—Mr. Lee also expressed the opinion "the appropriation (United States Department of Agriculture) for the staging of these exhibits is pitifully small in comparison with that expended for governmental participation at so-called world's fairs, centennials, bi-centennials and other similar expositions that are here today and gone tomorrow and whose total attendance is but a drop in the bucket beside the aggregate attendance or 'circulation' available on a circuit of annual fairs."

This sentiment was conveyed to the proper authorities at Washington, but they were of the opinion that because of political pressure these large special appropriations could not be avoided and we could look forward to additional appropriations of this nature in the future.

To Co-Ordinate Exhibits

Co-Ordinated Exhibit Function—Mr. Lee also stressed the fact that there are many departments and independent establishments of the federal government carrying on exhibit activities in an unco-ordinated manner as far as our fairs are concerned.

This information was conveyed to the White House and because of the uncertainty as to the fate of the President's government reorganization bill no official opinion could be expressed at this time. It is apparent if the President's requested reorganization bill is passed the committee on government relations will be asked to give its opinion as to the best methods of unifying government exhibit activities.

Federal Aid to 4-H Club Work—Mr. Lee in his address also stated: "Part of the activities of your board the past year centered in a bill introduced in Congress asking for federal aid to 4-H club work in the several States." We regret that your committee was unable to lend its support to this so-called 4-H club bill, inasmuch as the resolution creating the Committee on Government Relations empowered it to represent the association in all matters relating to the United States Government unless otherwise voted by the board of directors.

Your committee had no official notice from the board of directors that it was relieved of any responsibility in handling the matter, and, further, the committee was not informed in advance that any such bill was introduced or had the support of the board of directors of the association.

Articles in The Billboard

Social Security—Probably no federal bill in recent years more directly affects fairs than the Federal Social Security Act. Up to the time of our annual meeting last year it was impossible to get any official ruling from Washington as to the relation of the act to fairs.

The Internal Revenue Bureau of the Treasury Department is empowered by law to interpret the taxable features of the act, and the bureau has ruled that all fairs which are not directly instrumentalities of government function, such as a directly operated by a State, county or municipality, are taxable under the provisions of the act.

Your chairman carried on a fruitless correspondence with the bureau and then appeared personally before a bureau commissioner and attorney at Washington. It was the opinion of the legal division and sustained by the commissioner that inasmuch as the Congress did not expressly exempt fairs, it could not be written into the law by implication that the fairs were exempt. The bureau makes clear, however, that this ruling in nowise jeopardizes the exemptions fairs now enjoy in other provisions of federal income tax laws.

The question naturally arises, what further action should be taken in the matter? Some authorities are of the opinion that any campaign to include fairs in the exempted categories would be useless because of the prevailing sentiment to bring the several exempted classifications under the purview of the law and give as many workers the benefits which may accrue under the Social Security Act.

Also, there is a general feeling among employees to come under the terms of the act. Many argue that working for a so-called educational institution should not bar them from the privileges which other workers enjoy. The old-age and unemployment titles of the act are not easily understandable, made more difficult by being integrated and complemented with State unemployment acts, and members of the association would do well to follow the excellent articles of interpretation which have appeared for some months in *The Billboard*.

Your chairman has been asked to give advisory opinions to many fairs thruout the United States on Social Security and is pleased to report that as far as he knows these unofficial opinions have been sustained by the Internal Revenue Bureau.

Department Felicitated

United States Customs Ruling—A matter involving considerable study and correspondence concerned the appeal to our association from Mr. L. E. O'Neill, secretary of the Ontario Sheep Breeders' Association, in which he referred to the United States customs regulations assessing liquidated damages equal to the entire penal sum of a bond when sheep entered under the provisions of the Tariff Act of 1930 were not exported within the period prescribed.

Mr. O'Neill objected to the requirement of the customs regulations, stating that if any animals entered for exhibition under the provision of the tariff act are sold at an exhibition in the United States the exhibitor would not know what amount of duty he might eventually have to pay and that such exhibitor in order to safeguard himself, should he sell an animal while in the United States, would be required to return the animal to Canada to be released under his customs bond and then export it in the regular way.

The commissioner of customs in this case ruled that animals are entitled to temporary free entry under the provisions of paragraph 1607 of the Tariff Act of 1930 only when such animals are imported into the United States for a period not exceeding six months for the purpose of breeding, exhibition or competition for prizes offered by any agricultural, polo or racing association.

If it is intended that the animals are to be sold in the United States they are not entitled to free entry under provisions of paragraph 1607. For this reason a bond is required for their exportation from the United States within six months from the date of entry, and for a failure to comply with the terms and conditions of the bond liquidated damages are payable.

Federal Aid—In our last report your committee presented a comprehensive tabulation of the Public Works Administration and Works Progress Administration projects relating to fairs and expositions. This tabulation is not brought up to date because the Works Progress Administration contends that the tabulation last year did not in all cases represent allotment of funds but was largely permissive authorization. How much of the \$20,000,000 which your committee estimated was earmarked for

fairs and expositions was actually used is difficult to ascertain, but it is safe to say that eventually the full amount will be drawn and actually used in favor of fairs and expositions.

Department's Diamond Jubilee—It may be appropriate to remind the members that at this time the United States Department of Agriculture is celebrating the 75th year of its existence. During the 47 years of our own history cordial and helpful relationships have existed between us and the world's greatest scientific institution and the government's most useful department. It may not be out of place for your committee to suggest that the association take some appropriate action at this meeting to felicitate our big brother department at Washington.

Milton Danziger, Chairman;
Maurice W. Jencks, President;
Ralph E. Ammon, Vice-President;
Ralph T. Hemphill, Secy.-Treas.;
P. T. Streider, Member;
J. W. Russwurm, Member.

IAFE FORGES

(Continued from page 48)

manager of Oklahoma State Fair and Exposition, Oklahoma City. L. B. Herring Jr., secretary of South Texas State Fair, Beaumont, was elected a director, succeeding Raymond A. Lee, secretary of Minnesota State Fair, St. Paul, who placed him in nomination.

Financial Report Good

Questions brought up by Milton Danziger, chairman of committee on government relations and assistant manager of Eastern States Exposition, Springfield, Mass., had to do with administration of the social security act and annual appropriation for the division of exhibits of the United States department of agriculture. The association went on record as making formal request that all fairs be exempted from provisions of the social security act. It was also agreed that IAFE members should contact their local congressional members, asking their support for inclusion of the requested \$250,000 for the division of exhibits in the federal budget for the fiscal year beginning on July 1, 1938, and opposing a proposed cut to \$85,000. A memorial resolution dedicated to the late J. Alex Sloan, auto racing promoter, was adopted.

Roll call showed all but very few of the 64 enrolled boards represented and a number of new members were taken in, including the fairs in York, Pa.; Springfield, Mo.; Trenton, N. J.; Tupelo, Miss., and Denver Live-Stock Show. President Maurice W. Jencks appointed Mr. Johns chairman; Secretary Charles W. Green, Missouri State Fair, Sedalia, and Mrs. Ethel Murray Simonds, secretary of Oklahoma Free State Fair, Muskogee, on the resolutions committee. Secretary Hemphill said directors' report and balance sheet for the year showed the association in better condition than in many years.

Stock Show as Asset

Discussion as to whether the National Dairy Show, Ice Cream Equipment Association and other bodies were barring exhibitors in their lines who participated in agricultural fairs brought out the fact that such a report regarding the dairy show was not true. It was declared that auto tire exhibits have also been included in the alleged boycott by some trade shows of exhibitors who show at agricultural fairs. A committee named to review the situation and work out some agreement includes Ralph E. Ammon, A. R. Corey and Charles A. Nash.

Harold F. De Pue, secretary of North Montana State Fair, Great Falls, on *The Cattle Show and the Fair*, at the Tuesday afternoon session, said that fair would have the National Hereford Show in 1938 for the fourth consecutive year and that it has "proved a magnet for the two classes who are so important at the turnstiles—those who come to see the live stock and those who use the live stock as an excuse to come." Mr. Johns told of the depression struggle of exhibitors in Canada in his talk on *The Show Must Go On*.

Praise for The Billboard

George P. Smith Jr., of the New York World's Fair of 1939, who represented President Harry C. Baker, National Association of Amusement Parks, Pools and Beaches, at Wednesday afternoon's closing session, invited the fair men and women to view the big trade show of the NAAPB in the Sherman and left admission tickets for them. President Jencks and Mr. Corey reviewed the year's situation regarding parking of auto trailers on fairgrounds and opined that no serious problem faces fair managers, as

Fair Elections

WOOSTER, O.—Seven directors have been elected by Wayne County Agricultural Society. J. E. Strock, of Wooster, is only new member of board. Those re-elected were: R. W. Swinehart, Russell Rice, J. B. Flickinger, H. C. James, Chat Alexander and Frank Heckaman. Fourteen other directors are on board but their terms do not expire this year.

CARROLLTON, O.—Directors elected to Carroll County Agricultural Society are: Richard Thompson, Roy George, Fred Campbell, M. O. Cooper and H. A. Baker.

CANTON, O.—At a recent reorganization meeting here, officers of Stark County Agricultural Society were re-elected as follows: J. E. Holm, president; W. T. Shekels, vice-president; Ed S. Wilson, secretary; A. G. Smith, treasurer; Walter G. Agler, marshal; David Brenner, superintendent of police, and C. O. Betz, superintendent of gates.

AKRON, Ind.—Akron Agricultural Fair Association elected Dr. E. A. Whalon, secretary; Roy Morris, president; J. E. Emaiser, vice-president, and Frank Madeford, treasurer.

GREEN BAY, Wis.—Brown County Fair and Agricultural Association re-elected Frank Zimnick, president; Ralph Soquet, vice-president; W. S. Klaus, secretary, and Frank H. Bogda, treasurer. A \$3,700 reserve was reported.

Regina Assn. Loses \$2,385

REGINA, Sask., Dec. 4.—A deficit of \$2,385 on the year's operations was reported by Regina Exhibition Association. The association had a net profit of \$12,763, but against this were debenture charges of \$15,148. The fair, on the Western Canada Class A Circuit, last summer booked Royal American Shows on the midway and Barnes-Carruthers' grand-stand attraction.

MONTGOMERY, Ala.—Great Calvert, wire act, closed a successful season at Central Alabama State Fair here on November 2-11.

each fair concerned has been adjusting the matter satisfactorily, according to local conditions. President Jencks gave the delegates a graphic description of the 1937 stock show of the Highland and Agricultural Society of Scotland in Alloa, about 60 miles from Edinburgh, which he witnessed during his recent European tour. Mr. Jencks in his presidential address warmly thanked and praised *The Billboard*, of which he has been a reader, he said, since 1902, for its news regarding and support of the fair industry.

Displays Are Numerous

Several floors of the Sherman were taken by displays and conference rooms of booking agencies and supply men and numerous new and novel features were presented to visitors. Among the concerns and individuals, represented were George A. Hamid, Inc.; George A. Hamid and Mrs. Hamid, Lucky Teter, J. Harold Powell, Frank Cervone, Lee Barton Evans; Barnes-Carruthers, M. H. Barnes, Capt. F. F. Frakes, Sam J. Levy; Thearle-Duffield Fireworks Company, Frank P. and Jack Duffield, Art Briese; Illinois Fireworks Company, E. E. Roy, Harold McCray, J. P. Porcheddu; Hudson Fireworks Display Company, A. D. Michele, Harry B. Lessinger; United Fireworks Manufacturing Company, W. L. Beechler, F. A. Conway; Charles T. Goss; O. Henry Tent and Awning Company; Clem Schmitz; Hinck's Thrill Attractions, C. W. Hinck; Hartzler Public-Address Systems; Regalia Manufacturing Company; Gus Sun Exchange, Bob Shaw, W. C. Senior; Globe Poster Corporation; Jimmie Lynch's Death Dodgers, Jimmie Lynch, Pat Purcell; Ohio Display Fireworks Company, A. T. Vitale; Bob Ward's Hollywood Dare-Devil Aces; Jake Shapiro; Performers' Consolidated Attractions, Bert Clinton, Toby Wells; Ernie Young Production and Management Company, Ernie Young, Ethel Robinson, Camille La Villa; H. William Pollack Poster Print, H. William Pollack, William Neal; Sidney Belmont Attractions, Mr. and Mrs. Sidney Belmont; Temple Litho Company, M. J. Dolan; Amusement Rides, United States Tent and Awning Company, Wisconsin De Luxe Corporation.

Agricultural Situation

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

DEMAND WEAKENING

Biggest crops in many years. Industrial activity falls to make seasonal rise. Consumer demand weakened. Farm products prices drop to new lows for 1937. These were the outstanding events in the agricultural situation during October. Under pressure of a combination of forces, cotton sold at lowest prices in more than four years, wheat dropped below \$1 a bushel in terminal markets, live-stock prices backed off from the record high-figures of late September.

All major indexes relating to the domestic demand for farm products have been lowered this fall—indexes of non-agricultural income, factory pay rolls, industrial production and construction activity. The buying power of non-agricultural income per capita of population weakened slightly in September—probably more in October; but buying power is still around 1924-'29 levels. To the extent that it drops below these levels the domestic demand for farm products will be impaired. Foreign demand for American farm products is expected to show little if any improvement.

Recent changes in conditions affecting the domestic consumer demand for farm products point to some weakening in demand during the remainder of 1937. Industrial activity has been falling off since early September; usually it increases at this time of the year.

This situation has adversely affected prices of products for industrial manufacture and of other commodities bought and stored for future use. To the extent that it reduces consumer incomes, it will lower the demand for the farm products which go directly to consumers after marketing.

In late September it seemed that the change in industrial activity would not greatly affect consumer incomes and the consumer demand for farm products until after the turn of the year. Since then the sharper reduction in industrial activity has moved forward the time when consumer purchasing power is likely to be affected.

Prospects for foreign demand for American farm products are relatively more encouraging, since foreign countries have small supplies of several commodities which are more plentiful in the United States this year. There was a sharp rise in volume of American farm exports in August; further gains are expected.

Major defect in the foreign demand situation is the adverse effects of the Sino-Japanese conflict upon international trade—especially in reducing China's trade during the period of hostilities. Nevertheless, the foreign demand for American farm products during the first half of the current marketing year should be about as good as in corresponding months of 1936-'37.

FARM INCOME: SLOW RISE

Farm income has registered a less-than-seasonal increase this fall, due chiefly to lower prices of wheat, cotton, cottonseed, fruits and vegetables. Income from marketings from August to September increased only \$50,000,000, compared with an increase of \$117,000,000 in the same period last year. Income from farm marketings in October also probably made a less-than-seasonal gain. But despite the slow rise this fall, September income from marketings was \$54,000,000 more than in September, 1936, due almost entirely to larger receipts from the sale of crops, since income from live stock and live-stock products was only slightly larger. Wheat and tobacco contributed most to the larger

September income this year; to a lesser extent, truck crops and fruits. Increases from wheat and tobacco more than offset smaller receipts from such crops as potatoes and cotton which were much lower priced this September.

The cumulative total of cash farm income from marketings and government payments for the first nine months of this year was \$6,175,000,000 compared with \$5,432,000,000 in the same period of 1936. This gain of 14 per cent has been due almost entirely to larger income from marketings of crops rather than from live stock, and to government payments for agricultural conservation.



DOUG BALDWIN is an outstanding official in fairdom, being associated with two of the largest annuals in the country. He is treasurer of Alabama State Fair, Birmingham, and treasurer of Minnesota State Fair, St. Paul, spending half of his time with each institution. He is widely known in Gopher State radio circles for activities in connection with the State Fair. Photo, Dadsweil, Royal American Shows.

LOOKING 'EM OVER

(Continued from page 48)

great PWA harness horse plant on Minnesota grounds all right, but he wasn't so enthusiastic in his personal opinions regarding that activity as a revenue producer.

IT'S A SAFE bet Middle West Fair Circuit will continue to show more pep with the re-election of Charley Green, Sedalia, as president. It comprises fairs in Sedalia, Des Moines, Oklahoma City, Muskogee, Topeka, Lincoln, Shreveport, Dallas and Beaumont.

GEORGE HAMID mixed plenty of comedy with his tragic story of having learned more in two years as fair manager than in 30 years as a booker. It seems that part of the leak-stopping set-up in Trenton embraced the hiring of sleuths to watch other sleuths hired to watch others.

SECRETARY Joseph J. Frisch has brought to Interstate Fair, La Crosse, Wis., many years of things learned well in the cauldron of politics.

A LIVE-STOCK show gives many a good alibi, Harold F. DePue, Great Falls, Mont., told 'em. "John Jones, who runs a grocery store 100 miles from the fair gates, may have been gazing for weeks at pictures of night-show cuties," he said, "and may be sure he can clean up on our race meet, but can he tell his wife and friends that these are the reasons he wants to lock up the store for three days and go to the fair? You know he can't and I know he can't."

THERE are some mighty sweet returns among those 44 included in the IAFE table of figures for 1937, especially re-

Fair Meetings

Indiana State Association of County and District Fairs, January 4 and 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 12 and 13, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Association of Georgia Fairs, January 13 and 14, Richmond Hotel, Augusta. E. Ross Jordan, Macon, secretary.

Western Canada Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Maine Association of Agricultural Fairs, January 19, Skowhegan. J. S. Butler, Lewiston, secretary.

Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

South Carolina Association of Fairs, January 18 and 19, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Association of North Dakota Fairs, January 20 and 21, Hotel Dakota, Grand Forks. H. L. Finke, secretary, Minot.

Western Fairs Association, January 20 and 21, Whitcomb Hotel, San Francisco. Tevis Paine, secretary, Sacramento.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.

North Carolina Association of Fairs, January 21 and 22, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suckstorf, secretary, Sidney, Mont.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Yorktowne Hotel, York. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

SECRETARIES of associations should send in their dates, as inquiries are being made.

garding the upshoot in revenues from night grand-stand shows and carnivals.

R. D. (DUKE) MOLESWORTH, publicity director of Missouri State Fair, Sedalia, appeared to have taken on no rustic airs during that month he was "loaned" to do press ballyhoo for the national corn-husking meet.

THE 1938 annual meeting will be held in Chicago, as per IAFE by-laws, which have to be suspended every five years so that the delegates can lie themselves over the Canadian border, which they will do in 1939.

IT MIGHT have been that Maurice Jencks has or had a wee bit o' Scotch in him, but at any rate his burring accent was good when he told some stories of the great stock show he saw in Alloa near Edinburgh in the land o' the thistle last summer.

YORK, Pa.—John H. Rutter, secretary of York Interstate Fair, reported a gate of 244,310 on October 5-9, 137,815 being paid admissions totaling \$64,519.75. Other figures in the report to the State department of agriculture are: Amount received from concessions, \$37,141.58; total receipts to date, including loans, \$167,482.93; premiums paid, \$14,319.05; other expenses, including paid loans, \$136,886.17.

Off
My
Chest

By LEONARD TRAUBE

MAYBE world fairs and State-wide regional expos typified by Dallas, Cleveland, San Diego and the like do not mean much, if anything, in the way of money to even the most progressive outdoor showmen, but these events do have a good influence on the character of midway attractions in these United States.

In fact, it is my firm and honest opinion that the expos which are either national or regional in scope and are limited as to duration to one or two years have so influenced the quality of carnival attractions that their projectors have already earned the eternal thanks and gratitude of all carnivaldom.

Attractionists have always complained that the propositions offered by big-time events either prevent their entering into contracts or, if they do complete negotiations and finish their run, find themselves well behind the eight ball with little or no results shown in their respective pocketbooks. They may, in other words, find themselves on the short end of the score, but they have gained in prestige and become originators, which puts them in the big batting average class and commands respect, which in turn is translated into financial gain.

The independent attraction showman was just about on his last legs and ready to give himself up, surrender and eventually to breathe his last when along came Chicago and gave a few of the boys the golden opportunity. The same opportunity was lacking on carnival fun zones.

One of the fundamental faults with the carnival business is this very lack of opportunity. The indie man had to go elsewhere to originate and to blossom with his creation. Carnivals actually "drafted" the themes represented at world and regional fairs without going to the trouble of presenting even a slight part of the original. Their efforts became, in fact, the "original copies"—shades of imitative vaudeville acts!

It might be pertinent at this point to wonder why carnival impresarios do not create more than they copy, so that the expos could do the aping. Wouldn't it be a good idea, I mean, if world fairs were given the same opportunity of being influenced by carnival attractions as world fairs offer to midwayists? World fairs may not care for that kind of set-up, with its possibly undesirable association, because the expos of great magnitude are supposed to be resourceful, imaginative and creative, but that would not prevent the fraternity of showmen from trying anyway, would it?

No branch of the amusement business should have the "ex" on resourcefulness, imagination and creativeness. But if the carnival business permits its best minds to drift because the field they are working under does not bring out the best in them, it's the fault of the industry and not its people.



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THIS WEEK and EVERY WEEK

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WILLIAM SEFFERINO, manager of Sefferino's Roller-drome, Cincinnati, has received sanction of the Roller Rink Operators' Association of the United States to hold championship races on December 18 and dance-step contests on January 9 and 16. Contest on January 9 will include fox trot, Schottische and Kris Kros. The waltz and one-step will be featured on January 16. Medals will be awarded winners, and Fred Martin, Arena Gardens, Detroit, has invited winners to give an exhibition at his rink. President Victor Brown and Secretary Fred Martin of the association will attend the meets in Norwood (O.) Rink and Sefferino's Roller-drome.

OVER 100 members of Cincinnati's Norwood Roller Club, accompanied by the rink orchestra, visited Eyer's Rink, Anderson, Ind., November 29, reports Secretary August A. Flaig. On December 18 the club, now numbering over 4,000, will celebrate its first anniversary. The dance step contest, held twice weekly, is creating much interest. Winning couple will receive watches.

"WE ARE still going strong at Flint Park Roller Rink," writes Manager Wally Kiefer, of Flint, Mich., who also operates a rink in Battle Creek. "The Flint rink has been remodeled and a heating system installed. Business is holding up well. On November 14 we had a party of 40 skaters from the Battle Creek rink and on November 21 Harry Jennison brought a party of 30 from his Bay City rink, making the fifth out-of-town party to visit us recently. Interest is high in roller skating in this section. On November 24 we held finals in the Flint Championship Roller Races, winners of which received medals. William Bigford and Bob LaFear, respectively, were winners in the half-mile and mile races for men, besting John Wing, Mickey Williams, Ralph King, Les Wic and Ken Greer. In the ladies' quarter mile Beata O'Connor won over Yvette Kiefer, Louis Farmer, Elsie Deal, Betty Stacy and Jennie Shupike. Staff: Mrs. F. H. Walton,

cashier; Laurence Coates, skate room; James McAuley, music and announcements; Charles Tuggey, floor man, and Robert Coates and George Beckersteth, skate boys."

ROBERT FISHER, who, with Don Groesser, operates Coliseum Roller Rink, Traverse City, Mich., recently visited a number of rinks, among them Al Kish's Memorial Rink, Toledo; Sy Bowen's Auditorium Rink, Jackson, Mich.; Ceil Milan's rink, Wheeling, W. Va., and Fred Martin's Arena Gardens Rink, Detroit, where he witnessed a roller-skating revue put on by club members. Arena Gardens plans an automobile giveaway on December 20, Fisher reports. Bowen recently opened his rink and is doing satisfactory business, skating three sessions weekly and averaging over 300 nightly, Fisher said.

FRANK BACON, former well-known speed skater and inventor of the skate wheel grinder, was a visitor at Sefferino's Roller-drome, Cincinnati, November 24, reports E. M. Mocar, floor manager. He plans to open Tacoma Park Rink, Dayton, Ky., which was damaged by the flood last January. A new floor and electric organ are being installed.

PAUL E. RICKETTS, president of Louisville Roller Club, Fontaine Ferry Roller Rink, reports that several club members visited Cincinnati's Norwood Roller Rink on November 21. On November 29 Frank Haysley, of the Louisville club, gave a skating party at which contest and door prizes were awarded.

COLISEUM RINK, Mansfield, O., resumed operation following the recent eight-day Baku Grotto indoor circus staged in the Coliseum. Rink operates nightly except Saturdays.

SEATTLE Skating Club, an organization to promote roller skating, was recently incorporated. Incorporators are Kenneth Sorrells, Myrtle Girten and Nellie Jensen.

MIDNIGHT skating parties, inaugurated by club members of Eddie's Arena, Rochester, N. Y., are proving popular, report Betty Dexter and Jack Dillon. Trips have been made recently to rinks in Cleveland and Silver Lake, Buffalo and Syracuse, N. Y.

NAOMI DAULTON, Tomah, Wis., has leased the old Fox and Silver Dome theaters, Black River Falls and Neillsville, Wis., respectively, and is operating them as roller rinks.

"BUSINESS at Fred Lelser's Army Rink, Chicago, has been very good and large parties have been booked for coming months," reports Joe Laurey, floor manager. New skates have been added and the building has been repainted. Chan Sterling is organist and George Rolfe, announcer.

ICEOLITE Company, manufacturer of Iceolite, for indoor or outdoor ice skating rinks, said to have all characteristics of natural ice and utilized for year-round skating, announces that an indoor 15-by-24-foot test rink is being built in Toledo for the purpose of demonstrating the product. For public skating heated Iceolite is sprayed on any solid surface to a thickness of one inch. The chemical is sprayed with a common garden sprinkler and after congealing in a few hours appears snow-white. Temperature has no effect on the surface. Its manufacturer claims that it will not develop slushiness and that it is harder than ice. On stages or in hotels or department stores where a portable rink is required Iceolite can be poured into wooden forms, the material adhering to the form's base. Cost of surface maintenance is negligible, the Iceolite Company says. Resurfacing is done by gathering shavings given off from skating, remelting the chemical and spraying over crevices caused by scraping skates. When resurfaced shavings can also be applied with an electric iron. Surface is washed occasionally with cold water; a small amount of it being left to act as a lubricant.

"ALTHO I have so far been in only the Northwestern section of the Pacific Coast," writes Fred (Bright Star) Murree, 77-year-old Pawnee Indian, who is on an exhibition tour, doing fancy and figure roller skating. "I find that most rink managers are waiting for the skating news in *The Billboard* to reach them. They, as a whole, have responded splendidly to my visit. Should the South equal the North, I will be able to say

to my Eastern friends that skating thruout the United States is pretty well balanced, and I attribute a great deal of this to Fred Martin's good judgment in selecting T. L. Keller here in Salem, Ore., as Pacific Coast representative of the association. With his unceasing efforts and the talent he has to work with, the Pacific Coast will soon be able to conduct their own contests and have them officially recorded. However, there is one thing I find very detrimental to rinks. Good skaters, either amateur or professional, have a habit of going to rinks, rushing to the center of the floor and exposing everything they know to rink patrons. In doing so, they deprive rink owners of any chance to increase box-office receipts thru booking acts. Then after he or she has done all they know and learned all they can, they go out in another field and sell their work to people who never visit rinks or contribute anything to them. The funniest thing about it is that these people expect rink men to admit them free and extend all rink courtesies to them, thus killing all the fine points that a rink man prides himself on. I believe that if all rink managers will join the new Roller Skating Rink Operators' Association of the United States this matter will soon be cleared up and more skaters will be able to derive some benefit from their long, tiresome and expensive efforts."

new dances to learn and who wish to improve their standard of skating have fair prospect of achieving their desire. Make no mistake, you rink managers who have yet to realize that plenty of your regular patrons have a wish to better their ability as skate dancers. You are helping to lose business by refusing to see the light. Get dance-minded now and start to increase your business; don't let a wide-awake competitor cash in on your lapse.

Remember, those skaters who have already reached the standard where they cannot advance themselves further will attend the rink more frequently when there is something new for them to take up.

Behind a strong movement to get organized roller skating in all its branches thruout the United States is your new body, the Roller Skating Rink Operators' Association of the United States. Great credit is due those workers who are gradually making this association a representative national body. Rink managers who have an eye to the future should help this organization along another step by affiliating at an early date and becoming associated with a movement which, I am assured from reliable sources, has intentions worthy of support from all thinking roller-rink operators.

A Future Golden Era

By CYRIL BEASTALL

DERBY, England—A golden era lies ahead of roller skating if the present increasingly better relationship between international roller organizations is fostered. The development of dance skating along progressive lines is something the worth-while rink managers of England have been encouraging to a very noticeable extent for several years and with gratifying results to say the least.

Rink operators in the United States have awakened to the possibilities of increased business by helping along organizations which are out to foster the widening enthusiasm amongst skaters for advanced dance skating and all that it means to them.

With a standard set of dances thruout the better rinks of the United States and proficiency tests, as we have them in England, our cousins on the other side of the big pond who are keen to have

15 YEARS AGO

(Continued from page 43)

with the *Greenwich Village Follies* company in Chicago included Joe Brown, Bird Millman and John Sheehy.

Mrs. Bertha Adkins and her infant daughter were killed in Iowa November 25 when their auto was struck by a train. Mrs. Adkins was the wife of Robert Adkins, for 20 years with outdoor shows.

Mr. and Mrs. Edw. B. Trees closed with Al G. Barnes Circus at Dallas and drove to Los Angeles. . . . Fred (Doodles) DeMarrs and Andrew DeMarrs, of John Ringling Circus, were wintering in Chicago. . . . Mr. and Mrs. William DeMott left circus world and purchased a home and a business in Philadelphia.

. . . Capt. George Auger, giant on Ringling-Barnum Circus Side Show, died of acute indigestion November 30 in New York. . . . Sydney Wire, at one time with Pawnee Bill and in various circus positions, died November 30 in New York.



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SLA BANQUET-BALL WOWS

Silver Jubilee Most Magnificent Social Function in History of Club

Setting, dinner and speaking and entertainment program all in keeping with the importance of the occasion—net proceeds to be donated to the American Hospital

CHICAGO, Dec. 4.—If Col. W. F. Cody (Buffalo Bill), first president of the Showmen's League of America, was looking down from the Great Beyond Wednesday night as the silver anniversary banquet and ball of the League was being held in the Grand Ballroom of the Hotel Sherman, he must have beamed with pride at the marvelous progress that has been made by the organization which he helped to establish 25 years ago. In the mind's eye one can picture the great picturesque plainsman and showman standing in the realms beyond the sky, broad-brimmed hat in hand, and reverently saying: "Well done, brothers! Keep up the good work. The show must and will go on."

The League did itself proud with its silver anniversary banquet and ball. To the writer, who has been attending these annual League affairs for 20 years, it was the most magnificent of all. No detail was overlooked to make it the greatest showmen's social event not only of the year but of the quarter century of the League's existence. The setting, the dinner, the speaking and entertainment program—all were in perfect keeping with the importance of the occasion, and everything functioned with perfect smoothness, thanks to the efficient work of the various committees.

While figures are not available, attendance was one of the largest recorded (See *SLA BANQUET-BALL* on page 56)

Wis. Class A Fairs To Sol Show Again

CHICAGO, Dec. 4.—For the sixth consecutive year Sol's Liberty Shows this week were awarded the contract for the Class A Circuit of Wisconsin Fairs, eight in number. In addition the Sol show has been given the contract for the Upper Peninsula State Fair, Escanaba, Mich., by Secretary R. C. Fryal. Escanaba (August 9-14) immediately precedes the Class A Circuit.

Sam Solomon, owner of Sol's Liberty Shows, this week also purchased two more light plants from the Caterpillar Tractor Company.

Eve, during the Southwest Sun Carnival.

Celebrities attending the carnival will be honor guests at this showmen's event. Last year Gov. James V. Allred of Texas and a host of State officials attended.

Governors of a half-dozen Southwestern and Mexican states will be in El Paso for the carnival and will attend the banquet and ball, as will movie, radio stars, showmen and concessioners.

Numerous Attractions At French Street Fairs

PARIS, Nov. 29.—More than 100 rides and concessions were noted at the four-week street fair being held at Perpignan. They include three Auto Skooter rides, Caterpillar, Steam Swings, Mont Blanc, Amar's Menagerie, freak, girl and wrestling shows.

Eighty attractions at big street fair in Angers, including four Auto Skooter rides, Loop-the-Loop swings, two Caterpillars, Chamonix, Luna Park, Vignolle's Menagerie, four freak shows, illusions, girl and snake shows. Street fair at Toulouse has 60 concessions, including Pezon's Menagerie, Loop-o-Plane, Auto Skooters and museum of anatomy.

Harry Lewiston With Conklin

CHICAGO, Dec. 4.—Harry Lewiston announced here this week that he will be with the Conklin Shows next season. He will have a Sally girl show and a side show. Lewiston states both of his shows will be framed on an elaborate scale.

SSC Banquet Profits Will Go to Needy

EL PASO, Tex., Dec. 4.—Funds from the second annual banquet and ball of the Southwest Showmen's Club will be used to benefit Mrs. Pat Ward and Frank Hughes, both bedridden with tuberculosis, Verne Newcombe, secretary, announced this week.

The event will be held at Fred Borland's Cafe in Juarez, Mexico, Christmas

American Carnivals Association Re-Elects All of Its Officers

CHICAGO, Dec. 4.—The fourth annual meeting of the American Carnivals Association was held in the Hotel Sherman, Monday night, November 29, at 11 p. m., and at 3 a. m. the following morning had completed its entire program of business and re-election of all officers and board of directors.

Due to the harmony prevailing within the organization it was found that it would not be necessary to stretch the meeting over the four-day period as originally scheduled, and as a result all business and election of officers was accomplished at one session.

John W. Wilson, president of the association, presided, with Arthur Lewis, associate secretary-treasurer, and Max Cohen, general counsel, secretary-treasurer, in their respective official positions.

Those present besides the above were L. Harvey Cann, Dave Endy, A. O. Adelman, Harry Dunkle, John M. Sheesley, George Hirschberg, Clemens Schwartz, William H. Brown, James E. Strates, L. C. Miller, Johnny J. Kline and S. Bassinger.

Three new members were added to the list now totaling 35, they being George (See *AMERICAN CARNIVALS* page 61)

SLA Re-Elects J. C. McCaffery

Presidential choice is unanimous one—all other officers also re-elected

CHICAGO, Dec. 4.—J. C. McCaffery was unanimously re-elected president of the Showmen's League of America at the annual election in the clubrooms November 29. All other officers also were unanimously re-elected. They are: First vice-president, Joe Rogers; second vice-president, Frank P. Duffield; third vice-president, Frank R. Conklin; treasurer, A. L. Rossman; secretary, Joseph L. Streiblich.

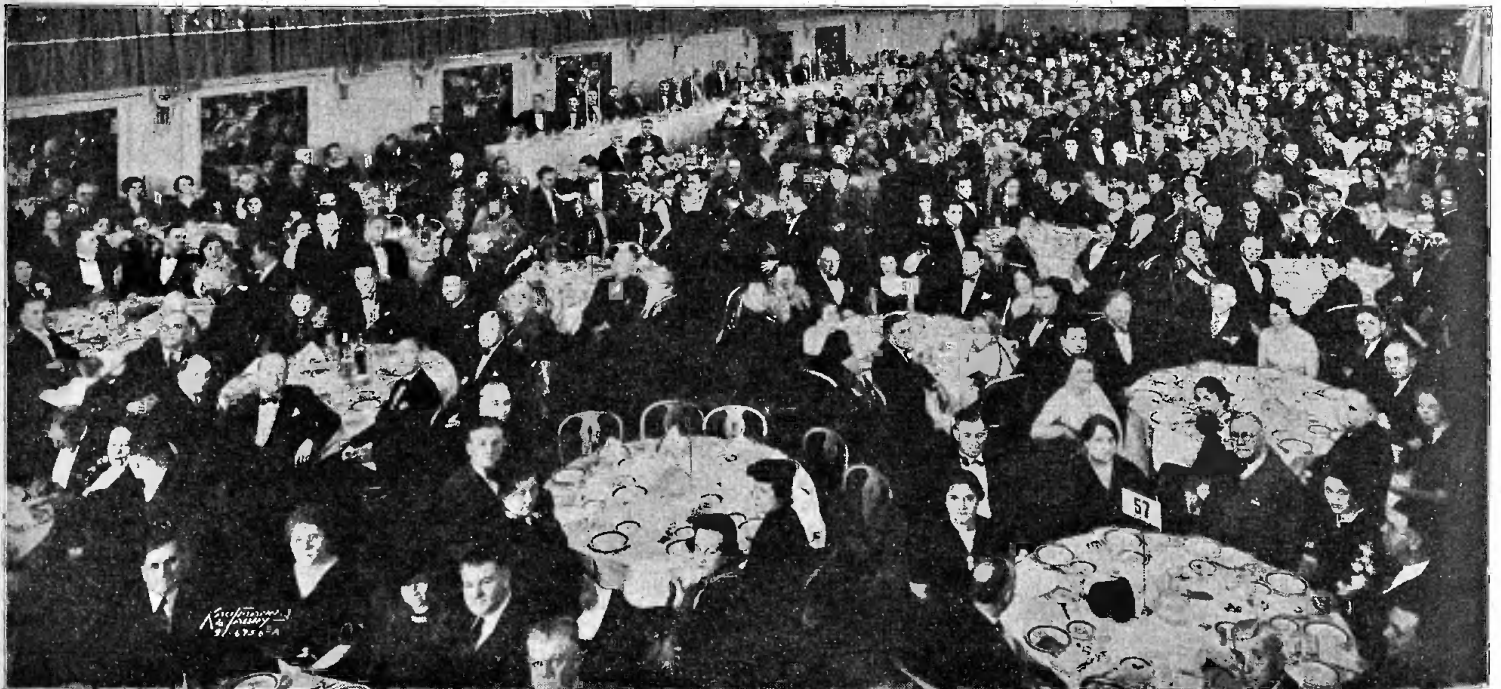
Under President McCaffery's administration the League has had the most successful year in its history. More than 400 new members have been enrolled and the organization now has the largest financial reserve it has ever had. Personnel of shows throughout the country have shown keen interest in the League. Its many benefits have been called to the attention of show people by President McCaffery and other officers, and a phenomenal response has resulted. Unanimous re-election of all the officers indicates that the rank and file of the League are well pleased with their work.

Members of the board of governors, 50 in all, were elected as follows: Jess H. (See *SLA RE-ELECTS* on page 61)

Healy and Wife To Do Press for RAS

CHICAGO, Dec. 4.—It was officially announced during the outdoor men's meetings here this week that Francis Healy and wife (Gladiola) will handle the press for the Royal American Shows following completion of the Florida fairs (at Orlando) this winter. They will succeed Jack Dadsell, who has been filling the post for about four years.

Healy has been director of publicity for the South Texas State Fair, Beaumont, while his wife has been employed on *The Beaumont Journal*.



TWENTY-FIFTH ANNUAL Banquet and Ball of the Showmen's League of America held in the Grand Ballroom of the Hotel Sherman, Chicago, Wednesday night, December 1.

Page Shows Close In Elberton, Ga.

Season is fair—Owner Page will augment organization for 1938

ELBERTON, Ga., Dec. 4.—Elbert County Fair here November 8-13 marked the closing of the 1937 season for the J. J. Page Shows. Event, which was hampered by rain, proved anything but a red one.

Show traveled about 4,000 miles thru eight States, but encountered much rain and inclement weather, and fair dates this year were from 60 to 75 per cent under 1936. Officials report, however, that business for the season was fair.

I. V. Hulme, secretary, did everything in his power to put the fair over. He had many excellent exhibits, in addition to having his billposting crew out for 30 days posting everything from a 24-sheet to a one-sheet daub, but it went for naught, as the rain continued thru-out the engagement. School Children's Day went over okeh, but Thursday and Friday, the big days, were complete rainouts.

Many new faces were on concession row for the engagement, including Mrs. Frank Pope, grab stand, roll down, diggers and blower; Neil Graham, Mickey Mouse, lead gallery, ball game and Mickey Mouse Circus; Dinty Moore, dig- (See PAGE SHOWS on page 66)

O. C. Buck Shows To Augment Midway

RICHMOND HILL, N. Y., Dec. 4.—Upon his return from a hunting trip in the Maine woods Oscar C. Buck, owner-manager O. C. Buck Exposition, announced that a building program would start in quarters at Mineola fairgrounds here immediately after the holidays.

Improvements will include a new layout and front for a musical revue and also one for Carolina Minstrels, both of which will be featured in 1938. Front of the Motordrome, under management of Jockey Roland, will be rebuilt along modernistic lines, particularly the electrical effects.

Five generating plants heretofore used for illumination will be converted into searchlight units for decorative purposes only and a new transformer truck will be constructed. This will be Jack Wells', new chief electrician, first job when he reaches winter quarters January 10.

Negotiations are under way for two or three more riding devices, and possibly one or two more big shows will be added to the midway, giving the show between 20 and 25 paid attractions for 1938. Immediately after his return from the Chicago meeting Owner Buck will begin assembling men and material for the work already laid out and the reconditioning of all equipment at quarters.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 4.—What many predicted could not be done, proved to be the fact, when the association gathered for its fifth, or fourth annual session, Monday, November 29, at Hotel Sherman, Chicago.

This year one of the impressive facts in connection with the activities in Chicago was the large representation of member shows. A roll call of the entire membership of the organization showed that only 12 shows of the entire roster were not present during the night of the first session.

The annual session was called to order by President John W. Wilson, and in addition to the show membership represented above, many interested persons were in attendance to learn of the activities of the association.

Due to the stress of numerous matters upon the agenda for consideration, reading of the 1936 minutes was dispensed with, and counsel then presented his report on the activities of the association for the past year, and suggestions and recommendations for 1938. Altho the report was quite lengthy, counsel was informed that the membership generally appreciated it, knowing in full detail

what has been accomplished by the association during the past year.

This was followed by supplemental reports of associate counsel, and the reports of the general counsel and his associates were duly accepted with a rising vote of thanks.

The association then took up a detailed discussion of various parts of the reports, particularly the sections devoted to railroad transportation, motorized transportation, social security, tax laws and legislation.

By agreement of all present it was decided that the meeting would stay in session until all the business of the annual meeting was completed.

Board and Officers Re-Elected

The election of a board of directors for 1937 resulted in the unanimous reelection of the following: James W. Conklin, of Conklin's Shows; Arthur Lewis, of Art Lewis Shows; James E. Strates, of Strates Shows Corporation; Harry Dunkel, of Cetlin & Wilson Shows, and Oscar Bloom, of Gold Medal Shows.

Officers, all re-elected for 1938, were John W. Wilson, Cetlin & Wilson Shows, president; Floyd E. Gooding, Gooding Greater Shows, first vice-president; John Francis, Greater Exposition Shows, second vice-president; Arthur Lewis, Art Lewis Shows, associate secretary-treasurer, and Max Cohen, general counsel-secretary-treasurer.

The general counsel then announced the reappointment of associate counsels as follows: For the Midwestern section, Richard S. Kaplan, of Gary, Ind.; for the Southern section, Paul M. Conaway, of Macon, Ga. Announcement was also made that other appointments of associate counsel were anticipated as soon as the proper individuals could be selected.

A resolution was adopted unanimously expressing the appreciation of the entire membership for the space devoted to its activities by *The Billboard*, particularly to the space granted to this weekly column.

Plans for a comprehensive and intensive membership campaign were discussed and those appointed in 1936 were reappointed to take charge of the matter.

Much time was devoted to the discussion of various problems to be under-

DOES THIS PROVE ANYTHING?

Sunday	\$ 79.25	Thursday	\$ 289.70
Monday	457.65	Friday	221.10
Tuesday	190.60	Saturday	185.20
Wednesday	241.30	TOTAL	\$1,664.80

Above is a report of gross on a Tilt-A-Whirl on a popular show in New York State last September.

YES — IT PAYS TO OWN A TILT-A-WHIRL For Particulars Write

SELLNER MFG. CO., INC. " " " " " Faribault, Minn.

150 MIDGETS WANTED

Season '39-'40, for World's Fair in New York. Those holding 1937 Circus Contracts, get in touch with me immediately. Specify, letter only, what you do; no wires. Send photo, complete information, age, size and weight unless I know you. Give information to other Midgets you know. Pleasant work. Highest salary.

ALSO WANT 15 MIDGETS, must be small and able to entertain, FOR SEASON 1938. JOHNNY FERN McDILL, wire immediately. Address all information to me personally. F. A. (WHITEY) WOODS, 1236 W. 51st St., Chicago, Ill.

taken and to the planning for the up-building and growth of the association.

The annual meeting came to a close at about 3 a.m. the following morning, and all present seemed impressed with its outcome, and various expressions of opinion obtained at that time would indicate that the association is headed in the right direction and that all concerned are enthusiastic in behalf of its future.

Seeking Carl Snyder

CINCINNATI, Dec. 4.—Mayer & Ward Funeral Company, of Marietta, Ga., in a wire to *The Billboard* reported that it is holding the body of Charles Harris Snyder, who died there this week. Anyone knowing the whereabouts of his brother, Carl Snyder, is requested to have him contact the firm immediately.

MIAMI, Dec. 4.—A provision of a seven-year-old city ordinance that would have permitted the licensing of corn games and similar devices was rescinded by the city commission.

Beckmann & Gerety Get "Capital City" Circuit and -- Then Some

CHICAGO, Dec. 4.—The Beckmann & Gerety Shows management announced here this week that among the fairs booked for the 1938 season were those held annually at Springfield, Ill.; Des Moines, Ia.; Lincoln, Neb.; Topeka and Hutchinson, Kan.; Oklahoma City and Muskogee, Okla.

This list is all the fair bookings that Barney S. Gerety and Fred Beckmann, associate owners and managers of the shows, cared to release at this time. They, however, intimated in the main that the shows' route would cover, in addition to the above, practically the same territory played this season and several years prior to.

The fairs named above have become known in recent years as the "Capital City" circuit due to the fact that each, with the exception of two, is held in the capital city of each State in which it is located, and are recognized State fairs of each section. Topeka holds the Kansas Free Fair and Muskogee the Oklahoma Free State Fair, which are outstanding also.

Over this circuit the Beckmann & Gerety Shows the past season scored several records in midway grosses and plan to return with a greatly augmented show for season 1938.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Bloomer-by-the-Sea, Fla. Week ended December 4, 1937. Dear Red Onion:

Talk about a lonesome troupe of show people, this gang is the bluest and most forlorn tribe with whom the writer has ever lived. All due to the bosses' being in Chicago attending the meeting. Without their smiling faces on the midway to cheer them, life isn't worth living to many employees. To start with they haven't a soul to carry their scandal to. They miss the hearty slap on the back and the con that they get paid off with, and, worst of all, the heavy rain and heavy frost killed the room rents.

This is the show's fourth consecutive appearance here. The first year rain caused the show to play a bloomer. Everyone said, "If it hadn't rained the spot would have been big." In 1935 frost ruined the orange crop and everybody said, "Under normal conditions this would have been a red one." In 1936

all of the natives were busy picking fruit and wouldn't quit their work to come to town. Then the entire company said, "Had it rained hard enough to drive them out of the groves this spot would have been a mop-up." Here is 1937 with all the people broke, out of work; rain, frost and the citrus market closed. Now everyone is saying, "We will have to come back and play it again next year to find out if its worth keeping on our route."

Each night was advertised as Special Event Night, which promised the showgoers something unusual in new thrill features. Monday was billed as Mufflerless Motors and Backfiring Night. This unusual noise woke up a few neighbors, but didn't bring them out. Tuesday was Beef Night not only on the lot and downtown but at the office as well. Wednesday gave the show a Monte Carlo Night. Every concession counter and the corn-game seats, as well as the bally



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W.M POLLACK POSTER PRINT SHOW PRINT DIVISION BUFFALO, N.Y. PHONE GRANT 8205

TRUCKS AUTOMOBILES — MOTORIZE YOUR SHOW Write

CHARLIE T. GOSS WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

"MAC" McNALLY

Formerly Allentown, Pa. Now With **CHUCK SAUTER**, Selling CHEVROLETS. **SOUTHLAND MOTORS, Inc.** Miami, Florida.

platforms, was covered with card players. This gave the midway patrons an unlimited amount of amusement watching the money pass back and forth.

Thursday night something really new was given the natives. Bargain Night and the first time this mode of selling a show was used. At the close of each opening the talkers would order the ticket sellers to lay aside the 10-cent tickets and for a period of two minutes they allowed everybody to go in on a child's 5-cent ticket. Friday gave the entire neighborhood the sensational event of the week. A Battle of Loud-speakers. Every public-address system was thrown wide open. The squeaks, squawks, roar and noise really woke them all up and started telephones ringing. This brought out a number of city officials, who placed a ban on the speakers for the remainder of the engagement.

Saturday morning the city light plant went on the bum, so we advertised a Kerosene Lamp Light Night. Every patron who brought a lamp filled with oil was admitted on the grounds free. This gave the show the banner night of the week. Entire town turned out and took advantage of the offer. The show was well lighted, but the natives' homes were left in the dark, forcing them to either stay on the lot or go back and sit in the dark. The last day a lucky break gave the snow moving money and cut down the light bill.

I wonder what we will get here in 1938. Perhaps the bosses will try some new territory. **MAJOR PRIVILEGE.**

SLA BANQUET-BALL

(Continued from page 54)

for any League ball, being a complete sellout.

Silver Motif Followed

The Grand Ballroom was beautifully decorated, the silver motif being followed thruout. Along one side of the hall stretched the speakers' table, back of which were draped seven large American flags. At one end a large stage had been erected and when the curtains parted there was disclosed a huge silver and white silver anniversary "cake" surmounted by a huge figure of an elephant on whose upraised trunk was a "25" symbolizing the quarter-century mark reached by the League. Upon the cake were 25 lighted candles. Two huge silver drapes completed a picture of entrancing beauty.

Seated at the speakers' table were, in the order in which they were sitting: Joseph L. Streiblich, secretary of the League; Al Rossman, treasurer; Dr. Max Thorek, chief surgeon of American Hospital; Lawrence Mermey, of the New York World's Fair; Frank P. Duffield, vice-president; Maurice Jencks, retiring president of the International Association of Fairs and Expositions; Tom Collins, literary editor of *The Kansas City Journal-Post*; J. C. McCaffery, president; Elwood A. Hughes, toastmaster; Joe Rogers, vice-president; Rupert Stern, New York World's Fair; Ralph E. Ammon, newly elected president of the International Association of Fairs and Expositions; Harry C. Baker, president National Association of Amusement Parks, Pools and Beaches; Frederick Weddleton, of the San Francisco World's Fair; J. Edward Brown, of the Dallas Exposition, and Charles G. Driver, chaplain.

Following a brief announcement by President McCaffery, an invocation was offered by Chaplain Driver, after which the banquet proceeded. Thruout the evening excellent music was furnished by Lew Diamond's Orchestra. The dinner served was a delicious repast with breast of chicken as the "piece de resistance and appropriate trimmings. Finale of the dinner was Silver Tree Surprise and Anniversary Cake "25." At a given signal a corps of waiters marched in while the band played *California Here I Come*. Each waiter bore a miniature orange tree on which hung yellow fruit made of orange ice with ice-cream center. Each guest also received an anniversary cake bearing the number "25."

Hughes Toastmaster

At the conclusion of the dinner President McCaffery introduced Elwood A. Hughes, toastmaster. Mr. Hughes handled the assignment with splendid finesse. After thanking the League for the honor conferred upon him he read telegrams of good wishes from the following who were unable to be present: Edward J. Kelly, mayor of Chicago; Will Wright, of Pacific Coast Showmen's Association; Jack Rubach, Dave Mulvey, Harry Noyes, Al Schlosberg, Irene Lachman, Mazie C. Stokes, of Mississippi Valley Fair and Exposition; Tom Mix, Frank Conklin, the Missouri Show Women's Club, and Tom Allen, of the International Association of Showmen. Mr. Hughes paid a tribute to the League and its work. "History has been written," he said, and declared this banquet and ball would be a tough one to follow. President McCaffery then welcomed the guests and thanked the members and their friends who had helped to make such an outstanding success of the silver anniversary banquet and ball.

The selections of the committee of speakers proved exceedingly happy. First was Charles Brandon Booth, grandson of the founder of the Salvation Army. A fluent speaker of pleasing personality, Mr. Booth delivered a stirring and forceful address, his subject being *Let's Riot*. After setting forth in telling fashion the psychology of riots he led up to the point of his discourse, which was the need of spiritual and mental rioting to bring out the best in us. The other speaker was Tom Collins, literary editor of *The Kansas City Journal-Post*, and his talk, in humorous vein, was a knockout. *The Care and Treatment of Husbands and Wives* was his topic. Collins has a machine-gun delivery and for half an hour he kept up a rapid-fire flow of hilarious humor that held and pleased the huge audience.

Outstanding Entertainment

The entertainment program was one of outstanding excellence. Jack Kline, who acted as master of ceremonies, is eminently fitted for the job, having the

appearance, pleasing personality and splendid delivery. His work was exceptionally fine and helped materially in putting the show across. Acts presented included the California Varsity Eight, a magnificent singing unit; Vivian della Chiesa, famous Italian radio soprano; Carl Freed and his Harmonica Lads, whose playing of *Poet and Peasant* was a highlight of the program; the Boots McKenna Girls from the College Inn in beautiful dance routines, and several other acts which appeared late in the evening between dances.

Hospital Gets Profits

At the conclusion of the entertainment President McCaffery made the presentation of three gold life membership cards in the Showmen's League to the three members who during the year obtained more than 100 new members each. They were Morris Lipsky, Harry (Fitzie) Brown and Frank Conklin. President McCaffery also introduced representatives of the various shows and expositions that raised funds for the League's cemetery fund during the past season. These were:

Those at the SLA banquet who filled out registration cards included the following:

A
P. W. Abbott, Edmonton (Can.) Exhibition; E. N. and Ruth Adams, Adams & Sloan's Television Girl; Charles Agar, Saskatoon (Can.) Exhibition; Mr. and Mrs. Ralph E. Alderson, Post 2, American Legion; Mr. and Mrs. Arthur G. Alexander, Blue Ribbon Shows; E. E. (Tobe) Allen, Casper, Wyo.; J. J. Allen, Rubin & Cherry Exposition; Mr. and Mrs. Tommy Allen, Johnny J. Jones Exposition; Ralph E. Ammon, Wisconsin State Fair; R. W. Anderson, Thearle-Duffield Fireworks Company; Jack Auslet, Temple Lithographing Company; Sam Applebaum, Miami; W. C. Armbruster, Armbruster Tents; Arthur Atherton, Johnny J. Jones Exposition.

B
Mrs. Lilyan Babcock, Aurora, Ill.; Earl J. Bailey, Lake County (Ind.) Fair; Mr. and Mrs. Jack Ballie, Mighty Sheesley Midway; Harry C. Baker, National Association of Amusement Parks, Pools and Beaches; Ray and Jewell Balzer, Dodson World's Fair Shows; W. B. Banning, Nebraska State Fair; Mr. and Mrs. Herman Bantly, Bantly All-American Shows; George R. Ball, Edmonton (Can.) Exhibition; K. G. Babe and Helen Barkoot, Barkoot Bros.' Shows; M. H. Barnes, Barnes-Carruthers Fair Booking Association; O. H. Barnett, Blue Ribbon Shows; Bobbie Barrow, Dee Lang Shows; D. L. Basinger, J. J. Page Shows; C. A. Beal, La Porte County (Ind.) Fair; Henry W. Beaudoin, Mid-South (Tenn.) Fair; Al C. Beck, Sells-Sterling Circus; Mr. and Mrs. Joel H. Bixby, Oklahoma Free State Fair; Mr. and Mrs. Billy Blencoe, Central Printing and Illinois Lithographing Company; Francis J. Bilgh, Rubin & Cherry Exposition; R. K. Booth, South Mississippi Fair; Charles Brandon Booth, Volunteers of America; Mr. and Mrs. W. J. Brady, 130 Clute; Max B. Brantman, Chicago; Ruth Bre Count, Rubin & Cherry Exposition; Eddie Brenner, Brooklyn; Mr. and Mrs. Art Briese, Thearle-Duffield Fireworks Company; H. Briese, Oak Park, Ill.; Sam C. Brin, Great Lakes Exposition; Mr. and Mrs. L. M. Brophy, St. Louis; Dr. and Mrs. Albert L. Brown, New York State Agricultural and Industrial Exposition; J. Ed Brown, Pacific Coast Showmen's Association; Elmer Brown, Dee Lang Shows; Fitzie Brown, West Shows; Geraldine Brown, O'Henry Tent and Awning Company; William H. Brown, World of Mirth Shows; Mrs. L. M. Brumleve, Ladies' Auxiliary, Showmen's League; F. C. Bryan, U. S. Tent & Awning Company; Mr. and Mrs. Oscar C. Buck, O. C. Buck Exposition, Inc.; Mr. and Mrs. J. S. Bullock, Bullock Amusement Company. A. J. Buntin, Milwaukee; Mr. and Mrs. F. W. Burrows, O'Henry Tent and Awning Company; George M. Bush, Bush-Laube Concessions.

C
Eddie E. Coe, Johnny J. Jones Exposition; E. E. Cameron, Montana Agricultural Extension; Mr. and Mrs. Arthur E. Campfield, Baker-Lockwood Company; L. Harvey Cann, World of Mirth Shows; Guy Cantwell, Indiana Board of Agriculture; Frank H. Capp, Baker-Lockwood Company; Mr. and Mrs. S. W. Carruthers, Barnes-Carruthers Fair Booking Association; Mr. and Mrs. Bill Carsky, Casey Concession Company; J. E. Cashman, Steele County (Minn.) Free Fair; James A. Cayce, Tennessee State Fair; Mr. and Mrs.

Royal American Shows, Great Lakes Exposition of 1937, Hennies Bros.' Shows, New Johnny J. Jones Exposition, World of Mirth Shows, Beckmann & Gerety Shows, Pan-American Exposition of 1937, Conklin Shows, Rubin & Cherry Shows, Happyland Shows, Blue Ribbon Shows, West's World Wonder Shows, Strates Shows Corporation, Sol's Liberty Shows, O. C. Buck Shows, Zimdar Greater Shows, Goodman Wonder Show, Mel H. Vaught Shows, Wallace Bros.' Shows (of Canada), Dee Lang Famous Shows, O. J. Beatty Shows and F. E. Gooding Shows.

A pleasant surprise then was sprung by President McCaffery, who announced that because of the splendid work done for show people, it had been decided by the board of directors of the League to donate the entire net proceeds of the banquet and ball to the American Hospital. Dr. Max Thorek fittingly thanked President McCaffery and the League for their generosity.

At the conclusion of the program the tables were cleared away and there was dancing until 3 a.m.

Banquet Registrations

Fred A. Chapman, Ionia (Mich.) Free Fair; Mrs. Ida Chase, Ladies' Auxiliary, Showmen's League; N. B. Chown, Canadian National Railways; Peter Christopher, Strates Shows; Arch E. Clair, Norumbega (Mass.) Park; W. C. Clark, Tennessee State Fair; F. J. Claypool, Indiana State Fair; N. Tex. Clark, Swope Park Zoo, Kansas City, Mo.; Louis Claver, Nieman Studios, Inc.; Horace S. Cleveland and Thomas L. Clore, Kentucky State Fair; Mr. and Mrs. Wallace A. Cobb, World of Mirth Shows; Charles Cohen, Cetlin & Wilson Shows; Ida E. Cohen, Chicago; Max Cohen, American Carnivals Association, Inc.; Mr. and Mrs. E. A. Comstock, Goodman Wonder Shows; Mr. and Mrs. J. W. Conklin, Conklin All-Canadian Shows; G. M. Cook, Mannix Concession Company; J. R. Coonrod, South Dakota State Fair; Harry Copping, Bantly's All-American Shows; A. E. Corey, Iowa State Fair; J. E. Coubrough, Conklin Shows; Emily E. Coverdale, Chicago; William Cowen and C. W. Cracraft, Strates Shows; Edw. O. Craft, La Porte County (Ind.) Fair; Mr. and Mrs. J. B. Cross, Calgary, Can.; C. A. Campbell, Campbell Tent and Awning Company.

D
Leo C. Dailey, Clay County (Ia.) Fair; Mr. and Mrs. Dell Darling, Erie Lithographing Company; Gertrude Darling, Chicago; Mrs. J. W. D'Arcy, Arcola (Ill.) Home-Coming Fair; A. H. Dathe, Minnesota State Fair; A. H. Davis, Grand Trunk Railway; Ray Dean, Cole Bros.' Circus; Francis L. Deane, Fulton Bag and Cotton Mills; Harold F. DePue, North Montana State Fair; H. A. Derenthal, Minnesota State Fair; Eileen Joan Dillon, Brady's Resort; C. D. Odum, American Machine Sales Company; C. G. and M. G. Dodson, Dodson's World's Fair Shows; Mr. and Mrs. R. S. Donnelly, Canadian National Exhibition; Mr. and Mrs. M. J. Doolan, Doolan Amusement Rides; J. S. Dorton, North Carolina State and Cleveland County fairs; E. G. Dowe, Dodge County (Wis.) Fair; E. R. Doyle, Milwaukee; Mr. and Mrs. Charles G. Driver, O'Henry Tent and Awning Company; Walter F. Driver, United States Tent and Awning Company; Fred Draper, Princeton (Ill.) Fair; Bertie V. Dubsy, Hotel Sherman; John W. Duffield, Thearle-Duffield Fireworks Company; Lew Dufour, Dufour & Rogers; T. Dukoe, Chicago; Harry and Myrtle Duncan, Sol's Liberty Shows; Harry Dunkel, Cetlin & Wilson Shows; Lincoln G. Dickey, Lincoln G. Dickey & Associates.

E
Mr. and Mrs. Nate T. Eagle, Rubin & Cherry Exposition; Mr. and Mrs. T. F. Eichelsdoerfer, Regalia Manufacturing Company; Justus Edwards, Russell Bros.' Circus; Simon Ehrlich, Louisiana State Fair; Louis Eisman, Beckmann & Gerety Shows; Nieman Eisman, Nieman Studios, Inc.; W. W. Ellenwood, Ohio State Fair; Mr. and Mrs. Frank J. Elliott, Frank Elliott Shows; Claude R. Ellis, *The Billboard*; David B. Endy, Endy Bros.' Shows, Inc., and Funland Park, Miami; Richard Espeland, Chicago; E. W. Evans, *The Billboard*; Richard Evertsen, O'Henry Tent and Awning Company; Mr. and Mrs. Lee Eyerly, Eyerly Aircraft Corporation.

F
Sam Feinberg, Beckmann & Gerety Shows; Frank Fellows, Springfield, Mo.; Mr. and Mrs. Earl Ferris, Iowa State Fair; Harry Fink, Dee Lang Shows; H. L. Finke, North Dakota State Fair; Mr. and Mrs.

Harry L. Fitton, Midland Empire Fair; Mal M. Fleming, Dodson's World's Fair Shows; O. R. Fleming, Illinois State Fair; W. C. Fleming, New Johnny J. Jones Exposition; T. A. Fowler, Fulton Bag and Cotton Mills; Walter B. Fox, Wallace Bros.' Shows; Captain F. F. Frakes, auto thrill act; Mr. and Mrs. John Ruby and J. Crawford Francis, Greater Exposition Shows; F. D. Frazee, Armbruster Tents; Grant W. Frederick, Loche County (Ind.) Fair; Max Friedan, Marvel Candy Company; Mrs. Wayne Frisby, Iowa State Fair; Mr. and Mrs. Harry J. Frost, Minnesota State Fair; Frank D. Fuller, Mid-South (Tenn.) Fair.

G
John Gallagan, Blue Ribbon Shows; Homer Gilliland, Hennies Bros.' Shows; Mrs. George Geldham, Ladies' Auxiliary, Showmen's League; Murray Goldberg, Brooklyn; Al Gonstor, Great Lakes Exposition; Charles Golding, Indianapolis; Mr. and Mrs. F. E. Gooding, Gooding Greater Shows; Mr. and Mrs. Max and Mr. and Mrs. Joseph Goodman, Goodman Wonder Show; Mr. and Mrs. Charles Goss, Standard Chevrolet Company; George Graf, Rock-Ola Manufacturing Corporation; John J. Gray, Milwaukee; Nat and Virginia Green, *The Billboard*; Jack L. Greenspoon, Greenspoon & Bramson; Max Gruber, Tom Mix Circus; Max Gruber, Gruberg World's Exposition Shows.

H
Mr. and Mrs. Morris A. Haft, O'Henry Tent and Awning Company; Abner A. Hagar, Whitney Bros.' Playland at the Beach; Mr. and Mrs. James E. Hulstead, Chicago; Miss L. Holtz, Dodge County (Wis.) Fair; Mr. and Mrs. George A. Hamid, George A. Hamid, Inc.; H. H. Hancock, Miller Amusement Company; Mr. and Mrs. R. E. Haney, Johnny J. Jones Exposition; Ralph A. Hankinson, Orange City, Fla.; Hazel Hanks, R. H. Armbruster Manufacturing Company; Mr. and Mrs. C. B. Hanson, South Dakota State Fair; Clara Hollie Harker, Ladies' Auxiliary, Showmen's League; A. O. Hartmann, *The Billboard*; Robert C. Hedges, Indiana State Fair; Mack and Mrs. Rose Heller, Sells-Sterling Circus; Mr. and Mrs. Ralph T. and Betty Jean Hemphill, Oklahoma State Fair; T. D. Hengst, Kentucky State Fair; Orville and H. W. Hennies, Hennies Bros.' Shows; Nene Veitch Henrich, Chicago; F. A. Henderson, Mississippi-Alabama Fair and Dairy Show; Mr. and Mrs. Louis Herman, Toronto; L. E. Herring Jr., South Texas State Fair; William A. Hetlich, H. & B. Company; William Judkins Hewitt, *The Billboard*; Litton Hickman, Tennessee State Fair; John Hicks, New York; Mr. and Mrs. H. Stanley Higman, Central Canada Exhibition; Mr. and Mrs. C. W. Hinck, Hinck's Thrill Days; W. E. and Miss J. Hirsch, Louisiana State Fair; George Hirschberg, Cetlin & Wilson Shows; H. H. Hite, Nelson, Neb.; Cleo Hoffman, Rubin & Cherry Exposition; Gloria Hoffman, Conklin Shows; John Hoffman, Dodson's World's Fair Shows; Lew Hoffman, Sol's Liberty Shows; L. Peasy Hoffman, Rubin & Cherry Exposition; Irish Horan, Tom Mix Circus; Mr. and Mrs. William Horder, Canadian Pacific Railway; Edgar A. Hornby, South Dakota State Fair; Mr. and Mrs. Harold Humphrey, *The Billboard*; Peg Willin Humphrey, Lincoln G. Dickey & Associates; Mr. and Mrs. W. W. Hurd, *The Billboard*; Phyllis Humphrey, *The Down Beat*.

I
Mr. and Mrs. H. A. Illions, Royal American Shows; H. G. Inglish, Strates Shows; Phil Isser, World of Mirth Shows.

J
Laura Jackson, Wisconsin State Fair; W. D. Jackson, Western Fair, London, Can.; A. F. James, Miami; S. T. Jessop, United States Tent and Awning Company; F. B. Joerling, *The Billboard*; Sid W. Johns, Saskatoon (Can.) Exhibition; A. Johnson, Steele County (Minn.) Free Fair; Mr. and Mrs. George W. Johnson, United States Tent and Awning Company; Billy Jones Jr., Ye Olde Cellar; Mrs. Johnny J. Jones and Johnny J. Jones Jr.; Johnny J. Jones Exposition; Will and E. Jones, Vigo County (Ind.) Fair; Mrs. W. G. Jones, Rubin & Cherry Exposition; E. Ross Jordan, Georgia State Fair.

K
Florence Kaiser, *The Billboard*; A. W. Kalbus, Wisconsin State Fair; Mrs. J. W. Kapp Jr., Springfield, Ill.; Mr. and Mrs. Lew Keller, Casey Concession Company; H. B. Kelley, Hillsdale County (Mich.) Fair; L. Clifton Kelley, Chicago; Thomas W. Kelly, World of Mirth Shows; Walter B. and Marjorie Kemp, Royal American Shows; Frank Kennedy, Great Lakes Exposition; Louisa Kennedy, Chicago; F. G. Ketter, Columbus, O.; Mr. and Mrs. John D. Kilonis, Kilonis Shows; Frank H. Kingman, Brockton (Mass.) Fair; A. M. Kirk, Canadian National Railways; Mr. and

Mrs. Abner K. Kline, Eyerly Aircraft Corporation; G. E. (Jerry) Kohn, Atlanta; Peter Kortez, Beckmann & Gerety Shows; Fred and Dorothy Anne Kressmann, Barnes-Carruthers Fair Booking Association; T. Kynman, Henry Morgan & Company.

L

Dave Lachman, State Fair Shows; Dell Lampkin, Johnny J. Jones Exposition; Mr. and Mrs. Dee Lang, Dee Lang Shows; Clarence Latscha *The Billboard*; Carl J. and Frances Lauther, Johnny J. Jones Exposition; Mildred Lavengood, Great Wilno Cannon Act; Edward E. and Billie Levin, Chicago Coin Corporation; Jack Levine, Harris Enterprises; Art Lewis, Art Lewis Shows; Mr. and Mrs. G. R. Lewis, Columbus, O.; Paul M. and Mae Lewis, Lewis Bros.' Circus; S. S. Lewis, York (Pa.) Interstate Fair; Jimmie E. Limbaugh, Beckmann & Gerety Shows; Mr. and Mrs. Bill Lindemann, Seils-Sterling Circus; Max Linderman, World of Mirth Shows; William A. Lindemann, Minnesota State Fair; Morris Lipsky, Johnny J. Jones Exposition; Roger Littleford, *The Billboard*; Ralph G. Lockett, Johnny J. Jones Exposition; R. L. Lohmar, Hennies Bros.' Shows; John Lorman, Chicago; T. Loveland, Chicago; Maurice D. Lowe, Erie Lithographing and Printing Company; Frank E. Lowery, Chicago; John M. Lowery, Illinois State Grain Division; R. T. Luce, Casualty Mutual Insurance Company; Mr. and Mrs. Henry J. Lund, Minnesota State Fair; Mabel Lupo, South Carolina State Fair; George H. Lux, Erie Lithographing and Printing Company; Ralph Lynch, North Dakota State Fair.

M

Peter Macaulay, Menlo Park, N. J.; Mr. and Mrs. J. C. McCaffery, Beckmann & Gerety Shows; Mr. and Mrs. H. H. McElroy, Central Canada Exhibition Association; Harry K. McEvoy, Toronto; H. L. McCaughey, Grand Trunk Railway; Bill McGaw, Lucky Teter Hell Drivers; Mrs. Pearl McGlynn, Ladies' Auxiliary, Showmen's League; Mr. and Mrs. Dan McGowan, North Dakota State Fair; Mrs. Frank McIntyre, Art Lewis Shows; Mr. and Mrs. David McVeety, Dee Lang Shows; Donald McWain, *The Courier-Journal and Louisville Times*; Harry Mamsch, Mutual Amusement Company; Harry A. Manley, Cumberland (Md.) Fair; Frank L., J. C. and Mrs. A. M. Mannix, Mannix Concession Company; Carl Mantey, Caro (Mich.) Fair; B. H. Mathis, Warren Tank Car Company; Miss M. Mayers, Brady's Resort; W. L. Mellor, Baker-Lockwood Company; Alice Melville, Fairly-Little Shows; Mr. and Mrs. Bernie and Shirley Mendelson, O'Henry Tent and Awning Company; Mr. and Mrs. C. A. Mercier, Connersville, Ind.; C. H. Miller, Chicago; Frank Miller, New York; Nancy Miller, Beckmann & Gerety Shows; Ted Miller, Cetlin & Wilson Shows; Mr. and Mrs. Lester W. Miner, Illinois State Fair; S. M. Mitchell, Kansas State Fair; R. D. (Duke) Molesworth, Missouri State Fair; Thomas F. and Mary Monahan, Arcola (Ill.) Home-Coming Fair; J. T. Monsour, Louisiana State Fair; C. A. Moore, Minnesota State Fair; Levi P. Moore, Indiana State Fair; William Moore, North Carolina Department of Agriculture; F. Langdon Morgan, *The Billboard*; Jimmy Morrissey, Baker-Lockwood Company; John Moisant and J. S. Moisant, Aurora, Ill.; Robert Muckler, California State Fair; Mr. and Mrs. John Mulder, Mulder Concession Company; J. P. Mullen, Iowa State Fair; D. D. Murphy, St. Louis; Eddie Murphy, Doolan Amusement Rides; Joe Murphy, Dodson's World's Fair Shows; J. F. Murphy, F. E. Gooding Shows.

N

Charles and Richard Napolitano, Chicago; Charles A. Nash, Eastern States Exposition; William D. Neil, Pollack Poster Print; George H. Neises, Lake County (Ind.) Fair; Hyman Nettlich, Showmen's League; Jack Nelson, Rock-Ola Manufacturing Company; Jake Newman, Barnes-Sells-Floto Circus; Capt. H. F. Nofs, Illinois State Police; Merrick R. Nutting, Conklin Shows.

O

George A. Obenaus, Pollack Poster Print; Mr. and Mrs. Matt O'Connell, Doolan Amusement Rides; Gene Oliver, Delaney & Murphy; George C. Olsen, United States Tent and Awning Company; Mr. and Mrs. John O'Shea, Beckmann & Gerety Shows; F. M. Overstreet, Indiana State Fair.

P

Ralph and Cerira Pacini, Pacini Novelty Statuary Company; Mr. and Mrs. Harold (Buddy) Paddock, Johnny J. Jones Exposition; Jack and Frances Paige, Strates Shows; George W. Page, Ringling Bros. and Barnum & Bailey Circus; Phil Paige, Phil Paige Enterprises, Inc.; L. B. Palmer, Ohio State

Fair; Helene Palmer, *The Billboard*; Bob K. Parker, Miami; Peggy Parsons, San Angelo, Tex.; James Patterson, Great Patterson Shows; Joseph and Mary Pavese, United States Tent and Awning Company; Mrs. Anna Jane Pearson, Pearson Shows; Robert Pelan, La Porte County (Ind.) Fair; Capt. Robert Perry, Miller Amusement Company; R. J. Peterson, Chicago; Thelma Petrey, Armbruster Manufacturing Company; E. Lawrence Phillips, Johnny J. Jones Exposition; Dave Picard, Conklin Shows; E. Ray Pitcher, Toronto; H. W. Pollack, Pollack Poster Print; Lucille Pope, Ladies' Auxiliary, Showmen's League; Lieut. Lester Potter, Detroit; J. H. Powell, Lucky Teter Hell Drivers; J. J. Poyner, Flesta Association, Joplin, Mo.; Jack Pritchard, Chicago; Petey Provos, Beckmann & Gerety Shows; August S. Pucci, Pacini Novelty Statuary Company; Denny Pugh, Beckmann & Gerety Shows; Mrs. Helen Reid Petters, Reid's Greater Shows.

R

Edward P. Rahn, World's Exposition Shows; Tom and Nan Rankine, Royal American Shows; Joe Redding, Rubin & Cherry Exposition; O. L. Reddish, Indiana State Fair; Alga Reece, Rockford, Ill.; C. S. Reed, Zimdars' Greater Shows; Perry Reed; Earl A. Reid, Reid Greater Shows; John H. Reid, Happyland Shows; Mrs. Mabel Reid, Reid's Greater Shows; H. W. Reinhart, Princeton (Ind.) Fair; L. A. Reinwald, North Tonawanda, N. Y.; Maynard Reuter, *The Billboard*; Earle Reynolds, Helen Reynolds' Skating Girls; J. C. Reynolds, West Virginia Pulp and Paper Company; F. E. Robertson, Calgary, Alta., Can.; Lillian G. Robinson, Robinson Concessions; J. F. Rodabaugh, Baker-Lockwood Company; Joe Rogers, Dufour & Rogers; Mr. and Mrs. Jackey Roland, O. C. Buck Exposition Shows; Ben O. Roodhouse, Eli Bridge Company; Mr. and Mrs. Michael Rosen, Blue Ribbon Shows; A. L. Rossman, Chicago; Mr. and Mrs. L. E. Roth, Blue Ribbon Shows; Jack Ruback, Western States Shows; A. J. Ruch, New York Life Insurance Company; Roy Rupard, Texas State Fair; Mr. and Mrs. D. Russell, Evanston, Ill.; H. A. Russell, Armour & Company; Harry Russell.

S

Wallie Sackett, Chicago; Mr. and Mrs. Paul Saffig, American Legion Post No. 21; B. R. Sawyer, Saginaw County (Mich.) Fair; Florence Sayre, Ohio State Fair; Charles H. Schloss, Erie Lithographing Company; Ernest L. Schafer, Springfield, Ill.; Clyde Schmidt, Armbruster Tent Company; Clemens F. Schmitz, Brooklyn; Edgar I. Schooley, Schooley Productions; F. Schultz, Doolan Amusements Rides; Mrs. William Schwartz, Goodman Wonder Show; Mr. and Mrs. C. B. (Red) Scott, Fairly-Little Shows; Frances Scott, Johnny J. Jones Exposition; Ann Scurlock, La Porte

(Ind.) County Fair; Arthur M., Martin W. and Mrs. H. W. Sellner, Sellner Manufacturing Company; Floyd M. Shankle, State Fair Shows; Mr. and Mrs. Frank D. Shean, Great Lakes Exposition; Mr. and Mrs. John M. Sheesley, Mighty Sheesley Midway; Matt Sheffield, Dufour & Rogers; Mr. and Mrs. F. E. Sheldon, Iowa State Fair; Dorothy Rae Sibley, Royal American Shows; Mr. and Mrs. Walter K. Sibley, Goodman Wonder Shows; W. A. Simonson, Central Show Printing Company; Mr. and Mrs. Raymond Skinner, Mid-South Fair; Jack Sloan, *The Billboard*; M. G. Snell, Baton Rouge, La.; George P. Smith Jr., New York World's Fair; Helen Brainerd Smith, Ladies' Auxiliary, Heart of America Showmen's Club; Milford H. Smith, Campbell Tent and Awning Company; Mr. and Mrs. Sam Solomon, Sol's Liberty Shows; Harry Sommerville, Baker-Lockwood Company; G. Snellens, World of Mirth Shows; Charles A. Somma, Virginia State Fair; C. V. (Chick) Starkweather, Spillman Engineering Corporation; Clifford A. Steele, Princeton (Ind.) Fair; Sam Stein, Chicago; Mr. and Mrs. Jack B. Story, Montgomery Ward & Company; James E. Strates, Strates Shows; Mr. and Mrs. Joseph L. Streibich, Showmen's League of America; C. M. Storm, *The Billboard*; E. D. Strout, Fairly-Little Shows; Garet Van Stryland, Orange City, Ia.; J. M. Suckstorf, Rocky Mountain Association of Fairs; J. P. (Jimmy) Sullivan, Wallace Bros.' Shows; Lee A. Sullivan, Eli Bridge Company; Al Sweeney, Racing Corporation of America; John J. Sweeny, Dee Lang Shows; William K. Synan, Great Lakes Exposition.

T

H. J. and W. J. Talley, Sol's Liberty Shows; Charles H. Taylor, Boonville (Ind.) Fair; Jack Teinkin, Chicago; W. M. Temple, Central Show Printing Company; H. E. Tennon, Chicago; Dave Tennyson, Dave Tennyson Shows; Harry G. Templeton, Indiana State Fair; George Terry, Terry & Paige Enterprises; Lucky Teter, Lucky Teter Hell Drivers; J. C. (Tommy) Thomas, Johnny J. Jones Exposition; Willedda Thomas, Dodson's World's Fair Shows; M. Thompson, Southern Distributing Company; Dr. Max Thorek, American Hospital; Olga Timko, Great Lakes Exposition; C. A. Tincher, Steele County (Minn.) Free Fair; Harry Irving Tong, Strates Shows; Louis and Ned Torti, Wisconsin De Luxe Corporation; Phil C. Travis, Tennessee State Fair.

U

Mr. and Mrs. Billy Uthmeier, Central Wisconsin State Fair.

V

James Van Cise, Thearle-Duffield Fireworks Company; Paul F. Van Pool, Joplin (Mo.) Flesta; Mr. and Mrs. Melvin H. Vaught, State Fair Shows; Mr. and Mrs. George Vogstead, Beckmann & Gerety Shows; Ben H. Voorhes, Strates

Beautiful Women Beautifully Gowned

By VIRGINIA KLINE

CHICAGO, Dec. 4.—The appointment page for December 1 of the beauty shop in the Hotel Sherman read like a page out of *The Billboard*. Almost every amusement company was represented. All four auxiliaries of the showmen's clubs were booked for beauty aids. The results were what one could expect from such a fine group of women. They were all more beautiful than ever to celebrate the 25th anniversary of the Showmen's League of America.

Mrs. Rubin Gruberg wore gray and Dubonnet, Bertha Greenberg black lace. Mrs. Frank Shean rich blue with a sparkling sequin cape. Mrs. J. C. McCaffery's silver lame tapestry gown was perfect with an armful of American Beauty roses she carried in the Grand March. Mrs. Mel Vaught wore a new shade of leaf green with gold. There were several very beautiful silver-haired women, perhaps the most striking being Mrs. John M. Sheesley in ice blue and crystals. Mrs. Roger E. Haney wore an Empire gown of soft white. Mrs. Lee Eyerly a black net with Chinese red lacings. Mrs. Noble C. Fairly was impressive in a black angel crepe with draped side train. Mrs. J. S. Bullock wore black with tiny puffed sleeves. Nancy Miller wore a backless gown of blue. Mrs. Lew Keller wore a green cocktail jacket over a green swing skirt gown. Mrs. J. W. Conklin's silver lame was cut square to look sweetly old-fashioned. Mrs. Al Wagner wore blue lace. Mrs. Charles T. Goss rose beige. Mrs. Carl J. Lauther's blond curls topped a sweeping black formal.

After the Grand March there was more dancing than there has been for several years and many more of the beautiful women in beautiful gowns helped to make the silver anniversary ball a grand success.

The four auxiliaries are located in Chicago, Kansas City, St. Louis and Los Angeles. Every woman in any branch of the amusement business should belong to at least one of these clubs. Choose the one nearest to your home or winter quarters, but any one of the four will welcome you and help you to feel at home with them.

Shows; Mrs. H. C. Vowell, South Carolina State Fair.

W

Mr. and Mrs. Al Wagner, Sandy Beach Park, Russells Point, O.; Dorothy Walder, Hollywood; Mr. and Mrs. Philip E. Walger, United States Tent and Awning Company; W. J. Wallace, Tennessee State Fair; Marion Ward, Ladies' Auxiliary, Showmen's League; E. W. Weaver, Gooding Amusement Company; Mrs. E. W. Weaver, Pittsburgh; Mr. and Mrs. John Bright Webb, Indiana Board of Agriculture; Mr. and Mrs. Neil Webb, Conklin Shows; Frederick Weddleton, Golden Gate International Exposition; J. C. Wehrley, Kentucky State Fair; J. A. Weinand, Rock-Ola Manufacturing Corporation; Ben and Harry Weiss, Ben Weiss' Binges; W. J. and John Wendler, Allan Herschell Company, Inc.; William H. Wendt, City of Milwaukee; Mr. and Mrs. Charles T. Werner, American Legion Post No. 21; Mr. and Mrs. Frank and Ed West, West's World Wonder Shows; Mary Weston, Evanston, Ill.; Beverly White, Goodman Wonder Show; Clifton W. White, Cumberland (Md.) Fair; El Curtis White, Indiana Board of Agriculture; Donna W. White, Indiana State Fair; P. L. White, Indiana Board of Agriculture; Mr. and Mrs. Flash Williams, Flash Williams Thrill Drivers; Charles E. Williams, Anderson (Ind.) Free Fair; Walter Williams, superintendent Illinois State Police; Wilno (Great), cannon act; Cliff Wilson, Royal American Shows; J. W. Wilson, Cetlin & Wilson Shows; Mr. and Mrs. Harvey and Harry Wilson, Johnny J. Jones Exposition; Judge Frank E. Winick, Tennessee Valley Fair; Harry Witt, Boomerang Manufacturing Corporation; Will H. Wittig, Plator Amusements, Kansas City, Mo.; O. Wolf, Kansas State Fair; F. A. (Whitey) Woods, Casey Concession Company.

Y

Elizabeth Yearcut, Greater Exposition Shows; George S. York, Ohio State Board of Agriculture.

Z

Hugo and Elsa Zachini, cannon act; William Zeldman, Mighty Sheesley Midway; Mr. and Mrs. Harry H. Zimdars, Zimdars' Greater Shows; I. H. Zolun, Royal American Shows.

Convention Sidelights

Max Goodman and Milton M. Morris are now "Damon and Pythias" of the carnival business and are now "staffed" together. What Milton M. will be officially titled was not revealed at the convention's early sessions.

Among those who had not attended the functions in recent years were Bertha Greenberg, Argo Hutchinson, D. D. Murphy, L. M. Brophy, Lew Morris and Charles Williams.

Royal American Shows' room was titled "Bull Fight," Beckmann & Gerety's "Airplane" and Johnny J. Jones' "National Capitol."

Mrs. Samuel Gluskin revealed herself as quick with answers to any question. She had to leave for home before the big doings were over.

Among those asked for were James T. Clyde, J. George Loss, Starr De Belle, Jack E. Dadswell, Leonard Traube, Ben Williams, Jack V. Lyles, Matthew J. Riley, Harry S. Noyes, Raymond E. Elder, Frank Winchell, Walter Davis, Joseph H. Hughes, Curtis J. Velare, Walter DeVoyne, L. J. Heth, Marie and Berney Smuckler.

Those who advertised in the Hotel Sherman lobby with banners, cards and exhibits were Royal American Shows, Beckmann & Gerety Shows, Hennies Bros. Shows, Johnny J. Jones Exposition, Rubin & Cherry Exposition, Strates Shows, Dee Lang Shows; Orr & Orr, Royal Coach, Barnes-Carruthers, O. Henry Tent & Awning Company, Performers' Consolidated Attractions, Philadelphia Toboggan Com-

pany, Cetlin & Wilson Shows, Showmen's League of America, H. William Pollack Poster Print, Triangle Poster Print, Ernie Young, Fairly & Little Shows, Temple Lithographing Company, Central Show Printing Company, Globe Poster Company, United Fireworks Manufacturing Company, Lucky Teter's Hell Drivers, World of Mirth Shows, Hartzler Public Address System, Thrill Day, Charles T. Goss, Capt. P. F. Frakes; George A. Hamid, Inc.; American Booking Agency, Thearle-Duffield Fireworks Company, Goodman Wonder Show, Sidney Belmont and Lusse Bros.

Harry Witt threw a "Boomerang" into the lobby. That is Harry's new ride. He and Simon Erlich, the banker of Shreveport, La., were seen talking it over in the lobby.

Last year there was a Skooter in action in the lobby. This year it was a new ball game. Now for a miniature carnival or circus in 1938.

Billy Breesse, the well-known general agent, was there.

Some general agents came in, looked around and left about as quick as they came. A. H. Barkley was there.

W. H. (Bill) Rice tried to get John M. Sheesley to take the advice of Horace Greeley, "Go west, young man!"

If Bertha Greenberg overlooked any carnival owner it was because said carnival owner is mentioned in *Convention Sidelights* on page 60.

Midway Confab

By THE MIXER

IT WAS a great convention!

MUCH GOOD was accomplished for the Showmen's League.

QUITE A few circus men in Chicago last week. However, Eddie Vaughn was missed.

LEW H. MORRIS was once a talker and side-show manager. Past few seasons he has been in the concession business.

FRANK NEISTER and Joe Longmore have returned to Philadelphia, their home town.

STARR DEBELLE letters from Tampa that he will make that city his headquarters for quite some time.

L. G. KING, agent and promoter, is making Newark, N. J., his stopping place for the present. He is sending out his Christmas cards from that city.

JOE S. SCHOLIBO, the well-known press agent, is busy in Houston, Tex., his home city. He is working on a promotion for the Elks.

NOW IF we can get Tom W. Allen back in the carnival business in 1938 we will be making progress indeed. He lives in St. Louis and was of the Wortham & Allen Shows.

SIMON ERLICH, Joe Erlich and Harry Erlich, of Shreveport, La., have done much for the good of show business in general. Simon is carrying on the good work of his brothers. Incidentally, he is a banker.

HARRY O. DALMINE played up in Maine with Ben Williams in 1932. He had a kiddie ride. He is now located at Jacksonville Beach, Fla., and with Earl Reid's Greater Shows.

MR. AND MRS. CARL J. LAUTHER titled their museum "Oddities on Parade." Mrs. Lauther is professionally known as the "Miracle Girl." They call Richmond, Va., their home.

THE DEMAND for high-class general and press agents is great. So great some of the positions that were open last week have not been filled and will not be for some time yet.

ED JESSOP, past season with J. Harry Six Attractions, is vacationing in Cincinnati for a while. The "Queen City of the West" is his old home town. He visited *The Billboard* office last week.

JOE GALLER, who guides the destiny of the Buckeye State Shows, was a visitor

JOE HOWARD, with the West Bros. Amusement Company the past season, passed thru Sikeston, Mo., last week while en route south with Doc Decker, promoter.

E. R. (SPARKEY) WALKER, who had the Athletic Show on the All-American Shows for the past three years, visited the carnival desk last week. He was en route to Louisville to fulfill a wrestling contract.

L. HARVEY CANN put L. C. Ted Miller in the carnival business and says he is going to make him a press agent if it takes 100 years.

WILLIAM (BLACKIE) NOSKER, with Chick Allen's corn game and Al Boxall's Bingo De Luxe the past season, is in Toledo, where he will spend the holidays with his folks. He says he will wing his way south about January 1.

ALLAN BRYANT letters from Toledo to ask how many millionaires there are in the carnival business and comments with "There must be some because so many in the business played 'red ones' the past season."

E. LAWRENCE PHILLIPS and Arthur Hopper met last week in the Sherman Hotel, Chicago. They let it out that E. Lawrence was once in the circus business. Now he is the owner of the Johnny J. Jones Exposition.

WILLARD J. OAKLEY, while en route to Florida for the winter, stopped off at Richmond, Va., and Savannah, Ga., and visited the winter quarters of the World of Mirth and Dodson shows respectively.

PHIL PHILLIPS, of the J. R. Edwards Shows, is at present vacationing in Cincinnati following a strenuous the profitable season. He was a show manager. In a visit to *The Billboard* office last week he stated that he will be back in the same capacity in 1938 with J. R.

JOHN GARDNER letters from Ashland, Va.: "Have worked two rides on Dickerson Bros.' Southern Exposition Shows for last two years. Will have three rides with them next season, when they will be titled the Mighty Fair Shows."

MRS. JAMES CHAVANNE returned to winter quarters of the Fairly & Little Shows at Springfield, Mo., Thanksgiving Day after having been confined in St. John's Hospital there. She was suffering from double pneumonia.

TEX AND ADEAN TATCHER card from Childress, Tex.: "Close a successful season on the T. J. Tidwell Shows with our Fan Show November 30. A fire destroyed several concessions on the shows at Snyder, Tex. Damage was estimated at several hundred dollars."

JOHN GORDON cards from Charlotte, N. C.: "Been here playing the food show.

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
\$12.75

BINGO GAME
78-Player complete. Including Tax. Price \$5.25.

Send for our new 1937 Catalogue, full of new Games, Janes, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 287. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

CANES
SLACK MF CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each 30
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NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Profit-
ing \$2000 Dreams. Bound in Heavy Gold
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HOW TO WIN AT ANY KIND OF SPECULATION.
24-Page Booklet, Beautifully Bound.
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PACK OF 75 EGYPTIAN F. T. CARDS. Answers
All Questions, Lucky Numbers, etc., 35c.
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Instant delivery. Send for Wholesale Prices.

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Display Charts, Horoscopes in 11 styles, Apparatus
for Mind Readers, Mental Magic, Spirit Effects,
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New 140-Page CATALOGUE now off the press.
Most comprehensive line of Apparatus and Supplies
in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
108 S. Third Street, Columbus, O.

SECOND-HAND SHOW-PROPERTY FOR SALE

\$50.00 Mechanical Lion, full size, slightly used.
\$ 1.75 Men's White B'kskin Skate Shoes, all sizes.
\$25.00 Evans Bird Cage, working order, large size.
\$25.00 Portable Hand Organ, 3 1/2 oct., great org.
\$37.00 Powers No. 6 Movie Picture Electric Mch.
WE BUY ALL KINDS OF SKATES AND CANDY
FLOSS MACHINES. WE'RE CHRISTMAS SHOP,
20 South Second Street, Philadelphia, Pa.

COUNTY FAIR ATTRACTIONS

WANT Photo Gallery, Candy Floss, Candy
Apples, Pop Corn, Grab Joint, Hoopla, Pitch-
Till-You-Win, for DARIEN, CA., Week Dec-
ember 6. Wire

Ernest Marohl or Robert H. Lesley
County Fair Attractions.

Chas. Norwid

or anyone knowing his present where-
abouts, please communicate with
BOX 59, South Bend, Ind.

TILLEY SHOWS

Now Booking for Season 1938. WANT Side Show
Manager that has something to put in a first-class
Side Show Top. Also first-class Girl Show Manager,
Fun House, Mechanical Show, Huston Show, Girl
Revue, Midwintone, or any Show of merit. Conces-
sions all open except corn Game and Cook House
and Poncorn. WANT first-class Cookhouse Manager
Show opens in Illinois in April. Address BOX 297,
Ladd, Ill.

REYNOLDS & WELLS UNITED SHOWS

Now Contracting and Booking for Season 1938.
Winter Quarters, Texarkana, Tex.
Mail Address, Box 87.

WANTED WANTED DANCING GIRLS

Young and good looking. Can Use at All Times.
Freaks, Novelty Acts and Colored Revue.

5 SOUTH STREET MUSIUM, Philadelphia, Pa.
1418 South Street.



MARJORIE BAILEY, professionally known as the "Sky Lady" by reason of the fact that she performs high above the earth on a slender pole for the entertainment of those who attend carnivals. Marjorie is with Frank Cushing's Attractions and appeared the past season with Eric B. Hyde, World of Fun Shows and Mighty Sheesley Midway.

FELIX BLEY, the well-known outdoor showman, is touring Mexico with a magical attraction. He was in Mexico City recently.

ERANK S. REED is still with the Rubin & Cherry Exposition and making Atlanta's headquarters, where he has charge of the office.

JIMMY EDWARDS letters from Tampa that he finished a good season with the Royal American Shows and that he will be with them again in 1938.

WESLEY LA PEARL, letters from Bethlehem, Pa.: "The big snakes received from the Dee Lang Shows are drawing crowds to a pet shop in Allentown, Pa."

O. G. WATSON is playing storerooms in Edenton, N. C., to good business. He reports that he will remain there until after the Christmas holidays.

THERE IS a big demand for good carnivals. Who disputes it we wonder.—Red Onion.

THOSE who came as almost strangers went away greatly impressed with the progress the business they are in has made in the past 25 years.

SOME OF those affiliations formed at Chicago did not jell. There will be many changes in staff line-ups before season 1938 opens.

JOE PEARL pencils from Rochester, N. Y.: "Have returned to tending bar here for the winter. It makes my fifth consecutive year in this capacity."



LULU MATUSOMOTSO who was starred the past season with the Imperial-Hawaiians on the Royal American Shows. She will spend the winter months at her home in Honolulu, T. H., for which point she departed from Beaumont, Tex., following the close of the season recently.

in Cincinnati and a caller at *The Billboard* recently while en route to Cleveland.

LEORA HALLER, of the team of Haller and Haller, cards from Cherokee, Ia., that she is recuperating at a hospital in that city and would like to hear from friends.

RECENT VISITORS to Henry's United Shows' quarters in Boswell, Okla., included J. J. Colley and wife, Harry Badger, Van Vangundy, Joe Kelly, Ralph Reed and Captain Lamb.

MR. AND MRS. W. E. WEST, of the motorized shows bearing that name, were called to Bradford, Ark., from Hot Springs, Ark., last week by the sudden death of Mrs. West's father, A. O. Doid.

JIMMIE SAYLOR, cards from New Orleans that he is confined in the United States Marine Hospital there with a fractured shoulder. He would appreciate letters from friends.

PETE ZANIN writes from McKeesport, Pa., that he is driving a truck for Zorda's Traveling Museum. He says the organization will stay out all winter and tour Ohio and Pennsylvania.

Ride Men! Get Your Copy

BIG ELI NEWS

NOVEMBER — DECEMBER

Always something to interest you in this little magazine. Pictures, News Items, Mechanical Articles, all written especially for the Ride Man. Send a postal for YOUR free Sample Copy Today!

ELI BRIDGE COMPANY
Publishers,
Opp. Wabash Station, Jacksonville, Ill.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

Plan a trip to Minneapolis to visit my sister. Had a nice season with Cerlin & Wilson Shows with my concessions. It is a good show to be with, as everybody on it is with it."

MRS. H. EARL WOOD visited the carnival desk last week and infoed that her husband, H. Earl Wood, well-known Midwestern concessioner, has been confined in the Veterans' Hospital, Lexington, Ky., for the last three years. He is suffering from dementia praecox.

J. FRANCIS SMITH writes from Sherman, Tex.: "Closed the season as manager of the cookhouse on Beach & Byers Shows and then joined Jack Lindsay's corn game and played several Southern fairs. Will winter at my home here."

LILLIAN SCHOFIELD pencils from El Paso, Tex., that Miss Frances Graham and Mr. and Mrs. John Delaporte have taken delivery on new cars. They are visiting friends in El Paso and plan to return there for the Sun Carnival, according to Miss Schofield.

MR. AND MRS. E. G. (DOC) COLLINS pen from Atlanta: "After closing our corn game at Myrtle Beach, S. C., we made 10 weeks of fairs with Johnny J. Jones Exposition, on which we had two concessions. At this writing we're working demonstrations in a department store here."

C. D. Clark Praises the Big Convention in Chicago

CANTON, O., Dec. 4.—Am back from the big show in Chicago and wish to say that it was all that was claimed it would be. Expected to drive back but had to take the train on account of weather conditions.

I visited *The Billboard's* booth in the exhibit hall and received a copy of the December 4 issue free and wish to thank *The Billboard* for it, as it was a fine idea. Visited a lot of old friends and met a lot of showfolk.

Want also to thank the NAAPPB for the complimentary ticket which took me all thru the show. Also want to compliment them on the very fine way the show was conducted. My brother-in-law, Charles C. Huntley, was with me on the trip. He will be connected with me in 1938 and will have charge of promotions.—C. D. (JACK) CLARK.

MR. AND MRS. ARTHUR HANSEN, of Skerbeck Shows, spent Thanksgiving Day with Mr. and Mrs. Oliver Stillman at their winter home in Oshkosh, Wis. The Hansens report that Oliver still knows how to carve a turkey and that Mrs. Stillman rates on a par with anyone as a practitioner of the culinary art.

MR. AND MRS. WALLY BLAIR tell from Miami: "Trip here from Louisiana, where we closed our show, was a cold one. Showfolk we either visited or met on our trek here included Pop Eye, lately from John T. Hutchins' side show; Mr. and Mrs. O. J. Bach and Dad Jacquith."

ROY SHERROD, who has been on various carnivals in the last 10 years and who was with Keystone Shows the past season, writes that he is confined in a hospital in Johnson City, Tenn. He says that he will undergo an operation soon and would like to read letters from friends.

W. C. (BILL) JOHNSTON advises from Olney Springs, Colo., that he closed one of his best seasons in several years at El Paso, Tex., November 14. "It was," writes Bill, "my second consecutive season on the State Fair Shows and I have already booked my side show with them

for 1938. Plan to visit for a few days here. Framing a Twenty-in-One for next season."

RAMONA RAE inks from Huntington, W. Va.: "After closing my third successful season with T. W. Kelley on the World of Mirth Shows I spent several weeks in Cincinnati. Am breaking in a new night club act here. Will spend Christmas at home and then open with the act in St. Louis New Year's week."

P. H. (HANK) McALLISTER, who was with Olin Thornton's concessions at the Bowery, and the Black Forest, at the Pan-American Exposition, Dallas, the past season, has returned to Fort Worth, Tex., for part of the winter. He had been on the road since the Pan-American Exposition closed.

G. W. PETERSON scribes from Minneapolis: "Just came in here from Iowa after closing with the Harry Hines Carnival Company there. Also played the Northern Circuit of Fairs with the Dec Lang Shows, on which I operated the cookhouse and five concessions. Had a good season and will return to the Hines Show in 1938."

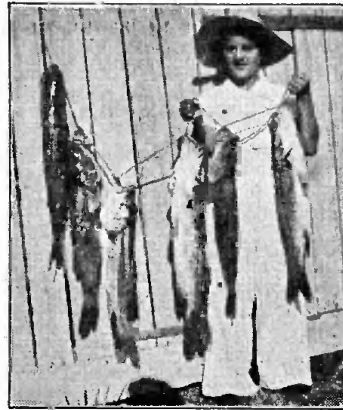
GUY V. WILKINSON pens that he is feeling fine again after being on the sick list for eight months, four of which were spent in a hospital. "This season," says Guy, "was the first I've missed being on the road in the last 26 years. Spent last week fishing in Washington, N. C. Will hit the road with eight concessions next season."

HARRY POLISH FISHER letters from San Francisco: "Just returned here after splitting the season with the Conklin Shows and the Mighty Sheesley Midway. It is my humble opinion that Capt. John Sheesley justly deserves the title 'Master Showman.' Met my old friend Doc Waddell last season and he's as spry and able as ever. May take out my own show in 1938."

GENE DEAN, of Salisbury Beach, Mass., recently visited the King Reid Attractions at the organization's new winter quarters in Dorset, Vt. Dean recently finished a successful season with the Reid Shows and announced that he would again have a corn game on the shows in 1938. He was accompanied by Messrs. Rutter and McTague, popular members of his staff.

CARL J. SEDLMAYER, of the Royal American Shows, booked a big route of fairs long before the convention that was held in Chicago last week. He will doubtless have a big announcement to make ere long. He was a very busy man in Chicago last week and make his friends in the show world feel welcome to the hospitality he proffered. Only a few short weeks more and the Royal American will be on the road again. How time flies!

LOUIS T. RILEY, owner Dixie Belle Attractions, cards from Owensboro, Ky.: "Recently returned from a trip south of here visiting some shows in the cotton section. I learned a lot on this trip. I put my show in the barn October 8 and have not seen a day since then that



MRS. R. SKIPPY HINCKLEY, of ball game fame. Photo was taken recently at Chatwick Beach, Englewood, Fla. The place is owned by Lew Wood, of the Royal American Shows, and E. Rickson, of the Johnny J. Jones Exposition. Skippy is seen here following a day's catch of some members of the funny tribe. Photo furnished by Whitey Hinckley.

I wished that I still had it out. Have opened my show May 1 and never closed a day later than October 15. No cold-weather showing for me, yet I wish all showfolk happiness and prosperity."

VIRGINIA CAMPBELL, -midget singer and dancer, writes from Chatsworth, Ga.: "Closed a successful season with Max Gruberg's World Exposition Shows recently. Past season was my first in the carnival field. Will winter at home here because my father is seriously ill in Emory Hospital, Atlanta. I've found that carnivals, like any other line of business, is precisely what we make it. But it's a grand business and I like it."

GEORGE BROAS is visiting in Clarksburg, W. Va., for a few days after a successful season with the L. I. Thomas concessions on the Smith Atlantic Shows at Brunson, S. C. After their sojourn in the West Virginia city the Broas will motor to Beaufort, S. C., where they will spend the winter building a

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A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK



MR. AND MRS. CARL J. LAUTHER, of side-show and museum fame, the past season with Johnny J. Jones Exposition, but now touring with Lauther's Traveling Museum. Photo furnished by Roy B. Jones was taken in East Liberty, Pittsburgh, and reveals them in a happy mood.

BILL HAMES SHOWS

WANT FOR SEASON 1938

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HOUSTON FAT STOCK SHOW AND EXPOSITION
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WANTED—SHOWS—SHOWS—SHOWS. Want to hear from people with or without own outfits. Will build or furnish outfits for capable people. All Shows open. Want to hear from people. Want Real Hawaiian Show. Kailu Family write. Want Merry-Go-Round Foreman. Can place few Classy Legitimate Concessions. Want to hear from sober Ride Help.

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 P. O. BOX 1377, FT. WORTH, TEXAS.

new trailer and several concessions. "Met Jimmie Chicerell, of the Peerless Exposition here," says Broas, "and he informed me that he will leave soon for New York, where he will winter."

MAE JOE ARNOLD, after a successful season with the Crystal Exposition Shows, is now in Conway, S. C. Writing from that city, she says: "Opened my museum here, and our next stop is Marion, S. C. Conditions look favorable. Line-up includes Rocco, fire eater; Cora, wonder child; Prof. Carl Cleandeen, mentalist; Little Gussie, Bill Shuey and Johnnie Webb. Marcus Wheeler and myself are still handling the annex and Clara Devou is being featured."

AFTER CLOSING what he termed the biggest season in his career with Sheeley's Mighty Midway, Dinty Moore shipped his Skooter to St. Augustine under the direction of Bill Gordon. He then took Mrs. Moore to her home in Dothan, Ala., and high-tailed it to the conventions in Chicago. After the Digger units are stored in Macon, Ga., the crews, according to Dinty, will depart for the following spots: Tony Morocco to Auburn, N. Y.; Ralph Morocco to Hot Springs, Ark.; Herman Davis to Dothan, Ala.; Kenneth Fletcher to Elkins, W. Va.; Jack Pritchard to Macon, Ga., and Gene Wilham to Forrest City, Ark. Clay May will handle the press and advance for the Skooter in Florida.

EDGAR NEVILLE, secretary-treasurer concession department Beckmann & Gerety Shows, letters A. C. Hartmann from San Antonio: "Read W. L. Wellington's article in Midway Confab, Christmas Number of *The Billboard*, agent bookkeepers with outdoor amusement organizations. Wish to say that Beckmann & Gerety have two, Tony Ybanes and F. G. Buck, and while their systems are anything but simplified, they always seem to be 100 per cent correct. As for myself, I have been using the old 'put and take' system in the concession de-

partment on this show for the past 18 years and find it very simple and satisfactory. I put it out with the left hand and take it in with the right, as I have always understood that the right hand is supposed to be stronger than the left. The Christmas Number of *The Billboard* is certainly a wonderful publication and one that its editor and staff should feel justly proud of."

WOODROW OLSON, brother-in-law of Carl J. Lauther, of museum fame, and who recently became a benedict, is sojourning on the family estate at Tappahannock, Va. Olson is expected to return soon to resume his duties as front manager for Lauther's Oddities on Parade.

JACK ROGERS has not acquired a swelled head, according to reports from Lauther's Museum. Jack was appointed emcee of this show recently and is taking care of the job in an admirable manner.

LOUIS GRASSE was recently appointed *The Billboard* representative with Lauther's Oddities on Parade for the third consecutive year. With 44 people on the show Grasse sells around 30 *Billyboys* weekly.

CONVENTION SIDELIGHTS

(Continued from page 57)
nival owner was not at the convention. Bertha came back after several years with

another ride winner, for which she is the general saleslady.

Harmony prevailed in some quarters for bookings, but in others there was strife and turmoil.

Lieut. Lester Potter said he forgot to bring his dress clothes along when he came in from Detroit. But he "made" the banquet.

Beverly White was on the door at the Showmen's League the night of the president's party, and he made good as greeter. His press connection has not yet been announced, but later. Watch!

After the meetings started L. S. Larry Hogan was very scarce in the lobby. Some said he left to close some contracts.

Fredrick Weddleton, of the San Francisco Exposition, met and talked with many of his old friends of the show lots. He was with the Great Paterson Shows one time.

Mrs. Walter K. Sibley looked youthful and was in fine health and full of good cheer for all those she met.

Cleo Hoffman wore a smile all the while and sported one of the finest little women's hats at the convention.

Mr. and Mrs. Herman Bantly, accompanied by Harry Copping, Mrs. Bantly's

Missouri Show Women's Club

ST. LOUIS, Dec. 4.—The club is planning its first dance to be held early in January as soon as its members return from holiday visits. Among those who went to the Chicago convention were Norma Lang, Grace Goss, Nell Allen, Jane Pearson, Laura Potter, Mary Francis, Ruby Francis, Virginia Laughlin, Judith Solomon, Mrs. C. Guy Dodson and Mrs. Mel G. Dodson. The club will soon celebrate its eighth year, each of which has been more successful than the preceding one. Reported by Kathleen Riebe.

father, seemed to enjoy themselves. He plans a trip in the interest of Bantly's All-American Shows.

L. E. Roth, of the Blue Ribbon Shows, is building himself a new ride so his shows can boast of distinctive features, he said.

Sam Solomon and Mike Donohue were seen together. Mike was once a carnival general agent. Now lives in Streator, Ill., and is on a ticket to become a State senator. He'll make it same as playing a town. He reported Omar Sami as doing well in Streator.

John T. Benson looked in fine health. Talked things over and went home to Nashua, N. H. He announced that he will sail from New York for England Christmas Eve, to be gone quite a while in the interest of his animal business.

Mary Ann and Art Alexander, of the Blue Ribbon Shows, came up from Florida in company with Mrs. L. E. Roth. This was their first visit to the Showmen's League doings and they enjoyed themselves immensely. But back to Florida.

Frank R. Conklin missed the meetings this year. He became ill some time ago and, while feeling fine, didn't think it advisable to make the trip, he informed from Monrovia, Calif.

On their way to Chicago from Connersville, Ind., the auto of C. A. Mercier and wife left the road and turned over several times. Both were badly bruised. Mrs. Mercier is the daughter of Charles Jessop. He and his son, Danny, were in a car following the Merciers and were shocked, when stopping to investigate the accident, to find their own people in the overturned car.

Charles T. Goss, of the Standard Chorojet Company, lined up prospective buyers for about three dozen trucks. He book-matched practically everybody at the meetings.

"More-yes-than-no" Max Goodman arrived on the scene with a smile and left with a laugh. He announced the engagement of Milt Morris for the Goodman Wonder Show, but didn't know in just what capacity.

Pres. McCaffery's Party

Nate Eagle proved himself a master emcee by reason of having appearance, clear enunciation, a good sense of humor and love for the SLA cause. When asked with whom he was booked, he replied, "Booked solid with Nate Eagle." Nate one time had his hair full of midgets.

Must have been several hundred present as the outstanding men of the League were there. To list those present would be repeating the "Who's Who" of the organization.

Beer was served in tin cans. Food was spread over a long counter and in abundance, hard-boiled eggs predominating. The more beer consumed the more appetizing the cold lunch portions became. It was a real feast, but some say nothing unusual for a League spread.

Sam J. Levy, one of the past presidents, did himself proud when he "crowned" J. C. McCaffery in kingly regalia of the grotesque kind. J. C. donned a coat of canvas but it did not fit, so he complained that he needed a "middle-piece" to cover his front.

Rubin Gruberg started from Hotel Sherman accompanied by Joe Redding, but met a telegraph boy who gave him a message, so he had to go back and make a reservation for an incoming friend. He arrived at the clubrooms later.

Museums

Address Communications to Cincinnati Office

Gross' Cavalcade of Wonders

AUSTIN, Tex., Dec. 4.—Gross' Cavalcade of Wonders opened here November 22 in a snow blizzard but business for the week was good. Museum is being held over this week. Attractions were closed for two hours Thanksgiving Day for a turkey dinner. Prince Mongo, colored ventriloquist, has been contracted, and Paul Compton's medicine show will have two three-quarter-hour periods a day. Mr. and Mrs. George C. Crowley and daughter, of Crowley's United Shows, were guests at our Thanksgiving dinner. Reported by Stanley J. Gross.

Kortes Traveling

LAREDO, Tex., Dec. 4.—Pete Kortes' Traveling Museum is playing its first engagement of its winter tour here to fair business. Attractions are Barney Nelson, armless wonder; Allen Greens-tree, rice writer; Wandrons, glass blowers; Tiny Kistler, fat boy; Danny and Ethel, midgets; Hoppy, frog boy; Paul Harold, giant; Smoko, man with two mouths; Shadow Harry, skeleton man; Doris and Thelma, albino twins; Billy Ellis, emcee; March of Time; Tony Harris, alligator boy; Mrs. Mona Preveau, nurse; Athella, pinhead; Dr. Ben Pardo, mentalist; Mme. Alerice, big snake; Captain Peterson, sword swallower; Nator Feliz, clay modeler; Popeye, Mary Casey and Dr. King. Joe Preveau is head ticket seller. Thor Peterson assists him. Dad Duffy is head janitor and carpenter. Jack Montgomery is ticket taker. Mr. and Mrs. George Luce were visitors. Mr. and Mrs. Kortes and Dorothy and Beta will return to the show after a few days' vacation. Reported by T. Harris.

Lauther's Oddities on Parade

GREENVILLE, S. C., Dec. 4.—The 1938 edition of the Lauther Enterprises with a new title "Oddities on Parade" opened here November 25 in a downtown store-room to capacity audience. Business was helped by the thousands of visitors here for the annual football game between the Clemson and Furman universities. Show is the first museum to play Greenville in about three years. Show is here under American Legion auspices. Date was extensively advertised with paper, sound truck and newspaper and radio advertising, and local shets responded with art and front-page stories.

Staff is about the same as in former years, with Carl J. Lauther, general manager; Roy B. Jones, general agent; Paul Sprague, floor manager; Woodrow Olson, front, and Mrs. Francis Lauther, secretary and treasurer. Interior and lobby have been done over in modernistic effects and colors and over 200 feet of

neon lighting has been added. Circular stages are still in use with new velvet backgrounds and neon streamers. Reported by Roy B. Jones.

Millers Traveling

WICHITA, Kan., Dec. 4.—Week of November 25 saw the show located in the heart of the business section here. Crowds November 23 numbered over 5,000, and the show was forced to stop selling tickets by order of police.

A big Thanksgiving feast was held November 25. It was prepared by Alfred the chef, assisted by Carletta. Menu consisted of turkey with all the trimmings, salads galore and seven different side dishes. Wine was served as an appetizer. It was presented as a gift by Johnny Levan, publisher of *The Wichita Beacon*.

Twelve platforms and three booths make up the show. Roster includes Captain Lewis, anatomical wonder; Bill and Bizzy, turbi pygmies; Oscar and Eddie; Laurello, the man with the revolving head; Frisco, wonder dog; Pearl White, rubber girl; Bob Wallace, Pop-Eye; Juan and Martina, Filipino midgets; Art Hubell, human bellows; Alfred Green, alligator boy; Nelson and Lorraine, dagger throwers; Lady Leona, mentalist. Carl Carletta is in the annex.

Visitors here included the Levanns, publishers of *The Wichita Beacon*, and John R. Castle.

Both daily newspapers were liberal with space. Show's executive staff follows: Morris Miller, owner; Maurice Miller Jr., manager; Jack Halligan, assistant manager; Mrs. Morris Miller, treasurer; Bob Winchell, emcee; Eddie Kilgore, chief lecturer; Karl Panzer and Carl Hodges, tickets; Eddie Shuman, door; Bennie Wells, scenic artist, and Alfred the Great, chef. Robert Kobacker is general agent. Reported by Bob Kobacker.

Alfredo & Logsdon Traveling

REFORM, Ala., Dec. 4.—Alfredo & Logsdon Traveling Museum closed its first engagement of the season here November 27 to good business. Organization was the first of its type to play here. It received good co-operation from city officials, which went a long way in making the opening date a success.

Roster includes Alo, magician; Francis, electric chair; Rose Star, mentalist, assisted by Professor Alfredo; Flamo, fire-eater; Alice Alfredo, sword box; David Logsdon, sword walking and glass dancing; Mickey and troupe of monkeys; Australian Pete, whip cracking; Tattoo Jack, and Mickey Mouse Circus. Paul Miller is inside lecturer and Ernest Rush and Jack Miller handle the tickets. Louis Logsdon presides over the annex. Reported by Billy Logsdon.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed in two colors. No duplicate cards. Put up in the following size sets and prices: Put 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$14; 250 cards, \$17; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

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NORTHWESTERN SHOWS

NOW BOOKING FOR SEASON 1938.
OPENING APRIL 2.

Concessions, employees and shows should contact Mr. Flack either in Detroit or at the Show's winter quarters, Coldwater, Mich. There will be many vacancies to fill among employees. At present no one except Mr. Flack has authority of any kind.
F. A. FLACK, Sole Manager, Northwestern Shows, 36 E. Woodbridge St., Detroit, Mich., or Coldwater, Mich.

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

Crystal Exposition Shows

Georgetown, S. C. November 8-20. Auspices, American Legion. Weather, bad. Business, good.

Pay gate kept show and auspices on right side of the ledger. A break in weather would undoubtedly have made this one of the best Southern dates. Secretary Joel King heartily co-operated. Season ended here and members disbanded to various points. Mr. and Mrs. John Bunts went to Gibsonburg, O.; Billy Bunts, Findlay, O.; Harry Roebuck, Bayonne, N. J.; Joe Sheperd, New York; Mr. and Mrs. Carlton Shwan, Miami; Harry Denny, Altoona, Pa.; Lee Denherst, Cincinnati; Mr. and Mrs. Jimmie Mitchell, New Bern, N. C.; Tom Francis, Ken Hather and Henry Clark, Marysville, Tenn.; Fred Stockton, Clyde Polk and Ray Wilson, Birmingham, Ala.; Glenn Fry, Atlanta; Mr. and Mrs. Francis, Savannah, Ga.; Mr. and Mrs. Benjamin, Mr. and Mrs. W. J. Bunts, Irene Bunts, Walter Bunts, Whitey Balswick, Mr. and Mrs. Jimmie Murphy and the writer to Crystal River, Fla.

CHARLES (CHUCK) STAUNKO.

Royal Shows

Fabens, Tex. Week ended November 20. Farmers and Merchants' Fair. Weather, good. Business, good.

McNary, Tex. November 25-28. Rodeo and carnival. Weather, cool. Business, good.

At Fabens the Loop-o-Plane and Mix-up topped all rides, with the Kiddie Ride second. Milo Anthony's Side Show led the shows, with the writer's Paris Revue and Bulldog Drummond's Athletic Show tied for second place. Monkey Speedway also created much interest and did good business. Fabens' newspaper, *The Tribune*, co-operated well and gave a full page to the show. Verne Newcombe and Paul Tomes were among many visitors.

PAT DELANCEY.

Stanley Bros.' Shows

Allendale, S. C. Week of November 14. Auspices, High School. Weather, cold and rain. Business, poor.

Week was put in here to help a brother carnival manager. This show took over the entire fair, as the high school and promoters could not put it over. There were over 75 concessions on the midway, and the boys flocked into town but it turned a bloomer.

Blackville, S. C. Week of November 21. Business, fair.

Saturday was the only good day here and it was big. Lacy Smith joined with two rides. Bob (Blackie) Sinclair left the show and was replaced by Stan Reed, who had been in advance.

Summerville, S. C. Week of November 28. Business, fair.

Show returned here after five weeks for a second engagement. The Great Sherwood is the free act. This is the show's 39th week. It carries 18 concessions, 4 shows and 2 rides and will remain out all winter. A. W. Sears left at Allendale to go to his home in Manchester, N. H. Earl Shisser cares for the boys at the cookhouse.

J. A. C.

Sam Lawrence Shows

Waycross, Ga. Week ended November 27. Slash Pine Forest Festival. Weather, rain and cold.

Slash Pine Forest Festival here closed a 32-week season for Sam Lawrence Shows. Season consisted of 16 weeks of still dates, all under good auspices, and 16 weeks of fairs and celebrations. Show opened at Clinton, S. C., April 10 and played eight States—South Carolina, Tennessee, Virginia, Pennsylvania, New Jersey, Maryland, North Carolina and Georgia. With the exception of a few changes, show closed with the same people with whom it opened. Manager Sam Lawrence reported that business for the season was satisfactory. He has obtained winter quarters here and show fronts and other equipment are being stored. Work will start in quarters January 1. Three more new fronts will be built. Mr. and Mrs. Sam Lawrence left for a visit to New York and the coming fair meetings. Sol Nugar has booked his corn game for next season. Louis Gueth will be with the show next

season, and Eddie and Molly Owens will be in an official capacity.

F. W. RYAN.

Eric B. Hyde Shows

Statesboro, Ga. Week ended November 27. Location, Holland showgrounds. Weather, seasonable. Business, light, with fair Saturday night.

This engagement ended the 1937 tour of the show. Show was out 52 weeks and covered 6,353 miles, thru seven States. Season was a profitable one with much property accumulation.

Show will winter in Columbia, S. C. Eric B. Hyde has purchased the interests of Tom and Janette Terrill and will open the 1938 season as sole owner and manager.

Tom and Janette Terrill left the show. Harry Ramish has been named general representative and the business manager will be selected soon. Tom Aiton, special agent for almost all of the tour, left for independent promotions. Billy and Mrs. Morgan went to Florida, as did Mr. and Mrs. Hyde, for a much-deserved vacation.

Ramish is already on the job and will attend all fair meetings in the interests of the show. This is the swan song of Jan Hyter, story man for the year. Business associations of the Terrills and Hydes have been perfect with financial benefit to all. The Terrills plan to take out the Perfection Shows in 1938.

JAN HYTER.

SLA RE-ELECTS

(Continued from page 54)

Adkins, M. H. Barnes, Fred Beckmann, Jack Benjamin, Oscar Bloom, Samuel Bloom, H. F. (Fitzie) Brown, Ray Marsh Brydon, William Carsky, Harry Coddington, A. E. Cohn, E. Courtemanche, S. L. Cronin, Lincoln G. Dickey, Mel G. Dodson, Michael J. Doolan, Walter F. Driver, Lew Dufour, William Glick, Max Good-

man, Nat S. Green, Max Gruberg, Rubin Gruberg, Orville W. Hennies, Albert J. Horan, Elwood A. Hughes, Harry A. Illions, George W. Johnson, Lew Keller, Johnny J. Kline, H. A. Lehrter, Art Lewis, Louis Leonard, Rube Liebman, Morris Lipsky Max Linderman, Harry Mamsch, Tom Mix, E. Lawrence Phillips, John F. Reid, Harry Ross, L. E. Roth, Harry Russell, Carl J. Sedlmayr, Frank D. Shean, Fred W. Sims, Rudolph Singer, Sam Solomon, Louis Torti, E. C. Velare.

AMERICAN CARNIVALS

(Continued from page 54)

A Hamid, for *Fair Times*; Fair Publishing Company and Endy Bros.' Shows. A final check-up following the meeting found the association with a greater membership and more substantial financially than at any period during its four years of activity in behalf of the carnival industry.

The annual report of General Counsel Max Cohen was approved and the various proposals for continuing the work in hand had the full indorsement of the governing body. The letter received from the National Association of Amusement Parks was read and accepted as indorsing the purposes of the association, and a resolution thanking *The Billboard* for its co-operation was adopted.

Roll Call Responded To

The following organizations were represented in the membership roll call: Beckmann & Gerety's World's Best Shows, Conklin's All-Canadian Shows; Johnny J. Jones Exposition, Inc.; Mighty Sheesley Midway, Inc.; World of Mirth Shows; Cetlin & Wilson Shows, Inc.; Sol's Liberty Shows, Inc.; Strates Shows Corporation, World's Exposition Shows, Reid Greater Shows, Blue Ribbon Shows; Art Lewis Shows, Inc.; Ideal Exposition Shows, Inc.; O. C. Buck Expositions, Inc.; John Kilonis Shows, United Shows of Canada, Rubin & Cherry Exposition, Gooding Greater Shows, Dodson World Fair Shows, Gold Medal Shows, Greater Exposition Shows, Spillman Engineering Company, Wallace Bros.' Shows of Canada, and Goodman Wonder Show, Inc.

Voorhels are attending the Chicago meetings.

Several new publicity ideas will be employed next season. A new line of special paper, heavy newspaper advertising and radio campaigns will be carried out in every city played.

Mrs. James E. Strates and children departed for home in Elmira, N. Y., where the youngsters entered school for the winter months. Mrs. Onalee Jones and daughter, Gloria Ann, went to Miami for the winter, while husband Bill is still north looking after his various Bingo games. Peter Christopher, cookhouse operator, went to Chicago to visit relatives. He'll attend the banquet and ball. Sylvester Aloysius Putnam and Gertrude are among the Florida show-folks in charge of George Spride's frozen custard concession with one of the shows touring that State. Lot Superintendent Michael (Elmer) Olson will remain here for a short time and then visit his folks in New York. Mechanical Superintendent James Yotas departed for Elmira, N. Y., to visit with his family. Assistant Manager James R. Kellehar departed for Big Flats, N. Y., to visit with Susie and then to assume his position as chief of detectives at several department stores in Elmira, N. Y., during the Christmas holidays.

Mrs. Ben H. Voorhels is visiting Mrs. James E. Strates in Elmira, N. Y.

Jack and Frances Paige are braving the winds along Michigan boulevard, Chicago, for a few weeks, then they'll put out a road unit until April. Reported by Ben H. Voorhels.

Bantly's All-American Shows

REYNOLDSVILLE, Pa., Dec. 4.—Since arriving here the writer has arranged to handle a Bingo game for the winter under Dubois Fire Company auspices. Mal Fleming, former showman, now employed by the government, visited. Mr. and Mrs. Bantly made several trips to Pittsburgh preliminary to attending the meetings in Chicago. Harry Copping, formerly a well-known showman and father of Mrs. Bantly, accompanied them.

The writer intended to make the trip but had to call it off due to preparations for the Bingo opening.

Under supervision of Mrs. Copping and Herman Bantly, the Imperial Hotel here has undergone many improvements. Bill Whitmore, secretary of the show the past season, will again be in the same capacity next year and is planning new check-up and other sheets to make his work easier.

Altho it's a long way off, the Bantlys have already signed six contracts for the coming season.

Bert Rosenberger, general agent of Copping's and Bantly's for many years, is taking out his own show. Reported by Harry E. Wilson.

Hennies Bros.' Shows

SHREVEPORT, La., Dec. 4.—Winter-quarters activities are in full blast on the State fairgrounds here.

Two new wagons were built during the past week. P. J. McLane and his efficient crew, which at this writing numbers 16, including Jack Rhodes, veteran builder. All show wagons are being equipped with rubber tires, steel underframes and masonite trimmings. The commodious fair buildings offer complete facilities for renovation work and it will go forward with an increased crew soon after Christmas.

Robert Wicks is in charge of the painting department, assisted at present by a four-man crew.

Oscar Halverson, ride superintendent, and wife, Frances, are spending the lay-off months here. Halverson will begin work next week getting rides in shape for the spring.

William B. Davis, secretary-treasurer, and wife are in the office wagon on the grounds attending the business end, and Tom Adams is overhauling electrical equipment, and a new transformer wagon will be constructed.

Hennies Bros.' showfolks wintering here include Whitey and Vivian Mille, Tom Martin, Eddie Phillon and Charles Docen. Lillian Murray Sheppard and "Hank" left this week for California, as did Mrs. Ernestine L. (Sis) Dyer, who will visit her daughter in Los Angeles. Will H. Hill and his Society Circus left for Chicago, where they will play the Milk Fund Circus at the Coliseum. Bill Kemp and wife left for Washington, Ind., to spend the holidays, while Art and Hazel Martin are in New Orleans. Reported by Walter D. Nealand.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Gruberg's World's Expo.

MONTGOMERY, Ala., Dec. 4.—After a profitable engagement at the Central Alabama State Fair here, Max Gruberg placed his shows in a large building near the center of the city. Members disbanded to various points. Mr. and Mrs. Del Crouch went to San Antonio; Mr. and Mrs. Robert Morris, to Atlanta; Jack Montagne and wife and Mr. and Mrs. Milton Morris, to Florida, as did the Monroe brothers and their company. Mrs. Max Gruberg returned to her home in Philadelphia. George Kenester went to his home in Philadelphia. Remaining in winter quarters are Whitey Hewitt, Van and Frank Torra, Charles Wright, Cotton Rogers and wife, Bob Holmes and family, Mr. and Mrs. Siim Cunningham, Carl Neston and the writer and his wife. Whitey Hewitt has already begun work in quarters. Reported by William Wilkin.

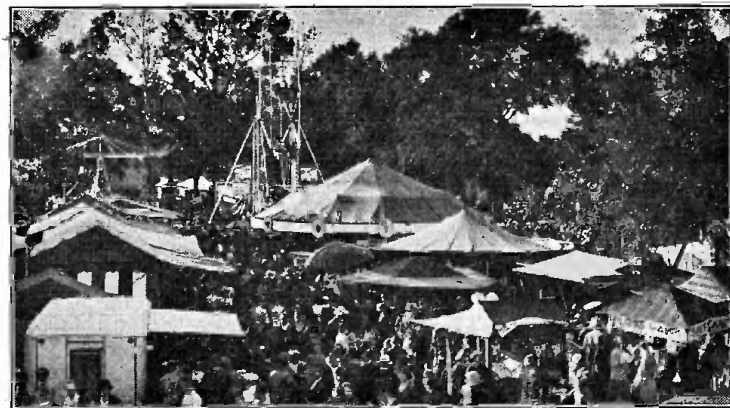
Strates Shows Corp.

WELDON, N. C., Dec. 4.—James E. Strates, general manager of Strates Shows Corporation, wintering here in the Audley Mills property, announces that new and novel innovations will be in the line-up of attractions gracing the shows' midway in 1938.

A skeleton crew is being maintained now, but immediately after January 1 work will be begun on the building program that Manager Strates has laid out.

Some new features for 1938 will include two new light towers to be constructed under supervision of Gifford Ralvea, electrical superintendent, making a total of four towers for the show. A new office wagon to care for advanced needs also will be constructed, as will three wagon fronts.

Manager Strates, General Agent C. W. Cracraft and Contracting Agent Ben H.



A PORTION OF THE MIDWAY of the Crescent Amusement Company is seen here. Photo was taken at DeFuniak Springs, Fla., during the day of the recent Armistice celebration in that city. The event was sponsored by the American Legion, of which J. H. Francis is commander. L. C. McHenry presents the Crescent carnival organization and rates the past season as profitable.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 4.—Club's annual big frolic for members only took the place of the regular meeting November 23. Event is designated as past president's night and as is the custom several of those who have worn the president's toga conducted certain business procedures. Business was handled in quick time by President Will Wright, who announced that finances in the general fund reached an all-time high for the month of November.

He then turned the gavel over to Past President S. L. Cronin and the affair was on. Cronin made a brief talk, complimenting the club on its forward progress. J. Ed Brown then took the reins and responded in his usual fine style. Harry Fink, who has handled the "take end" of the program each year, was next and he appointed Joe Glacey to the office of Esquire. He then proceeded to put the "vacuum cleaner" on a previously arranged list of members, jarring all loose from some good-sized donations. After his separating squad finished what they termed "going thru the run on the mine," the Cemetery Fund and Emergency Sick and Relief

Fund realized the largest sum in the history of these functions. Those donating included S. L. Cronin, J. Ed Brown, Harry Fink, President Will Wright, Joe Glacey, Frank Weddleton, Frank Forest, Johnny Ward, Joe De Mouchelle, Ted LeFors, Steve Henry, Harry Sussman, Charley Walper, Dr. Ralph E. Smith, Ross R. Davis, George Moffat, Will T. Jessup, Frank Downie, Harry Rawlings, Tex Cooper, E. (Spot) Kelley, George Silvers, Jerry Mackey and William Hobday.

Steve Henry won the weekly award. Floor show furnished for the occasion by President Wright thru Eddie Gamble included Claude Barie, emcee; Irman Vall, Ward Trainor, Joe Dunleavy, Paulette and Vallon, Marjorie and Sylvia, Morales Brothers, Four Harmonizers, Dancing Nymphs, Elaine and Georgette and the Great McCormack.

Nominations for 1938

A near overflow crowd attended the November 29 meeting. This is the meeting which is set aside for the nomination of officers for 1938. President Will Wright presided. Seated with him were First Vice-President Dr. Ralph E. Smith, Second Vice-President Charles Walpert and Treasurer Ross R. Davis.

Reading and approval of minutes of the last meeting and ordering the payment of bills was handled in short order.

Financial statement showed a considerable increase in the general fund as

compared with same week last year. President Wright then announced the appointments to the nominating committee. They were: Al Fisher, Ralph Schafer, Harry L. Gordon, William Hobday, Frank J. Morgan, Claude Barie, W. T. Jessup, George Tipton, Elmer Hanscom, L. A. Godfrey, Milt Runkle, Earl Kelly, George Wiler, William Farmer, George Kelly and Doc Hall.

They nominated the following: President, C. F. Zeiger; first vice-president, Patrick A. Armstrong; second vice-president, Dr. George W. T. Boyd; third vice-president, Earl Kelly; fourth vice-president, Al Fisher; treasurer, Ross R. Davis; Ed Walsh declined the secretaryship and Harry C. Rawlings was nominated for the position; Harry Seber, Board of Cemetery trustees.

By-Laws Changed

A change made in the by-laws and constitution provides for the election of members of Board of Governors instead of having them appointed by the outgoing president.

Nominees for Board of Governors are Will Wright, George Moffat, W. T. Jessup, W. C. Huggins, Leo Leos, Theo Forstall, Ted Metz, Elmer Hanscom, William Farmer, Joe Bowers, Doc Hall, Claude Barie, Herb Sucher, Earl Douglass, Frank W. Babcock, Ed Nagle, Frank J. Downie, Dr. Ralph E. Smith, Charles J. Walpert, Harry L. Gordon, H. C. Brasler, John Miller, John T. Backman, William Hobday, Harry Wooding, George Wiler, J. W. Peterson, George Coe and John Brassil.

Report on the tickets for the cemetery fund drive indicated that the drive is meeting with hearty response. Ted Le Fors reported that the ticket sale for the 16th annual Charity Banquet and Ball is gratifying and promises to be a sell-out. Floor show has been contracted, but the list of acts will not be announced as the annual year book will carry this information. The orchestra will be a well-known swing band. Patrick Francis Shanley, emcee, promises a speedy show.

Ladies' Auxiliary

An enthusiastic meeting, presided over by President Peggy Forstall, was held November 29. Roll call showed all officers and 81 members present. Salute to the Flag was led by Mother Fisher. Correspondence: A wire from Sister Clara Zeiger expressing regret at her inability to be present on nomination night and stating her preference for officers to be retained. Ruby Kirkendall lettered promising an early return to Southern California. Isabel Ross also lettered.

New members introduced were Irene Gibson, May Stewart, Irene Gordon, Leona Cook, Tex Cooper, Miss Long, Miss Baldwin and Jessie Loomis. Esther Carley, absent for some time, was welcomed back, as were Kelly Castle, Rosemary and Alerita Loomis and Jewell Hobday.

Sick committee reported that Rita

ACTS WANTED

FOR 25TH ANNUAL TOUR OF

PALACE OF WONDERS

Now touring. Write or wire WENDEL "POPS" KUNTZ, Mgr., Ritz Hotel, of SAM GOLDEN, Asst. Mgr., 610 N. W. 9th St., Washington, D. C.

P. S.—Mr. and Mrs. Al Tomaini write. Best regards to all.

Complete Carnival For Sale

Little Beauty Merry-Go-Round with new Top, No. 12 Emil Ferris Wheel, Smith & Smith Chair-Of-Planes, Seven (7) Seat Tilt-A-Whirl, Seven (7) Shows, with all U. S. Khaki Tents, one year old, Panel Fronts with new Banners, One Wain Lion, 2 years old. Does very good act. Four (4) good Trucks to load and unload with. One a very good Transformer Truck, with 3 25' K. W. Transformers, also enough Wire for entire show. One good Office Trailer. About \$30,000 worth of Carnival Equipment. All in good shape. Must have at least \$5,000 to handle this show. Write or Wire P. O. BOX 804, Osceola, Ark.

MODEL SHOWS, Inc.

WILL BUY one or more all-steel Flat Cars, also used No. 5 Ferris Wheel. FOR SALE—Two 50 K. W. Light Plants, fine condition. Also 72-ft. steel Box Car. P. O. BOX 469, Mason, Ga.

Brazler is much improved. Florence Webber, fully recovered, expressed her thanks for the flowers and good wishes sent her by the Auxiliary. Entertainment committee, consisting of Grace De Garro, Blossom Robinson and Virginia Shaller, was highly praised for its work in making the Tacky Party a grand success. President Peggy Forstall donated several prizes for unique and funny costumes, and Marie De Forest won first.

Door prize, a beautiful smoking set, went to Ed Walsh, of the PCSA. There were 18 acts presented, with most of the talent being contributed by the club, and Leone Barrie furnished two acts from her show.

Cemetery fund committee was empowered to purchase 28 graves in Evergreen Cemetery. Marie Jessup donated \$5 to the fund. Hazel Redmond proposed the establishment of a foundation fund for a home for aged showwomen, which met with the approval of all. Mrs. Martin gave first donation. It amounted to \$34.20. Mrs. Overstreet and Grace De Garro contributed \$1 each. Bank award went to Lucille Zimmerman. Next in order was the nomination of officers for the coming year. Election will be held Monday, December 6.

Lunch was served and the club signed off. INEZ WALSH.

CHICAGO, Dec. 4.—James E. Strates, of the Strates Shows, gave out Bloomsburg and York, Pa., fairs as on his route sheet as booked for 1938.

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IN A

KOZY Coach

TRADE NAME REG. U. S. PAT. OFF.

In these high tension days it's a great satisfaction to have your home follow you wherever you go—the same comfortable bed night after night—clothes arranged neatly in a full length wardrobe—clean wholesome food as you like it, and when you like it!

There's plenty of room to stretch out and "let yourself go" after a day of strenuous activity.

Send for brochure—"You're Ahead with a Kozy Coach Behind" and see all the new features that enable you to be at home all year-around and really live in grand style.

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A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

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ANNUAL SOUTHWEST SUN CARNIVAL

December 24 to January 2

The Sunshine Capital of the Border

Invites Concessionaires and Showfolks to enjoy the Holidays and Visit Old Mexico while you are playing at the Sun Carnival. For space, write or wire VERNE NEWCOMBE, Mgr., Amusements and Concessions, 502 Martin Bldg.

Truck and Trailer Legislation

INDIANAPOLIS, Dec. 4.—All trucks and house trailers when operating in Indiana must be equipped with directional signal lights by January 1, Donald F. Stiver, State safety director, has announced. The lights are required for any vehicle, or combination, when the distance from the steering column to the left lateral extension of the

vehicle exceeds 20 inches and when the distance from the top center of the steering column to the rear of the vehicle exceeds 14 feet. The lights are placed on each of the four corners of vehicles and will point right or left by manipulation when vehicle is steered from a straight course.

WANTS WEST'S WORLD'S SHOWS WANTS

FOR LONG STRING OF FAIRS AND CELEBRATIONS

WE HAVE TWIN WHEELS MERRY-GO-ROUND CHAIRPLANE CATERPILLAR LOOP-O-PLANE OCTOPUS RIDE-O-WHIP STRATOSHIP SCOOTER PONY TRACK BABY MERRY-GO-ROUND AUTORIDE

WILL BOOK AND FURNISH WAGONS For 1 or 2 Rides Not Conflicting. WILL FURNISH COMPLETE OUTFITS To Showmen Having Worth-while Ideas. WE HAVE BOOKED Corn Game, Diggers, Cook House, Frozen Custard, Pop Corn, All Others Open, Including American Palmistry. WANT SOBER, RELIABLE FOREMAN and Help for All Rides Except Wheels and Caterpillar. WANT MAN TO BREAK 2 LIONS. WANT UNION BILLPOSTER WITH OWN TRUCK. WANT CAPABLE PAINTER and ARTIST. JOHNNY WILLIAMS WANTS PLANT. SHOW PEOPLE.

WE HAVE NIGHT IN PARIS TEN-IN-ONE MISS AMERICA MONKEY SHOW HAWAIIAN MINSTREL SNAKE FUN HOUSE MOTORDROME NARCOTIC

FAIR SECRETARIES AND CELEBRATION COMMITTEES, CONTACT US. WE HAVE A FEW OPEN WEEKS

All Communications to FRANK WEST, General Manager, P. O. Box 1165, Norfolk, Va. Tel., 24236.



Heart of America Showmen's Club

Reid Hotel, 1001 Broadway

KANSAS CITY, Dec. 4.—Since President Ruback was unable to attend the meeting Brother Art Brainerd called for order and handled club business. As many members left to attend the meetings in Chicago, only about 40 were present. Nominations of officers of the club will be held next Friday and President Ruback has promised to be present.

Harry Duncan's committee has about completed arrangements for the 18th annual Banquet and Ball, which will be held at the President Hotel. Tickets are going fast and many out-of-town showmen will be present.

The monument committee, headed by Brother Art Brainerd, reported that it had received \$250 from the benefit show given at Shreveport by the Royal American Shows and W. E. Hirsch, manager and treasurer of Louisiana State Fair. It also reported receipt of a check from the Ladies' Auxiliary for \$100.

Brother George Howk reported for the program committee that this year's program will be ready for distribution during the Christmas week festivities.

Brother Ed Liggett is fast improving from an operation. He will be confined in the Bell Memorial Hospital for some time, however. Cards or letters addressed to him care the club will be delivered to the hospital.

Ira Watts, manager of the new Parker Watts Circus, wintering in Emporia, Kan., visited the club several times last week. Jackie Wilcox returned from visiting his folks in Iowa. Jack Doninger, concession manager on the Henries Bros.' Shows past season, and his father visited the club while en route to Chicago.

Ralph W. Forsythe, ride operator from Ft. Collins, Colo., spent a few days here and made the club his headquarters.

Roy Marr and wife have returned but undecided as to where they will winter. Doc Crowley, owner of the Crowley Shows, visited while en route to Chicago. He was accompanied by his wife and Blacky McLamore.

L. K. Carter and wife spent several days here and then left for Meadville, Mo.

Membership drive race is still a hot one. Harry Alshuler is leading by a small margin. But after the boys return from Chicago there may be some changes. Benny Hyman is second, with J. L. Landes third. Drive closes December 31.

one of the best and most widely known freaks of human nature, died at the home of Clara Volkwine in Camden, N. J., November 26 of heart failure. He was buried in a Camden cemetery November 28.

M. L. Mathews Shows were playing Arkansas territory. . . . W. W. Potts blew into Chicago after his third season with Wade & May Shows, with which he had a string of concessions. . . . Charleston County Fair, Charleston, S. C., proved a red one for Johnny J. Jones Exposition.

Eva Davison, concessioner with the McClellan Shows, was seriously ill in a Richmond, Mo., hospital. . . . Preparations for season 1938 had already been started at S. W. Brundage Shows' quarters in St. Joseph, Mo. . . . Litts' Amusement Company went into quarters in Little Rock, Ark., after closing at Augusta, Ark. . . . Third annual bazaar of the Ladies' Auxiliary of the Heart of America Showmen's Club at the Coates House, Kansas City, Mo., was highly successful. About a \$350 profit was realized by the club from the event.

John T. Wortham Shows were encountering much rain in their tour of Texas. . . . Henry Johns, musician, was playing night spots in Beaumont, Tex., after closing with Wortham Shows there. . . . Doc Carpenter, Hawaiian showman, was working up the Christmas trade business with specialties in Detroit. . . . C. E. Lane and his mother, concessioners, motored to Miami, after winding up their fair dates in Iowa. . . . Eddie Owens, as usual, following his return to Cincinnati for the winter, landed a good position, that of traveling agent in the Claim Department of the L. & N. Railroad. . . . Sam Mechanic, after storing his rides and shows in Greenville, S. C., left for Philadelphia.

LOS ANGELES, Dec. 4.—Haunts of showfolk here are literally teeming with returned troupers. Almost all of them report a good season. Recent arrivals include Harry L. Gordon, Bill Jessup, Al Fisher, Phil Williams, Doc Hall and George Coe. Charley Soderberg will winter here and has contracted his free acts in several spots. C. L. (Swede) Wilson, of Clark's Greater Shows, is residing on Hopper street. W. J. (Jack) Curnow joined the winterites last week. Michael Goldberg blew into town last week for a short visit before returning to New York. "Big" Hanewinkle is contemplating shipping as chef on one of the Standard Oil Company's boats making the Orient. Butch Van Fleck is working in the meat department of one of the Hollywood Markets. Clyde Gooding is conducting the Hollywood Midget Revue at Long Beach Pier. Line-up includes seven midgets and a three-piece orchestra. Frank Forest opened with a Ten-in-One at Long Beach Pier last week. Hunter Farmer is making special events. Mr. and Mrs. Claude Barrie have opened a dance and music studio in business section here. Mr. and Mrs. Archie Clark have returned from Gilman Springs, Calif. Sam Brown is recovering at the Bristol Hotel from a recent illness. J. Ed Brown returned from Gilman Springs, Calif., for a few days' visit and then left on a trip to the East. Mr. and Mrs. Harold J. Webber have taken quarters in downtown Los Angeles for the winter. Doc Hall is agent for the 20th Century Shows, which recently obtained a 30-day permit on Eagle Rock boulevard within the city limits. Fred Weddleton blew in from San Francisco on business concerning the California Golden Gate National Exposition. Hadji Titunkian is working a large department store here. Hap Young has stored his cafes and is again working in a downtown theater. Eddie DeMirjan and Frank Overland Murphy are recent arrivals. They'll winter here. M. J. Sandberg is at the National Military Home. Art Lewis and wife have taken an apartment in Hollywood for the winter. Leslie Koontz is working in an animal film at Palm Springs, Calif. Wallace O'Conner is pitching on Main street. Olga Celeste and Capt. Frank Phillips also have cat groups on location with

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Milk Circus Folds in Chi

Over 100 performers left stranded — Producer Roy La Pearl fails to pay off

CHICAGO, Dec. 4.—More than 100 circus performers were stranded here this week when the *Circus of the World* closed its doors at the Coliseum following futile demands for salaries by the performers and gates which did not total more than 200 people on any of the four days the show played. Circus was scheduled for a nine-day run and was put on by Roy La Pearl in conjunction with the Chicago Milk Fund Association.

Shutdown came after the evening performance Wednesday when La Pearl admitted that the coffers were empty. He put the blame on the Milk Fund Association, saying that it had agreed to sell 100,000 tickets. Several performers who went to the Milk Fund offices for their money were told that the association was in no way liable as it had merely agreed to lend the name to the venture in return for 50 per cent of the net receipts, excluding all expenses. Lack of publicity and a fairly stiff duet price combined with competition from the International Live-Stock Show, Stadium Ice Show and several big conventions were factors contributing to the failure of the show.

Show Well Handled

Several of the acts are still here awaiting money to take them home. AFA, of which all are members, is attempting thru its attorney here to find a way out of the woods for the performers. Idea of a benefit performance today for themselves was being thought over by some of the performers, but this hinges upon permission from the AFA. Circus itself was well handled and La Pearl had engaged many good acts, including the Seven Flying Otaris, the Benny Troupe, John McKenzie and Company, Ray and Ray, the Toyama Troupe, the Two Peppers, Will Hill's animal acts, Lovelo and Company, Lemoyne and Follette, Frank Sheppard, the Ben Tahr Troupe, Ray Thompson and Lucky, Dennie Curtis, Ruben Gaston and several well-known clowns. Al Sweet's Band furnished the music and was the only one receiving full salary, the local musicians' union insisting on this arrangement.

Houston Days of '49 Features Vaude Show

HOUSTON, Dec. 4.—A *Days of '49* fete, sponsored by the Elk Lodge, was held here December 2-4, reports Joe Scholibo, who with Charles Vance directed the event. Admission was 40 cents and proceeds went toward the lodge fund.

Ray Elliott, who directed the Houston *Drunkard* show, and Jack Mabry and Jack McClaskey, who appeared in the cast, were in charge of a vaude show. The Lone Rider and his Texas Outlaws furnished dance music before and after each night's performance and games had a prominent part in the festivities. Event was advertised thru posters and the *Elks' News*.

studios using animal sequences in the films.

Milt Runkle has United Shows' equipment on movie locations.

Hal Compton is making special events, George McCaul is doing radio work, Stan Rogers is with MGM studios as art director.

Capt. W. D. Ament is still doing his (See LOS ANGELES on page 73)

Yellowstone Shows For Carlsbad Fete

CARLSBAD, N. M., Dec. 4.—The Yellowstone Shows, with six rides, eight shows and concessions, will furnish midway attractions at the Elks' Riot of Fun here, reports Publicity Director Bill Starr. A 240 by 170-foot top will house a number of midway features, and four free acts, a floor show and name band will entertain nightly.

Winner of a popularity contest will be awarded a trip to Hollywood. Neighboring towns will be honored on special nights. Event is being advertised by posters, theater announcements and booster trips to near-by towns with a sound truck. On the committee are Harry Van Buren, general chairman; Jack New, advertising; Herman Wertheim, treasurer, and Leslie D. Israel.

Springfield Circus Opens

SPRINGFIELD, O., Dec. 4.—Sponsored by the Springfield Civic Athletic Association, the first performance of a two-day show, *Circus Days Revue*, booked by W. S. Senior, of the Gus Sun Booking Exchange, was given November 22. The show was staged to help meet a deficit of \$6,000 on the Municipal Stadium. Bill included the aerial team of Whitneys and Hazel Harris; Ke Vena Sisters, aerialists; Robert's Animals, and Count Billy de Armo and wife, Margie, jugglers, besides dancers and musicians.

Milwaukee Budget \$32,350

MILWAUKEE, Wis., Dec. 4.—Commission in charge of arrangements for the 1938 Midsummer Festival, meeting November 26, set \$32,350 as a tentative budget. City and county will be asked to appropriate \$12,500 each. The \$1,185 surplus from the 1937 festival and estimated revenue of \$6,165 from sale of reserve seats, etc., are expected to make up the remainder required to meet budget demands.

Acts, Games at Ohio Show

WARREN, O., Dec. 4.—Acts at the recent successful four-day indoor circus and exposition in the Armory here, sponsored by the Trumbull County Fodetis, all-giri band, and presented by C. A. Klein, of Klein's attractions, were Carmen and Crowley, comedy acrobats; Helen Sayers, muscle grind and trapeze; Barney Arnesen, tight wire, and Silvers Johnson and company. Concessions under direction of Von L. Black included bingo, ball game, shooting gallery and dart games. Sponsors had the refreshment privilege and door prizes were awarded to stimulate attendance. Proceeds will be used to finance the band's Eastern 1938 tour.

Shorts

HINNIE MARGUM has been engaged by the Stanberg Producing Company as producing clown for Christmas parades. He will appear in Hamilton, O., December 10.

BEN BENO, trapeze performer, will play the Shrine Circus, Macon, Ga., after which he will return to Alabama to prepare for a trip to Cuba.

MICKEY MARTIN and his Hell Riders, auto thrill act, booked to appear in Birmingham November 28 under auspices of American Legion, were forced to postpone the engagement due to cold weather.

BOB MORTON and wife are at their Miami Beach, Fla., home resting after a season of successful circuses. He will stage indoor shows in Louisville and several other cities this winter.

HELP This Department by Telling Committees About It.

15 Years Ago
(From The Billboard Dated December 9, 1922)

M. J. Riley Shows closed a 33-week tour during an unpleasant cold spell at Bishopville, S. C. Organization immediately began preparations for its long jump to quarters in Trenton, N. J. . . . Wright & Lombard Amusement Company was playing indoors in New Hampshire and Vermont under auspices. . . . Smith's Southern Shows were being overhauled in preparation for the 1923 season at quarters in Montgomery, Va. . . . Jones Greater Shows shipped to winter quarters in Danville, Ky., after a long season, which came to a conclusion at Hodgenville, Ky. . . . George Williams,

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
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THIS WEEK and EVERY WEEK

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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.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
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ATTENTION! NITE CLUB MASTER OF CEREMONIES: 500 Red-Hot Smoking Stag Stories you will use. \$2.00. **LONERGAN**, 177 N. State, Chicago.

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A BUSINESS OF YOUR OWN! SELL USED CLOTHING. 100%-300% profit. We start you. Satisfaction guaranteed. Catalogue Free. **GLOBE RUMMAGE MART**, C-3238 State, Chicago. x

AGENTS — STICK-ON-WINDOW SIGN LETTERS: 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. tfnx

ATTENTION, SUBSCRIPTION SALESPERSON! If you work east of Rockies and north of Mason-Dixon line, write proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

CREW MANAGERS—FOR DISTRIBUTION OF Special 35c Advertising Tooth Paste Deal. Over \$30.00 weekly. **ELLIS PRODUCTS**, 12733 Mettetal, Detroit, Mich.

MEXICAN FINEST FEATHER PICTURES—4x9 1/2, costs 25c, including duty. Retail \$1.00 (sample 20c stamps). Embroidered Tablecloths, 36x36", with Napkins, cost \$1.18, retail \$2.50 (sample \$1.00). Free particulars. **MARQUEZ**, Apartado 1176-A, Mexico City. de25x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. de25

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Christmas. Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

SELL \$1.00 SOLUBLE LAXTONE FOR 49c (your label). Doz. \$1.00; Gross \$9.00; Sample 10c. **VERIBEST PRODUCTS**, 4250 Easton, St. Louis, Mo.

SPICY CARTOON BOOKS, MAGAZINES, Photos, Novelties. Sample catalog 25c or \$1. None free. **P. O. BOX 468-B**, New Haven, Conn. de25x

TIES—HOLLYWOOD STYLED XMAS LINE, \$17.00 Gross; Hand Made, \$3.50 Dozen. 25% cash, balance C. O. D. Send \$2.00 for Sample Dozen, money refunded. **FREEDLINE TEXTILE**, 106 W. 9th, Los Angeles, Calif. de18x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. de25x

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ACQUIRABLE — XMAS GIFTS THAT LIVE. Monkeys, Baboons, Chimpanzees, Puppies, Coats, Parrots, Macaws, Finches, Animals, Birds. **LINDEMAN**, 63 W. Eleventh, New York.

ALLIGATORS, SNAKES, LIZARDS FROM FLORIDA: 12 Assorted Small Snakes, \$3.00; 8 Large Assorted Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. jal

ALLIGATORS, SNAKES AND LIZARDS FROM Florida. Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. jalx

AGENTS AND SALESMEN

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A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Monkeys, Parrots, Macaws; also Parakeets for Wheels. **SNAKE KING**, Brownsville, Tex. de18x

BLACK CUB BEARS, PETS, \$40.00; PAIR, \$75.00; Baby Monkeys, \$20.00; Talking Parrots, \$15.00. **OKAY PET SHOP**, 1423 Michigan, Detroit, Mich.

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN**, Dallas, Tex. de18x

ESPECIALLY FOR CHRISTMAS GIFTS — Mexican Double Yellow Head Parrots with Cage, only \$10.00. Wire **UNIVERSAL PRODUCTS CO.**, Laredo, Tex.

SNOOKUM BEARS, \$12.00; WILD CATS, \$7.00; Ocelots, \$25.00; Armadillos, \$2.00; Harmless Snakes, \$10.00 den; Rattle Snakes, \$5.00 den. **UNIVERSAL PRODUCTS CO.**, Laredo, Tex.

WANTED—MONKEYS AND SLOTHS, ALSO Small Animals. **DAVENPORT**, Cullman, Ala.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL cost, 3c stamp brings particulars. **GEO. W. SMITH**, 125 North Jefferson, Room 681, Peoria, Ill. x

BUSINESS OPPORTUNITIES

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

MANUFACTURERS, ATTENTION!—OPEN FOR Distributorship in all Coin Operated Machines. What have you? **MICHIGAN MUTUAL DISTRIBUTING COMPANY**, 4424 Woodward Ave., Detroit. del1x

OPERATE MAIL-ORDER BUSINESS DURING spare time. Literature free. Act today. **PEDERSON CO.**, 1609 East 5th Street, Duluth, Minn.

PROFITS AND PLEASURE MAKING SHELL Jewelry, Novelties. Newest field. Stamp appreciated. **CHALLENGE R-18**, St. Petersburg, Fla. x

COSTUMES, UNIFORMS, WARDROBE

AMAZING VALUES — COSTUMES, \$1.50 UP; Evening Gowns, Wraps, \$3.00 up; Hulas, Fans, Furs, Dresses. **CONLEY**, 310 W. 47th, New York.

MUSICIANS MESS JACKETS; ALSO ORCHESTRA Coats, \$2.00; Excellent Tuxedos, \$10.00; Beautiful Cyke, \$35.00; Chorus Wardrobe, Accordion, Drums. **WALLACE**, 2416 N. Halsted, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 CONDITION — HI-CARD WITH CLOCK; Turf Champ, cash and ticket, Palooka Sr. (3 for \$100.00); Galloping Plugs, Hialeah, Chase, Bally Derby, Double Header, 5 for \$75.00. **ACE NOVELTY CO.**, 2490 Detroit Ave., Toledo, Ohio. x

A-1, LIKE NEW—ROCK-OLA'S WORLD SERIES Baseball Games, \$150.00 each, uncrated. **AMUSEMENT SERVICE CO.**, 2606 Detroit Ave., Cleveland, O. de18

BARGAINS: \$10.00 EACH—RICOCHET, SUN- shine Derby, Sunshine Baseball, Home Run, \$8.00 each, Gottlieb Scoreboard, Fire Cracker, \$7.00 each, A. B. T. Pistols, Hold 'Em; \$3.00 each, Exhibit Ticket Machines, Banknote, Neck N' Neck, Excel, Happy Days, Madcap, Short Sox, BooHoo, \$24.00. Buy and sell Penny Arcade Machines. Price list free. **MUNVES**, 555 W. 157, New York.

BARGAINS — TWO PACIFIC MARKSMAN, four Exhibit Shoot-A-Lite, \$40.00 each; excellent condition. Forty Centapacks, Taverns, Pennypacks, \$6.50 each. Third certified deposit. **MUSIC SERVICE CO.**, 8011 Nebraska Ave., Tampa, Fla.

FOR RENT OR SALE—USED ROTARIES AND Merchantmen. **MEYER WOLF**, 2125 W. North Ave., Baltimore, Md.

FOR SALE—WURLITZER, SEEBURG AND MILLS Phonographs; all make Slot Machines, Pin Tables. Write for prices. **UNITED NOVELTY**, 504 W. Howard, Biloxi, Miss. de18x

FOR SALE—JUGGLE JUGS. PRICE \$3.95 EACH, worth triple the amount. **ROYAL**, 124 Market St., Philadelphia, Pa. x

FOR QUICK SALE — LATE MODELS RAYS Tracks, Check Separators, \$125.00; Paces Races, \$125.00; Classics, \$65.00; Rosemonts, \$85.00; Gottlieb Hit Cards, \$40.00. Send for list. **CHARLES PITTLE**, New Bedford, Mass. de11

FOR SALE—MILLS UPRIGHT SLIDING DOOR Safes, 6 Doubles, 10 Singles. Doubles, \$12.00; Singles, \$7.00. Also two Jennings Console Models, 5c Play, \$75.00 each; 20 Jennings Chiefs, like new, 5c and 10c Play, \$40.00 each; 4 Wurlitzer Rol-a-tors, 2 10c, 2 5c Play, \$35.00 each; 7 Mills C. Ts., 5 5c Play, 2 10c Play, at \$30.00 each. **GEO. MARKOS**, Dover, O. x

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. de25

HAND-OPERATED DIGGERS, \$20.00; PHOTO- scopes, \$10.00; Card Venders, \$2.00. Send for List. **C. A. BERG**, 871 North La Salle St., Chicago, Ill.

HIGHEST CASH PRICES FOR YOUR PENNY Packs, Tri-O-Packs, Tit-Tat-Toes, Reel Spots. **BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. de11

LOW PRICES — MILLS AND PACE SLOTS, Bumper and Automatic Tables, Wurlitzer Phonographs, Paces Races, all type Counter Machines, Charms, one gross 80c. No metal toys. **MARION COMPANY**, Dave Marion, Wichita, Kan. de11

MILLS BLUE FRONTS, \$39.50; SLOT MA- chines, \$10.00; Rosacores, \$29.50; Bowlettes, \$39.50; Turf Champs, \$59.50; Carom, \$39.50; Classics, \$49.50; Golden Wheel, \$69.50; Derby Day Clocks, \$49.50; Advance Cigarette Venders, 120 Paks, \$19.50; like new, \$45.00; Nip and Dodger, \$45.00; Mercury, \$29.50; Beamlite, \$49.50; Keeno, \$29.50; Totalizer, \$22.50; Fireball, \$7.50; Stormy, \$37.50; Outboard, \$21.50; Hit and Run, \$41.50; Home Stretch, \$30.00; Tournament, \$30.00; Crossline, \$17.50; Airway, \$45.00; Track Meet, \$32.50; Excel, \$7.50; Double Action, \$19.50; 3 Stars, \$9.50; Nip and Dodger, \$49.50; Silver Flash, \$47.50; Bumper Pok-O-Lite, \$22.50; Sensation, \$29.50; Skooky, \$23.50; Booster, \$9.50; Running Wild, \$19.50; Batter Up, \$19.50; Replay, \$17.50; Boo Hoo, \$27.50; Great Guns, \$21.50; Wizard, \$9.50; Long Beach, \$39.50; Daytona, \$19.50; Ricochet, \$17.50; Ball Fan, \$15.00. Games before bumper, \$49.50 each. Send order with list. **Penny Packs, \$7.50; Reel Spot, Reel Dice, Reel 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Trio-Pak, \$12.50; Daval Bumper, Bowling, Lantonia, \$49.50. LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia. x

PACES RACES—SERIAL 1900, NEW MOTOR, \$130.00; Universal Jungle Dodgers, 25 or 60 cycle, \$20.00. All in first class condition. **MILLS AMUSEMENT CO.**, 486 19th St., Niagara Falls, N. Y.

PENNY D. J. P. PACE AND WATLING NICKEL D. J. P., Jennings Escalator, Hialeah, Palooka, Peerless, \$15.00 each. **E. G. HUNTER**, Box 52, Pittsburg, Kan.

PHONOGRAPH NEEDLES — VELVETONE, 2,000 plays. Sample 50c. Write for quantity prices. **CHESTER RICHARDSON**, P. O. Box 631, Greenville, Miss.

PIN GAMES, \$2.50; COUNTER GAMES, \$2.50; Race Track, \$100.00; Pin Stars Machine, \$5.00; Snacks, 5c play, \$10.00. **O'BRIEN**, Thames, Newport, R. I.

QUITTING BUSINESS — SACRIFICE ROCK-O- Ball Seniors, good as new, \$85.00; Genco Rola Base, \$20.00. **ALEX COREY**, 2174 Olney, Indianapolis, Ind.

THREE 9-FT. ROLA SCORES, PERFECT, AT \$35.00 each; Tycoons, Skill Roll, Double Headers, Top Rows, Sunshine Baseballs at \$12.00 each. Will trade above games for Jr. Scores. **SULLIVAN SALES CO.**, Salem, Ind.

WANTED—USED BUCKLEY DIGGERS. STATE condition, model, serial number and price. Address **BOX C-303**, care The Billboard, Cincinnati, O. jal

WORLD SERIES FOR SALE — LIKE NEW, \$175.00. 1/3 with order, balance C. O. D. **JOHN ZARKOS**, Jefferson City, Mo.

"5/8" BALL GUM, FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fel2x

T-BALL AUTOMATICS FOR SALE OR TRADE for Blue Fronts. 1 Grand Prize, 1 Winner, 1 Turf Champ, 1 Carom, 1 Preakness, 1 Snappy, 1 Pearl Harbor, 2 Late Models ABT. Total, \$1,500 worth of equipment for \$400. **JOE MAUS**, Erlanger, Ky.

6-LBS CAPACITY BALL-GUM, PEANUT BULK Vendors, \$3.50 each; in lots of 20. Like new. **PENNY PRODUCTS CO.**, Lansdowne, Pa.

\$12.50 CASH PAID FOR MILLS MCCOY; \$35.00 Paid for Mills Blue Fronts. State serials first letter. **ROCKPORT NOVELTY CO.**, Rockport, Tex. de11

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices; leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfnx

Prison Appeals for Stage Material

Woodbourne, N. Y., November 19, 1937.

Editor *The Billboard*: It may be difficult for you to recall a man after such a long elapse of time but perhaps you will not think this too much of an imposition after you know the circumstances that prompt this letter.

In brief, having been affiliated with Popkin & Ringer, Irons & Clamage, also Milt Schuster, I thought it might possibly refresh your memory.

As an inmate of the Woodbourne State Prison, a newly opened institution, we are endeavoring to organize an orchestra as well as entertainment of some sort for Christmas. Personally being at a disadvantage in the East, it is difficult to secure any material from out of State. As so many others, no doubt, we have to depend upon the good will and fellowship of the theatrical profession.

Since we are devoid of everything but a beautiful auditorium and stage, any props, drops, in fact, any scenery at all will be appreciated. Old props or such we can renovate if necessary. We do have a modern projection machine but would like to add a spotlight for stage productions. Even without a spot we are in the red, so any material or costumes for male performers, especially for minstrels, will be appreciated. We are making an effort to produce a show for Christmas or New Year's, so your own boost and plug to others on our behalf would bring us a lot of joy on the new year.

Any bits, dialog, comedy or any material for male characters will help us out a great deal, also any orchestrations or musical accessories. All our sports activities and entertainments are sponsored by our director of recreation, John Law, former all-American Notre Dame captain of the football team.

I am permitted to suggest by Director Law that any material, scenery, etc., will be picked up by us if that will be convenient to any donor.

If any further information is required Director Law will gladly answer queries. He is in New York quite often and is willing to make any necessary arrangements.

In closing I wish to thank you personally, also in behalf of the inmates, for any kindness or consideration you may care to extend. Allow me to assume any good will or kindness extended by anyone else will be doubly appreciated by the inmates.

Address all gifts to John Law, Director of Recreation, Woodbourne State Prison, Woodbourne, N. Y.

JOSEPH BAUMLER, No. 693.

FORMULAS — LATEST MONEY MAKERS.
Write for free literature describing newest formulas for Fast Sellers. **H-BELFORD**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS. Rotary, heavy aluminum 12-quart Popping Kettles. Caramel Corn equipment. **NORTH-SIDE CO.**, 1528 19th, Des Moines, Ia. ja1x

1/4 HORSE, 110 VOLT, INDUCTION, ALTERNATING Motors, \$8.50; 1/4 Horse, \$4.90. Generators and larger Motors at bargain prices. **ELECTRICAL SURPLUS CO.**, 1885 Milwaukee, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHESTER POLLARD BALLOON RACER — IN excellent condition. 14 Units. Very reasonable. Write **170 BEACH, 96TH ST.**, Rockaway Beach, L. I., N. Y.

FOR SALE—SIXTEEN SEAT ADULTS' CHAIR Plane, complete; Kiddy Aero Plane Swing, twenty-four capacity. **CALVIN GRUNER**, Pinkneyville, Ill. de11

POPCORN MACHINES, CRISPETTE, CARMEL crisp, Cheese Coat, Potato Chip Machines. **LONG EAKINS**, 1976 High St., Springfield, O. ja22x

PORTABLE SKATING RINK — BRAND NEW Tent, New Music System, Maple Floor, Good skates, complete outfit, \$1,350.00. **R. S. WARREN**, Marion, Ala.

REGULAR \$275.00 STRIP PHOTO OUTFIT— Perfect condition, complete ready to work, \$100.00 for quick sale. **HASSAN**, Box 9711 Parkersburg, W. Va. de18

HELP WANTED

A-1 EXHIBIT ROLLER SKATING TEAM wanted. Week's booking. Salary or percentage. Pay sure, no ticket. Write **NICK ANCKNER JR.**, Gowanda, N. Y.

DOG AND PONY TRAINER—BREAK STOCK IN quarters for coming season. State lowest first letter. **F. J. JOSHUA**, General Delivery, Olathe, Kan.

GIRL MUSICIANS WANTED — RELIABLE. **RUTH SUTHERLAND**, care Murray Hill Hotel, Sault Ste. Marie, Mich.

GIRL FLYER—MUST BE EXPERIENCED. SEND photo, age, weight and height. For season 1938. **M. PAUL THORPE**, Mgr., "Flying Sensations," St. Petersburg, Fla.

WANTED AT ONCE — SEVEN HAWAIIANS, four Men, three Women. Steady work year round. **HARRY SIMON**, Oliver Hotel, Atlanta, Ga.

WANTED—SWING DANCE MUSICIANS, ALL instruments, who can sell. Must have personality. State all. Salary. **FRANCIS J. WALSH**, Austin, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo-strip Outfit, 1 1/2 x 2 or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. de18

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2 x 250, \$4.75. Sample assortment: Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. de25x

LOTS NEAR LAKE OF THE OZARKS AND RE- sorts, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD**, 240 Grossman Bldg., Kansas City, Kan. jan1x

MEXICAN PAPER MONEY — OLD, DISCON- tinued issues, the original, not a counterfeit, green backs, all denominations. Liberal quantity samples and price list, \$1.00 P. O. money order. **JOS. B. MANA**, P. O. Box 231, Phoenix, Ariz. de11

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more 1c. **SUMMERS' STUDIO**, Unionville, Mo. ja1x

20% CASH DISCOUNT TO SHOW PEOPLE ON New 1937 Alma Silvermoons and Covered Wagon Trailers. **SELLHORN TRAILER HEAD-QUARTERS**, East Lansing, Mich. de18x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. (Deal with known dealers.) de25

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ja8x

PINKY PUPPETS—VENTRILOQUIST FIGURES. Punch & Judy and Marionettes. **PINKY**, 1313 North Wells St., Chicago, Ill. Illustrations Folder Free. ja1

Show Family Album



GEORGE W. FERRELL, at the left, is known to many as a former clown and portrayer of the role of Lawyer Marks in the Straton and Leon W. Washburn "Uncle Tom's Cabin" companies. He spent 23 years in show business, touring thru the South with "Tom" and minstrel shows during winter months and with circuses in the summer.

To the right is **May Lillie**, the late wife of Major Gordon W. Lillie (Pawnee Bill). Picture, the only one owned by Pawnee Bill, was taken in the early '90s, when she was at the height of her career and excelled all others in shooting from horseback on a side saddle. Recently a Houston paper carried a sketch of a lifesize bronze plaque of May which was presented to Major Lillie at this year's National Frontiersmen's Convention held in that city. The sketch bore the erroneous caption that she was the only woman who ever outshot Annie Oakley. **Anne Oakley** never shot from horseback, but specialized in trap shooting.

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.

THAT FAMOUS CHINESE RING MYSTERY sent postpaid, anywhere, one dollar—and worth it! Will include free folding paper "Perplexer." **L. F. NEWLIN**, 1110 N. Euclid, Indianapolis. x

VENTRILOQUIST FIGURES—24-PAGE ILLU- strated catalog 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Note new address. ja1

VENTRILOQUIST—PUNCH FIGURES CARVED to order. Acts (1 play theatres, clubs, etc.). **KENNETH SPENCER**, 3240 Columbus Ave., Minneapolis, Minn.

40 BEST POCKET TRICKS—NO SKILL, NEW, including Newspaper Trick, Egg and Fan Mystery, etc., \$1.00. **LONERGAN**, 177 N. State, Chicago.

M. P. ACCESSORIES & FILMS

ATTENTION, ROADSHOWMEN! — WESTERNS, Comedies and full line 35mm. Sound and Silent Equipment. Discounts offered for limited time. Write today for new list. **ZENITH**, 308 W. 44th, New York, N. Y.

CHRISTMAS TALKIE SPECIAL — HAPPY NEW Year and Holy Night, featuring Roxy Chou and Jesse Crawford. 16mm., 35mm., 8 minutes, \$25.00. Other religious specials. **CHURCH FILMS**, Box 524, Cincinnati.

EVERYTHING FOR THE THEATRE—SAVE 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. de11

MOVIE ROADSHOW BARGAINS—35 MM. AND 16 MM. Portable Sound Projectors, complete with Amplifiers and Speakers. Popular makes. Fully guaranteed. Savings up to 50%. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. de11x

ONLY PERFECT CONDITION FILMS CAN stand screen tests which will give you more than your money's worth can be had here. Tell us your needs. No lists. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago, Ill.

"THE DRUNKARD" — ALSO OTHER ROAD show bargains and Westerns. Write for list. **RELIABLE FILM CO.**, 1818 Summit St., Portsmouth, O.

THE BEST OF ALL ROAD SHOWS AND BIG- gest Box Office Attraction of Today, Uncle Tom's Cabin, original eleven-reel production, sound-on-film, A-1 print, 35MM. Will ship for screening to experts only. Price \$90.00.

VIRGIL CASE, 4619 S. Ashland Ave., Chicago, Ill.

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Wire **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. de25

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. de25

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — DEACAN VIBRA-HARP, THREE octaves, \$165.00. Also four octave Xylophone, with Trunk, \$95.00. **ALBERT BOYER**, Mt. Pleasant Mills, Pa.

PARTNERS WANTED

WANT PARTNER WITH \$500—HELP OPEN and operate Independent Motion Picture Film Exchange. Investment secured. **PUBLIC AMUSEMENT CO.**, Toronto, O.

PERSONALS

NATURAL VEGETABLE AND MINERAL BROTH. A highly concentrated natural tonic and body builder. Chock full of minerals and vitamins. Composed of 14 of the finest dehydrated vegetables grown in the mountains of California. A 12-ounce can sent postpaid to you for \$1.50, or send a 3-cent stamp for descriptive circular. **NATURE'S PRODUCTS CO.**, General Post Office Box 594, New York City. x

SEND \$1.00 FOR COPY OF ARKANSAS 90-DAY Divorce Law. **L. W. WILLIAMS**, Domestic Relations Attorney, Clarksville, Ark.

SALESMEN WANTED

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Calendars, Xmas Cards, Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets. Business Cards, \$1.50 thousand. 35% comm. daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. XA, Chicago. x

SELL NOTHING! \$95.00 WEEKLY—\$500,000 Salesboard Firm announces new, no investment plan. Season starting. Hurry. **K & S COMPANY**, Dept. C-312, 6227 Broadway, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. de25

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. de11

DYCE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO**, Columbus, O.

DYCE SCENERY—SELLING OUT ALL PATTERNS, \$15.00, or 3 for \$40.00, while they last. Good condition. **INGRAM PRODUCTIONS**, Rock Island, Ill.

TENTS—SECOND-HAND

SIDEWALL BARGAINS — FINE STOCK 8-FT. Sidewall, 7.68 oz. White Drill, hand roped. Good as new, \$21.00 per 100 ft long. Hurry deposit. **KERR CO.**, 1954 Grand, Chicago. de11

50x170 ROUND END, RED TRIM, STREAM- line built, waterproofed, A-1 shape, \$375.00 complete. 40x80, A-1 shape, Top only, \$75.00. 20x30, Top only, A-1 shape, \$25.00. 30x50, Top only, good shape, \$50.00. Tell us what you need. **SMITH TENTS**, Auburn, N. Y. de18

15x24 STRIPED RAIN OR SHINE TOP WITH Poles, 7-ft. Side Walls, 16-ft. Banner Front. New this season. \$45.00. 8x16 Khaki Store Tent and Frame, \$25.00. **SKINNER**, 445 E. 87th Place, Chicago, Ill.

THEATRICAL PRINTING

PARTICULAR? POSTPAID — NEARGRAVURE (Emboss Letterheads, \$1.10, two colors, \$1.59; Embossed Raised, \$1.69-\$2.39), 1,000 with 4x9 Dodgers, \$1.50. **SOLLIDAYS**, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00. Date changes, 25c each. "DOC" ANGEL, ex-Trouper, Leavittsburg, O.

500 8 1/2 x 11 LETTERHEADS, \$1.25; 500 6 1/2 Envelopes, \$1.25; 500 5 1/2 x 8 1/2 Noteheads, \$1.00. Printed to your copy. **VICTOR'S PRINT SHOP**, Exeter, N. H. de18x

WANTED TO BUY

WANTED TO BUY — HIGH SWAYING POLE. Must be A-1. Write **R. S. BENNETT**, General Delivery, Tampa, Fla.

WANT 8-CAR WHIP OR OTHER RIDES—HAVE mortgages and contracts that will stand investigation. **BEAUCHAMP**, 409 E. 65, Seattle, de18

At Liberty Advertisements

5c **WORD, CASH** (First Line Large Black Type). 2c **WORD, CASH** (First Line and Name Black Type). 1c **TO WORD, CASH** (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ACCOUNTANT-MANAGER AND SHOW SECRETARY. Eight years' experience in outdoor field. Want connection with reliable organization now. Age 30, with excellent habits and references. \$30 or salary and percentage. Write **P. O. BOX 545**, Salem, Mass. dg18

ADVANCE AGENT — WELL EXPERIENCED handling Indoor and Outdoor Attractions. Good appearance, sober, reliable. Have car. In South now. Only reliable connection considered. **BOX C-394**, Billboard, Cincinnati.

AGENT — To Represent Free Acts. Minnesota Federation of County Fairs Convention, January 22-14 for 1938, bookings. Write at once. **BOX 6211-44**, Billboard, Chicago, Ill. ja8

ADVANCE AGENT — Experienced, reliable, with car. Wants to contact a real Showman with organized Stage Unit, large or small. Acquired best money-making territories, circuits and independent theaters. Consecutive routes, small jumps. Percentage or salary. Write or wire. **BOX C-889**, Billboard, Cincinnati, O.

DANCING MASTER — Can manage your Dance Floor or Show. Age 35. Reliable. Give bond. **T. M. A. LODGE NO. 14**, Box 52, Pen-Mar Park, Pa. de11

ONE OF THE FOREMOST Vaudeville Theater Managers—Expert independent booker of good inexpensive acts; also been publicist, at liberty. Best Showmanship. **GEORGE ENGLEBRECHT**, Billboard, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE DECEMBER 20 — WELL ORGANIZED Nine-piece Band. Union, featuring Hammond Electric Organ. Sweet, swinging very commercial. P. A., large library, six arrangers, three vocalists, vocal trio and numerous instrumental doubles. Equipped and ready to travel anywhere. BOB GOLD ORCHESTRA, care Palace Gardens, Lansing, Mich.

DICK CRAWFORD AND ORCHESTRA — Presenting Music in the Sophisticated Manner. A versatile and entertaining organization. Have a very fine up-to-date library with many special arrangements. Completely uniformed and equipped. Seven young men. Instrumentation includes 2 baritone saxes, 2 alto saxes, 2 clarinets, 1 tenor sax, 2 trombones, 1 trumpet, bass, drums and piano. At Liberty January 17. This is the band for you. Hotels, clubs or cafe. Write or wire, stating full particulars in first. City Club, Carroll, Ia.

SIX-PIECE UNION BAND DESIRING CHANGE before January 1. Have doubles, vocalist, P. A., wardrobe, special arrangements. Organized five years. Cuff shows, style. Sweet and Swing. Prefer nice clubs and hotels. Write LEADER, Oakwood Tavern, Klinger Lake, Sturgis, Mich. de18

BILLY COPPOL and His Orchestra — Five professional musicians together ten years, now playing the Gypsy Village Nite Club for over eight weeks. Band doubles on various instruments, including vocal trios, piano accordion, violins. Wardrobe and public address system. Reliable, union, may floor shows. Agents and bookers, please contact at once. Can leave week's notice. Reliable, steady engagements only. If interested wire or write stating all. BILLY COPPOL, 2408 Jacob St., Wheeling, W. Va. de18

OLLIE HOWARD'S Music of Distinction. Just in last week of successful three months' engagement. Have fine library. Old organization, smooth unit, good vocalists, hot and sweet music. Uniforms, own sound equipment. Dependable, six men or augment. Permanent address, 208 E. Main St., Chanute, Kan. de11

SNAPPY 8-PIECE SWING UNION BAND — Plus Featured Girl Director who dances and sings if desired. Also two other members sing. Contract expires Jan. 1, 1938. Will be at Liberty to travel. Have public address system, uniforms, etc. Vaudeville experience. Band plays smooth as well as swing. Average age 26. All men double, also three-piece. Leader also novelty player, due to height, 4' 6". Reliable bookers take notice. Contracts expected. Write or wire DON J. DIMARE, 695 E. Fourth St., South Boston, Mass. de18

AT LIBERTY CIRCUS AND CARNIVAL

MAURICE, OSSIFIED MAN — Best Living Freak Attraction. Museum in warm climate preferred. Salary and expenses. Address MAURICE PIERCE, 2261 Champa St., Denver, Colo. de18

DIXIE DANDY DOG AND MONKEY CIRCUS — For schools, clubs, theatres, indoor circus, etc. Seven fine animals. Five dogs, one rhesus monkey, one drill baboon. In fast, clever ten to thirty-minute routine of exceptional tricks, correctly presented by young man and woman. Address week Dec. 6, General Delivery, Murray, Ky.

HIGH-CLASS SIDE SHOW ATTRACTION — Deaf Mute Artist. The only in nation. For season 1938. Salary your best. Write immediately. BRYAN BATES, 1811 8th Ave., Bessemer, Ala. de18

INDOOR CIRCUS UNIT — 4 BEARS ACT, DOGS and Ponies; Aerial Acts, Clowns, etc. What do you need? State all. CIRCUS UNIT, Box 145, Bernharts, Pa.

AT LIBERTY COLORED PEOPLE

JACQUES AND LA VERNE — Now appearing nightly at the Town Club, 2181 Olive Ave., Cicero, Ill. Young, versatile colored dance team, brother and sister, doing fast flash, military, song and solo dances. This team has looks, fine wardrobe and personality. They also stroll during intermissions between shows, singing and playing popular or spicy songs on the accordion and guitar. They are union musicians. Available after December 19. Permanent address JESSIE M. BARRETT, 5926 So. Parkway (Phone, Englewood 7481), Chicago, Illinois.

AT LIBERTY DRAMATIC ARTISTS

FEATURE COMEDIAN — Any style Stage and Night Club Shows. Versatile Actor, Entertainer. Excellent Comedy, Singing, Hokum, Dancing (all styles). Specialties. Nice Voice, General Business, Comedy M. G. Characters, Straight Man, Excellent. Standard artist. All requirements. DANCING CAMEL, Delta, O.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT — Mindreading, Crystal Magic, Theaters, night club, hotel attraction. Original presentation. Private readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

SCENIC ARTIST - BUILDING CARPENTER — Can build and paint anything for indoor or outdoor show. Can join immediately. ELMER MORRIS, 18 Garfield Place, Cincinnati.

MRS. NELLIE M. H. KING — Presenting Five High-Class Novelty Musical Acts. (Hawaiian Golden Bells, Sleight of Hand, Street Marching, Four-Hand Swiss Bells, Trick Violin.) Prof. George Opim King; Punch and Judy and Ventrioloquist Acts. Royal troupe. Experienced, sober, reliable. Address, 318 Orange St., Henderson, N. C. Phone 156-J. de11

TICKET SELLER-SECRETARY — Fast, accurate, Young Man. Honest, sober, reliable. Expert typist, good bookkeeper. Can double stage. Go anywhere. BOX 1211, Elko, Nev. de18

THREE-PIECE DANCE BAND — Play six instruments, sing, tap dances, club juggling, rope spinning, ventrioloquist. Plenty specialties. HARRY D. THOMAS, 36 W. Randolph, Chicago. Dearborn 9680.

AT LIBERTY MUSICIANS

ALTO SAX, DOUBLING Tenor and Clarinet. Young, union, dance experience. RUSSELL ADAMS, 518 Graffins, Punxsutawney, Pa.

DRUMMER-DANCE, NITE Club or Show. Prefer a small night club band. DRUMMER, care Pollack Bros.' Circus, Muskogee, Okla.

A-1 DRUMMER-DANCE SHOW, CONCERT. Thoroughly experienced. Dependable, sober, union. Age 35, neat appearing. Reliable connection anywhere. CLIFF OSSLER, Hotel Raleigh, Chicago, Ill. de11

ALTO SAX — DOUBLE CLARINET. GOOD reader, fake, voice. Appearance, young, sober and reliable. Can join at once but reply by letter. Don't misrepresent. TOM MATNEY, Waynesville, N. C.

AT LIBERTY-TENOR SAX, CLARINET. Experienced, old-time, modern bands, vocal, union. Go anywhere. CARL BOTTS, Apt. 214, 1235 La Salle, Minneapolis, Minn.

BAND ORGAN EXPERT — CAN REPAIR, overhaul, rebuild any model organ. Twenty years with factory and carnivals. Will work on lot or winter quarters. W. ANGER, 409 E. Main, Lafayette, La. de11

BASS—PREFER SMALL SWING OUTFIT. READ or jam. Fiddle only, no tuba. TOM SHEA, Port Henry, N. Y.

DRUMMER — YOUNG, SOBER, DEPENDABLE. Complete white pearl outfit. Doubling bells, Krupa swing style. Specials featuring drums. Have new car. Go anywhere. CHARLIE FINKBINER, 22 Fuller Ave., Llanerch, Pa., Sub. Philadelphia.

DRUMMER-MEDIUM SWING XYLOPHONIST. Young, modern, union, reliable. Sing, experienced. Prefer location with small band. Last band two years. O. CHARLES, General Delivery, Belleville, Ill.

FLUTIST — THEATER EXPERIENCED. Commercial jobs also considered. BOX C-388, Billboard, Cincinnati, O.

FRENCH HORN—EXPERIENCED BAND AND Orchestra. Married, sober, reliable. Sight read, transpose. Go anywhere for reasonable consideration. MUSICIAN, Apt. 5, 221 E. 9th St., Indianapolis, Ind.

GIRL TROMBONIST — EXPERIENCED STAGE, Concert and Dance Bands. Union. Go anywhere. Address BOX C-392, Billboard, Cincinnati.

HARPIST AND VIOLINIST — EXPERIENCED. Classy team for cocktail lounges, etc. BOX C-380, Billboard, Cincinnati, O. de11

MODERN TENOR SAX AND CLARINET. Phrase modern, modern ride. Don't drink, smoke or gripe. Prefer location. Age 23. Please no panics. Union. LOUIE WEAVER, 250 Washington, Macon, Ga. x

ORGANIST — EXPERIENCED ALL LINES. Young, sober, reliable. Address ORGANIST, 17 Grandview Terrace, Albany, N. Y.

SOUSAPHONE AND SLAP BASS AT LIBERTY after Jan. 1. Circus and Dance experience. Arrange, sing in trio. Work in any size combination. Union, single, age 33. No booze. L. F. TALCOTT, Box 158, Route 2, Hoquiam, Wash. de18

TENOR SAX-CLARINET. PREFER SWING Band, cafe or club. Read, fake, take off. Write or wire ORVILLE REINOEHL, Worland, Wyo. de25

TENOR SAX-CLARINET. READ, TRANSPOSE. Tone, Swing, Fake. Can play Lead or 3rd Tenor from alto parts. Experience with style and small swing bands. Union, 23, reliable. Steady location only. Write or wire BERNIE BADLER, 6 Boek Ave., Newark, N. J.

THIRD ALTO SAX, CLARINET, BARITONE — Sight read all horns. Plenty experience in ballrooms, etc. Age 21. Union. State all. MUSICIAN, 117 South Main St., Hicksville, O.

TRAP DRUMMER — EXPERIENCED DANCE, Nite Clubs. Age 28, good personality and reliable. Will work steady or engagements. Want location in Pittsburgh, Pa. RAY SHANK, 409 Trenton Ave., Wilkensburg, Pa.

TROMBONE DOUBLING VIOLIN. GOOD tone, range. Young, union, experienced all lines. Salary, location only. I've had experience in sweet and swing combos and can cut almost anything at sight. State all in first. MUSICIAN, 310 N. Church St., Watertown Wis.

TRUMPET — EXPERIENCED IN ALL LINES. Good tone, reader. Youthful appearance. Am 22, union, now with stage unit. Have large outfit but am getting new Krupa type set immediately. Have new sedan. Join immediately any place. Write. Address TOMMY OSBORNE, 2527 S. 10th St., Omaha, Neb.

TRUMPET—TOAD THARP, DIXIELAND STYLE. Fast Take Off, Fast Reader, Union, Tone, Range. TOAD THARP, Throckmorton, Tex. de25

VIOLINIST—DOUBLING STRING BASS. SOUTH preferred. BOX C-380, Billboard, Cincinnati, O. de18

DRUMMER — Fully experienced, really play shows. Am 22, union, now with stage unit. Have large outfit but am getting new Krupa type set immediately. Have new sedan. Join immediately any place. Give full details; consider anything, but Benny Good, man please write. All letters promptly answered. BOX C-393, care Billboard, Cincinnati.

DRUMMER — Modern solid swing, fast reader, Solo Vibraphones. Plenty of experience with good bands. Join at once. Please write. State all. Write. Address HILL GAILOR, 410 3rd St., S. W., Rochester, Minn.

FIRST-CLASS STRONG BARITONE and Bass — Big Circus Concert Band experience. Reliable and competent. I want job with real friends. Write. Address BILL CARLOS, 319 Walnut St., Macon, Ga. de18

TROMBONE — Young, name experience. Read or jam. A little out of practice. Want only Xmas week as have day job, but might accept longer. BILL CRANDALL, 648 Hardin Ave., Jacksonville, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS for 1938 — Parks, Fairs and Celebrations, covering United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. ja8

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in Southeast. Contact THOMPSON BROS. BALLOON PARACHUTE CO., Aurora, Ill. Established 1903. de25

"DIVE OF DEATH" — THE World's Greatest Thrill Act. Booking 1937-1938 dates now. Write CLARENCE A. MCCONNEY, INC., 60 Washington St., Salem, Mass. de25

ATTENTION, FAIR, PARK AND RODEO Managers! Arabian High-School Horse, starring Arabella, the equine graduate. Desirable grand-stand attraction. Work indoors or out. Flashy wardrobe, beautiful equipment. References. Booking 1938 fair dates now. EARLE SCOTT, Wilmore, Kan. de11

Seeks Aid for Prison League

New York, December 1, 1937. Editor The Billboard: Once more I want to plead with your readers to help me in bringing some Christmas joy and comfort to the sad mothers and innocent children of the men in our great prisons throughout the country. When I speak of men in prison I trust the reader will not be embittered and unsympathetic by visualizing perverts and gangsters (a very small percentage of the prison population). There are tens of thousands who have made tragic mistakes and broken the laws, but who are still loving husbands and fathers, ashamed and heartbroken over the suffering they have caused. They are truly learning their lesson and trying to build up a better, more hopeful future. We have been helping the families of these men for over 40 years and we have always found a great need for practical, understanding help and sympathy. At Christmas time we hope to send hundreds of boxes from my office, packed with new clothing and dolls and toys, while our local volunteers will remember the families with basket dinners. We need money, clothing and toys for this work and appeal to those who expect a happy Christmas and who can make it a happier day by helping these unfortunate ones. Especially do we need to provide shoes and stockings for boys and girls from 4 to 14 years of age. Please address your gifts to Mrs. Ballington Booth, the Volunteer Prison League, 34 West 28th street, New York City. MAUD BALLINGTON BOOTH.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, O. de25

AT LIBERTY PIANO PLAYERS

PIANIST—SOLOS, SONGS, EXPERIENCED, Reliable. Appearance, excellent reader. MAURICE LUCKETT, Eddyville, Ky.

A GOOD OLD-TIME PIANO PLAYER—No sight reader. Do comedy or straight or doctor. Don't work hard for something good. No panics. Like Single, union, twenty-five, lots experience. No panics. Absolutely dependable; do not drink or smoke. Tell all in first. JED HADFIELD, Princeton, Ind.

PIANO MAN DESIRES CHANGE — Two weeks' notice required. Plenty rhythm read. Like Single, union, twenty-five, lots experience. No panics. Absolutely dependable; do not drink or smoke. Tell all in first. JED HADFIELD, Princeton, Ind.

AT LIBERTY SINGERS

SINGER GUITARIST — Fine baritone voice, plenty of range and quality; 23, union, single, experience with bands, radio and strolling units. Willing to work hard for something good. No panics. Like all first letter. BOX C-391, Billboard, Cincinnati, Ohio. de18

AT LIBERTY VAUDEVILLE ARTISTS

SOME OPEN TIME — 2 SEPARATE ACTS. FAST Double Juggling Act, Comedy Slack Wire Act and Diving Dog. EDDY & EDDY, General Delivery, Stoughton, Mass. de11

AT LIBERTY — Versatile Team. Man Straights or Comedy. Up in all acts and bits. Wife works all acts and bits. Both sing and dance. Plenty of specialties. We feed ourselves! South for the winter. Advise best joint salary. Care TEAM, Box C-390, Billboard, Cincinnati, O.

CALVERT'S SOCIETY PUPPETS — (Punch & Judy). The Biggest Little Show in the business. For theatres, clubs, parties. Special advertising. CALVERT, 226 W. 60th St., New York. ja1

PAGE SHOWS CLOSE

(Continued from page 55) gers; Hackenschmidt, palmistry; Joe Tafel, four grind concessions; Harry Ram- ish, blanket wheel, and Jack Murray, diggers; G. Davis, frozen custard and candy floss. Several of them trekked to Augusta for a post-season date, but it turned out a blank, due to unexpected near-frigid weather.

Winter Here

Owner Page has obtained commodious quarters here. Roy Fann will again be in charge, making his eighth year in that capacity. A small crew will begin re-painting and repairing part of the equipment this week. It will be augmented about March 1, when several new fronts will be constructed and all rides repaired and repainted. All banners will be touched up and several new ones will grace various fronts next season. As it is Page's intention to enlarge several of the fronts, an order will be placed for three new green tops to house the side show, Minstrel and Monkey shows respectively. Mr. and Mrs. J. J. Page left November 26 for their home in Johnson City, Tenn., where their daughter, Dorothy Lee, is attending school.

Personnel Scatters

Several of the personnel remained in Augusta, while many went booked on other shows. Folk who went home and their destinations follow: Billy and Flo Clark, Jacksonville, Fla.; Chris Jernigan, Macon, Ga.; Carl Champlin and wife, Cincinnati; Joe Longmore and Frank Meister, Philadelphia; Mr. and Mrs. Bert Montgomery, Trevor and Luther, St. Clair, Pa.; D. L. (Spot) Bassinger, S. C.; W. L. Borrer and family, Jonesboro, Ark.; Al Rusher and wife, Henderson, Mo.; Bill and Helen Moore, De- troit; Levi and Pansy Barnes, Canisto, N. Y.; Carl Jackson and family and Earl Emory Pendergrass, Rome, Ga.; Earl Coffman, Greenville, Tenn.; James E. Jennings, Cincinnati; Mr. and Mrs. J. (Bama) Jones, Birmingham; Barney Sisson and wife, North Augusta, S. C.; Don MacIver, Tunnelton, W. Va.; Leon Crane, S. C.; Mildred Winters, Phil and ham; Arthur Ernest, Atlanta; Phil and Joe Babcock, Ocala, Fla.; G. Davis, St. Louis; Wade Beard and wife, Waycross, Ga.; Charles Thomas and family, Egor, Ga.; Tex Thorpe, Jack Carroll and wife, Brown, Jacksonville, Fla.; Elmer Reid, Huleyville, Ky.; Donnie Neery, Carbo- nate, Pa.; Jimmy York, Marion, Ky.; Bud Valler, Appleton, Wis.; Harry Peterson, Macon, Ga.; Mr. and Mrs. W. L. Borrer, Florida; D. T. Morrissey and White Cross- cett, South Georgia, and Richard Sloss, Prospect Station, Tenn.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

Solly Salesboard Takes Betty Bingo for a Bride

Ops in both "families" hail merger as a "natural"—
"Happy couple meant for each other," say parents—
other ops planning similar tie-ups in own localities

NEW YORK, Dec. 4.—Solly Salesboard married Betty Bingo at a State fair the past season and the occasion was such an outstanding success that the idea is being hailed by operators in both families as one of the finest "naturals" in many a moon. Romance blossomed when the problem came up of how to put over the ticket sale for a monster bingo party the fair committee was planning. One gentleman on the promoting staff suggested that Solly Salesboard be introduced to Betty Bingo. Boy met girl this way: Members of the sponsoring organization were given salescards, the kind with girls' names on them. On each punch the player would pay from 1 cent to 35 cents, according to the figure on the back of the girl's name. No player was to pay over 35 cents.

Each player received, in addition to the opportunity of winning a merchandise prize which was offered with the salescard, a ticket to the bingo party. One punch, one ticket; two punches, two tickets, etc. Seller of the salescard also received a prize, similar to that given the person holding the winning punch on the salescard.

Result was that salescard fans had the pleasure of taking a pick and the possibility of winning a prize and at the same time received a ticket to the bingo party. Bingo fans on the other hand had a chance to buy their tickets to the big party for as little as 1 cent and at the same time had the opportunity of winning a prize on the salescard.

Popularity of the idea was proved by the tremendous turnout at the bingo party, and the fact that local ops in near-by territories picked up the idea and combined bingo and salesboards in their territories.

Of course, even so ideal a promotion

as that involving salescards as a bingo attendance-building medium will not click if the prizes offered at the bingo game aren't attractive enough to lure players. At the New York State Fair bingo game prizes included a studio couch, electric refrigerator, radio, automobile radio, 100-piece silver service, 110-piece decorated china dinner set, three-piece living room suite, vacuum cleaner, lounge chair, Oriental floor rug, 21-jewel wrist watch, portable bar, electric Mixmaster, maple dinette set, electric range, mantel chime clock, ladies' leather traveling bag, five-piece bridge set, walnut coffee table, bronze-base floor lamps and a walnut library table.

With this list of prizes and with the added incentive of playing for instead of buying their bingo tickets, players will flock to bingo games and feel that they are getting more than their money's worth . . . which, of course, they are.

DICTATORSHIP BY DUMBHEADS

A DIRECT-SELLING EDITORIAL

In several communities short-sighted business men and merchants listening to the glib hooey of promoters with ulterior motives have put enough pressure on local authorities to squeeze thru the local Legislature what has come to be known as the "Green River Law." This law forbids soliciting or peddling in and upon private residences. It forbids, in plain English, a man from making a living as a direct salesman.



JOE CSIDA

We won't discuss the reasons why a direct seller has as much right to pursue his profession—and it is a profession—as the next man. We won't even stress particularly the fact that 88 per cent of all direct sellers are residents of the communities in which they work and they therefore spend their earnings in their home communities with the local merchants and business men. We won't mention that such a law smacks of Hitlerism and Mussolinism.

We simply want to appeal to the common sense (if they have any) of the merchants and business men who get behind movements to put the "Green River" laws into effect. Do they not realize that by enforcing such a law they are forbidding their own delivery corps and their own selling agents from talking to a prospective customer in the customer's home. Do they not realize that such legislation will prohibit the local newspaper boys from dropping the daily on the doorstep, the local milkman from bringing milk to their homes, the local automobile dealer from seeing his hottest prospects and all local merchants (themselves as well as others) from transacting business in the home.

Do they overlook entirely the fact that direct sellers often create a demand for certain types of merchandise for which the buyer comes to the local store long after the direct salesman has made his call?

Do they not realize that the American public resents being told from whom it may and may not buy? And that such resentment may cause a goodly portion of the public to buy from mail-order houses rather than from the dumbhead dictators who are their local merchants?

Can't they see, in short, that the dumbheaded dictatorships which they are helping to establish may very easily grow to Frankensteinian proportions and step all over them?

If we were a local merchant worried by the competition of the direct selling boys and girls we'd think twice about a few of these points before we'd start yelling, "Let's Green-River 'em."

Merchandise Mailbag

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALES-CARDS and TRADE STIMULATORS.

By BEN SMITH

So many interesting letters have reached us in the past few weeks that we can't resist passing several of them on to you. How about letting us hear from you? We're all interested in your experiences and your opinions.

Here, for instance, is a humorous tale about Bingo told by a veteran pitchman, E. L. Kiehl. Says E. L.:

"I am a pitchman and have never conducted a Bingo game, but, of course, I have seen the game operated all over the land. Here is one that is too good to let pass. I know the Bingo ops will enjoy it.

"While working fairs in my home State last summer my partner and I made a group way up in the northernmost part of the State and our attention was drawn to a couple of real '40 milers' who had gone into the business in a big way. They weren't satisfied to frame a regular layout. They bought or rented a small circus tent and had all the merchandise of a good-sized Wisconsin country store. As a main prize they gave away a wash tub filled with spuds and cabbage. And their bingo was the darbs. They used the king's English in a way that would make the king run and hide.

"For days we tried to understand clearly what the man on the mike yelled out when someone would call 'Bingo.' But it was no use. We muffed it every time we tried. One day I simply had to have a 'close-up' of his yell, so I went up against the stand for 10 cents, and when a pitchman spends 10 cents that is something with a '40 miler.'

"Well, sir, Lady Luck sure meant me to get all the value out of that dime. And, so help me, I made a natural. I screamed 'Bingo' like I was shot right into 'Sir 40 Milers' ear, and he in turn yelled back to the announcer, and I got not only my choice of any lawn mower

or wash tub in the big top but I heard clearly for the first time what the guy had been saying all along. And it was: 'DISTURB your card, folks. There may be a mistake.'

From Duke Street House in London comes an interesting communication from S. A. Solomon, King Solomon to many of his friends among dems, pitchmen and salesmen everywhere. Says the King, in part:

"Conditions over here are good. In fact, *The Billboard* should print an English edition. The greeting-card business is good here. English cards are considerably behind American ones in style, but the quality and the price of the English cards are as good or better than American ones."

And Bill Hamilton, circus owner and pioneer Bingo operator, writing from York, S. C., says:

"Here is a voice from the dark. It has been some time since I corresponded with you. In fact, not since my association in the ownership of the Barnett Bros.' Circus. After disposing of that interest I went into the Bingo business, operating under various charitable and benevolent organizations' auspices under the name of the William Hamilton Producing Company. We were considered the largest Bingo operators in the two States, having at one time more than 40 Bingo parties running at one time. I sold out to my partners and they are successfully conducting the business in Jersey City . . . and I returned to my first love, the circus.

"I noticed that *The Billboard* is now conducting a Bingo column and have often wondered why it was not undertaken before. To be truthful, it was (See *Merchandise Mailbag* on page 70)

As we mentioned last week, maximum results are obtained from a fund-raising campaign when it is made to appear that the campaign is being handled by the organization direct. Promoted this way, the appeal is more personal, more powerful and most effective. For example, here is a typical letter sent out to members by a lodge. It was part of a beautifully illustrated four-page circular:

"Dear Sir and Brother:
"The State Board of Officers of the _____, having the welfare of the various Councils in the State at heart, are desirous of building up the Welfare Fund of our Councils.

"Every Council of the _____ is always desirous of assisting a brother when the call is sounded, but to do this additional funds are required. We cannot conceive a better or more opportune time to conduct a campaign for the welfare of all the Councils in our State.

"It is the desire of the State Board of Officers to INSTALL THE LARGEST CLASS OF NEW MEMBERS INTO OUR FRATERNITY IN THE HISTORY OF OUR ORDER. We are also desirous of reinstating many of our former members who were suspended from membership for nonpayment of dues thru circumstances over which they had no control. This plan will give everyone an opportunity to assist us in reaching our goal.

"We boast with pride of having the largest fraternal membership in the State—the LEADER—but in our own national order we are second in size. It is (See *DEALS* on page 70)

BINGO BUSINESS

By JOHN CARY

OUR CRUSADE AGAINST CASH PRIZES in bingo games brought us an interesting communication recently from Frank Bird, manager of Toronto's Bingo Supply Company. There is so much good sense, so much solid logic in Bird's letter that we are reprinting it in full. Bird has sent the letter to a great many lodges, fraternal organizations and churches with which his company has done business, but what it has to say should prove of interest to bingo operators everywhere. Here's the letter:

"Dear Sirs:
"May we call to your attention the ever-rising tide of adverse public sentiment towards the awarding of cash prizes at bingo parties. In every instance of conflict with municipal authorities the bone of contention has been cash prizes. Under this heading would come vouchers or orders for stated amount, which can be converted to cash at the corner grocery if a purchase is made of perhaps 10 per cent of the face value of such voucher or order.
"Cash prizes encourage gambling, and it is this action of short-sighted operators who labor under the mistaken impression that such prizes stimulate business which has caused the authorities to take steps against 'bingo' operators.
"Do not underestimate the importance (See *BINGO BUSINESS* on page 73)

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Hair Grower Device

The fact has been recognized for a long time that if pressure and vacuum are alternately applied to a man's scalp it will make hair grow. The problem, however, has been the manufacturing of a device to do this. Some have been placed on the market, but all have been so high priced. But now the Practical Products Company has made an announcement which promises to put a

machine within the reach of every man. They call it the Practo Hair Grower. It uses water power instead of electricity, is guaranteed to grow hair and looks like a winner for salesmen.

Camolaire Bed Jackets

Miladies in boudoirs all over the country are wearing the new Camolaire bed jackets recently introduced by the Lombardy Company. Item is a dollar retailer and has definite possibilities as a bingo consolation prize or secondary award on salesboards and is a hot number for agents and salesmen working house to house and stores, especially at this time of the year, when many folks are looking for an inexpensive and smart gift item for ladies.

New Tricky Water Purifier

To prevent the ever-present impure drinking water hazard, the Automatic Filter Company is offering a new automatic water filter which is claimed to make an unbelievable difference in the purity of hydrant water. Cellulose fibers inclosed in a device which can be attached to any faucet do the trick. It really sounds like a fast seller and the company will be glad to supply detailed information and complete selling plans.

Auto Fog Lights

Use of amber-colored lights has been adequately proved as a safety device for motorists driving in fog, rain and snow. Thousands of motorists are aware of the advantages but comparatively few have bought fog lights because of the expense. However, the Kristee Company recently announced a new amber-colored device, made of rubberized material, which any motorist can snap on his regular headlights in a jiffy. It's a natural for winter work and agents and pitchmen should hop on it before too late.

New Electroplating Process

Rapid Electroplating Company has announced a process which promises to revolutionize the electroplating industry. Process is amazingly simple. Gold, silver, nickel, cadmium and copper are easily deposited on any metal surface with a special brush carrying electricity. Company is making a free demonstrator offer to prove its claims.

Dream Comes True

Have you ever watched a woman use an electric iron? If you have you will have noticed the electric cord invariably twists and hinders operations. No-Tro Electric Appliance Corporation claims this problem now has been solved once and for all. Company has just announced a new cord with swivel action. Cord spins around no matter what course the iron may take. Looks like a real necessity item and firm is making a free sample offer.



TUMBLING SANTA CLAUS
Toss-Up Balloon

With Giant Bow Tie, Assorted Christmas Colors, Inflates 24 in. e h e s high. Packed in 3 colored envelopes.

PRICE \$5.00
Gross

Sample Dozen, \$1.00 prepaid.

Manufactured By **United Balloon Co.**
Over 700 Bargains

XMAS TREE LIGHTING OUTFIT— 17c
8 Series, Each

XMAS TREE BULBS— Packed 100 65c
Assorted to Box, 100

No. 475—CHRISTMAS CARDS, 8 6c
Assorted to Box, Each Box

No. 725—CHRISTMAS CARDS, 8 10c
Packed 12 Cards to a Box, Each Box

DON'T BUY XMAS GOODS UNTIL YOU SEE OUR XMAS OFFER!

OUR PRICES WILL SAVE YOU 25%.

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

EXCEPTIONAL VALUES FOR XMAS

WHILE THEY LAST!

WALTHAM & ELGIN 15 Size
Railroad Pocket Watches, Chrome Case.

7-Jewel, Each\$2.25
15-Jewel, Each 2.75
17-Jewel, Each 3.25

ELGIN or WALTHAM 7J, 12J
Octagon Shape, in Doz. \$2.75
Lots, Each, 100 \$3.00
15J, in Dozen Lots, Ea. \$3.50

ELGIN-WALTHAM MEN'S
WRENCH WATCHES— \$3.50
O Size, 7-Jewel, Each.

ELGIN & WALTHAM—12 1/2 J
10 Size, Knife Edge, Thin Model Case, Black Enamel. \$4.00

7 Jewel, Equiv. \$6.00. Chain to match \$5.00 Ea.

SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.

75% Deposit, Balance C. O. D. \$2nd for Catalog.

N. SEIDMAN,
178 Canal Street, NEW YORK, N. Y.

MAGNO'S RED HOT SELLERS

Will make it a Merry Xmas for U. BRING HOME THE BACON! Rush your order from the list below. 1/3 deposit. HOT XMAS CARDS. Ass. No. 1, 100 for 90c, 500 for 2.50. No. 3, 35 diff. Flashy, 1.00 C, 5.00 M. Ass. No. 4, Baronial, 15 Diff. 1.25 C, 8.00 M. Ass. 7, Cartoon Xmas Folders, 2.00 per 100. Ass. 8, 12 Posters, 1.00. Ass. 9, Santa Claus Sand Cards, Doz. 35c, Gro. 4.00. **RED HOT DIPLOMAS** for XMAS, 30 Diff., 2.00 Gro.

JOKE ITEMS. Doz.
Loaded Cigars... .40
Shooting Match... .30
Flugs to Lead Cig... .85
Auto Whiz Bangs... .85
Cig. Stinkers... .60
40" Plateliter... .40
SNAKE WUT Can... 1.30
Shooting Books... .60
OO OUI BABY... .80
POO POO Pillow... .80
EMERGENCY Card... .30
Shooting Pen... .90
Snake Cig Litar... .55
SNAKE FLASK... 1.75
DIPLOMA... 1.50
Garlic Choc's... .75
DOGONIT, Box... .75
BINGO BOMBS... 1.50
Bridal Chamber... 1.00
NUDIES GLASSES, 6 ass't, red hot... 1.75
SERPENT EGG MATCHES, funny... .40
NO NO SNAPPING DANGER... .60
JUMP OUT CIGARETTE FROM PACK... .60
SAMPLES? YES, 50 ass't. and Cat... 2.00
CATALOGUE, 25c. We refund with first order.

SAMPLES of Xmas Cards & Folders, etc. 1.00.
PUSH CARDS at Special Prices

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.



We have 8 Moto-Scoots in excellent condition that have been used for demonstration purposes. These are in good running condition and are fine for rental service. A real value at \$50.00 each at Chicago. 25% with order.

LOOP AUTO SERVICE
500 No. La Salle St., Chicago, Ill.



WALTHAM
MEN'S WRIST WATCH—
O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box, in lots of 3. Ea. \$3.95. Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXCH.
168 Canal St., New York City.

FAST SELLING XMAS SPECIALS



Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

Packed 1 Dozen to Box—
6 Distinctive Styles.

B1N105 — Per Gross \$21.00
Packed 6 Glasses in Beautiful Gold, Black and Red Display Boxes
Per Gross, Price, \$26.40

Per Dozen.....\$1.85
Per Box of 6, \$1.20

B2N20—CHARLESTON DANCERS. Per Gross....\$4.50

FAST SELLING MECHANICAL TOYS



Per Gross

B40N151—Tumbling Clown \$ 9.25
B40N 75—Pecking Bird 7.50
B40N141—Rodeo Jim 8.00
B40N139—Hula Dancer 9.60
B40N150—Dog with Shoe 9.00
B40N155—Dancing Couple 9.25
B40N191—Clown Handstand 9.60
B40N140—Waiter 9.25
B40N194—Crawling Baby (large size) 22.50
B40N 76—Hula Dancer (large size) 21.00
B40N144—Dog with Shoe (large size) 21.00
B40N195—Duck with Frog 21.00
B40N192—Walking Clown with Cane 21.00
B40N158—Dancing Bear 21.00
B40N157—Leaping Plane 22.50
B40N188—Cowboy on Horse 21.00



Ingersoll Mite Wrist Watch

Just Look—only 1.50 each
B1W78

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

FAST SELLING MECHANICAL TOYS

FOR STREET WORKERS, DEMONSTRATORS AND NOVELTY MEN.....

Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Prices That Defy Competition. Be a Live Wire and Clean Up! Write for Our Big 1937 General Catalog Today!

Copyright 1937 Gellman Bros.

GELLMAN BROS., 119 North Fourth St. MINNEAPOLIS, MINN.

CHRISTMAS FOLDERS

With Envelopes, packed in Attractive Boxes—Outstanding Designs

ASS'T No. 1—10 in Box. Doz. Boxes...\$1.05
Sample Box, Prepaid, 18c.

ASS'T No. 2—18 in Box. Doz. Boxes... 1.75
Sample Box, Prepaid, 24c.

All 3 Assortments—Sample Box of
Nos. 1, 2, & 3, Prepaid, Only .65c

TURKEY PUSH-CARDS, 60-70-80-100-Hole. Per Dozen, \$1.00.

BOXED CHOCOLATE SALESBOARD DEALS • DECORATED XMAS WREATHS, doz., 40c

NOTIONS, BLADES, TOILETRIES, CARDED GOODS, GIFTS, PREMIUMS.

Write! Free Catalog and Sample Case Offer! (25% Deposit on C.O.D.—Incl. postage.)

CHAMPION SPECIALTY CO., 814-U Central St., KANSAS CITY, MO

LATEST STYLE FUR COATS

Pleated Seal semi-fitted, puff sleeves, Johnnie collar, etc.

Sizes 16 to 42. \$1150

Write for latest price list of complete Fur Coat 1/3 Deposit.

M. SEIDEL & SON, Balance C.O.D.
241 W. 30th St., N. Y. C.

LET ME SEND YOU THIS TAILORED SUIT

AND PAY YOU UP TO \$10 IN A DAY

Amazing new idea! Wear this splendid suit and I'll pay for it if you'll follow my easy plans and qualify. Choose suit from fine wools, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. ACTUAL SAMPLES FREE! Write today for details of sensational new plan and actual samples. SEND NO MONEY. J. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. Z-717, Chicago.

ELECTRIC BULBS

Buy Direct From Manufacturer and Save Money. Write for Price List.

SUPREME LAMP CO.
13 Hudson St., New York, N. Y.

SVENGALI MAGIC DECKS

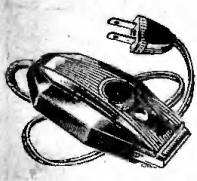
Made of new cards, bridge size, all die cut. Doz. \$3.25; Gross, \$38.50. Sample, Postpaid, 35c. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Asbury Park, N. J.



NUDIES GLASSES
SALES SENSATION

A lovely lady in a colorful costume on the outside. Turn the glass around and ah! . . . gone is the costume. Fill up the glass and see what happens! Everybody wants a set. Sells over 600,000, Novelty and Bar Supply Counters. Size: 10 oz. Retail 25c Each. Packed 6 glasses with assorted figures to the Carton. Order No. B47. Per Dozen, \$1.85. Per Gross \$21
Sample Box of 6, \$1.25.



ELECTRIC SHAVERS

No. B10K37—Majestic Electric Dry Shaver. New Type rounded Head, black Bakelite Case. For 110-V. A. C. or D. C. Each, \$5.00

LIGHTER Combinations



The most popular of all smokers' items today. Snappy, streamlined model with gorgeous designs in rich enamels, beautifully finished inside and out. Unruffling automatic type lighter. Case holds 14 cigarettes. Sells on sight. Looks \$10.00 value. Ideal for Pitching, Salesboards, Rotarys, Concessions and others. Order a dozen No. B32J31 today. Dozen \$9.00 Sample, Postpaid, \$1.00.

No. B10K6—Packard Lektroschaver. Each in Lots of 2 or more. \$10.00
No. B10K11—Hanley Clipshave. Each in Lots of 3 or more. \$6.67

TERMS Our prices are less 2% cash discount and F. O. B. Chicago. 25% deposit required on C. O. D. orders.

CATALOGS. Ask for our Catalog 375, containing 136 pages of Fall and Holiday Specials. If you are an established dealer ask for our beautiful 1938 436-page list priced Jewelry and Gift Catalog.
JOS. HAGN CO., The World's Bargain House
217 to 225 W. MADISON ST. CHICAGO, ILLINOIS

OUR SLOGAN FOR OVER 22 YEARS
We Are "NEVER UNDERSOLD"
... has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . so make us prove it.
Get our 196-page Catalog free. Exceptional Values in Razor Blades, Toiletries, Novelties, Gifts, Salesboards and Deals.
SEND ALL ORDERS TO N. Y. ONLY.
MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

DEALS
(Continued from page 68)
therefore the aim and purpose of your State Board, depending upon your local co-operation and support, to become the LEADER IN THE NATION.
"To raise the necessary FUNDS and to give every member an opportunity to participate on an equal basis, your committee has devised a pleasing and profitable plan which will not alone give us the money for our funds but whereby you will receive your choice of any article illustrated inside of this folder ABSOLUTELY FREE or \$7 credited to your COUNCIL DUES.
"The plan is outlined in full on the last page of this letter. Read carefully and then dispose of the inclosed sales-card and book of tickets for our ENTERTAINMENT AND BALL, for which you will not only be rewarded but will rest happy in the conscious thought of a good deed well performed.
"Thanking you for your prompt assistance and enthusiastic support in this campaign, we are,
"Fraternally yours."
In the Master Distributing Corporation ad which appeared in the Christmas Special issue of *The Billboard* the list price of the Timepack was incorrect. Instead of \$16.50 as shown it should have read \$15.
Exhibit Sales has taken over the Canary-Klock for Philadelphia and expects to do a big job with this popular number.
And talking about the Canary-Klock, E. Lederer, formerly with H. Negbauer &

NOTES from SUPPLY HOUSES

There must be 10,000 inventors kicking themselves all over the lot for not thinking of the door holder recently placed on the market by the Jay-Way Company. For hundreds of years inventors have been wracking their brains to figure out some simple device to really hold a door open. Now, after all this time, Jay-Way Company is making tremendous sales with a device that a two-year-old could figure out. All there is to the item is a metal spring with a rubber knob on each end. The two knobs exert a pressure on the bottom of any door and at the same time refuse to slide across the floor.

Karl Guggenheim, of Karl Guggenheim, Inc., left for a trip to the Far East recently in search of novelties and other Oriental merchandise for the concession, gift and premium field. During his absence the business will be conducted by Irving Handler, an official of the Guggenheim firm.

Phil Kaplan, of Dallas Exposition fame, is now established in the jobbing and importing business. During the holiday period he will handle a line of mechanical toys and novelties suitable for Christmas trade. Associated with Kaplan is B. Briskman, also well known in the novelty field.

Transpix, as the name implies, is the material for transferring pictures from the negative on to paper fabrics, rubber, leather, etc.
A New York firm is marketing this product and will be glad to furnish information to demonstrators.

Company, is now sales representative for the item for the Eastern territory.

And now let's hear from you.

MERCHANDISE MAILBAG
(Continued from page 68)

this column that caused me to write you, altho I should be ashamed to acknowledge such negligence. Nevertheless this Bingo column fills a long-felt need. You have no idea of the massive proportion of the Bingo business in the winter. While Joe Walsh, of the Harlacker Company, operated the first one in New York City, my company operated the first few in Jersey City. In fact, William Block, my partner, and myself made the first contract with a Catholic church for a Bingo party in Jersey City. This church is still operating with an attendance four times greater than the first-night patronage. When I say it is a big winter industry I know . . . because we operated so many Bingo parties during my two years of association with the Hamilton company.
"I visited the World of Mirth Shows at Anderson recently. Three years ago Jack Greenspoon, Phil Isser, Eddie Bramson and I operated all the concessions during that show's fair dates, and I had an enjoyable time renewing old acquaintances. Believe it or not, I worked for Max Linderman at Revere Beach, Mass., running a Spot-the-Spot concession. I am inclosing a little news item in connection with the Bingo column which you can run if you care to. (Ed. Note—This item referred to the new automatic Bingo Mixer which will be introduced to the market thru the columns of *The Billboard* shortly.)

Our own Philadelphia correspondent kicks in with an indorsement of our campaign against the cash-prize boneheads. Here's B. H. Patrick's note:
"I want to congratulate you on your article in last week's issue about the *Goosekillers Stalking Bingo*. You are dead right. They are ruining the game. Keep up the good work and I am with you in anything I can do to help the cause along."

WATCH THE STORIES AND COLUMNS IN THE WHOLESALE MERCHANDISE DEPARTMENT. WRITE US AND LET US KNOW WHAT YOU LIKE AND WHAT YOU DON'T LIKE. WE'LL APPRECIATE YOUR LETTERS.

HERCULEAN BUILT TIES

Have You Tried Our MERCHANDISE Yet? If not, give us a trial. Let us send you a sample order of our FAST SELLING CHRISTMAS PATTERNS. Only first grade materials used. RUSH YOUR ORDERS. PROMPT DELIVERIES.
8 NEW FEATURES PERFECT THE TIE
Hand-Made Ties
Fine Materials.
100% Wool Lined.
\$4.00 Doz. Value,
for \$2.75 per Doz.
GUARANTEE.
We guarantee to take back or exchange any Tie we sell if they are not more than what you pay.
TIE and HANDKERCHIEF COMBINATION. 1.75 1/2 Doz. First Quality. Assorted Designs and Colors. Latest Flash Display Box. Gift for Xmas. 2 Sample Sets \$1.00 (Prepaid).
WOOL TIES Still Going Strong.
BIG PROFITS FOR YOU. \$16.50 GROSS. 20% with Order, Balance C. O. D., F. O. B. N. Y. Catalog and Sample Swatches FREE on Request.
HERCULEAN NECKWEAR MFG. CO.
772 Vermont St., Dept. B-8, Brooklyn, N. Y.

NEW! RADIO SENSATION! PEE WEE POCKET RADIO

USES
NO ELECTRICITY
NO BATTERIES
NO UPKEEP COSTS
ONLY \$2.99
Retail.
Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets, fits pocket easily. Take it with you wherever you go. No electric socket connections required. **COSTS NOTHING TO OPERATE.** Brings in stations with fine tone quality. Times broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessions, Pitch and Salesboard Men—Your price \$21.60 per Dozen, plus postage, or send \$21.60 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card, Samples, \$2.99 Each.
PEE WEE RADIO MFG. CO.
206 W. 3rd Street, Dept. 10-H, LOS ANGELES, CALIF.

BIG PROFITS for Salesboard Operators

Handling Our New **CANDY BOARDS**
Complete Deal of 21 Boxes Costs Only **\$5.75**
Brings the Dealer - **\$15.00**
Here's a Wonderful Opportunity for Salesboard Operators! Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:
12 Half-Pound Boxes Fancy Chocolates,
6 Full Pound Boxes Chocolates,
3 Three-Pound Boxes Fancy Chocolates,
1 Three-Hundred-Hole Salesboard,
21 Winning Numbers.
Your Cost Complete Only \$5.75.
Deposit of \$3.00 is required on C. O. D. Orders.
Send for complete list of Turkey Cards and New Salesboards. Xmas Edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS, TERRE HAUTE, IND.

REMEMBER

CENTRAL'S GUARANTEED REBUILT WATCHES
are the year's greatest profit! Each watch is thoroughly reconditioned, re-cased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our NEW CATALOGUE TODAY.
CENTRAL WATCH MATERIALS & SUPPLY CO., INC. 134 South Eighth Street, PHILADELPHIA, PA.

VEST POCKET CARTOON BOOKS, GAGS, etc.
Send \$1.00 for 25 Samples of Red Hot Snappy Items that every man will want. We will include our Catalogue of 2,000 big sellers. Catalogue only and 10 Samples 50c.
Red-Hot Spicy XMAS CARDS, in flashy colors, 18 different, \$1.00 per 100. **Cartoon XMAS FOLDERS**, 12 different, \$2.00 per 100.
T. R. PAYNE, 28 Cardinal Pl., N. Y.

69c EACH
No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.
TEN FOR \$6.50
Send for New 1937 Catalog.
ROHDE-SPENCER CO., Wholesale House Chicago.
223-225 W. Madison St., Chicago.

5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROADWATCHES
New Chromium Loco Open-Face Cases.
7-Jewel, 12 Size. \$4.75
17-Jewel, 16 Size. \$6.25
Send 3c stamp for our free Catalogue—New Plan.
THE NEW YORK JOBBERS, 74 Bowery, Dept. B, New York, N. Y.

OVER 500,000 SOLD OH-U-DOGS
(Original) Mechanical. Doz. \$1.75. Gross. \$21.00
BUCKING DONKEY—Mechanical. Doz. \$1.75. Gr. \$21.00
LARGE PIANO—8 Key. Fine Tone. A Good Buy! Doz. \$2.75
25% Deposit, Balance C. O. D.
COHEN BROS.
108 PARK ROW, NEW YORK, N. Y.

QUALITY STYLED FUR COATS
Genuine Pileed Seal, Dyed Coyote Glossy, Big Flash. Latest style, finest lining. Best quality. All sizes, 16 to 42.
SEND FOR PRICE LIST OF COMPLETE FUR COAT LINE.
BLACK GOAT-SKIN RUGS
Deep, luxurious fur. Size: 2 1/2 x 3 1/2 ft. Special bargain price. \$3.00 Ea.
FUR FOX TAILS \$5 per 100 \$45 per 1,000
Largest, finest tails on market.
1/3 Dep., Bal. C. O. D. With All Orders.
H. M. J. FUR CO.
150 W. 28 St., NEW YORK, N. Y.

\$100.00 PER WEEK Guaranteed!
or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Life O-Phone circuit. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.
M. W. M. Co. Dept. 28 Aurora, Missouri

REMINGTON

PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.



RINGS

Gem and Whiteston
Highest Grade Rhodium and



Gold Finish. Send \$2 for 20 Samples of popular styles. OLYMPIC BEAD CO., 307 5th Ave., New York Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of pendants, crosses, bracelets and items for Engraving.

UNDERWOOD



PLUNGERS

SPECIAL \$21.00 PER GROSS. FREE: One Gross Boxes With Every Gross Order. 25¢ With Order, Bal. C.O.D. Send 25¢ for Sample. GRODIN PEN CO., 396 Broadway, New York City.

963% PROFIT

Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machine cost you \$5.00. MONEY-BACK GUARANTEE. KAPLAN B-1819 S. Kostner, Chicago, Ill.

PLUNGER \$21.00 PER GROSS PENS

Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.



Immediate delivery of Xmas Merchandise. Real low prices. 3 different samples: \$50 Postpaid. Write for lowest jobber prices. NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country. H. SPARBER & CO., 106 North 7th Street, St. Louis, Mo.

PLUNGER PENS, \$20.00 PER GROSS.

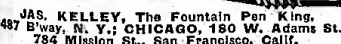
Don't Buy Your Christmas Pens Until You See Our Samples. Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (prepaid). GREAT FIND FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

CHEWING GUM 22¢ BOX

Each box holds 20 Full Size 5¢ Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (prepaid). GREAT FIND FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

BANKER PENS

The only Pen just like a Banker, is another Banker. The Pen with the Two Tone Point. PLUNGERS — COMBINATIONS — SETS Holly Boxes Free With All Pens.



JAS. KELLEY, The Fountain Pen King, 487 E'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Customers and Office Special Price List upon request. GENERAL PRODUCTS LABORATORIES Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

SNAPPY CHRISTMAS CARDS

Christmas, New Year, Lovers, Flappers, Petting, Bunches, 200 for \$1.00; 1,000 for \$4.00. Inked Novelties, Booklets, Photos—20 Samples 10¢. Complete Sample Assortment over 100 Articles, \$1.00 prepaid. ARTFORM CO., 1710 Underhill Ave., New York City.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

WE ARE INCLINED . . . to believe that the pitchman is the most independent business man in the world, despite the fact that he has many difficulties to overcome, including frequent and lively arguments with civic authorities. He'll work like a demon at times—lay off when he likes—or go south, east, north or west whenever the mood strikes him. Add it up and you have just about the most care-free fellow in existence. But it's the only life, eh, boys?

IT'S UP TO you, boys and girls. Your future is what you make it.

IT ISN'T THIS . . . column's purpose to ask you to harm yourself by tipping off good spots, but after you have concluded your engagement at least write a pipe and let us know how you made out.

LET'S HAVE A WORD . . . from you fellows who haven't piped in for a long time. More and more of the oldtimers are beginning to pipe in regularly again. That's swell. Keep 'em rolling in.

WE SELDOM HEAR . . . from you regulars in New York. Is something wrong? We really should have a lot of pipes from you fellows each week, giving all the news of doings in the Big City.

FAMOUS LAST WORDS: "The spot was plenty good, but I failed to order stock."

THERE'S BEEN A . . . decided let-up in those "do you remember?" pipes. Why not get those pencils going and send some in? We would also like to have some interesting and humorous incidents. Let's liven the ole column. Shoot 'em in; the sooner the better.

JERRY RUSSELL . . . comes thru from Hays, Kan., with what he terms "Pipes I heard and will never forget." Here they are: "Morris Kahn-troff telling about his big pitch in West Palm Beach, Fla. . . . Eddie St. Matthews shooting pipes in Springfield, Mo. . . . Nat Golden reciting his famous poem, 'Give me a tip, a great big tip, one with a yard or two.' . . . Harry Corry telling about the coal men hauling ashes. . . . Sam Jones cutting it up about his circus. . . . Slim Rhodes and his streamline jam. . . . Abe Raymer effusing on how he almost beat the bangtails for all he had. . . . Benny Gross and Harry Lavan relating their experiences with Breezy. . . . George Bedoni throwing snake eyes for two grand. . . . Jimmie Miller singing his famous song, 'Humps, Knobs and Buckles.' . . . Ned House inquiring of the Western Union boy, 'Say, son, is that

wire for me?' . . . Howard Miller, the paperman, ctfacking, 'Double sway back them.' . . . Johnny Hicks giving the boys a lesson on catching trout. . . . LeRoy Crandall the circus magnate. . . . Razor Reilly relating about the load-up razor pitch. . . . Harry Allsing and Fido Kerr agreeing that 'It's a healthy life; you are out in the open.' . . . Mickey MacDougal 'telling about his visits with the big shots in Hollywood.'

CO-OPERATION WILL DO IT. . . . This pillar is meant to be not only an up-to-the-minute news source but also a column which will benefit pitchmen from a business standpoint. As has been pointed out on numerous occasions, it has ever been our aim to build up the Pipes Department to where it will be of even greater service to the profession. That's his reason for encouraging every reader of the Pipes to shoot in the news more often, thereby aiding in making the column a clearing house for the exchange of helpful information. So get those pens and pencils working, fellows, and aid us in making Pipes a more valuable department.

ACTION IS WHAT COUNTS. Go out and get it yourself. No one is going to hand it to you on a platter.

FREQUENTLY WE . . . have requests to publish that so-and-so would like to have so-and-so write him. Such requests, except in cases of sickness or death, must be omitted. Otherwise the column would be overrun with them. If you want certain friends to communicate with you write them a letter care of The Billboard Mail-Forwarding Department. This is a free service. If, however, the request is of sufficient importance an ad in the "Personals" column" might get you the desired results.

NELSON A. HARRIS . . . and wife, of jewelry fame, visited the New York offices of The Billboard last week while en route to Florida. They report that they plan to work a line of toiletries while in the 'Gator State.

PITCHMEN'S SAYINGS: "As a man said to me last week."—Dr. Frank Hauer.

"WHAT A TOWN . . . this is," pencils Tom Sigourney from Texarkana, Tex., under date of November 25. "It looks as tho the happy days are here again for lot selling. There isn't a house or apartment for rent here. Am working stores after having closed with Pan-American Shows. Doc Stanton and Rough-House Wilson are running my show."

DR. LEX MACK . . . scribes from Des Moines that he has just read the Christmas Special and it was a peach. The Doc says he recently celebrated his 77th birthday anniversary and is still "rarin' to go."

J. D. VROOMAN . . . comes thru with a tragic bit of news from St. Joseph's Hospital, Mishawaka, Ind. "It looks as tho it's the Final Curtain for me this time," says J. D. "Would like to read letters from my friends."

ARE YOU getting all the play you can on the spot you are working?

RECENT VISITORS . . . to the Ricton Show, now playing Georgia territory, were Roger Barnes and his wife and baby. Barnes was advance man with Beers-Barnes Circus past season.

HOW ABOUT A PIPE . . . from Jean McLain, "the girl with the \$1,000,000 smile"? We haven't heard from her in a long time.

BOSTON OBSERVATIONS . . . by Buck Doran: "Charley Gow opening his pen spot in a local department store, as is his custom this time of the year. . . . Ruth King making a swell passout after a beautiful shampoo pitch in a 10-cent store. . . . A sight that brought

OAK-HYTEX MICKEY MOUSE STRATOSPHERE BALLOON. A fast seller for the Holidays. Sturdy balloon with colorful cardboard package. In an attractive package. Sold by Leading Jobbers. The OAK RUBBER CO. KAYENNA, OHIO.

Handi-Nite Peeler Workers. "A New All-Purpose Vegetable Knife." Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries. Particulars Free. Sample 10c. NOVELTY MFG. CO., 51 W 7th St., St. Paul, Minn.

COMPARE! GREATEST VALUE EVER -EXCLUSIVE- INK GAUGE. Automatically Registers Ink Supply. Tells When to Refill. 3 Different Samples. Specials in Soft-Filling Pen & Pencil Sets. 50c JACKWIN PEN Propad 50 West 28th St., New York, N. Y.

PITCHMEN. Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming. Get Started on This Now. Price, \$7.20 Per Gross; Sample, 10c. GOLD MEDAL PRODUCTS CO. 133 E. Pearl St., Cincinnati, Ohio.

Every \$1.00 Gets you \$5.00. Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Dictars, write for low gross prices. Best season ahead. Sample 10c. GOODRICH, 1500 West Madison, Chicago, Dept. BG-12.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets. SOUTHERN PEN CO. Manufacturers Since 1913. 16 N. Union St., Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

Big Profits! Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents. HART MFG. CO. 311 Degraw Street, Brooklyn, New York.

EZ WAY STROPPER, Sample 35c. SEE OUR NEW ITEMS. RADIO STROPPER CO. SANDWICH, ILL.

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



HERE'S HOW Clarence Giroud and Bob Neoll, ace jam men, looked as they came within range of Mrs. Neoll's candid camera in Florida recently. If our eyes don't deceive us it looks as tho Clarence is telling Bob a "tall one."

CASH IN ON RECAMIER'S 4 PIECE DEAL

Successors to the Business Conducted by
HARRIET HUBBARD AYER DURING YEARS 1886-1887

4-Pc. Deal Consists of
Perfume—Lip Stick
Face Powder—Cold Cream

Per Deal, each 22c in gross lots

Individual Items Illustrated
Each \$8.00 gross
25% Deposit With Orders,
Balance C. O. D.—Same Day Service
ORDER FROM NEAREST OFFICE.

REGENT MFG. CO.
134 W. 32nd St. New York City OR Le Center Minn.

Not connected with the business conducted since 1907 by Harriet Hubbard Ayer, a N. Y. Corp.

NEW BEST SELLERS—Write for Catalog No. 21

Featuring big values in
● Whitestone Rings
● Cameo Rings
● Engraving Merchandises
● Photo Jewelry

HARRY PAKULA & CO.
5 No. Wabash Ave., CHICAGO, ILL.

ACROBATIC CLOWN **CRAWLING BABY** **CHEEKY SCOTCH**

Streetmen!
GET THESE FAST SELLING MECHANICAL TOYS

SEND FOR BIG CATALOG LISTINGS HUNDREDS OF HOT SPECIALTY ITEMS

CONTINENTAL Premium Mart 822 N. 3RD ST MILWAUKEE, WIS.

LAST CALL FOR STREETMEN SPECIALS
SAME DAY SERVICE — ALL GUARANTEED QUALITY

No. 505—KRINKLE BALLOON DANCING KLOWN Again Made Possible by Special Arrangement. This Ever Popular Number Will Bring **\$6.00** Top Money for Xmas. Each in Glassine Envelope. Gross.

No. 3452—FUR DOG, Rainbow Colored with Voice. Gross.	\$4.00	No. 2303—MECH. COW, BOY ON HORSE, with Larlet. Gross.	12.00
No. 3301—LUCKY PUPPY, Mech. Fur Running Dog. Gross.	18.00	No. 2302—MARK Tricky Taxi. Gross.	21.60
No. 2301—MECH. O. U. DOG. Gross.	20.75	No. 5088—LARGE RAINBOW FUR DOG with Bulb. Gross.	7.50
No. 3800—MECH. CLOWN, SANTA CLAUS. Gross.	9.60	No. 1701—MECH. 800 STRIP TEASE GLASSES, Dozen.	1.85

Send for Our Illustrated Bulletin Featuring All New Items Just Arrived.
50% Deposit, Balance C. O. D.

GOLDFARB NOVELTY CO. 20 W. 23rd St., New York, N. Y.

ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size in Engraved Cases at

Send for Price List. Money Back If Not Satisfied.
OREGENT CITY SMELTING CO. St. Louis, Mo.
413 N. Broadway.

NEON-LIKE XMAS AND TINSELED XMAS SIGNS

11"x14"—Cost 5c—Retail 25c. Every store-keeper buys. Your opportunity to make Xmas money. Buy direct from the original manufacturer. Finest and largest selection. Clean up this season. Free Sample and Catalog of Full Line All-Year Signs.
L. LOWY, Dept. B20, 8 W. Broadway, N. Y. City.

Coupon & Medicine Men

We have a new, large flash, cellophane wrapped Herb Packages, priced low. Also new coupon set-up. Must be seen to be appreciated. Lowest prices on regular packages. Prepaid samples dime.

THE DAMON CO., Geneseo, Ill.

Christmas Card Agents

Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.

DOROTHEA ANTEL, New York, N. Y.
226 W. 72nd St., New York, N. Y.

SPICY COMIC XMAS CARDS

Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No junk. Develops with each card. 12 samples 50c. None Free.

COMIC SHOP, Philadelphia, Pa.
2463-F Kensington Ave., Philadelphia, Pa.

COST 5c (In 100 Lots) SELL 25c

Up to 400% Profit—Silvertone Signs—Sparkling, Brilliant, Size 8 1/2"x10 1/2". Order today at the Amazingly low prices. 100 signs cost \$5.00, 50 signs \$3.00, 10 signs \$1.00, none free. Postpaid in U. S. A. Send M. O. only (no cash) or 1/2 Dep. No. 53—We thank you, keeps you in business. Call again.

Send for Free Slogan List Today
Silver-tone Signs, 417-W, So. Dearborn St., Chicago, Ill.

back memories of the good old days. Ed Gaphney, erstwhile rug-cleaner worker, showing how to really sell an electric pants presser in one of the big stores here. He gave an exhibition of pitching that resulted in the exchange of more money than I've seen in years." Buck says he would like to read pipes from Earl Davis, Ben Teese and Larry Gainoe.

M. A. STEELE blasts from Tampico, Mex., that he is working sheet there with a crew of 10 girls to an okeh business. Steele says that if any pitchmen are interested in foreign territory he'll be glad to give any advice he can. He's had a crew working in nearly every principal country around the world.

TEXAS TOMMY lines from San Antonio under date of November 29: "Have been doing a fair business here. Weather is fine and so are the takes. My dad, Buffalo Cody, has recovered from his recent automobile accident in Dallas. Clark is still doing a good business with his auto polish and has added a new man to his staff."

PITCHDOM is an open door to the person who wants to get along and build for the future on a small investment.

ARTHUR C. MORGAN after a long silence comes thru from Tampa, Fla., under date of November 26: "Am working down here in the Land of Sunshine with its everlasting joy. Certainly enjoyed the Christmas Number."

G. W. PETERSON tells from Minneapolis that he has given up the sheet for good. He says he was with Harry Hines Carnival last season and will return to that organization next summer.

GUY PETERSON is reported to be working sheet in Texas territory to good results.

INDOLENCE AND INSOBRIETY have no place in any business.

KEN AND Greta REYNOLDS wire workers, pipe in the following dope on Tampa, Fla.: "There are more readers here than you can read. Courthouse gives you indefinite information and advises you to write the comptroller at Tallahassee, Fla. Wage scale in Tampa runs from 20 to 25 cents per hour, while the large sulphur plant is paying \$12 per week. Cigar factories are down and no one is pitching here. Sulphur Springs Park, near Tampa, has a \$90 privilege which lasts until March 1. It can be worked p. c., but you get no play as the natives have no money."

JACK BRANSCOMBE scribbles from New York that he is working toys in Macy's during the Christmas holidays and anticipates a big season. He adds that Jack Knebel, who has been working in the big city during Christmas for years, is missing so far this year. You boys who have been wondering why Jack is going about with chin up and chest expanded. Here's the reason: Mrs. Branscombe presented him with a bundle of loveliness November 19. The baby's name is Joyce, and Mrs. Branscombe is reported to be doing nicely.

A SUCCESSFUL PITCHMAN believes that every person in his tip is a prospect. If he isn't a prospect he'll make him one.

TWO PITCH BOYS reported to be working to some good takes in New York are John Boyd and Eddie Leonard.

"HERE WE ARE in good ole Los Angeles for the winter," scribe Chet Hanson and Bill White under date of November 22. "We're still selling polish but may work something different for the holidays." Reader here is \$15 for six months, but it only permits one to work in doorways and on lots."

AL H. CONER who is working pens to fair returns in Texas, will head for the West Coast soon, according to reports emanating from that section.

WHAT OTHER profession offers as much remuneration for the time and energy used as Pitchdom?

BOB POSEY pens from Big Springs, Tex., under date of November 11. "Southwest Texas is cold at this writing. You can work San Angelo, Tex., gratis on private property, but you must see the city manager first. Only spot in the money, however, is the small newsstand behind the J. C. Penny

BRILLIANT XMAS SIGNS
LAST CALL FOR AGENTS

Buy Direct From Manufacturer. No Substitutes
Final Will Not Come Off.
SIZE 11"x14"—RETAILS 25c

4 1/4c EACH | LOTS OF 50
LOTS OF 100 | EACH 5 1/2c

Sample Set of 12 Sent for \$1 Bill

R22—Wishing You All A Merry Xmas.
R23—Wishing You All A Happy and Prosperous New Year.
R24—Wishing You All A Merry Xmas and a Happy NEW YEAR.
R25—Do Your Xmas Shopping Early.
R26—Let Us Help You Select Your Xmas Gifts.
R27—Buy Your Xmas Gifts Here and Save.
R28—Wines and Liquors—Ideal Xmas Gifts.
R29—A Small Deposit Will Reserve Any Article Until Xmas.
R30—Large Selection of Useful Xmas Gifts.
R31—Large Selection of Xmas Toys at Lowest New Year.

NEW SIZE 7" x 22"—RETAILS 35c
No. 46—(R24 Wording) Each 3c
Lots of 100 Each 7c

SPECIAL 5c SELLER
No. 45—(R24 Wording) Each 3c
Lots of 100 Each 2c

SPECIAL XMAS BLADE DEALS
Original NORWALK (S.S.R.) S. E.
Per 100 88c
VIM S. E. BLADES, Per Card 80c
SPAN S. E. BLADES, Per Card 59c
FREE—\$1.75 Gilbert Alarm Clock with Every 100 Well-Known RIO (S. E. or D. E.) Blades at \$1.79 per 100.

All Orders 50% deposit; Foreign full amount. Free Catalog on Signs, Gifts, Xmas Cards, Lights, etc.

LIBERTY SALES CO.
Dept. B, 24 East 21st Street, New York.

MECHANICAL TOYS FOR XMAS

We are Headquarters with over 500 Gross Assorted to Offer

OH-U-DOG (Original—Blue Box)
Box, \$1.75; Gross \$21.00

MECHANICAL DONKEY, operates like Dog, same size as Dog.
Box, \$1.70; Gross 19.50
Larger Size, Box, \$1.75; Gross 21.00

MECHANICAL BULL, operates like Dog, same size as Dog.
Box, \$1.70; Gross 19.50
Larger Size, Box, \$1.75; Gross 21.00

MECHANICAL GOING COUPLE, (Small Size), Gross 9.60

MECHANICAL DOG, with Shoe, (Small Size), Packed 1 to Box, Gr. Box, \$1.70; Gross 9.00

CRAWLING BABY (Large Size), Box, \$1.75; Gross 21.00

OTHER NUMBERS AT SIMILAR LOW PRICES

1/3 Deposit on All C. O. D. Orders.

P. KAPLAN, New York City
51 East 42nd St. Or 2 West Fordham Road, Bronx.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 3c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples 10c. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

Company store. If your tip isn't small, tho, you'll be stopped by the cop on the beat."

TRIPOD OPININGS: A pitchman who knows his stuff will manage to work with impunity. It can and has been done.

TOBY HAYES of the team Cliff and Dot, with Doc Pete Thomas the past season, has been contracted to spot floor shows and act as emcee in a night club near Enid, Okla., for the winter.

"AM SNOWED IN here waiting for the sun to shine," pencils Doc Victor B. Lund from Enid, Okla., under date of November 23. "Plan to leave here about November 28 and make the Tonkawa (Okla.) Trade Sale, then Nowata, Muskogee, Tulsa and Oklahoma City for Christmas. Haven't seen a pitchman in this neck of the woods since my last pipes. Pipe in, Herb Johnston, and you boys in Fort Smith, Ark., and Texas."

HOW MANY OF you fellows are in position to take on some of the many Christmas novelties and specialties for the holidays in addition to the old stand-bys?

DR. F. R. (JERRY) COATES who has been working Akron for the last three months, inks that he is doing an okeh business there despite the '45 strikes. "This town," writes Jerry, "is wide open and the boys are working tubes, sheets and sex magazines to good

takes on Main street. Would like to read pipes from Vic Perry, Billie Jewel, Phenomenal Reed, of Boston, and Bob Artman."

JOE CALINANI . . .
is reported to be getting some folding money with polish in Akron.

STANLEY ANDERSON . . .
who formerly pitched polish around Providence, is selling doughnuts and machines and accessories over a territory covering five States. He has 11 men under his wing, he says.

THE SIZE of a pitchman's pay check hinges upon his ability and the effort he puts forth.

DOC EVANS . . .
worked herbs in Neisner's at Akron to fair takes recently despite the fact that the item had been purveyed there four times in the last three months.

PHILIP CULLIVAN . . .
after a long silence pipes from Indianapolis that the shops there are only working part time. He says that he has been working laces to fair business and plans to go into New York in about two weeks. He will then return to Lynn, Mass. Cullivan adds that he would like to read some pipes from the boys working Boston.

DR. F. L. MOREY . . .
after winding up a successful season at Dallas November 22 went direct to Kansas City, Mo., where he will remain until about March 1. Says Doc: "Plan to introduce some new ideas into my med show for next season. Boys, we must stick together for the good of the business. We are at the mercy of a public that has but little use for us. So we must do better and be better."

IT WON'T BE LONG until the Christmas rush is in full swing. Have you prepared for it?

FRED X. WILLIAMS . . .
pipes from Morgan City, La., under date of November 21. "Showfolk, concessioners and pitchmen, including myself, Robert A. Thompson, Ike Katz and Martin Nelson, were routed out of the Berry Hotel here last Sunday night when a fire which leveled the Opera House next door threatened to spread to the hotel. No one was injured. Leaving today for Houston."

ED ST. MATHEWS . . .
reports from Phoenix, Ariz., that he is still clicking. He says he worked El Paso, Tex., to some good business on his present trek to San Francisco. "Tell James E. Miller, L. Chapman, Jerry Russell, Johnny Vaught, Bill Goforth and Jimmy Watson," says Ed, "that the Grand Hotel in San Francisco will be Herb Johnston's and my permanent headquarters after December 15. Let's have pipes from Slim Rhodes, Sam Jones and Morris Kahnroff."

AN OLD AXIOM—but a good one. "Use your brain and you're bound to gain."

RED MAINARD . . .
Lute Dean, Hot-Shot Austin and Herbert Heath are reported to be holding forth in Muskogee, Okla., while the Vick in Oklahoma City seems to be desolate of pitch folk.

BOB LINENFELSER . . .
continues to work the fruit juice extractors in a Queen City 10-cent store to good passouts. His partner, Charley Courteaux, has gone to Wheeling, W. Va., to work the same item thru the holidays.

FITCH BOYS . . .
and gals reported to be making Tulsa, Okla., their winter headquarters include Byron Beaver, Roundy Carruthers, George Beaver, Prince Omwah and Mary Webb.

MEMORIES: Remember when Oliver Fitzmaurice (Calculator Williams) succeeded in booking a town over the protest of some officials, making new traffic regulations necessary in the spots he worked? On various occasions as many as three mounted policemen were detailed to keep traffic open when he went to work. Those were the good old days when Harry was at his best.

MANY SUCCESSFUL . . .
and respected heads of big firms received their start in the pitch profession.

Pitchdom Five Years Ago

Al Siegel, pitchman and showman from the Middle West, closed his store on 14th street in New York after an

all-summer run to unusually good business. . . . Tom Cleary was working as doorman for the Strand Theater, Shenandoah, Pa., during the off season. . . . Oscar Wheeler was in his third week at Paris, Ill., and going big with his trained dog. . . . Doc Wall, Kansas City (Mo.) pitchman, was making a success of his New York store. . . . Dewey Clark has just taken over a hotel in Huntington, W. Va. . . . Lillian Campbell, pitchwoman and trouper, was wintering in New York. . . . Bert Glauner and wife, of Detroit, were holding down a choice location with white-stones in Fort Wayne, Ind., directly across from the Allen County Courthouse. . . . Norfolk, Va., was proving to be just about the best town in the country for Homer Brannon, leaf artist. . . . Ike and Mike, New York pitchstore operators, were members of the Polar Bears, who went bathing at frequent intervals thruout the winter. . . . Arthur LeGrange was hibernating in Clermont, N. H. . . . John Looney returned to Boston from a not too successful tour of the South. . . . J. DuVooman was manager of a free tourist camp in Yanketown, Fla. It was the first season in 14 years that he had missed taking to the road. . . . Lloyd Long closed his season in Texas and immediately hid himself to winter quarters in Oklahoma City. . . . Huntsville, Ala., proved a red one for Doc A. Anderson. . . . Bob Laidlaw was working a store in Oklahoma City to good results. . . . Tex St. John Medicine Company was playing halls in Southern Illinois and Northern Missouri. . . . Ricton, "Barnum of the sticks," was vacationing in Pottsville, Pa. . . . Doc Floyd R. Johnston arrived in winter quarters at Oklahoma City after a fairly successful season. . . . That's all.

BINGO BUSINESS

(Continued from page 68)

of this phase of bingo operations, as one of the regulations of show business today at any fair or exhibition, large or small, is 'no buy backs.' This interpreted means that the operator must under no consideration offer to purchase the prize from a winner for cash. Why do the promoters of exhibitions insist on strict observance of this rule? Because they know that public opinion is against the awarding of cash prizes in any shape or form, and without favorable public support they cannot exist.

"Merchandise prizes create no public controversy, do not in any sense of the word encourage gambling, but on the contrary tend to eliminate the player with gambling instincts and, most important of all, act as a distribution medium of manufactured articles, giving additional employment to thousands on this continent.

"To anyone who will sit down and analyze the situation the answer is obvious that if bingo games where cash prizes are advertised would mushroom all over the country the amount of such prizes would grow and expand until you had a vicious uncontrollable gambling condition, which would eventually arouse public opinion to the point where the operation of bingo would be completely suppressed.

"Bingo when conducted properly with a merchandise prize, the value which can be easily controlled, is an innocent form of amusement which has proved extremely popular with the average citizen who seeks nothing more than to spend an enjoyable evening with friends and acquaintances, where he will be called upon to spend no more than for the average show and much less than some of our more expensive winter recreations.

"Therefore may we again stress this point, 'The complete discontinuance of cash prizes,' and impress upon you the importance of rigidly adhering to this ruling. We are satisfied that the municipal authorities will allow the operation of bingo if you do your part, and may we say that this is no idle statement without foundation, since more than one prominent Toronto official has privately given his opinion to that effect.

"Would be pleased to receive your comments regarding the above.
Signed FRANK W. BIRD, Manager,
"The Bingo Supply Company,"

Du Bois, Pa., Firemen Offer Mdse. Prizes for Bingo Game

DU BOIS, Pa., Dec. 4.—Bingo games with merchandise awards are being sponsored by the Volunteer Fire Department here to raise funds to finance the Firemen's Convention to be held here next

summer. Harry E. Wilson is in charge of games.

A storeroom on a main street has been secured by James McMahon, committee chairman, and a p.-a. system has been installed for inside and outside announcements.

"FRAMEWORK" PLAN

(Continued from page 3)

and thereby creating a two-mile walk. This thoroughfare will be 70 feet wide, involving plazas and side streets, so as to care for an estimated crowd of 250,000. The two major attractions will be *Little Old New York* and a huge theater-restaurant seating between 4,000 and 5,000 persons. Theater-restaurant is expected by fair authorities to set the style for this type of entertainment for years to come.

Other zones and attractions considered likely are Winter Village, with a musical comedy on ice; Little Harlem, with a Cotton Club and Savoy Ballroom; Montmartre, with a Moulin Rouge or Bal Tabarin; a circus unit with a one-ring animal show. Outdoor section will include rides, games, Ell Wheels, Motor-dromes, Carousels, Airplane Swings and other devices. Concessions will include pitching games, baseball throws, etc. A music auditorium and Hollywood group, Shakespearean theater, puppet show, etc., are also in the cards.

In addition to the mammoth theater-restaurant a modern zone will include at least one small cabaret, several restaurants and dance halls with name bands.

Thus far 7,000 requests for concessions have been filed and the process of selecting has begun. Announcement of specific selections, tho, will not be made for some time. In addition to concessions in the amusement area many entertainment features will be scattered thruout the exhibit section, and the fair corporation itself will sponsor a program of special events and entertainments. Aquatic shows, pageants and spectacles will be given in the \$1,600,000 amphitheater at the head of Meadow Lake, and a music festival will be staged in the music auditorium.

According to Whalen, the amusement area's capacity of 250,000 persons at one time will be greater than that of any amusement park in the world. Area and number of entertainment features will also set a record.

CLEVELAND EXPOSITION

(Continued from page 3)

provement of lake front adjoining the mall.

Plans include use of the Aquacade for summer opera, retention of the Hall of Progress and Varied Industries Building for expositions here and continuance of the Horticultural Building and Horticultural Gardens. Expo demolition is proceeding under the Globe Wrecking Company and is about three-fourths completed.

SHAFFER HEAD

(Continued from page 3)

of Great Lakes Exposition during summers of 1936 and 1937.

Mr. Brown found Mr. Shaffer at his home in Orange City, Fla., spending his winter vacation, the first he had had since 1935, and induced him to take over executive management of the festival, while Mr. Brown devoted time to preparation for Florida's contemplated exhibit at the New York World's Fair in 1939. Other members of the operating staff are George H. Clements, who for the past six years has handled publicity and promotion for Florida exhibits in Chicago, New York and Cleveland, who will be in charge of promotion; Russell Kay, secretary of Florida State Press Association, director of special events and radio programs, and E. D. (Dick) Pope, of Cypress Gardens, who will direct pictorial publicity.

A campaign for members of the Florida Orange Festival Association has been set on foot under direction of George L. Burr Jr., president, with details handled by Mr. Shaffer and his staff. In the amusement section the Royal American Shows will be the strongest attraction.

"In addition to the Royal American Shows, we hope to have some of the best free acts," said Mr. Shaffer. "We have reduced admission to 25 cents for adults and 10 cents for children as against 50 cents and 25 cents, as in former years, and hope to greatly increase attendance. We are being flooded with applications and are giving special attention to selections. We want to make the 1938 Florida Orange Festival the best ever held."

LOS ANGELES

(Continued from page 63)

one-man-band act in clubs and at amateur nights.

W. S. Burris is in the electrical department at Warner Bros. studios.

Roy Scott is back in town, as is Frank Whitbeck.

C. Y. Clifford celebrated his 10th wedding anniversary last week.

Mr. and Mrs. Billie Cronin came in from Denver for the winter last week. Jack Grimes also got around last week.

William Greaterx is doing his magic and blood-control act at clubs.

Herb Usher and wife are back from a trip to the Midwest.

Johnny Ward has four shows on the Venice Pier.

Ben H. Martin Shows reported a good week's business at Pico, Calif.

J. R. Stephon, of the Roland Amusement Company, has several rides set up in suburban spots.

Mike Golden is reported to be improving in health. He is confined in Glendale Sanitarium, Glendale, Calif.

Al Onken reports from Fresno, Calif., that he has recovered from his recent illness. Mr. and Mrs. Harry Seber are operating a store show in the North.

Jack Miller and Bud Ainsworth blew in from Philadelphia and are looking over prospects at the California exposition.

Fred Stewart is in charge of the force which is rebuilding the Hilderbrand United Shows here.

Mike Krekos will remain here until after the PCSA Charity Banquet and Ball.

Leo Leos, West Coast Amusement Company, writes from Los Banos, Calif., that he will be in the city soon.

C. F. (Doc) Zelger and the missys came in from Buckeye, Ariz., and report one of the most successful seasons in show's history.

Charley and Edith Walpert are commuting between Los Angeles and winter resorts in Southern California.

Joe De Mouchelle and Ted Le Fors attended the closing of the Siebrand Piccadilly Circus at San Diego. Mickey McCloud, general agent, and Jerome Kelly, special agent of the organization, are visiting here, as is Hank Carlyle, legal adjuster on the show.

Dave Morris has opened a novelty store on Main street.

Wallace O'Connor has joined the pitch brigade on Main street.

J. Allen McManus, former showman, is the author of a mystery play, *White Gloves*, that goes into production at the Plays and Player Theater, Hollywood. V. Bruce and Hilbert will produce it.

Larry Benner arrived last week, after a six-week tour of Sumatra, Java, Malayan States and Manila, with one of the Churchill & Taite shows.

Earl Graham went to Memphis. Harry Fink, Jo Glacey and Harry Sussman opened their new Erucal at San Fernando, Calif., under Elks' auspices.

William D. Pink visited last week and infoed that he may locate with the Coast defenders.

Charley Haley is boss of the property division of the Federal Theater Project here. Bob Cavanaugh is house treasurer and Leo J. Haggerty is in the treasury department of the same project.

Mr. and Mrs. Earl Douglass will remain here for the PCSA's ball.

Mr. and Mrs. Will Wright are vacationing at Gilman Springs, Calif. Elliot (Bud) Henry, son of Steve Henry, for Cincinnati, Columbus, Circleville and Xenia, O.

Walter Riggs is a recent addition to the Coast defenders.

Hustlers—Look

Remember 1929—

When Song Sheets Went Like Wild Fire?

Today and for 1938—

I Have the Fastest-Selling 5c Item. There Are 14,000,000 Customers.

COST YOU 2 1/2 c IN 100 LOTS. Send 25c for Samples, or \$1.00 for 3 Dozen, Postage Prepaid. Money Refunded if Not Satisfied.

M. L. CLARK,

390 Arcade Bldg., St. Louis, Mo.

XMAS SIGNS

9x11, Red Tinseld, Also 8x11 BLUE SIGNS. 100 BEST SELLERS, \$3.00. Quick Free Delivery. Rush Your Orders. Original—Reliable.

KOEHLER BLUE SIGNS,

399 Goetz Avenue, St. Louis, Mo.

Hartmann's Broadcast

THE event of events of its kind for 1937 is now history. We mean the annual convention week of the International Association of Fairs and Expositions, National Association of Amusement Parks, Pools and Beaches, American Recreation Equipment Association and American Carnivals Association, plus the annual banquet and ball of the Showmen's League of America.



A. C. HARTMANN

All of these business and social functions held in Chicago last week either topped their previous records or were close runners-up. Practically all those fair men, park men, carnival men and others whose faces are familiar at these annual gatherings were on hand and there were hundreds of new ones. Distance didn't mean a thing to scores of them, for they came from Coast to Coast and some even from across the water. The Hotel Sherman, headquarters of all the activities, had to turn away hundreds

of lay people seeking rooms, and its lobby at almost any time of day or night was a seething mass of outdoor amusement folks either on business or pleasure bent, or both. The business sessions of the various organizations were well attended, too. Our estimate places the total attendance at 2,800.

All attendance records of the IAFE were shattered at this year's (47th) convention. Besides practically every one of the 64 member fairs there were some 20 county fairs that had representatives on hand. And there were six or more fairs that applied for membership in the organization, which, by the way, is stronger financially today than it has ever been. Last year there were delegates from 52 member fairs.

The NAAPPB convention (19th annual) had one of the heaviest attendances in its history and enthusiasm ran rampant. If the meeting did not eclipse highest record of 1,300 registrations in 1936, it must have run close to it. And one must bear in mind that the registrations in 1936 beat those of 1935 by 500. The large Exhibition Hall was completely occupied by booths and the mezzanine floor had but few vacant spaces. There were also exhibits in the lobby of the hotel. Exhibitors seemed to be quite optimistic. In many instances a goodly number of sales were made, while in others prospects were lined up for future deals.

Exhibitors seemed to be doing more business with carnival showmen than park and beach men.

The ACA convention had 23 shows represented, compared with 19 in 1936, and three new carnivals were taken in as members. This organization is now in a stronger position than it ever has been.

The AREA meeting was one of the best attended in the organization's history. The idea of having it held with a dinner proved so satisfactory to members that it will be repeated next year.

The SLA silver anniversary banquet and ball drew a crowd that filled the Grand Ballroom of the Hotel Sherman. Attendance ran more than 1,000, which was remarkable, especially since the NAAPPB had its own banquet this year instead of joining in with the SLA. Last year the League had around 1,200 in attendance, the largest crowd ever at one of these social events. While there have been some mighty good banquets in the past, it seemed

to be the consensus that the one in honor of the silver anniversary was the most brilliant and the fastest moving, with long speeches eliminated—something which was received with great delight.

The heavy attendance at this year's annual outdoor men's functions well indicated that the season of 1937 was a profitable one in general and that there is anticipation of a repeater in 1938 if the wheels of the business industry are kept moving properly.

And don't lose sight of the fact, too, that the 1937 business and social functions of the various groups would not have been any ways near as successful if they had not all been held under one roof in the same week. Exhibitors especially know this—and they are the ones to be catered to.

Let's have this plan of all under one roof in the same week continue.

Billers' Union Asks Pay Boost

PITTSBURGH, Dec. 4.—Salary raises and improved working conditions will be asked of circuses by the International Association of Billers and Bill Posters, President Leo Abernathy stated today prior to leaving for the conference to be held in Detroit Monday between representatives of the IABBP and the shows. Circuses which will have representatives present are Ringling-Barnum, Al G. Barnes, Hagenbeck-Wallace, Cole Bros., Tom Mix, Russell Bros. and Downie's, all parties to contracts signed last January 1 with the union, and the new Tim McCoy show.

Delegates for the IABBP will be Secretary William McCarthy, Treasurer A. Thomas Noonan, Abernathy, and John Carrano, of Detroit Local 94.

A confab tomorrow between the AFL affiliate's officers will center around petitions mailed in by various locals, some of them asking pay boosts as high as \$27.50 weekly.

Contracts for 1938 are expected to be settled at the Monday meeting in the Hotel Tuller between the circus and union bigwigs.

Nobody "Replacing" Dexter W. Fellows

SARASOTA, Fla., Dec. 6.—Nobody will "replace" Dexter W. Fellows on the press staff of Ringling Bros. and Barnum & Bailey Combined Circus, according to Roland Butler, general press representative.

"It would be impossible to replace Dex's years of experience, his myriad contacts, his spot in the hearts of American newspaper men," Butler said. "When the show opens the 1938 season his territory will be divided among the remaining members of the staff—Frank Braden, Sam Stratton and myself."

Butler also stated that Allen J. Lester, who has succeeded Edward A. Johnson as contracting press agent, will also help out with story work. Lester arrived at winter quarters December 1 and will remain here several days.

Greater Exposition Stockholders Meet

ST. LOUIS, Dec. 4.—A meeting of the stockholders of the Greater Exposition Shows, Inc., was held Monday, November 15, at which time John Francis was re-appointed general manager for the season of 1938; J. Crawford Francis, assistant manager, and H. W. Smith, financial secretary.

All show property is in the spacious quarters in East St. Louis, Ill., where preparations are being made for a bigger show. The past season was a very successful one, according to John Francis. Francis returned Monday, November 22, from a trip thru Michigan, Indiana, Ohio and West Virginia.

Arrangements have been made with Charles T. Goss, of the Standard Chevrolet Company, for the delivery of 10 new trucks in the spring, and a new Fruehauf 24-foot trailer is being built as a berth car for the workmen with the show.

Three new fronts will be completed in quarters. New canvas has been contracted for for several new shows, and two rides will be added.

Circus Saints, Sinners Club To Have Party at Norfolk, Va.

NORFOLK, Va., Dec. 4.—The Charles H. Consolvo Tent, Circus Saints and Sinners Club, Norfolk; W. W. Workman Tent, Richmond, and Will Rogers Tent, Petersburg, will sponsor a party here next Monday.

A large delegation, headed by Remmie L. Arnold, national president, will attend from Richmond and Petersburg.

ROUTES

(Continued from page 39)

Room Service: (Ford) Baltimore.
Show of Shows: (Curran) San Francisco 6-11; San Jose 12; Stockton 13; Fresno 14; Pasadena 15; Phoenix, Ariz., 16.
Stage Door: (Hanna) Cleveland.
Three Waiters: (Daughter) Phila.
Tobacco Road: (St. Charles) New Orleans.
Tonight at 8:30: (Municipal Aud.) Kansas City, Mo., 7-11.
Tovarich: (His Majesty's) Montreal, Can. Women, The: (Hartman) Columbus, O., 7-8; (English) Indianapolis, Ind., 9-11.
Yes, My Darling: (Auditorium) Minnneapolis 6-9; (Auditorium) St. Paul 10-11.
You Can't Take It With You: (Harris) Chi. You Can't Take It With You: (Plymouth) Boston.
You Can't Take It With You: (Carolina) Charlotte, N. C. 8; (Municipal Aud.) Savannah, Ga., 9; (Auditorium) Sumter, S. C., 10; Carolina Columbia 11.
Yr. Obedient Husband: (American) St. Louis; (Nixon) Pittsburgh 13-18.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Capitol City: Newton, Ga.
Dyers Greater: Stuttgart, Miss.
Evangeline: LeCompte, La.
Hardman & Hosmar: Newton, Ga.
Henry's United: Brokenbow, Okla.
Heth Bros.: Florida, Ala.
Midwest: Las Cruces, N. M.
Miller Amusements: Marksview, La.; Stumpeport 13-18.
Orange State: Jacksonville, Fla.
Rogers & Poole: Houston, Tex.
Southern Attrs.: Oak Park, Ga.
Spencer, C. L.: Arcola, Miss.
Texas Kidd: Llano, Tex.

CIRCUS AND WILD WEST

Bible Bros.: Marshall, Mich., 8; Lansing 9; Flint 12-19.
Carter Bros.: Great Eastern: Waterloo, Ia., 6-11.
Klein's Indoor: Washington, Pa., 8; Charleroi 9; Uniontown 10.
Polack Bros.: Coffeyville, Kan., 6-8; Independence 9-11.
Walker (105th Field Artillery Armory) Brooklyn 8-11; (14th Infantry Armory) Brooklyn 16-18.

Additional Routes

(Received too late for classification)

Blossoms of Dixie Revue: Edwards, Miss., 8-9; Canton 10-11; Jackson 13-15.
Brown, Evans: New Richmond, Wis., 13; Milwaukee 14; Eau Claire 15.
Brownie's Comedians: Hahira, Ga., 6-11.
Craig Bros.: Show: Patapsco, Md., 6-11.
Daniel, Magician: Danville, Ill., 8-12.
Fra Diavolo Magical Revue: (E. S. Aud.) Liberty, Tenn. 8; (Princess) Carthage 9-10; (H. S. Aud.) Smithville 11.
Lauther's Oddities on Parade: Greenville, S. C., 6-12.
Crowley Show: Ray City, Ga., 6-11.
McNally Variety Show: Price, Md., 6-11.
Walker Family Show: Tarboro, Ga. (White Oak P. O.), 6-11.

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Notes From the Crossroads

By NAT GREEN

A PROSPEROUS season invariably is reflected in the attendance at the annual fair, park and carnival meetings and the Showmen's League banquet and ball. It becomes trite to say that this or that meeting was "biggest" or "best," but this year's convention had a tremendous attendance, and the league's banquet and ball was a huge success — attendance reaching considerably more than 1,100. No group responds more readily to prosperity than showmen. It has often been said that "when they make it they spend it." It's quite true. And why shouldn't they? They stick to the grind from early spring to late fall, with lit-



NAT GREEN

tle chance for pleasure, and the annual gathering in Chicago gives them a chance not only to line up contracts for the coming season but also to greet and visit with old friends and "cut loose" with carefree pleasure for a few days. There were many showmen present this December who had not attended a convention in years. Most of them came early and stayed late, a large number remaining for the entire week.

Altho K. G. and Babe Barkoot and George Hamid were born a few miles apart in Syria and have been in show business in the United States for many years, Hamid and the two Barkoots had never met until last week. I happened to be talking to the Barkoots when George walked by and I introduced them. Result was an interesting talk-fest.

J. C. Donahue, of the Ringling offices, has been quite ill with an attack of flu but has recovered and is back on the job. . . . Jess Adkins and Zack Terrell were in town for a couple of days, presumably making arrangements for the spring engagement of the Cole Bros.' show in the Stadium. . . . Walter Kemp, of motordrome fame, says he had the greatest season of his career in 1937. . . . And he's planning some new thrillers for the coming season — will have eight riders on his show. . . . John Sloan advises that the name of the American Booking Agency has been changed to the Racing Corporation of America. . . . Sloan looks for a big auto-racing season in '38. . . . Mrs. Sam Solomon, Mrs. Mabel Pierson, Alton Pierson and Mr. and Mrs. Scott visited Showmen's Rest and placed a wreath on the grave of Mrs. T. A. Stevens. . . . Among the park men's contingent at the convention were Mario Brancato, president; Victor Brancato, vice-president and treasurer; John Termino, ball-room manager, and Omer J. Kenyon, general manager, all of Fairyland Park, Kansas City. . . . It was revealed this week that Sam Olson, president of the Minnesota State Fair Board, was married recently in Tampa to Mrs. Barnes, a Seaboard Airline representative. . . . Duke Drukenbrod, who had the side show on the Al G. Barnes Circus the past season, will have the side show on the Col. Tim McCoy Wild West in '38. . . . Lieutenant Lester Potter, for many years police censor in Detroit, was a visitor to the convention and renewed many acquaintances. . . . Sorry I didn't "catch up" with Morris Lowe, of Erie Litho. . . . We chased each other around but never succeeded in getting together. . . . Rube Liebman reports he had a swell season and is going stronger than ever. . . . G. R. Lewis, former manager of the Ohio State Fair, and Mrs. Lewis came over from Columbus and were among the throng that enjoyed the banquet and ball. . . . Many show people remained over Saturday in order to attend the funeral of Mrs. Edward F. Carruthers. . . . Mrs. Carruthers was well known and liked among outdoor show people and her

sudden passing was a great shock to her friends. . . . There were many more circus folks around the Sherman during this year's convention than ever before. . . . Some came in especially for it, while others were just passing thru or are wintering in Chicago.

Philadelphia

PHILADELPHIA, Dec. 4.—Business at the Eighth Street Museum was good the past week. Attractions are Miles Bros., Minstrels; Naif Corey, magician; Original Popeye; Jack Garrison, glass blower; Tattooed Van, Poses Plastique and Head on Table Illusion. In the annex dancing girls.

During the holiday week business at the South Street Museum was profitable. This week the following attractions are on the platform: Ray Sheldon, chain gang buster; Silas Whalley, anatomical wonder; Tam Tam, leopard skin man; in the big pit, Kid Talley's Creole Revue. In the annex dancing girls.

Joyland, the annual holiday show of the 69th street section, opened this week with a somewhat different presentation from what has been presented in the past. It is a combined circus and side show. Attractions: Lew Kish, clown and dogs; Professor Moreno, magic, Punch and ventriloquism, also acting as lecturer; Indian music and singing, rope spinning, clown numbers and Santa Claus. Kiddie rides also operated. Business opened fair.

El Paso

EL PASO, Tex., Dec. 4.—New arrivals in town are Whitely Archer and wife, Miller & Archer Shows; Blacky Schofield and wife, C. F. Zeiger Shows; Johnny Delaporte and wife, Miller & Archer Shows; Tony Kitterman and wife, Yellowstone Shows; Ellery Reynolds, Midwest Shows; Butch Cohen, Mr. and Mrs. C. M. Devere, Barney Bros.' Circus, and B. A. Childs and Red Baker, T. J. Tidwell Shows.

Hal Worth, of Dallas, is in town building floats and supplying costumes for the Sun Carnival parade. Ernest Watson, his head carpenter, is with him.

Blacky and Edna Parkington are preparing to set up a photo concession in a downtown bus depot.

Morris Thirman's place is the showmen's headquarters.

On booking tours are the following showmen wintering in or near El Paso: Paul Towe and Don Brasher, of Silver State Shows; Mel H. Vought, of State Fair Shows; Ed Lundgren, of Midwest Shows, and H. G. Buchanan.

CHICAGO, Dec. 4.—Noble C. Fairly, of the Fairly & Little Shows, announced booking of the fair at Spencer, Ia., at the convention here.

BILLY ROSE

(Continued from page 31)

was through here, but said he would fulfill three weeks' engagement ending tomorrow night. The show then goes to Los Angeles.

Rose brought in Jimmy Savo at a reported \$500 a week. But patronage continued to dwindle steadily.

Meanwhile AFA has settled with the O'Neill studios, which supplies acts to the Golden Gate and other houses. The AFA appears to be securely entrenched in this area, and the general outlook so far seems to be clearly victorious. There has been no talk yet between the union and burlesque shows.

Whitehead said local members now exceed more than 200. He predicted that 100 more will have been signed up before the first of the year.

NEW YORK, Dec. 4.—Billy Rose has been in town all week but could not be reached for a statement on the Show of Shows situation.

SAN ANTONIO, Dec. 4. — Billy Rose's request to be released from his engagement Christmas Night here met with a decided "No" from Jean Wildenstein, manager of the municipal auditorium, and Thomas Hallin, who booked Show of Shows here.

Wildenstein said he had had a wire from Rose asking to be released from the date because he had a chance to take the show into the French Casino in New York. Considerable preliminary advertising for Show of Shows has been done here, so the request was quickly vetoed.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 4.—The week of festivities came to a close with a combined annual and regular meeting at the League rooms Thursday. President McCaffery presiding. With him at the table were Vice-Presidents Joe Rogers and Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streibich, also Past Presidents Edward A. Hock, Milton M. Morris, Sam J. Levy and J. W. Conklin.

Committee reports showed there had been real co-operation thruout the year and Brother Fred H. Kressmann's report, showing the annual audit, was received with real applause, as the financial condition of the League was a revelation to the many present. Carl J. Sedlmayr and J. C. Simpson came in for their share of praise when they gave reports of the cemetery fund and membership committees. Each committee was discharged with sincere thanks for its co-operation and in the same breath appointed to carry on for another year with the administration.

John Lorman's suggestion of a home for showmen has taken on added interest and further reports on this will be forthcoming.

The memorial service was one that will linger long in the minds of those present, and Frank D. Shean and committee may well feel proud of their job. Bernie Mendelson and committee put over the testimonial party in a fine way. Lou Leonard, M. J. Doolan and S. T. Jessop handled identification badges at the Hotel Sherman and this feature will no doubt be carried out each year, having proved very popular.

George W. Johnson, of the United States Tent, announces a tent as prize in the 1938 membership drive, and Brother E. C. Velare is giving \$50 additional prize to the first member handing in 100 applications in this drive. The stipulation being that no matter who wins this \$50 he is to keep it and under no condition to turn it in to the funds of the League. Brother J. C. Simpson has pledged of 100 members from each of the following: Eddie Lippman, John W. Galligan, Harold Buddy Paddock, Art Lewis, Charles Cohen, Fred Kressmann and Samuel Gluskin. Total applications received in 1937 were 424.

President J. C. McCaffery gave sincere expressions of appreciation and uttered hopes that the year 1938 may find each and every one going along as he has in 1937. Fred H. Kressmann tried to duck reappointment as chairman of the finance committee but did not have an out.

Action was taken to go along in the same manner for 1938 and anyone presenting 100 or more applications will receive a life membership and gold card symbolic of the achievement. Fizzle Brown and Morris Lipsky are sporting their gold cards and mighty proud to have them. Brother Frank Conklin is recuperating in California, and J. W. Conklin substituted for him in accepting his gold card. Nell Webb arrived and was immediately inducted into service on the banquet and ball reservation job. Hard to mention all of the names of those in town, but Nat Green caught them in *The Billboard*.

This meeting was saddened by the death of Mrs. E. F. Carruthers, widow of departed Past President E. F. Carruthers. The remains were buried in Showmen's Rest December 4.

Harry Coddington, not well, has gone to the American Hospital for further treatment. George Fowler in the hospital and resting as well. Brother Bob Miller was out for the party and suffered a relapse, hence is again confined to his home. Brother Col. Owens is still confined at his home.

Frank J. and Mrs. Elliott drove in from Nova Scotia to attend the affair. Frederick Weddleton from San Francisco, Charlie Cohen up from Miami and Eddie Brenner from Mobile.

Ladies' Auxiliary

The ladies entertained at a very impressive installation dinner in the Gray Room, Hotel Sherman, December 2, Cleora Helmer ably officiating as installation officer. Program included solos by Rose Page and Cleora Miller Helmer, accompanied by Jackline Faust; also addresses by Mrs. Abner K. Kline, Mrs. Noble C. Fairly, Mrs. Myrtle Duncan,

and Mrs. E. Yearout, secretary of the Kansas City Ladies' Auxiliary.

Newly installed officers are: President, Leah Brumleve; first vice-president, Ida Chase; second vice-president, Elizabeth Ernst; third vice-president, Mrs. J. L. Streibich; secretary, Mrs. Lew Keller; treasurer, Mrs. William Carsky.

In attendance were the Mesdames Abner K. Kline, Noble C. Fairly, Rainard Smith, E. Yearout, Pearl McGlynn, Dora McKinley, Charles Driver, Minnie Murdo, Fannie Paisir, Bessie Simon, George Rollo, Kate Owens, Howard Yardy, Ann Doolan, Mae Scully, Selma Kordin, Ora Miller, Maude Geller, Hattie Laffo, Al Wagner, Cora Yeldham, Al Latto, Robert Miller, Bert Clinton, Bert Bailey, R. E. Haney, John Kilonis and Rose Page, Minnie Meirs, Catherine Wengel, Lucille Pope, Alice Morse, Violette Charbonneau, Marion Ward, Maude Hacker, Clare Holly Harker, Muriel Franks, Marion Ward, Jane Marshall, Juanita Streibich and Alice Rose Streibich.

Regret was expressed at the inability of Harry Coddington to be the usual guest of honor, he being confined to bed.

Retiring President Frances Keller made presentations of suitable gifts to each of those who have served with her during the successful tenure of her administration. Response in each case was ably handled, with pledges of co-operation in the years to come.

The week of open house came to a successful close with a nice sum raised thru drawings for prizes donated by Walter F. Driver, Mrs. William Carsky, Maude Geller and Mrs. Robert Miller.

Many new members were added to the roster during the week.

The close brought many expressions of regret and the hope that each may live and be in such good health that they may return again at the close of 1938.

Orton Has Narrow Escape In Fall at Battle Creek

BATTLE CREEK, Mich., Dec. 4.—Ver-non Orton, of Aerial Ortons, narrowly escaped death December 1 when his wife jerked him from path of the heavy beam which supported the apparatus on which he performed. Just as he reached the trapeze and was ready to begin his act a pin reel used to fasten the hoist ropes of the aerial equipment broke. He fell 15 feet.

Accident occurred on Keyes Bros.' United Indoor Circus. The Ortons played 32 consecutive weeks and returned to their home at Adel, Ia., for a rest before beginning indoor dates after January 1.

CHICAGO, Dec. 4.—Max Goodman, of the Goodman Wonder Show, stated here Thursday that his show will play the fair at Memphis.

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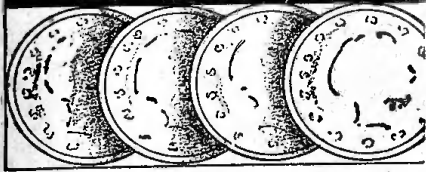
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REFORMERS

It seems there is an inborn instinct in every human being to try to reform something. Even those who are forever cursing "the reformers" have their own pet reforms in which they are just as intolerant as the most professional reformer.



WALTER W. HURD

The chief mistake of all reformers seems to be that they spend so much time, money and ability on petty evils, but do little to help in eliminating major evils. They become so absorbed in drives against petty evils that often they show surprising ignorance of what the major evils confronting the nation may be.

It is to those few reformers who have ignored petty evils to concentrate on the major reforms of history that the civilized world today owes its debt of gratitude. In fact, the multitude of reformers who are always worried about petty evils have come to be little more than pests at a time when serious major problems are of real concern.

A good working policy is in the fact that petty evils tend to take care of themselves as the major evils of society are brought under control.

The temptation to let our reform instincts be led astray into petty fields is aptly illustrated in a splendid tribute to Thomas E. Dewey, recently elected district attorney in New York City. The tribute to Mr. Dewey is written by Jay Franklin, one of the few liberal columnists of the time.

Concerning Mr. Dewey's brilliant rise to prominence, Franklin says:

"He has won respect and popularity by his fearlessness and his success in striking down some of the slimier parasites of his community. . . . But the real test lies before him. It is always popular and exciting to smash vice rings and clean up market racketeers. . . . But just as it is more exciting to wage a campaign against venereal disease than against the diseases of slum overcrowding and malnutrition, so it is easier for a city prosecutor to strike at a 'Public Enemy' than to attack the big industrial and respectable rackets which levy a far heavier toll on a community's income and welfare."

The picture which Mr. Franklin attempts to draw is that of many a young and brilliant man who finds himself in public office and who must make the choice between reforms that go to the root of the rackets and ills that inflict society today. Or whether he will give way to the temptation to make a campaign against superficial and petty evils that immediately make a man a newspaper hero.

All over the country there are public officials, mayors, prosecutors, high police officials and others, many of them still young enough to render a distinctive service to the people, who face the dividing of the ways. They must either take the slower way to real success or use the more flashy way of waging clean-up drives against petty evils at regular intervals.

From newspaper accounts it would appear that about half of the public officials in the country have yielded to the temptation to get periodic publicity and headlines by staging a clean-up on some petty thing. In 8 out of 10 of all such campaigns it is soon discovered that such drives are staged to "cover up" evils of a much worse nature. Newspapers help to deceive the public by giving full publicity to the petty drives. In fact, it may be said that in the average city the newspapers often serve as the chief protectors of major evils and rackets by making a paper hero of the man who stages a periodic clean-up for public consumption.

If anyone desires proof as to what extent newspaper publicity has gone in shielding the big rackets by its sensational ballyhoo about petty clean-up drives let him ask any reporter who makes the beats and knows all the ropes.

Some of the newspapers are making an honest effort to reform their own racket. They are beginning to recognize that such public institutions as newspapers, enjoying valuable constitutional privileges, have a heavy obligation to play fair with the public. Such newspapers recognize that there is a rapidly increasing number of voters who question everything published in a newspaper and have to a large extent lost confidence in newspapers as reliable mediums of public information. Such newspapers are beginning to frankly puncture some of the drives staged for publicity.

The Indianapolis Star (October 29, 1937) recently called attention to a petty thing that is periodically attacked by some public official in half the cities of the country. "Perhaps it is time to cease the perennial agitation over operation of these marble machines," said The Star. "Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion."

Apparently here is a newspaper staff that has realized there are a lot worse evils in the average city than pinball games. It is apparent, too, that the staff has recognized the usual motive behind the drive against pinball games. In 9 cases out of 10 it is either for publicity or to "cover up" for some other thing that needs reform.

In any discussion of reform the highest respect must be expressed for all honest and sincere reformers. They have made civilization what it is. But only contempt can be held for the publicity seeker and the person who wastes time and money on petty evils when civilization itself is threatened by major dangers. The amusement games business at its worst can only be a petty evil. In fact, if anyone is sincerely interested in reforming the coin-operated machine industry the quickest way to do it is to support and encourage its national and local programs for charity and employment.

In view of the major economic and social dangers of the time, the coin-operated machine industry feels that public officials, newspapers, civic and church leaders can find much worthier causes than fighting petty things like pinball. The industry itself is willing to go far in cleaning its own house as it concentrates on the national problems of charity and finding jobs for the unemployed.

OVERSOLD ON ALL KEENEY GAMES

Until further notice:

Due to the large number of orders already on hand, and also to the ever mounting number of new orders coming in daily, the production of all Keeney Games must, until further notice, be turned over entirely to distributors' shipments only.

In spite of double factory forces and extra shifts, orders for TRACK TIME, SKILL TIME, DARK HORSE and FREE RACES continue to come in at such an increasing rate that each week finds us a little farther behind on production. We, therefore, find it necessary to concentrate our entire output on all Keeney Games to distributors' orders only, until we are able to further step up daily shipments to a point somewhere near each day's demands.

This move is made solely in the operators' interests. The operator places his orders with the Keeney Distributor on the expectation of receiving wanted games on specified dates. Unless these games are available on such dates, the operator stands to lose those locations where Keeney Games have been promised. Feeling that the needs and interests of the distributor's operating trade come first, we therefore make the move herein announced.



With winter play making TRACK TIME more popular and profitable than ever, and with SKILL TIME enabling operators to place this console game in payout territories, we have a sufficient number of orders for these two games to keep our plant busy for the next 30 days. And with DARK HORSE proving the greatest value in console games for the money, and FREE RACES helping so many operators to re-open territories heretofore closed to pin games, orders on hand for the last two games would in themselves engage the entire facilities of another factory the size of our present one.

We do not cite these things in any bragging manner, but more to acquaint operators, jobbers and distributors with the true facts of the situation. We trust that they understand our position, and that this move has been made as much in their interest as in ours.

Due to the above oversold condition, we advise operators to immediately arrange with their Keeney Distributor for earliest possible deliveries out of stocks he may have on hand or out of shipments which now may be enroute to him.

Again we say, please do not order direct, as fastest deliveries are only to be had thru Keeney Distributors

**J. H. KEENEY & COMPANY
Chicago**

Revision of Pinball Tax

New plan would assess triple license fee and include payouts

SEATTLE, Wash., Dec. 4.—Municipal measures and taxation regarding pinball games are to be revised in this city. City Councilman R. H. Harlin, former mayor, forecast upward revision of license fees on such machines. Furthermore, Mr. Harlin, chairman of the license committee, stated his committee will recommend a 25 per cent horizontal increase in license fees for card rooms, billiard and pool halls and dance halls. His new ordinance being introduced this week permits the automatic payoff pinball games in the city, removing the ban by the city council, and providing for the licensing and collection of revenue by the city. Mr. Harlin has observed that "the automatic payoffs are operating anyway and paying no tax," and that "as long as they're going to operate, the city might as well get some revenue." The biggest share of an extra \$125,000 revenue he expects the city to derive from amusement machines this year will come, in his opinion, from the licensing of the automatic payoffs.

Also the license committee could not determine definitely the precise amount derived from pinball machines, nevertheless present license fees upon amusements brought Seattle \$24,454 in ten months this year—the pinball games at present paying the city \$15 annually. Under the proposed new measure, however, operators would be taxed \$150 for a license, \$20 for each machine in operation and "exhibitor" locations \$1 general and \$5 for each machine in operation.

Also not at present taxed, digger machines are set to cost operators \$1000

annually for a license, and \$90 for each operating machine. "Exhibitors" would pay the same as above. A dollar for location and fifty cents for each machine in operation is the schedule for the penny amusement games. And while a schedule of fees for the automatic payoffs is yet to be arrived at, Mr. Harlin has suggested a tax of \$500 annually on operators, \$180 a year on all machines in operation and \$25 for the machines on the location.

Ops To Drive for Public Good Will

BALTIMORE, Md., Dec. 4.—After enjoying a fine summer due to the particularly favorable license situation here, operators are now laying plans to court the good will of the public and counteract the unfavorable propaganda which many new political figures are said to be spreading. Using the coin machine business as a political football is nothing new, but it sometimes has resulted in putting the industry in disrepute in the eyes of the public where steps are not taken quickly to counteract the poison.

Leaders here have therefore decided to take action immediately and have arranged for experienced public relation experts to approach the public thru the press and thus better conditions for the operators. The Baltimore News-Post, local Hearst paper, will be used first, and plans call for the use of all papers if the program matures.

The campaign is scheduled to get under way as soon as some of the men get together and pool their resources to finance the drive.

Detroit Jobber Handles Venders

DETROIT, Dec. 4.—Detroit got a new coin machine jobbing house last week, when the Michigan Vending Service opened a store at 2623 Pingree avenue. The new location is in the heart of the

uptown coin machine center of Detroit, a few doors off Linwood avenue and just around the corner from the National Novelty and Amusement Company and the Angott Coin Machine Exchange Company.

Organizers of the company are Leon Wolock, Ralph Radner and Eugene Wysocki. Radner has been a Detroit citizen for 17 years, but, like Wolock, is a newcomer in this business. Wysocki is the experienced man in the trade, having a past career with the Duo Ven Company, a vending machine company in Detroit.

The company will act as Michigan distributor for a merchandising machine and may add other lines later. Details are to be released in a few days.

Lemke Sees Pinball Biz Gaining in Detroit Area

DETROIT, Dec. 4.—Henry C. Lemke, of Lemke Coin Machines, reports a big increase in the popularity of the new Ray Rifle machines over last year. There was a big demand, he says, for them during the early part of this month, and all machines were kept constantly in use by men who were practicing up to be in readiness for the hunting season.

He has just purchased 100 ball gum machines for candy store locations, which are always good. Mr. Lemke says people seem to have gone pop-corn mad, that he can't get pop-corn machines fast enough and is now 30 days behind on deliveries.

Mr. Lemke is very enthusiastic about the Stoner Racer, which he predicts will be one of the outstanding successes of the coin machine field.

"There is a growing demand for novelty tables which have no automatic payout," he said. "We are working into the wee sma' hours to keep up with orders, and last week we shipped 150 machines to one customer."

"Pin games are picking up; they are coming back to life in Detroit, and one reason for this is the Stoner Racer machine, which has put a good many operators back in the pin game business. It is another of those big successes like the Madcap—a winner that comes out every once in a while."

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ELECTRIC "21"	15.00
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LIGHTS OUT	10.00
DIXIE DOMINOES	10.00
NECK & NECK	7.50
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ABT HALF MILE	5.00
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More fascinating than any other Coin Machine now on the market. Every pay out is a MYSTERY—because of this player never argue with locations. Refill boards easily inserted by location without access to money box. Beautifully designed and finished.

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9" High, 15" Long, 14" Wide, Weight 35 Lbs.

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Roofing Forms \$49.50 Classics 30.00 CONSOLES: Bang Tails \$125.00 Galloping Domino 125.00 Liberty Bell 99.50 FAVORITE 99.50 Chuckalotte 59.50 Jockey Club 59.50 Teaser 55.00 Domino 49.50 Deluxe Bell 49.50	Foto Finish \$45.00 Golden Wheel 39.50 Derby Day 39.50 Grand Prize 30.00 Classico 29.50 Winner 25.00 Carom 25.00 Springtime 25.00 Daily Race—Vanak 25.00 Praviow 25.00 Bump & Lite 20.00 Wheel of Fortune 15.00 Multiple Skipper 15.00 Lite & Pain 15.00 HI De Ho 15.00 Sweepstakes 12.50	Columbia \$45.00 Grand Stand, New 37.50 Ginger 23.50 Spark Plug 7.50 Nugget 7.50 Twenty-One 5.00 Wagon Wheel 3.00 Tan Strike Stampedo Tycoon Hiltash Peerless Pamco Jumbo Parlay Bonus Procters De Luxe Gold Rush Any of the Above Games 3 for \$20.00.

1/3 Deposit, Bal. C. O. D. GROETCHEN, JENNINGS.

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1 or 100 ABT Target Pistols, like new \$ 25.50

Rays Track 125.00

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All the new Novelty Games on Display, including CARGO, STADIUM, MISS AMERICA, DUX, SKI-HIGH, POWER PLAY, Etc. Automatics including the New De LUXE-PREAKNESS, BIG RACE, FLASHER, HORSE SHOES, DARK HORSE, TRACK TIME, GALLOPING DOMINOS, LADY LUCK, Etc.

See the "NEW TREND" Games on display. A full line of Bells and Venders in stock, which include up-to-the-minute models, as well as good used Equipment of every conceivable kind. Special on RAY-O-LITES, perfect condition. This week only \$165.00. All types of Bowling Games at a Special Clean-up. Write for price.

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REAL BARGAINS—ACT QUICK

2—5c Pace Slots, Late Serials.....	\$25.00 Ea.
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1—25c Mills Slot, Extraordinary	32.50
2—Mills Post Time	25.00 Ea.
1—Mills Rail Road	15.00
6—Reel 21	4.00 Ea.

All Machines Reconditioned and Guaranteed.
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M. A. AMUSEMENT CO.
Jackson, Tenn.

You have to live a lot of your life with yourself. You may as well learn to enjoy your own company.—Fred B. Barton in "Let Yourself Go."

Six Firms Exhibit Coin Games at Outdoor Show

Record attendance sign of optimism for next season—coin machines shown have great originality—may indicate trend for 1938 Coin Machine Show

CHICAGO, Dec. 4.—The outdoor show world, including parks, fairs and expositions, carnivals and midways, met in a grand convention at the Sherman Hotel here for the period of November 29 to December 2. According to *The Billboard* staff members who cover such events, the meetings set records for attendance and optimistic outlook. According to these editors, when the attendance is good at outdoor conventions it is a sure sign that expectations for good business during the next season are very high. The climax of the convention came on Wednesday evening with the annual banquet of the Showmen's League, a charitable organization for people of the show world.

Exhibits of rides and other paraphernalia filled the mezzanine floor and exhibit hall. Last year the convention threw its doors open with a welcome to the coin-operated machine industry and again this year a number of coin-operated machines were shown. A number of the outdoor fraternity are also prominent in coin machine circles. Some of them manage their shows or concessions during the summer season, then operate coin machines during the winter. Some have developed concessions of coin machines which tour fairs and other outdoor events. Many of the outdoor setups, such as amusement parks, are considered favorable locations for several types of coin-operated machines and operators have learned to take advantage of these locations. While the British outdoor show groups and the coin machine trade are combining their 1938 conventions, in America the two groups are each too large to combine for a general convention but there is a community of interest that is growing.

Coin Machine Exhibits

Exhibits which included coin-operated devices were made by the following firms this year:

Buckley Manufacturing Company, of Chicago, displayed two models of the well-known Buckley diggers which have often been used in the form of concessions for outdoor events. Four console machines were also on display, including the Seven Bells, Flashing Ivories, Riviera and Track Odds. In the back of the booth a counter device, Bones, could be seen.

The Billboard had its booth and *The Coin Machine Journal* also had a booth.

H. C. Evans & Company, Chicago, displayed a line of devices for carnivals but did not show any of its coin-operated machines. The Evans firm has long been known as a manufacturer of roulette and other devices for carnivals. Its first offerings to the coin machine field were ideas developed from carnival mechanisms that had been tested thru the years.

International Mutoscope Reel Company, Inc., New York, had the most complete display of coin-operated machines. This is a pioneer firm in the arcade field. Machines on display included the Photomatic in all its glory, Electric Traveling Crane, Mutoscopes, the Viadoscope movie device, Fokerino bowling game, Rotomatic novelty merchandiser, Hockey table game, Old Mill novelty vender and several arcade machines such as athletic devices.

Plesen Manufacturing Company, Inc., of Coney Island, N. Y., presented a new bowling type game called 8-Spot. The makers consider it "so good they are trying to keep it secret from the rest of the world." Many who saw it commented that "it might prove unusual in the amusement games field." The novel feature of the game is the eight scoring spots on the back field which are magnetic in the center and when one of the hollow steel balls rolls across a spot it is held there until the game is over. A backboard also records the player's score. It is eight and one-half feet long, thus smaller than the usual automatic bowling game.

Silent Sales Company, a distributing firm of Minneapolis, had a booth to exhibit a Wurlitzer phonograph, a Skee Ball bowling game, a Mills bell machine and also a Mills scale and one of the pioneer baseball machines converted for penny play. Headed by Bill (the Sphinx) Cohen, the Silent Sales organization displayed at the 1937 Coin Machine Show and also at this conven-

tion, rather a progressive venture for a distributing organization.

Ken Shyvers, Chicago, well known for many ideas in coin-operated machines, displayed two novel machines which may be considered a departure from the usual types of amusement games. One is called Official Soft Ball, a game which adapts soft ball to the field of coin operation. The player gets nine balls to pitch at targets which register on spinning reels. Strickette is an upright cabinet game that employs the principle of striking three pedals with the closed fist or palm of hand to register on three spinning reels. Both games suggest different scoring standards for men and women. The aim of the maker in these games is to offer something for the "new skill trend."

It seems to me that the only hell a man needs is to open his eyes to the man he might have been.—Fred B. Barton in "Let Yourself Go."

MISCELLANEOUS CLOSE-OUTS

All Guaranteed—Ready to Operate.

HOLLYWOOD, SR.....	\$105.00
JUNGLE DODGER	32.50
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Condition and Serial Numbers

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IS THERE SUCH A THING AS SELECTED USED SLOTS?

Yes, there is, and although we have never handled used equipment of any description, we offer for sale in any quantity, slots described below:

Pace "COMET"	\$32.50	Jennings "CHIEF"	\$35.00
Waiting "ROLATOP"	32.50	Mills "BLUE FRONT"	40.00

These machines were operated in Florida by officials of this corporation. They were in the best shape of any machines while running in Florida, and have now been overhauled, so we say without hesitation that they are the best buy on the market. Terms: One-third cash with order, balance C. O. D. Stretch your bankroll, and buy as many of these as you can, because they will not last long. Don't annoy us by asking about serial numbers. They are all late ones. Take our word for it—this is fine stuff!

Lee D. Jones

P. S.—Buy these, boys—You are getting pieces from the old-timers!

THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

NEWSPAPERS

Daily newspapers at this time of year are very active in promoting some kind of local charity and also in giving publicity to the work of various charitable organizations. In fact, local newspapers must be given much credit for heralding the news about all charitable endeavors and thus encouraging the spirit that should be especially marked during the Christmas season.

Many newspapers also conduct a special charity of their own, ranging all the way from milk funds, summer vacation fund for poor children and the like to Christmas baskets for the poor. All these plans are creditable and set a good example for many other organizations.

A number of operators have reported that they make a habit of contributing to whatever charity the local newspaper may be conducting. Newspapers are in a position to search out the most needy cases and often support cases or movements that are overlooked by other agencies. For these reasons any contribution that individual operators or local associations may have to give to charity may well be given to whatever cause the local newspaper may be supporting.

deeds secretly the good work should be carried on anyway.

Altho operators may feel that the work of The Coin Chute League applies more particularly to the amusement games business, if I don't miss my guess the music and vending machine trade may need the work of the league even more than the games division within the next few years. But most of the music and vending machine people I have contacted seem to feel that the "legality" of their business promises a future free of many of the troubles the games business has suffered. I may miss my guess, but I would be watching the straws carefully if I were in the vending and music fields. The Coin Chute League is for everybody who makes or uses in any way any kind of device with a coin chute on it.

Six of the nine Canadian provinces are said to have indicated approval of a national system of aid to the needy somewhat along the lines of the work being done in the United States. Stress will be placed on jobs and not on direct relief, however. Plans for unemployment insurance and for vocational training for the idle are also under way.

Much publicity is being given to the contributions of Standard Oil Company to hospital funds in various cities. It is well to remember that under the guidance of his publicity man John D. Rockefeller Sr. was able to change public opinion from hatred into tolerance by his gifts and by being sure to get the proper publicity. Even ministers today continue to praise his gifts, and his misdeeds seem to have been forgotten. Big corporations are in much better position to get plenty of publicity for their gifts to charity, but even if operators must often perform their good

Altho more than \$500,000 is needed to balance its budget, the New York Association for Improving the Condition of the Poor will not resort to a high-pressure campaign to obtain the money. Mrs. August Belmont is a vice-president of the organization.

Such conservative newspapers as *The New York Times*, the "rich man's bible," furnish rather complete news of charities both local and national. The ultimate service of The Coin Chute League would provide the coin-operated machine industry with a rather complete and informative source of the charitable organizations and needs in the country, thus putting the industry on a plane with the very highest agencies that contribute to the aid of those in need.

Beg Your Pardon



RIGHT FACE BUT WRONG NAME or right name but wrong face. In any case we got our names mixed last week and called the above gentleman somebody else. He is Lloyd S. McCaughey, field representative of the National Association of Tally Card Manufacturers. Apologies to Mr. McCaughey and to the gentleman whose name was used instead.

The National Industrial Conference Board estimated that there was a rise of 293,000 during October in the number of unemployed. The board estimated a total unemployed army of 6,355,000. In the face of this increasing unemployment fresh outbreaks of agitation against coin-operated machines were reported during October and November in a few centers.

The *Chicago Tribune* reported recently that prices on foreign lottery tickets were being offered at much higher prices in this country than they could be bought in the home country. French national lottery tickets which sell for about \$3.40 in Paris were being offered at \$10 in New York. Cuban national lottery tickets which sell for about \$18 in Havana were being offered at \$50. Some members of the coin machine industry reported letters from Havana offering lottery tickets at \$50.

A report on the recent national unemployment census will probably be ready by January 4. John D. Biggers, business man who directed the census, said it would reveal many interesting angles on employment.

The Christmas seal program was launched with a plea by President Roosevelt on Thanksgiving Day and will

— NOW MAKING DELIVERIES —

WURLITZER PHONOGRAPHS WITH NEW A.B.T. SLUG PROOF COIN CHUTES—ALSO RANEL'S U-POP-IT AUTOMATIC POPCORN MACHINE.

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NEW—IN ORIGINAL CRATES

PACIFIC'S DOMINOLE (Console)	59.50
BALLY'S FAIRGROUNDS	147.50
PACIFIC'S LADY LUCK	89.50
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BALLY'S RACING FORMS	59.50
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RECONDITIONED USED GAMES

FOTO FINISH	49.50
RACING FORM, Like New	44.50
GOLDEN WHEELS	39.50
CLASSICS	
DERBY DAYS, Blue Cabinets	42.50
CHICAGO COIN'S BALL PARK	32.50
CAROM	27.50
PADDOCKS	
WESTERN'S GRAND PRIZE	19.75
R. RACES OR HEAVYWEIGHTS	
SPRINGTIME	19.75
MILLS MCCOY	
MILLS POST TIME	12.95
WESTERN'S PREVIEW	
PAMCO PALOOKA	12.95

COUNTER GAMES—New, in Original Cartons

TRIO PAKS	9.95	BALLY BABY
DOUBLE DECKS		SUM FUN
CENT A SMOKES		NUCKET

REEL SPOTS, New in Original Crates... 19.75
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OPERATORS ATTENTION!!

AUTOMATICS.		PIN GAMES.		RICOCHET	
Turf Champs	\$42.50	Carnival	\$32.50	Make or Break	\$16.00
Paddock (Ticket)	34.50	Auto Derby	32.50	Shovel Hand Ball	14.50
Paddock (Cash)	34.50	Boo Hoo	28.50	Fireball	12.50
Heavyweight	34.50	Skooky	19.50	Home Run	12.50
Skipper	14.95	Elc. Scoreboard	17.50	Happy Days	9.50
		Sensation of 1937	17.50	Reel "21" (Counter)	4.50

Terms: 1/3 Deposit, Balance C. O. D.

ST. LOUIS NOVELTY COMPANY, 3138 OLIVE STREET, ST. LOUIS, MO.

continue until Christmas. The National Tuberculosis Association leads in this work and is one of the most popular charities that appeals to the masses of the people.

The Survey Associates celebrated its silver anniversary at a dinner in New York recently, at which a number of notables were speakers. The Survey Associates is a membership corporation and furnishes an interesting example of organization. It collects information about the social and economic trends in the country and seems to steer clear of politics. It may be considered as a reliable source of information on many fields for charity.

Tom Murray, editor of *The National Coin Machine News*, has the following to say about The Coin Chute League in his column of U. S. coin machine news in *The World's Fair*, British amusement weekly:

"Now comes a new automatic machine organization called The Coin Chute League, sponsored by The Billboard Publishing Company, of Cincinnati. The purpose of the league is to build up and publicize the name and common interest of the coin-operated device industry. Divisions consist of merchandising of goods by automatic machines, extending of service to the general public by the coin-operated devices and affording amusement to the public by automatic equipment. Apparently the league will extend a broad scope in defining just what an amusement machine is. Games of skill will predominate in the amusement division, with, of course, the automatic phonograph leading the parade. The league will also have its charity unit to promote habitual and generous contributions to worthy charities. Securing favorable newspaper and magazine publicity will be another outstand-

LOOK

At these remaining items in our FINAL SALE! Every one a tremendous buy!

6—Blue Bird Auto Pay Pin Table	15.00
2—Racing Form, New Auto Pay Table	64.50
1—Sprint, New Novelty Pin Game	45.00
2—Ray's Tracks, Used Console	79.50
6—Paces Races, Used, Black Cab, 5c	59.50
1—Paces Races, Used, Black Cab, 25c	79.50
3—Paces Races, Used, Brown Cab, 25c to 1	197.50
1—Gettling Dominoes, Used	107.50
2—New Gold Rush Gun Club, Shooting Gallery, De Luxe Soundproof Model, Complete	195.50

RECONDITIONED SLOTS.

5—Jennings Triple Simplex, Jp., 25c Play	6.00
3—Waiting Rolatop, Gold Award Vender, 1c or 25c Play	29.50
3—Waiting Rolatop Wonder Bell, 10c or 25c	29.50
3—Face Blue Front Comet, 10c or 25c Play	39.50
1—Callie Bell, Late Model, 40c Play	49.50
6—Brand New Waiting Rolatop, Cherry or Wonder Bell, 5c Play	79.50

SLOT STANDS.

Chicago Metal Double Door Safe	\$ 24.50
Wills Single, \$12.50 Double	15.00
Folding Stands, \$1.50; Low Weighted	4.50

A-1 RECONDITIONED PHONOGRAPHS.

Seeburg Symphonola Model A	\$4.50
" " " "	109.50
" " " "	124.50
Wurlitzer Model 312	124.50
412 (Oklahoma City)	124.50

Send all cash with orders of less than \$10.00. Send 1/3 cash with orders of over \$10.00. Balance C. O. D.

ELECTRO-BALL CO., Inc., Dallas

ing unit, while the feature of employment will not be overlooked.

A splendid outline of the possibilities for The Coin Chute League as it builds up a background of charity and employment for the industry.

Seeburg Outlines Merchandising Plan

CHICAGO, Dec. 4.—Ever since they made public various merchandising schemes a few weeks ago the J. P. Seeburg Corporation reports an increase of interest in merchandising ideas. Another plan which the public relations advisers of the firm have suggested is that the operator place a suggestion box in each of his locations and provide a stack of slips on which patrons may write their favorite recording. The operator then collects the suggestions each week, tabulates them and thus has a guide to the type of music each location prefers.

An optional part of this merchandising plan is a contest, it is reported. All the operator has to do is to suggest that the patrons use the reverse side of the suggestion slip to put down their choice for the 10 most popular songs of the week. The winning entry can be determined by the tabulations published in authoritative musical trade publications and the winner awarded a prize to be determined by the location owner and the operator.

It is the belief of Seeburg's public relations counsel that music must be merchandised the same as any other commodity and that operators who follow their suggestions or get up other schemes of their own will greatly increase their profits.

Houston Music Ops Get Results

HOUSTON, Dec. 4.—Harris County (Texas) Phonograph Operators' Association has definitely passed the experimental stage, according to W. A. Niemack, executive secretary, who gave the following facts concerning the organization.

The meeting of November 18 marked the end of the third month of the organization and first quarterly dividends were paid at that time. Between 90 and 94 per cent of all automatic phonographs in Houston and Harris County are in the association. Every member is paid up in full. There has not been a single violation of the "non-bumping ordinance," the ordinance that was so hotly contested and was finally passed by a slim majority.

The organization led the fight against direct sales to locations and was mainly responsible for stopping that practice, which for a time threatened to actually put the operators out of business. Also, a good-will meeting recently held between members of the legislative committee and the mayor and city council members of the city of Houston should benefit all operators. The city lawmakers now have a more thorough knowledge of the problems of the music operator and



know he is willing to co-operate with them.

Hans Von Reydt, manager of Electro Ball Company, states that the past four months have each in order set a new record for phonograph sales. He further remarked that business of any one of those four months more than doubled the business transacted during any other month in the company's history.

Electro Ball handles Seeburg phonographs and other coin-operated equipment. They have been doing business in Houston for nearly three years and during that time have never repossessed a phonograph or failed to receive payment in full for a machine, they state.

Houston jobbers who have recently enlarged or added to their firms include: Stelle & Horton, addition of an up-to-date record shop. Coin Machine Sales Company, enlarged office and showroom. Gulf Coast Amusement Company, moved to larger quarters in suburban district. Record Shop, more than doubled size of building. Bickley Distributing Company added Decca records to stock.

Automatic Sales Exec Cites Poem

"To the Editor: We hear so much about the ill-advised use of smutty records nowadays—which I believe most of us realize can do more to harm the

phonograph industry than anything else—that I couldn't help being interested in the following poem which I ran across in an insurance trade journal. It certainly hits the spot. If more people realized that their character is reflected by the records they play on the phonographs they would hesitate to put out good money for bad records.

WHAT YOU ARE?

You tell what you are by the friends you seek,
By the manner in which you speak,
By the way you employ your leisure time,
By the use you make of the dollar and dime.
You tell what you are by the things you wear,
By the spirit in which your burdens you bear,
By the kind of things at which you laugh,
By the records you play on the phonograph.
You tell what you are by the way you walk,
By the things of which you delight to talk,
By the manner in which you bear defeat,
By so simple a thing as how you eat,
By the books you choose from a well-filled shelf.
In these ways and more you tell on yourself,
So there's really no particle of sense in an effort to keep up false pretense.
—DON LEARY, Automatic Sales Company, Minneapolis.

Why Jeopardize Your Biz?

By S. C. SCHULZ

Sales Manager, Middle-West Division Decca Recording Company

Would you deem any man worthy of the title of a "business man" who deliberately jeopardized an investment of \$30,000 simply to make a profit of \$3? Certainly not! Yet that is what many operators in the automatic music world are doing daily—placing their entire investment in jeopardy just for the sake of a few paltry nickels. How? You know the answer as well as I do—simply by placing smutty records in their machines. It may only be one record in one machine, yet that record has pressed

into it enough damaging evidence to ruin the entire phonograph business. Perhaps these statements sound like just so many generalities. But let's look at it from this angle. Twenty years ago the saloon was a spot for men only. The faint strains of bawdy songs and ribald laughter which floated out over the top of the swinging doors was taken as a matter of course by most passers-by. It was just a case of a group of men having fun in a man's way. Today, however, the saloon is no more. The

entrance of women into the drinking picture has changed the saloon with its brass rail and broken down piano into the tavern of today which forms the best location possible for automatic phonographs.

Now supposing an operator has 100 phonos on location. Roughly figured he has an investment of some \$30,000. "Just to try it out" he puts a dirty disc in one of his machines and he returns a few days later to find much to his surprise that this one record has earned a \$3 profit for him. Immediately his imagination starts conjuring pictures of giant sized profits before his eyes. All he has to do is put more records of this type on all of his machines.

That is where operators of this type had better watch out! The woods are as full of reformers today as they were in the days of Carrie Nation. Just let some crusader who wishes to become famous as a reformer hear one of those discs and in an instant a campaign against automatic phonographs can be born. Before many moons have come and gone operators may awake some morning to find their locations closed to automatic music, their operating business ruined and their phonos collecting nothing but dust. This is not a mere scare picture. It has happened before and it will happen again if we who are connected with the automatic music business aren't careful.

Back in 1924 when the radio business first started to boom prominent financiers predicted that in a year or two it would be one of the biggest businesses in the world. They painted its future in glowing colors. And 1924 was the first year in which receiving sets were manufactured on a commercial scale and \$250,000,000 worth of sets were sold. This number was passed in the first six months of 1925. Boom times were on hand for the radio big-wigs. Then what happened? Get-rich-quick artists entered the field and quickly marketed anything that would tune in static. Long discounts gave birth to cut-throat competition and overnight the business was so polluted that it has just begun to come back in the past few years.

To me it seems that a future almost as unlimited as radio exists in the field of automatic music. All we have to do is steer our business clear of the shoals and reefs which injured the radio business. Of course, the practice of chiseling locations by excessive cuts is a problem that's almost as acute as that of smut discs; but it is a trouble that concerns only those within the business and not the general public who are our customers. Right now our biggest difficulty is the complete eradication of smut discs.

Of course, many operators defend themselves with the plea that they have to use records of this type to hold locations. There is where the operator must use his business ability to show the owner how foolish his demands are; how it may cause his establishment to fall into disrepute, how it may spell the death knell for the extra revenue he is realizing from his phonograph, etc. The best way, of course, to prevent this happening is to give it no chance to occur. By that I mean location owners cannot demand that about which they know nothing. So the very fact that smut discs do exist should be kept as quiet as possible.

Many think that this smutty record evil will be short lived. They point to the fact that no entertainment based on salaciousness ever has endured. The public has always preferred what is clean and wholesome to what is degrading and low. For examples they cite that the plays that enjoyed the longest runs on record, *Abie's Irish Rose* and *Lightnin'*, as well as the current hit, *You Can't Take It With You*, all are above reproach. Since the film industry started its cleanup its pictures have not only been better, but its profits have been larger. So, they say, it is only a matter of time before the present wave of smut discs will run its course and pass onto the limbo of forgotten things.

While I agree with the premises of those who argue in this manner I cannot agree with their conclusion. To me it seems that the sooner dirty records disappear from the market the better for everyone connected with the industry. They must be wiped out before they seriously injure the business. The sooner manufacturers, distributors, jobbers and operators band together to eradicate this evil the better, for only then will this business be secure and start coming into the prosperous era it should enjoy.



A WURLITZER MODEL 616-A was prominently featured in the display of the New Jersey Zinc Company at the recent National Metal Exhibition in Atlantic City. The panel shows the zinc alloy die castings used in the machine on the right.

Sheet-Music Leaders

(Week Ended December 4)

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

Position	Last Wk.	This Wk.
1	1.	Vieni, Vieni
3	2.	Once in a While
2	3.	You Can't Stop Me From Dreaming
4.	4.	Harbor Lights
5	5.	The One Rose
14	6.	Nice Work If You Can Get It
6	7.	Blossoms on Broadway
9	8.	Rosalie
8	9.	I Still Love To Kiss You Goodnight
7	10.	Roses in December
11	11.	If It's the Last Thing I Do
12	12.	Josephine
10	13.	Remember Me?
..	14.	Farewell My Love
..	15.	When the Organ Played "Oh, Promise Me"



HOW Y'ALL?

KAY KYSER
and His Orchestra
Management, Music
Corporation of America

THEY'VE GOT WHAT IT TAKES!

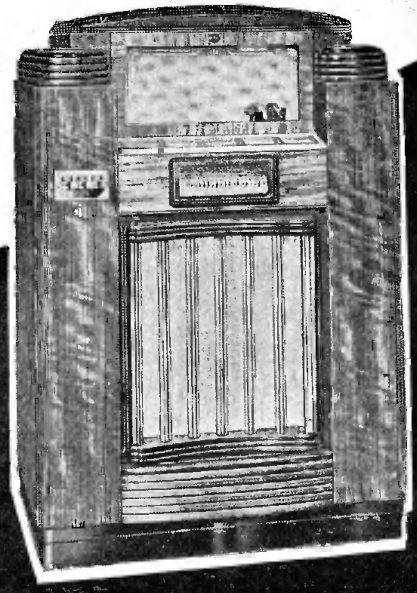
- Attention to detail ... faultless presentation ... consistently fine performance that establishes leadership—these are the qualities comprising the foundation upon which a top-ranking entertainer—or product—builds success and universal acceptance.

J. P. SEEBURG CORPORATION
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Symphonolas is founded on similar qualities. Mechanical perfection, beauty and constant carefree operation have won undisputed leadership on the finest locations for the Royale and Rex. Symphonolas with the original Lumdite Grille. It is this leadership that provides Seeburg operators with greater daily profits!

Royale



Schlicht Cites Zephyr Features

CHICAGO, Dec. 4.—“The location owner who is fortunate to have an operator put a Mills Zephyr in his place gets one of the finest musical instruments made today,” according to Charles Schlicht, manager of the Western division of the coin machine sales department of Mills Novelty Company. “This machine has everything. The beautiful cabinet houses the results of thousands of dollars of research in an attempt to build the best phono possible.

“All the latest developments have been built into the Zephyr,” he continued. “The speaker and amplifier are especially made to match the acoustics of the Zephyr, thereby eliminating mechanical effects and permitting perfect

reproduction. The crystal pickup exerts practically no pressure on the records, eliminates vibration and needle scratch and greatly increases the life of any record. Ordinarily, record counting devices are found only on the highest priced phonos, but a very simple and practical record counting device is standard equipment on the Zephyr.

“And that’s not all,” he went on. “The coin chute on this phono is absolutely slug proof and equipped with a scavenger arrangement to throw out any foreign substances. Instead of depending on cams, magnets and numerous other contrivances our records roll into place. No other phono has this time proven method of changing records.

“To gain maximum attention and patronage’s phono must have a certain amount of animation and illumination,” Schlicht concluded. “The Mills Zephyr has flashing illumination and not just a motionless lighting effect. Everything possible to make the Zephyr the outstanding machine of its kind has been done and the manner in which operators and location owners have taken to this machine is proof that we have attained our goal.”

Margolin Sees Big Phono Year Ahead

BALTIMORE, Dec. 4.—If the prediction of Dave Margolin, official of the Penn Coin-Q-Matic Company, Inc., comes true, 1938 will be one of the biggest phono years in coin machine history. As Margolin put it, “Since opening our new offices here, we have been surprised at the number of operators who are turning to music regardless of the pay table run. The men have come to realize that this is one legitimate business that safeguards the future and will go on and on.

“With the new models due to appear after the first of the year,” he went on, “we are confident that this city is going to see a great revival in music.” Margolin also stated that the Phila-

PHONOGRAPHS
WURLITZERS
312s, 412s \$125.00 Each
412s, 712s 135.00 Each
P-12s 100.00 Each
Guaranteed Like New.
Large Stock Mills Blue Fronts, Mills Q. Ts. and Paces Faces.
Terms: 1/3 Certified Deposit, Balance C. O. D.
J. L. JONES SALES CO., Cor. 11th Ave. and 13th St., HICKORY, N. C.

RECONDITIONED PHONOGRAPHS
WURLITZER P-12's \$ 90.00
412's & 312's... \$119.50
400's—36 Models.. \$140.00
TERMS—1/3 Cash Deposit With Order, Balance C. O. D.
CENTRAL DISTRIBUTING CO., 105 W. LINWOOD BLVD., KANSAS CITY, MO.

delphia office of the firm is doing a big phono biz, and that indications point to the fact that the phono business for 1938 in the city of brotherly love will break all previous records.”

Detroit

DETROIT, Dec. 4.—Harry Graham, general manager of the Marquette Music Company, states that Wurlitzers are moving at a merry clip in their territory. “We have had a very good year,” he said, “and are looking forward to increased business in 1938.” He also revealed the firm has been appointed Michigan distributor for the U-Pop-It automatic pop-corn vender. A separate division has been created to handle the distribution of this machine, and Maurice Vince has been appointed State representative, Graham disclosed.

Louis Berman, head of Champion Automatic, has spent the past two weeks on a business trip to New York. He is expected to return in about a week.

Frank L. Mannix, Flint (Mich.) operator, has expanded his route. He has been in the market for new machines several times in the past few months.



CHAS. SCHLICHT

PERMO POINT
STANDARD
DOUBLE RIB

The Only Long-Life Phono Needle with the Patented Elliptical Point.
Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.
Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

The Learys Form an Unbeatable Combo

MINNEAPOLIS, Dec. 4.—Distribution is one way to make money. Manufacturing is another. Put 'em together in one family and you have an unbeatable combination that gets the profits coming and going. That's apparently the way Mr. and Mrs. J. D. Leary have it figured out. They're making it pay handsome profit dividends, too. Here's how:

Don Leary, as an executive of Automatic Sales Company, is an aggressive Wurlitzer operator with plenty of locations. Dorothy Leary, Don's wife, recently wrote both the words and the music for the song *Nobody's Got the Blues But Me*. Just recently it was recorded for Decca by Freddie (Schnickel-fritz) Fisher and his famous "World's Most Unsophisticated Band."

Leary, of course, has been doing his



MRS. J. D. LEARY

part toward plugging the song by putting it in all his phonos. From all indications the song should soon be among the best sellers, it is reported. At least the Learys hope so. Why? Well, every time a record is sold Dorothy gets hers, and every time her record is played on one of his phonos Don gets his. Can you think of a more unbeatable combination?

New Orleans

NEW ORLEANS, Dec. 4.—A sure indication that the phonograph business is decidedly on the up in the Crescent City area is the reports of all record sales agencies that business is far in excess of a year and a month ago and close to the best level in several years. Certain extremely popular recordings are actually so scarce that distributors are having trouble getting in enough stock as the holiday season increases demands. The general opinion is that with the Sugar Bowl events just ahead to be followed by more than a month of carnival festivities the demand will tend to further increase rather than ease off.

Finding time only on Sunday to take time out and then to get out in the woods and get his allowed quota of ducks, E. M. Oertle, Brunswick-Vocalion district sales manager, reports the best volume of business in at least five years. Returning from a trip thru North Louisiana and East Texas, Oertle says that phonograph operators of that section are replacing old stock rather persistently as new oil field locations spring up over night.

Also returning after an extensive trip thru Gulf States, E. H. (Mac) McCormick, Decca Southern sales manager, finds recording sales at new highs for the year and predicts even bigger business as

winter forces entertainment seekers indoors.

Frank David, manager of Electrical Supply Company, local Victor-Bluebird distributor, reports heavy sales of Fats Waller's latest in Victor (25712) *What Will I Do in the Morning?* A revival of *It Ain't Gonna Rain No Mo*, by the Tune Wranglers (B-7272), is a Bluebird top seller. His fall sales are best in two or three years and he expects a record-breaking December business.

Martin J. Tortorich, of the P. and T. Novelty Company, Baton Rouge, visited several of the machine distributors in New Orleans this week, reporting plans in his city for reopening of locations in a few days. His partner, E. Price, remained at home this time.

The American-Southern Coin Machine Company has added a line of Philco and Crosley radios in addition to their coin equipment service. Jim Tallon, co-owner of the firm, is at home after undergoing an operation for appendicitis at a local hospital.

Riding thru the Delta last week stopped in to see C. A. Mays, prominent slot, pin-game and phonograph operator, at Lambert, Miss. Altho still young in years, Mays is one of the most enterprising ops in the State and is optimistic over his business future.

Burt Trammell, local branch manager for Electro Ball Company, reports that demands are so great for the new Seeburg models that his is falling further and further behind in filling orders.

RECONDITIONED PHONOGRAPHS

- Guaranteed—Ready To Operate
- Wurlitzer P-10... \$ 60.00
 - Wurlitzer P-12... 87.50
 - Wurlitzer 412... 124.50
 - Rock-Ola (1936) 99.50
 - Mills Dance Master 35.00
 - Mills Dance Master De Luxe 97.50
 - Seeburg Model E... 35.00
 - Selectophone 37.50
 - Selectophone De Luxe 69.50
 - Symphonola Model A... 99.50
 - Symphonola Model B... 115.00
 - Symphonola Model C or D... 125.00
- Terms—One-Third Deposit With Order, Balance C. O. D.
Lowest Prices Ever Offered.
Write—Wire—Phone—While They Last.
- W. B. NOVELTY CO., Inc.**
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The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC	
GUY LOMBARDO Victor 25709	Sweet Someone (it's silky and Carmen weaves the words), I Want To Be in Winchell's Column (a dandy doubler and who wouldn't want to be in Walter's column?).
ART KASSEL Bluebird 6973	Rosalie (the rhythm shuffles along for a swell tune and a swell gal), Thrill of a Lifetime (a bargain at these prices).
BOB SYLVESTER Vocalion 3784	I Need You (in true Hal Kemp manner, Bob formerly being a music arranger for Kemp), Could I Write a Book? (Olga Cardeaux sings the printed pages of a best seller).
HORACE HEIDT Brunswick 7389	I'll Love You in My Dreams (the Heidt theme song that has Alvino Ray's guitar singing), In a Mission by the Sea (beautifully played and the music is mellow).
SWING MUSIC	
BENNY GOODMAN Victor 25717	Loch Lomand (the Scotch will either hop or holler 'buf it's downright swiny), Camel Hop (the trumpet jumps high Cs with the greatest of ease).
EDGAR HAYES Decca 1525	Old King Cole (an up and coming colored combo and the nursery rhyme rocks), Queen Isabella (Christopher Columbus takes an encore).
ACE HARRIS Decca 1693	Who? (a standard tune from the musical comedy, <i>Sunny</i> , only Harris hits its swiny), Hurly Burly (a hodgepodge of hot music that'll make the nickel's Indian do a war dance).
VOCAL	
CHICK BULLOCK Decca 1759	Oh, What a Pal Was Mary (a musical toast to an old sweetheart), You Made Me Love You (Chick warbles to make the couples real deliciousome).
MIDGE WILLIAMS Vocalion B982	The Lady Is a Tramp (the lady chants it with swiny feeling), Fortune Tellin' Man (the wail of the Negro blues).
INSTRUMENTAL and NOVELTY	
THE FOURSOME Decca 1529	There'll Be Some Changes Made (and these lads do it with sweet potatoes and fifes), The Midnight Choo Choo (all trains for Alabam).
RACE	
MERLINE JOHNSON Vocalion 3791	Jackass for Sale (the Yas, Yas Girl selling it), You Got To Pay (and they'll pay plenty nickets for this one).

1937 Record Music Year

DETROIT, Dec. 4.—William B. Warner was one of the new customers for Mills phonographs this past week. Sales of new machines have recently taken a drop in Detroit, according to current reports from various distributors, but this is apparently only due to the "breathing spell" after an exceptional rush of business. Reported sales during the past year have probably been the heaviest in the history of music machine merchandising in this city.

Seeburg sales, handled in this territory by Donald A. Coney, of See-Con, Inc., had a nice list of customers this week despite general drop in music machine sales, according to general indications and reported sales. Among the customers were Lena Hornbeck and Fred Gardella, both of whom are veteran operators by now, and James Duhart, a newcomer.

Many of Detroit's operators in all lines have a new headquarters these days in the clubroom at A. P. Sauve Company. A group of these operators may be found gathered around for a friendly meeting in the afternoon and it is assumed that many of the problems of the industry are met and threshed out there.

New England

BOSTON, Dec. 4.—Rabbit Stein, Portland, Me., operator, in town making the rounds of the coin-machine circuit.

Sammy Garnick, of Lowell, Mass., always wearing a smiling countenance, bewailing his progressive portliness, which he says is interfering with his dancing.

Lou Tankle, now of Lewiston, Me., used to live in Waltham, Mass. That was about a year and a half ago. But he still holds a sentimental attraction for his former abode, for once in every 10 days he makes a trip to the Hub and Waltham to see friends and relatives. He says his family and he are getting acclimated to the Maine city, where he is an operator.

George J. Young, of Westrock, Inc., back from the wilds of Northern Vermont and Maine.

Here's a piece of news that very few operators in New England know about one Dave Myers, coin-machine mechanic of Boston. According to Harry C. Parker, able press agent for Dave, these two members of the local slot gentry leave shortly for the New Orleans' turf oval, Fair Grounds, where Dave's 2-year-old racer, Dave II, will vie for glory. Dave I expects to make a killing with this filly of his, which is trained by Parker. And here's something else: every morning Dave takes a dip in the ocean at the

FOR SALE

Six Wurlitzer 412s... \$150.00 Each
One Wurlitzer P-10... 95.00
One Mills Dance Master... 60.00
Two Rock-Olas—1936 Models... 145.00 Each
Ten Exhibit Merchantsmen... 45.00 Each (\$350.00 for ten)

All F. O. B. Indianapolis, Ind.
A one-third deposit — balance C. O. D.

Guarantee Distributing Co.
2451 N. Meridian St., Indianapolis, Ind.

"SACRIFICE SALE"
30 Rowe Imperial Eight (color two-tone grey), complete with stand, money-changer, 1 or 25, \$57.50 each. Wurlitzers P-10, each \$49.50; 1 or a 100. Wurlitzers P-12, \$99.50. Wurlitzers P-400, \$149.50. Wurlitzers P-412, \$129.50; Wurlitzers P-20, \$89.50. Terms: 1/3 down, balance F. O. B. shipping point. HERBER PHONOGRAPH CO. 118 E. 5th St., AUSTIN, TEXAS.

PHONOGRAPHS

1936 Regular ROCKOLA MULTI-SELECTORS, Cabinets beautiful condition, operating perfectly. Only a few being offered now at this price, \$115.00. Houston, Tex. Terms: 1/3 with order, bal. C. O. D.

WILLIAMS NOVELTY COMPANY
1816 Louisiana Street, Houston, Tex.

FOR SALE

100 Wurlitzer Phonographs, Model 412, in first-class condition mechanically and in appearance, \$135.00 Each. Lots of 3 or more, \$125.00 Each. Terms: 25% cash, certified check with order, balance sight, draft, bill of lading attached.

MAMMOTH SALES CO.
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

famous El Street Baths and following this eye opener he visits his private gymnasium to watch his three amateur boxers work out. Myers has interest in a flyweight, welterweight and a middleweight. This stable of boxers is also trained by Parker. And speaking about stables, David II is one of a stable of racing ponies. Dave I has added 12 feet to his bar, tended by a union bartender. Jack Dempsey, an old pal of Dave's, during his visit to Boston while his wife, Hannah Williams, was appearing in Ed Wynn's show, *Hooray for What!*, dropped in to say hello to him. Dave wants all his old-time friends to call on him when they hit town.

Kansas City

KANSAS CITY, Mo., Dec. 4.—Just as in other sections, the holiday season is reflecting gains in the manufacture and sales of games this month. Biggest news of the field is the opening of Midwest Sportland, an arcade containing nearly 50 different type games, which is operated by Tim Crummett and Rue Mason, of the Central Distributing Company, in the Keystone Building at 1320 Main street, in the heart of Kansas City's downtown business district.

Mason and Crummett report good business since opening December 3. Arcade they operate is the only one of its kind in this section of the United States, they report.

Joseph Berkowitz, head of the Universal Manufacturing Company, continues to report good business at his factory. Exclusive selling rights on all Universal products—mainly jar games—are allowed only one jobber in every three counties. A new plan whereby all deals are sold only to jobbers, distributors and operators also is meeting with success, Berkowitz said this week. A new deal will be announced every 30 days, according to an announcement by Berkowitz and his partner, Richard Chandler.

Universal is stressing sale of "Baby Midget" jars during the holiday season. On orders of 50 or more the company will print labels to the purchaser's own specifications.

Operators like the Sel-Mor Penny Vender, made and sold by the Star Manufacturing and Sales Company, 3911 Wayne avenue. As a vender of small toys, the Sel-Mor is hard to beat anywhere. Business at the plant here is good, according to the management, as more and more Sel-Mors are constructed each week for the Christmas rush expected.

The new Skee-Ball unit may be seen in numerous spots around the city. Undoubtedly the Skee-Ball which gets one of the largest plays is at a restaurant on McGee street, where a case of beer is awarded the player making the high score of the week. Using nine balls, top mark recorded since game was installed three weeks ago was 370 by a pressman of *The Kansas City Journal-Post*, which is near the restaurant. Much interest is evinced in the game and the play is almost continuous.

Employees of the United Amusement



FRANK HAHNE, owner of the Savannah Amusement Company, together with his efficient operating organization, welcome Rock-Ola's I. F. Webb (extreme right) to the fair city of Savannah, Ga.

Company, working under Carl Hoelzel, are plugging Penny Skillo, a seven-inch counter machine which is proving United's best seller this season. Machine plays either pennies, nickels or dimes and pays 40 per cent on location. Penny Skillo keeps check of what the merchant pays out in awards, and that's one of the reasons why so many United sales have been made, according to Hoelzel. Machine has a percentage regulator and awards player as high as 15 to 1 in cigar, beer, candy or other merchandise. Company is big distributor of Bally products.

The Schreiber Merchandise Company is pleased with the sales of the Canary Klock deal. Unique in design and construction, Canary Klock has been tested on location in many spots here by ops and all are enthusiastic over its power to fetch coins.

Detroit

DETROIT, Dec. 4.—Harold Chereton, general manager of General Amusement Devices Company, Inc., has just returned from a trip thru New York State and Maryland and reports conditions in those regions as very favorable. While on the trip Chereton made arrangements to ship several Eastern jobbers quantities of used games for export sales.

Fred Merrill, export manager of the A. C. Novelty Company, reports an increased interest in the company's Multi-Bell. Production is being stepped up gradually in anticipation of this increased interest.

Several Detroit operators have moved to new operating headquarters. Among them are L. Opešaw, who is now located

at 1300 Randolph street; E. C. Bolles, who is now at 2620 Philip avenue, and M. D. Leitzel, whose new quarters are at 19705 Coventry avenue.

I. Edleman recently purchased a quantity of Marksman shooting guns and is going to start a new route shortly.

Henry C. Lemke, of the Lemke Coin Machine Company, flew to Chicago for a short visit. Prior to leaving he stated that he planned to complete negotiations for distribution of a new pop-corn vender in this territory and expects to start an aggressive sales campaign on his return here.

The business of the American Paper and Bag Company, operating company owned by Joseph Feldstein, has been taken over by Sam Higer and moved from Russell street to a new location on West Jefferson avenue.

James J. Passanante, manager of the J. & J. Novelty Company, is one of the busiest men in the industry these days, according to reports. Passanante spends much of his time contacting the trade and seldom can be found at his salesroom. He says he doesn't believe in waiting until business comes to him, he prefers to go out and get it.

L. A. Munsch is proving to be one of the more active ops in this area. He has his headquarters in the exclusive east side suburb of Grosse Pointe. His routes include both music, vending and amusement machines. In addition Munsch also operates the Mayfair, leading Grosse Pointe night club.

Morris H. Newman, who used to do business as the Modern Amusement Company, is now operating under his own name.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Industry in Need Of Startling Idea

DETROIT, Dec. 4.—A demand for an outstanding new development to revive the industry was voiced this week by Michael A. Angott, one of Detroit's most progressive operators. Angott's own set-up is an ideal combination of an amusement machine jobbing business and a vending machine operation, the latter becoming steadily more important in the picture.

"The industry needs something brand new to stimulate business," Angott said. "A brand-new machine to take the place of the older type pin games would do the trick. A new idea in vending machines might do it."

"There is too much competition in the merchandising machine field today for one thing. It is being vastly overdone as new operators turn to this field. There are after all just so many locations to be filled and no more. Detroit is a wide-open town, and so it is an easy market for the salesmen with new types of vending machines."

"Our own business in the gum vending field is going along very nicely. We are using the Stewart & McGuire hexagonal-type venders and are steadily increasing the size of our routes."

LISTEN TO LARRY CLINTON ON WEAF, EVERY THURS. NIGHT, 11 to 11:30 P.M., E.S.T.

NOW ON VICTOR RECORDS!

Get these three Clinton nickel magnets:

- No. 25697 The Big Dipper
Midnight in the Madhouse
- No. 25704 I Cash Clo'es Swing Lightly
- No. 25707 Abba Dabba
The Campbells Are Swinging

Swing fans swear by Larry Clinton... He's one of the top men amongst coin machine profit makers... He's another sure nickel collector that only Victor Records can give you.

When buying radio tubes, say "RCA" First in metal—foremost in glass—finest in tone. Listen to the "Magic Key" every Sunday, 2 to 3 p.m., E. S. T., on NBC Blue Network.

It Pays  To Use

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Five Best Record Sellers for Week Ending Dec. 6

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7256—"Once in a While" and "Queen Isabella." Ozzie Nelson Orchestra.	8005—"The Dipsy Doodle" and "I Want You for Christmas." Music in Russ Morgan Manner.	1483—"Bassin Street Blues" and "Bob White." Bing Crosby and Connie Boswell.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3848—"Nice Work If You Can Get It" and "Easy To Love." Maxine Sullivan—orchestra under direction of Claude Thornhill.
2	B7266—"Silhouetted in the Moonlight" and "I've Hitched My Wagon to a Star." Art Kassel Kassel-in-the-Air.	8003—"Vieni, Vieni" and "In a Mission by the Sea." Horace Heidt Alemite Brigadiers.	1518—"When You Dream About Hawaii" and "Sail Along, Silvery Moon." Bing Crosby.	25711—"Can't Teach My Old Heart New Tricks." Benny Goodman Orchestra, and "Silhouetted in the Moonlight." Benny Goodman Trio.	3849—"The Dipsy Doodle" and "Swing Is Here To Stay." Swing and Sway with Sammy Kaye.
3	B7195—"Foggy Day in London" and "Nice Work If You Can Get It." Shep Fields Rippling Rhythm.	7982—"A Foggy Day" and "I Can't Be Bothered Now." Fred Astaire with Ray Noble and Orchestra.	1201—"The One Rose" and "Sentimental and Melancholy." Bing Crosby.	25706—"I've Got My Heart Set on You" and "True Confession." Larry Clinton Orchestra.	3750—"Midnight in a Madhouse" and "The Snake Charmer." Eddie Stone Orchestra.
4	B7069—"Vieni, Vieni" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7983—"Nice Work If You Can Get It" and "Things Are Looking Up." Fred Astaire with Ray Noble and Orchestra.	1504—"Nobody's Darling But Mine" and "Have You Ever Been in Heaven." Jimmie Davis.	25713—"How Many Rhymes Can You Get?" and "Farewell, My Love." Guy Lombardo Royal Canadians.	3850—"If It's the Last Thing I Do" and "You're in Love With Love." Fletcher Henderson Orchestra.
5	B7255—"Rosalie" and "Thrill of a Lifetime." Art Kassel Kassel-in-the-Air.	8007—"Popcorn Man" and "Goin' Haywire." Hudson-DeLange Orchestra.	1450—"Vieni, Vieni" and "Echoes of the South." Ted Fio-Rito Orchestra.	25689—"The Joint Is Jumpin'" and "A Hopeless Love Affair." "Fats" Waller and Rhythm.	3747—"Vieni, Vieni" and "Once in a While." Bert Block and his Bell Magic.

DON'T BE MISLED!

Buy U-POP-IT

IT BUILDS PERMANENT, STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!



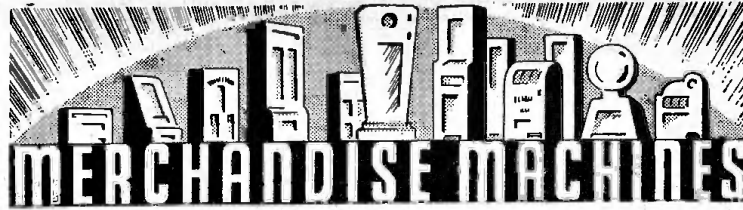
PATENTS PENDING

U-POP-IT IS . . . a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED against all hidden defects, a product of DAVAL, backed by 29 years of successful manufacturing and business experience — plus fair dealing

RANEL, INCORPORATED
325 N. Hoyne Ave., CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Milk Venders Are Praised

Dairy meeting hears facts on milk venders and paper bottles

URBANA, Ill., Dec. 4.—In an address before the Dairy Manufacturers Conference, held at the University of Illinois here November 17 to 20, James R. Hudson, of the Baker-Hubbell Dairy, Peoria, Ill., said that milk vending machines are proving to be an important new outlet for the sale of milk.

"The idea of between-meal feeding to industrial workers is not new," Hudson pointed out. "The trouble has always been to work out some efficient method to serve the worker without interfering with factory operation. Recently developed vending machines solve this problem."

Two other speakers voiced ideas in the marketing of milk which seemed to give emphasis to the field for milk vending machines. Dr. H. A. Ruehe, of the University of Illinois, said that a halt may be called by the consumer to the expensive rise in the cost of services being rendered by the dairy industry. In efforts to reduce the costs of marketing milk the vending machine may have an opportunity to show whether it has merit. In providing milk for factory workers it is certain to offer a convenience.

P. H. Tracy, also of the University of Illinois, spoke at length on the decided consumer preference for paper containers over glass bottles for milk. The glass bottle has always been a problem for vending machines, and while paper con-

tainers also bring about problems in vending, the wider use of paper containers would simplify mechanical problems.

Tracy said that 75 per cent of the consumers showed a preference for paper containers over glass bottles for milk. Paper containers are fully as safe as any that can be made, he said.

Gordon Reports on Some Bad Methods

DETROIT, Dec. 4.—Saul E. Gordon, partner in the Four-in-One Manufacturing Company, returned this week from a sales trip covering the Illinois and Indiana territories.

Gordon was much interested in current developments in the vending machine field, aside from the candy and similar type venders which his own company makes here.

"What one type of vending machine manufacturer or operator does affects every other type in the long run," Gordon said. "Right now I am afraid that the policy recently introduced in the industry of placing machines in factory locations and having the factories operate them is bad for business in the long run. The factory can get the products to be vended—soft drinks in this case—at wholesale prices and so comes directly in competition with the corner confectionery, grocery, etc. Moreover, how will it affect the operators of other machines in the industrial locations? The idea of eliminating the middleman is not a good one here. The operator should have his legitimate place.

"Then cigarette machines affect the candy venders, too. For instance, some operators—and location owners—become careless about placing their machines. They must be placed where they can be watched so that the attendant in the store can see that they are not used by youngsters. If this is neglected there will be a kickback for the whole industry."

Colder Weather Stimulates Bulk Vending Business for Hustlers

As the fall of the year arrives with its intense and imitably blue skies, its bracing air and its pageant of color paraded everywhere before our eyes we take a fresh grip on ourselves and get up in the morning feeling that there are new worlds to conquer. The heavy-rooted summer has gone, taking with it the languor which had crept into our habits of living.

It is well that a seasonal change in the weather arrives ever so often to jog us out of the physical and mental lethargy into which most of us fall. Such a state of being leads one into a rut.

Likewise, the ways of operating a bulk vending machine business can become bogged down in a rut. Consider for a moment your own practices—have they become lax and prosaic? Are you satisfied with the income your machines bring you? Is it a matter of indifference to you when a proprietor calls to tell you that a machine needs repair or servicing? Do you put off till tomorrow several calls that you should make today? Examine your stock of habits—how can they be improved?

First of all regard your machines with a critical eye. Look at the old antiquated ones. How can they compete with these sleek-looking smooth-running models of 1937? Just as in automobiles constant improvements in performance and appearance are being made. The oldtimers of 10 and 20 years ago were pretty grand in their day, but now they are as outmoded as the horse and buggy. The features in vending machines that really draw the customers and keep them coming back for more—attractiveness, dependability and ease of manipulation—are the features you want today. Replace the moth-eaten relics with new

up-to-date equipment and it will very soon pay for itself in profit. Besides you'll find yourself taking a new pride in your job.

Have you kept up with the latest in vendable merchandise? A change of menu will often go well with a change of season. Of course, if pistachios are selling like hot cakes in a certain spot there's no reason for spoiling a good thing. If some one product seems to be falling off try something new and different. Occasionally you will need to try several different products over a period of weeks before you hit the right one.

Do you always try to maintain a pleasant and harmonious relationship with the proprietors and employees of your locations? If the feeling of good will has disintegrated make an extra effort to regain their humor.

Are your machines always clean and bright looking? A frequent scouring and polishing is needed even with the newest machines, for it makes a world of difference in sales. Whenever you hear a complaint about a machine's performance be sure to investigate at once before it gains a bad reputation. Nothing kills a machine's play and sooner than a rumor that it is a "gyp." Bad news always travels fast.

Remember that you are in business for yourself and that what you put into your work is exactly what you will get out of it. Slipshod methods and half-hearted efforts will bring you very common-place results. If, however, you take the utmost pains to be businesslike and efficient and let nothing interfere with getting the day's work done, then the key to success is yours.—Reprinted from *The Northwesterner*, Northwestern Corp., Morris, Ill.

5/8" BALL GUM

ASSORTED—FACTORY FRESH

\$10.95 Per Case
10,000 Balls

TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

ROY TORR

2047A-So. 68th Street, Philadelphia, Pa.

DUO-VEND

THE OPERATORS' CHOICE

2-Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



DISTRIBUTORS- JOBBERS and ROUTE MEN

Write for Details.
1c Vender—Capacity 10 lbs.
Size—18" High, 7" x 8".
Rejects Tax Tokens.
Shipping Weight, 24 lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
35 East Wacker Drive, CHICAGO.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Dasy—when you know how. Tom Thumb vends candy, peanuts, gum, Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep 80% collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Mega coin "selector." Yale Turnbit locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 49, Jackson, Mich.

QUICK and STEADY PROFITS

SAY FOUR-IN-ONE OPERATORS

4-in-1



World's Finest Vendor MOST HANDSOME AND COMPACT PENNY BULK MERCHANDISE VENDOR. DIE CAST PRECISION MACHINE. SLUG PROOF. EASY TO PLACE.

Write for Particulars. **FOUR-IN-ONE MFG. CO.**
3338 Joy Road, Detroit, Mich.

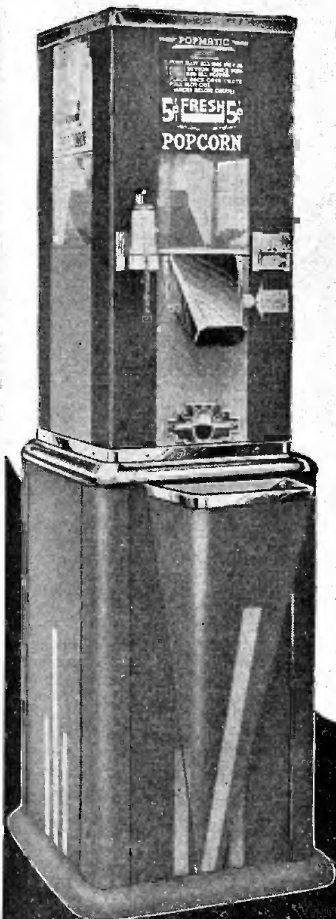
A-1 Reconditioned Cigarette Machines

6-COL CIGARETTA. FREE Book Match. Capacity 150 Packs. Only \$19.50. Metal Stands, \$2.50 Extra.
6-Col Rowe DeLuxe, \$14.50.
6-Col. Rowe Standard, \$12.50.
Snacks, 1c Play, \$14.50.

1/3 Deposit, Certified Check or Money Order, must accompany all Orders, Balance C. O. D. Write X. L. COIN MACHINE CO. Phone 1353 Washington St., Boston, Mass.

**DON'T
WAIT!
ORDER
POPMATIC**

NOW!



POPMATIC
Manufacturing Co.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

**Kulick Tells N. Y.
Ops About U-Pop-It**

NEW YORK, Dec. 4.—While on a recent visit here, Ben Kulick, general sales manager of Ranel, Inc., Daval Manufacturing Company affiliate, reported that the new distributor set-up of the firm was rapidly nearing completion. He also stated that plans for quantity deliveries of the U-Pop-It automatic popcorn vender had been completed and that the machines would be leaving the factory this week.

There are many distributors here who are said to have been awaiting Kulick's coming because of the interest which the new Ranel machine evoked. After talking with several of the prominent coinmen here Kulick stated, "We believe that the New York market will prove to be one of the greatest in the country for U-Pop-It. This is no mere idle statement but it is based on actual fact, for this city is the leading automatic merchandising market of the coin machine world. The subways, chains and other large locations which have accepted automatic merchandisers all are potential prospects for this new machine of ours. The enthusiastic response which coinmen have accorded U-Pop-It in this territory is definite assurance that this city will be the ranking center for U-Pop-It operations in a very short time."

Detroit

DETROIT, Dec. 4.—George H. Lightner has been appointed manager of the Detroit office of Mills Automatic Merchandising Corporation, succeeding J. M. Johns, who was recently transferred to New York as district manager of the entire group. Lightner has been associated with the corporation for the past three years.

W. G. Thompson, general manager for the Amdisco Sales Corporation, is now the sole owner of the business. Company acts as national sales organization for the American Dispensing Company, which manufactures a soap vender.

Protex Corporation, which manufactures a sanitary paper products vender, is being reorganized and will probably be taken over by another firm. Negotiations are reported to be now under way. At the present time the firm has discontinued manufacturing activities but is still servicing its machines.

J. L. Asbury, peanut machine op, has moved from his old place on Fairview avenue to new headquarters on East Congress street.



BETTY ALLEN, featured vocalist with the Hudson-DeLange Orchestra, sings "The Popcorn Man," new hit song dedicated by Will Hudson and Eddie DeLange to the Popmatic automatic pop-corn vender.

POPMATIC

TRADE MARK REG. U. S. PAT. OFF.

**IS READY FOR
DELIVERY...**

**HUNDREDS ALREADY ON
LOCATION!**

A very few days after you place your order — your POPMATIC machines are on location, ready for business **THAT'S THE MOMENT YOUR INCOME BEGINS!**

Don't wait! Don't hesitate! Be first in your territory to build a steady, profitable business with this new legitimate money-maker.

POPMATIC is the original automatic corn popper and vending machine — fully patented to insure simple, positive operation — tested on location for three years — a rapid-fire success wherever introduced

**"THE CORN THAT IS
ALWAYS FRESH...
THE CORN WITH THE
WONDERFUL FLAVOR!"**

ACT NOW!

You can't go wrong with POPMATIC! Write, wire or phone today for complete information and prices.

**POPMATIC
MANUFACTURING CO.**

5147 NATURAL BRIDGE AVE.
ST. LOUIS MISSOURI

VENDING MACHINE OPERATORS

The fall season is now on! Have you ordered your supply of—

- CHOCOLATE RAISINS AND CHOCOLATE SPANISH PEANUTS

WE HAVE THEM!

WRITE FOR FALL PRICE LIST INCLUDING OVER 20 ITEMS. (Fill in Coupon for Price List.)

PAN CONFECTION FACTORY (National Candy Co.) 345 W. Erie St., Chicago, Ill.

Gentlemen: Please send me full particulars of your Hard Shell Candies, including Chocolate Items.

Name

Address

City State (Use Pencil, Ink, Will Blot.)

Barron's Weekly Recounts Trends That React on Price of Cigaretts

NEW YORK, Dec. 4.—The intricate bearing of the financial condition of business upon the price of cigarette is traced by F. E. DeZendorf in Barron's financial weekly. The cigarette business is climbing to production heights never before attained by the industry, he says, but still the Big Four must hold prices down to prevent the competition of dime cigarette.

"In October, for the 17th consecutive month, production of cigarette set a new high level for the month," according to Barron's. "There have been declines from one month to another, for July ordinarily sees the high mark set for the year, but not for 17 months has a decline been shown in comparison with the like month of the preceding year. And each of these 17 months has been the highest on record for that month."

"Contrary to the trend in most lines, cigarette production set a high mark in 1930 which was to stand until 1934. At 119,624,000,000, however, the gain over 1929 was small, and several monthly declines in the latter part of 1930 gave warning of a less favorable showing in the following year."

"Dropping roughly six billion of cigarette production in 1931 as compared with 1930, the cigarette business was still highly profitable, for leaf tobacco prices were low, even the output was to go still lower in 1932."

"That year might well be considered a turning point in the affairs of the cigarette companies. Up until that time there had been no serious competition to the four leading cigarette companies, including P. Lorillard Company, and even the latter company had run into considerable trouble and expense in establishing its blended cigarette brand at a level far below that of the three principal companies. With no accurate figures available rough estimates indicated that these four companies did from 90 to 95 per cent of the total cigarette business of the country."

"Pinched pocketbooks, however, exacted toll from the cigarette makers in succeeding years."

"Quietly, because there was no money available for advertising, cigarette brands selling at 10 cents for a package of 20 were placed on the market and began to pick up volume from the hard-pressed man in the street. The smoker who was really up against it might and did buy the 'makings' and roll his own cigarettes, and figures on the distribution of cigarette papers indicated a tremendous growth in this business. But the man who was one stage better off financially preferred his cigarettes ready-made and welcomed the 10-cent cigarette."

"With price the only appeal of these cigarettes, the leading companies had opened wide the door to this competition in 1932 by raising the price of their cigarettes to \$6.85 a thousand from \$6.40. This meant that the retailer had to pay over 12 cents a package for his supplies and therefore whenever possible would sell them at 15 cents a package. In natural sequence there was a tremendous boom in the 10-cent cigarettes until they accounted for between 20 and 25 per cent of the total cigarette production in the country."

"If the leaders in the cigarette business had been unwary in raising their prices they were quick to correct the situation. Early in 1933, by two price cuts within 40 days, they dropped their list price to \$5.50 a thousand. At this level retailers could sell the leading brands at 10 cents a package, altho profits were small."

"If profits were small for the retailer, however, the manufacturer also bore his share of the burden—for aggregate profits of three leading companies dropped to \$55,286,104 in 1933 from the \$100,017,093 in 1932."

"Once burnt twice shy has held good for the cigarette companies. Price advances, which have recovered 75 cents of the \$1.35 shaved off so abruptly in 1933, have been due, in large part, to increasing costs."

"Not dead is the competition which five years ago threw such a scare into the big companies. On the lower priced side 10-centers are still very much alive, with some estimates that their production runs as high as 18 billion annually, which would be about 11 per cent of this year's production. On the other side is the success of Philip Morris (at 15 cents straight), which last year accounted for five billion cigarettes and this year is running about 50 per cent ahead of last year."

"Let the big companies raise prices

to get larger profits and the door is open again to the intruder from below. A price rise would also place the 15-cent brands, such as Philip Morris, near a price parity with the old-line leaders. "If leaf tobacco and other costs rise further, however, some moderate price advance, may be attempted, because the same factors would also affect the makers of both the cheaper and higher priced cigarettes. With these other factors demanding a place, however, the leaders will probably walk softly."

Automat Games Shows Increase

CHICAGO, Dec. 4.—"Customer deliveries of Silver King venders for the month of November showed a 300 per cent increase over the comparative period of a year ago," revealed H. F. Burt, president of Automat Games. "This exceptionally fine gain followed one of the best Octobers in our history, and was accomplished despite the fact that our dealers were not adequately stocked with 1938 models. We have stepped up our manufacturing operations, however, and within a few weeks we expect to be getting the production necessary to meet the demand for the 1938 deluxe models."

"The new 1938 deluxe porcelain models are creating much interest in the trade," Burt concluded. "The turquoise blue, tangerine red, canary yellow and slyver chrome hues in which these venders come are catching the eyes of operators and are bringing us unusually brisk business."

Violet Ray Lamps For Home Service

CHICAGO, Dec. 4.—Local newspapers carried display advertising of novel home use of coin chutes to provide a sun lamp service. The copy read as follows:

"PHONE FOR HEALTH. A phone call will bring you the benefits of a tropical vacation in your home with coin-operated Sun Lamps—25 cents for 15 minutes. No investment. These lamps are rented, not sold. Non-injurious to eyes, yet 40 per cent more ultra-violet than mid-summer sunlight. A. M. A. approved professional ultra-violet infra-red type. Automatic timing. A. C. current only Helio-Ray Sun Lamps."

And so the widening use of the coin chute takes another step in providing a "home service."

Pan Confection Offers Pee-Wees

CHICAGO, Dec. 4.—Candy by any other name might be just as sweet, so Pan Confection Factory has called its recent new items by the trade name of Pee-Wee. Operators of bulk vending machines will recognize that it refers to small confections that work well in their bulk machines.

It is by popular demand, Pan Confection officials say, that they have added a "Pee-Wee" size of peanut made into candy for vending machine operators. The new candies approximate about 950 pieces to the pound. The new items include hard shell Pee-Wee Boston baked beans, Pee-Wee Rainbow peanuts, Pee-Wee smooth burnt peanuts and hard shell Pee-Wee butterscotch peanuts.

Duo-Vend Scores With 2-Col. Vender

CHICAGO, Dec. 4.—According to officials of Duo-Vend Service Corporation, in less than a year's time, over 3,000 of its Duo-Vend bulk merchandisers have been placed on location in and around Detroit. "Naturally our experience taught us just what an operator expects in a machine," they declared. "We built all those things into our Duo-Vend which we recently offered to independent operators."

"Rich in eye-appeal, Duo-Vend has been built both to render perfect me-

GET SET FOR LIFE

ADDITIONAL INCOME FOR OPERATORS

No Machines or Sales Boards to buy. Extra money as side line to your machines. New, Local Reports for years. Big profits. Exclusive, Year round, especially good holidays. Write for details.

AUTOMAT GAMES

2425 Fullerton Ave. CHICAGO

N. E. Supreme Has U-Pop-It Preview

BOSTON, Dec. 4.—Ben D. Palastrant, head of the Supreme Vending Company of New England, reports a tremendous amount of interest in the U-Pop-It pop corn vending machine manufactured by Ranel, Inc., in Chicago. According to Palastrant, who held a preview of the machine here last week so that the trade could see it, "operators in New England territory are eagerly looking forward to a new era of operating whereby they will be assured of steadily increasing income in a legitimate operating business."

"We have already booked orders for over 100 machines," said Palastrant, "from operators who attended this preview. It seems that operators are unanimous in their approval of U-Pop-It. Merely to see the machine is to appreciate its flashing beauty and appealing action, and when an operator sees U-Pop-It deliver a bag of delicious, wholesome, piping-hot pop corn in a minute, salted to suit his taste, he is immediately sold on U-Pop-It. The Ranel guarantee behind U-Pop-It means something to these operators. Ranel is an affiliate of Daval, and Daval is a flourishing concern with 29 years of successful manufacturing and business experience to its credit. The word Daval is to operators synonymous with serviceability. U-Pop-It has been thoroughly perfected and is precision-built to stand up and deliver years of profitable service in the many, many thousands of new available locations for operators who are quick to recognize a golden opportunity such as U-Pop-It offers."

"In order that the hundreds of operators who were unable to attend last week's advance showing of U-Pop-It may be enabled to see for themselves the remarkable money-making properties of the machine, I am especially pleased to announce that the Supreme Vending Company of New England will hold another showing of U-Pop-It at a time to be announced soon. It is unquestionably the duty of every operator who is desirous of forging ahead in the coin machine industry and who has his own welfare and income possibilities at heart to attend this preview and see for himself what U-Pop-It means in the way of fully guaranteed and precision-built perfection."

Palastrant went on to say that he is proud of his appointment as distributor for the U-Pop-It machine in the New England territory, and that he holds confidence for a season of prosperity for operators who expand their activities with the machine.

Present at the advance showing of U-Pop-It was Ben L. Kulick, vice-president in charge of sales for Ranel, Inc., who congratulated Ben Palastrant on his success as one of the best known coin machine distributors in this country.

chemical service and to attract new customers. It is a two-column bulk vender which will vend nuts, candies and gum. Each compartment has a capacity of five pounds. It is made of all-steel construction and is finished in high gloss red enamel with black trim. Duo-Vend will take as many as seven pennies and deliver merchandise just that many times. It differs from any other vender on the market and is meeting with the approval of ops throught this area."

The officials also stated that since releasing Duo-Vend to independent operators they have been hard pressed to keep up with the steady stream of orders that have been pouring in for this bulk merchandiser.

SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE!



Designed Especially for TOYS, CHARMS!

Make yourself Big, Steady, Year-Round PROFIT. Install a route of SEL-MOR 1c VEND-ORS! SEL-MORS out-pull all others. Preferred by the more swanky spots. Crinkled Chinese Red Baked Enamel. These tamper-proof lock, chromium trimmings. 5 lb. capacity.

VENDS EVERYTHING Nuts, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

Write for Operators' Special Prices.

STAR MFG. & SALES CO. 3902-09 Wayne Ave., Kansas City, Mo.

FREE



PACKARD LEKTRO SHAVER

Make first \$10 on a FREE sample sales card. This will prove to you how easy it is to make REAL BIG MONEY with our sales plan.

Thousands of our AGENTS-DISTRIBUTORS AND SALES CARD OPERATORS are earning up to \$200 a week, giving away nationally advertised PACKARD lifetime LEKTRO SHAVER.

Write for Sample Salescard and Full Particulars

MORCO

107 W. 41st St., New York, N. Y.

Bureau Hits At Promotion

Chi Better Business Bureau warns against vending machine promotion idea

CHICAGO, Dec. 4.—The Chicago Better Business Bureau has apparently been giving consideration to the facts concerning the vending machine business, and in its advertising space this week condemned certain "promotion schemes" using vending machines rather than the business itself.

"The Re-Load is a Sure Hit—for the Promoter," the headline stated. "To re-load the victim of a dubious or fraudulent investment is to switch him from one worthless scheme into another. Successful re-loaders are those who bring this about at a handsome profit to themselves."

"Many holders of whisky warehouse receipts, recently purchased as 'gilt-edged investments,' now find themselves asked to switch to the sale of vending machines."

"These machines, sold at a handsome profit—far above the cost to manufacturer—are, according to the promoter, 'shortcuts to wealth.' Once having sold them, he takes a lease back from you, the investor, and promises 20 per cent of what the machines take in."

"This is an old scheme now being revived at the investor's expense. It has been notoriously unsuccessful except for the promoter."

"Get the facts before parting with your money. Remember always the timely warning."

While bona fide vending machine man-

ufacturers and operators are likewise opposed to certain types of "promotion schemes," the vending machine trade has put a big question mark after the name of the Chicago Better Business Bureau ever since it placed an advertisement in Chicago newspapers on the second day of the 1936 Coin Machine Show which condemned cigaret vending machines generally. The appearance of the advertising on the second day of the national convention had all the earmarks of planned timing—and did not strike the trade very favorably.

The vending machine trade still has lingering suspicions about the complete banning of cigaret vending machines in the city of Chicago by city ordinance in December, 1936. One of the Hearst papers in Chicago hinted in a news item that a representative of the Chicago Better Business Bureau appeared before the council in favor of the cigaret machine ban. The Hearst paper also hinted that a research group connected with the University of Chicago had helped to gather some data about minors buying cigarets from machines. The Juvenile Protective Society apparently was dragged into the mess also to furnish a climax to the situation.

But the vending machine trade has held a suspicion for some time that the department stores and other interests financing the Better Business Bureau supplied the inspiration for the movement. It is a pity, they feel, that such reputable organizations as the University of Chicago and the Juvenile Protective Society should unwittingly become a tool of special commercial interests. The lady who heads the Juvenile society is known to be broad and intelligent in her viewpoints.

But for these things still lingering in the memory of the vending machine trade there would be strong approval of the present advertising of the Chicago Better Business Bureau condemning vending machine "promotion schemes."

Vending Machine Future Will Be Hurt by Use of Small-Size Bars

By J. W. COAN, President Coan-Sletteland Co., Inc.

I would like to remonstrate against some of the larger candy companies for their attitude toward vending machines. We all know that no business has suffered the abuses as has the vending machine business. Promoters and schemers of all kinds have played upon the ignorance of people, picturing get-rich-quick schemes in the sale of candy thru vending machines. There is no such thing as a get-rich-quick scheme operating candy bar vending machines, and the sooner all of us in the manufacturing of merchandising machines realize that the more substantial we can build for a future.

I think our first consideration is to build a merchandising machine around the market in keeping with the consumers' demands and, secondly, to keep in mind at all times, in selling machines to operators old and new, that they must never lose sight of the fact that the consumer is entitled to quality and value for every penny or nickel he spends.

The writer has identified himself in the vending machine business since 1924, and never during that time has there been the opportunity afforded manufacturers of legitimate machines such as exists today, and much of this can be attributed to coin machine publications such as yours that continually have advocated legitimate measures of conduct in business.

Every manufacturer of a merchandising machine should use a very definite program of educating new operators about the merchandise to be sold thru their respective machines.

Regardless of how thorough we who manufacture machines are in covering the market for which they are to be used, they can never hope to be successful unless the owner has been taught the essentials as regards to the merchandise, service and general conduct in servicing.

Candy Manufacturers

Much assistance can be had from the manufacturers of the merchandise bought by operators and sold thru vending machines. Particularly is this true among the candy manufacturers with whom our machines are aligned. Candy vending machines definitely open a new market for the candy manufacturers that can be had in no other way, because in

98 out of every 100 locations for candy machines candy could not be bought by the consumer. The candy vending machines thruout the United States increase the volume of candy business and increase the consumption per capita.

No candy manufacturer of national reputation has the legitimate right to manufacture a smaller sized bar at a price for any vending machine company. After all the consumer is the best friend we all have in business, and in giving the consumer quality and value he will continue to buy regularly, and when a candy manufacturer manufactures an underweight candy bar to be sold at the same price his regular bars are sold he is simply destroying what most of us in the vending machine business are trying to establish.

We know of several instances where these vending machine companies which have manufactured for them smaller bars at a price are confronted with legitimate candy manufacturers who take the position that their first consideration is to give the consumer the finest quality and the best value possible for the established price of their bars, and these candy manufacturers do not and will not cut the price of their bar or the size.

Machine Volume

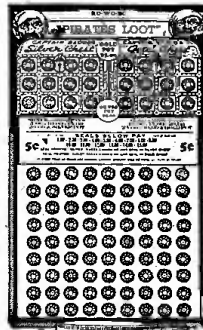
It is estimated that approximately \$15,000,000 a year is being spent for candy thru vending machines, and this figure is increasing materially every year.

We build a selective type machine, and there are several other selective type machines on market, and if candy manufacturers at large would co-operate with all legitimate manufacturers who build machines that give the consumer an opportunity to buy the bar of his favor they would assist materially in getting away from those promotion schemes where the purchasers of those vending machines are bound to lose their money because the promoter then could not point to the fabulous profits of get-rich-quick schemes.

The vending of candy thru vending machines is a legitimate business as long as legitimate merchandise is sold thru the machines. It becomes a racket when under-value and cheap merchandise is sold thru the machines.

The vending of candy thru vending

WERTS SENSATIONAL . . . PIRATES LOOT



ANOTHER WINNER BY THE ORIGINATORS OF TICKET JAR DEALS

NEW RO-WO-BO TICKET JAR DEAL MAKING A BIG "HIT"

A ticket jar "gold mine" with everything any operator could want . . . fast play—big profits—long life. Popular with the players . . . lots of action. Available in 5c and 10c play.

105 SEAL JACK POT CARD
Pays \$1 to \$30! 10 Seals Opened Each Deal
NEW EXCLUSIVE OPERATOR'S PLAN!

Pirates Loot is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean up"! Introduce this new deal now knowing you are fully protected on repeats. Get the details quick while territory is open.

2520 Red, White, Blue Tickets—110 Winners!

—Take—Payout—Profit—	
2520 Tickets at 5c takes in	\$126.00
Total Payout (Average)	83.90
PROFIT per deal (Average)	\$ 42.10

10c Play Pays \$62.10 Average Profit.

WRITE TODAY for details about PIRATES LOOT and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

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A SQUARE DEAL TO ALL

Carom \$23.50	Preakness \$65.00	Fairground \$100.00
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Classic 35.00	Lite A Pair 15.00	Bump A Life 17.50
Spot Lite, Clock 15.00	Pike's Peak 55.00	Hi De Ho 15.00
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NOVELTY GAMES.

Home Run \$10.00	Ball Fan (Stoner) \$15.00	Daytona \$ 17.50
Ricochet 12.50	Bumper 11.00	Batter Up 17.50

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CHARMS

FOR VENDING MACHINES—LARGE ASSORTMENT.

Celluloid, Bisque, Glass, at from 25c Gross up. Metal, 1.00 Thousand. C MAN Rings, 2.85. Great Gross. SPECIAL TOY PACK, 260 Pieces, \$1.10. MASTER NOVELTY VENDORS—ALL MODELS.

COLUMBIAN VENDING COMPANY, Parsons, Kansas

machines is a sound business. It is almost as foolproof a business as can be had, and anyone entering into vending of candy thru vending machines will find it a profitable business—not a get-rich-quick business. So it is, therefore, I feel that every manufacturer of candy bars, and particularly those of national reputation, should see to it that his merchandise sold in vending machines reaches the consumer at a par of quality and value that can be purchased in the retail stores. The sooner the candy manufacturers realize this the greater the volume of business they, too, can expect of a permanent nature.

Need Penny Items

I have always felt that if the better candy manufacturers saw fit to go into production on penny items of such fine quality and value as they have, there surely is room for a machine to hold for sale these items, and the peculiar part of the thing is the fact they do not take away from the nickel machines, but rather have a tendency to increase the volume per location in nickel machines.

Pennies are not important money to the average consumer. They spend them to get rid of them, and when receiving fine tasting candy bars for a penny it enhances their appetite for more candy—hence nickel sales.

Last but not least, I still believe that we in the candy vending machine business should remember first the reason for the consumer's buying candy is because of its fine taste and flavor and, secondly, we must give the consumer full value and quality. Doing that, we cannot fail.

STOP THIEF

ARE YOU BEING CHEATED BY PLAYERS DRILLING HOLES IN YOUR MACHINES? Never-Drill Plates Made of Special Case-Hardened Material To Fit Complete Inside Front of Your Machines Will Stop This Cheating.

NEVER-DRILL PLATES ARE MANUFACTURED BY US.
SINGLE LOT PRICE, \$1.75, FIVE OR MORE, \$1.50 EACH.

Immediate Delivery.
In Ordering Be Sure To Specify Make and Serial Number of Machine.

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Silent Sales Bldg., Minneapolis, Minn.
Distributor for Mills, Pace and Grootchen Bells.

BUILD A PROFITABLE AND PERMANENT BUSINESS WITH THE NEW

STANDARD CIGARETTE VENDORS... 8 COLUMNS — 200 PACKS

PRICE \$45.00 COMPLETE

Terms: 1/3 Deposit With Order, Balance C. O. D.

Rush Your Order Now. Immediate Delivery.

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 18 CLASSIC 32.50 16 PREVIEWS 16.50
 16 RACING FORMS\$49.50

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 Mystery 5c-10c-25c Play.
 With or without Gold
 Awards. Late Serials.... \$45.00

MILLS BLUE FRONTS—
 Mystery. 50c Play. With
 or without Gold Awards.
 Late Serials 60.00

JENNINGS CHIEFS—5c-
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1/3 Deposit

Slots

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 (5c, 10c, 25c)\$32.50

EXTRAORDINARY
 (5c, 10c, 25c) 30.00

MILLS QT 34.50

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 25c. Used 3 weeks.... 59.50

GROETCHEN'S COLUM-
BIAS, Convertible, 5-10-
 25c Play 30.00

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BALLY FAVORITE 79.50

PACES RACES 109.50

EVANS ROLETTO 129.50

GALLOPING DOMINO 129.50

PACES RACES (25c Play,
Brand New) 265.00

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in SERVICE—in QUALITY and
FIRST WITH THE GREATEST VALUES!

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Galloping Dominoes\$129.50	Turf Champs\$45.00	Fire Ball\$12.50
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		Bally Booster 13.50

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Write for List of Additional Outstanding Values.

ATLAS NOVELTY CO.

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Gottlieb's Newest Is Multiple Races

CHICAGO, Dec. 4.—Another game in Gottlieb's parade of new hits was launched this week and bears the name Multiple Races. It is described as a console-type one-ball payout with the new features of multiplying payouts by the number of coins deposited before each play. The game is said to have unusual "come-on" with a top award of \$8 and 30 possible winners. Striking new ideas have been incorporated, as well as outstanding features of Derby Day and Daily Races, hits of the past, which the company reports still in demand by operators.

"Multiple Races," explained Dave Gottlieb, "is housed in a modern console-type cabinet, massive yet very easy to handle. Finished in four colors and speckled gold, the game is really a standout in its dominating appearance. A giant 24-inch-square light-up back panel which flashes selections and odds adds to its imposing appearance. Many new features have been included to provide new fascination and guarantee effortless operation. New flag and coil springs in the field impart a gyrating motion to the ball so that many unexpected things may happen during the play to give fans greater thrills. With the new multiple payout feature the player can try for a better selection and better odds by inserting a second coin before playing. If he still thinks he can do better a third or fourth coin or as many more as he chooses can be inserted until selections and odds suit him. If he wins the payout will be multiplied by the number of coins he has deposited, except that above four all payouts remain four times the odds shown.

"New production ideas," he went on, "enable us to produce this top-quality money maker at such a surprising price. There is no sacrifice of one iota of quality. Each unit is built to uphold Gottlieb traditions for highest standards in every particular. Due to our new advanced methods of production, we are simply able to give the trade more for their money, and that's an achievement of which we are mighty proud. Our location tests reveal that the usual earning capacity of this game enables operators to secure amazing returns from a small investment."

The company further reports brisk business on Horse Shoes, also recently introduced as a new low-price achievement. The gratifying responses and orders are regarded as the finest possible indorsement, both of the game and the new low-price policy. In the deluxe console class High Card Console and Derby Console, the two multiple nine-coin games, are said to be establishing unusual records.

trends of machines and the requirements of operators in various territories and thus will be a big help to Georgia and Alabama operators and distributors. "By contacting these men in person and showing them just what the name Atlas stands for in the way of service and equipment we feel that we can help ops in these two States earn more money. We feel that there is no man better qualified to help them in this respect than Julian Katze. While Katze is furthering our relations in Georgia and Alabama," Ginsburg concluded, "my brother Eddie will continue to contact operators and distributors thruout the State of Florida."

Western Visitors Praise Ak-Sar-Ben

CHICAGO, Dec. 4.—Western Equipment and Supply Company was honored with the presence of a distinguished visitor recently when Mrs. Lee Nagel, of the Avon Novelty Sales Company, of Cleveland, was in Chicago placing large orders for Ak-Sar-Ben, Western's new multiple table.

Mrs. Nagel is regarded as one of the outstanding business women in the coin machine world. In addition to being very attractive she is one of the most energetic and progressive persons in the industry and is in no small way responsible for the highly successful operation of the Avon Novelty Sales Company.

In speaking of Ak-Sar-Ben, Mrs. Nagel said: "I believe Ak-Sar-Ben is one of the most intriguing games I have seen in a long time and feel confident that operators will earn huge profits with it. It is chock-full of action and player appeal and should prove one of the year's outstanding machines."

Another important visitor was William Cohen, of Silent Sales Company, Minneapolis, Minn. As is his custom, Cohen made Western his buying headquarters where, as he says, "I always get what I want because I always find what my customers like on Johnson's production line. Ak-Sar-Ben in both payout and free-game models is another Western game that will re-enforce our position as the House of Winners."



SAM KRESBERG had as his recent plane companion from New York to Buffalo Welterweight Champion Barney Ross.



"HOWDY FOLKS" I'M "SCRAPPY" THE MOVIE CARTOON STAR

Put Me To Work for You and I Will Make You Some Real Money.
 You'll Get It Quick and Plenty of It.
 "YES, SIR!" You Can Put Me on Your Toughest Location and I'll PEP IT UP

I'm a Ladies' Man—They All Go for Me.
 The Kiddies Love Me and the Men-Folks Like Me, Too!

BE SMART—Get in under the wire!
BE FIRST—In Your Territory for FAST MONEY.

WRITE NOW—Send for Sample\$2.50
 400-Hole Board50
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 Quantity Prices to Real Operators.

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28 JENNINGS GRANDSTANDS, 5c, guaranteed perfect, cannot be told from new; operated less than 30 days.....	Each \$22.50
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4 MILLS POST TIME, like new.....	25.00
1 JENNINGS CONSOLE BELL.....	60.00
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1 EXHIBIT RACES, 7 Slot.....	75.00
17 WURLITZER P-12.....	99.50
25 ROCKOLA No. 2 Regular.....	99.50
1 GALLOPING DOMINO, 5c Play, check separator.....	150.00
1 ROCKOLA RHYTHM MASTER 16, floor.....	185.00
3 PACIFIC DOMINOLES, used 10 days.....	47.50
WILL TRADE Brand New Paces Races or Paces Kingspin for Mills Slots or Galloping Domino, 1/3 Cash, Balance C. O. D.	

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Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

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Atlas Coverage Boosted in South

CHICAGO, Dec. 4.—In reporting the far-flung activities of the Atlas Novelty Company, Morrie Ginsburg stated that Julian Katze is now on tour thru Georgia and Alabama acquainting operators in those two States with the famed Atlas personal service. "Katze is well known and recognized as a top man in the coin-machine industry," stated Ginsburg. "He is familiar with the

Genco Executive Describes Cargo

CHICAGO, Dec. 4.—After several weeks of mysterious silence Dave Gensburg, official of Genco, Inc., finally released information on Cargo, the game about which the industry has been wanting to hear. "I am sorry I was forced to be so secretive about Cargo," stated Gensburg, "but when you see it and play it you will understand why. Here's a game that's entirely new. It's full of new appeal and exciting action. Not only have we incorporated a surprisingly fresh playing principle which works on retrogressive and progressive bumper-spring scoring but we have incorporated many other exclusive Genco features with which operators are already acquainted.

"Play on Cargo is fast and simple," he went on. "As a coin is inserted a score of 10,000 lights up on the new super-size backboard. The first ball played subtracts from the 10,000 in units of 100 each time a bumper spring is contacted. The remaining score is the one the player must equal or exceed with the remaining shots. As the remaining balls are played they score progressively on the right-hand part of the brilliantly decorated backboard. The remaining balls must contact bumper springs on the playing field to add to the score. Besides this new innovation," Gensburg concluded, "the new playing field and other mechanical features incorporated in Cargo make it outstanding among the new games."

THIS WEEK'S "BUY" WORDS from AUTOMATIC

★ ★ ★

MILLS FLASHER
Slightly Used ... \$97.50

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Used PREAKNESS
Reconditioned and \$59.50
Rebuilt.

Write for Quantity Prices on these Games and for Our Latest Complete List of Novelty, Automatic, Counter and Slot Machines. Large Stock of Slightly Used Mills and Pace Slot Machine Parts at One-Half Price!
All Prices F. O. B. Nashville.
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COIN MACHINES
Renewed Like NEW
Inside and Out
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"THE TRADING POST"
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GOLDEN WHEELS	\$54.50
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10 DE LUXE MILLS PHONOGRAPHS—
Natural Wood Cabinets, \$89.50 Each.

RAY GUNS

TOM MIX RADIO RIFLES	\$149.50
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TELL US WHAT YOU WANT!
WE HAVE EVERYTHING!

Terms—1/3 Deposit With Order, Balance C. O. D.
Get on Our Mailing List Today!
"THE TRADING POST"

AMUSEMENT GAMES, INC.
1679 University Ave., St. Paul, Minn.

Thankless Job

"To the Editor: I have noticed in your recent issue that you are publishing a vending machine department separate from amusement machines, and our reaction is that we are inclined to advertise more frequently in *The Billboard* because of this favorable move.—J. W. Coan, president Coan-Sletteland Company, Inc., maker of U-Select-It candy vendors."

We are doing more for the vending machine trade than merely publishing a section for them. We are trying to do the thankless job of calling attention to the need of guarding against future danger signs in the vending machine trade. It is always a thankless job to point out straws in the wind. As some operators in Detroit expressed it, *The Billboard* is apparently the only trade publication that has had the courage to publish information concerning certain trends that may hurt vending machines. The games business was too highly competitive to heed warnings which we published a few years ago—and now the pay-off. The vending machine trade should be able to stick together much better for self-protection.

Mr. Coan has contributed his ideas on a danger sign in the vending field, which we will publish.

Polland Reports Big Biz for Year

CHICAGO, Dec. 4.—"Sales are reaching new highs," says Reynold Polland, head of the Royal Coin Machine Company. "From all indications this will be one of the best years we have ever had. Operators appreciate more and more the unusual service we give them, as well as the large selection of all types of machines we offer."

"At the present time we have the finest stock of new and reconditioned equipment in the history of our company. The fine mechanical condition of these machines, together with the extremely low prices, makes operators realize that we can supply them with outstanding values in every machine they buy," Polland concluded.

Robbins Gets N. J. Ops Together Again

NEWARK, N. J., Dec. 4.—Dave Robbins, of Brooklyn, again demonstrated his ability as an organizer by corralling all the jobbers in this city to view the latest Stoner hit, Stadium. It was the first time all the men here had been brought together in many moons. Present at the preview were Dave Stern, Harry Wichansky, Irving Morris and Irving Orenstein.

After looking the game over the jobbers stated that it looked like a natural to them, according to reports. In their opinion the flash, action and appeal that have been built into the game are sure to capture the attention of the public.

When the immediate business was concluded the men began discussing business conditions in general. So enjoyable was this informal meeting that Robbins was highly complimented by the men for bringing them all together.

Register for 1938 Coin Machine Show

Name..... Company.....

Street..... City and State.....

Check whether:OperatorJobberDistributor

Please inclose letterhead, business card or other identification as Operator, Jobber or Distributor.

Give name of at least one manufacturer from whom you have purchased machines during past year

No registration fee is required if this form is received before January 5, 1938.

MAIL TO: NACOMM, 120 SOUTH LA SALLE STREET, CHICAGO, ILL.

Pegler Has Right Idea on Lotteries

We have often given the warning to pinball operators to be careful in carrying test cases to State supreme courts for the simple reason that many State constitutions, or at least the statutes, contain anti-lottery and gambling clauses so far-reaching in their application that no court could be expected to show consideration for pinball games.

Westbrook Pegler, noted for his humor and independent criticism, calls attention to this fact in a recent "column" in which he discusses the ease with which Nevada could have a State lottery, while other States would require a long process of trying to amend their constitutions before they could relieve the tax burden by means of lotteries. Some quotes from Pegler will illustrate the idea:

"These dispatches recently contained a reference to the absence of fancy morals in the State of Nevada and a suggestion that, of all our States, this one was best prepared to get the jump on the others with a State lottery. This advantage exists in the fact that neither Nevada's books nor her public opinion ever has been cluttered with artificial morals.

"New York, on the other hand, could not establish a defensive State lottery to reverse the flow of New York money to Nevada's public treasury in less than half a dozen years. First, it would be necessary to convince the people that their moral objections to lotteries were really unimportant, a process which would take time and pressure similar to the slow development of national sentiment against prohibition. . . .

"If Nevada were to start a State lottery today, as she easily might for all that the federal government could do about it, her tickets would sell in New York by the million in spite of everything the Post Office Department, the Department of Justice and the New York State government might do to exclude them.

"Nevada would get rich beyond the craziest dreams of the most ardent money lover on earth, and the people of New York—and other States, of course—would compel themselves to abandon a principle by way of retaliation and self-protection. . . .

"I mentioned Florida as another possible pioneer, but Florida is hampered by a hypocrisy which would cause uncertainty and delay. Florida's principles and customs are no better than those of Nevada, but to keep up with the Joneses she has gambling joints, but tolerates them on the graft and corruption system instead of accepting the name along with the game. . . .

"Nevada, altho there is plenty of material on her mountains and minerals, a lack which I trust will be repaired by some author in search of a character. Her press agents, who describe her on their letterheads as 'one sound State,' give only a rather statistical and materialistic hint of the story in boasting of an existence comparable to that of Monte Carlo, where there is no State income tax, no inheritance tax, no franchise or stock transfer tax, no bonded debt held by interests other than the State's own government, and a per capita tax of wealth the highest in the country.

"Fugitive tax slaves are invited to establish legal residence in Nevada, and the names are cited of many wealthy runaways who have done so already."



New Cherry 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.
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HERE'S A SALES DEAL WITH REAL PULL!

Everybody Goes for TRADING POST

Because Everybody Draws a Prize.



THERE'S NO BLANKS

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

No. BP 30 Per Deal \$6.60

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200 W. Adams St.
CHICAGO

GUARANTEED USED MACHINES

Futurity Slots (5c or 10c) like new	\$41.50
Jumbo	7.50
Stoop & Go	5.00
DeLuxe "48"	5.00
Liberty Bell	5.00
Rifle Range	49.50

Credit .. 17.50
Daily Limit .. 9.50
Sand Stands .. 8.00

1/3 Deposit, Balance C. O. D.
3147 Locust St. St. Louis, Mo.

THE CALL NOVELTY CO.

SOMETHING

NEW



JOBBER WANTED

WRITE!

P. O. Box 285, Minneapolis, Minn.

WANTED

The names and addresses of progressive operators who have the vision and foresight to cash in on the operating possibilities of Western's New AK-SAR-BEN, Free Game Table. Write now for complete information on how to build up your territory with this newest in coin-operated money-making devices.

Address: **JIMMIE JOHNSON**
WESTERN EQUIPMENT AND SUPPLY COMPANY
 925 W. North Avenue, Chicago, Ill.

New Petition By Merchants

Oregon group offers substitute for lottery petition filed last week

SALEM, Ore., Dec. 4.—Another amendment to the lottery section of the Oregon State constitution, to be substituted for a petition forwarded to the secretary of state last week (page 82, *The Billboard*, December 4, 1937), was filed on November 24 by the officers of the Oregon Merchants' Legislative League. The former amendment require mandatory pensions to persons over 65, but today's measure leaves this to the determination of the legislature.

The amendment is to appear on the ballot at the general election next November if the required 20,020 signatures to petitions are obtained by the league. The measure provides for licensing and taxing of pinball games, sales-boards, bowling alleys, bridge studios, pool and billiard rooms, shooting galleries, horse and dog racing, betting rooms, bank nights, raffles and bazaars and skill games and the distribution of the revenues from these sources for old age security.

The measure also provides authority for the legislature to regulate any other games of skill, chance or amusement. The act would become effective March 1, 1939, and would reduce taxes and provide adequate pensions, declared Eugene E. Smith, director of the league. "It would protect youth against unscrupulous operators of petty gaming devices, make for better law enforcement and greater respect for the law and prevent crime. We intend to bring the whole gambling situation, petty and major, out into the light of day that the people may judge whether we are right or wrong." The league intends to wage a strong campaign for the enactment of its measure.

waiting their turn to get on the big alleys!"

"Rock-o-Ball has found favor in many locations, such as high-class restaurants, railroad stations, YMCA's, lodges, clubs and other spots that never had a coin machine," Nelson concluded. "Particularly is this bowling game adaptable to public places because the new 1938 model is almost 100 per cent silent. One of the big reasons, in fact, why this game has proved so popular with operators is because such a wide variety of locations is open to Rock-o-Ball."

Baseball News Ups World Series Play

CHICAGO, Dec. 4.—While the winter time may be a period of quiescence for the big league baseball teams, public interest becomes keener. The sports sections of the daily newspapers whet the appetite for baseball news, radio commentators supplying information and gossip keep up the zest for the national sport. What players have been traded, what managers have been appointed, what reorganizations and new plans will mean when the players go to bat again next season—all are main topics for discussions in the "hot stove" leagues the country over. Benefiting from this nation-wide interest, Rock-Ola's World Series baseball game is reported to be getting a terrific play.

"It's almost a year since Rock-Ola's World Series baseball game was so sensationally introduced by the great Dizzy Dean at the big coin machine show in the Hotel Sherman," observed Jack Nelson, general sales manager of the firm. "Those operators who purchased machines at that time have been re-ordering consistently since then. One well-known op in Pennsylvania told me that he wants more World Series games because so many of his locations ask for them. The customers think there is nothing so entertaining as the surprises this game gives them, and they show their interest by shoving nickel after nickel into the coin chute. Thrifty operators make no bones about preferring this game, for they know that their earnings will pay for their machines in a short time."

"Incidentally," Nelson concluded, "Dizzy Dean has a game at his Bradenton (Fla.) home. Guests who visit the Villa Dean quickly become addicts of the game, according to Diz's reports. In his opinion World Series is here to stay, and his opinion seems to be verified by the popularity this game enjoys with the baseball-loving public."

Rock-o-Ball Clicks In Bowling Spots

CHICAGO, Dec. 4.—With the coming of cold weather bowling fans have once more turned indoors for their recreation, and Rock-o-Ball, that popular bowling game, is drawing more and more devotees of the sport, according to Jack Nelson, general sales manager of the Rock-Ola Manufacturing Company. "Many owners of bowling alleys are choosing Rock-o-Ball for supplementary diversion in their locations," stated Nelson. "In no way does this bowling game compete with their large alleys. Rather owners say it is a decided asset to their business. Many bowling-alley owners place Rock-o-Ball in their locations because it furnishes entertainment for the customers who may be waiting to bowl on one of the large alleys."

"Just recently," he continued, "one bowling-alley proprietor told me, 'I wouldn't give up my Rock-o-Ball for the world, for it takes it more clear profit than my big, expensive alleys. I haven't any investment to worry about, no pinsetters to pay and no upkeep or repairs to take care of. It peeps up my business, too. Sometimes the ladies and older children come with the men. Naturally they become interested in bowling and before long they play a few games of Rock-o-Ball. It's funny, but they all come back oftener than they used to. You should see the play on my Rock-o-Ball when the ladies are



HERE'S RUTH STEMPLE, one of the International MuScope Reel Company's belles, taking her picture on one of the firm's Photo-matics.



WORLD'S MOST BEAUTIFUL SALESBORD

Superior's "Cook Fight", 2280-Model, average Payout Board with accompanying Payout Card is ready for you! Lavish colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.

5c DEAL
 Takes In 2280 @ 5c \$114.00
 Pays Out (Average) 72.66
 Profit (Average) \$ 41.34

10c DEAL
 Takes In 2280 @ 10c \$228.00
 Pays Out (Average) 155.19
 Profit (Average) \$ 72.81

Thin or Thick Board with easels, cellophane wrapped.

SUPERIOR PRODUCTS, INC.
 "World's Fastest Growing Salesboard Factory,"
 14 No. Peoria St., Dept. C, Chicago, Ill.



A BIG MONEY MAKER IN 1937

\$15.00 Nationally Advertised

PACKARD

Lifetime LEKTRO-SHAVER
 Salescard Operators
 Agents-Distributors

WILL MAKE EVEN MORE MONEY in 1938



Priced Low
 BIG PROFIT
 SPREAD
 QUICK ACTION

SEND FOR FREE SALESCARD AND DETAILS TODAY

LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE. NEW YORK

Slug Visible Slotted Coin Counter



It Tubes and Counts. work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing



50 PENNIES
 THE ACCURATE COIN COUNTER COMPANY
 WRAPPER TUBES, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
 Write for Big Lot Prices.
 Accurate Coin Counter Co.,
 Patton, Pennsylvania.

Bean-O Bag

Positively LEGAL—
for Amusement only !!!
PACIFIC MFG. CORPORATION
4223 Lake St., Chicago

GUARANTEED BARGAINS

NOVELTY GAMES	
Auto Derby \$32.50	Stoner's 37
Hot Springs 22.50	Baseball \$14.50
Home Stretch 32.50	Outboard 32.50
Home Run 14.50	Mad Cap 8.00
Long Beach 37.50	R'nd World 29.50
Daval Base	Boo Hoo 27.50
Ball 14.50	Booster 17.50
Carnival 32.50	Gusher 6.00
AUTOMATIC PAYOUTS	
Classic \$22.50	Pace Races, New
Preview 27.50	Motors \$127.50
All Stars 12.50	Rotary Mdr. 72.50
Hialeah 12.50	Theorobred 67.50
S. S. Derby 12.50	Teaser F. S. 99.50
Winner 42.50	Pamco Bells 22.50
Bowie 10.00	Jumbo 10.00
Turf Champ 47.50	Double Score 12.50
Saratoga 17.50	Laten 47.50

PHONOGRAPH SPECIALS	
17 Wurlitzer 4125	\$129.50
15 Wurlitzer 3125	127.50
1 Wurlitzer P-12	99.50
3 Seeburg Selectophones 396	99.50
1 Seeburg Symphonola, 38	99.50
2 Dance Masters, 5-10-25 Slot	44.50
1 Caphart Orchestrope, 36	97.50
1 Wurlitzer P-10	69.50

RECONDITIONED SLOTS
40 Mills War Eagles, 50, 10c and 25c Play \$82.50
5 Mills Wolf Heads, 5c Play 29.50
Send for Complete List.
All Slots Factory Rebuilt Like New.
Terms: 1/3 with Order, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

For BIG LEGAL PROFITS

It's the **Imperial** BILLIARD TABLE
WRITE FOR CIRCULAR TODAY!
BIRMINGHAM VENDING CO.
117 THIRD AVE. NORTH, BIRMINGHAM, ALA.

WE HAVE THEM!

PACIFIC DOMINOES
Brand New in Original Crates \$67.50
1/3 Deposit with Order, Bal. C.O.D.
ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago, Ill.

Profits Soaring on Dux, Exec Reports

CHICAGO, Dec. 4.—“Profits from Dux are winging their way to new heights,” reports Sam Wolberg, of the Chicago Coin Machine Manufacturing Company. “Before we released this game we predicted that it would be one of the finest games on the market, and its performance to date has proved our prediction. “We have produced many a hit in our day,” he continued, “but it looks like Dux will top them all. Never before has one of our games been accepted so quickly by the playing public. Naturally we are proud that we have been able to produce a game that gives operators a real opportunity to earn money with a minimum of effort. We feel that it is the unusual action of Dux that has made it exceptionally thrilling and appealing to players.”

“The manner in which this game has been accepted by distributors and ops throughout the land is definite assurance that in every way this game is a winner. We are thankful for the many orders which operators have been firing in to us and we are happy and proud that our machine is putting big money into their pockets,” Wolberg concluded.

Marley Has Lapse Of Memory on Car

CLEVELAND, Dec. 4.—A lapse of memory on the part of E. M. Marley, sales manager of the Markepp Company of Ohio, brought the police on the run to Markepp headquarters here recently.

Marley went out to the Markepp parking lot at noon to drive out for lunch and found his car missing. No one had seen the car and everyone remembered his driving down in the morning. A phone call was immediately made to the police, reporting the car as stolen, giving the license number and all other information about it.

But the whole matter was cleared up a day later when a garage called him on the phone to say that his car was ready. It seems that Marley had taken the car into a garage near the Markepp office, then walked to work, forgetting all about the auto.

All the operators in kidding him about it asked what was on his mind.

Hercules Starts Used Game Drive

NEWARK, N. J., Dec. 4.—Irving Orenstein, of the Hercules Machine Exchange, is of the opinion that the used game campaign which his firm is starting will make a hit with scores of ops throughout the land. “We are launching this campaign,” he stated, “because we have been able to make arrangements with leading operators for the purchase of their used equipment. Our own repair department reconditions these games and we back each one of them up with our own guarantee. The low prices at which we are able to sell these games to ops represents appreciable savings for them. These savings are made possible because we have been fortunate enough to procure good machines at low prices, and we are passing on to operators the benefits of our foresight at grabbing up the bargains we now have on hand.”

Joe Calcutt PRESENTS
The Greatest
PRE-Inventory SALE of the season!

HURRY-WRITE-WIRE-PHONE YOUR ORDER

1 BALL AUTOMATICS

1-BALLY BLUE BIRD	Each \$11.00	4-BALLY RACING FORM Ticket	Each \$55.00
1-BALLY BONUS Ticket	15.00	10-BALLY TRAFFIC, 5 balls supplied as either amusement or automatic	6.00
2-BALLY BELMONT	11.00	3-ROTTLED FOTO FINISH	55.00
19-BALLY GARMON	29.50	1-KENEY GRAND SLAM	11.00
1-BALLY CHALLENGER	15.00	1-MILLS DOUBLE HEADER	11.00
3-BALLY CLASH	38.50	1-MILLS RAILROAD	18.00
5-BALLY CLASSIC Ticket	35.00	1-PAMCO PINCH HITTER	11.00
1-BALLY DERBY	14.00	4-WESTERN PREVIEW	19.00
2-BALLY GOLDEN WHEEL	25.00	7-WESTERN WINNER	29.50
7-BALLY GOLDEN WHEEL Ticket	42.50		
1-BALLY PRAKNESS	57.50		
12-BALLY RACING FORM	47.50		

AUTOMATIC PHONOGRAPHS

17-MODEL "K" SEEBURGS, used less than 60 days, like new	Each \$209.50
12-MODEL 816 WURLITZERS, perfect condition	209.50
16-MODEL P12 WURLITZERS	99.50
24-MILLS DO RE MI'S	99.50
21-MILLS DELUXE MODEL DANCE MASTERS	64.50
18-MILLS REGULAR MODEL DANCE MASTERS	53.50
5-MILLS MODEL 801 SELECTOR PHONOGRAPHS	99.50

MERCHANDISE VENDERS

USED ONLY ONE WEEK — LIKE NEW

23-NORTHWESTERN DeLuxe Merchandisers, penny-nickel combination — slug-proof. Regular price \$15.30. NOW	Each \$12.50
27-NORTHWESTERN Combination Penny-Nickel Merchandisers with slug ejectors, porcelain finish	9.75
30-NORTHWESTERN Combination Penny-Nickel Merchandisers with slug ejectors, lacquer finish	8.75
30-NORTHWESTERN Penny Merchandisers with slug ejectors, porcelain finish	8.00
5-NORTHWESTERN Penny Merchandisers without ejectors, porcelain finish	4.50
20-NORTHWESTERN Model "33" Peanut Venders, porcelain finish	6.10
8-NORTHWESTERN Model "33" Peanut Venders, lacquer finish	5.25
1-NORTHWESTERN Model "33" Junior Peanut Venders, porcelain finish	4.50
7-NORTHWESTERN Model "33" Junior Peanut Venders, lacquer finish	4.00
7-COLUMBUS Model "21" Penny Peanut Venders, green porcelain finish, equipped with padlock on top and vise-grip lock on bottom, complete with light attachment	5.75
2-COLUMBUS Model "92" No. 4 Combination, finish No. 2 (2 "W" Penny Peanut Vender Sections and No. 4 globes)	12.50

NORTHWESTERN VENDER ACCESSORIES

12-No. 1 Brackets (one piece)	Each \$.45	3-Two Machine Stands (for all machines except Tri-Selectors)	Each \$2.95
6-No. 2 Brackets (two piece)	.55	3-Three Machine Stands (for all machines except DeLuxe and Tri-Set.)	2.85
6-No. 1 DeLuxe Brackets (one piece)	.55	6-DeLuxe Stands (2 "W" Penny Peanut Vender Sections and No. 4 globes)	4.50
6-No. 2 DeLuxe Brackets (two piece)	.75	3-Tri-Selector Stands	4.50
6-Single Machine Stands	1.75		

GUARANTEED RECONDITIONED SLOT BARGAINS

18-MILLS 5c Future Pay Mystery Side Venders	Each \$89.50
47-MILLS 5c Blue Front Mystery Bells or Venders, with or without gold award	59.50
35-MILLS 5c War Eagle Jackpot, 1c Venders, regular payout	45.00
16-MILLS 10c Blue Front Mystery Bells or Venders, with or without gold award	62.50
8-MILLS 10c War Eagle Bells or Venders, regular payout	48.00
2-MILLS 10c Cherry Bells or Venders	77.50
21-MILLS 25c Blue Front Mystery Bells or Venders, with or without gold award	65.50
1-MILLS 25c Cherry Bell or Vender	80.00
7-MILLS 25c War Eagle Bells, regular payout	51.00
6-MILLS 50c Blue Front Mystery Bells with or without gold award	87.50
1-MILLS 50c War Eagle Ball, mystery payout	77.50
15-MILLS 1c Blue Front Mystery Gold Award Bells or Venders	49.50
1-MILLS 1c Yellow Front Regular Golden Bell	37.50

ACCESSORIES FOR SLOT MACHINES

10-Brand New Original Jennings Jackpot Fronts for Jennings Today Venders	Each \$ 2.50	67-Chicago Metal Safe Stands for Mills machines	Each \$ 5.50
25-Original Mills Single Jackpot Fronts for Mills Front OK Venders	2.00	21-Jennings Safe Stands	6.00
15-Original Mills Single Jackpot Fronts for Mills Side Venders	2.00	7-Waiting Safe Stands	5.50
2-Pace Bull Dog Safes	14.00	Wm's, assorted flavors, per case	6.00
50-Genuine Mills Safe Stands	7.00	Adams Five Star Ball Gum, 1/2 case of 50 boxes \$6.00, or full case of 100 boxes	11.75

MISCELLANEOUS ITEMS

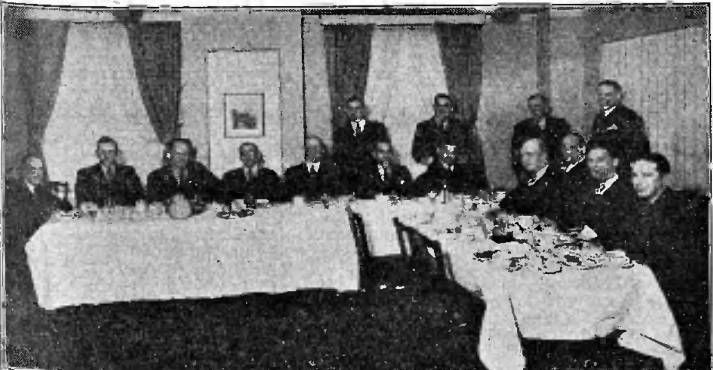
1-A.B.T. 5c Five Jacks Machine	Each \$ 3.00	1-International Microscope Moving Picture Machine, uses 16 M.M. films	Each \$85.00
1-Pace Aristo Scales (red)	29.50	1-Jennings Confection Vending Scale	15.00
1-Mills Modern Scale	35.00	3-Daval Reel "21" Black Jack Machine	5.50
1-Bally Ranger	17.50	1-Daval Trio-Pack Cigarette Machine	6.00
1-A.F.L. Bally Roll Game	59.50	1-Tempter Vender (vends stick gum)	4.00
1-"Good Fortune" Automatic Payout Ball Gum Vender	8.00		

SAVE MONEY

and at the same time get the latest and best machines! EVERYONE GUARANTEED PERFECT REGARDLESS OF PRICE. This is the GREATEST SALE EVER in Vendo's HISTORY. WRITE PHONE - WIRE YOUR ORDER TODAY!

1/3 DEPOSIT — BALANCE C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"



O. D. JENNINGS, president of O. D. Jennings & Company, discusses conditions with operators at the Andrew Jackson Hotel, Nashville.

Paris Coin Machine Show Brings Trade Together To Talk Future

PARIS, Nov. 27.—Revealing a wave of renewed optimism on the part of coin-operated machine manufacturers and operators, a two-day exposition of amusement machines was staged at the Salle Hoche November 16 and 17, and a convention of members of all branches of the coin machine industry was held in the Salle Chopin on the night of November 16.

Both the exposition and convention were organized and directed by Rene Godin, publisher of *La Revue de l'Automatique*. In view of the recent drastic ban placed on practically all types of coin-operated machines it was decided that an exposition of all machines of a type still permitted to operate in France would be timely and that a meeting of members of all branches of the industry would permit an exchange of views clarifying the exact situation of the industry and allow for the discussing of plans or means for improving same.

The opening day of the exposition was reserved exclusively for manufacturers and operators. Exhibits occupied 30 stands filling two large halls, but many stands exhibited machines of several firms. Machines manufactured in France were in the majority, but machines of Swiss, German, English, Belgian and American origin were also on display. Close to 700 visitors were registered on the opening day and considerable business was transacted.

Practically all games were of the skill type, with many forms of football, hockey, bowling and tennis being displayed. A few automatic shooting machines, disk-recorders, coin-operated phonographs and salesboards were also on view, as well as a few types of payout machines, which are still taboo, and a few merchandise venders.

To acquaint cafe owners and others with locations for amusement machines with the machines of legal status the exposition was open on the second day to cafe owners, but exhibitors were forbidden to quote prices or to seek sales from this class of visitor. Big attendance revealed deep interest of the cafe owners in the exploitation of amusement machines.

No American firms had stands at the show, but Harry Hopf, of the Exhibit Supply Company, demonstrated products of his firm at the stand of Caze & Company, and Seeburg phonographs and American-made amusement machines, such as Jig-Joy, New Derby and Skipper, were displayed by Scott, Adickes & Company.

The convention was in reality a get-together meeting of members of all branches of the industry. Speeches were made by Rene Godin, publisher of the French coin-machine trade paper; Faure, representing arcade operators; Derouin and Loubet, manufacturers; Demeyer, operators, and Grandjean, street-fair showmen. M. Roussel, lawyer of one of the groups of operators, explained the situation from a legal point of view, and a cafe owner explained the views of the location owners.

Apparently there is a well-founded conviction among manufacturers and operators that the French government will before long modify its ban on amusement machines and once more permit the operation of such machines, probably under stricter regulations than during the recent boom period.

Many subjects were discussed and some efforts were made to further moves under way for grouping all coin machine associations in one federation, but nothing definite was accomplished along this line. Several speakers stressed the opportunities of the present time in the arcade or "sportlands" field and the opportunities for introducing merchandise venders. Meeting was well attended and real interest displayed. C. G. Bartram, member of the British Automatic Machine Operators' Society, of England, attended the convention and the show.

Undoubtedly the show and convention will give impetus to the revival of amusement machine exploitation in France, as real optimism was revealed on all sides. Mistakes made during the boom days were frankly admitted and operators seem inclined to bow to stricter regulations and smaller profits in the future.

Keeney Free Races Makes Hit With Ops

CHICAGO, Dec. 4.—Jack Keeney, head of J. H. Keeney and Company, revealed that the newest creation of the firm, Free Races, is making a hit with all the operators who have seen it to date. "In spite of the fact that this game has been on the market only a short while," Keeney stated, "many ops have already cashed in on the game by grabbing up the first shipments sent to our distributors. Judging by their enthusiastic reports, this game will be a bigger hit than we predicted."

"Free Races is a five-ball game," he went on to explain, "and its play principle is both simple and fascinating. Incorporated with a hole and bumper-type playing field is a mystery coin chute which lights up one of eight numbers on a selection panel of a backboard and indicates the odds for the play. In order to obtain any score a 'show' hole must be made. The player must then make a numbered hole matching the number that is lighted on the backboard. An award in free games is made if the player makes both the 'show' and 'play' holes. These free games can then be played without the insertion of any more nickels as long as they register on the backboard recorder."

Ray Becker, sales manager for the firm, declared that Keeney distributors are reporting considerable activity on Free Games in territories that were previously dormant. "This proves our claim that Keeney Free Games is not only capable of rejuvenating established locations and territories," he concluded, "but that it can also open up new fields for the operating fraternity."



JERRY HYDE, Rock-Ola representative for Florida, returns to his Fort Lauderdale home from a successful road trip to welcome Rock-Ola's vice-president, I. F. Webb (right).

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive Prompt and Efficient Attention
Through Our Export Department.
Cable Address: NATCOINCO.
FACTORY RECONDITIONED

PAYOUTS.

Paces Races, black cab., 20-1 odds; check sep. No. 877 . . . \$25.00	Rover . . . 62.50	Preakness . . . 62.50	Arlington . . . 60.00	Golden Wheel . . . 59.00	Foto Finish . . . 55.00	Derby Day with Clock (Gottlieb) . . . 49.00	Turf Champs 45.00	College Football, no clk. (Gottlieb) . . . 39.00	High Card, no clock . . . 39.00	Carom . . . 32.00	Winner . . . 32.50	Phantom . . . \$30.00	Royal Races. 28.00	Preview . . . 29.00	Springtime . . . 27.00	Mazda . . . 25.00	Center Smash 25.00	Daily Races mystery . . . 25.00	Flicker . . . 21.00	Challenger . . . 16.00	Fence Buster, mystery . . . 15.00	Sunshine Derby . . . 12.00	Bally Bonus. 10.00	Field Up . . . 10.00	Flying High 10.00	Peerless . . . 9.00	Jumbo . . . 9.00	Multi-Play . . . 9.00	Trojan . . . 7.00
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SLOTS.

SENSATIONAL FLORIDA PURCHASE.
Ready to Operate.

Blue Front, without gold award, single J. P., late serial, 5c, 10c, 25c. \$45.00	Blue Front, gold award, 5c, 10c, 25c. \$2.50	Jennings, Chief, 5c, 10c, 25c. . . . 38.00	Waiting Roll-A-Top, 5c, 10c, 25c. . . . 39.00	Paces Comet, 5c, 10c. . . . 37.00	Mills F.O.K. Escalator, 5c. . . . 20.00
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NOVELTY GAMES

Long Beach. \$39.00	Home Stretch 35.00	Carnival . . . 32.00	Auto Derby. 32.50	Around the World . . . 28.00	Skipper . . . 23.00	Cross Line. 19.00	Batter Up. . . 18.00	A.B.T. Targette skill game \$18.00	Bull Fan . . . 17.50	Bally Booster 17.00	Skooky . . . 17.00	Ricochet . . . 16.00	Home Run . . . 14.00	Scoreboard . 14.00	Bally Bumper 14.00	Mad Cap . . . 5.00
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PHONOGRAPHS

Rockola World Series, late serial. \$150.00	Rockola Multi-Selector, 1936 . . . 110.00	Dante Master 50.00
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TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
First With the Latest New Games.
Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

NOTICE! WARNING!

M. RAY JAMES

Formerly Manager of the McCall Novelty Co., is no longer in our employ, and we will take this method of publicly stating we will no longer be responsible for any debts or contracts made by him.

A. McCALL, President.
THE McCALL NOVELTY CO.



33 LARGE AND MEDIUM SIZE, FANCY PICTURE TOP BOXES CHOCOLATES
50 Boxes KISSES and a 600-Hole \$7.95
50 Salesboard. Takes in \$30.00
25% With Order, Balance C. O. D.
SEND FOR OUR CATALOG OF NEW ASSORTMENTS, Salesboards and Counter Games.
You Will Save Money.
LEE-MOORE & CO. 180-182 W. Adams St. Chicago, Ill.

WANTED FOR CASH
TURF CHAMPS, PREAKNESS, RAY'S RACES
GOLDEN WHEELS, CAROMS, PACES RACES
GALLOPING DOMINOS
Address BOX 66, Care Billboard, 390 Arcade Bldg., ST. LOUIS, MO.

End your correspondence to advertisers by mentioning The Billboard.

CHICAGO COIN

PROUDLY SAYS -

- HAS GREATEST EARNING POWER OF ANY GAME THIS YEAR!

\$74⁵⁰ F.O.B. CHICAGO

IMMEDIATE DELIVERY

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 W. DIVERSEY CHICAGO

ANOTHER GREAT LOW PRICED CONSOLE HIT!
“SHOOT the MOON”
 3 JACK POTS - Top Payout up to \$6.00

The Finest Console on the Market regardless of price and the Greatest Money-Maker of them all.

SEE IT AT YOUR JOBBER or WRITE
 EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO.

SANTONE SPECIALS

BANG TAILS	\$149.50
Exhibit BAZAAR	69.50
Bally BELMONT	17.50
Bally CARON	39.50
Exhibit CHUCK-A-LETTE	49.50
Bally CHALLENGER	15.00
Gottlieb DAILY RACE (Mystery)	25.00
Gottlieb DERBY DAY	39.50
Evans CALLOPING DOMINOES	149.50
Bally GOLDEN WHEEL	39.50
Exhibit JOCKEY CLUB	150.00
ACES RACES	\$125.00
Bally RAYS TRACK	69.50
Evans ROLLETTE JR.	149.50
Keeney SANTA ANITA	27.50
Bally SNAPPY	22.50
SPRINGTIME	25.00
WINNER	32.50
Keeney TRACK TIME	149.50
Jennings DERBY CONSOLE	95.50
Keeney LITE-A-PAIR	27.50
ALL MACHINES COMPLETE WITH 1937 TEXAS STATE LICENSE AND GUARANTEED A-1 IN EVERY RESPECT.	

TERMS: One-third with order, bal. C. O. D. Immediate Shipment Guaranteed.
SANTONE COIN MACHINE COMPANY
 1524 MAIN AVE., SAN ANTONIO, TEX.

Robbins Shows Stoner's Stadium

NEW YORK, Dec. 4.—The first shipment of Stoner's new novelty table, Stadium, reached Brooklyn last week, and Dave Robbins immediately opened the machine as a fine money-maker for the operators. In addition to the exciting playing field, the feature of the machine is the register to protect the operators from unethical locations. The register, Dave informs us, is included in the price set-up, the factory shouldering the cost.

Dave played host to Clarence Adelberg, sales manager of Stoner Corporation, for a few days, and Dave claims the occasion that made Adelberg happier than sight-seeing around New York was the large order he gave him for Stadium.

Op Salvages All Parts

DETROIT, Dec. 4.—A use for damaged machines has been found by operators in the salvaging of various parts for use on other machines and for resale. Robert J. Heineman, one of the oldest active operators in Detroit in years of service—tho far from that in actual age—is one man who has found this a profitable sideline.

He recently purchased 241 machines which could not be used again. Much of the machines could be salvaged and used for other purposes, as the plungers, portions of playing field; the scrap itself, such as the aluminum, etc. Heineman has been working night and day to make his big stock of parts of immediate value.

staff. Hoelzel, one of the most prominent coinmen in this section, recently returned from a trip to Chicago, where he inspected Bally's new trend machines.

"From every indication it seems that Bally is going to turn the tide as it had always done," declared Hoelzel upon his return. "Just like the Bumper—clear on back to the old Air Way—Bally seems to lead the way." Hoelzel's company is distributor for Bally games in the Kansas City trade area.

Sportland Opens To Crowd of 900

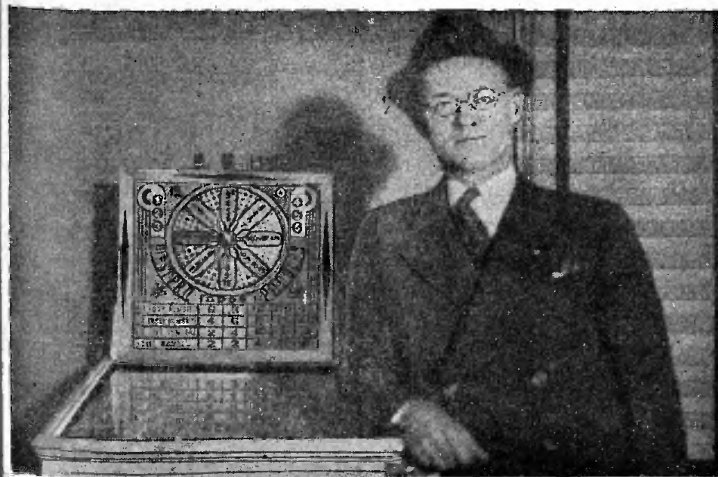
RICHMOND, Mo., Dec. 4.—More than 900 persons flocked to the Sportland Arcade here this week for the grand opening of Richmond's first amusement machine exhibition.

The arcade is operated by the United Amusement Company, Kansas City. It contains many of the latest legal games and coin-operated machines, including a novel-type photo unit which makes four pictures for a dime. A special department which offers photo enlargements also attracted several hundred on the opening day.

Carl Hoelzel, United official, is conducting a Skee-Ball tournament here and the response is gratifying.

"Richmond is in the heart of Missouri's coal-mine district," Hoelzel said, "and everyone connected with the mines seems to be interested in Skee-Ball. Much interest is being shown in the tournament."

Novelties and 600 rases were given away on the opening day by the United



HARRY MOSELEY, of the Moseley Vending Machine Exchange, Richmond, Va., looks mighty pleased as he observes one of the new machines of Western Equipment and Supply Company.

STADIUM

\$74.50

Football game extraordinary. You will like this game and buy it the minute you see STADIUM in action. With visible Payout Register.

STONER Corp

AURORA, ILL.

IT'S A WINNER:
STONER'S STADIUM

The Football Novelty Game that has Everything, including a Payout Register that Positively Prevents "Cheating."
 \$74.50. Includes Register.

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor for Nuts, Candies, Ball Gum, Etc. 1c and 15c Cigarette Vendors.

WHILE THEY LAST!

WURLITZER

P. 12 • \$99.50

ROCK-OLA—Late 1936 Model. \$99.50 | KEENEY BOWLETTES. \$49.50
 WURLITZER — P-400. \$119.50
 ALL MACHINES GUARANTEED PERFECT CONDITION.

BABE KAUFMAN MUSIC, (CIRCLE INC. 6-1642) 250 W. 54th St., N. Y. C.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
 A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$00.00. Pays-out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50.
 Deposit required on all orders.

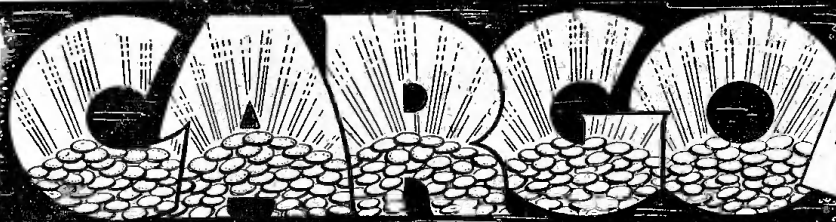
H. G. PAYNE COMPANY
 312-314 BROADWAY, NASHVILLE, TENN.

U-POP-IT

Now on Hand
 Write in for information or COME IN FOR DEMONSTRATION.
AVON NOVELTY SALES CO., Inc.
 5907 Euclid Avenue, Cleveland, O.

Advertise in The Billboard—You'll Be Satisfied With Results.

GENCO FEATURES a NEW PLAY IDEA!!!



**GENCO'S
REMARKABLE
NEW NOVELTY
GAME!**

ENTIRELY DIFFERENT SCORING PLAN OFFERED FOR THE FIRST TIME IN THIS NEW GAME!

An amazingly original and different scoring principle. Upon the insertion of a coin, 10,000 appears in lights on the left hand side of the scenic backboard. The first ball played subtracts from the 10,000 in units of 200 each time it hits a bumper spring. If the first ball crosses a 1,000 track, 1,000 lights up on the right hand side of the back rack. The figure remaining lighted on the left after the first ball comes to rest is the score the player must equal or exceed with the remaining shots. Balance of balls played score progressively in lights on right hand side of the backboard. Progressive score is determined by contact of balls against bumper springs or rolling over 1,000 point switches. Numbers that appear on the treasure chests on the backboard indicate the awards.

74⁵⁰
F. O. B. CHICAGO
IMMEDIATE DELIVERY

GENCO INC.



2621 N. ASHLAND AVE.
CHICAGO, ILL.

A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

KING PIN

No. 16006 600 Holes
TAKES IN \$30.00
AVERAGE PAYOUT.. 12.84
AVERAGE GROSS PROFIT \$17.16

HARLICH MFG. CO.,



PRICE **\$1.98** EACH
PLUS 10% TAX

Get in on This New Number Now for a Real Profit Strike

1413 West Jackson Blvd.,
CHICAGO, ILL.

Raymond Kay Heads New Coin Company

CHICAGO, Dec. 4.—A new firm to enter the coin machine picture here is the Arkey Manufacturing Company, headed by Raymond Kay. The firm has been functioning for the past few weeks. Without any official announcement of the firm being in business, Kay stated that it has had more business than it could handle. "The bulk of our business has been the exporting of used machines," he said, "and we have been unusually successful because our machines are completely reconditioned by factory-trained men before they leave our plant."

Kay also stated that his firm will manufacture machines, too. "We have a real winner out on test locations now," he declared, "but we will not go into production until after the show. This game of ours is not a pin game or a console, yet it is in the class of both. If the excellent results continue which we are meeting with now this new game will probably be one of the fastest money-makers on the market and will meet with the approval of authorities in territories where many types of games cannot be operated."

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—and as pictured and 2 others similar; all have 2280 Tickets and beautiful Jackpot Cards for \$10.00

Card Holders and Jars included.
One-Half Deposit—Balance C. O. D.
LOUISVILLE NOVELTY MFG. CO.
330 E. Breckenridge St., Louisville, Ky.

EXCLUSIVE N. J. DISTRIBUTORS

BALLY MFG. CO. ★ **WATLING MFG. CO.** ★ **GROETCHEN'S**
"New Trend" Games Springless Scales Master Built Machines
NORTHWESTERN ★ **KEENEY'S** ★ **STONER'S**
Bulk Vendors Track Time Aristocrat Line

Quantity Buyers Write Now for Special Prices!!
ROYAL DISTRIBUTORS, INC., 54 Elizabeth Ave., **NEWARK, N. J.**

Big Apple Appears Now in Jar Deal

PEORIA, Ill., Dec. 4.—The B. & W. Manufacturing Company here has taken a cue from the country's most popular dance to name a new jar deal and "plans to revolutionize the whole business," officials say.

B. & W. is headed by a whisky label printer and a seasoned salesboard man, and the two claim such advantages for their deal as the following: That it has an all-color illustrated die-cut card and label; 16 seals with both play and sex appeal on the card; reverse printing; new card holder; jar stands in enameled steel tray and card is not removed to open jar; definite payout and all seals go.

"There are 124 winners, and three \$5 seals offer plenty to shoot at on the Big Apple Deal," the makers state.

RECONDITIONED MECHANICALLY PERFECT

Arlington .. \$85.00	Winners .. \$35.00
Photo-Finish .. 59.50	Carems .. 35.00
Racing Form .. 45.00	Ball Park .. 35.00
Turf Champs .. 45.00	Hialeahs .. 30.00
Rovers .. 45.00	Paddock .. 30.00
G. Speed .. 40.00	Heavy .. 29.50
King .. 39.50	weight .. 29.50
Classic .. 35.00	Hi-De-Ho .. 20.00
Springtime .. 35.00	Multiple .. 15.00
Mills R. R. .. 15.00	Diec. Header .. 15.00

1/3 Deposit - Balance C. O. D.

SAVOY VENDING CO.
406-8 W. FRANKLIN ST.
BALTIMORE, MD.

EVERY KIND OF GAME BEFORE BUMPER

\$4.95 ea.
Send Order and One-Third Deposit.
LEHIGH SPECIALTY CO.
Philadelphia, Pa.
Second and Green Streets

A WORD TO THE WISE



INSIST ON

Evans

1938 BANG TAILS!

The King of Horse Race Consoles! Refined! Restyled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE!
Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet in black walnut and quilted maple! Gyp-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FA-MAOUS 10-DAY MONEY-BACK GUARANTEE!

EVANS' 7-COIN HEAD!
GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!

BANG TAILS
Horse Race Payout de Luxe.
GALLOPING DOMINOS
Superb Dice Payout.
ROLLETTA, JR.
Roulette in Super-Payout.



TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE GLASS PLAYING FIELD • EXTRA 5c OR 25c PLAY • OPEN PAYOUT CUP or LOCKED DRAWER • OPTIONAL

Order from your Jobber or

Write, Wire or Phone M-Aymarket 7630

H. C. EVANS & CO.

1522-28 W. ADAMS ST.

CHICAGO

SALE OF ALL LATEST USED GAMES
WRITE NOW
FITZGIBBONS DISTRIBUTORS, inc.
453 W. 47th St., New York
362 Mulberry St., Newark, N.J.

Bally Preakness Being Made Again

CHICAGO, Dec. 4.—Said to be unprecedented is Bally Manufacturing Company's decision to go back into full production on the Preakness one-shot payout game, originally placed on the market 15 months ago and discontinued last spring after a six-month run.

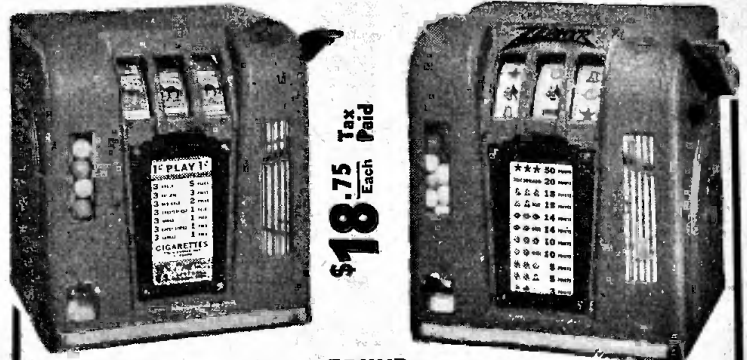
"We have literally been forced to make this move," explained Ray Moloney, Bally's president, "by the hundreds of operators, jobbers and distributors who want this record-smashing game and are unable to obtain used machines at any price."

"The machine will now be known as the De Luxe Preakness because the playfield and cabinet will be dolled up like a million bucks with a new design. Many new mechanical improvements will also be incorporated in the De Luxe Preakness machine, including an all-A. C. electric circuit and our new motor-driven silent spinners."

"As far as play appeal is concerned, the De Luxe Preakness will be exactly like the original, with the wide-open board alive with whip-spring action. We will retain all the play features that made the original Preakness the greatest money maker in history, and with the new flash we are confident that De Luxe Preakness will earn more money than ever for operators."

"Best news of all is the fact that De Luxe Preakness will be sold at a price very little above what used Preakness machines are selling for—a price far below that of the original. We are able to do this because the tremendous development expense has now been absorbed. Operators, jobbers and distributors are unanimous in hailing this action on our part as the most constructive contribution in years to pin-game prosperity. By making this popular game available to the industry at a sensationally low price we feel we are providing hundreds of operators with an opportunity to build up their cash reserves."

"It is well known that the demand for



\$18.75 Tax Paid Each

TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Reel" strips—thus getting the benefit of two machines for the price of one. Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.

BALL GUM 15c a Box (100 Pieces) | **MINTS** 10c a Box (100 Pieces) | Case Lots (100 Boxes), \$12.00

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co.
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

PAY TABLE CLOSEOUTS

Grand Prize, Lite-a-Pair, Paddock	\$ 45.00 Each
New-Lite, Center Smash	39.50 "
Western Races, Skippers, McCoy	29.50 "
Exhibit Electric Eyes	20.00 "
Daily Limits, Filokers, Pamco Parlays	20.00 "
Woody Golf, Ace	10.00 "
Pages Races	125.00 Up
Turf Champs	49.50 Each
Western Thoroughbred	65.00 "
Pamco De Luxe Bell (50-25c)	75.00 "
Will Trade Photographs for Late Model Jennings or Pages Console Bets.	
Grandstands (Jennings)	\$25.00
High Stakes	7.00
Novelty Games of All Makes, New and Used: Write for Prices.	

(Or Anything You Are In The Market For.)
WATERBURY AMUSEMENT MACHINE CO.
1629 E. Main Street, Waterbury, Conn.

FLORIDA OPERATORS	
HOME RUN	\$12.50
BALLY BOOSTER	17.50
GOTTLIEB SCOREBOARD	17.50
BALLY BUMPER	12.50
ROLL OVER	7.50
SKIPPER	20.00
STOP 'EM	10.00
CROSS LINES	17.50
SOUTHERN AMUSEMENT CO.	
319 Union Avenue, Memphis, Tenn.	
(Phone 5-2276.)	

used Preakness machines far exceeds the scant supply offered and as a result we are preparing for a terrific rush on De Luxe Preakness. Orders will, of course, be shipped in rotation as received."
The De Luxe Preakness is described as a hole-type one-shot changing-odds game with horse-race theme and win-place-show-purse awards, available in both payout and ticket model.

Tom Thumb Jar of Joy

In Sets of 1440, 1836, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2250—12 each, 100 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.
TOM THUMB, Dept. 99 Nauvoo, Ill.

"K. O." HITS! "O. K." PRICES!

Two Knockouts—so amazingly low-priced that they give you enormous returns from small investment! Built by request of many big-time operators! Combine outstanding features of DERBY DAY and DAILY RACES with newest hit ideas of today! SPECTACULAR PROFIT-GETTERS.

HORSE SHOES \$149⁵⁰ 1-BALL PAYOUT

New racing sensation with super-features found only in highest-priced machines! Giant 24" square light-up back panel! Magnificent cabinet! Simplified precision-mechanism, fully accessible! Mystery Slot! 2 to 7 horses per play! Pays for Win, Place, Show, Fourth, Field or Daily Double, odds up to 40-1!

MULTIPLE RACES CONSOLE TYPE 1-BALL MULTIPLE PAYOUT

\$8 top payout, 30 possible winners, keep 'em playing! Mystery Slot selects 1 to 7 horses, Field or Daily Double; also odds. Payouts multiplied by number of coins inserted, up to 4. Above 4 coins, pays out four times indicated odds on every winner! Moderne Console-type cabinet, rich refinement! Gigantic earning-power!

\$189⁵⁰



IMMEDIATE DELIVERY

BOTH GAMES
Power Pak (AC) Equipped
Check Separator No Charge

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
A 64 Salesboard

44 Boxes of High-Grade Candy—1 Lb., 1/2 Lb., 1/4 Lb.
6 Jars of Assorted Filled Candy.
5 Lb. Box Assorted Chocolates for Last Punch.
1 300-Hole Salesboard.

COSTS YOU \$5.50 TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39.

24 WINNERS

24 1-Lb. Boxes of Chocolates.
1 24-Hole Salesboard.

COSTS YOU \$4.25 TAKES IN \$8.00
20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, INC. NEW YORK, N. Y.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box **70c**

5-Lb. Box of American Mixed Hard Candy. Per Box **60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

Calcutt Planning Another Closeout

FAYETTEVILLE, N. C., Dec. 4.—Due to the record time in which the Vending Machine Company has been clearing its closeouts, Joe Calcutt reports that he is arranging another huge clearance sale which will never overshadow any he has ever staged.

"We are gathering machines from all parts of the land," he declared, "and are going to place on sale all of these machines at record-breaking low prices. Slots, payouts, novelty games, phonos, counter games and all types of parts and supplies will be included in this coming sale."

Calcutt didn't state just when the opening gun in this bargain sale would be fired, but he indicated that it will be in the near future and that all operators should watch for it if they want to get in on the ground floor of some breath-taking bargains.

Fitz Becoming Mystery Traveler

NEW YORK, Dec. 4.—The manner in which John A. Fitzpatrick, Bally's Eastern representative, is hopping from city to city along the Eastern seaboard these days is rapidly earning him the reputation of being one of the fastest travelers in the industry. According to many reports, he can be expected to bob up out of nowhere most any time.

Fitz revealed that ever since he evolved his new sales plans, which will be revealed to the industry in the near future, he has been contacting key men in New England making arrangements for the announcement of the new-Bally equipment. "Just wait until you see what Bally has," Fitz said, "then you'll know why I've been working unusually hard of late to make all the necessary arrangements for the debut of this new-type equipment which will be the most outstanding the industry has seen to date."

CERTIFIED

1/3 Deposit With Order, Bal. C. O. D.

ALAMO ROUND UP JUMBO	\$5.50 EACH
BEE JAY PAMCO TOUT PEERLESS HI DE HO	\$10.50 EACH
MAZUMA TOP'EM SPOT LITE PREVIEW	\$20.50 EACH
PADDOCK WINNER	\$24.50
LATONIA	24.50
DERBY DAY	34.00
CLASSIC	35.00
GOLDEN WHEEL	39.50
FOTO FINISH	44.50
RACING FORM	64.00
SEEBURC, Model A	\$ 97.50
SEEBURC, Model H	175.00
MILLS DANCEMASTER	29.50

MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

SOFT PICKIN JAR OR CIGAR DEAL

960 Tickets and Seal Card. Takes In \$48.00; pays out average of \$31.20; average profit \$16.80. Label necessary. 5 1/2 x 3 seal card with 90 green seals paying 25c to \$1 or red seal. 65 green seals pay 14c. 14 red seals paying \$3, \$5, \$10. Highest possible number of pulls at these 4. Lowest possible pull at red seals, none. Average 1 winner to 10 tickets. Each winner has same chance to get in on money. Plenty of winners and at the same time good profit for dealer is the reason for the large increasing demand for these sets. Can be handled Jar or Cigar Box. Seal card fits inside average size box lid. Sample Set, \$1.85. Dozen Sets, \$16.50. Check or money order for these sets. Accompany C. O. D. orders.

SOFT PICKIN JAR OR CIGAR DEAL

BARNES PRINTING CO., New Park, Wis.

FOOTBALL

600 HOLES—5c. THIN BOARD ONLY.

Takes in \$30.00

Pay out:	PRICE
1 \$5.00	\$1.60
1 2.50	
1 1.00	
2 50c	
2 25c	
43 10c	
Total Pay Out 14.30	PLUS 10% TAX
Total Profit \$15.70	

A Money-Maker for the approaching Football Season. A 1,000-Hole Set-Up Board. Colorful—Attractive—Inviting.

GLOBE PRINTING CO. 1023 Race Street Philadelphia, Pa.

SENSATIONAL USED GAME VALUES GUARANTEED RECONDITIONED

Rock-Ola World Series	\$144.50	Bally Eagle Eyes	\$134.50
Ray's Tracks, Late Models	69.50	Jennings Liberty Bells	69.50
Rock-Ola 12 Record Multi-Selectors, 1936 Models	89.50	Seeburg Symphonolas, Late 1936's Models "A"	87.50
Mills Dance Masters	34.50	Seeburg Selectophones	29.50
Bally Caroms	24.50	Bally Challengers	49.50
Bally Classics	29.50		12.50

1/3 Deposit With Order — Balance C. O. D.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

THE BIG RACE

☆ The biggest automatic race ever offered to the amusement loving public! It has seven slots; odds changer entirely under the control of the skill of the player; Win, Place and Show fields, and suspense up to the very last wiggle of the ball. Select your horse by the number of the slot in which you place your coin. Shoot the big steel ball, timing its passage over the shut-off switch setting your odds. Then hope, pray, and use all the body english you have to make the ball go in the hole bearing your number. Ah, a payout!

Price singly

\$189.50

F.O.B. Chicago

Beautiful console type cabinet in black and white, brilliantly accented with the flashiest assortment of colors and designs ever seen on this type of machine.

Mills Novelty Company
4100 Fullerton Avenue... Chicago, Ill.
IMMEDIATE DELIVERY!



BALLY'S BULL'S EYE

NEW HIGH SCORE HIT WITH TARGET PRACTICE PLAY APPEAL

FAST 5-BALL
NOVELTY PLAY



44 IN. BY 22 IN.

Sensational new Target feature has REAL SKILL "written all over it" and stimulates that "do-it-or-bust" REPEAT PLAY spirit! From end to end, BULL'S EYE is designed to keep a flood of novelty nickels coming your way! Be first with this NEW and DIFFERENT profit pepper-upper! Order BULL'S EYE today!

PRICE ONLY

\$74.50

F. O. B. CHICAGO

Write for circulars on FAIRGROUNDS, DE LUXE PREAKNESS, BALLY STABLES, SADDLE CLUB, BALLY CLUB HOUSE, LITE-A-PAX and other Bally hits.

TARGET FLASHER

A spectacular surprise! The target "explodes" when 1,000 is scored . . . appears to burst into flame and gush forth a cloud of smoke! A light-up effect so realistic you can almost smell the gun-powder!

TRICKY TARGETS

Four miniature targets which must be hit "head on" and can only be hit by snapping the ball off the Skill Spring!

SKILL SPRINGS

A teasing test of skill! This tantalizing little spring bellys out into the playfield . . . and by a kind of "bow-and-arrow" action flips the ball up into the cluster of Targets. Looks easy . . . but requires plenty of skill and practice . . . promotes repeat play by the hour. Pictures and words cannot do justice to the peculiar action of the BULL'S EYE Skill Spring. You've got to play against it, get the "feel" of it, experience the satisfaction of beating that pesky little spring at its own game! Then you see why BULL'S EYE "steals the show" in novelty locations from Coast-to-Coast!

BUMPER TARGETS

New-type bumpers, formed to represent targets, are strategically located half way down the field, and below these is a group of spiral bumpers, which provide plenty of zig-zag action . . . serve as "consolation" hits when targets are missed . . . and stretch out the scoring suspense to the last inch of the board!

LONG BALL RACE

Players everywhere will welcome the revival of the famous "Rocket style" ball race, circling the entire play-field. Ball travels all the way around the board before striking Skill Spring.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

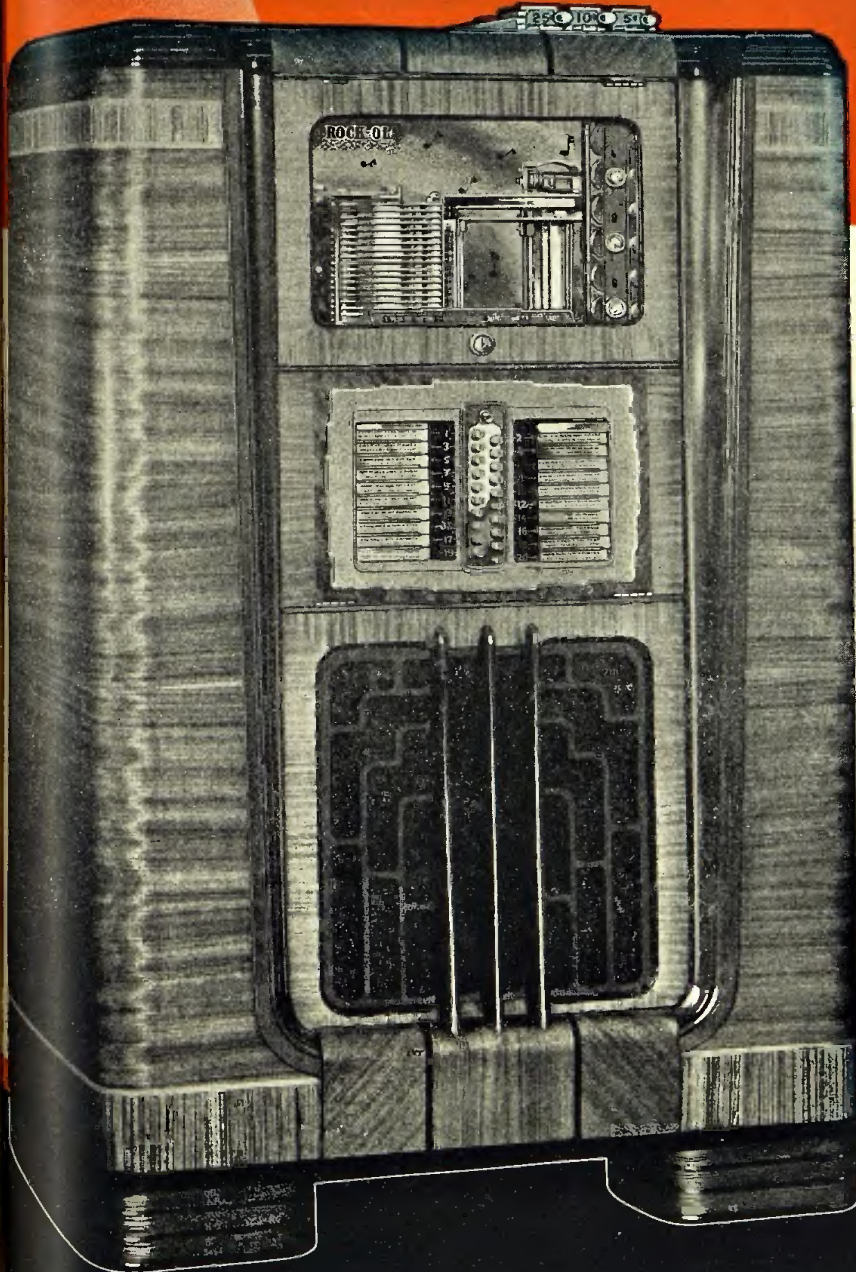
RECORDS
TWENTY



LOOK TO ROCK-OLA

FOR LEADERSHIP

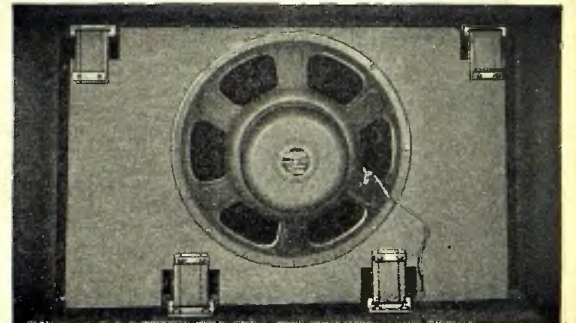
ROCK-OLA'S
Imperial
20



Colorful Christmas music, plus the increased earning of TWENTY RECORD selection, means big collections for Rock-Ola operators.

ANOTHER OF ROCK-OLA'S QUALITY FEATURES

Full-Floating
BAFFLE



An Exclusive ROCK-OLA Feature

The famous Rock-Ola **FULL FLOATING BAFFLE** eliminates all cabinet noises and vibration . . . assures perfect, undistorted music. It is an innovation in the construction of automatic phonographs, being developed in Rock-Ola's own sound laboratories for exclusive use on Rock-Ola Phonographs. Like the Rock-Ola mechanism, the construction of this **FULL FLOATING BAFFLE** is exceedingly simple. The big Jensen speaker is mounted on a heavy, plywood baffle board, which is floated on an ingenious webbed mounting assembly. This separates speaker and baffle unit from the cabinet . . . *this isolating all distortion vibrations from the cabinet.* This is one of the main features responsible for Rock-Ola's superior tone quality.



ROCK-OLA MFG. CORPORATION

800 NORTH REDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

CANADIAN DISTRIBUTOR:

P and H COIN MACHINE COMPANY, 123 Dundas St. West, TORONTO, CANADA

Having completed a feature role in "THE BIG BROADCAST OF 1938" "SHEP" FIELDS and his RIPPLING RHYTHM ORCHESTRA are now playing at the Palmer House in Chicago

There is only one "SHEP" FIELDS...
and the WURLITZER Automatic PHONOGRAPH
brings his "Rippling Rhythm"
to the finger tips of the Nation



Music-wise America wants the real thing! A thousand bands may play like him—but there is only one "Shep" Fields, originator of a new style of melody—"Rippling Rhythm".

No hall could hold the millions who choose to listen to "Shep" Fields' music. No radio program could play as often or constantly as "Shep" Fields' fans wish—and "Shep" can only be in one place at one time!

—But the WURLITZER Automatic PHONOGRAPH puts the Music of this Modern Master at the finger tips of the nation—"request" numbers when the patron wants them—"encores" by the score—and re-created by WURLITZER Living Tone exactly as Fields played them.

More and more — locations demand the WURLITZER Automatic PHONOGRAPH. This is your opportunity! Write for full particulars,

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA



Recent
BLUEBIRD RECORDS
featuring "Shep" Fields
and his Rippling Rhythms

- B-7195**
"Foggy Day In London"
"Nice Work If You Can Get It"
(Both from RKO film "Damsel In Distress")
- B-7185**
"In The Still Of The Night"
"Who Knows?"
(Both from MGM film "Rosalie")
- B-7180**
"I'm Always In The Mood For You"
"She's Tall, She's Tan,
She's Terrific"
(Both from the 3rd edition of the "Cotton Club Parade")
- B-7139**
"I Still Love To Kiss You
Goodnight"
"I'd Like To See Samoa Of Samoa"
(Both from United Artists film "32nd Street")
- B-7142**
"In A Little Carolina Town"
"Worried Over You"

Successful operators know the value of keeping current his on the job and changing records frequently as new songs reach the peak of popularity.

SOLD ONLY TO OPERATORS

WURLITZER
AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions