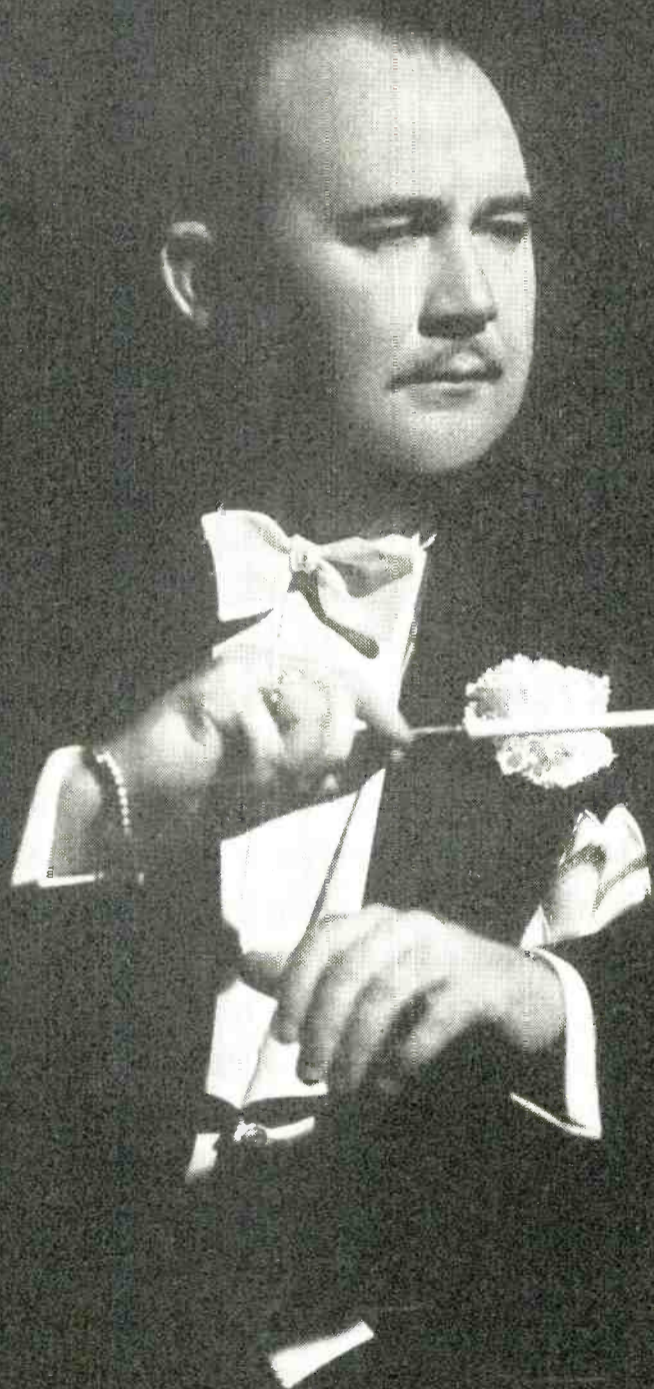


RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

JANUARY 15, 1938

The *15 Cents* Billboard

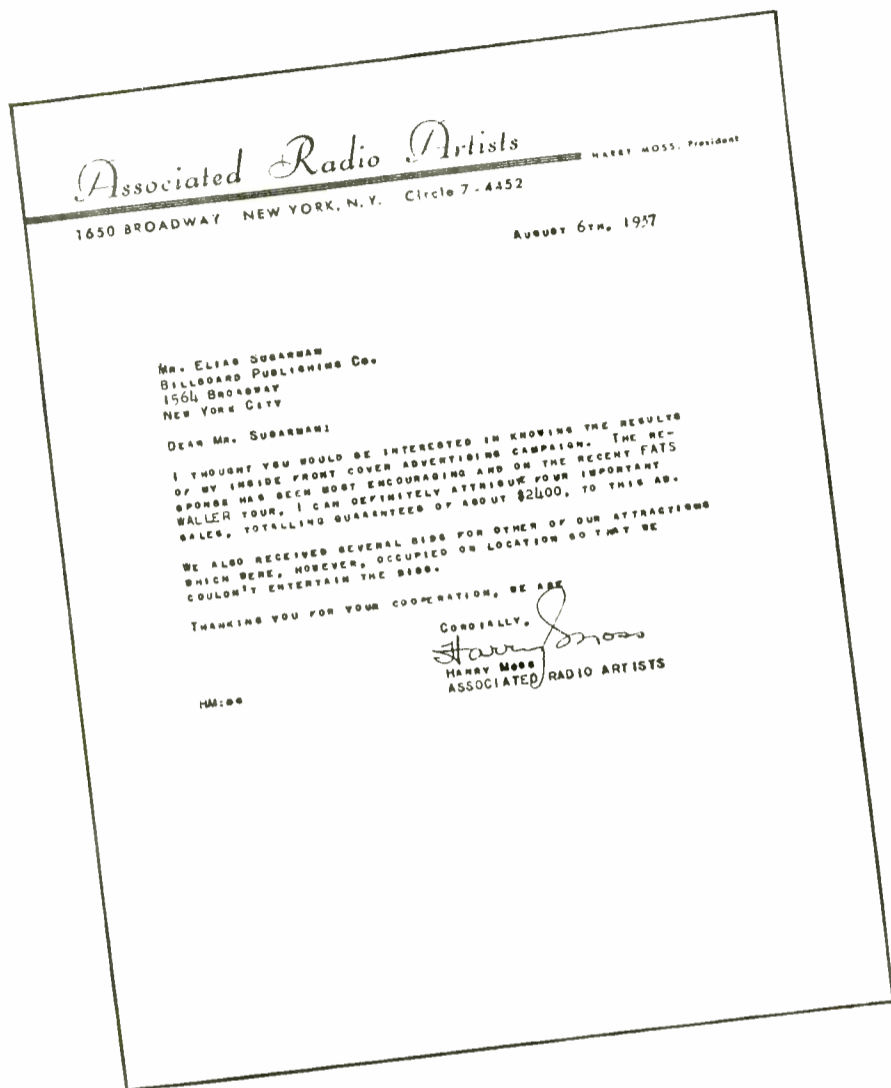
The World's Foremost Amusement Weekly



— Maurice Seymour Photo.

PAUL WHITEMAN

Need an Engagement or a Contract?



**Want to Build Up Recognition
and Prestige among Employers
of Talent, Orchestras and Acts?**

Every Artist, Performer, Act, Band and Entertainer needs the proper type of publicity.

HARRY MOSS, president of ASSOCIATED RADIO ARTISTS, representatives of some of the country's most famous orchestras, says he can definitely attribute four important dates, and many other bids, to a full-page advertisement on the inside front cover of

The Billboard

The World's Foremost Amusement Weekly

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

For complete information fill in and mail the coupon.

The Billboard Publishing Company
25 Opera Place, Cincinnati, Ohio

MAIN 5306-7

BRANCH OFFICES:

NEW YORK OFFICE
Palace Theater Bldg.,
Medallion 3-1616, 7, 8, 9

CHICAGO OFFICE
Central 8480
6th Floor Woods Bldg.,

ST. LOUIS OFFICE
390 Arcade Bldg.
Chestnut 0443

PHILADELPHIA OFFICE
7222 Lampport Rd.,
Madison 6895

ARTISTS' REPRESENTATIVES AGENTS and BOOKERS

A very economical publicity plan for the acts you handle is now available.

Be sure to request full information from any representative or office of The Billboard.

The Billboard Pub. Co.,
25 Opera Place,
Cincinnati, Ohio.

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

Name

Permanent Address

Will Be Playing

(engagement)

City and State

(date of engagement)

Type of Attraction

The Billboard

Vol. XLX
No. 3

The World's Foremost Amusement Weekly

January 15,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 92 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

W. F. FUN ZONE CHANGES DUE

Enthusiasm of Eastern Showmen Break for Outdoor Amusements For Organization Is Still High Expected Under Revised Policy

By ROGER LITTLEFORD JR.

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

With President George A. Hamid presiding, the meeting heartily indorsed the proposition to operate as an independent organization with the hope that in the future a working agreement may be reached with the 25-year-old Showmen's League of America, with headquarters in Chicago.

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

Rooms in the hotel, donated free of charge by the Drier Hotel Chain, operators of the house, were the scene of a happy gathering following the close of the business meeting. Rooms have been a popular retreat for outdoor showfolk recently and, according to most visitors, it will be a matter of only a few weeks until the hotel will be the meeting place of all New York outdoor show business.

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

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

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

Meeting late this week with George A. Hamid, president of the American Recreational Equipment Association and representing that body of outdoor show authorities, fair officials revealed that several vitally important changes in the concession department are seriously under consideration. And mindful that time is at a premium as 1938 begins to roll along, they practically promised to have a revised policy in operation by January 17, when they meet again with a committee from AREA.

We do not know all that went on at the conference this week. We do know, however, that three very vital changes are under consideration: To completely rearrange the utterly disarranged amusement zone layout adopted by the fair several weeks ago, to modify the definitely one-sided contract offered concessioners to date and to erect some sort of a super spectacle at the lower end of the midway to insure the maximum in crowd circulation along the entertainment area.

These are commendable moves on the part of the fair, and it goes without saying welcome to show business. They are commendable, of course, provided alterations meet with the approval of those who desire to do business with the fair. A man with an idea, a good sound workable idea, should be afforded the opportunity of signing a contract whether he has the financial strength at the time or not. He should be aided as much as possible by the fair to obtain financial backing and

(See W. F. FUN on page 69)

AFA Signs Up Coast Bookers

17 more Hancock closed shop agreements—negotiations on with Cafe Assn.

SAN FRANCISCO, Jan. 8.—Seventeen booking offices have been signed to closed-shop agreements with the local branch of the American Federation of Actors. Franchises were issued the agents on Tuesday.

Another step made this week by the AFA was the agreement reached between the management of the Lido Cafe and local negotiators whereby several entertainers were returned to their jobs following an order for their dismissal January 3.

Al Smith, head of the local AFA branch, said that 780 had joined the

(See AFA SIGNS on page 10)

Meredith Investigating Duties in Equity Purge

NEW YORK, Jan. 8.—In line with the new and liberal Equity administration's attempt to clean up house, all executive staff officers of the association have been required to submit reports on their duties. Reports of daily routine work will also be submitted, so that Burgess Meredith, first vice-president and chief executive, will have enough data upon which to base any changes in the office set-up. Meredith went into office on a platform of economy and efficiency and is collecting information. Last week he announced a financial statement would be made to the membership shortly. He pointed out that the membership had failed to accept the financial statements of the two previous years.

Meredith at the Tuesday council meeting submitted a report on possible revisions of *Equity Magazine*. Outside experts had helped in the preparation of data and three alternatives were suggested: (1) Carry on as is. (2) A magazine

(See MEREDITH on page 10)

Starkweather to Allan Herschell

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

Starkweather is very appreciative of the many kindnesses extended him by the show world while an employee of the Spillman Engineering Corporation and in his new position aims to give even better service than that for which he has become noted.

Charlie McCarthy Starts New Ventriloquist Comedy Flood

NEW YORK, Jan. 10.—The spectacular success of Edgar Bergen has revived interest in ventriloquial acts and has encouraged a raft of them to return to show business—but ventriloquists complain that Bergen has ruined their audiences.

According to ventriloquists, audiences are so nutty over Charlie McCarthy as a "personality" and a wit that they expect all other vent acts to be just as smart and amusing. Audiences have become comedy-conscious due to the McCarthy build-up, and when they see another ventriloquial act they sit back and dare the vent to be as funny. Audiences don't seem interested in ventriloquism as an art of voice throwing any more. Veteran ventriloquists com-

plain that old sure-fire stunts, such as smoking, drinking, coughing and baby cry, no longer mean anything. It seems that audiences don't bother to admire the ventriloquist's technique; they want the dummy to say funny things, that's all.

In other words, a strong comedy ventriloquial act is the only type that can make any money today. Straight vent turns are compelled to pick up small-money dates.

As a result ventriloquists are re-routining their acts, abandoning emphasis on technique and instead concentrating on comedy and novelty. The

(See CHARLIE MCCARTHY on page 10)

Smutty Discs Under Fire

Postal authorities vague on investigation—working under cover

WASHINGTON, Jan. 8.—While postal officials deny there is any current drive against smutty phonograph records, it is admitted that there may be investigation of individual complaints of alleged violations of postal laws, which prohibit interstate commerce in obscene matter.

Publication of statement in the general press that post-office inspectors were searching the West Coast for makers of ribald and risque records started news reporters on a round of postal officials.

Officials explained that their department was charged with investigation of any obscene matter in interstate commerce, whether the outlawed matter was

(See SMUTTY DISCS on page 80)

In This Issue

ROUTES:

Orchestras, page 17. Acts, Units and Attractions, 32-33. Dramatic and Musical, 33. Hirst Circuit Shows, 33. Repertoire, 33. Carnival, 68. Circus and Wild West, 68. Miscellaneous, 33.

Pages

Air Briefs 9
As I See It 27
Broadway Beat, The 5
Carnivals 53-60
Chicago Chat 27
Circus and Corral 40-43
Classified Advertisements... 37-39
Coin Machines 70-92
Endurance Shows 30
Fairs-Expositions 46-51
Final Curtain 31
Forum 34
General News 3-5 and 28
General Outdoor 68-69
Hartmann's Broadcast 68
Legitimate 11-12
Letter List 34-36 and 39
Magic 30

Pages

Minstrelsy 30
Motion Pictures 13
Music 14-18
Night Clubs-Vaudeville ... 19-26
Orchestra Notes 15
Parks-Pools 44-45
Pipes 66-67
Possibilities 4
Radio 6-10
Repertoire-Tent Shows 29
Reviews of Acts 25
Rinks-Skaters 52
Show Family Album 38
Sponsored Events 61
Thru Sugar's Domino 27
Vaudeville-Burlesque 26
Wholesale Merchandise .. 62-67

FTC Code Regulates Music Pubs, Placing Songs on Merit Basis

Abolition of unfair trade practices makes checkbook taboo in song plugging—indies get chance to match their music with biggies

NEW YORK, Jan. 8.—Federal Trade Commission's Music Code for the abolition of unfair trade practices, expected to be operative in a short time following this week's hearing in Washington, is likely to result in the greatest purge the music business has had in years. This much was indicated by leading figures in the industry immediately after the peaceful Washington confab before Director McCorkle and Assistant Director Miller of the Commission's Trade Practice Conference Division. Hearing was marked by apparent accord on the advisability of eliminating the industry's greatest abuse, that of bribery for song plugs. Adoption of code cleaning up the music publishing business will mark the successful termination of the efforts of John G. Paine, general manager of the American Society of Composers, Authors and Publishers, who started the ball rolling while chairman of the board of Music Publishers' Protective Association. Linked with Paine have been Harry Fox, successor to Paine at MPPA, and certain of the more ethical publishers, notably E. B. Marks.

Code now goes to the commission's legal department, following which all publishers and their employees will be notified to be good or else.

Film-Controlled Firms

Feeling in some quarters that adoption of the code might pave the way for a commission clamp-down on film-controlled firms on the grounds of monopoly and restraint of trade were vehemently denied by Paine. Also the commercial advantage of the pic-controlled music houses is admitted by Paine, such a commercial advantage could in no way be construed as "unfair competition." Point made by adherents of this view is that the code will reduce to a minimum the advantage the film people have over the small independents.

E. B. Marks, confidently expecting the code effective in a short time, regards it as a milestone in placing the industry on a cleaner basis. Stated it is apparent to all that constant repetitions of songs are indicative of the plugging behind them.

Opinion of some that the song pluggers would get the ax now that songs will be exploited, presumably, on a merit basis was regarded lightly by Paine, his opinion being that pluggers will be more useful than ever before. Further stated, "If the publishers didn't have a code they would need only a checkbook."

Attempts to eliminate song-plug bribery have been failures since the days of the NRA. Publishers tried operating on a gentlemen's agreement. This was a complete farce. Normally ethical pubs, in order to meet the checkbook competition, were forced into similar practices.

Slow-moving government machinery and a number of false alarms made the

industry go off on a tangent in its attempts to clean house. In July, 1937, a meeting of pluggers was held in offices of MPPA and responsibility was placed in their laps. Many of the contact men themselves felt something had to be done in view of reports that pubs would

(See MUSIC CODE on page 18)

Three-Singer Opera Troupe Seen as Caviar for Public

NEW YORK, Jan. 8.—A very rare slice of Old English cheese, appealing mainly to highly refined tastes, is the repertoire of the London Intimate Opera Company, which opened a four-week engagement under the aegis of Wendell Phillips Dodge at the Little Theater January 4. "Company," which numbers three singers and five musicians, has built up, according to the program notes, a considerable English rep on the basis of its revivals of 17th and 18th century English operettas and music. For their first week they chose four comic operas, all tending to a sameness of theme and music, by Dr. Arne, Purcell, Dibdin and Henry Carey.

As anybody in the know knows, this music, particularly the Arne and Purcell contributions, is charming and beautiful stuff rarely heard in America, even on the concert stage. For giving people a chance to hear these quaint melodies the company deserves a vote of thanks. This angle, too, provides the obvious exploitation theme and should attract English literature majors and students of music. In fact, the show would probably draw better on the road in college towns than it will in New York. But, we understand, no tour is

S. F. Adjustment Board

SAN FRANCISCO, Jan. 8.—The first attempt by the joint adjustment board of the hotel industry to settle complaints filed by union members following the arbitration was made last week. Unions had charged that hotel owners were violating the award and agreement reached following the recent strike. This was denied by owners and the adjustment board was called into action.

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

Still No Chi Musical

CHICAGO, Jan. 8.—Hope for the first musical of the new season to play here this month waned when announcement was made that the engagement of *Babes in Arms*, scheduled for the Harris, was canceled. Instead, the closing of *You Can't Take It With You* in that house January 15 will be followed with a two-week stay of Cornelia Otis Skinner in *Edna His Wife*.

Detroit Censor Offers Report

Few cuts made during year—censor locates missing showfolk—no girl revues

DETROIT, Jan. 8.—First report of Sergeant Joseph M. Kollar as head of the Detroit Police Censorship Squad showed Detroit amusement spots observing the regulations of the censor rigidly in nearly all departments. Kollar took over the post of head of the squad May 1, succeeding the veteran Lieutenant Lester Potter, who had over a quarter century of service in the post. Kollar formerly held the post of censor of motion pictures, which job has since then been handled by his former assistant, Sergeant Charles W. Snyder. The censorship of all other amusement activities has been handled by Kollar with only one assistant, Edward Hicks.

Outstanding was the addition of 106 cabarets having floor shows to the work of the censor. Circuses, amusement parks and general indoor shows led the list with no eliminations whatever during the year. Number of burlesque eliminations was way down this year.

"We placed burlesque operators on their honor, and burlesque in this city is tame as a result," Kollar said.

"We have entirely eliminated all girl shows on carnivals playing in the city.

"Our philosophy of censorship is to eliminate references in plays that have a tendency to defame, blaspheme or take the name of God unnecessarily. Where emphasis is put too strongly on sex degeneration cuts will be made; it must be done subtly if at all. We take a broad view of anything that smacks of literary merit or that tends to educate the public.

"This year we stopped the sale of all books dealing with venereal diseases in theaters; we do not think the theater is the place for such activity. It should be solely a place of amusement. If a picture devoted to this subject is played it should play on its own merits without the aid of books or special lectures.

(See DETROIT CENSOR on page 10)

PAUL WHITEMAN

(This Week's Cover Subject)

IN A FIELD of show business that is full of ups and downs one man, Paul Whiteman, has held on to his pre-eminent position as a band leader for more than 15 years. Changes in dance-styles follow each other with dizzying rapidity, but Whiteman continues to hold the public ear year after year. Historians of jazz assign to Whiteman a central position in the development of this strictly American form of music. Almost single-handed after the war he transformed a noisy and chaotic brand of music into a smooth, showmanly presentation that quickly won a high-class following for dance music.

Born in 1891 in Denver, he started out as a serious musician, playing the viola in the Denver Symphony Orchestra and directing a navy band during the war. When that ended he formed a small dance band in San Francisco, borrowing the ragtime rhythms from the Barbary Coast, but refining it in smooth arrangements. Gradually he created a new orchestral style of jazz. At this time also he showed his genius for recognizing and attracting to his band outstanding musicians of the caliber of Bix Beiderbecke, Frank Trumbauer, Benny Goodman, Jack Teagarden, Henry Busse, Ross Gorman, so that at times the roster of his musicians read like a musical hall of fame. After dates in Los Angeles and Atlantic City and after his Victor recording of "Whispering" set an all-time high of 2,000,000 sales he went to the Palais Royale, New York. He climaxed successful vaudeville engagements by getting \$13,000 a week at the Palace, New York.

In 1924 came the history-making concert of jazz at Aeolian Hall, New York, when Whiteman introduced Gershwin's "Rhapsody in Blue." Jazz had grown up. For Whiteman this meant only more work: European tours, American dance tours, more concerts at Carnegie Hall and Lewisohn Stadium, a motion picture built entirely around Whiteman and called "The King of Jazz," and extensive radio work.

Currently playing a dance date at the Coconut Grove, Los Angeles, Paul Whiteman is drawing down the largest fee an orchestra leader ever got for a 30-minute broadcast on his new Chesterfield radio show.



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

CARMELA CANSINO—small and attractive Spanish dancer now doing a dance act with her brother. Has a sweet and winning personality that should project with striking effect on the screen. Is singled out in a number of character dances which she performs excellently.

For LEGIT MUSICAL

ANDREA MARCELLE AND COMPANY—adagio act lifted out of its class by the sharp tossing of Miss Marcelle among the three males in the company. Thrills are built to breath-taking proportions. Choreographical feature of the act, Miss Marcelle in leopard costume and the assisting males as hunters, enhances ability to embellish production numbers with an element of action.

Would also be a welcome interlude in musical films.

ROBERT BERRY—singer caught recently at the Majestic Theater, Brooklyn, with the full-length expansion of the *Hollywood Hotel Revue* unit. Has a nice voice, capably handled, and in addition possesses a pleasing personality and an excellent appearance. Is well above most production-number singers in the revue field and rates a chance.

For VAUDE

LET'S PLAY GAMES—Jane Martin's program on WOR, wherein both the studio audience and listeners participate in any number of games, some old and some new. Can easily be adapted to theater use, as was done with Professor Quiz, and would make excellent box-office bait, with prizes offered for winners, original games, etc. Could also be worked to profit in night spots.

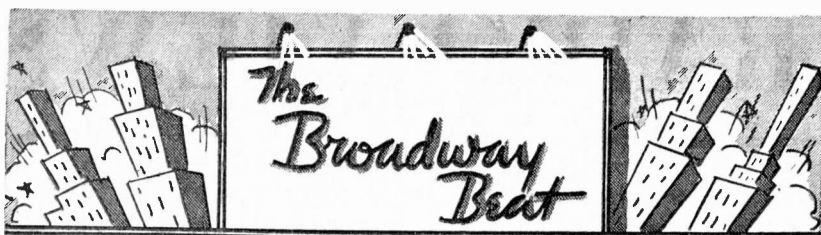
WHAT AN IMPROVEMENT
Maybelline
DOES MAKE!

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

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

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

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



By GEORGE SPELVIN

IT'S A nice case of insect supernaturalism that members of the Players are talking about these days; Don Marquis, whose recent death was a heavy blow to American letters, was a member of the Players—and Marquis' most famous character, despite his splendid excursions into the field of great art, was archy the cockroach, who was supposed to hop around on the Marquis typewriter keys at night, writing everything in lower case because he couldn't land on a letter and the capital shift at the same time; anyhow, a group of Players were standing at the bar discussing Marquis when, calmly crawling along the mahogany, a cockroach came in sight. "It's archy!" somebody shouted. The cockroach (and it must have been archy) gave not a tumble to the boys; he calmly continued his excursion, got on the wall, climbed up to a framed Marquis manuscript hanging there, solemnly paraded around it three times and then (at least so the stories go) vanished. . . . Fred Allen's first rehearsal in New York last week, after his long sojourn in Hollywood, was almost as impressive as a first night, with quite a mob of newspaper men turning out; Young & Rubicam, ad agency on the show, sent a press agent to watch—but he mustn't talk to Allen. . . . J. Stirling Getchell, of the ad agency of the same name, and other backers of "Picture" let one thing slip by; their sheet came out at the same time as Annenberg's "Click," which got whatever attention was left for another picture magazine; it's understood that the "Picture" crowd considers the conflicting time of issue a boner, but it's too late now.

Leslie Howard probably didn't know anything about it, but the English film outfit with which he is connected took a recent ad reading: "Leslie Howard and Gabriel Pascal present to the world their discovery, Wendy Hiller, as Elizabeth in George Bernard Shaw's 'Pygmalion.'" That's pretty tasteless stuff, particularly since Miss Hiller has played "Saint Joan," no less, to raves in London—and has been acclaimed in New York, on the basis of her work in "Love on the Dole," as one of the greatest young actresses in the world. So now Messrs. Howard and Pascal "discover" her.

THE ALBUM: Ella Logan, the songstress who just got back from Hollywood last week, is a champ forgetter and loser of things. For example, when she played the Roxy recently with Dave Vine she lost all her music just before rehearsal and had to go out and get new orchestrations. So almost the same thing happened on the train to New York; the day it got in she went nuts looking for her grips and baggage, lost en route with all her music in them. She said she'd play her dates without music. She rode in, incidentally, with Darryl Zanuck, Alice Faye and others, most of them here for the *In Old Chicago* opening. But while they filed out of the train with importance and plenty of fanfare, posing all together for group pictures, Ella left quietly by herself, dodging the reception. She couldn't be bothered—too busy looking for her trunks.

Mr. and Mrs. Larry Nixon (he's the WNEW press department head) are newlyweds and every time they go visiting for a meal they take the recipe of the main course; Nixon's a sucker for anything with anchovies in or near it. . . . Pigeon Authority (and Demon Reporter) Paul Ackerman lost his usual suave poise when reviewing "One Thing After Another" the other night; when a pigeon in the cast escaped from its basket, ASPCAckerman, ruffled lest a mad scramble by ushers and patrons might injure the bird, jumped up to the rescue, all but ripping his seat from its moorings; having to tread on neighboring patrons and wiggle thru the usual cramped quarters of a legit theater foiled his heroic attempts, however, and left him muttering angry words anent the treatment generally accorded pigeons. . . . Song-writer Harold J. Rome hopes that La Guardia starts his anti-noise campaign again—because Rome wrote a tune based on the campaign, but before he could place it the crusade simmered down. . . . Speaking of Rome, there's a story making the rounds about the time that Jack Robbins was up at his apartment being entertained by the playing of a raft of ultra-sophisticated tunes; finally Jack, the sentimentalist, couldn't stand it any longer; he marched up, banged his hand on the piano, and cried, "Hasn't anybody ever heard of 'Harbor Lights' around here?" . . . The payoff is that "Harbor Lights" is owned by a Robbins rival, Marlow Music. . . . Speaking of music publishers recalls an Irving Mills goldwynism; when he was getting his new offices decorated and those wacky Negroid murals painted on his walls he invited a music critic to come up and "see his murrels."

You know about musicians in the pit running out for a smoke during a dramatic bit, but what about spotlight men when players in a musical are unleashing a bit of drama? It happened at the Forrest Theater, Philadelphia, where "Babes in Arms" recently shut down for good and all after a fortnight's run. While the customers in the orchestra seats were engrossed by the dramatic force emanating from the stage, the inhabitants of the balcony suddenly broke into a howl. The keeper of the spotlight had used his period of leisure to travel to the men's room—from which, at the moment of highest dramatic tension, arose the unmistakable flushing of a water tank.

AROUND THE TOWN: There's a new shooting gallery at Sixth avenue and 47th street, probably the smallest of its kind in the city. The gag is to shoot three shots at a target about the size of a dime. Payoff is \$25 in merchandise. . . . Street exploitation stunt: on 42d street two skaters tied to each other, one of them dolled up in a horrendous bearskin and a gorilla mask, attracting a crowd of hundreds as they skated down the street. They were distributing blotters advertising an ice rink. . . . The World Theater is selling its French talkie version of the Amphitryon legend by billing it as *Amphitryon 39*. . . . The *Billboard's* burlesque editor took himself for a stroll down Fifth avenue the other day, hoping to forget strippers for a spell—and, gazing into a bathing beach display in Franklin Simon's, he was stopped dead in his tracks. Two beauties (dummies, of course) faced the street, while a third stood with her back to the window—but it was very plain that she was stripped to the waist in the best posing number manner. Right there in Franklin Simon's window.

It's probably a coincidence that the word "Nazi" should be part of the name of "The Brothers Ashkenazi"—who were thoro-going Jewish boys. . . . Jimmy Stilton, of the James L. Saphir office, is a crack billiard player. . . . Buddy Clark, the singer, is a champ bowler. . . . Sign of the times: Pickets in front of the National Republican Club, denouncing that conservative organization for a non-union electrical job. . . . Bob Broder made the rounds on New Year's Eve all togged out in tails, top hat and stick—causing consternation when he erupted in the domicile of one of Mr. Spelvin's lowbrow stooges; the assembled company fell on its knees shouting, "Massa! massa!" . . . According to musicians' rulings "The Cradle Will Rock" is a musical—but the score during its Mercury Theater days was played by the composer at the piano; when the show came to Broadway, however, the musicians said that the required number of men would have to be hired; the show being a plea for unionism, the management saw the point, so now a group of musicians sits in the orchestra nightly and enjoys the show a lot—getting paid for so doing.

A Spelvin stooge had a portable phonograph that was broken; despite all efforts to fix it, a pencil had to be inserted under the starting lever to make it stop revolving. Getting a new machine he gave the old one to a four-year-old acquaintance—who objected vociferously to the pencil. "Do' wan' pencil!" he affirmed (See BROADWAY BEAT on page 28)

Pittsburgh Acts Seek Salary And Not Just Room and Board

PITTSBURGH, Jan. 8.—Encouraged by a meeting in Philadelphia with Tom Kelly, of the United Entertainers' Association, officers of the Entertainers' Association of Western Pennsylvania will meet with their membership tomorrow to present a plan for eliminating room-

and-board jobs and for securing higher salaries.

"We'll ask the managers for greater co-operation, a raise in minimum prices and straight salaries instead of room and board," says President Billy Connolly of the EAWP.

Scales for jobs will be set at the entertainers' meeting in the Vera Liebau studios. "The majority of jobs out of Pittsburgh are for food and sleep only," Miss Connolly declares, "when what we want is money."

Officers are Miss Connolly, president; Bobby Fife, vice-president; Amy Berlinger, corresponding secretary; Betty Simon, recording secretary, and Sidney Magidsohn, treasurer.

In Philadelphia for the confab with Kelly were also Fred Myers, Ed Hollatz and Slim Livingston.

The Entertainment Managers' Association will swing into action again this week, too, as seems to be the policy, when bookings are scarce.

Peace Reigns as AFRA Talks Start

NEW YORK, Jan. 8.—Representatives of the American Federation of Radio Artists, opening their first negotiations of major importance with NBC, CBS and advertising agencies, declare that the tone of the talks is friendly and co-operative. It is stated that the agencies are particularly anxious to conclude agreements, altho the networks by their actions have indicated there will be little trouble in signing contracts. It is apparent, according to union reps, that negotiations will not drag out as they did between broadcasters and musicians.

After talks Friday NBC and CBS agreed to appoint committees to meet in further talks with the performers' union. William S. Paley and Edward Klauber spoke for CBS; Markwood for NBC. Batten, Barton, Durstine & Osborne and Young & Rubicam are among ad agencies who have parleyed with AFRA so far. American Association of Advertising Agencies (Four A's) will confer Monday thru its president, John Benson.

Most likely the AFRA will sign contracts with individual agencies rather than thru the Four A's, mainly, it is reported, because AFRA will have stronger deals this way. It is doubtful if the Four A's can act for the agencies and too much time would be involved in getting the membership of this body to approve such a step.

National board of the AFRA raised dues this week. Locals organized prior to November 1, 1937, have dues upped from \$10 to \$25 in the first three salary brackets; those earning more than \$10,000 are to pay \$50 instead of \$25. Locals organized after the date given remain at the old rates for the first six months; higher rates then becoming effective.

American Guild of Radio Announcers and Producers, independent union, held an all-night meeting Friday, purpose being to decide whether the union should affiliate with AFRA or the CIO. No action was taken, vote being postponed for another meeting February 4.

No Okeh Yet for Big FTP Schedule

NEW YORK, Jan. 8.—Paul Edwards, administrator of the Four Arts projects of the WPA here, has not as yet okehed budgets for the elaborate program of productions set forth by George Kondolf, head of the FTP, late in November. Edwards is cautious about sanctioning such numbers as *The Common Glory*, wherein costuming a cast of over 300 would rip into the moneys. Nevertheless casting and rehearsals have been started on the show to keep actors busy.

Chances of the FTP's participating in the New York World's Fair are nil, according to R. R. Bruce, Edwards' assistant. Fact that Fair would require project to live up to same rules applying to private enterprises, which must sign on the dotted line for space, and fact that no one is sure project will be in existence a year hence, set up snags in plans for including project in Fair picture.

Richard C. Brockway, director of employment, has left the WPA to become an assistant superintendent in the Division of Placement and Unemployment Insurance of the New York State Department of Labor.

Blau in Move To Cut Agent Payoff

NEW YORK, Jan. 8.—Legit agents may be set for a clipping. This week the Bela Blau production office phoned Actors' Equity asking for the addresses of some 200 actors in order that they might be contacted for the forthcoming Marc Connelly comedy fantasy, as yet unnamed. Blau office wants to contact the actors direct so as to save them the agents' commissions.

Equity officials got in touch with Frank Gillmore at the offices of Associated Actors and Artistes of America for advice. Upshot was an okeh to go ahead and co-operate with the Blau office.

Composite Program Attracts Londoners

LONDON, Dec. 24.—Not a new idea, but one that has not been tried out for years in London gets good attendance at the Piccadilly Theater. An orchestra, two name vaude acts, a newsreel and a Walt Disney precede a two-hour play without intervals. The band is Eddie Carroll's Orchestra, which rates fair, and the acts are Nelson Keys and Florence Desmond. As both turns are impressionists, this is hardly representative of vaudeville.

Play is *Talk of the Devil*, a comedy by Anthony Pelliser. In this John Mills, Naunton Wayne, Yvonne Arnaud and Clare Greet, all well known and popular, shine. Program is well received and should attract for months to come.

Bert Ross.

Coast Musicians Map Union Drive

HOLLYWOOD, Jan. 8.—Elected president of the third largest musicians' union in the nation, Assemblyman Jack B. Tenney this week mapped a "unity program" to heal wounds of the bitter ballot contest of the Musicians' Protective Association, Local 47, and planned a new unionization drive in night clubs and ballrooms.

The composer-assemblyman defeated F. D. Pendleton, who was seeking his sixth term, by a vote of 1,381 to 963. Carried into office with Tenney were nine so-called "progressive slate" candidates for the 14 elective positions.

"Our first job will be to unify the union, which was cut into factions by the election," said Tenney. "We intend to start organizing every place where music is played, beginning in San Pedro, where numerous cabarets and ballrooms are without union musicians."

<p>QUALITY STOCK TICKETS</p> <p>ONE ROLL...\$ 2.00 FIVE ROLLS... 2.50 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,500 EACH. Double Coupons, Double Price.</p> <p>No C. O. D. Orders Size: Single Tick., 1x2"</p>	<p>88,000,000 People Forget Depression Every Week By Attending the Movies.</p> <p>WHAT ARE YOU DOING ABOUT YOUR 1938? Let us quote on your next order for Quality, Workmanship, Price goes with all our</p>	<p>SPECIAL PRINTED</p> <p>10,000 ..\$ 6.95 30,000 .. 9.85 50,000 .. 12.75 100,000 .. 20.00 1,000,000 .. 150.50</p> <p>Double Coupons, Double Price.</p>
<p>TICKETS</p> <p>THE TOLEDO TICKET CO. (Ask for Prices) TOLEDO, O.</p>		

CRAVENS AIRS RADIO VIEWS

House Group Hears FCC Rep On Vital Broadcast Problems

WASHINGTON, Jan. 8.—Federal Communications Commissioner T. A. M. Craven bared his views on broadcasting to the House Committee on Appropriations at the recent budget hearings for the FCC, it was revealed this week when the House took up the Independent Offices Appropriation Bill for 1939. Kept on the defensive by the aggressive questioning of Representative Richard B. Wigglesworth (Rep.-Mass.), Commissioner Craven answered as adroitly as circumstances permitted. Committee moved first from the Mae West broadcast in the following order: Equitable distribution of radio facilities geographically, telephone investigation, status of legal and engineering work, regulation of licenses, new international radio stations and policies, previous experience of Commissioner Craven, desirability of charging fees for broadcasting licenses, practices of other countries in regard to licenses and taxes, regulation of radio amateurs, extent of authority of commission to revoke licenses and regulate broadcasting, manner and policy of assigning licenses, policy of commission toward applications of non-residents, transfer of control of corporations, experimental licenses and commercial operation under experimental grants, newspaper ownership of frequencies, requirement of statement of owners and directors of prospective licenses, classification of station, Habana conference, Calro conference, need for investigation with view to reallocation of facilities in this country, denial of license to Oslo (Mackey commercial), Seigel and Smith cases and overtime work at the commission.

At Wigglesworth's request Commissioner Craven was recalled before the committee four days after his first questioning. Second day was limited to Cravens' personal experience, qualifications and stock transactions in radio stations. Questioning developed little more than that previously found by the Senate Interstate Commerce Committee when Craven was appointed last August. Inquiry pivoted about Craven's holding of stock in Stations WPEN, WRAX, WTNJ and WFAB when he was appointed chief engineer. It developed that Craven had disposed of the stock and had given his attorney authority to collect payment under a deferred plan calling for weekly installments up to June, 1937. Wigglesworth attempted to prove that final payment for the stock was withheld until the FCC had acted favorably on transfer of station ownerships from P. F. Carron and C. H. Taubel to the late John Iraqi. Craven stated that any change of license involving the stations occurred at a time when he was out of the country on official business and he was not connected with handling the cases. Craven said about the Mae West broadcast that censorship was up to Congress. He expressed doubt that any legislation on censorship would meet constitutional standards. He stated that the FCC would have to decide on a more definite policy in determining whether stations were essential to their communities. He intimated he was in favor of longer license periods when broadcasting has "become more stable." When asked whether he favored a tax on broadcasting, he stated: "I would be in favor of anything that Congress did, provided Congress was certain in taking revenue directly in the form of license fees from a broadcasting station, or a special tax, it does not imply property rights forever into the future."

When asked by Representative Woodrum (Dem.-Va.) about possibilities of taxing radio receivers, Craven agreed this type of tax raised revenue but expressed the hope that Congress would not go in this direction. Later he said that government operation of radio in any real democracy is debatable. Wigglesworth said it would be simple to make the FCC self-supporting if a license fee were imposed, but Craven said that this too was debatable.

Wigglesworth asked: "Am I correct that it is your opinion that these stations should be limited to 50,000 watts maximum?" Craven replied: "My opinion is that from an engineering standpoint better service to rural areas can be rendered with higher power, but in relating such higher power to broadcasting in this country I doubt higher power should be permitted at this time. In

other words, I personally believe that from an economic and social standpoint 500 kilowatts may be too much power under our scheme of broadcasting. Additional proof is necessary to justify such power as 500 kilowatts."

Wigglesworth also queried Craven as to his alleged relations with Seigel and Smith, attorneys, recently concerned in an FCC disbarment case, and Paul Ouray, former WPRO manager.

For next year's funds the FCC is asking an appropriation of \$1,700,000, a reduction by \$17,000 under this year's figures.

Wigglesworth Thursday on the floor of the House attacked the FCC for failure to recommend policies to Congress and to urge investigation of the commission. He cited the growth of monopoly in broadcasting in face of the administration's war on monopolies.

Washington observers believe that no concrete action by Congress will result from this week's flurry, but do recognize the increase of member interest in the subject.

Salter Set for 5th Lucky Strike Series

NEW YORK, Jan. 8.—Harry Salter was set this week thru Music Corporation of America for his fifth appearance on the program sponsored by Lucky Strike cigarettes (American Tobacco Company).

This time, however, Salter will not be on the *Hit Parade* as before, but on *Melody Hunt*, script-musical show, which shifted from Mutual to NBC Blue effective January 10. He succeeds Richard Himber, who takes over the *Hit Parade* on CBS January 15. Same sponsor has the Warner Brothers show on NBC.

Another Bites Dust

NEW YORK, Jan. 8.—Another talent agent, Nelson Hesse, has done an Indian routine and bitten the Hollywood dust. Hesse, who's been on the Coast now for some weeks, has decided that radio is there to stay, and is opening a permanent office there for Hesse-McCaffrey.

Evelyn Britton, Hesse's secretary, left New York this week to join her boss.

WMEX Starts Series With Act Suing Yankee Network

BOSTON, Jan. 8.—News that WMEX had set Terry O'Toole, "The Boy From Ireland," for a series this week caused surprise in local trade circles, since last word had O'Toole under contract to the Yankee network. Investigation, however, showed that O'Toole had sued his erstwhile employer for \$50,000. Suit, allegedly, tied up Yankee's pay roll until bond was posted in court, with 168 Yankee-Colonial chain employees affected.

Basis for the suit was an alleged incident on a Yankee commercial, sponsored by Campagna. Story contained a character also named Terry O'Toole, the character in the script becoming dissonant and going to the bow-wows. The Boston O'Toole claimed Yankee engineer should have cut the show off the air. It is not the performer's real name.

Boston Time Salesmen In Many Job Shifts

BOSTON, Jan. 8.—Shuffling of the local sales staffs has been marked by routing men from the Shepard Yankee-Colonial outfit to NBC's WBZ and WBZA. Frank R. Bowes stepped in as NBC's new sales manager, replacing Gordon Ewing. Bowes was upped from NBC's New England sales staff, which he joined in 1936 after quitting Colonial. Understood to be the youngest of the sales managers. Bob Evans quit WGAR, Cleveland, to spliel for WBZ, after Ed Hall's resignation.

Berne W. Wilkins is new at WNAC. Hails from WNEW, New York. Replaces C. Herbert Masse, who went WBZ last December.

CBS, NBC Show Major '37 Gain

CBS tops 1936 gross by 24% with NBC gaining exactly by half that per cent

NEW YORK, Jan. 8.—Figures released last week closed the books on 1937 grosses for NBC and CBS, both recording cumulative gains over 1936. CBS 1937 revenue went over 1936 by 24 per cent, a remarkable gain. For 1937 NBC chalked up a 12 per cent boost over the previous year. However, while the NBC Red went over the 1936 total, the NBC Blue did not. This is largely credited to the large amount of political business placed during 1936, a condition also reflected in the 1936 and 1937 Mutual billings.

With this issue *The Billboard* starts presenting the grosses of the networks in graph form. Picture shown, as a result, enables an easier comparison, as well as showing how the two NBC chains and CBS are doing when compared to one another. Left-hand chart shows billings for December, 1936 and 1937; other shows for the two full years.

CBS	
December 1936	\$2,433,353
December 1937	2,786,618
12 months 1936	\$23,168,148
12 months 1937	28,722,118
NBC RED	
December 1936	\$2,418,713
December 1937	2,535,046
12 months 1936	\$22,645,527
12 months 1937	27,171,965
NBC BLUE	
December 1936	\$1,139,877
December 1937	1,504,040
12 months 1936	\$11,878,423
12 months 1937	11,479,321
BOTH NBC NETWORKS	
12 months 1936	\$34,523,950
12 months 1937	38,651,286

New Radio Mag Will Reprint Radio Stuff

NEW YORK, Jan. 8.—Present plans for the radio monthly to be published by Scribner's indicate that no ads will be solicited. Publication is slated to reach the stands "within the next six months" and will consist of condensed, rewritten radio speeches, plays and similar material. Instead of being a highbrow proposition, the mag will attempt to appeal to a general audience, similar to *Reader's Digest* fans. Format, however, will be of larger size than the usual size of reprints.

Outfit moving to larger quarters.

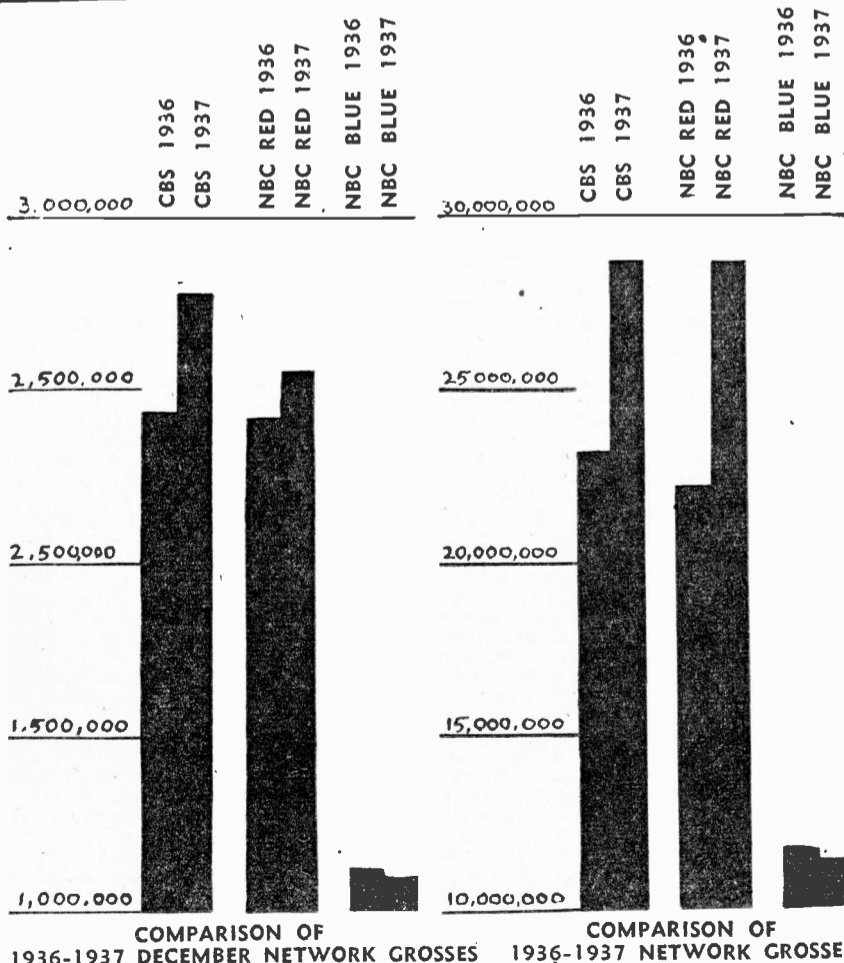
Ad Agency Now Books Steamer Cruise Talent

NEW YORK, Jan. 8.—Besides serving as Kenyon & Eckhardt's radio chief, Tyler Davis is also lining up talent for the Canadian Pacific cruises to the West Indies. Account is handled by the agency, which throws in as an extra service the arranging of talent for the vacation trips.

Davis is booking ballroom teams, novelty acts, warblers, orchestras and magicians for the cruises, which last from 10 to 32 days.

WSGN-WJBY-WJRD Swap

BIRMINGHAM, Ala., Jan. 8.—Officials of WSGN, *Birmingham News* station, have set an agreement with WJBY, Gadsden, and WJRD, Tuscaloosa, whereby several programs daily will be fed from Birmingham and occasional feedbacks by both stations to WSGN. Frequently, it was said, the network will be expanded to also include WBHT, Huntsville; WMFO, Decatur, and WMSD, Sheffield. All stations of the makeshift net piped the Alabama-California game New Year's Day thru NBC facilities.



Shepard Yanks WICC's Bingo

NEW HAVEN, Jan. 8.—After being on the air for nearly three months, "Majic," radio bingo game from the local studios of WICC, Bridgeport, Conn., suddenly was pulled off the air the past week, altho the program had been booked for 13 weeks, under a New Haven laundry sponsor. Listeners who tuned in Monday night heard the announcer say that for reasons beyond the control of the station and sponsor the program, which had been awarding prizes to listeners whose telephone dial numbers matched called digits, had been canceled.

It is understood that the program had been canceled on orders from John Shepard III, of Boston, owner of the Yankee network, of which WICC is part. Program was one of the biggest audience getters on the station. WEAN, Providence, and WAAB, Boston, are also understood to have been affected by Shepard's orders.

"Legal" Radio Bingo Placed on Market

NEW YORK, Jan. 8.—A form of radio bingo, believed to be legal, has just been put on the market. New game, Marko, has adaptations which are believed to constitute it as a game of skill. A bingo game, called Radio Bingo, was placed on WFAS, White Plains, N. Y., several months ago and has pulled in about 25,000 weekly requests for cards. B. M. Middleton and the E. S. Lowe Company, who developed the WFAS game, are marketing Marko. New game calls for the distribution of cards at sponsors stores or by mail. Cards resemble bingo cards except that the top line above the five columns of numbers spells Marko. There is one letter of the word above each column. Fans listen as announcer pops the questions, all of which are answered by numbers. After the question is asked, a "hint" is given. This "hint" tells the players in which column the correct number (answer) is to be found. A sample question is "There are how many corners to a triangle?" The "hint" to this question is "The answer to this question is a number found under the letter 'M.'" A full line in any direction is a winner. An additional prize is offered to fans who send in questions.

Firm is offering exclusive franchises of games to one station in each city and buyers must sign an agreement promising to follow rules in conducting game. An investigation of the legal aspects of the game was made by the manufacturer and the game is believed to be practical for radio use. While the Federal Communications Commission does not issue rulings on such matters, there has been no objections to Radio Bingo. Post Office has oked the mailing of cards used in Radio Bingo.

CBS Ceremony Deferred

HOLLYWOOD, Jan. 8.—Cornerstone laying ceremonies for new CBS studios here have been set back to January 18, when christening of the block as Columbia Square will also be observed. Program, which will be aired over CBS from 12:15 to 12:45 p.m., is being framed by Charles Vanda. Don W. Thornburgh, CBS vice-president, will officiate. Delay is occasioned by necessity of clearing transcontinental lines.

KEHE's Negro Show

HOLLYWOOD, Jan. 8.—KEHE is setting up a Negro talent broadcast series which will be aimed at an estimated 65,000 Negro audience in Los Angeles. Tentative guest stars include Bill Robinson, Clarence Muse and Charlotta Bass. A variety show is scheduled for a Thursday 9 p.m. spot beginning January 6.

Ed McConnell's Family Hurt

NEW ORLEANS, Jan. 8.—"Smiling Ed" McConnell arrived here last week-end to receive word that his wife and three-year-old son, Jimmie, had been injured in an auto accident while en route from Pass Christian, Miss., to New Orleans to meet him. While painfully hurt, neither is in a serious condition, but the family servant is in a critical condition. Chauffeur and Mrs. McConnell with Jimmie were thrown clear of the car after it struck a ditch and overturned.

Benny in 5th Place

WHITE PLAINS, Jan. 8.—The ladies in this New York suburb like Kate Smith's show best of all, put Jack Benny in fifth position and the Chase & Sanborn stanza in the also-ran class. Show came out 13 in a "radio forum" held by the Contemporary Club Thursday. Following Kate's production, came the Ford show, Lux, while Lowell Thomas and Gabriel Heatter tied for fourth. Benny followed. Bing Crosby, Vallee, General Motors and Dorothy Thompson followed in this order. Toscanini, on but a few weeks, climbed up to Horace Heidt's 10th place ranking.

KXYZ to 24 Hours; First in South

HOUSTON, Jan. 8.—For the first time under the Mason-Dixon line a radio station is to maintain 24-hour service following the inauguration of continuous broadcasting by KXYZ, Houston, NBC Blue network.

New program was officially opened early Friday night when W. N. Blanton, vice-president and general manager, and Charles Nethery, program director, outlined features of the enlarged service. Heretofore the station had maintained an 18-hour schedule daily.

"Mexican stations have been cashing in on the signing off of all American stations in the early morning hours," T. Frank Smith, station exec, said. "With American stations off the air, they have found the airways clear of interference and atmospheric conditions are at their best then. These factors, of course, make for good reception over wide areas of our country."

WTMJ Uses Own Daily To Sell Own Programs

MILWAUKEE, Jan. 8.—A plan to boost and maintain daytime audiences is being used by WTMJ, Milwaukee Journal outlet. Ads featuring daytime programs will be run for stretches of from seven to 10 days, and all programs will be pushed during the course of a year.

Both sustaining and sponsored shows will be advertised on *The Journal's* radio page.

Ben Ludy Promoted

LINCOLN, Neb., Jan. 8.—Elevation of Ben Ludy from assistant general manager to general manager of WIBW, Capper Publications station in Topeka, Kan., was effected this week. Ludy succeeds Don Searle, who came here January 3 to assume the general managership of Central States Broadcasting Company.

Getchell Cuts Radio Staff as Agencies Study Auto Mfr. Plans

NEW YORK, Jan. 8.—Increased production by General Motors and other auto firms is the hope of ad agencies. Madison avenue boys cite the entrance of Hudson's new low-priced cars and continued Ford production as factors which may force General Motors to resume production sooner than originally planned. Such a move would affect agencies and radio quite directly. Ford's intention to continue radio and other ad media, in hopes of getting some of the Chevrolet and other General Motors business, is understood to be a GM worry.

Motors is understood to have originally planned to remain off the air six to nine months and to check its sales during this off period. This and other auto cancellations have cut into time-sold figures and agency billings. J. Stirling Getchell cut his radio staff to the bone this week, leaving but two in the department, and it is understood that employees in the \$3,000 and above brackets took a 10 per cent slice. Campbell-Ewald, GM's agency, made no slice in the radio department, as the new U. S. Rubber show is demanding attention. Ruthrauff & Ryan, N. W. Ayer and McCann-Erickson, other agencies with auto accounts, stood pat, tho McCann-Erickson recalled its field men working on Ford dealer ads.

Union labor has attributed the GM layoff to an alleged "understanding" be-

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

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

HOLLYWOOD, Jan. 8.—Prophesying that Hollywood will never supplant New York as the world's radio center, W. B. Lewis, CBS programs director, declared the Eastern metropolis is still the outstanding center. Partial plans for the network's production operations during the coming months were outlined by Lewis. He predicted a continued trend of production activities to Hollywood, increasing steadily during 1938. New ideas in radio presentation will be sought in a CBS series planned for the spring and summer months in which every CBS key station will contribute a "different" broadcast. These programs will be heard Saturday afternoons and will not be confined to any single medium. Music, drama, personalities, special events—all will be given a try.

20 Grand Ciggies Drop Acts for Wax

NEW YORK, Jan. 8.—After using native shows and commentators in several cities, Twenty Grand cigarets is switching to discs. Altho the waxed productions have not been selected as yet, a string of 15 stations has been slated to carry the three quarter-hour periods weekly.

Current line-up of stations include KSFO, San Francisco; WNAC, Boston; KFI, Los Angeles; WTMJ, Milwaukee; KOMO, Seattle; WMAQ, Chicago; WRC, Washington; WCAE, Pittsburgh; WDAF, Kansas City; KFEL, Denver; KSD, St. Louis; WOW, Omaha; KSTP, St. Paul, and WLW, Cincinnati. Discs will also be aired in Detroit, but station has not been picked as yet.

McCann-Erickson placed.

Atlas' Aussie Deal

SYDNEY, Jan. 8.—A deal has been signed by Stuart F. Doyle, Commonwealth Broadcasting Company exec now in New York, and Herbert R. Ebenstein, of Atlas Radio Corporation, e. t. firm. Commonwealth will serve as a distributing office serving 16 Australian stations with the 28 disc shows on the Atlas books. In addition to the Australian territory covered by Commonwealth, New Zealand will also be included.

KSFO Shifts Reps

SAN FRANCISCO, Jan. 8.—Free & Peters, Inc., have been appointed national sales representatives of KSFO. Previously represented by John Blair & Company, KSFO released them from their contract, which had three years to run.

Leo Bowman, Pacific Coast manager, took over the San Francisco office last May. Deal was handled by Bowman and Phil Lasky, KSFO manager.

Another series titled *Meet America* will present radio ideas, personalities and continuity material selected by a special talent scout. Scout will be dispatched by network on nation-wide search for outstanding talent from local stations.

During coming year CBS will start series of broadcasts dedicated to improved relations between South American countries and United States. *Brave New Worlds*, which is being presented for similar purpose, will be dropped. Shows along the lines of *Professor Quiz* will be pushed, Lewis believing the listeners appreciate educational programs which really educate.

Studio applause, long the target of columnists, is due for a marked reduction. CBS has received more mail complaints from this evil than any other. New Whiteman series is being aired without applause. Belief is that audience can be encouraged to spontaneous laughter, rather than forcing them with applause cards. In future all CBS shows will be produced minus forced applause.

NBC recently planned a similar talent drive, but dropped it when the NBC Artists' Service underwent a shake-up. There's some skepticism being expressed—it's the first of the year—and somewhat similar announcements have been heard in the past, with nothing happening thereafter.

HOLLYWOOD, Jan. 8.—Talent buried in Hollywood is getting its chance on Columbia's new Coast show, *Audition*. Program is in nature of a good-will offering by the network, officials believing there is plenty of good talent under cover.

Show is handled by Bill Moore, better known as Peter Potter, emcee of the *Hollywood Barn Dance*. Object is to give small-town professionals who land in Hollywood a chance to show what they have to filmdom.

Union Renews on Show

NEW YORK, Jan. 8.—International Ladies' Garment Workers' Union has signed for a renewal of its Italian program on WPEN, Philadelphia; WELI, New Haven, Conn., and WCOP, Boston. Viola & Furman, Inc., placed. Pettinella Ad Agency renewed its Brioschi program on WELI, New Haven; WSPR, Springfield, and WSAR, Fall River. J. Franklyn Viola & Company placed this one.

H'wd Expects Up In Drama in '38

HOLLYWOOD, Jan. 8.—Musical and variety shows had their innings during 1937, but a perusal of schedules slated for broadcast from Hollywood in the ensuing year indicates a considerable increase in dramatic programs both for commercial accounts and as sustaining attractions.

CBS, with emphasis on dramatic airings, particularly on a sustaining basis, bears out the contention that drama is slated to enjoy a vogue heretofore unknown, particularly in the higher brackets of expenditure and quality material.

Entry to radio of literary names during the past year has added particular interest to drama over the ether. Local execs see the trend towards a new type of original drama on the air, created by known literary names and adapted particularly to airwaves and to solely oral rendition.

It's been said before, tho.

Janitor, Formerly Burly Comic, Resumes Mop After KWOS Show

"Hyde Park Alarm Clock"

Reviewed Monday, 7-7:30 a.m. Style—Comedy and songs. Sponsor—Hyde Park Brewery, St. Louis. Agency—Ruthrauff & Ryan. Station—KWOS, Jefferson City, Mo.

This is one of the more unique early morning programs now being aired in this section and is the product of Randall Jessee, KWOS program manager. The factor making show a standout is Van Vanschoick, janitor at KWOS, who actually lays down his mop each morning to go on the air with Jessee.

A former burly actor, Vanschoick gets off good gags, with Jessee acting as straight man. They sing duets, chatter and discuss current events or any other subjects which may pop into their minds. No script is used and programs are never rehearsed. Alarm clock is set as show takes the air, with a prize going to listener phoning the station to make the most accurate guess as to when the chimes will ring. Plugs for the company's product are made three times on the half-hour period—and then briefly.

When show is over Vanschoick takes his mop and continues his work as janitor. Jessee stays on at the mike for a recorded program. Not yet 25, Jessee is attracting wide attention thruout Missouri with his brainstorm. D. E. D.

"Musical Steelmakers"

Reviewed Sunday, 5-5:30 p.m. Style—Amateur musical show. Sponsor—Wheeling Steel Corporation. Agency—Critchfield & Company. Station—WOR (MBS).

This "industrial" show is comprised of workers in steel mills and offices operated by the Wheeling Steel Corporation. Its aim is to amuse and entertain other workers, customers and friends of the company as well as the dialer-at-large. There's considerable talk of Wheeling, but direct plugs are held down. Opening stanza revealed no union angle, pro or con.

Production was quite even and, tho it didn't reveal any Bennys, Vallees or the like, it equaled some network shows in entertainment caliber. Entertainment was largely of a musical nature, with a male chorus and a femme with sexy pipes and a slow and sweet delivery.

Attempt is made to build up a personality, and one oldtimer does much, thru an interview, to explain steel language and the steel business. Steel's use of other products, such as cotton, and the industry's relationship with the farm were revealed thru an interview.

Program needs a shot of comedy to help balance it, but unless the amateur steel men are better than many of the alleged professional gag men, they're wiser to hold out on the funny stuff. B. H.

Bryce Oliver

Reviewed Wednesday, 8-8:15 p.m. Style—Labor commentator. Sustaining on WEVD, New York.

An anvil, probably meant to be symbolic of labor, is used to introduce Bryce Oliver for a quarter-hour session of labor talk. Oliver has a clear-cut, natural

speaking manner, minus any suggestion of soap-boxing. He's a natural for the liberal and trade-union audience built up by WEVD.

When caught Oliver described the public reaction to Roosevelt's recent message and contrasted it with the reaction of the dailies. He then launched into a discussion of the control of the press and compared its reaction to that of Europe's Fascist newspapers. He included an incidental criticism of the building trade unions and some AFL practices, as well as the so-called strike of industry in the auto business.

Production could be smoother if the anvil effects were either eliminated or lessened. B. H.

"The Woman Speaks"

Reviewed Friday, 11-11:15 a.m. Style—Interviews. Sponsor—Scott Furriers. Agency—Continental Advertising Service. Station—WEEI (Boston).

Here is the town's first indoor vox pop show, utilizing the feminine contingency. Each of the six women used on the program receives a \$15 award.

Eddie Kasper, local emcee and commentator, pilots the show. He is facile and puts on the smiling voice thruout the stint. Gets them in a mood to browse around the fur salon after the airing. Idea is a good puller, with the mail sacks including a bunch of requests

to be part of the following weekly frame.

Host of queries were shoved in one this session. Femmes like this stuff and delight in offering their opinions, a woman's prerogative, and what's more they get "paid" for talking a lot. S. J. P.

"Mickey Mouse"

Reviewed Sunday, 5:30-6 p.m. Style—Animated cartoon sketches. Sponsor—Pepsodent Company. Agency—Lord & Thomas. Station—WEAF (NBC network).

This is the first series for Mickey and his pals, previous radio appearances having been limited to guest shots, the series succeeding *Amos 'n' Andy*. The first program showed the principal difficulty confronting Walt Disney and the characters' creators. Lacking the ability to see the antics of the cartoons made appreciation more difficult; this was especially true in the case of Donald Duck. In pictures much of the latter's incomprehensible lingo is counteracted by action, an advantage obviously lacking in radio. None of the other characters is similarly troubled, but Donald is a valuable asset who, perforce, will have to be lost to the radio program to a great extent. This may or may not hurt; it very likely will leave listeners wanting more, which certainly can't hurt.

Because of the countless film-house appearances of the cartoon characters the individuality of each is known to the audience; hearing the voice of each automatically conjures up his screen likeness, lending reality to a radio character that in most other programs is lacking. Unlike other programs there is no need to

picture a character, and this helps the show.

It is a fairly safe bet to say that experienced showmen such as Disney and his associates, working with Lord & Thomas, will get the bugs out of the series. First program, because of the duck difficulty and script weakness, was fair at best. In order to click the show must improve; if it does, it's obviously bound to be a winner, with both a kid and adult audience made to order for it. J. F.

"Amos 'n' Andy"

Reviewed Monday, 7-7:15 p.m. Style—Serial. Sponsor—Campbell Soup Company. Agency—F. Wallis Armstrong. Station—WEAF (NBC network).

Reviewing a radio act that in an eight-year run for one sponsor has built one of the largest steady audiences in the business is really something. In radio and the show business *Amos 'n' Andy* occupy a unique position, which they have rightfully earned. Occasion for the review, of course, is the switch after eight years to Campbell's soups, away from Pepsodent toothpaste.

In serials a major asset is to be able to present the show so that a listener who hasn't heard the program for a long time can pick it up anywhere and know what's going on. *Amos 'n' Andy* have that, radio writing at its best, plus characterizations that are realistic in their type.

After the first show, the two actors, still in character, spoke about their new alliance. An entirely distasteful note was injected when both said their favorite soup "is chicken with noodles." Such a coincidence! J. F.

"Voice of the Community"

Reviewed Tuesday, 12:30-12:45 p.m. Style—Theater lobby interview. Sponsor—Community Opticians, Inc. Agency—Commonwealth Advertising Agency. Station—WCOP (Boston).

The Voice of the Community from the Tremont Theater lobby used to be a WNAC-Yankee network feature for Community Dentists, Inc., sister to the optician outfit. But since last summer's decree of law obliterated dental advertising on the air the show waned and the contract was thrown over to WCOP, indie station, a surprise in trade circles. Metropolitan Theater, locale of the interviews, lost its show pluggings.

Jim Donovan, special events man, handles the program with decided improvement over those heard earlier in the season. His one big fault then, with remnants of it still lurking, is his continued repetition of answers dish out by the interviewed. Much time is lost in this practice and it becomes quite boring.

Donovan's voice is more affable, smoother and currently attempts to drag out the brand of stuff which keeps the program tuned in by the armchair clinic. S. J. P.

Diana Barile

Reviewed Saturday, 2:30-2:45 p.m. Style—Songs. Sustaining on WELI, New Haven, Conn.

Starting with her theme song, *In My Solitude*, this young lady with a swell pair of pipes gives promise of an entertaining 15 minutes, but somehow or other the program lacks something. The accompanist, Don Raphael, is capable, but should limit himself to one number instead of two and should choose peppier tunes. Miss Barile's numbers are okeh, but she could put a great deal more oomph into them and zip it up a bit. Announcements are handled by Martin Haymon. S. A. L.

Bob Jennings Moves Up

CINCINNATI, Jan. 8.—Robert G. Jennings, Crosley vice-prez, has been named general sales manager of WLW and WSAI, as well as assistant general manager. Jennings joined Crosley two years ago. Was sales manager of WSAI and later named its manager and then was made program manager of both WLW and WSAI. Realignment follows the appointment of Transamerican as exclusive national representative of the Crosley duet.

Loeb With L. & T.

DURHAM, N. C., Jan. 8.—Tommy Loeb, WDNC spieler, quits the staff to join Lord & Thomas' New York office. Loeb, who has been with WDNC since April, starts his agency job January 17.

Transcription Previews

"Oklahoma Outlaws"

Style—Hillbilly musical. Time—30 minutes. Produced by Standard Radio, Inc. Talent—Al Clauser, Slim Phillips, Don Austin and Carlos Ruffino.

Thirty minutes of hillbilly music is a large dose, especially when each of 10 selections is followed by some high-mountain doggerel for the announcer, but there are plenty of sponsors who like it. Clauser's outlaws keep this shot above the run-of-the-mill with some good arrangements and yodeling of the standard cowboy ditties.

"Musical Newsy"

Style—Musical. Time—15 minutes. Produced by Standard Radio, Inc. Talent—Tommy Tucker and Segar Ellis orchestras.

Strictly a swing music session on this program, but with Standard's script department augmenting it by weaving cryptic anecdotes thruout, making it a sort of musical newspaper as title implies. Only trouble here is that the script is clever only if used by an announcer of the Pete Smith type. Stuff could easily be murdered.

With or without the continuity, tho, the music is okeh. Tommy Tucker has a good standard organization, altho lacking any particular style. The Segar Ellis aggregation is heavy on novelty and

good arrangements. Has a brass choir effect with that section which lends plenty to the ears. Ellis himself vocalizes and his work on *Not a Song in My Heart* is much better than average. Show is cut out for afternoon shots and any sponsor who does not need specialization to hit his market.

"Hollywood Brevities"

Style—Music and chatter. Time—15 minutes. Produced by Standard Radio, Inc. Talent—The Playboys and Art Tatum. Script by George Fischer.

Here's a natural for stations in the sticks. George Fischer, Hollywood columnist, has written some special material for this transcription to send out with its pop supplementers. Continuity opens with announcer plugging Fischer and his gossip about the film colony. Injected in this spot are a couple of pop tunes, *Devil in the Moon*, by Art Tatum, rattling the ivories, and the Playboys, a slick quartet, swinging, with harmonica, bass, mandolin and piano. Music is then followed by announcer reading Fischer's chat in the form of a letter. Show is rounded out with two more ork shots.

Sponsors appealing to the femme trade will have a good bet with this show and the Hollywood dirt is kept up to date, yet away from spot news, so that it has a fresh slant when aired.

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.

Right in the midst of best-selling books and popular air stanzas stressing the self-help idea is *Doctor Dollar*. It's a sponsored NBC program, paid for by Vocation Service, Inc., which asks males from 18 to 45 to write in for info on technical courses. Show is a dramatization of odd jobs and how they paid. A lass who sold sea shells, a costumer and maker of miniatures of marine life were included on program caught. There's a \$25 prize for tips on unusual jobs which can be dramatized. It's an inexpensive human-interester and riding the crest of a current trend.

George Jessel's co-operative show on

Mutual is hitting along much more smoothly than it did on the opening numbers. Corners are rounded now and there's more polish to the production. A recent stanza included a sight-seeing tour to a wrestling match, the op'ry and a burlesque show, all of which were naturals for variety of gags and swiftness of pace. Burly section was particularly socko, as it was burlesque of 20 years ago, not the present rubbish masquerading under that name. Jean Bedini and Lew Hearn from the old *Peek-a-Boo* wheel show revealed that they are still comics, somewhat of the Weber and Fields school, and might well be heard again. Jessel's personality helps plenty in pushing show along smartly.

THE STATION OF THE STARS
New York's
Number One
Showmanship
Station
W H N
Affiliated with
Loew's Theatres and
the M-G-M Studios
1540 BROADWAY • DIAL 1010

GENUINE PHOTO REPRODUCTIONS
Any Size or Quantity. For Example:
50 (1 Subject) 8 x 10 for \$3.25
100 (1 Subject) 8 x 10 for 5.50
One-half Deposit With Order, Balance C. O. D.
ADVERTISERS PHOTO SERVICE
80 West 40th St., NEW YORK.

Promotion Shorts

In changing the broadcast time of its amateur hour, WHN, New York, used a wide variety of promotional stunts to info fans of the switch in hours. Show broadcasts from several Loew theaters, and trailers, lobby displays, three-sheets, throwaways, poll cards were used in or near theaters to let the natives know of the change. Spot announcements, releases, mentions in *Loew's Weekly* and special broadcasts were also used. Topping the stunt was a parade by a naval militia unit tied in with the change in hour.

Food for 1,500 needy Denver families was supplied thru the efforts of KFEL, which collected \$3,061.17. Denver outlet conducts a yearly "radio auction" to raise funds for food. Local merchants chip in merchandise, which is "auctioned" by station announcers to listeners.

Another example of an effective yet simple exploitation stunt is WCAU's calendar card. It's of the familiar pocket size, contains a minimum of copy, just call letters, city and wattage. Probably will remain on plenty of time buyers' desks.

To acquaint natives with important local doings, WRD, Richmond, now breaks into sustaining programs with flashes of hot news. Stunt is a variation of breaks with national items, but WRD is tying itself up with the community by breaking in with home-town happenings. Gets news from local *Times-Dispatch*.

Working in conjunction with publicity department of the Chamber of Commerce of Birmingham, WAPI is conducting, effective January 6, a talent-seeking campaign. Working in with the search, the new Touring Microphone program will give various communities chance to talk on their advantages. "Selling Alabama to Alabama" is slogan for the broadcast. Leading citizens will be asked to talk and best talent in each city brought before the mike for chance to become a member of regular staff of WAPI. Chamber of Commerce officials announce they will make notes of advantages and send out these reports to prospective customers in Birmingham and vice versa.

KSFO's quiet, unheralded safety campaign has taken hold. Short, one-sentence safety plugs are slipped into each news broadcast ostensibly as a parting thought by the announcer. When unusual conditions such as football games, special events or weather complicate traffic station also shoots out friendly hints.

Campaign, which is a pet idea of Manager Phil Lasky, apparently is working as the State Department of Motor Vehicles,

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

GUS **STAGE & SCREEN** **VAN**
Direction of
Central Booking Office, Inc.
54 W. Randolph St., Chicago.
For RADIO
Radio Productions, Inc.,
520 N. Michigan Ave., Chicago.

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

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

A Career
NEW YORK, Jan. 8.—Jerry Mann, comic and mimic who quits the Hammerstein Music Hall this week, will have played 82 weeks on the show. Booked originally for a one-time guest shot.

learning of the work, voluntarily asked the station for the right to participate by tipping off the station to anticipated traffic jams on highways thruout Northern California.

Humor in a gentle, mildly satirical vein is used by the Bronx WBNX to sock over the fact that the station is a foreign-language headquarters. Drawing shows a grand damsel led by a pooch and followed by a chauffeur. Old gal says, "I never listen to WBNX," while station follows up with, "But 4,000,000 New York housewives do!"

Out of Greensboro, N. C., comes a postal card ready for mailing from WBIG. One side shows a drawing of a section of the town, while attached to the postal is a promotional boost for the station. Included is the station's slogan, "People, not geography, buy merchandise; programs, not wattage, sell merchandise."

Mass. Wants Its Own Radio Commish; With \$5,000 Job

BOSTON, Jan. 8.—On the heels of a bill presented to the House of Representatives, giving radio stations a break when defamation of character lawsuits are presented, Representative Phillip G. Bowker (R.) petitioned the Legislature with another treaty. Newest bid is for the legislative body to establish a State Radio Commission.

Substance of the bill is to make short work of "the abuse and villification heaped upon decent citizens by certain radio speakers during recent years."

Under the proposed law no person within the "jurisdiction of the Commonwealth shall utter any obscene, indecent, profane, defamatory or libelous language over any radio broadcasting equipment."

Chairman of the commission is slated for an annual pay check of \$5,000 and the two associate commissioners would grab \$4,000 each. Penalty clauses of the measure provide a maximum fine of \$5,000 or imprisonment not exceeding a year, or both, for violators of the proposed act.

La. Governor To Use Weekly Fireside Chats

NEW ORLEANS, Jan. 8.—With plans to outline progress and acquaint people of the State with prospective legislation under his administration, Governor Richard Leche has opened a series of 11 weekly "fireside chats" over the Southern Broadcasting System of Louisiana. Beginning January 3, the series continues thru May 26, when the State law-making body will hold its biennial session. Included in the network is WJBO, Baton Rouge, as key station; WDSU, New Orleans; KVOL, Lafayette; KRMD, Shreveport; KALB, Alexandria; KPLC, Lake Charles, and KMLB, Monroe.

"I want to explain to the people what progress we have been making in Louisiana," Governor Leche says, "and to tell them all about our future program. There is no better way to reach them than thru a State-wide radio network."

Claire Weidenaar's Shift

MEMPHIS, Jan. 8.—Claire Weidenaar, program director for *The Commercial-Appeal* station, WMPS, has returned to the newspaper field as promotion director for *The Cincinnati Post*. Successor still unnamed. She was in charge of WMPS programs since last spring.

FORT WORTH, Tex., Jan. 8.—Transfer of KGKO from Wichita Falls to Fort Worth will be completed about May 1, according to Harold V. Hough, general manager. Station was given permission to move, to increase its power from 250 to 1,000 watts nighttime and from 1,000 to 5,000 watts daytime, and to locate its transmitter near Arlington, halfway between Fort Worth and Dallas. Station when it moves to Fort Worth will be a member of the basic NBC Blue network as well as of the Texas Quality network. WBAP is a member of the NBC Red network.

Air Briefs

New York By BENN HALL

A MOTTO, "The Forgotten Men of Radio," adorns Frank Conrad's office door at McCann-Erickson. Maybe time buyers are forgotten or unknown to the public at large, but not to station reps on the loose. Ask any one of them. . . . J. Stirling Getchell office shuffled around to make room for *Picture* magazine, in which Getchell is interested. . . . Fred Smith, of Kings Features, back after a week's holiday, while Burl Ely, of INS, also back after a vacash. . . . Picture mags going after television in a big way. . . . Both *Picture* and *Life* had layouts, with more expected in other magazines. . . . Charmee Allen jumped in on a hurry-up call from John Loveton for the *Aunt Jenny* CBS show. Reason: Florence Malone taken ill suddenly. . . . No. 2 on the sick list is Steffin Schnobbe, whose broken toe is on the mend and whose home no longer shows evidence of the fire. All the results of an ignited Christmas tree. . . . Paul Stewart, who toured in *Wine of Choice*, in for the *David Harum* show.

Milli Craig scored three appearances as solo swingstress with Merle Pitt's Band on WNEW's Sunday swing session. Hails from Boston's WCOP, Philly's WCAU and the night spots. . . . Gene Tunney, ex-Shakespearean scholar, tossed a few words to distillers last week. Advised them to go easy on radio advertising. He's in the licker biz now and doesn't want to antagonize the blue noses. . . . WHN staff buying rice and things. Gene Ford's secretary, Rosalle Krause, said "yes" last week, while Louis K. Sidney's pitmanist, Frances Bloom, is another to be wearing a new rock.

Barry McKinley returning Saturday from a stay in Florida. Missus remained up north. . . . Maury Gaffney, of CBS, spending his vacash on a Panama cruise with the missus. . . . CBS Vice-Prez Paul Keston on the sick list last week. . . . Dot Sullivan leaving WOR to become John S. Young's secretary. He's head of the World Fair's radio division.

Sid Schwartz, formerly with WNEW, now at Atlas Radio Corporation. . . . Reported CBS is having television trouble—that is, technical trouble. . . . Grace and Scotty, NBC team, have done a Brunswick waxing with the weird title *When the Rhododendrons Bloom Again*. . . . Ivan Black, WPA radio press agent, due back from a quick one to Bermuda and Havana. Press agent's holiday, doing an emcee job. . . . McCann-Erickson was sore at CBS's co-operation on sound effects last week, but the air's clear now. . . . Colonel Jack Major ending his sustaining ride on CBS to p. a. in Boston. Ready for a new air show for March.

Herb Rosenthal, CBS's artist bureau chief, laid up with sinus, but back now. . . . Plenty of changes at WOR. . . . George Matayo replaced Ed Clapham in sales promotion. A new man to come in. Margaret McGurk, of that department, in hospital minus her appendix. . . . Alvin Josephy new to special features in place of Jerry Danzig, who replaced John Bates, commercial editor, now in biz for himself. . . . Press department threw a party for its alumni Friday. Attending were Dot Haas, Tom Lane and Laurette (Lambie) Peterson.

Chicago By HAROLD HUMPHREY

SPECIAL event lads at WBBM are still burning over the beat that was scored on 'em by the WLS crew, which muscled in ahead of the mob at the airport when Norman Alley came thru, nabbing him as he stepped from the plane while the WBBM boys ran around yelling that they were supposed to have the exclusive broadcast. Possession proved to be law, too, with WLS hooking a seven-minute shot on wax and airing it 15 minutes later from the studios to beat WBBM several hours with its three-minute stint. . . . The daily radio scribes flocked together for a unanimous panning of Wrigley's new *Double Everything* show, but its aroma is not quite so bad as these quill-drivers would have it. Altho the show lacks plenty, it was also unfortunate in having Wrigley as the sponsor, plus a ton of ballyhoo, which hyped expectations, as the gum king is noted for doing things up brown—so the columnists felt let down and came back with the ribbing.

Julian Bentley, WLS newscaster, is not sure but believes he holds a record of

some kind with his 33 air shots per week. . . . Sylvia Clark, comedienne, finished her vaude tour and is off to New York to cut some new discs. . . . Ray Wilson leaves his trade-sheet job this week to become a production man at CBS. . . . Maxine Gray, vocalist with Hal Kemp, is leaving the ork for movie-land. Rosalind Marquis, former local gal, is taking over with Kemp. . . . WJJD is Chi's outlet for the new *Father Coughlin* series, which started back on the ether Sunday. . . . Henry Busse and band will continue on the new *Mar-o-Oil* show to start next Sunday. . . . June Lyon and Jerry Marlowe celebrated their first air anniversary together on the NBC morning show with Perry Como. . . . The Tom, Dick and Harry trio of WGN have returned from a three-month vacash in Hollywood and are breaking in a new member to take the place of Marlin Hurt as Dick.

Lulu Belle, of the WLS *Barn Dance*, is reported to be the next WLS-er to strike out for Hollywood. If the deal pans out she will make one picture for Republic in May.

From All Around

HIRAM HIGSBY, emsee of *Chorettime*, new WMPS (Memphis) show. . . . Claire Weidenaar left station to handle radio promotion for *Cincinnati Post*. . . . Neil Norman, of WIL, St. Louis, resting at Hot Springs, Ark. . . . Burridge D. Butler, of WLS and KOY, back from a trip to Mexico. . . . Lee Bland is WKRC's youngest newscaster. Cincinnati speler is 22. . . . It's a girl at the John C. McCloys, of WROK, Rockford, Ill. The pop's program director at the station.

James Hall, flicker star, to hit the networks again with a *Hollywood Gossip* program. Recently did an emcee job on Mutual. Now touring with *Hell's Angels*, movie playing repeat dates. . . . Connecticut Colonials, new WICC staff ork in Bridgeport, started a series recently. Gus Meyers Jr. batons the 10-man band. . . . *The Hemingways*, pop WNAC-Yankee network strip show, back with a new winter series. Fred Bishop Yankee dramatic staff director, is originator, producer and *Mr. Hemingway*.

Morton Blender, WCOP announcer, releases the info that he was secretly married in Chicago July 21 to Ruth Goodman, of *The Wisconsin News* ad staff. . . . Mary Conger left WORL as program secretary to await the stork. . . . Vic Jerome left WHDH airwaves to join the Lewis Hawaiian Serenaders on WBZ and WBZA, Boston-Springfield, Mass., as baritone.

Moshe Paranov, New England conductor, is now WTIC's director. He will be in charge of a concert ork. . . . Anne Fitzpatrick, former receptionist at WIP, Philly, now assistant in the publicity department. Replaced Lorraine Reilly, who joined WINS, New York. Jean MacLatchie, formerly with Philco, replaced Miss Fitzpatrick. . . . Robert T. Cottingham, transferred by NBC from WRC-WMAL, Washington, to KYW, Philly, to handle Esso news. Program will be aired four times daily. Cottingham formerly was connected with the special events department of NBC.

Bickford-Colonial Attacks Irk Massachusetts' Solons

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

BOSTON, Jan. 8.—Climax of attacks by Colonial Network News Service, thru Leland C. Bickford, on alleged "graft, corruption and racketeering that is smearing the decent population of Massachusetts" came as a boomerang Thursday following an address Bickford made at a Worcester, Mass., Rotary Club luncheon. Ire of Massachusetts' solons came to a head when they heard of Bickford's statements in which he said that "with few exceptions, votes in the Legislature can be bought for anything from \$100 to a pound of tea." Politicos were studying Bickford's speech and rounding up evidence for presentation to Governor Charles F. Hurley. Statesmen resented Bickford's remarks, and it was made clear that they intended to bring him before a legislative hearing to prove or retract his assertions. Bickford assailed Hurley and Norman MacDonald, executive secretary of the Massachusetts Federation of Taxpayers Association. He also repeated attacks on Senator William H. McSweeney, of Salem, Mass. Previous criticisms featured several recent speeches before organizations thruout the State. McSweeney threatened to bring the matter to the attention of officials of the Senate.

Bickford, at Worcester, charged that Senator McSweeney had voted in the Senate last session for Governor Hurley's proposal to abolish pre-primary conventions in exchange for a promise to make McSweeney a judge.

McSweeney responded, saying: "Of course, I want to see just what the gentleman said, but I shall confer with the clerks and parliamentarians of the Senate with a view to bringing him before the Rules Committee, if possible, to make good on his assertions of graft and corruption at the Statehouse."

John F. Mahoney, president of the Worcester Taxpayers' Association, challenged the radio editor's charges. Mahoney burned the wires to Governor Hurley's secretary, Paul C. Ryan, and upon the latter's request will forward press clippings of Bickford's statements for the governor's consideration, in addition to Senator McSweeney, President of the Senate Samuel H. Wragg and Speaker of the House Horace T. Cahill. Last two named head the Rules Committee of their respective branches, and any move to bring Bickford in for proof of his charges would start before those committees.

Bickford said that he would be willing to meet MacDonald in debate anywhere in the State, and suggested that if such a debate were staged he would make more startling statements than heretofore with reference to MacDonald and the taxpayers' group.

New uprising is the result of a dog-racing expose last session. Bickford declares that McSweeney stymied efforts to get the truth about the dog tracks at public hearings of the Legislative Committee, of which McSweeney is chairman. He also charged that MacDonald, as a member of the 1936 commission on taxation and public expenditures, had cloaked the dog-track owners from being obliged to show up their real books of account.

Mahoney retorted Bickford and Yankee-Colonial networks were antagonistic to the dog tracks because an associate of Bickford was interested in horse racing, but denied that this had anything to do with his opposition to the dog-track promoters.

John Shepard III, prexy of the radio outfits, was in Washington, but it is known that Bickford is Shepard's mouth-piece.

Leland C. Bickford yesterday offered to go before the State Legislature to prove his Worcester Rotary Club charges.

PHILADELPHIA, Jan. 8.—In a campaign to use more radio promotion *The Philadelphia Record*, morning newspaper, has hired Enid Hager as radio co-ordinator. Miss Hager formerly was a member of the program department of WFIL.

Correction

NEW YORK, Jan. 8.—Several radio editors who highlight *The Court Decides* are doing a bit of head-scratching over the changes of moniker this WHN show has made. Original plan was to call it *This Is the Law*, but it was decided *It Is the Law* would be better. Next change was to *The Court Decides*. After a ride with this title, shift was made to *You Decide*.

magazine to be distributed nationally on news stands. Last form would have a special section for Equity members stitched into it, the remaining pages being on the theater in general, with a good sprinkling of pictures. Book would be about 100 pages and would be financed by outside money. Meredith indicated that he had ideas where to get that money. Council will consider the matter of revising the mag during the next few weeks. Attitude of many Equity people is that a lot of advertising hitherto untouched may be tapped.

Decision to take the cast of *Pins and Needles* into Equity is one of most curious in the theater's history. Play is done by members of the International Ladies' Garment Workers' Union, and is such a smash that it is regarded as competition for the regular commercial musicals. Council, faced with an utterly new situation, is taking the 10 principals into AEA, with the rest joining Chorus Equity or coming into Equity as extras. Latter pay no initiation fee and are assessed small dues. Implications of the "compromise"—as it is called by some Equity officials—is that the Equity minimum will be paid even tho the cast is composed of amateurs. Fact that the players already belong to a CIO union and are now being forced to join what might be considered a rival group is also causing comment.

CHARLIE MCCARTHY

(Continued from page 3)

angle of the dummy ribbing the ventriloquist is being used more than ever before, too.

It is considered strange that no rival ventriloquist act has been developed to rival Bergen on the radio, most vents feeling that the radio studios consider Bergen too far ahead to be overtaken.

With McCarthy dolls and novelties flooding the toy market, with floor shows featuring McCarthy numbers and with newspapers and magazines publicizing the miracle of McCarthy, many ventriloquists fear the fad will run itself out soon. And then the hundreds of dummies will have to go back into the trunks.

MEREDITH

(Continued from page 3)

zine with a number of departments in the style of *The New Yorker*. (3) A

Squash Put On Chi Agency's Plan To Get Station Wires

CHICAGO, Jan. 8.—Blackett-Sample-Hummert, one of the largest handlers of radio accounts in the industry, found itself in plenty of hot water this week with local radio stations and James C. Petrillo's musiker union when the agency began dickering with the American Telephone and Telegraph Company with the intention of laying wires between its own audition studios and as many local stations permitting it.

Hitch in the B-S-H plans came when the stations contacted flatly refused, fearing that the agency had the idea of piping its own transcribed shows into the stations for them to broadcast, thus eliminating the stations' surcharge on disc shows. Meantime the fact that B-S-H was evidently planning to cut its own shows was brought to the attention of Petrillo, who immediately called P. G. Parker, of the agency, into his office for a confab to remind him of the recording rules which Petrillo still has in effect

here in regard to hiring stand-by musicians and obtaining permission before waxing is begun.

Parker vehemently denied that his company had any intention of piping shows to the stations, claiming the lines were merely wanted to pick up reference ET's from stations piping in their shows from New York or elsewhere so that B-S-H could have a copy of the airing for their private library.

"As for making our own transcriptions," Parker said, "we may do that in the near future, but will comply by Joe Weber and the AFM rulings when cutting shows with music."

Chances are, according to reports from the radio stations, that they will never allow B-S-H to install the wires under any circumstances as majority of them feel this move would be a means to outsiders branching in on their territory, regardless of the proposed reasons for wanting the lines.

FCC Radio-Press Inquiry Seen Back of Hearst Radio Changes

WASHINGTON, Jan. 8.—A move to ease governmental pressure against newspaper ownership of stations is seen in the current Hearst Radio realignment, which has Elliott Roosevelt at top man. Capitol Hill observers see this move as more than merely a step in the general reorganization and house-cleaning of Hearst's newspaper, magazine, trade paper and wire service organizations. Because of the Roosevelt connection the move is seen to have important political significance rather than being merely a business step. Clamor against newspaper ownership of stations is believed to be one of the current Hearst worries. Altho his stations have never compared in power or strength with newspapers, observers hold that Hearst doesn't want to see them further weakened or endangered by unfriendly legislation. Altho Hearst plans for acquiring additional stations are still nebulous, it is obvious that the magnate would do nothing to encourage laws which would prevent dual ownership.

The hurry-up grooming job of Elliott Roosevelt and his quick climb, with the accompanying resignation of Oscar H. Tunell, ex-treasurer and business manager, and Curtis Willson, former boss of the sales staff, is viewed as a Hearst move to forestall unfavorable action. Whether young Roosevelt's post will affect coming protests against such dual ownership is still very much in the wind.

Hearst jobs for Roosevelt's kinfolds is nothing new, despite the terrific attempt to encourage Roosevelt hatred before election. After the Newspaper Guild waged and won a costly fight against *The Seattle Post-Intelligencer*, Hearst put John Boettiger in as head man. This was seen as a peace move with organized labor on the Coast which had battled the sheet. Boettiger is Roosevelt's son-in-law.

Station manager personnel is due for a shift also, it is understood. Edith (Peggy) Stone quit CBS to become Hearst station relations manager. She is very well known and regarded in the field.

KDKA Hires Hall To Hail Spitalny

PITTSBURGH, Jan. 8.—Vaudeville theater policy will be upset and a new high in radio station promotion reached at the same time when KDKA takes over the Stanley next Thursday to present a special stage and broadcast bill installing Maurice Spitalny as musical director.

Under terms of the agreement between Westinghouse-owned KDKA and Warner Bros. Circuit Management Corporation, operating Stanley, theater box-office ticket sale will stop at 5:30 p.m., house will be cleared at 8 p.m., and complete regular bill augmented by other acts will start at 8:45 for more than 500 invited guests and purchasers of special ducats that went on sale today at 75 cents plus tax per head. Regular admission is 60 cents. Part of program will go over NBC network.

Idea is brainchild of KDKA Manager Al Nelson, who in four months here since transfer from KOA has promoted a nationally broadcast banquet for 500 folks who influence time-buying, a 17th anniversary celebration of radio, dedication of the new 718-foot KDKA transmitter and similar good-will contacts in effort to restore station to front rank.

Show Thursday will include Spitalny, his brother Phil's 35-piece girl orchestra, his other brother H. Leopold Spitalny, NBC, New York, music contractor, screen actress Mary Brian, Bert Frohman, the Diamond Brothers, Fred Sanborn and other radio, vaudeville and film name entertainers.

Johnson Gets KTSA Post

SAN ANTONIO, Jan. 8.—George W. Johnson this week took over the management of Station KTSA, Hearst Radio's local outlet, succeeding H. C. Burke, who was sent to the organization's Eastern field. Elliott Roosevelt, president of Hearst Radio, Inc., and son of President Roosevelt, announced the change.

DETROIT CENSOR

(Continued from page 4)

"We received 10 personal complaints from the public during the year against theaters and every one was adjusted to the mutual satisfaction of those concerned without embarrassment to anyone.

"Part of the service we have been rendering, of especial import to all show people, is to locate showfolk when telegrams or letters come for them. Usually these are about people stranded in other cities or from sick relatives, and we have located these people in at least eight important cases during the year—and always when time was of vital importance."

AFA SIGNS

(Continued from page 3)

organization to date. Also that applications had been received from burlesque performers, but these he was forced to refuse with the word that the AFA had no jurisdiction over their field.

Negotiations are continuing with the Cafe Owners' Association, Smith reported. He said that John Shelley, president of the San Francisco Labor Council, will sit in on the negotiations.

THREE-SINGER OPERA

(Continued from page 4)

satire. It concerns a gallant lad pressed into the navy by Commodore Dreadnaught, "to whose daughter he is secretly betrothed." The Commodore, of course, relents and makes True-Blue a lieutenant, as well as giving him his daughter. One sees that W. S. Gilbert wasn't a freak but expressed some sort of tradition that had been lying around waiting for his pucky hand.

Between operas the ensemble plays excellent pieces of the period, and Frederick Woodhouse, the company's baritone and the best of the three, sings three lusty 18th century songs. Songs were easily the liveliest and most entertaining bit of the show. For the record, the other members of the company are Winifred Radford and Geoffrey Dunn. Some of the two and three-part songs in the operas are nicely done; at times they even got the audience into the mood of the thing but failed to sustain the mood. Too many little pieces of gag business spoil some of the charm.

What the London company is doing is worth doing. So much so that it's a pity they don't do it better.

Maurice Zolotow.

ARTISTS MANAGEMENT
PAUL WHITEMAN
CHESTERFIELD SHOW.
Sensational!
17 EAST 45th ST., New York MU 2-1888

MERCURY

Beginning Saturday Evening, January 1, 1938

THE SHOEMAKERS' HOLIDAY

(Repertory Revival)

A play by Thomas Dekker. Directed by Orson Welles. Incidental music by Lehman Engel. Costumes designed by Millia Davenport and executed by Brooks. Scenery constructed by Nolan Bros. Presented by Mercury Theater.

The King.....George Coulouris
Sir Hugh Lacy, Earl of Lincoln...Frederic Tozere
Rowland Lacy.....Joseph Cotten
Askev.....William Mowry
Sir Roger Oteley.....John Hoysradt
Master Hammon.....Vincent Price
Master Warner.....John A. Willard
Master Scott.....George Duthrie
Simon Eyre, the Shoemaker...Whitford Kane
Eyre's Journeymen:
Roger, Commonly Called Hodge, Norman Lloyd
Firk.....Hiram Sherman
Ralph.....Elliott Reid
Dodger.....Francis Carpenter
A Dutch Skipper.....Stefan Schnabel
A Boy.....Arthur Anderson
Serving Man.....William Alland
Rose, Daughter of Sir Roger.....Alice Frost
Sybil, Her Maid.....Edith Barrett
Margery, Wife of Simon Eyre.....
.....Marian Warring-Manley
Jane, Wife of Ralph.....Ruth Ford

Attendants: William Howell, Charles Baker, Soldiers: Charles Baker, Tileston Perry, George Lloyd, Frederick Ross, Frederick Thompson, John Berry, Shoemakers: Richard Wilson, William Herz, James O'Rear, Frank Westbrook.

There are men who can't see a twig without an overmastering desire to whittle it; there are idlers who, when they have nothing to do, reach instinctively for a piece of paper and a pair of shears, cutting the paper delightedly into smaller and smaller scraps; there have been kings and queens who found their joy in forcibly abbreviating the stature of various subjects by a head's-breadth; there are even certain homicidal gentlemen (fortunately rare) who are unable to look upon a well-formed adolescent without experiencing a hankering for a butcher's knife. To this strangely assorted company belongs, quite evidently, Mr. Orson Welles, production-overlord of the Mercury Theater, which on New Year's night presented the second item in its announced repertory—a revival of Thomas Dekker's Elizabethan comedy, *The Shoemakers' Holiday*, which will hereafter alternate with the group's much-heralded and to me very silly modern-dress *Julius Caesar*. Mr. Welles belongs to the group because, quite evidently, whenever he smells the blood of an Elizabethan script his hand hankers for the shears. He has reduced *The Shoemakers' Holiday* to a single intermissionless act that consumes not much more than one hour in the playing.

However, in the case of the Dekker play his strange predilection does much less harm than it does in the case of *Caesar*. *The Shoemakers' Holiday*, at least judged by modern standards, was never a very good play anyhow, being known chiefly for the genial humors of its chief character, Simon Eyre; and cutting very definitely does it a lot of good. Mr. Welles, the odor of Elizabethan play-blood titivating in his nostrils, did, I think, go overboard in his wholesale slashing; but some cuts were necessary and, all things considered, the tabloid version at the Mercury is a passable job. Offhand, it would seem that a good deal more of the play could with profit have remained; offhand, it would seem that an intermission dividing a larger selection from the comedy into two parts would have raised the general entertainment level of the evening, despite the fact that the present scene divisions weren't made until the middle of the last century and the act divisions later than that. But even as it stands the Mercury production is a lusty, good-humored, entertaining and thoroughly amusing romp. The fact that I'd have liked to have seen more of it in itself proves the excellence of what there is.

Welles, evidently passing over the quartos and basing his elisions upon editions descending directly from the Fritsche edition of 1862, has at least left in his cruelly abridged version enough of the amazingly varied and richly colored epithets that helped to make Simon what he was—too many of them, perhaps, for the effete taste of a modern audience. Once or twice the joyous bluster of Elizabethan speech seems beyond all modern bounds—but that hardly counts against the Mercury version; in cutting a comedy so filled with bawdy, lusty humors one or two slips are inevitable. And the forthright bawling of those phrases that we now

New Plays on Broadway

Reviewed by Eugene Burr

hide behind pallid euphemisms, if indeed we suffer them at all, is hardly distasteful anyhow. It is never a lingering discussion of dirt for its own sake, as in the muck-covered *Of Mice and Men*, but always a robust and honest acceptance of things and a putting of them to forthright uses. In this, too, there is much aid brought by Mr. Welles' direction and the superlative efforts of his excellent cast; at bottom, probably, it's largely a matter of delivery.

Also much of the direction is self-conscious—sometimes painfully self-

conscious, as a matter of fact—at least in this there is a breakaway from the super-self-conscious "modernization" of the unfortunate *Caesar*, wherein the Shakespearean tragedy is ruthlessly sacrificed to the boobstarring sensationalism of a young director who togged it out in modern clothes and offered scenery made up of the bare walls of the theater. *The Shoemakers' Holiday* has highly conventionalized settings, economically made of unpainted wood and sketchily suggesting a London street, with a series of cross-beams on the forestage over which cur-

tains are run for the intimate scenes. It is a highly conventionalized set—but conventionalized sets may be uncommonly effective, so long as they maintain a theatrical illusion (which is precisely what the *Caesar* "sets" failed to do). *Holiday* scenes are uncommonly effective, particularly when aided by the bright, colorful and altogether excellent costumes designed by Millia Davenport. The production stands as an economical, practical, effective and helpful conception.

The direction emphasizes, as it should for a modern version, speed and the humor in which the Dekker play abounds. In attaining its objective it paints with broad strokes, forcing its players into formalized representations, mannered performances and much attitudinizing. It is an effective but dangerous method, with coyness hanging always just in the wings—and it's to Welles' credit that it remains in the wings most of the time. Once or twice it obnoxiously protrudes its head, but not often.

At that, tho, it appears much oftener than it did in the lovely production of *As You Like It* which the Surrey Players put on earlier this season—and which was ruthlessly panned for coyness and self-consciousness by the same so-called critics who heaped ringing hosannas upon *The Shoemakers' Holiday*. That, of course, is the fault of neither Mr. Welles nor his production—but it is interesting.

The plot of the piece, such as it is, was never either very good or very startling. It tells in brief—in very brief, as seen at the Mercury—of the rise of Simon Eyre, genial and lusty shoemaker, to the post of Lord Mayor, aided by the financial backing of Rowland Lacy, a young nobleman disguised as a shoemaker's journeyman to further his amorous dalliance with the lovely Rose, daughter of Sir Roger Oteley, who opposes the marriage. Details of that, and of the sub-plots that team thru the script in the typical generous measure of Elizabethan plotting, may be sketchily seen at the Mercury. They're really not very important.

What is important, however, is the character of Eyre and the beauty of the dialog which, even when it is straightforward or funny, comes like music to drab modern ears. The Elizabethans had a knack of writing stage English that's never been recaptured since; partly it was because the tongue was put to different uses in those days, and partly, I suspect, because an Elizabethan dramatist, when he set out to write for the stage, had no ridiculous notions about making his dialog "true" to the speech of life. As a result Elizabethan stage speech represents artistry rather than reporting—and the English of the Elizabethan plays is the only truly colorful and truly musical English that I've ever encountered. We've lost the habit (and, indeed, all knowledge of the method) of wringing color and music from a presently emasculated tongue.

Also highly important in the Mercury scheme of things is a really excellent cast—in which Mr. Welles (very wisely, it seems to me) forebore to include himself. Good performances are so many that all can hardly be listed; but at any rate no one could possibly overlook the richly comic, beautifully rounded and tremendously effective Eyre of Whitford Kane; the forthright and immensely appealing Lacy of Joseph Cotten; the splendidly spoken king of George Coulouris; the fine job done by Elliott Reid as Ralph; the joyously robust Sybil of Edith Barrett; or the hilariously amusing (even tho frequently overdone) Firk of Hiram Sherman. And certainly no one could overlook the Hammon of Vincent Price, a performer hitherto regarded not too highly in this corner. Mr. Price comes thru to give a polished performance and a series of really beautiful readings, turning in the best among a stageful of excellent jobs.

Not quite so happy is the self-consciously overpointed Hodge of Norman Lloyd or the seemingly leering Margery of Marian Warring-Manley or the pale Jane of Ruth Ford, which seems a little like a pastel imitation of Ruth Gordon. But those things matter not very much in the midst of the antics of a truly excellent cast.

The program says that the play was "acted before the Queenes Most Excellent Majestie on New Yeares Day at Night Last' 1600." That may be, but the inference that it was the play's first performance is, I believe, incorrect. It is true that the first quarto extant appeared during 1600, but there is strong evidence indicating that a previous quarto was published in 1599.

However that may be, it doesn't af-

From Out Front

By EUGENE BURR

The so-called Bureau of New Plays, an organization offering "prizes" (more properly, advance royalties) to young play-contest winners, formed by the major film studios which objected to terms of the new Dramatists' Guild basic agreement, in order to set up a stable of scab and non-Guild playwrights, has fired another gun in its long-standing war with the Guild. The Guild, indicating that



EUGENE BURR

winners who signed the Bureau's very special form of contract might be barred from future membership in the Guild, evidently frightened the Bureau a good deal, and the Bureau seems to be having its troubles convincing canny youngsters that it is quite so altruistic as it would like to seem. For the Bureau, just before a scheduled meeting of the Guild, issued a challenge to the Guild to provide like opportunities for young playwrights if it insisted on preventing the Bureau from so doing. The challenge was signed by Theresa Helburn, a generalissimo of the Theater Guild who consented to head the Bureau, evidently because she was packed full of the Theater Guild's well-known and much-publicized disregard for vulgar matters of money.

The Bureau's challenge is a typical red herring, drawn across the trail with more noise than skill. At present writing the Guild council has not as yet met, so I don't know what action it will take; but even now it is easy to see that the Bureau's loudly mouthed altruistic claims are as phony as a film version of a stage play. For if the Bureau had been truly sincere in its efforts to help young playwrights, if it had really wanted to aid to stage to the ultimate advantage of Hollywood, it would have planned itself in such a way as to meet with the approval and so get the co-operation of the Guild—which, after all, has been the playwright's sole bulwark against exploitation for a good many years now.

The letter that Miss Helburn sent to the Guild is amusing. It's far too long to print in full—it's not as funny as all that anyhow—but at least I can give the gist of it.

It is Miss Helburn's loudly wailed and interminably reiterated refrain that the poor abused Bureau has only been trying to do good. "It has found," she says, "and helped some genuine talent which will be of value to the theater as a whole." But it has helped them in a misleading and extremely selfish way, forcing them to break the rules laid down for their own good by the governing body of their own craft—in a manner cannily calculated to hurt in the long run the financial status of every active playwright.

Miss Helburn, suggesting that the Guild criticized the cinematic source of the Bureau's capital, asks "where elsewhere capital could be found to carry on this work." But the Guild has never objected to the source of the capital; it objects only to the use to which it's put.

Miss Helburn herself objects to Guild statements "impugning the motives of the Bureau," claiming that "the seven sponsors have been sincere in their efforts to bring new talent into the theater." But they have insisted on bringing it in in their own way—and they wouldn't have done it at all if they hadn't, at the time, been seeking ways and means to break down the Guild's basic agreement. That, of course, may constitute sincerity—but still, you can hardly blame the Guild. "They do believe," Miss Helburn continues, "that constructive effort to encourage the theater and playwrights will, in the long run, benefit the motion picture field." Why not, then, work hand in hand with the Guild for mutual benefits? It was the Bureau, remember, that refused to accede to the basic contract conditions laid down by the Guild.

Miss Helburn states that the Bureau was started before there was any split between managers and films on the minimum basic agreement, a fact that is news to me. My annoyingly faulty memory insists upon misinforming me that the Bureau wasn't announced until long after the war had started. Further, Miss Helburn makes much point of the generous gesture of the Bureau in offering its chances to young playwrights, and of the "unexpected controversy" precipitated by the Guild. The gesture isn't quite as generous as it may seem, since the rewards aren't really scholarships but, rather, advance royalties. And if the Bureau didn't expect the controversy then it's even more naive than it expects its opponents to be. The basic agreement is the spinal cord of the Guild—and when you strike a blow at a man's spinal cord you can usually figure that the man will object.

Miss Helburn ends her philippic with a grand rhetorical question: "If, in other words, your council is meeting for the purpose of raising barriers to obstruct our work, is it prepared to carry on this work as effectively as it has been conducted by the Bureau?" That is, of course, none of the Bureau's business—but it is as an example of inspired red-herring-drawing and smokescreen-covering that Miss Helburn's question is interesting. It endeavors to place the blame and the burden of proof upon the Guild; but, if the Bureau were really sincere in its efforts, as she so repeatedly claims, then the simplest, most logical and certainly the most effective thing to do would be to allow the unfortunate contest winners to sign contracts meeting the terms of the Guild's basic agreement.

Not content with Miss Helburn's neo-classical effusion (released to the press by the Bureau), the poor misunderstood film-company subsidiary sent out to the papers a couple of statements from educators, damning the stand of the Dramatists' Guild. Aside from the fact that the educators know nothing whatsoever about the matter on which they professorially speak, the statements are pretty silly.

The first, from Sawyer Falk, is in the form of a telegram and says simply (See FROM OUT FRONT on page 13)

fect the current romp at the Mercury—a romp that is joyous, lusty, exhilarating and highly entertaining. A habitual glutton, I only wish that Mr. Welles had seen fit to make it a little longer.

46TH STREET

Beginning Wednesday Evening, January 5, 1938
RIGHT THIS WAY

A musical comedy with book and lyrics by Marianne Brown Waters and music by Brad Greene. Additional dialog by Parke Levy and Allan Lipscomb. Additional songs by Sammy Fain and Irving Kahal. Staged by Bertrand Robinson. Dances staged by Marjery Fielding. Ballet music and interludes by Fabian Storey. Settings designed by Nat Karson, built by Henry Abbott & Company and painted by Van Ackerman Studios, Inc. Costumes designed by Miles White and executed by Veronica. Orchestration by Hans Spialek, Murry De Pach and Claude Austin. Musical director, Max Meth. Presented by Alice Alexander.

Bomboski.....Leonard Elliott
Lissa, the Maid.....Leona Stephens
Mimi Chester.....Tamara
Jeff Doane.....Guy Robertson
Josie Higgins.....Blanche Ring
Flora Baldwin.....Leona Powers
James Withington.....Milton Parsons
The Girl.....April
The Boy.....Jack Williams
Spaulding.....Joe E. Lewis
Phil Doane.....Henry Arthur
Judy March.....Thelma White
Butlers.....Jack Gilchrist, Joey Ryan
Mimi's Assistant.....Dorothea Jackson
Comtesse De Marco.....Dorothea Maris
Peasant Vendor.....Leona Stephens
Sam.....Joey Ray

The Four Toppers: Leon Lawrence, John Lewis, Hal Hoha, Theodore Scott. Ladies of the Ensemble: Christine Bromley, Maude Carroll, Violet Carson, Ginger Dixon, Virginia Grimes, Frances Holmes, Dorothea Jackson, Catherine O'Neal, Dorothy Speicher, Zynald Spencer, Charlotte Stoll, Edith Stromberg, Florence Ward. Gentlemen of the Ensemble: Nelson Barclift, William Cope, Charles Curran, James Cushman, Hugh Ellsworth, Robert Compers, Clark Leston, Jack Riley, Harris Woodford.

ACT I—Scene 1: Mimi's Studio in Paris. Scene 2: Pier in Le Havre. Scene 3: Sun Porch of Mimi and Jeff's Home in Massachusetts. A Year Later. Scene 4: Exterior of Symphony Hall, Boston. Scene 5: Garden of Mimi and Jeff's Home. After the Concert. ACT II—Scene 1: Mimi's Hat Salon, Paris. A Few Months Later. Scene 2: A Street in Paris. Later the Same Night. Scene 3: A Market Place. Dawn. Scene 4: The Street. Scene 5: Mimi's Studio. Same as Act I, Scene 1. The Next Morning.

There's a wisecrack making the rounds, a nice one, that's being attributed to Miss Alice Alexander, the ex-showgirl who presented a musical comedy called *Right This Way* at the 46th Street Theater Wednesday night. "There's money in show business," Miss Alexander is reported to have said. "I know. I put it there."

If the rumors of the number of shekels poured into *Right This Way*—it's said that the show cost approximately \$160,000 up to the time it opened on Broadway—have any faint basis in fact, Miss Alexander has a right to her wisecrack. It's a nice one—and it's about the only thing that she's going to get out of *Right This Way*.

The show offers few if any signs of such prodigal expenditure, being (to put it kindly) an unpretentious little affair. But, on the other hand, it is the offering of an untried and apparently carefree young producer (which usually means money-spending) and it had a rough time of it on its extended try-out tour. Recasting, rewriting and rerouting were extensively indulged in; all of which may have succeeded in convincing Miss Alexander that she was a real producer, even tho they succeeded in little else.

One thing *Right This Way* has, how-

BROADWAY RUNS

Performances to January 8, Inclusive.

Dramatic	Opened	Perf.
Amphitryon 38 (Shubert)	Nov. 1	80
Brother Rat (National)	Dec. 16, '36	450
Doll's House, A (Morosco)	Dec. 27	16
Father Malachy's Miracle (St. James)	Nov. 17	62
Golden Boy (Belasco)	Nov. 4	76
Greatest Show On Earth, The (Playhouse)	Jan. 5	6
Having Wonderful Time (Lyceum)	Feb. 19	371
Many Mansions (44th St.)	Oct. 27	86
Mercury Theater Rep (Mercury)	Nov. 11	68
Julius Caesar	Nov. 11	63
The Shoemaker's Holiday	Jan. 1	5
Of Mice and Men (Music Box)	Nov. 23	55
One Thing After Another (Fulton)	Dec. 28	15
Room Service (Cort)	May 19	270
Star Wagon, The (Empire)	Sept. 29	118
Susan and God (Plymouth)	Oct. 7	108
Tell Me, Pretty Maiden (Mansfield)	Dec. 16	28
Time and the Conways (Ritz)	Jan. 3	8
Tobacco Road (Forrest)	Dec. 4, '33	1748
Tortilla Flat (Miller's)	Jan. 8	1
Women, The (Barrymore)	Dec. 26, '36	436
You Can't Take It With You (Booth)	Dec. 14, '36	461
Yes, My Darling Daughter (Vanderbilt)	Feb. 9	378
Musical Comedy		
Between the Devil, The (Imperial)	Dec. 22	22
Cradle Will Rock, The (Windsor)	Jan. 3	8
Hoopay For What! (Winter Garden)	Dec. 1	46
I'd Rather Be Right (Alvin)	Nov. 2	79
Right This Way (46th St.)	Jan. 5	6
Three Waltzes (Majestic)	Dec. 25	17

ever, that makes it worth the price of admission, despite the fact that you have to sit thru an inane book, appallingly unfunny jokes and some pretty dull music and lyrics in order to get to it. That one thing is Miss Blanche Ring, darling of the musicals more years than either she or I would care to mention, breaking into a heart-lifting song-and-dance and stopping the show cold with it. And it wasn't sentiment only that stopped the show—not by any means; Miss Ring could give hearts and spades to most song-salesladies now on the stage and still beat them hands down. She's a grand performer.

The book, to get the worst of it over at once, is all about a demon reporter in Paris who woos and marries the romantic proprietress of a smart hat shoppe, thereafter taking her back to his native Boston and making her very unhappy by lavishing all his time and attention on the column he writes. (Wives of columnists, beware!) So she goes back to dear Paree and her dear, dear hat shoppe; he follows her; they get together again. That, my friends, is the "book."

Brad Greene, who did the music, furnished a few cute and catchy tunes—notably *Don't Listen to Your Heart* and *You Click With Me*—but the additional numbers written by Sammy Fain and Irving Kahal seemed to me to be pretty sad.

Aside from Miss Ring, the standout performer in the cast is that grand trouper, Leona Powers. Miss Powers (who, incidentally, did one of the finest heavy dramatic jobs of last season in *Red Harvest*) comes thru as a charming, strikingly attractive and beautifully polished comedienne, adding brilliance and luster to the dull, drab stretches of the script. Also somewhat on the credit side is Thelma White, a blond dancer who, in reading lines, is more like Dennie Moore than anyone I've ever seen except Dennie Moore.

Tamara, for long a prime favorite in this corner, plays the hat shoppe proprietress, hampered by a long series of startlingly unbecoming gowns and a voice which somehow seems nowhere near as effective as it used to be. Guy Robertson tries to get into the swing of the thing—if any—as the demon reporter; a long, lean tap dancer named Jack Williams does nothing in particular to explain his presence, despite aid received from a cute and charming tap-dancing sprite billed only as April; a bouncing juvenile named Henry Arthur seems something that almost any show could easily do without, and a comic called Joe E. Lewis, from Chicago night clubs, does what must be every night club routine in his repertory. A large number of the customers evidently found him vastly amusing, an aberration that seems inexplicable to me. I've seldom

been exposed to a comic who left me feeling so unmitigatedly glum.

Nat Karson's settings are sufficient, tho hardly startling; Miles White's costumes are startling only because they're so insistently unattractive, and the dances staged by Marjery Fielding seem compendiums of all the dance cliches providentially discarded 10 years ago. A word must be said, however, in praise of the excellent pit band under the direction of Max Meth; it's excellent even when playing accompaniment for Mr. Lewis—and that, I submit, is an achievement.

I'm afraid Miss Alexander would have to do an awful lot of showgrilling to make as much money as she has lost on this.

NORA BAYES

Beginning Thursday Evening, Dec. 30, 1937

STRAW HAT

A "satirical comedy" by Kurt Unkelbach. Staged by Nat Burns. Setting by Buell Scenic Studio, Inc. Presented by Nat Burns. Madame Karnoff Esther Leeming
Louise Sylvia Leigh
Mary Toni Merritt
Betty Maxine Roscoe
Tillie Frances Clay
Johnny Louis Schultz
Denny Phyllis Goodwin
Joe William A. Terry
Ossie Frederick A. Bell
Mac Bodeen Nat Burns
Lauren Lee Barbara Combes
Leslie Arnold Frank Gibney
Lu Miller Gordon Peters
Anthony Marks Melbourne Ford
Mrs. Marks Ruth Thane-McDevitt
The Scene is the Living Room in the Home of the Eagle Beach Players, Eagle Beach, N. H.
ACT I—A Late Afternoon in July. ACT II—Early Evening of the Same Day. ACT III—The Following Morning.

The drama of the year 1937 dribbled away into the void of time with an item called *Straw Hat*, written by Kurt Unkelbach and presented by Nat Burns at the Bayes Theater the night before New Year's Eve. It was billed as a "satirical comedy," and from a couple of random hints it seems that its satire was aimed at summer theaters, those cesspools of Thespiis that gather aestivally upon the floors of outlying cowbarns. *Straw Hat* laughed and laughed and laughed (thereby going one up on its customers), never suspecting for a moment that all the time it was laughing at itself. It was an almost perfect example of the worst type of tripe presented by summer theaters.

In the hopeless morass of its pitiful ineptitude—ineptitude in writing, production, direction and acting—it was almost impossible to discern the threads that Mr. Unkelbach sought to wrap into an aromatic skein of plot. A show is produced—disastrously; the leading man and leading woman pose and fight; a talent scout from a film company is besieged by all the eager players and students; he tells a posing little girl who throws herself at what may only euphemistically be called his head that she'll be thankful to him later for telling her off; he tells a nice young man (in love with the little poser) that he'll get a screen test, thereby inducing in him a state of advanced dementia praecox; the little poser gets over her posing and the nice young man gets over his and the kindly curtain comes down, and the embattled customers—those that are left—rush out into the cool winter winds of 44th street. The play, as a matter of fact, rushed right out after them. It closed on New Year's Day, which was best for all concerned.

The Nat Burns who both produced and directed it—his monumental lack of script-judgment being matched only by his monumental inability to direct a play—must really have believed in it, for he also took an acting part, thus exposing himself recklessly to the customers. On the night the show was caught, however, nobody did anything about it, for which I was glad, because courage like that, even when foolhardy, does arouse a spark of admiration. Mr. Burns' acting, it is to be noted, miraculously reaches the same level as his producing and directing.

For the rest, the rather large cast displayed examples of vaudeville technique that ranged from the low comic to the smooth straight. Since they were unfortunately involved in what was, theoretically at least, a legitimate show, their symposium of five-a-day ham-fattening was pretty much wasted. The only ones to raise themselves a bit above the general level were Frederick A. Bell, who, as the nice young man, offered a really professional approach and performance, except when the entire third act fell on his head, and Maxine Roscoe, a young lady who looked strangely familiar to me and who, unlike her co-

workers, avoided being obnoxious in one of the lesser roles.

At one point somebody said to somebody else, "If you only close your eyes and listen, any play will seem like a fantasy." I tried even that, but *Straw Hat* only managed to seem fantastic. At least, tho, it makes it easy for the drama to turn over a new leaf for 1938.

WINDSOR

Beginning Monday Evening, January 3, 1938

THE CRADLE WILL ROCK

A "play in music" by Marc Blitzstein. First produced and directed by Orson Welles for the Mercury Theater for special performances. Presented at Windsor for a regular run by Sam Grisman. No settings.

Moll Olive Stanton
Cent George Fairchild
Dick Guido Alexander
Cop Robert Farnsworth
Reverend Salvation Charles Niemeyer
Editor Daily Bert Weston
Yasha Edward Fuller
Dauber Jules Schmidt
President, Prexy Le Roi Operti
Professor Trixie George Smithfield
Professor Scoot Charles Niemeyer
Doctor Specialist Frank Marvel
Druggist John Adair
Mr. Mister Will Geer
Mrs. Mister Peggy Coudray
Junior Mister Maynard Holmes
Sister Mister Dulce Fox
Steve Howard Bird
Sadie Pollock Marian Rudley
Gus Pollock George Fairchild
Bugs Geoffrey Powers
Larry Foreman Howard da Silva
Ella Hammer Blanche Collins
Clerk, Reporters, Professor Mamie Marc Blitzstein

Chorus: Larri Lauri, Lilia Hallums, Harry Carter, Alma Dixon, Ralph Ranson, Robert Clark, Billi Bodkin, Josephine Heathman and Lucile Schly.

The Action Occurs in Steeltown, U. S. A., During a Union Drive. There Are 10 Scenes. At the Piano, Mr. Blitzstein.

The Cradle Will Rock, after a number of Sunday performances at the Mercury Theater, is now at Sam H. Grisman's Windsor for a run. It is the same script over which the WPA Federal Theater became jittery last spring, refusing to produce it after all arrangements had been made. This is rather unfortunate for the FTP, because the play is a good one and the FTP has not had many of that ilk.

Cradle comes to the Windsor with the benefit of much publicity. Marc Blitzstein, its composer, astounded the theater world generally in the spring of the year when he rounded up members of the cast and audience and trekked over to the Venice Theater to play the show when the FTP grew apathetic along about opening night.

As produced by the Mercury and Sam Grisman, *Cradle* is still an informal presentation. It has no scenery. The entire cast is seated on stage, speakers coming forward as occasion requires. Ostensibly an opera, production dispenses with a pit band in favor of Blitzstein's piano accompaniment. Blitzstein, in addition to playing the entire score in full view of the audience, also plays a few characters. His manner is one of extreme simplicity, directness and ease and is in keeping with a production that is drastically shorn of essentials.

Plot, as everyone knows by now, is a frank expression of the left-wing drama. Action occurs in Steeltown, United States, during a union drive, and what goes on is indicative of the growing class-consciousness in industrial centers all over the country. Villain of the piece is the town's industrial magnate, and his grip upon business and the financial set-up of Steeltown results in misery and oppression. But Steeltown is being unionized and a note of hope pervades the situation. Thunder and lightning, figuratively, are about to upset the old order of things.

The cast sings its lines, sometimes in recitative fashion. Once the play gets under way this unorthodox procedure does not seem strange. The music is nervous, its tempo changing to meet the requirements of the story.

Cast turns in a solid performance.
Paul Ackerman.

"Edna" Clicks in Boston

BOSTON, Jan. 8.—Both the ermine and proletariat intelligentsia of the Hub flocked to see the one-woman version of Margaret Ayer Barnes' novel, *Edna His Wife*, performed by Cornelia Otis Skinner. From the first curtain Skinner captured her audience solidly. Eight performances with a \$2.20 top grossed good business for the one-week stand.

Alviene SCHOOL OF THE Theatre

Courses in Acting, Teaching, Directing, Personal Development and Culture.
DRAMA — SPEECH — VOCAL DANCE — MUSICAL COMEDY
Graduates: Fred Astaire, John Bryan, Lina Merkel, Lee Tracy, Louise Latimer, Etc.
3 in 1 Course — Stage, Screen, Radio — A solid foundation in the technical essentials of acting in conjunction with professional stock theatre training while learning.
Students appear in full length plays, a week in each, affording experience necessary to qualify for professional engagements.
Write T. BELL, Secretary, 66 West 85 St., N. Y.

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

"In Old Chicago"

(20TH CENTURY-FOX)

Time, 131 minutes. Release date not given. Producer, Darryl F. Zanuck. Directed by Henry King. Screen play by Lamar Trotti and Sonya Levien, based on the story by Niven Busch. Cast: Alice Brady, Tyrone Power, Don Ameche, Alice Faye, Brian Donlevy, Andy Devine, Phyllis Brooks, Tom Brown, Sidney Blackmer, Berton Churchill, J. Anthony Hughes and others. Reviewed at the Astor, New York.

With a fine disregard for so confining and unpointed a commodity as actual fact, Darryl F. Zanuck and his corps of production assistants have re-created the past, brought back the flavor of an entire era, revived the soul of a pulsing but departed city and, in the process, provided topnotch screen entertainment. They've done all this in *In Old Chicago*, billed as another of the screen's frequent super-super-specials and turning out (surprise! surprise!) actually to be one.

In his re-creation of the past, etc., etc., (see above), Mr. Zanuck has been vastly aided by the efforts of Henry King, a director who can bring sharp impact to personal drama, etch pasted effects when necessary and above all build an accumulation of speed and power that culminates without any grinding or interest-break in the famous Chicago fire—which is, of course, the crux and reason for being of the entire picture. And that fire, take it from a reviewer as tired as the next man of screen miracles, is something. King and the special effects men offer a long, detailed and at the same time panoramic and sweepingly exciting picturization of an entire city in panic. The fire scenes are comparable to the splendid earthquake scenes in *San Francisco*; as a matter of fact, they actually top them. The fire scenes alone would make the picture worth seeing—that goes without saying, since a screen miracle, when it actually does manage to be a miracle, is always an amazing thing—but there are other things, too. Among them, there is constant entertainment.

For Zanuck has also been aided by his writers, Lamar Trotti and Sonya Levien, who did the screen play from the story by Niven Busch called *We, the O'Learys*. With the above-mentioned fine disregard for mere actual fact, the authors have adhered to the legend of Mrs. O'Leary's cow (who started the fire by kicking over a lantern) and have, in addition, made the O'Learys the personification of the lusty, brawling, virile, repulsive, teeming,

braggart life that made up early Chicago. From the time that Patrick O'Leary, the father, was killed in a tragically wasteful race with an early locomotive, thus ending his dream of a great city on the plains, to the time when a feud of the O'Leary brothers was terminated by the most important kick ever given by a cow, the O'Learys in themselves are made, fictionally, to typify the varying facets of the life of the town. Mama O'Leary works hard in that section known as the Patch and is made a happy grandmother when her youngest son marries; flashing Dion O'Leary owns a cabaret and becomes a leading force not only in the underworld but in the teeming life of crooked politics; Jack O'Leary, a rising lawyer, fights hard against all odds for reform.

Dion, by ruthlessness and trickery, breaks the back of his bordello rival, Gil Warren, and wins the services—both public and private—of Belle Fawcett, most popular entertainer west of the Hudson. He shadily engineers brother Jack's election as mayor, and then, when Jack starts clean-up drives, is himself driven to contemplation of fratricide ended only by the querulous hoof of mama's cow and the dire result arising therefrom. The fire is both the crux and the resolving agent of the picture. After it, Mama O'Leary delivers the final speech, looking ahead with courage and envisioning a fine new city arising, Phoenix-like, from the ashes of the old.

Zanuck is aided, too, by the splendid efforts of certain performers in his large cast—notably by those of Alice Brady, whose splendid acting ability has at last been discovered by the Gold Coast after years during which she languished in low comedy roles. Miss Brady is one of the greatest dramatic and tragic actresses in America, and she proves it for the benefit of screen audiences in *In Old Chicago*. And also coming thru unexpectedly with excellent work is young Tyrone Power, surprisingly cast as Dion. He does fine performing, ably aided by the work of various of the character-acting veterans who stud the cast. Alice Faye rigorously resists all temptations to act or to characterize as La Fawcett; Don Ameche is steadily believable as Jack; Brian Donlevy does his usual splendid work as Warren; Andy Devine furnishes his usual brand of so-called comedy relief, and a lass named Phyllis Brooks seems like a rather painful amateur in one of the minor roles.

Primarily, however, the picture belongs to the fire—to the fire, Zanuck and Miss Brady. They make the most of it—and so will the customers. It's surefire, and rightfully so. Eugene Burr.

"You're Only Young Once"

(MGM)

Time, 77 minutes. Release date, December 10. Screen play by Kay Van Riper, based upon the characters created by Aurania Rouverol. Directed by George B. Seitz. Cast: Lewis Stone, Cecilia Parker, Mickey Rooney, Fay Holden, Frank Craven, Ann Rutherford, Eleanor Lynn, Ted Pearson, Sara Haden and Charles Judels. Reviewed at the Rialto, New York.

A "healthy" piece of cinema, aimed at the old-fashioned morals of the so-called middle class. Typical small-town family goes on a vacation and its several members undergo various temptations, primarily sexual, which are successfully resisted to the accompaniment of some bromides about that good old solid in-

stitution, the family. No doubt all the families which see it will feel very good upon learning that they're so solid. Joseph I. Breen and Will Hays, who always like to see Virtue triumphing over Vice, will also feel good about it.

The cash registers of the exhibitors, however, will probably feel less happy, since the solid middle class, altho it silently suffers in Virtue, prefers to take a little vicarious Vice with its movie entertainment.

Nevertheless, on its own mediocre plane, this is an amusing enough film that moves along nicely, has its share of laughs and is provided with skillful dialog. The performances are just about as subtle as the story. Pic may make a little coin and will serve as double-feature filler. What more can anybody ask from a B'er? Maurice Zolotov.

FROM OUT FRONT

(Continued from page 11)

that Guild action is to be deplored because the American theater needs writers very badly. Mr. Falk, who is professor of drama at Syracuse, succeeds amazingly in making a statement that fails to touch even faintly on the subject it is supposed to discuss.

The other, a much longer statement, comes from Kenneth Rowe, professor at the University of Michigan—and a member of the advisory council of the Bureau of New Plays. Aside from this rather obvious connection, Professor Rowe admits in the course of his statement that three of his students and former students have won awards—and two scholarship winners are at present exposing themselves (injudiciously, I fear) to his course in playwriting. These facts are not offered with any idea that they might conceivably influence an ivory-towered dispenser of the Higher Learning, but simply to give a rough idea of Professor Rowe's background.

He is amazingly inaccurate for a scholar, starting his thesis with a reference to the Bureau's plan as one conceived by Miss Helburn. I'm pretty sure she didn't conceive it; and if she did I'm surprised at her. Professor Rowe refers to the Guild's attitude as "hysterical," and indicates that the Guild has been firing at the Bureau simply because it wants to overlook no possible enemy. That is an amazing—and I even venture to say disgusting—statement to anyone who has even a rough knowledge of the facts. And another misstatement: "The fear has even been expressed that the motion picture companies are attempting to sidetrack the Bureau of New Plays award winners from the legitimate theater directly to Hollywood." When was it expressed—and where? Maybe one of Professor Rowe's prize pupils expressed it, but it's altogether too silly—and too far from the question—to have been expressed by anyone else.

Professor Rowe dwells on the advantages that the Guild itself can expect, promising paternally that "if the Dramatists' Guild is co-operative, the Bureau of New Plays will bring recruits to their ranks." Even aside from his use of a plural pronoun with a singular noun it's a silly statement. The Guild's freedom is a fairly high price to pay for a few recruits.

Again he clumsily seizes his red herring (pretty dusty by this time after all the trail-dragging it has done) when he says, "Particularly so long as the Dramatists' Guild does not question its members' accepting big money for writing directly for Hollywood, to attack the idea of tainted money to a beginner's accepting Hollywood financing of his first play seems rather forgetful." In the convolutions of the professor's rather odd grammar you can discover a statement that has nothing whatsoever to do with the case. The idea of "tainted money," of course, isn't the idea at all. As a matter of fact it's so preposterous that it could have arisen only in the mind of a professor—or a member of the advisory council of the Bureau of New Plays.

But the good professor, treading on ground that he knows no better than he does the Siberian steppes, reaches his climax when he says, "The Bureau's business-like system of contracts and options provides a needed link between the academic background of the student and the practical theater world." Honestly, I can't make any comment on that. Examine both the contracts and the practical theater world—at both of which the professor has evidently forgotten to throw even a passing lance—and then say what you think about the uninformed sycophancy that can dictate that sort of sweeping statement.

After that, claims such as "the work of the Bureau has stimulated the development of playwriting with building of theaters and general awakening to the interests of drama in colleges and universities throughout the country" or "the Bureau is contributing not only to the theater in New York, but to a national theater of many local units" seem pale. But if the professor can prove even the last two assertions I'll eat copies of all the manuscripts submitted to the Bureau last year.

He ends by trusting that the differences will be adjusted, "and that in the meantime the Dramatists' Guild will be co-operative for the sake of the work the Bureau is doing." He conveniently fails to specify the true nature of that work. But in any case, why should the Guild "be co-operative?" Why shouldn't the Bureau co-operate, rather, by making the changes needed to bring it under the terms of the Guild's basic agreement?

The good professor fails to touch even faintly upon a single actual point of the differences between the Bureau and the Guild. And the gist of what he says could be used with just as much force—with more, even—against the Bureau, because it selfishly refuses to agree to conditions that the Guild has found to be best for all theatrical writers.

Miss Helburn and her brace of professors tried to raise a thick, dark smoke-screen. It's amazing to see how easily it's blown away by even a breath of common sense.

"It's All Yours"

(COLUMBIA)

Time, 75 minutes. Release date not given. Directed by Elliot Nugent. Story by Adelaide Helburn. Screen play by Mary C. McCall. Cast: Madeleine Carroll, Francis Lederer, Mischa Auer, Grace Bradley, Victor Kilian, George McKay, Charles Waldron, J. C. Nugent, Richard Carle and Arthur Hoyt. Reviewed at the Criterion, New York.

It's a toss-up for who suffers most from this tormenting bit of lunacy, the audience or the actors' reputations. Surely Francis Lederer's renewed struggle to give his producers a fair return on his contract is in no way eased by the part he has to fill, tho he does all possible with the role. Miss Carroll has to flit about in the screwiest manner to indicate she's in love with her boss's playboy nephew. One would have to be charitable, even, to be amused by the antics of the heiress-marrying baron, Mischa Auer.

But maybe a lovely-dovey gang of females will like this business whereby Lederer is disposed of in his millionaire uncle's will by a \$1 bequest. Bulk of the fortune goes to the secretary who, with the uncle's law partner, concocts the scheme to make a man of the playboy and get him to marry Miss Carroll. While waiting for the return of a necessary witness to contest the will Lederer accepts the job as secretary and financial manager to Miss Carroll in an effort to salvage some of the fortune which she was threatening to dissipate. The girl's aim, however, is to win loving reciprocity. Her teases, fake escapades with Auer and baiting maneuvers take effect amid a lot of noise at the marriage bureau where Miss Carroll has gone to marry the baron. Sylvia Weiss.

Get into the Road Show Business
 Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.
 Write today.
Ideal Pictures Corporation
 28 East 8th Street, Chicago, Ill.

CASH-A-TION-AL!!!
 USE ALL ADVERTISING METHODS



BOX OFFICE PLUS! — Not a Lottery!
 NOTICE: Title, Trade Mark, Literature, Slogans, Composition, Performance and Dating, originated and claimed exclusively by U. S. Copyright and Trademark App., and ALL RIGHTS RESERVED by
F. D. Rowlett Enterprises, Muncie, Ind., U.S.A.

THEATRE EQUIPMENT NEW & USED
 MOVING PICTURE MACHINES SOUND EQUIPMENT
 SCREENS, BOOTHS, OPERA CHAIRS, SPOTLIGHTS, STEREO OPTICONS, FILM, CAMERAS, PORTABLE PROJECTORS, M. W. CAMERAS, GENERATOR SETS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, NAZDA LAMPS AND SUPPLIES
 Everything for the Theatre
 WRITE FOR FREE CATALOG "B"
MOVIE SUPPLY COMPANY
 844 S. WABASH AVE. CHICAGO, ILL.

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE
 SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
 ★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

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

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

STOCK ROLL TICKETS
 1 ROLL.....50c
 5 ROLL.....40c
 10 ROLL.....35c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARK.
 TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1888

BANDS GET HOTEL BUILD-UP

Rhythms Overshadow Rooms as Hotels Splurge on Ad Space

Floor show may count for niteries, but room and bath resorts emphasize syncopators for sipping and snacking—class publicity for bands

NEW YORK, Jan. 8.—Local hotels are spending about \$25,000 a month to exploit their name bands in newspapers and class magazines. Whereas formerly hostleries used to boost their rooms, service, accessibility and quality in ads, they're now going to town on their supper rooms and both the personality and musical styles of their syncopators. Tommy Dorsey, Horace Heldt, Guy Lombardo, Richard Himber and Glen Gray make for a splurge on the local amusement pages practically every day. Three years ago the inns rarely shouted about their supper rooms and music. This fall and winter has seen, according to an estimate by P. A. Philips, executive of Needham & Grohmann, ad agency specializing in hotel copy, the unusual spectacle of nearly 60 per cent of hotel advertising budgets going to bands and band leaders.

For all this publicity most of the batoneers don't have to lay out one cent. Two of them, however, are understood to share a portion of the advertising expenses. Except for Lombardo, who is tied up to the Roosevelt for five more years, few of the other well-plugged leaders are contracted to the spot. And in spite of the build-up the hotel hands out, the ork may switch to a rival spot.

Probably the softest piece of top-notch exploitation that ever fell into the laps of musicians, situation has arisen as a result of rivalries between hotels. Hotel New Yorker, for example, which is the heaviest space buyer with 19,437 agate lines in four local dailies during the first eight months of 1937, is pitting its Glen Gray against the terrific competition of Benny Goodman (Pennsylvania) and Tommy Dorsey (Commodore).

The Astor, St. Regis, Ritz-Carlton and Waldorf are engaged in a struggle for the swankier biz. And down on Lexington avenue the Hotel Lexington and the Belmont-Plaza are having themselves a little private feud. It's the hotels who pay and pay, and it's the band leaders who profit.

Orks Cash In on Ads

And how they profit. As Walter D. Cleary, Commodore's director of public relations, pointed out, hotel advertising today is showmanship minded, so that the name leaders get ballyhooed in the fanciest layout the Madison avenue copywriters can devise. Leading the parade in band exploitation is the Commodore, which was led into extensive band advertising to overcome the conservative tag that was attached to its Palm Room. To sell the room and band to the college crowd it has pursued a consistent barrage of large ads all season stressing the theme that Tommy Dorsey is "breaking all records."

The swank spots favor the classier media of mags like *Stage*, *New Yorker*, *Vogue*, *Harper's Bazaar*, *Esquire* and *Cue*; Eddy Duchin (Plaza), Emil Coleman (St. Regis) and Leo Reisman (Waldorf-Astoria) have been getting a heavy plugging thereby.

Number two on the list of liberal ad buyers is the Astor, which spent about \$11,000 last year. Using only a cocktail combo at present, Astor doesn't stress the band. Other big space buyers, however, plug their band above anything else, even when they have a supper show to go with the music. Waldorf-Astoria spent about \$10,000 in 1937, the Commodore about \$8,500, and the St. George about \$8,000, and the Essex House about \$7,800.

Newspapers Favored

Newspapers generally are favored over mags in advertising budgets because copy is due too far in advance for the monthlies to cover frequent changes in bookings. Most hotels also seem to feel they get the best coverage for their money in dailies. *Times*, *Tribune*, *World-Telly* and *Sun*, latter reaching the richer strata, seem to be getting the best break in supper-room ads.

Altho hotels are conscious of the risk involved in building up a band since they may lose its following when the

band moves out, they feel they profit by this large-scale band ballyhoo in many ways. First of all, their advertising copy is much more readable and attractive when it plugs bands. Readers are tired of the old chestnuts about "a radio in every room" or "service with a smile." They perk up when the Pennsy tells them that Goodman is the King of Swing with a crown in the layout to prove it.

Secondly, hotels feel that name bands make new friends for the hotel, especially with the out-of-town college crowds. Thirdly, band leaders get the hotels frequent publicity breaks in the gossip columns and night club departments of the rags. And finally, when a band becomes associated with a definite hotel spot and even uses the name in the billing (Richard Himber identified as the Ritz-Carlton Orchestra until recently), it spreads the hotel's name thruout the hinterland, paving the way for future Manhattan visitors.

Ad agencies and hotel managements agree that the new advertising trend has boosted biz and will continue, which should help name band leaders get more of a name.

A Stick and Spot for Sudy

SAN FRANCISCO, Jan. 8.—Joe Sudy, former vocalist for Henry King, embarks upon a career in orchestradom under



C. F. (CORKY) O'KEEFE likes his syncopation rhythmic and steaks rare. And the Rockwell-O'Keefe biggie is getting his rare—in fact, right off the hoof.

Consolidated Radio Artists' guidance. Initial wand-waving gets under way January 25 when the band preems at Rio Del Mar Club in Monterey, Calif., set for a 21-week term.

Waring Sets New Para High

NEW YORK, Jan. 8.—High money mark set by Shep Fields earlier in the season at the Paramount Theater with a \$64,000 gate takes a second seat now that the Fred Waring gross has been tallied to the last penny. Playing the New Year week, Pennsylvanians, sharing the bill with *Wells-Fargo* on the screen, topped the Fields take by \$9,000 and set a new all-time attendance record by playing to a total of 159,000 persons, 17,000 more than the previous record when Fields shared billing with *Double or Nothing*. Jumbo take is the highest since Paramount inaugurated the band policy two years ago.

Selling the Band

Midnight Rendezvous

Perhaps no other number has become more identified with Paul Whiteman than *Rhapsody in Blue*. Making an appeal to the music lovers who never fail to be thrilled by the Whiteman presentation of the Gershwin classic, the management of the Ambassador Hotel, Hollywood, has pointed all their advertising to that effect. And that none of the patrons miss the treat ads advise that "each evening before midnight Mr. Whiteman will play George Gershwin's *Rhapsody in Blue*."

The Whole Truth

There is no denying that critical reviews of a band tell the story. The general practice is to extract a favorable sentence or phrase, many quoting only a single word, tho the nature of the entire criticism may be a panning.

Helen Oakley, of the Moe Gale office, is mailing to band buyers a two-page photo offset of newspaper and trade magazine reviews of Chick Webb. A fly-leaf with the promotional piece advises to "read the critic all the way! Instead of selecting only favorable excerpts—we present you with complete reviews!"

Tie the Titles

The columnists have had great fun in tying together the movie titles on double-feature night. And it is no dark secret that tying together titles of various songs can make for a pretty story.

Band leaders desiring to inject a new note in their radio broadcasts might do well to borrow a bit from KGVO, a Montana radio station, that plays the game with phonograph recordings. A tie-up was made with the local theater,

offering free tickets to listeners submitting the cleverest stories woven around, and using verbatim, the titles of the songs played during the program.

A Delta Flavoring

Jam sessions are hardly a novelty, especially in the swing dens dotting New York's 52d street. All the spots have set aside a certain day of the week to invite the boys to come down and let down their hair. Wingy Mannone, at the Swing Club, has injected a new note to the jam-fests. Wednesday night is "New Orleans Night" and the ride men from that Southern city now in New York are invited to make it a home-town gathering.

Forget-Me-Not

There is no danger of cafe and ball-room owners forgetting Harry Young, Philadelphia orchestra leader, when they think about hiring a band. A calendar, artistically worthy to adorn the wall of any office and at the same time putting over the sales message, was sent by Young to all potential buyers of dance music.

Welcome Home

Since Andy Kirk is a Kansas City product, his one-night stand at Paseo Hall, sponsored by the local colored musicians' union, was sold as a "home-coming" event. Union prexy William A. Shaw handling the promotion, brightly colored placards and posters were plastered in every shop and store in the Kansas City colored section, radio station played Andy Kirk platters on recorded programs and the local newspaper carried the usual "local boy makes good" stories.

ASRA Asks Court To Bar Discs in Phonos

SEATTLE, Wash., Jan. 8.—While the National Association of Performing Artists is licensing radio stations on the East Coast for the playing of phonograph records, the American Society of Recording Artists on this coast seeks court action on the unauthorized commercial use of phonograph records. Against the Hart Novelty Company, of Everett, Wash., an equity complaint asking \$10,000 damages was entered this week in Federal Court here by the ASRA, Los Angeles organization of recording artists.

Bill of complaint alleges that the Hart Company places automatic phonograph record-playing machines in various establishments thruout Seattle, King and Snohomish counties. Crux of the lengthy affidavit is that in using recordings of their member artists for commercial gain, the Hart Company, in effect, cause the performers to compete with themselves. The records, it is claimed, are specifically sold for non-profit exploitation when made and placed on the market.

Bubbles Blows Bubbles For Publicity Plant

MIAMI, Jan. 8.—Bubbles Becker, appearing at Cinema Casino, astonished local editorial gentry with his Ripley publicized trick of blowing smoke bubbles.

Really a neat trick the local press agreed, for a pic and story broke in the otherwise austere *Miami Herald*, much to the dismay of local press agents sweating for such a break. E. Ray Redman handled the build-up.

Dorsey Doing a Major

NEW YORK, Jan. 8.—Perhaps casting an eye on the Major Bowes diadem of orchestradom, Tommy Dorsey launches an amateur swing contest on his radio commercial, starting with the January 21 broadcast. Nonpros contesting will be allowed to choose their own instrument or weapon, as the case may be, and play a chorus with the band. An applause meter registering studio audience reaction will take care of the ranking in awarding cash prizes and cartons of cigarets, sponsor's product. Dates for additional contests will be announced on later shows.

Sheet-Music Leaders

(Week Ending January 8)

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

PHONOGRAPH RECORD best sellers will be found on page 80.

Orchestra Notes

By M. H. ORODENKER

The "TOPS" in Dance Music
The Best in Service
"FATS" WALLER
AND HIS ORCHESTRA
For Dance Tours by Arrangement with
PHIL PONCE.

"LUCKY" MILLINDER
AND HIS ORCHESTRA
Dynamic "Ride, Red, Ride" Rhythm.

JOHNNY MESSNER
AND HIS ORCHESTRA
Currently HOTEL McALPIN, New York.

JULIE WINTZ
AND HIS ORCHESTRA
Currently ROSELAND, New York.

LEE ELLIOTT
AND HER ROMANTIC RHYTHM.
Just Concluded 15 Weeks STORK CLUB,
Providence, R. I.

TOMMY "RED" TOMPKINS
AND HIS ORCHESTRA

LEN LESLIE
AND HIS ORCHESTRA
Dynamic Dancing Director.

Wire, Phone or Write for Open Dates.
ASSOCIATED RADIO ARTISTS
HARRY MOSS, Pres.,
1650 Broadway, New York, N. Y.
Tel.: Circle 7-4452.

SANDY SCHELL

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

JOE SANDERS

AND HIS NIGHTHAWKS
NOW ON TOUR
Mgt. MUSIC CORPORATION OF AMERICA.

Blue Rhythm
Edgar HAYES
AND HIS ORCHESTRA
Now on Tour.
Direction:
HAROLD OXLEY, 17 E. 49th St., N. Y.

3 PEPPERS
Now **HICKORY N. HOUSE, Y.**
Personal Direction
George Immerman, 156 W. 44th St., N. Y.
Master Recording Artists.

"Tops in Swing"
HUDSON DELANGE
Orchestra
Exclusive Management
MILLS ARTISTS INC.
799 Seventh Ave., New York, N. Y.

STEFAN SMITH
and his
ONYX CLUB ORCHESTRA
currently
FAMOUS DOOR
Hollywood, Calif.

DON REDMAN and his
Orchestra
With **ORLANDO ROBERSON** and
LOUISE MCCARROL.
Now Playing Lookout House, Covington, Ky.
Broadcasting Nightly WLW.
CENTURY ORCHESTRA CORP.
1619 Broadway, New York City.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Talk o' Town

Music makers were money makers in pleasing the holiday merrymakers, for the lads along the Broadway lanes are sporting new Finkelstein specials . . . suits to you . . . and while sipping the steaming cuppa java it is whispered that GENE KRUPA will leave Goodman some time in April after their theater commitments and front his own band . . . and that Benny himself is sponsoring the set-up . . . that drummer DAVE TOUGH is joining up with BUNNY BERIGAN as soon as Bunny gets over his rest period, having been felled by the flu and his daughter's critical illness . . . that pianist ROY SMECK is back from jolly ole London . . . that AL DONAHUE leaves the Rainbow Room this week with a return ticket good in May . . . that one bright day in March LOU MARTIN will absent himself from Leon and Eddie's band stand to receive Sir Stork.

Bits 'Bout Boston

Beantowners may expect to find ART SHAW at Raymor Ballroom mighty soon . . . and next Monday Bert Salter brings LEE ELLIOTT and her rhythmic queens to the Penthouse . . . TIM GAYLE, planning a new press relations service, is already servicing Lou Breese . . . and by Pittsfield way, SAMMY VINCENT has signed an exclusive management contract with booker JOSEPH SONSINI.

Clipped for the Campus

HARRY MOSS, prexy of ARA affairs, has slated DICK STABLE for the German Club dance at Virginia Polytech February 11 . . . and BARNEY RAPP for the institute's Cotillon Club the following night . . . RAPP also makes the rhythms at the University of Virginia February 17 . . . same month, on the 19th, finds TWEET HOGAN tootling at St. Bede College, Peru, Ill. . . the 11th takes JOE HAYMES to Ontario for the Queen's University ball . . . and CRA will keep REGGIE CHILDS on the Georgia Tech campus for three days after the initial downbeat February 3.

Doings in Dixie

JACK WARDLAW opened this week at Sir Walter Hotel in Raleigh, with Miami the next stop . . . and the next month finds RUDY BUNDY at Casa Madrid, Louisville . . . the 25th brings CLAUDE HOAGLAND to the Tutwiler Hotel, Birmingham . . . and the same time will find LUCKY MILLINDER one-nighting it for Harry Moss, with Chick Kardale publicizing . . . MAL HALLETT has been extended for another two weeks at the Roosevelt, New Orleans, and the St. Charles in the same town gets the ARTISTOCRATS OF RHYTHM from CRA on the 28th for the cocktail salon syn-copating . . . RON PERRY opens Friday at Boca Raton Club, Boca Raton, Fla., ARTHUR MICHAUD handling the date . . . and BEE HAVEN is busy these days doubling her harmonies between Club Maytag, Phenix City, Ala., and Empire Cafe, Columbus, Ga.

Pitt-o-Patons

VAL GARVIN rounds out his sixth month at Pittsburgh's Orchard . . . their third return engagement at this spot . . . JIMMY WADKINS is a hold-over and hits it high at Lew Mercur's Harlem Casino . . . HOWDY BAUM beats out the week-end terp urge at Hotel Schenley . . . after putting the Italian Gardens back in the limelight among night-lifers, ETZI COVATO will transfer his tootling to a swanky Central Park South spot . . . SID DICKLER filling in via the one-night route and AL MARSI-CO sails on at John Maginotti's Show Boat indefinitely.

Midwest Meanderings

CRA has DON BESTOR trekking the dance arenas, dates this month including the Aragon and Trianon, Chicago, and Graystone, Detroit . . . same office sets MIKE RILEY at the Trianon, Cleveland, starting the first of the month . . . NAT BRANDWYNNE opens Wednesday at the Statler, Detroit, and Friday brings BOB CHESTER to the Detroit A. C. . . next Wednesday finds FRANKIE QUARTELL sailing at Windy City's Yacht Club, Hugo DePaul docking after a 10-week trip . . . STERLING YOUNG brings his sterling syncopaters to the Stevens in Chi on the

21st, making the trip from Palace Hotel, San Francisco, where JOE SANDERS takes over the dance duties . . . after pulling the Coast spots out of the red LOUIE ARMSTRONG carries on in Chicago, opening the 28th at the Grand Terrace.

Culled From the Coast

JAN GARBER had his marital woes because he stayed away from home . . . and now the JIMMIE GRIERS make it a split pair because he was always late for dinner . . . sometimes a week late . . . HARRY LEWIS will make it a fortnight stay at College Inn, San Diego, starting the 20th . . . we promised you EDDY DUCHIN at the Cocanut Grove and PHIL HARRIS at the Palomar . . . now look for CHICK WEBB turning up at Sebastian's Cotton Club next month . . . OZZIE NELSON carries on for another three-monther at Victor Hugo's supper club in Beverly Hills . . . JOE VENUTI is stringing along the Oregon trail of one-nighters . . . RUDY VALLEE will only stay long enough to complete his picture commitment, due back on Broadway in time to make a return showing at Loew's State for Easter week.

Albany and All Over

AL JAHNS extended until February 1st at the Kenmore Hotel . . . JACK DRUMMOND opened this week at the University Bar . . . and this week brings CHAUNCEY CROMWELL to the Haywood Hotel, Rochester, N. Y. . . Century Orchestra Corporation is routing ANTHONY TRINI and BOBBY HAYES on the one-night trail pointing south . . . MURRAY GRISS is back for the season at Belmont Manor, Bermuda.

Times Square Tempo

IRVING MILLS is back from Hollywood, TOMMY ROCKWELL, of R-O-K, having been a fellow passenger . . . and if Million-Dollar Productions can swing the deal, Onyx Club's MAXINE SULLIVAN will be Hollywood-bound for flicker work in an all-colored musical . . . Nick's in the Village, where Bobby Hackett beats it out, adds a Sabbath aft session of jam, with tunesmithy ABNER SILVER on hand for the initial rhythm raiser as guest of honor . . . Savoy Ballroom in Harlem is another to inaugurate the swing sessions, MARTIN BLOCK promising to be on tap to emcee the Sunday night tootlings . . . there'll be Maraccas Swing at Roseland for another month, the ballroom extending the stay for ZINN ARTHUR . . . and in handing out the salvos to the ANDREW SISTERS for their Decca doings with *Bei Mir B. D. S.*, do you know that the trumpet tootling is the tongueing of BOBBY HACKETT?

Police and Proms

RUSS MORGAN, with another 26-week renewal from his air sponsor under his belt, continues to baton the boys on the one-night stands . . . including practically everything from college proms to police benefit balls . . . music for the Policemen's Benefit Ball on Thursday at Morristown, N. J., will be in the Morgan manner . . . next Friday finds him at the Penn A. C. in Philly . . . the Cornell campus on February 11 and the Manhattan College prom on February 28.

Notes on the Cuff

ELI OBERSTEIN on hand to give BERT BLOCK the once over at their Rainbow Grill opening . . . with an eye for using the bell music at the Victor wax works . . . MRS. IDA CANTOR, without her five daughters (Eddie is working), helps to make the GEORGE OLSEN opening at La Conga a gala affair . . . FRANK NICOLA, closing after a seven-month stay at George F. Pavilion, Endicott, N. Y., is a Gotham gazer prior to his opening at the Trocadero Club, Orlando, Fla., on the 28th . . . CHIC SCOGGIN did such terrif biz at the Chez Paree, Louisville, Ky., that he decided to buy the place . . . and his band gets a permanent address, with AL SCHWESIG doing the wand waving . . . LEE SCOTT is the new music maker at Blackstone Hotel, Fort Worth, Tex. . . JIMMY NOEL, once one-third of Paul Whiteman's Rhythm Boys, strikes out on his own with his own band . . . and so we send our cuffs to the cleaners.

America's Leading Radio, Theatre, and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron

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

CRA

Jerry Blaine

AND HIS
STREAMLINED RHYTHM ORCHESTRA
WEAF-NBC Network—Tuesday & Sunday Eve.
2d YEAR PARK CENTRAL HOTEL, N. Y.
Bluebird Recording Artists.

CRA

Biltmore Boys

AND THEIR ORCHESTRA,
RADISON HOTEL,
Minneapolis, Minn.

CRA

Jack Denny

AND HIS ORCHESTRA
DRAKE HOTEL,
Chicago,
NBC Network.

CRA

King's Jesters

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

CRA

Breaking Records Everywhere.

Barney Rapp

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

CRA

Eddy Rogers

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

CRA

Jan Savitt

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

CRA

"America's Most Versatile Instrumentalist"

Jack Sherr

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

CONSOLIDATED
RADIO ARTISTS, Inc. CHAS. E. GREEN, President
NEW YORK, 30 ROCKEFELLER PLAZA
CHICAGO · CLEVELAND · DALLAS · HOLLYWOOD

PANCHO and his
ORCHESTRA
Now
DETROIT ATHLETIC CLUB
Detroit, Mich.
Mgt. MUSIC CORP. OF AMERICA.

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

ORCHESTRA ROUTES

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

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

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

A

Adams, Johnny: (Moonlight Gardens) Springfield, Ill., ro.
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
Allen, Eddie: (Pernian Club) Monahans, Tex., nc.
Aloha, Let: (Bennett) Binghamton, N. Y., h.
Alston, Ovie: (Plantation) NYC, nc.
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
Andre, Russ: (Child's Rainbow Room) NYC, re.
Andrews, Jimmie: (Park) Attleboro, Mass., h.
Angelos: (Bertolotti's) NYC, re.
Annino, Jeff: (Wonder Bar) Berlin, Conn., nc.
Apollon, Al: (Merry-Go-Round) NYC, nc.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J., nc.
Aristocrats of Rhythm: (Fontenelle) Omaha, h.
Arthur, Zinn: (Roseland) NYC, b.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwate, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayles, Mitchell: (Van Cleve) Dayton, O., h.

B

Baer, Billy: (Deshler-Wallick) Columbus, O., h.
Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
Bananas, Sharkey: (Nick's) NYC, nc.
Banks, Clem: (Rustic Lodge) North White Plains, N. Y., nc.
Barber, Hal: (Club So-Ho) Springfield, Ill., nc.
Barron, Blue: (Edison) NYC, h.
Batchelor Boys: (Roosevelt) Pittsburgh, h.
Bencis, Charles: (Zimmerman's Budapest) NYC, re.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Betzner, Jack: (Essex House) Newark, N. J., h.
Biltmore Boys: (Radison) Minneapolis, h.
Blaine, Jerry: (Park Central) NYC, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Block, Bert: (Rainbow Grill) NYC, nc.
Borr, Mischa: (Waldorf-Astoria) NYC, h.
Bradshaw, Tiny: (Apollo) NYC, t.; (Arcadia) Brooklyn 8-13, b.
Bragale, Vincent: (Plaza) NYC, h.
Brandwynne, Nat: (Pierre) NYC, h.
Breese, Lou: (Beverly Hills) Southgate, Ky., cc.
Brinckley, Charles: (Log Cabin) Aurora, Ill., nc.
Britton: (Michigan) Detroit, t.
Brooks, Billy: (Edgewood Inn) Albany, N. Y.
Brown, Mickey, & Trio: (Kungsholm) West Orange, N. J., nc.
Brunesco, Jan: (Jack Dempsey's) NYC, re.
Burke, Clarence: (Garden) White Plains, N. Y., re.
Busse, Henry: (Chez Paree) Chi., nc.

C

Calloway, Cab: (Cotton Club) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Candullo, Harry: (Half Moon Inn) Steubenville, O., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Carlin, Ray: (Brown Palace) Denver, h.
Carlsen, Bill: (Trionon) Chicago, b.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
Carroll, Lou: (Village Brewery) NYC, nc.
Carlton, Duke: (La Fiesta) Manitowoc, Wis., nc.
Casey, Ken: (Half Moon) Coney Island, N. Y., h.
Castro, Amando: (Yumuri) NYC, nc.
Chicetti, Mike: (Luigi's Italian Village) Syracuse, N. Y., nc.
Clayton, Ellis: (Hay) Manitowoc, Wis., h.
Codolban, Cornelius: (St. Regis) NYC, h.
Coen, August: (El Toreador) NYC, nc.
Coleman, Emil: (St. Regis) NYC, h.
Collins, Joe: (Wellington) NYC, h.
Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., nc.
Coreson, Dan: (Tally-Ho Tavern) Albany, N. Y., nc.
Costello, Charles: (Commodore) Detroit, nc.
Covato, Etzi: (Italian Gardens) Pittsburgh, c.
Craig, Carvel: (College Inn) San Diego, nc.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Crosby, Bob: (Pennsylvania) NYC, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.

D

Dare, Ronald: (Macfadden-Deauville) Miami Beach, Fla., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davidson, Trump: (Esquire) Toronto, nc.
Davies, Lew: (Embassy) Jacksonville Beach, Fla., 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, nc.
Davy, Arthur: (Cotton Club) NYC, nc.
Daye, Sammy: (Statler) Cleveland, h.
De Angelo, James: (Frolles Grill) Albany, N. Y., nc.
De Sair, Skippy: (University Grill) Albany, N. Y., nc.
De Vera: (El Morocco) NYC, nc.
Debonaires: (Stutz's Game Cock) NYC, nc.
Denny, Jack: (Drake) Chicago, h.
Di Polo, Mario: (Weylin) NYC, h.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dixon, Dick: (Gloria Palace) NYC, nc.
Donahue, Al: (Colony Club) Palm Beach, cc.
Donajon Boys: (Lawrence) Erie, Pa., h.
Dorsey, Jimmy: (Nicollet) Minneapolis, h.
Dorsey, Tommy: (Commodore) NYC, h.
Driscoll, Murray: (Coq Rouge) NYC, nc.
Drummond, Jack: (University Bar) Albany, N. Y., nc.
Duchin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Carlton) Washington, D. C., h.

E

Eckel, Charley: (Berkeley Carteret) Asbury Park, N. J., h.
Edmund, George: (Loyale) NYC, c.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Engles, Charles: (Harry's New York Cabaret) Chi., nc.
Estes, Robert: (Ensley Chateau) Birmingham, Ala., nc.
Evans, Al: (American Music Hall) NYC, nc.

F

Fain, Paul: (Grossman) Lakewood, N. J., cc.
Felix, Don: (The Pines) Newtown, Conn., nc.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Ferneau, Frank: (Neil House) Columbus, O., h.
Fernando, Don: (Blue Glade) Walsenburg, Colo., b.
Fields, Harry: (Royalton) Monticello, N. Y., h.
Fields, Shep: (Palmer House) Chi., h.
Fischer, Charlie: (Woffard) Miami Beach Mar. 15, h.
Fitchard, Maurice: (Loyal) New Rochelle, N. Y., nc.
Flindt, Emil: (Oh Henry) Chi., b.
Fio-Rito, Ted: (Beverly-Wilshire) Hollywood, h.
Fitzpatrick, Ed: (Peabody) Memphis, h.
Fosdick, Gene: (International Casino) NYC, nc.
Freedman, Jerry: (Paradise) NYC, cb.
Furst, Joe: (Brook Summit, N. J., nc.

G

Gallo, Phil: (Moorehead) Pittsburgh, h.
Garvin, Val: (Orchard) Pittsburgh, nc.
Gasparre, Dick: (Ambassador) NYC, h.
Gates, Marnie: (Royal Palm Club) Miami, Fla., nc.
Gates, Bill: (Covered Wagon Inn) Stratford, Pa., nc.
Gee, Billy: (Continental Club) Canton, O., nc.
Gerken, Joe: (Nelson) Rockford, Ill., h.
Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Gilberto, Don: (Havana-Madrid) NYC, nc.
Gordon, Herb: (Ten Eyck) Albany, h.
Graff, Johnny: (Anchorage Inn) Phila., nc.
Graffoler, Frenchy: (Odenbach) Rochester, N. Y., re.
Grantham, Billy: (Virginia) Columbus, O., nc.
Gray, Glen: (New Yorker) NYC, h.
Gray, Jack: (Park Lane) NYC, h.
Gray, Len: (New Cedars) New Bedford, Mass., nc.

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

Grayson, Bob: (Commodore Perry) Toledo, O., h.
Griddle, Johnny: (Charlie's Tavern) Elmont, L. I., c.
Greer, Huey: (Bagdad) Miami, Fla., nc.
Grier, Jimmy: (Biltmore) Hollywood, h.
Grill, Joaquin: (Plaza) San Antonio, Tex., h.

H

Hade Bros.: (Markham) Gulfport, Miss., h.
Hall, George: (Taft) New York, h.
Hamp, Johnny: (Roosevelt) New Orleans, h.
Hancock, Buddy: (Pelican) Houston, Tex., nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Palomar) Los Angeles, b.
Harrison, Will: (Rich's) Riverside, Conn., c.
Heikell, Freddie: (Mayfair Casino) Cleveland, nc.
Hendricks, Dick "Red": (Club Chanticleer) Middleton, Wis., nc.
Herbert, Hec: (Club Hollywood) Kalamazoo, Mich., nc.
Herman, Woody: (Netherland Plaza) Cincinnati, h.
Herth, Mill: (Shelton) NYC, h.
Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.
Himber, Richard: (Essex House) NYC, h.
Hoffman, Earl: (Ivanhoe) Chi., nc.
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
Holst, Ernie: (Book-Cadillac) Detroit, h.
Horton, Harry: (Le Mirage) NYC, nc.
Howard, Vincent: (Perona Farm) Andover, N. J., nc.
Hudgen's, Ray: (Tottie's) Kansas City, Mo., nc.
Hughes, Merrill: (St. George) Brooklyn, N. Y., h.
Humber, Wilson: (George's Palace) Little Rock, Ark., nc.
Hunter, Vic: (Fitchburg) Fitchburg, Mass., t.
Huntley, Lloyd: (Mount Royal) Montreal, h.

I

Ink Spots, Four: (Bennett) Binghamton, N. Y., h.
Irish, Mace: (Chanticleer) Millburn, N. J., nc.
Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.
Jelesnik, Eugene: (Utah) Salt Lake City, h.
Jergens, Dick: (Aragon) Chicago, b.
Johnson, Jerry: (Claridge) Memphis, h.
Jondy, Harold: (Roosevelt) New Orleans, h.
Jones, Isham: (Lincoln) NYC, h.
Joy, Jimmie: (Claridge) Memphis, h.

K

Kampus Kids: (Bennett) Binghamton, N. Y., h.
Kay, Herbie: (Drake) Chi., h.
Keating, Ray: (Murray's) Tuckahoe, N. Y., nc.

Kendis, Sonny: (Belmont Plaza) NYC, h.
King's Jesters: (La Salle) Chi., h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Kopltz, Johnny: (Beverly Lodge) Morris Plains, N. J., nc.
Kress, Andy: (Robert Treat) Newark, N. J., h.
Krumlin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kyser, Kay: (Blackhawk) Chi., nc.

L

LaMotte, Olive: (Rosegarden) Middletown, Conn., c.
Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
Lande, Jules: (Weylin) NYC, h.
Lane, Eddie: (Governor Clinton) NYC, h.
Laughlin, Ray: (Mary's Place) Kansas City, Mo., nc.
Lazar, Charlie: (Mayfair) Detroit, b.
LeRoy, Howard: (Orlando) Decatur, Ill., h.
Lee, Larry: (Gibson) Cincinnati, h.
Lew, Harry: (Brown Palace) Denver, h.
Lewis, Johnny: (Indiana Roof) Indianapolis, nc.
Lewis, Freddy: (Madison) Jefferson City, Mo., h.
Lindeman, Udo: (Gloria Palace) New York, cb.
Little, Little Jack: (Met.) Boston, t.
Livingstone, Jerry: (Laurel-in-the-Pines) Lakewood, N. J., cc.
London, Larry: (Esquire) Miami, Fla., nc.
Long, Johnny: (De Witt Clinton) Albany, N. Y., h.
Lucas, Clyde: (Earle) Washington, t.
Lukewald: (Roosevelt) NYC, h.
Luneford, Jimmie: (State) NYC, t.
Lupien, George: (University Grill) Albany, N. Y., nc.
Lyman, Abe: (Billy Rose's Casa Manana) NYC, nc.

M

McCay, Ernie: (State) Columbus, O., re.
McCoy, Clyde: (Circle) Indianapolis, t.
McGill, Billie: (Gold Front Cafe) (Cheboygan, Mich.
McIntire, Lani: (Lexington) NYC, h.
Mack, Austin: (Open Door) Chi., nc.
Mannone, Wings: (Swing Club) NYC, nc.
Mannaneres, Jose: (Belmont-Plaza) NYC, h.
Mareno, Frank: (Sweeney) Baltimore, c.
Marquis, Gary: (41) Miami, Fla., nc.
Marsalla, Joe: (Hickory House) NYC, nc.
Marshall, Duane: (Essex) Boston, h.
Martel, Gus: (Versailles) NYC, nc.
Martin, Freddy: (Ritz-Carlton) NYC, h.
Martin, Bob: (Chez Florence) Paris, nc.
Martons, Don: (Coq Rouge) NYC, nc.
Matthey, Nicholas: (Russian Kretchma) NYC, re.
Mature, Henry: (Three Door Inn) Bridgeport, Conn., nc.
Massingale, Bert: (Hi-Hat) Houston, nc.
Mayer, Ken: (Gunter) San Antonio, h.
Meroff, Benny: (Congress) Chicago, h.
Messner, Johnny: (McAlpin) NYC, h.
Meyer, Gus: (Leighton's Tavern) Ardsley, N. Y., nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Mills, Dick: (The Grove) Beaumont, Tex., nc.
Minkler, Howard: (Murray's Inn) Albany, N. Y., nc.
Mojecka, Leon: (Sebastian's Cotton Club) Hollywood, nc.
Molina, Mauro: (Club Tivoli) Jaurez, Mex., c.
Monroe, Jerry: (White Sulphur Springs, W. Va.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Moore, Carl: (Paradise Gardens) Mt. Morris, Mich., nc.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.
Morris, Groff: (Yacht Club) Steubenville, O., nc.
Morton, Gerry: (Savoy-Plaza) NYC, h.
Mosley, Snub Leo: (Barrel of Fun) NYC, nc.
Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Munro, Hal: (Medinah) Chi., nc.
Musical Aces: (Anvil Inn) Vista, N. Y.

N

Navarra, Leon: (Hollywood) NYC, re.
Navarro, Al: (Belvedere) Baltimore, h.
Newman, Ab: (M. G. A. Club) Ashland, Ky., nc.
Newman, Ruby: (Radio City Rainbow Room) NYC, nc.
Nickles, Billie: (Torch Club) Los Angeles, nc.
Noble, Clint: (Arabian Supper Club) Columbus, O., nc.
Noble, Leighton: (Arcadia International) Phila., re.
Norris, Stan: (Merry Garden) Chi., b.
Norton, Bob: (New Garden Center) Detroit, b.
Notes, Four: (Chateau Moderne) NYC, nc.
Noury, Walt: (M. and J.) Haverhill, Mass., re.

O

Oakes, Irving: (Trionon) Detroit, b.
Octabe Trio: (Ft. Hayes) Columbus, O., nc.
Olsen, George: (La Conga) NYC, nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Olsen, Harry: (Evergreen) Bloomfield, N. J., nc.

P

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.
Panchito: (La Conga) NYC, nc.
Panchito: (Athletic Club) Detroit, b.
Parks, Bobby: (Stork) NYC, nc.
Payno, Al: (Grill Leon) Montclair, N. J., nc.
Pearl, Ray: (Bill Green's Casino) Pittsburgh, nc.
Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
Peterson, Dee: (Seven Gables) Milford, Conn., nc.
Peterson, Johnny Hikiaw: (Old Mill Tavern) Salt Lake City, nc.
Petti, Emile: (Everglades) Palm Beach, Fla., nc.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Powell, Johnny: (Mario's Mirador) NYC, nc.
Prima, Louis: (Famous Door) NYC, nc.
Pryor, Roger: (Drake) San Francisco, h.

R

Ramoni: (Armando's) NYC, re.
Rapp, Barney: (St. Anthony) San Antonio, h.
Ray, Frankie: (Lake) Gary, Ind., h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redman, Don: (Lookout House) Covington, Ky., nc.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Reyes, Chica: (Continental) Detroit, nc.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Riccardi, John: (21) Phila., nc.
Ricardel, Joe: (Zeke's) NYC, c.
Richards, Freddy: (Park Inn) Clearwater Beach, Fla., re.
Rinaldo, Nino: (885 Club) Chi., nc.
Roberts, Eddie: (Red Mill) Bronx, nc.
Robinson, Jay: (Evergreen) Bloomfield, N. J., nc.
Rocco, Maurice: (Kit Kat) NYC, nc.
Rogers, Billy: (Bertolotti's) NYC, re.
Rogers, Buddy: (College Inn) Chi., nc.
Roman, Emil: (Garbo) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

S

Sanabria, Juanito: (Troadero) NYC, nc.
Saunders, Harold: (Montparnasse) NYC, nc.
Saxon, Sam: (Gay Village) NYC, c.
Schlosser, Billy: (Riptide) Miami, Fla., nc.
Schrag, Benny: (Metronome) Spokane, Wash., b.
Schramm, Marty: (Balconnades) Pittsburgh, nc.
Schwartz, Charles: (Roumanian Village) NYC, nc.
Sears, Carl: (59th St. Childs) NYC, re.
Sears, Walt: (Tutwiler) Birmingham, Ala., h.
Septeto, Canto: (San Souci) Havana, nc.
Sherr, Jack: (White Mansions) Pittsburgh, nc.
Shively-Yates: (Spanish) Dover, O., b.
Siboney Quartet: (Yacht Club) NYC, nc.
Silvers, Buddy: (Clover Club Inn) Middleton, N. Y., nc.
Simmons, Bob: (Myer's) Columbus, O., nc.
Small, Allan: (Jimmy Kelly's) NYC, nc.
Smith, Carl: (Athletic Club) Detroit, b.
Smith, Jimmy: (Brook Summit, N. J., nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Stuff: (Famous Door) Hollywood, nc.
Socarras, Alberto: (Havana-Madrid) NYC, nc.
Southland Rhythm Girls: (Paddock) Miami, Fla., nc.
Sparr, Paul: (Warwick) NYC, h.
Stanley, Stan: (Blossom Heath) Oklahoma City, nc.
Starr, Freddie: (Park Lane) NYC, c.
Staulcup, Jack: (Vanity) Detroit, h.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Sten, Eilmore: (Penn) York, Pa., h.
Stern, Harold: (Raymor) Boston, b.
Sterner, George: (Coq Rouge) NYC, nc.
Stewart, Dee: (Continental) Kansas City, nc.
Stipes, Eddie: (Blue Moon) Toledo, nc.
Stoltz, Collie: (Tropical Roof) Memphis, nc.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thoma, Wit: (Ringside Club) Ft. Worth, Tex., nc.
Thomas, Eddie: (Nut Club) NYC, nc.
Thurn, Otto: (William Penn) Pittsburgh, h.
Tip Top Boys: (Jefferson Davis) Montgomery, Ala., h.
Towne, Loren: (Club Joy) Lexington, Ky., 7-21.
Tracy, Jack: (Cedar Lane) Opelousa, La., ro.

U

Ulrich, Roberto: (Lobby Cafe) Juarez, Mexico, nc.

V

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vanderbilt, Arlie: (Blue Moon) Vicksburg, Miss., c.
Vargos, Eddie: (Bismarck) Chi., h.
Veil, Tubby: (Brun's) Chi., re.
Venuti, Joe: (Frank Sebastian's) Culver City, Calif., nc.
Vorden, Vivian: (Broadway Tavern) San Antonio, nc.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wadkins, Jimmy: (Harlem Casino) Pittsburgh, nc.
Wallace, Anne: (Club Cabrillo) San Pedro, Calif., nc.
Wardell, Tick: (Kungsholm) West Orange, N. J., re.
Waring, Fred: (Paramount) NYC, t.
Watkins, Ralph: (Yacht Club) NYC, nc.
Watkins, Sammy: (Hollenden) Cleveland, h.
Webb, Joe: (Queen Mary) NYC, re.
Welk, Lawrence: (William Penn) Pittsburgh, h.
Weiner, Michael: (Old Roumanian) NYC, re.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.

(See ROUTES on page 30)

CIO-AFM Peace In Philly Pftt

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

PHILADELPHIA, Jan. 8.—Officials of the American Federation of Musicians met with CIO bigwigs this week in an effort to head off the invasion of the industrial unionists into the music field. But it appeared as if the olive branch turned out to be a sprig of poison ivy.

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

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

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

"If Edelman refuses to listen to reason, we're going to blast the CIO crowd wide open," Tomei declared.

Meanwhile, Gill announced that Sam Brown, one of the early organizers of the offshoot union, was no longer connected with it. He added the CIO had now signed up 11 spots in Philadelphia and promised to reveal the names of the places next week, identity kept secret to forestall picketing by the AFM.

Le Duke for Ballet Russe; Even a Spot for Disney

NEW YORK, Jan. 8.—Planning to feature works of American creators for the Ballet Russe de Monte Carlo's coming seasons, Col. W. de Basil has approached many famous composers, artists and writers to collab in the creation of a special ballet.

The Colonel has given the nod to Duke Ellington, Walt Disney, Mrs. Jock Whitney, Maxwell Anderson, Gertrude Stein and Jo Mielziner, among others. Terp troupe also plans for a ballet on Gershwin's works.

First 100 Years Hardest

PLAINFIELD, N. J., Jan. 8.—With everybody else defining "swing," Dorothea Lawrence, local soprano, asks that she respectfully add her delineation. Says Miss Lawrence: "Swing is purely a state of mind and either one likes it or doesn't—that, no more; there just is no middle ground. It is quite possible that today's music of dissonances and discords, which try our nerves, will be entirely agreeable 100 years hence."



Oh! Boy! They're Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/4 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
MASON CITY, IA.

EXTRA

MUSICIANS, MUSIC WRITERS, AMPLIFIER MEN, 100 FOR \$4.00. You Can Get Slightly Used Phonograph Records, No Two Alike. NOVELTY RECORDS. 614 Spring Garden St., Philadelphia, Pa. Send \$2.00 Dep., Bal. C. O. D., F. O. B., Phila., Pa.

Chicken a la Croon

NEW YORK, Jan. 8.—Rustic embellishments at the Village Barn are becoming a problem to maestro Johnny Johnson. Among the Barn's attractions is a rooster. For weeks Johnny had been trying to get the rooster to crow just when the band went on the air, but neither Johnny nor anyone else could get a rise out of the cock. Finally the Barn hired a new hick act, Zeb Carver, who had the knack of making the rooster crow by simply clucking his lips.

The rooster now crows too well; in fact, so that the fowl is overshadowing the efforts of the vocalist, Miriam Yerman. With a crooning rooster on his hands, Johnson is now looking for somebody who can make the rooster shut up.

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

By M. H. ORODENKER

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

Streamline Not Schoen

The new year promises to be a happy year for the platter people now that *Bei Mir Bist Du Schoen* is the "hot" number. And the companies falling all over themselves to cut 'em fast enough, first crop of follow-uppers has GUY LOMBARDO Americanizing the Yiddish ditty in that distinctive Canadian style, backing with brother Carmen's easy-on-the-ears ballad, *It's Easier Said Than Done* (V).

RUSS MORGAN gives light but most effective treatment to *Bei Mir*, etc., in his own agreeable manner, backed with a dandy for dancing in *I Double Dare You* (B). Adept at dressing the novelities, Morgan is no tenderfoot for the rollicking *The Cross-Eyed Cowboy on the Cross-Eyed Horse*, coupling with smooth strains for the waltzer *The Greatest Mistake of My Life* (B).

Applying the streamline effect with an alleged rocking-the-rhythm base, JERRY BLAINE fails to be fanciful with his efforts for *Bei Mir B. D. S.*, nor is their blowing more than blah for *The Big Dipper* (BL), both sides sounding like the boys were biting off more than they can chew, figuratively.

Jess and James

HARRY JAMES, with Jess Stacey, makes his bow on Brunswick with Goodman's trumpeter handling the label. Count Basie contributed the instrumentalists and the resultant made for the right sort of swingology, tho the going is mighty rough. James is up to above standard for the tootling for *When We're Alone* (Penthouse Serenade) and in traffic-stopping tempo, *Life Goes to a Party*. And introducing a new sepia canary, Helen Humes, whose thin and listless voice strives for the Billie Holiday style, fashions an acceptable couplet with *Can't I* and a better brand of *Jubilee*. As for Stacey's Steinwaying, these take-offs prove he blushes unseen on the Goodman band stand.

COUNT BASIE jumps to the top of the heap with a deep groover in *Out the Window*, a swinger that'll make you hop and rock. Plattermate, *I Keep Remembering* (D), with James Rushing slinging the lyrics, gives a decided lift to the pop.

Glenn a Gem

A treat for dancing feet will not be found wanting in unwinding GLENN MILLER for *My Fine Feathered Friend*, *Silhouetted in the Moonlight* and *Every Day's a Holiday*, *Sweet Stranger* (B). Arrangements are bright and fresh in a spirited tempo with a finesse to their syncopation that makes you want to dance even if you can't. Here is a classic example that you don't have to play loud to play good. Their coloration is in the shading and the band is a bet you can hardly lose.

Styled for dancing, the swing bands make for good fodder in a commercial sense, TOMMY DORSEY being just as impressive with *The One I Love* and *Can't I?* (V); LARRY CLINTON keeping the syncopation solid for *I Double Dare You* and *Two Dreams Get Together* (V), and with only a dash of dixielanding, BOB CROSBY for *Sweet Someone*, *Be a Good Sport* and *Every Day's a Holiday*, *Thrill of a Lifetime* (D), Crosby and Kay Weber splitting the sides for the singing. HUDSON-DELANGE subdues the

Names One-Nighting It Hypo Gate for Ballroom Op in K.C.

Name-band policy doubles receipts for Pla-Mor—Jan Garber holds house record for Kansas City terpsing—Sunday afternoons popular

KANSAS CITY, Mo., Jan. 8.—Policy of bringing traveling bands into the city's million-dollar Pla-Mor Ballroom, inaugurated when the season got under way last September, has paid big dividends and hypoped attendance figures at the spot, according to Will H. Wittig, manager. Biggest draw was Jan Garber, who grossed \$1,700 on a one-nighter. Red Nichols and Jimmy Lunceford tied for second with takes of \$1,200 each; Carl (Deacon) Moore netted \$900; Clyde McCoy, \$800; Jimmy Joy, \$650, and on a bad night; Emil Velazco, \$450, and orks led by Ray Herbeck, Al Sky, Ralph Webster, Tom Gentry, Bob Pope, Little Joe Hart, Ayars Lamar, Arlie Simmons and Bud Whalen, approximately \$400 or less each.

Figures revealed that on the regular Sunday matinee, Ralph Webster led the list with a gross of \$1,400. The Sabbath dance, incidentally, is one of the largest each week in the nation, from 1,000 to 1,500 persons swaying on the floor. Wittig believes his Sunday afternoon sessions to be the most popular anywhere. Louie Armstrong comes in January 22 for a one-nighter and a crack at Garber's record.

In former years the Pla-Mor kept a house band working nightly. Only on rare occasions was a name unit booked. But since Wittig took the helm the house band is a thing of the past and only traveling bands of national or sectional reputations are considered.

"Receipts are 50 per cent better under the new policy," Wittig said. "And it leads me to believe that Kansas Citians prefer to shuffle to rhythms of orchestras which are known thruout the land rather than some gang of local musicians hired to play night after night with scarcely ever a break. The policy will continue the remainder of this season and probably next year."

swingeroo for the pop pattern with a smoothie for the *Error in the News* ballad, backing with a swing and sway setting for Will Hudson's *College Widow* (B), which stomps along on a lick a la *Christy Columbus*.

Midge Is Mighty

The swing divas who whip up their warbling Harlesemese have a high mark to hit in topping MIDGE WILLIAMS for the swingiest of singaliltings with the standard blues classic, *Mama's Gone*, *Good-by*, stepped up in classic style. The Onyx Club beater-outers beat it out torrid for the background. Coupled with *Singin' the Blues Till My Daddy Comes Home* (VO), there is inspiration plus derived from this number.

TEMPO KING, barying with gusto, gets going for a beat-out dish of *I Can Always Dream* and *The One Rose* (VO). (See JAMES AND JESS on page 18)

TED WEEMS AND HIS ORCHESTRA

AMERICA'S MOST VERSATILE ENTERTAINING DANCE BAND

NOW PLAYING THIRD WEEK
CHICAGO THEATER
CHICAGO

IN LESS THAN SIX MONTHS

JAN. 14—FOX THEATER, DETROIT
JAN. 21—LYRIC THEATER, INDIANAPOLIS
JAN. 28—STANLEY THEATER, PITTSBURGH
FEB. 4—EARLE THEATER, WASHINGTON
FEB. 11—EARLE THEATER, PHILADELPHIA
FEB. 18—HIPPODROME, BALTIMORE

MANAGEMENT
MUSIC CORPORATION OF AMERICA
430 NORTH MICHIGAN AVENUE
CHICAGO

Deutsch and Dorsey Dandies for Dialers

By MAURICE ZOLOTOW
Deutsch Starts Something

Our hat is off to Emery Deutsch (WABC), remoting from the Book-Cadillac, Detroit, for his entertaining, showmanly style of song presentation. To begin with, his 30-minute stint consists entirely of music, without any of those annoying announcer word-spoutings that break the mood of a band's melody-makings. As one who has always believed sustaining broadcasts would be improved if the announcers were muzzled, we found Deutsch's talkless program a splendid innovation and a genuine relief to the ears.

The music itself is also a model of intelligent showmanship, tailored to satisfy the public. There's no stylistic monotony here, with the program ranging from current pop faves to gypsy tunes and even a few hotter melodies slicked out in the Ellington legato. Every type of song is played with taste, musicianship and energy. Its ace song salesmanship, and also the most rounded, most entertaining and most interesting commercial music we've heard lately on the radio.

The Gypsy in Him

Originally associated only with sobbing gypsy fiddling, Deutsch has succeeded in building a smooth dance band, but still mixes a little schmaltz with his resin for a few melancholy solos. A pleasant contrast is furnished when Emery's crying violin plays against the band rocking the tempo. His fiddle can swing or sob.

Airshow is opened by a drawn-out fiddle cadenza, and pop tunes are introduced by sax glisses or trombone slides. Both theme songs and melody bridges are handled deftly.

Vocals by Catherine Hoyt and Neil York are definitely on the debit side. Miss Hoyt, singing with enough zest, is the better of the two, but has very little richness in her pipes.

All in all, it's a versatile, entertaining ork that should click wherever it goes. Why no sponsor has hired this band is a mystery to this reviewer.

Between and Betwixt

In that border region between the sentimental sweet bands and the swing out-

Nursery Rhymes Next

NEW YORK, Jan. 8.—Music publishers have been falling all over themselves in grabbing off potential hit tunes from the scores of college plays. But Exclusive Music goes 'em one better and gives the high-school products the once over, grabbing off *Sharpie*. Tune was the song hit of Class Night at Lincoln High School. Student Paul Mills is the enterprising composer, and for the records, son of Irving Mills.

fits you can vaguely locate Bill Carlsen's music (WOR), from Chicago Trianon Ballroom. It's not unusual either in arrangements or performance and isn't distinguished by any stylistic trademarks. Carlsen turns out a fair brand of danceable music that hews close to the melodic line. Most interesting feature of the arrangements is the counterpointing of the string section against the brasses and saxes. Just a bunch of jads doing their best by a tune without any fanfare.

Sweet and Slow

More of the straight stuff from Leighton Noble (WABC), playing the Arcadia Restaurant, Philadelphia, but in a sweeter groove. Noble's music, based on a deft blending of sections gloved into unity, is slow, soothing, gentle. Not, however, cloying or gooey like some other sugar sifters. Close to the melody, he uses simple arrangements.

Noble's music, however, lacks sock. It's not the kind to make you sit up. Or better still, to make you get up and dance. Would do well to speed up tempo, as well as needling moon-junings with a few zippiest selections.

Vocals by Leighton Noble and Edith Caldwell. Noble, who fronts this recently formed band, was formerly vocalist with Orville Knapp and George Olsen. His singing is tailored strictly for the romantically-minded female. Miss Caldwell's warbling is more impressive. This gal has a deep voice and sells her ditties with sincerity.

Footnote

It's a pleasure to eat our words chiding Tommy Dorsey for laying down on the jam. We felt he was hurting his own interests by not giving the public the heat expected of him.

Hearing him again, we found he was

Boys Talk a Good Battle of Music, But It's All Talk as Yet

NEW YORK, Jan. 8.—Battles of music between bands have done much to hypo the box-office and attendance figures, but the real battles among music maestros have always passed up the commercial possibilities. In fact, the feuding has only been utilized to hypo the printed page. The real McCoy on the Martins and the Coys is not new to musicdom, having its counterpart in the Rudy Vallees and the Will Osbornes, the Lombardos and the Garbers, the Tommys and the Jimmys yclept Dorsey, and more recently the Horace Heidts and the Fred Waring's with a glee club going to the winner.

But now the stage is being set, with the victor aiming to grab the money bags, for a battle of music among the sepia swingouts. It's still in the talking stage. And while no notes have fallen, words are flying fast. A free-for-all with all corners filled. Lucky Millinder has issued the call to Count Basie, Chick Webb, Jimmy Lunceford and any other comers who think they qualify for the "king of swing" diadem among the sepia syncopators. No notes are barred, the only ineligible being Duke Ellington, the battling boys putting le Duke in a class by himself.

Boys make no bones about the bad feeling and fans may yet have a chance to witness a real battle of music in its fiercest form. It almost came to pass for the night of January 16 at the Savoy Ballroom for Count Basie and Chick Webb to have it out, once and for all. But the band backers backed out when it was bruited the brawl would be a battle of the first order and consequences too fatal to tempt. Pointing dagger dates

back in that tingling groove. Among the highlights were a magnificent beat-up revival of that beautifully wistful melody, *Little White Lies*, in a solid arrangement that really swung and with a long hot chorus by tenor sax Bud Freeman that gave us a tremendous kick. Also featured the Clambake Seven in a real barrelhousing of *The Lady Is a Tramp*. Dorsey should spotlight the seven and cut down on vocals. There's no reason why the Clambake Seven shouldn't become as well known as the Goodman quartet. The days are gone when it didn't "pay" to swing.

back to the time when Chick offered Basie a job as piano player and the Count thumbed it down.

The Negro press is the challenging ground and the boys have almost reached the name-calling stage. Lucky Millinder, who is going heavy on the armaments, fired the initial shot, and Count Basie answered the call. And if any promoter can be found who can stand the bloodshedding, a battle what am is in the bag. In calling Count Basie's number, Millinder added, "The Savoy Ballroom in New York has two band stands—pick your own!"

Music Code Cleans Up Bribes for Plugs

(Continued from page 4)

prune staffs to a minimum and try to get by with liberal use of money and free arrangements.

Indies Once Anti-Code

Noisiest blast against the code occurred last year when small independents, who were the first to ask for a code, vociferously protested when its adoption seemed imminent.

Back in the summer of 1936 decision of the MPPA to petition the government for a music code was given various interpretations. Juiciest of these was the attitude of the radio networks, which felt they did not want to be caught in the middle on any federal trade investigation. In connection with this view, opinion is that the industry that year voted to ask for a code in order to circumvent an airing of the pub industry in regard to alleged unfair practices against which a formal complaint had been lodged with the FTC. Because the federal bureaus work together, it was feared in the industry that any findings of the FTC investigators would be used against the music men in the anti-trust suit filed by the federal government in 1935.

Current code, in addition to banning "push money," forbids the making of exclusive agreements and the granting of rebates and price differentials. Infractions will incur severe penalties provided under the Federal Trade Commission Act.

JAMES AND JESS

(Continued from page 17)

but the barrelhousing background makes it only a dish of hamburger proportions. And with the barrelhousers failing to make it interesting for RED MCKENZIE, his warbling for *You're Out of This World* and that grand gal *Georgianna* (VO) lends little appeal.

Field Day for Rollini

Altho he skyrocketed on the strings of a harp, RICHARD HIMBER banks all now on a vibraphone. And Adrian Rollini doesn't let him down. His is a decided dance urge with soothing suave-ness and the hammered vibes embellishing, whether it be the full band for *Thrill of a Lifetime* and *I Live the Life I Love* or the Seven Stylists a la Dorsey's Clambakers with Rollini leading a roundelay with the clary, trumpet and rhythm section for *There's a Gold Mine in the Sky* and *Sail Along, Silvery Moon* (V). And a decided asset in Stuart Allen's piping.

REGGIE CHILDS, following the Hal Kemp fashion, makes it a dandy double for *Sweet Stranger* and *I'm the One Who Loves You* (D). And if you can forgive SHEP FIELDS for trying to put one over on you with *Alexander's Ragtime Band*, the ripples ring true for its mate, *Bob White*, and a desirable double from the Walt Disney feature flicker, *Whistle While You Work* and *With a Smile and a Song* (BL).

Back to Barrelhouse

NEW YORK, Jan. 8.—Altho Walter Winchell would have 'em believe that Beethoven scribbled screwy titles anent his columning on *Fury Over a Lost Penny*, it was Johann Sebastian Bach who inspired Raymond Scott and the contemporary describers.

The London Intimate Opera Company, for its second week at the Little Theater here, brings to life again a swing-bitten title. Only it was written way back when—the light operetta being called *Love in a Coffee Shop*.

Bei Mir B. D. S. Up From Show to Place With True Confession Breezing Into the Top Slot

Songs listed are those receiving six or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 6. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

Position Last Wk. This Wk.	Title	Plugs	
		Net	Ind.
5	1. True Confession (F)	39	27
3	2. Bei Mir Bist Du Schoen	37	26
1	3. You're a Sweetheart (F)	34	28
2	4. I Double Dare You	32	20
2	5. Once in a While	31	37
4	6. Rosalie (M)	28	30
11	7. Dipsy Doodle	24	29
9	8. Vieni, Vieni	21	25
6	8. Bob White	21	20
6	8. There's a Gold Mine in the Sky	21	12
12	9. Nice Work If You Can Get It (F)	20	36
9	10. Sweet Someone (F)	19	15
8	10. You Took the Words Right Out of My Heart (F)	19	13
7	10. I Wanna Be in Winchell's Column (F)	19	12
12	10. In the Still of the Night (F)	19	11
13	10. Cachita	19	2
18	11. Mission by the Sea	18	19
19	12. A Little White Lighthouse	17	32
10	12. Sail Along, Silvery Moon	17	8
13	13. I See Your Face Before Me	16	17
12	13. Every Day Is a Holiday (F)	16	13
16	14. I Still Love To Kiss You Goodnight (F)	14	20
12	14. Mama, That Moon Is Here Again (F)	14	16
17	14. Somebody's Thinking of You	14	1
16	15. Mama, I Wanna Make Rhythm (F)	13	16
9	15. Thrill of a Lifetime (F)	13	13
16	15. Ten Pretty Girls	13	12
16	15. When the Organ Played "Oh, Promise Me"	13	5
11	15. You Can't Stop Me From Dreaming	13	4
18	15. Ebb Tide (F)	13	4
17	15. Tune In on My Heart	13	2
14	16. If It's the Last Thing I Do	12	15
8	16. I've Hitched My Wagon to a Star (F)	12	11
16	16. Snake Charmer	12	13

Position Last Wk. This Wk.	Title	Plu-s	
		Net	Ind.
..	16. Farewell, My Love	12	9
16	16. Josephine	12	7
18	17. You Started Something	11	17
17	17. I Live the Life I Love (M)	11	8
..	17. Jubilee (F)	11	5
12	18. Blossoms on Broadway (F)	10	10
19	18. Sweet as a Song (F)	10	10
12	18. She's Tall, Tan, Terrific (M)	10	5
20	19. Sweet Stranger	9	22
..	19. Whistle While You Work (F)	9	14
15	19. How Many Rhymes?	9	12
15	19. Everything You Said Came True	9	10
19	19. Greatest Mistake in My Life	9	8
19	19. My Heaven on Earth (F)	9	7
17	19. Rockin' the Town (F)	9	7
19	19. Miles Apart	9	5
19	19. Let's Make It a Lifetime	9	4
20	19. I Can Dream, Can't I? (M)	9	4
..	19. Swing Is Here To Stay (F)	9	2
18	19. Moon of Manakora	9	1
..	20. I'm the One Who Loves You	8	11
15	20. Have You Met Miss Jones? (M)	8	8
..	20. Let That Be a Lesson to You (F)	8	4
18	21. Foggy Day (F)	7	12
..	21. That Old Feeling (F)	7	11
14	21. One Rose	7	10
..	21. Just a Simple Melody	7	8
..	21. This Never Happened Before (F)	7	7
..	21. Lady Is a Tramp (M)	7	6
19	21. My Fine Featured Friend (F)	7	3
..	21. I'll Take Romance (F)	7	3
20	22. Romance in the Rain	6	7
..	22. Harbor Lights	6	7
..	22. I Want a New Romance (F)	6	5
..	22. My First Impression of You (F)	6	4
..	22. Outside of Paradise (F)	6	3
..	22. Song of Songs	6	1
..	22. Perfect Song	6	1
..	22. Beautiful Lady	6	..

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending January 10.

NITERIES FIGHT FOR LIFE

Dows Buy Into Vaude Houses

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

NEW YORK, Jan. 8.—Negotiations to take over a 12-house circuit in Connecticut by the A. & B. Dow office here have been all but signatured. Tho not all of the 12 theaters will have a flesh policy, it is certain that at least four of them will use vaude and operate along the same lines as the other houses—the Globe, Bridgeport, and the State, Hartford—that the Dow office now handles in that State. Bookings for the new circuit houses will likely be split-week or week-end only.

Successful operation of the recently acquired Loew's Globe Theater, Bridgeport, with an eight-act bill including one name and a pit band or a five-act bill together with a name band, has definitely convinced the Dows that picture houses out of New York that have no access to first or near first-run film releases can be turned into profitable propositions with strong flesh shows. Having booked the Globe on a percentage basis for the past six weeks, the Dow office is making offers for a controlling interest in the house. The office has such an interest in the State, Hartford, and the circuit, when and if acquired by them, will be wholly controlled by a corporation to be headed by the bookers. Control of the circuit will place the office in the lead among Eastern indie bookers.

Bill of the Globe for the current week has Mischa Auer of the screen heading an eight-act card, and is followed next week by Fats Waller and band and five acts. The Shubert, Newark, has for the week of the 14th, Joe Besser, Jeanette Hackett Girls and possibly the Milt Britton Band, with Fats Waller aggregation to follow. A new unit put out by the office, *Paris by Night*, opens for a three-day stay at the Capitol, Binghamton, beginning January 13. Cast includes Collins and Peterson, Billy Wells and Four Fays, Al Ricard and the Shy Sisters.

6 Philly Houses Add Week-End Vaude

PHILADELPHIA, Jan. 8.—Six picture houses added stage shows last week in an effort to hypo the punk business in this territory.

The vaude will be presented Friday and Saturday nights, with an additional children's matinee on Saturday afternoon, at the Allegheny Theater, Port Richmond; Alhambra Theater, South Philadelphia; Frankford Theater, Frankford; Kent Theater, Kensington, and Oxford Theater, Fox Chase—all Warner houses—and the Colonial Theater, South Philadelphia, an independent.

The central city Fox, a Warner house, is also reported getting ready to resume stage shows, which were abandoned about a year ago.

Little Rock Club Burned

LITTLE ROCK, Ark., Jan. 8.—George's Place, the swankiest club in this section of the State, was destroyed by fire early Sunday morning.

Club was located four miles east of North Little Rock on Highway 70. Loss was estimated at \$16,000, with only about \$2,000 worth of insurance. Cause of fire is undetermined.

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

Wisconsin Ballroom Burned

FORT ATKINSON, Wis., Jan. 8.—Prospect Heights dance hall was destroyed by fire Saturday, with damage estimated at \$8,000, partially covered by insurance. Destroyed were musical scores and instruments belonging to Judd Binkert's Orchestra. Spot is operated by Walter Berger.

5 Miles, Different Patronage Means Opposition in Detroit

DETROIT, Jan. 8.—The old days of headaches over what constitutes "playing the opposition" in vaude had nothing on the latest situation in local night spots. Acts that have played competing beer gardens cannot be booked for another spot regarded as opposition by the rules of some offices.

This means specifically a distance of five miles and a totally different patronage—about as far apart as New York's Harlem and the Bronx—in the case of the Royal Garden and the Corktown Tavern, according to Lionel Kaye, of the Delbridge & Gorrell office, who reports the ruling made by a competing office.

Result—agents are adding a good city map and a pair of compasses to their office equipment.

Singing Waiters Negotiate With AFA

NEW YORK, Jan. 10.—Negotiations between the Singing Waiters' Association, composed of around 550 members, and the American Federation of Actors continue.

Chief AFA Organizer Harry Calkins addressed the association's membership meeting Thursday and told them Ralph Whitehead was returning from his organizing tour and would study merger plans.

New Milwaukee Club

MILWAUKEE, Jan. 8.—Tony Scaler and Charlie Wolf have opened the Colonial Club, seven miles west of here on the Blue Mound road. Club features a novel 72-foot cocktail bar.

Maisie Tells Us About Nick's Romantic Casino --- Very Classy

By PAUL DENIS

WE HAVE just received a letter from Maisie, night club dancer, who takes time out occasionally to tell us how the world is treating her and why this night club game is so nutty.

"Paul, for the first time our 8 o'clock show went on at 9 last night and the performers got all excited because the 8 o'clock show always went on around 10. It seems that Judge McGook, very much plastered, dropped in and Nick (our boss) wanted to show off our *New International All-Nationalities Revue*.



PAUL DENIS

"It might seem funny that we give the show such a fancy name—but Nick's patrons are all sorts of people and Nick thought it would be nice to please all nationalities by having a bit of everything in the show. So we got an Oriental number, with the International Chorus (six girls from Mme. Rowshinsky's Dance Arts School) in veil costumes; an Irish jig, with everybody in a green spotlight; a Harlem number and a Frenchy can-can. I'm on for Russian, Javanese and Indian specialties. The band plays my music lousy for all three numbers, but I'm a hit anyway.

"Nick has us all crazy. Every night he thinks of another nationality and then he wants to put in another number. 'Listen, Mr. Bolonino,' I told him yesterday, 'after all, we're Americans. Wouldn't it be better if we stuck to U. S. stuff?' But Nick snorted back with 'Foreign stuff is high class and Nick's Romantic Casino is strictly high

Hollywood and Other New York Spots Fold as Business Slumps

Broadway's famous cabaret fails despite 77b—acts, bands and help not paid—Yacht Club may reopen—Int'l Casino, Cotton Club, Conga still pile big grosses

NEW YORK, Jan. 8.—The long-dreaded wholesale folding of night clubs started this week when the famous Hollywood Restaurant and several other spots took the gaspige. Chances for the Hollywood reopening are in doubt, as the trustees threw up the sponge yesterday noon after desperate attempts to raise more money. Tom Jobaggy, meat provisioner, is understood to have put up \$15,000 in an attempt to keep the spot going. The club had just started operating under a 77b reorganization plan and it was expected that it would continue some-

how until the World Fair gravy started coming in. When the reorganization petition had been filed liabilities were listed at \$260,000.

The show found itself with one week's salary still owing when the ax fell. Arthur Tracy, who was booked by Joe Moss over oceanic phone to the Normandie, was in for \$1,500 per week and filed his salary claim with the American Federation of Actors last night. Other acts filing claims with the AFA are Ruth Denning, Edith Roark, Le Azorros and Letty Kemple. Jack Waldron, at a reported \$500 a week, and a few others have not filed their claims as yet. Waiters, cooks and other service help (members of Local 16 of the Restaurant Employees' Union) have two weeks' pay coming, while the two bands are understood to have filed their claims with Local 802, musicians' union.

Hollywood Won't Die, Belief

The Hollywood, which opened in 1930 with NTG heading the initial show, was Broadway's first no-cover pop-priced big cabaret featuring big girl shows. Catering to out-of-towners mainly, it had built up a national reputation. It is considered hardly possible that the Hollywood name will be permitted to die without another attempt to cash in on the name's good will.

Joe Moss, treasurer of the A & S Restaurants, Inc., which operated the Hollywood, is now giving all his time to the International Casino—which is blamed by many as helping put the skids under the Hollywood—and could not be reached for a statement on the Hollywood Restaurant situation. The International Casino, meanwhile, is trying to hypo poor business in its lounges by installing a Port of Trinidad Cafe in the upper floor and a Barbary Coast show on the lower floor. The Casino claims it has passed the \$1,000,000 mark in total gross since it opened three and a half months ago, claiming also that it grossed \$34,716 New Year's Eve.

The Cotton Club, meanwhile, is doing solid business, claiming it grossed \$52,000 last week (probably including New Year's Eve). The Paradise has been doing increased business, helped considerably by Belle Baker and New Year's Eve—and now it will certainly pick up some of the Hollywood's business. The LaConga continues to pack them in, being the biggest money-maker among the new spots.

The Yacht Club, the enlarged version of the successful original Yacht Club of last season, folded suddenly Wednesday; but is reported slated to reopen in a week when the backers are reshuffled. It is understood that a local band booker is set to put new money into the club and that it will feature a Continental revue and continuous entertainment when it reopens.

Dan Christie's Goes, Too

Dan Christie's Little Old New York Club, patterned after Bill Hardy's Gay Nineties Club uptown, folded Sunday night after trouble with the musicians' union and the AFA. The musicians and the AFA both picketed the place, claiming Christie owed them back salaries for members. Both unions pulled out their members in an effort to force a settlement.

Mori's, one of the oldest and most famous restaurants in the city, folded Tuesday after filing a bankruptcy plea. The spot had been using a band and a couple of singers.

The Kabala Restaurant, which (See NITERIES FIGHT on page 21)

Philly Fox Adds 38-Man Pit Orch

PHILADELPHIA, Jan. 8.—Adolphe Kornspan, musical director at the Fox Theater when it opened in 1923, returned to the same post Friday.

Kornspan left Philadelphia in 1927 to become general musical director of all theaters in the Fox Circuit. He also organized symphony orchestras in Atlantic City and Washington.

The orchestra will play overtures preceding the films and will consist of 38 men. It has been reported that the Fox will resume vaude within the next few weeks. Flesh has been out at this theater for nearly a year.

Contract Claim Adjusted

NEW YORK, Jan. 10.—The AFA adjusted a claim of the Three Continentals, roller-skating turn, against the Park Central Hotel here last week. Involved options and alleged breach of contract.

class. Don't they pay \$3.30 for them Russian ballet shows?"

"Now what can you do with a guy like that?"

"WE ALSO have a midnight show which goes on around 1 a.m. and a 2 o'clock show which usually never goes on. Nick says it's nice to advertise a 2 o'clock show, even if no customers show up, because all the high-class New York clubs feature early-morning shows. 'Nick is a funny guy, Paul. He's so nuts over high-class stuff that he made our dance team drop the apache number because it ain't nice for a man to kick a girl even if it's only for fun.

"Our worst show is our midnight show because Nick's friends drop in then. They always sit at the same tables every single night and we performers call them 'the jury.' They know the show by heart and even laugh before the emcee comes to the punch line. So last night the emcee fooled them by putting in a new ending to the old maid gag and the jury almost died. They complained to Nick that the emcee double-crossed them. So Nick fired the emcee. 'I can't have no emcee insulting my best customers,' Nick said.

"WELL, I've got to finish this letter because the sax player wants to take me out after the show and show me how he can staccato without getting out of pitch. I don't know what he means, but I know he's awfully ambitious to be another Hal Kemp or something. I know I'll be bored, but that's the sacrifice a girl must make when she's in love.

"Joe the agent is offering me the Star Glow Club next week. The salary isn't much, but Joe says I can have a regular customers' dinner every night and that I can do my high-class toe number if I want to. I think I'll take it."

Club Management

News and Angles on Night Club Operation

Splashing Seals Draw Crowd

LYONS' MUSIC HALL, in Seattle, with arrival of Captain Greenwood's Hollywood seals, Popeye and Babe, placed the seal cages in front of the establishment as drawing cards. Disporting in the caged tanks, the frolicsome seals splashed crowds pausing in front of Mike Lyons' nitery. Stunt drew.

Tough Pennsy State Law

THE Pennsylvania State Department of Labor ordered its agents to crack down on hotels, cafes and night clubs working employees in excess of 44 hours. Vincent Tempone, supervisor of the Philadelphia office of the State Bureau of Hours and Wages, announces his inspectors have found so many violations of the law, which went into effect January 1, that he could not immediately compute the number.

John W. Edelman, regional director of the CIO, said he is sending to Harrisburg reports of many hotels and night clubs working their employees from 50 to 60 hours a week.

"If the State cannot enforce the act we are going to do everything in our power to do it ourselves," he said. "We will either call strikes or our members will quit work at the end of the eight-hour stint."

Meanwhile a group of 178 hotels asked permission in Dauphin County Court to join in a suit to test the constitutionality of the 44-hour week law.

New Philly Night Club?

SAMUEL R. BLOCKSON was ousted as general manager of the Sylvania Hotel, Philadelphia, by the Integrity Trust Company, trustee for the hotel, in federal bankruptcy proceedings.

Blockson was replaced by James A. Bonner, formerly his assistant. It has been reported that Bonner will remodel its dining room into a night club. This spot was one of the most popular in the prohibition era.

The operators of the club, rumor has it, will be Charlie Goldfine and Mel Kopf, theater men, who chartered the dining room for a one-night stand New Year's Eve and attracted a crowd of nearly 500 to the spot.

Milwaukee Clubs Get Break

THE Milwaukee common council has requested the police department to refrain for 30 days from enforcing the 2 a.m. closing ordinance for night spots. Three arrests have been made since the ordinance became effective and at least one is expected to carry an appeal to the Municipal Court for a test.

Russell Plugs Paradise

JOE RUSSELL has been putting the Paradise Restaurant, New York, on the map with his magazine tie-ups. A few weeks ago he got Hope Chandler, showgirl, on the front page of *Life* magazine, along with a page layout. And now he's placed a four-page photo and story layout of Mary Roland in first issue of *Picture*.

Marie Dumont's Ideas

MARIE DUMONT, owner of the Crisis Club, New York, is a staunch advocate of running a club thoroly. She buys the food supplies personally, eliminating chances of chefs and bartenders getting a cut and watches the dough come and go personally. Claims having an outsider run the kitchen is ruinous. She insists that a night club owner should always be around, see and hear everything and handle finances personally.

Int'l Casino's Huge Sign

THE International Casino's huge electric sign is sharp contrast to the days when night clubs were hideaways. The mammoth New York spot's electric sign is 250 feet long, with the neon letters seven feet high and flanked on each side by running electric signs of the type made famous by the New York Times Building a few blocks away. Plugs by the press and other blurbs are run on the moving signs.

That Concession Headache

WITH concessioners putting huge sums on the line, the big night

clubs let them run riot. And in a desperate effort to clean up quick most concessioners do their best to ruin business.

For example, the International Casino of New York, just now the tourists' delight: The concessioner has the gals high-pressuring diners to buy cigarets, knickknacks and souvenir programs (for 35 cents). And then when patrons ask for change of a dollar at the checkroom the checkroom gals inquire loudly, "Would four quarters be all right?" (all the time calling attention to the rows of shiny quarters on the counter.)

Why patrons who have spent plenty of dollars in a night club are expected to pay to have their coats guarded is a mystery to us. The smallest courtesy a night club can offer is free checking while a patron spends his dough.

Emily Post on Tips

ACCORDING to Emily Post, who gets a tip on tipping for the Florida Citrus Commission, the proper amounts to tip for different services in hotels and restaurants while traveling are:

(a) The usual tip for a waiter in a restaurant is 10 per cent of the bill—but never less than 25 cents when there is a cloth on the table. In an American-plan hotel 25 to 50 cents is the correct tip for each meal taken to a room.

(b) Twenty-five cents is the tip for checking wraps in the dressing room of a high-class hotel or restaurant, or 10 cents for the coat rack at the entrance to the dining room.

These standards sound pretty fair to this department, but we have a sneaking suspicion that employees of a night club would not find much cause for jubilation, especially in the case of the waiters.

Gum Wrapper for Come-On

WRAPPERS of sticks of gum dispensed in the lounge of Charlie Horvath's Trianon Ballroom, Cleveland, not only serve to publicize the hoofery, but also act as a special offer coupon. The wrapper, plus one paid admission, entitles two persons to class instruction and dancing the entire evening of designated days.

Wivel Tries Novel Stunt

WHEN spots affecting some national atmosphere are stymied for an attention-getting stunt they might try something similar to the one pulled by the Wivel Restaurant, a Scandinavian cabaret, New York.

Jorgensen, the owner, had about 50 of the inmates of the Danish Old People's Home here, ages ranging from 85 to 105, come down to the spot in busses and partake of smorgasbord and things. Most of the guests came in their own colorful native regalia and after the feast three dance competitions were held, with prizes for the oldest, handsomest and most graceful couples. The idea, besides the humanitarian angle, proved to contain more appeal than a Big Apple contest and rated plenty of space in the dailies.

Spokane Clubs Harassed

BEER parlor operators of Spokane, Wash., are divided over merits of the city's new rigid cabaret ordinance but are agreed it has practically eliminated the under-21 crowd and several score entertainers.

The inside-out doors required are made to order for "bouncers," but where the bounced too-young go is a question. Many operators believe they are reverting to the "flask on the hip" era. Replacing of stool-bar service with table service is most noticeable. Those able to secure licenses favor the change and vice versa. One owner said customers don't like to sit at tables and he therefore was going to cut out dancing. Opinions differ, too, as to whether the ordinance has righted the wrongs often connected with the old-style beer parlor which allowed dancing.

Mails Out Menus

OTTO K. EITEL, managing director of the Stevens Hotel, Chicago, has made plans to mail the Boulevard Room menu to anyone requesting it. Patrons are invited to leave names of friends who would like to examine the food and prices prevailing in the room.

We Feel Bad, Too

CHICAGO, Jan. 8.—One local booker believes that he should share an office with a doctor, explaining that every time he talks salaries to acts he makes them sick.

Cushman Circuit Folds February 1

LINCOLN, Neb., Jan. 8.—Route handled by Wilbur Cushman, of Beverly Hills, Calif., folds February 1, he advised *The Billboard* here this week. Doesn't intend to get completely out of the unit game, but will haul in until the sun peeks thru the 'recession' which has mused the routes considerably in recent weeks.

Cushman was one of the three big routers of \$150-daily units, having operated steadily for the last five years. Started in Albuquerque, N. M., then moved to Dallas and this summer to Beverly Hills.

Cushman recently underwent a minor operation at the Good Samaritan Hospital here.

Good Show at Hotel Davenport, Spokane

SPOKANE, Wash., Jan. 8.—Betty Vickers, Lottie Lee and the Richardson Twins headlined New Year's Eve entertainment at Davenport Hotel here.

W. Harry Wraight, hotel secretary-treasurer, booked the acts thru Edward J. Fisher, of Seattle, and Keighley & Keate, of Hollywood.

Gene Dillon, visiting her folks here, appeared as guest vocalist with Chet Griffith's Band.

A chorus of six local dancers (Irene Pantzar, Kathleen Kemmery, Maxine Van Ausdle, Margaret d'Armond, Nita Anderson and Dorothy Houdak) presented three original numbers wearing costumes worn in the pictures *Love on Toast*, *Merry-Go-Round of 1938* and *Outside of Paradise*. W. C.

Chi Hotels Like Talent

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

CHICAGO, Jan. 8.—The combination of an orchestra and a floor show is proving to be a more attractive feature than only a dance band, several local hotels are finding after trying both policies. Chief of the hotel accounts that have decided to slice their floor show budgets were the Stevens and Congress which, after a brief experiment, concluded that the loss in trade exceeds the savings of floor show expenses. Stevens returned to floor bills last week, while the Congress Casino added an enlarged show Thursday.

Other hotels expected to follow in their footsteps are the Edgewater Beach Hotel, which has been using only one act in addition to its stock line of girls during the run of Orrin Tucker's band, and the Graemere on the West Side. The next band at the Edgewater will be augmented with floor show, and a couple more acts will be added to the program at Graemere's Glass House.

Brooklyn Vaude Maybe

NEW YORK, Jan. 8.—Chances for stage shows returning to downtown Brooklyn are considered brighter, now that both the Mark Strand (Warner) and the Fox (Fabian) have been experimenting with occasional shows. The Strand ran a week-end stage show on top of double features last week, and the Fox ran a New Year's Eve show headed by Belle Baker.

The Metropolitan (Loew) and the Albee (RKO) are sticking to pictures. All houses listed formerly played vaude.

Club Talent

New York:

THE NOBLEMEN (Jerry Salisbury, Eddie McMullen and Jerry Cliff) are set for an 18-week CBS program for Gruen Watch Company. Now at the International Casino. . . . GEORGE LIBBY is again spotting shows into the Club Esquire, Toronto, which reopened after it had been closed for two weeks. . . . WIVEL RESTAURANT'S owner threw a party for his employees Sunday night, serving his people personally. Spot is nine years old. . . . GUIDO AND EVA, dance team; George Latour and Paul Florenz Girls compose the bill which opened at the new Hollywood Restaurant, Philadelphia, Thursday. Booked by Harry Pearl.

SENORITA ASUNCION GRANADOS has introduced at the El Chico the Bolerias sin Musica, an ancient Spanish classical dance without musical accompaniment. . . . DR. SYDNEY ROSS leaves the Radio City Rainbow Room January 18 after an 18-month engagement to go to the Breakers, Miami. . . . THE DEBONAIREs now provide entertainment and dance music at Jack Stutz's Game Cock. . . . NEW LINEUP of talent at Nick's, Greenwich Village, includes Lola Bard, Bobby Hackett and his Swingsters, Red McKenzie, Bob Sloan, Russel and the Swingtettes. . . . GEORGE D. LOTTMAN, p. a., will take in a week at Miami Beach, starting January 14. . . . CROSS AND DUNN will head for Havana upon concluding two weeks at the Versailles. . . . SHAVO SHERMAN has extended his repertoire to include mimicking of Hugh Herbert.

NIELA GOODELLE sailed on the Champlain January 4 for France. . . . ELLA LOGAN has returned from Hollywood. . . . Park Central Hotel; Look-out House, Covington, Ky.; Blue Mirror, Baltimore; Diamond Mirror, Passaic, N. J., and the Berwick Hotel, Newark, N. J., have recently booked shows thru the Columbia Entertainment Bureau.

Chicago:

GRISHA AND BRONA, dancers now at Colosimo's, may go to Europe soon. . . . RHETA RAY opens at the Tower,

Kansas City, Mo., Friday. . . . GLADYS CRANE will be held over for the fourth consecutive show at the Yacht Club. . . . BALI BALI will be renamed when it reopens this month. . . . THE CANSINOS moved to Milwaukee for an indefinite engagement at the Club Madrid. . . . SHEA AND RAYMOND, now at the College Inn, have finished the first act of a play they are scribbling. . . . J. STIRLING GETCHELL Agency has landed the Congress and the other Ralph Hitz hotel accounts. . . . KAY NORRE, singer, closed at Harry's New York Bar to fill a previously signed engagement at the 26 Club, Milwaukee.

Here and There:

BLOSSOM RUSSELL is singing nightly with Bobby Parks' Orchestra at the Stork Club, New York. . . . VALLEY AND LEE, after a three-week engagement at the Oaks Club, Winona, Minn., opened a fortnight's stay in Omaha January 10. . . . DOROTHY DE HOGHTON is current at Black Bear Inn, Easterly, Pa. . . . COE AND DUDA wound up their return engagement at the George Washington Hotel, Jacksonville, Fla., January 7. . . . CONNELLY AND RADCLIFFE, now at Terrace Gardens, Fremont, O., will go to Cincinnati from there, then to New Orleans for the balance of the winter. . . . GLOVER AND LAMAE followed Veloz and Yolanda at the Statler Hotel, Cleveland, January 10. . . . THE SHERMAN BROTHERS completed 15 weeks at Dinty's Terrace Gardens, Cohoes, N. Y., January 2, when the spot closed for alterations. . . . DEAN MURPHY is emceeing in his fifth week at the Pere Marquette Hotel, Peoria, Ill. Elaine and Barry, Royal Skating Duo and Key Taylor are also on the bill there. . . . LYLE PAGE and his Broadway Playboys signed off at the Nine-Mile House, Cincinnati, and went into the Cat and Fiddle Club there last week. . . . LITTLE JACKIE HELLER heads the new revue at the Beverly Hills Country Club, Southgate, Ky. Also on the bill there are Wilfrid Dubois, Terese Rudolph, the Robbins Family and Sammy Rose's 16 Lovely Ladies.

B-K and Indie Bookers Fight

Chain enforces 30-day clause — hits week-end bookers—acts in middle

CHICAGO, Jan. 8.—A battle between week-end vaude bookers and the Balaban & Katz booking department here is looming, with the announcement that the B & K office will henceforth rigidly enforce the 30-day protection clause on acts working the chain's Oriental or Chicago theaters. Formal announcement was made by Lou Lipstone, head of B & K booking office, who reported that leniency toward the one and two-day bookers increased their hardships in securing acts for week stands at the two Loop houses.

It was pointed out that once an act was set for a Saturday or Sunday in this area it was not available for a conflicting B & K stand, even tho it meant the loss of a full week for the act. John Benson, independent booker with three week-end dates in near-by towns, is in accord with Lipstone and states that any time Lipstone is willing to give an act a week here he will be more than glad to cancel that turn whether or not he had already set it in any one of his three dates. He explains that he can usually fit the act on any succeeding bill.

Other small bookers, however, claim that once a week-end bill is set and okehed by the theater owner it is impossible to switch an act to fill a late B & K demand.

Lipstone argues that he has been fully co-operating with the week-end talent buyers and permitting them to use Chicago and Oriental acts just as fast as they finished their Loop dates. On many occasions, he points out, acts closed one of the B & K houses Thursday and opened Saturday of the same week in local Stratford or Kedzie theaters.

Detroit Clubs Die After Big New Year

DETROIT, Jan. 8.—New Year's Eve entertainment was in such heavy demand that a last-minute famine talent occurred, acts being obliged to double and triple. Result is probably to be a prompt letdown in flesh bookings, with first crop of the "morning after" cancellations of floor-show policies already reported in booking offices.

Honey and Weldon Split

CHICAGO, Jan. 8.—Honey and Weldon, swing team, split this week after their engagement at the Orpheum, Omaha. Honey will do a new act with Hal Adams, dancer.

NITERIES FIGHT

(Continued from page 19)

brought in Pat Rooney on a percentage arrangement the past couple of weeks, folded earlier this week. Marcel's, in Flushing, Long Island, which had been featuring a band and floor entertainment, has also closed but may reopen. Many other spots in town have been stalling creditors and employees, hoping against hope that business will pick up. They have been cutting shows and paying scale only—and less whenever they could get away with it.

Billy Rose's Casa Manana show at the French Casino, meanwhile, has been postponed again and probably will not open until January 25. Joe Candullo's Band, Five Rosebuds and Sanami and Michi have been added to the cast.

Chi Spots Fail To Pay

CHICAGO, Jan. 8.—Many small neighborhood spots that splurged on New Year's Eve shows failed to pay off, according to complaints reaching the Department of Labor here. Some of the operators blame poor business; others are just stalling the acts.

This week, 10 complaints were filed with the Division of Private Employment Agencies against local club owners. Chief Inspector W. Frank Walkowiak is investigating and putting on all of his department's pressure to retrieve due salaries.

Walkowiak is also checking on booking agencies involved in the complaints to learn whether or not they were aware of the operators' financial standings before setting the holiday bills.

Where There's Life—

CHICAGO, Jan. 8.—Beef trust gals may be put to new use if the idea started by Louis Cohen, of Tommy Sacco's office here, works. He placed Baby Blue Eyes, a 550 pounder, with the local Furniture Mart show to demonstrate the strength of a new patented chair. If this catches the fancy of the furniture distributors, similar acts will be used in other key city shows.

Stan, Pitts, Gets Big Show as Name Band Supply Fades

PITTSBURGH, Jan. 10.—Vaudeville's staging a comeback in the Smoky City.

Currently showing Mary Brian, with Arena and Fisher, Diamond Brothers, Fred Sanborn, Helen Reynolds' Skating Champions, the Three Orchids and Bert Frohman, the Stanleys follows next week with the Three Stooges, Three X Sisters, Three Queens, Stepin Fetchit and Gloria Gilbert. Last week's stage show had Monte Blue, Mary Dees, Louise Massey's Westerners, Cherry and June Preisser, Boy Foy; Lowe, Hite and Stanley, and Johnny Perkins.

House has been cashing in on Harry Kalmine's name-band policy all year due to scarcity of individual name acts, and now with encouraging receipts of past few weeks name bills augmented by Dave Broudy's pit band playing on the stage will also be more frequent when acts are available. Scheduled for future date is Jackie Cooper.

Ork names resume next week with Hal Kemp, to be followed by Ted Weems.

Kalmine tentatively turned down this week offer to head RKO theaters, preferring to stay in home-city job heading Warner zone, which he has jumped into heavy money.

Shubert, Cincinnati, Into Vaude Jan. 14

CINCINNATI, Jan. 10.—Following in the footsteps of the Taft, local indie-operated house which installed vaude New Year's Eve, the local RKO Shubert, operated by the I. Libson interests, swings into a combo policy January 14, opening with Jack Fine's unit.

The Taft, currently housing Harry Gourfain's *Star-Spangled Jamboree*, pulls its vaude next Friday and Saturday to make way for a two-day showing of *King Richard II*, and its a better than even money shot that the house doesn't resume with its unit-show policy. The Jack Sprigg Ork, now occupying the Taft pit, is definitely slated to move over to the Shubert trench for the January 14 opening.

The Shubert return to vaude following the Taft's decision to try the policy was not unexpected, as the same thing happened three years ago when the Taft went into flesh and the Shubert followed a week later.

The Taft's initial offering, Anton Scibilia's *Waikiki Nights*, pulled a heavy New Year week-end biz, but the b.o. take dwindled toward the last of the week. The Gourfain unit played to fair returns over the week-end. The Shubert last week announced to the local press an attractive list of coming attrac-

Miami Vaude Demand Rises

Names at Cinema Casino—Para plans name bands—others get Class B shows

MIAMI, Jan. 8.—With the Cinema Casino (formerly the French Casino) now featuring midseason vaude with name bands and with smaller houses presenting stage attractions, Miami expects its largest vaude season in history.

The Paramount Theater opened Friday with *Vodvil Flashes of 1938* and a first-run film. Walter Witko, local maestro, drew opening band assignment. Carl Roller, member of Paramount Enterprises publicity staff, said that name bands will be brought in later in season.

The Flagler Theater, another Paramount house, is running Class B vaude, drawing most of its talent from local sources, altho featured attractions find a spot often. Current bill includes Sid White, Alice Gail MacDonald, Bob White and Herb McLaughlin.

Flamingo Park band stand, under direction of J. B. Lemon, recreation director for the city of Miami Beach, is presenting its annual vaude shows nightly. Drawing large attendance in the past, the city has found that Lemon's idea is profitable. Programs are changed Wednesday, Friday and Sunday.

Ballroom Now Only Philly Spot for Negro Name Bands

PHILADELPHIA, Jan. 8.—Reese Dupree's Strand Ballroom is now the only spot playing name septa bands here with the abandonment of this form of entertainment at Harry Slatko's Nixon-Grand Theater this week.

Slatko, operating under a terrific nut and at 25-cent admission, has canceled all flesh and has substituted a glorified give-away in addition to double-feature second-run pictures. The house will have six game nights and advertises a weekly give-away of \$2,500 at a 10, 15 and 25-cent admission policy.

New Duprey for Medley

SPOKANE, Wash., Jan. 8.—Eddie Medley, whose Medley and Duprey act has played vaude for some 17 years, disclosed his new feminine partner here as Anne Crosby, second cousin to Bing.

She left night club singing in Hollywood recently to gain vaude experience before a picture debut under guidance of Larry Crosby. Bing Crosby's home town didn't learn who she was until after act had headlined Post Street bill for five days, and then only because Larry tipped off Athletic Round Table here. She is billed as Anne Duprey.

tions, but it is doubtful if the house will run any longer than the beginning of the Lenten season, especially if the Taft definitely drops from the local flesh picture. The veteran Cliff Boyd continues as Shubert manager.

Swastika Border Rumpus

MIAMI, Jan. 8.—Cinema Casino, swank beach theater here, got more than it bargained for when it instructed *The Miami Herald* to use a Number 20 border on the Casino's daily ad.

Style sheet on 20 border calls for the Swastika emblem.

Jewish population roared disapproval both to editor and theater manager, and *Herald* ran a boxed apology.

Vaudeville Notes

SALLY RAND drew some more publicity when she fanned her fans at a society party at the Waldorf-Astoria, New York, last week. . . . MARCIA HARRIS and Hal Abbott have split after a nine-week run at the Royale Frolics, Chicago. Miss Harris will again do a single. . . . ZIMMY, legless swimmer, is now in Miami Beach planning his 200-mile swim from Havana to Miami Beach. When and if he makes it he will again offer himself for vaude dates. . . . CELIA ADLER is making personal appearances at the Freeman and the Zenith theaters in the Bronx, New York, together with the showing of her picture, *Where Is My Child?* . . . BOBBIE LEE, dancer, and Ted Wilde, unit producer, had differences over contracts, with the AFA stepping in and adjusting the affair last week.

BEN BERI, juggler, will join the *Can You Take It?* unit next week after it leaves the Palace, Chicago. . . . WALTER RIDGE, formerly with roller-skating acts, now a featured skater in Sonja Henie's ice show.

HACKER AND SIDELL opened at the Tabarin Variety in Nice, France, January 7 for two weeks, following engagements at the Casino Municipale, Cannes, and at the Cirque Medrano, Paris. On the same bill in Nice will be Estelle and Leroy. Hacker and Sidell go to Egypt for two months following their Riviera dates. . . . JOSEPHINE AND EARL LEACH are back at the Savoy Hotel, London, after a date at the Bagatelle, Paris. . . . EARL HINES and band play the State-Lake, Chicago, week of February 3, and go into a Philly house on the 11th. . . . JUDGE MATTHEW M. LEVY, counsel to Moving Picture Machine Operators' Local 306, has been appointed by Mayor La Guardia of New York as justice of the Municipal Court. . . . DON BESTOR and band were set by CRA to play the Liberty Theater, Terre Haute, Ind., January 21, and the Mars Theater, La Fayette, Ind., the following day. Acts on the bill with the band include Charles and Helen Stone, Ann Pennington and Mildred Stanley. . . . HAL MENKEN sails January 15 for a six-month tour of Europe. . . . PEARL AND GARNETT DAVIS are with one of Roy Roberts' units in the South.

HENRY ARMETTA begins on another Warner short in the East January 19. . . . EDGAR KENNEDY, of the movies, is being brought east for theater dates by Fanchon & Marco. . . . VINCENT LOPEZ and band split week of January 21 between the Palace Theater, Akron, O., and the Palace, Youngstown, O., then do a week at the Hippodrome, Baltimore. . . . HAL KEMP and orchestra are at the Stanley, Pittsburgh, January 21, and follow with Fox, Detroit, January 28. . . . TED WEEMS' theater dates have him at the Lyric, Indianapolis, week of January 21 and the week following at the Stanley, Pittsburgh.

ARTHUR BORAN opens at the Cinema Casino Theater, Miami Beach, January 14. . . . ZAC FREEDMAN, ex-manager of the Casino Theater, Brooklyn, moved in with Ed Small Productions and is inaugurating the radio feature, "Adventures of Esky." . . . TERRY LA FRANCONI will double between the Roney Plaza and the Paramount Theater, Miami. . . . JUANITA AND HER CHAMPIONS went into Fay's Theater, Philadelphia, January 7. . . . LELA MOORE closed a three-month tour of Coast dates to fly home to Pittsburgh.

FENWICK AND COOK will play with the *Can You Take It?* unit at the Colonial, Dayton, O., week of January 14. . . . DICK WARE is emceeding another *Battle of Swing* at the Circle, Indianapolis, this week. . . . AMERICAN THEATER, Chicago, back to Saturday vaude after a two-month layoff.

Reviews of Acts

Ber-Mar

Reviewed at Chanticleer Supper Club, Summit, N. J. Style—Mentalist.

Ber-Mar, crystal-gazing success of the Chicago world's fair, has changed his routine slightly and brought it east. Result is the extension of a two-week booking into an indefinite run here.

Ber-Mar's routine is to have a person write his question on a piece of paper outside of his presence; folded by the questioning person, never opened but burned in front of the two. Ber-Mar then repeats the question and answers it.

Act goes over with a sock, with some unbelievable predictions coming true. Every night spot in the vicinity has booked similar acts in trying to cash in on Ber-Mar's publicity. B. M. K.

Four Dudley Brothers

Reviewed at the 125th Street Apollo, New York. Style—Four part singing. Setting—In one. Time—Fourteen minutes.

A colored quartet, with only one guitar for an instrument, which sings popular tunes in the best Harlem harmony style.

Boys are young and make a nice appearance. Their arrangements are interesting and novel. They warble with an easy tempo, and their voices blend together smoothly. Throw startling lip-and-tongue licks into their arrangements. Wind up with the novelty sock, *Ole MacDonald Had a Farm*.

Act is fast, polished and an exceedingly pleasant earful. M. Z.

Glass Hat, Belmont-Plaza Hotel, New York

Mary Jane Walsh, a rapidly ascending singing newcomer, and the music of Sonny Kendis and orchestra, a late fixture at the Stork Club, are the current attractions at this spot, latest of the dine-and-dance rooms in the Hitz chain.

Departees are Ethel Shutta and Van Olson's Band. Grace Morgan, featuring vocals with the Kendis crew and also offering solo turn at pianologs and vocals between sessions, and Jose Manzanares and his South American band, alternating for the Latin dance tempos, are the other new additions.

Radio Frank Bessinger remains as singing emcee and leader of the colored waiter choristers, the Belmont Balladeers.

Doubling from the current stage hit, *I'd Rather Be Right*, Miss Walsh offers pointed and broad satire in song form. Tho it might be said that her work is a composite of Sheila Barrett, Bea Lillie and Fanny Brice, it does not take away from her that she is a delightful and refreshing personality lending a new twist and versatility to a not-so-new technique. She is piquantly pretty and sparkling, and her robust voice is low and vibrant. Her delivery is lively, and she is not averse to a ladylike bump for emphasis if it will help put her meaning over. Her specially prepared selections included *Struttin' Thru Sutton Place*, *The Lady Is a Tramp*, *I'd Rather Be Right* and *You Can't Have Everything*.

The Kendis brand of dansapation is

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

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

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

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

ERNIE MACK
Man With 1,000
Faces.
Cagney's Double.
Now Playing
Private and Club
Dates.

The Great INDIAN FAKIR BLACAMAN
Mesmerist of
Animals
Presenting the great-
est Variety-Music
Hall Act in the
world. Running
time 1 hour.
50 Crocodiles, 30
Lions, 50 Snakes

Perma-
nent ad-
dress
The
Billboard
New York.
BLACAMAN
FASCINEUR DE FAUVES

Night Club Reviews

sure to find favor here after a season's stay and more at the select Stork, during which his everyday front handle of Solly was changed to the somewhat aristocratic Sonny. Fronted by the smiling young leader at the piano, the band is a young, neat-looking outfit that is equally adept and at ease at swinging and pounding out the rhythms for the collegiate shaggers as they are at the reserved stuff or in supplying fitting accompaniment to Kendis' own brain child, *Rhapsody in D minor*.

Entertainment presented for dinner and supper daily, also for Saturday matinee and Sunday cocktail periods.

Dinner at \$1.50. *George Colson.*

La Conga, New York

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

Obviously Roche and Roldan, the persons who make the spot tick and click, have recently decided to modify the zealous original plans to offer everything—atmosfera, food and entertainment—all Cuban. This has become especially apparent in the matter of music. No longer is everything maracas and rumbas. First Gasparre and now Olsen have injected a welcome change of more widely understood rhythms in the all-Latin menu. Panchito's Band, as alternate, remains the dispenser of the caballero chords and chants. Hilda Zalasar, too, as the featured vocalist of Latin numbers, is still here to uphold the Cuban cause.

It is no mere guess to say that Olsen's presence and his music will do more to retain the mushroom-like growth in popularity of the place than any other recent change. Tho not possessor of any freak style or accompaniment, the outfit ranks as one of the best purveyors of pulsing dance rhythms. Olsen's music, too, stands up better than any of his predecessors here and than the native type, against the onslaughts of the closely-packed room and the low and arborescent ceiling.

Switch of his toothsome smile from his own International Casino can only be explained as being plenty lucrative to Olsen and beneficial to La Conga. Eddie Howard does a pleasant and presentable vocal turn with the outfit, and use of the electric organ makes for arresting variety to break the monotony of dance numbers.

Place indulges in a practice of \$1 week-day and \$2 Saturday cover charges, but type of customers that find their way to the basement room don't care. Spot gets biggest play as a late rendezvous. Dinner trade, American and native cuisine, is fair. Maraschino is maitre de. *George Colson.*

Royal Palm Club, Miami

Situated ideally, only two blocks from downtown Miami and directly on the bay front, the Royal Palm is Miami's only class night spot (others are on Miami Beach and suburban). Under same management (Arthur Childers, owner and operator) since built, club has rapidly become Southeast Florida's favorite night spot, due to name shows presented during winter season.

Complete from casino to yacht docks club is in a position to present costly shows with little chance of going under because of play from elite, as well as tourist trade from downtown hotels.

Current show is headed by Goodrich and Nelson, offering a different type of acrobatic and strong-man act. Ranging from one hand-on-head balance routines to a series of twists, turns and throw-ups, the boys managed to turn out a pleasing six minutes of pleasure and entertainment.

Supporting is Sara Ann McCabe, diminutive songstress, billed as America's New Song Find, and worthy of at least 75 per cent of it. Her renditions of original arrangements of *Sing and Be Happy* and of the fading *Vieni, Vieni* class her as the rating songbird in this area.

Also featured is the Justine Trio, European novelty act, which fails to entertain due to poor booking. They are on same bill with Goodrich and Nelson, the acts being too similar. A permanent

stage drop blots out top performer in three-high numbers and also is an obstacle to visibility, the act depending on the audience seeing everything.

An ensemble of 12 girls (locals), under direction of Jane Keenoy, shades last season's imported showgirls by keeping time with feet instead of shoulders. Their routine interpretation of *The Overture From William Tell* is their best, with the *Conga* number as opening finale. Take a top spot.

The orchestra, boasting nine men with horns, thrown together from locals when Mannie Gates took his crew to Doggie Track, try hard to please but fail. Not enough rehearsals.

Two shows nightly. *Virgil E. Pierson.*

Congress Casino, Congress Hotel, Chicago

Going from one extreme to the other, this Ralph Hitz spot which reopened the season with a one-act floor show has switched to an hour-length bill. While there is a mass of talent, its construction opening night was not devised well enough to make it mounting entertainment. Rerouting in the order of acts and less profuse encores should make this a more solid affair.

Benny Meroff, the boy who made good in local theaters, moved in with his band for dance and show tunes. Outfit excels in show business and stands out with a couple of stage-mellowed specialties. Particularly impressive was Jack Marshall, the pretzel-faced trombonist, who has a couple of screw songs that are good for laughs.

Show is opened by Dawn Roland, pretty tap-dancing brunet, who did three numbers of the sweet smile and dimple cheek variety. A distraction, however, was her excessively revealing pajamas that did not lend harmony to her honeyed work.

Simpson's Marionettes, in the next spot, continues to be as novel an act as ever. The amusing character caricatures and jungle creatures are manipulated with admirable ease and appear remarkably real. Netted a big hand.

Wesley Summerfield, local tenor, did a few pop tunes and while he displayed a good voice he failed to hold proper attention due to an unimpressive delivery. He must develop a more aggressive style of salesmanship to get any returns from after-dark crowds.

Peppino and Camille make a refreshing pair of dancers, doing good sight work and selling it with little trouble. Camille is a small and attractive brunet. A sock closing trick is their whirlwind shoulder spin.

The Four Vespers, collegiate acrobats, do their theater act and look good at close range. Have some spectacular springboard and two and three-high tricks.

The band closes with its own specialty, one which would go better earlier in the show. Meroff's newsreel bit gets laughs, altho it is not as strong on a floor as it is on the stage.

Lyon and Marlowe, NBC piano duo, are playing a return engagement as intermission entertainers. The team does ace ivory tickling work and has a large repertoire of popular and musical comedy selections.

Management has eliminated both the cover and minimum charges, a move which should bring considerable more business from the younger crowds. Floor shows are staged twice nightly, with a luncheon fashion revue added Saturday afternoons. *Sam Honigberg.*

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

This dining room of the Continental, St. Moritz, is now the hotel's only entertainment spot, the roof having closed for the winter and the larger Continental Room being put aside for banquets.

The Paix Room is smallish, accommodating around 150, altho there is a large adjoining bar. Entertainment is thin and probably justly so, as the patronage is more interested in food and chattering than in the show. Basil Fomeen leads the dance orchestra, pushing a soulful accordion and affecting a reserved Continental manner. He is backed by seven men, one of whom (the violinist) doubles at occasional vocals but adds nothing to the band's value.

The combo plays well, handling a variety of rhythms competently.

A four-piece relief band (violin, bass, accordion and guitar) does nice work on the band stand, too. The show is composed of two turns, a dance team and a magician. The dance team, Fawn and Jordon, has poise and grace, going thru a waltz and whirlwind tango in sure style. The girl is a blond looker and the man makes a fine partner, the team combining to make a solid impression. Falling in with the trend, the team is giving dancing instruction between the dinner and supper shows, offering inside angles on *The Big Apple*, tangoes, rumbas and what have you.

Albenice, young magician in Hindu getup, has been here seven weeks and is still going strong. He offers an engrossing variety of short tricks that impress. They include glass of milk from silk, fan and egg, cutting rope, switching silks, live chicks in cups, cigaret palming. Routine is varied and fast, avoiding any letup. Held attention all the time.

Business holding up okeh.

Paul Denis.

Gold Coast Room, Drake Hotel, Chicago

A happy choice of acts by Charles Richter, spot's producer, makes the new revue a quiet but pleasing bill. With routine talk acts out of place in this classy room, a combination of dance and novelty turns usually proves the best bet here.

Herbie Kay, ork maestro, doubles as emcee and brings on first Clare and the Sanna Sisters, thrilling roller-skating offering divided in single and aggregate tricks. The girls are shapely blondes and capable skaters. Man carries most of the burden equally well.

Kay Kwyer, band's choral group, steps on the floor for another shot at *Is It Love or Infatuation?*, which is smoothly delivered. Boys are okeh out front, all young, and their vocal sum total quite passable.

Mignone, one of the better control artists, is playing a return engagement, as is her amazingly graceful body-twisting number which has the invigorating effect of a breeze of fresh air in the morning. Kid is an attractive brunet and is not visibly muscular.

Van Cello (sans Mary) stays over with

BIGGEST LITTLE SHOW ON EARTH

ROSE'S

PARISIAN MIDGET FOLLIES

Now on Tour
MRS. IKE ROSE, Manager.
Per. Rep., MARTIN W. WAGNER.
Wm. Morris Agency.

The Chinese Princess of the Dance, **THIDA LOY**

In Interpretive & Character Dance Creations.
Opening Monday, January 10,
HOTEL KENMORE, Syracuse, N. Y.
For open dates, either phone or wire the
MUTUAL ENTERTAINMENT EXCH.,
Rochester, N. Y.
Thanks to Arthur Argyries.

RAJAH RABOID
"MIRACLE MAN"

Address
305 W. 71st St.
New York City
Phone Trafalgar
4-7592

SID KATZ ACADEMY
STRAND THEATER, CINCINNATI.
DANCE ROUTINES BY MAIL

Smartest, latest routines as used by professionals, \$1 up. Write for Catalogue "A". Best in the country. Study here and get our routines. Send for our Teachers' Course of "Tap," Acrobatic, "Toe," "Ballet," Beg. and Adv. Ballroom.

MARJORIE ★ PHILIPPE
ENTERS & BORGIA

Currently
PARK CENTRAL HOTEL
New York

the new show to twirl on barrels and a keg contraption with his educated feet. Is smart, in using strong and famed musical pieces, which definitely mount the interest of his novelty.

King Harvey, tenor with the band, is singled out with *Sweet as a Song* and is followed by Drigo and Ramona, first dance team to play here in a year. Pair do graceful work, particularly evident in their waltz and tango. Ramona is a striking dark-haired beauty.

Herbie Kay's Band continues to be in favor with the youthful patrons. Play smooth and soothing dance tunes and boast of several versatile members, including the above-mentioned Harvey; Fuzzy Combs, another talented tenor, and Jim Williamson, who completes the vocal Three Kays trio.

Kay is popular with the young set, his manly shape and personality a pushover with the femmes and his natural sincerity a winner with their boy friends. When caught Friday night (7) members of his fraternity were guests of honor.

Sam Honigberg.

Club Tivoli, Juarez, Mexico

A new Spanish dance team, probably the best ever seen on the border, is headlining the current bill. Team is Carla and Fernando, in from a two-year engagement in Mexico City at El Patio Andaluz and the Waikiki Club, and bound for Hotel Jefferson, St. Louis, for January 24 opening.

Bob Bixler continues as emcee.

Lorraine Rogers, statuesque blonde, opened with a soft-shoe tap, finishing in a whirl for a good hand. Girl is shapely and personable.

Bixler's bit was singing *The One Rose* in a good baritone. Got a fair hand.

Nina Caballero was on next, singing without the sound system. First was *Gianina Mia* encoring with *Sweetheart*. Has plenty of volume without mike and sings in easy style.

Carla and Fernando closed with two Spanish dances, patrons asking for more. Their castanet work is tops and footwork is equally as good. Costumes are authentic, as are dances. Couple had good ballroom appearance and should be sure-fire on the stage.

Hal Middlesworth.

Royale Frolics, Chicago

Most recommended in the *Midwinter Revue* here are the elaborate production numbers lavishly dressed with a glittering array of costumes and a bevy of young and eye-fetching girls. Probably the best is the *King for a Day* finale in which the kids are draped in gold outfits that dazzle the room with their bright colors. Denis Cooney, the operator, must have spent a pretty penny staging these numbers on his limited floor. Production vocals are still handled by Jack Hilliard, who has a sharp tenor voice and a pleasing personality, and Marek Fisher, orchestra leader, goes royal in the king routine with his usually dependable operatic voice.

Floria Vestoff, blond tapstress, follows the initial chorus scene with a couple of modern interpretative designs topped by a series of blending circles of turns. Floria's shapely legs don't hurt matters at all.

Jackson and Nedra, fast and talented tap team, play a return engagement and at the midnight show did three turns that netted a heavy response. Make a good appearance in formal wear. Close with their still novel cymbal dance.

Kay, Katya and Kay complete the new act roster. The trio did a splendid modern version of the doll dance, Katya displaying some graceful toe work as the swing-inoculated toy.

Sid Tomack and the Reis Brothers, comedy trio, have been held over for the second time, while Ann Lester, singer, has also been retained for this show. The boys are swell entertainers and stem as swell prospects to step into the shoes vacated by Clayton, Jackson and Durante.

Miss Lester warbled five songs and, judging by the response, could have stayed on indefinitely.

Sam Honigberg.

Grosvenor House, London

Second edition of MCA's *Park Avenue to Park Lane*, produced by George Hale, has Tex McLeod, monologist and lariat spinner, replacing Billy Bennett. McLeod is better suited to a nitery than Bennett and he fits in well with the rest of the company. Spins a mean rope and gags topically to everyone's satisfaction.

Ames and Arno have already built up a rep here. Man and woman American

comedy team, this is a corking turn for any spot. Hoke acro, dancing and instrumental bits are all good for laughs and the act is fast, funny and original.

Burton Pierce wows them with a sensational tap into which he interpolates ballet steps with surprising results. His offering is something new in rhythm dancing and exceedingly popular.

George Hale's Glamour and Palm Beach Girls combine in making a first-rate line that excels in beauty and talent. Standout in looks is the gorgeous Verna Long, who gets plenty publicity this side.

Bert Ross.

Garbo, New York

Opening just before the holidays, this is one of the latest spots to get aboard the town's dine-and-dance merry-go-round, afflicted as it is lately with so many breakdowns and casualties. Living up to the reputation of its namesake, this East Side cabaret is more reserved in decor than the other Swedish restaurants that offer entertainment with smorgasbord, and its predominating blue and white garb is just as hard to warm up to as the storied Greta.

But excellence of his smorgasbord table and authentic Svenska dishes is the main pride and concern of proprietor Carl Soderstrom, and it is upon his food he expects to build a following rather than on the drawing power of an acrobatic dancer or the gaiety of a bunch of Big Applers.

Current entertainment, somewhat curtailed as compared with that offered for the opening weeks, but in keeping with the taste of the place, has Mickey Feeley, warbler of pleasant pops and ballads, and the dance team of Bourbon and Daine offering, besides the formulated routines, a distinct novelty of merit, their Radium Dance.

The music of Emil Romano's five-piece aggregation more than suffices for incidental, dance and show assignments.

Entertainment is offered for dinner and supper, but spot is open for luncheon as well. Dinners from \$1.50 up.

George Colson.

Savoy Hotel, London

Current show is strong on talent, with Eric Wollheim, booker, providing three diversified and corking acts.

Lyda Sue Leeds, straight from the Paradise, New York, follows in the wake of countless single girl acro-dancers and easily beats the majority of them in tricks and showmanship. She is being held over for four weeks.

George Campo, who hasn't been seen here for more than a year, is an ace pantomimist. Has them laughing out loud and is ably assisted by Elise Ray.

Five Maxellos, recently with Clifford Fischer's London Casino show, are the last word in daring Risley acrobats. Boys put in plenty of okeh comedy touches and they land heavily on applause and laughs.

Bert Ross.

Holborn Restaurant, London

One of the smaller spots in town but highly pleasing, the Holborn relies on vaude acts that can fit into a nitery program. Generally use two turns, but this being a special week there are four on view.

Togo, Japanese juggler, is almost a veteran, but he's very clever. Has a bunch of miscellaneous tricks that are applause coaxing. Billy Riley is about the sole survivor of a host of concertina-playing singles, so much so that his act strikes as a novelty.

The Allards perform a creditable gymnastic number with apparatus. Deslyn and Leona, English dance team, have definite possibilities for the better spots. Their work is spectacular and clean-cut and some of their acro and adagio stunts really daring. Turn bows off to the best reception of the evening.

Bram Martin and his band supply the music.

Bert Ross.

Vogue Room, Hotel Hollenden, Cleveland

Vogue Room is continuing its excellent floor show with some holdovers. Most popular of the holdovers is Gali-Gali, Egyptian magician. His routine is varied and his effects surprising, combining as they do audacity and presentation with digital dexterity and a thoro understanding of the art of misdirection. Toni Lane continues to warble her numbers to the delight of the customers.

New are the Andrine Brothers, banjo

duo who produce fast and snappy music. Bernard and Stevens work with violin and accordion, wandering about the spot during the cocktail hour. Chet Ryks' Orchestra plays for dinner and dancing, alternating with Sammy Watkins and his boys.

All in all it stands up as one of the best floor shows put on by the Vogue Room since its fall reopening.

H. R. Hoyt.

Mary's Place, Kansas City, Mo.

Recently reopened, this spot attracts a goodly crowd and must be classed as one of the hangouts which is always "alive."

Ray Laughlin and Orchestra deal out music that is adequate tho not sensational. Stressing neither sweet nor hot jive rhythm, Laughlin mixes the tunes up nicely and gives the dancers what they ask for most. The use of more specialized arrangements would help the band immensely.

Oliver Messmer is a tap dancer who presents good routines with a nice personality. A particular favorite here for many months. Long before the spot closed Messmer was a feature, and when it reopened he returned.

Loyce and Lehman offer a terp act of average caliber. Sonny Hale invariably gets a nice hand for his songs. Hale's popularity as a singer is enhanced by his dancing ability.

Chicken dinners and steaks are prepared here in a manner which has made Mary's Place well known in this section.

Service and drinks are so-so, however, and the room itself is so large and barren the spot has the appearance of a huge barn. A 25-cent minimum charge nightly. Bon vivants find the spot one where entertainment and food may be obtained cheaply, and that accounts for its popularity.

Dave Dexter Jr.

Salary Claim Is Filed

NEW YORK, Jan. 10.—The AFA is attempting to adjust a claim by Rulson and Tamara, dance act, against the Chez Ami Club, Buffalo, involving allegations of an extra performance without pay.

Chi Clubs Mark Time

CHICAGO, Jan. 8.—Night clubs are marking time and waiting until general business conditions take a more definite turn before announcing plans for 1938. The present picture is not a pretty one, altho some of the ops indicate there will be more activity in the near future.

The most important question at this time is whether or not gambling will creep into club casinos again. It is known that the recent folding of chance halls has been red-inking the books of the involved spots. A couple of them are still holding on to their expensive name policies, but it is only a matter of time until the elaborate floor bills will be trimmed unless the proper authorities okeh the Monte Carlo atmosphere.

While the after-New Year's doldrums darkened a couple of local spots, they are expected to reopen shortly under new management. A new nitery angel is reported dickering for the Stork Club, which folded last week without paying the acts. Bali Bali, now dark, will definitely reopen and at first use Barry Walker's Band and a four-piece intermission outfit only. It will have a new owner, Ben Lenhoff stepping out of the picture. A floor show will probably be added once business picks up.

The Sportsman's is in a precarious condition but is looked upon to hold out for a while.

Future of the dark Colony Club remains in doubt. A couple of bidders are holding out for a lower rental and want to delay the opening until spring. The other Rush street clubs have done remarkably well by comparison, and the increased remodeling under way in those spots tends to bolster those bright reports. Rose Bowl and 885 Club are the last word in modernistic styles, and the Hi Hat will soon follow suit when it will double its present size.

AIDA LUCIANO
Spanish Character Dancer
Now in Her Nineteenth Week
WIVEL RESTAURANT
254 West 54th St., - New York.

ANDREA MARCELLE
HELD OVER SECOND WEEK
ROXY THEATER, New York
Direction: MAURICE GOLDEN HERMAN CITRON

Barbara Parks
"Statuesque Goddess of Song"
JUST COMPLETED 8 WEEKS CHEZ PAREE, OMAHA.
EXCLUSIVE MANAGEMENT—WILLIAM MORRIS AGENCY

VAN CELLO
WORLD'S GREATEST BARREL JUGGLER
Currently Playing
DRAKE HOTEL, CHICAGO
By Capt. David P. O'Malley

CLUB ESQUIRE
NOW BOOKING ALL ACTS DIRECT
NOVELTY ACTS SINGERS DANCERS DANCE TEAMS, ETC.
MUST BE FIRST CLASS.
Give all information, including pictures if possible in first letter.
BILL BEASLEY'S CLUB ESQUIRE, Toronto, Canada.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, January 6)

Willie and Eugene Howard top the State's show this week. Bill is an excellent one and offers fine entertainment value in comedy, dancing, music and acro.

Opener is Liaseed Troupe, eight men and two women, in pyramid and tumbling routines. Act is expert standard stuff, and can open a bill anywhere. Most sensational of pyramiding stunts is one in which practically the entire company is held up by one understander. Act towards the last half speeds up, with the men and women tumbling all over the stage.

Bobby Pinkus is assisted by Ruth Foster in the deuce spot. Pinkus opens with a novelty tune, socks himself on the jaw and goes into a hoke fighting routine. Good-looking blonde, Miss Foster, straights in a session of gags which are very punchy. Pinkus' next bits are an impression of a shy kid giving a recitation and a version of a crooner in love. It's robust comedy, but a *Big Apple* routine excels all the rest in lunacy. Foster comes on for a showy tap and is joined by Pinkus, who does eccentric steps. A nice act, and the girl is a comer.

Willie and Eugene Howard were in marvelous form and killed the audience with bellylaughs. First session is an interview with a girl reporter, during which Willie tells her to "mark it down." A funny heckling bit follows,

and during the remainder of the show they come out for their operatic aria number, and one in which French is taught by Pierre Ginsberg in ten easy lessons or five hard ones. Both the latter are hilarious, and Willie's French accent with a sprinkling of Jewish is something to conjure with. Audience loved it.

Eddie Peabody, musical wizard, plays the banjo, harp-guitar and fiddle. Does both classical and pop tunes, excellently, including overture from *Poet and Peasant*, *Harbor Lights*, *Bei Mir Bist Du Schoen*, *Tiger Rag* and others. Turn becomes better as it goes along, with Peabody really going to town at the end. Had to beg off.

Harrison and Fisher, ballroom team, have an air of refinement and subtle charm. They work excellently in three routines, a waltz danced to Viennese music, a stylized *St. Louis Blues* turn and a rumba, each number performed with exquisite grace.

Pic, *True Confession*. Excellent house. Paul Ackerman.

Earle, Philadelphia

(Reviewed, Friday Evening, January 7)

It was all on the stage here this week—the picture, *Sh, the Octopus*, a Warner whodunit, was a waste of good film. Stage show, built around Hal Kemp's

Orchestra, more than made up for the punk screen offering.

Playing to a capacity house, Kemp's Band and vocalists took a couple of encores apiece each time they played or sang any of the hit tunes. It was a tune-fest for the youngsters who predominated the opening night audience.

Leading as far as plaudits were concerned was crooner Bob Allen, who was forced to sing three encores to a half a dozen curtain calls before the song-hungry mob was satisfied. The songs, *Nice Work If You Can Get It* and *Once in a While*, almost took the house down.

On the other hand, Kemp's prima donna, Rosalie Marquis, altho also getting a big hand, was far less pleasing. She was fair when it came to singing swing stuff, as she had plenty to swing if you get what we mean, but on a couple of ballad numbers she was strictly minor league.

A laugh-getting act was the screwball acrobatic routine of the Four Krad-docks. Dressed in comic opera French sailor suits, these lads tumbled about, slugged each other a la Ritz Brothers and clowning to a fare-thee-well. Good clean fun and the crowd roared for more.

Bob Williams and his dog, Red Dust, present something new in an animal act, while Williams' pleasing gift of gab adds spice to the stunt.

Gower and Jeanne are just another dance team. They are young and cute, but they need a more diversified routine before they can be classed as headline material. Girl half of the act is pretty.

Kemp and his gang perform in their usual classy style. It was their first stage appearance here and they seemed to have all their radio fans in the audience, as each of their radio specialties was greeted with ohs and ahs from the crowd down front.

Kemp's crowd added just enough clowning to give the program the bit of comedy relief it otherwise would have lacked. The rotund saxophonist, "Saxie" Dowell, presented his *Ten Little Bottles* number to gigantic hands. Kemp couldn't have had a more appreciative audience and he seemed to have just what they wanted tonight.

S. J. Shatz.

125th Street Apollo, N. Y.

(Reviewed Thursday Evening, Jan. 6)

First show of the new year at this Harlem stand-by of sepiu flesh shows sets a high standard that other stage presentations will have a tough time living up to. And all this in spite of Tiny Bradshaw's Band, an outfit that is musically in the mediocre class, Apollo shows are generally highspotted by a band, with this nabe house drawing the biggest name orks in the business, Ellington, Webb, Calloway, etc. This week topflight colored song-and-dance turns got the accent, however.

Opened with the line of 16 in a production number based on the theme of 1938 and what it has in store. This, and the other two chorus numbers, *Toyshop* and *Peckin' Wedding*, showed better flash, class and timing than ensemble turns at this house usually show. Girls were better rehearsed, and routines were original. Staging was excellent and sets and backdrops were freshly painted and tasteful, instead of being the usual Harlem eyesores.

Norman and Blake, standard here, were the first specialty act. A smooth tap and eccentric duo that do their shuffle and toe work with ease and smoothness, they were well received. Their dancing is subtle and extremely pleasing.

Four Dudley Brothers, close harmonizers, deuced and scored with their novel arrangements of *Shine*, *Put on Your Old Gray Bonnet* and *St. Louis Blues*. More in the uptown-lowdown was Streamlined Sue, dark diva, who gave out strictly personality interpretations of songs like *Let's Fall in Love*. Finishes turn with some jittery bumps and contortions. Fair hand.

Next on was the band. Musically, it's so-so, using the odd instrumentation of six brass, four sax, and four rhythm, with the piano and drums placed between the sax and brass so that decent blending of the sections is almost impossible. Band is rough and noisy, and has no hot men to get off on a chorus. Features the excellent warbling of Lillian Fitzgerald (no relation to Ella). Tiny himself is a topnotch stage personality and what little emceeing and gagging he does goes over big. Tiny also sings, or rather screams, *Bei*

Mir Bist Du Schoen and *Bob White*. He's out of tune mostly and has no voice but gives out first-rate entertainment nonetheless.

Comedy interludes are low class, going in for very obvious double entendre that's bluer than blue, and hardly a cut above burlesque wit. Use two straights, male and female, and two comics, working mostly in skit form rather than gagging.

Show winds up with the sock song-and-dance turn of the Berrys, trio of ace performers. Got a terrific hand, taking three curtain calls, and audience wouldn't let them go until one member of the act begged off.

Show ran 95 minutes. House only fair. Maurice Zolotow.

RKO Keith Memorial Boston

(Reviewed Thursday, January 6)

Revival of flesh at this theater after a quartet of double-flicker years in Keith's new policy of switching vaude from the RKO Keith, Boston, debuted today with Ethel Waters' *Swing, Harlem, Swing Revue* (56 minutes) the opener.

Biz terrific with the pic *You're a Sweetheart* (20th Century).

Opening *I'm Just a Rover*, backed by Eddie Mallory's Ork, was clicked out by a sepiu maid whom the audience thought was Waters and kept on thinking thru this show and others. Her name was unbilled, but her job was outstanding.

Sunshine Sammy; *Our Gang* affiliate of yesteryear, teamed with Sleepy Williams for some corking good tap terp and well-routined gymnastics.

Show-stopper in number five place was Peg-Leg Bates, monopedic hooper whose sense of timing and genuine tap work plus his doggeral vocal intro copped him several curtain calls to which he shot out more sock stuff. Happy-go-lucky attitude wins him over.

An act of old-time vaudeville is a fast-paced comedy stint with Butterbeans and Susie. Gags are old-time but better than ordinary. Fellow has one of those streamlined comic getups that are a laugh everytime he struts. Both swap gags, vocal and soft-shoe to good mitt friction.

Ethel Waters starts off her repertoire with *Stormy Weather*, *Supper Time*, and Cole Porter's ballad, *Miss Otis Regrets*, done in grand style. She does a new ditty clefted by Mallory and an ork lad, tagged *How Can I Face This Weird World Alone?* Then she winds up with productionized warbling of a medley.

Band medley of three tunes features various divisions of the ork. Idea is good, but harmony was off at this showing. One of the lads bongs a vibraphone specialty, and Mallory and Johnson (ork) do a comical *Baby, Won't You Marry Me?* skit. Johnson, as a femme, does admirably with the part.

Harvest Moon *Big Apple Dancers* (six) are out twice, but their hoofing disappointed. Augmented by another couple and peppier routined steps would make an appropriate humdinger closing. Sidney Patne.

State-Lake, Chicago

(Reviewed Friday Afternoon, Jan. 7)

A thoroly entertaining five-act bill featuring talent that will be a credit to the house and placed in almost perfect order to give each turn an enviable opportunity to score. Business, strangely, has been below par during the second show opening day, with a good many yawning sections downstairs. Picture, RKO's *Living on Love*, is no box-office help.

Ziegfried and Company make a novel opening. The gladiatorlike man in the act juggles and balances metal balls on

"Think-a-Drink"

HOFFMAN

THE HIGHEST PAID BARTENDER IN THE WORLD

SOME PRESS NOTICES

"—the real novelty of the bill . . . the show's best entertainment bet."
VARIETY.

"The audience accorded Hoffman an unusually uproarious reception."
INDIANAPOLIS TIMES.

PALACE, CHICAGO

"—stopped the show with his amazing 'think-a-drink' mixing novelty . . . accompanies his work with a brilliant line of chatter."
BILLBOARD.

"—the most entertaining act ever seen. . . Hoffman's too great a showman to pass up."
NEW ORLEANS STATE.

NOW—HELD OVER 2ND WEEK

PALACE THEATER, CHICAGO

"THE DRINKS ARE ON ME"

I LIKE THE WAY THEY LAUGH and APPLAUD LOUD AND LONG

AT THE ORIENTAL THEATRE, Chicago

THIS WEEK, JANUARY 7-13

ART FRANK

THE VETERAN PLAYBOY

TOMMY MARTIN

PRESENTING A NEW MAGIC ACT NOW PLAYING—CHICAGO THEATER, CHICAGO

Jan. 14—FOX THEATER, Detroit.
Jan. 21—LYRIC THEATER, Indianapolis.
Jan. 28—STANLEY THEATER, Pittsburgh.

Direction—LOU WOLFSON—MCA.

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE SENSATION" White DOC. M. IRVING
4313 Roosevelt Blvd., Phila. Pa.

BELL'S HAWAIIAN FOLLIES

Now Playing Illinois and Indiana Mgt. Bob Hicks Page, 314-21st Ave., Altoona, Pa.



his back and one of his "company" (two sprightly girls) pitches in with soft acro work. For a closing trick the kids are whirled on a merry-go-round set-up balanced on Ziegfried's head.

Jackie Green deuced and stopped the show despite the small house. The boy has developed into a strong entertainer and his material is of the sock caliber. Warmed up with *Bei Mir Bist Du Schoen* and continued with special material which included the *International Song, Presidents on Parade and Cavalcade of Stars*, the later a conglomeration of his bright carbons of notables.

Stuart and Martin, neatly dressed funsters, make a pleasing pair of clowns whose clean talk and engaging musical nonsense on a guitar and harmonica are webbed into a really entertaining turn.

Verne Buck's house band moves 'on the stage and is fronted by the 12-girl chorus, which does a striking modernistic number. Lita Grey Chaplin follows and her smart and easy style of delivery and naturally expressive face make a winning combination before an audience. Did special songs, including *Yankee Doodle Band*, the sentimental *Lamplight, Roses in December for You and Hi-Ho Merry-O*. Three bows.

Manno and Stratford are standout dance impressionists and proved it with take-offs of various dancers on a dance floor and an old-fashioned cake walk. Open with a straight waltz routine with a trick finish.

House line closes with a catchy tap turn peppered out to a pop tune in high hats and snappy tails.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Jan. 5)

Al Lyons and band are in their second week of return date here. Lyons, popular at this spot, has a good personality and is backed by smooth, tho not sensational band. Opening with Lyons and outfit on stage doing *Rosalie*.

Second spot featured Four Collegians. Boys with muscles and white trunks tumbling every place but in the audience's laps. They work hard but nothing sensational. Best trick has one member holding bamboo pole straight out in front and other three doing back flips over the rod at increasing heights. Nice hand on this.

With a picture build-up. Tom and Betty Wonder, dance team, scored. Nice pair who can dance. Femme does new version of *Minnie the Moocher* which got the crowd. Tom on next, doing solo with a dummy dressed exactly like girl. Good spot for a laugh, but the audience failed to get it.

The talent find of the week, according to Lyons, is Norma Young. Nice kid accordionist. Personality, but nothing flashy. Did two numbers, with no encore.

Three Slate Brothers took the re-

mainder of the bill. They deliver good comic stuff, but their material needs scrubbing. The half-man and half-woman bit scored. Trio did *I'm Tired of All the Songs About the South*, their best number. Two lookers, a blonde and brunet acted as foils, Fay Carroll and Lilly Ann Starr. Girls had little chance to show anything, as the "brother" kept up a chatter to the audience over the p.-a. system. Act a la Ritz Brothers.

Dean Owen.

Oriental, Chicago

(Reviewed Friday afternoon, Jan. 7)

Some good comedy and dancing hold up this week's bill, which, save the opening and closing line numbers, is a miniature take-off of an old two-a-day show.

A stock swing routine by the house line costumed in flashy red briefs ushers in Wally and Verdyn Stapleton, youthful character tapsters who were held for three modern routines. Girl is a shapely Alice Fayish blonde and works well with her able partner. Taps are clear and rhythmical.

Allan Rogers, Irish tenor, was not impressive with an unsteady voice and lack of salesmanship. Did four tunes and returned in the finale to warble in the line's *Once in a While* ballet number.

Florence Mayo and Pansy the Horse brought the first laughs in the bill and they were well deserved, too. Act is a swell example of construction and timing. The boys holding up Pansy's honors added a few new bits that are quite funny.

Rigoletto Brothers followed with a hodge-podge of magic, juggling and impressions of old-time acrobats and a two-man band. Some of their stuff is novel, but act on the whole lacks proper continuity. With them appear the two Almee Sisters, who fill in with military and gypsy numbers.

Art Frank, closing act, stops the show with his familiar old man routine. He takes up more time than usual prior to his last sock, especially when he dilly dallies around the dancing Vivien Peterson. He is at his best alone.

The girls made a pretty picture in the ballet finale, spinning graceful circles of turns in front of a huge painted flower vase.

On screen another vaude show in Paramount's *Thrill of a Lifetime*. Downstairs nearly full at the end of the first show.

Sam Honigberg.

Cinema Casino, Miami Beach

(Reviewed Thursday, January 5)

Boasting a stage set-up unequalled in the South, the Cinema Casino, using their refixed French Casino building, offers the utmost in entertainment for its opening bill.

Under direction of Larry Morris, with publicity handled by the capable E. Ray Redman, the show has variety, entertainment and thrills handled quite smoothly.

Bubbles Becker, imported maestro, helped the show no end with his original and comic musical offerings, as well as his stage assignment.

Gus Van offers pleasing singing with enough variety to make his routine most entertaining. His dialect numbers brought waves of laughter, due to extra large Jewish audience.

Supporting feature offers Lewis and Ames, comedy song and gag team, also playing to the Jewish angle. Team is very capable.

June Page, a pleasing bit of dance personality, fails in her first effort, a tap-rhythm number, but clicks in her enjoyable waltz routine.

The Eight Maschinos, as usual, give a delightful and thrilling tumbling and balancing show. Music still a big hold-back to this act, as *Vieni, Vieni* and circus costumes fail to rhyme.

Sonny Stockton, a Becker discovery, gave the show a lift with songs in a distinctive manner.

Becker's break-in with *Song Hits of 1937* also served as a feature due to good arranging.

The picture, first run, is *A Bride for Henry*, with news and short.

Virgil E. Pierson.

Cirque Medrano, Paris

(Week of December 26)

The Cirque Medrano holiday program is practically an all-vaude bill, with only two animal numbers and the clowns providing circus atmosphere.

Outstanding hit scored by a trio

of xylophone pounders, the Three Nehrings, who are forced to do two encores. Boys are talented musicians and sell their stuff well.

Four skating Ryles, two girls and two boys, offer unusual routines of roller skating and spectacular tricks.

Comedy honors go to the Lime Trio, who with their rough but clever knock-about stunts garner the bulk of the laughs. Another act which has big comedy possibilities is Hoover, lanky dead-pan contortionist, who ties himself in knots in amusing fashion. Act lacks finish but should eventually develop.

Sonia, Gansser and Marco offer clever adagio burlesque, with the girls taking plenty of punishment. Arly presents three pooches in modest but pleasing tricks.

The Montal Ballet is a joke, the girls doing nothing but mild kindergarten drills.

Alex and Porto, house clowns, score with hilarious pantomime. Porto, thru overwork during the holidays, has practically lost his voice but, with scarcely a word uttered, plays a sketch which brings down the house.

Boulicot and Recorder score with their usual line of patter. Seven Konyots close the bill with lively session of teeterboard leaping.

Animal numbers are presented by Jean Strassburger. Besides good high school horse number, Strassburger presents a quartet of dignified camels and an elephant. Finishes with exhibition of sensational leaping by a weird animal, billed as a guanaco, which screams continually while running and jumping.

Theodore Wolfram.

Stanley, Pittsburgh

(Reviewed Friday Evening, January 7)

Looks like the B. F. Keith days are back.

Highlighted by the musical miming of Pansy Sanborn, the screwy slam-bang of the Three Diamond Brothers, and the 10-minute stint of a screen actress who does something besides tell the customers about her neighbors in Hollywood, today's hour-long variety was as good to see as a letter from home.

The bill opened with plenty of whiz as Helen Reynolds and her six bespan-gled girl skaters twirled in routines that had the fans waving hands. Then to

diversification with the Three Orchids, refreshingly clean-cut altho unsensational singing trio, who scored best with *Nice Work If You Can Get It*.

First smash of the show was Fred Sanborn and his xylophone, who opened uniquely with Straightman Milburn Christopher paving reception thru some intriguing elementary sleight-of-hand. Alternating with four, six and two sticks, Sanborn samples the classics and jazz, topped off with an effervescent medley to an almost show-stop.

As ingratiating on stage as on the screen, Mary Brian relieved the monotony of most film players' personal appearances by stepping three dance routines in company of Arena Fisher. Well-knit continuity neatly covered the fact that the men carried more of the intricate steps, with due credit to Miss Brian's being in the midst of the fastest shuffling. An encore tied the three in a combination of *Truckin', Shag* and other currently popular movements.

Emsee Bert Frohman, certainly one of the better introducers, soloed on *Getting Some Fun Out of Life, Remember Me?* and *You're a Sweetheart* to set the way for the Diamond freres, whose hokum reminded of the old-time vaude billings of "songs, dances and patter." Modeling their act after a blend of the Three Stooges and the Ritz Brothers, their slap-dash was well received despite a couple slightly off-key gags.

On the screen, *Stand-In* (Wanger). House about half full, probably mirror of industrial recession in Pittsburgh district.

Morton Frank.

Capitol, New York, Still Mentioned for Band Policy

NEW YORK, Jan. 10.—Loew is still toying with the idea of putting band shows into the Capitol, which was Loew's key de luxe presentation house up to a couple of years ago. Altho the band pit was eliminated when the house was remodeled recently, bands could be used on the stage without trouble.

Altho the Capitol is in the black, the big grosses at the near-by Paramount make Loew executives feel that perhaps they ought to jump on the band policy bandwagon.

Norman and Sylvia HARRIS and SHORE

"MODES COMIQUES"

STANLEY THEATER, Pittsburgh—"Harris & Shore literally mop up next to closing with their hilarious dance satires . . . Team had to beg off, and even then had trouble getting away."—Cohen, Variety.

MOUNT ROYAL HOTEL, Montreal, Canada.—Harris & Shore—"The most brilliant team of dancing satirists seen here . . . Their repertoire is extensive . . . First there is the Rumbolero. Their 'Tango Tangle,' 'Tea for Two,' 'Beautiful Lady Waltz,' 'Moonlight Madonna,' 'Adagio Dancer's Nightmare' and 'Stomping at the Savoy' are more numbers that show that Harris & Shore are not only brilliant satirists, but dancers par excellence . . . They must be seen."—Daily Star, 12/10/37.

HIPPODROME THEATER, Baltimore, Md.—"Harris & Shore, dance satirists, wallop with their funny versions of a waltz, musical comedy flirtation and rhumba."—Burm, Variety.

"Harris & Shore, satirical dancers, in a class by themselves . . . side-splitting comedy . . . stopped the show."—Montreal Standard, 12/11/37.

STATLER HOTEL—"Norman Harris & Sylvia Shore, who arrived at the Statler Hotel's Terrace Room last night, compress a surprising amount of gay mockery and airy grace in their satirical dance revue. After seeing their penetrating caricatures I doubt if I will ever be able to take the efforts of ordinary ballroom dancers seriously again . . . Such satire is most effective when done effortlessly, and they know the secret."—Glenn C. Pullen, Cleveland Plain Dealer, 12/21/37.

NOW

STATLER HOTEL, DETROIT

direction:

Music Corp. of America

JUST OUT!
McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY. For Vaudeville. Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band, Entertainers. Contains: 15 Screaming Monologues, 7 Roaring Acts for Two Males, 7 Original Acts for Male and Female, 13 Sure-Fire Parodies, Great Ventriloquist Act, A Roof-Lifting Female Act, Trio, Quartet and Dance Specialty, Musical Comedy, Tab and Burlesque, 16 Corking Minstrel First-Parts, McNally Minstrel Overtures, A Grand Minstrel Finale, 48 Monobits, Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags, Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.

WM. McNALLY

81 East 125th Street, New York

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO, Columbus, O.

STROBLITE

Luminous Colors That Glow In the Dark Sensational Costume and Scenic Effects, For Revues, Floor Shows, Decorative Effects.

STROBLITE CO., Dept. B-1, 35 W. 42 St., New York

Newspaper Crusade, Moss Visit, Cause N. Y. Scare

Journal-American "exposes," commish's visit to Republic—Union tangles cause jitters—Moss okehs show, but sees permanent title ban

NEW YORK, Jan. 8.—Local burlesquers were particularly jumpy this week over a combination of circumstances which, however, has not changed conditions. Crusade against "ex" burlesque theaters by the sensational Hearst sheet, *Journal-American*, followed by the visit of License Commissioner Paul Moss to the Republic Thursday evening and the still unsettled union conditions tended to make the situation tense. Moss told *The Billboard* that he did not see anything "seriously wrong" with the shows and did not "caution" operators, as he would have done had he deemed the production offensive. Moss declared that the shows revealed greater showmanship and were, he said, "better dressed." Asked whether there was any possibility of the ban on the word "burlesque" being withdrawn, the commissioner declared that there was little hope. "I think it's definitely out," Moss said.

Altho it was believed that Moss' visit was promoted by the *Journal's* "exposes" and that these articles might stir business, a quick-cleaning job was actually the outstanding result. Show caught by a staff man was one of the cleanest seen in months.

An additional factor in the uncertainty of the situation is the union set-up. The BAA is moving cautiously in assuming its regained jurisdiction from the American Federation of Actors. Answers are awaited from letters sent to individual local operators. These letters informed managers of the BAA's regained jurisdiction.

Negotiations, which are expected to be heated, have not begun as yet between the burly union and the Hirst Circuit. Local condition of union actors and chorines is somewhat unusual, as they are in the middle of a shift of jurisdiction and are considered to be without benefit of union agreements. Performers complain that various houses are tossing in midnight shows without extra compensation.

Mildred Chaplin Set for Three Weeks by Rosenberg

NEW YORK, Jan. 8.—Mildred Harris Chaplin goes into Union City's Hudson week of January 9, moves over to Newark's Empire January 16, and then jumps to Washington January 23 for a week at the Gayety. Paula Lind and George Rose opened at the Bijou, Philadelphia, yesterday. Clarice Kent opened with *Moonlight Maids* January 7 at the Casino, Toronto. June and Dorothy Morgan, dancers, joined *Big Revue* January 23, and Freddy Walker opened January 7 at the Republic.

Charles (Bimbo) Davis, Estella Montillo, Lew Petel, Joey Shaw, Billie Holmes and Sammy Smith open at the Worcester January 9. All booked by Phil Rosenberg.

Jimmy Lake Leases Gayety, Washington, to Izzy Hirst

NEW YORK, Jan. 8.—Washington's only burly spot, Gayety, was leased by Izzy Hirst, circuit head, from operator Jimmy Lake January 1. Lake will continue to operate his night spot.

Burly policy is expected to be supplemented by pictures. Bill Collins, former manager of the Toledo burly spot, is moving over to manage the Gayety.

Mortan Books Republic

NEW YORK, Jan. 8.—Nat Mortan is now booking talent into the Republic again. Placed Helen Troy, Virginia Woods and Don Gregory, colored dancer, at the 42d street spot yesterday.

2 Vauders for Indianapolis

INDIANAPOLIS, Jan. 8.—Three bands are holding forth in two of the downtown pix houses this week. The Circle, which recently announced a policy of bringing in stage attractions every few weeks, is playing the Clyde McCoy and Don Bestor bands on the same bill. The Lyric is playing Ted Lewis and his show.

Keith's, the town's other vaude house, folded last week when operator Jack Kane left town and wasn't heard from for a week.

Wallop for Boston

BOSTON, Jan. 8.—Max Michaels, of the Columbia Theater, scoops the town with a personal appearance of Mickey Walker, former welterweight and middleweight champion of the world. Walker's set for week of January 17.

Miami Cast Set Despite BAA Pout

NEW YORK, Jan. 8.—Despite Burlesque Artists' Association frown, burlesquers have enlisted for the stock policy in Miami Beach. Minsky's Million-Dollar Pier there is set for reopening January 14, after an unsuccessful engagement of a legit production, *Behind Red Lights*. A wire to Joe Weinstock, operator, sent by BAA prez, Tom Phillips, requesting that an agreement be discussed, was unanswered up to yesterday.

A company of about 18 principals and 24 chorines left New York by auto, bus and train for rehearsals. Principals include Jean Caton, Hazel Miller, Lolita Cordoba (now Ria Rita), Betty Rowland, Crystal Aymes, Dorothy Lawrence, Mabel Francis, Eddie (Nuts) Kaplan, Charles LaFord, Irving Selig, Gus Schilling, Ben Chasen, Chick Hunter, Herb Barris, Bob Burch, Phil Stone and Jack and Polly Goldie. Schilling and Miss Rowland, assisted by Natalie Cartier, are handling numbers, while Ned Crane is stage manager.

B. & K. Vaude Flops

CHICAGO, Jan. 8.—Vaude at the Balaban & Katz North Shore Theater lasted for two Sundays, business having failed to show a notable increase. Ted Weems and Louis Panico band units were used during the unsuccessful experiments. Show slated for tomorrow was canceled early in the week.

Hire Line for Boston

BOSTON, Jan. 8.—Line of 24 Chester Hale Girls has been set for the RKO Keith Memorial Theater for two weeks, starting January 13. Bill includes Mischa Auer and Sheila Barrett, set for one week only.

Hot Seattle Shows Turn on the Heat

SEATTLE, Jan. 8.—New competition in burlesque, with three First avenue houses now operating burly shows, has caused censorship headaches.

On complaint of policemen who have been looking on, the managements of the three burlesque houses, the State, the Palm and the Rialto, are to appear before the license committee. Police ladies have stated that the burlesque shows are below par.

Rift over jurisdiction by local authorities is expected to be cleared up at an early conference of the license committee, which is headed by Councilman Robert H. Harlin, former mayor. It is expected that definite censorship authority over floor shows of the niteries will be established.

Canton Expects Burly

CANTON, O., Jan. 8.—Local Grand Opera House, which for the past three seasons has housed stock burlesque, may be reopened shortly, it was indicated here this week. Dark since Bob Burch withdrew his stock company after a two-month run in the fall, the house is expected to reopen with stock burlesque. Opening is contingent on industrial pick-up.

Reviews

Princess, Youngstown, O.

(Reviewed Sunday, January 2)

After several weeks of mediocrity which finally resulted in its closing, stock burlesque is back at the Princess. It's slightly better and is the only entertainment of its type outside Cleveland and Pittsburgh. Reopened Christmas Eve and house is slowly catching on. If there is any kind of an industrial pickup hereabouts within the next month the run should continue well into spring.

Jack Kane interests are again behind the burly venture. While the cast is small and the chorus line about half the average, due to limited stage facilities, new company is offering good entertainment. It's not as risque as previously, but bills lean more toward productions rather than slap-together offerings.

Evelyn Cushway heads the strip-tease contingent and she gets about the best hand of the day. Other peelers are Dolly Dawson and Betty Novack. Just ordinary.

Comedy is only fair. Fun assignments being handled by Hal Rathburn and Harry Stratton, who belong to musical tab. Ernie Holden does well as a straight man, and John Head has a pleasant voice and does several vocals acceptably.

Current week's vaude turn is Duke Hall, magician, entertaining and baffling, with Peggy Steele a decidedly decorative assistant. In an effort to stimulate early week patronage amateurs will compete between shows Monday nights. Wardrobe is satisfactory. There's no attempt at big scenes or elaborate chorus numbers. Rex McConnell.

Eltinge, New York

(Reviewed Friday Evening, January 7)

Here is a well-paced, surprisingly clean production playing to a good-sized early evening audience. Colorful enough were the numbers, while strippers were notice-

ably tamed down. Comics, too, kept the bon ami can in use, tho Shorty MacAllister, Stinky Fields and Frank X. Silk constitute a brace of funnymen who don't have to depend on dirt for guffaws. Visit of Commissioner Paul Moss to the neighboring Republic the night previous probably helped put the show in the clean division.

Familiar bits included marrying the same woman, tailor shop and no money at the cafe. Striking a somewhat different note was a poor-man-rich-man street corner number. Altho number was not a rib-tickler, house liked it. A pleasant crew of femmes exposed their charm, to the waist line, in restrained style. There was a newcomer to burly ranks opening in this show. She's Lisa Marville, of the dark brunet, Latin type, who goes in for some mildly sensual stuff. Does something of a combination of acro and interpretative dancing. One in a long, transparent dress was not received as well as a dance in a sexy, black net outfit. Gal warmed up rather slowly to a mild session of torso waving and took a fair hand.

Marie Cord, Mary Joyce, Betty Duval and Billie Shaw went thru their singing, stripping, dancing and talking parts in their usual capable manners, tho the restraint held some of the gals back a bit. Bert Grant straightened in his good style, while Bob Alda, juve and piper, lent a pleasant touch to the shindig. Del Antonio, male dancer, went thru a somewhat ordinary routine, tho his chair dance took a nice hand.

Billy Koud produced a colorful show. Several numbers, including the opening naval cadet scene and a hearts routine, were thoroly enjoyable. Chorines, 10 in number, are a lively crew who seem to enjoy their work, but who could stand a little more rehearsal. Five showgals, too, aren't so bad. Abundant supply of motionless breasts was probably intended to make up for the less stationary g-strings. Murray Friedman's bandmen supplied the music in okeh style. Benn Hall.

Notes

New York:

ANN CORIO, back in town, denied there was any truth to the report that there was trouble between her and hubby, Emmett Callahan. Is now rehearsing to head a 30-people unit to be sponsored by Harry Rogers and due to open latter part of this month. . . . HAP-PY HYATT relieved Billy Fields in *Bally-hoo*, Hirst Circuit, at the Hudson, Union City, N. J., January 9. . . . DOLORES DAWN, fully recovered from two operations performed a few months ago, rejoined Charles (Red) Marshall on Hirst Circuit, *Dizzy Dames*. Show now has a performing dog, Gretchen, the pet of Murray Leonard, Red's team mate. . . . MILLIE JOHNSON and her label, *A Ton and a Half of Lafts*, opened recently with a Beef Trust act in Texas, heading east. Millie is due back here March 5.

MICHAEL ALPER, formerly with the Irving and Republic, now en route with the road edition of *Room Service*, with Joey Faye in the cast, writes about the party tendered there by Manager Morris Zaidins and stage crew backstage at the Gayety when the play tenanted Cincy. . . . IRENE CORNELL, dancer, joined *Dizzy Dames*, Hirst Circuit, in Boston January 9. . . . MILT BRONSON, recently from Western stocks, joined same show week previous in Union City when Ann Powell was promoted from showgirl to strip principal. . . . LISA MARVELLE, dancer, debuting in America at the Eltinge. A French-Russian importation. Joined January 7, as did Del Antonio, another dancer.

FRANK X. SILK, comic at the Eltinge, accomplished two things at one time recently—nursed a painful neck carbuncle and made 'em laff. . . . MABEL ERICKSON and Mabelle Parker, former burly principals, now retired, are living in Springfield, Mass., and East Liberty, Pa., respectively. . . . SEDAL BENNETT, another ex-burly ace, is in Los Angeles out of the business. . . . JOSEPH GIACCONE has succeeded Joe Levitt as manager of People's.

CRYSTAL AYMES left the Republic January 6 to go to the 606 Club, Chi. . . . GLADYS CLARK is out of People's, with Buster Phillips in place. . . . TOMMY LEVENE, booker, got a hurry call Sunday, January 2, from the Star, Brooklyn, for new femme principals to replace Diane Ray and Loyal Astrid, and finally managed to land Ann Valentine and Jewel Sothern for return engagements. Kenza Vinton remained to complete the week. New faces January 7 were Barbara Doane from the Eltinge and Irene Austin. . . . MARGIE WHITE, Palmer Cody, Irene Cornell and Rudy Toombs were part of the cast to reopen the Worcester, Worcester, Mass., January 3 for a renewal of burly stock. . . . Evelyn Myers and Ben Hamilton left the Hirst Circuit, former to open January 7 at the Garrick, St. Louis, remaining two weeks and then to the Coast for the Daltons, and the latter to follow shortly after. . . . LEW FINE, comic at the Republic, dined recently with brother, Ned Fine, and Cecil (Mrs. Ned Fine) Reid at the Astor. . . . GERTRUDE HAGER, a Republic front liner, celebrated a birthday January 5. . . . MARIE CORD joined the Eltinge *Follies* January 7. . . . MARY MARVA and James X. Francis replaced Herb Barris and Crystal Aymes at the Republic January 7. UNO.

From All Over:

JERRY McCAWLEY is a patient in the Grant Hospital, Chicago. . . . CAPITOL, Toledo, closed last week. . . . MADGE CARMYLE and Will Hays closed at the National, Detroit. . . . MARY SUNDE back in Chicago after a home visit in Los Angeles. . . . LOUISE PHELPS, who closed the Roxy, Cleveland, recently, is working in a Columbus, O., night spot. . . . MILT SCHUSTER bookings include Zorita, Esther's Club, Columbus, O.; Kitty Ellis, Margie Bartel and Lester Mack, National, Detroit; Charlotte Van Dae, Rialto, Chicago; Fritzi Wick, Garrick, St. Louis, and Bobbie Pegrim, Casino, Toronto.

PLENTY of newspaper publicity for Ann Corio based on her dinners with the minister from Albania, Faik Konitza, in Washington. . . . BOB Stevens, ex-Philly burly praise agent, now p. a. for Vic Hyde. . . . That expected strike at a New York burly spot didn't materialize. (See NOTES on page 30)

Thru Sugar's Domino

THERE'S trouble in the realm of performer unions. Very serious trouble, indeed. If something isn't done right away the dreams, struggles, sacrifices and gains of years will be wiped out and will crumble in the dust like civilizations that have come and gone in the endless treadmill of history.

The trouble lies not only with most of the unions as autonomous units but also—and more important—with the central body from which they derive their being, the "international" known as the Associated Actors and Artistes of America, commonly referred to as the Four A's. This body, which recently underwent a theoretical revivification and cleaning of house, is going thru plenty of motion but getting nowhere. Instead of knitting the various member unions into a strong, cohesive mass it has caused by its inept handling of the reorganization process an intensification of jealousies, strife and intrigue. The Four A's is fast riding to doom and taking along with it even the few unions that shall be left unnamed but which used to represent strength, prestige and constructive effort in behalf of their respective branches of the show business.



E. E. SUGARMAN

Like many others who view the salvation of the actor thru the lens provided by a philosophy favoring strong organizations, we were thrilled by the move made some

months ago to revamp the Four A's so as to place more authority into the hands of the mother group towards the end of helping the actors in all branches to present a more solid front to the world. On paper the idea looked swell. It has been our contention for years that real progress could never be made by the actor in his efforts to insure greater economic security, better conditions and generally higher standards unless the various branches were knit together into a fabric representing every possible branch of performerdom. That the Four A's has failed within a reasonable time to do this and has, in fact, traveled in the other direction does not disprove our theory. We still insist that a strong central body with a maximum of authority is the only means of achieving better conditions for the actor. If the Four A's fails to do the job some other central body will and now that conditions are as they are in the labor field that central body will not necessarily carry the stamp of approval of the American Federation of Labor.

Except for minor member unions who would hardly make a dent in the labor map if they were to expire we cannot point conclusively to any two unions that are imbued with a really friendly or constructive attitude towards one another. Jealousy, mistrust and a tendency to hog jurisdictions—all these stand out like a sore thumb. They becloud the really important issues. They block the only road leading to progress.

There must be something radically wrong with a parent group and with its member groups if the setup's claim to uniqueness is that it is the only one that has lawyers as delegates. We hold no brief against lawyers. Some of our best friends and closest relatives are disciples of Blackstone. The show business cannot exist without lawyers—in their proper place in their offices handing out advice to puzzled clients. But the overwhelming presence of lawyers in the council chamber of the Four A's is bad business. Not that the lawyers themselves are bad but merely because an organization cannot very well continue to exist and progress if its component parts—as represented by the member unions—send to meetings men armed with legalistic backgrounds and attitudes. This is not the spirit manifested in the good old days by Equity when it contributed so heavily in moral strength to the efforts of the American Arbitration Association, which seeks to keep controversies out of the courts and the strong clutches of lawyers.

There must be something rotten in a union group when two of its members—the American Federation of Actors and the Burlesque Artists' Association—are constantly fighting each other tooth and nail. It doesn't speak well for the AFA and the BAA but it speaks considerably worse for the mother group that has it within its power to settle disputes quickly and wisely.

How can one respect the Four A's when a condition exists in its midst such as the dog-in-the-manger jurisdiction over night clubs and vaudeville exercised by the Chorus Equity Association? For about three years Chorus Equity has had the chorus angle sewed up theoretically in night clubs and vaudeville. To our knowledge it hasn't done a thing about it. But Chorus Equity and the Four A's haven't moved a finger in the direction of placing this jurisdiction in the hands of a union that might be in a far better position to achieve action.

For years the Four A's has been collecting per capita taxes from the member unions. True, the Four A's had been slumbering until lately—and everybody in the show business with a knowledge of unions knew it but despaired of doing anything about it. But one would think that something would have been done after the recent housecleaning in the direction of helping member unions with organizers, lump donations for special projects, etc. The fact remains that the Four A's has done nothing. That is, nothing but provide the stage for catfights engaged in by legal lights, hold protracted committee meetings and hand out statements to the press. The meetings will have to come to an end some time, but for the sake of the actor we hope they come to an end before some other group like the CIO creeps unobtrusively into the picture. When that happens the Four A's will be ruined, the CIO will have the odds piled against it, there will be additional jobs for labor career men and women—and the actor will get it in the neck as usual.

We are ready and willing to help the Four A's achieve its objectives in a constructive, intelligent manner. We feel that show business will be better off if its performing talent is represented by a strong central organization. But we are not ready to lend our support to the kind of organization into which the Four A's has degenerated. As in everything else affecting human and economic relations, a leader is needed to unravel the knot and start things moving. There must be a leader of big enough caliber somewhere in the performer union field. Let him come forward. The stage is set for him but it will not be for long.

As I See It

By DAVE VINE

IT'S EASY to pick a winner after the race is over; from where I sat last year it seemed to me that I'd pick *The Life of Emile Zola*, *Stage Door*, *A Star Is Born*, *Captains Courageous* and *The Awful Truth* as the outstanding pictures of the year. The New York critics picked *The Life of Emile Zola*, and while I agree with them, it would not have been amiss to have picked any of these others, depending on the type picture you happen to like.

PAUL MUNI, as the best dramatic actor, for his inspiring performing in all his pictures. . . . **Garbo**, as the best dramatic actress, for her magnificent portrayal of the death scene in *Camille*. . . . **Cary Grant** and **Irene Dunne**, as the best light comedy team in pictures, for their performance in *The Awful Truth*. . . . **Charlie McCarthy**, as the King of the Air (which only goes to prove that you don't need brains to click on radio). . . . **And Kate Smith**, as the Queen; altho I realize that when it came time to crown them king and queen they might not look so good walking up the aisle together. But that's their fault—I'm only picking them.

NORMAN ALLEY, as the bravest newsreel photographer, for the shots he grabbed of the bombing of the U. S. S. Panay in China (altho he nearly dumped us into war, he is still a brave guy). . . . *The Daily Mirror*, for running that benefit for chorus girls (the one that I ran around with will never need a benefit; but, then again, some of them are not so smart). . . . **Babe Ruth**, as the biggest box-office drawing power in baseball (I know he wasn't with any team last year, but that's not my fault either, nor his; nor does it change his drawing power any).

JAMES BARTON, the cleverest all-round artist we ever had in show business; and that takes in a lot of territory. . . . **Bill Robinson**, the greatest colored name star, male or female, that has ever flashed across the theatrical world. . . . **Belle Baker**, proving again, at the Paradise Cafe, that she is the tops among female singers of ballads.

MRS. VERNON (LEFTY) GOMEZ, as the tops in wives, for her gallant answer to reporters who heckled her with, "What have you got to say about your husband's reported romance with Edna Torrence? Why hasn't he written you since the last World's Series? How do you feel about his getting a divorce from you?" To which the very good looking Mrs. Gomez replied, "Vernon has worked very hard to build up his baseball reputation and he is too nice a boy for me to say anything about him."

CARDINI, as the best slight-of-hand artist. . . . **Benny Fields**, as the best seller of songs. . . . **Martha Raye**, as the best shouter of songs. . . . **Nelson Eddy** and **Lily Pons**, as the best voices. . . . **Judy Garland** and **Joe Morrison**, as the sweetest voices. . . . **Sheila Barrett**, as the most perfect mimic. . . . **Cross and Dunn**, as the best male comedy singing team. . . . **Billy Glason**, as the best emcee at club dates. . . . **And Bing Crosby**, the best crooner of songs—for my few pennies.

I COULD go on picking people who led their own fields, but I'm afraid, because when I get to the comics I might forget that I am a comic myself and pick someone else. That would be very embarrassing in, of all places, my own column. On the other hand, it would look rather conceited if I came right out and said the best comic is Dave Vine. So I'll pick the Three Ritz Brothers and let them fight it out among themselves.

WHILE I am sitting here thinking of all these stars a weird thought comes to me. Can you imagine what a monster you could make with **Vic McLaglen's** head, **Laurel and Hardy's** brain, **Karloff's** eyes, **Gable's** ears, **W. C. Field's** nose, **Joe E. Brown's** mouth and **Garbo's** feet? Can you visualize that? I can. MA—I'M—AFRAID.

Chicago Chat

By SAM HONIGBERG

OFF THE CUFF: Art Kassel opens a return Bismarck Hotel stay February 8. . . . **Lester Bell**, formerly with big-time photographers here, will have a studio of his own next month. . . . **Sligh & Tyrrell** office will add an orchestra department just as soon as **Petrillo** is ready with his okeh. . . . **Maybelle Weil**, wife of the late **Milton Weil**, takes over the reins of the music office. . . . **Niles Garron**, of **Garron and Bennett**, lost his father. . . .

SIGHTS: Town's comedians trying to out-emcee each other at the 5 a.m. show in the **Croydon Hotel** bar. . . . **Bailey Sisters**, harmony team with **Orrin Tucker's** Band, truckin' down **Michigan** boulevard on their way to the **Columbia Studios**. . . . **Benny Fields** making hasty rounds of the music pubs for the latest song sheets before leaving the **Windy City**. . . . **Ella Logan** stopping off briefly for a chat with **William Morris** execs on her way to **Boston**. She is coming back Friday to move into the **Chez Paree**. . . .

Combo house comedians had to work twice as hard last week to get laughs after those gruesome **Panay** newsreels. A belly laugh was a rarity in the early part of the show. . . . During the pre-Christmas rush one of the booking boys turned sales clerk in a department store for some extra change. . . . Recommended cooks among the so-called stronger sex: **Lou Seller**, of the **Seller Brothers**; **Sid Lang**, ork leader; **George Kirstoff**, formerly of **Tanya and Kirstoff**, and **Gabriel Cansino**, of **The Cansinos**. . . . Add office romances: **Charlie Hogan** and **Pat Dobbins**, of the **William Morris Agency**. . . .

ON THE DOTTED LINE: **Ted Weems** picked up the **Readinger Twins** and **Gloria Day**, dancers, for his theater tour. . . . **Bernie Cummins** Band opening at the **Palmer House** late next month. . . . **Jo Andrews** off to **Cleveland** for a stay at the **Hollenden**. . . . **Herbie Kay's Ork** to go into the **Chicago Theater** following its **Drake Hotel** engagement. . . . "**Red**" **Skelton** set for another doughnut-dunking session at the **Palace** with the coming *Stage Door* picture. . . .

ADDENDA: **Guy Magley**, AFA rep, was in **Milwaukee** hoisting the union flag for the first time in that area. . . . **LEW WASSERMAN**, of **MCA**, away for three weeks looking for ice-skating acts to work the **Shrine** show next month. . . . **Ada Leonard** and **Dorothy Wahl**, the drobers, doubling between the **Rialto** and local late spots this week. . . . That's a pretty penny **Dr. Charles Hoffman** is paying for the glassware containing the free drinks imbibed by the **Palace** customers. . . . A doctor predicted twins in the **Loria** family. So the boys have canceled all engagements to await the overburdened stork expected in **Philadelphia** in three weeks. . . .

Event of the week was a cocktail party staged at the **Drake** in honor of **Mrs. Herbie Kay**, otherwise known as **Dorothy Lamour**. Landed columns of publicity on her arrival for a brief visit with her baton-waving hubby. **Kid** has gone a long way since her radio and band-stand warbling days here. . . . Another **Paramount** starlet here last week was plenty disappointed when she made the night club rounds and was completely ignored. . . . **Kay Kyser's Musical Knowledge** idea looks hot for a commercial. . . .

Whitehead Ends Five-Month Trip

Back in New York to tackle new AFA problems—gains effected by long journey

NEW YORK, Jan. 8.—Ralph Whitehead, American Federation of Actors' executive secretary, returned here yesterday after a five-month cross-country organizing trip and immediately tackled the problems that had accumulated during his absence. Key problems are:

1. Resisting the Four A's alleged attempts to hamper organizing efforts.
2. Organizing entertainers with traveling union bands in accordance with musicians' president Joe Weber's executive order to all bands.
3. Reorganizing the AFA organization and office staff necessitated by larger membership.
4. Preparing for an organizing campaign this spring and summer in the outdoor field.

The Whitehead trip resulted in the establishment of AFA branches in Los Angeles and San Francisco, with an Oakland branch pending; the signing of a winter quarters agreement with the Ringling Bros.-Barnum & Bailey Circus; signing of a closed-shop contract with the Cole Bros.' Circus; licensing of scores of booking agents in San Francisco, and the appointment of full-time organizers for the outdoor field on the Coast.

The AFA now has 11 branches and the national headquarters here, several full-time organizers and scores of deputies who check all shows they contact and send in detailed reports.

Membership is understood to be around 7,000.

8 Hotels To Get Unit Shows

NEW YORK, Jan. 8.—Formation of an entertainment circuit among the eight hotels in the National Hotel Management Company, of which Ralph Hitz is president, took shape this week with the lineup of the first and try-out unit to open at the Netherland Plaza, Cincinnati, January 12. Success of this first intact show that includes Ethel Sutta, Enrica and Novello, the Bachelors and the music of Emery Deutsch will determine further intact routing of the show and also the formation of similar shows.

Hotels in the Hitz chain include the New Yorker and Belmont Plaza, here; Netherland Plaza, Cincinnati; Adolphus, Dallas; Book-Cadillac, Detroit; Congress, Chicago; Nicollet, Minneapolis; Van Cleve, Dayton, O., and Eastern Slope Inn, Conway, N. H. The Roosevelt Hotel, New Orleans, also will fall in the circuit.

Similar plans of selling and routing intact shows have been tried before both by Music Corporation of America and also by joint efforts of Fanchon & Marco and Consolidated Radio Artists, recently given up.

Second "Pins" Co. To Make Road Tour

NEW YORK, Jan. 10.—Milt Luban, former trade paper editor and little theater director, is directing the second edition of *Pins and Needles*. The second company, also composed of ILGWU members, will play the subway circuit, probably opening at the Brighton Theater, Brighton Beach. It will probably also play at the Labor Stage Theater Sunday matinees in order to help fill the demand for tickets which the original company cannot fill.

When local dates are finished the second company will hit the road, the cast getting leaves of absence from their jobs, and play cities where ILGWU has locals.

BROADWAY BEAT

(Continued from page 5)

vociferously, until his papa and mama in despair tried to do something about it. For four hours they tried to fix the machine, but finally gave up, handing it back to Sonnyboy with a statement that he'd have to put up with it or else. The next day they were mildly astonished to see Sonnyboy playing with it, starting it and stopping it perfectly, with the pencil nowhere in sight. To all inquiries Sonnyboy vouchsafes the same answer, "Do' wan' pencil—so I fix." To date nobody knows how.

TO KEEP THE RECORDS STRAIGHT: If Leonard Lyons, who chronicled that George Olsen starts his engagement at La Conga with an entirely different band (the band conducted by the late Orville Knapp) will look up his back files he'll find that he publicized that very fact some years ago, shortly after the plane accident that killed Knapp. Olsen took over the late leader's band at the time—and it's hardly a secret now. . . . Also a bit late is Bide Dudley, of *The Enquirer*, who columns that Linda Watkins was the blonde to whom Manny Seff paid attention at the opening of *Many Waters*. *Many Waters* was produced years and years ago; it was *Western Waters* that Mr. Dudley meant. . . . Another Dudley boner came in an anecdote in which he mentioned William Halligan, who was in *The Great God Brown*. There is no actor named William Halligan; it was William Harrigan who was in *The Great God Brown*; Harrigan is certainly well enough known to rate correct spelling of his name; and it wasn't a typo, because Dudley repeats the "Halligan" during the anecdote. . . . In an ad in *Variety* taken by General Film Distributors, Inc., much point is made of the filming of Gilbert and Sullivan's *The Yeoman of the Guard*. Even if GFD doesn't know the titles of its own films, *Variety* should have helped out, since *The Yeoman of the Guard* is a classic. . . . But the greatest conglomeration of error came in an O. O. McIntyre piece which discussed the sad fate of the "Century" Theater, telling how it opened as the Roxy, a straight movie house, and then turned to spectacular productions, "the most successful of which was *The Last Waltz*." The theater that Mr. McIntyre evidently meant is the Center; it didn't start as a straight film house, but as a de luxe vaudeville, at the same time that the Music Hall opened as an all-vaude presentation emporium, and the name of the show wasn't *The Last Waltz* but *The Great Waltz*. The theater did, tho, open as the Roxy—the New Roxy, to distinguish it from the old. At least Mr. McIntyre managed to be almost right on that part.

Few Chi Spots Heed Network's Edict To Pay \$100 Fee or Else

CHICAGO, Jan. 8.—As the deadline draws near for hotels and niteries to sign the dotted line to the tune of \$100 per week if they care to keep their dance bands on the air, nearly all are pulling holdouts on the stations, which claim not to mind one way or the other. Those spots not signed by next Saturday will lose the remote lines.

Edgewater Beach Hotel is the only hostelry to have come across at this writing. Among night spots already signed are Oriental Gardens, Grand Terrace, Chez Paree, The Yar and Blackhawk. The Greater Chicago Hotel Association has had powwows on the situation but has not yet agreed on any united action. Another meeting will be held this week. However, the Congress, LaSalle, Stevens, Blsmark, Palmer House, Sherman and Drake hotels are still adamant. Various opinions have been aired as to whether the hotels consider the publicity via the pick-ups worth \$100, but it is generally conceded that they do and are merely trying to bluff the stations.

Particularly interesting is the case of Andrew Karzas and his Aragon and Trianon ballrooms, which have attained national repute thru their years of etherizing. Frank Schriber, of WGN, said this week the lines will be yanked from the twin dancelands, as no word has reached WGN of Karzas' intention to pay for the service. From the Aragon-Trianon offices, however, it was learned that no definite decision has been made one way or the other. It is considered unlikely that Karzas will let this stand in the way.

Meanwhile there is little doubt that stations mean business and will sit tight. Spots which have never had the air privilege have offered to pay the fee but have been turned down, stations feeling that they would prefer to pipe in name orks rather than use lesser known bands.

Whole mess has caused no little consternation along music publishers' row here, with the contact boys worrying plenty over the buttered side of their bread, which is the orks with air time.

Round 999 in Dram Guild War With Play Bureau Seems Draw

NEW YORK, Jan. 8.—Give and take between the Dramatists' Guild and the pic-financed Bureau of New Plays—an outgrowth of the dog fight over the manager-dramatist pact of March, 1936, regarding the sale of plays to the screen—blossomed prettily this week. In a letter to Theresa Helburn, Play Bureau head and a director of the Theater Guild, the Dramatists' Guild suggested that Miss Helburn resign from either post in order to "relieve the irregular situation." Miss Helburn says she fails to see the necessity for such action and promises a full reply.

Guild at its meeting this week said that there was no evidence on the part of the Bureau to secure productions for plays of young writers or to help writers dispose of their plays thru the regular theatrical managers. Guild further insists that the Bureau's play contract does not contain the Guild's standard essential enforcement clauses which protect the author. Guild blast also claims the Bureau provides for options which might tie up a writer and his plays for an indefinite period, with no production guarantee whatever and no assurance of the capability of the producer.

Letter containing the above was signed by Robert Sherwood, who was told by council to notify all members to sever relations with the Bureau. Bureau was also told to cease using references to the Guild in its printed matter.

Previous to the Sherwood letter Miss Helburn's office released a statement

challenging the Guild either to cease its threats of refusing membership to the young playwrights competing in the Bureau's competitions or to be prepared to give students the same benefits claimed to be given by the Bureau.

The Bureau's second competition recently closed, with 200 manuscripts being received.

Unions Vote Support To Coffee Bill, WPA

NEW YORK, Jan. 8.—Three resolutions—urging the acceptance of the Coffee Bill by Congress at its present session, an increase of 3,000,000 in WPA enrollments, 10 per cent of which is to go to the four arts projects, an appropriation of funds not only to tide over the increased registration to June, but to keep the 3,000,000 registration intact to June, 1939—were adopted at a joint mass meeting of unions representing workers on the Federal Arts Projects, held yesterday at the Center Hotel. Burgess Meredith, chairman of the Arts Union Conference, presided.

The 1,200 members present indorsed also the plan to send a representative delegation to Washington to present the demands to both the President and Aubrey Williams, assistant administrator of the WPA, in charge during the illness of Harry Hopkins.

Knowing that an increase in WPA enrollment would exhaust present funds

802's Board To Mull

One-Man Job Ruling

NEW YORK, Jan. 10.—Executive board of musicians Local 802 meets late today to consider possibility of declaring unconstitutional the one-man-job ruling passed recently by a referendum vote. Chief complaint is that the measure is class legislation and will not result in spreading work from the top to the bottom as was hoped. Passed because it would presumably result in a leveling of employment, measure is now regarded as creating an additional hardship on the lesser known musicians, because these are prohibited from securing additional jobs, whereas name bands are exempt.

Membership of the local is up in arms, and some of the board men claim the referendum was a silly piece of legislation. Referendum is reported to have cost \$3,000.

American Academy Students Present "The Shining Hour"

NEW YORK, Jan. 8.—Still another new class of young hopefuls, senior students at the American Academy of Dramatic Arts, started its series of public performances yesterday afternoon by offering Keith Winter's *The Shining Hour* at the Belasco. More youngsters—a whole classful of them—thus begin their brief basking in the sun of friendly audiences and generous appreciation. A few months from now they'll be pounding the somewhat less appreciative pavements of Broadway—all except the smart ones who decide that the professional theater can get along quite nicely without the sacrifices that they'd be asked to make to it.

The performance of *The Shining Hour*, yesterday wasn't bad for a first-public-appearance affair—but neither was it particularly good. The play, a solid and excellent piece, is an understandably recurring item in the Academy's repertory, offering six nice acting parts for the kids to get their teeth into. Only half that number of youngsters, tho, managed to sink effective fangs into the meat of the lines.

Best of the lot was H. E. Currier, as the stodgy middle-aged Henry. Mr. Currier offered a completely professional approach and performance, effective, well read and finely acted. And his character work was excellent enough to raise some doubts as to his age. If he's really as young as most of the Academy kids, he did a standout job. Also scoring effectively—and in another character role—was Martha Roberts, whose readings as the acidulous Hannah were sometimes remarkably right. And a charming manner, lovely diction and a sound knowledge of stage effect were displayed by Ellen Moore in the fat part of Judy. Miss Moore still has plenty to learn, but she shows definite possibilities.

Somewhat less successful was the work of William Layton, a good-looking lad, who enacted a querulous and high-pitched David—tho his incidental piano playing was really lovely. Cornelia Taylor failed even to suggest the hard-to-play Mariella, while Theodore Leavitt resembled the author's Mickey even less than he resembled an actor.

The youngsters weren't helped much by the direction, which would have made a snail seem like War Admiral.

Eugene Burr.

long before the end of the present fiscal year, June, the resolutions specifically request enough money for the interim, until the new fiscal year appropriations are allowed by the Legislature.

Union delegates will meet Tuesday to complete plans for the Washington trek, which is tentatively set for Friday.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 16-32-33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

WINDOW CARDS

FOR PRESIDENT'S BALL

Printed on 8-Ply Cardboard,

size 14x22, 50-\$3.50; 100-

\$4.50 (imprinted).

MADE IN U.S.A. BOWER SHOW PRINT STREET FOWLER, IND.

Forecast of Show Biz for 1938

By MAC JOHNSTON

A WRITER of predictions on show business must, above all, use his imagination. He must imagine someone is going to read them. My 1937 forecast, written under the restricting influence of McNally and Madison, proved to be 100 per cent correct in imagination and 5 per cent correct in long-range information. But looking forward into 1938, I am predicting a bright side to everything. In show business it will be the inside.

And now, in behalf of all connected with the amusement industry and for the benefit of those who borrow *The Billboard* weekly, I forecast the following events for the coming year.

A performer, generally speaking, is generally speaking. So the year's greatest problem will be how to keep dumb performers from talking. Failure to solve this problem will keep show business looking like an E-flat detour thru Chittlin Switch, Ga.

Among the unsung heroes of the coming year will be the self-made father who is working his children's way thru dancing school.

A camera will be invented which magnifies 15,500 times. Performers will soon be able to get a perfect picture of the salary written in their 1938 contract.

Quartets will make drastic changes in their voices. Their crowning achievement will be the supplanting of the old-fashioned whisky tenor by the cigaret soprano.

A new dieting craze known as the "Back-to-the-Form Movement" will start all the overemphasized chorus girls on the grueling task of dieting once more. This fad will prove popular with all except strip dancers, who will continue to use their same old system of "taking off."

Fire will break out in several modern theaters that run nothing but pictures. The blazes, however, will be extinguished before they can do any real good.

Tentative opening for a novel on 1938 unit shows will read: "A small coupe drew up to the theater and 11 performers alighted."

A wild animal trainer will hit an artistic jackpot by disclosing the fact that the kangaroo was nature's first abortive effort to produce a ballet dancer.

Weather reports indicate a windy year, especially in New York, Chicago and Hollywood.

According to a radio trade journal, the latest type of loud-speakers will be made of concrete. Anyone who is at all skeptical will be invited to spend a day in an agent's office.

All acts will have a month's lay-off during the year, thereby proving, without a doubt, the fact that man can live 30 days without food.

Gangsters will be proved more humane than agents. The former will at least knock their victims unconscious before taking their money.

As a last request a convict at Sing Sing will be allowed to listen to a popular amateur hour broadcast. Before the program is half over the unfortunate fellow will be begging to die.

Ten thousand parents who have been busy saving up complaints during the past year will start sending their children to dancing school; 1,800 more dancing teachers will lose their minds.

Hollywood's marriage slogan, "Cheer up! Divorce is yet to come," will remain unchanged.

The majority of showmen will get new ideas in their heads during the first few months, but the ideas, unable to stand solitary confinement, will die quickly or else escape unnoticed.

All 5 and 10-cent stores will install dancing-school departments. Ten cents for private and 5 cents for class lessons. This will finish the "off to Buffalo" teachers, as they will be unable to cut prices any lower.

English will become the universal language, as it is being spoken almost everywhere now except in England, New York and Hollywood. A well-known director, using a pair of imported owls in a scene, will hold up production for days trying to get them to say "to whom" instead of "to who."

A noted swing band will be engaged to play for the monkeys in one of the

Hayworth Players on A Seven-Day Schedule

FOREST CITY, N. C., Jan. 8.—"Sea-Bee" Hayworth Players, working a circle in this section out of Hickory, N. C., have pulled out of their Spruce Pine (N. C.) stand on Wednesdays and replaced it with the Romina Theater here.

Hayworth has also added the Colonial Theater, Valdese, N. C., for Sundays, giving the unit a seven-day week. Valdese hasn't had a stage show in two years. Bob and Margret McClain have recently joined the Hayworth roster, replacing George and Bess Henderson.

Billroy's Briefs

VALDOSTA, Ga., Jan. 8.—The weather has been cold the past week, but work has progressed satisfactorily. Our barn this year is again being shared by the Brown Novelty Company, which is doing a great deal of rebuilding and painting.

Ben Heffner and wife, Lillian, recently stopped over en route to Miami. Ben says he can't take the Northern climate anymore. Braxton Grady, jovial member of our crew (205 pounds on the hoof), is devoting his spare time to the reading of Shakespeare. He expects to be letter perfect in the role of Romeo before the opening date. JOHN D. FINCH.

Neros Vacationing in Miami; Low Cotton Hurts 1937 Biz

MIAMI, Jan. 10.—Mr. and Mrs. Roe Nero and daughter, Mary, who recently concluded their tent show season, are recent arrivals here. The Neros will vacation in Miami for several weeks, after which they will journey to Roe's home in Rome, N. Y., before beginning the 1938 canvas trek.

Altho his show boasted better equipment and stronger talent during the season just ended, business did not stack up to that done during the previous year, Nero reports. He attributes the drop to the low price of cotton in his established territory.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 8.—Edna Wilson, dancer, is playing the Club Royale, Coffeyville, Kan., for two weeks. She recently closed a three-week engagement at the Bowery here.

Bob Sperry, Midwest rep and med showman, has been demonstrating in an uptown drug store window for the last 15 weeks. He reports business as good.

Farrell and Caprice are recent arrivals here from the East. They will play night clubs for a few weeks before signing for the new tent season.

Hazel Williams left here this week to join Sid Kingdon's circle in Northern Missouri.

Nig and Jess Allen, who recently opened a circle in Kansas, report business as good.

Charles Rehl, formerly with Chick Boyes, is now directing a Little Theater in a Wisconsin spot.

Gladys Adams and Austin Rush have set their five-piece orchestra in a Cleveland night spot for the balance of the winter.

Grady and Dot McClure sojourned briefly here this week en route to Iowa spot after closing a long engagement with Fred Jennings' Players on the West Coast.

Jack Scott, former comedian with the Joe Marion Players, has been confined in a Chicago hospital for the last week. He is expected to be released shortly.

Monte Montrose, who has been visiting the home folks in Shenandoah, Ia., since closing the season with the Morgan-Helvey Players, spent a day here this week en route to Oklahoma City to join

world's largest zoos. This will put an end to any belief in evolution the monkeys may have had.

Hoofers who have used nothing but their feet for years will try using their heads for a change.

Press agents will be a thing of the past. Actors will be obliged to make their reputations by acting.

(To be continued next week)

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Rep Ripples

HAL LYNN, former repertoirean, out of show business the last two and a half years, has re-entered the game with magic, marionette and speed cartooning turn. He's currently working Tennessee territory.

VIC SPOUSE, veteran agent, who has been vacationing in Florida the last eight weeks, left there last week, headed for New Orleans and Texas ahead of a road-show feature flicker, which he is booking and publicizing. Vic says his plans for the 1938 tent season have been completed and he promises an announcement at an early date.

LEON AND BERTA MITCHELL are working clubs in Boston with material written by E. F. Hannan.

BILLY DALE, juve character actor, is working vaude dates in the New England sector.

ARMAND DE BEQUE, of De Beque, Colo., writes to tell us of a certain group of players working that territory, victimizing the merchants of the small towns by collecting an advance fee on merchants' tickets and promising to return the next week to play the town and then falling to show up. As a result of the practice, the troupe has succeeded in spoiling some very good territory for

the stock company at the Reno Theater. J. Gordon Kelly is organizing a show in Omaha to play Midwest spots.

George McDonough, after a five months' sojourn in Chicago, is now engaged in recreational work here for the government.

Orion Marr and Dorothea Holt are in the village after terminating their contract with the Kingdon Players.

Earl and Jolee Gregg have signed with Aulger Bros.' Comedians for the winter. Mr. and Mrs. J. Richmond Roy, who spent the holidays here, have departed for Southern territory, where they will present their dramatic feature in school auditoriums.

Frank Jones, general business man and musician, has joined Toby Shelton's Comedians in Arkansas.

Aulger Bros.' No. 2 Circle closed this week. The No. 1 unit will play thru the winter.

Harold (Olaf) Carlstrom, who hails from Fremont, Neb., and widely known in Midwest rep circles, is vacationing in our midst.

Harry Hugo is making tentative arrangements to open a circle to play Midwest territory late this month.

W. Frank Delmaine, former Equity representative here, is visiting in the village for a few days, after which he will return to the winter quarters of J. L. Landes Show at Chapman, Kan.

Tip Tyler, manager of the Tyler Players, spent several days in the city this week on business.

Marvel Shackleton, formerly with the Joe Marion Players, is confined in an Omaha hospital.

Walter Pruitt, comedian, was spotted on the main drag this week. He came in from the South.

Mrs. L. C. Zelleno, who has many friends in the rep field, had a pleasant sojourn here this week en route to California from her home in Ohio.

Billy Bowers, juvenile, is a recent arrival here from the South.

Lulu Nethaway, after a season with the Eddie Hart Players, has entered commercial lines in Omaha.

legitimate players, due to the fact that the various communities have turned against all traveling shows since they fell victims to the roving thieves. If De Beque had furnished us with proof that some definite legal action had been taken against the erring troupe, it would have been possible for us to give the company's name. As he failed to do this, however, we must necessarily remain mum.

MAKE IT A HABIT to watch the Letter List in each issue of *The Billboard*. There may be mail advertised for you.

BERT STODDARD, of the veteran team of Bert and Lucille Stoddard, after six weeks in University Hospital, Cleveland, where he underwent a major operation, is recuperating at his home, 1631 E. 75th street, Suite 3, Cleveland. He says a line from old rep friends would help greatly in whiling away the long hours. Bert will be confined to his home for some time.

AL MARTIN, former owner of Martin's *Uncle Tom's Cabin* Company and now a circus executive, returned to Chicago last week after a visit to Cleveland.

Lowry-Slout Players in 14th Week on Mich. Circle

VERMONTVILLE, Mich., Jan. 8.—Lowry-Slout Players are now in their 14th week of circle stock in Michigan and, incidentally, are the only dramatic company operating in the State at the present time, excepting the various groups operated by the government.

Gordon Ray, specialty man, is the latest addition to the Lowry-Slout cast. Others in the line-up are Dick Caldwell, Bert C. Arnold, Ora Ackley, Evelyn Easter and L. Verne Slout. Caldwell and Slout are partners in the venture.

The Show Must Go On

By WALLACE BYERS

"Will you tell me, my trouping friend, What is your wish when comes the end?" The trouper thought for his reply Just what he'd wish when death was nigh:

"I want my friends with loving care To bury me with tears and prayer; And while they weep that I am gone I want the show to go right on."

In sunshine, snowstorm, rain or gale, When troubles come we will not fail. We'll carry on in gloom or mirth Against all fates of heav'n and earth. And e'en if death should take her toll, Another friend will take the role. The show must go on as before, Just as it will forever more.

(Inspired by C. J. Duggan's article, "The Trouper," which appeared recently on this page.)

Saranac Lake

By T. BODWELL

Our New Year's Eve show came off under the capable guidance of Eddie Vogt and Jack Edwards. Piece de resistance was a dramatic playlet featuring, with the two above, Betty Bostwick, Garland Smith and Milton Reich. Songs were offered by Al De Loraine and Irving Wilbur and a combo song-piano specialty by Isabelle Rook.

Fred Schrader and Roy Nunley have been promoted to the up-patient department and will soon be enjoying their meals in the dining room. Both boys have made great strides down Recovery Row.

Conway Washburne has deserted these climes for the bright lights of Broadway after a rest cure here lasting a few months. He is at present with Cledge Roberts in Ridgefield, N. J.

Louise Santtag enjoyed the company of her husband and son, of Stapleton, N. Y., over the past week-end. They found her much improved and looking well.

Ned McGushion, Brian Tracy and Bob Burk have returned here looking remarkably well after their holiday sojourn at their respective homes.

Check your health to avoid the cure and write to those you know in Saranac Lake.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

CARYL S. FLEMING, PCAM prez, has come to the defense of Floyd G. Thayer, West Coast magic dealer, who recently has been the target of the "expose" cryers as the result of his recent sale to Paramount's agents of magical apparatus for use in *The Big Broadcast*. Thayer's critics claim he sold the paraphernalia with the knowledge that the tricks were to be exposed in the flicker. "Thayer is being falsely accused," says Fleming. "He's absolutely innocent of the charges. He strictly observed the ethics of magic. He made the sale after being definitely assured that the scenario contained no action in the nature of an expose of secrets. Consequently, the sale was made as any dealer might do." Paramount recently eliminated all expose shots from *Broadcast* after Fleming explained to Para's execs the harmful effect such shots would have upon magi at large. . . . **MRS. HARRY HOUNDINI** is mourning the passing of her mother, Balbena Rahner, who passed on in Brooklyn January 3. . . . **HARRY E. CECIL**, "world's worst magician," is convalescing at his home, 3444 Burns avenue, Detroit, after spending the holidays in Alexander Blain Hospital, that city, where he underwent an operation for the removal of three growths from his intestines. Doctors say he'll now be a better man than he has been for years. He expects to be back in harness in another fortnight. . . . **S. S. HENRY** has been found, believe it or not. H. Sistaire postals that the rotund magish and sand-picture artist recently headed a unit at the Orpheum, Memphis, and is current at Wishbone Inn, Memphis night spot. Phil D'Rey, emcee and whistling ventriloquist, is on the same bill. . . . **CHANDA**, after a fortnight of holidaying, has laid aside his magic wand and on January 10 launched a new midnight spook show. Says he has some new effects for the "hants". . . . **RICADO AND CLEO**, after winding up a string of theater dates in West Virginia, have opened in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . . **FRANCIS A. NIKOLAS**, now touring Florida, infos that he'll stick to those parts all winter. . . . **WILFRID BECKMEN** begins on an extended string of school dates in Montreal January 14. He is also set for return engagements at the Cabaret L'Etoile and Le Lion D'Or in the same city.

JACK GWYNNE AND COMPANY moved into the Blue Room of the Roosevelt Hotel, New Orleans, January 1 for a month's stay with options. . . . **HARDEEN**, in a visit to the desk Wednesday of last week, voiced the belief that the West Coast magic lads had Julien J. Proskauer all wrong on that recent expose mix-up, and that the Parent Assembly, SAM, did the proper thing when it exonerated him of the charges. Hardeen's in Cincy this week as a feature of Harry Gourfain's *Star-Spangled Jamboree* at the Taft Theater. . . . **PAUL BALFONTE** (Fra Diavola) and his manager, Leo Lan, also stopped off at the magic desk early last week. They resumed their bookings after a holiday lay-off at Berea, Ky., Paul's home village, January 5. . . . **HOWARD G. SMITH** recently had a trunk load of paraphernalia lifted from his trailer at Chauncey, O. . . . **BEN R. BADLEY**, St. Louis prestidigitator, reports from that balliwick that LePaul is working the Hotel Chase there; that Bob King is giving 'em the vent at the Park Plaza; that Martin Gardner, card man, is in town; that Johnny Platt is at the Garrick Theater there, and that Frank Marshall, vent figure maker, was a recent visitor. He emphasizes the fact that LePaul and King are going over in fine style. . . . **DR. HARLAN TARBELL**, "eyeless vision exponent," recently entertained 500 members and guests of the Mahoning Valley Firemen's Association in Youngstown, O. . . . **C. A. GEORGE NEWMANN**, Harry C. Bjorkland, Art Brown and Loring Campbell gathered at a Minneapolis joy juice emporium December 28 for a session of holiday merrymaking. . . . **CHARLES A. LEEDY**, humorist-columnist of *The Indicator*, Youngstown, O., and member of many magical organizations, recently entertained the Rotary Club members at Barberton, O., and Geneva, O. . . . **DUKE HALL** and Company recently appeared as an added feature at the Princess

Theater, Youngstown, O. . . . **RAY-MOND** is still keeping busy on club dates in the Baltimore area. . . . **SEYMOUR DAVIS**, youthful ventriloquist-magician out of Stillwater, Okla., suffered a flesh wound in his leg and a hole in his Sunday pants when a .22-caliber blank pistol he was using in his act went off unexpectedly while working his turn recently before the student body at the Paris, Tex., high school. He appeared over Station KPLT during his stay in Paris.

Los Angeles

LOS ANGELES, Jan. 8.—With the holidays passed history, showfolk are seriously considering the coming season and as all shows open early this year much activity has been noted at quarters of several carnivals wintering here.

O. H. Hilderbrand is readying for his skull practice sessions. His new general agent, Pierre Oullette, arrives January 10, and Fred Stewart already has the working force going full time.

Pickles Pickard, former general agent with Hilderbrand Shows, will be with the Golden State unit of Crafts Enterprises. Ed Smithson will do free lance promotional work coming season.

Joe DeMouchelle will be with W. C. Huggins' West Coast Shows. Harry Sussman has been contracted to handle the Yenom promotions.

Jack Bigelow will again have the pop corn and peanut concession at California Zoo Park.

Archie Clark came up from Gilman Hot Springs, Calif., last week to look over his Clark's Greater Shows equipment.

Arthur Greenhalgh, Australian amusement purveyor, is readying equipment

and obtaining acts for his trek to the Antipodes. He has already signed Anna John Budd, Red Crawford and wife.

Charles Greiner will leave soon for Sweetwater, Tex., to join the Tidwell Shows.

J. Doug Morgan plans to go north soon.

Ted and Marlo LeFors are considering offers.

J. Ben Austin is visiting in San Francisco.

Joe Belovockey is working with Bert Nelson's seals.

George Silver and the squadron had a clean-up on Los Angeles streets New Year's Eve.

Jack Lee has been contracted by the West Coast Shows for the season.

Jack Youden and **Mark Kirkendall** are working in ticket boxes at the Santa Anita race track in Arcadia, Calif.

Clarence Hood and daughters, **Vallyn** and **Torri**, will be with the Piccadilly (See LOS ANGELES on page 68)

ROUTES

(Continued from page 16)

Weston, Ernie: (Gleam) San Antonio, nc. **Whiteman, Paul**: (Cocoanut Grove) Los Angeles, nc.

Whitney, Palmer: (Baker) St. Charles, Ill., h. **Widmer, Bus**: (Palais Royal) St. Petersburg, Fla., b.

Williams, Sande: (Astor) NYC, h. **Williams, Joe**: (Mark Twain) Hannibal, Mo., h.

Williams, Charlie: (Checker) St. John, N. B., nc.

Wilson, Ray: (Rainbow) Grove City, Pa., nc. **Winston, Jack**: (Bal Tabarin) San Francisco, nc.

Woodfield, Harry: (Hofbrau) Canton, O., c.

Yates, Billy: (Blackstone) Ft. Worth, Tex., h.

Zelman, Rubin: (Caravan) NYC, nc. **Zoilo, Leo**: (Benjamin Franklin) Phila., h.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

SALLY MATTIS and partner, **Johnny Makar**, since the closing of the Frank Ravese walkie in Jamaica, L. I., have been resting at the home of Sally's folks in Riverside, N. J. They will shortly journey over to Bayonne, N. J., to continue their rest at Johnny's home until another show pops up. Sally and Johnny report that the Jamaica show was a big success. Johnny says he's anxious to read a line on Bill Fort and Johnny Grover.

WALTER PICKER, promoter, pens from San Francisco that he will spend the winter there, making plans for a couple of shows to open in the spring.

VIOLA CUMMERFORD and **Hal Loth** romped off with first honors in the recent Jamaica, L. I., show. **Joan Leslie** and **Louie Meredith** copped second money, with **Sally Mattis** and **Johnny Makar** finishing in the third spot.

BILL JENKINS, now vacationing at his home in Chicago, pens that he would like to read a line on L. E. Braden and Dud Nelson.

FIRST PLACE in the recent Wellston, Mo., contest went to **Betty Lee Doris** and **Billy Ryan**, with **Leona Barton** and **George Bernstein** running second, and **Tillie** and **Tuffy Tarantino** third. Show went 1,784 hours.

WOODROW WEBSTER and **Louise Kraft**, whose last show was Trenton, N. J., more than a year ago, have been married for the last five months and are now settled in Detroit, where Woodie is working in an auto factory. They are anxious to read a line on their old friends in the game.

THE GREAT MARVO, son on **Ernie Mesle**, endurance show promoter, and himself well known in the marathon field, left Cincinnati late last week for Orlando, Fla., accompanied by his wife, **Dottie**, and assistant, **Ray Chambers**. Marvo has been presenting his neon electrical mechanical man novelty in Cincy night spots for the last several months. The trio is working theater and club dates en route south.

INQUIRIES HAVE BEEN received recently on L. E. Braden, Dud Nelson, Luman J. Beede, Earl and Alma Brooks, Maxie Capp, Billy Curts, Jean O'Neil, Evelyn Burnett, Jack LaRue, Nig Kyle, Jack Jones, Eddie Tullis, Johnny Mor-

gan, Jack Negley, Ben Whaley, A. D. Baker, Floyd Hayes, Pat O'Day, Jimmy Webb, Bob Turner, Irene Carter, Mabel Gertmillier and Marjorie Van Raam. Shoot in a line and let your friends know where you are and what you're doing.

MR. AND MRS. E. CAMPBELL, of San Francisco: You can contact Jackie (Curley) May by writing to him in care of *The Billboard*, 25 Opera place, Cincinnati, O.

BILL STEEL and **Jack Murray** are still going along with tentative plans for their proposed contestants' organization. They're interested in getting your slant on the idea, so shoot a line outlining your view. Bill and Jack report that **Lou Jarvis**, formerly floor judge with **Leo A. Selzer** and **George W. Pughe**, is taking an interest in the project and is aiding them in formulating plans.

"MY GIRL FRIEND (Susie Caton) and I," writes **Roland Efford** from Baltimore, "have been trying to enter a walkathon for some time. But as we have never been in one we can't find a show willing to take a chance on two amateurs. Why don't promoters give us amateurs a chance to break into the endurance field? When the show was held here recently we signed up with it for the next contest. We were all packed and ready to go at a minute's notice. However, we never heard from the show again. Boy, did we get a ribbing from the Baltimore lads and lassies."

MAKE IT A HABIT to watch the Letter List in each issue of *The Billboard*. There may be mail advertised for you.

GEORGE W. PUGHE, one of the foremost and most favorably known of the endurance show promoters, is still located in Dallas. He reports that he has some bright prospects ahead for 1938.

A WIRE FROM **Jack Murray** reports that the **B. W. Johnson Thrillathon** in Beaumont, Tex., folded "suddenly" Thursday night (6) of last week. A number of the contestants are said still to be in Beaumont.

JIMMY RICHEY is wintering in Miami and singing in **Guy Swartz's** Jockey Club there. **Val** and **Joan Ryals** are also sojourning in Florida these days, but to date Jimmy hasn't been able to locate them.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

JIMMIE ANDREWS, who had a fling at minstrelsy and dramatics in the past, now has his **Down East Yankees**, rube novelty orchestra, playing in Pawtucket, R. I. Jimmie is anxious to know what has become of the minstrel veteran, **Buck Leahy**, who clowning in Jimmie's combo a couple of years back. He says he is also anxious to read some more of **Buck's Do You Remember's**?

BAND BOYS with **Leon Long's** New Orleans Minstrels are **Carl Littion**, cornet; **Henry Smith**, trombone; **Clifford Redeaux**, saxophone; **Tuba Thomas**, bass; **Gilbert Lokey**, snare drum, and **Leroy Scaggs**, bass drum. **Lewis Barton** is principal comedian with the troupe.

WILLARD O. HOPKINS, producer, endman and bone soloist; born Indianapolis August 25, 1888; first minstrel engagement with **Al G. Field** in 1914 at Evansville, Ind.; has produced numerous local minstrels under auspices in his native State; present activities: builder; address: 2912 11th street, St. Petersburg, Fla.

BILLY (SLEW FOOT HANNAH), the "Texas Crow," has just concluded a week's stand at the Ritz Club, Phoenix, Ariz.

EDDIE LEAHY, former minstrel and ring artist, is now "the company" of **Pearl Fern** and **Company**, playing Midwestern niteries. Eddie is doing his hoke comedy and musical novelty.

SPONSORED by the Alliance (O.) Chapel Association, a minstrel revue titled *Rollin' Rhythm* is in rehearsal with a cast of 100 and will be presented January 18 and 19 in the Columbia Theater, Alliance. Production is in charge of **F. Sensabaugh**, of the **John B. Rogers Producing Company**. Proceeds will go to a fund for a new chapel at the State Hospital, Massillon, O.

NOTES

(Continued from page 26)

ize after all. Understanding is that a diplomatic house manager calmed things for a while at least. But still much unrest over alleged payoffs in I O U's.

Denison's Plays

60 Years of Hits

Songs
Minstrels
Musical Comedies
Operettas
Vaudeville Acts
Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion. Catalog Free.

T. S. DENISON & CO.
203 N. Wabash Ave., Dept. 16, Chicago, Ill.

Clarke's Complete Minstrel Show

No. 3 now ready. Contains complete opening chorus. Program of 7 comedy songs and ballads (words and music complete); big (double) joke program; new drills and marches; full stage directions and unique grand finale, all in one attractive (9x12) book, \$1.00 post-paid. (C. O. D. \$1.18.) Moderately priced rehearsal folios, orchestras and quartets available. Descriptive circular for stamp. **RIALTO PUB. CO.**, 1674 Broadway, New York.

CONTESTANTS

OPENING SOON

"TWO BIG SHOWS"

Communicate

FRANK RAVESE

Care General Delivery, Jamaica, L. I., N. Y.

All Kinds of Help Wanted.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by **MARTIN C. BRENNAN**, 198 City Tattersalls Building, Pitt Street, Sydney, Australasian Office of **THE BILLBOARD**.

The Final Curtain

ANDERSON—Lillian Bennett, wife of C. H. (Candy) Anderson, well known to outdoor showfolk, December 27 in Monroe, La., of complications resulting from an operation December 25. She was born in London. Survived by her husband and a daughter, Mrs. Charles (Dolly) Koss. A number of members of Haag Bros.' Circus attended services, at which Mrs. Frank (Jean) Williams, of that show, was soloist. Burial in River-view Cemetery, Monroe.

BAXTER—Billie D., 21, formerly of the Edward A. Reno Funmakers and the past season with the Baxter-Leonard Company, December 24 of a heart attack in Athens, Ga. Survived by a brother, Jess, advance agent.

CALHOUN—William Lawrence, 75, well-known teacher of classical music, December 31 in New York after a brief illness. Survived by his widow, Mrs. Mary Patterson Calhoun, of Harrisburg, Pa., and a brother, James H. Calhoun, of Joplin, Mo.

COBURN—Mrs. Gladys, former wife of Captain Jimmie Coburn, high diver with the Great Superior Shows, recently at her home in Greenville, S. C., from injuries sustained in an automobile accident December 21.

EDWARDS—Clarence (Jack Eddy), 43, said to have originated the feat of shooting a girl from a cannon, in John Gaston Hospital, Memphis, January 1 from a complication of illnesses resulting from an old injury. A native of Wilmington, N. C., he had been in show business since he was 11 as clown, acrobat and stunt man and had appeared with circuses, revues, vaudeville and in films. He is reported to have a daughter residing in Texas and a wife known as Bobby Jean Burnheart. Hospital authorities are trying to locate relatives to prevent burial in potter's field.

FAELTEN—Mrs. Annie Gulick, 41, internationally famous concert pianist, January 6 at her home in Boston after a long illness. Survived by her husband, Reinhold Faelten, Boston piano teacher.

FISK—George L., 53, former trumpeter at the old Lycoming Opera House and Family Theater, Williamsport, Pa., in that city January 3 of carbon monoxide poisoning. At one time he directed the Teteque Band and was a member of the Stopper & Fisk Orchestra, Williamsport. He was a member of the Masonic Order and Williamsport Rotary Club. Survived by his widow and son, George Jr.; three brothers, Harry E. and John F., of Williamsport, and C. M., of Pocatello, Ida., and a sister, Mrs. B. T. Hale, of Towanda, Pa. Services January 6 and burial in Wildwood Cemetery, Williamsport.

FURMAN—Mrs. Alice, 78, former associate director of the Symphony Society of New York, January 5 at her home in that city.

GARNER—Mrs. Evelyn, 21, carnival concessioner, killed December 5 in an automobile accident in Indianapolis. Survived by her infant daughter; her parents, Mr. and Mrs. Ralph Ruhl, and a brother, all of Alliance, O., and two sisters, one residing in Minerva, O., and one in Lakeland, Fla.

GILBERT—Charles, 49, radio pioneer and former executive of the Kolster Radio, Inc., at his home in the Bronx, New York, January 5.

HAZEN—Sir J. Douglas, 78, the past 35 years president of St. John Horticultural Association, operating Rockwood Park, St. John, N. B., within 48 hours after the death of Jack Henry, park manager. Survived by his widow, two daughters and a son, D. King Hazen, many years treasurer and general manager of Rockwood Park.

HENRY—John B., 38, manager of Rockwood Park, St. John, N. B., for St. John Horticultural Association for the past seven years, at the home of his parents in St. John. Survived by his parents, three brothers and two sisters.

HOLMAN—Arthur Alfred, 52, veteran actor and producer and director of the theater department of the Leland Powers School of the Theater, January 4 of a heart attack at his home in Waban, Mass. He appeared in over 900 plays and in more than 1,000 roles on the legitimate stage during his 35-year career, taking part in Shubert, George M. Cohan, Sam H. Harris, Henry Miller, Edgar Selwyn and Charles Frohman productions. Holman was actor-manager-director of many of the plays in which he appeared, and among those brought to public attention under his direction were Ian Keith, Sylvia Field, Elisabeth Risdon, Muriel Williams, John Louis Bartells and Jason Robard. He once owned and operated five theaters. He went to the Leland Powers School three years ago after retirement from active theater work. Survived by his widow and a daughter, Majorie. Services from

Mt. Auburn Crematory, Cambridge, Mass., January 6.

JENKINS—Alvin E., 71, a pioneer in the amusement field in Montgomery County, Pa., January 4 at his home in Lansdale, near Philadelphia. He organized the Jenkins Amusement Interests, which controlled several theaters and a skating rink, and retired 12 years ago. Survived by his widow, Susan, and a brother, Horace, who was associated in the enterprises.

JENNINGS—Benjamin M., 35, one of the first to sing over Cincinnati radio stations, in General Hospital, Cincinnati, after an illness of seven years. He had arranged many musical numbers for radio and was Cincinnati representative for the Leo Feist, Jerome Remick, Waterson, Berlin, Snyder and Shapiro Bernstein music publishing firms. At one time he was vocalist for Cliff Burns' Orchestra. Survived by his mother, Mrs. Minnie Miller Jennings; two sisters, Mrs. Josie Keefe and Mrs. Minnie Malony, and two brothers, Harry and Albert, all of Cincinnati. Burial in Spring Grove Cemetery, Cincinnati, January 4.

JENNINGS—Blosser, 71, former stock actor, December 31 at his home in West Allis, Wis. Survived by his widow and stepson.

KELSEY—Edward, for several years concessioner with carnivals and outdoor shows, at his home in Chicago December 30 of heart attack. Survived by his widow, Leona; a sister and three brothers.

KIMBALL—Edward M., 79, veteran of stage and screen and father of the late Clara Kimball Young, silent film star, in Hollywood Hospital, Hollywood, January 4 following a stroke January 1. After a brief appearance with a circus he went on the stage in 1877 and for many years appeared in light and comic opera. In 1915 Kimball entered films and for 10 years appeared in more than 100 leading roles. In recent years he had been chaplain of the Troupers' Club, Hollywood.

MCKEE—Mrs. Sally, 24, night club entertainer, January 1 in Harper Hospital, Detroit, from injuries sustained early that day when struck by an automobile. She had been teaching dancing and appearing in night clubs for the past seven years. Survived by her mother, Mrs. Rose Maerky, of Fraser, Mich.

MARANDA—Kalaluhi, Hawaiian entertainer, January 3 in Detroit of heart trouble.

MARKLEY—Harry B., former operator of Boiling Springs Park, Boiling Springs, Pa., recently at his home in Mechanicsburg, Pa. For 40 years he was a school teacher, operating the park during the summer.

MAYER—Edward J., 75, French horn player in the Metropolitan Band, Detroit, December 30 at his home in that city after an illness of two months. He was born in Detroit and for many years played with Herman Schmemman's Band. Survived by his widow and a sister, Mrs. Ida M. Bissell, of Cleveland. Burial in Forest Lawn Cemetery, Detroit.

MILLER—Clarence H., 26, carnival concessioner, last season with the Zimdars and Al C. Hodge shows, January 1 in Austin, Tex., of a gunshot wound. Survived by his widow, Maxine Miller; his mother and stepfather, Mr. and Mrs. J. N. Pyle; four brothers, M. A., R. A., Jack and James, and a sister, Mrs. W. R. Anthony, of Houston.

MURPHY—Bernard J. (Pink), 57, native of Mobile, Ala., and stage manager and actor for 35 years, in Mobile January 3 after a long illness. At one time he was with C. B. Mattox and Charles Withers as carpenter and bit player and for three seasons appeared with Julie Ring. Murphy made a hit as the sexton in the sketch *Every Two Weeks*. Survived by his widow, May Kline Murphy, and sister, Mrs. Frank J. Poggi.

NELSON—Tom A. R., 64, former aerialist with the Ringling Circus, January 6 in Knoxville, Tenn. He was with the show 29 years as a member of the Flying Nelsons, later touring Europe. The past few years he had operated a road stand, the Circus Inn, near Knoxville. Services and burial in Knoxville January 7. Survived by his widow.

OMARA—William (Red), business agent for the IATSE, Local No. 217, Rockford, Ill., in that city December 14 of pneumonia after a short illness.

PANAGOTACOS—George, 64, veteran Johnstown, Pa., theater operator, in that city recently of a gunshot wound. His body was found in his office in the Pythian Temple, which houses the Park The-

ater, last of his theatrical enterprises. Born in Dafni, Greece, he went to Johnstown 44 years ago and as president of the Grand Amusement Company and at various times operated the Grand, Nemo, the old Parkview, Embassy, National and State theaters. At one time he controlled four houses. In 1926 he built the State Theater, operating it until 1931, when it was leased to Paramount-Public. Survived by his widow, Mrs. Kathryn Stacey Panagotacos; two sons, Plato and Ernest, both of Johnstown; two daughters, Mrs. Annie Zanos, of New York, and Alyce, of Johnstown; two brothers, Michael, of Youngstown, O., and Nicholas, of Dafni, and a sister, Mrs. John Lambrino, also of Dafni.

STEVENS—Calvin Blaine, 54, superintendent of Skee Ball Alleys at Playland-at-the-Beach, San Francisco, in that city December 28 of a heart attack. He formerly appeared in stock. Survived by his mother, Mrs. A. B. Stevens, Oakland, Calif. Burial in Oakland.

SWEENEY—J. Robert (Uncle Bob), formerly with the Royal American Shows and last season with the Fairly-Martone Shows, January 3 of a heart attack at the home of S. Schlesinger in Kissimmee, Fla. A number of showfolk from the Royal American and Art Lewis shows attended the services. Burial in Rose Hill Cemetery, Kissimmee, January 6.

TANNER—George, manager and co-owner of the Blue Moon night club, Toledo, January 5 of heart attack following an operation. Survived by his widow and seven children. Services from Catholic Church Cathedral, Toledo, January 8.

TELL—Alma, 39, former stage and screen actress, December 29 in Hollywood of a heart attack. In 1914, at the age of 16, she made her stage debut at the Manhattan Opera House as Ethel in *Peg o' My Heart* and was also seen in *Main Street*, *Eyes of Youth* and *The House Beautiful*. Following a year in stock at Philadelphia; Rochester, N. Y., and Portland, Me., Miss Tell appeared at the Maxine Elliott Theater, New York, as Harriett in *Our Children*, and later played Lallie in *The Angel in the House* and *The Love Drive*. She was subsequently seen in the films *On With the Dance* and *The Right to Love*. Returning to the stage as Virginia Leslie in *Squab Farm* at the Bijou Theater, New York, in 1918, Miss Tell later had roles in many stage and screen productions. In 1932 she married William S. Blystone, actor.

TOLES—Willis M., 83, former leader and last surviving member of the Porter Cornet Band and the Porter Fife and Drum Corps, Jonesville, Wis., December 30 in that city. Survived by two sons and a daughter.

VANNUCCI—Joseph, 35, former orchestra director and member of Dave Harman's Orchestra, Williamsport, Pa., in Williamsport Hospital, January 4 of cardiac complications after an illness of several months. He was a member of the Elks' and Kiwanis' clubs. Survived by his widow, Mrs. Joseph Vannucci, and two children, Camilla and Joseph Jr.; his parents, Mr. and Mrs. Camillo Vannucci, and a sister, Mrs. Helen Holochwest, all of Williamsport.

WALKER—James R., 81, for 50 years a character comedian in variety theaters and formerly a member of the teams of Walker and Burrelle and Walker and Vane, December 30 at his home in Chicago of heart trouble. For a number of years he also did a Punch act. Surviving relatives, Joseph and Eleanor Blanchard, whose last known address was 2103 Powell street, San Francisco, are said to have a sum of money coming and are requested to contact executors thru the Rev. Charles A. Porter, of Moody Church, Chicago, who conducted services. Burial in Glen Oak Cemetery, Chicago.

WINNER—Norman H., former circus and carnival trainmaster, December 5 at his home in Jamaica, L. I., N. Y. Over a period of five years he served the Frank A. Robbins, Pawnee Bill, Gentry Bros. and Matthew J. Riley shows. Survived by his widow, Margaret. Services and burial December 8 in Jamaica.

Marriages

ALDERSON-BAUGH—Robert Alderson, trumpet player with Don Bestor's Orchestra, and Dorothy Baugh, Ludlow, Ky., nonpro, New Year's Eve.

BUCKNER-DOYLE—Robert Buckner, Warner writer, and Mary Doyle in St.

Mary of the Angels Episcopal Chapel, Los Angeles, December 18.

BURKE-BURKE—Steve Burke, past nine years associated with Jack Hoxie, Downie Bros. and Ringling-Barnum circuses, and Corinne Burke, nonpro, in Leesburg, Fla., recently.

DALLOLIO-CONNELLY—Peppino Joseph Dallolio, of the dance team of Peppino and Camille, and Mary Jane Connelly, employee of the Netherland Plaza Hotel, Cincinnati, New Year's Eve.

ERNIE-WOODWORTH—Val Ernie, band leader, and Mrs. Chauncey Clark Woodworth in Fort Lauderdale, Fla., January 5.

FUTTER-LACEY—Walter Futter, producer, and Adele Lacey, British actress, December 25.

GRISWALD-HEROLD—Joseph E. Griswald, nonpro, and Theresa Herold, captain of the Adorables dance line at the Fox Tower Theater, Kansas City, Mo., January 2.

HUGHES-BENNETT—Russell Hughes, drummer and clog dancer, and Gertrude Bennett, daughter of Harry Bennett, head of the service department of the Ford Motor Company, in Auburn, Ind., January 3.

JOHNSON-BUTLER—Charles Johnson, of the Rialto Theater, Oklahoma City, and Edna Jean Butler, nonpro, in Cushing, Okla., recently.

KINNEY-LEUTHOLD—Joe Kinney, dancer and vaude performer, and Peggy Leuthold, dancer and singer, in Covington, Ky., a year ago, it has just been revealed.

MCLAUGHLIN-STODDARD—Bruce McLaughlin, Miami, and Dorothea Stoddard in Haines City, Fla., December 25. Both were with Liberty National and Gruberg's World Exposition shows the past season.

MONTGOMERY-DARKFEATHER—Frank Montgomery, pioneer director, and Mona Darkfeather, star of the silent films, in Hollywood December 24. They were divorced in 1928.

NATION-WILSON—Jack H. Nation, side-show manager, and Christina Wilson recently.

OWEN-WANGEN—Emlyn Owen, production manager and staff organist with Green Bay, Wis., broadcasting stations, and Gladys Wangen in Superior, Wis., December 28.

PATTERSON-CLARK—James R. Patterson, reporter for *The Kansas City Star*, Kansas City, Mo., and Jean Clark, singer, for several seasons with the St. Louis Municipal Opera Company, in Paola, Kan., January 1.

PIERSON-LONG—Virgil E. Pierson, *The Billboard* representative in Miami, and Lillian Long, Birmingham, Ala., December 22.

SHERR-BUDAI—Edwin Sherr, sax player with Don Bestor's Orchestra, and Katherine Budai, Cincinnati nonpro, in Covington, Ky., December 22.

WALLACE-DENNIS—Guy Wallace, announcer for Station WHK, Cleveland, and Bernadette (Bernie) Dennis, Cousin Bernie, of Bernie and the Boys, heard over WHK, January 5.

YOUNG-SNYDER—Buddy Young and Betty Snyder, members of the Three Whirling Bees, roller-skating act, January 1.

Births

A six-pound five-ounce son to Mr. and Mrs. Bing Crosby in Cedars of Lebanon Hospital, Los Angeles, January 5.

A six-pound son, Daniel Noel, to Mr. and Mrs. D. C. Cross in Silverton, Ore., December 25.

A 7½-pound son, James Stephen, to Mr. and Mrs. Wyatt Moulder in Indianapolis December 22. Mother is a niece of the Washer Brothers, comedy boxing midgets.

A son, Walter E. Jr., to Mr. and Mrs. Walter E. Sickles in St. John's Hospital, Pittsburgh, January 1. Father is program manager of Station WWSW. Mother is a former member of Station WCAE vocal trio.

A seven-pound two-ounce son, Philip James, to Capt. and Mrs. Bob Ward in the Biloxi Hospital, Biloxi, Miss., December 19.

A 7½-pound daughter to Mr. and Mrs. Harry Cameron in Gary, Ind., January 2. Father has been Ferris Wheel foreman for a number of years on the Al G. Hodge Shows.

A 5½-pound daughter to Mr. and Mrs. Floyd Hill in Boston Hospital, Boston, December 22.

A son to Mr. and Mrs. P. J. Mathews in Philadelphia December 19. Father is Pete, of the Peggy-Pete Mathews dance team. Mother is the former Marlene De Voir, Des Moines dancer.

ACTS, UNITS AND ATTRACTIONS

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

A

Adami, Dell (International Casino) NYC, nc.
 Adrian, Jill (Philadelphian) Phila, nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 A. Frique (Radio City Rainbow Room) NYC, nc.
 Albenice (St. Moritz) NYC, n.
 Allan & Hoover (Tower) Kansas City, Mo., t.
 Allen, Stuart (Essex House) NYC, h.
 Allen & Kent (Met.) Boston, t.
 Alvarez, Fausto (El Chico) NYC, nc.
 Andrews, Avis (Cotton Club) NYC, nc.
 Andrews, Jo (Blackhawk) Chi, re.
 Apollon, Dave, Show (Maj.) Dallas, Tex., t.
 Ardelle, Billy (Nine-Mile House) Cincinnati, nc.
 Artini, Sonya & Elizabeth (International Casino) NYC, nc.
 Ash, Flo (Club Moderne) San Francisco, nc.
 Atkinson, Betty (Hollywood) NYC, re.
 Aubuchon, Lillian (Rose Bowl) Chi, nc.
 Auburn & Dodge (Colosimo's) Chi, nc.
 Avery, Randolph, Trio (Greyhound Club) Louisville, nc.
 Azorros, Le (Hollywood) NYC, re.

B

Baines, Pearl (Kit Kat) NYC, nc.
 Baker, Belle (Paradise) NYC, re.
 Bailey, Addison (Leon & Eddie's) NYC, nc.
 Baldwin & Bristol (California) Sacramento, t.
 Ballou, Melisse (Tic-Toc Tap) Sheboygan, Wis., nc.
 Banjo Eddy (Carolina) Greenwood, S. C., t.
 Banks, Sadie (Old Roumanian) NYC, re.
 Barbage, Reynold (Rudy's) NYC, nc.
 Barrett, Ethel (Ten Eyck) Albany, N. Y., h.
 Barrett & Smith (Chateau Club) Rochester, N. Y.
 Barry, Breen & Wyler (Colosimo's) Chi, nc.
 Bates, Luly (Billy Rose's Casa Manana) NYC, nc.
 Bazan, Mercedes Zayas (Havana-Madrid) NYC, nc.
 Beal, Charlie (Yacht) NYC, nc.
 Beasley, Thelma (Castle Farm) Lima, O., nc.
 Beauveill & Tova (Capitol) Washington, D. C., t.
 Beckman, Jackie (Penthouse) Baltimore, nc.
 Bell & Gray (Hogan's Inn) Phila, nc.
 Belmont Balladeers (Belmont Plaza) NYC, re.
 Bell's Hawaiian Follies (Arcadia) Olney, Ill., 13; (Avalon) Lawrenceville 14; (Orph.) Champaign 15-16; (Orph.) Eldorado 17, t.
 Bennett, Eihel (Old Roumanian) NYC, re.
 Beno, Ben (Fair) Bradenton, Fla.
 Bernie, Harry (Oliver Twist) NYC, nc.
 Beryl, Billie (Dantes) Kansas City, Mo., nc.
 Best, Larry (State Fair) Shreveport, La.
 Betty Co-Eds (Commodore Club) Detroit, nc.
 Bishop, Fred (Gay '90s) NYC, nc.
 Blackstone (Colonial) Dayton, O., t.
 Blair, Francis (Music Hall) Portland, Ore., nc.
 Blair, Cecile (Colosimo's) Chi, nc.
 Blanche & Elliott (Brown Derby) Boston, nc.
 Bond, Francis (Cat & Fiddle) Cincinnati, nc.
 Bonger, Art & Anita (Fairmount) Hull, Que., Can., cc.
 Booth, John (Arcadia) Phila, re.
 Boran, Arthur (Cinema Casino) Miami Beach, Fla., nc.
 Bowes' Collegiate Unit (Buffalo) Buffalo, t.
 Bowes' International Show (Rialto) Phoenix, Ariz., t.
 Brandino, Magician (Rylander) Americus, Ga., 13; (Palace) Columbus, Ga., 14-15; (Ritz) Talladega, Ala., 17-19, t.
 Brill, Billie (Piccadilly) Baltimore, nc.
 Bristol, Charlie (Black Cat) NYC, nc.
 Brito, Phil (Mt. Royal) Montreal, Que., Can., h.
 Brown, Hi (Piccadilly) Baltimore, nc.
 Brown, Ada (Grand Terrace) Chi, nc.
 Brown, Evans: Clinton, Ia., 17; Earlville 18; Cedar Falls 19.
 Brown, Danny (Harmony Club) Jackson, Mich., nc.
 Bryant, Betty (Pierre) NYC, h.
 Bryant, Johnny (Palmer House) Chi, h.
 Burnett & Walt (Yacht Club) Chi, nc.
 Burns & Gordon (2 o'clock) Baltimore, nc.
 Burton, Effie (Club Alabam) Chi, nc.
 Byton, Dorothy, Girls (Stevens) Chi, h.

C

Cacero, Emilio, Trio (Blue Mirror) Baltimore, nc.
 Calgary Bros. (International Casino) NYC, nc.
 California Varsity Eight (Chez Paree) Chi, nc.
 Calvet, Oscar (Ambassador) NYC, h.
 Campo, Deana & Del (Royal Palm Club) Miami, nc.
 Can You Take It? (Pal.) Chi, t.
 Candido & Nena Montes (El Gaucho) NYC, nc.
 Carlos, Vivian (Havana-Madrid) NYC, nc.
 Carman, Frank & Ethel (Palace Gardens) Lansing, Mich., nc.
 Carpenter, Imogen (Weyl's) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carrol & Kane (Trouville) NYC, c.
 Carroll, June (Bertolotti's) NYC, re.
 Carroll, Helen (Holland) NYC, h.
 Casey, Emmett (Gay '90s) NYC, nc.
 Challis, Beth (Philadelphian) Phila, h.
 Chappau, Ted (George Washington) Jacksonville, Fla., h.
 Chaplin, Lita Grey (State-Lake) Chi, t.
 Charles & Barbara (Walton) Phila, h.
 Chocolateers (Cotton Club) NYC, nc.
 Christian, Eleanor (Stevens) Chi, h.
 Chuck & Chuckles (Lookout House) Covington, Ky., nc.
 Clare & Sanna Sisters (Earle) Washington, D. C., h.
 Claudet, Marguerite (Orlando) Decatur, Ill., h.
 Cole, Kid (Janet of France) NYC, re.
 Collette & Galle (Lake Merritt) Oakland, Calif., h.
 Conlin, Ray (Tower) Kansas City, Mo., t.
 Connelly & Radcliffe (Terrace Gardens) Fremont, O., nc.
 Conrad, Coonie (Continental) Kansas City, Mo., nc.
 Continental Four (Seebach) Louisville, h.
 Continental Thrillers (Park Central) NYC, h.
 Continentalists, Three (Diamond Mirror) Pas-saic, N. J., nc.
 Cook, Aileen (Greenwich Village Casino) NYC, nc.
 Cooper, John (Kit Kat) NYC, nc.
 Coralli, Claudia (Katy Gallant's) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

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

Coriell Bros. & Zaza (Post Street) Spokane, Wis., t.
 Cortello, George, & Hollywood Canine Mimics (Proctor) Troy, N. Y., 13-16, t.
 Costellos, The (Colosimo's) Chi, nc.
 Cowan, Tom & Verne (Dwan) Benton Harbor, Mich., h.
 Crane Sisters (Chez Paree) Chi, nc.
 Crane, Gladys (Yacht Club) Chi, nc.
 Crosby, Bob, & Band (Orph.) Memphis, t.
D
 D'Avalos, Rodolfo (El Chico) NYC, nc.
 Dade, Don, & Dorothy Wardell (Rainbow Grill) NYC, nc.
 Dale, Billie (Harmony Club) Jackson, Mich., nc.
 Daley, Cass (Maj.) Dallas, Tex., t.
 Dalton, Jack (Miami) Dayton, O., h.
 Daniels, Eddie (Embassy) Jacksonville Beach, Fla., nc.
 Daniels, Marion (Met.) Boston, t.
 Daniels, Mickey (Mattoon) Mattoon, Ill., 15; (Kentucky) Henderson, Ky., 16; (Bleich) Owensboro 17, t.
 Darling, Jean (Triangle Gardens) Peoria, Ill., nc.
 Darrow, Stuart (Democrat Club) Croton, N. Y.
 Darryl & Gilbert (Harmony Club) Jackson, Mich., nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Day, Gloria (Chicago) Chi, t.
 De La Grange, Chrissy (International Casino) NYC, nc.
 DeRonda & Barry (Royal York) Toronto, h.
 DeCosta, Vincent (Place Elegante) NYC, nc.
 DeMar & Ivana (Merry-Go-Round) NYC, nc.
 De Marlo, Harry, & Mariette (Terrace Gardens) Rochester, N. Y.
 Deane, Laura (Bertolotti's) NYC, re.
 Dees, Mary, & Monte Blue (Pal.) Cleveland, t.
 Del Rio, Anita (Trocaero) NYC, nc.
 Del Rios (Piccadilly) Baltimore, nc.
 Denault, Helen (Cafe Madrid) Buffalo, nc.
 Denning, Ruth (Hollywood) NYC, re.
 Deuces, Four (Turkey's Nest) Uniontown, Pa., nc.
 Diaz, Rafaelo (Le Mirage) NYC, nc.

Fern, Vera (Mt. Royal) Montreal, Can., h.
 Fetchit, Stepin (Stanley) Pittsburgh, t.
 Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O.
 Fitzpatrick, Jimmy (Statler) Boston, h.
 Flames, The Three (Riverside) Milwaukee, t.
 Florenza (Savarin) Buffalo, N. Y., c.
 Flores, Marissa (Waldorf-Astoria) NYC, h.
 Flowerton, Consuelo (La Marquise) NYC, nc.
 Flying Whirls (Village Barn) NYC, nc.
 Fogarty, Alexander (Weylin) NYC, h.
 Foote, Herbert (Edgewater Beach Hotel) Chi, h.
 Foran, Tommy (Levaggi's) Boston, nc.
 Forbes, Marla (La Marquise) NYC, re.
 Ford, Whitey & Ed (Met.) Boston, t.
 Fornshell, Joe (El Toreador) NYC, nc.
 Fox, Earl (No. 1 Fifth Ave.) NYC, h.
 Foy, Boy (Pal.) Cleveland, t.
 Frank, Art (Oriental) Chi, t.
 Franklin, Cas (Stevens) Chi, h.
 Franklyn, Betty (Silver Bowl) Sacramento, nc.
 Fraser, John (Essex House) NYC, h.
 Frazee Sisters (Billy Rose's Casa Manana) NYC, nc.
 Frederickson, Poppy & Les (Peach Bowl) Marysville, Calif., h.
 Freed, Carl, & Co. (Pal.) Cleveland, t.
 Fulton, Freddie, & His Radio Gang (Rudy's) NYC, nc.

G

Gaby (Le Mirage) NYC, nc.
 Gallagher, Ruth (Terrace Gardens) Rochester, N. Y., nc.
 Gallus, John (Pere Marquette) Peoria, Ill., h.
 Gannon, Larry (Hippodrome Grill) Cleveland, c.
 Garcia, Lucio (Bismarck) Chi, h.
 Garcia & LaMarre (Cal-Ore) Klamath Falls, Ore., c.
 Gardner, Muriel, & Marvin Kane (Carlton) London, h.
 Gaston & Gypsy Irma (Monte Carlo) NYC, nc.
 Gaudsmith Bros. (International Casino) NYC, nc.
 Gayle, Jackie (Rudy's) NYC, nc.

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

Dolores (Gleam) San Antonio, nc.
 Dolores & Rossini (Roumanian Village) NYC, nc.
 Donat Bros. & Dot & Donna (Hi-Hat) Houston, nc.
 Donna, Jean & Kay (Monte Carlo Club) Stockton, Calif.
 Dot, Dolly (Embassy) Jacksonville, Fla., nc.
 Dougherty, Bill (Station WRBL) Columbus, Ga.
 Douglas, Milton (Palmer House) Chi, h.
 Douglas, Jack "Screwy" (College Inn) Chi, nc.
 Dowlings, The (Governor Clinton) NYC, h.
 Downey, George (Mayfair Casino) Cleveland, nc.
 Dover, Gene (Edison) NYC, h.
 Drake, Blue (Hickory House) NYC, nc.
 Draper, Paul (Plaza) NYC, h.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Drew, Doryce & Freddy (Maryland) Washington, nc.
 Drummond, Marie (Venice Grill) Phila, re.
 Duanos, The (Rancho San Pablo) Oakland, Calif.
 Dubois, Wilfrid (Beverly Hills) Southgate, Ky., cc.
 Dumm & Wise (Palm Beach Cafe) Detroit, Mich., nc.
 Dumont, Valerie (Greenwich Village Casino) NYC, nc.
 Dunes Boys (Hollywood Beach) Hollywood, Fla., h.
 Dunn, Billy, & Baked Apple Revue (Ritz) Long Beach, Calif., h.
 Dwyer, Gertrude (Barrel of Fun) NYC, nc.

Gaylord & Kent (Le Mirage) NYC, nc.
 Ghezzi (Met.) Boston, t.
 Gilbert, Esther (Gay '90s) NYC, nc.
 Gilbert, Gloria (Stanley) Pittsburgh, t.
 Gilbert, Ralph (Harmony Club) Jackson, Mich., nc.
 Gilberts (Yacht) NYC, nc.
 Gilmore, Gita (Harmony Club) Jackson, Mich., nc.
 Ginne, DeQuincey & Lewis (Congress Casino) Chi, h.
 Girard, Adele (Hickory House) NYC, nc.
 Glover & LaMae (Statler) Cleveland, h.
 Goldfarb, Phil (Village Barn) NYC, nc.
 Gonzales, August (McAlpin) NYC, h.
 Goodrich & Nelson (Embassy) Jacksonville Beach, Fla., nc.
 Gorjane, Sonia (International Casino) NYC, nc.
 Grace & Nikko (Chez Paree) Chi, nc.
 Granados, Asuncion (El Chico) NYC, nc.
 Gray, Jack (Park Lane) NYC, h.
 Green, Al (Pioneer Nut) NYC, nc.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Greene, Helen (Blue Mirror) Baltimore, nc.
 Green, Jackie (State-Lake) Chi, t.
 Gregoire, Emelie (International) NYC, nc.
 Gregory, Don (Rudy's) NYC, nc.
 Gregory, Jack, & Co. (Cafe Madrid) Buffalo, nc.
 Griffith & Wells (Sportsman Inn) Galveston, Tex., nc.
 Grisha & Brona (Colosimo's) Chi, nc.
 Guy, Barrington (Plantation) NYC, nc.
 Gwynne, Jack (Roosevelt) New Orleans, h.

H

Haal, Vera (Embassy) Phila, nc.
 Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
 Hall, Kiki (La Paloma) Miami, nc.
 Hamill, Thos. J. (N. S. Democratic Club) Pittsburgh, nc.
 Hamilton, Hal (Merry-Go-Round) Akron, nc.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hannon, Bob (College Inn) Chi, nc.
 Hannon, Joe, & Gloria Merrill (Commonwealth) Boston, h.
 Hardeen (Taft) Cincinnati, t.
 Harlem Playboys (Moonglo) Buffalo, nc.
 Harris, Audrey (Broadway Hofbrau) NYC, nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Harrison Sisters (Commodore Perry) Toledo, O., h.
 Harrison & Fisher (State) NYC, t.
 Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.
 Hayworth, SeaBee, Players (Romina) Forest City, N. C., 13; (Strand) Cherryville 14; (Paramount) Hickory 15, t.
 Heath, Ann (No. 1 Fifth Ave.) NYC, h.
 Heller, Jackie (Beverly Hills) Southgate, Ky., cc.

Heller & Riley (Taft) Cincinnati.
 Henry, Noel (Riverside Plaza) NYC, h.
 Hilda & Herbert (Black Cat) NYC, nc.
 Hill, Betty (Cafe Madrid) Buffalo, nc.
 Hilliard, Jack (Royale Frolles) Chi, nc.
 Hillman Bros. (Lookout House) Covington, Ky., nc.
 Hinton, Hotcha (Oasis) Seattle, nc.
 Hirsch, Jack (Rudy's) NYC, nc.
 Hollywood Co-Eds, Five (Maj.) Dallas, Tex., t.
 Hollywood Band Wagon (Capitol) Washington, D. C., t.
 Hooker, Dynamite (Cotton Club) NYC, nc.
 Howard, Joe (Little Old New York) NYC, nc.
 Howard, Willie & Eugene (State) NYC, t.
 Hoysradt, John (Chez Firehouse) NYC, nc.
 Huff, Tiny (Barrel of Fun) NYC, nc.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hyde, Herman (Pal.) Chi, t.

I

Ice Ballet (Boston) Boston.
 Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
 Internationals, The (Madison) NYC, h.
 Irving, Jack (Harry's New York Cabaret) Chi, nc.

J

Jackson & Nedra (Royale Frolles) Chi, nc.
 Jacqueline, Mignac (International Casino) NYC, nc.
 Jacques, Eugene (Tower) Kansas City, Mo., t.
 James, Freddie (Cotton) NYC, nc.
 Janet of France (Janet of France) NYC, re.
 Jans & Lynton (Chez Maurice) Montreal, nc.
 Jean & Jean (Moonglo) Buffalo, nc.
 Johnny & George (Yacht Club) NYC, nc.
 Johnson, Elinor (606 Club) Chi, nc.
 Johnston, Mae (Cotton) NYC, nc.
 Jones, Russ (New Yorker) NYC, h.
 Joy, Charles & Catherine (Leon & Eddie's) NYC, nc.
 Joyce, Jack (Roumanian Village) NYC, re.
 Kramer, Leon (Zek's) NYC, c.
 Julian Trio (Killey's Grill) Elizabeth, N. J., nc.

K

Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Karner, Jim (Mario's Mirador) NYC, nc.
 Karson Musicales (Onesto) Canton, O., h.
 Kavanagh, Stan (Billy Rose's Casa Manana) NYC, nc.
 Kay, Katya & Kay (Royale Frolles) Chi, nc.
 Kaye, Johnny, & Playboys (Market Tavern) St. Louis.
 Keasons, Three (Chez Ami) Buffalo, nc.
 Kelton & Durant (Omars Dome) Los Angeles, nc.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 Kenny, Phyllis (Park Central) NYC, h.
 Kent, Myra (Le Mirage) NYC, nc.
 Kerr, Jack (Ambassador) NYC, h.
 Khadaric, Nicolas (Russian Art) NYC, re.
 Kidd, Ruth (Greenwich Village Casino) NYC, nc.
 King, Lou (Rudy's) NYC, nc.
 Kopel, Teddy (Rudy's) NYC, nc.
 Kollegiale Kids, 14 (Village Barn) NYC, nc.
 Kozak (Fair) Hattiesburg, Miss.
 Kramer, Dolly (Paramount) Miami, Fla., t.

L

L'Ana (Edison) NYC, nc.
 LaConga (Maj.) Dallas, Tex., t.
 LaMarr, Henry (Gay '90s) NYC, nc.
 LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
 LaMothe, Olive (Red Rooster Club) West Hartford, Conn., nc.
 LaRue, Jack, & Vince Barnett (Capitol) Washington, D. C., t.
 La Vier, Jack (Palace) Leicester, Eng., t.
 Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
 Lamaic, Henry (Gay '90s) NYC, re.
 Lane, Judy (Mirador) NYC, nc.
 Lathrop Bros. & Virginia Lee (Riverside) Milwaukee, t.
 Lawton, Reed (Le Mirage) NYC, nc.
 Le Brun Sisters (Commodore) Detroit, nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, Cella (La Marquise) NYC, nc.
 LeLage (Capitol) Washington, D. C., t.
 Lee, Linda (Ambassador) NYC, h.
 Lee, Gypsy (Wine Cellar) NYC, re.
 Lee, Joe & Betty (Hollywood) Miami Beach, Fla., h.
 Lee, Gwen (Chez Paree) Chi, nc.
 Lee & Roule (Saks) Detroit, nc.
 Leeds, Lois (Village Grove Nut) NYC, nc.
 Leonard, Jack (Commodore) NYC, h.
 Leonard, Ada (Yacht Club) Chi, nc.
 Leonce (International Casino) NYC, nc.
 Les Fleures, The (Orph.) Memphis, t.
 Leslie, Lee (Jimmy Kelly's) NYC, nc.
 Lester, Ann (Royale Frolles) Chi, nc.
 Levins, Carlos (Wonder Bar) New Orleans, nc.
 Levitch, Prof. L. (Riviera Tavern) Galveston, Tex., nc.
 Lewis, Buddy (Kit Kat) Boston, re.
 Lewis, Maxine (Maj.) Dallas, Tex., t.
 Lewis, Tex, & Cowboys (Met.) Boston, t.
 Lewis, Franklyn (Rainbow Inn) NYC, re.
 Lewis, Ted, & Band (Lyric) Indianapolis, t.
 Leonard, Jack (Commodore) NYC, h.
 Lizeed Arabs (State) NYC, t.
 Libuse, Frank (Palace) Cleveland.
 Liebling, Tod, & Revue (Stanley) Pittsburgh 6-13, t.
 Linca & Felice (Yumuri) NYC, nc.
 Lit, Bernie (Southern Bar) Wilmington, Del., nc.
 Litomy, Leslie (American Music Hall) NYC, nc.
 Little Sachs, Three (Bertolotti's) NYC, re.
 Logan, Ella (Met.) Boston, t.
 Lola & Rocha (606 Club) Chi, nc.
 Lonas, John (Chatterbox) Johnstown, Pa., nc.
 Long, Walter (Paradise) NYC, nc.
 Logan, Ella (Chez Paree) Chi, nc.
 Lorraine, Loras (Rose Bowl) Chi, nc.
 Lovely, Lillian (Taft) Cincinnati, t.
 Lowe, Hite & Stanley (Earle) Washington, D. C., t.
 Loy, Thida (Golden Grill) Rochester, N. Y., re.
 Loyanne & Renard (Blackhawk) Chi, nc.
 Lubin, Ada (Old Roumanian) NYC, re.
 Lucas, Clyde, & Orchan (Earle) Washington, D. C., t.
 Lunceford, Jimmie, & Orch. (State) NYC, t.
 Lucientes, Pepita (El Chico) NYC, nc.
 Lydia & Joresco (Maj.) Dallas, Tex., t.
 Lyman, Tommy (Oaks) NYC, nc.
 Lynn, Carl (Down Towners) Columbus, O., nc.
 Lynne, Don & Bette (Orph.) Memphis, t.
 Lyons, George (Maj.) Dallas, Tex., t.

M
McClelland, Reed (Weylin) NYC, h.
McConnell & Moore (Aloha Show) Honolulu, Hawaii.
McCormack, Frank (Greenwich Village Casino) NYC, nc.
McCooy, Bob (Biltmore) NYC, h.
McCully, Jean & Gine (Adelphia) Phila, h.
McKenna, Boots, Girls (College Inn) Chi, nc.
McKenzie, Red (Nick's Rendezvous) NYC, c.
McMahon, Larry (Village Barn) NYC, nc.
MacNaughton, Virginia (Le Mirage) NYC, nc.
Mack, Ed (Martin's Tavern) Lima, O., Dec. 13-Mar. 13, nc.
Madison, Rudy (Gay '90s) NYC, nc.
Mafara, Phil (Rudy's) NYC, nc.
Makarenko, Daniel (Rainbow Inn) NYC, re.
Manchito (Yumuri) NYC, nc.
Manginis (Moulin Rouge) Paris, nc.
Mann, Dupree & Lee (Pal.) Cleveland, t.
Manning, Otis (Mayfair Cafe) Washington, nc.
Manno & Strafford (State-Lake) Chi, t.
Manolita (Russian Art) NYC, re.
Mansonfield, Cyril (Village Barn) NYC, nc.
Mara (Perroquet) NYC, nc.
Marcelle, Andrea, & Co. (Roxy) NYC, t.
Marcos, Sensational (Silver Bowl) Sacramento, Calif., nc.
Marfield, Maxine (Bismarck) Chi, h.
Marinos, Los (Troadero) NYC, nc.
Marion, Alice (Essex House) NYC, h.
Marque & Marlys (Normandie Inn) Warren, Pa., nc.
Marquises, Three (La Marquise) NYC, nc.
Marr, Patsy (College Inn) Chi, nc.
Mars, Jack (Berwick) Newark, N. J., h.
Martin, Oscar (Rudy's) NYC, nc.
Martin, Harry, & Co. (State-Lake) Chi, t.
Martin, Tommy (Chicago) Chi, t.
Marvey, Gene (Park Central) NYC, h.
May, Bobby (International Casino) NYC, nc.
Mayfair, Mitzi (Savoy-Plaza) NYC, h.
Mayo, Buddy (Triangle Gardens) Peoria, Ill., nc.
Mayo, Florence, & Co. (Beverly Hills) Southgate, Ky., cc.
Meadowbrook Boys (Hollenden) Cleveland, h.
Med & Nora (McVans Club) Buffalo 3-16, nc.
Meehan, Stanley (Hollywood) NYC, re.
Melan, Lou (Madison) NYC, h.
Mele, Vi (Ritz-Carlton) NYC, h.
Mendez & RaNous (Arcade) Ft. Myers, Fla. 13; (Capitol) Clearwater 14; (Sunset) Ft. Lauderdale 17, t.
Menen, George (McAlpin) NYC, h.
Michon, Michel (Russian Kretchma) NYC, re.
Miller, Marty (Democratic) Pittsburgh, nc.
Miller & Lynn (Duchess) Parkersburg, W. Va., nc.
Mills, Kirk & Howard (Michigan) Detroit, t.
Minute Men, Three (Lexington) NYC, h.
Mirkin, Barry (Taft) Cincinnati, t.
Mischa (Russian Kretchma) NYC, re.
Moffett, Adelaide (Ambassador) NYC, h.
Montes, Nena (Dimitri's Gaucho) NYC, nc.
Montoya, Pola (Troadero) NYC, nc.
Moonan, Bob (Greater Silhouette Inn) Eau Claire, Wis., nc.
Moore, Peggy (Harry's New York Cabaret) Chi, nc.
Morales Bros. & Little Daisy (Lyric) Lima, O., t.
Morgan, Stuart, Dancers (Billy Rose's Casa Manana) NYC, nc.
Moriche, Jose (Troadero) NYC, nc.
Moriche & Teresia (Troadero) NYC, nc.
Morrison, Jack (Park Central) NYC, h.
Morrison, Alec (St. Regis) NYC, h.
Morris, Kay (Casa Valencia) NYC, nc.
Morrisey, Tex (Palmer House) Chi, h.
Morton, Alvira (Club Minuet) Chi, nc.
Morton, Eddy (Variety) Portland, Ore., 24, mh.
Muriel, Mimi (Crisis) NYC, nc.
Murphy, Jimmy (Travelers) Chico, Calif., h.
Murphy, Dean (Pere Marquette) Peoria, Ill., h.
Musical Maniacs, Three (Greenwich Village Casino) NYC, nc.
Myers, Timmie & Ray (Black Cat) Cicero, Ill., nc.
Myrus (College Inn) Chi, nc.
Myrio & Descha (Moulin Rouge) Paris, nc.
Myrtle & Pacaud (International Casino) NYC, nc.

N
Nedia & Diaz (Flaming) Orlando, Fla., nc.
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.
Nessley & Norman (Fort Armstrong) Rock Island, Ill., h.
Newman, Doug (Statler) Boston, h.
Nestle, Mildred (Rudy's) NYC, nc.
Neville & Day (Stork Club) Providence, nc.
Newton, Peggy (Hickory House) NYC, nc.
Nichols, Howard (Sherman) Chi, h.
Nielson, Eleanore (Crisis) NYC, nc.
Nissen, George (Southern Dinner Club) Houston, Tex., nc.
Nissen, George (Chez Maurice) Dallas, nc.
Nixon & Andre (Chez Ami) Buffalo, nc.
Noblemen, The (Turkey Inn) Stamford, Conn., c.
Noland, Nancy (White) NYC, h.
Nonchalants, Three (Palmer House) Chi, h.
Norre, Lee (Triangle Gardens) Peoria, Ill., nc.
Novelle Bros. & Sally (Roxy) NYC, t.
Nucomer, Johnny (Garbo) NYC, re.
Nuri Sisters (El Chico) NYC, nc.

O
O'Donnell & Blair (Riverside) Milwaukee, t.
O'Toole, Edythe & Patsie (Eden Gardens) Worcester, Mass., nc.
Ogden, Patsy (2 o'Clock) Baltimore, nc.
Omar (St. George) Brooklyn, h.
Ortega, Rosita (Yumuri) NYC, nc.
Ortnes, Joe (Troadero) London, nc.
Oshins & Lessy (2 o'Clock) Baltimore, nc.
Osman, Sally (Colosimo's) Chi, nc.
Ondrea & Michelle (Hi-Hat) Chi, nc.
Owen & Parco (Embassy) Jacksonville Beach, Fla., nc.

P
Padula, Margaret (Gay '90s) NYC, nc.
Page, Lyle, & Playboys on Parade (Cat & Fiddle) Cincinnati, nc.
Paige, Hot Lips (Small's Paradise) Harlem, NYC, c.
Palmer Sisters (Sak's) Detroit, nc.
Palomo (Ambassador) NYC, h.
Pansy the Horse (Oriental) Chi, t.
Paree, Pat (Golden Empire) Marysville, Calif., nc.

Parker, Lou (Anchor Club) Sandusky, O., nc.
Parker, LaRue (Brown Palace) Denver, h.
Parker, Bob (Dutch Village) Toledo, O., nc.
Parker, Al (Flamingo Park) Miami Beach, Fla., p.
Parkerson, Lew (Savoy-Plaza) NYC, h.
Parraga, Senorita Graziella (La Rue) NYC, re.
Patricola, Tom (Billy Rose's Casa Manana) NYC, nc.
Paul, Fred (Rossini's) New Haven, Conn., nc.
Peabody, Eddie (State) NYC, t.
Peiro & Luis (Bijou) Chattanooga, Tenn., t.
Pedro, Pancho, & Beto (Court of Two Sisters) New Orleans, re.
Pepper, Matt (Open Door) Chi, nc.
Peppers, Three (Hickory House) NYC, nc.
Peppino & Camille (Congress Casino) Chi, h.
Peppy & Peanuts (606 Club) Chi, nc.
Perry, Diamond Lil (Black Cat) NYC, nc.
Perry, Pascale, & Miss Lillian (Met.) Boston, t.
Peterson, Sally (Cabbalero) Seattle, nc.
Phelps Twins (Rose Bowl) Chi, nc.
Pierce & Roland (Yacht) Hollywood, Fla., nc.
Pils & Tabet (Mayfair) London, nc.
Pinkus, Bobby, & Co. (State) NYC, t.
Plante, Texas (Torch Club) Cleveland, nc.
Pitman, Jack (Blue Mirror) Baltimore, nc.
Pobedina, Jenia (Dimitri's El Gaucho) NYC, nc.
Polomo (Ambassador) NYC, h.
Ponard, Hubert (Station WOA1) San Antonio, nc.
Powell & Nedra (Tower) Kansas City, Mo., t.
Powell, Albert, & Co. (Tivoli) Melbourne, Australia, Dec. 20-Mar. 15, t.
Powell, Ethel (Somerset) NYC, h.
Powell, Eddie (Chateau) Milwaukee, cc.
Proskes's Tigers (Billy Rose's Casa Manana) NYC, nc.

Q
Queens of Rhythm, Four (Embassy) Jacksonville, Fla., nc.
Queens, Three (Stanley) Pittsburgh, t.

R
Rabold, Rajah (Fiesta) Havana, Cuba, nc.
Raeburn, Burt (Queen Mary) NYC, nc.
Ramon & LeMoine (Athletic Club) Cleveland, nc.
Ramon & Lucinda (Troadero) NYC, nc.
Rand, Sally (Billy Rose's Casa Manana) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Waldorf-Astoria) NYC, h.
Ray & Trent (Roxy) NYC, t.
Raye, Prince & Clark (Walton) Phila, h.
Raye, Vivian (Mirador) NYC, nc.
Raye, Iris (Monte Carlo) NYC, nc.
Raye & Naldi (Cocoanut Grove) Los Angeles, nc.
Raye, Gilbert & Vicky (Stork Club) Providence, nc.
Raye & Naldi (Rainbow Room, Radio City) NYC, nc.
Raymond, Charles & Celeste (Philadelphian) Phila, nc.
Readinger Twins (Chicago) Chi, t.
Reddings, Three (Michigan) Detroit, t.
Redford & Wallace (Paramount) Miami, Fla., t.
Reed, Doris (21) Phila, nc.
Regas, Belle (Oetjens) Brooklyn, re.
Reis & Dunn (Riverside) Milwaukee, t.
Reis Bros. (Royale Frolics) Chi, nc.
Renee (Jimmy Kelly's) NYC, nc.
Rhoddy Twins (Ranch) Seattle, nc.
Rhodes, Dorothy (Kit Kat) NYC, nc.
Rich, Pat (New Yorker) NYC, h.
Rickard, Earl (Harry's New York Cabaret) Chi, nc.
Rigolletto Bros. (Oriental) Chi, t.
Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
Ripa, Bob (Maj.) Dallas, Tex., t.
Roark, Edith (Hollywood) NYC, re.
Roberts, Betty & Freddy (St. Moritz) NYC, h.
Roberts & Farley (New Yorker) NYC, h.
Robinson, Bill (Cotton Club) NYC, nc.
Rockwell, Doctor (Billy Rose's Casa Manana) NYC, nc.
Rodrigo, Rosita (Yumuri) NYC, nc.
Rodriguez, Pedro (Court of Two Sisters) New Orleans, re.

Rogers, Alan (Oriental) Chi, t.
Rogers, Teddy (Yumuri) NYC, nc.
Roland, Dawn (Congress Casino) Chi, h.
Rollini, Adrian, Trio (Essex House) NYC, h.
Rolph, Wynne (St. George) Brooklyn, h.
Rolfner, Bob (Adelphia) Phila, h.
Rose, Jack (Place Elegante) NYC, nc.
Roschbuds, Five (Billy Rose's Casa Manana) NYC, nc.
Rose's, Harry, Broadway Jamboree (Loew) Richmond, Va., t.
Ross, Geraldine (Northwood Inn) Detroit, nc.
Ross, Murray (Fox River) Batavia, Ill., cc.
Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.
Rossi, Pat (Ambassador) NYC, h.
Roth & Shay (Krystall Palast) Leipzig, Germany, Feb. 1, t.
Roy, Jill (Park Central) NYC, h.
Royal Duo (Pere Marquette) Peoria, Ill., h.
Russell, Mabel (52d St.) NYC, nc.
Russell & Christine Co. (Playhouse) Winnipeg, Can., 9-15, t.
Russett, Sunny (Nick's Rendezvous) NYC, c.
Russian Gypsy Trio (Gay Village) NYC, c.
Rust, Shirley (Village Barn) NYC, nc.
Ryan, Jerry (Gay '90s) NYC, nc.

S
Sahji (Plantation) NYC, nc.
St. Clair, Irene (Mayfair) Boston, h.
Salazar, Hilda (La Conga) NYC, nc.
Saldin, Elmer (Marathon) Chi, nc.
Salters, Dorothy (Kit Kat) NYC, nc.
Sanami & Michi (Billy Rose's Casa Manana) NYC, nc.
Santry, Frank (Royal York) Toronto, Can., h.
Sargent, Kenny (New Yorker) NYC, h.
Satz, Ludwig (Roumanian Village) NYC, re.
Sava, Martzia (Russian Kretchma) NYC, re.
Savar & Neil (Bagdad) Miami Beach, Fla., nc.
Saxon, Bea (Yacht) NYC, nc.
Schaps, Sid (Paddock) Chi, nc.
Schelly, Marjorie (Sebastian's Cotton Club) Culver City, Calif., nc.
Schichtl's Mannikins (Michigan) Detroit, t.
Selys, Leo (Montparnasse) NYC, h.
Shandor (Buckingham) NYC, h.
Sharp, Betty (Bancroft) Springfield, O., h.
Shatlen, Anna (Roumanian Village) NYC, re.
Shaw, Marta (Village Brewery) NYC, nc.
Shaw, Oscar (Billy Rose's Casa Manana) NYC, nc.
Shaw, Wini (Billy Rose's Casa Manana) NYC, nc.
Shea, Norma (Wivel) NYC, re.

Shea & Raymond (College Inn) Chi, nc.
Shep, Bebe (Rudy's) NYC, nc.
Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
Shore, Willie (Hi-Hat) Chi, nc.
Siegfried & Co. (State-Lake) Chi, t.
Simpson, Carl & Faith (Congress) Chi, h.
Simpson's Marionettes (Congress Casino) Chi, h.
Silverman, Jack (Old Roumanian) NYC, re.
Sims & Bailey (Capitol) Washington, D. C., t.
Skelton, Red (Pal.) Chi, t.
Small, Bill (Rudy's) NYC, nc.
Smith, Joe (El Toreador) NYC, nc.
Smith, Earle (Brevoort) Chi, h.
Smith, Rudy (Black Cat) NYC, nc.
Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
South, Paul, & Teddy Lane (Tony's Troubille) NYC, nc.
Stadler & Rose (International Casino) NYC, nc.
Stanley, Flo (Sarhall) Brooklyn, re.
Stapleton, Wally & Berydn (Oriental) Chi, t.
Star-Spangled Jamboree (Taft) Cincinnati, t.
Starr, Jack (Harmony Club) Jackson, Mich., nc.
Stone, Al (Old Roumanian) NYC, re.
Stone & Collins (Michigan) Detroit, t.
Stooges, Three (Stanley) Pittsburgh, t.
Storrs, Allan (Commodore) NYC, h.
Strong, Edna (Earle) Washington, D. C., t.
Stump & Slumpy (Plantation) NYC, nc.
Stuart, Gene (Kit Kat) Boston, re.
Stuart & Martin (State-Lake) Chi, t.
Sullivan, Lee (Paradise) NYC, re.
Summerfield, Wes (Congress Casino) Chi, h.
Swann, Russell (Dorchester) London, h.
Sweeney, Bud (Chateau) Milwaukee, cc.
Sykes, Harry (Lobby Cafe) Juarez, Mex.
Symington, Eve (Waldorf-Astoria) NYC, h.

T
Taft, Ted & Mary (Bismarck) Chi, h.
Tanner & Thomas (Park Central) NYC, h.
Tatum, Art (Famous Door) NYC, nc.
Taubman, Paul (Ambassador) NYC, h.
Taylor, Key (Hollywood) NYC, re.
Templeton, Alec (Radio City Rainbow Room) NYC, nc.
Texas Tommy (Dorchester) London, Eng., h.
Theodore & Denesha (Park Central) NYC, h.
Theodora (Pat & Don's) Newark, N. J., nc.
Therrien, Henry (Embassy) Jacksonville Beach, Fla., nc.
Thomas, Eddie (Palumbo's) Phila, nc.
Thomasnefsky, Boris (Rainbow Inn) NYC, re.
Thornson, Carl J. (Moonlight Gardens) Saginaw, Mich., nc.
Tilton, Martha (Pennsylvania) NYC, h.
Tinney, Dot (Black Cat) NYC, nc.

THE TITANS

"RHYTHM IN SLOW MOTION"

Direction MILES INGALLS,
International Theatrical Corp., New York.

Tip, Top & Toe (Roxy) NYC, t.
Tisdale Trio (Le Mirage) NYC, nc.
Tomack, Sid (Royale Frolics) Chi, nc.
Toy, Ming (Fifth Avenue) NYC, h.
Tracy, Arthur (Hollywood) NYC, nc.
Tramp Band (Cotton Club) NYC, nc.
Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., March 15, re.
Travis, Jimmy (Club Piccadilly) Baltimore, nc.
Trolzky, Vera (International Casino) NYC, nc.
Troubadours, Three (Dimitri's El Gaucho) NYC, nc.
Turner, Elma (Plantation) NYC, nc.
Tyler, Smiling Tex (Tower Inn) Lyons, Ill., nc.

V
Vaccaro (El Gaucho) NYC, nc.
Vade, Vern (Club Blackstone) Cleveland, nc.
Vale & Stewart (Gaily Cabaret) Brussels, c.
Valley & Lee: Omaha, Neb.
Van, Gus (Strand) Brooklyn, t.
Varone, Joe, & Four Sparklettes (Martin's Tavern) Lima, O., nc.
Veloz & Yolanda (Statler) Detroit, h.
Venezia, Chiquita (Greenwich Village Casino) NYC, nc.
Vernon & Vanoff (Jefferson) St. Louis, h.
Vernon, James & Evelyn (Ambassador) NYC, h.
Vespers, Four (Congress Casino) Chi, h.
Vestoff, Florida (Yacht) NYC, nc.
Vestoff, Florida (Royale Frolics) Chi, nc.
Vickers, Jean (Leon & Eddie's) NYC, nc.
Vivan, Carlos (Yumuri) NYC, nc.
Vodery's Jubilers (Cotton Club) NYC, nc.
Voella, Sinda (Russian Art) NYC, re.

W
Wade & Wade (Levaggi's) Boston, nc.
Wages, Johnnie, & Evelyn Townley (Moonlight Gardens) Saginaw, Mich., nc.
Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.
Wahl, Walter Dare (Billy Rose's Casa Manana) NYC, nc.
Walders, Darlene (Sporting d'Ete) Monte Carlo, France, nc.
Waldron, Jack (Hollywood) NYC, re.
Walker, Betty (Black Cat) NYC, nc.
Wallace, Barbara (Bertolotti's) NYC, re.
Wallace, Frank, & Trixie LaMae (Howard) Boston 10-17, t.
Walsh, Mary Jane (Belmont Plaza) NYC, h.
Walsh & Barker (Berkely) London, h.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Waring, Fred, & Pennsylvanians (Paramount) NYC, t.
Warner & Valerie (Red Mill) Camden, N. J., nc.
Wassau, Hinda (Billy Rose's Casa Manana) NYC, nc.
Waters, Ethel, & Co. (Memorial) Boston, t.
Wayne, Nick (Roadside Rest) Miami Beach, Fla.
Weices (Dorchester) London, h.
Weems, Ted (Chicago) Chi, t.
Wehrle, Helen (Embassy) Jacksonville Beach, Fla., nc.
Wessels, Henry (Plantation) NYC, nc.
West, Billie (Piccadilly) Baltimore, nc.
West, Larry (Cat & Fiddle) Cincinnati, nc.
West, Willie & McGinty (Billy Rose's Casa Manana) NYC, nc.

Whalen, Jackie, & Streamline Steppers (Kelley's Paradise) Brooklyn, nc.
Wheatley, Jessie (Seventh Avenue) Pittsburgh, h.
White, Jack (18) NYC, nc.
White, Ann (Bertolotti's) NYC, re.
White, Hal C. (Club Carlioca) Chi, nc.
White, Billy (Moonglo) Buffalo, nc.
White, Jack (Gay '90s) NYC, nc.
White, Belva (885 Club) Chi, nc.
White, Frances (Carlioca) Chi, nc.
Whitman, Flo (Club Minuet) Chi, nc.
Whitney, Marjorie (La Salle) Chi, h.
Wicke, Gus (Gay '90s) NYC, nc.
Wicks Bros. & Armida (Adelaide) Sydney, Australia, Jan. 5-20, t.
Wilkins, Dorothy (New Yorker) NYC, h.
Willis & Jeanne (Weinman's Grill) Trenton, N. J., re.
Windelle, Mildred (Wivel) NYC, re.
Winston, Walter (Brittwood) NYC, nc.
Winters & Marano (Plantation) NYC, nc.
Wolandi (Flamingo Park) Miami, Fla., 9-15.
Wolfe, Lorna (Continental Club) Detroit, nc.
Woods & Bray (Bal Tabarin) San Francisco, c.
Woods, Lorraine (International Casino) NYC, nc.
Woods, Johnny (Chez Paree) Chi, nc.
Wright, Edythe (Commodore) NYC, h.
Wright, Jack (Village Brewery) NYC, nc.
Wynn, Henry, Trio (Park Central) NYC, h.
Wyse Jr., Ross (Riverside) Milwaukee, t.

Y
Yanyego Voodoo Dancers (Yumuri) NYC, nc.
Yates Sisters, Three (Embassy) Jacksonville Beach, Fla., nc.
Yerman, Miriam (Village Barn) NYC, nc.
Yum, Helen (Leon & Eddie's) NYC, nc.

Z
Zaza (Armando's) NYC, nc.
Zee Zee, Mlle. (Leon & Eddie's) NYC, nc.
Zig & Zag (Powers) Rochester, 14, Y., h.
Zuckerberg, Regina (Rainbow Inn) NYC, re.
Zudella & Co. (Esquire Club) Sheboygan, Wis., nc.

DRAMATIC AND MUSICAL

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

Along Came Juliet: Virginia, Minn., 12; Buhl 13; Warroad 14; Forbes, N. D., 15; Barnard, S. D. 16.
Abby Players: (Copley) Boston.
Brother Ray: (Locust) Phila.
Brother Rat: (Davidson) Milwaukee.
Evans, Maurice: (Hartman) Columbus, O., 12-13; (Taft) Cincinnati 14-15; (Cass) Detroit 16-20.
Greenwood, Charlotte: (Wilbur) Boston.
Hayes, Helen: (Erlanger) Chi.
Housemaster, The: (Plymouth) Boston.
If I Were You: (National) Washington, D. C.
Room Service: (Lyric) Richmond, Va., 12; (Playhouse) Wilmington, Del., 13-15.
Room Service: (Royal Alexandra) Toronto, Can.
Skinner, Cornelia Otis: (American) St. Louis.
Stage Door: (Grand O. H.) Chi.
San Carlo Opera Co.: (Auditorium) Chi.
Shadow and Substance: (Chestnut St.) Phila 10-22.
Tonight at 8:30: (Hanna) Cleveland.
Tovarich: (Selwyn) Chi.
Tobacco Road: (Auditorium) Fresno, Calif., 12; (Aud.) Modesto 13; (Aud.) Stockton 14; (Aud.) San Jose 15.
Wine of Choice: (Nixon) Pittsburgh.
Women, The: (Texas) Houston, Tex., 12-13; (Plaza) El Paso 15.
You Can't Take It With You: (Harris) Chi; (American) St. Louis 16-28.
You Can't Take It With You: (Temple) Meridian, Miss., 12; (City Hall Aud.) Montgomery, Ala., 13; (Temple) Birmingham 14-15.
You Can't Take It With You: (Colonial) Akron, O., 12; (Park) Youngstown 13; (Shea) Bradford, Pa., 14; (Shea) Erie 15.
Yes, My Darling Daughter: (Biltmore) Los Angeles.

HIRST CIRCUIT SHOWS

(Week of January 9)
Ballyhoo: (Hudson) Union City, N. J.
Bare Facts: (Empire) Newark, N. J.
Big Revue: (Casino) Pittsburgh.
Dizzy Dames: (Howard) Boston.
Fun Parade: (Gayety) Washington, D. C.
Jazz Babies: (Gayety) Detroit.
Legs and Laughter: (Rialto) Chi.
Moonlight Maids: (Casino) Toronto.
Merry-Go-Round: (Gayety) Baltimore.
Night Owls: (Orpheum) Reading, Pa., 12.
Smart Set: (Roxy) Cleveland.
Snyder, Bozo: (Gayety) Buffalo.
Shanghai Beauties: (Garrick) St. Louis.
Vanity Fair: (Gayety) Cincinnati.
Whirl of Girls: (Troadero) Phila.

MISCELLANEOUS

Birch, Magician: Mt. Airy, N. C., 12; Winston-Salem 13; Madison 14; Danville, Va., 17; Oxford, N. C., 18; Henderson 19; Weldon 20; Portsmouth, Va., 21; Emporia 22.
Blossoms of Dixie Revue: Ponchatoula, La., 13; Akers 14-15.
Brown, Evans, Magician: Prairie du Chien, Wis., 12; Dubuque, Ia., 13; Potosi 14.
Crowfoot Show: Adel, Ga., 10-15.
Daniel, B. A., Magician: Linton, Ind., 12; Bedford 13; Spencer 14; Orleans 16; Corydon 17.
DeCleo, Magician: Marysville, O., 10-20.
Dressen's Circus Capers: Bay St. Louis, Miss., 12; Pass Christian 13; Gulfport 14; Biloxi 15; Mobile, Ala., 16-17; Fairhope 18; Pensacola, Fla., 19; Chipley 20.
Fisher's Indoor Circus & Expo.: Sumter, S. C., 10-15; Spartanburg 17-22.
LeVant Show: La Grange, Ark., 10-15.
Long's, Leon, Minstrels: Flat Creek, Ala., 12; Praco 13; Dora 14; Bessie 15; Enslay 17.
McNally Variety Show: Mount Vernon, Md., 10-15.
Marquis Co.: Capac, Mich., 12; Croswell 13; Yale 14-15; Bad Axe 17; Harbor Beach 18; Pigeon 19; Elkton 20; Sandusky 21; Marlette 22.
Miller, W. T., Show: Nahunta, Ga., 10-15.
(See ROUTES on page 68)

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.

Why Not "Ride Men" Instead of "Roughies"?

New York City. Why do they call ride men "roughies"? True enough, they are drifters, going from one show to another, but what would we do without them? The rides and shows would never get up and be ready on Monday night after a jump from one town to another without them. I personally believe that the name "roughie" should be abolished from carnival slang, as the ride men are all hard workers and get very little pay. I have found them to be faithful and honest workers, besides willing to give a hand to enable the show to go on. These men are an asset to the show business and should be given more consideration than they are getting. If the show managers would give them a few dollars more each week the show always would be ready to go at 8 p.m. every Monday, with the result that the boys would work with more heart and energy for the show. I don't mean ride foremen or second men on rides, I'm talking about the extra help that follow the show and live on the few dollars they get Saturday night and Sunday noon for taking down and putting up rides and shows.

All of last season I was with the De Luxe Shows of America. I trusted these men. I used them as ticket sellers and never were they one penny short. I also gave them a chance to make a few dollars more each week, which they certainly appreciated. When Saturday night came the boys worked hard taking down the rides and shows without any boss over them and had no trouble with the show all season. At the end of the tour Samuel E. Prell, owner of the De Luxe Shows of America, gave each man a bonus for his good work.

Why not call them "ride men" instead of "roughies"? I'm sure they would like it better and would work with more heart and good feeling toward the show. Here's hoping that the 1938

season will bring more respect and appreciation to the ride men!
CLIFFORD J. FRANCO.

Finds Billyboy Is Useful in Symphony Work

New York. Altho I conduct an all-woman symphonic orchestra in New York and do not have to read *The Billboard* regularly, I nevertheless find each issue informative and instructive. The music and radio departments, for example, contain reviews and news that often find their parallel in the classical music field. In the Holiday Greetings Number I was engrossed when reading the radio and night club articles on press agency. These articles provided excellent ideas on press agency in the symphonic music field and I intend to use them to advantage. I hope that some day *The Billboard* will give more attention to opera and symphonic music, but until then I know there are many musicians like myself who read *The Billboard* regularly and find it extremely useful, too.

FREDERIQUE PETRIDES.

Thinks Comment About L. of D. Was Undeserved

Toledo, Ia. As a reader of *The Billboard*, the weekly which has helped the show business, for some years, I would like to know just why Eugene Burr in his column, From Out Front, recently wrote as he did about the Legion of Decency. It must be remembered that the Legion of Decency wants to help the motion picture industry and also the people who have been throwing away their money at box offices. The reformers had no intention of controlling the picture industry and they have never seen dirt where no one else saw it. Notice the fine entertainment given by most magicians. If magic can give ticket

buyers their money's worth, why can't the motion picture industry do the same? I have taken the pledge of the Legion of Decency, and I know that not everyone who took the pledge is a white lily, no more than are all those who make fun of the Legion of Decency, still the reformers did not deserve the comment of Eugene Burr.
LOUIS HAYEK.

How Title of 'Minie' World's Fair Originated

Cleveland. In Midway Confab of a recent issue of *The Billboard* there was an item headed "Miniature World's Fair." I wish to give you a correction on that article. I will also explain where Joseph R. Rowan first used that title. In 1934 John W. Wilson, of the Cetlin & Wilson Shows, contacted me with an idea, asking me to figure out something to stage whereby his show could meet high licenses in North Carolina and other places. After two weeks laying it out I presented to him a plan for spring fairs to be called Miniature World's Fairs, a copy from the Chicago World's Fair. We put the plan into effect very successfully. I drew up all circular letters, advertising and other matter. I had under me such promoters as Al Harvey, Robert Kobacker, George Gorman and Paul Botwin. With the Miniature World's Fair in effect on Cetlin & Wilson Shows, the show grossed more money than ever in its existence in the spring of the year up to that time. The show had a profit for the first six weeks out, with bad weather, for the first time in its history.

At Bluefield, W. Va., John W. Wilson and I agreed to disagree. I went to the Krause Greater Shows for the rest of the season and worked the same plan there successfully. In 1935 J. F. Dehnert, manager of Knepp & Dehnert Exposition, sent for me and said he wanted me as general agent and to direct promotions ahead of his show. We always had a large tent filled with exhibits at the midway entrance. In 1935 I put to work such promoters as Eugene J. Murphy, Ernie L. McLaughlin, Cliff Crump, Charles Hallock, Joseph R. Rowan, George and Rose Gorman and Harry Rose. I prepared all printed matter for all promoters and used the title as follows: "Bradford's Miniature World's Fair and Property Week Celebration." The name of the town always came first. The first time Rowan or any of the pro-

The Billboard

44th YEAR
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, "Billbyboy," Cincinnati, O.
BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, ME 6411, 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Pattersall Bldg., 105 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLX. JANUARY 15, 1938. No. 3

motors ever came into contact with the title "Miniature World's Fair" was either in 1934 from the Cetlin & Wilson Shows or in 1935 from J. F. Dehnert's show. I had a special line of cards and paper for the thing which you can check up on thru Triangle at Pittsburgh, and I believe I still have a couple of complete layouts among my promotion stuff. Rowan first used the title at Tarentum, Pa., with Dehnert Shows under American Legion auspices in 1935.
BOB HALLOCK.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Buffkin, Gypsy, 8c
- Edwards, R. W., 12c
- Emmett, Kelly, 3c
- Feliz, Nabor, 25c
- Ferguson, McD., 15c
- Foster, Mrs. Melita, 5c
- Holston, Jack, 25c
- Lucas, Dan, 33c
- O'Brien, Geo. F., 12c
- O'Connor, Frances, 26c
- Owens, Marvin, 27c
- Saulnier, Mrs. Margaret, 55c
- Schaffer, T. B., 6c
- Steinwinder, J. M., 3c
- Weaver, G. E., 6c

Women

- Adams, Buelah
- Alexander, Anna M.
- Ali, Mrs. Aleene
- Alker, Mrs. Annie
- Allen, Davis
- Allen, Jane
- Allen, Vere
- Allman, Edna
- Anderson, Mildred
- Anderson Sisters
- Anderson, Victoria
- Antalek, Wally
- Arnett, Jean
- Arenz, Lucie
- Arenz, Mrs. J.
- Arnold, Mae Joe
- Asia, Madam Fay
- Atkinson, Mrs. E.
- Atkinson, Mrs. Thos.
- Augustino, Mrs. Louis
- Austin, Mrs. Z.
- Avalon, Mrs. Lila
- Ayers, Mrs. C. W.
- Badger, Mrs. Harry
- Bahnseen, Mrs. Elizabeth
- Bailee, Mrs. Jack
- Bailey, Clara
- Baits, Miss Sarah
- Baker, Edna-George
- Balden, Pauline
- Balden, Pauline
- Balsch, Mrs. Matt
- Bales, Vada
- Bandry, Mrs. Valentine
- Barfield, Mrs. John
- Barber, Mrs. Pearl
- Barker, Thelma
- Barnett, Mrs. C.
- Barrier, Mrs. Ida
- Barry, Mrs. L. E.
- Barry, Ruth
- Bayles, Iris
- Bayton, Mrs. Nettie
- Beall, Mrs. A. A.
- Beall, Mrs. Hiram
- Beasley, Doris
- Redwell, Mrs. Marie
- Bell, Janieve
- Bell, Lillian
- Bender, Virginia
- Bennett, Mrs. Joseph
- Benson, Mrs. Jack
- Bernhardt, Nieta
- Berry, Mrs. Leona
- Berry, Mrs. Carroll
- Betty-John
- Biggs, Mrs. H.
- Billings, Mrs. W. H.
- Birmingham, Mrs. James L.
- Bistany, May
- Ritner, Dorothy
- Rizzell, Mrs. Eva
- Rihr, Mrs. Dewey
- Blake, Fitta Louise
- Blaine, Dorothy
- Boilin, Carol
- Bolis, Mrs. Joan
- Bortz, Zella
- Boucher, Mrs. Henry
- Bowen, Mrs. Mary
- Bradley, Billie
- Bradford, Elizabeth
- Brakeley, Pauline
- Blakeman, Ivy
- Branch, Mrs. Walla
- Brashear, Mrs. Don
- Brassaire, Mrs. Elta
- Braquiere, Mrs. Irene
- Brazell, Mrs. Eva
- Brezendine, Mrs. Elsie
- Bright, Margie
- Britton, Elizabeth
- Britton, Mrs. C. E.
- Broadbent, Betty
- Brockington, Mrs. Brooks, Mrs. Irene
- Bron, Lee
- Brooks, Miss Joe
- Brooks, Mrs. Melizia

- Brount, Mrs. Emmie
- Brow, Mrs. Eva
- Brown, Mrs. Mabel
- Irene R.
- Brown, Mrs. Helen
- Brown, Mrs. Nellie
- Bryan, Sally
- Bryant, Mrs. Florence D.
- Buchanan, Mrs. Margaret
- Buchanan, Mrs. C. T.
- Burgevin, Mrs. Germaine
- Burke, Betty
- Burke, Donna Jean
- Burke, Mrs. J. D.
- Burkert, Marguerite
- Burns, Boots
- Burns, Mrs. Edna
- Burns, Mrs. R. M.
- Bush, Jennie
- Bush, Lillian
- Butterfield, Virginia
- Butts, Mrs. Fred
- Calwaleder, Bessie
- Calvert, Elsie
- Conrad, Mrs. Bill
- Canestrella, Mrs. Jeneva
- Carey, Ruth
- Carr, Jo Ann
- Carr, Mrs. Betty
- Carter, Floello
- Case, Mrs. Betty
- Castick, Fernie
- Caswell, Mrs. Sam
- Cavan, Esther
- Cavanaugh, Mrs. Ruth Roman
- Chalmers, Ada
- Chamberlain, Lulu
- Chapman, Helen
- Christensen, Mrs. Blanche
- Clair, Bertha
- Clark, Mrs. Paul
- Clark, Pearl
- Clayburg, Shirley
- Clayton, Sonya
- Cleaverwater, Mrs. Laura
- Clond, Mrs. Gene
- Coddins, Mrs. Deloris
- Coffey, Mrs. Clementine
- (Dope Show)
- Coliers, Lois Wilson
- Colley, Mrs. James
- Collins, Mrs. Carrie
- Collins, Myra
- Conley, Mrs. Leoda
- Conner, Mrs. Margaret
- Connors, Mrs. Lynn
- Conner, Mrs. Pearl
- Conrad, Mrs. Eva
- Conrad, Mrs. Eva
- Conley, Georgia
- Cooley, Mrs. Stella
- Cooper, Helen
- Cora, Jolly
- Cornie, Mrs. Statine
- Corey, Mrs. Sylvia
- Costello, Bessie
- Costick, Fernie
- Couart, Miss Lois
- Coulter, Mrs. Margaret
- Couture, Mrs. Florence
- Coven, Noonie
- Cox, Mrs. Pearl
- (Biron)
- Coyles, Kathryn
- Craig, Mrs. Merton
- Crawford, Clelia
- Crawford, Mrs. I. B.
- Criswell, Trixie
- Crone, Roberta
- Cruse, Lula
- Cube, Joy
- Cunha, May
- Cunningham, Mrs. E. C.
- Cunningham, Mrs. John
- Davis, Mrs. Ches
- Davis, Mrs. Ida
- Dameron, Mrs. Margaret
- Darling, Helen
- Davis, Mildred
- Davis, Cora Mae
- Davis, Dorothy
- Davis, Jackie May
- Davis, Jessie
- Davis, Mildred
- Davis, Mrs. Anna
- Davis, Mrs. Graham
- Davis, Mrs. Irene
- Davis, Priscilla
- Dawson, Bertie
- Dawson, Gwen
- Day, Evelyn
- DeCamp, Clarice
- DeCisore, Jane
- DeGafferly, Marie
- DeGarro, Grace
- DeSelva, Olive
- Dean, Billy
- Dean, Mrs. Dollie
- Deard, Mrs. Frances
- DeGardi, Rita
- Dea, Delores
- Delaney, Mrs. Paul
- Delaney, Patsy
- Delorise, Dolly
- Demis, Mrs. Ethel
- Dew, Mrs. Dan
- Dickerson, Mrs. Era
- Dickerson, Mazella
- Dietz, Marie
- Dines, Mrs. Joys
- Dill, Mrs. Sam B.
- Dodge, Viola
- Dodson, Ella
- Doll, Daisy
- Dolan, Mrs. Sam
- Domer, Mrs. R. V.
- Dose, Mrs. Lillian
- Dougherty, Mrs. Mary
- Douglas, Mrs. Leota
- Drans, Helen
- Draper, Pearl
- Driga, Norma
- Dromer, Mrs. Ray
- Duprie, Helen
- DuShane, Dolores
- Dubbs, Neva
- Due, Velma
- Dukane, Josephine
- Dunfee, Mrs. Billy
- Dunfee, Mrs. Earl
- Dunning, Mrs. Florence
- Earl, Mrs. Charlotte
- Earls, Mrs. Bert
- Eaton, Nellie
- Eppert, Myrtle
- Edding, Bunny
- Edgar, Mrs. Hogan
- Edwards, Mrs. Lillian
- Eldrid, Clarie
- Else, Madam
- Eison, Iris
- Eppert, Myrtle
- English, Mrs. Roy
- Erickson, Mrs. E.
- Estridge, Mrs. Velma
- Evans, Mrs. Daniel
- Evans, Mrs. Polly
- Faldon, Hattie May
- Faraday, Mrs. Harry C.
- Farley, Bessie
- Farnsworth, Fern
- Farrington, Gladys
- Fiber, Mrs. Irene
- Fields, Mrs. Marie
- Fisher, Patricia
- Fischer, Pat
- Fisk, Vivian
- Floresque, Mrs. Naomi
- Flowers, Erma
- Floyd, Mrs. Millie
- Floyd, Mrs. Sarah
- Foltz, Bessie
- Ford, Mrs. E. I.
- Ford, Greta
- Forth, Marie
- Foster, Mrs. Melita
- Galagan, Anna
- Garner, Mrs. Elinore
- Gamer, Mrs. Jean
- Geddis, Mrs. G.
- Geisler, Berge
- Gibbons, Artoria
- Gilghman, Mrs. Earl
- Gillmore, Mayme
- Gordon, Betty
- Gordon, Elene
- Gordon, Mrs. W. O.
- Goth, Mrs. Robert
- Gould, Georgia
- Grass, Iola Louis
- Gray, Mrs. Jennie
- Graybill, Mrs. J. Victor
- Griffin, Miss Billie
- Grimes, Nellie
- Harper, Opal

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. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Hall, Mrs. D. L. (Ma)
- Hamilton, Mrs. Loarn
- Hamilton, Mrs. Ollie
- Hamilton, Mrs. Tom
- Hampton, Mrs. Jack
- Hardman, Mrs. Mabel
- Harnett, Beverly
- Harper, Sue
- Harris, Mrs. Bennie
- Harris, Mrs. Irene
- Harrison, Mrs. Pearl
- Hartley, Louise
- Hawkins, Elizabeth
- Hay, Mrs. Dock
- Hendershot, Mrs. J. B.
- Henderson, Mrs. Etta
- Henry, Mrs. Lew
- Hensen, Mrs. Peggie
- Hicks, Mrs. R. G.
- Higdon, Golda
- Higginbotham, Mrs. Agnes
- Hildreth, Kathryn
- Hill, Frances
- Hoffman, Mrs. Cleo
- Hodgini, Caroline
- Hogan, Mrs. Sandy
- Holmes, Lillie
- Hook, Clara
- Hosapffel, Dorothy
- Housmer, Mrs. Kate
- Houson, Peggy
- Howard, Virginia
- Howe, Mrs. Max
- Hubbard, Mrs. A. L.
- Hubbell, Mrs. Anna
- Hudspeth, Mrs. Elsie
- Hudspeth, Mrs. C.
- Hull, Mrs. Bert
- Humes, Marie
- Humphreys, Billie
- Hunt, Mrs. Lola
- Hunt, Myrtle
- Hunter, Mother
- Hunter, Pauline
- Huntsinger, Mrs. Meroine
- Huntsinger, Mrs. S. G.
- Irby, Mrs. J. E.
- Irene, Madam
- Irving, Mrs. Martin
- Ivey, Mrs. Grace
- Jennette, Mrs. Marion D.
- Jacque, Leona
- Johnson, Mrs. Nellie
- Jennings, Mrs. Rubye
- Johns, Elsie
- Johnson, Mrs. Eva
- Johnson, Marie
- Johnson, Mrs. R. O.
- Johnstone, Marge
- Jones, Beverly
- Jones, Mrs. Robert L.
- Joy, Dorothy
- Kadell, Mrs. Al
- Kai, Bobbie
- Karr, Lonnie
- Karr, Mrs. Dimples
- Kays, Gertrude
- Keen, Mary
- Keller, Mrs. Mary
- Kellerman, Sue
- Kelly, Grace
- Kidder, Mrs. Alberta
- Kier, Peaches
- Kieth, Mrs. Frank C.
- Kilgore, Mrs. J. D.
- King, Clara
- King, Helen
- King, Mickey
- King, Mrs. Billie
- King, Mrs. Hazel
- King, Mrs. Nellie
- Kitchen, Marie
- Knoll, Adele
- Knowles, Mrs. Erby
- Knwiton, Marion
- Krantz, Faye
- Krasinsky, Mary
- Krepp, Nita
- Kuhn, Mrs. Mary
- LaBerta, Mrs. Kitty
- LaCrosse, Dixie
- LaKarr, Annie
- LaMarr, Kitty
- LaMont, Mrs. Chas.
- LaPoint, Beatrice
- LaRue, Frenchy
- LaRue, Joan
- LaRue, Mary
- LaValler, Ardeth
- LaVan, Mrs. Marie
- LaVerne, Jean
- Ladousier, Mary
- Lafallydoore, Imilda
- Lamb, Bernice
- Lambert, Evelyn
- Jamont, June
- Lamonte, Betty or Grace
- Lamoureux, Eva
- Landaker, Mrs. M.
- Lands, Mrs. Aris
- Lang, Chrys
- Larghen, Mrs. Virgie
- Larne, Mrs. Jack
- Lathan, Mabel
- Latour, Eva
- Laurent, Mary
- Lauther, Mrs. Francis
- Lawrence, Mrs. Shirley
- Lee, Chang
- Lee, Mrs. H. L.
- Lee, Mrs. Juanita
- Lehman, Mrs. Estelle
- Leonard, Mrs. Jane
- Leonard, Miss Bobby
- Leonard, Dolly
- Leroy, Mrs. Edward
- Leslie, Edna
- Leslie, Mrs. Marion
- Levere, Babe
- Lewis, Mrs. Herman
- Lewis, Mrs. Olie
- Hoger
- Lignore, Mrs. Lila
- E.
- Lime, Mrs. Luther
- Lindly, Dot
- Lisk, Mrs. Lou
- Litts, Mrs. June
- Loewer, Marie
- Logan, Bessie
- London, Hazel
- Lorenze, Pauline
- Lovell, Ethel
- Lowande, Mrs. Nellie J.
- Loyal, Erika
- Luck, Evelyn
- Lull, Dorothy
- Lusley, Mary O.
- Lynn, Mrs. G. B.
- McBee, Mrs. Lloyd
- McCaffery, Mrs. J. C.
- McCart, Mrs. R. C.
- McCard, Mrs. Cecil
- McCormick, Gladys
- McDaniel, Mrs. D. C.
- McDaniel, Mrs. Grace
- McDonald, Mrs. Nellie
- McDorman, Mrs. William
- McDorman, Mrs. William
- McGowan, Helen
- McGowan, June
- McGregor, Mrs. Marie
- McGreevy, Miss Billie
- McGregor, Mrs. Tillie
- McGrew, Rusty
- McKeand, Boots
- McKe, Mrs. Grace
- McKernan, Jerry
- McKinley, Mrs. Joe
- McKinnon, Marion
- McLead, Eileen
- McManus, Mrs. Marie
- McMullan, Mrs. Jane
- McNoughton, Mrs. Gertrude

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

McNeal, Ann
McPeak, Mrs. Jackie
McPeak, Mrs. R. E.
McWhirter, Mrs.
Clyde Gladys
Mac, Mrs. Mabel
Mack, Mrs. Mader
Mae, Prairie
Macon, Helen
Maconey, Miss M.
Mailin, June Rose
Maire, Viola
Malloy, Eulaine
Mardias, Irene
Mark, Mrs. James
Marie, Madam
Marlowe, Queenie
Mero, Mrs.
Evelynne Lee
Marshall, Peggy
Martin, Mrs. Jack
Marzela, Madam
Mason, Catherine
Mason, Mrs.
Frankie
Mason, Miss Jackie
Mastren, Grace
Mathis, Mrs. Hazel
Max, Miss Elby
Mayes, Peggy
Maynard, Peggy
Mayne, Mrs. Donald
B.
Mayo, Millie
Meadows, Madaline
Meeker, Peggy
Melva Sisters, The
Melville, Mrs.
Bertha
Melzora, Mrs. Jane
Mercy, Mrs. Dot
Metz, Mrs. Grace
Miacabua, Madam
Micheals, Mrs.
Annie
Miller, Ethyl
Miller, Mrs. Ada
Miller, Mrs. Florence
Miller, Mrs. Joe
Miller, Mrs. Mary
Miller, Mrs. Taylor
Miller, Nancy
Milman, Bird
Mitchell, Mrs.
Annie
Mitchell, Mrs.
Blanche
Money, Betty &
Marion
Montanario,
Dorothy
Moore, Mrs. O. V.
Moore, Madam Mitt
Moseley, Barbara
Morgan, Mrs. Pearl
Morgan, Billy
Bertha
Morgan, Hila
Morgan, Kittie
Morris, Mrs. Chas.
Morris, Mrs. Ethel
Morris, Mrs. Grace
Mortley, Mrs. R. G.
Munroe, Jean
Murphy, Mrs. Avery
L.
Murphy, Mrs.
Warren
Murray, Ginger
Murray, Mrs. Betty
Murray, Mrs. R. G.
Myers, Mildred
Nagle, Mrs. Lymne
Nasser, Georgie
Nelson, Mrs. James
Nelson, Mrs. R. L.
Eula
Nero, Mrs. Roe
Nesbitt, Evelyn
Noble, Marie
Nugent, Mrs. L. J.
O'Brien, Mrs. Thos.
O'Byrne, Mrs.
Dixie
O'Nelson, Greta
O'Rourke, Patty
Oliver, Mrs. Lola
Omev, Manette
Oronah, Mary Webb
Orton, Mrs. Ruby
Owens, Dolly
Owen, Elaine
Owens, Mrs.
Virginia
Owens, Mrs. Curly
Owen Sisters
Paige, Mrs. Frances
Dale
Paize, Pat
Paize, Joan
Palador, Daisy
Palmer, Barbara
Pallison, Cynthia
Paradise, Mrs.
Jimmy
Parker, Sue
Parks, Frances
Parr, Mrs. E. S.
Perry, Helen
Parsons, Dot
Paterson, Miss
Bobbie
Patnaud, Mrs. Ruth
Patrick, Marie
Paul, Mrs. Daisy
Payne, Honey
Pennington, Mrs.
A. D.
Pentz, Mrs. Frank
Perdue, Agnes
Perry, Lennie
Peters, Marie
Pheasant, Mrs. Wm.
Philon, Mrs. Vada
Pierce, Betty
Pierce, Emma
Pike, Mrs. Pat
Pontius, Mrs. Ben
G.
Pope, Mrs. Billie
Poppas, Mrs. Harrie
Porter, Miss Thyr
Potter, Mrs. M. C.
Pratt, Mary
Presson, Mildred
Proctor, Doris Lee
Pullman, Mrs.
Dorothy
Puri, Marie
Randall, Virginia
Lee
Randolph, Shiel
Rarkins, Mrs. R.
Rattle Snake,
Princess
Rasch, Mrs. Ida
Ray, Madam Eva
Raymond, Mrs.
George
Rouced, Mrs. Sisto
Roy, Leah
Reading, Mrs. O. L.
Redhorse, Mrs.
Blanch
Reece, Flona
Reed, Helen
Reich, Mrs. Lenora

Reid, Lelah
Reide, Mrs. Gabe
Reisinger, Thad
Renfio, Mrs. Bessie
Majel
Reno, Mrs. Sylvia
Revell, Nellie
Rex, Dorothy
Ricardo, Marie
Rice, Maile
Richards, Nellie
Riggs, Mrs. Ella
Riggs, Mrs. Lillian
Rightmire, Mrs.
Frank
Riker, Hazel
Rinehart, Jackie
Ritch, Mollie
Roberts, Mrs. Boots
Roberts, Olga
Roberts, Renee
Roberts, Ruby Joe
Robey, Mrs. Billie
Robinson, Betty
Robinson, Elizabeth
Rocco, Hazel
Rock, Mary
Rocco, Mrs.
Elizabeth
Rogers, M. Letiphia
Roman, Irene
Romeo, Mrs. A. J.
Rose, Dottie
Rosendale, Gladys
Rossier, Boots
Ross, Maxine
Ross, Mrs. Caroline
Ruch, Mrs. Austin
Ruch, Mrs. Austin
Russell, Mrs. June
Ruth, Baby
Ryan, Patsy
Sager, Jane
Sahiah, Mrs.
Fatima
Salvail, Mrs. Al
(Muriel)
Sampson, Mrs.
Nanette
Sanderson, Blanche
E.
Sandlin, Jean
Saulnier, Mrs.
Peggy
Scherut, Joyce
Scott, Mrs. Nina
Scott, Mrs. Benson
Sekula, Rosa
Selby, Pat
Senior, Mrs.
Virginia
Scretton, Mrs.
Frank
Sevilla, Johnnie
Seward, Buelah
Sharp, Mrs.
Katherine Frew
Sharp, Mrs. O. H.
Shearer, Mrs.
Goldie
Shelden, Mrs.
Pauline
Shepard, Mrs. Pearl
Shepherd, Mrs.
Betty
Sherbourne, Mae
Sherwood, Anna
Shriner, Stella
Shumay, Louise
Shumway, Mrs.
Virginia
Sjestrin, Joan
Siever, Mrs. Helen
Silly, Mrs.
Mildred
Simmonds, Mrs. A.
Sims, Mrs. Buddy
Sims, Lorraine
Sims, Loretta
Sims, Mrs. Percy
Sisk, Mrs. L. C.
Siskind, Julia
Sleviski, Julia
Smith, Dorothy
Smith, Eva Lee
Smith, Mary
Smith, Mrs. Faith
Smith, Mrs. Lois
Smith, Thelma
Snodgrass, Mrs.
Mona
Snodgrass, Mrs. T.
L.
Snow, Madam
Jeanette
Snyder, Mrs. Ray
Sohn, Mrs. Alice
Sordelet, Fern
Spallo, Mrs. Ruth
Sparks, Miss Jackie
Spear, Mrs. Helen
Van Lythe
Spencer, Doris
Spoffard, Mrs.
Verne
Spofford, Mrs.
Bennie
Sprawler, Mrs. Marie
Stacey, Mrs. L. B.
Stanley, Mrs. Julia
Stanly, Daisy
Stanly, Mrs. Joyce
Stanton, Anna
Staring, Myrtle
St. Charles, Mrs.
Betty
Steele, Mrs. Ethel
E.
Stevens, Mrs. J. D.
Steward, Mrs.
Davie
Stewart, Mrs.
Louise
Stilz, Chiame
Stohlberg, Mrs.
Leora
Storm, Mrs. Emma
Stout, Florence
Street, Alice
Stirk, Cleopatra
Hurst
Stumpf, Mrs. Dolly
Sucher, Violet
Sulley, Mrs.
Bernie
Suliver, Mrs.
Peggy
Sutherland, Mrs.
Clara
Sweeney, Betty
Swain, Mrs. J.
Swearingen, Francis
Swearingen, Mrs. Dora
Swika, Alice
Swinger, Mrs. Geo.
Switzer, Miss Billie
Sylvia, Mrs. Babe
Sylvia-Chester
Tallman, Betty
Taylor, Mrs.
Charles W.
Taylor, Mrs. Margo
Taylor, Phyllis

Taylor, Sara
Telly, Miss Billy
Taylor, Vivian
Lerry, Mrs. Brownie
Tezzano, Mrs.
Francis
Thabson, Eva
Thayne, Suzette
Halcombe
Thomas, Junita
Thompson, Lois
Thompson, Vivian
Thompson, Mrs.
Beatrice
Thompson, Mrs.
Vivian
Thomas, Mrs. Bob
Thomas, Mrs. Flo
Thomas, Minnie
Thompson, Mrs.
Ruth
Thompson, Mrs.
Egypt
Thomas, Mrs. Flash
Thompson, Elizabeth
Rocco, Hazel
Rock, Mary
Rocco, Mrs.
Elizabeth
Rogers, M. Letiphia
Roman, Irene
Romeo, Mrs. A. J.
Rose, Dottie
Rosendale, Gladys
Rossier, Boots
Ross, Maxine
Ross, Mrs. Caroline
Ruch, Mrs. Austin
Ruch, Mrs. Austin
Russell, Mrs. June
Ruth, Baby
Ryan, Patsy
Sager, Jane
Sahiah, Mrs.
Fatima
Salvail, Mrs. Al
(Muriel)
Sampson, Mrs.
Nanette
Sanderson, Blanche
E.
Sandlin, Jean
Saulnier, Mrs.
Peggy
Scherut, Joyce
Scott, Mrs. Nina
Scott, Mrs. Benson
Sekula, Rosa
Selby, Pat
Senior, Mrs.
Virginia
Scretton, Mrs.
Frank
Sevilla, Johnnie
Seward, Buelah
Sharp, Mrs.
Katherine Frew
Sharp, Mrs. O. H.
Shearer, Mrs.
Goldie
Shelden, Mrs.
Pauline
Shepard, Mrs. Pearl
Shepherd, Mrs.
Betty
Sherbourne, Mae
Sherwood, Anna
Shriner, Stella
Shumay, Louise
Shumway, Mrs.
Virginia
Sjestrin, Joan
Siever, Mrs. Helen
Silly, Mrs.
Mildred
Simmonds, Mrs. A.
Sims, Mrs. Buddy
Sims, Lorraine
Sims, Loretta
Sims, Mrs. Percy
Sisk, Mrs. L. C.
Siskind, Julia
Sleviski, Julia
Smith, Dorothy
Smith, Eva Lee
Smith, Mary
Smith, Mrs. Faith
Smith, Mrs. Lois
Smith, Thelma
Snodgrass, Mrs.
Mona
Snodgrass, Mrs. T.
L.
Snow, Madam
Jeanette
Snyder, Mrs. Ray
Sohn, Mrs. Alice
Sordelet, Fern
Spallo, Mrs. Ruth
Sparks, Miss Jackie
Spear, Mrs. Helen
Van Lythe
Spencer, Doris
Spoffard, Mrs.
Verne
Spofford, Mrs.
Bennie
Sprawler, Mrs. Marie
Stacey, Mrs. L. B.
Stanley, Mrs. Julia
Stanly, Daisy
Stanly, Mrs. Joyce
Stanton, Anna
Staring, Myrtle
St. Charles, Mrs.
Betty
Steele, Mrs. Ethel
E.
Stevens, Mrs. J. D.
Steward, Mrs.
Davie
Stewart, Mrs.
Louise
Stilz, Chiame
Stohlberg, Mrs.
Leora
Storm, Mrs. Emma
Stout, Florence
Street, Alice
Stirk, Cleopatra
Hurst
Stumpf, Mrs. Dolly
Sucher, Violet
Sulley, Mrs.
Bernie
Suliver, Mrs.
Peggy
Sutherland, Mrs.
Clara
Sweeney, Betty
Swain, Mrs. J.
Swearingen, Francis
Swearingen, Mrs. Dora
Swika, Alice
Swinger, Mrs. Geo.
Switzer, Miss Billie
Sylvia, Mrs. Babe
Sylvia-Chester
Tallman, Betty
Taylor, Mrs.
Charles W.
Taylor, Mrs. Margo
Taylor, Phyllis

Watson, Mrs.
Lillian
Webb, Grace &
Frank
Webb, Mary
Weber, Mrs.
Eathrel Robinson
Webster, Mrs. Fred
Webster, Mrs. Jas.
C.
Weiseman, Mrs. L.
Weiss, Mrs. Kay
West, Aileen
West, Princess
(Colored Midget)
Whipple, Mrs.
L. H.
White, Anne
White, Clara
White Horse,
White, Mrs. Mary
Chaucina
Wilbore, Mrs.
George
Williams, Dixie
Williams, Mrs. Ed
Williams, Mrs. Irene
Williams, Mrs. Jean
Williams, Kitty
Williams, Mrs.
Betty
Willis, Betty &
Ginger
Wilson, Emily
Willis, Ginger
Pinky
Woods, Mary
Wilson, Mrs.
Dorothy
Wilson, Mrs. Sylvia
A.
Wings, Betty O.
Wise, Helen G.
Wisher, Evelynne
Whitman, Miss. H.
F.
Womack, Bertha
Woodall, Mrs. Babe
Woods, Maxine
Woodward, Mrs.
Jean
Worl, Mrs. George
Worman, Mrs. N.
C.
Worth, Mrs. Mannie
Wright, Amber
Wright, Mrs. Ella
Wright, Thelma
Wyatt, Mrs. Mabel
Wynn, Sally
Yaest, Mrs.
Princess
Younger, Edith
Yvonne & Vernon
Zarlington, Mrs.
Bonnie
Zarlington, Tenny
Belle
Zilinkas, Connie
Zrasche, Mrs. F.

Beckley, Paul &
Via
Bedwell, Roy
Beehan, Red
Beggs, Pat
Bell, Jack Corda
Bell, John O.
Bell, W. W.
Bellomo, Vincent
Bence, Bertton W.
Bender, H. (Kelly)
Bender, Harry
Benjamin, Alfred
Bennett, B. D.
Bennett, Fred
Bennett, Joe &
Bee
Bennett, Bea &
Jack
Bennett, Leon
Bentley, Edgar H.
Benson, Ben S.
Benson, Jackson
Benson, Jolly Rooe
Benson, J. R.
Benton, Carl
Berger, Harry
Berger, Jean
Berger, Seymour
Bergman, Rajah
Berridge, B.
Berry, D.
Berry, L. M.
Berry, Tom
Burk, Prof. A.
Burke, Billie
Burke, Frank
Burke, Frank
Burke, Geo.
Burke, Harry J.
Burke, S. J.
Burns, Bob Lee
Burns, Ed
Burns, Ivan
Burns, James J.
Burns, Jimmy
Burns, Jess (Red)
Burrell, Booking
Agency
Burslem, Jack
Burson, Arthur
Burt, Harry
Burto, Leon
Burton, Bob
Burton, Frank
Butler, Max
Butler, Capt. Roy
Butler, Fred
Buzbee, W. G.
Buzbard, B. F.
Byers, Jimmie W.
Byron, Amby
Caddick, Buddie
Caggan, Frank
Cain, J. L.
Cain, Wm.
Calahan, Jack
Caldwell, Dick
Caldy, J. D.
Calhoun, Harry W.
Calk, L. D.
Calvert, the
Magician
Camel, Frank
Rakey
Cameo Specialty
Co.
Cameron, Cam
Cameron, R. S.
Camod, Rex
Campbell, Andy
Campbell, Frank A.
Campbell, Frank V.
Campbell, Geo.
Campbell, Geo. H.
Campbell, H. W.
Campbell, Hort
Campbell, Keys
Campbell, Whitey
Candou, Curly
Cannon, Frank
Cannon, Johnnie
Cannon, Jerrymiah
Canter, Ralph
Cardwell, Johnnie
J.
Cardwell, Oscar
Carey, Wm. C.
Carl, Geo.
Carl, M. S.
Carll, Bud &
Helen
Carleton, George M.
Carlos, Don
Carlton, Fredie
Carmichael, Ellis
Carney, Leon
Carolina Red Birds
Carpenter, Charlie
Carr, Edwin Joe
Carrell, Leo
Carrigan, Kid
Carrington, Billie
Carrington, Carl
Carrion, Carlos &
Etta
Carroll, Crip
Carron, Ernest T.
Carwell, J. C.
Carson, George
Carson, Tommy
Carter, Edd
Carter, Mark
Carver, A. F.
Carver, Al
Carver, Freeman
Cary, John
Cass, Jack
Cass, Ray
Castle, John R.
Caswell, Sam
Cathy, Buck
Caughy, Wm.
Cavanaugh, Eddie
Cavanaugh, Jack
Cress, F. G.
Cave, Wm. J.
Cawer, F. B.
Cawly, H.
Cawley, Dock
Cedric & Arlinda
Center, Henry
Cephes, J. E.
Chamberlain, Dr.
Chambers, Timothy
Chappell, Ben
Charbino, Fred
Charest, Albert
Chastagne, Spencer
Chastagne, Gilbert
Cheeks, Ben
Chester, Harry
Chester, S. B.
Childers, Cotton
Childers, Roy & Flo
Childs, Sollie
Christ, Peter
Christner, Pete
Christner, Roy
Cincinnati Expo
Show
Cisneros, John
Cizek, Fred
Clane, Bill

Men

Aarons, Herman
Abana Brothers
Aber, Tommy
Abool, Prof.
Ackerman, Seymour
Acosta, Herbert
Adams, Babe
Adams, Budo
Adams, Frank J.
Adams, Jay
Adams, Mike Z.
Adkins, Dick
Adler, Felix
Adolph, Clarence
Agababian, V.
Agee, John R.
Aguilar, B.
Ahsner, Budd
Ails, Roscoe
Ainslee, Billy
Ainsley, Taylor
Albanese, Jimmie
Alberts, Leo
Aldrich, Wm. F.
Aldridge, A. E.
Aldrey, Sam
Aldebey, Ramon
Alexander, G. L.
Alixer, Frances
Alkin, Geo.
Allen, Charles B.
Allen, Chas.
Allen, Chickie
Allen Jr., Fred
Allen, Jos. &
Frank Campbell
Allen, J. J.
Allen, Bill &
Mickey
Allen, Joe D.
Allen, M. H.
Allen, Norman
(Al)
Allen, Paul
Allen, Ted
Allen, Wm. Victor
Allison, Jack
Allsman, Pat
Ambler, Walter
Ambrose, Robert
Almon, Bill
Alms, Ray C.
Armbrister, Ernest
Amock, James
Amos, Eddie
Anders, F. L.
Anderson & Sisters,
Benney
Anderson, Charles
Barney, Eugene
Barnhart, Earl
Barrow, Harry
Barry, Geo.
Barstow, E. M.
Bartell, Lew
Bartlett, Bon
Bartlett, L. C.
Barton Society Ch.
Bartone, Rusty
Basil & Family,
Freiner
Batson, A. E.
Batterson, Pat
Baude, C. F.
Baughman, B. J.
Bauser, Ray
Bayl, Frank
Bear, Jim
Beard, Paul
Beard, W. E.
Beard, Wade
Beasley, Carl
Beasley, Odell
Beason, Herbert
Beaton, Harry
Beatty, Clyde
Beatty, Walter
Beaver, Geo.
Beck, W. F. (Willie)
Becker, Charles
Becker, Mose
Bedell, Chuck

Blair, Tom
Blake, Hamy
Blake, Samuel
Blair, Richard
Blank, Henry
Blair, Walter
Bligh, Frank
Block, Louie
Blanchin, Larry
Blomborgs, Bill
Blue, Parky
Blyth, W.
Boardman, O. W.
Bokus, C. L.
Boehm, Joseph J.
Bogan, Bill
Bolis, Fred
Bolton, Jimmy
Bonner, Alvin
Bonner, Frank V.
Borbour, Ralph
Born, F. R.
Borris, Rodney
Borth, Jack
Bosa, Guy R.
Boswell, A.
Boswell, Freddie
Boude, G. F.
Bower, Harry
Boyd, Pete
Bowen, Roy
Bowker, Walter
Bowman, Philip
Boyer, Arthur
Bozza, Tom
Brad, Fred
Braden, Freddie
Braden, E. B.
Braden, Frank W.
Braden, J. W.
Bradley, Charles
Bradley, Squirely
Bradley, Jess
Bradshaw, Jimmie
Toronto
Brady, J. B.
Brady, Jack
Brady, P. P.
Brady, Red
Branda, Nick
Brandino, Tony
Brashear, Don
Bray, George
Breckenridge, Ed
Breese, Dale
Breeden, Tim &
Rose
Breedon, Billy
Breese, Wm.
(Billy)
Brems, Ed
Brennan, George
Brennan, Merle
Break, F. J.
Brenahan, J. E.
Brey, Harry
Brierley, Eddie
Bright, H. B.
Bright, Louis
Bright, Sam O.
Brinker, Thomas S.
Bristow, Orvil
Britt, Johnnie
Broad, Wm. L.
Broadskye, Issic
Brook, Harry
Brook, Herbert
Brodie, J. E.
Brodie, R. L.
Brophy, George
Brouner, F. H.
Brown, George
Brown, Abram
Brown, B. B.
Brown, Bill
Brown, Eddie
Brown, Evans
Brown, Everett
Brown, F. D.
Brown, Geo. E. (Dad)
Brown, Gypsy
Brown, Henry A.
Brown, J. H.
(Mess Around)
Brown, Robert
(Brownie)
Brown, Robert M.
Brownie, Cracker
Jack
Brownie, G. W.
Brownlee, Harold
Brownling, A. C.

Bruck, Bobbie
Clark, Geo. A.
Clark, H. D.
Clark, Lester
Clark, Matty
Maurice
Clark, Ralph
Clark, Robert B.
Clarke, L.
Clarke, Lester F.
Clarkson, Al
Claude, Leo
Clayson, S. J.
Clay, Wiley
Clayton, Bert
Clayton, Frank
Clayton, J. E.
Clemson, Paul
Clevenger, Augie
Clifford, Billy S.
Clifton, W. L.
Clyde, Eugene H.
Coan, Geo. F.
Cocharn, Cecil E.
Cochrane, Ben
Coody, Jim
Coffee, Lloyd T.
Cofield, Alton
Cohee, G. Rex
Cohen, Leon
Cohen, Max
Cohen, Milton
Coker, Joe
Colby, Joe
Cole, Clint
Cole, Eddie
Cole, Edward R.
Coleman, Bob
Coleman, Jake &
Leslie
Coleman, Max
Colk, Freddie
Colleano, Con
Collier, Chas.
Collier, Doc
Collier, Jack
Collins, Col.
Carleton C.
Collins, Dick
Collins, Pee Wee
Collins, Thomas
Collins, W. L.
Colorado, Fred
Colvert, Frankie &
Helen
Colvin, H. E.
Combs, Rudy
Compton, Cy
Concello, Arthur
Conger & Santo
Players
Comm, Bob
Conner, Geo.
Conner, Jack E.
Conners, Al Trio
Conners, Billy
Converse, Art
Cook, Corey
Cook, John Douglas
Cooke, C. H.
Cook's Comedians
Coolidge, Bert
Cooper, Jerry
Cooper, Jesse F.
Cooper, W. H.
Copeland, N. H.
Corbett, J. C.
Cordie, Bill
Corey, E. S.
Corey, Harry
Corey, Billy
Corn, Earl
Cornella, Chris
Cornell, Dr.
Michael A.
Cormish, Bill
Corper, Doc V. V.
Corrae, Eric
Corrye, Everett
Cortez, Blake
Cortina, Tex
Costa, Louis
Costello, Duke
Coughonour, Arthur
Courtney, A.
Courtney, John
Courtnee, Frenchie
Couture, Leo J.
Covin, Newman
Cowan, Bud
Cox, Melvin
Cox, Slim
Coy, B. E.
Cozzetti, Edward P.
Crabtree, Joe
Craft, George
Craher, Herb
Craher, H. R.
Craher, C. L.
Craib, Foyle
Craig Jr., Freddie
Craig, Melton
Cram, Mat
Cramer, Harry
Cramer, Harold
Cramer, Kenneth
Cramer, Ray
Crandal, LeRoy
Crandell, Harry F.
Crandell, L. O.
Crane, Sid
Crawford, Art
Crawford, Clarence
Crawford, F. R.
Crawford, Jack &
Pauline
Crawford, Robert P.
Crawford, Tex
Cress, Earl
Cretchers, John
Crishaw, Arvell
(Crittenden Wm.
Crosby, Billy
Crosby, Theodore N.
Crosby, F. G.
Crossman, Charles
Crotty, Francis
Crouder, Geo.
Crouzier, Billie
Crowder, Gene
Crowe, Bill
Crowley, C. C.
Crowley, W. J.
Crown, W. P.
Crunley, Jake
Cruze, Conway
Cube, Al
Cuellar, Tony
Cuff, George
Cuiley, Carl
Cunningham, Minot
Cunningham, B. C.
Cunningham, Con
Curran, Fay
Currant, Jack
Curtis, Dennis
Curtis, F.
Curtis, Gerald
Cushing, Frank
Cutler, Harry
Dabney, Tex
Dadama, Art
Dadswell, Jack
Daile, Loren

Dunlap, Dr. Ted
Dunlap, Dr. Ted E.
Dunneavy, Ed
Dunn, M. M.
Dunn, Ralph
Dunning, Fred
Dunsheth, Jimmie
Dunsmuir, J. A.
Duroc, Alfred
Dustin, Will T.
Dutler, Dud
Duval, Jack
Dyker, Bobby
Dyer, J. W.
Dannevell Troupe
Darling, Harold
Darnaby, J. A.
Darr, Glenn
Darwin the
Magician
Daughenbaugh,
Samuel E.
Dault, Albert
Davidson, Jimmie
Davis, Arthur
Davis, Berry
Davis, Bob
Davis, Ches
Davis Concessions
Davis, Ches & Dolly
Davis, Edw. J.
Davis, Geo.
Davis, Herbert
Davis, F. Paisley
Davis, Rex
Davis, Ray
Egan, Joe T.
Eger, Ed L.
Eisenman, Monroe
Elder, Charlie W.
Eliott, Buster
Elliott, Jack
Elliott, L. W.
Elliott, Ross
Ellis, Curly
Ellis, Frank
Ellis, Kirby
Ellis, Ray
Emerald, Kay
Emerson, Johnnie
Emery, Cowboy Tex
Embree, George
Emerson, J.
Emil, M. M.
Evelyn
Emmerling, Alex
Engesser, Geo.
English, C. L.
English, Harold
English, W. H.
Epstein, Wm.
Erickman, Lee
Erickson, Wm. (Big
Zuke)
Ericksen, Wm. J.
Erwin, C. H.
(Jack)
Erwin, Martin
Erwin, W. T.
Espey, Chester
Esslinger, Sam
Ester, Lester
Estricks, Tex.
Etzler, S. S.
Eugene, Bob
Evans, C. H.
Evans, Charles
Stanley
Evans, E. E.
Evans, Ed
Evans, Harry
Evans, Johnnie W.
Evans, Little Joe
Evans, Robert Lee
Evans Jr., Robert
Everett & Conway
Ewins, Roy Ray
Fabian, Warren
Fahey, Frank
Fallow, Charles E.
Faltz, Chas. Sticks
Famburri, Danny
Fanton, Joe &
Goldberg, Max
(Red)
Farrell, E. J.
Farrell, E. S.
Farrow, E. E.
Fassell, Barney
Fast, Dan
Faust, Frank L.
Faust, Jake
Faust, Ike
Feldman, Harry
Feliz, Nabor
Felizmat, Doc
Felton, Roy C.
Fendrick, Boyisie
Fennell, Dick
Ferber, Herman
Ferguson, Bobby
Ferguson, Fred
Ferguson, Jess
Ferry, Wm.
Fiber, Roxie
Fielding, Wm.
Fink, Harry
Finley, Luther
Fish, Wayne
Fisher, Charles
Fisher & Graham
Fisher, Harry
Fitch, H. H.
Fitchett, W.
Fitzmaurice, Oliver
Flanigan, Wm.
Fleming, Shorty
Flemming, Mal
Fleischman, C. G.
Fleischman, George
Fletcher, Billy
Fletcher, Bill &
Mabel
Floresque, Costica
Floyd, W. S.
Flynn, J. Francis
Flynn, Robt. W.
Fogelman, L. E.
Folden, Harley
Folk, Carl J.
Folkerson, Rube &
Flo
Fonda, Gordon
Fontaine, Carl
Fontaine, S. H.
Fontaine, Charles
Ford, Al
Ford, R. C.
Foresster, Vern
Downing, John L.
Doyle, Sam
Drager, Harold
Drum, Edw.
Drum, Barry, Wm.
DuVal, Armond
DuVell, Sonny
Duble, Chas. E.
Dudley, H. G.
Dufour, Lew
Duke, S. S.
Dulooon, Billie
Dunbar, Billie
Dunbar, Dad
Dunberry, J. (Ward)
Duncan, Claude
Dunham, H. E.
Dunham, Wm. C.
Dunkel, Harry

Frantz, Gerald
Franzlon, Fearless
Frazier, James C.
Frear, Don
Freddie, Reckless
Freedsons, Seven
Fredrick, Henry
Fresner, Willie J.
Fresner, The Great
Friedman, Abe
French, Orville
Friedman, Dr. S.
Friedmann, Milton
Friend, H. L.
Fritz, Heime
Frost, Henry C.
Frost, Ray E.
Frye, Bennie
Fuller, Ed
Fuller, Paul
Fulton, L. B.
Furlong, Joe
Gable, Marion &
Al
Gable, Ronald
Gadd, Jimmy
Gall, Louis
Gallagher, Jimmy
Galligan, J. J.
Garber, Marion
Garbor, Victor
Gardiner, Ed
Gardner, Ed
Gardner, Jack
Garfield, Bobby &
Doc
Garipey, Jeanne
Garman, Slim
Garner, Horace &
Cora
Garner, Joe H.
Garner, Robert
Garneau, Fred &
Mimi
Garrison, Bill
Gary, Gene
Gasper, Tony
Gasper, T. W.
Gateman, Vic
Gates, A. L.
Gates, J. C.
Gayer, Archie
Geehart, Johnny
Geger, Frank
Geege, Sam
Gerig, Thad H.
Gerlach, Duke or
Ray
Geroux, Billy
Gesumundo, Victor
Gibbons, Billy
Gibson, Don &
Irene
Gieger, Ward
Gifford, Wm. J.
Gifford, O. A.
Gilbert, Jack
Gilbert, N. A.
Gilbert, Pat
Gilbert, Stan
Giles, Ed
Giles, John
Giles, Vern
Gillis, H. L.
Gillen, Whitey
Gillott, Curtis G.
Gillmore, Ernest
Girard, O. C.
Giroud, Wm.
Girod, Wm. J.
Glascock, Ed
Glascock, Guy
Gleason, Artie
Gleason, Howard
Glesne, Bingo
Glider, Paul
Glosser, Ben
Gloth, Robert
Glover, Charley
Glover, Ernie
Glofey, Earl
Goerke, Herb
Goff, Newell
Goldberg, Max
Goldberg, Mickey
Goldberg, Whitey
Goldie, Harry
Goldie, Jack H.
Goldsmith, Johnny
Goldstein, Ike
Gold, Mike
Good, Stephen C.
Goodenough, Walter
Goodier, E. J.
Goodhue, Milton &
Harry
Goodman, Ray
Goodpaster, Wm.
Goodwin, Jimmie
Goguan, Bert
Gorden, Art
Gordon, Ernest
Gordon, H. M.
Gordon, Robert A.
Gordon, James
Gordon, E. P.
Gordon, Arthur J.
Gould, Eddie
Gouldsberry, Paul
Grabs, Louis
Grady, Ed
Grady, Jack
Graham, Dell
Graham, Earl
Graham, Geo.
Graham, Jack E.
Gram, Ralph A.
Grandberry, Jesse
Graves, Geo. L.
Graves, Wayne
Gray, Bruce C.
Gray, Bus
Gray Norman V.
Gray, Janning
Graybill, Maurice
Green, E.
Green, Ernest M.
Green, Harley
Green, James
Green, Lew
Green, Russell
Greenfield, Joe
Greenhalgh, Jack
Greenstreet, Allen
Gregory, Chuck
Gregory, Clyde
Gregory, L. B.
Gregory, Joe
Grew, Gerry
Grey, A. J.
Grey Jr., Jennings
Gribbins, Merle
Griebing, Otto
Griffel, Julius
Griffith, Shorty
Griffin, E. A.
Griffin, Jeff
Griffiths, D. J.
Grimes, Jack
Grinnell Midgets
Grish, John W.
Grobauer, Frank
Groffo, Miller
Gross, Denny

- Comprehensive list of names and titles, organized alphabetically by letter (A-Z). Includes names like Gross, Chas., Herdler, Wm., Jenkins, Burris, etc.

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—500% PROFIT SELLING GOLD LEAF
Letters for store windows. Free Samples.
METALLIC CO., 439 N. Clark, Chicago. tfrx

AGENTS WANTED—SELL MAGIC SHINE REMOVER.
Takes the shine out of any suit. Three samples and price list, 25c. **N. FERRIS**, 1743 Warren Blvd., Chicago, Ill.

AGENTS—VEST POCKET 25c SKILLWIN,
Three-In-One Item. Game, Souvenir, Advertisement. Men, women, children want one. Nothing like this on market. Cost 8c, sell wholesale or retail. Details free. **SKILLWIN CO.**, 418 Pokagon St., South Bend, Ind.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES; \$1.45 profit on each sale. Write for particulars and free samples. **AMERICAN MONOGRAM CO.**, Dept. 20, Dunellen, N. J. x

EXPERIENCED SUBSCRIPTION MEN wanted for all States. Attractive club national magazines. Liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. ja29x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. A-807, Chicago, Ill. x

MAKE YOUR OWN PRODUCTS—EARN AMAZING profits. Moneymaking Formulas furnished. Write at once for descriptive circular. **POPULAR MECHANICS PRESS**, M-200 East Ontario, Chicago. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. ja29x

PITCHMEN—HERE IS THE WINTER ITEM that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming. Get started on this now. Price, \$7.20 per Gross; Sample, 10c. **GOLD MEDAL PRODUCTS CO.**, 133 E. Pearl St., Cincinnati, O. fe5

RARE PHOTOS — CARTOON BOOKS, NOVELTIES, Spicy Books, Magazines. Hottest stuff. Samples assorted \$1 up. Catalog 25c. **BOX 468-B**, New Haven, Conn. fe5x

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelities, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tfrx

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe5x

WHY WORK FOR OTHERS—MAKE BIG MONEY by mail right in your own home in spare time. Details free. **CHAS. SPOONER**, 224 S. 10th St., Minneapolis, Minn. ja22

WORLD'S FASTEST DIME SELLER—OLD ENGLISH Sweet Lavender Flowers. The Great Secrets. Complete \$1.00. **HENRY**, 808 S. Third, St. Louis, Mo.

100 PROFITABLE MAIL ORDER AND LOCAL Plans. **GILBERT B. SUPPLY**, 1107 Broadway, New York. ja29

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ja29x

FOR SALE—3-LEGGED CALF, BORN WITHOUT fourth leg. If interested address **ROBERT BROWN**, R.R. 2, Casey, Ill.

AGENTS AND SALESMEN read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the
WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

FOR SALE—MERLE'S MINIATURE SOCIETY Circus. Six dogs and midget pony. America's champion wall-scaling dog. Priced reasonable. Dumont, Ia.

LION ACT, COMPLETE—5 LIONS, WELL trained. Arena, Props, Semi-Trailer Cage, Chevrolet Tractor. Cheap. Cash, Terms. **BOX 432**, Alexander City, Ala.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LIFE CYCLES—SELF MASTERY AND FATE, by Dr. Spencer Lewis, Ph.D. A new and exact system of determining your fortunate and unfortunate hours, weeks and months throughout your life. More accurate and complete than astrology. Price \$3.00. Money refunded if not entirely satisfied. **DAVID ULLERY, LTD.**, 1 Tekopple, Evansville, Ind. x

WOMEN WHO CAN SEW—WRITE ME TODAY for amazing opportunity to earn extra money without canvassing. **HARFORD**, Dept. B-166, Cincinnati, O. x

BUSINESS OPPORTUNITIES

BECOME A SURE PROMOTER — PROMOTE shows for churches, lodges, organizations, etc. No capital required. Big profits. **ANTHONY SERVICE**, 4B Everett Place, East Boston, Mass.

HAVE THAT BUSINESS YOU'VE ALWAYS craved. Establish Janitor Supply House. Profitable, repeating, continually grows with your efforts. Makes you independent financially. We start you on few dollars. Supply goods, instructions. Write quick. **MILTON MFG. CO.**, Dept. A, Drexel Bldg., Philadelphia. x

MILLIONS JOBS! — GET DOLLARS IN MAIL daily, like we do, for amazing employment information. Keep money; we fill your orders free Stamp brings details. **CO-OPERATIVE SERVICE**, Dept. H, 77 Swan, Buffalo, N. Y. x

OPERATE MAIL-ORDER BUSINESS DURING spare time. Literature free. Act today. **PEDERSON CO.**, 1609 East 5th Street, Duluth, Minn.

WORK MORNINGS—LOAF AFTERNOONS. This mail-order plan brought 376 answers in five days. Anyone can do it. Complete instructions and Plan, 25c. **UNIVERSAL**, 277, Herrin, Ill.

YOUNG MAN—AGE 30, WORTH \$40,000 IN real estate, wants a woman, 25 to 35 years of age with \$40,000 or \$50,000 cash to put into a legal, clean, meritorious proposition. Will offer first mortgage on the real estate as security. **JAS. BENNETT**, P. O. Box 448, Cincinnati, O. ja22

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BARGAINS—10 1936 ROCKOLA REGULARS, all on locations, in perfect condition, at \$90.00; \$850.00 Lot. 5 Floor Samples Electro-pop Popcorn Machines, at \$125.00; \$600.00 Lot. 2 Sweet Musics for Phonos, at \$10.95; \$20.00 Lot; Bally Eagle Eye, perfect, \$125.00. **H-B VENDING CO.**, 165 Marks Ave., Lancaster, O.

CAN USE ANY NUMBER WURLITZER 412s, only. Must be in perfect condition and appearance and priced cheap. **BOX C-416**, Billboard, Cincinnati, O.

CLOSING OUT NOVELTY GAMES—USED ONE week. Chico Derby, Silver Flash and many others. Best offer takes them. Payout Games, Delux 46, Baffle Ball, Sky High, \$6.00 each; Railroad, Multiple, Hialeah, \$12.50 each. Deposit required. **AUTOMATIC SALES**, 2470 Broadway, Toledo, O.

EXCELLENT CONDITION — BALLY CHALLENGER, Ticket, \$15.00; Hialeah, Pamco Palooka, \$12.00 each; Capehart Non-Selective, \$20.00. **C. E. SHUTE**, Lawnwood Ave., Longmeadow, Mass.

FOR SALE—6 SHORT RANGE SHOOTING GAL-leries, \$35.00; 4 Jennings Star Cigarette, \$8.00; 1 Groetchen Columbia Cigarette, \$30.00; 1 Pamco Parlay, \$12.00; 2 Preakness, \$50.00. **F. JOE ROBBINS**, Shenandoah, Ia.

GOING OUT OF BUSINESS—FOR IMMEDIATE sale: Three Bally Rolls, \$44.50; Mercury, \$27.50; Blue Blazer, \$23.50; Stormy, \$27.50; Mystic, \$23.50; Carnival, \$27.50 Round World, \$35.00; Paces Races, Serial 3802, \$99.50; four Skipper Payouts, \$15.00. Usual terms. **SHAMOKIN VENDING CO.**, Box 202, Shamokin, Pa.

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. ja29

LIBERTY BELLS, LIKE NEW, \$69.00; TURF Champs, with Slug Ejector, \$35.00; Slots, etc. 1/3 Deposit, Balance C. O. D. **PAULUS SPECIALTIES**, Manitowoc, Wis.

MAKE OFFER—NATURAL, JUMBO, ROUNDUP, Alamo, Trojan, Fortune, Speedway, Jungle Dodger, Jennings Single Jackpot. Good condition. **WESTERN AMUSEMENTS**, Farley, N. M.

PENNY, NICKEL, DIME OR QUARTER JACK-pot Machines, \$35.00 each. Machines in perfect condition. \$10.00 deposit. **O'BRIEN**, 89 Thames, Newport, R. I.

PRE-CONVENTION SALE OF GOOD, CLEAN, Used Equipment, most of which can hardly be told from new. Preakness, ticket, \$52.50; Classic, ticket, \$42.50; Carom, ticket, \$32.50; Phantom, ticket, \$32.50; Heavyweight, ticket, \$29.50; Peerless, ticket, \$12.50; Skipper, cash, \$19.50; Preakness, Cash, \$49.50; Galloping Dominoes, \$119.50; Rotary Merchandisers, serials over 5,000, \$98.50; Bally Bumpers, \$14.50; Bally Boosters, \$19.50. One-third deposit, the balance C. O. D., for immediate shipment. **MACON AMUSEMENT CO.**, 321 Mulberry St., Macon, Ga. x

REEL SPOTS, \$17.50; ROLA-SCORES, 9 FT., \$29.50; Turf Champs, \$39.50; Daval Bumper Bowlings, \$125.00; Blue Fronts, \$39.50; Jennings Chiefs, \$39.50. Slot Machines, \$10.00. Trade Games for Phonographs. Airways, \$43.50; Beamlite, \$41.50; Bumpers, Skooky in stock, Q. T. S. 5c, 10c, 1c; Advance Cigarette Machines, \$19.50; Penny Packs, \$7.50; Classics, Caroms, Air Races, Golden Wheels, All-Stars, Ball Park. Double Decks, Reel Races, Reel Dice, Dark Horse, Club House, Bumper Pok-O-Lites, \$19.50; Skippers, \$19.50; Derby Day Clocks. **LEHIGH SPECIALTY CO.**, 2nd and Green, Philadelphia, Pa. x

TEN MASTERS VENDERS AND TOYS — ONLY \$20.00. Must sell the entire route immediately. **GEO. A. BURY**, Box 245, Hamlin, Tex.

USED SCALES WANTED — ANY CONDITION. Cash paid. Will buy route. State make, condition and price. **SILENT SELLING CO.**, Marion, Ind.

WANT TO BUY AIRWAYS, PENNYPACKS, ALL kinds Counter Games. **BOYLE AMUSEMENT CO.**, 522 N.W. Third St., Oklahoma City, Okla. ja15

WANTED—USED GOLD RUSH SALEBOARD Machines. Good condition. Write lowest price, how many. **P. P. AWALT**, Rt. 1, Grass Valley, Calif.

WANTED TO TRADE—SLOTS, PACES RACES, One-Ball Payouts, Buckley and Merchantmen Diggers for Counter Machines, as follows: Fey's Skill Draw, Jennings Grand Stand and Gingers. For Sale: 50 Four-Column Stewart McGuire Gum Machines, chrome fronts, \$11.00 each. Will meet you at the show and talk about proposition over. Name time and place. **WOLVERINE MFG. CO.**, 3822 Division Ave. S., Grand Rapids, Mich. x

WILL TRADE PACES RACES AND RAYS Tracks for Late Phonographs and Fairgrounds. **UNITED AMUSEMENT CO.**, 310 S. Alamo, San Antonio, Tex.

"5/8" BALL GUM, FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe12x

12 HERSHEY 1c ROTARY VENDERS — FLOOR samples, \$4.50 each; 16 Four-Way Peanut Machines, used, \$3.50. Used Peanut, Ball Gum Machines and Arcade Equipment. Charms, Candies, Supplies. Send for bargain list. **ATLAS SALES CO.**, 6121 Lorain Ave., Cleveland, O.

327 AUTOMATIC PAYOUT PENNY MARBLE Tables. Play and pay pennies. **UNITED AMUSEMENT CO.**, 310 S. Alamo, San Antonio, Tex.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, SLIPPERS, Chorus Sets, Fur Coats, Fans, Ornaments, Street Wear. Bargains. **CONLEY**, 310 W. 47th, New York.

MUSICIAN'S SWING JACKETS—ALL COLORS, \$2.00; Tuxedo Suits, \$10.00 Flash Minstrels, Chorus Wardrobe; Tent Curtains, \$14.00. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog, free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfrx

FOR SALE—SECOND-HAND GOODS

CORN POPPERS,—GASOLINE, ALL-ELECTRICS, Rotary, Heavy Giant Aluminum Popping Kettles, Caramel Corn Equipment. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. fe12x

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Cheese Coat, Potato Chip Machines. **LONG EAKINS**, 1976 High St., Springfield, O. ja22x

FOR SALE—SECOND-HAND SHOW PROPERTY

CANDY FLOSS MACHINES—FAST, LIGHT AND compact gas machines. Best for circus. A 350-watt generator will pull one. Equipped with 1/4-horse motor. Write to **E. J. STEPHENS**, 1909 N. Broad, New Orleans, La. ja22x

FOR SALE — STAGE LIGHTING, KLIELG, 18' top section; 3 5-Foot Sections Disappearing Foot Lights; 1 Dimmer Unit, 3 wire, 4,000 watts. **THE SCHNEIDER PRINTING COMPANY**, Palmyra, Pa.

HIGH SCHOOL HORSES AND CIRCUS EQUIP-ment. **CIRCUS**, General Delivery, Mason City, Ia.

HELP WANTED

BLACKFACE — SINGS AND PLAYS STRINGS. Must know acts and bits. Week changes. State all. **MED SHOW**, 103 S. Main, Tulsa, Okla.

EXPERIENCED PHONOGRAPH MECHANIC — Only first-class man need apply. State salary expected first letter. **RICHARD JOHNSON AMUSEMENT CO.**, 28 Morris, Charleston, S. C.

EXPERIENCED RELIABLE SINGLE MAN — Solicit banners, beat snare, do comedy. Salary, commission. Permanent. Modern equipment. Sleep, eat on lot. Write **TALKIE VAUDEVILLE TENT SHOW**, Box 22, Lavernia, Tex.

GIRL WHO CAN PLAY VIOLIN, ACCORDION or Piano. Prefer one that can sing and read lines. Good amateur considered. Willing to travel. **HOWARD BROS.**, 2678 Ocean Ave., Brooklyn, N. Y.

MEDICINE MEN, ATTENTION! — SELL PAN-Tone. Old established reliable Southern company offers liberal proposition to hustlers. Protected territories open for responsible agents. Write **PAN-AMERICAN DRUG COMPANY**, Jacksonville, Fla.

WANTED—TWO STROLLERS FOR NITE CLUB. Must cut it. Weeders, boozers, gripers lay off. State salary for six nights. **CITY CLUB**, Carroll, Ia.

WANTED—MED PERFORMERS ALL LINES; Teams, Singles. Play own music. Salary sure. Write or wire **CHIEF GREY FOX**, General Delivery, Lancaster, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. ja15

MAGIC, MENTALISM, SPIRITISM, CHARTS— Handwriting, Palmistry. Readers' Supplies. Catalogue 10c. **S. W. REILLY CO.**, 59 E. Long St., Columbus, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy, and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free. ja22

VENTRILQUIST FIGURES—24-PAGE ILLU-strated Catalog, 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. ja29

MISCELLANEOUS

BEAUTIFUL WRIST WATCHES IN THE VERY Latest Styles—American and Swiss at real bargain prices. New or rebuilt as low as \$3.00 up. Write at once to **J. FLIGELMAN**, 5 S. Wabash Ave., Chicago.

GOLF CLUBS—BANKRUPT STOCK. REGULATION Size, Chromium Plated, Right Hand Irons. Five Club Matched Set, \$2.50. Used everywhere. **LINCOLN SURPLUS**, 516 Chestnut, Freeport, Ill.

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Prints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. fe5x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE-weight professional enlargements and 8 guaranteed never-fade perfect tne prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2x2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. **MARKS & FULLER, INC.**, Dept BC-11, Rochester, N. Y. ja29x

M. P. ACCESSORIES & FILMS

BETTER FILMS SHIPPED FOR SCREENING— Free trials on Portable Sound Projectors. **WESTERN FILM SUPPLY CO.**, 1018 S. Wabash Ave., Chicago.

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. fe5x

MOVIE ROADSHOW BARGAINS—35MM. PORTABLE Sound Equipments. Choice of Universal, Weber or DeVry, complete and guaranteed, \$189.50. Other Supplies at low prices. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600 Broadway, New York fe5

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. fe5

TALKIES — SMASHED PRICES. SPECIALS. Westerns. Week's rental, \$5.00. Sound Equipment, \$150.00. Silent Films, Equipment, Lists. **ENTERPRISES**, 828 Chestnut, Hagerstown, Md.

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. ja29

35M.M. (SILENT) PORTABLE ACME—READY and complete to operate, \$50.00. 1/2 cash, balance C. O. D. **JOHN ARCHETTI**, 26 Lowell, Lawrence, Mass.

PARTNERS WANTED

PARTNER WANTED FOR SMALL CIRCUS— 3 Trucks up or will sell 28 Rig Outfit. Cal-tiope, Cages, Trailers, Seats. No canvas. **WHITMARSH**, Archer, Mont.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. ja29

BEAUTIFUL BANNERS, DYE DROPS, SCENERY, Tavern Paintings. Finest work, lowest prices. Order now. Send dimensions for estimate. **ENKEBOLL STUDIOS**, Omaha, Neb.

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ja15

TENTS—SECOND-HAND

14x21, \$15.00; 14x23, \$20.00; 20x30, WHITE, \$25.00; 20x30, Khaki, \$35.00; 30x50, \$50.00; 40x60, Round Khaki, used two weeks, \$225.00; 30x80, Round Khaki, 40x80s, 40x100s and 12x12s. Sidewall, Poles, etc. What do you want? **SMITH TENTS**, Auburn, N. Y. ja15x

THEATRICAL PRINTING

BETTER WINDOW CARDS FOR LESS MONEY— That's our whole story. Cards for all occasions, \$3.00 per hundred. **TRIBUNE PRESS**, Fowleg, Ind.

LETTERHEADS—HAMMERMILL 20-LB. BOND. 8 1/2x11; 1,000, \$2.95; 2,500, \$6.25 5,000, \$10.50. New modern type, quality work. **KAYS PRESS**, Gladwin, Mich.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

100 FULL SIZE LETTERHEADS, 50 NOTEHEADS, 100 Envelopes, printed on fine Bond Paper, \$1.00. **LACKAWANNA PRINT**, Box 52, Lackawanna, N. Y. ja29

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00; Date Changes, 25c each. **"DOC" ANGEL**, Ex-Trouper, Leavittsburg, O.

1000 BUSINESS CARDS, \$1.00, POSTPAID. 6-line copy. Satisfaction guaranteed. Rush orders specialty. **P. O. BOX 1391**, Albuquerque, N. M.

Show Family Album



A FORMER talker and now a well-known carnival general agent recently elected fourth vice-president of the Pacific Coast Showmen's Association is shown here as he appeared when he was with the Original Mantell's Marionettes. He is seated in the rear of this gas buggy of the vintage of 1907. His name is Al Fisher, intimately known to scores of showfolk as "Big Hat Al." At the wheel is Harry Betts, who retired from show business a number of years ago and now resides in Everett, Wash. Photo was taken in Luna Park, Seattle.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED TO BUY

HOLMES EDUCATOR PROJECTOR COMPLETE. Advise at once. Give serial number and price. **TAYLOR BROS.' SHOW**, Troy, Tenn.

WANT TO BUY—PORTABLE SKATING RINK. Must be in good condition. Write details. **AMERICO MARIOTTI**, McComas, W. Va.

WANTED TO BUY FOR CASH—1 USED HAM-mond Electric Organ, 1 6-Octave Upright Midget Piano, 1 Tenor Saxophone, standard make; 1 Alto. **CITY CLUB**, Carroll, Ia.

WANTED—ABOUT 500 PAIRS OF CHICAGO Roller Skates, fibre or wood. Must be in good condition. Rent or purchase. **YOUNG**, 407 Wellington Ave., Cranston, R. I. x

WILL BUY FOR CASH—ANY QUANTITY AND make of Arcade Equipment. Write, giving full details. **GERBER AND GLASS**, 914 Diversey, Chicago. fe5

WILL BUY SEEBURG RAYLITE RIFLES—STATE quantity and price. Write **PEERLESS DISTRIBUTING CO.**, 901 E. 42d St., Kansas City, Mo. x

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 35c).
Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY—Top Mounter for Hand to Hand and Ground Tumbler. Also do Trampoline Bed Work and Flying Act and Teeter Board Act. Can do doubles, triples, backs. Have been with Escalante Return Act. I would like to join some act or troupe. Join at once. **BILLY STAN BEDELL**, 23 Second St., Norwich, Conn. ja15

AT LIBERTY AGENTS AND MANAGERS

AGENT-MANAGER — HIGH Class Lecturer. Handle any attraction and lecture on any subject. Two years Century Progress, Chicago, one year San Diego Fair, one year Dallas Fair. Know English language and how to use it. Appearance, reliable. **BOX-C-418**, Billboard, Cincinnati, O.

ADVANCE AGENT—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary, reliable. **BOX 335**, Billboard, Chicago.

PARK, RESORT, Theater and Ballroom Promoter. Manager, Exploitationist of national distinction available for 1938 connection. Age 40. Twenty-five years' experience. Only bona fide ventures will be considered. **A. J. S.**, 282 S. Main St., Wilkes-Barre, Pa. fe5

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY — ULTRA TEN-PIECE DANCE Band and Charming Girl Singer. Play soft commercial music for hotels and plenty of swing for ballrooms. Vocal Trio. Put on our own Novelty Floor Shows. Union, young and reliable. No drunks. Wire or write. **GEORGE SOURA**, P. O. Box 852, Kingston, N. Y. ja22

AT LIBERTY — MUSICAL ACES. 4-PIECE Novelty Swing Combo. Union. Each man doubling. Will augment if necessary. Played the better spots in East. Have P.-A. System. Complete library, wardrobe. On location but desire a change. Willing to travel anywhere. Address **ART PERLMAN**, New Canaan, Conn. ja22

ORGANIZED UNIFORMED CIRCUS BAND— That can deliver the goods anywhere. Complete library. **J. C. KOFRON**, 229 Madison St., San Antonio, Tex.

AT LIBERTY JANUARY 15 — Six-Piece Dance Band. Three saxes, trumpet, piano and drums. Radio and floor show experience. Well organized, free to travel. **BUDDY SILVER'S ORCHESTRA**, Clover Club Inn, Middletown, N. Y. ja15

FINE SIX-PIECE BAND for Night Club. Uniforms, up-to-date library and will cut or else. Will augment if necessary. Only reliable bookers or managers answer. **HARRY COLLINS**, 2824 Dodge St., Omaha, Neb. ja15

NATIONALLY KNOWN 10-Piece Band—5 Vocal-ists, Glee Club, Novelties, Special Arrangements. Available February 1. For information write or wire **BOX C-420**, Billboard, Cincinnati. ja22

SNAPPY 5-PIECE UNION BAND—Can be aug-mented. Two members sing. Just concluded Boston club engagement. Have public address system, uniforms, etc. This band also transposes for shows. Band plays smooth as well as swing. Average age 26. Good instrumentation, versatility. Leader also novelty player due to height, 4' 6". Reliable bookers take notice. Contracts expected. Please send full details in first communication. Either write or wire. **DON J. DIMARE**, 695 E. Fourth St., South Boston, Mass. ja22

8-PIECE SWING BAND—Fine library, wardrobe, transportation. Just finished long engagement. Radio and floor show experience. Organized three years. **BOX C-419**, Billboard, Cincinnati. ja22

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—YOUNG HUMAN CANNONBALL Actor. State best offer. **LLOYD DUGGINS**, Mauckport, Ind.

AT LIBERTY COLORED PEOPLE

LADY PIANISTE — EXPERIENCED, READ, fake and transpose. Can sing. Reliable. Prefer location. **LILLIAN DAVENPORT**, General Delivery, Burlington, Ia.

AT LIBERTY MAGICIANS

AT LIBERTY — STARTING JANUARY 9. Lu'Basz, Austrian Magician, presenting Streamlined Magic. Work single or double. Travel or locate. Publicity blind-fold drive. Write or wire at once. **LU'BASZ, MAGICIAN**, 2936 Milwaukee Ave., Chicago, Ill.

FEATURE MENTAL ACT—Mindreading, Crystal, Magic. Theaters, night club, hotel attraction. Oriental presentation. Private readings. Salary for act, percentage on readings. **PRINCE YOSE**, The Billboard, Cincinnati, O. ja15

AT LIBERTY MISCELLANEOUS

ELECTRICIAN—35 years old, white, single, 180 pounds and 5 ft. 10 in. tall, desires position with some well organized outfit. Understands all phases of electricity, including transformers and portable power plants. Was former chief electrician of a large manufacturing concern for a number of years. Can master any mechanical or electrical emergency that may arise. Also taught electricity in Chicago school system. **JOSEPH KOMM**, 223 W. 115 St., Chicago, Ill.

AT LIBERTY M. P. OPERATORS

MOVING PICTURE MACHINE OPERATOR wants job. Willing worker and will devote time to employer's interest. Reference. **ERNEST MANNY**, care Grand Theatre, Trumann, Ark.

AT LIBERTY MUSICIANS

A-1 DRUMMER - VIBRAPHONE—THOROUGH-ly experienced dance, floor shows, dinner music. Union, sober, dependable. Wish reliable, steady location. **CLIFFORD OSSLER**, Hotel Gannott, La Crosse, Wis. ja15

A-1 LADY TRUMPET PLAYER—EXPERIENCED all lines. Location only. **BOX C-397**, cars Billboard, Cincinnati, O.

ALTO OR TENOR SAX, CLARINET — READ, take off, tone. Transpose on tenor. Prefer club or hotel location. **RAY LEE**, 16 N. Adams St., Mason City, Ia. ja22

AT LIBERTY—A-1 CLARINET DOUBLING SAX and Oboe. Have public-address system. **BILL GABBARD**, Glasgow, Ky. ja15

DIRECTOR—BAND, ORCHESTRA. MODERN, well experienced radio, theatre, ballroom, Union, arrange, references, married, sober, reliable. **MUSICIAN**, 723 1/2 Bellinger St., Eau Claire, Wis.

DRUMMER—YOUNG, MODERN, NON-UNION, at liberty after January 31. Eleven years' dance and floor show experience. Flashy equipment. Like connections with small swing band, location. Must be steady. Write **LEW THIELE**, 5860 Wells Ave., St. Louis, Mo.

FLUTIST — THEATRE EXPERIENCED. ALL matters considered. Need employment badly. **BOX C-408**, Billboard, Cincinnati, O.

GIRL SOUSAPHONIST OR DRUMMER — EX-perienced both vaudeville and dance bands. Join anywhere. Write or wire **BETTY WILSON**, 3416 Morrell Ave., Kansas City, Mo.

MODERN TROMBONE — SINGER, ARRANGER. Union. Name bands. Write **BOX C-410**, care Billboard, Cincinnati. ja15

MODERN STRING BASS—HAVE CAR. PREFER East. Union. Will come at once if reliable job. **TED COOK**, 15 Cornell St., Schenectady, N. Y.

ORGANIST AT LIBERTY JANUARY SIXTH— Swing or sweet. DANNY DANIEL, 515 N. W. 20th St., Oklahoma City, Okla. ja15

RHYTHM GUITARIST (SIX STRING)—AGE 20, union. Will go anywhere, play anywhere. EMIL PUNTILLO, 4832 25th Ave., Kenosha, Wis. ja15

STRING BASE - ARRANGER — HAVE SERIOUSLY studied. Union. Age 20. RALPH CONNOR, 139 Union Ave., Saratoga, N. Y. ja15

STRING BASS, SOUSAPHONE — EXPERIENCED in all lines. Absolute satisfaction or no notice. BOB WEBB, 309 Cleveland Ave., Hamilton, O. ja15

TENOR SAX-CLARINET—UNION, DANCE EXPERIENCE. Will travel. CHAS. BOTTS, General Delivery, Minneapolis, Minn. ja15

TROMBONE—READ, GOOD RANGE AND TAKE OFF. Reliable bands write or wire. DUTCH MUEHLEMAN, 408 Magruder St., Cumberland, Md. ja15

TROMBONIST—AGE 21. EXPERIENCED BOTH large and small combo. Read, go, team excellently. Large, open tone, range. At present and for past six months with large band. Desire change. Must give full notice. State all. Don't misrepresent. D. H. JOHNSON, Broadview Hotel, Oklahoma City, Okla. ja15

TROMBONIST — TROUPER. DON'T USE liquor. BING HARRIS, Lamar Hotel, San Antonio, Tex. ja15

TRUMPET, 26. READ, TAKE-OFF; 11 YEARS' experience. JACK MORGAN, 356 East Blvd., Pontiac, Mich. ja15

TRUMPET — READ, JAM, ETC. YOUNG, UNION, experienced, reliable. Prefer location in South. Job must pay off. Write EMIT SPINKS, 1027 Alston, Ft. Worth, Tex. ja15

TRUMPET — FIRST OR SECOND. YOUNG, sings, union. References, neat appearance. State all. MUSICIAN, Box 324, Quaker City, O. ja15

TRUMPET — CONSIDERABLE EXPERIENCE. Read, fine tone, 21, reliable, willing to work. L. DILLENBECK, Morrison, Ill. ja15

ACCORDIONIST — Double Piano, Sing. Neat, young, reliable, single, sober. Would like to join reliable show or orchestra. Good reader, transposer. Experience on stage and radio. JACK MANNING, 3915 Benton St., N. W., Washington, D. C. ja22

ACCORDIONIST—Single, sober, experienced. Will go anywhere. Available immediately. Neat. Had own orchestra two years. Songwriter, testimonials, age 26. Will consider anything. IRVING SIEGEL, Marshfield, Wis. ja22

AT LIBERTY JAN. 3RD—Six-String Guitar Man doubling Violin and Trumpet. Prefer location. CLARENCE NELSON, Yankton, S. D. ja22

BASS MAN—Both Horn and Fiddle. Read and jam. Fine tone, age 27, sober, reliable. Been with some fine bands. Can recommend Trumpet Man. Take off, range, tone. BOB BEATTIE, 528 Ellis, Augusta, Ga. ja22

LEADER-MUSICAL DIRECTOR—Vaudeville Unit, Musical Guest Conductor. Modern, well experienced, formerly Loew's, etc. MUSICIAN, 436 Crown St., Brooklyn, N. Y. SLocum 6-9787. ja22

Expert Views 1938 Optimistically

By GEORGE A. BRANDENBURG

(Reprinted From Editor & Publisher)

PRICES of principal world raw materials appear to have "turned the corner" in middle November, according to Harland A. Allen, Chicago economist, who distinguished himself in 1930 by forecasting the precise bottom of such prices (at 60 per cent of 1926) in the big depression—two years ahead of the fact. He predicts a bright outlook for business in the year 1938.

"Both spot prices (Moody Index) and prices of commodities for future delivery have given us what looks like a real recovery opportunity," declared Mr. Allen in an interview with Editor & Publisher. He pointed to eight weeks of relative firmness after eight months of decline.

"This firmness," he said, "came at almost precisely the spot one would have picked as a foundation for renewed recovery—just about 10 per cent under the world level which prevailed for many months prior to the speculative orgy of late 1936."

At a time when other evidences of business trends are conflicting, Mr. Allen rates firming commodity prices as doubly significant, pointing to them as a reflection of business opinion as expressed in dollars and cents; and as the one assurance which business most needs today—assurance against further inventory losses.

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

STRING BASS—Age 25, all essentials swing band. Help arrange. Anywhere south. Good instrument. SAM ROWE, General Delivery, South Bend, Ind. ja22

TENOR SAX-CLARINET—Wants with unit. Wife plays Tenor Clarinet and does line. MUSICIAN, 413 Lexington Ave., Aspinwall, Pa. ja22

TROMBONIST—Desires change. Sober, reliable, experienced, read anything, union, age 23. Must have week's notice. FRANK BIANCHI, 49 Plummer St., Oil City, Pa. ja22

TRUMPET PLAYER—Leader or Sideman. Prefer large show. Plenty all-round experience. Reliable propositions only. Best of references. Join immediately. BOX C-422, Billboard, Cincinnati, O. ja22

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS for 1938 — Parks, Fairs and Celebrations, covering United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. ja29

BALLOONISTS AND AIR-

plane Parachute Jumpers. One unit in Southeast. Contact THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. ja29

CHARLES LA CROIX (in Person) — Original Outstanding Novelty Trapeze Act. A high-class feature act. Available for indoor circus engagement, bazaars, etc. Very attractive equipment, etc. Special large advertising posters free. Price for act reasonable. CHARLES LA CROIX, 602 Calhoun St., care Dreier Drug Co., Ft. Wayne, Ind. ja29

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, Ohio. ja29

AT LIBERTY

PIANO PLAYERS

PIANIST-ARRANGER — ALL QUALIFICATIONS. Arrange for any combination, any style. Prefer large band; consider small band if good, modern. MUSICIAN, Yates Hotel, Sioux City, Ia. ja29

GIRL SWING PIANIST — Young, experienced, union, transposer, take off, read. Accept location, salary. NOLA BOYD, Route 8, Box 42, San Antonio, Tex. ja29

YOUNG MAN—Desires location. Preferably small club. Go anywhere, consider all. Allow short time forwarding. Write fully. BOX C-421, care Billboard, Cincinnati. ja29

AT LIBERTY

VAUDEVILLE ARTISTS

GENE FORD'S PLAYBOY

Revue—(Female Impersonators). Clever entertainers. Beautiful wardrobe. Nite clubs and theatres interested contact GENE FORD, Alpine Hotel, St. Louis, Mo. ja29

AT LIBERTY—Comedy Singing and Talking Team. Man, Irish and Black; Woman, Straights and Characters. Put on acts. Sober, reliable, experienced. Plenty changes. Have car and trailer. State salary. F. & M. VARDELL, Gen. Del., Blytheville, Ark. ja15

AT LIBERTY — Gussie Flamme, doing Singing, Dancing, Talking Specialties, changing 10 nights. A-1 in acts. Lady; always reliable. Need ticket. Middle aged. Med. rep. vaudeville. Address: 41 W. Rich St., Columbus, O. ja15

AT LIBERTY — The Musical Autons. Change Hokum and Musical Acts. Strong for two weeks. Using cornet, slide, saxophone, piano, auto, accordion, violin, one-string fiddle and other novelties. Lady plays fair piano. Can join on wire. WM. AUTON, General Delivery, Jonesboro, Ark. ja15

COWBOY ENTERTAINER — Sings, plays Tenor Guitar, Bass, also excellent Sign Painter. Write or wire RAMBLIN RED ROSS, Gen. Del., San Antonio, Tex. ja15

NOVELTY MUSICAL ACT—Featuring 7 Specialties, such as Playing 3 Clarinets at same time, Saxophone and Clarinet at same time, etc. Ten years stage experience. Young, good appearance. BOX 836, Billboard, 1564 Broadway, N. Y. ja22

PUNCH AND JUDY—Refined, different and talented. De Luxe cabinet and figures. Expert manipulation. For Theatres, Productions, Clubs, Special Advertising, etc. CALVERT, care Billboard, 1564 Broadway, New York. fe5

STROLLING ACCORDIONIST—For Cabaret. Also do clever musical act. Young, good appearance. Plenty stage and cabaret experience. Prefer New York or vicinity. State all in first. Don't misrepresent. BOX 837, Billboard, 1564 Broadway, New York. ja22

TEAM—Man does Black and Character Comedy. Also produce. Wife, Straight and Characters. Change for two weeks in comedy talking and singing doubles. Plenty good, modern wardrobe. Strictly sober and reliable. Have car and house trailer. At liberty on account of show closing. JAKE J. ROSE, Swansea, S. C. ja22

LETTER LIST

(Continued from page 36)

Tarr, W. B. Trevallion, Fred
Taylor, Ab. Triebel, Herbert
Taylor, Andrew Tripp, George
Taylor, Billy True, John L.
Taylor, Jimmy Trueblood, D. F.
Taylor, K. Ferris Truedale, S. Don
Taylor, George Dock
Taylor, Olden Tubbs, Eddie
Taylor, Ray E. Tuller, Joseph
Taylor, Raymond Turner, W. R.
Taylor, Gene Novelty Co. Turner, Chas. V.
Teet Bros. Circus Turner, Joe Show
Temple of Knowledge Tutthill, Donald L.
Terhune, Terry Tyler, Tom
Tervay, Tubby Tyree's Custard
Terrell, Billy Udell, Triplets
Terrors, Nick Uclar, Bab & Joe
Terry, Don Underwood, Howard
Teter, Lucky Underwood, Julius
Texas Kid Shows United Show of
Thielen, Michael Vada, Prince
Thirman, Morris Valentine, Eddie
Thomas, Ernest Van Ame, Pete
Thomas, Chas. W. Vaiker, Eddy
Thomas, Clarence Valenqno, Geo.
Thomas, Fats Van Campen, Harry
Thomas, Fred Van, H.
Thomas, George Van Dyck, Walter
Thomas, Hudson Van Horn, Robert
Thomas, James A. Van Sibly
Thomas, Kenneth Van Sickle, Roy J.
Thomas, Lester Vann, Dan
Thomas, Nick Vann, Eddie
Thomas, Roy & Roy Vargar, O. J.
Thompson, Alvin Varnell, Dutch
Thompson, B. W. Varnell, Chloek
Thompson, Ephron Webb, E. H.
Thompson, Herb Vaughn, D. L.
Thompson, Jos. C. Vector, Van
Thompson, Leo Venning, Donald
Thompson, Pete Veraze, Pedro
Thompson, S. W. Verdon, Mark
Thompson, Zack Vernon, Buddy
Thornburg, C. M. Vestal, Reggie
Thornton, Alan Victor-Victoria
Thornton, T. J. Videto, Kenny
Tierney, Ed & Family Vierra, Albert
Tierney, Frank Vincent, Montine
Tierney, James A. Vinton & Bulmer
Tindell, D. B. Vire, W. H.
Tindell, Hal Vizes Family
Tipton, Clarence Eddy O. Vogstad, George
Tirk, Billy Voise, Harold
Tisdale, Herbert Volera, Stan
Todd, K. W. Volstead, George
Todd, A. H. Vollmer, Tom
Tomaine, Al Voltaggio, Morris
Tomson, Harold Wade, Gurney L.
Tomson, Hugh Tex Wade, Ralph L.
Townsend, Geo. Wadsworth, F. W.
Treat, James L. Wagner, Frank
Triebel, Chas. & (Blacky)
Traugott, Dave Wagoner, Harry L.
Traveling Athletic Wakefield, Frank L.
Travis, James Arena Waldner, R. C.
Travor the Magician Waldrop, Bob
Traxler, Lawrence Walker, Carl
Tremaine, Paul Walker, Everett
Trent, Russell Walker, Fritz

Walker, Garnet
Walker, Karl
Walker, M. R.
Walker, Mickey
Walker, Shorty
Walker, Sweetie
Wallace, Al
Wallace, Bert
Wallace, Frank
Walsh, Herbert
Walters, Joe
Walton, Lou
Wana, Pony, Chief
Wanko, Miller
Ward, B. W.
Ward Jr., Robt. &
Ward, Julienne
Ward, Setzer
Warner, Guy
Warner, Harry S.
Warner, R. H.
Warner, Roy E.
Warren, Harry
Warren, Jazz
Warren, S. B.
Warren, W. A.
Washburn, Huck
Waters, Benne
Waters, Muddy
Watson, Chief
Watson, Red
Watson, P. R.
Watson, Philip
Watts, Harry
Watts, P. E.
Waugb, Ralph
Wayne Indian
Weaver, Buck
Weaver, Ed
Webb, Joe B.
Webb, Johnnie
Webb, Boston
Webb, E. H.
Webb, Frank H.
Webb, Harry D.
Webb, Johnny
Webb, Kivny
Webb, Owen
Webber, Herbie
Weber, Johnnie
Weber, Lee
Webster, Pat
Weddle, Henry
Weeks, Gene
Weeks, Gerald
Weeks, Joe
Weems, Bert
Weaver, G. E.
Weidmann, Thos. F.
Weidner, John
Weidner, Rupert
Welliver, Col.
Wells, Macon E.
Wells, Albert
Wells, Earl
Wells, Jack J.
Wells, James F.
Wells, Morris
Wells, Wm. S.
Wells & Powell
Welsh, George P.
Wenick, Moorris
Wentworth, W. L.
Wenzel, Paul
Werrill, Fred
Werthan, Ed
West, Noel Leon
West, Vernon
Western, Geo.
Western, J. W.

Wolfe, W. C.
Wolitz, Earl
Wood, F. M.
Woodall, Billy
Woods, Clarence
Woodward, Ed Red
Woolars, Robert
Womack, D.
Woods, Byron
Woods, Charles
Woods, Claude
Working Village
Worl, Geo. Tex.
World, George
Worman, Nat
Wortham, Jack
Worthington, Slim
Wright, Chas. & Grace
Wright, Creston
Wright, Fred W.
Wright, H. L.
Wright, Hershel
Wright, John
Wright, Phil
Wright, Wm. N.
Wyatt, Lee
Wyatt, W. G.
Wynegar, H. L.
Wynn, Earl
Yacopi Troupe
Yacobis Acrobatic
Yogi, Albert Troupe
Young, Charles W.
Young, George W.
Young, Harry
Young, S. D.
Young, Toby
Zacchini, Hugh &
Zano, Richard Mario
Zarate, Lugo
Zazzara, Frank
Zea, James
Zeidman, Al Abie
Zimmer, Joe
Zimmerman, Harry
Zimmerman, Whitney
Zisk, Frank Whitney
Zouary, R. J.
Zuko Magician
Zullman, Emery
Lee, Mildred
Leslie, Jean
Lewis, Mrs. R. E.
Luciano, Alda
Mack, Ellen
Marine, Dolores
Martin, Nona
McAllister, Marie
McGowan, Helen
McKean, Pat
McNeeley, Vicky
Moran, Mrs. Geo.
Moretta, Betty
Murray, Grace
North, Agnes
Norton, Dixie
O'Hara, Poppy
Oleski, Irene Parker
O'Neil, Margot
Owen, Elaine
Petit, Mrs. Thos. (Eliz. R.)
Phillips, Jerry
Pover, Margaret
Weiss, Mrs. Kay
White, Alma
Whitefeather, Marie
Williams, Hazel
Wilson, Ruth
Wolter, Mrs. Carlo
Woods, Pauline
Wright, Jeanette
Wright, Mrs. R. W.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.

Parcel Post

Keller, Mrs. L. C. 4c

Women

Anderson, Frances
Anna, Miss
Arden, Helen
Balogh, Renee
Barbara's Pets, Lady
Bard, Nellie
Bartlett, Dorothy
Beasley, Thelma
Belcher, Mary
Bilski, Anna
Blanchard, Polly
Bonita, Belle
Booth, Nina
Booth, Ruthie
Bradley, Vi
Brennan, Eileen
Brown, Mae
Butler, Ann Mae
Cherno, Olga
Chester, Helen
Chester, Sylvia & Hazel
Covall, Ann
Crosby, Helen
Day, Dilly
Dean, Amber
Ballon, Mrs. E.
De Vere, Jerre
Dexter, Gladys J.
Dodd, Dorothy
Dooley, Catherine
Doria, B. L.
Dow, Sunita
Eskew, Dolly
Eskew, Mrs. E.
Ferry, Mrs. E.
Florence, Alma
Ford, Carmen
Fox, Jeanne
Franks, Jessie J.
Genearo, Tonia
Gibb, Mrs. John
Harvey, Helen
Hayes, Honey
Heydolf, Erika
Hilton Sisters (Twins)
Hoffman, Mrs. Cleo
Honey Family
Howard, Kitty
Howard, Lea
Hudson, Irene
Huff, Tiny
Hyde, Vaughn
Ingle, Viola
Iskowitz, Anne
Jackson, Mary
Julie, Loretta
Kalama, Melba
Kalmowitz, Lily
Kane, Ruby
Kassow, Blanche
Kennedy, Alice
Kennedy, Ethel
King, Mickey
Kingsley, Beth
Kingsley, Pat
La France, Josie
La Mae, Trixie
La Mont, Lorrie
La Toure, Jeanne
Lane, Anne
Larochelle, Marion
Lawrence, Mrs.
Lise, Lee (Vi)
Leclair, Marceau
Lee, Annabelle
Lee, Audrey
Lee, June
Lee, Stephanie (Magic)

Men

Alexander, Emil
Alexander Troupe
Allen, Harry
Allen, Will H.
Alvis, Ray C.
Amok, James
Anderson, Norman
Anderson, Ralph
Annis, B. R.
Anthony, Bumpy
Applebaum, John
Arley, Gene
Arone, Frank
Asbury, Wm.
Averill, Geo. R.
Baker, Teddy
Barbee, R. S.
Barlow & Benter
Bassett & Bailey
Baugh, Harry
Begley, Eddie
Benny, Joe
Borden, Art
Bernard, Nat
Bishopford, Percy
Bishop, Lou
Bistany, Leo
Black, Dan
Black, E. R.
Blair, Harry
Boden, Art
Bragdon, Jack P.
Bresnahan, T. J.
Brewer, R. R.
Brown, Alan
Brown, C. K.
Brown, Evans
Bulger, Harry
Burke, Geo.
Burns, Boots
Cahn, L. Harvey
Campfield, Arthur
Carley, Pete
Carr, Peter
Casey, Jack Thos.
Cattier, Harry
Cauthorn, Johnnie
Christy, C. W.
Clements, Eddie
Codons, Lalo
Cody, Clifford
Eugene
Cole, Eddie
Cornican, James
Costello, Geo.
Costello, Maurice
Crandell, Harry
Cronin, Billy
Crump, Clifford
Cursey, Singh
Cuscheri, Bennie
Bassett & Bailey
Dale, Sinde
D'Andrea, Bobby
Dault, Al
Davidson, Dudley
Davies, Eddie (Broadway)
Davis, Chas. (Bimbo)
Davis, Manning
Delmaro, Jos.
Delmont, Eddie
Demis, Edw.
Denniker, Paul
Diderot, Mickey
Doss, Jimmy (Doc)
Dow, Ting Gee
Dubois, Ernie
Dun, Bois, Wilfred
Dunn, Harry
Dunn, Dave
Dunn, Tiny
Dustin, Will S.
Duthers, Lou
Eakin, Jas. Harold
Edwards, R. M. "Dick"
Ehman, Mal
Elliott, John (Baritone)
End, Joe
d'Errico, Ralph
Esmonde, Mr. and
Mrs. Jack
Ezienburgh, A. E.
Farmer Jr., Wm.
Farrell, Edw.
Fay, M.
Fegan, Earl
Genoves, N.
Gentry, Frank (Dog & Pony)
George, Wm.
Gill, Frank
Giroud, Clarence
Giroud, W. J.
Goodrich, Bert
Goody, Raymond
Gordon, Buster
Gordon, Frankie & Eddie
Gramlich, Charles
Greenberg, Oscar
Buddy
Griffin, Harry H.
Guice, Walter
Halle, The (R. C.)
Hamilton, Al
Hamilton, Clyde
Hamilton, Lew
Hamilton, Wm.
Hammond, Earl
Harper, J. H.
Harrington, James
Hart, Don
Hauser, Albert L.
Hayes, Brady
Heiman, Wm.
Henricks, Wm.
Hennessy, Wm.
Herrero, Billy
Hewitt, James J.
Hill, Geo. B.
Himmel, S.
Hirsch, Leo
Horner, Tommie
Hughes, Alan & Emily
Hunter, Chick
Hurd, Geo.
Hutchinson, Chas.
Hyland, Jack
Skates
Jahn, F. Carl
Jerome, Paul
Jewell, W.
Johnson, Geo. (Elephant)
Johnstone, Clarence
Kaulaoh, Jack
Keady, Harvey
Kelly, Bob & Julia
Kelly, Jack & Bernice
Kenyon, Cal
Kernan, Walter (Forbes)
Kernan, W. J.
Kerr, Bob
King, Kenn
King, Peter F.
Kline, Dock
Knoblauch, J.
Duthers, Lou
Eakin, Jas. Harold
Knowlton, Jack
Koenig, Martin
La Fleur, Joseph
La Payne, Jack
La Torre, Chas.
La Valle, Horace
La Vine, Mike & Mae
Labrun & Carroll
Labader, Labassen
Landick, Olin
Lane, Lya
Langen, Wm.
Larson, Fred
Lawrence, Billy
Lawson Jr., E. J.
Layman, Forrest
Leck, Thomas
Lee, Carroll
Lee, Dutch
Lee, Ralph
Livingston
Le Roy, Chas.
Lehr, Raynor
Leland, Fred
Lester, Harry & Fedah
Lewis, Abe
Lewis, James
Lewis, Joe
Lilie, Frank
Lines, Arthur
Linton, Jim
Lockwood, Geo.
Lombard, Norman
Lopez, Pedro
Lyle, Frederick
Lyons, Bayne
Mack, Joey
Maddy, Herbert S.
Manning, Ross
Markee, Vince
Markey, Wm.
Martin, Harry
McBausman, Wm. K.
McCaughy, W. F.
McCormack, M. G.
McCoy, Paul H.
McGe, Jimmie
McKay & La Valle
McLaughlin, Kenneth (Boston)
Meekin, Dave
Mexican Yodeling
Miller, Mr. & Mrs. B.
Miller, Mr. & Mrs. Wm.
Miller, S.
Mills, Duke
Mills, Thomas
Milton, Frank
Michel, John
Mitchell, Wando
Mohammed, Ambarck
Mohammed, H. Ben
Montgomery, Marshall
Moore, E. S.
Morency, Percy
Moreno, Prof.
Morrow, Mrs. & Mrs. J. D.
Morton, Frank
Moser, Wm.
Mostyn, M. A.
Mull, Johnny
Murphy, R. Lee
See LETTER LIST on page 61

George W. Smith Appointed Manager Barnes - Sells - Floto

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

Mr. Smith put the blacksmith shop in operation, with Red Forbes in charge, and it was stated that the paint shop would open January 10, with Dan Parker in charge. Asked as to probable changes in staff and personnel, Mr. Smith stated that there was no intention to make any drastic changes.

Jack Joyce is breaking stock and Mabel Stark is working with cat group. Bob Thornton, who has been equestrian di-

rector of show for many years, is working at quarters.

Mr. Cronin will be around quarters for a while and will acquaint Mr. Smith with details and show equipment. As to his plans, Mr. Cronin hadn't anything to say. He has very efficiently managed the show for several years.

Parker & Watts To Feature Horse-Drawn Street Spec

EMPORIA, Kan., Jan. 8.—Ira M. Watts and Charles Parker, owners of Parker & Watts Circus, are planning one of the largest and most gorgeous street parades (horse-drawn) that has ever been seen on a motorized show. They are purchasing new wardrobe and trappings; cages will be wood-carved, with plenty of gold leaf, and there will be calliopes, four bands and three other musical sections in the street spec. Counting privately owned stock, show will have close to 75 head of horses, mules and ponies in parade, in addition to many other innovations.

Hazel King, horse trainer, has arrived at quarters here and she, James O'Dell and Blackie Bowman are breaking new acts.

H-W Receives 21 Thorobred Horses

PERU, Ind., Jan. 8.—Hagenbeck-Walace Circus has received 21 thorobred high-school horses for training at quarters here.

Frank B. Miller, horse trainer, formerly with Ringling-Barnum and other shows, now under contract with H-W, bought the horses in Mexico, Mo. He states they are from widely known strains, including Stonewall Jackson, Peavine and McClellan. They all are practically the same weight and height. Twelve are black.

Coxey Wintering At Sarasota, Fla.

SARASOTA, Fla., Jan. 8.—A frequent visitor at Ringling-Barnum quarters here during recent weeks has been Willard D. Coxey, 75-year-old "Poet of the Berkshires." He was one of the first Ringling press agents to be hired from outside the family fold. He joined the show in 1891.

"I knew the Ringlings would go far but I didn't dream they'd come to this," Coxey told reporters in comparing the first Ringling quarters that he visited in Baraboo with the 700-acre Sarasota tract.

Coxey left Ringling for Barnum & Bailey in the early 1900s and wound up his circus press career in 1920 with Sells-Floto. After that he entered the theatrical field, handling press for the Shuberts and Daniel Frohman. He also handled several American tours for Harry Lauder.

Sentenced to a winter in Florida for his health, Coxey decided on Sarasota, because "it's good to be around a circus again."

Gracie Orton Under Knife

JAMESTOWN, N. D., Jan. 8.—Gracie Orton, of the team Aerial Ortons, underwent an appendicitis operation New Year's Day. She is doing nicely and expects to work again in two months. The Ortons recently closed with the United Indoor Circus.

Dusch Again With Lewis

JACKSON, Mich., Jan. 8.—John F. Dusch will again be band leader with Lewis Bros.' Circus. Will have 16 men, including an air calliope player, and new uniforms.

Jobers Have House Believed To Be Smallest

BRIDGEPORT, Conn., Jan. 8.—What is believed to be the smallest house in America was nearing completion in Waterford, Conn., this week, and its occupants will be two famous midgets, Major Stanley Jober and wife, Princess Nellie Way Jober. House measures 10 by 20 feet and contains a combination reception and living room, a combination kitchen and dining room and one bedroom. The furniture throughout is of miniature design, although there are several normal-sized chairs in the living room for guests.

Heretofore the Jobers have lived in a trailer in which they annually toured the country.

Braden Back in States; Dunn Hurt by Elephant

SARASOTA, Fla., Jan. 8.—Frank Braden, Ringling-Barnum press representative, arrived in New York aboard the liner Rex last week after a European pleasure tour. He plans to come to Sarasota in the near future.

Robert Dunn, elephant trainer, was trampled by a bull at quarters last week. He was removed to Halton Hospital, where X-ray disclosed several broken ribs, a cracked pelvis bone and other injuries. He is resting as comfortably as may be expected.

A souvenir guide to the quarters, first of its kind to appear here, has gone on sale at the quarters and on local news stands. Text is by Ned Roberts, *The Billboard* correspondent here.

Fred DeWolfe arrived here and assumed his new duties with the big show's auditing department.

All shops opened last week and activity is in full swing.

Jessop Leaves for Meets of Tent Mfrs.

CHICAGO, Jan. 8.—S. T. Jessop, president of the National Tent and Awning Manufacturers' Association, left here this week for an extended trip thru the southern half of the United States to conduct area meetings throughout that territory and to visit circus quarters in the interest of his own firm, the United States Tent and Awning Company.

Of importance in the 1938 program for the association, according to Jessop, is the adoption by the industry of fair trade practices working thru the United States Department of Commerce, Bureau of Standards. A requirement of all manufacturers under this set-up will be the tagging of finished products as well as an invoice certifying the materials used. This, Jessop said, will eliminate any substitution of materials after an order is placed.

IABP&B Locals Elect

CLEVELAND, Jan. 8.—The following officers were recently installed at a meeting of the Billers' Alliance, No. 46: Gregory Broschide, president; Leslie Stine, vice-president; Charles Silber, treasurer; Michael Soloman, secretary; James Blankinsop, trustee; Pete Wallace, business agent.

DETROIT, Jan. 8.—Officers of Local No. 94 for this year are John Corano, president; Roy Van Gieson Jr., vice-president; William F. Hines, secretary-treasurer; Michael Noch, business agent; Turner Perry, Charles Mitchell, John Loveland, trustees.



PEGGY (MARSHALL) FORSTALL was re-elected president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. "Poocher" is mascot of the club.

Mills Opens 18th Season

Program not up to usual standard — advance sale heavy—1,500 at luncheon

LONDON, Dec. 23.—Bertram Mills' Olympia Circus, the 18th consecutive season, opened here yesterday. As per his usual custom, Bertram Mills invited 1,500 guests, comprising members of Royalty and the Peerage, journalists and public notabilities to a splendid luncheon which preceded the show. A notable absentee was the veteran Lord Lonsdale, England's popular sporting peer, who could not attend owing to illness. Lord Snell, chairman of the London County Council, presided in his place and presented every femme performer with a bouquet of flowers. The Right Honorable the Lord Mayor of London officially opened the show, which runs to January 27. Advance sale is very heavy.

The current show falls a little short in standard of that set by previous programs and there are several strictly vaude acts that do not appear to such good advantage in the arena as on a stage.

The three American entries in the lineup are Flying Behees, Bob Matthews and "King Tuffy" and Emmett Kelly.

Working for the first time together, Clayton Behee and Rose Sullivan, both late of the Flying Codonas, and Everett White, catcher from the Concellos, form a great act under name of the Flying Behees. Their clean-cut and daring flying and casting feats are highly sensational, and Miss Sullivan's two and a half somersault, ending in a feet catch by White, gets the loudest applause in the show.

Matthews presents "King Tuffy," a docile lion which walks a tight rope. It's a novel act and the animal is exceedingly well trained. Feature is given a peculiar spot immediately following a group of lions presented by Priscilla Kayes, an English girl, who puts her charges thru their paces in efficient manner.

Emmett Kelly leads the group of clowns. Has a novel angle, confining his clowning entirely among the patrons. Works unobtrusively in a funny "hobo" make-up and gets plenty of laughs.

Koringa Principal Attraction

Principal attraction is Koringa, a young girl fakir, who mesmerises crocodiles and pythons, walks on sharp-edged

(See MILLS OPEN on page 43)

Bench Bentum Denies

PHILADELPHIA, Jan. 8.—John W. Berry was credited in *The Billboard* of January 8 with the information that Bench Bentum, diving act, would be with Berry Bros.' Circus the coming season. Miss Bentum denies this. "The statement is false," she says, "as I have never had any communication with Mr. Berry in reference to booking my act. I am positively not booked with anyone."

Robertson Named Barnes Treasurer

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

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

Accompanying him to the West Coast was his wife, Eva, who served as secretary to Sam W. Gumpertz during his term as general manager of R-B.

Newman To Pilot Cole Bros.' Show

CHICAGO, Jan. 8.—J. D. Newman, who announced his resignation from the Al G. Barnes and Sells-Floto Circus last week, becomes general agent for the Cole Bros.' Circus, according to a statement from him today.

Newman said he will have with him many of those who worked for him under the banner of the old Sells-Floto show. Announcement of opening date for Cole Bros. in the Stadium here next spring will be made in a few days, Newman stated.

Benson Sails for Germany

NEW YORK, Jan. 8.—John T. Benson, operator of the noted wild animal farm in Nashua, N. H., sailed this week aboard the S. S. Hamburg for Germany, where he is shipping 85 mules. Plans to be back in this country around February 1 with a consignment of menagerie exhibits for the Ringling-Barnum Circus.

Saints, Sinners Annual Show At Richmond Attended by 340

RICHMOND, Va., Jan. 8.—In a setting representing a circus tent and showgrounds, members of the W. W. Workman Tent, Circus Saints and Sinners' Club of America, and other members of the CSSCA, frolicked night of December 30 at Westwood Supper Club in the annual show staged for their wives, daughters and friends. About 340 were in attendance.

Realism was given to the setting for the festivities by paraphernalia borrowed from Max Linderman's World of Mirth Shows, wintering here. A typical main entrance to the "big top" was set up at entrance to the building. All performers were professionals. They came from the National Theater and from shows connected with the carnival. Gilman Brown, showman, was the Barker. Preceding the show, supper was served, and gifts were distributed to the women.

There were guests from the New York, Norfolk and Petersburg Tents of the or-

ganization and others from points around Richmond.

Among those in attendance were Mayor J. Fulmer Bright of Richmond, Congressman Dave T. Satterfield Jr., Col. Robert Barton; Rennie Arnold, president Petersburg Tent; Jack Collins, president Consolvo Tent, Norfolk; Jack Callum, Frank O'Brien, Fritz Sitterding, Dr. Skeeter Jennings, John C. Goode, Charles A. Somma, F. E. Rose, Charles Biting, Joe Kass, Jack Lyons, Heinie Leibbert, F. H. Mundia, Clarence T. Riddick, Ches Goldston, W. T. Homburg and Frank A. Biley.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.

SHRINE WINTER CIRCUS

DIRECTION OF ORRIN DAVENPORT

PLAYING
CHICAGO, ILL.
LANSING, MICH.
GRAND RAPIDS, MICH.
DETROIT, MICH.
CLEVELAND, OHIO
ROCHESTER, NEW YORK
ROCKFORD, ILL.

DAVENPORT-HODGINI TROUPE

BAREBACK RIDERS OF DISTINCTION

ROSE

JOE

DOROTHY

JOE, JR.

ETTA

FREDDIE

MICKEY

TOMMIE

PRESENTED BY ORRIN DAVENPORT

TERRELL and DOLLY

JACOBS

NEW AND DIFFERENT

WILD ANIMAL ACTS

CYSE O'DELL

AND HER
SKY HIGH
ENDURANCE
EXHIBITION

HOOT GIBSON

*Greatest Western Star of All Times and
a Champion Cowboy of the World*

AND HIS GREAT

CONGRESS OF ROUGH RIDERS

APPEARING IN THESE
GREAT SHRINE WINTER CIRCUSES

WILLIAM HAMILTON—PERSONAL REP.

CHEERFUL & BESSIE

Gardner

•
STILL HANDLING TONS
AND TONS OF
ELEPHANTS

•
*WE ORIGINATE
OTHERS IMITATE*

THE GREAT

MAGYAR TROUPE

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

Permanent Address

Care ALVAREZ, 1560 BROADWAY, NEW YORK

RINGLING BROS.-BARNUM & BAILEY

MENAGE AND HIGH JUMPING HORSES

AND

HAGENBECK-WALLACE
ELEPHANTS

FRED BRADNA

Equestrian Director

ELLA BRADNA

The Act Beautiful

NAIDA and PEREZ

Beauty, Poise and Strength

THE PERCH ACT SUPREME

FEDERICO AND HERMA

CANESTRELLI

Unsupported Ladder Feats

BOOKED SOLID ALL WINTER

THE WALLEENDA TROUPE

SENSATIONAL HIGH WIRE ACT

PERMANENT ADDRESS
SARASOTA, FLORIDA

THE CONCELLOS

FLYING COMETS—FLYING ARTONYS

*WORLD'S GREATEST
TRAPEZE ARTISTS*

Direction
ART CONCELLO

801 W. Locust St.

Bloomington, Ill.

SHOW TENTS
AND TRAILER CANOPIES
Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.



With the
Circus Fans

By THE RINGMASTER

President Secretary
MELVIN D. HILDRETH W. M. BUCKINGHAM
716 Evans Bldg., Thames Bank,
Washington, D. C. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 8.—Members of James E. Cooper Top, Washington, D. C., arranged a reception for Sir Cedric Hardwicke, president of the CFA of Great Britain, evening of January 3. He appeared in that city as star of *Shadow and Substance*. After performance they adjourned to home of Drew Pearson in Georgetown, where, with members of the President's Cabinet, headed by Secretary of the Treasury Morgenthau; representatives of the embassies, members of Congress and others prominent in the official life of Washington, Sir Cedric was entertained at a buffet supper. He spoke highly of the work of the CFA of America. He also was entertained at a luncheon at the Zoo given by Dr. William Mann, director, and chairman of Cooper Top.

Charles (Elephant) Davis and Gil Conlinn, of Bluch Landolf Tent, Hartford, Conn., are wondering how many Fans caught their broadcast over Station WTIC, Hartford, on Hobby House program December 28. Davis brought out many interesting facts about elephants, and Conlinn told of the fun and ex-

perience he gets out of being an amateur clown. Circus atmosphere was added to the broadcast by President Bill Montague, who loaned the studio a calliope record.

Sverre O. Braathen and wife, Madison, Wis., spent Christmas visiting with friends at Shrine Circus in Chicago. On arrival Friday afternoon they were met by the Antaleks and attended rehearsal that night, taking in four more performances before they returned home. On Sunday night they were dinner guests at the home of Bonnie and Gloria Hunt. Among other Fans who caught show were John R. Shepard, Chicago; W. H. Hohenadel and son, Walter, of Rochelle, accompanied by E. L. Williams and Charles Bennett, of Chicago; Fred Schlotzhauer, of Oquawka, and other members of John L. Davenport Tent.

Col. William Sneed, Chicago, spent holidays at home in Henderson, Ky., and on his return stopped over in Evansville for a visit with Karl K. Knecht.

Norwich, Conn., the home of National Secretary W. M. Buckingham, once called the "Rose of New England" by Henry Ward Beecher, has now received a new title; the "Christmas City of Connecticut," on account of its beautiful and lavish holiday decorations.

Claude Elder, State chairman, Missoula, Mont., writes that he put on a series of 15-minute broadcasts at holiday time, winding up with program from his circus room, giving story of CFA and various relics in his museum. Elder's daughter, Lauretta, is a student at St. Mary's, South Bend, Ind., and was entertained by Fan Stephenson, of *The News-Times*. She visited her parents during holidays.

TIGHTS
OPERA HOSE
KOHAN MFG. CO., 290 Taaffe Pl., Brooklyn, N. Y.

PHOTO POST CARDS
Quality Reproductions
Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.
100, \$2.25; 250, \$4.65; 500, \$7.90; 1,000, \$14.25.
Send 50% Cash with Order, Bal. C. O. D. Originals returned unharmed. SATISFACTION GUARANTEED.
8x10 Lobby Photos, Special, Now 12 for \$2.25, D. W. Stock. Get our prices on any size from Miniatures up to 40x60 Blowups.
SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.
ORCAJO PHOTO ART, 301 Keowee St., DAYTON, O.

Make It a Successful Season
For Your Front or Wagons you will get the utmost in appearance and durability
if you demand the genuine
HASTINGS GOLD LEAF
HASTINGS & COMPANY, EST. 1850 PHILADELPHIA AND CHICAGO

UNITED STATES TENT AND AWNING CO.
S. T. JESSOP, Pres. GEO. JOHNSON, V. P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street, Chicago, Ill.

AMERICA'S LARGEST INDOOR CIRCUS
ST. LOUIS POLICE CIRCUS
— APRIL 25 TO MAY 8 —
TWO WEEKS
SIDNEY BELMONT
Producer
304 FULLERTON BLDG., ST. LOUIS, MO.

WANTED
ACTS FOR SCANDINAVIA
TWELVE WEEKS GUARANTEED.
Sensational High Diving Act (single or group) with own tank—Flying Return acts. Can also use a few more sensational Outdoor Attractions. COMMUNICATE IMMEDIATELY.
FRED FREDDIN, BROWNE & FREDDIN, 253 W. 47th Street, New York City.

WANTED
For Cole Bros.-Clyde Beatty Circus
BILLPOSTERS and BILLERS
Address J. D. NEWMAN, General Agent, Rochester, Indiana.

FOR SALE OR LEASE
For Coming Tent Season—Title, Robbins Bros.' Circus.
D. S. ROBBINS, Owner
P. O. Box 55 Poughkeepsie, N. Y.

Omaha Date Good For Carter Bros.

OMAHA, Jan. 8.—Carter Bros.' Circus closed its engagement at City Auditorium here, under American Legion, December 30, business being good. Madison, Wis.; Cedar Rapids and Davenport, Ia.; Peoria, Ill., and Columbus, O., dates will follow. Show is expected to be on road till date of Cole Bros.' Circus at Chicago Stadium. On Christmas Eve Nick Carter and Harold Voise played host to the company, giving a luncheon and dance in ballroom at Castle Hotel. More than 30 were present. Manchel was emcee. Carter and Voise had Christmas dinner served for the workingmen.

Matlock Gives New Year's Eve Show at San Gabriel

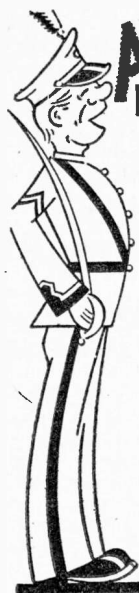
SAN GABRIEL, Calif., Jan. 8.—Skinny Matlock's show gave a special New Year's Eve performance at Mission Theater here, booked by Manager Louis. House was sold out. Bertha Matlock opened with swinging ladder number, followed by Fred Foster's ponies; Joe and Bebe Siegrist, double traps; Fay Avalon and Bertha Matlock, tight wire; Foster's dogs; Fay Walcott and Fay Avalon, revolving ladder; Foster's football pony; Bertha Matlock, cloud swing; Babe Thomasson, trapeze; Fay Avalon, Fay Walcott and Bertha Matlock, comedy knockabout act; Frank Chicarella, Australian whip-cracking and knife-throwing acts, assisted by Fay Walcott and Fay Avalon; Joe and Bebe Siegrist and Orval Linderman, a flying return. Former musicians of Escalante Circus furnished the music. Matlock was equestrian director. After the show Manager Louis gave a party, which was followed by another at Matlock's home.

WPA Closes Run at Ridgewood; Biz Poor

NEW YORK, Jan. 8.—The WPA Federal Theater Project's circus closed its series of week-end runs at Ridgewood Grove Stadium January 4. Biz thruout engagement was the poorest the show has had since its inception 118 weeks ago. With plenty of billing, newspaper publicity and ample distribution of school tickets and perfect functioning of sections of the advance department, no excuses are being offered for the poor attendance. It was just one of those things, they didn't come. William Newton was a visitor again last week. Accompanying him were Joe Hughes, of George Hamid office, and Max Linderman, of World of Mirth Shows, reports Wendell J. Goodwin.

MORE BARGAINS

60x80 Oblong Round End Three-Piece Top, Top and Wall \$667.00
60x120 Oblong Round End Five-Piece Top, Top and Wall 325.00
60x130 Oblong Round End Five-Piece Top, Top and Wall 825.00
60x200 Oblong Round End Six-Piece Top, Top and Wall 1130.00
And Many Other Bargains.
WRITE - WIRE - PHONE
BAKER - LOCKWOOD
17th and Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE



ATTEN-SHUN!
PRINTING PRICES HIT NEW LOW

2-COLOR PRINTING AT LESS THAN 1-COLOR COST

Circus Heralds, Show Fliers, Handbills, Dodgers, Circulars, Pamphlets and Booklets are printed at less than half the cost, in half the time by MAIL-O-GRAPH, a new exclusive printing process that puts more "punch" into your advertising pieces and tells your story rapidly and accurately. MAIL-O-GRAPH gives you 2-color printing at less than you pay regularly for plain black printing. Date and stand imprinted on each advertising piece at no extra cost. We give prompt delivery because we know what it means to have your dodgers and handbills in town on time for distribution. For samples and information, write, wire or phone
STAR COURIER CO.
Dept. B-5
KEWANEE, ILL.

SHO-KANVAS
TENTS
By MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

SPECIAL BARGAINS
For Immediate Disposal
New 20x30—20x40—30x50 TENTS AND WALL.
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring **JAPINO**
Sacred Black Elephant.
January 15-16-22-23-29-30, Bronx Coliseum, 177th Street, New York City.

FOR SALE
COMPLETE MOTORIZED CIRCUS
Seven Trucks, Trained Animal Act, 6 Trained Ponies, Lions, Kangaroos, Tigers, Bears, Wolves, Coyotes, Light Plant, complete, ready to go, for liquidation, \$5,000.00 cash. Circus could not be replaced for from \$12,000 to \$15,000. Must be sold this week. For information write or wire
U. S. PRINTING & ENGRAVING CO.,
1640 Central, Kansas City, Mo.
P. S.—Pay your wires.

BLUCH LANDOLF
MAKES ALL KINDS OF GYMNASIO RIGGINGS AND CLOWN PROPS
THE RIGHT WAY
Years of Experience.
468 East Hazelwood Ave., Rahway, N. J.

SPANGLES
JEWELS, TRIMMINGS, ACCESSORIES
Most Complete Assortment of COSTUME FABRICS.
Write For Samples
DAZIAN'S, Inc.
144 W. 44th St. New York, N.Y.

Under the Marquee

By CIRCUS SOLLY

JOE SHORT, clown, who has been in New York, has returned to Detroit.

GEORGE W. CRAVEN, drummer, is in Moden band at Washington, D. C.

WILLIAM MISSELBECK, advance agent, is wintering at Keene, N. H.

JOE BAKER has been appearing over Station KEEN, Seattle. States he has a new promotion.

When **ARTHUR HOPPER** was at Hot Springs, Ark., he provided some wild game to the troupers there.

CLIFF McDOUGALL is arranging for showings on West Coast of *Sun Up*, the Lucille LaVerne starring vehicle.

S. B. RUSSELL advises that he will be with Parker & Watts Circus, billposting and driving truck.

THE KLINES (Elmer and Elvira), who were at Toyland in Lansing, Mich., five weeks, will be at auto shows this and next month.

J. A. E. OAKHAM (Rex Allen) is now at Cole Bros.' quarters. Shortly after his arrival he received word of death of his mother-in-law at Dallas.

NEVER ARGUE unless a dollar is involved.

JIMMIE DeCOBB, after closing with the big tops, is back in vaude and at night clubs, presenting his contortion act.

FLOYD HARVEY, circus electrician, is at home in Des Moines, Ia., for the winter. Is with a motor freight company.

JACK MORAN spent Christmas with Bertha Bert at her home in Birmingham, Ala. The former is now with Art Lewis Shows and latter is still nursing in hospital.

THOMAS HAYDEN, clown cop, past two seasons with Conroy Bros.' Show, will be with Parker & Watts Circus, working come-in and doing revolving ladder.

SHEELAR TROUPE had a successful season, closing at San Antonio Elks' Thrill Circus. Is spending remainder of winter at Aransas Pass, Tex., fishing and rehearsing.

JESSE HENDERSON'S trained dogs and monkeys were at Hoosier Department Store, Richmond, Ind., from December 13 to 24. Henderson will play some school dates for PTA and clubs.

MABEL STARK pens that she has signed a contract for her book, *Hold That Tiger*, to be published. Gertrude Orr is co-author. Book will contain about 125 photos.

DOROTHY HILBERT, who has been at General Hospital, Salt Lake City, Utah, for 18 months, is improving to such an extent that she may be able to use crutches soon. Wants to thank friends who remembered her on Christmas.

BECAUSE YOU are a hot-shot promoter doesn't imply that you are a showman.

IT HAS BEEN necessary to postpone the luncheon of Dexter Fellows Tent, Circus Saints and Sinners, in New York January 12 owing to the illness of Warden E. Lawes, who was to have been the Fall Guy.

RAY WATERS states that Baby Maxine Bailey fell while practicing Japanese slack-wire act with her trainer and injured her ankle. Is expected to be back soon with her partners, Janie Walters and Gene Rogers.

FRANK B. HUBIN, of Atlantic City, acted as Santa Claus at annual Christmas party of Odd Fellows' lodges. He will be in the march at Trenton when A. Harry Moore is inaugurated as governor of New Jersey.

THE HODGINIS (Ted, Joe and Caroline) were held over for a week at Oasis night club, Joplin, Mo., after playing a 10-day engagement. Robert Gordon Snyder, fancy rope spinner, was an added attraction.

BILLY PAPE, of Pape and Conchita, perch act with the Barnes show past season, spent holidays at his home in Virginia. Conchita visited her mother in Florida. Team has reunited and went to New York to fill vaude engagements.

A **NEW YEAR'S** party was given in honor of Albert White, white-face clown, past three seasons with Downie Bros.' Circus, by his sister and brother-in-law, Mr. and Mrs. Henry D. Kallins, of Baltimore. Forty-three were present.

THERE WILL be plenty of business in 1938 for the showman who goes out and digs it up. The day is passed when you can set a tent in a cornfield and expect the people to flock in.

ROBERT HODGE, of Hodge and Hodge, aerialists, who has been in show business 38 years, mostly with mud organizations, has been ill for some time at Griffithville, Ark. Letters from friends will be appreciated.

FIELDING GRAHAM, of Chase & Son Circus, bought a pure white (Albino) Liberty horse and five head of ponies and midget mules from Fred Wilmot. Ponies and mules will be trained for a mixed drill team.

HARRY COVEY is manager of Wells Lunch in Chicago, and Allison Whitaker, formerly with Haag Bros.' Circus, is there as waiter. Harry Hammond, of Russell show, visited on way to Peru, Ind.

JOE SIEGRIST lays claim to being the first flying return act to work this year. Act went on at five minutes after midnight New Year's Eve at a special circus performance presented by M. S. Matlock at Mission Theater, San Gabriel, Calif.

W. RAY, of Pittsburgh, a billposter and biller for 35 years and still going, writes: "How many of those today can take a handle and brush and set it in the good old way before they had the select bore that we now have and get the use out of it?"

SIX AVALONS spent holidays at their home in Detroit. Their prize-winning Russian wolfhound, "Mickelhoff," died Christmas Day of acute indigestion and was buried in canine cemetery, that city. Worked in the Avalon act in vaude for eight years.

JESS ADKINS says the small circuses should be encouraged. Small shows develop bosses who in time fill the gaps on a big show's staff.

SAM DOCK, manager of Silver Bros.' Circus; Ed Davison, Benny Price, Minor Cummings and Jimmie Shade are at quarters of show at Petersburg, Va. Dock recently played a few dates around that city with his trained dogs and ponies. Ed Snyder, pit-show manager, is stopping at the YMCA.

ERNIE (UPSIDE DOWN) WHITE, of Chattanooga, Tenn., states that Commissioner Bob Cook and Circus Fan Dyches are very much interested in zoo for Warner Park there. Last spring they started with two monkeys and now have several cage animals and many rare specimens of birds.

MRS. FAYE OVERTON, former actress and widow of Harry Overton, circus agent, has been very ill for some time. Would be pleased to hear from acquaintances, especially Fred Mascoe, musician. Her address is care of Mrs. Edward Talbot, 124 Irving street, Toledo, O.

WHITE HORSES are used by bareback riders not because of their beauty but because they do not show the resin, which is sprinkled plentifully over their backs.

When **CHARLES A. (KID) KOSTER**, billing agent for *Brother Rat*, was in St. Paul, he visited with Bert (Kid) Wheeler, chief electrician at Municipal Auditorium, that city. They were together on several bill cars. Wheeler, at one time, was chief aid to A. G. Ringling, then car

15 Years Ago

(From The Billboard Dated January 13, 1923)

Sells-Floto Circus had completed 11 large buildings at its quarters in Peru, Ind., and had six more nearing completion. . . . The 1923 license ordinance for Mobile, Ala., was passed. It provided that circuses, when they exhibited inside or outside the city limits and presented parades, and when they are transported in 12 or less railroad cars, would pay \$150 per day, and when transported in 13 or more cars, \$350 per day. . . . George W. Day, who had traveled with Allen W. Reed, William Todd, Pawnee Bill Wild West, Hagenbeck-Wallace and G. W. Christy shows, was found dead in his bed December 27 at Harrisburg, Pa. . . . The Publiones Circus closed last week of December at the National Theater, Havana, Cuba, after a successful engagement.

George M. Bistany was in Cairo, Egypt, following a trip thru Africa, where he had prepared a lot of foreign animals for shipment to the States. . . . The Saenz Freres Circus opened at San Jose, Costa Rica, December 16 to big business. . . . Lorenz Hagenbeck rejected the offer of James B. Shea, of the Park Commission of Boston, to be curator of Boston Municipal Zoo for \$2,500 a year. . . . Herman Poline, French clown, was playing the Keith Time with Mme. Bradna's act, "Circus Beautiful."

Mr. and Mrs. Albert Lindemann signed with Great Danby Show for the '23 season. . . . Ray Vaught and his clowns were at their home in Herrin, Ill. He was working at Hippodrome Theater. . . . Tom Atkinson purchased two Arabian Shetland ponies from James E. Henry & Son. . . . J. J. Evans, for many years owner of a small circus side show, had assembled a dog, monkey and pony circus and was playing vaude engagements in Ohio. . . . William R. Beswick, 80, one of the foremost leapers in his day, died December 31 at Norfolk, Neb. Was buried in Walnut Hill Cemetery, Council Bluffs, Ia.

MILLS OPENS

(Continued from page 40)

saws and is buried alive for five minutes. Works much the same as Blacaman (who is now touring America) and puts over her stunts with expert showmanship, but it's an act that belongs more to vaude and fairs than the sawdust arena.

An old stand-by clicking heavily in the laughter division is the comical fooling of Arthur Klein, the Continental comedy cyclist, and his troupe. The D'Angollys have a breathless session of unusual juggling performed at break-neck pace. Schumann's Horses and Bertram Mills' Liberty Horses, presented by the popular Czeslaw Mroczkowski, are well up to standard and splendidly trained. Harry and Merkey, comedians on horizontal bars, call for special mention owing to their originality and funny antics plus some really smart stunts. The Georgys Troupe do a daring double perch act that is a knockout.

Other acts include the Karpi Troupe, Risley acrobats; Kaye Brothers, English riders; Crocker's Teddy Bears; Five Winkingarnas, Scandinavian acrobatic comedians; Dania, Marces and Elinor, girl aerialists doing their respective singles at various spots over the arena; Cuyler, Mary and Barry, high-school riders; Chinses Lucky Girls, in contortionistic feats; Ellin and Ketts' Cats; Gindl's Six Elephants; Millimeter Acrobatic Girls; Four Maniacs, in a long-drawn-out water clowning interlude, and the usual group of clowns. Frank Foster is again the equestrian director and Jack Lindsay the band leader.

manager of Ringling Bros.' Circus. Wheeler has a fine collection of circus heralds, programs, passes and photos, which date back to the W. W. Cole Circus, and Koster spent several hours looking them over.

J. O. FORBES, master mechanic, who has been with the Barnes show for 30 years, and wife had the following guests at their home in Baldwin Park, Calif., during the Christmas holidays—Mabel Stark, Eddie Trees, Herman Klinkhart. Many others connected with the show paid visits.

The Corral

By ROWDY WADDY

BUCK STEELE has returned to Daytona Beach, Fla., and already has his riding academy operating. He also is training a group of various horse acts.

TEXAS RANGERS RODEO, managed and directed by Jack Knight and Earl Sutton, played a four-day stand in the Farm Building, Harrisburg, Pa., December 28-January 1, under Veterans of Foreign Wars' auspices to a reported good business. Alice Sisty and Pearl Biron were among featured performers.

FT. JAMES RILEY WHEELOCK, leader of the United States Indian Band past season with the J E Ranch Rodeo, is recovering from an appendectomy in the United States Naval Hospital, Philadelphia, where he will be confined until February 1. He is anxious to read letters from friends and associates.

FAVORED WITH IDEAL weather, the three-day Great Western Rodeo, held annually in connection with the Great Western Live-Stock Show at Los Angeles stockyards, drew an estimated gross attendance of more than 20,000. Event is said to have attracted the largest number of top hands in its history. Paul Hill, manager and director, also supplied the stock. Norman Hartford announced the show. Final results follow: Steer Wrestling—Hollaway Grace, Dave Campbell, Canada Kid, Saddle Bronk Riding—Jackie Cooper, Pete Grubb, Harry Logue, Bareback Bronk Riding—Pete Grubb, Ned Ferris, Smoky Snyder and Harry Logue split third. Steer Roping—Lee Barksdall, Allan Jesper, John Beach, Calf Roping—Clay Carr, Andy Juaregui, Charles Lyon. Steer Riding—Frank Schneider, Smoky Snyder, Ned Ferris.

VICK CLARK, trick rider and roper, who was with Jack Hoxie early part of last season and then closed with C. B. Nixon's Forked Lightning Ranch show in the South, has purchased a small grocery store in Pawnee, Okla., and is sitting tight for the winter. He reports that he will be back in circulation in the spring, however.

LARRY (RUSTY) PARKER, formerly featured in the Roman jumping presentation with the 101 Ranch Rodeo in 1926-'28, reports that he has been working rodeos and stunting in pictures. He adds that he plans to be with a Wild West concert next season.

E. (PEE WEE) LUNSFORD, associated with the Barker Bros.' Circus unit which presented Christmas parades and shows under auspices in Michigan, Indiana, Ohio and Illinois during November and December to good business, reports that the organization began its list of Mid-western theater dates December 31 in Dayton, O., under the Sun office banner. Show's line-up includes William Blomberg, owner and manager; Milton Barker, Red and Carl Lunsford, Frank Skidmore, Curly Temple, Herbert Fasick, Slim Morgan and Madaline Lunsford.

CONTESTANTS AT THE recent Great Western Rodeo in Los Angeles included Shorty Lee, Jimmie Shepperd, Bill E. Lamb, Beans O'Connell, Bill O'Callahan, Jess Cornelious, Chuck Nathrop, Jim Talbot, John Traylor, Hungry Hoyal, Bobbie Cooper, Bob Scott, Jim Jackson, Robert Bowne, Wallie Opie, Bud Anthony, James Leonard, Bud Standefer and Gene Arrants. Smoky Snyder, Bill McFarlane, Jackie Cooper, Jess H. Hill, Tom Hale, Allen Jespersen, Billie Lamb, Bill Erickson, Alfred Coehlo, Bob Wildman, Earvin Collins, Marion Vincent, Pete Grubb, Frank Schneider, the Canada Kid, Tommy Healey, George Mills, Boyd Fury, Andy Juaregui, Walt Stuart, Chuck Heacock, Ned Ferraro and Harry Logue. Francis Adama, Ed McFarlane, Doc Simon, Holloway Grace, Fritz Truan, Lee Simon, Andy Gibson, Bob Whiting, Bill Kane, Joe Wade, Carol Henry, Jimmy Laycock, Jim Campbell, Endre Barr, Asbury Schell, Richard Merchant, Dick Robbins, Fox O'Callahan, Lee Barksdall, Harold Mueller, Fred Alford, John and Fred Mendes, Willie Clay, Shorty Sisco, T. E. Frogge, Rusty (Larry) Parker, Bob Wilkinson, John McFarlane, John Beach, Cherokee Alcorn, S. S. Dix, Jim Massey, Bud Dix, John Elic, Whitey Koed, Owen Ford, Doff Aber, Dave Campbell, Slat Jacobs, John Bowman, Clay Carr, Bob Borrows, Bud Cook, Chuck Lorimer, Walter Padia, Frank Shelby and Phil Armstrong.

SIDE SHOW ACTS WANTED

FULL SEASON'S WORK. State all via Clipper mail.

AL LINTON

FERNANDEZ SHOW, Honolulu, Hawaii.

Altman Head Of Edgewater

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

BUFFALO, Jan. 8.—Harry Altman, well-known Western New York amusement man and operator of Glen Park, Williamsville, several years, has been named manager of Edgewater Amusement Park on Grand Island near here, it was learned this week. He was given the position by A. Irving Milch, receiver of the park.

According to present plans, Manager Altman will renovate Edgewater considerably before the '38 season opens and has announced that the tentative program calls for a new ballroom, large swimming pool and altered picnic grounds.

Other innovations in park management, noted while he attended the recent Chicago convention of the National Association of Amusement Parks, Pools and Beaches, will be introduced at Edgewater next season. Announcing that Fred Voetsch will be park superintendent and that William F. Voetsch and M. J. McAlpine will serve as picnic managers, he assumed responsibilities this week.

Good Holiday Playland Biz

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

SAN FRANCISCO, Jan. 8.—Playland-at-the-Beach had its biggest New Year's holiday crowd since 1929, with rides and concessions making good grosses over a three-day period. Weather was good, but chilly. Private parties were the vogue at the Cliff House and Topsy's Roost on New Year's Eve, with reservations reported well over 500.

Leo Kalin and his orchestra played for the dancers at the Cliff House. Ellis Kimball and his boys did a similar chore at Topsy's. Last reveler to depart from the midway was checked out at 7:40 a.m., finally giving lads who run the rides opportunity to turn in after catering to capacity crowds which were in order thruout New Year's Eve.

When the celebrating was over Owner George Whitney turned his attention to putting some remodeling ideas into effect. New tracks were ordered for the chutes. Lindy Loop will be removed to a larger spot, the site to be taken over by a concession game and new thrill ride. Twenty-seven Skee Ball alleys are to be added along the midway.

More than 50,000 were attracted to Playland during the midwinter carnival in December, it being partly supported by a number of out-of-town stores that distributed cutrate tickets.

Benson Returns From West

CINCINNATI, Jan. 8.—Rudolph Benson, press representative for Coney Island, Cincinnati, has returned from a five weeks' trip to Texas and Hollywood. In Hollywood he visited his son, Leon, Hollywood advertising and script writer. He also saw Stuart Walker, director, and Porter Hall, star, both former Cincinnatians. In Texas Mr. and Mrs. Benson spent a week with their daughter, Mrs. S. D. Ruslander, Port Arthur.

Traver Delayed in Europe

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

Cincy Zoo Gate Count 3,000,000 In Last 5 Years

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

On January 1, 1933, when the society assumed operation of the city's newly purchased property, it announced that it would undertake extensive modernization. With its "five-year plan" concluded, President Reilly said physical assets have been increased by \$750,000 over the \$325,000 purchase price. He listed as outstanding construction improvements the new reptile house, lion and tiger grottoes, parking lot with capacity of 2,000 automobiles, bear grottoes, African veldt, hippopotamus bayou, more than one mile of new road pavement and several thousand yards of

(See CINCY ZOO on opposite page)

Biltmore Pool's Show Big Draw

MIAMI, Fla., Jan. 8.—More than 6,500 saw the Biltmore Pool's weekly Sunday afternoon show, with Alexander Ott, manager and director of the pool, as emcee. Twenty-five acts were on the well-directed program, and the crowd responded with generous applause. Several official records were broken during the aquatic portion.

Kelo Bors, comedy dancing act, was well received and Director Ott expects to keep the act several weeks. Ella Carver, of diving-horse note, did a 75-foot dive into a pond set in flames from gasoline. Musical chair, played the same as in rodeos and Wild West shows, was in the center of the pond. Girls swam around a float, and when the band stopped playing they swam for the float and fought for chairs.

Peggy Rawls, 9, sister of Katherine Rawls, proved a favorite when she dived to the bottom of a nine-foot tank and retrieved coins thrown into the water. Whisky and Soda, Alredale dogs, gave a fine exhibition of high diving. Martha Hunt and Alexander Ott presented an act known as "Fishing the Fish." The girl wore a special harness, while Director Ott tried to pull her from the water. In the five-minute limit the girl won against Mr. Ott, recognized as one of the best of shark fishermen. Numerous circus acts are to be engaged during the winter.

Traver "Talks" on European Biz

"Amusement Adventures in Europe" was title of a paper by Harry G. Traver, American showman and device manufacturer, who had concessions at Brussels and Paris expositions and is still on the other side. It was delivered by Walter K. Sibley at the recent 19th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago.

(Continued from last week)

Expo Park Was Loser

I was afraid to argue with the police on account of my experience in Brussels. On that occasion I closed the door of my office in the face of a gentleman in civilian clothes who turned out to be a commissaire of police. I was arrested for defying the majesty of the law and inciting to rebellion. I was tried in the big Palais of Justice and fined 142 francs. Sentence was suspended for one year.

At Brussels Bill Rabkin, of the Mutoscope Reel Company, came over to see us. He went to one of those Belgian barber shops where you get a shave for 10 cents. When finished the barber asked him how he liked the shave. Bill said: "I didn't even know I was being shaved." Said the barber: "I am very glad to know that it was so pleasant, sir." Bill replied: "I thought I was being sandpapered."

Some Europeans remark that America



MONSTER BINGO GAME IN FUNLAND PARK, Miami, Fla., operated by Bennie Weiss. In the group across the front, left to right, are seen Harry and Bennie Weiss, E. Messmer, Jerry Girard; William J. Tucker, co-manager of the park with David B. and Ralph N. Endy; Mrs. Bennie Weiss, Mrs. David Endy and Mr. and Mrs. Lyman Truesdale.

Operating Expo Concessions Okeh ---When the Conditions Are Right

By WILLIAM DE L'HORBE

Treasurer of the Midway Association at Great Lakes Exposition, Cleveland, spoke on "The Concessioner's Viewpoint" at the 19th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 2.

(Continued from last week)

Help and Insurance

The period of operation is longer than in an amusement park. Therefore, two shifts of operating help are necessary and, let me say at this time, electrical maintenance is union, as are bartenders and waitresses. And I wouldn't be surprised if they required union ride operators in New York. It was suggested in Cleveland, incidentally, they were to be union electricians operating our rides. Naturally, as the exposition has had to install water mains and power stations, cost of utilities is usually very high. In addition there is the demand charge. Sometimes the exposition requires the concessioner to pay the cost of bringing in the service from the nearest transformer vault.

The underwriters of the exposition are among the wealthiest people in the city and so when insurance is taken out (and it is mandatory) the limits are high, usually \$50,000 and \$200,000 coverage to include concessioner and exposition alike and to be obtained from an approved

company. There are many small charges for such services as cashiers, tickets and ticket machines, turnstiles, tending landscaping, removal of debris, etc., which greatly add to cost of operation.

Some expositions require the concessioner to build a front from plans designed by the exposition's architect in keeping with their general scheme of building design. How can an architect, inexperienced in the amusement business, ignorant of the display requirements of your ride or show, do it justice? And, remember, it is often the front that sells the show. Also exposition-designed fronts are usually costly.

Most expositions insist upon giving the concessioner a one-year contract, refusing to consider a longer term. In other words, the concessioner gambles with the exposition the first year and, if he does well, they raise the ante the second year. Any second-year operation involves building a new front, new paint and often a complete moving of the concession to a new location.

Another important thing, most expositions delight in keeping the concessioner at needle-points while considering the contract, after playing him against the other applicants for the same concession. This wouldn't be so bad except that the other applicant often is a novice who has heard of the great profits in exposition operation and, with no amusement experience whatsoever, doesn't count on or even dream of the unusual financial demands that occur with such operation. Very frequently this other applicant, is a ruthless person.

(See OPERATING EXPO on page 52)

Jamison in Lighting Firm

NEW YORK, Jan. 8.—Capt. Jimmy Jamison, high diver, who appeared with New England Shows, Bantley's All-American Shows and Mighty Sheesley Midway last season, announced that his recent acquisition of a neon lighting business will not curtail work of his act in 1938. Captain Jamison, who has been interested in neon several years, has acquired the old Rare Gas Tube Products Company of Long Island City and is operating it under the title of Midway Neon Lights. He is concentrating on park and carnival business and expects to light main entrance of one major Southern fair and claims to have worked out practical means of transporting neon equipment and lights. In the firm are Al Staiger, glass blower; Harry Melling, designer and electrician, and Jules Lazarus, show and front builder.

Beach Resort Is Improved

POINT LOOKOUT, L. I., N. Y., Jan. 8.—More than \$100,000 has been expended on improvements at this beach resort, scheduled to open on Decoration Day. Resort, near Jones Beach, has a new administration building, large central mall with open-air dancing and dining facilities and a large number of bathing houses.

(See TRAVER "TALKS" on page 52)

The Pool Whirl

By NAT A. TOR

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

Is Swimming Fattening?

Mrs. Nancy Hatch, directress of the Youthful Face and Figure Institute, New York, writes: "I have always been of the opinion that swimming is a great weight normalizer. Doctors tell us that the exercise involved tends to develop one evenly. Yet a great many swimmers seek means to take off weight. In all pictures I have seen of marathon swimmers the majority of them, men and women, are real 'hefty.' If that be so, perhaps swimming is fattening instead of being a normalizer, as is claimed. I was wondering if you had any views on the matter."

Mrs. Hatch's query is similar to those that have been put before by pool owners. The truth is that swimming is, of course, not fattening and is, on the other hand, a great reducing aid. However, the question is sensible, because I don't know of a single long-distance merman and mermaid who could be called skinny. But there is a definite reason for it.

Marathon swimmers do not become stout from swimming. They purposely put on weight and achieve "hefty" proportions so that they can withstand frigid water temperatures and be able to remain in the aqua over a long period. Swimmers without much flesh could never stand long marathon grinds. It might be a good idea for pool operators to explain this to patrons who might also be confused over the prevalence of stout marathon swimmers. Perhaps swimming in general has never really been played up big enough as a reducing aid.

It's Different

Fairmount indoor plunge, San Francisco, recently launched a table tennis tourney, but instead of holding it in the game room or some place adjacent to the tank the competitish was conducted right in the pool. The table was floated in the pool and women played the game quite successfully in bathing suits. The stunt gained for the Frisco natorium plenty of publicity.

Concluding Perkins Paper

Prize-winning paper of R. N. Perkins, read at the December Chicago national convention and which has been reprinted here in part for the past three issues, concludes: "There is also within the United States a large number of pools which maintain sanitary conditions and we do not believe that these pools contribute to the spreading of infectious diseases. We believe that it is the duty of owners of sanitary pools to co-operate with State departments of health and other authorities to see that the unsanitary pool is either cleaned or closed. Every owner of a sanitary swimming pool should welcome the visit of a public health officer and at the same time carry on a campaign of education that his pool is above average. Parents need a lot of confidence in any swimming pool to allow their children to go swimming during an infantile paralysis epidemic. At present, with the fear that most people have of paralysis, we believe during epidemics like the one in Omaha all pools, good, bad or indifferent, are going to suffer. This will continue, as we view it, until such a time as State departments of health and the United States public health service have acquainted people with the facts concerning infantile paralysis."

Dots and Dashes

London Terrace indoor tank, New York City, closed last week for repairs. . . Barber shop ad has taken over half of the Seventh avenue front of Park Central indoor tank, New York City, which seems to make the street entrance to the pool very confusing—Some opticians of Boston and New York will soon put on the market a new type of eye-glasses suitable for wear while swimming. . . Capt. Sol Solomon made his annual appearance in the newsreels last week, high diving at Miami (Fla.) Biltmore pool.

Miami Funland

MIAMI, Jan. 8.—Central Labor Union, parent body of Dade County labor organizations, comprising 57 unions, has taken over Funland for the week of January 17. "Labor's Week of Fun at Funland Park" is title given the outing, with each member pledged to sell six

tickets. Total sale, as estimated by the committee, will be more than 50,000 tickets, with proceeds used to send delegates to the State convention in Pensacola in April.

Week of January 24 will be devoted to Miami Patriotic Club, with a large membership. Committee expects to raise enough to build a new clubhouse thru the Funland tie-up. Other county and city tie-ups have been made by Manager David B. Endy to keep the park open until beginning of Endy Bros.' Shows' season.

Matthew J. Riley, general agent of Endy Bros.' Shows, left to attend several fair association meetings.

Mrs. Ben Weiss, wife of the well-known bingo operator, is in St. Francis Hospital, where she was operated for appendicitis. Mr. and Mrs. Jess Bradley, Huntington, W. Va., accompanied by Scotty Floyd, were park guests. Mr. Bradley was an executive with the Walter L. Main Shows and for a number of years was connected with Howard Bros.' Shows.

Irish Kelley, *The Billboard* salesman and mail man, purchased an auto in which to make his rounds of the park.

Everyone is anxiously awaiting the maiden effort of "Squire" Riley's horse, Bad Penny.

Mrs. Ralph Endy, after a successful operation in Miami Beach Hospital, is resting at home and wishes to thank many friends thru *The Billboard* for letters and telegrams of good will. She will spend several weeks in Bermuda, accompanied by her niece, Joan Endy.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Basing anticipation on expected entrance of thousands of visitors next season in accord with pre-World's Fair spirit, proprietors of night clubs, roadside taverns, hot doggeries and the like are preparing for real peak trade. Out-of-town amusement-seeking element is always of the spending kind from the standpoint of Long Island amusement people who have had dealings with them before. Fully 40 clubs and taverns are in process of alterations.

Mrs. Jack Hanley, circus rider of old, now a resident of Lynbrook, Emil Dorer one of the first scribes covering the World's Fair site. Most inspiring sight hereabouts is the Trojanlike efforts of World's Fair laborers all thru the night under powerful floodlights.

ROCKAWAY BEACH: Rockaway's most ambitious hope over a period of three decades has been for rapid transit to and from Manhattan. Always the plan seems to be within approach of materializing, only for the arrival of a snag, with a consequential setback. During recent months New York City officials had as much as indicated that a dime-fare plan for the Rockaways was worked out and all that remained were certain details to be put in order. This was expected almost momentarily until came announcement stating that other impediments have cast themselves in the path. Now it looks that fast and cheap transit to the Rockaways is back in the same formulative stage it was more than two decades ago.

LONG BEACH: Town is unusually still. Phil Carlin says that many amusement people who will hold forth at the World's Fair in 1939 at Flushing will make their dwelling places here. La Cabana, once a pop night spot, seems destined to become one of the community's most neglected buildings. Recent Miami departures: Dave Patterson, Minty Minton and Louis Schragar.

No Duncan Successor Yet

KANSAS CITY, Mo., Jan. 8.—No manager of Fairyland Park has been chosen by Victor and Mario Brancato, owners, to succeed Harry Duncan, who resigned on Christmas after having served off and on for eight years in the managerial capacity. The Brancatos probably will not select a new manager until late in the spring, they said, and the man chosen probably will not be a Kansas Citian. Mr. Duncan succeeded Omer J. Kenyon as manager last August. Fairyland remains the only large amusement park here, Winnwood Beach and Fairmount Park having been destroyed by fire.

LIMA, O.—Erection of a coliseum or auditorium in Lima's newly acquired Schoonover Park is under consideration by a committee in charge of renovating the former McCullough Lake Amusement Park, given to the city last October by T. R. Schoonover.

American Recreational Equipment Association

By R. S. UZZELL

There were more costly fires in 1937 than we have had in several years. At Rockaway Beach, N. Y., a fire took everything on the Boardwalk from Playland to the Scoota Boats on the night of July 3. The artificial pool of wood was so saturated with salt water that it checked the fire until firemen got it under control. The boats operated on July 4.

Then on November 13 a second fire started on the opposite side of the boats and cleaned the front on the Boardwalk to the next corner. The boats alone in the block withstood the flames. The artificial tank of wood saturated with salt water is a form of fire insurance. A. E. Turpin is rebuilding the stands for his tenants but this time of concrete and steel. He will not only enjoy a sense of security but will also have the lowest fire rate on the Boardwalk. His present type of construction should command a higher rental because tenants will have the added fire protection. Perhaps our amusement buildings at the beaches of America are to soon resemble those of Ostend, Belgium, which are of steel, brick and marble.

Making Coney a Lady

So they are to make a lady of Coney Island, N. Y.! They tell us she is to have her face lifted and is to become more formal. The old Coney has been hot, noisy, raucous, abounding in flashy amusements of all kinds and in manifold temptations to separate the visitor from his money. But it has been a place fitting the mood and need of a great part of the city's population, a place of honest, if crude, merrymaking—a paradise for children and a trysting place for youth.

Now they tell us it is to ape Jones Beach, which is highbrow. A lot of tragedies have come to those who strove to "keep up with the Joneses." Perhaps Coney can make the grade, but if she does there will be regrets from the Bowery girl, who sang:

"The other girls are jealous of
Our own peculiar style;
They go to Saratoga; we go
Down to Coney Isle.
Champagne, it cuts no figure,
For it really is too dear,
And the Bowery girl is satisfied
With good old lager beer."

New Export Regulations

Benny J. Kelleher, of Salisbury Beach, Mass., passed on at the close of the year. They took him to a hospital for an operation, but it was too late. He was an oldtimer and had been at Salisbury Beach many years. His many friends were shocked on hearing of his death. He was one of the good fellows it's a pleasure to know and to claim as a friend.

New England is getting plenty of snow for winter sports, which are sure to make new advances this winter over anything they have yet attained.

A lot of new export regulations are effective from January 1, 1938. Failure to comply accurately with requirements will stop shipments at the border with attendant loss and delay. Specified forms and schedules are required by law. Shipments will be refused unless accompanied by these legal documents and the required number of copies will be demanded.

George A. Hamid, our president, is losing no time in getting consideration for us with the New York World's Fair. His letter to officials on the subject has brought a request for an interview. More later.

Objective for Associations

If Walter K. Sibley should be made historian of the Showmen's League of America a lot of valuable data on the past will be preserved. He is a keen observer, an accurate recorder and his own experience in the field makes him an astute judge. He wields a facile pen and is tireless in gleanings facts. I second the motion.

That Kansas City bunch of showmen know where they are going and are well on the way. Nothing solidifies and consolidates an organization as a definite objective always does. Do something to justify your existence. Clubrooms are a desirable acquisition but a bigger and more lasting accomplishment should be the star by which to guide the craft. Our national association has learned this lesson well. New England park men always have a program of useful measures before each annual meeting. These outdoor showmen, striving now to organize in New York City, are finding a rudder.

CINCY ZOO

(Continued from opposite page)

chain-link fence to replace wooden fencing.

Major donor for construction improvements was Mrs. Lilly Ackerland Fleischmann, long a Zoo benefactor, who contributed more than \$175,000. Hers and other gifts made possible the use of sizable WPA and PWA sums. On the 1938 construction program projects assured include two large new shelter houses, new clubhouse and new picnic area.

Donations of animals included several ostriches, six tigers, six polar bears, rare and valuable birds; Gimpy, pygmy elephant; three African wart hogs and lions. The late R. J. Sullivan made available the Zoo's outstanding animal attraction, Susie, trained gorilla.

In the five years Zoo mothers produced 40 lion cubs, 12 tiger cubs, 4 leopards, 2 hippopotami, 8 buffaloes, scores of assorted deer and many monkeys.

Much beautification of grounds has been carried out in the five years, including an ornate rock garden, planting of hundreds of shrubs, trimming and doctoring of all trees at least twice a year and planting to eliminate soil erosion.


MEMPHIS—An aquarium for Overton Park Zoo is planned for the near future, said Joe Brennan, chairman of the park commission. Another project early in 1938, he said, will be removal of all bars and fences in favor of moats and pits. Deer, camels and similar animals are already in moats. The aquarium will involve an outlay of \$40,000.

ACTS

PLAYLAND, RYE, N. Y.

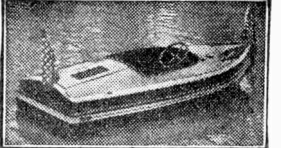
NOW BOOKING

Attractions for the Summer Season. Can use only the most Sensational or Unusual High and Platform Acts. Send full description of act (or acts, if you double, number of performers, height of rigging, space required, places previously played and price for one or two weeks' engagement). Appearance bond or a deposit may be required. All communications will be treated as confidential and price quoted will be considered as final.



Auto - SKOOTER - Water SHOWMEN
GET THE RIDES THAT PAY YOU
BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC., 2809 Neath Fairhill
Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingway, London W. C. 2, England.



WATER SKOOTER.

BADGER MEET IS BIG

Near-Record Attendance Hears Array of Topics in Milwaukee

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

MILWAUKEE, Jan. 8.—Opening on Wednesday with near-record attendance, Wisconsin Association of Fairs in sessions on January 5-7 presented a program which included a number of important papers and talks. Instead of restricting sessions to two or three topics, as was done last year, the association returned to the former custom of covering as many subjects as possible in the allotted time. Result was an interesting and enlightening review of numerous problems with which county fairs have to deal. Answering roll call at opening session was a majority of the fairs, some having a representation of from six to eight persons. While educational features largely predominated in talks and discussions, the amusement side of fairs was not neglected and several speakers brought out pertinent suggestions along that line.

Several new directors were elected to serve during the coming year. The seven chosen were A. W. Kalbus, Milwaukee; Taylor G. Brown, Oshkosh; William T. Marriott, Baraboo; J. F. Malone, Beaver Dam; William Klaus, De Pere; John T. Omernik, Antigo, and Douglas Curran, Black River Falls. Mr. Marriott was elected president for the ensuing year, moving up from vice-president, and Mr. Malone was re-elected secretary. C. W. Hinck, Minneapolis, was sergeant at arms of the meeting, as he has been for a number of years.

On Liability Insurance

President Taylor G. Brown in his annual address succinctly presented the highlights of the 1937 season, which, he said, was one of the best in recent years. He noted a distinct trend toward a more businesslike administration of county and district fairs, which is making for better fairs and a broader educational value.

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

(See BADGER MEET on page 51)

Hoosiers Report Great Year And Pick New Set of Officers

State association hears good news of Indiana annuals—Edwards and Clark are named president and secretary—White is elected new head of State Fair board

INDIANAPOLIS, Jan. 8.—Hoosier fairs had a big year in 1937 and the State Fair here broke all records for attendance and receipts, it was reported at the annual meeting of Indiana State Association of County and District Fairs in the Hotel Claypool here on January 4 and 5, in joint session with Indiana board of agriculture. All delegates were confident that 1938 would be big and are planning accordingly. While there appeared to be added interest in the sessions, no pressing problems were evident and no resolutions were adopted. A new set of officers went in upon recommendation of the nominating committee, headed by James A. Terry, La Porte. Vice-President C. E. Edwards, president of Fayette County Fair, Connersville, was elected president of the association to succeed Rolland Ade, Kentland. Wallace C. Manrow, secretary of Elkhart County Fair, Goshen, was elected vice-president. New secretary-treasurer is William H. Clark, treasurer of Johnson County American Legion Fair, Franklin, succeeding Frank J. Claypool, member of the State Fair board and secretary of Muncie Fair.

Guy Cantwell, State Fair board member, Gosport, on Tuesday brought out much discussion in his topic, *Can Our Organization Be Made More Useful and Influential?* Value of budgeting and 4-H Club work was emphasized and it was declared control of midways is easier at State-aid fairs. Regulation of concessions games was again pledged and it was reported more fairs are using advance ticket sales. It was the consensus that the State sales tax as applied to midway shows should be impartially enforced. (See HOOSIERS REPORT page 51)

Robinson Organizing Units

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

W. F. Bill Beaten in Ohio

COLUMBUS, O., Jan. 8.—House of Representatives defeated a resolution providing for appointment of a joint legislative and executive committee to investigate advisability of a State appropriation for participation in the New York World's Fair of 1939, 62 for and 41 against, 70 votes being necessary for adoption. A motion for reconsideration is pending.

Xenia's Profit \$4,500

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

Dayton Reports Best Annual

DAYTON, O., Jan. 8.—Net profit of \$4,405.45 in 1937 was reported by Ralph C. Haines, secretary, to Montgomery County Fair board. As \$8,560.60 was spent during the year for permanent repairs, total profit is figured at \$12,966.05. Receipts were \$42,932, of which the largest item was admissions and auto receipts at the county fair, \$18,133.65. Other takes were \$3,455.50, grand stand; \$5,195.70, concessions, and \$2,436.50, exhibitors' fees. Grounds and building rentals totaled \$8,432.50. The 1937 fair was most profitable in history.

CHICAGO—First auto-racing meet of the season has been set by Racing Corporation of America for the Florida State Fair, Tampa, negotiations having been closed between John A. Sloan, president of RCA, and Fair Secretary P. T. Strieder. Meet is expected to draw leading race drivers from Canada, South America and the States.



JUDGE I. L. HOLDERMAN, Dayton, presiding for the ninth year at the annual meeting of Ohio Fair Managers' Association in the Hotel Deshler-Wallick, Columbus, on January 12 and 13. Known as an authority on fair management, he was many years secretary of Montgomery County Fair, Dayton, served 16 years on the executive committee of the State association and was elected its president in 1929.

Young Gets Miss. State Fourth Time, Also Tampa

CHICAGO, Jan. 8.—Ernie Young announced this week that he has been awarded the contract for the grand-stand show at the Mississippi State Fair, Jackson, for the fourth consecutive year.

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

Liebman 20 Years in Iowa

DES MOINES, Jan. 8.—Ernest (Rube) Liebman has been given a contract by Secretary A. R. Corey to appear at the 1938 Iowa State Fair here. This will be Liebman's 20th successive year at this annual, which he declares stands as record for appearances of rubes at fairs.

Roth Succeeds Parrett

CIRCLEVILLE, O., Jan. 8.—George E. Roth was appointed Monday by Mayor W. B. Cady as secretary of Circleville Pumpkin Show to succeed Mack Parrett Jr., resigned, who had served for seven years.

GIBSONTOWN, Fla.—Ben Beno, who arrived in trailer camp here from Mobile, Ala., found a colony of flying acts, including Charles Stegrist Troupe, Mamie Ward Troupe, Paul Sullivan and the Le-Roys, all with riggings up and practicing daily. Beno will open at Bradenton Fair, to be followed by 10 other Florida fairs, all repeaters for him.

York Gains 43%

YORK, Pa., Jan. 8.—Income in 1937 was more than 43 per cent larger than in 1936 for York Interstate Fair, according to auditors' reports, said President and General Manager Samuel S. Lewis. Total last year was \$131,590.02 and expenses \$83,355.29, an increase of only 11 per cent over 1936. After liberal expenditure for improvements classed as maintenance net profit was \$48,234.73, and out of profit \$35,661.88 went for permanent improvements. The 1937 fair had much bad weather. After paying for all repairs, maintenance and permanent improvements there is a balance of \$17,069.46.

Carl D. Brorein New Tampa Head

TAMPA, Fla., Jan. 8.—Carl D. Brorein was elected president of Florida Fair and Gasparilla Association to succeed his uncle, the late W. G. Brorein, one of the founders of the fair and president until his death on December 12.

Postmaster J. Edgar Wall was elected to the newly created position of chairman of the board; Charles A. McKay, first vice-president; Frank Jackson, second vice-president, and Roscoe Nettles, member of the board. Plans for the 23d annual fair were outlined by General Manager P. T. Strieder and Albert Thornton, executive secretary.

Ernie Young's Revue will put in its third year as main grand-stand attraction with *Cavalcade of Hits*, and other acts will include Florescu, high perch; Walter Guice, equestrian; Macheno Troupe, Merrill Brothers and Sister, Lady Barbara's Dog and Pony Circus, Zaccini Cannon Act; Capt. F. F. Frakes, plane stunter; Seabourne Twins, parachutists; Human Glider; Charlie Znuda, bat man, and Cervone's Band, with Thearle-Duffield fireworks.

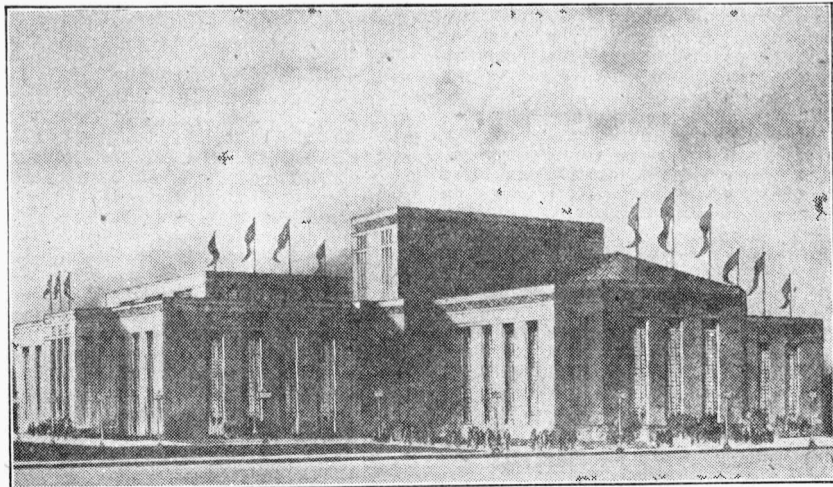
Outlay Is Made in Tucson

TUCSON, Ariz., Jan. 8.—A new grand stand and renovated exhibit buildings costing more than \$10,000 will be completed in time for the annual Rodeo and Merchants' Fair here, said C. W. (Jack) Gardner, exhibits manager. Prize money for rodeo contestants has been increased \$800, it was announced. Mel H. Vaught's State Fair Shows will be on the midway again this year.

Warrenton Will Discontinue

WARRENTON, Ga., Jan. 8.—Warren County will discontinue fairs and convert the grounds here into a ball park, said officials of Warren County Agricultural Society. Buildings were slightly damaged by fire in December.

KANSAS CITY, Mo.—J. C. Michaels will produce two more grand-stand show units for Middle Western fairs in 1938, to be billed as J. C. Michaels Big City Circuses, each carrying a combination of 15 acts and a line of litho paper.



VIEW OF HOUSTON'S NEW \$2,000,000 COLISEUM in which the 1938 Houston Fat Stock Show and Live-Stock Exposition will be held, directed by Joe D. Hughes, who has posted award money for a rodeo and prize money for a Horse Show which will be held during the exposition. Show will be produced under a committee headed by J. W. Sawtelle and Jack T. McCully is publicity director.

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

SYRACUSE, Jan. 8.—Extension of New York State Fair to two weeks in 1938 probably will be announced soon by Agricultural Commissioner H. V. Noyes, despite considerable opposition from members of the fair advisory committee. Dates probably will allow return of Grand Circuit racing, lack of which is said to have hurt gate and grand stand badly.

Under a two-week plan Syracuse will have a five-day meet a week ahead of Indianapolis and for the second week rumors that running horses will move in are discounted but persistent. Only complaint against extended dates is because of a plan to hold auto races on Labor Day. Opponents insist this will kill one big day, because auto races on a Saturday always are good for from 50,000 to 75,000 and Labor Day usually turns out from 50,000 to 60,000. It is pointed out that the auto crowd is almost strictly a repeater.

Combining Labor Day and race day will turn out only one crowd of not more than 80,000 and more likely 60,000, in opinion of some fair men. Meantime all leasing activities have been suspended awaiting the Noyes' announcement.

More States and Nations Coming In for G. G. Expo

SAN FRANCISCO, Jan. 8.—With millions appropriated for exhibits and buildings on Treasure Island, site of the 1939 Golden Gate International Exposition, 24 States had moved to be represented. Many new features are planned for the \$2,000,000 Hall of Western States and details are being perfected for Hospitality House and Hall of States.

Final plans for the \$1,000,000 relief map of the 11 Western States have been forwarded to WPA officials in Washington for approval. Foreign nations are also speeding plans for exposition participation. Twelve countries have officially announced that they will take part.

Japan, Cuba, Santo Domingo, Guatemala, Honduras, Nicaragua, Costa Rica, Mexico, Netherlands, East Indies, Ecuador and Peru will either exhibit in their own buildings or International Palace. British Columbia will present its exhibit in the Hall of Western States. Unofficial word is that Egypt, French Indo-China, Slam, Italy, Norway, El Salvador and Haiti are planning exhibits.

Bigger Pennsy Farm Arena To Be Ready for 1939 Show

HARRISBURG, Pa., Jan. 8.—Final plans have been adopted by the General State Authority for a new arena, exhibition and dormitory building for Pennsylvania Farm Show here. Authority has obtained \$1,200,000 in PWA funds for the building. It will be 240 by 120 feet, present arena being 130 by 50 feet.

New arena will seat 7,624 in permanent stands, compared with the present arena's seating capacity of 2,269. An additional 4,420 may be seated in temporary chairs on the arena floor of the new building. Provided for are two dormitories for vocational school boys and girls, each with capacity of 180; three meeting rooms seating 1,750, 39 exhibition spaces, two concession spaces, first-aid room, offices, ticket offices and dressing rooms.

Building is to be at rear of the present Farm Show building, largest of its kind in the world. It probably will be completed in time for the 1939 State Farm Show.

Kinston To Get New Plant

KINSTON, N. C., Jan. 8.—Neuse-Atlantic Fair, Inc., thru President J. A. Jones and Secretary N. G. Bartlett, announced the corporation has leased 50 acres just outside of the city limits on which will be constructed a new and commodious plant, including a half-mile race track, grand stand and exhibit buildings. For several years the fair here has been held on grounds too small for a track. The organization feels that larger grounds are warranted by public demand. Officers are J. A. Jones, president; R. F. Grady, vice-president; N. G. Bartlett, secretary-treasurer. In future premiums will be offered to exhibitors in 47 counties, about half of the State.

Fair Elections

WILSON, N. C.—Wilson County Fair Association re-elected Stickney Boyd, president; W. H. Dunn, secretary; J. D. Bobbitt, Z. V. Morgan, vice-presidents; Carl Batts, treasurer.

RICHWOOD, O.—Tri-County Fair Association elected president, J. S. Matton; vice-president, C. H. McWilliams; secretary, Frank E. Riley; treasurer, Kenneth Davis.

SPRUCE PINE, N. C.—Toe River Fair Association elected Edward F. Fortner, president; vice-presidents, J. M. Phillips, Mrs. Mary Martin Sloop, W. S. Phillips, Edgar Tufts, T. P. Dellinger, J. L. Hartley, Arvill Garland, Mrs. W. W. Bailey and Grover Robinson. William Wiseman was re-elected secretary.

LINCOLN, Neb.—H. W. Grundman was elected president of Otoe County Fair Association; F. J. Sorrell, secretary; D. P. West, treasurer; Henry Gartner, Charles Morrell, directors. Mrs. Roy Wiles replaced Mrs. E. T. Overton as a director.

OSWEGO, Kan.—LaBette County Fair Association elected H. W. Burgess, president; Fairfax Barnes, vice-president; C. Montgomery, treasurer; Joe A. Carpenter, secretary.

CHARLOTTE, Mich.—Eaton County 4-H Fair Association elected John B. Strange, president; F. D. King, vice-president; C. D. McIntyre, treasurer; Hans Kardel, secretary-manager.

ALBION, N. Y.—Orleans County Fair Association elected Earl Strickland, president; Glen P. Clark, vice-president; J. H. Ryan, treasurer; Wilbur W. Mull, secretary and manager.

TYLER, Tex.—East Texas Fair Association elected Gus F. Taylor president to succeed P. K. Birdwell; E. P. McKenna, A. D. Winston, vice-presidents; V. F. Fitzhugh, secretary-manager.

CHASE CITY, Va.—Mecklenburg County Fair Association elected R. H. Gordon, president; W. M. Shelton, vice-president; Rankin L. Emory, secretary-general manager; Garland L. Moss, treasurer.

ST. STEPHEN, N. B.—St. Stephen Agricultural Society elected S. D. Granville, president; F. D. J. Graham, vice-president; E. G. Beer, treasurer; W. S. Stevens, secretary; H. M. Groom, assistant secretary.

SCOTTVILLE, Mich.—George Tyndall was elected president of West Michigan Fair Association; Fred Lagesen, Herman Klemm, Fred Schoenert, Elmer Abrahamson, vice-presidents; Frank Jerome, secretary; Fred Rooke, treasurer. Treasury balance of \$294.96 was reported.

WOOSTER, O.—Irvin Gresser was re-elected president of Wayne County Fair here; Walter J. Buss, secretary-treasurer; Ralph W. Swinehart, vice-president.

FREDERICKTOWN, O.—Community Agricultural Society elected Howard Gregg, president; Fred Diehl, vice-president; H. Willets, treasurer; Herb Coanower, secretary. The society, formed in 1934, has grown rapidly and has one of the best independent fairs in the State.

PORTLAND, Ind.—Jay County Fair Association re-elected James B. Cummins, president; Mike Ankrom, secretary; Clem Wilson, superintendent of grounds. The year 1937 was one of the best for the association. Improvements, new buildings, entrance, drainage, roadways, repairs and painting, to cost \$12,000, will be started this month.

WEST MINERAL, Kan.—Mineral District Free Fair elected John Blair, president; Joe Bond, treasurer; R. O. Mizner, secretary.

MARION, O.—A. J. Loudenslager was elected president of Marion County Fair board at annual meeting of directors. James W. Hungate succeeded J. Aultman Raub as secretary.

MILLERSBURG, O.—At organization meeting of Holmes County Agricultural Society, F. C. Schnell was re-elected president; F. A. Snyder, vice-president; H. C. Logston, re-elected secretary, and Bert Giague, treasurer. F. A. Snyder was re-named manager of concessions. Effective in March, regular meetings of society

will be held the first Saturday in each month.

CARROLLTON, O.—H. J. Van Fossan, of Salineville, has been elected president of Carroll County Agricultural Society. Mrs. Mary Scott has been re-elected secretary, and auditing committee includes R. B. Thompson, J. H. McClain and W. D. Drake.

ZANESVILLE, O.—O. L. Baughman here was re-elected president of Muskingum County Agricultural Society at reorganization meeting. S. H. Lawler was named vice-president, and S. L. Shepler, treasurer. P. D. Elliott, of New Concord, was elected secretary, replacing Charles D. Paxton, who has served the past three years.

LISBON, O.—At annual meeting of directors of Columbiana County Agricultural Society J. H. Sinclair was elected president; Van J. Morris, vice-president; H. E. Marsden, secretary, and L. C. Bean, treasurer.

TROY, O.—Miami County Agricultural Society re-elected Charles Hance, president; Jacob Reichman, vice-president; Virgil E. Hale, treasurer; E. O. Ritter, secretary.

NORTHAMPTON, Mass.—Hampshire, Franklin and Hampden Agricultural Society, sponsor of Three County Fair here, elected Charles M. DeRose, president, and John Banner, secretary, reported George H. Bean, past secretary.

DAYTON, O.—Montgomery County Fair Board elected H. L. Michael, president; Fred J. Greenwald, vice-president; E. R. Mueller, treasurer, and re-elected Ralph C. Haines secretary for the 23d year. A WPA project is sought for new stock barns and stables for the 1938 fair, which will run four days and nights.

CHATHAM, N. Y.—Columbia County Agricultural Society elected Walter S. Crandell, president; John Hartigan, vice-president; John D. Mickle, treasurer; William A. Dardess, secretary; William P. Hawley, director for three years.

MADISON, Wis.—Dane County Agricultural Society elected Julius Krebs, president; John Friday, vice-president; William Belda, treasurer; F. W. Lucas, secretary.

Directors Resign in Ohio

DOVER, O., Jan. 8.—Resigning as directors of Tuscarawas County Agricultural Society, Frank B. McCullough, Uhrichville, speed secretary, and Harold E. Boltz, assistant to Mr. McCullough, criticized the fair administration and provided fireworks at a stormy session. Their resignations were accepted and successors will be named next month. Mr. Boltz, seven years a board member and former fair secretary, and Mr. McCullough, who served his first year in 1937, were elected for three-year terms last year. It was decided to hold a four-day fair in 1938 instead of a five-day event, eliminating Saturday and continuing the night fair.

Miles Elected Mayor

SANDERSVILLE, Ga., Jan. 8.—Oscar L. Miles, president of Washington County Fair Association, has been elected mayor of this city.

ANGELICA, N. Y.—Consideration of additions to the main building and erection of a permanent building for the annual dog show will be given by directors of Allegany County Agricultural Society.

Fair Grounds

OLDHAM, Eng.—It is hoped that opening ceremony of Empire Exhibition, to be held in Glasgow next year, will be performed by the king. A formal invitation has been sent to their majesties and arrangements are being made for a suitable date, says *The World's Fair*, probably during the first week in May.

ROCKPORT, Ind.—The 1937 Spencer County Fair here having been successful, officials in annual meeting planned improvements for the 1938 event. It is probable a new horse barn will be built on the fairgrounds and track and fence will be improved. Continued membership was voted in American Trotting Association and Southern Indiana Fair Circuit.

VANCOUVER, B. C.—Offer of Vancouver Exhibition Association to assume remaining interest charges on baby bonds sold by the city to restore roof of the Forum building in Hastings Park was accepted by the civic exhibition committee. Total obligation assumed by the association from 1938 to 1945, when bonds will be retired, is \$9,446. Cost of roof repairs was more than \$80,000. Association board of control maintains it is not responsible for the roof repairs, but that it is anxious to meet the city halfway.

KENTON, O.—A committee of 10, to be enlarged by breeders and farm operators interested in revival of Hardin County Fair in 1938, will meet soon with county commissioners with a request for a site and financial aid. Active for revival are Grover D. Chamberlain, president of the agricultural society; B. E. Bradford, county agricultural agent, and R. Malow, deputy State Grange master.

CARROLLTON, O.—Carroll County Agricultural Society's report for 1937 shows largest receipts in history of the 87-year-old fair, totaling \$18,137.34. Expenditures included \$5,120.65 on loans.

Get Nebraska Mutuel Funds

LINCOLN, Neb., Jan. 8.—Receipts of the State racing commission, announced as the year ended by State Accountant Pansing, were \$32,641, of which \$28,700 was paid by the pari-mutuel grind at Omaha's Ak-Sar-Ben track for a month of racing. Of this \$28,700, \$27,840 under the law, will be paid to county fairs of Nebraska. Division is among 92 counties, each to get \$298.60. Cut to counties is only on Ak-Sar-Ben racing, remainder of gross piled up by the commission coming from the State fair and county fairs sponsoring mutuel betting. Ninety counties qualified a year ago to get \$310 each.

THE STRATOSPHERE MAN



World's Highest Aerial Act.

Available for Fairs, Parks, Celebrations. Address Care of The Billboard, Cincinnati, Ohio.

THIS IS NORTH CAROLINA WEEK

The Dates — JANUARY 10 AND 11,
The Place — SIR WALTER HOTEL, RALEIGH, N. C.
The Event — Annual Meeting of the North Carolina Association of Agricultural Fairs.

Introducing—The Hamid Catalog of Attractions, with the Most Distinctive Features Ever Assembled Under One Banner.

Represented at the Tarheel Conclave by

M. B. HOWARD,
Manager of the Southern
Division of

GEORGE A. HAMID,
President and General
Manager of

GEORGE A. HAMID, Inc.

1560 Broadway,
Offices in Leading American and European Cities.

New York, N. Y.

ERNIE YOUNG

162 NORTH STATE ST., CHICAGO, ILL.

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

[[FOR 1938 WE ARE OFFERING YOU NEW REVUES AND A GREAT ARRAY OF ACTS WHICH ARE BOUND TO SWELL YOUR GRAND STAND RECEIPTS.]]

You Can't Go Wrong in Booking an "ERNIE YOUNG" Grand Stand Show.

FOLLOWING ARE SOME OF THE STELLAR ACTS AND ATTRACTIONS UNDER MY EXCLUSIVE MANAGEMENT TO PLAY YOUR FAIRS IN 1938:

FOR YOUR FAIR
THE
PERSONAL APPEARANCE OF THE
Famous Motion Picture Stunt Man
FLASH WILLIAMS
AND HIS
THRILL DRIVERS

RACING — SMASHING — CRASHING — AUTOMOBILES — MOTORCYCLES

Entertainment Guaranteed

Featuring for 1938 Season

In Addition to the 1937 Stunts

4 MORE ORIGINAL EVENTS

JUMPING A CAR OVER EIGHT AUTOS, THEN ROLLING THE CAR COMPLETELY OVER BEFORE IT STOPS

BLAZING HOUSE CRASH IN MIDAIR

OZZIE THE ROAD HOG

Comedy Satire Showing How NOT To Drive

RACE WITH DEATH

Driving One Car Up Ramp at Top Speed, Soaring Off Into Space While Another Motor Maniac Drives Completely Under Other Car, Both Cars Moving at Better Than 70 Miles Per Hour.

IN 1937 — FEATURED IN LOOK MAGAZINE, FOX MOVIE TONE, A. P. RELEASES, MOTOR AGE, AUTOMOBILE TRADE JOURNAL, LOWELL THOMAS and OTHERS.



FOUR HAMILTONS

Clever Acrobats Featuring

"THE HUMAN BRIDGE"

FELIX PATTY

The World's Greatest Animal Trainer

Presents

The Sensation of the Season

"TARZAN"

"The Human Ape"

ERNIE YOUNG

162 N. STATE ST.
CHICAGO, ILL.

ADELE NELSON'S

DANCING
ELEPHANTS
AND
THE FAMOUS
BASEBALL
ELEPHANTS

PEERLESS POTTERS

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

THE INCOMPARABLE DANWILLS

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

CAVALCADE OF HITS PRODUCTION

Summer 1938 Again With Ernie Young

JORDAN TRIO

"The Three Skatomaniacs"

WHIRLWIND SKATING

FOUR DOBAS

Perch Pole and
Acrobatic Act Supreme

LARGE & MORGNER

The Only Act of Its Kind in the World

BETTY REED

AND HER XYLOPHONE

ERNIE YOUNG

162 N. STATE ST.
CHICAGO, ILL.

LANQUAY COSTUME CO.

404 Capitol Bldg. • CHICAGO, ILL. • Telephones
159 No. State St. • DEarborn 1968

Exclusive Costumer for Ernie Young Revues

COSTUMES

For Your Productions, Revues and Acts.

Creators of Original Designs and Manufacturers of
Theatrical Wardrobe.

Complete Line of Theatrical Merchandise and
Accessories.

THREE GIRTON GIRLS

"Three Tomboys on Wheels"

FOUR ROBEYS

*The Greatest of All Upside-Down
Jugglers*

MISS HAPPY HARRISON

"THE HAPPY HARRISON CIRCUS"

"The Acme of Animal Training"

MILLS & MILLS

*The Outstanding Aerial High Wire
Novelty Act*

SIX SENSATIONAL JORDANS

*Stars of Circusdom, Being Offered to
Fairs for the First Time*

SENSATIONAL TEETER-BOARD ACT

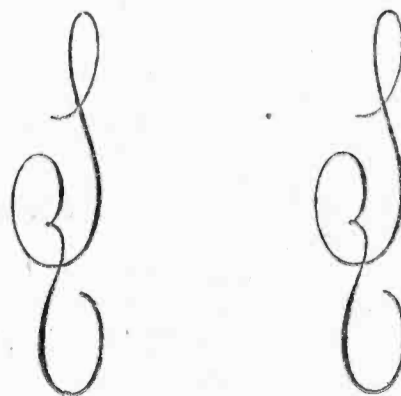
THREE ST. JOHNS BROTHERS

"Slow-Motion"

Hand Balancing Par Excellence

THE THREE REDDINGTONS

ACE KNOCK-ABOUT NONSENSE AND
SMART COMEDY



Good Profit in 1937 Is Beaumont Report

BEAUMONT, Tex., Jan. 8.—A \$16,000 gross operating profit in 1937, which paid off \$6,000 in bills and left \$10,000 for proposed improvements and maintenance until the 1938 fair, was reported to South Texas Fair board by Howard W. Gardner, president, and L. B. Herring Jr., secretary-manager.

Mr. Herring said the 1937 operating profit did not take into consideration account depreciation, interest on bonded debt carried by the city and a few minor charges, but, however, was a direct contrast to the \$2,200 gross operating loss in 1936.

"Difference in those two years," he said, "is accounted for in the fair's amusements; new attractions like an organ and plenty of free acts on the midway where the Royal American Shows played. Attendance broke a seven-year record at 175,000."

HOOSIERS REPORT

(Continued from page 46)

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

Stimulant for Youth

County fairs were declared the greatest present stimulant of the youth movement by Professor T. A. Coleman, Purdue University. State Fair Manager Harry G. Templeton lauded county fairs as a spur for exhibitors to show at State fairs. He said that, as legislative problems are the same for county and State fairs, more uniform concession regulations are possible. Francis M. Overstreet, Columbus, led discussion on fair management.

Secretary Leonard Haag, Dearborn County Fair, Lawrenceburg, argued that more fair boards should attend annual meetings prepared to contract with attractions representatives. He lauded *The Billboard* as an asset to all fair managers and declared its constant reading by members of the Lawrenceburg board is the best investment that has been made.

Lieut.-Governor Henry F. Schricker represented Governor M. Clifford Townsend, who was out of the State, at the annual banquet Tuesday night in the Riley Room. Rolland Ade was toastmaster and Charles R. Morris, retiring president of the State Fair board, reviewed the construction program and achievements of that annual in the last two years. Mrs. D. S. Bishoff, Connerville, gave a reading and vocal solo, also having been on the afternoon program. A Gus Sun unit, Art Gleason's *Bohemian Nights*, provided a splendid floor show to great applause. On the bill were Everett and Conway, ventriloquist and one-armed drummer; Zeller and Wilburn, hat jugglers; Honey Payne, impersonator; Julie Allyn, dancer; Harold and La Votis, songs and dances; Six Bohemians, band, and Four Models, dancing girls.

Many Attractions People

Among attraction concerns, their representatives and others in attendance were: Johnny J. Jones Exposition, James C. Simpson, Mrs. Bertha McDaniel; Rubin & Cherry Exposition, Rubin Gruberg, L. S. (Larry) Hogan; Beckmann & Gerety's Shows, J. C. McCaffery; Hennies Bros.' Shows, R. L. Lohmar; Gooding Greater Shows and ride units, Floyd E. Gooding, James F. Murphy, W. J. Goutermont, Ed C. Drumm, Felix Bley; Greater Exposition Shows, John and Crawford Francis; Blue Ribbon Shows, E. L. Roth; L. J. Heth Shows, L. J. Heth, Joe J. Fontana; Al G. Hodge Shows, Bob Hallock; Imperial Shows, Edward A. Hock; Pearson Shows, Mrs. Anna Jane Pearson; John R. Ward Shows, Harry Small; Miller Amusements, H. H. Hancock; Zimdar's Greater Shows, Harry Zimdar, C. S. Reid; J. F. Sparks Shows, J. F. Sparks; Barker Shows, J. W. Winters; Barnes-Carruthers, Sam J. Levy; Prairie Farmer-WLS, Earl Kurtze; Thearle-Duffield Fireworks Company, Art Briese; Gus Sun Exchange, Gus Sun, Gus Sun Jr., W. C. (Billy) Senior; United Booking, Henry H. Lueders; Robinson's Fair Units, John G. Robinson IV; Raun's Circus, C. L. (Jack) Raun; Black's Animal Circus; "The Stratosphere Man," A. E. Selden; Easter's Attractions, Charles Easter; St. Julian Attractions, Jack St. Julian; B. Ward Beam; Si and Abner. Mrs. Fanny Otis; Hudson Fireworks Display Company, A. D. Michele; Harry B. Lessinger; United Fireworks Manufacturing Company, W. L. Beach-

Fair Meetings

Western Canada Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 17-19, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Maine Association of Agricultural Fairs, January 18 and 19, Showhegan House and Hotel Oxford, 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 17 and 18, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Association of North Dakota Fairs, January 20 and 21, Hotel Dakota, Grand Forks. H. L. Finke, secretary, Minot.

Western Fairs Association, January 20 and 21, Whitcomb Hotel, San Francisco. Tevis Paine, secretary, Sacramento.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Brunswick Hotel, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suckstorff, 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.

Association of Tennessee Fairs, February 1, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 3 and 4, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breese.

New York State Association of County Agricultural Societies, February 15, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

ler; Illinois Fireworks Display Company, George McCray; Fair Publishing House; Regalia Manufacturing Company; Globe Poster Corporation, Sunny Bernet; O. Henry Tent and Awning Company, Bernard A. Mendelson; G. C. J. Mattel & Company, P. Mattel; John Gallagan, concessions; Dave Tennyson, concessions; Mike Rosen, concessions; Indianapolis Mardi Gras, Albert Neuerberg; Oscar Mallory, cookhouses; Fielding W. Scholler, Fred Terry, Indianapolis; Claude R. Ellis, *The Billboard*, Cincinnati; K. E. Simmons, Crawfordsville, Ind.; Al Humke, Anderson, Ind.; Vaughn Richardson, Indianapolis; Walter Harvey, Donaldson Division, U. S. Printing and Lithograph Company.

Taylor's Are Visitors

Earl Taylor and son, Frank, were around renewing friendships while their stage effort, *Revue Glorified*, was playing an Indianapolis theater.

Two carnival general agents, J. C. McCaffery, Beckmann & Gerety's Shows, and R. L. Lohmar, Hennies Bros.' Shows, dropped in for a few hours.

Mike T. Clark, formerly many years with the Brundage Shows, took a day or so off to reminisce. He calls Indianapolis home.

The Photomatic in the Claypool lobby was given a big play. Sunny Bernet accused Rubin Gruberg of having booked it in.

Gooding Greater Shows used lobby banners announcing some fair contracts, among them the Lawrenceburg and Bluffton fairs.

E. L. Roth came up from Phenix City, Ala., to look after interests of the Blue Ribbon Shows, Mrs. Roth remaining in winter quarters.

More Construction Planned

Suggestions for improvements of State

Fair grounds were discussed on Wednesday by new officers and board of Indiana board of agriculture which annually stages the State Fair. All retiring members of the fair board were re-elected. These convened later to elect E. Curtis White, Indianapolis, president, and Harry F. Caldwell, vice-president.

Some improvements which may be made in time for the next fair include installation of a storm-sewer system to take care of excess water. Manager Templeton said this is an improvement the necessity of which was made apparent by heavy rain during the 1937 fair. Other work contemplated includes an addition to the new horse barn, dedicated and opened for use during the last fair; removal of trees on the midway, construction of a tunnel under the race track and construction of a permanent stage in front of the grand stand.

Members who were re-elected are C. H. Taylor, Boonville, in charge of the Coliseum; Guy Cantwell, in charge of agriculture; Charles R. Morris; F. M. Overstreet, in charge of the Manufacturers' building; E. Curtis White; F. J. Claypool; P. L. White, Oxford, in charge of sheep; U. C. Brouse, Kendallville, in charge of concessions, and Levi P. Moore, Rochester, in charge of publicity and amusements.

A financial report revealed that profit from the 1937 fair, when several accounts receivable have been collected, will total more than \$73,000. Admissions also hit a new high, with \$134,015.88 from this source, a substantial increase over any previous year. Income from concessions totaled \$52,959.51, also a new high.

Jones Contracted Again

Johnny J. Jones Exposition will be on the midway at the 1938 Indiana State Fair, it was announced by members of the board on Thursday. This will be the third consecutive year for the Jones organization here, which has kept pace with increased revenues in that time, record midway grosses having been turned in, it was reported.

BADGER MEET

(Continued from page 46)

to treat it more as a business proposition than ever before. We have brought out in recent years more of the educational advantages of the fair than ever before. The improvement noted has come about thru the splendid co-operation of the fair men in our organization."

One of the most valuable talks was that of John D. Rogers on *Liability Insurance*. In concise, easily understandable terms Mr. Rogers explained in detail the various kinds of liability insurance applicable to fairs, requirements that must be met, and cited a number of specific instances in which fair associations were defendants in suits for damages for injuries received by fair patrons.

A splendid paper on *4-H Club Work in Relation to the Fair* was read by J. D. Christie, Wausau. "We do not need to worry about the future of fairs as long as we continue to train boys and girls of the 4-H Clubs to carry on," he declared. "We think we are putting on pretty good fairs, but the boys and girls now entering the game thru the 4-H Clubs will go far ahead of us." He cited a number of younger fair men who have come up from the 4-H Clubs, one of them being Ralph Ammon, manager of Wisconsin State Fair. Boys and girls' club work, he declared, furnishes the new blood needed to carry on fair improvement. "The very presence of the hundreds of boy and girl club workers on the fairgrounds has a wonderful psychological effect upon the people attending the fair," said Mr. Christie.

Goodman on Concessions

T. L. Bewick, State club leader, Madison, followed with an excellent paper on 4-H Club work much along the line of Mr. Christie's paper. Charles T. Taylor, Wautoma, offered some constructive suggestions on how the fairs may best serve the agricultural interests. George W. Kiel, Manitowoc, spoke on *County Operated Fair* and Ed H. Brodie, Milwaukee, presented suggestions for group baseball operations for fairs.

Eugene R. Flagg, Old Glory Farms, Oshkosh, opened the Thursday session with a lengthy but interesting discussion of *Real Colt Races* in which he pleaded with the fair men for a chance to demonstrate value of colt races as the salvation of the racing game. Ben F. Rusy, district extension leader, Madison, speaking of *The College of Agriculture and the Fairs*, assured delegates that his department is ready and anxious to extend every possible aid to fairs. Excellent talks made included *Regula-*

tions and Inspection, E. G. Dowe, Beaver Dam; *Running Races*, S. J. Murphy, Columbus; *Sanitation*, B. A. Honeycombe, State Board of Health, and *Carnivals and Fairs*, Max Goodman, owner of Goodman Wonder Shows.

Mr. Goodman, in an extemporaneous talk, pointed out necessity of fairs having well-qualified men in charge of concession departments. He made it clear that it is not any particular type of game that causes trouble, but the type of man who operates the game. He urged that fairs exercise more care in getting the right type of concessioners. He also scored the concessioner who uses merchandise only for a flash and puts out little. "When I see hundreds of persons on the grounds carrying my merchandise about I know I am making money," he said.

Following reports at the Friday morning session, the following papers were presented: *State Appropriations*, John H. Kaiser, Port Washington; *The International Association of Fairs and Expositions*, Ralph Ammon, president; *Regulation of Loud Speakers and Trailers*, A. W. Kalbus, associate manager, Wisconsin State Fair; *Regulations as to Beer Sales*, J. F. Malone.

Attractions Represented

Among attractions people attending were George V. Adams, rodeo; Barnes-Carruthers, Sam J. Levy, Fred Kressmann; Beckmann & Gerety Shows, J. C. McCaffery; Beaux Arts Theatrical Agency, Nick Goldie; Collins Enterprises, Billie J. Collins; DeWaldo Attractions; Elman Shows; Badger State Shows; Fairly-Little Shows, Noble C. Fairly; Fair Publishing House; Globe Poster Corporation, Sunny Bernet, Chet Marzer, Bill Williams; Joe Cody Attractions, Joe Cody; Garrett Sound System; Gold Medal Shows, Oscar Bloom; Goodman Wonder Shows, Max Goodman, Milt Morris; Mert Gribble; Hennies Bros.' Shows, R. L. Lohmar, Dennis Howard; C. W. Hinck, thrill day; Hall Concessions, Mr. and Mrs. L. L. Hall, Ruby Hall; Hunters Artists' Bureau; Imperial Shows, Edward A. Hock; Eleanor Getzender; Illinois Fireworks Company, J. P. Porcheddu, E. E. Ray; Earl Kurtze, WLS Artists' Bureau; Jimmy Lynch Death Dodgers; William Bazinet & Sons, rides; Northwestern Amusement Company, Jule Miller, Leo Semb, Gordon Rydeen; Cy Otis, rube; Performers' Consolidated Attractions, Toby Wells, Bert Clinton; Regalia Manufacturing Company, T. P. Eichelsdoerfer; Florence Reinmuth; John B. Rogers Producing Company, Wayne Lemmon; Lew Rosenthal Attractions, Lew Rosenthal; Fred Rosenthal; E. G. Staats & Company, O. R. Strohmaier; Skerbeck Amusement Company, Pauline Skerbeck, Art Hansen; Sol's Liberty Shows, Sam Solomon; Thearle-Duffield Fireworks Company, Frank P. Duffield, Jack Duffield; Williams & Lee, Mr. and Mrs. Billy Williams; Wisconsin Booking Agency, Klaus & Whalen; WLS Community Service, Fred Ingram; World Fireworks Display Company, Mr. and Mrs. Bert Thomas; Ernie Young Attractions, Mr. and Mrs. Ernie Young, Camille LaVilla, Bernice Herwitz; Wisconsin De Luxe Company, Louis and Ned Torti; Fred Terry, *The Horseman*; Nat Green, *The Billboard*; Ray Balzer, (See *BADGER MEET* on page 69)

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
**WHOLESALE MERCHANDISE
Department**

THIS WEEK and EVERY WEEK

MAINE ASSOCIATION OF AGRICULTURAL FAIRS

Annual Meeting January 18-19, 1938

SKOWHEGAN, MAINE

Hotel Headquarters: Skowhegan House and Hotel Oxford, Skowhegan.

For Room Reservations Write To

HAROLD O. PELLEY, Secy., Skowhegan, Me.
JAMES S. BUTLER, Secy., Lewiston, Me.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

"THE TRAINING school of Transcontinental Roller Derby, Inc., in Chicago has been in progress two weeks," wrote John Rosasco, coach in charge, on December 31. "More than 250 boys and girls have appeared or sent in inquiries. Classes have been arranged for skaters according to experience. We have had skaters from St. Louis, Cincinnati, Indianapolis, Minneapolis and Louisville and two from Pennsylvania, one from Allentown and the other from Erie. The track has the highest bank of any banked track erected in the history of the Roller Derby and is about 21 laps to the mile. Time trials will be held weekly to determine progress of skaters, who will be judged on endurance as well as speed. Fifteen teams will be selected for a Roller Derby to start about March 1. The training school will then prepare for another session of skaters. As vacancies occur in units of the Roller Derby the places will be filled by skaters from the training school."

THREE WHIRLING BEES, Betty, Buddy and Bob, roller-skating act, played the Rocho Sunset (N. J.) Ville December 31.

NEW PEWSEY Roller Rink, Edgewood, R. I., is doing good business. Rink uses an automatic phonograph with amplifier.

RESULTS of a poll conducted recently by a New York publisher show that 96 per cent of girls and 65 per cent of boys of school age consider roller skating their favorite sport.

FRANK BACON, manager of Tacoma Park Roller Rink, Dayton, Ky., was taken to Christ Hospital, Cincinnati, on January 3 for a blood transfusion. Rink has been enlarged to 185 by 80 feet and will open on January 19 under management of his brother, Burt.

GORDON WOOLLEY'S new Salt Lake City Roller Rink did capacity business on November 13, opening night. Roses were given women as favors and Gus Harris, floor manager, and his partner, Helen Dahl, known as the Flying Duo, gave an exhibition. Rink is operating daily with afternoon and evening sessions. Recently the Golden Rollers, who were making a local theater appearance, were guests at the rink.

CLAYTON J. CORNELL, of the Three Flames, skating act, has returned for Australia and New Zealand, where he has been playing theaters for nine months. He reported heavy biz at all rinks he visited between Chicago and the islands and said the Three Flames are booked for England in March for a six months' engagement.

GOOD CROWDS attended Fred Leiser's Armory Roller Rink, Chicago, during the recent week's engagement of Fred Murree (Bright Star), 77-year-old Pawnee Indian fancy and figure roller skater, reports Bill Henning. On December 30 Bright Star was presented with a bouquet by Messrs. Ware and Stanley Swigon, of the Chicago Roller Skate Company, and Mr. and Mrs. Fred Leiser. Gloria, daughter of Mr. and Mrs. Leiser, accompanied by Sully Jordan, gave an exhibition of fancy skating, and Floor Manager Joe Laurey put on a game of

broomball. Staff is now uniformed in tuxedos. George Schrader and George Rolf are being kept busy with the beginners' class. Al Reiman, for a number of years doorman at Riverview Rink, Chicago, has joined Armory staff. Vic Lapinsky is doorman. Championship waltz contest, directed by Harry Kolp, will start on January 12 and run until March 2. On December 28 a balloon party was held, and on January 4 Al Flath, Brooklyn, was a visitor. Parties are booked until April.

R. D. FREEMAN has taken over Beachland Roller Rink, Racine, Wis., which is being equipped with new skates and an amplifying system. Management plans to feature amateur races, waltzes and old-timer nights.

G. A. LONG, manager of Bone's portable roller rink, Fox, Okla., reports business good in that territory.

DUO SPINNERS, Woodie and Betty, acrobatic roller skaters, appeared at Madrid Ballroom, near Harrisburg, Pa., recently. Week of December 27 act played Club Carousel, Harrisburg, and on New Year's Eve gave additional shows at the Moose Home, Quakertown, and Briner's Paradise Club, Harrisburg.

CONTINENTAL THRILLERS, who appeared recently at the Carman Theater, Philadelphia, with Harry Rose's Revue, will play week engagements in Richmond and Norfolk, Va., for the Loew Circuit.

WARREN (O.) SKATING CLUB, sponsoring a hockey team, is lining up contests with teams representing several Eastern Ohio rinks, Manager Rudy Riffle, Warren, having booked some of the outstanding clubs in the district.

Great Strides Apparent

By E. M. MOOAR

Those interested in roller skating have before them another year. Let us hope that the many innovations for betterment inaugurated during the 1936-'37 season will be added to. Without exception that season stands out above all past seasons, not only from a promotional standpoint but from a financial one. I do not think any worth-while rink operator has cause to complain of poor business.

Formation of the Roller Skating Rink Operators' Association of the United States was a noticeable achievement. That those who created it have the interest and future of roller skating at heart and are willing to spend not only money but valuable time was shown conclusively by attendance at the recent special meeting in Cincinnati. Many came thousands of miles, accompanied by their wives. Much important business was transacted and valuable information gleaned.

Another important factor for betterment was the building of several larger rinks, their cost running into many thousands of dollars. This shows the confidence the builders have in the future of the sport. The innovation of dancing on skates is sweeping the country. So interested were delegates to the meeting in Cincinnati during visits to its rinks in this new angle to roller skating that several operators requested and agreed to pay all expenses of teams to be sent to their rinks to demonstrate the steps to patrons.

Newspapers all over the country are devoting much space to pictures of large skating parties promoted by prominent people. Membership in the new associa-

tion is growing daily and members are showing unusual activity toward betterment of conditions. Co-operation of skate manufacturers was noticeable by attendance of owners of the two major companies who agreed to go along with several suggestions made by operators. It is hoped and expected that figure-skating exhibitions will stage a comeback in rinks. The successful tour from Coast to Coast of one of the oldest exponents of this art speaks volumes.

That the 1938-'39 season will overshadow that of 1936-'37 is beyond doubt; roller skating has come to stay. Many of the fundamentals of the new association were stressed in previous articles in *The Billboard* by the writer as far back as 1932, and it is gratifying to know that, with the aid of this valuable publication, our efforts to better conditions have not been in vain.

TRAVER "TALKS"

(Continued from page 44)

to run this Coaster another year. Who knows; they may rob our safe and steal another \$5,000.

Running Coaster No Fun

Running a Coaster in France is no fun. The French are temperamental. When the train stops for unloading they want to sit in the cars and laugh. When they get out they leave a purse or a glass eye or some false teeth in the train. They expect the operators to stop the ride, move the cushions and walk the track. If the missing article is not found they sometimes come back with the police. The bus system in Paris is very good and the prices, which are reasonable, are according to distance. One day a young Frenchman who was probably short of money, before mounting the bus, asked the conductor: "How much to the Place de la Concorde?" "Two francs," replied the conductor. The young Frenchman ran along after the bus a long way and finally panted: "How much now?" "Four francs," replied the conductor, "you are running the wrong way."

European countries want visitors but not unless their passports are in order. I have been put out of worse countries than America, once out of Germany, once out of France. When I was on a railroad train with no passport visa they took me out of the train, put me under guard and sent me back to the frontier on the next train.

Language is a handicap. You can hire interpreters but they never repeat what is said to them and often want to carry on long conversations on their own account. You can't argue nor sell your ideas thru interpreters. The best plan is to learn the language yourself except when the police stop you for violating traffic rules. Then speak English and play dumb. They may curse you but when they find that you can't understand then they let you go. The Continent gets most of its outdoor amusement from street fairs and expositions. There are no successful parks in France, Holland, Belgium, Italy or Germany. There are many clever portable rides in Germany. The Germans build portable Coasters with 3,000 feet of track which are easily moved.

Advice to Americans

American amusement caterers will do well to take only portable apparatus in Europe, then take out patents in the three leading countries and exploit the business quickly before the copiers get busy and the annual taxes on the patents become too expensive.

I have told you my story. Please do not misunderstand me. The people in Europe are fine people. I like them. They are genteel, friendly and polite. They are our ancestors but their ways are not always our ways. I have enjoyed my four years with them immensely and wouldn't part with my experience. But now I am coming back to God's country, older, fatter, sadder, wiser. I have lost my sex appeal and all desire to live in Europe. I am coming back where men are men and women are—a problem; where most men are honest and dependable, where incomes are larger and living costs less; where you can get things done quickly, without stalling or deception; where the sun shines at least part of the time, where there is more than cabbage for vegetables and lettuce for salad, where my children can go to school for less than \$1,000 per year, where money is more stable and war not so close, where a man may be down but can get up again.

Every American should be glad he lives in the U. S. A., where millions of Europeans would go if they were permitted. I would rather be a hot-dog

merchant in the U. S. A. than most anything big or little in Europe. This is Harry Traver signing off from Paris.

OPERATING EXPO

(Continued from page 44)

motor investing some poor sucker's money. Many times this ends tragically, with the novice securing the contract and consequently going bankrupt after agreeing to spend so much more for concession rights and incidentals than is possible. This explains why so many exposition concessioners wind up in receivership.

Politics, altho it is stoutly denied, play an important part in any exposition. This, of course, can be helpful as well as harmful. I have known of the heads of various departments, such as building inspection, health, electricity, etc., cutting in. Equally important is the weather. We all know what the heat did to Dallas and how it rained all summer in Cleveland. A great portion of the success of an exposition rests upon the type of weather it has.

The general business conditions of the nation also play a great part, as a series of strikes or a drought will detract materially from attendance. The vital consideration in this respect is that in the amusement park the concessioner can rely upon following years to make up his temporary loss. In an exposition, with one-year operation, the loss must be taken as definite and final this first year. At the close of the exposition the concessioner must abandon a great portion of his concession and, with the exception of rides, the salvage value is practically non-existent.

Factors for Gambling

Your speaker has earnestly tried to relate a few of the many factors and conditions that influence his viewpoint. Many of you are looking forward to the possibility of participating in one of the future expositions. You want to know my viewpoint in this respect. Very frankly I speak.

I find that a great portion of money and time is devoted during the winter preceding the opening of an exposition, effecting a contract and preparing the concession for opening day, a great deal more than you have perhaps spent on a like venture in an amusement park. It is a one-year enterprise with practically as much money and effort being required to renew the contract for a second year and a certainty that within two years you must once again seek a new location for your concession. There is a gamble on weather and economic conditions of the country. There is a God-awful headache in connection with the unions and help, exceptionally high cost of piling and construction and the great question as to whether or not you can secure an equitable contract with the exposition.

Your speaker is very fond of exposition life. He personally would like to operate concessions in the future expositions, but I assure you with all my heart that, unless the conditions are right, he will be operating elsewhere.

"CHICAGO" Roller Skates Are Reliable



They Will Make More Money For You Than Any Other Make of Skates—TRY THEM.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO

"CHALLENGERS" Challenge The Field

—they're lighter—they're stronger—they're faster—they're safer—they cost less. Here's a combination with which you can satisfy and please any customer. CHALLENGERS boost skate sales at any rink. Write for Catalog and Prices.



THE ROLL-AWAY SKATE CO.

12435 Euclid Ave. Cleveland, Ohio

The First Best Skate



QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

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

Nicely located for winter, with two fine locations for early spring and summer. Unexpected opportunity. Other business reason for selling. Owner: C. E. LEHMAN, 1018 E. Comanche, Tampa, Fla.

WANTED

Manager for Skating Rink. Must be good skater and experienced in all skating lines. Also want God Skating Acts, Single or Double, with neat appearance and flashy costumes. Reasonable salaries expected from all applicants. Quick answer requested.

WILL M. BARBEE

Box 50,

Savannah, Ga.

Lewis Has A Big Show

Opens its fair season — weather unfavorable but crowds spend liberally

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

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

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

Elliott Optimistic As to Eastern Can.

SAINT JOHN, N. B., Jan. 8.—On returning from a motor trip to Chicago during which he attended the convention of the Showmen's League of America, Frank J. Elliott, proprietor of Elliott's Shows, with headquarters at his home in Nova Scotia, reports he is convinced that more money will be available for outdoor amusements in the maritime provinces this year and next year than ever before, insofar as the tourist traffic is concerned.

He predicts an influx of visitors by car from the Central States of record volume for 1938 and 1939, due largely to the improvements in the roads of the maritime provinces during 1937 and projected for this year also. Elliott expects touring carnivals to benefit largely, as well as exhibition midways, from this influx, prevailing to a major extent during June, July, August and September.

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



C. F. ZEIGER, of the shows bearing his name, was elected president of the Pacific Coast Showmen's Association, Los Angeles, at the annual meeting Monday, December 27, for the 1937-'38 term. There were four tickets in the field and Zeiger's name appeared on three of them. His long years in show business and undisputed popularity in the general outdoor show field combined with his knowledge of men and affairs portends a successful administration for this West Coast showmen's organization. Photo by H. G. Davis Studio, Los Angeles.

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

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

When the results of this election were made known a big party was given by the losers to the winners lasting until the small hours of the following morning. This party was sponsored by Brother Louis Margolis, the defeated

Ladies' Auxiliary of PCSA Holds Installation Meet

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

LOS ANGELES, Jan. 8.—The annual installation dinner of the Ladies' Auxiliary of the Pacific Coast Showmen's Association was held Monday, January 3, 92 members and guests being present. The tables were beautifully decorated and favors were presented to all present. Seated at the official table with the new and retiring officers were past presidents Martha Levine, Nell Ziv and Ethel Krug, also past vice-presidents Esther Carley, Florence Webber, Sis Dyer, and Secretary Vera Downey and Chaplain Minnie Fisher. Sister Marlo LeFors was responsible for the arrangement of the entire affair and was given high praise for her accomplishment. Esther Carley acted as mistress of ceremonies and called on all present for short talks and each one responded.

Etchison Joins Reynolds & Wells

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

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

Other Auxiliaries Represented

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

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

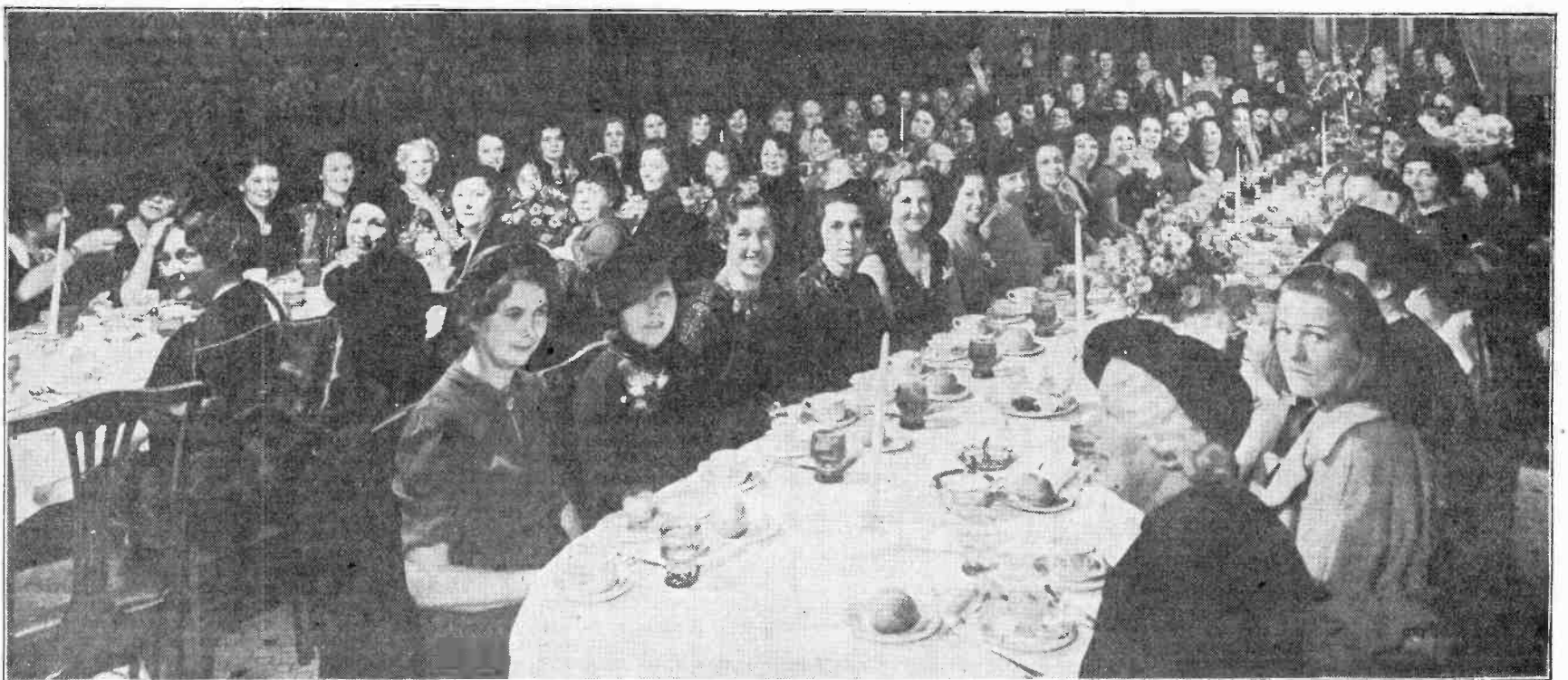
El Paso Show Club Helps Needy Ones

EL PASO, Tex., Jan. 8.—The annual party of the Southwestern Showmen's Club was held Thursday, December 30, at a midnight showing of *The Drunkard*, indoor attraction of the Sun Carnival. About 200 outdoor showmen attended.

A substantial sum was raised for the aid of Mrs. Pat Ward and Frank Hughes, ill with tuberculosis, Verne H. Newcombe, secretary, said.

Election of officers was delayed until a later meeting when Pollack Bros.' Indoor Circus will be in El Paso for a Shrine date. President Mel H. Vaught has several applications from new members to report then.

Plans are being made for a National Tag Day on July 4 when showmen on all outdoor organizations will be asked to contribute to the club's fund for aid of outdoor showmen and women ill with tuberculosis.



THIS PHOTO shows 92 members and guests of the Ladies' Auxiliary of the Pacific Coast Showmen's Association assembled for their annual installation dinner, which was held in the club rooms, Los Angeles, Calif., Monday, January 3.



ABNER K. KLINE, who on Thursday, December 23, was elected president of the Heart of America Showmen's Club, Kansas City, Mo., for the 1937-'38 term. He took up his duties at once and assured the membership that a progressive policy would be the order for the administration and that there be no let-up in the good work done by Jack Ruback, the retiring president, and the others who had gone before. Kline, by reason of long experience in show business, pleasing personality and manly qualifications, bespeaks for him a bright future as the executive head of HASC.

New Carnival Going Out of Bellwood, Pa.

JOHNSTOWN, Pa., Jan. 8. — Arthur Nagle announced from Bellwood, Pa., this week that a new carnival, titled the United Amusement Company, was recently organized to go on tour some time in April from or near this city. Attractions to be carried it is stated will be shows, rides and strictly merchandise concessions.

Nagle also said that it is the plan of the management to have all new equipment and that the building of the fronts and entrance arch will be under the supervision of R. E. Ross. R. H. Heckmann, according to Nagle, will be in charge of the office and for the present is on a booking trip.

W. T. Jessup Goes With Mike Krekos

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

Speaking of his affairs, Krekos said: "This makes the ninth year that Jessup has held the same position with our show. West Coast, will come out of the barn brand new this spring, that is as far as new canvas and paint can make it. Carl Holt, M. E. Arthur and Bull Martin will have a number of shows with us. Joe Zotter will have the Whip, Octopus and Loop-o-Plane. Charles Walpert is booked with his concessions and Mrs. Edith Walpert will present her bingoes as usual. Winter quarters in Oakland, Calif., will open about February 1, when the regular working and mechanical crew will start to condition the show, which will open the season some time after March 1. We plan to tour in Oregon and Washington and then back to California in the fall as we have been doing for some years."

Velare Says Dadswell Not Dismissed, But Resigned

TAMPA, Jan. 8.—Business Manager Elmer C. Velare, of the Royal American Shows, wants it definitely understood that Jack E. Dadswell was not dismissed by them but resigned prior to the end of the 1937 season "because he has things of his own that must be taken care of this year and could not possibly go with us on the 1938 tour."

Francis Healy and wife will fill Dadswell's position as press agent of the show after the completion of its string of Florida fairs now being played.

Installation Lunch HASC Auxiliary Goes Over Big

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

KANSAS CITY, Mo., Jan. 8.—The ninth annual luncheon of the Ladies' Auxiliary of the Heart of America Showmen's Club was given at the Hotel President, December 30, at 1 p.m. Hattie Howk, chairman of the entertainment committee, with her assistants, Jackie Wilcox, Letty White, Bess Nathan, Margaret Haney, Lucille Parker Heminway, Blanche Francis and Anna Rosselli, worked hard and had everything 100 per cent. When the ladies were ushered into the Aztec Room they saw tables set for six grouped in front of the speakers' table with individual favors of handmade crocheted red baskets filled with white mints and centerpieces of red carnations. On the speakers' table there were baskets of flowers sent by the Heart of America Showmen's Club, Missouri Show Women's Club, Pacific Coast Showmen's Association Auxiliary and the Stats Flower Shop.

Mrs. Louise Parker gave the invocation and then Myrtle Duncan, the new president, introduced Viola Fairly as toast-mistress.

At the speakers' table were four tall tapers, two red and two white, joined with red and white streamers of ribbon. Mrs. Virginia Kline and Mrs. Mary Francis, who are members of all four of the show women's clubs, stepped forward and lighted them. The first one for the Chicago club, which has been organized the longest, the next for the Kansas City club, third for the Missouri Show Women's Club and the fourth one (See INSTALLATION LUNCH page 60)

Esenman Is Back With Patrick Shows

SPOKANE, Wash., Jan. 8.—Monroe Esenman, last season general agent for the Patrick Shows under the management of W. R. Patrick, stated here last Monday that he had been re-engaged for season 1938 in the same capacity.

In further comment on the shows and personnel Esenman said: "Mr. and Mrs. W. R. Patrick are on the Pacific Coast making a trip in their new trailer, one of the 1938 models, and will return here January 10. The show has ordered all new canvas and three new rides. Among recent arrivals in winter quarters are the spokesman and wife, Mr. and Mrs. Harry Lyons, Mr. and Mrs. Les Fell, Mickey McVery and R. Fitzgerald."

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

KANSAS CITY, Mo., Jan. 8.—The greatest, most expansive year ever experienced by the Heart of America Showmen's Club will be realized at the end of 1938, Abner K. Kline, recently elected president of the HASC, forecast today.

Kline, elected by unanimous vote to head the organization during the coming 12-month period, represents the Eyerly Aircraft Corporation in Kansas City. Nationally prominent among showmen not only for his friendly and personable qualities but also because he serves as distributor for Octopus, Loop-o-Plane and Acroplane in the Midwestern territory, Kline plans big things for the HASC organization in his administration.

Members of the club and many of its boosters were formally introduced to Kline last Friday night at the 18th annual banquet and ball of the HASC in the Hotel President. Also inducted into

office at the ball were W. L. Mellor, first vice-president; Art T. Brainerd, second vice-president; Toney Martone, third vice-president; Harry Altshuler, treasurer, and G. C. McGinnis, secretary. Altshuler and McGinnis have long served in their respective capacities.

Ball a Howling Success

The ball was undoubtedly the most successful in the club's history. Perfect weather and an ideal program combined to make the event one which never will be forgotten. W. H. (Harry) Duncan turned in a masterful job of emceeing the elaborate program and was cheered when he announced his intentions of "keeping long-winded speeches down to a minimum"—a task which he accomplished satisfactorily to everyone present.

Virtually all the visiting showmen who were here for the convention, (See KLINE PLANS on page 60)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Gibsontown, Fla.

Week ended January 1, 1938.

Dear Red Onion:

The past week a long and uneventful one for those in quarters. Work will not start in earnest until the holidays are over and our workmen get over their holidays. When our extensive building campaign is carried out our competitors will be handed many surprises.

Up to the present time the purchasing of building supplies has been done on a small scale as only three carloads of assorted colored paints arrived on our siding. The order was made small due to the fact that the paint that arrived will be used only as priming coats and blends. As soon as 1938 season's color scheme is decided upon a large order will be placed. Due to the show planning on using more chromium this season only one carload of gold leaf was ordered.

The entire stock of three or four lumber yards was bought outright. The timber consisted of No. 1 white pine, and cypress that will be used to build platforms and make layout stakes for the lot superintendent, as the management has

always used walnut and mahogany for the building of wagons and the making of tent poles. The exact number of lumber yards that were purchased is hard to state at this writing. Instead of three or four it might have been five or six. Due to the order being so small and the \$500,000 or \$600,000 invested being such a trivial matter, the press department did not take interest in the exact figures.

A very small crew is working at the present time. As a matter of fact, the crew is so small that the management found it necessary to lay off 75 per cent of the cookhouse help, which put its staff down to 50 cooks, 75 waiters and 60 dishwashers. Those that are rebuilding the shows' equipment are doing so alongside of the river where they can watch their fishing poles and lines.

On December 31 another very small order of supplies arrived. Again the order was so unusually small for this show that it is hardly worth mentioning. But nevertheless it has always been the management's policy to keep their buying an open book for the benefit of fair managers and our competitors. In order

Ben' Way Over!

EL PASO, Tex., Jan. 8.—Pete Benway, who operated a hoop pitch-till-you-win on the Sun Carnival midway here, has a new slant for talking up his concession.

To customers about to toss his hoops, Benway says: "Ben' way over; ben' way over."

Perham Buys New Quarters

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

PORTLAND, Me., Jan. 8.—A. S. Perham, owner of the Pine Tree State Shows, recently purchased a 75-acre farm in Gorham, Me., 16 miles from this city. The buildings consist of a 10-room house, large barn, garage, stable and several smaller structures. One of the buildings will be converted into a repair and paint shop. The show equipment, which has been stored annually in Hampden Highlands, Me., for the past 10 years, will be moved to the new quarters as soon as necessary alterations have been made.

The farm is only a short distance from Sebago Lake, famous as a summer resort and noted for its excellent trout and salmon fishing. The new winter quarters also boast a trout stream on the property.

Mr. and Mrs. Harold Hadley, of Syracuse, N. Y., have arrived at the new quarters. Hadley is electrician and mechanic of the show and will have active charge of repairing and decorating during the next few months.

Frank A. Owens New G. A. for Laughlin

MORLEY, Mo., Jan. 8.—J. W. Laughlin, manager West Bros.' Shows, announced Tuesday he signed a contract with Frank A. Owens as general agent for the show for 1938 season. Owens replaces Bruce Barham, who held the position for the past two years. Barham will devote his entire time to duties as assistant manager of the show.

At the same time announcement was made that the title of show would be changed to West Bros.' Shows, replacing the nine-year-old title, West Bros. Amusement Company. The new title is considered more in keeping with the carnival business as well as having the additional advantage of being shorter.

Further additions to the staff, as well as a full outline of policies will be made in the near future, Laughlin also stated.

Burns New G. A. For Northwestern

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

Burns took up his duties at once and left for a trip. He has acted in the same capacity for Zeidman & Pollie and Ed Heinz Shows in the past and comes to the Northwestern organization ripe in experience, Flack further stated.

To live up to our custom, we are listing the following merchandise that arrived: One carload of horseshoes, five tractors, 9,000 bolts of braid for band uniforms, one carload of shoes for our midgets, one ton of spangles, three cartons of flageolet reeds and 3,000 bladders for bagpipes.

New Year's Day the management served a big dinner for the show's employees in Eddie's Hut. This started everyone on a new year with a full stomach. All attended with the exception of our troupe of lions that eyed our elephants with suspicion. The highlight of the banquet was the reading of the show's blue book by Pete Ballyhoo. The book, entitled "Who's Thru," started the year off wrong for many. MAJOR PRIVILEGE.

W. M. Breese Joins Sam Lawrence Shows

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

In speaking of Breese, Lawrence said: "He has been connected with a number of the larger shows in the past and with his ability and experience he should prove a valuable asset to the Sam Lawrence Shows. He is now on the road booking and we will meet at Raleigh, N. C., for the fair meeting, following which we will attend several others."

For the first time in three years Sam Lawrence has been on vacation in this city and seems to have enjoyed himself meeting old friends and taking in the high spots during the holidays.

LEWIS HAS

(Continued from page 53)

most complete and elaborate midway ever operated under the Lewis title. The layout even makes a flash in the daylight, which is seldom the case with this class of outdoor amusements. To back up all this color and flash there are presentations behind the fronts and under the tops in the back end of the midway that reveal talented performers and presentations worthy of the showmen's art in all the term implies.

Showcrafters Please Management

The management tho not boasting is truly proud of the achievements accomplished by the artisans and artists who labored to carry out the plans as laid out, and to justify the money expended to create innovations in fronts and shows.

The 24 pay attractions that were scheduled to open were up and ready to go when the signal was given by the management that the season was on. The opening night crowd of fairgoers were the usual first night sightseers that braved the dampness of an evening rain. The crowd tho light were in a spending mood and each attraction came in for a fair play. A complete roster of the staff and personnel as well as the lineup of attractions will be given in the next news letter.—STARR DeBELLE.

MICHIGAN SHOWMEN'S

(Continued from page 53)

pleased with the way the business of the association was being handled.

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

Brothers Henry Wagner, Max Kerner and Louis Wish left for Miami.

Membership drive is going along in fine style. New members are J. W. Conklin, John Francis, Oscar Bloom, Barney S. Gerety, Lew Keller, William Carsy, Dave Tennyson, Philip Shapiro, Dave Pickard and Sam Kutzen.

Dues have been received from Brothers J. C. McCaffery and A. D. Michele.

A letter of thanks was received from Brother Fred Swisher for the interest taken in him during his stay at the Pontiac (Mich.) Sanitarium.

Brothers Vic Horwitz and Abe Levine seem to be the big noise makers and bridge-game instructors. Brothers Harry Davis and Thomas Moore have proved themselves champion advertisement getters.

During the meeting for the Michigan fair men open house will be held in the clubrooms.

LADIES' AUXILIARY

(Continued from page 53)

basket of flowers to the auxiliary, and both floral pieces occupied places of honor at the official table.

Lilly Shepard Murray, visitor from Chicago, and well known to show women, extended greetings and best wishes.

Congratulatory wires coming from the Heart of America Showmen's Club and Auxiliary were read.

A picture of the gathering was taken and the banquet being over the entire party retired to the auxiliary clubrooms, where the officers were duly installed.

President Peggy Forstall retains her chair for a second term. Secretary Ruby Kirkendall was also re-elected. Others elected were Edith Bullock, first vice-president; Marie Jessup, second vice-president, and Inez Walsh, treasurer.

President Peggy Forstall presented her retiring vice-presidents and secretary and Marlo LeFors with gold friendship bracelets inscribed with their names as

My, How They Can Eat!

Crane Swings Fat Man on Limer at Capetown

LONDON (U. P.).—The world's fattest man, Barney Worth, 21, and his 23-year-old wife, Joy, who is striving for the title of the world's fattest woman, have arrived in London on their honeymoon.

Barney, who was born in Cookstown, Queensland, weighs 686 pounds, is 5 feet 9 inches tall and 6 feet 3 inches around the middle. His bride at the moment weighs 364 pounds. She used to weigh 524 when she was in a circus as the "Fattest Girl in the World," and before she went on a slimming diet. Now that she wants to team with her husband she is putting on nine pound a week in an effort to regain her former weight.

Worth's size makes it a little difficult for him to get thru doors and into busses. When he sailed from Capetown to England he had to be taken aboard the ship by a crane, and from Folkestone to London he had to ride in the baggage car.

Despite these difficulties, however, he and his bride enjoy life. Eating is a real pleasure to them. Their joint breakfast usually consists of a dozen eggs, three pounds of steak, two loaves of bread, four pounds of butter, one jar of jam, two pounds of sausages and half a gallon of tea. Other meals are in the same proportion.

a loving tribute to their co-operative work during the past year. The auxiliary, as is the custom each year, presented both president and secretary with beautiful gifts.

Finances Satisfactory

The president gave a complete summary of the past year's business and financial standing to date and it was most satisfactory. Several congratulatory wires and letters were read. Relley Castle introduced a new member, Mrs. Josephine Foley, who was welcomed by the club.

Rosemary Loomis was reported ill in the Wilshire Hospital. Flowers and wishes for a speedy recovery were sent to her. Mabel Wright won the perfume donated by Relley Castle. Money realized from the raffle went to Cemetery Fund. Bank award went to Edith Bullock and was donated to Cemetery Fund. Fifteen dollars first prize for membership, donated by Marlo LeFors, was won by Rita Brazier. Second prize of \$10, donated by President Peggy Forstall, went to Betty Coe.

Motion for adjournment was made and club adjourned.

Present at Installation

Lee Sturm, Emily Mettler, Josephine Foley, Minnie J. Fisher, Cecelia Kanthe, Peggy Steinberg, Addie Butler, Topsy



CARNIVALITES AND EX-CARNIVALITES LIFT VOICES AND GLASSES and toast to the entire outdoor show fraternity for the happiest and most prosperous season ever as part of their gala New Year's Eve celebration in the lounge of the Tampa Terrace Hotel, Tampa, Fla. Left to right: Walter Kemp, Velora Rose Miller, Frank Winchell, Marjorie Kemp and Walter Davis. The Kemps are of the Royal American Shows. Davis was formerly press agent for the Johnny J. Jones Exposition, but now of The Saint Petersburg (Fla.) Times. Hostess Miller heads the entertainment end of the Terrace Lounge and Winchell was formerly press agent for the Rubin & Cherry Exposition but is now assistant manager of the hotel. Photo by hotel staff photographer exclusively for The Billboard.

ALLAN HERSCHELL PRESENTS

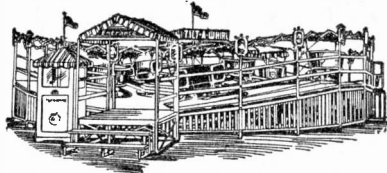
A NEW FUN HOUSE

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

SEE IT AT TAMPA—THE BEST BUY FOR 1938.

ALLAN HERSCHELL CO., INC., N. Tonawanda, New York.

GET MORE PROFITABLE SPOTS



With the Streamlined

1938 TILT-A-WHIRL

The Proven Ride that pays **BIG** and **CERTAIN** money to Auspices and gets you back.

SELLNER MFG. CO., Inc.

FARIBAULT, MINN.

C. F. ZEIGER UNITED SHOWS

WANT—For the best Carnival Route in the West: Foreman for Allan Herschell Merry-Go-Round, Eli Wheel Operator, Tilt-A-Whirl Foreman. Top salary and weekly bonus. Want Shows. Will furnish outfits. Party with Small Dog Act to work pickout pony. Want Side Show, Athletic Show, Shires write; Snake Show, Geek or Straight, Crime, Unborn, Wax and Mechanical Shows. Will build shows to your plans. Want Strong Woman Act to feature. Sober, useful Carnival People in all lines who appreciate a long season. Last season 38 weeks. Want Bill Poster, party with P.-A. System to announce acts and advertising. Want Concessions that work for stock only. Will buy Trained Animals of all kinds. Show opens in Arizona in February.

C. F. ZEIGER,

2701 Wilshire Blvd.,

Los Angeles, Calif.

Gooding, Celia Pepin, Relley Castle, Jennie Perry, Fern Chaney, Jewell Hobday, Mabel Brown, Amelia Earls, Hazel Moss, Mabel Wright, Inez Walsh, Bertha Grubbs, Edith Walpert, Margaret Farmer, Olive Hartzell, Stella Linton, Gladys Grant, Jenny Rawlings, Pearl Runkle, Rose Rosard, Cora Miller, Violet Zucker, Pearl Vershelle, Betty Coe, Irene Goldberg, Peggy Nelson, Martha Davis, Esther Carley, Opal Manley, Leona Barie, Peggy Forstall, Bessie Long, Peg Michell, Alice Jones, Leona Cook, Mildred Winslow, Marion Klein, Alfreda Barnes, Pearl Jones, Martha Levine, Marlo LeFors, Gladys Forrest, Estelle Hanscom, Stella Brake, Marie Klinck, Marie Bailey, Marie Morris, Clementine Overstreet, Babe Miller, Millie Dolbert, Betty Wilson, Grace Asher, Nina Rogers, Frances Godfrey, Mora Bagby, Norma Burke, Lillie Shepard Murray, Ruby Kirkendall, Etna Henry, Nettie Pulley, Florence Webber, Grace McIntyre, Sally Reese, Blossom Robinson, Lucille King, Ada Mae Moore, Cherie Jondro, Margaret Welsh, Nell Ziv, Edith Hargraves, Dolly Mott, Sis Dyer, Ruth Cordy, Lucille Zimmerman, Grace De Garro, Victoria Godfrey, Mrs. Burke and Bobby Stewart. Reported by Inez Walsh.

Midway Neon
DISPLAYS
FOR OUTDOOR SHOWS

Your old front made new with NEON Lights by NEON men who know the Outdoor Show Business. Our system of Handling and Transporting has been used with Success. For quick service send description and measurements. Write immediately!

JIMMY JAMISON
40-11 23RD ST - LONG ISLAND CITY - N. Y.

"MAC" McNALLY
Formerly Allentown, Pa.,
Now With CHUCK SAUTER, Selling CHEVROLETS.
SOUTHLAND MOTORS, Inc.
Miami, Florida.

CONCESSION
TENTS
BUY FROM FACTORY SAVE
POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

TRUCKS
AUTOMOBILES — MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

SOL'S LIBERTY SHOWS
INC.
NOW BOOKING FOR SEASON 1938.
Address: SAM SOLOMON,
Box 223, Caruthersville, Mo.

Al. G. Hodge Shows, Inc.
Now booking and presenting the 1938 Modernistic Midway, Shows, Rides, Free Acts.
BOB HALLOCK, Gen'l. Agt.
W. M. TUCKER, Mgr.
P. O. BOX 32, GARY, INDIANA.

PINE TREE STATE SHOWS
Now booking Shows, Rides and Concessions that do not conflict; also sensational Free Acts.
A. S. PERHAM, Mgr.
32 Sewall Street, Portland, Me.

WHEELS
Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers Special Price.
\$12.75

BINGO GAME
 75-Player, complete, \$5.25, including Tax.

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
 Send for Catalog No. 237.

CANES
 Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago.

Midway Confab

By THE MIXER

FULL STEAM AHEAD! Season 1938 is now open.

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

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

"MOST talked about midway in the world!"

A. H. BARKLEY—Whom are you going to general agent for this season?

COUSIN RUBIN GRUBERG plans to rest a while in Hot Springs, Ark., soon.

ARTHUR ATHERTON—With whom will you be the coming season, Johnny J. Jones or whom?

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

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

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

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

ROY GOLDSTONE now presents the Royal Midway Shows. Wonder what was the matter with the McClellan Shows title?—Soapy Glue.

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

DONALDSON, Ark.—"Now at home and feeling fine after an operation at St. Vincent Hospital, Little Rock. Will be back with Zimdars Shows with my bingo for third season."—TIGER MACK.

IF SHOWMEN have all-girl girl shows, why can't they have all-girl side shows, as Red Onion suggested last season?—Tillie Few Clothes.

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

JOHN M. SHEESLEY does not care particularly about public weddings on his midway. He is called "master showman." The banning of public weddings may be one of the reasons why he carries that distinction.—Red Onion.

TRUST THAT the health of K. F.

Krause. Weather is fine down here and lots of showfolk are in Atlanta. Best wishes to *The Billboard*.—WILLIAM C. MURRAY.

The Mythical Ginsbergs Have A New Act; They Jump Over Bridges for Sam J. Levy

BERLIN—The once famous Flying Ginsbergs are now the Leaping Ginsbergs. Since they came over here under the direction of the originator, Sam J. Levy, they changed their act from flying to jumping. They have perfected their offering so efficiently in recent months that they can jump up from the water, up to, and over the highest bridges. They are a positive sensation wherever they appear.

Levy had them booked for the Showmen's League banquet and ball, but owing to the opening of several new and very high bridges over here they could not get away from their agreement, "No bridge is too high for them to jump over."

Sam Levy, when interviewed in Chicago by the writer, was terribly put out, because he had hoped to have them jump over the Sherman Hotel and several very steep fair contracts.—UNKLE JERK.

RICHMOND, Mo.—Working at Farris Theater here for the winter. Will be back with Crowley's Shows coming season. Baby Marie and Madelin are fine. Will have some concessions and will be the show's electrician.—MYRON J. CLEVENGER.

TRENTON, N. J.—"Due to illness, I am not connected with any museum this winter. I formerly operated a girl revue and sex attraction on various carnivals, including Rubin & Cherry, Miller Bros., Tinsley, L. J. Heth and Kaus."—BOBBY KORK.

NEW BERN, N. C.—Kaus Exposition Shows will be under the management of A. J. Kaus and J. E. Kaus. Show will be larger than last season and a number of improvements will be made. As in the past the name will stand for a clean midway.—A. J. KAUS.

My earnest wish is that all the loafers be put to work so that they will not get in the way of those who want to work and are working.—Tillie Few Clothes.

WALTER K. SIBLEY reports from Miami that he is making progress with the Monkey Race. It is that new group concession that bids fair to become one of the season's outstanding successes. Mitch and Louie, of Lake Charles, La., are the men behind enterprise.

SHREVEPORT, La.—Charles Docen, manager of Docen's freak animal exhibit, which was one of the most pretentious of the Century of Progress attractions during the World's Fair, Chicago, is wintering here and making active preparations for coming season.

CONY ISLAND, NEW YORK—Bill Hutchens will not be at Coney this sum-

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each.03
 Analysis, 3-p., with White Cover. Each.15
 Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers, Each .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.
H. B. HUISINGA
 DELAND, ILLINOIS
 Grower of Pure-Bred Varieties of Popcorn.

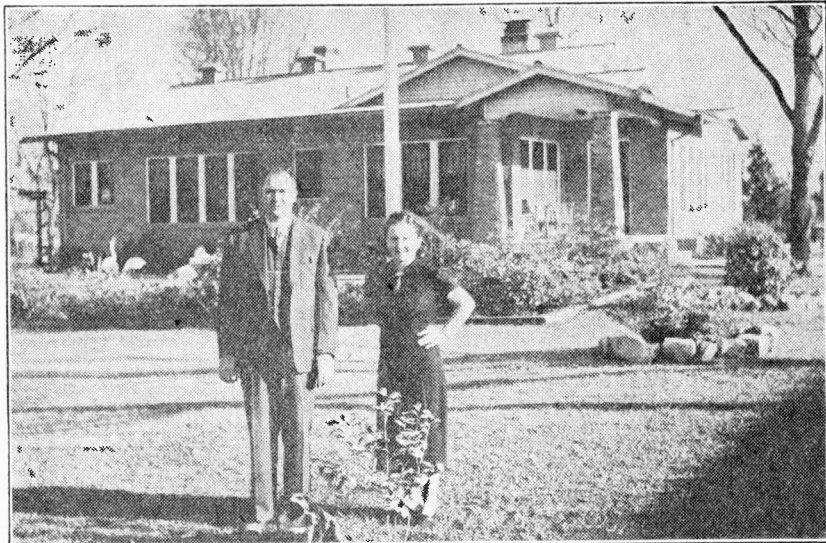
BUDDHA PAPERS—SUPPLIES
FULL 1938 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
 198 S. Third Street, Columbus, O.

HUBERT'S MUSEUM Inc.
 228 W. 42d Street, NEW YORK CITY.
 Open All Year Round.
 Want Freaks and Novelty Acts of merit at all times.
 SCHORK & SCHAFFER.

Johnnie J. Bejano
 With
FAIRLY & LITTLE SHOWS
 Can use for the most beautifully framed Side Show, a few more outstanding Freaks, both Platform and Pit Attractions. Want a No. 1 Mindreading Act.
 Address: Route 5, Box 43C, Springfield, Mo.

GREAT SUPERIOR SHOWS
 Now booking Shows, Rides and Concessions for the 1938 Season.
 Winterquarters, 881 Arkansas St., Memphis, Tenn.

Cash Award Targets FOR SHORT RANGE GALLERY.
 Most perfect made, in two styles for small and large awards. Can be used on Long Range Galleries also. Every user a satisfied customer. Send for Free Samples and Prices. We build the best Portable Short Range Gallery. **RED CIRCLE GUN CLUB,** 43 Hanover Street, Boston, Mass.



MR. AND MRS. JOE GALLER, of the Buckeye State Shows, as seen on the lawn of State Senator Oscar Bord's home, Wiggins, Miss. Photo was taken last June while the shows were exhibiting at the annual Pickle Festival in Wiggins.

"GREAT INFERIOR SHOWS!" Maybe, but we do not think we need any more of this kind.—Unkle Jerk.

DOUGLAS, Wyo.—Mr. and Mrs. Lee R. Falknor spent the holidays with his mother. Will remain here until February.—L. R. FALKNOR.

OLIVE BRANCH, Ill.—Often think of old friends on the George F. Scott Shows and recall the winter quarters of 1928.—MACK HOLLY.

BRUCE BARHAM.—Send your photo and sketch of your life to the carnival department. Who will you be with the coming season?

A lot of big bombshells are going to be shot off in the carnival business in 1938 long before July the Fourth. Wait and see.—Red Onion.

TAMPA, Fla.—Wintering here. Signed as Merry-Go-Round foreman with Clint & Clark Shows for coming season.—WHITEY HANT.

ROYAL PALM SHOWS: Looks like they are going out from two different hotels in Tampa for the balance of the winter tour.

A. S. PERHAM, of Pine Tree State Shows, is making elaborate plans for the coming season at his new plant near Portland, Me.

REYNOLDSVILLE, Pa.—While Mr. and Mrs. Herman Bantly were in Philadelphia recently they visited Mr. and Mrs. Joe Payne.—HARRY E. WILSON.

(Brownie) Smith, of Smith's Atlantic Shows, is better now. When last heard of he was not so well at his home in Salisbury, N. C., suffering with gallstone trouble.—THE MIXER.

FORT SMITH, Ark.—Was with Si Williams' Hyde Park Shows until death in the family cut the season short. We wish to thank *The Billboard* for all past courtesies.—MR. AND MRS. EDGAR L. MEEKS.

MIAMI.—Arrived here January 1 and will remain until March 1. Will then go to Norfolk, Va., to take up the duties as business manager for West's World's Wonder Shows. I just could not miss the Florida sunshine as part of my vacation.—FITZIE BROWN.

ANOTHER good thing about telling the truth is that you don't have to remember what you said.—December issue Big Eli News, Jacksonville, Ill.

MIAMI, Fla.—We are from Huntington, W. Va. After a very successful 1937 season with Howard Bros.' Shows we started on a vacation on the east coast of Florida. Will be back with the same show the coming season.—MR. AND MRS. JESS BRADLEY.

ATLANTA.—Back here after a 10-day holiday in Greenville, S. C. Spent the time fishing and hunting and filled up on squirrel and dumplings and stewed rabbit. Had nice Christmas and New Year's with homefolk. Was general agent past three seasons with Keystone Shows. Prior to that was with the late Ben

The "OLD RELIABLE"
 \$1,300.00 in three days of operation in the showing made by a 1937 No. 12. The Owner had a nice profit left because the No. 12 takes little to operate, but it always makes the money if any ride on the Midway does. Why not invest in a time-tested, profitable ride? Write for information.

ELI BRIDGE COMPANY
 800 Cass Ave., JACKSONVILLE, ILL.

CRYSTAL EXPOSITION SHOWS
NOW BOOKING
 Shows and Concessions, Ride Help, Cook House Help, Free Acts and Carpenters for season 1938. Opening April 22. Address all mail to
W. J. BUNTS, Crystal River, Fla.

WANTED
 Reliable, Sober Electrician. Wall and Al Brust write. Also Ride Foreman. Ben Cheeks. Also wanted. Sensational Free Acts. Write
FRANK WEST,
WEST'S WORLD'S WONDER SHOWS, Norfolk, Virginia.

mer. He joins K. F. (Brownie) Smith's Atlantic Shows. Hutchens has always been good to his concession boys and we hate to see him leave here.—FRANK MURRAY.

Not So Long Ago—That

By L. C. MILLER

NEW YORK—Red Onion had a dream, a very peculiar dream, for in it Rubin Gruberg was laying out the lot for the Royal American Shows. Here is another to go with it: Three men are engaged in a crap game, all men representing tent and awning companies. Arthur P. Campfield, of Baker-Lockwood; Dize, of Dize Tent and Awning, and an unknown representative of the United States Tent and Awning Company.

"How about fading in the center?" asks Campfield, looking solemnly at Dize. "If it's faded in the center," retorts Dize, "I'll raise the sidewall." "What are the stakes, iron or wood?" questions the man from the U. S. Tent and Awning with a sneer on his face. At this point Roger Littleford Jr., scribe for *The Billboard*, walked in and exclaimed, "Say, if you fellows would take a full page ad in *The Billboard* you would canvass new business and thereby have some real money to play with."

Pat Purcell, Jimmie Lynch's general manager, was up and down in the elevator so much at the Sherman Hotel in Chicago that people wondered if he was learning to run the darn things. Incidentally, since Pat has taken over the helm for the Jimmy Lynch Death Dodgers he took several aliases, such as Suicide Purcell, Dare-Devil Purcell and Fearless Purcell—and he still drinks ice-cream sodas.

John W. Wilson, manager of the Cetlin & Wilson Shows, told a story on how he met Mrs. Wilson. "I was standing in front of my show at a fair in Virginia when suddenly there appeared a very beautiful girl riding on a mule. Her golden hair fluttered in the breeze and her dark blue eyes were sparkling. As she drew closer I noticed that on one foot she wore a boot, while on the other a shoe, and it took me a long time after to break her of that habit," he related. This story of Wilson's turned out to be a rib, for the truth of the matter is that Mrs. Wilson comes from a veddy, veddy old and social Virginia family.

George Hirschberg decided that the show business was too short a season and looked about for something that would occupy his time the year around. After considerable search George was offered a position selling cigars. His territory covered the hills of West Virginia. The first assignment given him was to see the merchants in a small town approximately 40 miles away from the home office. That is, it was 40 miles as the crow flies. But here is the sad part of the story, for altho George left at 8 o'clock in the morning, he never arrived until late that afternoon. It seems the train hit a junction and from there shuttled hundreds of miles, back and forth to other small hamlets, before finally going on to George's destination. Needless to say, that ended Hirschberg's cigar selling days, as he gave back his samples and returned to the show game to become one of the fastest secretaries in the business.

A fair secretary in the Southwest turned to his censor and said, "This fair will soon have the reputation of having a legitimate midway. There will be none of those what you call 'G' wheels, as everything is going to be the same as LAST YEAR! WAA-HOO!"

PATERSON, N. J.—"Sprang a new idea in the museum line and it increased business about 200 per cent. Best of luck to *The Billboard*. What Walter Winchell is to *The New York Mirror* William Judkins Hewitt is to *The Billboard*. —HARRY METZ.

It was observed by Floyd Newell during the recent Chicago convention that the universal cry was "Have you got any mileage?" The cry has died down for a while now.—Unkle Jerk.

DETROIT—Have not signed with the Motordrome on the Johnny J. Jones Exposition. Part of last season I was with Happyland Shows. May return to the circus the coming season, as bareback riding is my favorite stunt. — JACK WIRTH.

NEW ORLEANS—Kay Wray, past two years with Blue Ribbon Shows, is going to town with her girl show and orchestra playing a night spot here. Her orchestra is called the Cavaliers and is a good novelty string combination. She is booked here until after the Mardi Gras.— D. W. BISHOP.

CARL J. LAUTHER'S Oddities on Parade reported the official opening in Greensboro, N. C., Friday, December 31, under the auspices of the Henry K. Burtner American Legion Post. Location of exhibition is in heart of city and business up to the second day had been more than satisfactory.

BUCYRUS, O.—We attended the park men's convention in Chicago and, like everyone else, had a great time and enjoyed all the meetings. Bought two new rides—an Octopus from friend Abner K. Kline and a pony cycle. Coming season we will have two units out with rides and penny arcades.—R. A. JOLLY.



MRS. ROY GRAY, of the Texas Longhorn Shows, is shown here with a string of red and speckle trout she caught recently at Rockport, Tex. Judging by the smile, rod and fish held high, she is seemingly very proud of the day's catch.

EVERY show should be Repeat Shows. It costs less to book a show that can repeat in all towns. The other kind have to pay very heavily for booking under gyp auspices. — Wadley Tif.

GREAT FISHHOOK SHOWS! Report that they will consolidate with Ballyhoo Bros. for the Florida dates could not be confirmed at press time. Ballyhoo Bros. will be flat car, baggage car and motorized all in one train, if Starr DeBelle has his way. These shows will arrive from all directions to open.

SAN ANTONIO.—Jack Starling and myself opened our museum here. It is titled "Look!" We are the owners. Business is good. I am in the annex. Baby Lee is a pit feature. Berton's bird circus is with it. Lady Bobby is mistress of ceremonies. Others are Rio Grande Betty, snakes; Chief Mongo, torture act, and Lady Viola, midget.—LOU-LOUETTE.

CARTHAGE, Mo. — Here in quarters breaking in new animals, dogs, goats, monkeys and a baby chimpanzee for a bigger and better show. Training and breaking in is being done by Blackie Martin and the writers. Booked again with Snapp Shows. We expect season 1938 to be very good. — DAN AND ALBERTA RILEY.

JACKSON, Tenn.—E. L. Brown, for Zimdars' Shows, handed in his resignation and it was accepted. He did not state what the future had in store for him. I will try at all times to give the

news from the shows as it breaks—good, bad or indifferent—but do hope it will always be good.—CHARLES SEIP. Would that more show-news writers would make the same resolution.—The Mixer.

We might as well be frank about it: No carnival has yet been successfully directed from a mentalist booth. Moral: Every man and woman to his/line of business. It takes years to become an understanding carnival manager.—Red Onion.

JOHN J. STOCK, the man who built the Katzenjammer Kastle and invented the ride called the Gadabout, is remembered, but he does not seem to be in the outdoor amusement limelight any more. Last heard of he was living in Brooklyn. The Gadabout ride came before either the Dodgem or Skooter. Harry E. Tudor was its sales representative. Tudor is back in England again.

VALDOSTA, Ga.—Many thanks for the co-operation given in the past by *The Billboard*. Now in quarters with Bill Frank's Model Shows. For the moment do not know if I will be the general agent for this show or not. Spent Christmas with a Christmas dinner that was a Christmas dinner at Frank's table. Bill Franks is getting quite an organization together and the future looks good.—ROBERT H. LESLEY.

STARR DeBELLE has improved wonderfully in his writing within the past year and a half. The only way to learn how to write, according to the late Arthur Brisbane, the eminent editor, is to keep on writing. He said writing cannot be learned out of books. Hope to learn how to write some day myself.—Red Onion.

MARION, Va.—After spending several days in Eastern Pennsylvania am going

EVANS
MONEY MAKERS
 Make your Concession the LIVE SPOT! Rely on EVANS' 45 Years' Experience for the Latest and Best
 Amusement Equipment.

PADDLE WHEELS OF ALL KINDS \$7.50
 Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.
UP FREE CATALOG
H. C. EVANS & CO.
 1522-28 W. Adams St., CHICAGO

The Complete **SHOW** Printing House
 ALL YOUR PAPER IN ONE SHIPMENT FROM A NEWSPAPER MAT TO A 24 SHEET POSTER
CARNIVALS **MINSTREL**
CIRCUS **RODEO**
REPERTOIRE **MAGIC**
 THE LARGEST **DATE DEPT.** MUSICAL COMEDY
 IN THE UNITED STATES
 WRITE OR WIRE FOR **U.S. PRINTING AND ENGRAVING CO.**
 SAMPLES AND DATE BOOK
 1640-42 CENTRAL - KANSAS CITY MO.
FASTEST SERVICE IN AMERICA

OCTOPUS
 "World's Newest Ride Sensation"
 LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.
 "We are very pleased with the results and experience of its operation. It was one of the leaders of the various rides located at Playland, in spite of its location, which was at the far end of the park, where it had replaced an old device which had served its usefulness and was removed by the park company to make way for a new installation."
 "We have nothing but praise for the OCTOPUS and are looking forward to the 1938 season. Sincerely yours, PARK & BEACH SUPPLY CO., INC., Harry C. Baker, President."
EYERLY AIRCRAFT CORP. SALEM, ORE.
 ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

CLINT & CLARK UNITED SHOWS
 Now Booking for Season of 1938. Show to Remain in Pittsburgh Territory All Season. We Have the Good Spots Booked Under Strong Auspice.
SHOWS RIDES CONCESSIONS
 Write us. You may have something we need. For Sale: 30 KW Light Plant, G-E Generator, direct coupled to Buda Heavy Duty Engine, mounted on GMC Truck. Terms to responsible party.
C. D. (JACK) CLARK **CLINT ROBERTS**
 1422 Maple Ave., N. E., CANTON, OHIO. P. O. Box 1785, TAMPA, FLA.

KAUS EXPOSITION SHOWS, INC.
 NOW BOOKING FOR 1938 SEASON:
 RIDES—Stratoship, Ridee-O, Double Loop-o-Plane, Kiddie Aeroplane Ride and Pony Ride. SHOWS—Unborn, Snake, Illusion, Working World, Hi-de-ho, or any other Walk-thru or Fun House, organized Minstrel, Athletic, Crime and any new or novel money-getting Shows. Will furnish outfit to capable showman. Would like to hear from the following: Doc Seiden, Bull Rico and Carly Scott. CONCESSIONS—Can use legitimate Concessions of all kind except Bingo and Long Range Gallery. WANT Photos, High Striker, Palmistry and Arcade. Van Ault and George Haverstick write. Fair Secretaries and Committees desiring clean, up-to-date Carnival get in touch with us. Want to hear from experienced Ride Foremen that are sober and reliable. Write all first letter. Hank Campbell write. O. F. Mack wants Monkey and Dog Trainer. Hank Tank write. All address **A. J. KAUS, Manager, 202 George Street, New Bern, N. C.**

COLEMAN BROS.' SHOW
 OPENING AT MIDDLETOWN, CONN., APRIL 14.
 WANTED—Shows, Pit or Platform; Fun House and Motordrome, Athletic, any New or Novelty Show. Furnish outfit to reliable people. Have Revue and Side Show. Wheels and Grind Stores wanted, legitimate only.
THOS. J. COLEMAN
 508 Main Street, Middletown, Conn.

WANT MORE REVENUE
 for
YOUR ORGANIZATION?
 Read
"BINGO BUSINESS"
 A Column About Bingo in the
WHOLESALE MERCHANDISE
 Department
THIS WEEK and EVERY WEEK

back to Lake Charles, La. Booked popcorn wagon at the New Jersey and Rhode Island State fairs, as we had good business at both places last season. My partner, Joe Krekorian, who is spending the winter in New Orleans, informs me that we will begin work on a new popcorn wagon very soon. Have every reason to think that 1938 will be a good year.—**JOE STONE.**

DOC HOWELL, of Howell's Variety Show, under canvas, visited *The Billboard* office last week accompanied by his son, R. B. Howell, who is his secretary. He came from Florida to bury his father, Dr. J. Morton Howell, of Waynesfield, O., who died recently in Los Angeles. Dr. Howell was the first United States Ambassador to Egypt. The variety show will go out of its quarters in Florida at an early date and Coy Newbill is now out booking, Doc Howell also reported.

EAST ST. LOUIS, Ill.—Four shows wintering in this city. Those seen around Zoe's Tavern almost daily are Mr. and Mrs. Johnnie Lantz, Frenchy Lambert, Danny Kemper, Roy Edison, Red Smith and wife, Jessie Bennett and Mack McPerin. Passing thru recently were Teddy Rosenbaum; John Starkey, scenic artist; Lawrence Longton, ball game concessioner, and Curley Miller. Writer is an old-time general agent and promoter and is working for Zoe at the tavern for the winter. — **CHARLES J. ROACH.**

WONDER who will get the midways for the Canadian Class A Circuit of exhibitions? Lethbridge, Alberta, was one time in that circuit and why it is not back in again is not known. Guess Winnipeg, Man., will be included also in the A Class. At any rate, that is the way it should be, as Winnipeg's event is now in the hands of a real showman.—**Red Onion.**

TEXARKANA, Tex.—Mr. and Mrs. Jack Smith held open house for showfolk at their cafe Christmas night. The doors were locked to the public at 8:30 p.m., and the whole place was turned into a piggly-wiggly style; that is, "help yourself." Music was furnished by the house for dancing for those who cared to. Plenty of jackpots were cut up. Guests: Mr. and Mrs. Warren Williams and son, Jack, of Nokona, Tex.; Mr. and Mrs. Ray Pruett and Mr. and Mrs. Haskell Hazelwood, of Vivian, Tex.; N. Williams, Mr. and Mrs. Emmett Bufkins, Mary and Johnnie Johnston, Wynne Chuck and Bill Dykes.—**JIMMIE HARRISON.**

ROY B. JONES writes from Greensboro, N. C., that he made a trip to Richmond, Va., in the interest of Lauther's Oddities on Parade and while there was the guest of John H. Marks. Jones reports that 10 men are at work in the Marks quarters and that they are really working earnestly on construction of new fronts and truck bodies. The new front for the animal show has already been started and will be a revelation in modernistic design for a truck show. Marks was quoted as saying that his midway will not be any larger, but he expects to present several innovations that should prove a boon to his midway for the coming season.

When a carnival plays some big dates, State fairs and the like, and shows a phenomenal increase in midway receipts over the previous year the fair boards would be a lot of chumps to book another carnival. Especially when the carnival that showed the increase comes back each year with a better line of money-getting attractions.—**Red Onion.**

LEXINGTON, Ky.—We are members of Dodson's Shows. Putting in the winter

here working in a tobacco warehouse and been at it ever since a week after the last season closed in Lake Charles, La. There are several others from Dodson's Shows working here, also, and other shows as well. Six shows in all are represented by workingmen and other lines of the business. One can walk into any tobacco warehouse and find some trouter at work.—**TEXAS SUTHERLAND AND FRANK EDWARDS.** These boys by working in the winter in another line should set a good example for those who think they must loaf between seasons.—**The Mixer.**

C. W. CRACRAFT spent Christmas and New Year's at his home in Covington, Ky., and had a good time, he reports. Before taking to the road again in the interests of the Strates Shows, of which he is general agent, he visited *The Billboard* office. In speaking of his present and past affiliations he said: "James E. Strates is a showman and man of his word. When we agreed to affiliate he sent in my contract for signature just exactly as we had arranged the details, not even a period or comma was changed. As for my year with William Glick, of the Ideal Exposition Shows, all that I can say is that Glick kept his agreement to the letter and paid off at the close of



PRIDE OF THE STRATES SHOWS is James E. (Brother) Jr. He is seen here with his new mount, "Duke," which was presented to him on his eighth birthday by his father, James E. Strates, who stands proudly by. The office wagon is seen in the background. Photo furnished by Ben H. Voorheis, press agent for the shows, and was taken at one of the "last stands" of the 1937 season.

the season to the exact penny and with no word of contention whatever."

CARNIVAL OWNERS AND MANAGERS—Kindly send in the roster of your show's official staff if not already sent in. It is about time that the fair and exhibition officials knew "Who is Who" with your organizations. When the staff is officially announced it keeps the PHONIES from putting something over on you. Did this thought ever occur to you?—**Wadley Tif.**

NEW YORK.—Sam Lawrence, manager of the show bearing his name, departed for fair meetings last week after spending nearly a month in this city with his wife. Mrs. Lawrence left here at the same time for Waycross, Ga., the show's quarters.

Altho Mr. and Mrs. Lawrence spent the holidays in this city, they made arrangements with the Hollywood Grill in Waycross to entertain and feast the 10 members of the show working at quarters. Lawrence has been instrumental in the organization of the new International Federation of Showmen and says he's "proud to be a charter member of the club and sure it will go over with a bang."

HARRY E. CRANDELL writes A. C. Hartmann from Tampa, Fla.: "My health is just about the same. Since the last operation my sight is a little better, but cannot see at all in one eye. Guess the shock must have hit me somewhere else, as the old dropsy came back and I am badly swollen and cannot get around. I sit up a couple of hours daily in the sun on the porch and then have to go back to bed. Sure do get lonesome and blue. Received nice remembrances Christmas from friends. Some of the boys put in a bit of change in their letters, which helped a lot. My Christmas dinner was a bowl of soup, that was all. The Holiday Number of *The Billboard* was a nice edition and congratulations on its contents."

The "Sting 'em titles" are either changed for the repeat territory or else they seek new fields to "sting 'em in." Does not sound like much business sense to this method. It would seem to be more sane business tactics if the titles remained the same, with better attractions each season and go over the old territory. It costs plenty to break in new territory. The big ones that mean a lot to the business get better each season in number and merit of attractions and for the most part play the same territory season after season. The public gets to know



MR. AND MRS. YOULIE PARKINSON, veteran pop-corn concessioners, standing by their wagon on a lot with the De Luxe Shows of America season 1937. They booked again with the shows. Photo furnished by Clifford J. Franco, the shows' new general agent.

them by their merit and up-and-up business methods.—**Wadley Tif.**

HAHIRA, Ga.—"My band after playing holiday dates in Florida joined the County Fair Shows at Valdosta, Ga., January 3. Clarence Marohl is owner and manager of this show. It carries rides and stock concessions. Owing to the fact that it is just after the holidays, business is just fair or rather as good could be expected. Pat Perrotta has two concessions; David Wise, three; Walter Lankford, one; R. W. Reed, one; Billy Smith, four; James Humphry, one, and office, two. Bill Lichliter has the sound truck and ball game. Band roster: Walter and Harold Lankford, cornets; John Benstead, trombone; Russell Butler, clarinet; Herbert Lankford, baritone, and Lester Lankford, traps and drums. The weather is really wonderful."—**WALTER LANKFORD.**

JOHANNESBURG, South Africa.—Sam Hyde is a concessioner and operator of automatic amusements in these parts. Well, Sam, send in some news from your section of the world.

Johannesburg reminds Red Onion of a story Harry Witt tells. Harry said he was sitting in a chair in the lobby of a prominent hotel in that city some years back when the man next to him began to address him. The first question was, "Where are you from, sir?" To which Harry replied, "Boston, Mass." "Boston," said the man, "is somewhere in America,

is it not?" Witt answered yes. Then Harry asked the stranger his name and where he came from. His reply was, "My name is of no importance. However, I hail from London, England, sir. The King lives there, along with over half of the population of the civilized world." Witt said the man stopped talking when he told him that Boston in the United States was the capital of the entire civilized world and not London as he thought.

SWAMP POODLE, Inertia.—We think that there should be an organization of some kind to look after the health and prosperity of all MOOCHERS. It might be well to title it MOOCHERS' PROTECTIVE ASSOCIATION. We call that class of people MOOCHERS who want everything for nothing and think that they are really in show business if they see their names in print. They want free advertising, free space in newspapers, free lunches, free drinks, free dimes, quarters, halves and dollars. Some of them who are supposed to be big men in the carnival business want their press agents to get free readers, free cuts in newspapers and all that. The protective part of the association is to protect those they are wont to impose upon.—**Soapy Glue and Tillie Few Clothes.**

"Sister Sue" and Starr DeBelle Laud The Billboard Highly

TAMPA, Fla.—"Sister Sue," Mrs. Grant Smith, wrote DeBelle from Crooked Creek, Pa.: "Thank you for sending in the article regarding me and thank *The Billboard* for publishing them. The one regarding my illness brought cards and letters from all parts of the country wishing me a speedy recovery. You would be surprised to see all the mail I received. Some came from people who were with my late brother, Johnny J. Jones, as far back as 1921, but are now retired. Now I am living the old life all over again. God bless them all. I was able to sit up in bed when this mail came, and it did me good to read the cards and letters.

Last summer I intended to visit a number of shows, but the flood came and then my sickness. Did visit Cetlin & Wilson Shows at Williamsport, Pa., and saw many people formerly with the old Jones organization and they all gave me the glad hand. This visit was after the one to the Johnny J. Jones Exposition at Johnstown, Pa. Both John W. Wilson and Izzy Cetlin were marvelous to me. Phil and Gussie Travis, of Nashville, Tenn., visited and got to see a snow-storm."

DeBelle writes: "Like 'Sister Sue' I appreciate all the great news that appeared in *The Billboard* and from me for the Johnny J. Jones Exposition season 1937. I do not know how any show woman or showman could get along without *The Billboard*.

"*The Billboard* tells the world when children are born of showfolk parents. It then lets the world know how they are progressing in life and tells when they become engaged and marry. If they cannot agree, it announces their divorces. Step by step thru their show life *The Billboard* follows their various connections in show business and takes pride in noting their advancements and successes. It seems as tho their troubles are *The Billboard's* troubles until the end of their lives, and then lets their friends know thru the Final Curtain their age, line of business and connections. So *The Billboard* is with showfolk from birth until after death."

JOE GALLER lettered A. C. Hartmann from Cleveland: "Hope 1938 will bring prosperity, health and happiness to everyone. Our vacation here at home has come to an end and our stay with father and mother was most pleasant. The six weeks seemed to just brush by as a day. Looked over *The Billboard* and noticed the nice comment you gave me. The carnival business could be made more legitimate. Some day it is going to be the leading amusement. Some owners should wake up and realize that by cleaning up now that they can gain a whole lot in prestige and profit. Then the public would look up to showmen as gentlemen of the amusement world and not as if they were menagerie animals. Left Tuesday, January 4, and took father and mother with us for a month of baths and rest at Hot Springs, Ark. Later we will go to the Buckeye State Shows' quarters at Laurel, Miss., and send the old folk back to Lakewood, O., by train." **CINCINNATI**—Mr. and Mrs. Joe Galler and party passed thru here Tuesday and phoned *The Billboard* office to give good wishes to the entire organization.—**The Mixer.**

HELLER'S ACME SHOWS, INC.

23RD ANNUAL TOUR SUCCESSFUL 23RD ANNUAL TOUR
Open March 31st in Georgia, playing two other spots going North; then Jersey April 25th without fail. Long season guaranteed. Twenty-two real still dates and fourteen fairs. Want Shows with or without outfits. Will furnish same to reliable show folks that have something worthwhile to put in them. Want quality, not quantity, as we will only carry seven Shows; seven Rides, of which we own five, but will book or buy two more, either Octopus, Loop-o-Plane or Ride-o. All Concessions open. Must be legitimate. Want to hear from George Spirides, Mr. Moberg, Jap from Bayonne and others with me before. Show Folks—C. J. Johnson, Jack Douglas, Eddie Peden, Harry Orsburn, Bob and Jack Perry; also man that had Monkey Speedway and Talker of that Show at Warsaw Fair, Virginia, and anyone else with some new ideas. Ride Help—Charles Houston, Melvin McGee, Mike Cramer, Bill McOlios, Howard Engle, Gus Miller, Edward Terry, H. A. Fears, Jimmy Sheridan, H. D. Forbush and others with me before write. Want outstanding Feature Free Attractions. Will carry four. Prefer one Act that can double. Want to hear from Charles Siegrist, Wm. Harry Martin, Zorsky, Dare Devil Daniel, Fred Reckless, Paul M. Thorpe Troupe and Sullivans. Want Bill Poster. Also good Lot Man that can handle same when management is away, capable in all branches of show business to act as manager, as I do all my own bookings. All address **HARRY HELLER, Gen. Mgr., 477 N. 11th St., Newark, N. J.,** or phone any night after 11 P. M., Humboldt 3-0474.
P. S.—Want Scenic Painter; also want to hear from Mr. and Mrs. Arthur Waterman. Do not know your address. Please send it. **WANT Penny Arcade.**

C. W. NAILL SHOWS WILL PLACE FOR SEASON of 1938

OPENING ABOUT APRIL 15TH
Ride Help—Whip Foreman that understands his business. Ferris Wheel Foreman, sober and reliable. Mix-Up Foreman that knows a Travers Mix-Up. Also Second Men on Rides, including Merry-Go-Round. Am booking the usual line of Stock Concessions, so let me hear from you, as may be able to place you. Will place Motor Drome, Illusion, Athletic, Fat Woman, Snake or Midget Show with own equipment.
Address all to **C. W. NAILL, 417 Layton Ave., Monroe, La.** Phone 4018.
P. S.—Have Travers Mix-Up in perfect condition for sale. Has real fence for same. Also have a twelve and a half K. W. Generator d. c., very reasonable.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Rubin & Cherry

ATLANTA, Jan. 8.—In most news from quarters there is so much similarity each year that it is really not particularly interesting. Few of the shows make public the real big things they have done or are doing for the coming season. To say that the sound of the hammers and saws can be heard thruout the buildings each day does not make interesting news. All know that work goes on just like the three meals a day at the dining hall, but just wait until this show is spread on the lot, and oh, will they see things. For the present the 30 people at Lakewood Park are really doing things besides being on time for eats, Superintendent Nat Worman sees to that. For an all-round showman, lot man and supervisor of quarters Nat is 100 per cent. Most of the men have been with Gruberg for years and know just what to do. As a special mark of appreciation Nat himself got up the special menu for the Christmas and New Year's Day dinners. When it comes to cooking Nat knows plenty, and it was good. Mr. and Mrs. Rubin Gruberg have been away most of the winter, spending a portion of the holidays with their daughter, Mrs. Doctor Margolies, of Philadelphia. Upon their return an extra force of men will be added and the real work on the new modernistic fronts will be started. The dead line for everything to be ready has been set for April 1. The train this year will consist of 40 cars, private car of Mr. and Mrs. Gruberg, special car for the Midget Show and Pullman sleeper for the Colored Revue. In addition there will be a dining car, stateroom cars, Pullman sleepers, box and stock and steel flats. All show property will be newly painted and varnished, orange and green as the prevailing colors. As has been the usual custom, the offices of the shows are located in Robert Fulton Hotel, where Manager Bremson does everything possible for the comfort and pleasure of showfolk. Louis and Cleo Hoffman, J. J. Allen, Arthur Sharpe are spending the winter in Florida. The writer has charge of the office. **FRANK S. REED.**

Johnny J. Jones

AUGUSTA, Ga., Jan. 8.—With the holiday lull over work has again started in earnest at quarters. Chief Electrician Dave Sorg and Mrs. Sorg are remaining here during the winter and Dave is keeping busy making plans for the new elec-

tric towers. Tom M. Allen and Johnny Harrison returned from a week's visit in Miami. J. C. Thomas reports enjoying his stay in Tampa. Bob Edwards writes from Tampa of his plans for an entirely new production for the coming season. Director General E. Lawrence Phillips stopped off for a two-day visit en route to Washington, D. C. He conferred with W. C. Fleming regarding season's plans. The boss gave an impetus and enthusiasm to those in quarters that only he with his amiable personality can give. Mrs. Katherine Julian has been contracted to exhibit her Monkey Circus and she will head for Augusta after her stay in Florida. Dave Traugott, manager of the advance car, was shown the new line of advertising paper by Fleming. Phillips' private car Orlando is being modernized in local railway shops. Bill Holt reports that he is lining up talent for a new production. Karl J. Walker and his Gay New Yorkers report success in theaters in Louisiana. Much talk still prevails about the Christmas dinner served to those in quarters. Mrs. Hody Jones keeps busy looking after Johnny J. Jones Jr. and her various activities in Florida. General Representative J. C. Simpson is back in harness after spending the holidays in St. Louis. **RALPH LOCKETT.**

World of Fun

MANNING, S. C., Jan. 8.—This show will open its quarters February 1, where equipment has been stored since close of last season. New fronts will be built and the show will be enlarged. J. J. Steblar and daughter, Vera, are at their home in Stamford, Conn. Personnel for 1938 will be about the same as in 1937. Mr. and Mrs. Joseph Steblar and daughter, Elizabeth, are in Florida. The writer will again be ride superintendent. **WHITEY DAVIS.**

Hennies Bros.

SHREVEPORT, La., Jan. 8.—Thirty-two members of the working crew enjoyed a big dinner in the mess hall at quarters on Christmas and a most enjoyable time was had. Steward Johnny Nelson and assistants served an appetizing menu that included roast turkey, mashed potatoes, cranberry sauce, giblet gravy, oyster dressing, creamed peas, dessert and coffee. The 12th of the series of new wagons, built from the ground up, rolled out of the carpenter shops on Christmas Eve, ready for the paint department. Twelve more will be constructed, all equipped with rubber-tired wheels. The construction department is ahead of schedule, but later the working crew will be augmented and a seven-day week will be the rule. Oscar Halverson is rebuilding his Funland show, embodying a new idea in fun-houses. Two new wagons with Kelvinator refrigerators are being built for the new cookhouse, to be installed by Tommy Martin and Eddie Phillon, who will have

that concession. Another new wagon undergoing construction will be utilized for the light and power department, with another 150 kilowatt transformer installed, giving this department a total of 600 kilowatt and three wagons. Tom Adams, chief electrician, is overhauling the old and installing new cables and other electrical equipment.

Mr. and Mrs. Bill Kemp arrived, stayed for Christmas and left on a business trip. Jack Dondlinger, concession manager, spent Christmas with the showfolk. Bill Hames motored over from Fort Worth, Tex., and spent a day at quarters visiting Hennies Bros. Harrison King, illusion show manager, arrived and supervised the construction of his new show. H. N. Reeves, legal adjuster, is spending the winter in Shreveport. Mrs. Miles O'Reilly left for Denver, Colo., to visit relatives over the holidays. Ed S. Hiler, general (See WINTER QUARTERS on page 68)

SIDE SHOW ACTS WANTED

FULL SEASON'S WORK.
State all via Clipper mail.
AL LINTON
FERNANDEZ SHOW, Honolulu, Hawaii.

BYERS & BEACH SHOWS

Formerly Byers Bros.,
NOW BOOKING FOR SEASON 1938.
Address 1304 Walnut St., East St. Louis, Ill.

NOW BOOKING FOR SEASON 1938

Will buy or book Whip, Beano open. Will book one more Free Act, also Shows and Rides that do not conflict with what we have. Fair Associations and Committees get in touch with us.
LOUIS WEDGE, 37 Lancaster St., Portland, Me.

announcing

A NEW ORGANIZATION For SHOWMEN INTERNATIONAL FEDERATION OF SHOWMEN

(Temporary Working Title)

You owe it to yourself and the industry of which you are a part to join THE NATION'S FASTEST GROWING INSTITUTION—By and For Showmen, Allied Fields and Tributaries.

Preliminary rallies at our headquarters, PICCADILLY HOTEL, New York, brought together the most representative OUTDOOR SHOWMEN FROM ALL BRANCHES OF THE BUSINESS New York has ever witnessed.

Our membership roster has reached the amazing total of 350 IN LESS THAN 3 WEEKS! As many more memberships have been pledged.

AIMS — PURPOSES — OBJECTIVES

- To assist the sick, needy, aged, indigent and infirm.
- To establish and maintain a Cemetery Fund.
- To give protection, counsel and advice.
- To diffuse goodfellowship in our industry.
- To maintain year-round club rooms.
- To raise the standards of our profession.

NEXT OPEN MEETING AND RALLY

PICCADILLY HOTEL, 227 West 45th Street, NEW YORK
THURSDAY, JANUARY 13, at 7 P. M.

Be sure to attend. Bring your friends and colleagues. Meantime, we urge you to fill out the coupon below. You will be sent an application blank with full instructions and particulars. We invite you NOT TO JOIN until you learn the facts. That's how confident we are of the vast benefits to be derived from membership.

OFFICERS

GEORGE A. HAMID, President
MAX LINDERMAN, 1st Vice-President
ART LEWIS, 2d Vice-President
OSCAR C. BUCK, 3d Vice-President
ARTHUR L. HILL, Secretary
JACK GREENSPOON, Treasurer
ROGER LITTLEFORD JR., Asst. Treasurer

NOW FORMING

A Board of Governors . . . Constitution and By-Laws . . . World's Fair Committee . . . Ladies' Auxiliary Banquet and Benefit.
Hospital Committee Headed By **DR. JACOB COHEN**
Law Committee Headed By **MAX HOFMANN, Counsel**

Cut out and mail to
ARTHUR L. HILL,
Sec'y, Int. Fed. of
Showmen,
Piccadilly Hotel,
227 W. 45th St.,
New York.

Name

Perm. Address

Your Capacity in Show Business.....

HARRIS-TRAILERS, Troy, Ohio

DISTRIBUTORS

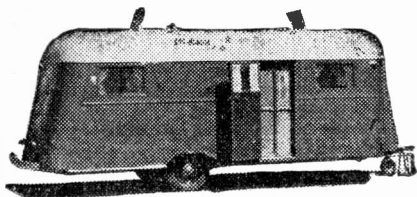
COVERED WAGON TRAILERS

New 1938 Models, New and Used 37 and 36 Trailers in Stock.
Factory and Salesrooms
623 S. Clay St.

"FIRST CHOICE OF TRAVEL-WISE TOURISTS"

KOZY Coach

TRADE NAME REG. U. S. PAT. OFF.



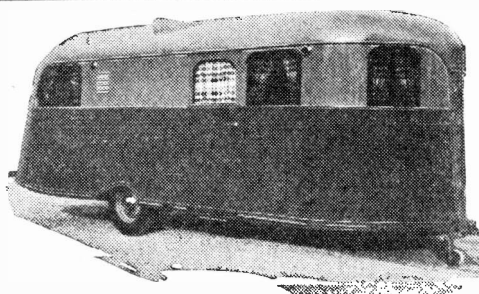
Pick your trailer as you would a home. Every possible thing you need and want for grand living in a small way you'll find in the popular Kozy Coaches.

There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of luggage space is provided, full length

wardrobe, etc., and the beds are truly something to rave about. And now Kozy Coaches are built on an all-steel electrically welded chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment.

Before you buy any coach see the Kozy. Send for brochure—"You're Ahead with a Kozy Coach behind."

KOZY COACH CO. 409 E. MICHIGAN AVE., Kalamazoo, Mich.



THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a ROYAL. Write to

Royal-Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC.
2707 Delaware, Cor. Villa,
Buffalo, N. Y.

THINKER MOTOR COMPANY
1819 E. Kenilworth Place,
Milwaukee, Wisconsin.

TRAILER SALES COMPANY
335 S. Broadway, Wichita, Kansas.

LORENZ BROTHERS, INC.
Kalamazoo, at River Street,
Lansing, Michigan.

ORR & ORR
2634 S. Michigan Ave.,
Chicago, Illinois.

NATIONAL TRAILER SALES
1101-1107 S. Hope Street,
Los Angeles, California.

BEEZLEY ROYAL TRAILER SALES
4200 "O" Street, Lincoln, Nebraska.

ALLEN SALES COMPANY
3115 Fairfield Avenue, Ft. Wayne, Ind.

BEESON & WILSON
1324 Keosauqua Way,
Des Moines, Iowa.

TRAVEL COACH COMPANY
1620 Harmon Place,
Minneapolis, Minn.

KLINE PLANS

(Continued from page 54)

banquet and ball last week have left for their winter homes. In the crowd of nearly 400 which attended there were representatives of the Showmen's League of America, Chicago; the Pacific Coast Showmen's Club, Los Angeles; the Missouri Show Women's Club, St. Louis, and the International Showmen's Association, St. Louis.

Greetings From All Directions

Greetings came by telegraph, air mail and regular mail. Heart of America Clubbers who could not attend sent special cards to the program committee, composed of George Howk, Harry Altshuler and G. C. McGinnis, expressing their dismay at having to be absent from the colorful affair. From *The Billboard* came congratulatory messages which were read as a part of the program

by Duncan, and hundreds of others connected with all phases of show business were not hesitant in expressing the wish that they could be with the celebrating HASC men and auxiliary women.

If the late C. W. Parker could have been present for the banquet and ball he probably would have smiled as he saw HASC prospering as never before, for it was Parker, a carnival man from Leavenworth, Kan., who in the fall of 1919 met with several other showmen in the lobby of the old Wyandotte Hotel and drew up plans for the organization of the HASC—a task which brought him its first presidency January 4, 1920, when the first official meeting was held.

Plans already are going ahead for a "bigger and better" celebration next December, President Kline said. But those who attended the last banquet are agreed that Kline will have to outdo himself to present a program which will top the one given last Friday.

ment; Everett and Hazel Evans, Baker-Lockwood Company.

F

Mr. and Mrs. Noble C. Fairly, Fairly & Little Shows; Frank Fellows, Springfield Wagon and Trailer Company; Mr. and Mrs. Mac Findley, West Bros. Amusement Company; John, J. Crawford, Mary and Ruby Francis, Greater Exposition Shows.

G

Fred Gardiner, C. W. Parker Amusement Company; Jean Bromly Garrison, Kennedy Shows; Carl B. and Millie Gibson and Mrs. E. H. Gordon, Baker-Lockwood Manufacturing Company; Mr. and Mrs. Charles Goss, Standard Chevrolet Company.

H

Mr. and Mrs. Henry Hakan, Hakan Jewelry and Optical Company; Dorothy Hall, Fairly & Little Shows; Mr. and Mrs. Moxie and Mr. and Mrs. Charles L. Hanley, Hanley Photo Company; Conrad G. Haney, Johnny J. Jones Exposition; R. E. Haney, R. E. Haney Amusement Company; Mrs. R. E. Haney, Sol's Liberty Shows; Mr. and Mrs. M. A. Harton, Baker-Lockwood Company; Laura Haynes, Kansas City; Mr. and Mrs. Herman Heller, Kansas City; Lucille Parker Hemingway, C. W. Parker Amusement Company; Agnes and Margaret Henenfont, U. S. Printing and Engraving Company; Mr. and Mrs. Dave Hogan, Kansas City; L. S. Hogan, Rubin & Cherry Exposition; L. Horton, C. W. Parker Amusement Company; W. P. Holston, Midwest Merchandise Company; George and Hattie Howk, Fairlyland Park.

J

Alma Jackson, Kansas City; Slim Johnson, Midwest Merchandise Company.

K

O. Kirkman, Kansas City; Mr. and Mrs. Clarence Kleban, Kansas City; Mr. and Mrs. Abner K. Kline, Eyerly Aircraft Corporation; Earl D. and Mrs. Mabel Knauff, J. L. Landes Shows.

L

Mr. Walter and Mrs. Beulah Lasch and Mr. and Mrs. J. L. Landes, J. L. Landes Shows; Mr. and Mrs. J. W. Laughlin, West Bros. Amusement Company; Sheesley Midway; Dottie Robinson, U. S. Printing Company; J. F. Rodabaugh, Baker-Lockwood Company; J. A., Sarah and Mrs. Bud Rogers, Rogers Tent and Awning Company; M. Rogoff, Kansas City; Ben O. Roodhouse, Eli Bridge Company; Joe and Mrs. Anna Roselli, Fairlyland Park; Mollie Ross, Kansas City; Mr. and Mrs. Karl H. Royer, Lowe & Campbell; Jack, Bill, Rose and Freda Ruback, Western States Shows; Lorretta Ryan, Kansas City.

S

Sterling L. and Opal G. Short, Baker-Lockwood Company; Hyman Schreiber, Kansas City; Mr. and Mrs. M. H. Schwartz, Kansas City; Mayor Bryce B. Smith, Kansas City; Helen Brainerd Smith, treasurer Ladies' Auxiliary, Heart of America Showmen's Club; Milford S. Smith, Campbell Tent and Awning Company; Peggy Smith, Greater Exposition Shows; H. C. Sommerville, Baker-Lockwood Company; Dave and Sally Stevens, Western States Shows.

T

Mother (Doc) Turner, Hanley Photo Company. Mr. and Mrs. C. I. Levin, Midwest Merchandise Company; Mr. and Mrs. Joe Levine, Kansas City; Willie Levine, Hanley Photo Company.

M

G. C. McGinnis, secretary Heart of America Showmen's Club; Ross and Margaret McKay, Walters' Comedians; C. A. McMahon, McMahon Shows; Margaret Maddox, Greater Exposition Shows; Dan MacGugin, Fairly & Little Shows; Mr. and Mrs. Ray Martin, J. L. Landes Shows; Rosalie Martin, Johnny J. Jones Exposition; Tony and Ruth Martone, Western States Shows; Lawrence Mellor, Baker-Lockwood Company; James Morrissey, Baker-Lockwood Company.

N

C. S. and Jess Nathan, Feeder's Supply and Manufacturing Company; Irma Lee Niquette, Matthew Kling's Aerial Act.

O

Catharine Oliver, Oliver Amusement Company; Mrs. C. W., Gertrude and Paul Parker, C. W. Parker Amusement Company; George V. and Madge E. Potter, Radio Supplies Company; R. E. and Mrs. Betty Prall, J. L. Landes Shows; Mrs. Denny Pugh, Beckmann & Gerety Shows; K. N. and Mrs. Emma Rader, Baker-Lockwood Company; Margie E. Rardin, Kansas City; W. H. (Bill) Rice, Mighty

V

Moira Van Horn, Fairly & Little Shows.

W

Herbert and Shirley B. Walters, Walters' Comedians; Ellis and Lettie White, West Bros. Amusement Company; Bill and Jackie Wilcox, U. S. Printing and Engraving Company.

Y

Elizabeth Yearout, Greater Exposition Shows.

INSTALLATION LUNCH

(Continued from page 54)

for Pacific Coast Auxiliary, of Los Angeles. They stayed lighted during the luncheon to show the affiliation between the clubs.

Viola Fairly then read telegrams of congratulations from the Ladies' Auxiliary of the Showmen's League of America, Chicago; Ladies' Auxiliary, Pacific Coast Association; Peggy Forstall, of Los Angeles; Missouri Show Women's Club and Honey Vaughn, New York. She then gave a tribute in verse to Etta Smith, who had died during the year while secretary of the club.

Viola Fairly Does Her Bit

She next introduced the representatives of the different clubs, Mrs. Mary Francis for the Chicago club, Virginia Kline for the Los Angeles club, Grace Goss for the St. Louis club and Mrs. Louise Parker, mother of the Kansas City club, and they all responded with short talks. The officers and visiting ladies were presented with lovely corsages, and the president, Myrtle Duncan, was given a beautiful bunch of red roses.

The toastmistress then awarded the prize of \$10, donated by Marie Beckmann, for the greatest number of memberships during the year to Dot Weiss, who was not present. The second prize of \$5 was given to Rosemary Ruback for the next number and was donated by Mary Francis. The officers were given checks in appreciation of their work for the year. As Marie Beckmann, the outgoing president, was not present, the secretary was given hers and told to mail it. Marie Beckmann had sent in presents for her secretary, Elizabeth Yearout, and the treasurer, Helen Brainerd Smith, and they were given to them at this time. After the luncheon the ladies went over to the Reid Hotel for a brief interlude before preparing for the banquet and ball that evening.

Those Present as Guests

Lottie White, Lottie Mossbar, Mrs. Layman, Marie Rosselli and Margat Maddox.

Members present: Hattie Howk, Lettie White, Anna Rosselli, Sally Stevens, Blanche Francis, Nell Allen, Ruby Francis, Mary Francis, Elizabeth Yearout, Catherine Oliver, Toots Riley, Virginia Laughlin, Ruth Mae Levin, Jackie Wilcox, Margaret Haney, Rosemary Ruback, Louise Allen, Ellen Cramer, Moira Van Horn, Peggy Smith, Grace Goss, Virginia Kline, Maude Baysinger, Mrs. Louise Parker, Boots Alexander, Lucille Hansen, Jess Nathan, Lucille Parker Hemingway, Ruth Martone, Gertrude Parker Allen, Jean Garrison, Bird Brainerd, Viola Fairly, Myrtle Duncan, Helen Brainerd Smith, Molly Ross, Freda Hyder, Dorothy Shannon, Margaret Pugh, Ruth Spallo, Boots Marr, Mary Chiodo, Micky Ingersol, Mabel Knauff and Nellie Findley.

New Officers Installed

On Wednesday, December 29, the Ladies' Auxiliary of the Heart of America Showmen's Club held its 18th installation of officers. Mrs. Louise Parker had charge. After a short meeting Mrs. Parker began the ceremonies with a short resume of the 18 years that the club had been in existence, then installed the following: President, Myrtle Duncan; first vice-president, Gertrude Parker Allen; second vice-president, Lettie White; third vice-president, Virginia Kline; secretary, Elizabeth Yearout; treasurer, Helen Brainerd Smith, and the following board of directors: Mrs. Louise Parker, Jess Nathan, Bird Brainerd, Hattie Howk, Margaret Haney, Sally Stevens, Ruth Martone, Anna Rosselli, Ellen Cramer, Martha Walters, Irene Lachmann, Viola Fairly, Grace Goss, Mary Francis and Lucille Parker Hemingway.

After the installation open house was held with Jack Moon behind the refreshment counter. A committee from the men's club invited the ladies down to their clubrooms for beer and hot dogs. The ladies responded in full force but there were several rubber hot dogs among them. Many laughs were had when the ladies could not get away with them. The party lasted long into the night. HELEN BRAINERD SMITH.

Registered at the Banquet

Those at the banquet who filled out registration cards included the following:

A

Mr. and Mrs. Cliff Adams, Kansas City; Joe and Eva Adams, Kansas City; Harold Adams, Midwest Novelty Company;

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 30 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Lapboards, white cards, 3 3/4 x 14, Per C. . . . 1.50
Stapling Bingo Cards on same, Extra, per C. . . 1.50
Bingo Card Markers, in strips, 25,000 for 1.60
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

SECOND-HAND SHOW PROPERTY FOR SALE.
\$ 1.75 Men's White B'ckskin Skate Shoes, all sizes.
\$50.00 Two-Headed Wax Baby, fine specimen.
\$20.00 Mickey Mouse Ventriiloquist Figure, fine condition.
Genuine Shrunken Head, fine specimen. Sell cheap.
\$6.00 Musical Saw and Bow. Real bargain.
WE BUY ALL KINDS RINK SKATES AND CONFESSION TENTS. WEILL'S CURIOSITY SHOP,
20 S. 2d Street, Philadelphia, Pa.

JIMMIE RAFTERY

presents

A CARNIVAL OF MERIT

OPENING FIRST OF APRIL—GALA SPRING CELEBRATION

WANTED All Concessions open. Complete outfits furnished showmen who have something to offer. Will book, buy or lease Rides. What have you? All persons already contracted answer this call. Good opening for Promoter, Banner Man.

Fair Secretaries and Committees, get in touch with us.

Address All Answers to

JIMMIE RAFTERY, General Manager, P. O. Box 1047, Wilmington, N. C.

WANTED

WANTED

ELITE EXPOSITION SHOWS

Tilt-A-Whirl, Octopus, Kiddie Kides. Shows of all kinds, with or without own outfit or transportation. Preference with your own outfit. Have good route of fairs. Opening last of March at Independence, Kan. Legitimate Concessions of all kinds. Want Cookhouse, tickets out of office; Pitch-Till-You Win, Bumper, American Palmist, etc. Everything open except Corn Game, Photo, Lead Gallery and Pop Corn. Write: ELITE EXPOSITION SHOWS, Independence, Kan.

W. C. KAUS SHOWS, Inc.

OPENING NEAR HERE IN EARLY APRIL.

WANT Shows, real Side-Show, Monkey Show, Illusion, Hawaiian or Musical Revue. We carry no Girl Show, Midgets, Fun House, Mechanical City, or Minstrel. Perl Shields write. Any Pit or Platform Show that can get money. Will furnish new Canvas and Fronts. Legitimate Concessions of all kind. Penny Arcade, Lead Gallery, Photos, American Palmistry. RIDES—Octopus, Loop-o-Plane, Tilt-a-Whirl, Rides-4, Skooter, U-Drive-It Cars. Would like to hear from people who were with me last season. Gus Elmsner, Van Sickle write. Ride Help also. Address all communications to W. C. KAUS, General Manager, at Winter Quarters, New Bern, N. C.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Six Grand Is Gross of Midway At El Paso's S. W. Sun Carnival

EL PASO, Tex., Jan. 8.—Southwestern Sun Carnival midway closed its 10-day run here on January 2 with the largest gross of its history, Verne Newcombe, director of amusements and concessions, reported. He said, however, that he was disappointed by the gross.

"I expected a \$10,000 gross for the midway and was disappointed at the \$6,000 figure," he said. There were more than 40 concessions, 15 rides and 15 shows. Two free acts were offered.

Plans for moving most of the shows and rides to Las Cruces, N. M., 40 miles from here, for an additional five-day showing collapsed when Director Newcombe became ill and was forced to his bed.

About 13,000 saw the Sun Bowl football game between Texas Tech and West Virginia University, a feature of the celebration. Jack Kenyon, whose cookhouse was at the bowl, reported spectators were jammed in the stadium so tightly that his salesmen were unable to work thru the crowd. More than 125,000 saw 55 floats in a New Year's Day parade. Street salesmen reported business good.

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

Miami Police Circus Is Set

Stadium will be used instead of big top—Morton will again be director

MIAMI, Jan. 8.—Bob Morton signed a contract with Chief of Police Quigg for a circus here in the new Rodney Stadium, which seats over 23,000. City commissioners and police chief said they were pleased in securing Bob Morton to personally direct the Hamid-Morton Circus program.

Governor Cone is expected to come to Miami to officially open the circus, which will be for the benefit of the police pension fund, every member of the department taking an active part to insure success. Chief Quigg said that Mr. Morton had staged former successful circuses and in two years had turned over to the fund more than \$39,000.

All acts will be contracted thru George A. Hamid, Inc. Publicity, to be directed by Tex Sherman, well known in rodeo and circus circles, will be the heaviest for any show here, it is said. Police departments from surrounding cities have wired that they will co-operate. The city will be decorated during the week of the circus. Mr. Morton, after flying north on a business trip, will return to take up the executive reins. This will be the first time for a circus here in the open air, as in other years a big top has been used.

A FOUR-DAY indoor circus will be staged by Carlinville (Ill.) American Legion Post, reports General Chairman John F. Novak Jr. Among features will be concessions and popularity contest.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

WANTED
HIGH CLASS INDOOR CIRCUS ACTS
March 25-26,
SOUTH INTERMEDIATE SCHOOL,
Saginaw, Mich.

Plans for Tobacco Festival

PRINCETON, Ky., Jan. 8.—A historical pageant directed by Ted Hill, John B. Rogers Producing Company; horse-pulling contests, style show, boxing matches, home-coming, street parade, soap-box derby, beautify contest, flower show, dancing and exhibits will be featured at the 1938 Tobacco Festival here, sponsored by the Kiwanis Club, reports Managing Director R. S. Gregory. Dr. F. T. Linton is president and Mrs. T. W. McConnell is secretary.

Preparing for Yakima Days

YAKIMA, Wash., Jan. 8.—A colorful Indian powwow showing progress of Indians from pioneering to the present will be the theme of Yakima Days here next summer, directed by Arch Bertholet, president; Harold H. Bowen, vice-president; S. G. Turner, treasurer, and J. Hugh King, secretary of Yakima Days, Inc. Whisker-growing, an important adjunct to previous fetes, will be abandoned.

Funds Sought in Milwaukee

MILWAUKEE, Jan. 8.—A request from the Midsummer Festival commission's finance committee asking the county board to contribute to the 1938 festival has been referred to the board's park commission. The event is expected to cost \$32,500 and the committee will require \$25,000 in addition to its present funds, it is said.

Shorts

GUS BACKMAN, manager of Covered Wagon Days, Salt Lake City, left for Los Angeles January 1 to make free act and rodeo arrangements for this year's fete. Kingsley Clawson and Norman Sims head the rodeo committee. A carnival will be on the midway.

VETERANS OF FOREIGN WARS, Ypsilanti, Mich., will sponsor a Days of '49 show, reports A. Wolf. H. G. Hockett is handling program and tickets. Mike Cox will furnish music, and concessions will be featured.

SPONSORED by The Winnipeg Tribune, Empty Stocking Fund Carnival in Winnipeg on December 14-18 for needy children resulted in a balance of nearly \$4,000 and one of the most successful events in the 20-year history of the promotion, said F. L. Prescott. E. J. Casey Shows were in charge of carnival arrangements, including 25 concessions.

HELP This Department by Telling Committees About It.

LETTER LIST

(Continued from page 39)

- | | | | | |
|-----------------------|---------------------------|--------------------------|------------------|-------------------------------|
| Murray, J. W. (Happy) | Samuels, Simeon | Cappo, Larry | Rillums, Blondin | Sullivan, Mr. and Mrs. Larry |
| Murrel, Roger | Sanderson, Harry | Cards, The Three | (Johnnie) | Suzki, Ted |
| Nantze, J. P. | Sanchez, Luana | Carl, George | Rixfords, The | Taylor, Earl |
| Narzer, Nick | Satterlee, Al | Carrell, Bud | Three | Thorn, Ed |
| Nathan, Wm. | Saunders, Bert | Cattiers, Mr. & Mrs. Les | Thos. | Tennison, Dave |
| Nauman, Bob | Savage, Jimmy | | | Tiffanys, The |
| Nelson, Jimmy | Saville, Ted | | | Tosky, Tad |
| Newton, Glenn | Savil, Billy | | | Tucker, William |
| Nias, Victor | Schulze, Bob | | | Turner, Col. Roscoe |
| Nicolas, John | Scott, Jack | | | Twohouse, Garth |
| Nye, Tom F. | | | | (Lynn Sisters' Show) |
| O'Brien, Allen | "Happy" | | | Voise, Harold |
| O'Brien Bros., W. J. | Sellers, Jackie | | | Waite, Kenneth R. |
| | Seymore, Harry | | | Wates, Ellis |
| | Shannon, Larry | | | Wallace, Frank |
| | Sharpe, Robert | | | Walsh, Sammy |
| | Shean, Frank D. | | | Weber Bros. & Chatila |
| | Sherley, Tom | | | Wilbur, Mr. and Mrs. Orlie M. |
| | Shriner, Al H. | | | Wilton, S. |
| | Sibley, Homer | | | Wilson, Harold |
| | Sidney, Frank | | | Winnie, Vera |
| | Silk, Harold | | | Wolfe, Albert |
| | Simpson, J. H. | | | (Adolph) |
| | Skehan, James | | | Worthan, Del |
| | Skelton, Richard | | | Wutherick, Mr. and Mrs. John |
| | "Red" | | | Yamato, Jimmy |
| | Smith, R. M. | | | Zier, William |
| | Speed, Nashua | | | |
| | Stanford, Walter | | | |
| | Stark, Harry | | | |
| | Stearns, Jimmie | | | |
| | Stern, Jack | | | |
| | Strauss, Wm. | | | |
| | Sullivan, Ernest | | | |
| | Sweeney, Harry | | | |
| | Talbot, Eddie | | | |
| | Taylor, Chester | | | |
| | Taylor, "Stats" | | | |
| | Thomas, Fred | | | |
| | Thomas, Louis | | | |
| | Torio, Frank | | | |
| | Tracey, Gilbert & Leonard | | | |
| | Travis, Izzy | | | |
| | Trent, Blackie | | | |
| | Turko, Billy | | | |
| | Van Sickle, Roy | | | |
| | Varley, Vezev | | | |
| | Vernon, Edgar | | | |
| | Wagner, John J. | | | |
| | Waite, Bill | | | |
| | Wakefield, Frank L. | | | |
| | Walker, Andy | | | |
| | Wallace, Frank | | | |
| | Walsh, Arthur C. | | | |
| | Walsh, Tom | | | |
| | Washington, Huck | | | |
| | Washington, Wm. | | | |
| | Waters, Keane | | | |
| | Weddle, Henry | | | |
| | Weeks, Bob | | | |
| | Wells & Powell | | | |
| | Wen Hai Troupe | | | |
| | White, Jos. | | | |
| | White, Joe L. | | | |
| | White, Ritchey H. | | | |
| | Wiekis, Mr. & Mrs. R. | | | |
| | Wiesley, Herbert | | | |
| | Winkut, Harry | | | |
| | Wolf, Wm. | | | |
| | Wong Troupe, Jim | | | |
| | Wood, Ralph M. | | | |
| | Woodards, J. C. | | | |
| | Worthey, Glenn F. | | | |
| | Yost, Ben | | | |
| | Zelda, Danny | | | |

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|----------------------------|------------------|---------------------------|------------------------|--------------------|-------------|-------------------|-----------------|---------------|----------------|---------------|-----------------------|----------------------------|-----------------------------|--------------------|------------------------|-----------------|----------------------------------|---------------|-------------------------|----------------|----------------------------|----------|---------------|--------------------------------|-------------|--------------|---------|-----------------|----------------|------------|---------------------------|-------------|--------------|------------------|--------------------------|-------------|------------|------------------|---------------------|-------------|--------------|----------------------------|----------------|--------------------------|-------------|---------------|---------------|-------------------------------------|-----------------|---------------|-------------|--------------|----------------------------|------------|-----------------|----------------------------|-----------|------------------|-----------------|-----------------|---------------|--------------------------------|--------------|-----------------------------|-----------------|---------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|-----------------|--------------------------|------------------|----------|---------------------|---------------------------------|---------------------------|----------------|------------------|--------------|---------------|--------------------|-------------|-------------------|---------------|-----------|----------------|-------------|------------|---------------|--------------|--------------------|------------|-------------|----------------|-------------|-------------------------|------------|----------------------------|------------------|---------------------------|------------------------|----------------|------------|---------------|-----------------|---------------|---------------|---------------|-----------------------|----------------------------|-----------------------------|--------------|------------------------|-----------------|----------------------------------|---------------|------------------|----------------|----------------------------|----------|---------------|--------------------------------|-------------|--------------|---------|-----------------|----------------|------------|---------------------------|-------------|--------------|------------------|--------------------------|-------------|------------|------------------|---------------------|-------------|--------------|----------------------------|----------------|--------------------------|-------------|---------------|---------------|-------------------------------------|-----------------|---------------|-------------|--------------|----------------------------|------------|-----------------|----------------------------|-----------|------------------|-----------------|-----------------|---------------|--------------------------------|--------------|-----------------------------|-----------------|---------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|
| Daly, Mr. and Mrs. Smiley | Davison, Jimmy | Dean, Raymond B. | Dennis, Jack | Drigo, Emilio | Dunn, Anton Scotty | Dunsee, Bud | Durant, George P. | Eldridge, Mr. | Fast, Dan | Feack, Stephen | Fink, Harry | Flint, Joe | Geyer, Billie | Glosser, Ben | Goodale Jr., Frank | Goody, Roy | Graham, Hop | Greenberg, Mr. | Guy, Mickey | Horton, W. A. (Flowers) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hall, Kiki | Hammer, Mr. and Mrs. Candy | Harrison, Robert | Hays, Mr. and Mrs. Grover | Hazard, Mr. & Mrs. Hap | Healy and Mack | Helwig, Al | Herberts, The | Hoffman, Harold | Holland, Chet | Howard, Denny | Hood & Family | Mr. and Mrs. Clarence | Huges, Mr. and Mrs. Buddie | Illions, Mr. and Mrs. H. A. | Jaap, Walter | Jackson, Mr. & Mrs. R. | Johns, Elley J. | Johnson Bros., The (Musical Act) | Jones, Johnny | Jordan Trio, The | Jordan, Johnny | Kamakua, Mr. and Mrs. Duke | Kay, Joe | Kelly, Emmett | Kenedy, Mr. and Mrs. Edward B. | Kile, Floyd | Klaus, Edgar | (Eddie) | Knight, Therman | Krukow, Robert | LaMarr Duo | Lamon, Mr. and Mrs. Harry | Lane, Chas. | Lane, Ernest | LeVee Jr., Clyde | Leahy, Mr. and Mrs. Edw. | Leoni, Dick | Lewis, Joe | Licheron & Adams | Limbaugh, Jimmie E. | Lind, Artie | Logan, Harry | Loman, Mr. and Mrs. Johnny | Machedon, Nick | Mark, Mr. and Mrs. James | Mars, Happy | Markham, Andy | McCabe, V. L. | McDonald, Mr. and Mrs. Ray "Mickey" | McMullen, Harry | Miller, Eddie | Monroe, Tex | Moser, P. M. | Murray, Mr. and Mrs. J. L. | Nash, Dick | Nawahine, S. K. | Nelson, Mr. and Mrs. Eddie | (Sunkist) | Nelson, Theodore | Newberry, Earle | Newcombe, Verne | Nold, Karl V. | Novell, Mr. and Mrs. Thomas W. | O'Brien, Don | O'Shea, Mr. and Mrs. Johnny | Parrish, Jimmie | Peyser, I. L. | Besser, Jake | Boston, Geo. L. | Bren, Joe | Bresnahan, T. J. | Buckley, M. M. | Bunnon, Mr. and Mrs. Clay | Burke, Mr. and Mrs. Geo. | Burlingame, Dennis | Burns, Stanley | Cantrell, Dallas W. | Costello, Chas. | Courtney, Robt. A. (4-6) | Crandall, George | and Cyse | Crosby, Theodore N. | Culverhouse, Mr. and Mrs. Curly | Daly, Mr. and Mrs. Smiley | Davison, Jimmy | Dean, Raymond B. | Dennis, Jack | Drigo, Emilio | Dunn, Anton Scotty | Dunsee, Bud | Durant, George P. | Eldridge, Mr. | Fast, Dan | Feack, Stephen | Fink, Harry | Flint, Joe | Geyer, Billie | Glosser, Ben | Goodale Jr., Frank | Goody, Roy | Graham, Hop | Greenberg, Mr. | Guy, Mickey | Horton, W. A. (Flowers) | Hall, Kiki | Hammer, Mr. and Mrs. Candy | Harrison, Robert | Hays, Mr. and Mrs. Grover | Hazard, Mr. & Mrs. Hap | Healy and Mack | Helwig, Al | Herberts, The | Hoffman, Harold | Holland, Chet | Howard, Denny | Hood & Family | Mr. and Mrs. Clarence | Huges, Mr. and Mrs. Buddie | Illions, Mr. and Mrs. H. A. | Jaap, Walter | Jackson, Mr. & Mrs. R. | Johns, Elley J. | Johnson Bros., The (Musical Act) | Jones, Johnny | Jordan Trio, The | Jordan, Johnny | Kamakua, Mr. and Mrs. Duke | Kay, Joe | Kelly, Emmett | Kenedy, Mr. and Mrs. Edward B. | Kile, Floyd | Klaus, Edgar | (Eddie) | Knight, Therman | Krukow, Robert | LaMarr Duo | Lamon, Mr. and Mrs. Harry | Lane, Chas. | Lane, Ernest | LeVee Jr., Clyde | Leahy, Mr. and Mrs. Edw. | Leoni, Dick | Lewis, Joe | Licheron & Adams | Limbaugh, Jimmie E. | Lind, Artie | Logan, Harry | Loman, Mr. and Mrs. Johnny | Machedon, Nick | Mark, Mr. and Mrs. James | Mars, Happy | Markham, Andy | McCabe, V. L. | McDonald, Mr. and Mrs. Ray "Mickey" | McMullen, Harry | Miller, Eddie | Monroe, Tex | Moser, P. M. | Murray, Mr. and Mrs. J. L. | Nash, Dick | Nawahine, S. K. | Nelson, Mr. and Mrs. Eddie | (Sunkist) | Nelson, Theodore | Newberry, Earle | Newcombe, Verne | Nold, Karl V. | Novell, Mr. and Mrs. Thomas W. | O'Brien, Don | O'Shea, Mr. and Mrs. Johnny | Parrish, Jimmie | Peyser, I. L. | Besser, Jake | Boston, Geo. L. | Bren, Joe | Bresnahan, T. J. | Buckley, M. M. | Bunnon, Mr. and Mrs. Clay | Burke, Mr. and Mrs. Geo. | Burlingame, Dennis | Burns, Stanley | Cantrell, Dallas W. |

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|--------------|-----------------------|----------------|-----------------|-------------------------------|--------------|----------------|-----------------|----------------|---------------|--------------------|-------------|-----------------|--------------|---------------|------------------|----------------|------------------|------------|-------------|---------------------|--------------------|-----------------|--------------|----------------|------------------|------------|------------------|-----------------|---------------|---------------|------------|----------------|----------------|-------------|---------------|-------------------|-----------------------|------------------|---------------|-----------|------------------|----------------|-----------------|-------------------|-----------|--------------|
| Roberta Animal Circus | Roberts, Bob | Roberts, Jimmie & Mae | Roberts, Okla. | Roberts, Thayer | Robinson, James (Bright Eyes) | Rocco, R. W. | Rochelle, Trio | Rockwell, E. W. | Rooney, Arthur | Roscoe, Eddie | Rose, Harold (Bud) | Rose, Teddy | Rosenheim, Jack | Ross, Sam G. | Royal Rollers | Russell, Blackie | Russell, G. P. | Russell, Leonard | Ryan, John | S. T. S. J. | Sackett, Chester A. | Sallinger, Herbert | Sampson, Oswald | Walker, Andy | Wallace, Frank | Walsh, Arthur C. | Walsh, Tom | Washington, Huck | Washington, Wm. | Waters, Keane | Weddle, Henry | Weeks, Bob | Wells & Powell | Wen Hai Troupe | White, Jos. | White, Joe L. | White, Ritchey H. | Wiekis, Mr. & Mrs. R. | Wiesley, Herbert | Winkut, Harry | Wolf, Wm. | Wong Troupe, Jim | Wood, Ralph M. | Woodards, J. C. | Worthey, Glenn F. | Yost, Ben | Zelda, Danny |
|-----------------------|--------------|-----------------------|----------------|-----------------|-------------------------------|--------------|----------------|-----------------|----------------|---------------|--------------------|-------------|-----------------|--------------|---------------|------------------|----------------|------------------|------------|-------------|---------------------|--------------------|-----------------|--------------|----------------|------------------|------------|------------------|-----------------|---------------|---------------|------------|----------------|----------------|-------------|---------------|-------------------|-----------------------|------------------|---------------|-----------|------------------|----------------|-----------------|-------------------|-----------|--------------|

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|--------------|-----------------|------------------|--------------------|---------------------|----------------------------|-----------------|------------|------------------|---------------|------------------|------------------|-------------|--------------|------------------|------------------------|-----------------|---------------|---------------|----------------|-----------------------|---------------------|--------------|---------|------------------|--------------|--------------------|----------------|-------------------|------------------|------------------|----------------------------------|---------|--------------------|--------------------|-----------------|--------------|---------|-------------------|-------------------|---------------|-------|--------------------|-------------------|--------------|----------|---------------------|
| Barbee, Mrs. | Barrow, Miss | Behney, Mrs. W. | Bernard, Mrs. A. | Berton, Mrs. Hazel | Bishop, Mrs. Bailey | Briner, Mrs. Laura (F. C.) | Brooks, Mrs. M. | Bye, Marge | Clay, Madam Rose | Cook, Phyllis | Dean, Mrs. Dolly | Dennis, Mrs. Joy | "De Arlene" | Elnore, Mrs. | Georgie (Jackie) | Emswiler, Babe & Sadie | Graham, Frances | Grey, Eugenia | Grims, Nellie | Groce, Mildred | Jorgensen, Mrs. J. J. | Hays, Miss Virginia | Lennon, Mrs. | Pauline | Lime, Mrs. L. O. | Moss, Dottie | Palmer, Mrs. Jesse | Paul, Mrs. Bob | Reid, Mrs. Walter | Reobick, Shirley | Rooney, Sunshine | Schaffner, Mrs. Sue Snyder, Mrs. | Treassa | Smotts, Madam Rose | Staley, Mrs. E. B. | Staley, Mrs. Ed | Staley, Mrs. | Dorothy | Stien, Mrs. A. E. | Stirks, Mrs. Cleo | Van Wie, Mrs. | Mabel | Wadley, Mrs. Marie | Wilson, Mrs. Mary | Wilson, Mrs. | Margaret | Yancey, Mrs. Beeman |
|--------------|--------------|-----------------|------------------|--------------------|---------------------|----------------------------|-----------------|------------|------------------|---------------|------------------|------------------|-------------|--------------|------------------|------------------------|-----------------|---------------|---------------|----------------|-----------------------|---------------------|--------------|---------|------------------|--------------|--------------------|----------------|-------------------|------------------|------------------|----------------------------------|---------|--------------------|--------------------|-----------------|--------------|---------|-------------------|-------------------|---------------|-------|--------------------|-------------------|--------------|----------|---------------------|

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------|---------------|----------------------|--------------------|--------------------|-----------------|--------------|---------------------|----------------|-------------------|-----------------|----------------|----------------|---------------|---------------|--------------------|--------------|--------------|----------------|------------------|---------------|-----------------------|-------------|--------------|-----------------|------|---------------------|--------------|-------------------|-------------|----------------|----------------|-------------|----------------|----------------|---------------|-------------------------|-------------|--------------|----------------|-------------------|-------------|--------------|------------------|-----------------------|--------------------|----------------|------|-----------------|--------------------|-----------------------|--------------|----------------|----------------|----------------|--------------------|---------------|---------------|------------------|------------------|--------------|---------------|------------|--------------------|-------------|--------------------|---------------|-----------------|----------------------|--------------|------------------------|------------|--------------------|--------------------|----------------|--------------------------|--------------------------|------------------|--------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|---------------|--------------|---------------|-----------|-------------------|------------------------------|------------|---------------------------|------------------|------------------|-----------------|------------------------------------|-------------------|-------------|-----------------------------|---|---------------|-----------------|------------------------------|-----------------|--------------------------|------------------|----------|---------------------|---------------------------------|---------------------------|----------------|------------------|--------------|---------------|--------------------|-------------|-------------------|---------------|-----------|----------------|-------------|------------|---------------|--------------|--------------------|------------|-------------|----------------|-------------|-------------------------|------------|----------------------------|------------------|---------------------------|------------------------|----------------|------------|---------------|-----------------|---------------|---------------|---------------|-----------------------|----------------------------|-----------------------------|--------------|------------------------|-----------------|----------------------------------|---------------|------------------|----------------|----------------------------|----------|---------------|--------------------------------|-------------|--------------|---------|-----------------|----------------|------------|---------------------------|-------------|--------------|------------------|--------------------------|-------------|------------|------------------|---------------------|-------------|--------------|----------------------------|----------------|--------------------------|-------------|---------------|---------------|-------------------------------------|-----------------|---------------|-------------|--------------|----------------------------|------------|-----------------|----------------------------|-----------|------------------|-----------------|-----------------|---------------|--------------------------------|--------------|-----------------------------|-----------------|---------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|
| Allen, Dorothy | Allen, Margie | Bhebe, Bruce & Betty | Blake, Etta Louise | Brightwell, Evelyn | Brunner, Esther | Carter, Jean | Clayton, Mrs. Betty | Costello, Joan | Darrow, Mrs. John | Daries, Dorothy | DeLoris, Doris | Delano, Marion | Dixon, Jeanne | Dixon, Violet | Doane, Mrs. Hannah | Draus, Helen | Fenton, Emma | Firanza, Madam | Gallagher, Sally | Gilkey, Ethel | Hallten, Mrs. Mildred | Hart, Ervil | Hazard, Mary | Hedberg, LaRosa | June | Holmes, Ada Lillian | Humes, Norma | Hutchinson, Doris | Jacyna, Gen | Jackson, Helen | James, Everett | Kane, Eleta | Kellogg, W. R. | Kelly, Bernice | Kelly, Kurlay | King, Dorothea & Johnny | King, Helen | King, Mickey | Kimitz, Arlene | Kingbille, Laredo | LeAnn, June | Leigh, Mabel | Mayer, Mrs. Rose | McEville, Mrs. Bertha | Memhard, Marinette | Morris, Martha | Nada | Nawrot, Harriet | Nowell, Mrs. J. M. | O'Shea, Edna and John | Page, Muriel | Parks, Frances | Perry, Mrs. P. | Porter, Thyrre | Regau, Mrs. Stella | Reynolds, Kal | Teeter, Jaque | Thayer, Virginia | Tint, Mrs. Mabel | Trump, Mabel | Vavrin, Peggy | Voe, Marie | Wilbur, Mrs. O. M. | Wilson, Bob | Wilson, Mrs. G. W. | Zelma, Madame | Ziegfried, Rose | Anderson, Charles F. | Arenz, L. E. | Arenz, Mr. and Mrs. T. | Arger, Tom | Arnold, Floyd Slim | Bachman, Harold M. | Barclay, J. A. | Barker, Mr. & Mrs. Glenn | Barnes, Mr. & Mrs. Floyd | Barnhart, Doc G. | Bebee, Bobby | Besser, Jake | Boston, Geo. L. | Bren, Joe | Bresnahan, T. J. | Buckley, M. M. | Bunnon, Mr. and Mrs. Clay | Burke, Mr. and Mrs. Geo. | Burlingame, Dennis | Burns, Stanley | Cantrell, Dallas W. | Peyser, I. L. | Picard, Dave | Pitzer, Billy | Pyne, Dan | Rattcliff, George | Rankin Sr., Mr. and Mrs. Tom | Reece, Edd | Reagan, Mr. & Mrs. George | Reinhold, Max I. | Renshaw, John T. | Richards, Billy | Richardson, Wm. and Mrs. Les Thos. | Gavilla the Clown | Clare, Bill | Clayton, Mr. and Mrs. Frank | Collins, Mr. & Mrs. Collins, W. E. (Slim) | Collins, Ward | Collins, Wm. T. | Comstock, Mr. and Mrs. Eddie | Costello, Chas. | Courtney, Robt. A. (4-6) | Crandall, George | and Cyse | Crosby, Theodore N. | Culverhouse, Mr. and Mrs. Curly | Daly, Mr. and Mrs. Smiley | Davison, Jimmy | Dean, Raymond B. | Dennis, Jack | Drigo, Emilio | Dunn, Anton Scotty | Dunsee, Bud | Durant, George P. | Eldridge, Mr. | Fast, Dan | Feack, Stephen | Fink, Harry | Flint, Joe | Geyer, Billie | Glosser, Ben | Goodale Jr., Frank | Goody, Roy | Graham, Hop | Greenberg, Mr. | Guy, Mickey | Horton, W. A. (Flowers) | Hall, Kiki | Hammer, Mr. and Mrs. Candy | Harrison, Robert | Hays, Mr. and Mrs. Grover | Hazard, Mr. & Mrs. Hap | Healy and Mack | Helwig, Al | Herberts, The | Hoffman, Harold | Holland, Chet | Howard, Denny | Hood & Family | Mr. and Mrs. Clarence | Huges, Mr. and Mrs. Buddie | Illions, Mr. and Mrs. H. A. | Jaap, Walter | Jackson, Mr. & Mrs. R. | Johns, Elley J. | Johnson Bros., The (Musical Act) | Jones, Johnny | Jordan Trio, The | Jordan, Johnny | Kamakua, Mr. and Mrs. Duke | Kay, Joe | Kelly, Emmett | Kenedy, Mr. and Mrs. Edward B. | Kile, Floyd | Klaus, Edgar | (Eddie) | Knight, Therman | Krukow, Robert | LaMarr Duo | Lamon, Mr. and Mrs. Harry | Lane, Chas. | Lane, Ernest | LeVee Jr., Clyde | Leahy, Mr. and Mrs. Edw. | Leoni, Dick | Lewis, Joe | Licheron & Adams | Limbaugh, Jimmie E. | Lind, Artie | Logan, Harry | Loman, Mr. and Mrs. Johnny | Machedon, Nick | Mark, Mr. and Mrs. James | Mars, Happy | Markham, Andy | McCabe, V. L. | McDonald, Mr. and Mrs. Ray "Mickey" | McMullen, Harry | Miller, Eddie | Monroe, Tex | Moser, P. M. | Murray, Mr. and Mrs. J. L. | Nash, Dick | Nawahine, S. K. | Nelson, Mr. and Mrs. Eddie | (Sunkist) | Nelson, Theodore | Newberry, Earle | Newcombe, Verne | Nold, Karl V. | Novell, Mr. and Mrs. Thomas W. | O'Brien, Don | O'Shea, Mr. and Mrs. Johnny | Parrish, Jimmie | Peyser, I. L. | Besser, Jake | Boston, Geo. L. | Bren, Joe | Bresnahan, T. J. | Buckley, M. M. | Bunnon, Mr. and Mrs. Clay | Burke, Mr. and Mrs. Geo. | Burlingame, Dennis | Burns, Stanley | Cantrell, Dallas W. |
|----------------|---------------|----------------------|--------------------|--------------------|-----------------|--------------|---------------------|----------------|-------------------|-----------------|----------------|----------------|---------------|---------------|--------------------|--------------|--------------|----------------|------------------|---------------|-----------------------|-------------|--------------|-----------------|------|---------------------|--------------|-------------------|-------------|----------------|----------------|-------------|----------------|----------------|---------------|-------------------------|-------------|--------------|----------------|-------------------|-------------|--------------|------------------|-----------------------|--------------------|----------------|------|-----------------|--------------------|-----------------------|--------------|----------------|----------------|----------------|--------------------|---------------|---------------|------------------|------------------|--------------|---------------|------------|--------------------|-------------|--------------------|---------------|-----------------|----------------------|--------------|------------------------|------------|--------------------|--------------------|----------------|--------------------------|--------------------------|------------------|--------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|---------------|--------------|---------------|-----------|-------------------|------------------------------|------------|---------------------------|------------------|------------------|-----------------|------------------------------------|-------------------|-------------|-----------------------------|---|---------------|-----------------|------------------------------|-----------------|--------------------------|------------------|----------|---------------------|---------------------------------|---------------------------|----------------|------------------|--------------|---------------|--------------------|-------------|-------------------|---------------|-----------|----------------|-------------|------------|---------------|--------------|--------------------|------------|-------------|----------------|-------------|-------------------------|------------|----------------------------|------------------|---------------------------|------------------------|----------------|------------|---------------|-----------------|---------------|---------------|---------------|-----------------------|----------------------------|-----------------------------|--------------|------------------------|-----------------|----------------------------------|---------------|------------------|----------------|----------------------------|----------|---------------|--------------------------------|-------------|--------------|---------|-----------------|----------------|------------|---------------------------|-------------|--------------|------------------|--------------------------|-------------|------------|------------------|---------------------|-------------|--------------|----------------------------|----------------|--------------------------|-------------|---------------|---------------|-------------------------------------|-----------------|---------------|-------------|--------------|----------------------------|------------|-----------------|----------------------------|-----------|------------------|-----------------|-----------------|---------------|--------------------------------|--------------|-----------------------------|-----------------|---------------|--------------|-----------------|-----------|------------------|----------------|---------------------------|--------------------------|--------------------|----------------|---------------------|

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|----------------------------|-----------------|------------|-------------------|--------------|----------------|-------------|--------------|-------------------|-------------------|----------|------------|--------------|------------|------------------|--------------|------------|---------------|--------------|------------|--------------|-------------------|-------------|--------------|------------------|--------------|---------------|----------------|-----------------|--------------|-------------|------------------|--------------------|-------------|----------------|---------------|------------------|--------------|--------------|--------------|-----------------|-------------|---------------------|----------------|---------------|----------------|---------------|-------------|---------------|---------------|-------------|---------------|-------------|-------------|----------|--------------|------------------|---------|------------------|-------------|-----------|-----------------|----------------------|--------------|--------------------|------------|--------------|
| Adams, Curley | Adams, Jack H. (Tent Show) | Anderson, W. G. | Ash, Olsey | Ash, W. P. (Bill) | Austin, Dick | Badley, Ben R. | Baird, Bill | Bandy, J. E. | Biggers, Larry H. | Billick, Harry E. | Bly, Bob | Bortz, Leo | Bowden, Bert | Bozza, Tom | Bresnahan, J. E. | Britton, Lee | Brose, Bud | Brownies, The | Bruce, Edgar | Bryan, Jim | Bryer, Harry | Brydon, Ray Marsh | Bryer, Bill | Bryer, Ollie | Bumpfrey, Edward | Burton, Jack | Calkins, Fred | Campbell, Geo. | Carlson, Ernest | Carr, Mickey | Cates, Jack | Chiratt, Bert J. | Clarkonia, Charles | Clay, Chief | Coffelt, W. R. | Connors, John | Cummings, Julius | Curtis, Rube | Daily, H. A. | Daniels, Oss | Dawson, Stanley | Dyer, J. L. | De Rossignob, Louis | Flanigan, Paul | Gibson, Henry | Glidden, B. E. | Goat, Charlie | Graves, Tex | Graves, Wayne | Haddix, G. H. | Hamp, I. B. | Hansen, Al C. | Harris, Bob | Hart, E. J. | Hay, Doc | Head, Bernie | Henderson, Edgar | (Eddie) | Henderson, W. F. | Hill, C. O. | Hill, Ted | Hodgini, Joseph | Hornbuckle, Larry S. | Howard, Bert | Hutchinson, Lester | Kelly, Roy | King, Tommie |
|---------------|----------------------------|-----------------|------------|-------------------|--------------|----------------|-------------|--------------|-------------------|-------------------|----------|------------|--------------|------------|------------------|--------------|------------|---------------|--------------|------------|--------------|-------------------|-------------|--------------|------------------|--------------|---------------|----------------|-----------------|--------------|-------------|------------------|--------------------|-------------|----------------|---------------|------------------|--------------|--------------|--------------|-----------------|-------------|---------------------|----------------|---------------|----------------|---------------|-------------|---------------|---------------|-------------|---------------|-------------|-------------|----------|--------------|------------------|---------|------------------|-------------|-----------|-----------------|----------------------|--------------|--------------------|------------|--------------|

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

Flock of Clock Ideas Knock Business Recession Cockeyed

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

NEW YORK, Jan. 8.—Many operators have knocked the highly touted business recession cockeyed by upping their own operations thru featuring several new ideas employed by clock manufacturers. Since the days of the hourglass and the sundial clock manufacturers have shown great ingenuity in adding new features to the timepieces, thus giving live ops something to talk about and to promote. The rotary clock, introduced several years ago and which proved one of the most successful board items in years, was one of the cleverest clock twists ever hit upon. And proof of the fact that the manufacturers can always find room for one more good new idea is the recent introduction of the Canary Klock.

This timepiece merely took the rotary clock and built an artificial canary cage with bird in over the clock. Idea might sound a little bit wild, but the wise operator knows that it is almost impossible to predict what the public will take to its heart. The rotary clock itself was almost laughed off the market before it swept to phenomenal public acceptance.

Among new clock numbers scheduled to be offered to the trade in the near future are the Kal-Klok, introduced by the Silver Manufacturing Company and the Chieftain, which will be brought out by Pennwood.

The latter is a jump numeral clock made of an exceptionally attractive plastic material and measuring 7 3/4 inches long, 4 inches high and 4 inches deep. Certain ops have already signified their interest by putting the Chieftain out

on deals and have indicated that they feel it will be one of the season's hit numbers.

Silver Manufacturing Company's Kal-Klok has a number of features which give it sure-fire appeal. It serves the primary function of all clocks, which, of course, is to tell the time. It has an alarm and a calendar feature, showing the month and the date. It comes in three rich colors: ivory, bronze and Chinese red.

Ops are placing this on boards at the present writing.

At bingo parties clocks have for some time been a favored premium, and a survey among a number of leading local bingo operators indicates that the more new features a clock has the better chance it will have to be featured as a bingo prize. These ops commented favorably on the Kal-Klok and the new Chieftain.

A Series of Articles

“HOW TO CONDUCT GROUP BINGO PARTIES SUCCESSFULLY”

By E. S. LOWE

Will Begin in an Early Issue of THE BILLBOARD

Watch for It!

Three Holidays To Hypo February Biz

CHICAGO, Jan. 8.—Operators are counting on three February holidays to boost their business no little. Lincoln's Birthday on the 12th, St. Valentine's Day on the 14th and Washington's Birthday on the 22d offer a number of interesting promotional possibilities.

A big business is generally done in the weeks preceding St. Valentine's Day in “I love you” cards of both a serious and a comic nature. Candy and flower sales also show increases during this time of the year.

On the Presidents' birthdays novelties in keeping with the legends built around Washington and Lincoln generally make the best sellers. Of this type are Washington's little ax and the cherry tree and busts of Lincoln as paper weights on desks.

In addition to these three outstanding dates February boasts a number of events and special days of lesser importance. For those who may want to mull over some of these, they are herewith listed: Chinese New Year, February 4; Dirigible Macon wrecked three years ago, February 12; Argentine's new president to be inaugurated, February 20.

Fur Jackets Popular At Tail End of Winter

NEW YORK, Jan. 8.—With low-priced fur-coat manufacturers reporting one of the biggest seasons in years and with operators in several fields doing a good business on the coats indications are that the fur jackets which were seen toward the end of last winter will be quite popular this year.

M. Seidel & Son, who have been doing quite a bit of business with operators on the coats, are planning several smart new jacket numbers. Other coat manufacturers, such as H. M. J. Fur Company, Charles Brand and Snipper & Schwartz, also report a good coat season and plans to enter the jacket field.

Perusal of the fashion pages of the newspapers and the fashion magazines show that jackets will be the thing for the smart woman at evening affairs and also for afternoon and sports in more informal styles. And smart operators are figuring that the “smart woman's” less affluent sister will climb on the band wagon and buy the lower priced fur jackets offered in the trade.

of the Bell Company, left January 5 for the same cruise.

LOOK OUT FOR the latest beef which local authorities are making against Bingo in some localities. They are claiming that Bingo operators of the more successful games are violating the rulings of the fire department by overcrowding halls and auditoriums. Overcrowding, of course, is a fire hazard and ops should put out the S. R. O. sign as soon as they are filled to capacity. It's much smarter business to turn 'em away than to get in dutch by jamming 'em in when there's no more room.

THE NEW K. & G. AUTOMATIC (See BINGO BUSINESS on page 65)

“Biz Recesh the Bunk,” Says Lowe, and Proves It

NEW YORK, Jan. 8.—“There just ain't any such animal,” says E. S. Lowe of the business recession. And what is more, Lowe's recent activities seem to indicate he has grounds for his statement.

Lowe has just spent many thousands of dollars opening a new, modern printing plant devoted exclusively to the manufacture of colored special game cards for Bingo. Outstanding features of the plant are the new, specially designed collating machines to assure accuracy in lining up various number combinations on the 1,500 series cards.

Another factor which apparently gives the lie to the business-recession rumors is that Lowe has just hired 82 additional employees to help meet the demand for his 1,500 series cards and other Bingo supplies which his firm turns out.

HANDWRITING ON THE WALL

A Bingo Editorial

MILWAUKEE and Camden, N. J., are but two of the many cities on whose walls have recently been scribbled a dire warning to all conductors of Bingo parties. After much anti-Bingo comment and action from factions opposed to the game on the ground that it was out-and-out gambling—after



JOE CSIDA

everywhere like 10-foot letters painted in glaring crimson on a background of solid black. The rule says in effect: YOU MAY CONDUCT BINGO PARTIES PROVIDED NO CASH PRIZES ARE AWARDED.

We have for many moons been banging our editorial head against the stone wall of the indifference shown by certain short-sighted Bingo operators who persist in offering cash prizes. “The public wants cash prizes,” some of these operators have told us. And we agree with them. Of course, the public wants cash prizes. But does the public think about the future of Bingo? Does the public care whether Bingo lasts another week or a month or a year? Of course (See HANDWRITING on page 65)

BINGO BUSINESS

By JOHN CARY

TIP TO OPS around New York . . . since lamps have long been a popular favorite as merchandise prizes at Bingo parties, ops might find something to their liking at the New York Lamp Show being held at the Hotel New Yorker January 17-21. Manufacturers and jobbers of all types of lamps have displays of their newest numbers at these shows and if there's anything new in lamps you'll find it there.

GAME TWIST OF THE WEEK . . . as an extra added attraction to the winners at Bingo parties you might run the “YOUR WEIGHT IN GOLD” twist, which works as follows: Every winner of a regular or special Bingo game during the course of the evening receives, in addition to the prize usually awarded, another merchandise article worth the winner's weight in pennies. In other words, you have a scale up on the stage and the winner steps up and receives value equal to a penny for every pound he or she weighs. This special feature is usually good for many long minutes of fun and hilarity, as when an extremely fat or skinny person steps up on the scale. (We will endeavor to pass on to our readers one of these special game twists each week. If you have come across any lately send them in to us. We'll appreciate it.)

BINGO BUSINESS IS GOOD judging from the nifty vacations some of the boys in the trade are permitting themselves. E. S. Lowe returned from the West Indies January 3, and Joe Beck,

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Have you a dummy in your home? If not, you probably will have soon. For the way the ventriloquist craze is sweeping the country it wouldn't be at all surprising to find at least one budding Edgar Bergen to every family. Ever so often a fad crops up which opens a gold mine for operators. It sure looks like we have one now.

Orders for Dummy Dan are coming in so strong that Ralph A. Freundlich is looking forward to his biggest spring season in years.

A large percentage of coin-machine operators are also salesboard operators. Because of this manufacturers of salesboard items and distributors of deals are looking forward to the coin-machine convention in Chicago with interest. A number of manufacturers and distributors will be represented there and a nice volume of business should be written during the four-day run. It is always good policy to meet customers personally and there is no better place for a get-together than a convention.

Diecasters, Inc., has just signed an advertising contract with The Billboard, the first step in a big jobber co-operation campaign planned for 1938. Firm has a number of new items and one of them, The Gondoller, will be announced in the next issue of The Billboard. It looks like a swell item for a card, and Leo Fisk, who is flying to Chicago this week, will feature it at the coin-machine show.

First it was the Rotary Clock, then the Canary Klock and now the Kal-Klock. Silver Manufacturing Company should have a winner here.

In response to demands from many parts of the country, the Goldfarb Novelty Company has worked out a salesboard deal on its exclusive line of Shell Lamps. Among the lamp items are some religious subjects that should have a special appeal for those who have worked such merchandise before. Goldfarb

(See DEALS on page 65)

BINGO JOBBERS

we promised a
SENSATIONAL ANNOUNCEMENT

... and here it is!

1500 SERIES colored special game cards ... at a new low price!

A low price is one thing, but a **LOWE** price is another! Every Bingo jobber knows that the E. S. Lowe 1500 Series Colored Special Game Cards are the most fool-proof, the most accurate and the finest cards ever produced. For E. S. Lowe is America's Leading Bingo Manufacturer. E. S. Lowe has invested thousands of dollars in the opening of a new printing plant for the exclusive production of 1500 Series Colored Special Game Cards. E. S. Lowe has invested more thousands of dollars in specially designed collating machines to turn out these cards 100% accurate and at the lowest possible cost. E. S. Lowe employs men trained in the manufacture of these cards. And it is for these reasons that E. S. Lowe is able to turn out these cards at the sensational new low Lowe price. No longer is it necessary to succumb to the low price lure held out by the "bootleggers" who offer inferior, inaccurate cards which cause trouble for your customers. Now you can get E. S. Lowe cards at a price lower than you have ever paid for the most inferior cards.

OTHER BINGO SUPPLIES and EQUIPMENT at new SPECIAL LOWE PRICES

E. S. Lowe has for years been the leading and largest manufacturer of all types of Bingo supplies. Write us your needs on anything you require for Bingo.

DOUBLE IDENTIFICATION PROTECTS YOUR CUSTOMERS AGAINST A PLAYER USING SPECIAL GAME CARDS MORE THAN ONCE.

The E. S. Lowe 1500 Series colored special game cards are made up with the exclusive double identification feature. Your customer uses a differently colored card plus a different serial number for every special game, thus making it practically impossible for any player to use the same card more than once.

WE SELL JOBBERS ONLY!

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

E. S. LOWE Double-Identification Colored Special Game Cards are made up as follows:

- Complete set (1500 cards—are all with different number combinations). Printed in two colors—serial numbers red, remainder of card black.
 - One pad contains 25 cards.
 - One bundle contains 40 pads or 500 cards.
 - One set contains 3 bundles of 500 cards each—1500 cards.
 - One carton contains 7 complete sets in 7 different colors with 7 different serials—10,500 cards.
- Our new, super-efficient packing method enables you to reship E. S. Lowe cards in the original cartons or packages, quickly and easily.

66¢

Per 1000
In Lots of
25 Cartons

IMPORTANT

NO NAME APPEARS ANYWHERE ON ANY OF THE E. S. LOWE COLORED SPECIAL GAME CARDS, nor on the pads, bundles or cartons in which they are packed.

STOCK UP NOW FOR THE BIGGEST BINGO SEASON EVER! Order Your Cards Today!

E. S. LOWE CO. INC. America's Leading Bingo Manufacturer 698 - 6th Ave., New York, N. Y.

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-Type Billfold

A new-type leather billfold with a turned edge instead of stitched is being placed on the market by the Midwest Leather Goods Manufacturing Company. This is probably the first billfold with

this quality feature made to retail at less than about \$2.50, it being designed to sell for \$1. The turned edge gives a better appearance to the container as well as superior construction. It is made in a black pin morocco grain and also in black and brown in a calf-finish sheepskin. It has several compartments for various purposes, including a double pocket for bills and genuine talon zippers.

Candlewick Bedspreads

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

Whitestones

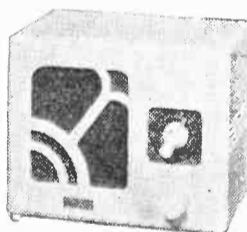
Pitchmen will appreciate the novelty rings just announced by the Uncas Manufacturing Company. Again the popularity of comic-strip characters has been capitalized upon and we find Pop-Eye, Wimpy and Olive Oyl emblazoned upon rings and brooches. Novelties are really outstanding and certainly are worth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

VEST POCKET GAGS

That are **SURE HITS**—The Movie Girl, Discontented Milkmaid, You Dirty Dog, Where the SS Go, Etc. All 20c Doz., or 1.25 per 100. Comic Cartoon Books . . . 16 pages, illust. 10 new ones. Per 100, 2.00. Sand Cards, 35c Doz.; Shimmie Dancers, 25c. Send \$1.00 for Samples of 25 Items. T. R. PAYNE, 25 Cardinal Place, New York.

"SEVEN" is a NATURAL

SO IS THE **UNIVERSAL CLIPPER** for Pep - Punch - Price . . . THE GREATEST UTILITY RADIO EVER CREATED



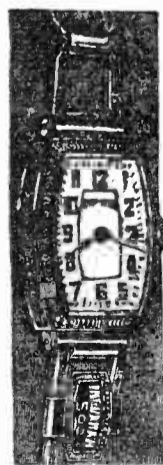
- Bakelite Cabinet—Black—Walnut or Ivory
- AC or DC—110 to 120 Volts
- New High Gain TRF Circuit
- Extra Heavy Chassis
- Compensated Audio
- Packed in Air Cushion Cartons
- First Choice by Fussy Ones
- R. C. A. Licensed
- 5" Dynamic Speaker
- Super Sensitive Circuit
- The World's Tiniest Radio
- Streamline Tuning
- The No Service Set

\$7.50 | \$8.00

Each, Six or More. Sample, 75c. Extra for Ivory.

Send 25% Deposit—Balance C. O. D., F. O. B. N. Y. Shipments West of the Rockies, 50% Deposit—Balance C. O. D.

PLAYLAND SUPPLY CO., 14 W. 17th ST., NEW YORK



AMERICAN MADE WRIST WATCHES...

No. B3—Product of one of America's Foremost Manufacturers. Choice of Leather Strap or Metal Link Band. Streamlined Chrome Cases. Guaranteed Movements. Very Special. **1.48** Each

SAMPLE 1.75

JOSEPH HAGN COMPANY

223 W. MADISON CHICAGO, ILLINOIS

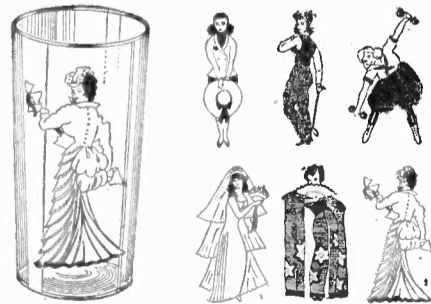
PEEK-A-BOOS SENSATIONAL NUDIES GLASS.

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

No. 4023—10-Oz. Capacity. Packed 1 Doz., Assorted to Carton.

Per Doz., \$1.85. Per Doz. (In Gro. Lots) . . . **\$1.75**

Write for information on **DUMMY DAN and WILLIE LARK.**



WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

HOT OFF THE PRESS! THE NEW 1938 CHAMPION CATALOG

- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers.
- Sideline Merchandise. Also Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Blades, Soaps, Balloons, Elec. Clocks.
- Write for Catalog and **FREE SAMPLE CASE OFFER**—Right Now!

CHAMPION SPECIALTY CO., 814-Z CENTRAL ST., KANSAS CITY, MO.

PIPES BLENDED BRIAR MELLO-BOWL

12 Pipes on Attractive Display Card. Per Card, only . . . **\$1.10**

12 Cards, only \$11.75. 25% Deposit on C.O.D.

LATEST STYLE FUR COATS
NEW LOW PRICE! Puffed Seal semi-fitted, puff sleeves, Johnnie collar, etc. **\$1000**
Sizes 16 to 42. Write for latest price list of complete Fur Coat line. **M. SEIDEL & SON, 243 W. 30th St., N. Y. C.** Balance 1/3 Deposit, C.O.D.

"WILLIE TALK" Introduced Only a Few Weeks Ago

Is Proving To Be THE BIGGEST SALESBOARD ITEM IN THE LAST 10 YEARS!

Those Who Have Featured IT Are Reordering. Why Wait? Be the First To Show IT in Your Territory. Write, Wire or Phone Your Orders! But Be Sure To Show This Item.



34 In. Tall, Dressed in Sport Suit. Has Controls in Back to Operate. Mouth Opens and Shuts, Head Turns. Shipping Weight 8 Lbs. Be Sure to Include Transportation Charges with Order.

No. B36N387 Per Dozen \$36.00 | Sample \$3.25 Each

PUSH CARDS AND BOARDS WITH PICTURE OF DUMMY
A1176—80-Hole Push Card. Per Dozen\$1.50
A1177—600-Hole Salesboard. Each.....\$1.00

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

No. 152

SALESBOARD OPERATORS

New Sensational Line of SHELL LAMPS

MADE IN U. S. A. Equipped with Approved Wire, Cord and Plug.

No. 79.—LARGE ABALONE WOOD CRUCIFIX SHELL LAMP. Upright Abalone shell back with giant Wood Cross and figure in gilt. Hand painted garden scene trimmed with pearls and conch shells. Height of figure 7". Lamp measures 9 1/2 x 8". Packed each to carton. Dozen \$15.00. Sample \$1.50.

No. 152.—LARGE CONCH SEA SHELL ELECTRIC LAMP. Fluorescent pink colored shell with hand painted Lake and Mountain scene. Has small Fisher Boy figure. Trimmed with small pearl and clam shells around base. Measures 8 x 5 3/4". Packed each to carton. Dozen \$9.00. Sample \$1.00.

25% Deposit With Orders, Balance C. O. D.

No. 79

WISE "OPS" ARE CASHING IN ON THESE EXCLUSIVE HOT NUMBERS. SPECIAL OFFER WITH FIRST ORDER. FREE—6 35-Hole Cards With Every Dozen. Card from 1 to 35 takes in \$6.30.

GOLDFARB NOV. CO., 20 WEST 23d STREET, NEW YORK CITY.

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, Toilettries, Novelties, Gifts, Salesboards and Deals. Send All ORDERS to NEW YORK Only.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

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
223-225 W. Madison St., Chicago.

HIGHEST GRADE FUR COATS

Genuine Pieced Seal, Dyed Coney, Glossy, Big Flash. Latest style, finest lining. Best quality. All sizes, 16 to 42.

\$11.45

Each Coat UNEQUALLED QUALITY

SEND FOR FREE PRICE LIST OF COMPLETE FUR COAT LINE.

GREY or 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

With Flag Streamers. Largest, finest tails on market.

1/3 Dep., Bal. C. O. D. With All Orders.

H. M. J. FUR CO.
150 W. 28 St., NEW YORK, N. Y.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3495 — Comic Valentines, 144 Designs. Size 7x10 inches, printed 4 colors on newspaper, 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10-Gross Lots, Gross (Postage Extra) **40c**

PER GROSS (Postpaid), 55c.

Complete Price List Upon Request. Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

End your correspondence to advertisers by mentioning The Billboard.

1054 Lots of 6 Sample 1094

Silver-Tone-coustic
2-BAND RADIO with Five Genuine RCA tubes!

Rush \$2.00 deposit with order, balance C. O. D. Purchase price refunded within 5 days if not 100% satisfied.

Size: 15"x8 1/4"x6 1/2".

FREE — New 1938 Catalog Just Off Press. Farm, Auto and Home Radios as Low as \$6.70. Send 10c for sample push-card, photo and plan. Give radio illustrated away FREE and make \$15.82 on every deal.

ORDER NOW ON MONEY-BACK GUARANTEE!

The Fastest Seller in Radio History!
5 Tubes, including 1 metal Tube. AC-DC., 60 Cyc., 110 Volts. ONE YEAR GUARANTEE. Long and short wave. Special switch for police calls, amateurs, etc. Hand-rubbed two-tone walnut cabinet, 3-color dial. Antique Ivory, \$1.00 Extra.

SILVER MFG. CO., Inc.
2868 ELSTON AVENUE, Dept. 108, CHICAGO, ILL.

DIRECT SALES STUFF

By WALTER ALWYN-SCHMIDT

Joe Polhill asks if a direct salesman is a manufacturer's representative or an independent business man. It all depends, Joe. If the order is made out in your name you are in business for yourself and carry all responsibility. If the order is made out to the manufacturer you are the manufacturer's agent and the responsibility is his. If by any chance you wish to know your position under the old-age pension law it may interest you to learn that it has just been decided that an insurance agent or broker does not come under the law, even tho he is the insurance company's representative.

However, there is a third way of looking at the above problem. I know of at least one direct salesman who is neither the manufacturer's representative nor the seller of whatever he has to offer. He has established himself as the customer's broker. This is a rather interesting method of handling direct selling. You circularize your neighborhood, telling prospective clients that you can secure for them articles of wearing apparel, etc., at a reduced price. If you receive an answer from your prospect you show him not one book of samples but several. You do not sell, you merely advise in the selection. Finally you order for your client, allowing him a small reduction if necessary. The net result is the same as in the usual direct sale, but the approach differs and the approach is often the most important element in direct selling.

Miss Kay will demonstrate in Detroit during the first five months of the year. Obviously she is not afraid of labor layoffs in the automobile industry.

Prices are embarking upon a downward course, for the present at least, after a period of rapid increases. This may have an effect upon the selection of the sample lines which you will want to carry. Make sure that your prices are right. If necessary compare your line with those of other manufacturers and be sure that you are well suited. I do not advise changing from one manufacturer to another just for the sake of making a change. However, as a direct salesman you have a reputation to maintain. You cannot serve your cus-

(See DIRECT SALES on page 67)

\$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 cigar lighter. 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

SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Asbury Park, N. J.

INVENTORY CLOSE-OUT

RAZOR BLADES—Double Edge, \$2.40
Packed 5s. Cello. Wrapped, 1000

MINIATURE CHARMS—350 Ass. kinds. Ivory Finish. Colored Tassels. Gross. 65c

LARGE TUMBLING MOUSE—Big feet. For Indoor Carnival Workers. Gross. 3.60

SHOELACES—Imported. 27 in. 28c

SHOELACES—American Made, Black or Brown. 27 in. Gross. 32c

MEN'S HOSE—IMPORTED. Assorted Sizes. Dozen 72c

AUTO STROP TYPE BLADES—5 to Package. Per 100 40c

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

3 Sensational Values

in REBUILT WATCHES

CHOICE \$1.95

MEN'S ELGIN, WALTHAM OR HAMPDEN POCKET WATCHES. 18-Size

MEN'S "Tommy Tucker" or LADIES Wrist Watches

\$1.95

10 1/2 Ligne, 6-J. Lever Movements. In Beautiful New Chrome Cases.

TUCKER-LOWENTHAL, Inc.
5 So. Wabash Ave., CHICAGO, ILL.

PANDA BEAR

Sensation of the season. Salesboard Operators and Distributors make big money using this new one.

\$2.50 Each

In Cellophane. Height 27 in. Long Pile Plush; extra quality. Most realistic. 25% With Order, Balance C. O. D.

PERSIA MFG. COMPANY,
416 N. Sangamon, Chicago.

ELGIN-WALTHAM & HAMPDEN WATCHES \$1.75 up

In new Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.

B. LOWE
Wolverine Hotel, Detroit, Mich.

SPICY VALENTINE CARDS, FOLDERS, COMIC GIFTS, JOKES, Etc.

Send 10c for our new Special Valentine Catalog, or 2.00 for 50 assorted Samples of Cards, Folders, and New ITEMS. BAREBACK HIGHBALL GLASSES, 6 designs. Doz. 1.75; gro. 20.00. (JOBBERs write for special Quantity Prices. we can save U \$.) NEW, NEW, NEW. THE HIT OF NEW YORK. SQUIRT SCOTTY DOG. it works from your label. SURE SALE when demonstrated. It's new. It's Funny. Doz. 70c. Gross 8.00.

SPECIALS BELOW LISTED at the Dozen Price. Serpent Egg Matches 35c, Back Scratchers 70c, Sneeze Powder, Itch Powder, Explosive Matches, Shimmie Dancers, all 25c DOZEN. Anarchist Bombs 40c, BINGO Spit Bombs 70c, Snow Matches 30c. Platelifers 35c, etc.

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

LOOK BEFORE YOU LEAP!

It Pays To Buy The Original!

Attempts are being made to duplicate PEEK-A-BOOS. But look before you leap! Order samples and compare the beauty and quality of Peek-A-Boos and you'll order the genuine! Remember—Peek-A-Boos are made and applied by a special process and will stand up. Don't take chances with returns, but play safe and buy the glasses that assure satisfaction and repeat business.



Peek-A-Boos HI-BALL GLASSES

PEEK-A-BOOS are sweeping the nation! A flood of re-orders prove them to be the fastest-selling novelty sensation in years!

They have what it takes to sell! They go like wild-fire on salesboards, at bingos, to taverns, stores, etc. Six different luscious girls in natural colors. Turn the glass around and see them strip-tease. Then fill up the glass and see what happens???

Swing along with Peek-A-Boos! Rush your order today by phone, wire or letter! Don't wait . . . and then regret!



Each Set in Beautiful Gold, Red and Black Display Box.

PRICES: No. D841—6 assorted in beautiful display box. **SINGLE SETS, \$1.30; DOZEN LOTS, per Set, \$1.20; GROSS LOTS, per Set,**

\$1.10

PLAIN PACKING.

No. 841 / 12 — **\$1.85**
12 Asst. to Box. Per Doz.
No. 841 / 6—6 **\$21.00**
Asst. to Box. Per Gross.

Packed, if desired, in individual Corrugated SHIPPING BOXES, 5c extra per Set. Safe arrival assured.

Terms: F. O. B. Chicago. 1/3 Cash, Balance C. O. D. Cash in Advance Saves C. O. D. Fees.

AT ALL LEADING JOBBERS, OR ORDER DIRECT.

H. FISHLOVE & CO., 1430 N. Orleans St., Chicago

Since 1915 Manufacturers of Novelties That Amuse.



SPECIAL FOR JANUARY
SMALL ELGIN POCKET WATCHES in White Cases. **\$2.00**
In 1/2 Doz. Lots. Each. . .
Same in Yellow Cases, in 1/2 Doz. Lots. Each. . . **\$2.25**
Special Prices for Quantity Users.
Sample 50c Extra.
25% Deposit, Balance C. O. D.
Send for Catalog.
N. SEIDMAN,
173 Canal Street, New York, N. Y.

BLADES \$2.50 Per 1000

THESE ARE FIRST QUALITY. Guaranteed Uniform, Blue Steel, Cellophaned. Wire, Special Delivery or Air Mail, your order with 50% Deposit or Full Amount.
NEW YORK BLADE CO.
96 Rosedale St., Room 100, Rochester, N. Y.

BINGO BUSINESS

(Continued from page 62)

BINGO MIXER is now on demonstration at K. & G. Builder's new showrooms in New York. Jack Greenspoon reports that orders are already coming in on the new mixer.

DANIEL SHEA, chairman of the Hartford (Conn.) Knights of Columbus Bingo committee, writes us and challenges the statement made in Joe Walsh's article on Bingo about professional operators being able to run Bingo profitably while committees can barely manage to cover expenses. Shea feels that many a committee has done a bang-up job on its Bingos and asks that we run more stories telling how committees accomplish this. We promise you a few stories along these lines soon, but in the meantime we'll appreciate hearing from any committees who have handled their own games and how they made out.

IN FACT, LET'S HEAR FROM all you fellers in the Bingo business on any subject at all. Let's make this a real idea-exchange center. What do you say?

HANDWRITING

(Continued from page 62)

not. Bingo is here and the public likes it and plays it. But when and if cash prizes kill Bingo the public which listened intently for "Under the B-3" will blithely go on to a new form of

amusement.

Bingo operators—and the very Bingo operators who are making the mistake of awarding cash prizes—are earning a good living from Bingo today. They should realize that the public will flock to games where good merchandise prizes are awarded just as quickly and in just as great numbers as they do to the cash games. (If any of these operators doubt this we will be glad to send them absolutely free of charge a list of merchandise prizes which we personally guarantee will bring players to their games.) They should realize, too, that in awarding money instead of merchandise they are laying themselves open to charges of out-and-out gambling, which they may not be able to meet to the satisfaction of their local city fathers.

We don't really expect these operators to pay too serious attention to our ravings and rantings against money prizes. But when the authorities in Milwaukee, Camden and other cities say in plain English that Bingo games will be permitted only if merchandise and NOT cash prizes are awarded, then it is time, we believe, for operators to face the wall and take a good look at the handwriting thereon.

Read it, boys. And in case you still need an interpreter, it says: **LAY OFF CASH PRIZES IF YOU WANT BINGO TO LIVE!**

DEALS

(Continued from page 62)

manufactures the line himself. He believes the deal will click.

American Novelty has just put the finishing touches to a new broadside on its 20-item deal and is all set to do a big job in 1938.

Because of an unusually heavy response to the first announcement of its Movie Camera Deal, the Master Distributing Corporation has been forced to seek larger quarters. Murray Potruch, president, is so enthused over the deal that he has discontinued every other deal that Master had and is concentrating all his efforts behind the Movie Camera. Murray expects to move 25,000 cameras within the next few months.

Happy landing.

They're Going Wild Over "DUMMY DAN" THE VENTRILOQUIST MAN



Fastest Selling VENTRILOQUIST DUMMY In The Nation

Salesboard Operators

everywhere report a terrific demand for this Sensational item, and we are swamped with orders. It is truly the Greatest Salesboard Number in years.

YOUR COST

21 in. Size **\$18.00** DOZ.

32 in. Size **\$33.00** DOZ.

1/3 Deposit With Order—Balance C. O. D.

Pull ring at his back and his lower jaw opens. He turns his head, too. He's dressed in sport clothes with checkered trousers, sport coat, vest, shirt, collar, snappy tie and Sherlock type hat.

A Book On HOW TO BECOME A VENTRILOQUIST Is Supplied With Every Doll

Be Sure You Buy the Original Dummy Dan. Beware of Imitations.

Send Us Your Order or Buy From Your Local Jobber

RALPH A. FREUNDLICH, Inc.

200 FIFTH AVE.,

NEW YORK CITY

YOUR BINGO BUSINESS WILL INCREASE RAPIDLY with the

K & G AUTOMATIC BINGO MIXER

Designed for Both Indoor and Outdoor Operators

Strictly Portable . . . Set Up and Take Down in 15 Minutes

APPEALS TO BOTH the PLAYER and DEALER



Write Today for Circular and Price.

Demonstration on exhibition at our New York Office, 101 Wooster Street.

We want to hear from every Bingo Operator in the country. Also those who contemplate entering this field of amusement.

A fast, flashy device that mixes celluloid numbered balls. When in operation the balls, in a glass enclosure, are in a continual shower presenting a perfect ballshower.

In place of the ordinary cage this device feeds the dealer large celluloid balls of a size and numbered so that they are visible to the eyes of the players at a good distance.

Included with the Automatic Bingo Mixer is a strong shipping crate. The machine is "Taken Down" so that when placed in the case it consists of a shipping unit about the size of an ordinary luggage trunk.

K & G OUTDOOR BUILDERS

JACK GREENSPOON, Gen. Mgr.

CHAS. B. KIDDER, Sales Mgr.

Factory: So. Richmond, Va., P. O. Box 4146.

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

How To Make Real Money From Bingo!

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

NEW VAC-U-CUP FLORAL HANGER!

For putting up decorations in Store Windows, and at Parties, Weddings, Banquets, and Funerals. Store Owners, Florists and Funeral Directors buy on sight in dozen and gross lots. Everyone wants them for their family Monument!

Retails at \$1.80 Doz. **COST TO YOU 85c DOZEN, \$8.50 GROSS.** **BLAISDELL MFG. CO.,** Dept. E-632, Brockton, Mass.



Pat'd.

OAK-HYTEX MICKEY MOUSE TOSS-UP.

Going stronger than ever. A great money getter at indoor events. Three sizes. In bulk and in flashy packages. Sold by Leading Jobbers.



The OAK RUBBER CO.
RAVENNA, OHIO.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!

JOHN F. SULLIVAN
NEW YORK CITY.
488 Broadway.

by **BILL BAKER**

(Cincinnati Office)

DR. E. S. RAGGETT . . . is reported to be ensconced for the winter in Nashville, Tenn.

REPORTS FROM . . . El Paso, Tex., indicate that the boys are finding the going there pretty tough since the city council passed an ordinance prohibiting pitchmen from working in an area about six blocks square in the downtown section.

TWO BASIC CAUSES for failure are ignorance and lack of confidence.

B. J. BOWLEN . . . of paper fame, tells from Liberty, Kan.: "Left Noblesville, Ind., four weeks ago and headed for Hollywood, but a snow-storm in Kansas City held me stationary and I had to lay over there for a few days. I met my friend Jack Sterling and doubled up with him, working the chicken shows at Enid and Pawhuska, Okla., to bad business. I just read the pipe where the piper said no spot is a complete failure. Well, we managed to live, but these two spots were as complete a flop as I care to make. Sterling and I are not doing anything big, but our office will tell you we are sending in a little business now and then. This section sure looks desolate at present. Will go from here to Trinidad, Colo., where I plan to spend a few days before highballing it for Hollywood. Would like to read a pipe from my boss, Jockey E. Hewitt."

DOC JACK ROACH . . . after 27 years of rep, vaudeville, circus, tabs, museums and the last 10 years a med show operator, has returned to where he started, Durham, N. C. The doc says he enjoyed a so-so season, but prospects there are fair now. But let him tell it. "Have lost my voice and am under treatment and probably the knife at Duke Hospital here. Remainder of the family is in good health, however. I miss the pipes from oldtimers, but enjoy all of them. I am, however, kinda hankering to hear thru pipes from Chick Quinlan, Joe Steele, Doc Eling, White Moon Smith, Charlie Canoe, Joe Lone Fox and Dew Drop."

WE KNOW SOME PITCHMEN whose greatest pleasure seems to be giving honest and helpful information to the other fellow. If only more of us were like these few.

AMONG THE SHEET CONTINGENT . . . eighted at the Hotel Colonial, Indianapolis, recently were S. N. (Frog) Ullman, Frank X. Murphy, John Bradley, H. D. (Pop) Ewing, Dr. H. B. Ayers, R. J. Bowers, Earl Place, Ross Elijah and Fred Williams. All seemed to be doing okeh, as almost all of them were sporting new cars. T. C. Reese also blew into the Hoosier Capital, but didn't stay long.

BIG SMITHY . . . is reported to be putting on a big advertising campaign in Illinois territory for a prominent Chicago firm.

J. E. LOVEJOY . . . comes thru with his annual pipe from Danville, Ill., under date of January 4. "Just blew in here from Indianapolis and have been working this town and environs for the last few days with paper. Conditions here are good. What has become of Jack LeDeaux, Sam Stedman and Harry Wherry? Pipe in, boys, let's hear from you thru the Pipes Column."

PROFIT BY THE PAST seems to be the current comment. We wonder if Pitchdom in general is in line with the thought.

"HAVE JUST READ . . . the pipe in the December 25 issue of *The Billboard* in which Herman Brent takes me to task," scribbles Doc George M. Reed from Columbus, O. "He says Columbus is a good town and can be worked by any pitchman. Columbus is and has been closed to pitchmen for years. When I say that pitchmen cannot work here I do not mean that peddlers are not permitted. As for Columbus' being a good town, if you are a 10-cent

worker and are satisfied with coffee and doughnut money you can get by. You must, however, take out a \$5 per year basket reader, but in order to get the reader you must first obtain a certificate from the board of elections showing you to be a registered voter. This reader entitles you to purvey your goods on streets, but you are not permitted to stop for more than 15 minutes at a time, unless you can work in a doorway. Again I say a real pitchman cannot work in Columbus. I give honest and straight dope and never tell a pitchman, demonstrator or peddler wrong. So, boys, please shoot straight. If you work doorways say so, but don't report it wrong."

THE SUCCESS of a prominent automobile manufacturer is said to have resulted in a large part from teamwork—which asset results from careful consideration of conscientious employees. Teamwork, if honestly applied, can be just as effective to pitchmen.

J. H. McCASKEY . . . splashes thru with his midwinter pipe from Reynoldsville, Pa., under date of January 3. Says J. H.: "Am sticking close to the radio, listening to the rooster crow, perusing the news and just relaxing after a successful season. My home is in the sticks and except for the buzz of the bumblebee now and then all is well here. Will let my pencil rest for a month, except to formulate or concoct a pipe now and then for Billyboy, and the merry-go-round can stay put for a while. The business barometer doesn't look so strong, but I believe the trend will be upward soon. Covered plenty of territory the past season and I believe the next 60 days will be equal to the same period last year. Any time you road folks are up this way look me up. The screen door is always open."

WEBER MCKINNEY . . . blasts from Sandpoint, Ida., that he has been working various deals in the Northwest this fall. He adds that he would like to read pipes from Walt Ramsey.

NOW IS THE TIME for everyone to get busy. Despite what a lot of people would have us believe, there is really much to look forward to in 1938.

AL DECKER . . . pipes from Atlanta: "Just arrived here and as far as I can ascertain it's permissible to work on p. p. While in Birmingham recently I visited Station WBRC and my friend the Texas Drifter. While watching him do his stuff Paul Miller, of flukem fame, dropped in and I think for the first time flukem was put on the air. Tex certainly gave Paul and his merchandise a good send-off. Birmingham was my best spot in the South this fall. I worked along Second avenue, Pipe in, Jim Osborne, Bob Posey and Bill Goforth."

A. J. BEARD . . . who recently concluded a Christmas page of puff advertising for a Shelbyville, Ky., newspaper, is now in Huntington, Ind., where he says he will remain until January 10, when he will resume work on puff sheets for Huntington and Jasper, Ind., papers. He adds that he would like to read pipes from Buddy Goetz and Cotton Grissom.

ANYONE CAN CALL himself a pitchman. Actual sales ability makes him proficient, however.

MR. AND MRS. JACK ERVIN . . . who are wintering in Lake Charles, La., info that business and weather there have been good.

K. MAX SMITH . . . is working Piqua, O., again after a tour of South Carolina, Georgia and Florida, which was a total loss as far as business was concerned. Smith says the wild goose chase dug a deep hole in his summer bank roll. He is working a photo machine and jewelry layout at present, but plans to work a new item in Dayton, O., for the remainder of the winter. He

RINGS
Cameo and Whitestone. Highest Grade Rhodium and



Gold Finish. Send \$2 for 20 NEW 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 \$18.00 PER GRO.
PENS • PENCILS • COMBOS

GRODIN PEN CO., 396 Broadway, New York City.

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.
108 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

FUR COATS
\$10.00

All Sizes to 44. \$2.00 deposit, Balance C. O. D. Money refunded within 3 days if not satisfied.

AGENTS MAKE MONEY SELLING.
Very Popular Bingo Prizes.

WAYNE FUR CO.
8761 Linwood Ave., Detroit.

The only Pen just like a Banker, is another Banker. THE PEN THAT SENDS YOU TO THE BANK.

PLUNGERS — COMBINATIONS — SETS



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

PAPERMEN

Attractive farm paper proposition. For good Southern territory write **C. L. DOBSON**, Raleigh, N. C., or **R. W. TAYLOR**, Cotton Exchange Bldg., Memphis, Tenn.

MED. MEN OPPORTUNITY

Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.

COMIC POST CARDS, NOVELTIES, JOKES.
VALENTINE, ST. PATRICK'S, April Fools, FLAPPERS, Lovers, Boozers—Naughty Pigs, Lady Kipper Handkerchief, POO POO Pillow, No. No—1,000 Times No—Dog gon it—Honeymooners, Bride's Confession, Comic Cartoon Booklets, Photos, Fun Cards, 20 SAMPLES and Catalog, 10c. Complete Samples over 50 Articles, \$1.00, prepaid.

ARTFORM COMPANY, 1710 Undercliff Avenue, New York.

adds that he saw a number of the boys in Jacksonville and Tampa, Fla., and all were singing the blues. Smith would like to read pipes from Dick and Honey Jacobs.

PITCHMEN'S SAYINGS: "Double sway back 'em."—Howard Miller.

RICTON . . . from Atkinson, Ga., that his organization has just concluded four and one-half years of continuous operation under canvas. Recent visitors to the

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.

NEW HOT SELLER
AMBER
FOG-LITE



MAKES HEADLAMPS PIERCE FOG DISCOVERED! Strange new substance that turns headlamps into AMBER FOG-LITES. Put on at first sign of bad weather. Pierces fog, snow, sleet and rain. Prevents "blind driving." Cuts glare. Real accident protection. Helps save life, property. Low priced. Gripping demonstration. Agents wanted everywhere. Phenomenal profits.

SAMPLE OFFER Samples sent on trial to first person in each locality who writes. No obligation. Get details. Be first—send in your name TODAY.

The Krustee Products Co., Dept. 992, Akron, Ohio.

A NEW MONEY MAKER

Just Out! New Metal Changeable Sign. Sticks to glass. Merchants grab it at 50c, costs you only 14 1/2 c in 100 Lots; 15c in Lots of 50, or \$2.00 per Dozen. 140 Letters and Figures with each Sign. Free particulars.

TIME SAVING OFFER
We Will Send 6 Signs with 840 Letters Upon Receipt of Only \$1.00 M. O.

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

PLUNGER PENS, \$20.00 PER GROSS.
Don't Buy Your Pens Until You See Our Samples.

No. 4—MOTTLED PLUNGER . . . \$20.00
No. 4—PEARL PLUNGER . . . 23.50
No. 6—MARBLE CORK PLUNGER . . . 21.50
No. 6—PEARL PLUNGER . . . 26.00

All 4 Samples, Prepaid, 75c.

BENSON PEN CO., 347 Plymouth Bldg., Minneapolis, Minn.

REX HONES 3
Now Less Than 3c Each

\$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up. ACT QUICK. **REX-HONE MFRS.**, 1500 West Madison, BR-1, Chicago, Ill.



CHEWING GUM 22¢ BOX
Plus Charges

RETAILS FOR \$1.00.

Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Ave., Newark, N. J.

No. 1 Outfit. Strop 1 3/4 in. \$12.00 per Gr.



Sample 25c. See Our New Items.

RADIO STROPPER CO.
SANDWICH, ILLINOIS

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



MAKE REAL PROFITS "NAUGHTIES"

Are Riding High. Quick Turnover. THE REAL HIT OF TODAY.

Naughties are IT. From the back—well, that's a bit different!—Gayly colored girls do the trick, and this set of "bareback girls" are it.

Lay-Tite DECALS are new, distinctive type gives reality to the figures.

We make all types of DECALS for Trucks, Industrial, Toys, etc. (Ten days to two weeks' delivery). We Solve Your DECAL Problems.

FELT PENNANTS—ALL KINDS.

THE LAY-TITE CO.,

1455 So. Michigan Ave., CHICAGO, ILL.
(Phone: Calumet 5211.)

READY FOR RUSH SHIPMENTS. Make Your Own Glasses.

3 Sets of 6 Each Decals . . . \$1.00
Sample Order, 2 Sets, 12 Glasses, 1.75
Gross Lots 16.00
Gross Lots, 6 in Box 17.00

Terms F. O. B. Chicago. 1/2 with Order, Balance C. O. D.
Remittance with Order Saves C. O. D. Fees.

WORK JEWELRY SALES—THEY'RE BIG

A promoter's dream come true; that's how tremendous ring sales and cross pendant sales are right now.

Write for Catalog No. 21 showing newest styles in

- CROSSES
- WHITESTONE RINGS
- CAMEO RINGS
- ENGRAVING ITEMS

HARRY PAKULA & COMPANY
5 No. Wabash Ave., CHICAGO, ILL.



ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size In Engraved Cases at . . .

Send for Price List. Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., St. Louis, Mo. 113 N. Broadway.

show at Atkinson were Harry Dashington and wife, Smokey Strickland, Mother Hughes Walker, Elizabeth Manning and Mrs. W. T. Miller. The "Barnum" reports that business in Georgia territory has been good.

IF THE COUNTRY as a whole could be half as optimistic as the pitchman we would soon have everyone singing the little ditty about "It won't be long now."

DOC WILSON . . . is reported to be heading northward from Georgia for an early start in that territory.

V. P. HORNER . . . of Lord's Prayer-on-a-penny fame, inks from Columbus Grove, O., that the natives of that section are well fixed and will spend. He says he enjoyed a good season even up to the very last day of 1937.

MILTON (CURLY) BARTOK . . . scribbles from Florida that he is doing plenty of fishing and expects to remain there until warmer weather prevails in his stomping grounds. "Betty can really cook the fish," says Milt, "and Baby Valerie is doing fine. Dick Jacobs and I went out the other day and caught a real fish and we expect to get another big one soon. My new trailer certainly is comfortable. Glad to learn that Victor B. Lund is doing well, but sorry to hear of Homer Anderson's tough break."

PITCHMEN ARE THE foremost examples of that old axiom: "Altho a man is down, he's not necessarily out."

"HAVE FOUND KANSAS . . . to be in good shape after making a big jump south in the land of sunshine and no biscuits," blasts William Kemp Smith from Parsons, Kan., under date of January 3. "San Antonio is in bad shape, but I did have a good day at Graham in the Lone Star State. The good old State of Kansas has the dough, tho. I'm selling herbs."

CHIEF GRAY FOX . . . pipes from Millfield, O., that business in that sector is just fair and hall rents are very high. He says he would like to read pipes from Jack, Bessey and Fanny Hatfield.

WE ALL HAVE FAULTS, but the primary question is are we capable of analyzing and correcting them?

DR. L. P. STANTON . . . fogs thru from Texarkana, Tex., that after seven weeks of good business with his med museum in that territory, he is leaving there to open in Idabel, Okla. Doc adds that his sex show is featuring Miss Eylene, Dr. Lowell, Tom King and Paul E. Maples.

THE NEW YEAR is still young. Like any kiddie, it can go two ways—good or bad. By exerting your earnest efforts in behalf of your profession you can make it a good year.

KING LA MAR . . . is reported to be gathering the lucre in Nashville, Tenn.

ACCORDING TO . . . Jack (Bottles) Stover, who scribes from Lewisburg, W. Va., under date of January 1, many of the fraternity were present at Lenford Carriers' Southern Restaurant there during the holidays. Included in the line-up, says Jack, were Weldon (Barrel) Rodeffer, Blackie Shifflet, Specks Higgins, Ray Neff, Col. Charles Maitland, Billy (The Kid) Dietrich, Dr. Custer and Charlie Andrews. Stover adds that everyone seemed to be satisfied with his Christmas gainings.

THE CONSTANT GRINDER is the fellow who gets the money these days, not the in-and-outer.

COME ON . . . you specialty workers, kick in with some pipes, but keep 'em brief and devoid of superfluous matter.

SHAMROCK BADGES . . . will soon be appearing in shop windows. That's always an indication that spring is in the offing, so don't let those cold snaps discourage you.

IF 1937 didn't treat you so well, the least you can do is roll up your sleeves and help make 1938 a big year.

BOB LINENFELSER . . . after a successful engagement in a Cincy chain store with fruit-juice extractors, left for Scranton, Pa., where he spent the holidays visiting with his wife's family. Bob plans to open in a Scranton store soon with a new-type vegetable knife.

A. D. POWER . . . and Charley Courteaux have been vacationing in Cincinnati after a prosperous Christmas season in West Virginia territory. During a short visit at the Pipes desk the boys infoed that they are rarin' to go and are looking forward to a big year in 1938 with a new red-hot item which they will announce soon.

TRIPOD OPININGS: The wise pitchman, addressing his tip, never says come up closer. He'll do something to attract the tip's curiosity to bring 'em in.

A WELCOME VISITOR . . . to the Pipes desk last week was Pat Crombie, who has been working horoscopes with Hennies Bros.' Shows the past two seasons. He reports that he plans to remain in the Queen City for several weeks.

"AM DOWN HERE . . . in the land of Gumbo waiting for the call of the robins," wigwags Hot-Shot Austin from Mansfield, La., under date of January 1. "Closed my season November 15 in Many, La., and came in here for the winter after covering only five States to fair business. Plan to

reopen about March 1 and head for the Northwest. Take a tip from one who cuts up no grands and knows what pork chops look like. Conditions in the South are no good. There is less money in the cotton country than in 1935. If you don't bring it with you you won't carry anything away. It's a fine country in which to spend the cold days, but you'll get pretty 'gant' on la sunshine and bayou water. Have jacked up my car and called it a blank until the first signs of the robins."

MEMORIES: Remember when James J. McCarthy worked Clinton, Mo., some years ago and encountered a storekeeper who said: "Pitchmen should certainly go to heaven when they die." When James J. asked the man why that was so he replied: "Because they always tell the truth about the other fellow's goods."

SIGHTED WHILE . . . passing thru Louisiana territory last week were Eddie Yeagle, of sheet fame, and Slim Atkins. The boys report they enjoyed a big Christmas with plenty of "ham hock and chittlins."

PETE AND PAT WYNINEGAR . . . are reported to have spent an enjoyable visit with Hot-Shot Austin in Mansfield, La., during the holidays. Both report that business in the South is bad.

HUSTLER'S TIPS: Here's a tip that should be worthy of thought. You boys who work med on the outside and find it difficult to hang on to the summer bank roll, get yourself a stock of trusses and work thru drug stores not handling the line. It takes little practice to be a competent worker and in most instances you may work without a parchment. It's a real one at which to shoot, boys.

AL BATSON . . . of razor paste fame, worked a chain store in Jackson, Miss., during the Christmas season to good business with a swell leather flash, according to reports emanating from that sector.

MR. AND MRS. TOM KENNEDY . . . are reported to have purveyed the ties and forms in no small number in an Indianapolis chain store during the holidays.

DIRECT SALES— (Continued from page 64)
tomer's well unless you make the right kind of connection.

Says Jep Jepsen, supersalesman: "An empty sample bag is an easy travel companion, but it doesn't sell merchandise."


Even the best salesman will occasionally fall victim to the monotony that goes with continually selling one and the same article. It's a good plan to relieve this monotony once in a while by a day or two of complete rest. A friend of mine has found it a good practice to carry along with him a try-out article which he occasionally substitutes for his principal item. He says that it gives him a chance to test something new on the customers and that the change from one article to another somehow acts as a sort of a nerve tonic. After he has sold a few of the substitute items he goes back with renewed vigor to the mainstay of his selling activities.

Little new on the sales front this week. Few men have been out and comparatively little business done. Midwest sections are picking up. City business is not so good, but there is enough of it to keep the regulars supplied. Don't rely too much upon utility merchandise. There is still some Christmas money around for spending and you might get a share of it on some personal novelty article.

Now is the time to prepare for spring, altho it may not appear so to you with the thermometer hovering near zero and ice and snow on the roads. If you carry a winter line now, look around for something new that will bring you thru the spring and summer. Read *The Billboard* advertisements, answer some of them, write for samples. One or the other article is bound to appeal to you and you can study the proposition. Map out some plan of action, including your itinerary if you happen to be the sort of man who likes to travel. Study your customers. If you want to go into a new field get some information on the state of business there. The local situation is bound to be somewhat spotty in spring and results will be better if you come prepared.

THAT POPULAR MAN "DUMMY DAN"

The Ventriloquist Man.




The salesboard sensation of recent history. Operators, here is your chance to cash in. America has gone wild about "Dummy Dan." As pictured, fully dressed complete with book on ventriloquism, with 100-hole sales card with picture of "Dummy Dan." Takes \$10.00. You get it complete, only

\$2.35

ANOTHER HIT


BANK NIGHT JAR DEAL



1600 Tickets at 5c. Take in \$80.00. Average Payout, \$56.50. Average Profit, \$23.50. Deal complete, 1600 Tickets, Large Fancy Jar, Attractively Colored Die Cut Label and the most Beautifully Artistically Die Cut Colored Step-Up Display Card with metal, sturdy, attractive Holder—only

\$2.85
per complete deal

HERE'S A SALES DEAL WITH REAL PULL!



Everybody goes for Trading Post because everybody 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. Everyone gives everyone a prize for their money. Deal takes in \$13.00. Your price complete,

\$6.45

TERMS—1/2 amount with order, Balance C. O. D. If full amount is sent with order, we ship prepaid.

LEE MANUFACTURING CO.
754 W. Adams St. Chicago

RAZOR BLADES

At Factory Prices All Brands - All Makes

- RAZOR BLADES, D. E.—Various Brands, 5 to Box, Cellophane, 1000 Blades. **\$2.45**
- WILKUT D. E. RAZOR BLADES—5 to Box, Cellophane Wrapped, 1000 Blades. **3.00**
- ACE HIGH, S. E. RAZOR BLADES—5 to Box, Cellophane Wrapped, 1000 Blades. **5.00**
- SHEFFIELD, D. E. RAZOR BLADES—(Nationally Famous) 5 to Box, Cellophane Wrapped, The finest blade made—with lifetime guarantee. FREE 100 samples with each 1000 blades. **10.00**
- DREXEL, D. E. RAZOR BLADES—5 to Box, Cellophane Wrapped, 1000 Blades. **6.50**

Many other brands. Send your inquiries and orders. Ask for our quantity prices. On all orders less than \$5.00 all cash with order. Over \$5.00, 1/3 Deposit, Balance C. O. D.

All Goods Sold on Money Back Guarantee.

JEDRO Company 136 W. 32nd St., New York City.

BINGO

1000 CARDS, printed on seven different colors of stock, size 3 1/2 x 5 1/4. Every one numbered and an extra serial number for checkup. Stocked in seven attractive colors. Packed 7000 to a carton—7 colors 1000 each.

BLACK perforated MARKERS

A good quality card, 25 on a card, packed 1000 cards.

DOOR PRIZE COUPON TICKETS

With perforated stub, both numbered and printed.

SERIAL PAPER PADDLES

Attractive colors for all the leading wheels.

SPECIAL JOBBERS PRICE

WRITE **SCHULMAN'S** 11 E. 19th Street
WIRE New York, N. Y.
Nationwide-Specialty Printers - since 1904

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Birds of a feather flock together.
So should outdoor showmen flock
together as members of the Showmen's League of America.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.
CHARLES A. LENZ
Winter Quarters: General Delivery, St. Petersburg, Fla.
Permanent Address,
440 Insurance Exchange Bldg., Chicago, Ill.

WANTED

SELLS BROS.' INDOOR CIRCUS
Circus Acts for St. Joseph's Catholic Church Indoor Circus, January 27, 28, 29. Aerial and Ground Acts. Clowns, Bobby Bumps wire. Concessions of all kinds. Other dates following. Write of wire, time short. **MANAGER INDOOR CIRCUS,** Hotel Shelby, Shelbyville, Ind.

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

J. J. PAGE SHOWS CAN PLACE

FOR THIS SEASON

Money-Getting Shows of all kinds and Useful Show People. We are buying all new green tents for shows. Will book or buy Caterpillar, Lindy Loop or Octopus. Opening for one more Kiddie Ride, Kiddie Auto preferred. Can place large, clean, flashy Cook House and Legitimate Concessions of all kinds. Also want two High Sensational Aerial Free Acts. All address

J. J. PAGE SHOWS, Box 351, Augusta, Ga.

Hartmann's Broadcast

DESPITE the universal public demand for change in ideas, or something different, many fairs are still using ancient cut-and-dried "stock" posters. Nothing is more disgusting than seeing "stock" posters that have been used so long that they have become eyesores. And not only that, they give the public the impression that the fairs today are the same as they were in the horse and buggy days.

To get the most benefit from them today posters must be new and modern and breathe showmanship. That class of paper, it is gratifying to learn, is also designed for fairs by two well-known advertising experts in the motion picture field—Oscar A. Doob, advertising director of Loew's chain of theaters, and his associate, Ernest Emerling. They have copyrighted a series of such posters of various sizes and these are now being prepared by the Berkshire Litho Company.

† † †

SOME people look upon inmates of prisons as hard-hearted individuals with consideration for no one. Perhaps there are some inmates of that kind, but on the other hand there are prisoners with just as big hearts as some people not behind prison walls. One of these prisoners we now have in mind was a friend of the late Linard Jones, "the Little Colonel." He writes to compliment Mr. and Mrs. William Dressman on their suggestion, which he considers most worthy, of having a monument representative of the circus erected at the grave of the little circus lover at Umatilla, Fla. The prisoner for obvious reasons asks that his name be withheld if his letter or any part of it is published. He says:

"The little fellow was in a class with Dexter Fellows. It was my priceless privilege to receive several masterpieces of correspondence from Linard and each time I read them over I realize how selfish and prudish I am. His was the greatest character and personality of any person, man, woman or child, that it has been my privilege to know. I'm way out of my class trying to paint a word picture of him.

"Let's start the ball rolling—and keep it rolling—for a monument in harmony with the golden quality of the little fellow's friendship and loyalty to us all. The best will not be good enough, but let us give him the best we have. He gave us more than 'his best,' because he gave us 'his all.'"

"I sent a very small contribution to Tracy Hager and I shall try to double it within the next two or three months. I am due out of this place in the

late spring. If there is anything I can do to help you put this monument idea over, either now or in the future, you may rest assured that my time and efforts are yours."

We soon expect to announce the appointment of a committee to handle the fund for the proposed monument to be erected at the grave of "The Little Colonel."

† † †

J. W. CONKLIN, president of Conklin & Garrett, Ltd., operator of the Conklin Shows, spent Christmas in Seattle and New Year's Eve in Vancouver, B. C. While in Seattle he met practically all of the show people that operate thru the Pacific Northwest and all of them, he says, are looking forward to a very good season this year.

On January 2 "Patty" was to leave Vancouver for Toronto, with intentions of spending three days at his winter quarters in Brantford, Ont., and then proceeding to Winnipeg for the meetings of the Western Canada Fairs Association and Western Canada Association of Exhibitions. His wife will stay in Vancouver for a few months, as they are sending their son, Jimmie, to school there.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 8.—Meeting was well attended despite fact many absentees were busy at various fair meetings. President J. C. McCaffery came back north and left at once for the Milwaukee meeting. Ed A. Hock, Sam J. Levy, Fred H. Kressmann, Rube Liebman, Dave Tenyson, Denny Howard, Mike Rosen and many others were away on similar errands.

Brother Lew Keller presided in the absence of the regular officers. With him at the table was Secretary Joe Streibich. Various committees reported they are lining up a campaign of work for the summer.

New Year's party was well attended and a fine time was had by all present. Harry Coddington is out and around, feeling fine. Brother Walter E. Driver is still confined to the American Hospital. Brother Theo Schlemmer is from Georgia and is now at the hospital. Brothers Bob Miller and Colonel Owens are still confined to their homes. Brother Jack Fuller is in a hospital at San Antonio, and Brother Sam Feinberg is doing the duties of the relief committee in his case. Brother Al Wagner writes that he is back home in Toledo, O., recuperating and will be confined for about six weeks more. Drop messages to these brothers if you have the opportunity, as a line is always welcomed by one confined.

Ben Mathis and M. Lingard, of the Warren Tank Car Company, were callers during the week. Ben is the one who along with President McCaffery furnished the turkeys for the Christmas dinner at the League.

Late message advises that Brother Tom Rankine was taken to the American Hospital suffering from results of a fall. Welcome messages were received from Brother Al Fine, Frank R. Conklin, Patty Conklin and Al Wagner.

Walter B. Fox, of the Wallace Bros. Shows, wrote for applications. Sent them in hopes of a favorable response. J. C. Simpson, please note! Rube Liebman, note: The new clock is now in place and you can easily show the boys the time.

Ladies' Auxiliary

Meeting of January 6 was presided over by President Leah M. Brumleve, First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Edith Streibich, Secretary Frances Keller and Treasurer Phoebe Carsky. Invocation by Blanche Latto. Excellent attendance. Cake and coffee were served, donated by President Leah M. Brumleve and Mrs. Robert Miller.

President Leah M. Brumleve and members are formulating and discussing many new events for the coming season, data later. Tickets for Tacky Party, SLA Ladies' Auxiliary, are now on sale and may be obtained from any member. Do not miss this nice affair. Our hostess for January 13 social will be Mattie Sin-

gleton. All members are cordially invited to attend Ladies' Auxiliary, SLA, 20th anniversary dinner and party January 18. Information from Secretary Frances Keller.

Relief committee reports Mrs. Charles Driver recuperating nicely and expected home from hospital end of this week. Clara Hollie Harker, Mrs. Ida Chase and Mr. and Mrs. Jim Murphy visited Brother Robert Miller at his home. He is still under doctor's care, due to severe injuries sustained three months ago.

President Leah M. Brumleve, Clara Hollie Harker, Frances Keller, Edith Streibich, Blanche Latto and Mrs. Robert Miller paid respects to Mrs. Mattie Crosby's only sister, Tillie Rhode, who passed away January 3. Burial Kewanee, Wis. Members deeply grieved over Tillie's death.

Missive from Mrs. Robert R. Kline, of Royal Palm Shows, Tampa, Fla., who arrived safely.

Attention is again called to all out-of-town members on road shows. Please forward your permanent addresses to Secretary Frances Keller for communication purposes.—Elsie Miller.

LOS ANGELES

(Continued from page 30)

Circus, which opens its season at San Diego, Calif.

Doc Hall is considering offers from several shows.

Roy E. Ludington visited here last week from San Bernardino, Calif.

Will Wright blew in from San Jacinto to give his Wright's Golden State Shows the once over.

Joe and Peggy Steinberg have been signed by Clark's Greater Shows.

Jess Jordan has returned from trip north.

Frank Forest has been added to the side show at Long Beach, Calif.

Skinny Dawson returned to town.

H. Hanewinkle is associated with Guy Malone, interior decorator.

Hap Young is working at the Fox West Coast Theater.

Ted Metz and wife returned for a short visit.

R. F. Clark returned from a recent tour of Arizona and Texas.

Mr. and Mrs. C. S. Wrightsman, of Sacramento, Calif., are visiting here, as is W. C. Huggins, of West Coast Shows.

WINTER QUARTERS

(Continued from page 59)

agent, and John Willander, manager of Norris Bros. Circus, wintering near by, were holiday visitors.

Hundreds of visitors from Shreveport and vicinity visit quarters every pleasant Sunday and holiday. The Shreveport Journal recently devoted a column story to winter-quarters activities.

WALTER D. NEALAND.

ROUTES

(Continued from page 33)

Mississippi Sunflowers: Bowling Green, Fla., 12-15.
Morris, Chet, Show: Ambrose, Ga., 10-15.
Newton Magic Show: Frankford, Del., 10-15.
Oddities on Parade: High Point, N. C., 10-15.
Ricton's Show: Wickour, Ga., 10-12; Hortense 13-15; Nahunta 17-19; Hoboken 20-22.
Rippel, Jack Splash: Broxton, Ga., 10-15.

CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Central States: Surrency, Ga.
County Fair Attrs.: Morven, Ga.
Donelro: Norway, S. C.
Great Southern: Foley, Ala.
LaGrace: Lake Daurine, La.
Lewis, Art: Bowling Green, Fla.
Lotta Hooey: De Kalb, Miss.
Royal American: (Fair) Largo, Fla.; Winter Haven 17-22.
Royal Palm: (Fair) Bradenton, Fla.
Southern Attrs.: Westgreen, Ga.
Texas Kldd: Aransas Pass, Tex.
Tip Top: Enigma, Ga.

CIRCUS AND WILD WEST

Polack Bros.: Pueblo, Colo., 10-15; Albuquerque, N. M., 17-22.
WPA Federal: (Bronx Coliseum) New York, N. Y., 15-16; 22-23; 29-30.

WORLD'S FAIR MUSEUM

WANTS
FREAKS AND ACTS

JANUARY 14 TO 30

224 Dauphin St., Mobile, Ala.

Austin and Barnes

LOS ANGELES, Jan. 10.—It is apparently definite that Ben Austin will be general agent of Al G. Barnes-Sells-Floto Circus.

W. F. FUN

(Continued from page 3)

must have the prestige and influence of the fair behind him to facilitate accomplishment of those ends.

With little more than one year remaining before opening date, the fair must be willing to sacrifice visionary dreamlands and come down to earth—must plan its midway according to applications reasonably certain of materializing into contracts.

The big spectacle at the end of the midway, altho a doubtful financial success in itself, will be an integral part of the entire World's Fair and as such should be operated directly by the fair corporation.

And above everything else the fair must not, under any circumstances, forget that speed is vital at this stage of the game—speed in everything it undertakes. The fair must realize that showmen—good showmen of New York World's Fair caliber—need much more than a year to plan, finance and construct a first-rate attraction.

The fair must continue to guard

against overemphasis of any single phase of entertainment, whether it be indoor or outdoor—must remember it's not the expensive attractions that instill power into a midway: it must remember that expositions are essentially for the masses, not the classes.

The information emanating this week from the Flushing administration building is encouraging, nevertheless, and this commentator at least is far more at rest than he was three weeks ago. Then the horizon looked dark and foggy—now the sun is beginning to shine.

Far be it from us to believe those in charge of the amusement division are anything but keen, intelligent men. They are fair in mind; they are polite and devoted to the success of the 1939 fair. But we are wondering if it would not be far better to place at the head of the entertainment division a man who knows all angles of exposition operation—a man qualified beyond a doubt to shoulder the bulk of responsibility and possessing the power to make decisions on the spur of the moment—a man who knows indoor and outdoor show business as well as the midway's relation to the rest of the exposition.

It will be said that such a personality does not exist, but we hardly concur. True there are not many that really qualify, but they can be found. We are thinking of a man like Dr. H. W. Waters, who made that fair of all annual fairs, the Canadian National Exhibition.

Start a POTATO CHIP BUSINESS In Your KITCHEN!

Make Big Money

Buy potatoes for 2c a lb. Make seasonal new "Greaseless" Potato Chips and sell for 35c a lb. Ideal business for men or women in spare or full time. Small investment buys complete equipment. No experience needed. I show you how to get stores to sell all you make; tell you how to make profit first day. All information, pictures, prices and terms sent free. Send a postal card for Free Facts on this big "Home Business" Opportunity. **FOOD DISPLAY MACHINE CORP., 325 W. Huron, Dept. D-121-A, Chicago.**



ENTHUSIASM OF—

(Continued from page 3)

service after that followed by the SLA and American Hospital in Chicago, altho it is expected that certain local conditions may possibly prevent identical policies.

A committee was appointed to meet with a delegation of Eastern show women on January 13 to consider the formation of a Ladies' Auxillary. Ladies conferring at that time will be Mrs. Midge Cohen, Mrs. Charles Lawrence, Mrs. Irving Udowitz, Mrs. George A. Hamid, Dode Adams, Dorothy Packman and Mrs. Irving Rosenthal.

Nearly all branches of show business were represented at the session and Hamid stated afterward that he is confident by the letters he has received as well as by verbal comment that the new organization "is bound to succeed." Among those noted in attendance were George P. Smith Jr., of the New York World's Fair; Irving Rosenthal, Palsades Amusement Park; William Rabkin, International Mutoscope Reel Company; Frank Miller, Ringling-Barnum Circus; Ernest Anderson, Norman Bartlett, Clem Schmidt, Joe Casper, Elias E. Sugarman, F. Darius Benham and Fred Pitzer, of Circus Saints and Sinners' Club, spoke briefly of the work that organization is doing for the circus folk and to urge the new club on to success.

BADGER MEET

(Continued from page 51)

Otto Henke, Hans and Anita Kuchler, Clemm Legg and others.

The annual dinner dance and floor show were in the Grand Ballroom of the Hotel Schroeder Thursday night.

Banquet Is Largest

Registering largest attendance of any banquet in history of the association, the affair held Thursday night was a huge success, with 323 paid guests, as compared with 270 as highest number in any other year. Retiring President Brown was toastmaster.

"We have decided," he said, "that there will be no 'recession' in the fairs of Wisconsin in 1938," and his declaration was greeted with cheers. His sentiment was echoed by J. C. McCaffery, president of the Showmen's League of America; Ralph Ammon, president of the International Association of Fairs and Expositions; Milo K. Swann, State board of agriculture; J. F. Malone, secretary of the association; Frank P. Duffield, vice-president S. L. A., and William Marriott, new president of the association, as each was introduced.

Following a delicious duck dinner a varied program was presented. Among talent was Happy Hank's Badger State Barn Dance crew; Stewart Sisters, roller skating; Jimmy and Dale, young adagio team; Miss Christine, singer and yodeler from WLS; Dale and Myers, hand-to-hand balancing; Al Miller, solo cornetist; Gifford and Pearl, comedy chatter, song and dance team; Empire Octet, vocalists; Toby Cobb, clown, and a number of excellent acts from Sam Pick's Club Madrid. There was dancing until midnight.

★ DELUXE SHOWS of AMERICA ★
WANTS FOR THE SEASON OF 1938

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

★ SHOWS ★

10-IN-1 ILLUSION
MONKEY CIRCUS
FUN HOUSE
MOTORHOME

Will Furnish Equipment to Reliable Showmen.

★ RIDES ★

OCTOPUS
BOOMERANG
TILT-A-WHIRL

—Or Any Ride New and Novel.

★ CONCESSIONS ★

GRIND STORES
LEGITIMATE STOCK
WHEELS

Also Up-To-Date
COOK HOUSE
That Can Take Care of
Our Help as Well as
Others.

HELP WANTED in all departments, including Ride Help, Scenic Painter, Carpenters. Top salaries. Payday every week. All address

S. E. PRELL, Gen'l Mgr., 36 GREEN STREET, NEWARK, N. J.
Winter Quarters at Lancaster, S. C.

NOW BOOKING BUSHAY AMUSEMENT CO.

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

WANTED—Cook House, Popcorn, Ice Cream, Ball Games, Penny Pitch, Candy Wheel, Candy Apple, Pitch-Till-You-Win, Fishpond, Devil's Bowling Alley, Hoop-La and other Grind Stores. ALSO WANT a Foreman for Ferris Wheel and Chairplane. Will book Merry-Go-Round. Good territory for Merry. CAN USE Sound Truck and Free Act. All season's work for both. No racket.

HENRY BUSHAY
18 Haviland Street, Boston, Mass.

! WANTED!

FREAKS—NOVELTY ACTS—THRILLING FEATURES
FIRST-CLASS MINDREADING ACT

Long Season — Open About March 1
We furnish all costumes. State all and salary in first.
Feature for End of Tent.

Can also place Money-Getting Shows, Ride Help, Combination Banner Man, Good Electrician. No Boozers.
Address all

WM. HOBDAV, GOLDEN STATE SHOWS
Care Crafts Shows, San Bernardino, California.

DICK'S PARAMOUNT SHOWS, Inc.

WANT FOR SEASON 1938

SHOWS MONKEY CIRCUS. FUN HOUSE, MOTORHOME, MANAGER FOR TEN-IN-ONE AND REVUE.

RIDES OCTOPUS AND RIDE-O.

CONCESSIONS MODERN COOK HOUSE, PENNY ARCADE, SHOOTING GALLERY, GRIND STORES.

Address **DICK GILSDORF, Gen. Mgr.**
Box No. 838, care Billboard, 1564 Broadway, New York City.

Reynolds & Wells United Shows

OPENING EARLY IN APRIL IN TEXARKANA, TEX. PLAYING MISSOURI, KANSAS, IOWA, AND THE IRON RANGES OF MINNESOTA AND WISCONSIN, FOR SEASON OF 1938.

First-class Cook House (must be neat and clean), Candy Floss, Snow Cone, Long Range Gallery, and any nonconflicting Stock Concessions Shows, Life, Midget, Big Snakes, Illusion, Monkey Circus, Motorhome. Must have flash, with own transportation. Don't misrepresent, as you won't stand up after joining. CAN PLACE late model Loop-o-Plane, Pony Track and other Kiddie Rides. Will finance any worthwhile Attraction that is new and original. This is a truck show with all new equipment.

Address all Mail Winter Quarters, P. O. Box 87, Texarkana, Tex.

CLYDE'S UNITED SHOWS

NOW BOOKING FOR SEASON 1938 SHOWS, RIDES, CONCESSIONS.

WANTED—Cook House, Legitimate Concessions of all kinds except Bingo. Will furnish outfit for new and novel Shows. WANTED—Good Plantation Show. Will furnish complete outfit for same. WANTED—Side-Show Manager that has something to put in a first-class Side-Show Top. Show will open in or around Johnstown, Pa., latter part of April. Address all mail

GEO. C. SMITH, Manager, P. O. Box 521, Cumberland, Md.

CRESCENT AMUSEMENT CO. WANTS

OPENING MARCH 5, SOUTH GEORGIA. Independent Shows, Stock Concessions, one Flat Ride, Octopus, Tilt or Whip. FOR SALE—TANGLEY CALLIOPE, automatic or hand played, perfect condition, very loud, mounted on Dodge Panel Truck, \$375.00; EZ Freeze Custard Machine, \$200.00; 10 Figure Crime Show. Address 408 West 6th St., Gastonia, N. C. P. S.—Princess Anne, Earl Sinnott write.

MERRY-GO-ROUND FOR LEASE

Have 3-Abreast Spillman Merry-Go-Round, good condition, with Organ, good Canvas, will lease to reliable party for season 1938, \$30 a week. Want \$200 cash deposit. No percentage, no propositions without cash deposit. Stored in North Carolina. Promoters and fly-by-night outfits save stamps. Address **BOX D-112, care Billboard, Cincinnati, O.**

WANTED Oriental Dancing Girls
Join on wire. Will advance transportation. Salary \$20.00 a week. Long season work. Can place at all times Freaks and Working Acts.
SOUTH STREET MUSEUM,
1419 South St., Philadelphia, Pa.
P.S.—Please wire Tom Hasson.

DIXIE EXPOSITION SHOWS WANT
FOR No. 2 SHOW.
Musicians, Performers, small Cook House, Mug Joint, Stock Concessions. Both Shows work all winter. No 2 Show, Foley, Ala.; No. 1, Washington and State Streets, Mobile, Ala. Address **C. D. SCOTT.**

WANTED FOR TWENTY WEEKS ON LONG ISLAND,
Free Acts and Concessions of all kind. CAN PLACE Ride Foreman on Merry-Go-Round, Ferris Wheel and Chairplane. Season starting May 1.
PRUDENT'S AMUSEMENT SHOWS
124 Cedar Ave., Patchogue, L. I., N. Y.

TILLEY SHOWS
Now booking Shows, Concessions, Ride Help. Shows with or without outfits.
Address **BOX 297, Ladd, Ill.**

WANTED QUICK
Professional Telephone Men on tickets and program for Polack Bros. Circus, producing Sciots Circus, San Francisco. Address **OMER J. KENYON,**
Suite 201, Oxford Hotel, San Francisco, Calif.

McMAHON SHOWS
WANT Shows and Concessions, no grift. Open April 30, Marysville, Kan. We own our own Rides, WANT small Motorhome and Pony Ride, Foreman for Ferris Wheel and Tilt-a-Whirl. Address **1619 So. Elena Ave., Redondo Beach, Calif.**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

BIGGER THINGS

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



WALTER W. HURD

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

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

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

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

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

It ought to be plain that when an industry becomes big business it begins to attract attention from many angles. Nobody really wants to put the industry back 10 years, altho some slot machine operators say they would like to see "the good old days." Everybody in the coin machine business by this time ought to be convinced that, with millions of machines

of all kinds in almost as many locations, we will have to study the business world in which we live a little more carefully.

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

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

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

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

organized friendship we should be the first to show ourselves friendly.

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

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

The responsibility of a trade paper is to keep its readers informed of all these things and how they may affect them. If some of the things we publish at times may seem far-fetched, if you will read between the lines there is perhaps a straw to let you know which way the wind is blowing. Aiming at a bigger and better news service, we hope it will help you to grow to bigger and better things in 1938.



"Will it be a Winner or a Lemon?"
(Shoemaker in *The Chicago Daily News*).

NEW SUPER CONSOLE GAME

KEENEY

NEW AMUSEMENT GAMES

PRIVATE SHOWING

NEW GAMES & 1938 MODELS OF CURRENT HITS

WORLD'S FINEST PAYOUT TABLE

All Bonafide Operators, Jobbers and Distributors of Coin Games are Cordially Invited

OPEN DAILY and SUNDAY FROM 10 A.M. to 5 P.M. JAN. 15th (Sat.) TO JAN. 22nd (Sat.)

● Keeney's New Games and 1938 Models of Current Hits will be shown only at the concern's factory salesroom. These games are too novel and too indicative of high earning powers to permit the inspection of others than bonafide operators, jobbers and distributors of coin games.

SEVEN NEW GAMES & MODELS

Don't Fail to See These Hits

No Be Seen Only at the Keeney Factory

J. H. KEENEY & COMPANY

"The House that Jack Built" **2001 Calumet Ave., Chicago**

MANUFACTURERS OF THE GREATEST NUMBER OF HIT GAMES IN 1937

THE BUYERS' GUIDE

The following firms reported a list of machines and products now considered as actively on the market. New products to be revealed for the first time at the 1938 Coin Machine Show are in many cases omitted. Corrections or omissions will be made if reported by the manufacturers. Firms listed here are those that responded to our circular letter requesting an alphabetical list of products.

Operators should check over the list to note any particular machines they may wish to inquire about while attending the 1938 Coin Machine Show. The list should also be kept for future reference. Operators who do not find the machines in which they are interested in this list should consult our advertising columns or write *The Billboard*, 54 West Randolph street, Chicago, Ill., for information.

A. B. T. MANUFACTURING COMPANY, 715 North Kedzie avenue, Chicago. Manufacture coin chutes (slide), coin detectors, nickel, dime and quarter; Target Skills, a novelty skill pistol game; Ray-o-Lite Rifles, a novelty skill rifle; scales, vending horoscopes; merchandise machines, vending candy bars; Hershey bar machines, vending 5-cent Hershey bars; developers and manufacturers of coin-operated machines to order.

A. C. NOVELTY COMPANY, 8601 Epworth boulevard, Detroit. Model No. 105, Multi Bell 5-cent play; No. 125, Multi Bell 25-cent play; No. 205, Multi Bell console 5-cent play; No. 225, Multi Bell console 25-cent play; No. 305, Multi Bell vender 5-cent play, offering 7-play, 7-jackpot; steel stands and safes for bells.

AMERICAN COIN MACHINE COMPANY, 356 Cumberland road, Glendale, Calif. Makes a penny Hershey bar vender.

AD-LEE COMPANY, Inc., 825 South Wabash avenue, Chicago. Machines: Penny Shop, a three-column bulk vender; Ever-Ready Vender, four-column penny vender; Century, modernistic 1-cent bulk vender; London, two-column

nickel bulk vender; Hershey Special, penny Hershey bar vender with new features; E-Z ball-gum vender, original 5-cent numbered ball-gum vender. Vending machines also built to order with simplified mechanism.

ADVANCE MACHINE COMPANY, 4641 Ravenswood avenue, Chicago. Lists vending machines for vending books, candy, cigars, cigars, drugs, electricity, envelopes, fortunes, golf balls, gum, handkerchiefs, marbles, matches, mints, novelties, peanuts, pencils, perfume, postcards, razor blades, sandwiches, sanitary napkins, soap, tickets, towels, etc. Also make pay toilet locks, coin chutes, timing mechanisms.

AUTOMAT GAMES, 2425 West Fullerton avenue, Chicago. Makes Silver King, a low-priced bulk vender; free weight vending scale, a scale and vender combination.

BALLY MANUFACTURING COMPANY, 2640 Belmont avenue, Chicago. Makes Bally Baskets, a basket-ball amusement game; Bally Baby, counter game; Bally Entry, multiple payout pin game; Bally Stables, payout pin game; Bull's Eye, novelty pin game; Club House, payout console; Fairgrounds, multiple payout pin game; Lincoln Fields, payout console; Lite-a-Pax, counter game; Nugget, counter game; De Luxe Preakness, payout pin game; Ray's Track, payout race game; Reliance, counter payout game; Saddle Club, payout console; Sum Fun, a counter game; Turf Special, payout console; Zephyr, novelty pin game.

BUCKLEY MANUFACTURING COMPANY, 2156 West Washington boulevard, Chicago. Makes Riviera, payout console roulette, seven chutes; Flashing Ivories, console dice game; Seven Bells, payout console with bell machine symbols; Track Odds, payout console racing game; Bones, payout dice machine; diggers or cranes; De Luxe, Treasure Island and Jewel Box. The following are counter machines: Baby Puritan vender. Baby Puritan bell, Happy Daze, Cent-a-Pack, De Luxe Cent-

a-Pack, Horses, Mutuel Horses, Alwin.

CHICAGO COIN MACHINE MANUFACTURING COMPANY, 1725 Diversey boulevard, Chicago. Makes Beamlite 1937, novelty pinball game; Dux, novelty pinball with moving ducks; Mars, novelty pinball with two space ships; Chico Derby, pinball racing game with changing odds.

COAN-SLETTELAND COMPANY, Inc., 2070 Helena street, Madison, Wis. Makes U-Select-It selective candy bar machines in penny and nickel models.

DAVAL MANUFACTURING COMPANY, 325 North Hoyne avenue, Chicago. Makes Bell Slide, cherry bell counter game; Bumper Bowling, 7-foot bumper spring bowling game; Chicago Express, 5-ball novelty pin game; Daval Derby, race-horse counter game; Penny Pack, cigaret reel counter game; Stretch, console payout.

DUO-VEND SERVICE CORP., 35 East Wacker drive, Chicago. Makes Duo Vend, a two-column penny vending machine.

DAVIS METAL FIXTURE COMPANY, Lansing, Mich. Makes Triple Cluster vender for nuts and confections.

H. C. EVANS & COMPANY, 1522 West Adams street, Chicago. Makes Galloping Domino, an automatic payout console; Keeno, payout counter machine; Skillo, payout game with skill features; Mystery machine (details still withheld); Roletto Jr., payout console; Bang Tails, payout console; Bonus, payout counter machine.

EXHIBIT SUPPLY COMPANY, 4222 West Lake street, Chicago. Makes Barrel of Fun, a fortune-telling machine; Novelty Candy Vender, a claw-type machine with revolving turntable; Dominette, console payout; Hi-Ball, athletic bowling game; Old Age Pension, a counter game; Skill Draw, counter game; Red Dog, counter game; Shoot-the-Moon, a console payout; Tanforan, a console payout; Broncho, 1-ball pay table; Bobs, 5-ball novelty pin game; Hare 'n' Hound, 5-ball novelty pin game; Card Vender,

vends all kinds of postcards.

FOUR - IN - ONE MANUFACTURING COMPANY, 3338 Joy road, Detroit, Mich. Makes Four-in-One, a four-column penny bulk vender (rotating).

FIELDING MANUFACTURING COMPANY, Inc., 217 Clinton street, Jackson, Mich. Makes Tom Thumb, a bulk nut (See BUYERS GUIDE on page 72)

truly amazing

VANAK

SLUG REJECTOR

Visit Our Display—BOOTH 204, Coin Machine Show—HOTEL SHERMAN, Chicago, January 17, 18, 19, 20.

A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago.

SOFT PICKIN JAR OR CIGAR DEAL BOX

960 Tickets and Seal Card. Takes in \$48.00; pays out average of \$31.20; average profit \$16.80. No label necessary. 5 1/2 x 8 seal card with 90 green seals paying 25c to \$1 or red seal. 65 green seals to pull. 14 red seals paying \$3, \$5, \$10. Highest possible number of pulls at these 4. Lowest possible pulls at red seals, none. Average 1 winner to 15 tickets. Each winner has same chance to get in big money. Plenty of winners and at the same time a good profit for dealer is the reason for the large ever-increasing demand for these sets. Can be handled in Jar or Cigar Box. Seal card fits inside average cigar box lid. Sample Set, \$1.65. Dozen Sets, \$16.50. Check or money order for one-fourth amount must accompany C. O. D. orders.

BARNES PRINTING CO., New Paris, O

EXHIBIT SUPPLY CO.

For 37 years this good old name has been a guarantee of coin machine quality . . .

For 37 years Exhibit products have consistently made money for Exhibit customers.

EXHIBIT PRODUCTS WILL LEAD AGAIN IN 1938

See Exhibit's full line of money-makers at the Coin Machine Show.

**BOOTH-60
61-62-63-64**

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

AMUSEMENT MACHINES, ARCADE EQUIPMENT, PIN GAMES, COUNTER GAMES, DIGGERS, NOVELTY CANDY VENDERS, SKILL GAMES, POST CARD VENDERS, ETC

Write for Advance Information Now!

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

★ 5 FRIENDLY BRANCHES ★

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

THE GEORGE PONSER COMPANIES

NEW YORK . JACKSONVILLE . NEWARK . PHILADELPHIA . BROOKLYN

★ Representing ★

CHICAGO COIN • DAVAL • GENCO • GOTTLIEB
KEENEY • MILLS • PACE • WESTERN

BUYERS' GUIDE

(Continued from page 71)

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

GROETCHEN TOOL COMPANY, 130 North Union street, Chicago. Makes 21 De Luxe Blackjack, a 5-reel counter machine with vender; Dixie Dominoes, a counter mechanical dice game, 5 reels, gum vender; High Stakes, a 5-reel racing game, vender, shows position and odds; Pok-o-Reel, a 5-reel poker game, has vender; Royal Flush, a 10-reel draw poker game; Zephyr, a 3-reel ball-gum counter game, with cigaret or fruit reels; Ginger, a 3-reel counter game, automatic payout of tokens, etc.; Sparks, a 3-reel counter game, token payout, etc. (new 1938); Columbia, a 3-reel bell machine, convertible, gold award, etc.

D. GOTTLIEB & COMPANY, 2736 North Paulina street, Chicago. Makes Derby Console, single chute model, also in multiple 9-coin model; Horseshoes, single coin 1-ball payout table; Multiple Races, multiple 1-ball payout table.

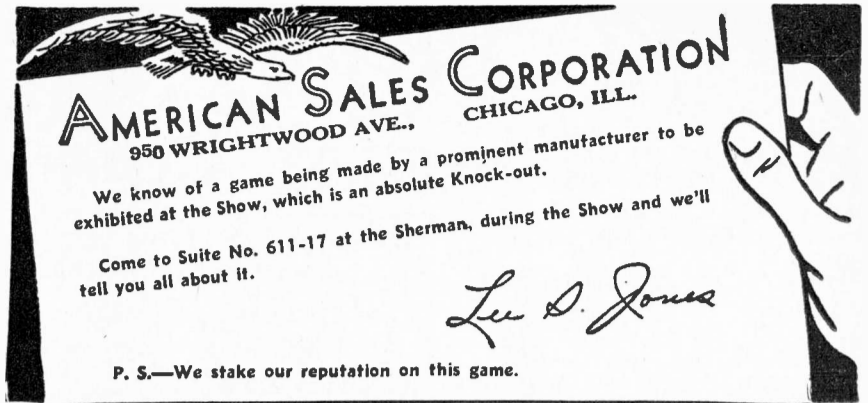
HOLCOMB & HOKE MANUFACTURING COMPANY, Indianapolis, Ind. Makes Electramuse, an automatic phonograph; Box-Ball, a 40-foot automatic bowling alley.

HAHS-GROVES COMPANY, Sikeston, Mo. Makes gaited, electrical mechanical horse, coin operated.

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc., 520 West 35th street, New York, N. Y. Makes Photomatic, an automatic picture-taking machine; Electric Traveling Crane, a claw or digger-type machine with novelty merchandise; Hockey, a two-player skill table game; Open Doors, novelty merchandise skill game; Rotomatic, combination rotary and crane merchandiser; Mutoscope, the original moving picture machine; Bowla-Game, a 14-foot bowling alley; Pokering, a six-foot roll-down game; Athletic machines, penny machines, punching bags, supplies, etc., for arcades and sportlands; Magic Finger, a merchandise vender; Old Mill, a merchandise vender; Shoot-o-Matic, a novelty shooting machine with merchandise; Hurdle Hop, a pin game table offering a miniature bowling game.

C. R. KIRK & COMPANY, 2626 West Washington boulevard, Chicago. Makes the Horoscope scale, a personal weighing scale vending astrology readings.

MILLS NOVELTY COMPANY, 4100 Fullerton avenue, Chicago. Mills Venders (reel): Q. T. jackpot vender, new style; Mystery silent jackpot side vender, Mystery silent jackpot front vender, Silent jackpot side vender, Silent jackpot front vender, Silent Golden side vender, Mystery Golden side vender, Mystery Extraordinary Golden side vender, Extraordinary Mystery side vender, Extraordinary Golden side vender, Mys-



AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,

We know of a game being made by a prominent manufacturer to be exhibited at the Show, which is an absolute Knock-out.

Come to Suite No. 611-17 at the Sherman, during the Show and we'll tell you all about it.

Lee S. Jones

P. S.—We stake our reputation on this game.

The 1938 Coin Machine Show

By N. MARSHALL SEEBURG

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

As chairman of the 1938 convention committee it is my great pleasure to report that all plans have been completed for the most impressive coin machine exhibit in the history of the industry. From the opening day of the show, January 17, until the final hour on January 20, the Sherman Hotel in Chicago promises to be the scene of activities and revelations that will keep visitors in a constant state of pleasant surprises.

The 1938 convention will be a smooth-running, informative, instructive and entertaining event from start to finish. Every operator who has indicated that he will attend the show will find the well-planned exhibit halls alive with the new products of more than 100 exhibi-

designed to meet the revised operating requirements which have affected the majority of territories and even to those of us who are familiar with the dynamic progress of the coin machine industry, the new ideas to be presented in all lines of coin-operated equipment and related devices are amazing. And not only astonishing, but encouraging as well. It is my firm conviction, and that of all members of the NACOMM, that the coin machine industry in every department will receive an impetus from the results of the convention that will carry operating and manufacturing into a new era of profitable activity.

Operators the nation over are vitally interested in what the current year has to offer, and advance registrations have confirmed that interest. In addition to the thousands of advance registration forms sent out by the registration committee, many thousands more were forwarded to operators by the various manufacturers. The advance registration this year far exceeds that of previous years and Chicago hotels report a flood of reservations with many more expected before the opening day of the show.

Bona fide members of the industry will be pleased to know that this year they will be free to enjoy the convention without interference from irresponsible curiosity seekers. The advance registration plan, so successfully carried out last year, makes mandatory the payment of a \$1 admission fee for anyone not registered. This will insure that those visitors not connected with the industry will be persons genuinely interested.

Nothing has been overlooked to provide convention visitors with amusement, entertainment and excitement at the annual banquet, and with the distribution of many prizes, consisting of radios, watches and luggage during the four days of the show. The banquet itself is planned to be more elaborate than ever before. The entire resources of the famous Sherman Hotel kitchens will provide a hearty, tasty dinner during which headline talent from radio, vaudeville and night spots will stage a floor show of unusual merit.

Members of the various committees entrusted with the execution of convention plans are to be highly commended for their untiring efforts. To them we shall owe the success of the show. As in previous years, intelligent and serious discussion of problems confronting various branches of the industry will be held in a series of meetings during the convention. The schedule of daily lectures and round-table gatherings will be posted on the bulletin board in the hotel lobby, and it is expected that this year's show will see an exceptionally large attendance at such meetings.

The coin machine operating and coin machine manufacturing business are mature, stable and forward-looking, and at no time in the past has there been so serious a regard for the further stabilization of operating and manufacturing as now. The keynote of the entire 1938 convention is optimism. It has been the keynote of the industry since its beginning, and it is that optimism which is at the foundation of all our progress. The progress of our industry can be best noted at the show during the week of January 17, and, on behalf of the NACOMM, I sincerely urge every operator to make it his duty to attend.



N. MARSHALL SEEBURG

tors. In addition to the regular displays, numerous manufacturers and distributors will follow the usual custom of private showings of new equipment.

We are advised that new products are

tery Extraordinary front vender, Futurity side vender, Bonus vender, Cherry vender, Melon vender, Mills Bells (reel): Silent jackpot bell, Mystery Golden bell, Mills Golden bell, Mystery Silent jackpot bell, Extraordinary Mystery bell, Extraordinary Golden bell, Mystery Extraordinary Golden bell, Futurity bell, Bonus bell, Cherry bell, Floor Club bell, Melon bell; Q. T. jackpot bell, new style. Mills table games: Flasher, console payout table; Clocker, payout racing table; Big Race, console payout table; Forward March, a novelty table. Counter machines: Dial, a recording trade stimulator; Dice machine; Tickette, an automatic salesboard. Merchandise vending machines: Mills Bottled Milk vender, vends bottle of milk for 5 cents; Mills Vender No. 47, vends a bottle of Coca-Cola for a nickel; Cigaret Vender, vends six brands of cigarets; Mills Modern scale, penny weighing machines. Phonographs: Zephyr and Studio models.

MALKIN-ILLION CORP., Market and Union streets, Newark, N. J. Makes (See BUYERS GUIDE on page 73)

"ON TO CHICAGO"

1938 COIN MACHINE EXHIBIT-CONVENTION

Coin Machine Show Free Period Ending

CHICAGO, Jan. 8.—More than 4,000 operators, jobbers and distributors of coin-operated machines thruout the United States and Canada have taken advantage of the free advance registration plan for the 1938 Coin Machine Show.

Free registration closed on January 5, but on all requests from qualified operators, jobbers and distributors received after that date season badges are being prepared which the applicants may obtain at the coin machine registration desk in the Hotel Sherman lobby upon payment of \$1. This will save operators annoyance and delay in establishing their identity at the registration desk.

At least another thousand operators are expected to register by the time the show opens.

For two weeks or more the Hotel Sherman has been turning away applicants for rooms during Coin Machine Show week.

The other three official hotels, the Bismarck, the LaSalle and the Morrison, also have a substantial number of reservations, with more coming in every day.

Operators who have not already made hotel reservations are requested to send them direct to one of the three official hotels named above.

Distrib Foresee Buying Race at Show

NEW YORK, Jan. 8.—Tho the interest in the 1938 convention started off rather slowly in this region, it has now mounted to near fever pitch, with all distributors foreseeing an actual buying race for new equipment. Many of them have declared they intend to be in Chicago a week in advance so as to have time enough to cover the various factories and do their buying early.

Some of the distributors are already predicting that the legal equipment which many of the manufacturers have promised to display will greatly benefit operators in this territory. There has been a lack of this type of equipment in this territory and many ops have been clamoring for it.

Haskell Arranges N. Y. Special Train

NEW YORK, Jan. 8.—Benjamin H. Haskell, executive secretary for the Empire State Skill Games Board of Trade, which includes all the organizations in this State, issued circulars recently from the headquarters of the New York Central Railroad informing coinmen in this area of the special train which is being arranged to carry them to the 1938 Coin Machine Convention. In addition to carrying the large crowd of New York coinmen, the train will also pick up coinmen all along the route.

The increased amount of interest being manifested in the show this year is regarded by Haskell as a sure sign that the train will have more distributors and operators on board when it arrives in Chicago than ever before. He reports

Music Meeting

At a meeting of the music operators of St. Louis December 16 a unanimous vote was cast in favor of calling a national meeting of phonograph operators to meet during the 1938 Coin Machine Show in Chicago. The date suggested was Tuesday afternoon, January 18, 1938.

The St. Louis operators have requested the trade press to give announcement to this call meeting and to say that the "exact meeting place will be posted or listed on the bulletin board during the convention."

Music operators who wish to contact the St. Louis organization may write J. H. Beckman, 3124 California avenue, St. Louis, Mo.

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

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

ADMISSION: Season badge, or by individual admission ticket, price \$1.

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

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

that everything is being arranged to make the trip as enjoyable as possible. Reservations are now being made with Haskell and direct with the New York Central.

First Peep at What's Coming

CHICAGO, Jan. 8.—First inkling of the floor-show talent that will entertain guests at the 1938 annual banquet, January 20, at the close of the 1938 Coin Machine Show was made here this week when Alpha Demaree announced the tentative program. Miss Demaree is with the Consolidated Radio Artists in Chicago and will arrange the entertainment program.

Three bands will furnish music for the evening. Other acts include Francis, hula dancer in *Mutiny on the Bounty*; Sue Rousseau, who performed in Waikiki wedding scene in *Hit Parade*; Lowe, Hitc and Stanley, comedy team; Bob King, ventriloquist; Dot Byton and girls; the Mayfields, apache dancers, and others.

The entertainment committee for the 1938 convention consists of Joe Huber, N. Marshall Seeburg and R. W. (Dick) Hood, chairman.

Texas Delegates

Special instructions and schedule for Texas operators who wish to attend the 1938 Coin Machine Show have been issued as follows:

- Leave Dallas January 15, 4 p.m.
- Leave Fort Worth January 15, 3:50 p.m.
- Arrive in St. Louis January 16, 8:30 a.m.
- Leave St. Louis January 16, 8:50 a.m.
- Arrive in Chicago January 16, 1:45 p.m.

BUYERS' GUIDE

(Continued from page 72)

cigar vending machines. Malkin Sales Company, same address, makes a con-

fectionery vending machine.

NEUTRON ENGINEERING AND MANUFACTURING CORP., 2984 West Pico boulevard, Los Angeles, Calif. Makes Neutron's Frigid-o-Matic, an electrically refrigerated vender for frozen novelties.

POPMATIC MANUFACTURING COMPANY, 5147 Natural Bridge avenue, St. Louis, Mo. Makes Popmatic, a modern pop-corn vending machine.

RANEL, Inc., 315 North Hoyne avenue, Chicago (subsidiary of Daval Manufacturing Company). Makes U-Pop-It, a modern pop-corn vending machine.

ROCK-OLA MANUFACTURING CORP., 800 North Kedzie avenue, Chicago. Makes Lobby weighing scales; Across the Board, a payout table game; 1938 Rock-o-Ball, a bowling alley; 1938 World Series, an upright cabinet baseball game; Multi-Selector phonographs, in two new models. Two new novelty pinball games also offered.

STONER CORP., 328 Gale street, Aurora, Ill. Makes Auroran, a novelty pinball game; Miss America, a novelty pinball game; Parlay Vouz, payout and ticket table game; Jo-Jo, a junior novelty pinball game; Aces Wild, a payout and ticket table game; Turf Champs, a payout and ticket table game.

SELF SERV MANUFACTURING COMPANY, Palmyra, N. J. Makes Lincoln vender, for peanuts and ball gum; Supreme vender, for peanuts and ball gum; Supreme Jr. vender, a table model for nuts or gum.

J. P. SEEBURG CORP., 1510 Dayton street, Chicago. Makes Ray-o-Lite, a ray shooting machine; Symphonola phonographs, in various models.

SPECIALTY COIN MACHINE BUILDERS, 617 West Division street, Chicago. Makes No. 48 novelty ball-gum vender, Ideal hot peanut vender, Ideal cold peanut vender, Model D match vender, No. 2 Perfection match vender, Yellow Jacket ball-gum vender, Petite peanut vender, Petite pellet vender, Model A stamp vender, Model 31-A stamp vender.

TRIMOUNT COIN MACHINE COMPANY, 1292 Washington street, Boston, Mass. Makes Snacks, a three-column bulk merchandise vender.

... PROGRAM ...

1938 COIN MACHINE CONVENTION

SUNDAY, JANUARY 16

10 a.m. to 5 p.m.—Registration Desk open, Hotel Sherman Lobby.

MONDAY, JANUARY 17

- 10 a.m. to 12 noon—Room 103-104—NACOMM Annual Meeting for Members.
- 12 noon to 2 p.m.—Exhibition Halls open to distributors, jobbers and operators only.
- 2 p.m. to 10 p.m.—Exhibition Halls open to distributors, jobbers and operators and to general public by purchase of admission ticket.

TUESDAY, JANUARY 18

- 10 a.m. to 12 noon—Louis XVI Room available for meetings of operators upon special arrangements with NACOMM.
- 10 a.m. to 12 noon—Exhibition Halls open to distributors, jobbers and operators only.
- 12 noon to 10 p.m.—Exhibition Halls open to distributors, jobbers and operators and to general public by purchase of admission ticket.

WEDNESDAY, JANUARY 19

- 10 a.m. to 12 noon—Louis XVI Room available for meetings of operators upon special arrangements with NACOMM.
- 12 noon to 10 p.m.—Exhibition Halls open.

THURSDAY, JANUARY 20

- 10 a.m. to 3 p.m.—Exhibition Halls open.
- 7 p.m.—Banquet—Hotel Sherman, Grand Ballroom, First Floor and Old Towne Room.

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE CHICAGO ILLINOIS



OUT THEY GO

Prices Slashed

RECONDITIONED PHONOGRAPHS

Mills Dancemaster	\$ 35.00
Mills Dancemaster De Luxe	64.50
Rockola 1938 Model	99.50
Seeburg Model E	25.00
Selectophone	35.00
Selectophone De Luxe	59.50
Seeburg Symphonola, Model A	94.50
Seeburg Symphonola, Model S	110.00
Seeburg Symphonola, Model C or D	125.00
Wurlitzer P-12	87.50
Wurlitzer 412	119.50
Wurlitzer P-400	109.50
Seeburg Ray-O-Lite Rifle Range (Shooting Machine)	150.00

1/3 Deposit with Orders Required. Send for Our Complete Price List.

W. B. NOVELTY CO., Inc.

3800 North Grand Blvd., St. Louis, Mo.

EARN \$15 AN HOUR

A \$2,500 investment will now bring a complete ride attraction, including complete portable track and 15 Moto-Scots

Write for Further Details

MOTO SCOOT MFG. CO.

219 S. Western Avenue, Chicago

FREE! 1938 WHOLESALE CATALOG



Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO., 1-38 Erie St., Le Center, Minn.

RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y. Makes Wurlitzer automatic phonographs in following models: Model 24-A, a 24-record machine with A. B. T. coin equipment and Wurlitzer coin entry slides; Model 24, a 24-record machine with Wurlitzer coin equipment; Model 50, a 12-record small console phonograph; No. 51, a 12-record counter model phonograph.

WESTERN EQUIPMENT AND SUPPLY COMPANY, 925 West North avenue, Chicago. Makes Golfmore, an amusement machine; Big Play, a multiple play console; Aksarben, a 1-ball automatic table; Aksarben, a 1-ball multiple play automatic payout; Aksarben, a free game table; Dewey II, a multiple play console machine; Quinella, a 1-ball payout; Ponies, a free game table.

A. M. WALZER COMPANY, 428 Stinson boulevard, Minneapolis, Minn. Makes Moderne, a penny peanut vender; Moderne penny Hershey bar vender; Moderne penny stick gum vender; Penny Store, a combination of nut, Hershey bar and gum venders; Selfast 5-cent package nut vender.

IT WILL PAY YOU
to SEE the
U-POP-IT
AUTOMATIC CORN POPPING
AND VENDING MACHINE
AT THE SHOW

BOOTHS 149 to 152



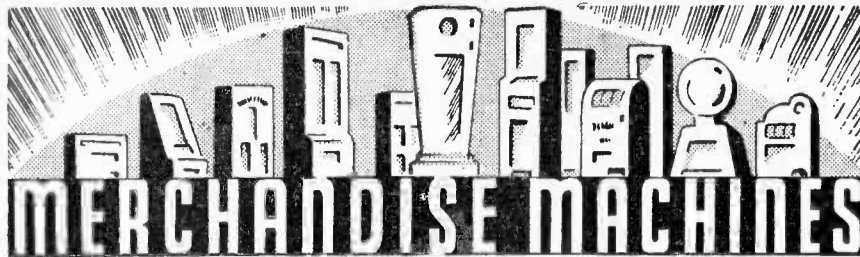
PATENTS
PENDING

U-POP-IT IS . . .
a thoroughly perfected auto-
matic corn-popping and
vending machine!

PRECISION-BUILT
to stand up and deliver years
of profit-able service in thou-
sands of local ons.

FULLY GUARANTEED
against all hidden defects, a
product of DAVAL, backed
by 29 years of successful
manufacturing and business
experience — plus fair deal-
ing.

RANEL, INCORPORATED
325 N. Hoyne Ave. CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.
SOLD ONLY TO OPERATORS
THROUGH DISTRIBUTORS



Vender Gleanings

Reliable signs indicate that interest in vending machines of all kinds will be greater at the 1938 Coin Machine Show than any time since the vending machine boom of 1928-1929. If there are any cycles in the coin-operated machine trade, as there are supposed to be in business, perhaps vending machines are due for their inning.

Cigaret venders will again display their latest glory. The variety of bulk venders will indicate that these merchandisers are a stable source of income for the operator who can content himself with building up a business gradually.

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

Planters Nut and Chocolate Company is still in the running, reporting a net profit of \$324,903 for the year ending September 30. . . . Three new Nestle's milk chocolate bars were recently introduced for test purposes in Newark, N. J., and adjacent area. They are a hazelnut milk chocolate, a crunch milk chocolate and a walnut milk chocolate bar.

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

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

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

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

In the rain of dividends at the end of 1937 suppliers of vending machine
(See **VENDER GLEANINGS** on page 81)

**Mfrs. To Entertain
Pop-Corn Ananias?**

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

They intend interviewing him on such brain teasers as how can baby production be increased without government subsidy or putting the corner drug store
(See **MFRS. TO ENTERTAIN** on page 81)

**Popmatic Firm
Enlarges Quarters**

ST. LOUIS, Jan. 8.—Due to the ever-increasing demand for Popmatic automatic corn-popping venders, the Popmatic Manufacturing Company has
(See **POPMATIC FIRM** on page 81)

BALL GUM

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

**PEANUT AND GUM
VENDING MACHINES**

Capacity	Operators	Distributors
Globe	Price	Price in
		Quantities
		10 or More.
1 1/2 lbs.	\$3.00	\$2.40
3 "	3.50	2.80
4 1/2 "	4.25	3.40
6 "	5.00	4.00
8 "	5.50	4.40

Write for Further Information.
1/3 Deposit, Bal. C. O. D., F. O. B. Phila.
RAKE COIN MACHINE CO.
5415 Woodland Ave., Philadelphia, Pa.

CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

M. T. DANIELS
1027B University Ave., Wichita, Kansas

End your correspondence to advertisers by mentioning The Billboard.

HEADQUARTERS FOR
CHARMS!!!

NEW—DIFFERENT
SPECIAL ASS'T | **85c a Gr.**
Write for Quantity Prices. Plus Postage.

ASSOCIATED ENTERPRISES, INC.,
Pure Oil Building, Chicago, Ill.



CLEAN SWEEP

for the big repeat profits with this sensational low price, profit-sharing Ball Gum Dispenser. Sell or place on a percentage basis with the store merchants and supply them with the refills, creating a steady and consistent repeat business. Be first in your territory with this new and absolutely different proven money maker. Sample dispenser with 500 Profit Sharing Balls of Gum, takes in \$5.00, pays out in trade \$2.00; only \$1.65, full amount with order.

CALVERT SALES CO., Lutherville, Md.



BIG - BEAUTIFUL
Highly Polished Aluminum, baked on satin finish. Best buy on the market. Money back if not satisfied.

PRICE: \$3.50 with 3-Lb. Bowl. \$4.00 with 5-Lb. Bowl. Sample, 50c Extra for Postage. Write for Quantity Prices. 25% With Order.

LITTLE NUT VENDOR CO., Lansing, Michigan

THE
REAL SHOW
is RIGHT HERE



STOP & SHOP
THE WORLD'S LOWEST
PRICED *QUALITY* TRIPLE
VENDOR. SAMPLE

\$16.75



CHIEF
FOR ITS PURPOSE THE
OUTSTANDING SINGLE
UNIT VENDOR OF THIS
ERA. SAMPLE

\$5.75



UNIVERSAL
STILL THE BEST.
SAMPLE

\$6.95

1/3 Deposit, Balance C. O. D.
STOP & SHOP and CHIEF
on private showing at factory for
BONA-FIDE Operators ONLY.
January 17, 18, 19, 20.

VICTOR VENDING CORP.

4203 FULLERTON AVE.,
CHICAGO, ILL., U. S. A.

DAVE BOND

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

SNACKS

Three Compartment Vendors

including the

New Model

to be shown for the first time at

The Coin Machine Show

Hotel Sherman, Chicago, January 17 to 20, incl. Booth 41-42

If you can't attend the Show, Write us for full details.

TRIMOUNT COIN MACHINE CO.,

1292-98 Washington St., Boston, Mass.

WANTED!

Salesmen
Jobbers
Operators

IT'S NEW

A beautiful, practical, low-priced 5c Package Nut Vendor for the Counter and Bar.

WRITE NOW!

P. O. Box 285

Minneapolis, Minn.

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 rod 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.

Huber Converting Slot Operators

CHICAGO, Jan. 8.—Joe Huber, president of the Huber Coin Machine Sales Company, reports that his firm has sold large quantity orders of vending machines. His specialty is converting slot operators to the vending machines, he says.

"In the past few months," Huber stated, "I have converted quite a number of dyed-in-the-wool slot machine operators to using merchandisers. At first the operators were dubious as to the earnings of this type of machine. After placing enough of these machines on locations so that they could get a check on their earnings and arrive at an average profit these same operators were more than surprised and placed their orders for large quantities of them.

"One operator asked me, 'How long has this been going on?' I explained to him that all smart operators were buying them, and he said, 'Hell, I have been sleeping at the switch—my motto will be more and more merchandisers from now on, as they sure make me plenty of money.'" Huber handles the Northwestern bulk merchandising machines.

Firm To Present New Candy Vender

NEWARK, N. J., Jan. 8.—Malkin-Illion Corporation, manufacturer of the famous Bayuk Phillies cigar merchandiser, has announced that it will present a new modern candy merchandising machine to the trade at the coming convention.

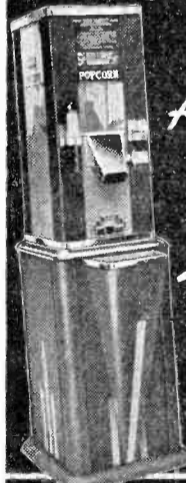
Those who have seen the machine have predicted, it is reported, that it will gain a reputation for mechanical excellence equal to that of the cigar merchandiser which the firm calls "the million-dollar machine." due to the fact that over a million dollars' worth of Bayuk Phillies are said to be sold thru these machines annually.

Congress Will Get Fair Trade Bills

NEW YORK, Jan. 8.—The development of fair trade laws concerns the vending machine trade more specifically than other divisions of the coin machine trade. With the convening of Congress, *Barron's* weekly says that four bills to come before Congress are of special interest to all those who may be affected by fair trade laws.

These bills are listed as a Patman bill, providing for a graduated federal license tax on chain units outside the State of incorporation; another Patman bill designed to prevent manufacturers from selling direct to consumers where that sale injures their own dealers; a bill requiring merchants shipping into States with sales taxes to pay the same tax as local merchants; a bill to assess itinerant venders with taxes or licenses equal to those borne by local merchants.

FIRST and BEST POPMATIC



The Automatic Popcorn Vending Machine

Write or Wire Today for Details and Prices

POPMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

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.

End your correspondence to advertisers by mentioning The Billboard.

ATTENTION OPERATORS!

Record Low Prices on Charms and Novelty Vending Machines, Rotary Merchandisers and Digger Machines. Everything That's New at Prices That Defy Competition!

SEND FOR OUR LATEST CATALOG!

GELLMAN BROS
119 No. 4th St
MINNEAPOLIS, MINN.

WRITE FOR LOW PRICES

On Peanut and Ball Gum Venders.

Also Table Size Venders.

Self-Serv Mfg. Co.

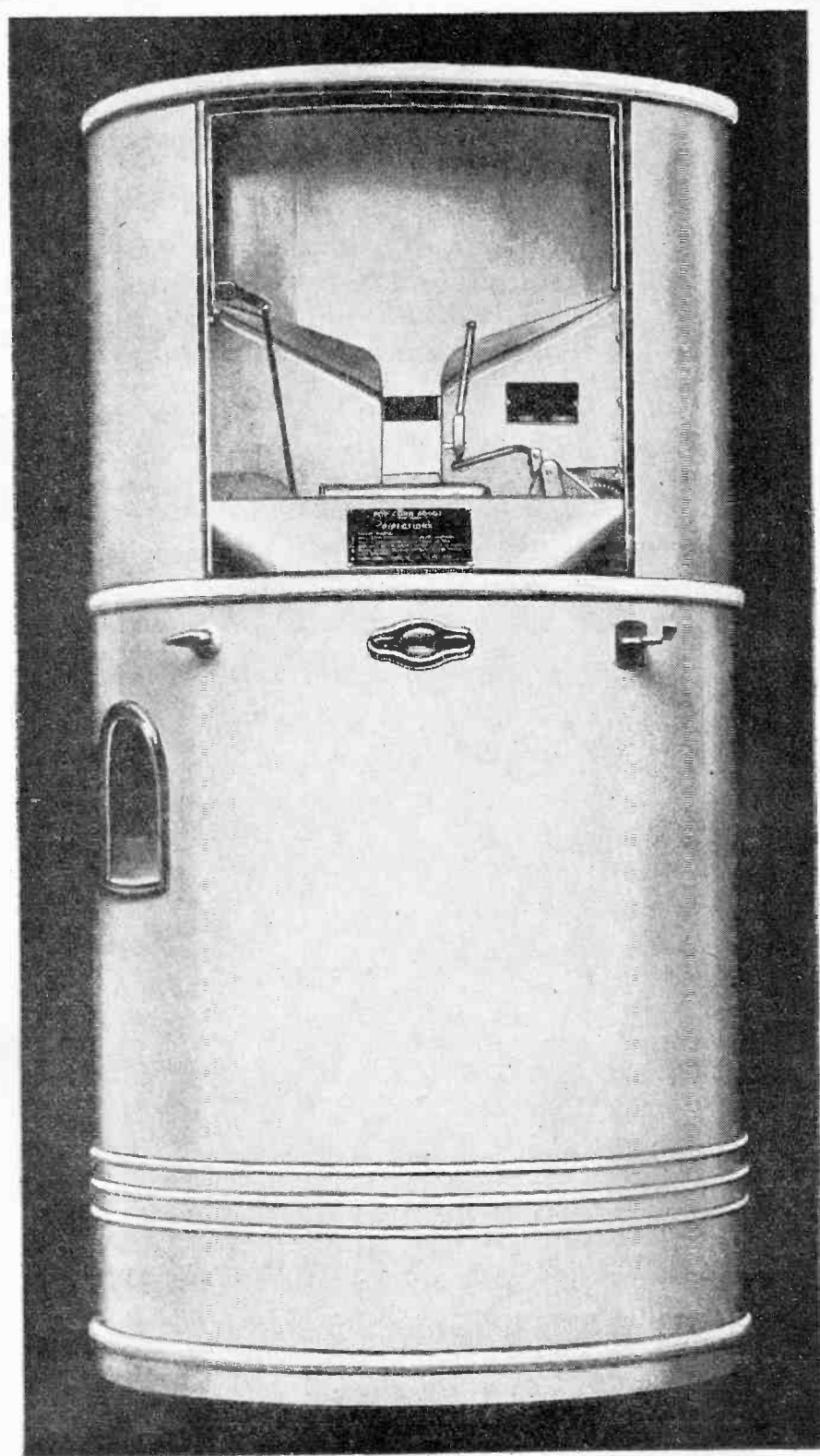
S. Broad and Wieckman Sts.,
Palmyra, N. J.

Gentlemen of the Vending Field!!

We give you

THE

**POP-CORN
ROBOT!**



The first
**COMPLETELY
Automatic**
**Pop Corn
Machine**

THE POP CORN ROBOT COMPANY
THE POP CORN ROBOT BLDG.
2187 W. GRAND BLVD. ——— DETROIT

TASTE!
TASTE!!!
TASTE!!!

*The Answer to Permanent
Pop Corn Customers*

NO **!**
NO **ODOR**
NO **SMOKE**
NO **HAND**
OPERATION

Features

- Automatic bag dispenser
- Automatic salt dispenser
- Automatic recessed delivery
- Motor driven — AC-DC
(Rheostatic control)
- Popping fluid-melted solid
(Thermostatic control)
- All steel cabinet
- Baked enamel finish
- Choice of colors
- Capacity — approximately 26 lbs.
- Revenue single filling — \$20.00

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

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

New! Revolutionary! Different!

Demonstration at Detroit by appointment only

On display at Booths 253-254 N.A.C.O.M.M. Show Chicago - January 17th, 1938

THE POP CORN ROBOT COMPANY
POP CORN ROBOT BLDG. - DETROIT - MICH.

Rock-Ola Phonos Let Public See Works

CHICAGO, Jan. 8.—In a recent survey made by the Rock-Ola Manufacturing Corporation and its distributors and representatives it was discovered that about 85 per cent of the people who play phonographs enjoy watching the mechanism change the records each time a new number is played, according to Jack Nelson, general sales manager. "Many people marvel at the perfect operation of the mechanism when changing records right before their eyes," Nelson stated. "They enjoy watching the record come up to the needle and marvel that there is no scratch as the machine plays.

"Years ago, with the old-fashioned phonographs, most of the records were worn out quickly because the tone arm was dropped on the record so many times that it eventually spoiled the record as well as the needle," he continued. "With the Rock-Ola Multi-Selector feature the record is automatically lifted up to the needle so gently it eliminates all scratch and makes it possible to get 40 per cent more wear out of the records.

"All of these operations as seen thru the large window in the Rock-Ola phonographs are interesting to persons patronizing places where phonographs are in operation. People like to see what they hear. They like to watch the wheels go round.

"Not only phonos but other coin-operated machines which are employing this feature are reaping greater profits," Nelson went on. "A photograph machine at the Sherman Hotel has taken advantage of this appeal by inclosing the mechanism in glass so that patrons can see their picture being developed. Paul Gerber, owner of the machine, reveals that this move has increased the earnings of the photo machines by more than 30 per cent. Rock-Ola's 1938 Multi-Selector phonographs will carry out this feature of maximum visibility to a greater degree than ever before," he concluded. "to enable ops to enjoy the increased profits which can be earned by showing the mechanism in operation."

Modern Customers Like New Phonos

NEW YORK, Jan. 8.—Whoever said that the operators were going thru bad times should have been present at the Modern Vending Company offices right after the big Wurlitzer party was over. According to officers of the firm, operators have been coming back to their offices every day to look over the new models, to place orders for them and arrange delivery dates.

Judging by the large number of ops who have visited the Modern Vending Company offices since the Wurlitzer banquet, officials believe that phono men are on a buying rampage and are placing large orders early so as to

Sheet-Music Leaders

(Week Ending January 8)

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



Another new firm will throw its hat into the automatic phono ring at the coming Coin Machine Convention. This firm has long been identified with the coin-machine biz, but this will be its first sally into the music field. Will be interesting to watch just what effect the newcomer will have on the trade. Looks like all the phono firms are lining up for a real race during 1938. Some real surprises in automatic music are rumored to be in store for ops at the show.

Over 60,000 new discs fed the flames which destroyed the main supply offices of His Master's Voice Radio and Gramophone Company in London recently. It was one of the biggest fires London has seen since the famous Crystal Palace burned a few years back. Gas-mask squads finally got fire under control after 40 fire engines and 250 firemen responded to the emergency call. For the first time the smoke eaters had the chance to try out some new high-pressure equipment recently acquired for use in air-raid emergencies.

Have you checked back over 1937 as yet? In the unceasing race to keep ahead of the other fellow too few of us take time out to inspect the past so that we can profit from it in charting our course for the future. Snow in July is no more rare than the man who soars to success without using a mite of hindsight to aid his foresight. Sit down in that easy chair of yours tonight and take inventory of 1937. Review what you did, what you should have done and what you want to do. Then set your goal for 1938, plan how to reach it and—get going.

Bei Mir Bist Du Schoen is undoubtedly the hit tune of the hour. Like *The Music Goes 'Round and Around*, it mushroomed into popularity and is one of the top-flight tunes in record sales, radio plugs and sheet music leaders. Its tricky minor chords were first heard in Europe, according to one story. Then it turned up in an East Side Jewish theater in New York, where American songsters grabbed it, composed an English lyric and sent the tune on its way to the hit parade. Disc houses have been rushing recordings on it, George Hall turning out a complete job from arranging to waxing in 24 hours for Vocalion. Other pressings have been made by Casa Loma and the Andrew Sisters for Decca; Jerry Blaine has done it for Bluebird; Kate Smith has warbled it for Victor, while Lombardo has waxed a sweet version, and Brunswick has it in the Russ Morgan manner.

How much the coin-operated phonos mean to the disc makers can easily be judged by the preparations leading houses are making to exhibit at the coming show. Record execs are glad to admit that the buffaloes popping into your coin boxes out there on the firing line have spelled prosperity for them. Sale of platters during the past year were greater than ever before—even surpassing records reaping up in the heyday of the home-owned music box. In spite of the current recession sales continue to increase and record manufacturers are expecting this year to be the most prosperous they have ever enjoyed. The music tide is rising with the growing desire for good music. The phono is the only instrument that can satisfy this desire completely, for it alone can give "the music you want when you want it."

Remember, YOUR business is to hold its annual powwow at the Sherman in Chicago next week. This get-together is the annual trading post for the best money-making ideas of the year. If you haven't already done so, send in your reservation and come on to the show. The ideas you'll gather by swapping experiences with other ops from all parts of the globe will alone be worth the trip. Besides, you'll have the time of your life. . . . See you at the SHOW.

Maynard Reuter.

assure themselves of prompt delivery.

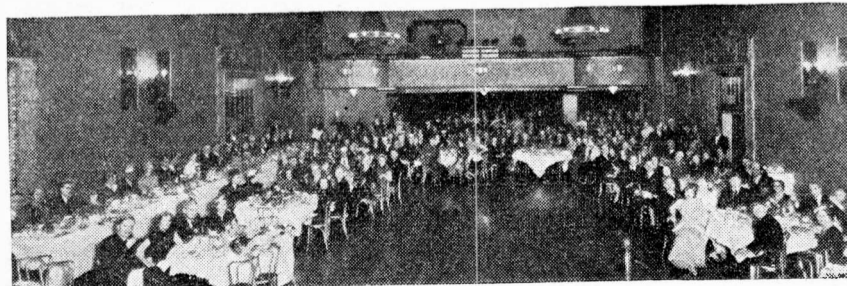
Among the phono men who visited the Modern offices were Saul Levy, of the State Music Company, of Long Island; Lee Rubinow; J. J. Fitzgerald Jr., of New Haven, Conn., and the Fitzrock Amusement Company; James Noonan, of the Noonan Music Company; Al Bloom; Frank Dandio, of the Wilfrank Music Company; George Briggs, of Brooklyn; Elmer Johnson, of the Interboro Music Company; Dave Stern, of Royal Distributors, Newark, N. J.; Charles Aronson, of Brooklyn Amusement Machine Company; Max Itzkowitz, of Maxwell Music Company; William Blatt, of the Supreme Vending Company, Inc.; Mr. and Mrs. Barkley, North Arlington, N. J.; Milton Green, of American Sales and Distributing Company, and many others.

This crowd of ops and distribs were an indication that Modern Vending is going to do everything possible to live up to its 1938 slogan, "Watch Modern in '38," prominent coinmen report.

Boston Ops See New Wurlitzers

BOSTON, Jan. 8.—The Copley Square Hotel was the scene of a party given by Ben Palastrant, of the Supreme Amusement Company of New England, and J. A. McIlhenny, local district manager for Wurlitzer, for ops thruout this section of New England. The party was held this past week and was the occasion for a pre-convention showing of the new 1938 model Wurlitzer phonographs. Special guest for the occasion was Ernest Petering, who made a special trip from the Wurlitzer factory at North Tonawanda, N. Y., to greet the ops in behalf of the home office.

Palastrant reports that the new Wurlitzers created a lot of enthusiasm amongst the assembled operators and that his firm booked many orders for immediate delivery.



MORE THAN 300 WURLITZER OPERATORS of California thronged the ballroom of Oakland's Leamington Hotel to enjoy the banquet given by Vice-President Homer E. Capehart of the Rudolph Wurlitzer Company.

Wurlitzer Opens Indiana Offices

INDIANAPOLIS, Jan. 8.—Paul F. Jock, who heads the Guarantee Distributing Company, recently opened new quarters at 2451 N. Meridian street here as official distributor for Wurlitzer in this territory. Over 250 operators, together with their wives, are reported to have been on hand for the affair. Many are said to have come from points 150 miles distant in spite of unusually bad weather and icy roads. The program included a buffet supper, a general get-together and an advance showing of the complete new 1938 Wurlitzer line of automatic phonographs. Operators are reported to have waxed enthusiastically over their advance inspection of these new models and the majority are said to have placed orders for immediate shipment.

Jock, the new distributor here, has long been connected with the operating industry. In commenting on his plans for his company he stated, "I intend to run a 100 per cent distributing outlet. We are definitely not operators, and therefore we are here to work with and for the operator from every angle."

The opening celebration of the Guarantee Distributing Company was attended by Ernest Petering, assistant sales manager, and Robert B. Bolles, advertising manager from the Wurlitzer factory at North Tonawanda, N. Y. Also in attendance were William F. Merchant, Wurlitzer district manager for Indianapolis territory; Robert S. Bleekman, manager of the Chicago district; Ralph Rigdon, manager of the St. Louis district; Lawrence Cooper, field service supervisor of Chicago, and Albert Barnard, from the inspection department of the factory.

Detroit

DETROIT, Jan. 8.—Proof that music machines are still bringing in large profits to ops here can be seen in the statement of B. J. Marshall, distributor, who reports that he is getting plenty of orders for phonos, some of them for new models which ops have yet to see. He reports that Harry Stahl, of Eastwood Amusement Park, for instance, placed orders for 25 machines last week.

The City Music Company, reported to be one of the oldest operating companies in the city, is returning to the operating field, Fred Gersabeck announced this week. The company disposed of all its machines about two years ago, as it did not wish to be in competition with its customers when it took over distribution for a record company here. The firm now handles records independently. Activities of this department will be under the direct management of Fred Gersabeck.

Frank Healey, head of American Coin Machine Company, reports that his firm is doing very well in the music biz even tho they are comparative newcomers in the field. He reports that operations of the firm have been extended beyond Detroit into Wayne County and that a new truck has been added to the fleet. In addition, a new service man has been added, and Roger O'Connor, who was formerly salesman with Buick Motor Sales, has been added to the sales force.

Eddie Clemons, who has been operating here for some time as the National Coin Machine Corporation, formed the new Modern Music Company during the past week.

Donald I. Coney, general manager of See-Con, Inc., has just returned from a visit to Seeburg headquarters in Chicago, where he met a number of Seeburg distributors from various sections of the country. Coney expressed himself as well pleased with the outlook for the future of the music machine business here. Plans for the contemplated preview of the new Seeburg machines here prior to the Coin Machine Show have been abandoned and See-Con, Inc., is now busy arranging to move to new quarters in the downtown section. The new quarters, location of which has not yet been announced, will be more elaborate and will afford better display facilities and, being closer to the center of business activities, will be more accessible to operators, it is reported.

Phono Makers Ask Aid Against Smut

WASHINGTON, Jan. 8.—United Press dispatches this week reported that manufacturers of coin-operated phonographs had asked the federal government to help discourage the use of smutty records on automatic phonographs.

One dispatch said that the Department of Justice was first asked to help and that the justice department turned the matter over to the Post Office Department. In consequence postal inspectors were said to have taken up the job of investigation.

Complaints were said to have been made by phonograph manufacturers

that salesmen sold the smutty records to establishments which "sandwiched" the risqué pieces in with acceptable recordings. The companies said that the smutty records gave their machines "a black eye."

Practically all manufacturers of automatic phonographs have used their influence thru the trade press to discourage the use of smutty records on locations.

A late Decca recording entitled *Dypsy Doodle* is setting a new high sales record in New Orleans, R. N. McCormick, manager, reports. Colored and white patrons alike are demanding the recording on all phonographs in the city, Mac says.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GUY LOMBARDO
Victor 25739

Bei Mir Bist Du Schoen (makes no difference who plays it or how they play it, but if we must be choosy, the Lombardos with the trio Bei Miring it),
It's Easier Said Than Done (a smooth ballad by brother Carmen who plugs it with his own piping).

RUSS MORGAN
Brunswick 8032

The Greatest Mistake of My Life (there's no mistake on this one if it's a waltz you ask for),
The Cross-Eyed Cowboy on the Cross-Eyed Horse (we'll be a cross-eyed tenderfoot if this novelty ditty doesn't vamp the buffalo).

JAN GARBER
Brunswick 8033

A Sweet Irish Sweetheart of Mine (don't wait till Patty's Day to sell this waltz, even if the Irish tenor happens to be a baritone),
Outside of Paradise (which is the way this slow and sugary syncopation makes 'em feel, with Russ Brown encouraging 'em in song).

RUDY VALLEE
Bluebird 7342

The One I Love (at one time the ladies would swoon when he crooned sweet nothings to a megaphone),
Melody Farm (a sweet melody is planted on this side and Rudy is still a star song sales guy).

THE OLDTIMER'S ORCHESTRA
Bluebird 7346

My Gal Sal (the same old frivolous Sal with Jimmy Ray warbling to woo the gal in waltz time),
I Wonder What's Become of Sally (the setting is the same and you can't miss pleasing the gang with such old friends).

REGGIE CHILDS
Decca 1582

Sweet Stranger (in medium tempo and in a style that reminds of Hal Kemp),
I'm the One Who Loves You (Pops Carol sings both sides and the machine-gun tooting matches the mood of the music).

SWING MUSIC

HARRY JAMES
Brunswick 8035

When We're Alone (this is the *Penthouse Serenade* and sell it as Benny Goodman's trumpet star leading a bunch of Count Basie's boys),
Life Goes to a Party (just the thing to give life to any party and don't forget to mention that Benny Goodman's piano player, Jess Stacey, is the sparkling piano player).

GLENN MILLER
Brunswick 8041

Every Day's a Holiday (this band might be new to you but they're definitely a comer for the right rhythmic stuff that's socko and swingo),
Sweet Stranger (Kathleen Lane is the lovely lullaby lilter and the band really lifts).

COUNT BASIE
Decca 1581

I Keep Remembering (they'll never forget it with James Rushing for the singing in swinging time),
Out the Window (the Count rocks the rhythm for this peppery portion).

VOCAL

FRANCES LANGFORD
Decca 1577

Sweet Someone (a sweet singer of slow songs that has no trouble pleasing with her piping),
I'm Cettin' Sentimental Over You (this is Tommy Dorsey's theme song and the gal is just as sentimental about it).

MIDGE WILLIAMS
Vocalion 3900

Singin' the Blues Till My Daddy Comes Home (and daddy never wants to come home when this sepi star swings it),
Mama's Gone, Goodbye (good times are here, hello, when Midge whips out this old-time blues with the Onyx Club rug cutters setting a fast pace).

RACE

ROSETTA HOWARD
Decca 7392

Let Your Linen Hang Low (Hamfoot Ham does the urgin' and the gal gives in),
Worried Mind Blues (the husky, dusky moanin' that makes for the downright blues).

FINE MUSICAL INSTRUMENTS



SINCE 1902

On January 17th, the
J. P. SEEBURG
CORPORATION
Will Present Three New
Seeburg Symphonolas
for 1938

Featuring...

New
Mechanical Developments
New
Merchandising Power
and

**COMPLETE CABINET
ILLUMINATION—**

A Seeburg
Original Cabinet Design



These New Seeburg Instruments will be shown
for the first time during the National Coin
Machine Exhibit in Chicago—

HOTEL SHERMAN

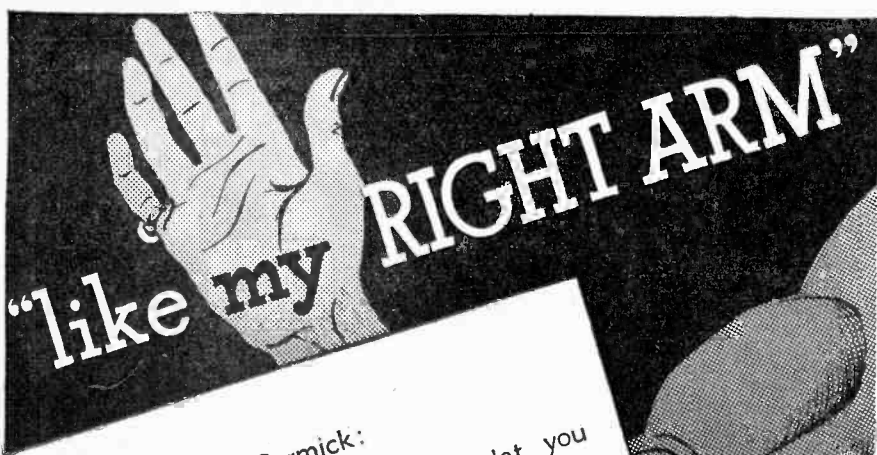
JANUARY 17-18-19-20

EXHIBIT SPACES 54-55-56-57

• For the benefit of operators who are unable to
attend, illustrated literature in natural color will be
mailed upon application to authorized Seeburg
Distributors or to factory offices.

J. P. SEEBURG
CORPORATION

1500 DAYTON STREET
CHICAGO



Dear Mr. McCormick:

I am taking time out to let you know that your Covers and Cases have become so valuable to me that I consider them just like my right arm.

They've already saved me enough to pay for themselves many times over. Haven't had a broken or warped record all summer, nor a scratched up machine. Every music operator needs these necessities.

Please rush 6 more of each as fast as you can.

Yours very truly,
R. G.

One of many hundreds of unsolicited testimonials received by us on our Record Cases and Phonograph Covers.

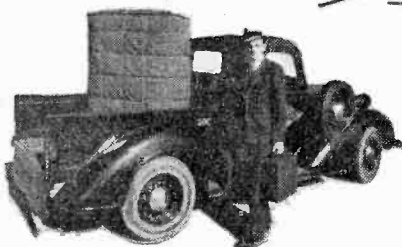
NO CHANGE IN PRICES

60 Record Carrying Case.

\$3.95 EACH

Waterproof Phonograph Covers

\$9.95 EACH



The above picture clearly demonstrates the VALUE and PROTECTION offered EVERY PHONOGRAPH OPERATOR by McCormick's 60 Record Carrying Case and McCormick's Waterproof Phonograph Cover! Two NECESSITIES for Phonograph Operators UNIVERSALLY ACCLAIMED!! RUSH YOUR ORDER NOW! Enclose 1/3 Deposit, Balance C. O. D., F. O. B. Greenville, N. C.

SEE IT AT BOOTH 81

With Other New McCormick Products

McCORMICK MACHINE COMPANY
121-123 EAST FOURTH ST • GREENVILLE, No. CAR.

New Orleans

NEW ORLEANS, Jan. 8.—Never in the history of the operation of coin phonographs and electrical recordings did both branches of the musical industry enjoy such a tremendous demand as during the holiday period just passed. All of the record men here say that Christmas

sales established new all-time peaks for volume of new business, and many of the most popular recordings like *Rosalie* and other late hits were cleaned out of stock.

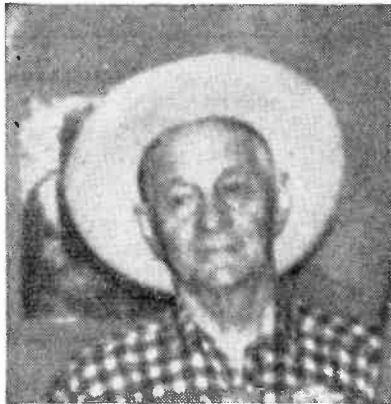
Cheered by his nice earnings during the holiday period, one phono operator said: "With Mardi Gras season due to follow immediately after New Year's Day

Coinography

By THE COINOGRAPHER

With a heart as big as the State he comes from W. H. Milam Sr., of Waco, Tex., is one of the best known and best liked music men in the whole country.

His age (69) and his years of service as a music operator (32) instantly qualify him as a true American pioneer in the automatic music field. As one of the nine oldest operators in America, Milam was an honor guest at the first annual convention of the Wurlitzer Century Club held this past summer.



W. H. MILAM SR.

He attended Baylor University a full 50 years ago. After devoting some years to different lines of business he entered the music field in 1905 and has been there ever since. His first connection was with the Marquette Piano Company, the organization which gave the automatic music industry some of the men who are its outstanding leaders today. Mr. Milam has two sons, W. H. Jr. and Monroe, and two daughters, Ala Irene and Maud Josephine.

and run until March 1, I expect to surpass receipts made last year by a big margin. All machines on location are bringing substantial increases and we are widening our field to as much as 40 miles from the city."

What a grand time was had by all. Last Sunday members of the United Music Operators and their wives and friends attended an all-day picnic at the lakeside camp of President George Brennan at Citrus. About 40 leading distributors and operators of the Crescent City attended, including Jules Peres and wife, John Lorino and wife, Police Lieut. Schwemm, Dom and Joe Fazio, Ala Bauthey, Dan and Ben Cohen, Frank King, Frank Anselmo, Frank de Barros, R. N. McCormick, Joe Maggio, Steve Asproditis and wife and others.

Being proudly displayed this week in the office of the Jerry Germetis Novelty Company, territory distributor, are the first two samples of new Wurlitzers. The machines came in last Friday and are getting plenty of eying from local ops.

Smutty Discs Under Fire

Postal authorities vague on investigation—working under cover

(Continued from page 3)

shipped thru the United States mails or not. They stated that in addition to outlawing actual traffic in smutty records, the sending of advertising literature describing the smutty material and the exchange of payment for such material was prohibited by the statutes.

Postal inspectors were vague about any pending investigation due to the policies of the inspection division. This organization is usually surrounded by secrecy, and it is a known fact that credit for the solving of some particular case has often been passed to some other investigating branch of the government, usually the G men or the secret service.

During the past year the inspection division has noticed an increase of over 61 per cent in their investigations of obscene matter and admitted that many cases were still under investigation. Obscene matter, it was explained, includes "art" photographs, smutty records, sexy literature and pornographic cartoons. Inspectors have a theory that the increase in sex crimes can be traced directly to the general increase in sexy reading material and indecent entertainment.

Perfect Condition Cigarette Machines

Stewart & McGuire

7-Col. Cap. 200 Packages **\$59.50**
SPECIAL PRICE

REX NOVELTY CO.
3222 N. Halsted Street, Chicago



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.

Five Best Record Sellers for Week Ending Jan. 10

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B7318 — "Thanks for the Memory" and "Mama, That Moon Is Here Again." Shep Fields Rippling Rhythm.	8037—"Bei Mir Bist du Schoen" and "I Double Dare You." Music in Russ Morgan Manner.	25693 — "Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3908—"Bei Mir Bist du Schoen" and "Two Dreams Got Together." Dolly Dawn Dawn Patrol.
2	B7344—"Bei Mir Bist Du Schoen" and "The Big Dipper." Jerry Blaine Stream Line Rhythm.	8028 — "Rosalie" and "Sail Along, Silvery Moon." Horace Heidt Alemite Brigadiers.	25707—"Abba Dabba" and "The Campbells Are Swingin'." Larry Clifton Orchestra.	3700 — "Rosalie" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
3	B7333—"It's Wonderful" and "I'm the One Who Loves You." Shep Fields Rippling Rhythm.	7976—"Shoot the Likker to Me, John Boy" and "Free Wheeling." Art Show's New Music.	25739—"Bei Mir Bist du Schoen" and "It's Easier Said Than Done." Guy Lombardo Royal Canadians.	3872—"Mama, That Moon Is Here Again" and "You Took the Words Right Out of My Heart." Isham Jones Orchestra.
4	B7320 — "Hawaii Calls" and "Song of the Islands." Bobby Breen, boy soprano, with Max Terr's Chorus.	8018—"I've Hitched My Wagon to a Star" and "Everything You Said Came Trup." Jan Garber Orchestra.	25717 — "Loch Lomond" and "Camel Hop." Benny Goodman Orchestra.	3896 — "Jubilee" and "Every Day's a Holiday." Cab Calloway Orchestra.
5	B7255—"Rosalie" and "Thrill of a Lifetime." Art Kassel Kassels-in-the-Air.	8029 — "Chatter Box" and "Dusk in the Desert." Duke Ellington Orchestra.	25752 — "Bei Mir Bist du Schoen" and "There's a Gold Mine in the Sky." Kate Smith, vocalist, with orchestra.	3877—"That Old Gang of Mine" and "There'll Be a Hot Time in the Old Town Tonight." Frank Novak Rootin' Tootin' Boys.

AUTOMATIC PHONOGRAPH Sale!

3—1935 Capehart, Model B1W, 10 Record. Each...\$39.50
1—Wurlitzer Model 312. Excellent Condition...\$119.50
1/3 Cash With Order, Bal. C.O.D. F. O. B. Dallas.

ELECTRO-BALL CO., Inc.
1200 Camp Dallas

TO THE HIGHEST BIDDER
OR WILL TRADE
100 BOWLING GAMES, in A-1 Shape—
BANK ROLLS, BALLY ROLLS and BOWL-
ETTES.
All Reconditioned and Clean.
1/3 CERTIFIED DEPOSIT WITH ORDER.
DEPOSIT RETURNED IF NOT ACCEPTED.
GRAND NATIONAL
Headquarters for Bowling Games,
2300 ARMITAGE AVENUE, CHICAGO, ILL.

Keeney Planning Big Time for Ops

CHICAGO, Jan. 8.—"Interest in our private showing has reached fever pitch," says Ray Becker, sales manager of J. H. Keeney & Company. "We have received many inquiries about it, but unfortunately are not able to disclose any specific information about our newest equipment. We feel that these games we are offering for 1938 are so original in principle and so indicative of high earning power that only a personal inspection could possibly reveal their true value. It is for these same reasons that we decided to exhibit these new games in a private show.

"We extend our invitation to preview these newest creations only to bona fide operators, jobbers and distributors, thus precluding the possibility of anyone who is not primarily connected with the industry seeing them before they are officially released.

"Our exhibit will be open daily from 10 a.m. to 6 p.m.," he continued, "starting on Saturday, January 15, and continuing until Saturday, January 22, and will be held at our factory showrooms. Aside from the extreme value of the show itself, various door prizes will be awarded.

"At this show we will introduce a super console, the highest priced payout table ever built, and two new amusement games. In addition to these newest games we will also exhibit some of our current 1937 top profit collectors, including 1938 models of Track Time, Skill Time, Dark Horse and Free Races. We sincerely urge every operator, jobber and distributor to attend this show, inspect these new machines and ride the crest of the wave to greater 1938 profits with Keeney games," he concluded.

Airpops-It Name of New Corn Vender

CHICAGO, Jan. 8.—A new pop-corn vending machine which is said by its makers to do the revolutionary thing of popping corn by hot air will be displayed to the trade at the 1938 Coin Machine Show, according to officials of the Airpops-It Company, Inc., here.

In describing the new machine, officials stated: "The machine boasts of a number of revolutionary features. In the first place the corn is scientifically and automatically pre-prepared in the machine for subsequent popping. This feature insures greater bulk, delicious flavor and cuts down the popping time. Then this pre-prepared corn is floated automatically into a bath of hot air right in front of the customer's eyes. There the corn pops without the use of any grease or oil whatsoever. The combination of prepared corn and exact temperature control of popping accounts for a superior greaseless corn of uniform quality.

"The cabinet is made of 20 gauge

steel," they continued. "It is trimmed in brilliant colors and has only one moving part, which is a small motor that runs only when the corn is popping. Several other features are included which we feel sure will win the instant approval of operators, such as the fact that the customer makes his choice by means of a selector knob whether he wants his corn buttered or not, and the fact that the entire machine may be serviced from the front in less than five minutes. We are looking forward anxiously to exhibiting Airpops-It at the show," the officials concluded, "for we have a hunch that in a greaseless corn-popping vender we have something that will spell big profits for operators."

Describing how the new machine works when a customer inserts his nickel, the makers say that "then the machine automatically dumps the proper amount of pre-prepared corn into the popping unit before the customer's eyes. In a jiffy the controlled hot air bath agitates and pops every kernel to the maximum size and goodness.

"Meantime the customer obtains a bag from the bag dispenser, which releases but one at a time. Then he makes his choice by a selector knob to have his corn dry and salted to taste, or to have it seasoned or buttered. The positive heat control in this machine makes it one of the most economical machines it is possible to obtain. The hot-air principle also makes the machine sanitary and self-cleaning.

"The entire machine may be serviced from the front in less than five minutes. Ordinarily the route man simply collects the money and checks on the supplies. The location owner may add more corn and bags occasionally, but he does not have access to the money drawer."

The firm states that it will be in mass production of the machine by February 1.

No Recession At Rock-Ola

CHICAGO, Jan. 8.—The vast program for the manufacture and marketing of many new coin-operated devices at the Rock-Ola Corporation in Chicago has made a new record for purchase-of-parts orders placed for this type of equipment at this time of year.

Some idea of the supply orders placed are given by the figures herewith, presented by J. J. Sears, purchasing agent. Eighty-five tons of steel have been ordered, 37 tons of which are for one item only in the new 1938 phonographs. More than 22 tons of die castings have been ordered, as well as 12 tons of rubber parts and millions of feet of lumber. Three screw machine factories will be kept busy for a long period to furnish these parts. Springs by the millions, and so with wood screws, bolts, etc., have made many factories happy with these orders from Rock-Ola. Millions of feet of copper wire, tons of plugs, etc., as well as a whole trainload of packing cases and many other items, are on order.

The confidence placed in the future possibilities in the coin machine industry by David C. Rockola and the entire organization speaks very well for 1938 and should convince operators, jobbers and distributors thruout the country that the coin machine business is one industry that forges ahead in spite of all obstacles placed in its path. Mr. Rockola, president, and Jack Nelson, sales manager, predict that 1938 will be the greatest year in history for the corporation. In fact, production will probably be more than 50 per cent greater in all departments. The plant is geared for big production for delivery

of several new and novel legal coin-operated devices, as well as new 1938 phonographs and other machines.

MFRS. TO ENTERTAIN—

(Continued from page 74)

out of business; how members of the industry can get all the clergy to endorse slot machines; how farmers can grow a corn that will pop in red, white and blue colors. The execs are not worried about the answers, for the champ is reputed to know them all and a few more that you won't find in the book.

In case you have yet to learn the champ's name, it's John P. Zelenak Jr. and he hails from Tacoma, Wash. Just last week his short but tall story about the powers that lurk hidden in a tiny pop-corn kernel won him the coveted title of "World's Champion Liar" in the recent competition held under the auspices of the Burlington (Wis.) Liars' Club.

Each New Year's Day since 1929 the club has been choosing champ liars from thousands of entries from all over the land. This year, from over 10,000 whoppers, Zelenak's 23-word entry copped the prize. "My wife," wrote Zelenak, who, it developed, has no wife, "is so lazy that she feeds the chickens pop corn so that when she fries the eggs they turn over by themselves."

Know any that can top that one? If so let's have 'em. Judging by some of the tall yarns which are constantly making the rounds, it should be a simple task for some member of the industry to beat this one.

POPMATIC FIRM—

(Continued from page 74)

increased its personnel and enlarged its office space, according to Rudolph Greenbaum, president.

"The new offices are the finest of their kind," stated Greenbaum. "They are well lighted, spacious, completely redecorated and air conditioned. New furnishings and equipment add beauty as well as utility thruout. Floor space has been practically doubled.

We needed this space because the heavy presses required to stamp the metal used in machines are running constantly during the day and night shifts. Production has been speeded up considerably by the continuous assembly line on which the machines are completed, checked and crated.

"We are making every effort," Greenbaum concluded, "to insure our distributors prompt shipments so that they in turn can guarantee delivery time to operators. With our increased facilities we expect to be able to give the best of service thruout the year."

Coming

SKILL DERBY

A GAME OF SKILL

Legal Everywhere

STONER Corp.

AURORA, ILLINOIS

USED NOVELTY GAMES

Bumper . . . \$ 9.00	Home Run . . \$10.00
Ball Fan . . . 9.00	Sequence . . . 8.00
Boo Hoo . . . 18.00	Sprint . . . 17.50
Daytona . . . 15.00	Score Board . . 8.00
Chico Derby . . 17.00	Auto Derby . . 24.50
Roll Over . . . 8.00	Ricochet . . . 10.00

Immediate Delivery

STONER'S 5-Ball Novelty Game
AURORA \$74.50
3 Coin Play!
Big Money Maker!

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 Vender for Nuts, Candies, Ball Gum, Etc.

1c and 15c Cigarette Venders.

McCALL'S WEEKLY SPECIALS

AUTOMATICS. \$5.00 Each

- JUMBO PEERLESS ROUND UP SUNSHINE DERBY CREDIT
- Reel Spot . . . \$11.75
- Dixie Dominoes . . . 7.50
- Royal Flush . . . 15.00
- Reel #21 . . . 3.00
- Reel Dice . . . 3.50
- Bally Reliance . . . 17.50

COUNTER GAMES.

- Reel Spot . . . \$11.75
- Dixie Dominoes . . . 7.50
- Royal Flush . . . 15.00
- Reel #21 . . . 3.00
- Reel Dice . . . 3.50
- Bally Reliance . . . 17.50

MISCELLANEOUS.

- Roll-A-Score . . . \$ 49.50
- Bally Eagle Eye . . . 120.00
- Bally Sand Stands . . . 5.00

SLOT MACHINES.

- Jennings Little Duke . . . \$17.50
- S. J. P. (1c) . . . 22.50
- Jennings Little Duke, Triple J. P. (1c) . . . 25.00
- Jennings Duchess, D. J. P. (1c) . . . 17.50

MILLS Q. T. Dial . . . 17.50

MILLS Q. T. Orange Fronts (10c) . . . \$2.50

MILLS Q. T. Green Fronts (10c) . . . 35.00

Mills Futurity S. J. P. Gold Awards . . . 39.50

Mills Blue Fronts, S. J. P. . . . 45.00

Mills Blue Fronts, D. J. P. Gold Awards . . . 42.50

1/3 Deposit, Balance C. O. D. Cable Address: "McCallco." Phone: Jefferson 1644. Send for Our Latest Price List

ST. LOUIS, MO.

VENDER GLEANINGS

(Continued from page 74)

products were in the news as taking part. Hershey declared a regular and an extra dividend. . . . Beach-Nut distributed \$195,000 to employees. . . . Life Savers distributed \$75,000 to employees.

"No sales without a fair and reasonable profit in 1938" is the plea of the National Confectioners' Association to its members. Members are urged to try to increase the public consumption of candy rather than try to take business away from competitors.

Production figures for cigarettes during the first 11 months of 1937 topped the same period of 1936, according to government reports. . . . A gain in sales of 50 per cent for Philip Morris cigarettes for 1937 was reported by the makers. . . . Virginia more than held its lead as the cigaret-manufacturing State, producing more than one-fourth of the total in the country.

It has been reported in tobacco circles in Chicago that a plan was under way in December to pass a city ordinance which would permit cigaret vending machines to operate again in the city. Cigaret venders were banned by city ordinance in December, 1936, on the plea that "cigarets were sold to minors," altho everybody in the city knows that any minor can get cigarettes most anywhere they are sold.

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be 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 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.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY
FATTON, PA.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co.
FATTON, PENNSYLVANIA

A BIG MONEY MARKET

**BURST
WIDER
OPEN**

MOVIE CAMERA DEAL



An Amazing
**NEW IMPROVED
CAMERA**

**TAKES CANDID
SNAPSHOTS and
16mm Movies Too!**

A MARVELOUS DEAL FOR ALL
YEAR 'ROUND PROMOTIONS!
EVERYWHERE — people talking
Movie Cameras — Candid Cam-
eras . . . Leading newspapers,
magazines featuring COLUMNS
on amateur photography!

EVERYONE—Man, woman and child—is interested in Candid Photography
or Home Movies . . . So much so — they'll "lean over backwards"
to get a camera! **YOUR SALES WILL SOAR!**

By a simple turn of a knob this one camera is converted from taking
Candid Snapshots to Movies! No focusing—just slip in a magazine—no film
threading needed—AIM and SHOOT! It's automatically ready for the next
picture!

**THIS IS THE ONLY MAGAZINE LOADED SNAPSHOT CAMERA ON THE
MARKET. GUARANTEED FOR LIFE.**

Equipped with a high speed lens and shutter speed of 1/32 of a second.
FILMS DEVELOPED AND PRINTED FREE!



**BOOTS MALLORY - ERIC LINDEN
IN GRAND NATIONAL'S
"HERE'S FLASH CASEY"**

**LIST
PRICE
\$17.50**

Attractive sales card. Beau-
tifully illustrated circular
matter.

Movita
STAR OF
MONOGRAM'S FORTHCOMING
"ROSE OF THE RIO GRANDE"

- SENSATIONAL DEAL
- GREAT ITEM
- SURE-FIRE MONEY MAKER
- UNUSUALLY LOW PRICED
- UNUSUALLY LARGE PROFIT
SPREAD
- TREMENDOUS CONSUMER
APPEAL

SALESBOARD OPERATORS, AGENTS AND DISTRIBUTORS!

WORK THIS DEAL IN 1938 AND ENJOY THE BIGGEST YEAR YOU EVER HAD
EXCLUSIVE TERRITORIES
STILL OPEN

WRITE FOR FREE SAMPLE
SALESBOARD AND DETAILS TODAY!

MASTER DISTRIBUTING CORPORATION
203 LEXINGTON AVE. DEPT B-5 NEW YORK CITY

67 CLASSICS . . \$29.50
18 RACING FORMS 42.50
5 FOTO FINISH 42.50
7 PREAKNESS. 45.00
2 ARLINGTON 49.50
3 WESTERN WINNER . . 24.50
18 GOLDEN WHEELS . . . 37.50
1/3 Deposit
GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO

SALESBOARD OPERATORS
Read
"DEALS"
 A column about new salesboard ideas, deals and personalities.
 In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

ATLAS
 Invites You To Make Your HEADQUARTERS at Our Showrooms or Booth No. 144 During THE CONVENTION
 See the Latest Releases and Largest Display of Reconditioned Games
ATLAS NOVELTY CO.
 2200 N. Western Ave., Chicago

Article.	Amt.	Price Ea.
LITTLE DUKE	1c 37	\$ 7.50
PACES	1c 1	7.50
CENTURY	5c 10	10.00
WATLING TWIN	5c 6	10.00
WATLING SINGLE	5c 5	10.00
COMETS	5c 8	10.00
LITTLE DUCHESS	5c 2	10.00
MILLS GOOSE NECK	5c 1	10.00
MILLS GOOSE NECK	25c 1	10.00
SNYDER	5c 1	10.00

Phone Hamilton 1057, or write to
A. F. BRUCK, 201 Walnut St., Hamilton, O.

N. Y. Legislature Gets City Bills

ALBANY, N. Y., Jan. 8.—The usual flood of bills was introduced at the opening sessions of the New York Legislature this week. The New York body was one of the few legislative bodies to go into session the first week of the new year.

Ninety-three bills went into the Senate and there were a countless number on the Assembly side. Assembly measures are not brought out until the day after introducing, so the program bills made their appearance in the Assembly later.

Senator Dunningan, the majority leader, served notice that committees would be expected to work overtime to clear the legislative decks before April, so that the lawmakers would be out of Albany before the constitutional convention convenes.

Since operators of coin machines are more dependent upon city governments than State government, bills to provide greater home rule for cities in the State will be of long-range interest to the trade. One bill would empower cities to change, repeal or supersede any provision of the city charter or act of the

Exhibit Starting 38th Year in Biz

CHICAGO, Jan. 8.—Manufacturing coin machines since 1901, Exhibit Supply Company officials hailed the new year with plans to mark their 38th year in the manufacturing industry. They will undertake to make "1938 the best year in Exhibit history," they said.

"The year just completed was a banner year for us," added Leo J. Kelly, of the Exhibit firm. "Our products were in demand in practically every part of the world—our factories operated continuously, in spite of adverse territory conditions, without a day's shutdown. We are mighty happy and thankful for the splendid business and co-operation operators and distributors gave us. Operators demanded products that were mechanically perfect and topnotch money makers—we filled their requirements and that about sums up the reason for our big business during 1937.

"During 1938," continued Mr. Kelly, "the products we will make will be predicated upon the demands of the operator. Already we have under construction several new machines that will make money in territory closed to pin games. These machines are not just machines that we 'hope' will make money, but they are machines that have already been proved and demanded by the public and operator alike. These new creations will be on display at the Coin Machine Show in January. Our five large booths will be overflowing with money makers for operators. Regardless of territory conditions, Exhibit will have just the equipment they need. 1938 will be good to operators alert to their opportunities and Exhibit will continue to serve each operator so that working together increased success will come to each of us. We have always considered the operator a partner in our business—his success is our success—and 1938 will be the biggest year for both of us—no question about it."

New Bingo Ball Gum Described

NEW YORK, Jan. 8.—After weeks of reported preparation and tests, the Bingo Ball Gum Manufacturing Company has announced its product to the coin machine industry. Tho the trade in this area is said to have known of the gum and the hit is making in ball gum venders, the source of supply was not revealed until this week.

In describing this new product officials of the firm stated, "Our gum allows purchasers to play the game of Bingo with the balls of gum that come from the vender. In the penny ball gum machines there are 100 of these brightly-colored foil-wrapped balls of gum which give the buyer a chance to fill out a small card which has five squares on it by obtaining five separate balls of gum with the letters B I N G O. The idea is for the buyer to get at least one letter of the word with each purchase and to complete the entire word as he buys the gum.

"When the buyer gets all five letters," they continued, "the set is worth 20 cents in trade at the location. At the same time the buyer can also obtain a ball of gum containing a wrapper marked 'Bingo Gum,' which is worth three times the purchase price in trade allowance. Same idea can work on 5-cent venders. On getting 'Bingo' the player gets \$2 in trade and can obtain 15 cents in trade for the wrappers marked 'Bingo Gum.'"

Officials went on to state that the Bingo Ball Gum idea is catching hold with ops in New York area and bringing unusual profits for ops. The manufacturer is reported to be an oldtimer in the coin machine business who dipped into the storehouse of his experience and brought forth this idea of Bingo gum to increase vending ops' profits.

Legislature affecting that city that did not apply alike to all cities. It would be in the form of an amendment to the city home rule law. Another bill to give greater home rule to cities provides that any city, instead of just cities having a commission form of government, may by local law set up a commission to draft a new city charter.

The question of home rule for cities is important to operators because, in a number of States, it has been questioned whether a local city government could license pinball games, etc., until State statutes had been amended.

New-Diamond Bell



NOTE THE NEW DIAMOND POT 3 BIG JACK POTS

The Diamond Jack Pot is not a dummy to fool the players, they really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels, just an extra reward for the player to shoot at. In other words he knows he can win the Diamond Jack Pot or one of the regular Jack Pots. 2 Jack Pots the public can really win has long been the dream of the smart operator.

It is equipped with all the good features of our famous Cherry Bell and Rol-A-Top combined.

Built in the following payouts:
3-10-14-18-20 AND THE JACK POT
3-5-10-14-18-20 AND THE JACK POT

Please advise what payout you want when ordering. The Diamond Jack Pot holds approximately \$7.00. Built in 1c-5c-10c-25c and 50c play. Built in the Straight Bell, as herewith shown, and is also built in the Front Vender Model.

Write for circulars and prices
MADE ONLY BY
WATLING MANUFACTURING CO.
 4640-4660 W. Fulton St., Chicago, Ill.
 Est. 1889—Tel., Columbus 2770
 Cable Address, "WATLINGITE", Chicago

"SACRIFICE CLOSE-OUTS"

4 Foto Finish, Like New	\$37.50	4 Golden Wheels, Ticket	\$30.00
3 Garoms, Cash Models	25.00	2 Turf Champs, Brand New	75.00
1 Ray's Tracks, 5c Play, Check Separator, Guaranteed Like New, Serial 3547	90.00	1 Skippers	12.50
20 Jennings Grand Stands, 5c Play, Used Less Than 10 Days. Sample, \$20.00, Lot of 5. Each	17.50	1 Galloping Plug	10.00
		1 Mills Double Header	10.00
		1 Hurdle Hop	7.50
		1 Turf Champ, S. U.	39.50
		2 Mills Tournaments	27.50

These machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST., Richmond, Va.
 Day Phone 3-4511. Night Phone 5-5328.

EARN MORE
THAN SLOTS or CONSOLES!
MULTIPLE RACES
CONSOLE TYPE
1-Ball Multiple Payout

58 Top Award! 30 possible Winners!
Payouts multiplied by number of
Coins inserted up to four. Win,
Place, Show, Fourth, Field and Daily
Double Awards—Odds up to 40-11

A spectacular money-maker,
sensationally low priced!
Magnificent moderne con-
sole-type cabinet—Giant
24" square light-up Back
Panel!—New Super-Features!
Class and Flash that get top
play in any location!

\$189.50

POWER PAK (AC)
EQUIPPED

CHECK SEPARATOR NO
CHARGE.

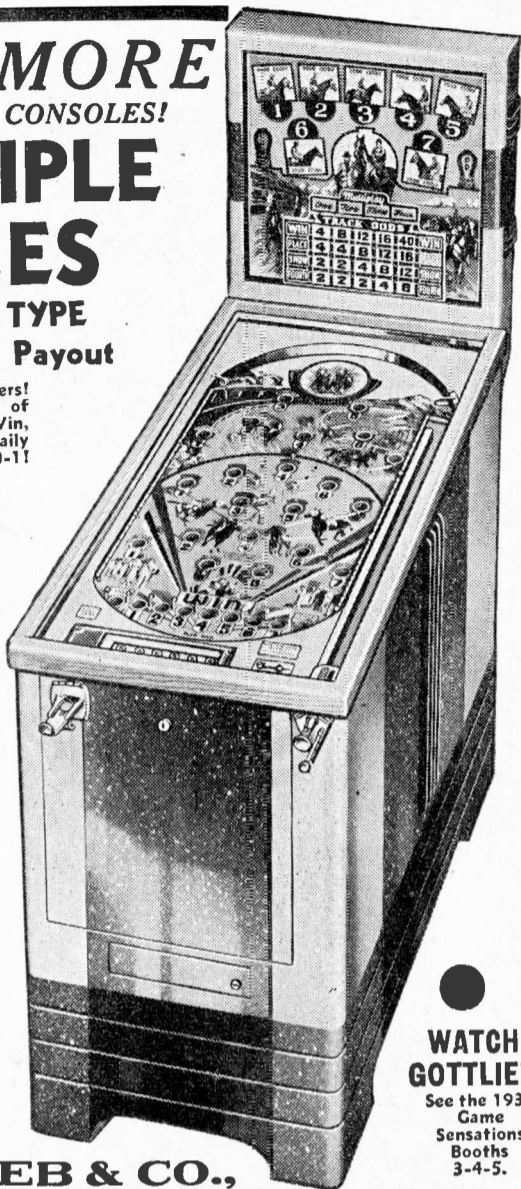
HORSE SHOES

Combines the best fea-
tures of DERBY DAY
and DAILY RACES plus
many new innovations—
the greatest racing hit of
today! Amazingly low-
priced!

\$149.50

DERBY Console
High Card Console
IMMEDIATE DELIVERY

D. GOTTLIEB & CO.,
2736-42 N. PAULINA ST.,
CHICAGO



WATCH GOTTLIEB
See the 1938
Game
Sensations,
Booths
3-4-5.

Operators Must Be Good Buyers

By BILL (THE SPHINX) COHEN, Silent Sales Company, Minneapolis.

Editor's Note: No better truism can be said of the successful operator today than the fact that he must be a good buyer of machines. The following article is one of the best to appear on this subject.

Year after year poor buying of equip-
ment has told the true story when ma-
chines have been counted at inventory
time and so-called profits prove to be
nothing but an accumulation of poor
equipment and lack of cash for many,
many an operator.

The smart operator's inventory shows
good equipment, a surplus capital for
his labor, without the necessity of pad-
ding his inventory to show a fictitious
profit for the year's efforts.

Department stores, investment houses,
manufacturers, real estate concerns and
all businesses that are successful suc-
ceed or fail by the shrewdness of their
buyers or purchasing agents, whose
salaries run from \$10,000 to \$100,000
a year.

A good many years ago when only
two concerns made bell-type machines,
two firms the peanut machines, a like
amount the weighing scales, it was an
easy matter for the operator to buy
these simple machines without the aid
of distributors or jobbers.

Today it is a different story. Week by
week, month by month new compli-
cated contraptions are being made to
win the favor of the general pub-
lic, which is a hard task for any one
man to do alone. Buying winning
equipment has become a real problem
for the small as well as the large
operator.

Prices of machine are high, and out-
side of a few staple machines the rest
are complicated and must be location
proved. The new-fangled high-priced
machines are either money makers or
"busts," commonly known to our in-
dustry as "lemons." The new machines
that are "winners" find a ready market,
while the "lemons" are worth 10 to 25
per cent of their original selling price
within 10 days or two weeks.

Nothing can be told from the looks
of the machine. They must be location
tested, with proven player appeal and
mechanical perfection. Your source or
supply—your distributor—is the solu-
tion to your buying problem. If he has
top-notch equipment of the leading
manufacturers and his guarantee is as
good as the Federal Reserve Bank you
ARE protected.

Does the distributor from whom you
purchase your machines guarantee that

his products are proven located-tested
money makers?
Will he take back the machine that
cannot make money?

If such a distributor is in your ter-
ritory your buying problem is well taken
care of.

The operator who expects and gets
100 per cent winners must be willing to
pay a profit to such a distributor who
is willing to take the licking on
"lemons" in order to insure you 100 per
cent co-operation and safeguard your
profits.

This article won't carry much weight
to chiselers to whom price is paramount
and who will buy anything to make that
first expensive saving of 10 per cent and
lose 50 to 100 per cent on their equip-
ment in loss of valuation within 10 days
and from 50 to 500 per cent loss in
operating takes. "Penny wise and pound
foolish."

A successful buyer who works for the
leading industrial corporation receives
from \$10,000 to \$100,000 a year. They
have no investment whatsoever, merely
their ability to buy right. Some old-
time operators will remark, "I don't need
anyone to buy for me, I have forgotten
more than the so-called distributor who
has only been in business for the past
eight or ten years knows."

These operators as a rule are still
running antiquated equipment. Most
of the old-time operators who have now
diversified their lines so that they em-
body a complete variety of the latest
equipment have found that their neigh-
bor distributor is their most reliable and
logical institution to buy from. Fast
service, absolute guarantee, their trad-
ing post, quick delivery of supplies and
perfect co-operation in all matters per-
taining to their localities, difficult
problems that come before the operator
continuously.

YOU'RE INVITED
TO MAKE OUR OFFICE YOUR
HEADQUARTERS WHILE VISIT-
ING THE COIN MACHINE SHOW.

You're Also Invited to
Our Special Showing of
Advance 1938

HARLICH
SALESBOARDS
With That Extra Wallop
That Builds

PROFITS

If You Don't Plan To Come in for
the Show, Write, Stating Your Line
or Business, and Ask for Our Latest
Catalog Supplement—NC14.

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILL.



Royal Head May Present Surprise

NEWARK, N. J., Jan. 8.—Royal Dis-
tributors, Inc., may present a surprise
product to operators within the next
few months, according to Dave Stern,
head of the firm. Stern disclosed that
plans are now being prepared by com-
mercial designers and engineers and that
he will soon have a complete estimate of
the amount of time and work that will
be required to make one of the ma-
chines. As soon as he receives this in-
formation he plans to announce the
product and start into production.

Mystery Machine On Location Test

NEW YORK, Jan. 8.—A mystery ma-
chine is reported to have appeared re-
cently in front of Dan Christie's Crystal
Hall Arcade on 14th street. Machine is
rumored to be the product of a well-
known manufacturer.

Machine is reported to be large in size
along the lines of a digger. Has a series
of rails along which a coin is guided and
which when dropped into an opening by
skillful manipulation opens a drawer
containing from one to five packs of
cigaretts.

It is believed that the machine will
appear at the coming show. Attracted
large crowds here as word spread among
local coinmen who came from all parts
of the city to view it.

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 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.

200 Guaranteed USED GAMES

BEAT THESE PRICES!

Exhibit Rotary Merchandisers \$59.50
Preakness . . . \$45.00
Haleah . . . 15.00
Bally Derby . . 12.50
Flicker (New Cabinet) . . 19.50
Turf Champs . . 48.50
Home Stretch . 26.50
Auto Derby . . 26.50
Carnival 22.50

Electric Scoreboard . \$12.50
Long Beach . . . 31.50
Boo Moo 15.00
Cross Line . . . 13.50
Ricochet 12.50
Ball Fan, '37 . . 15.00
Track Meet . . 24.50
Lights Out . . . 6.50
Bolo 4.00

Madcap, Short Sox, Neck & Neck, Original Ball Fan, High Low, Crazy Lane, Excel, \$4.00 Each, 5 for \$17.50.

TERMS—1/3 Cash With Order, Bal. C. O. D.

S. SILVER NOVELTY CO.,
425 Vine St., Evansville, Ind.

TICKET MODELS

Belmont \$20.00
Racing Form . . 37.50
Golden Wheel . . 37.50
Classic 30.00
Latonla 32.50
Winner 30.00
Air Derby 32.50
Beat 'Em 40.00

Top 'Em \$35.00
Derby Day . . . 35.00
Pikes Peak . . . 45.00
Caroms, Cash Only 22.50
Tom Mix, Gun . 100.00
Galloping Dominoes 100.00

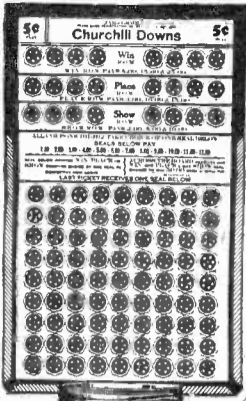
1/3 Deposit, Balance C. O. D.

SUPREME MUSIC NOVELTY CO.
135 Irene Street, Green Bay, Wis.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

1938 COIN MACHINES SHOW, HOTEL SHERMAN, CHICAGO, JANUARY 17, 18, 19, 20, 1938.

A "HOT" TIP from WERTS



PUT YOUR MONEY ON THE NEW

"CHURCHILL DOWNS"

RUNNING OUT IN FRONT

ACROSS the BOARD - \$50.00.
WIN - \$25. PLACE - \$15.
SHOW - \$10.
105 SEAL CARD PAYS \$1 to \$12.

"CHURCHILL DOWNS" . . . one of Werts Sensational New 1938 Jar-O-Smiles Jar Games. 127 Prizes up to \$50.00 get the heavy play everywhere! Offered Exclusively to One Operator in Each County. Guaranteed Protection on All Repeat Business. "Get Going" with this "Red Hot" Race Horse Deal . . . now! Made only as the Originator of the Ticket Jar Game Can Make 'Em.



BOOTH 164 TAKE 2250 Tickets @ 5c Takes In . . . \$114.00 PROFIT
See Werts' New 1938 Jar Deals at the Chicago Show, Jan. 17th to 20th. PAYOUT Jar Payout . . . \$48.00 per deal
PROFIT Card Payout (Avg.) . . . 28.60 78.60 \$37.40
Total Payout (Avg.) . . .

WRITE TODAY FOR 1938 CATALOG AND EXCLUSIVE OPERATOR PLAN

WERTS NOVELTY CO. Inc., Dept. BB-1 MUNCIE, IND.

Ponser Gang To Be On Hand for Show

NEW YORK, Jan. 8.—The George Ponser Company will be very well represented at the 1938 Coin Machine Show, according to reports. Leading the group will be George Ponser himself, president of the fast-stepping organization, who will have with him his general manager, Bert Lane.

Joe Ash, manager of the Ponser branch in Philadelphia, will be a third member of the party. Just to even it up Fred Iverson, district manager of the New England and up-State New York territory, will be on hand, too.

The boys expect to see a lot and do a lot at this greatest of all shows, and already they are said to be wishing there were 36 hours in a day so that they could give enough time to all the things they contemplate taking in.

According to Bert Lane: "The manufacturers have intimated that there are plenty of hot new ideas in their surprise boxes and that they are going to shoot the works at the show. I believe

that our firm won't be the only one to grab off some new members with which to up the 1938 coin machine take. However, we're getting there early and we don't intend to come back until we've got a sackful of interesting and profitable new items for the operators and jobbers who depend on us."

Lemke Gets Concession For Michigan Exposition

DETROIT, Jan. 8.—Henry C. Lemke, of the Lemke Coin Machine Company, again was awarded the contract as coin machine distributor at the Detroit and Michigan Exposition. This is probably the largest local indoor event of the year, occupying four huge exposition halls at Convention Hall. Lemke will have 10 ray type guns in his exhibit, to be played by the public, making it one of the valuable amusement concessions. Dates are December 21-30, 1938.

Lemke is now erecting a new building and plans to move from his present downtown location to the east side later this year.



HOWARD KASS, Regal Sales Company, of Newark, N. J., is on the receiving end of a nice order from Al Haftkin (left) and Leo Siegal (center), successful operators.

Don't Miss Booths 25 & 26!

WE PROMISE A STARTLING REVELATION FOR OPERATORS, JOBBERS AND DISTRIBUTORS WHO LOOK FORWARD TO INCREASED PROFITS IN 1938!

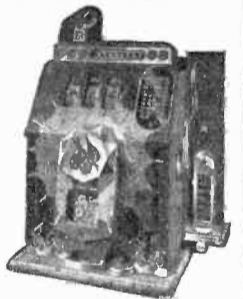
Again We Say—DON'T MISS!
New Ideas . . . New Games . . . New Profits!

CHICAGO COIN

MACHINE MANUFACTURING CO.
1725 W. DIVERSEY CHICAGO

FOR SALE!
2000

BRAND NEW AND USED SLOTS, PHONOGRAPHS, 1-BALLS, PIN GAMES, COUNTER GAMES, PARTS, SUPPLIES, ETC., ETC.



Quick—Write for Complete Price List!
"Save with Vemco"

THE VENDING MACHINE CO., FAYETTEVILLE, N. C.

DON'T FORGET TO VISIT THE BOOTH OF THE "WORLD'S FASTEST GROWING SALESBOARD FACTORY" AT THE N.A.C.O.M.M. SHOW IN CHICAGO SENSATIONAL NEW NUMBERS WILL BE ON DISPLAY

Write for FREE Color Circular on the Show Numbers and New 208-Page Catalog — Now Off the Press

SUPERIOR PRODUCTS, INC.

"World's Fastest Growing Salesboard Factory"

14 North Peoria St.,

Chicago, Illinois

DISTRIBUTORS

WE CAN SUPPLY YOU WITH ANY COIN-OPERATED MACHINES YOU ARE INTERESTED IN, AT A PRICE AT WHICH YOU CAN RESELL AT A PROFIT.

All Machines Completely Reconditioned Before Leaving Our Premises — Ready to Operate.

Our Central Location Also Saves You Time and Transportation Charges.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS 110.

FOR 1938



Amazing WESTERN EQUIPMENT HITS!



● To every bonafide Operator, Jobber and Distributor:—Jimmy Johnson extends a hearty and cordial invitation to inspect these surprising big-money games at a private showing in the Display Rooms of the Western Equipment & Supply Company. The dates:—January 15th to 22nd Inclusive . . . the time:—Daily from 9 A.M. until ????. Make it a point to be on hand — Get a new slant on operating profits — Sample that famous Jimmy Johnson hospitality!

Important! WESTERN GAMES WILL NOT BE EXHIBITED AT THE SHERMAN HOTEL.

Jimmy Johnson

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE • CHICAGO, ILL.

ATTENTION!—SPECIAL OFFER

YOU CAN NOW BUY
\$15.00 NATIONALLY ADVERTISED
PACKARD

Lifetime LEKTRO-SHAVER
At a Sensational
LOW PRICE
SALESCARD OPERATORS
AGENTS-DISTRIBUTORS
Here Is An Opportunity of a Lifetime

Work
PACKARD
Thru 1938
and
CLEAN UP.



WRITE For LATEST PRICE LIST and
For FREE Sample Salecard and Circulars.

LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE. NEW YORK

Bally To Show
New Bell Machine

CHICAGO, Jan. 8.—“The first really new bell machine in 40 years,” is how Ray Moloney, president of Bally Manufacturing Company, describes Bally's Bell, which will be displayed for the first time at the 1938 show.

“By that statement,” Moloney explained, “I mean that the only points of resemblance between Bally's Bell and former bell machines are the three-reel idea, the old familiar fruit symbols and the jackpot idea. Mechanically, this machine is an absolutely new development. We deliberately set out to design and engineer a new machine from the ground up—and to build it as bell operators have wished for years that bells were built. The great value of this method of tackling the job will be appreciated by every bell operator after he has spent five minutes inspecting the Bally's Bell mechanism. It's the smoothest, sweetest operating machine you ever yanked a handle on. And its ability to stand the gaff has been proved by a 20,000-play test on a series of 10 stock models.

“At this time I can touch on only a few of the high spots,” he went on. “For example, each of the three reels is a unit, complete with its star wheel and stops, and all three reels are assembled on one shaft. A feature which the public will appreciate is the positive stopping device, which eliminates the jerky hesitating stop to which so many players object. The escalator is another new and notably successful feature, the coins being carried in a coin-gripping metal belt which prevents coins overlapping or jamming in the escalator. Last five coins played are always visible. Another feature of the coin mechanism is a series of safety locks which act much like a combination lock on a bank vault to prevent any possibility of payout if the proper coin is not deposited.

“The payout mechanism,” Moloney went on, “is also new and features a positive means of slicing off the correct number of coins. The slides on Bally's Bell actually propel the proper number of coins forward and out of the machine

by a positive motion which eliminates any possibility of jamming. Every part is a precision stamping made from brand-new dies and tools. So accurate are these parts that we guarantee that they can be changed from one machine to another. What's more, our machine has only one-third as many springs as the average bell.

“Marvelous as the mechanism is,” he continued, “the really sensational feature of this machine is the double-play mechanism, whereby two players can play at the same time, thus doubling the earnings of the machine. Bally's Bell has two coin chutes, two payouts, four jackpots. The machine operates on either one or both chutes, and if both chutes are played both tubes pay the full listed award. Thus it is actually two bells for the price of one, two bells in the space now required for one machine. Moreover, any desired combination may be had on the two chutes—two nickels, two quarters, two dimes, nickel and quarter, nickel and dime, etc.

“Both the active and reserve jackpots for each side of the machine are visible, thus giving the machine four times the jackpot flash found in ordinary machines. The entire machine is housed in a casting which, while retaining the desired old-time bell flash, also reveals a slick streamlined beauty in keeping with the times. Altho the double model, described above, will be the most popular,” Moloney concluded, “Bally's Bell will also be available in a single model and the price on both models will be a welcome surprise.”

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 \$60.00, pays out approximately \$50.00.

Sample \$3.75; Lots of 10 or More, \$3.50.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.

28 R. K. at \$127.50. 29 No. 2 Regulars at \$92.50 in single purchase; \$82.50 in lots of ten or more. 3 No. 1 Nite Clubs at \$75.00. 25 Regular '35 at \$69.50. 7 Selectophones at \$42.50. 1 Mills, \$49.50. 1 Gabels, \$42.50. One-third cash deposit, balance C. O. D., F. O. B. Atlanta, Ga.

ATLANTA COIN MACHINE EXCHANGE

335 EDGEWOOD AVENUE,

ATLANTA, GA.

When Writing to Advertisers Mention The Billboard.

SLOTS AT BARGAIN PRICES

LATE SERIALS.	Each.
8—Mills 10c Blue Front Mystery Vendors, Without Gold Award	\$60.00
1—Mills 10c Cherry Bell Mystery Vendor, Without Gold Award	70.00
1—Mills 10c Golden Vender (MILLS), Without Gold Award	55.00
1—Jennings Chief 10c Bell, Without Gold Award	60.00
6—Mills 25c Blue Front Mystery Vendors, Without Gold Award	70.00
1—Jennings Chief 50c Bell, Without Gold Award	80.00
1—Jennings Century 50c Bell, Without Gold Award	70.00
1—Pace Comet 5c Bell, Without Gold Award	30.00
ENTIRE LOT	\$1,150.00

M. J. DUNCAN

160 W. Flagler Street, Miami, Fla.

Bazon Looks Back on Past

CHICAGO, Jan. 8.—“As far as we are concerned personally,” said Roy Bazon, head of Monarch Coin Machine Company, “the year 1937 has seen us grow steadily both in favor with an increasing number of customers and physically. We have ever been active in obtaining equipment of the most popular types so that we might always be able to satisfy a customer’s demands and that equipment has always been in the finest of condition. We have built up our shop facilities to the point where we are able to take care of the most difficult problems with ease and efficiency.

“Our move to large offices, effected a few months ago, was an action that has proved itself of value in the service we render. Not only do we have one of the largest and most beautiful display rooms in the country, but we have a stockroom and workshop in which are gathered a huge supply of every type of coin-operated game imaginable.

“We have branched out into other products closely allied with coin machines, among them the recently and highly successful jar deals, Hollywood and Bags of Gold. Not only do we supply our customers with fine reconditioned equipment but we are in a position to offer the finest of new games and all types of supplies.”

Bazon advised that convention visitors to the Monarch offices will be pleasantly surprised by a number of unusual displays and that the complete stock will feature every known type of game and accessory equipment.

Detroit Licenses Drop 10 Per Cent

DETROIT, Jan. 8.—Coin machines licensed in Detroit showed a drop of about 10 per cent in 1937, report from the Detroit Police Department showed this week. In 1936 10,000 machines were licensed, while the total in 1937 was 9,038. Since December 1, when the new licenses were started for 1938, 2,831 were issued. This is at an average of about 75 a day.

These figures apply to amusement machines only—chiefly pinball types of games.

The drop in games was largely due to the several months in which practically no licenses were issued, due to various unsatisfactory rulings. Approvals for new machines are now being sought as well and about one or two a week are licensed. During last week, however, none were applied for, probably due to the holidays. Three were approved on Wednesday of this week when the survey was made, however—Zephyr, 1938 Chicago Express and Bobs.

Regulations affecting pin-game operation in the city were summarized by James J. Coleman, chief clerk of the license bureau:

- 1—No minors may play such games.
- 2—No machines may be operated hav-

ing any type of payout mechanism, and 3—No location owners or operators may pay out any prizes.

The Detroit situation has been confused by the various rulings from different authorities, but the basic situation, as far as the police department is concerned, remains practically unchanged. Prizes, whether cash or merchandise, are banned, and the absence of any recent reports of violations indicates that this rule is being observed generally in the city.

Distributors Discuss Credit Bureau

NEW YORK, Jan. 8.—Local distributors met at the Broadway Central Hotel here during the past week to discuss the establishment of a credit checking bureau. There is nothing new in the idea as it was first proposed some years ago. Due to the fact, however, that such a large amount of business has been done during the past year on a credit basis, the need for such a bureau has become imperative.

If and when the new credit bureau begins to function it is expected to eliminate one of the worst hazards now plaguing local column. Distributors here are expected to support the move, for many of them have suffered considerable losses, it is reported, from extending credit to operators and jobbers who were not financially capable of meeting their obligations. This bureau would be set up to check the credit rating of all those wishing to buy from its members. In this way distributors could find out in a moment just what accounts they should grant credit.

The fact that many of the local men realize the importance of such a move was seen from the report that practically all the prominent distributors were on hand for the meeting.

Hurviches Prepare New-Style Display

BIRMINGHAM, Jan. 8.—Max and Harry Hurvich, of the Birmingham Vending Company, report that they will have a new-style display for their booth at the show. “We will display our Imperial Billiard Table,” stated Max Hurvich, “in full colors. Around the booth we plan to show the simple parts that go into the making of our table, as well as a complete line of accessories.

“We have decided to make every effort,” he continued, “to arrange our booth in such a manner that an operator visiting it will instantly be struck with the fact that here is equipment that can place him in a new type of business. What’s more, by the wide variety of supplies and accessories which we will have on hand we will be able to prove that operators of this type of equipment can procure everything they need from us. They can get all their supplies right from us besides the Imperial pool table which we manufacture,” he concluded.



RAY MOLONEY, president of the Bally Manufacturing Company, mans the lever on Bally’s new bell machine, while Jim Buckley, general sales manager, and John Wahl, designer of the machine, look on.

MANUFACTURERS

SALE

USED MACHINES

CHIEF JACK POT BELL
Only limited number
at this price ➔

\$

35

00

Each machine has received the same rigid inspection as a new machine and is in excellent operating condition. All have been completely refinished and look like new. An exceptional opportunity at this low price. Quantities limited to 5 to a customer. Wire order and deposit to avoid disappointment.

ATTEND JENNINGS
OPEN HOUSE
All week during
the show
JANUARY
17, 18, 19, 20
6
NEW MACHINES
to be introduced

Also ask for our bargain list on used machines. Complete stock of all makes and models.

O. D. JENNINGS AND COMPANY
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

E-Z PICKIN’ JAR GAMES

Booths 138 and 139 Coin Machine Convention
Revolutionary Ideas and Items for Jar Game Operators
SEE NEW JAR GAMES—COUNTER RACK DISPLAY GAMES
— New “CHECKER” DESIGNED JAR COUPONS — Most Beautiful Coupons on the Market.
By All Means, See the Original—COUPON JAR VENDING MACHINE—Save Losses on Your Locations.

GAY GAMES, INCORPORATED

GUY E. NOEL, President
Muncie, Indiana

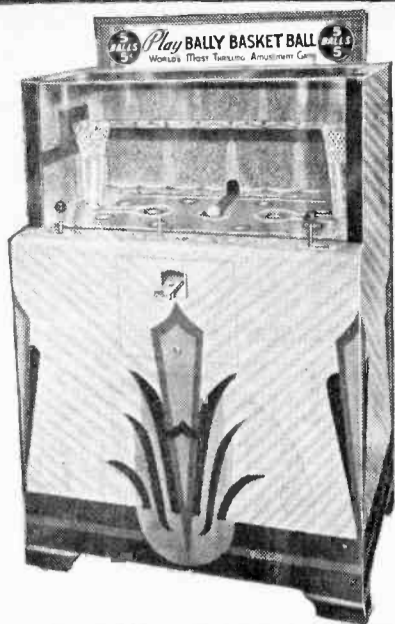
A SQUARE DEAL TO ALL

All machines have been reconditioned, ready to operate

Caroms \$20.00	Air Races \$27.50	Bump-A-Lite \$15.00
Golden Wheel 25.00	Derby Day 32.50	Hi-De-Ho 15.00
Pikes Peak 50.00	Winner 20.00	Lite-A-Pair 15.00
Program 50.00	Preview 20.00	Multiple 12.50
Turf Champs 32.50	Policy 10.00	Phantom 25.00
Ball Fan 15.00	East & West 15.00	Skipper 15.00
Stoner’s Around the World 20.00	Home Stretch 30.00	Spring 15.00
Bally Bumper 10.00	Long Beach 35.00	Out Board 25.00
Batter Up 17.50	Sensation 17.50	Mercury 20.00
	Home Run 10.00	Final Score 10.00

VEECH SCALE CO. **Decatur, Ill.**

ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS



BALLY BASKETS

Positively legal! And actually earning profits that rival payout collections! "\$16.40 IN 16 HOURS!" reports United Novelty Co., of Kansas City. "\$9.00 IN LESS THAN ONE DAY," wires Lew Wolf, New York. And it's all profit—not one cent deducted for awards! Get in on the ground floor of the biggest novelty boom in history—order **BALLY BASKETS** today!

ONLY \$89.50

F.O.B. CHICAGO

BALLY ENTRY

Newest **MULTIPLE One-Shot**

- ALL POCKETS PAY
- OUT-HOLE AWARDS
- MYSTERY DAILY DOUBLE

First really new multiple one-shot in twelve months . . . and first game ever to take the play away from Fairgrounds! **TAKES IN 4 NICKELS PER GAME**, multiplies payout by number of coins played . . . and gets constant play in any live one-shot spot! **BALLY ENTRY** will do for you in 1938 what Fairgrounds did in '37 . . . so get started now. **IMMEDIATE DELIVERY!**

Write for circulars on **LITE-A-PAX** counter game hit; **BULL'S EYE** novelty game; **SADDLE CLUB**, **TURF SPECIAL**, **CLUB HOUSE** consoles; **BALLY STABLES** one-shot; **FAIRGROUNDS** multiple, and other *Bally* hits.

BALLY MFG. CO.

2640 BELMONT AVE. • CHICAGO, ILL.



ONLY \$189.50

54 IN. BY 26 IN.

F. O. B. CHICAGO

MOST COMPLETE LINE AT THE SHOW-BOOTHS 19, 20, 45, 46, 47, 48

See Bally's revolutionary **SOUND-ON-FILM PHONOGRAPH!** See Bally's **DOUBLE BELL** with the **FOUR JACKPOTS!** See Bally's **PERFECT POPCORN MACHINE!** See Bally's astounding **ROULETTE GAME** for nickel, quarter, half-dollar play! See dozens of new sensations by Bally!

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00

Pays Out 19.00

Price With Easel . . 1.46

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



High License Is Law in Syracuse

SYRACUSE, Jan. 8.—Mayor Marvin's pinball licensing ordinance became a fact this week when the new City Council passed the bill, with drastic revisions downward from the original plan.

The ordinance imposes a license of \$25 on every "amusement center" using machines. This includes every corner store with a single game and the \$25 is charged, even if the machines are in place only a month out of the year.

In addition, each machine is taxed \$25 yearly and a \$1 tax is added for the licensing tag. Since all licenses expire December 31, and it will take a few weeks to get the ordinance working, the operators already will be losing a month out of their first license fee.

Other requirements are stringent. Operators of all "amusement centers" must prove "good moral character," any gambling conviction, no matter how old, being an automatic bar to license. No children can play and no machine can be operated within 200 feet of a school. No payoffs will be allowed.

Operators are fairly well satisfied with the ordinance. They feel the fees are out of reason, but are mild compared with the original plan to tax every machine \$5 weekly. This, he discovered, was illegal.

Immediate effect of the license will be to cut the number of machines considerably in Syracuse, but operators still are hopeful that lower license rates will eventually be fixed by an amendment.

Babe's Wardrobe Ready for Show

NEW YORK, Jan. 8.—Babe Kaufman, "America's foremost woman personality in the coin machine industry," is getting set once again with the most sumptuous wardrobe available. As in the past the splendor of Babe's gowns will startle the multitude in Chicago. There will be breakfast dresses, luncheon dresses and dinner gowns, to say nothing of the breath-stopping lounging apparel.

Now that Babe has acquired a wardrobe the show is official.

★ BARGAINS ★

All Machines Guaranteed A-1 Condition. Most Like New. 1-Ball Automatics, With or Without Check Separators.

BALLY FAIR GROUNDS	\$90.00
BALLY PREAKNESS	50.00
BALLY RACING FORM	60.00
BALLY CLASSIC	35.00
BALLY BLUEBIRD	15.00
BALLY GOLDEN WHEEL	35.00
BALLY JUMBO	8.00
BALLY MULTIPLE	15.00
BALLY PEERLESS	10.00
WESTERN PADDLES	110.00
WESTERN GRAND PRIZE	50.00
WESTERN PIKES PEAK	35.00
WESTERN WINNER	25.00
WESTERN DAILY RACES	10.00
GOTTLIEB FOTO FINISH	55.00
GOTTLIEB DERBY DAY	40.00
GOTTLIEB HIGH CARD	45.00
GOTTLIEB SUNSHINE DERBY	10.00
KEENEY TEN STRIKE (2 Ball)	10.00
KEENEY LITE A PAIR	20.00
STONER TURF CHAMPS	40.00
MILLS CLOCKER	75.00
RAY'S TRACK	110.00

MILLS DE LUXE DANCE MASTERS	\$70.00
MILLS DO RE MI	95.00
JENNINGS VICTORIA SLOTS, 5c	20.00
JENNINGS DUCHESS SLOTS, 5c	18.00
JENNINGS CLUB VENDOR, 1c	30.00

GINGERS, 5c	\$15.00
ZEPHYR, 1c	8.00
PENNY PACKS	7.00
SELECT 'EMS	4.00

1/3 Deposit With All Orders, Bal. C. O. D.

WEST KENTUCKY NOVELTY CO.

703 N. 13th ST., MAYFIELD, KY.

FOR BIG, STEADY, LEGAL PROFITS

BE SURE TO SEE THE

"Imperial" BILLIARD TABLE

AT BOOTH No. 221 AT THE SHOW OR WRITE NOW TO

BIRMINGHAM VENDING COMPANY

2117 THIRD AVE., NORTH, BIRMINGHAM, ALABAMA

WURLITZER • P • \$89.50

ROCK-OLA—Late 1936 Model. \$89.50 | KEENEY BOWLETTES. \$49.50

WURLITZER — P-400 \$119.50
ALL MACHINES GUARANTEED PERFECT CONDITION.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

Forced To Sell And Priced To Sell Quick

300 Watling Ball Gum Venders, 1c Play, \$15.00 Each.

100 Mills Q. T.s, 1c Play, \$20.00 Each.

300 Used Steel Stands at \$1.00 Each, while they last.

FREE WITH EACH MACHINE—\$3.00 Penny Counter.

D. & S. SALES CO.

1005 Broadway, - - Rockford, Ill.

AS USUAL . . .

Potash and Perlmutter

EXTEND TO ALL THEIR FRIENDS
A CORDIAL INVITATION TO
THEIR AIRPORT SUITE 640-2
DURING THE COIN MACHINE SHOW

Calcutt Arranging Advance Shipments

FAYETTEVILLE, N. C., Jan. 8.—Joe Calcutt, of the Vending Machine Company, reports that he has made arrangements with the manufacturers he represents for advance shipments of the new games which they will present at the convention. "Following a practice of many years' standing," he stated, "we have arranged to test new games in this territory while they are still appearing on the show floor, where thousands of ops will be viewing them. Not only do we plan to test the games, but we are making every effort to get quantities of the new games right after they are shown."

"We have cleared a large part of our warehouse to accommodate the new arrivals," he continued. "We are also oiling up our delivery system so that we will be able to ship these new games out to our customers just as fast as they arrive."

Award Protector Proves Valuable

NEWARK, N. J., Jan. 8.—According to a customer who came back to the Hercules Coin Machine Exchange with another order for the Award Protector originated by Irving Orenstein, these tally pads have proved to be quite valuable.

According to Orenstein, the customer revealed that after installing these Protectors in 25 locations he actually earned

more money in a holiday week, even tho the gross was lower than usual, than he had for some time past. "This is an example of the value which these award protectors are to the operators," Orenstein pointed out. "This operator urged his locations to use these tally pads because of the fact that it was now necessary for him to report his income. As a result location owners were more careful in reporting the awards and this op found his profits increased."

"We are getting the same kind of reports from other ops all over the country," Orenstein concluded. "We feel that the protectors are real award protectors in every sense of the word and should be used by every operator who wishes to conduct his route on a real business basis."

Robbins Praises New Stoner Games

BROOKLYN, Jan. 8.—Dave Robbins, Eastern distributor for the Stoner Corporation, reports that he is highly enthusiastic over Stoner's new five-ball novelty game, Auroran, and the one-ball ticket and cash game of the firm called Parlay Vouz. As Robbins put it, "These two games appeared on the market right before Christmas, which is usually a dull time for coin machines. These two games, however, are so interesting to play and have so much appeal that we have been flooded with orders from our operators and jobbers."

"To be sure that these games were mechanically perfect," Robbins continued, "a quantity of sample games were tested in Aurora locations for more than 30 days before Stoner started making quantity shipments. We have been fortunate to have shipments arriving often enough to enable us to take care of orders promptly."

Robbins also stated that Stoner will have several surprises to offer at the Coin Machine Convention and that he is looking forward to meeting his many friends at the Stoner booth.

Budin and Katz Consider Service

BROOKLYN, Jan. 8.—Herman Budin, president of Budin Specialties Company here, reports that he is enthusiastic over the many new products Exhibit Supply Company, of Chicago, a firm he represents, will produce for the coin-operated machine market during 1938.

Charley Katz, special representative for Exhibit, spent the week-end with Budin and plans are reported to have been formulated so that New York and Eastern operators will get special service on all Exhibit products. "Our quantity purchases insure our being first with the latest," said Mr. Budin, "so if Eastern operators desire the latest and the best equipment, tell 'em to see me first."



SAM MAY, of Baltimore, smiles contentedly as he looks over Western Equipment's Ak-Sar-Ben.

SELLING SO FAST WE CAN HARDLY FILL THE DEMAND

GENCO'S CARGO

featuring an entirely different scoring idea.

Upon the insertion of a coin 10,000 appears in lights on left side of backboard. The first ball played subtracts from 10,000 in units of 200. If first ball crosses 1,000 track, 1,000 lights up on right hand side of back rack. The figure remaining lighted on the left, after the first ball comes to rest, is score player must equal or exceed with remaining shots.



\$74.50
~~74~~

F. O. B. CHICAGO

ORDER NOW!

OPERATE JUNIOR! ONLY \$39.50
THE FIRST AND ONLY SUCCESSFUL BUMPER TYPE COUNTER GAME!
Full size bumper springs—full size steel balls—illuminated totalizer backboard! High score play! For any spot in your location! Legs, \$2.00 extra with order, for operation as junior table game.
ORDER NOW!

GENCO, Inc., 2621 N. Ashland Ave. CHICAGO, ILL.

EXPERIENCED COIN MACHINE SALESMAN

Good opportunity for right man with a following in coin machine field. Experience with cigarette or music machine desirable. Our product is well established and has met with wide acceptance all over the United States and Canada. Continuous trade advertising has made it well known among operators. Proper man can earn \$10,000 or \$15,000 per year on this proposition. Interview will be arranged in Chicago during Coin Machine Show at Hotel Sherman. If you can supply good references and have had some promotional experience, WRITE US AT ONCE.

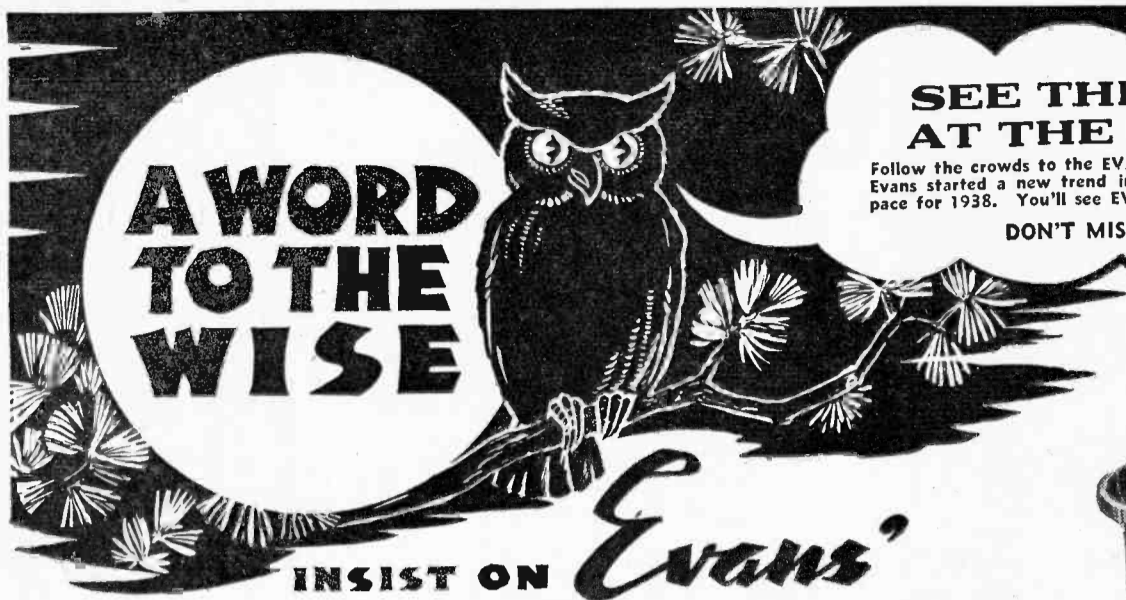
BOX D-111, THE BILLBOARD, CINCINNATI, OHIO.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



SEE THE BIG SURPRISES AT THE EVANS' DISPLAY!

Follow the crowds to the EVANS' BOOTHS, 29, 30, 37, 38, at the Convention! Just as Evans started a new trend in 1937—the NEW EVANS' originations will again set the pace for 1938. You'll see EVANS' NEW 7-COIN HEAD, acknowledged the best!

DON'T MISS THE HIGH SPOT OF THE SHOW!

INSIST ON Evans' 1938 GALLOPING DOMINOS

Refined! Restyled! Absolutely the last word in coin machine perfection! Unmatched by any other game before! Today, this EVEN GREATER King of Consoles stands far above every comparison!

Restyled Cabinet, black walnut and quilted maple! Gyp-proof 7-Coin Head! Föiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet Ventilation eliminates heating! Large Payout Cup or concealed Locked Drawer optional! Drastically simplified Mechanism, EVANS precision-engineered! Coin Head and Mechanism entirely removable from cabinet! Many other new Master-Features—BUT NOT ONE CENT OF ADDITIONAL COST! Sold on EVANS' famous 10-Day MONEY-BACK GUARANTEE!

EVANS' NEW 7-COIN HEAD!

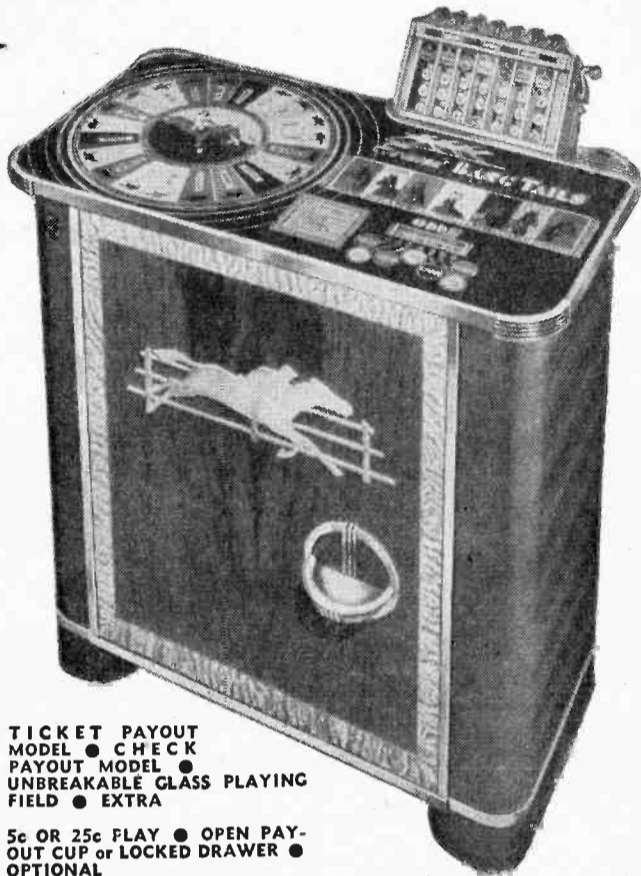
Greatest improvement in the industry! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Patented and Manufactured by EVANS—obtainable only on EVANS Games!

GALLOPING DOMINOS

- Superb Dice Payout.
- BANG TAILS**
- Horse Race Payout De Luxe.
- ROLLETO, JR.**
- Roulette in Super-Payout.

Order from your Jobber, or Write, Wire or Phone HAYmarket 7630.

H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO

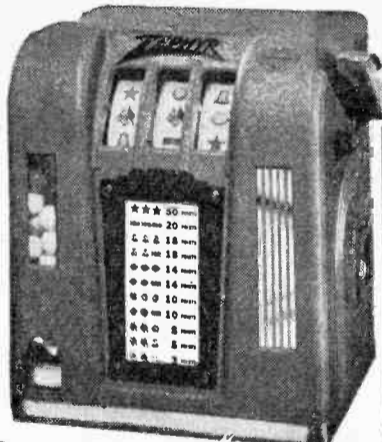


TICKET PAYOUT MODEL ● CHECK PAYOUT MODEL ● UNBREAKABLE GLASS PLAYING FIELD ● EXTRA

5c OR 25c PLAY ● OPEN PAYOUT CUP or LOCKED DRAWER ● OPTIONAL



Tax Paid
\$18.75 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. 15c a Box (100 Pieces) | MINTS Case (1,000 Rolls), 75c. BALL GUM Case Lots (100 Boxes), \$12.00

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Kling Guest of Stoner Before Crash

AURORA, Ill., Jan. 8.—This picture of Rudy Kling and Ted Stoner was taken in the recreation room of the Stoner home shortly before the death of Kling in the Miami Air Races of last month. Kling was rated the outstanding pilot of the year prior to his untimely end. At the National Air Races in Cleveland last September he walked off with three major trophies and \$13,000 in cash after winning all the major events.

Ted Stoner is president of the local chapter of the National Aeronautic Association and comes in contact with many famous pilots. He reports that he always maintains open house for flyers and he has devoted considerable time and effort in furthering the aeronautic movement in this community.

Stoner and the entire local chapter of the NAA deeply felt the loss of their famous friend, as well as that of Frank Haines, of Detroit, who also lost his life in the mishap with Kling.

ATTENTION!
JOBBERS - OPERATORS

You Are Cordially Invited to See
BALLY'S Newest Sensation

"SKILL FIELD"
"LINCOLN FIELD"

SAVOY VENDING CO.
406-8 W. FRANKLIN ST.
BALTIMORE, MD.

Will McCarthy and Bergen Be at Show?

CHICAGO, Jan. 8.—Last year it will be remembered by many who attended the coin machine show at the Sherman Hotel that considerable publicity was given to the affair by the presence of the famous "Dizzy" Dean, who was engaged by the Rock-Ola Manufacturing Corporation to present the World Series baseball game.

In questioning Jack Nelson on this subject at the Celtic Bar in a pre-show get-together several coinmen wanted to know what Rock-Ola had up his sleeve this year. Nelson announced that he could not divulge the information but he could go so far as to say that they might have a man there who is even more popular than Dizzy Dean was at the height of his career. "Will it be Charlie McCarthy?" Paul Gerber asked, but Nelson refused to answer. So, who can tell, maybe it will be "Charlie."



RUDY KLING and TED STONER

GLOBE 1938 WINNER

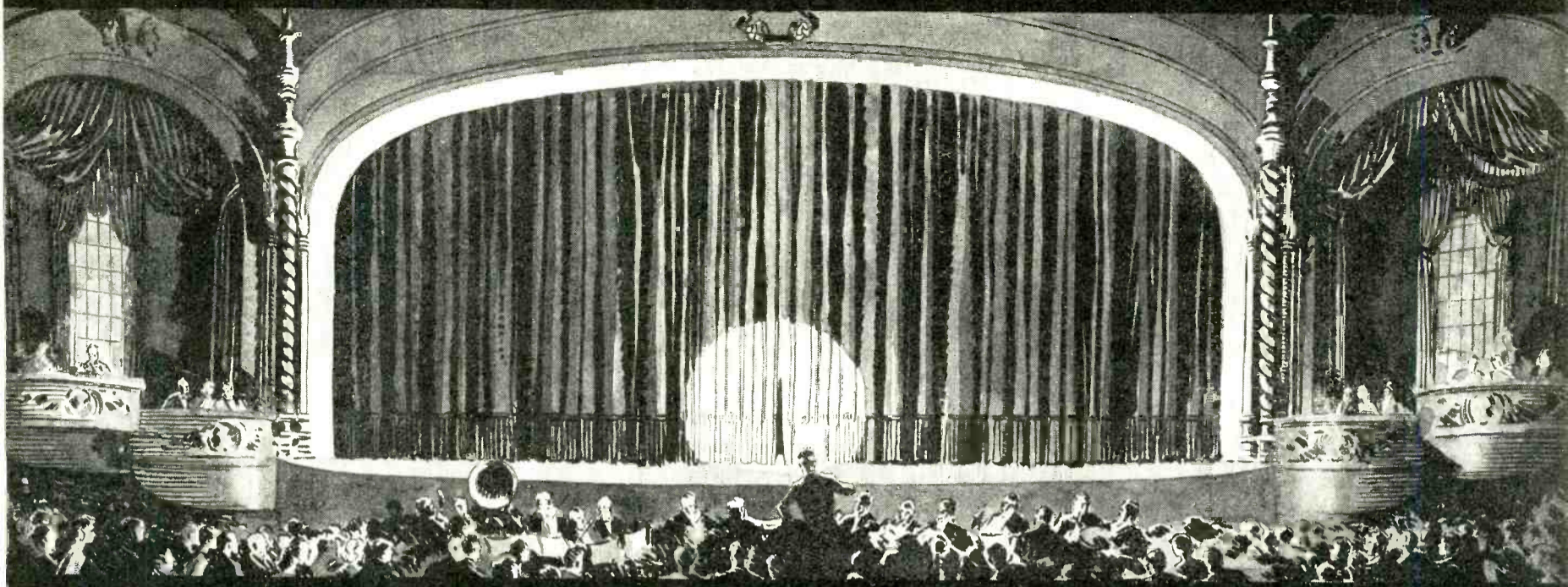
SHIP-AHOY

TAKES IN 1500 HOLES
AVERAGE PAYOUT \$75.00
Price \$3.56, Plus 10% Tax.
Beautiful in Design and Color. A Splendid Money Maker.

GLOBE PRINTING CO.
1023-27 Race St., Philadelphia, Pa.
Send for Our Catalog.



THE STAGE IS SET—THE ORCHESTRA IS PLAYING—

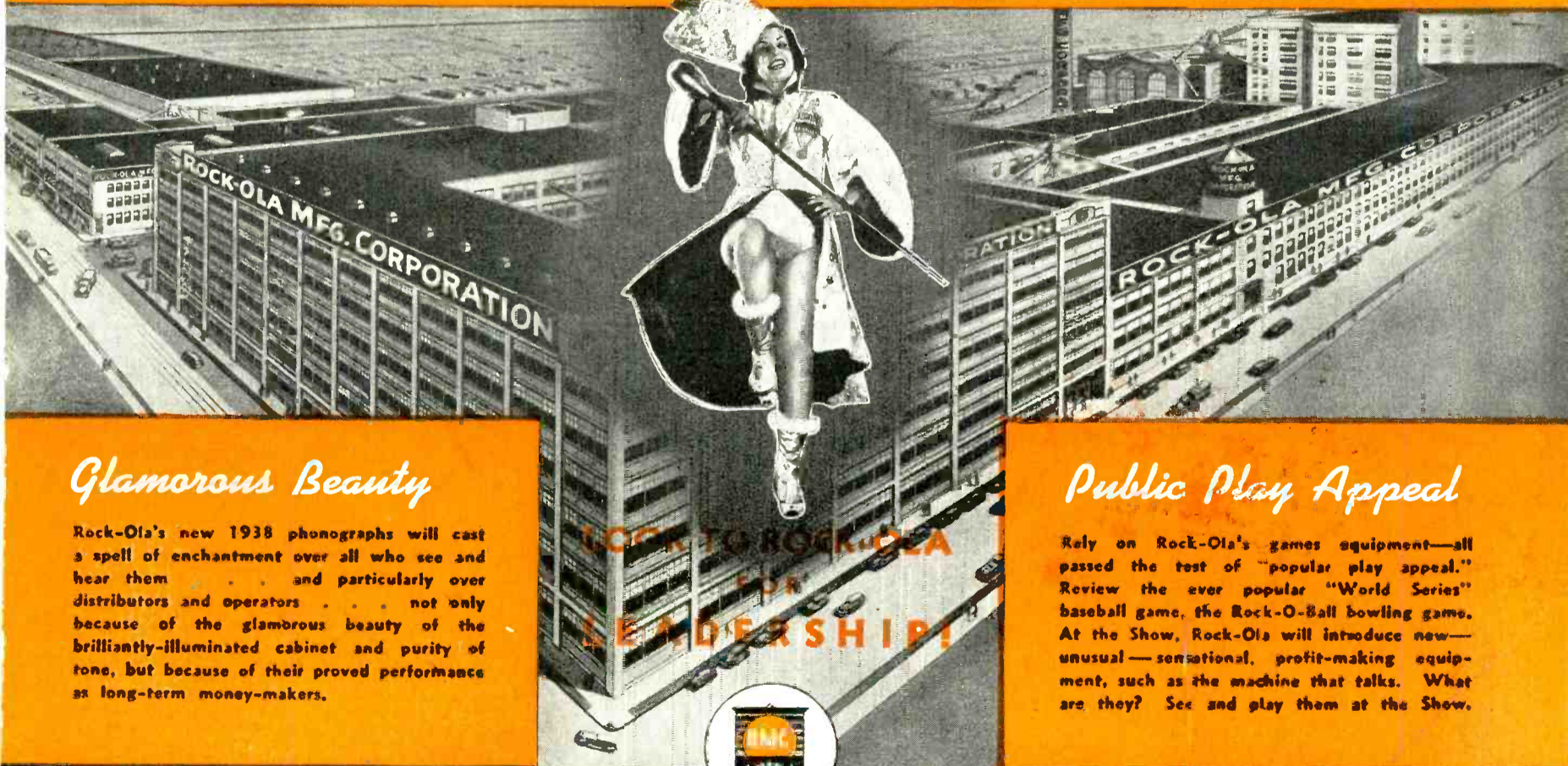


VERY SOON THE CURTAIN WILL RISE AND YOU WILL BEHOLD

THE SENSATIONS OF 1938
BY ROCK-OLA

A front row seat is reserved for you. . . . Witness this great pageant of Rock-Ola's spectacular money-making machines. . . . Every one a "headliner" created for the enjoyment and entertainment of millions . . . produced to bring big profits to you who operate Rock-Ola's sensational equipment. Don't miss this mighty Rock-Ola "revue." . . . See the machines at the Show . . . novel, legal games . . . exciting new equipment . . . the incomparable Rock-Ola phonographs. Get in line . . . your ticket to a highly profitable future is your continued faith in Rock-Ola.

LOOK TO ROCK-OLA FOR LEADERSHIP!



Glamorous Beauty

Rock-Ola's new 1938 phonographs will cast a spell of enchantment over all who see and hear them . . . and particularly over distributors and operators . . . not only because of the glamorous beauty of the brilliantly-illuminated cabinet and purity of tone, but because of their proved performance as long-term money-makers.

Public Play Appeal

Rely on Rock-Ola's games equipment—all passed the test of "popular play appeal." Review the ever popular "World Series" baseball game, the Rock-O-Ball bowling game. At the Show, Rock-Ola will introduce new—unusual—sensational, profit-making equipment, such as the machine that talks. What are they? See and play them at the Show.

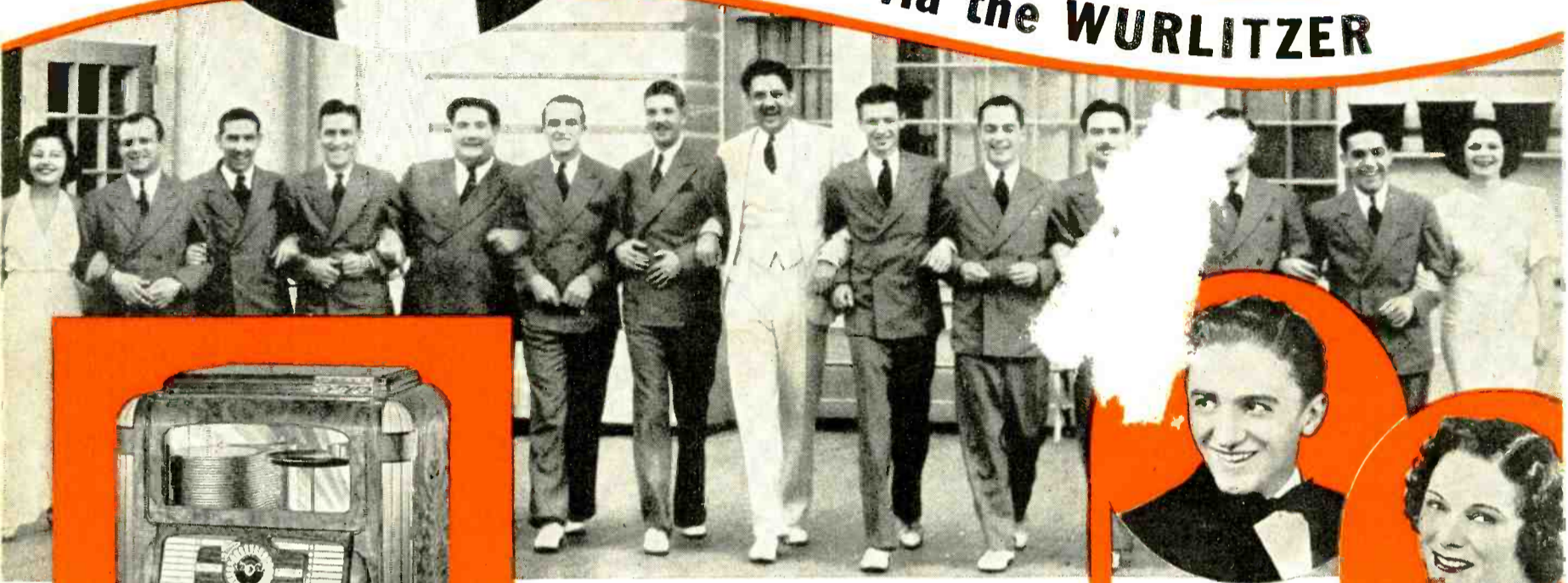
Rock-Ola Mfg. Corp., 800 NORTH KEDZIE AVE., CHICAGO, ILLINOIS

MAL HALLETT

versatile leader of one of America's Most Entertaining Bands—now playing in the Blue Room of the Hotel Roosevelt, New Orleans.



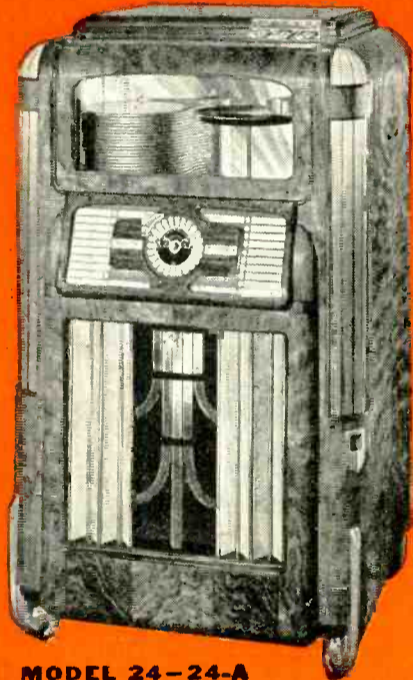
Every Night, from Coast to Coast
Mal Hallett and "That Orchestra"
 Render Royal Entertainment
 via the **WURLITZER**



JERRY PERKINS
 Mal Hallett's Romantic Balladeer, the man with the velvet voice.



MISS TEDDY GRANT
 that scorchin' swing siren featured with Mal Hallett's Band.



MODEL 24-24-A

SOLD ONLY TO OPERATORS

These Recent **DECCA RECORDS** by **MAL HALLETT** and **"THAT ORCHESTRA"** are in demand everywhere.

- 1553 "True Confession"
 - "You're Out Of This World To Me"
 - 1532 "I'd Love To Play A Love Scene"
 - "I Want A New Romance"
 - 1522 "When The Organ Played O Promise Me"
 - "Sailing Home"
 - 1402 "Roses In December"
 - "Yankee Doodle Band"
- Wurlitzer operators will find any of these selections money makers.

Veterans of countless nation wide theatre tours, prime favorites with college prom trotters. Mal Hallett and his outstanding organization of melody men are as entertaining to watch as they are to hear.

Yet, millions who cannot see these master entertainers may enjoy their music, sweet or hot, night or day, wherever there is a Wurlitzer.

The ideal instrument for taverns and restaurants whose limitations make automatic music the logical means of entertainment, Wurlitzer Phonographs are everywhere winning and holding the best locations.

Likewise the permanent and substantial profit possibilities in operating Wurlitzer Automatic Phonographs are winning and holding the attention of wide-awake music operators in every community in this country.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK

Canadian Factory:
 RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WURLITZER

AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions