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The Billboard

The World's Foremost Amusement Weekly

DECEMBER 3, 1938

15 Cents

Vol. 50. No. 49



LAWRENCE WELK

Management Frederick Brothers Music Corporation

PIX SUIT MAY AID VAUDE

Gov't Anti-Monopoly Drive Seen as Entering Wedge for Acts

Bookers hold out hope if U. S. is entirely successful and film producers are divorced from theater chain—only partial victory, tho, might have bad effect

MANY W. F. ATTRACTIONS SET

16 Out of 55 Feature Talent; 50% of Zone Space Yet To Go

Indoor and amusement park-type entertainment expected to share equally in fun area—unusual and novel ideas treated kindly by Board of Approval

BALLROOM BOOM FOR BANDS

Summer Season Sets Fast Pace As Dance Emporiums Unshutter

Kansas cuts ticket taxa to meet summer competition in Chi—ops slicker for Fairyland danceland in Kyser—Kyser sets high mark at Penny tavern

120 WEEKS OF VAUDE TIME

300 Houses Doing All Right Despite "Remember-Vaude" Gags

250 vaude spots listed—much spot booking of min. attractions—New York still booking center—120 weeks available—first upturn in 10 years—outlook good

MILLIONS FOR MUSIC TALENT

Hotel Field Now Big User of Acts, Cocktail Combos, Bands

At least 2,000 U. S. and Canada hotels using some estimate entertainment budget to \$10,000,000—Hitz's million a year—MCA, R.O.K. lead bookers

IMPORTANT

- These headlines tell stories that are important to everyone in the show business.
- They are typical of the type of story carried in The Billboard every week.
- The Billboard's aggressive news policy, its scores of outstanding features and its impartial, unbiased treatment of all the news of all show business make it the World's most Amusement Weekly. And it's only 75c per copy.

OUT STRONG

'38 Season Has Few Shows Better Percents, Long Runs

110 shows all told hit the boards—but failures down from 76 per cent to 74, and average run of music shows goes up half a week—quality up

BANDS GET H

Rhythms Overshadow Rooms Hotels Splurge on Ad Space

Floor show may count for alicies, but room and resorts emphasize syncopators for slipping and sn—class publicity for bands

BALLROOMS SHORT ON NAMES

Dance Promotion Faces Dearth Of Barnstorming Drawing Cards

Hotel locations have first call on top bands—too few names developed to meet demand—curtailment of net-work wins hurts Chi bands

H'WOOD GLORY PAYS SCALE

Name Bands Selling Themselves At Scale Gripes Coast Bookers

Hollywood bites the biggies at expense of up-and-coming locals and Eastern bands—stand-by fee takes profit out of airshows—Harro's buys into Bowl

47 FULL-TIME CHI SPOTS

To Use 180 Acts Per Week at Better-Than-Average Salaries

FAIR FIELD FOR BANDS

MCA Pioneers With Top Names At Outdoor Fairs-Expositions

Farmer frets loom as important employment outlet for dance bands—Goodman, Dorsey, Lombardo, Kyser, Whitman and Cass Loma set for stands

The Billboard

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MUSICALS GET THE CALL

Loop Legit Looks Good

30 weeks of activity so far and seven theaters lighted —"Susan" still b.o. tops

CHICAGO, Nov. 26.—While only four months of the season have passed on, indications point to no famine in legit fare for the remainder of the term. Professional shows have already seen 30 weeks of activity, with another 19 weeks pitched in by the Federal Theater. Seven theaters are lighted, each housing an attraction with box-office potentialities. A revived interest in legit has been noted among a larger number of patrons, a development coincident with the waning following of Hollywood's by-products.

Unexcelled co-operation from the numerous women's clubs and nearly 500 little theater groups around this area has been of considerable help in attracting shows into the Windy City.

So far, Gertrude Lawrence in *Susan* and *God* remains the top-notch box-office sensation of the season. Now in its seventh week, it rolled up an amazing gross of over \$125,000 at the Harris. Comedy caught on from the start and will continue until next year. Preceding this hit as the initial offering of the season at the Harris was Clifford Odets' *Golden Boy*, which totaled in its four-week run a fine \$93,000. It had the advantage of being the first road show to hit the Loop and was the recipient of a fine set of local press notices.

Talullah Bankhead reopened the Selz Wyn late in September with *I Am Different*, and her name was responsible in holding it for three and a half weeks, ending up with \$30,000. *Of Mice and Men* followed in and is folding tonight after a five-week run. While some potential customers stayed away because of the reported smut, it will wind up with a fair enough \$52,000.

The Auditorium entered the legit scene

Boston Censors, Atlanta Doesn't

NEW YORK, Nov. 26.—Simultaneously with the censoring of five cuss words in Elmer Rice's *American Landscape* by an official in Boston, a court ruling in Atlanta championed the cause of an untethered stage.

In ordering five deletions on grounds of profanity, the *Pilgrim* censor, John J. Spencer, warned show district that further disregard of his dramatic standards would bring "rigorous action."

Action on part of Judge E. D. Thomas in Atlanta's Superior Court forbids, by way of a permanent injunction, municipal interference with production of *Forbidden Road*, which had been banned because of "improprieties" by the City Board of Review. Court ruled that the city ordinance authorizing censorship and banning of stage and screen shows by a board of review is unconstitutional and "illegal delegation of authority." Ordinance, which had previously covered only screen presentations, had recently been amended to control legit shows.

early this month, bringing back *The Women*, which lasted 10 weeks at the Erlanger last year. This time it was penciled in for a fortnight at this huge house, and at low prices grossed around \$20,000. Three capacity weeks are assured for George M. Cohan in *No, No, Nanette*, which was pre-sold for a number of days far in advance. It opened Monday and may remain for an indefinite run.

Erlanger, too, entered the scene early in November with the American Theater Society vehicle *Dame Nature*. Subscription business boosted total to a fair \$14,000, winding up strong when an earlier

(See LOOP LEGIT on page 27)

Chorus Girls on Their Feet Again With Record Upsurge in Tunefests

Chorus Equity reports highest employment in its history—seven musicals so far, with more to come—large casts in again—more \$ on Stem—dramas even with last year

NEW YORK, Nov. 26.—At the end of the fourth month of the Broadway legit season (figuring August 1 as the start) there is one major trend in evidence—the terrific comeback staged by the musical division. Thrown practically into the discard for the past few seasons, musicals have surged up this season to triple their number of productions over a similar period in 1937-38 and to score practically as many smash hits as the far more numerous dramatic shows. Trend was predicted last spring, with producers figuring that World's Fair customers will tote the cash for girly-girlies rather than heavy operas. But, although a heavy increase in the field was expected, few thought it would come so quickly or so strongly.

Buck Show Is Heavy Loser in Quarters Fire

PORTSMOUTH, Va., Nov. 26.—Property of the O. C. Buck Exposition, stored at 719 Middle street here, was destroyed by fire which started at 8 o'clock last night, the blaze originating in a store next door. Equipment, including nine riding devices, 15 trucks, 10 show outfits and other paraphernalia, is a mass of debris.

First estimates placed damage at between \$50,000 and \$80,000. Manager O. C. Buck, on a hunting trip in Vermont, had not been contacted this morning.

Show Secretary R. F. McLendon said that insurance coverage on the property was negligible and that announcement as to future plans would come after a check-up had been made.

Many Early Arrivals for Outdoor Showmen's Conventions in Chi

CHICAGO, Nov. 26.—Transformation of the Hotel Sherman lobby in preparation for the outdoor showmen's conventions which will get under way Monday began today, giving the Magic Carpet the appearance of a midway on opening day. A force of workmen is busy erecting a ride for display purposes and in a prominent spot is located the registration booth of the Showmen's League of America, where an attendant checks membership cards and issues a badge to each member registering.

The trek to Chicago started last week with the arrival of Mr. and Mrs. Mal Vaught from the Southwest. W. H. (Bill) Rice arrived Saturday, and on Monday Orville and Harry Hemmes, Mr.

and Mrs. Harry A. Illinois, Sam Gluskin, Dennis Pugh, Francis Healy, L. S. Hogan, Walter Hale, Jr. and Mrs. Abner K. Kline and Doc Wilson came on. Others have been arriving daily and the hotel lobby is a hum of activity. At the Showmen's League the clubrooms have been brightened up in anticipation of many visitors during the week of open house.

Workmen are busy in the exhibition hall of the Sherman installing NAAPB exhibits. There are many new ones in this year's line-up. Carnival and fair men will find much in these exhibits to interest them.

The Showmen's League banquet and (See MANY EARLY on page 26)

LNYP Maps Defense Against Brokers' Ticket Code Test

NEW YORK, Nov. 26.—As the League of New York Theaters has long anticipated, the Associated Theater Ticket Brokers, Inc., has announced plans to seek an injunction against the ticket code, a first step in an attempt "to blow this thing wide open." The League says it is prepared with defenses on whatever line of action complainants decide upon this week following selection of an attorney supplementing their own counsel, Nathan Lieberman. Unless re-

straining order comes thru beforehand, committees from the League and Actors' Equity will meet next Thursday to exchange reports on code operation and arrange for possible modification. Policy for handling New Year's Eve business will be set by League board Monday.

Backed by the support offered the League by Councilman Howard Spellman and License Commissioner Paul Moss in their announced legislative campaign. (See LNYP MAPS on page 6)

AEA Ponders Agents' Stand

To revoke licenses if threats materialize—may set up own casting bureau

NEW YORK, Nov. 26.—Should legit agents carry out their threats, which have been reported to the press but not to Actors' Equity Association, to ignore requirements for monthly reports, discontinue legit bookings, and apply for a court restraint on the union's limiting commissions to 8 per cent, Equity will revoke all such agents' licenses and set up its own casting bureau if necessary. Court action will be defended on basis of verdict of Supreme Court which sympathized with Equity's aims to protect (See AEA PONDERS on page 6)

News pertaining to the New York World's Fair and Golden Gate International Exposition in San Francisco, appears this week on pages 35, 36 and 47.

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LAWRENCE WELK (This Week's Cover Subject)

THE Champagne Music of Lawrence Welk... is exciting more and more people to the fact that popular music isn't all swing...

Born in Strasburg, N. D., in 1903, Lawrence started playing the organ at the age of 5, and turned to the accordion when he was 12.

Between 1930 and 1934 Lawrence played in several Texas hotels with a six-piece band that soon earned the appellation of "the biggest little band in America."

At this time he signed a management contract with Frederick Brothers Music Corp., which has since booked him into the Rainbow Ballroom, Denver; Chippewa Lake Park and Euclid Beach Park, Cleveland; Walled Lake Casino, Detroit; the Normandie, Boston; Club Greyhound, Louisville, and the Hotel Schroeder, Milwaukee.

Welk is currently cutting four sides a month on Vocalion records, and he is slated for a Paramount short soon. And if all that weren't enough to keep him busy, he also finds time to be a husband and the father of two children.

Coast FTP Up 100 Per Cent

"Run Chillun" and other hits double last season's take—1,432 employed

LOS ANGELES, Nov. 28.—Box-office take is hitting the upswing 100 per cent over same period last year for the local Federal Theater Project...

Top biz is recorded at Hollywood Playhouse, where FTP's two-a-day has played two weeks and brought in 13,800 customers for a take of \$8,000.

Prolog to Glory was first FTP hit this year, playing at Hollywood Playhouse. Got off to bad start but picked up later, playing to 20,000 people and grossing around \$14,000 for four weeks.

Myra Kinch dance concert followed Prolog and played to half houses, registering 10,000 ticket buyers for a take of \$5,000 for a 10-day run.

Scheduled to run only four weeks, Havin' Wonderful Time proved to be a decided hit and was held over an additional two. With 65-cent top it played to 41,000 people and grossed \$20,000 for the six weeks.

Much of success of FTP productions here can be attributed to praising job being handled by Peter O'Creedy, formerly with Disney and MGM, and Don Victor.

In spite of gripes from local out-of-work actors that FTP shows partiality in handing out assignments and that many nonprofessionals are working on the project, things appear to be running (See COAST FTP on page 37)

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

NICOLAS MATTHEY AND HIS GYPSY ORCHESTRA—Orchestra playing native Roumanian and gypsy music the like of which has seldom been heard on these shores—at least judging from the impression made by their album of Decca recordings.

SUZANNE SAVOY—harpsist heard recently in an entertainment at the Barbizon-Plaza Hotel, New York. An attractive brunet, she is a deft musician, equally adept at classical and popular numbers.

For LEGIT

MUSICAL

CATHERINE LITTLEFIELD—highly commercial choreographer who employs typically American subjects for her ballets. Caught recently at the Civic Opera House, Chicago, where she has been unusually successful, with her own group this season, staging a series of short and appealing subjects pointed for mass appeal.

FCC Hearing Staggers On; Ban Boiler Plate Hash; M'Ninch Hot

WASHINGTON, Nov. 28.—Federal Communications Commission investigation into chain broadcasting and monopoly is a flop so far, even to its sponsors, and on the FCC's part there is some effort to save the show by rewriting the script to some extent, but even this doesn't promise too much at this time.

events, his dissatisfaction has been outspoken on at least two occasions. First was his speech over the last week-end when he went down to White Sulphur Springs, W. Va., to address the Fourth District of the National Association of Broadcasters.

Those who have recently interviewed the chairman unanimously reveal the impression that McNinch is hoping for a "break" in the hearings which would at least have the semblance of discovering some tinges of monopoly.

Reasons for the dullness are being explained in trade circles as lack of confidence in the FCC. It is quite common in Washington investigations that interested persons will feed embarrassing questions to inquiry counsel for cross-



CONSIDERABLY more than pleasing attention should be given by the film industry to the written report recently submitted by Howard Dietz, chairman of the advertising committee of Motion Pictures' Greatest Year...

It is the opinion of Dietz, who is by far the most capable of film advertising and publicity men, that the organization should be manned by paid workers who would thoroughly function and have an objective.

The industry campaign drawing to a close has been characterized by many defects among which was the conspicuous lack of quality among the paid workers. The most important jobs had to be done in feverish haste and on time stolen from their regular work by men holding important jobs with film companies...

Will Hays has done a pretty good job of keeping the film industry out of trouble in the whirlpool of national and State politics; the Presbyterian Elder has also earned his salt by maneuvering the industry boat skillfully over the troubled waters of censorship inspired by church factions.

Despite published figures and the rhetorical outbursts of attaches of the Hays office we know and others whose gold is invested in Hollywood producing companies and theaters flung all over the country know that the industry has again reached a critical stage on the profit graph.

Assuming that films are carving even the bloated plutocrat tires of a steady diet of hors d'oeuvres. The public cannot be expected to swallow whole everything Hollywood hands out.

Product is poor because Hollywood has too much of an overburden placed on its creative talent. You can turn out as many automobiles as the public demands by opening up new factories and assembly plants.

Return Engagements Are the regular order of things among Flanders guests... HOTEL FLANDERS 47th to 48th STREETS East of Broadway Telephone BRyant 9-8570

THEATRE EQUIPMENT NEW & USED MOVIE SUPPLY CO., Ltd. 512 S. WABASH AVE. CHICAGO, ILL.

Low Cost Money Orders FOR MAILING People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. Postal Telegraph

TICKETS OF EVERY DISCRPTION. THE TOLEDO TICKET CO. TOLEDO, OHIO. SPECIAL PRINTED Roll or Machine 10,000 \$ 6.95 30,000 9.95 50,000 12.75 100,000 20.00 1,000,000 150.50

1939

the year for live talent

WHEN 1938 comes to a close—when holiday greetings pass from friend to friend and best wishes for the New Year are extended—those best wishes will have a truer ring for thousands of artists in all branches of the show business than they have had in many a year. For 1939, from every indication, will be the year for live talent.

- Today at least 400 theaters are using live talent—bringing about vaudeville's greatest day since 1929.
- Today legit road shows are breaking the records established by the hit attractions of the previous season.
- Today increased costs of mechanized radio entertainment combined with the growing strength of the American Federation of Radio Actors impels the belief that radio will employ more and more live talent in 1939.
- Today all talent in radio, vaudeville, night clubs and theaters sees television as a great source of future employment.
- Today more than 5,000 night clubs are using live talent and music—and the number of night clubs in the United States has increased each year since 1932 and is still increasing.
- Today more than 2,000 hotels are spending more than \$10,000,000 per year for live talent and music.
- Today there is a greater demand and more employment opportunities for dance orchestras and musicians in all branches of the show business than ever before.
- Today more chorus people are employed in musical comedy production than have been at any time since the start of Chorus Equity.
- Today two of the greatest Fairs in history are in preparation and are scheduled to open shortly. The New York World's Fair of 1939 and the San Francisco Golden Gate International Exposition **MUST** result in the creation of new outlets for a tremendous quantity of live talent.

In order to stimulate the interest of the entire amusement industry in the drive for the greater use of living entertainment, The Billboard will this year dedicate its 44th Anniversary and Holiday Greetings Number not only to the Spirit of the Season, but to the theme

1939

the year for live talent

Drug, Promotion Ads Led to FTC Investigation Past 4 Years

WASHINGTON, Nov. 28.—Federal Trade Commission, after four years' study of radio advertising, has developed an analysis showing the principal sources of false and misleading advertisements, segregated as to network, transcription and individual station type of broadcast, the latter being broken down as to time location and transmitting power. However, the FTC said that it's for the commission only.

During the year ended June 30, 1938, FTC received almost a half million radio continuities. Two-thirds came from individual stations, remainder from networks. At the end of the year only 38 continuity scripts remained to be read. Average reading per day amounted to 2,905 pages, and from this daily grind commission readers marked almost 23,000 broadcasts for further study.

Many stations asked for advice on certain advertisers and products, but the commission says that this information in many cases cannot be given because investigation is current on most of the advertisers in question.

Reviewing past four years in radio, commission says commodities which

come under investigation may be charted as follows:

Type of Commodity	Percentage which have been or will be investigated
Drugs, drug products, preparations and alleged remedies.....	30.5
Food products and beverages.....	8.8
Cosmetics and toiletries.....	6.1
Health devices, instruments and apparatus.....	5.3
Promotion plans, employment offers and novelty goods advertising.....	14.9
Correspondence courses, stamps, coins, entomological data and readings.....	12.5
Autos, radio, refrigerators and other equipment lines.....	9.0
Misc. apparel, tobacco, pet breeding, gasoline, oil, specialty hogs, materials and poultry raising.....	14.9

A fraction over 80 per cent of the cases investigated were turned up by the Federal Trade Commission itself, remainder coming from complaints. Questionnaires sent to advertisers in 733 cases ended in negotiation of 383 stipulations.

or prevent another from exercising a lawful trade. In the past courts have made exceptions to the law when the "combinations," such as trade organizations and unions, have been "infused with public interest." The 1933 ruling by the attorney-general of this State, exempting steamship tickets from Section 340 of the Business Law, may also be used to defer price-fixing phases of the code.

Awaiting this legal tiff, League has made plans to round up the 10 per cent still outside the code and will discuss operations with a fact-finding committee from Actors' Equity. Equity officials, dissatisfied with code enforcement, will ask the League to answer the briefs lodged by the brokers so as to squelch any complaints of unfairness.

When League board meets Monday it will work out a scheme whereby managers will be able to insure sale of New Year's Eve tickets without falling into a buy. A few theaters have been operating on a plan which recommends that brokers order cautiously, because all sales will be final. Malcontent brokers, then, have interpreted the procedure as a buy and therefore a code violation. Inasmuch as managers have not required ticket men to subscribe to any orders, officials of the code view the method as legitimate.

AEA PONDERERS

(Continued from page 3)
Its constituents. Court upheld Equity's franchise system.

According to Paul Dulzell, executive secretary, the union is little worried about the agents' intended maneuvers, which he felt would act as boomerangs to the percenters. The more rigid regulations being imposed on them now, he explained, were precipitated by their own howls. He expects, however, that the agents' reprisal move, if forthcoming, will leave just a few active agents, who with less competition for the dwindling number of jobs could make a living at the 5 per cent rate.

Should the agents take the issue to the union, Dulzell will propose that any fees they want above 5 per cent should be levied against the managers for whom they perform a casting service. If agents persist in their bolting he will replace them with selections from the hundreds of applications on file now. As a last resort Equity would render the employment service itself or recommend that managers undertake direct casting.

Broadway Beat

By GEORGE SPELVIN

MR. SPELVIN was slightly abashed this week when he received a pretty folder inviting him to meet—the new national croquet champion. . . . It was a very nice invitation (its cover reading: "It was at Aunt Dinah's (grocer party) and the list of sponsors looks like a society editor's dream—but the payoff is that one of Mr. Spelvin's stooges, believe it or not, will go. . . . That was The mink-bedecked Dorothy Kilgallen, the ink-stained aviator, snaking across Father Duffy Square the other day, oblivious of treacherous petrol wagons from the evidence of her column, she was probably thinking of food. . . . Incidentally, La Kilgallen's satiric campaign to have theater curtains raised at 9:30 for the benefit of poor rich gourmets who have to gulp their crepe suettes in order to make the first scene looked pretty sick after John Anderson got thru with it—and the young lady's attempt to retort to the retort only made it look even sicker. . . . Don Bullge, the tennis champ, is such a swing fan that when Tommy Dorsey went to play the Local 802 benefit last week Budge was glad to trot along—making himself useful by carrying Dorsey's trombone. . . . Add equine notes: The policeman's horse—with the policeman nowhere in evidence—blocking the 44th street sidewalk around 10:45 Tuesday night on its way into the lobby of the 44th Street Hotel. . . . And the 44th Street isn't even in the Mayor's chin!

Rapidly replacing the key to the curtain and the box of blackouts as a means of mildly hazing show business neophytes is the "Reading Book" invented by Sandy Strouse, young legal actor. The imaginary tome, according to its inventor, has a complicated system of codes and signs which are attached to a comprehensive compendium of all lines that an actor can be called on to read. The codes and signs refer (according to the legend) to instructions in the back of the book, telling just how to read the line. And further codes change the interpretation according to all possible inflections of the line ahead or the line following. According to Strouse the Myth Maker, only a couple of old copies survived from the days of rrp and stock when the book was extensively used, and whenever an actor gives a sensational first reading it's because he happens to own one. However, a few old copies are supposedly obtainable at certain book shops—which is why the Drama Book Shop and the Gotham Book Mart have had recent calls from incautious tyros in search of a "Reading Book." The height of the gag is that he's even been able to catch a couple of people who ought to know better.

After one trial the Hotel New Yorker's Terrace Room dropped its new game called Tune Tinker; it had the patrons making up new tunes out of pieces of music handed to them, with the band playing the results—but it proved too slow for the room. . . . In the Last Radio Theater's ethering of Confessions, Miriam Hopkins' name is Vera, but the character called Stella muffed the name a couple of times—and at one point in the proceedings it all sounded like a lot of triple-talk to Mr. Spelvin. . . . Incidentally, Jerry Franken, of the New York staff, is tearing out the infinitesimal amount of hair he still has because he muffed a major angle in his recent double-talk story; the angle was that one of the first, and probably still the best, practitioners of the double talk Lewis Carroll, the Alice in Wonderland guy, whose Jabberwocky is still at the top of the heap; it was Whitney Bolton who remembered the Carroll connection. . . . A local night club p. a. is cursing civic reform; he'd planned to have a midget apply for an auto license and have the license refused, snarling on plenty of resultant publicity—but just as he was planning the stunt the motor vehicle commissioner resigned under fire from the d. a.'s office, so the whole thing is off. . . . Ben Gross recently called Orson Welles' acting in a radio sketch with Nelson Hayes a "big thing"—but Welles did no acting on the program in question; he merely tried to sell some silverware.

MANITOWOC, Wis., Nov. 26.—Manitowoc was treated 65 its first legitimate show in 12 years when the Federal Theater's Post Road played the Capitol Theater here November 10 under the auspices of the local Kiwanis Club.

H. GRADY MANNING
invites you to stop at
HOTEL CONTINENTAL
(Formerly Kansas Chian.)
ROOMS WITH BATH from \$250
SERVICE AS USUAL dazing remodeling
K. GRADY MANNING, President
Baltimore at 11th Street
KANSAS CITY
MISSOURI

YOUR LOUD SPEAKER SYSTEM SHOULD ALWAYS GIVE 100% SERVICE
There is no reason why your equipment shouldn't function right. We make all types of repairs, FAST and REASONABLY. Also systems brought up to date.
ALL WORK GUARANTEED
RADIO LABORATORIES
37 West 46th St. New York City
BRyong 9-2127

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally
Conducted by MARTIN G. BRENNAN,
100 City Terrace, Building, Pitt Street, Sydney, Australia
Austrian Office of THE BILLBOARD

ROLL AND FOLDED TICKETS
As You Want 'Em When You Want 'Em
DAY AND NIGHT SERVICE
Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES—1x2 INCHES—NO C. O. D.

10,000.....\$4.95	30,000.....\$ 9.95	100,000.....\$20.00	Duplicate Coupons
20,000.....\$ 8.40	50,000.....\$12.75	200,000.....\$45.00	Double These Prices

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add \$5.00. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
1 ROLL.....\$50
3 ROLLS.....\$140
10 ROLLS.....\$380

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
\$50,000.00 Bond Guarantee Quality and Accuracy

"Ice Follies" Scores Cleveland Smash

CLEVELAND, Nov. 26.—Ice Follies of 1939 closed its week's run at the Arena here Sunday with a capacity crowd of 9,400 after a matinee that did nearly as well. Total estimated attendance for seven nights and one matinee, at 75 cents, \$1.35 and \$2.25, was 51,000. Opened to good houses and built rapidly, according to Lew Herget, treasurer of the Arena, playing three capacity houses, Friday, Saturday and Sunday nights.

Evelyn Chandler and Roy Shipstead receive top billing and are supported by Elaine Brock, Bruce Mares, Bess Ehrhardt, Les Hamilton, LaVerne Busher, Ann Haroldson, Idi Papes, Karl Zwack, Oscar Johnson, Ruby and Bobby Maxon, Harris Legg and McGowan and Mack Chorus of 40 girls and 12 boys completes the list of artists.

Show as given here was a smooth production and its two hours left the customers wanting more.

Circuit Stock Planned

MADISON, Wis., Nov. 26.—In the process of formation here is a circuit touring stock company headed by Al Jackson, with Charles Rahl as director. Both are local men; Jackson conducted a tent company here during the past summer. Plans call for one-night stands at small towns in the State, with opening tentatively set for the Portage Theater, Portage, December 4, with Roy Meek's Off. Other towns mentioned include Baraboo, Richland Center, Spring Green, Mt. Horeb and Wausau. The company will consist of six actors.

LNYT MAPS

(Continued from page 3)
brokers resolved to try for court relief and negotiated with an unaccredited broker to become a guinea pig for a test case. Petition for injunction will probably be based on Section 580 of the Penal Law and Section 340 of the Business Law, which make illegal any combinations designed to restrict marketing

MUSICALS GET

(Continued from page 3)
season that at any time since the boom days.

As for musicals, there have been seven presented to date, with only two bowing out as complete busts. The other five are still running nicely, and three of them, *Helzapoppin*, *Leave It to Me* and *The Boys From Syracuse*, are corraling bonanza grosses. Last season, at the same time only two tunesticks had been produced, and one of them, *Virginia*, was a prize foperoo.

More musicians are trying out and are in the works, with the season heading for a litter-dry record. As for dramatic shows, there's a strong chance that they may pick up around the holidays and go ahead of last year. Stem as a whole started strongly, with plenty of theaters occupied, and a round-up at the end of the third month instead of the fourth would have indicated a terrific year. At that time seven more shows were on Broadway than at the same time the previous year, November, however, saw production almost at a standstill, with the weak sisters of the early crop also falling off and a couple of long runners from the previous season bowing out here and taking to the road. As a result the number of shows now on the Stem (as of tonight) is three under last year. This week, however, saw a healthy spurt in presentations, with another good crop promised for next week. If the trend continues holiday week should be head and shoulders above last year.

In the middle of November there were 28 road shows touring the country, many of them doing heavy business. Compared with recent years, it's a healthy figure, and all indications again point to a smaller but much better theater in New York, with more shows again taking to the road. With smaller quantity and better quality in New York, a larger percentage of New York shows hit the hinterlands, with the result that the theater, if the trend continues, will again be spread throughout the country instead of being centered in Manhattan.

LOCAL ACT MAKES GOOD

WHN Piano Turn Good for Weekly G

NEW YORK, Nov. 26.—Earnings reported for a local radio act, Leroy, pianist on WHN here, are reported hitting unprecedented heights for a local radio act. Performer has a piano-teaching program on the station and is said to be grossing \$1,000 weekly from this act alone. This is a sharp contrast to the usual small takes of local commercial acts in radio, whether on a metropolitan station or small outlet. Customary thing for local acts is just about to get by, in the main. In the case of Leroy, whose first name is Perry, no comparative earnings for local acts in radio come to mind. As a matter of fact, Leroy's take, which is reported by sources who should know, is much better than many network commercial acts. Chain sustaining acts don't even know this kind of cabbage mist.

Pianist is on WHN six days a week, including Sunday, and has two shows per day. He features his piano instruction course and sells a replica of piano keyboard, with instructions on it. This goes at \$1 a copy. Information is that Leroy has been selling 1,000 of these replicas per week. It is figured his net runs between \$400 and \$500 weekly, after deducting for time on the station and other costs. Furthermore, Leroy's income is stated to increase materially, since it is planned to transcribe these piano lessons. Some 40 stations mentioned as due to get these discs.

Another piano-teaching program is being prepared by a New York radio producer, with Ed East at the keyboard.

NBC Spielers Shun Petrillo—Join AFRA

CHICAGO, Nov. 26.—Debating of whether NBC announcers here would join Jimmy Petrillo's music local or the American Federation of Radio Artists came to an abrupt close early this week when the spielers suddenly decided to cast their lot with AFRA and in so doing were also instrumental in getting some 13 production men at NBC to do likewise. Determining factor which, it is believed, decided the boys in favor of AFRA was the impending deal between AFRA and the ad agencies on scales for commercial shows. Although Petrillo had garnered a 20 per cent salary tilt for CBS announcers, production and sound men when he took them into his org over a year ago, he was not in a position to bargain an extra fee for commercials, a position which the mike-men definitely feel they should share in.

AFRA has been trying ever since its inception to crack the net announcer situation here but this coup at NBC has shown its first victory. WGN, the Mutual outlet, has no contract of any kind with AFRA and WBBM-CBS is still dealing with Petrillo on announcers, sound and production workers. AFRA, always claiming it has carte blanche over this field, plans to take immediate advantage of this opening breach and will start negotiating with NBC immediately for an announcers' contract.

Just what will happen between AFRA and Petrillo over the CBS problem is still a matter of conjecture, but it is believed that if AFRA gets a good contract with NBC for the newly organized spielers that Petrillo will turn his associate CBS members over, since his only "reason" for absorbing them at the time was due to a threat of the CIO making overtures to the boys. Petrillo says his keeping them in his org was to protect them from "outsiders" and that when any AFL union became "strong enough" he would be glad to release them and return their initiation fee.

Honor Sarnoff

PHILADELPHIA, Nov. 26.—David Sarnoff, president of RCA-Victor and chairman of the board of NBC, will be honored with the annual Poor Richard Club award for service to advertising at the organization's banquet on January 17. Last year the honor was awarded to Will Hays.

That Jitbug Influence

NEW YORK, Nov. 26.—Raymond Gram Swing is a noted newspaper man and foreign correspondent. He has been a radio commentator for some time, but that didn't stop The New York World Telegram listing his show as Raymond Gram, swing, one day this week.

Figured that Gram now tells what's the inside on Europe in a fast four-four rhythm.

Seek "Relief" From X-Word Telephones

DETROIT, Nov. 26.—CHLW had its telephone service interrupted, with over 100,000 residential telephones in Detroit out of service, after the station was swamped with calls in connection with its Crossword Puzzles of the Air program. Program is a radio version of the familiar parlor game, with a daily paper carrying the blank to be filled in. Announcers Jack White and Frank Burke read the definitions. Listeners completing the puzzles are to call the station to collect prizes put up by Sam's Out-Rate Drug Store, sponsor.

Excessive number of calls resulted in leads being placed on control boxes in the Michigan Telephone Co. offices so far above normal that the boxes were blown out. This happened several times. Calls to the station continued until about 2 a.m., program being on at 7:45 a.m.

Station asked Harry Goodman, New York radio producer, for "relief" in making the puzzles a little more difficult.

Trammell Appointed NBC Exec Vice-Pres.

CHICAGO, Nov. 26.—Niles Trammell, vice-president in charge of NBC's Central Division here, received word Friday from NBC proxy, Lenox R. Lohr, that he has been elected to the post of executive vice-president of the entire chain.

Trammell will take up his new duties in New York January 1. Although successor to Trammell has been officially announced, it is believed that Sidney Trotz, NBC program director here, will assume that position. Trammell has been in charge of NBC's Central Division since March, 1929.

Announcement was also made that Alfred H. Morton, manager of NBC's operated stations department, had been elected as another vice-president.

NBC Tests Cuffo Radio Gossip Scripts to Midwest Affiliates

CHICAGO, Nov. 26.—Press department of the NBC Central Division is hatching a new radio publicity plan designed to serve some 70 affiliated stations in this sector by means of a weekly 15-minute gossip broadcast script mailed to each outlet to be produced by its own staff. Idea has been submitted by press chief Bill Ray, and the go-ahead sign has been given on it this week. Ray contemplates another two-week interval before the necessary machinery can be put into action.

Tentative scheme is to send out two scripts, one to the Red and another to Blue outlets, and with the initial scripts a letter explaining the set-up and asking definitely whether or not the show will be used. If after this process of elimination the stout catches on at a majority of the affiliates NBC will no doubt go into the thing on a larger scale. Actual splicing time of the packaged shots will be about 12 minutes so that stations will be able to sell them commercially. This angle will be pushed by the Chi press department to insure more and permanent coverage. Ray is optimistic about the hoped-for recep-

Rash of New Fan Digest Mags Breaks Out; Four Are Now Due

NEW YORK, Nov. 26.—Radio listeners are about to be deluged with a flock of digest magazines devoted to condensing various talks and shows heard over the major networks and indie stations. First one announced was *Listeners' Digest*, of which George Eggleston is editor.

Tom Stevenson, of Washington, former son-in-law of FCC Commissioner Eugene O. Rytha, is likewise entering the field. Stevenson previously published a radio paper, *Broadcast Advertising*, which was merged some years back with the indus-

try's house organ, *Broadcasting*. Stevenson is using as title Stevenson's Review, it is reported.

Annenberg publishing group, which now has *Radio Guide* on the stands, is working at full speed on a new publication called *Radio Digest*. Go-ahead decision on this sheet was reached within the past 10 days, and publishers are putting forth every effort to get it into circulation before the others.

Radio Mirror, fan paper, has had a small digest section in its regular issues but is now going into the thing on a much broader scale. *Mirror* had been reprinting worth-while speeches and the like.

All the various press departments of stations and webs are being kept on the hop furnishing copies of speeches and general talks to the various mags. Only in rather unusual circumstances have the webs press departments kept such copies, program department usually keeping its file copy. Exhaustive requests of the proposed digests makes it that much tougher.

Actually the first digest of radio speeches was published by CBS. Called *Talks*, the book is digest size and has been issued quarterly for years. Network gave it out gratis, with only stuff heard on its own stations being used.

New publications are mostly planning a dime nick, according to report. Getting their material free, of course, holds editorial and publishing costs to the minimum. None will solicit or publish advertising.

WEMP Fires "Nazi"; Dies Group Named

MILWAUKEE, Nov. 26.—C. J. Lanphier, manager of WEMP, reports the removal of Bert Wetslog, president of the German-American Citizens Alliance, from all connections with two German hour programs heard over the station. Wetslog was recently named before the Dies committee at Washington as one of the leaders of the pro-Nazi, anti-Semitic movement in Milwaukee.

Lanphier said that until a few days ago Wetslog had an exclusive sales contract for both the morning program, known as *The Milwaukee Herald* hour, and the evening period, called the *German Hour*. Morning program is being continued as a German hour under the sponsorship of Sam Shapiro, head of a local radio store chain.

Leo Luedtke, one of the editors of Milwaukee *Herald-Sonntags Post*, declared in a front-page announcement that the paper's discontinuance of its morning broadcast "has been forced upon us against our will, by assertions and calculations similar to those largely responsible for the present sufferings of our Jewish countrymen in Germany. Our radio hour has been taken over by one Mr. Shapiro, but not our good will, reputation nor our radio audience."

Wetslog, who denied connections with Nazi groups, declared that arrangements satisfactory to both himself and WEMP have been made. He explained that one of his aides, William Kubath, has sold advertising time for the morning period by special arrangement with *The Herald*, but maintained it was not his program.

Lanphier said he was convinced that there had never been any Nazi propaganda broadcast on either program, and that requests for announcements of meetings of the German-American Volksbund have been denied.

Cormier Likely G. M. at WFIL

NEW YORK, Nov. 26.—Albert A. Cormier, who resigned as vice-president of Hearst Radio and general manager of WINS, local Hearst outlet, will most likely become general manager of WFIL, Philadelphia, in the very near future. Cormier's contract, expiring December 5 of this year, is understood to have included a clause whereby he shares in the sale proceeds of WINS to Milton Snow, advertising agency official. Snow now works on FCC desk.

The Cormier-WFIL deal has been in the wind some time. That Samuel Rosenbaum, WFIL head, has been ill recently has held up matters, it is said. Cormier, who started in radio at WOR years ago, resigned as general manager there about four years ago and became vice-president and sales head at WIP, Philadelphia. His new spot at WFIL would therefore have him as a rival of his former ballkick.

Reports from Philadelphia say things are all set. Cormier said this week that no deal had been concluded.

Whether Roger Clipp, present general manager of WFIL, would stay with the station is not known.

Sports Announcers Break Into Vaude

NEW YORK, Nov. 26.—Stan Lomax, sports commentator on WOR-Mutual, is breaking into a new vaude act with Buddy Hassett, first baseman of the Brooklyn Dodgers. Hassett is touted as quite a tenor. Lomax will fire questions at the diamond Caruso. If the act clicks in an EKO break-in, after the Lomax-Hassett team has played the circuit Lomax will team up with other players for more of it.

CHICAGO, Nov. 26.—A new vaude act has been formed by Bob Elson, WGN-Mutual sports speller, and Dixie Dean, Chicago Cubs pitcher.

Morgan Scrums Morris

NEW YORK, Nov. 26.—Russ Morgan, with the Philip Morris NBC program for more than a year, will exit about the middle of January. He may be replaced by either Henry Buse or Jan Savitt.

tion due to a partial survey already conducted some weeks ago.

Scripts will be built along the tried-and-true formula, including advance info on coming shows, personality bits, etc. CBS news will not be excluded from the chatter, but will naturally hold a minor position. Scripts going out to the Red net will be aimed at coverage of Red activity and likewise for stuff going to the Blue. Primary purpose of this arrangement is to prevent repetition in towns where there are both Red and Blue affiliates.

Although many of the towns in line to be serviced by this exploitation have newspaper radio columns, Ray feels it will not create hard feeling between press and radio. On the other hand, it may stimulate papers not giving radio space to change their policy. However, anything promoted along newspaper lines will be considered pure velvet.

A similar self-exploiting wholesale gossip plan has already been in effect for a few weeks from NBC's Hollywood branch and, according to reports, has caught on sufficiently to warrant continuation.

Radio Survey of Fresno, Calif.

CITY'S NIGHTTIME USE OF RADIO SETS FAR OVER AVERAGE . . . KAY KYSER, ED HILL, FIBBER MCGEE USUALLY STRONG . . . CHASE & SANBORN, LUX OFF

By JERRY FRANKEN

THE radio survey of Fresno, Calif., presented in this issue, was made from October 2-8, the original plan having been to publish the survey earlier. Plans were changed, however, to enable publication of a survey of Helena, Mont., so that the Helena study would reach print before the Federal Communications Commission started its monopoly hearings, now under way. The Fresno survey shows that this section is strongly radio-conscious, with use of radio sets hitting a very high figure, almost 57 per cent of the listeners interviewed saying they had used their sets at night. Additionally, the Californians appear to have good radio coverage, major networks supplying many of the programs heard, with local stations, KMJ and KARM, Fresno, likewise well reported.

Another point of interest in the Fresno survey bears on local programs. In previous surveys covering evening programs there have been very few local evening shows emerging as strong drawing cards, most evening shows being the same network attractions. There were four local shows which made good showings in Fresno, two

each on KARM and KMJ.

KARM had "King Football" and "Police Reporter," both local sustainers, with Bob Davies handling both shows. He is KARM's news editor. The gridiron show has been on the air since September, "Police Reporter" since last spring.

Two KMJ winners were "Your Visiting Friend" and "Sports Page of the Air." "Friend" is a sustainer, with a mike set up in the Hotel Californian for interviews. KMJ's sport show is a weekly quarter-hour stint, featuring sports interviews, Cameo Vineyards sponsoring. Show has been on the air more than five years.

Hour Shows

The weakest showing made by Chase & Sanborn program since The Billboard surveys started comes in the Fresno study, program running in third place and tied at that spot with "Hollywood Hotel." On the basis of actual mentions, also, as compared with other surveys, the C. & S. standing is below its own average.

The hour show leader is a newcomer to this rank, Kay Kyser's "Musical Klats" taking the lead spot for the

first time. Kyser is followed by "Good News of 1939." The Kraft Music Hall, by taking fifth, after the National Barn Dance, is also off its usual strength. The new Texaco show ranked sixth. Ninth spot for the Lux "Radio Theater," which is another to go against previous form. The table on page 8 of this issue gives the standings of all evening programs reported more than five times by Fresno listeners.

Half-Hour Shows

Jack Benny is in his usual No. 1 spot in the half-hour commercials, with Fibber McGee moving into second place, a good gain for this comedian. The Ripley show, now off the air, had third place. Two Coast shows, "Calling All Cars" and "Signal Carnival," went third and fourth, respectively. "Sig-

(See RADIO SURVEY on page 11)

Fresno Gets Seven

The survey of Fresno, Calif., published in this issue, shows that this city hears seven radio stations at night. Included is one Mexican station, XELO, Piedras Negras, Mexico. This is one of the stations which various Southern U. S. outlets have complained about as causing interference. There is an agreement pending among North, South and Central American nations covering radio frequency assignments.

- Stations heard in Fresno are:
- KARM, Fresno. 100 watts. CBS.
 - KFL, Los Angeles. 50,000 watts. NBC.
 - KGO, San Francisco. 7,500 watts. NBC.
 - KMJ, Fresno. 1,000 watts. NBC.
 - KNX, Los Angeles. 50,000 Watts. CBS.
 - KPO, San Francisco. 50,000 watts. NBC.
 - XELO, Piedras Negras, Mexico. 50,000 watts. 1110 kc.

Fresno Center of Rich Farm Territory; Biz Conditions OK

Fresno, the agricultural hub of California, is located in the heart of the San Joaquin Valley, the State's great farming empire. Annual farm income from this territory is \$150,000,000, with Fresno the distributing point. Chief crops are fruits, cotton, grain, hay, dairy products, live stock, vegetables, poultry and grapes. City is also center of dried fruit and sweet wine industry of America, and has large processing and packing plants. Within a small radius are more than a score of wineries with a combined storage capacity in excess of 30,000,000 gallons.

Fresno County contains 5,950 square miles. The city, since its founding in 1872, has had a sustained growth—with

population now more than 50,000, although retail trading area has been estimated as high as 90,000. Business and industrial area covers almost 100 blocks.

While slightly off in comparison to September, 1937, Fresno is still in advance of an average of the "so-called" prosperity era of 1919-'29. Bank debits during the first nine months of 1938 totaled \$263,218,007, as compared to \$251,269,205 recorded in the corresponding period last year.

Tourist trade is becoming increasingly important, there being three national parks, Yosemite, General Grant and Sequoia, in the immediate vicinity. Climate is steady, official figures over

(See FRESNO CENTER on page 11)

Leading Programs in Fresno

EVENING PROGRAMS

HOURLY SHOWS

(Reported Heard Once Weekly)

Kay Kyser Musical Klats	N	KMJ-39	39
Good News of 1939	N	KMJ-32	32
Chase & Sanborn	N	KPO-18	18
Hollywood Hotel	N	KARM-13	18
Alka-Seltzer National Barn Dance	N	KPO-15	15
Kraft Music Hall	N	KPO-15	15
Texaco Star Theater	N	KARM-9	9
Major Bowes	N	KNX-8	8
Lux Radio Theater	N	KNX-8	8
Symphony Hour	N	KPO-8	8
Town Hall	N	KPO-7	7
Ruby Valley	N	KPO-6	6
Carnation Contented Program	N		

45-MINUTE SHOWS

(Reported Heard Once Weekly)

Your Hit Parade	N	KNX-7	7
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HALF-HOUR SHOWS

(Reported Heard Four Times Weekly)

California Pension Plan	CRS	KMS-19	19
King Cowboy	L	XELO-6	6

(Reported Heard Four Times Weekly)

Wayne King Orchestra	N	KPO-8; KGO-3; KNX-7; KPO-1	28
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(Reported Heard Once Weekly)

Jack Benny	N	KMJ-56	56
Fibber McGee and Molly	N	KMJ-43	43
Believe It or Not	N	KMJ-30	30
Calling All Cars	N	KARM-26	26
Signal Central	N	KMJ-23	23
Eddie Cantor	N	KNX-18	18
Kate Smith	N	KARM-17	17
AF Johnson Show	N	KNX-16	16
Burns and Allen	N	KNX-15	15
One Man's Family	N	KPO-15	14
Voice of Firestone	N	KMJ-15	13
Seventy-Six Club	N	KMJ-12	12
Crouch Club	CRS	KMJ-4; KARM-7	11
Woodbury Hollywood Playhouse	N	KMJ-11	11
Sunday Evening Hour	N	KNX-10	10
On Wings of Melody	N	KMJ-9	9
American Album of Familiar Music	N	KPO-8	8
Ben Bernie	N	KARM-8	8
Kddie Duchin Orchestra	N	KMJ-8	8
March of Time	N	KPO-8	8
Paul Martin's Music	N	KMJ-7	7
Pick and Pat	N	KNX-7	7
True or False	N	KGO-7	7
Hour of Charming	N	KGO-6	6
Joe E. Brown	N	KGO-6	6
Tommy Dorsey's Orchestra	N	KPO-5	5
Blondette Merry-Co-Rounds	N	KPO-5	5
Joe Penner	N	KARM-5	5
Professor Quiz	N	KARM-5	5

15-MINUTE SHOWS

(Reported Heard Five Times Weekly)

Amos 'n' Andy	N	KMJ-156	156
Songs of the Lone Star State	N	KGO-8	8

(Reported Heard Four Times Weekly)

Howie Wing	N	KARM-33	33
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(Reported Heard Three Times Weekly)

Don't 'n' About	N	KNX-27	27
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(Reported Heard Twice Weekly)

Don't You Believe It	CRS	KMJ-23	23
Jimmie Fidler	N	KPO-12	12
University Explorer	N	KMJ-6	6
Joan Crawford Organ	N	KPO-5	5

(Reported Heard Once Weekly)

Walter Winchell	N	KMJ-13	13
Irene Rich for Welch	N	KMJ-11	11
Buddy Rogers' Orchestra	N	KMJ-10	10
Sportage of the Air	N	KMJ-9	9
Your Visiting Friends	N	KMJ-8	8
Musical Program	N	KMJ-7	7
I Want a Divorce	N	KMJ-5	5

5-MINUTE PROGRAM

(Reported Heard Twice)

Fresno Police Reporter	L	KARM-5	5
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NEWS PROGRAMS

News	15 min.	(5:00-5:15) L	KARM-69	69
Edwin C. Hill	15 min.	N	KMJ-63	63
News	15 min.	L	KMJ-35	35
News	15 min.	(8:30-8:45) L	KARM-29	29
Today's News	15 min.	L	KGO-15	15
News	15 min.	L	KPO-14	14
News (Headlines)	5 min.	N	KGO-13	13
Parade	15 min.	L	KNX-11	11
News	15 min.	(5:15-5:30) L	KARM-7	7
Last Minute News for Borden's	15 min.	CRS	KMJ-6	6

SPECIAL EVENTS

(Reported Heard Once)

Football (5-10:30)	L	KMJ-24	24
King Football (6:30-8:45)	L	KARM-7	7

EVENING PROGRAMS HEARD IN FRESNO, CALIF.

FROM OCTOBER 2 TO OCTOBER 8

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listeners	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listeners
8:00-8:15	Marshall Great Organ	N	KARM	1	8:00-8:05	News	N	KGO	13
8:00-8:15	Mayer Gordon's Rhapsody	N	KMJ	1	8:00-8:15	Walter Winchell	N	KMJ	130
8:00-8:15	Today's News	L	KGO	15	8:00-8:15	Amos and Andy	N	KMJ	130
8:00-8:15	News	L	KARM	60	8:00-8:15	Political Talk	L	KNX	3
8:00-8:15	Orchestra in Studio	N	KMJ	1	8:00-8:15	Henry Busch Orchestra	N	KARM	3
8:00-8:15	News	L	KMX	2	8:00-8:15	The Camera Speaks	N	KARM	3
8:00-8:15	Extracts	N	KPO	1	8:00-8:15	Oris Allison	N	KARM	1
8:00-8:10	Chase & Barber	N	KPO	18	8:00-8:10	San Diego	N	KARM	8
8:00-8:10	Redy (Falls)	N	KPO	7	8:00-8:10	Joe E. Brown	N	KNX	5
8:00-8:30	Movie News	N	KARM	33	8:00-8:00	Hoodoo Hot Shots	L	XELO	1
8:15-8:30	Song of the Lone Star State	N	KGO	3	8:00-8:00	Alba-Belcher Regional Barn Dance	N	KPO	18
8:15-8:30	The Dance Hour	N	KMJ	3	8:00-10:30	Football	L	KMJ	24
8:15-8:30	Last Minute News for Garden's	CRS	KMJ	6	8:05-8:15	Dance Hour	N	KGO	4
8:15-8:30	News	L	KARM	7	8:15-8:30	Irene Rich for Welch	N	KMJ	11
8:30-8:45	Marshall Gram, Organist	N	KARM	2	8:15-8:30	Edwin O. Hill	N	KMJ	23
8:30-8:45	Dick Tracy	N	KMJ	4	8:15-8:30	Lum and Abner	N	KNX	27
8:30-8:45	Songs We Remember	N	KMJ	1	8:15-8:30	You Shall Have Rhythm	N	KARM	1
8:30-8:45	Hobby Lobby	N	KPO	2	8:15-8:30	Richard's Rhapsodies	N	KGO	1
8:30-8:45	Joe Penner	N	KARM	5	8:15-8:30	Don't You Believe It	CRS	KMJ	23
8:30-8:45	Headlines on Parade	L	KNX	11	8:15-8:30	Vocal Varieties	N	KPO	2
8:30-8:45	Swing Mania	L	KARM	1	8:15-8:30	News	L	KARM	2
8:30-8:45	Concert Gems	L	KARM	4	8:15-8:30	Jane Willberg and Mary Cecilia's	N	KARM	3
8:00-8:15	Your Visiting Friends	N	KMJ	9		chairs		KGO	1
8:00-8:30	The Curtain Rises	N	KMJ	2	8:15-8:30	March of Progress	N	KGO	1
8:00-8:30	George Giesse Orchestra	CRS	KMJ	3	8:15-8:30	Benny Walker's Amusing	N	KGO	1
8:00-8:30	Sunday Evening Hour	N	KNX	10	8:15-8:30	Johnny Messner Orchestra	N	KGO	1
8:00-8:30	Manhattan Merry-Go-Round	N	KPO	50	8:15-8:30	Symphony Hour	N	KPO	6
8:00-8:30	Kapsler Organ	N	KARM	2	8:30-8:45	News	L	KARM	20
8:00-8:30	Hour of Organ	N	KGO	6	8:30-8:45	Jack Benny	N	KMJ	20
8:00-8:30	We, the People	N	KARM	4	8:30-8:45	Voices of Palestine	N	KMJ	13
8:00-8:30	Now and Then	N	KGO	1	8:30-8:45	William Foxwar's Orchestra	N	KGO	2
8:00-8:30	Paul Martin's Music	N	KMJ	7	8:30-8:45	Pick and Pal	N	KNX	7
8:00-8:30	School of the Air	N	KARM	3	8:30-8:45	Johnny Presents	N	KPO	2
8:00-8:30	Suzie Tone	N	KPO	1	8:30-8:45	Johnny Presents	N	KNX	2
8:00-8:30	Leg Radio Theater	N	KNX	5	8:30-8:45	Dag Town	N	KNX	2
8:00-8:30	Walter Ketter's Music	N	KPO	1	8:30-8:45	Paul Whitman's Orchestra	N	KNX	1
8:00-8:30	Good News of 1938	N	KMJ	22	8:30-8:45	Tony Dorsey Orchestra	N	KPO	10
8:00-8:30	Major Brass	N	KNX	5	8:30-8:45	Russ Morgan Orchestra	N	KGO	1
8:00-8:30	Hollywood Head	N	KARM	15	8:30-8:45	Death Valley Dery	N	KPO	2
8:00-8:30	Swing Skoda	N	KARM	1	8:30-8:45	California Pension Plan	CRS	KMJ	10
8:00-8:30	Lodging Maritain, Pianist	L	KMJ	3	8:30-8:45	Burns and Allen	N	KNX	15
8:00-8:30	Paul Carter, Organist	N	KPO	3	8:30-8:45	Paul Bonerava Orchestra	N	KARM	1
8:00-8:30	Reedley's Gold	N	KMJ	2	8:30-8:45	Down the Avenue	L	KARM	3
8:00-8:30	King Football	N	KARM	7	8:30-8:45	You Shall Have Rhythm	L	KARM	1
8:00-8:30	American Album of Familiar Music	N	KPO	8					
8:00-8:30	Eddy Duchin Orchestra	N	KMJ	8	8:00-8:30	Macal Arnold	N	KMJ	3
8:00-8:30	They Are Saying	L	KARM	1	8:00-8:30	Orchestra	N	KGO	1
8:00-8:30	Beany Goodman Orchestra	N	KNX	3	8:00-8:30	Night Editor	N	KPO	1
8:00-8:30	Fisher Mader and Molly	N	KMJ	43	8:00-8:30	Grouch Club	CRS	KMJ	4
8:00-8:30	Festival of Music	N	KMJ	2	8:00-8:30	Grouch Club	CRS	KARM	1
8:00-8:30	March of Time	N	KPO	3	8:00-8:30	Al Jolson Show	N	KNX	2
8:00-8:30	On Wings of Melody	N	KMJ	9	8:00-8:30	Gene Sauter	N	KNX	2
8:00-8:30	Stars of Tomorrow	N	KMJ	3	8:00-8:30	Kate Smith	N	KARM	17
8:00-8:30	Saturday Night Serenade	N	KARM	2	8:00-8:30	Eddie Fitzgerald	N	KARM	11
8:00-8:30	America Dances	N	KPO	1	8:00-8:30	Professor Quill	N	KARM	10
8:00-8:30	Texas Star Theater	N	KARM	9	8:00-10:00	Northwest House	N	KPO	3
8:00-8:30	Sourpuss	N	KMJ	2	8:00-10:00	Town Hall	N	KGO	3
8:00-8:30	Remembrance for Two	L	KARM	1	8:15-8:30	Dance Hour	N	KGO	1
8:00-8:30	Thrills from Great Organ	N	KMJ	4	8:15-8:30	I Want a Divorce	N	KMJ	1
8:00-8:30	Let's Kill 'em Slowly	N	KARM	1	8:15-8:30	Larry Gilman Orchestra	N	KMJ	1
8:00-8:30	Serenade of the Air	N	KMJ	10	8:15-8:30	Richard Steele	N	KMJ	1
8:00-8:30	Duddy Rogers Orchestra	N	KMJ	23	8:15-8:30	Ship Field's Orchestra	N	KMJ	3
8:00-8:30	Sinal, Cathedral	N	KMJ	23	8:15-8:30	Earl Hines Orchestra	N	KMJ	1
8:00-8:30	King Cowboy	N	XELO	4	8:30-8:45	Stanford U. Program	N	KGO	1
8:00-8:30	Orchestra	N	KMJ	2	8:30-8:45	Columbia Gateway Club	N	KARM	1
8:00-8:30	Wayne King Orchestra	N	KNX	7	8:30-8:45	People's Thoughts	N	KMJ	3
8:00-8:30	Wayne King Orchestra	N	KPO	11	8:30-8:45	Harry Owens Orchestra	N	KMJ	3
8:00-8:30	Variety Program	N	KPO	4	8:30-8:45	Safety First	N	KPO	14
8:00-8:30	Political Talk	N	KGO	7	8:30-10:00	One Man's Family	N	KPO	1
8:00-8:30	True or False	N	KNX	7	8:30-10:00	Battle of Seas	N	KPO	2
8:00-8:30	Your Hit Parade	N	KPO	6	8:30-10:00	Battle of Seas	N	KMJ	2
8:00-8:30	Carrollton Orchestra	N	KMJ	29	8:30-10:00	Dick Harrier Orchestra	L	KARM	1
8:00-8:30	Key Keyer Musical Klub	N	KPO	35	8:30-10:00	George McNeil "Berenice" Program	N	KNX	3
8:00-8:30	Kraft Music Hall	N	KARM	2	8:30-10:00	Wayne King Orchestra	N	KPO	2
8:00-8:30	Fresno Police Reporter	N	KARM	2	8:30-10:00	Wayne King Orchestra	N	KGO	2
8:00-8:30	Dance Tunes	N	KMJ	6	8:30-10:00	Opportunity Theater	N	KGO	2
8:00-8:30	NBO Jamboree	N	KMJ	2	8:45-10:00	University Explorer	N	KMJ	1
8:00-8:30	High Kuchel	N	KMJ	2	8:45-10:00	Whispering Jack Smith	N	KARM	1
8:00-8:30	Jimmie Fidler	N	KMJ	2	8:45-10:00	Moods in Three-Quarter Time	N	KMJ	1
8:00-8:30	Felix Knight, Tenor	N	KARM	2					
8:00-8:30	Evening School	L	KMJ	2	10:00-10:15	News	L	KPO	14
8:00-8:30	Woodbury Hollywood Playhouse	N	KNX	14	10:00-10:15	News	L	KNX	4
8:00-8:30	Eddie Cantor	N	KNX	14	10:00-10:15	News	L	KMJ	30
8:00-8:30	Highly It or Not (Play)	N	KMJ	30	10:00-10:15	Spring Time	N	KARM	1
8:00-8:30	Celipse Ann-H. Bishop	N	KARM	4	10:00-10:15	News	L	KPI	1
8:00-8:30	NBC Musical Show	N	KGO	3	10:00-10:15	Marshall Gram, Organist	N	KARM	1
8:00-8:30	People I Have Known	N	KMJ	3	10:00-10:15	Chen Kenney	N	KARM	1
8:00-8:30	Calling All Cars	N	KARM	20	10:00-10:30	Westling Marches	L	KMJ	3
8:00-8:30	Seventy-Six Club	N	KMJ	12	10:00-10:30	Ted Weems Orchestra	N	KARM	3
8:00-8:30	Concert in Rhythm	N	KGO	1	10:00-11:00	Roy West Orchestra	CRS	KMJ	1
8:00-8:30	The State of a Nation	N	KMJ	1	10:45-11:00	Larry Kent Orchestra	N	KARM	1
8:00-8:30	Spela Service Boys	N	KARM	4	10:45-11:15	Ted Weems Orchestra	N	KARM	1
8:00-8:30	Joan Crawford, Organist	N	KPO	5	11:00-11:15	News	L	KGO	1
8:00-8:30	American Virtuosity	N	KARM	2	11:00-11:30	Fredde Martin Orchestra	N	KMJ	2

CRS—California Radio System (Group of California Stations)
This survey prepared for The Billboard by Market Research Corp. of America.

Huston Auditions In "Tutt and Tutt"

NEW YORK, Nov. 26.—Young & Rubicam Advertising Agency will audition Tuesday a radio version of Arthur Train's stories built around the character of

Ephraim Tutt, lawyer. Walter Huston is starred in the series which Paul Moss' foe is directing. Ann Shepard is featured in the cast.

Radio adaptations are being written by Arch Oboler, with the William Morris office handling the show. Tutt stories are widely known thru book and Saturday Evening Post publication.

NAB Group To Ponder Self-Regulation Plan

WASHINGTON, Nov. 26.—In line with the National Association of Broadcasters' plan for self-regulation within the industry, Neville Miller, NAB chief, has appointed a committee to study methods of obtaining this end. Action follows re-

cent discussions of the NAB executive committee. Group appointed by Miller will also attempt to set up program standards, and report to NAB board December 12 or 13.

Miller appointees are Edward Klauber, Lenox Low, Theodore Strubart, Paul Morancy, Edgar Bill and Ed Crasby. Miller is chairman.

Radio Talent

By JERRY LESSER

JOHN WHEELER is going to be murdered December 3, but he's only playing on the Wharton Laves show of that date. . . . **Jimmy Tansy**, who plays Danny O'Neill on *The O'Neills*, was held up and robbed three times in the past three years, last time having been this past week. He put up a bout of a fight against four ruffians, but received a gun butt under the chin which necessitated four stitches. . . . **Mitz** could play the ingenue, Susan White, on *The White Family*, a recorded series for the American Banking Association. . . . **Senora Ortega** does *See Kirby*, the movie director, on the *Myrt and Marge* show. . . . **Frank Butler**, actor and announcer, sells a script every once in a while and has just put over a double, having just sold two to NBC. He writes them himself. . . . **Charles La Torre** leaves soon for a road tour of *Idiot's Delights*. . . . **Chick Vincent**, of *Transatlantic*, joins the ranks of benefactors this Saturday night, and **Barbara Weeks** and **Karl Frank** become one on the same evening.

Girls, I'm Thru from Chgo. Chgo. A few days later he received the following letter: "You are all web. The song *Wait Till the Cows Come Home* is from *Jack of Lantern*, not from *Chu Chin Chow*. . . . **Howard Merrill** just became a syndicated columnist by signing with *Esquire* Features of Chicago. He writes a daily column for newspapers in the United States, Canada and Great Britain entitled *This Minute*. Merrill is 22 years old, probably the youngest syndicated columnist, and already has a background of years in the theater, radio and pictures. . . . **James Stack** and **Leonardo Bercovici** direct a new five-a-weeker on NBC entitled *Central City*. The cast includes **Salena Royle**, **Van Hellin**, **Elizabeth Eric** and **John Melville**, with **Tom Powers** doing the narrating and **Geoffrey Bryant** handling the announcing. . . . **Eddie Albert**, who was in Boston, with the troupe of the new *Abbott* show, *The Boys From Syracuse*, has just seen the picture *Brother Rat*, in which he stars. He had to leave Hollywood before the picture was cut.

This may sound like so much baby stuff, but **Madeleine Pierce**, who does most of the child characterizations around these here parts, recently stated with a friend whose one-year-old baby was very ill and cranky. The baby had never made **Madeleine's** acquaintance before, but after a 15-minute session of palpatation in the child's native tongue (Baby talk), the child was physically-improved and offered to share her toys with **Madeleine**. Don't ya wish you're was a baby—and sick? . . . The worm has turned for **Joe Grandy**; Joe has been doing nothing but villains for years, but on the recent NBC dramatization, "The Reaffirmation of Mother Cambrink," he played the kindly Archdeacon. Do wine and people mellow with age?

TUBS may prove how attentively people listen to their radios (not another Mam scare, just a laugh): On a good broadcast **Frank Crumit** sang *Goodbye*,

Robert McLaughlin, producer, playwright and manager of the Ohio Theater, Cleveland, for many years, is critically ill. A word of cheer from all those who have worked for him in the past will reach him at St. Sinai Hospital, Cleveland. . . . **Fred Irving Lewis** escaped serious injury when a speeding cab ran into his car the other evening. He sustained an injured knee. . . . **Jack Beck** plays straight for *Zeks Manners*, mountaineer comedian now turned city shteker, Sundays over *WMOG*. **Art Elmer** plays *Mr. Tomstone* on the same series. . . . **Effie Palmer**, who plays *Ma Parker* on the "Seth Parker" show, is now doing *Mrs. Lavender* on the "Jane Arden" script. She also does all the women on the "Dog Heroes" show, in which **Harry Swan** portrays all the men. . . . **Julien Noe** is the new heavy on the "This Day Is Ours" show.

Advertisers and Agencies

By PAUL ACKERMAN

COCA-COLA reported to have bought 100 Men and a Girl last week for a symphony orchestra program with **Stokowski** conducting. **Hillegarde** may be the femme. . . . **Bill Thomas, Young & Rubicam**, New York office, on a trip to the Coast. . . . **NBC Kidoodlers** set for a series of 26 transcribed 15-minute programs for **Dr. Pepper**, soft drink. Contract option clause calls for other recording groups to go broadcast on the Dixie network. . . . Ten additional telephone operators have been added to **Harry Goodman's Ludvig B** program. Show now on in 29 cities for dairy companies, breweries, jewelry shops, milling companies, furniture stores, etc. . . . **L. P. Triggs**, for many years copy chief with **Charles Daniel Grey Co.**, now with copy staff of **Rathrauff & Ryan**.

pointed vice-president of **Federal Transcribed Programs, Inc.** . . . **David Frederick**, editor of *Tide*, appointed president and publisher, succeeding **Frank McCullough**. **McCullough** returned to **Young & Rubicam**. . . . **Radio Rogues** guest with **Tommy Riggs** December 10. **Charles M. Adell** appointed manager of Detroit office of **Weed & Co.**, station rep. **M. J. (Mike) Thoman** will join the sales staff of **Weed's Chicago office**.

NBC notes: **William Kostka**, formerly associate publisher of *Everyday Photography*, one time editor of *Modern Mechanics* and formerly with **INS**, has joined **NBC** press department. **Hubert Chain**, scripter in **NBC's** department, to marry **Katherine Hoffner** in December. . . . New post at **NBC**—editor of international division—goes to **Hudson Hawley**, formerly of **INS** and **King Features**. . . . **William S. Rainey**, **NBC** production head, back on job after an appendectomy at **Lenox Hill Hospital**. . . . **Dowry Sturgell**, field engineer, accompanying **Ed Tomlinson** to **Lima, Peru**. . . . **Alice Bradford**, formerly of *Time* mag., now assistant to **Julian (Pete) Street Jr.** . . . **Lisa Lundin** promoted from secretary to staff assistant to **Wayne Randall**, replacing **Bill Betts**. . . . **Jack Adams**, of **Erwin-Wasey**, ill with a cold.

Chicago Air Briefs

By HAROLD HUMPHREY

HARRY MARTIN Enterprises is getting out a local radio almanac to list radio workers according to type, availability and home address for a fee of \$2.50 per week. . . . **Fred Loring** has left the **Tom Peadale** office here to join the **Peris-Livingstone** publicity firm. . . . **Wanda** watches suddenly dropped **Capt. Donald Warner's** commentator stint, over **WG** after only a three-week run—too costly. . . . **Er-WBBM** announcer **Paul Dogty** finally fell heir to the spilling

job on the **Carnation Contented** program, replacing **Fort Pearson** after much phlegmaging on the part of the sponsor. . . . **WBBM** has substituted a flock of **Junior Lengua** for that 26-week charity stanza of the **Council of Social Agencies**, taking 15 away from professional because the **CSA** didn't want to fork over **AFPA** scale. . . . **Roy Maypole Jr.**, kid actor of a few years back, returns to **Detroit's WWJ** production staff, the same station where (See AIR BRIEFS on opposite page)

Program Reviews

EST Unless Otherwise Indicated

Robert Benchley

Reviewed Sunday, 10-10:30 p.m. Style—Comedy and orchestra. Sponsor—P. Lorillard Co. Agency—Lennen & Mitchell, Station—WABC (CBS network).

Robert Benchley, author, humorist, motion picture actor, dramatic critic and Algonquin Hotel landmark, started a new phase of activities as starred comic on a new radio program sponsored by **Old Gold** cigars. With him are **Artie Shaw** and his excellent swing orchestra and **Dick Todd**, vocalist. Largely thru his film shorts, **Benchley** is known to a lot of people today who probably did not know him a little while back. Similarly, he'll probably become wider known as he continues to make shorts for **Metro-Goldwyn-Mayer**.

The first program was fair. There seemed a definite attempt on **Benchley's** part to play to an audience level lower than he plays to in his film shorts. There wasn't a belly laugh in the show, altho there was a constant flow of chuckles, mainly in the two featured portions of the program, a sketch about imitating a neighbor's brat and a travel burlesque. If **Benchley** wants to maintain a rating which will keep him in company with other leading radio comedians, he'll have to improve his program. As it is, the show is one which will not go on the must list; rather, it's a program which, if tuned in accidentally, will keep listeners comfortably amused.

Artie Shaw, with his clarinet and orchestra, stood out in their contribution, really beating out some excellent swing and not blary. **Dick Todd's** crooning is a little better than standard. Nice voice quality.

Commercials stress the double cellophane wrappings. One plug said there would be no effort to force sales of **Old Gold** ciggies; later plugs belied this. The program is also carried on **WGN** in New York.

Carson Robison and His Buckaroos

Reviewed Monday, 9-8:30 p.m. Style—Song and dramatic sketch. Sponsor—Musterole Co. Agency—Erwin, Wasey, Station—WJZ (NBC-Blue network).

Carson Robison is a long established radio veteran. He and his **Buckaroos** have been around for a long time, with the **Erwin, Wasey** agency keeping them busy for years. The set is a strong corn attraction which likely doesn't pull audiences in New York City, but undoubtedly has hordes of followers out of town. This program, for **Musterole**, consists of singing, mostly folk and Western songs, plus a really corny and schmalzy heart and flowers dramatization. This one concerned a good man gone bad and his regeneration thru the efforts of the clergyman in the Western town. Sketch is introduced as a true occurrence, with **Robison** as sheriff of the town. The playing was in keeping with the type of sketch, with a teardrop in 'most every sentence.

Buckaroos' personnel includes **Bill** and **John Mitchell**, **Pearl Mitchell**, **Dick Sawyer** and **Dick von Hallburg**. Of its type, the music is good. In addition to the commercials for **Musterole**, a spiel for **Zemo** is added at the end of the show.

The **Al Pearce** show is on the **Red**, and the **Monday Night Show** on **CBS** at the same time.

"Happy Gilmans"

Reviewed Friday, 1:45-2 p.m. Style—Sketch. Agency—Blackett-Sample-Hummert, Station—WEAF (NBC Red network).

Following the customary long commercial preamble, **Happy Gilmans** purports to tell the story, announcements says, of "an average American family." Seems as tho every script on the air has something of that kind in the pre-noon spiel. **Gilmans** is no better, nor worse than the average strip show—but for first-grade family stuff it's still necessary to listen to **One Man's Family**. Right **Stan Gilman** is awfully broken up. **Stan** it seems has become

a local football hero and a nasty old coach has barred him from the **Big Game** because he broke training rules. Much heartbreak, until just as the show ended the coach surprised no one by calling on the phone. **Ma Gilman** then starts worrying plus. Thanks if **Stan** is reinstated there's no telling how far his head will swell. Performances are okay. **Franken.**

"Olympics of the Air"

Reviewed Monday, 7-7:30 p.m. Style—Quiz. Sustaining over **KMBC** (Kansas City, Mo.).

Something new for **Kayco** dealers is *Olympics of the Air*, with **Jack Starr**, sports speller. Idea is similar to other shows but looms potentially strong because local peeps face the mike. Starr fires questions, and some of 'em are pretty snappy. Allbear on sports. Person with the highest score after four "quarters" of questioning wins the magnificent sum of a dollar.

Starr gets excited, talks much too rapidly and tho noting as emcee and judge often appears as if he weren't sure of the correct answers himself. He gets good assistance from **Betty Corbin**, of the **KMBC** staff, in private life **Betty Smith**, daughter of **Bryce B. Smith**, Kansas City's mayor. **Paul Terry** announces. A dollar is paid persona sending in questions, local sporting events thus getting good plugs. Timing on program caught was off, and the contest sagged in spots, otherwise it went off neatly. But for men mainly. **Dexter.**

"The Food Scout"

Reviewed Wednesday, 8:15-8:30 a.m. Style—Food talk. Sponsor—Kansas City Wholesale Grocery Co. Agency—R. J. Potts Co. Station—**KMBC** (Kansas City, Mo.).

Piped in thru a portable transmitter from the city market each morning except Saturday, this quarter-hour offering is down the alley for housewives. **Alene Hoyt**, with a friendly voice, acts as a reporter and gives the latest info on prices of foods received at the market. She also tells if the quality is good. Adding to the strength of **Mrs. Hoyt's** reportorial ability is the fact she stops hucksters, dealers, customers and others and puts them on the air, questioning them on food topics she thinks will interest her femme audience.

Jack Starr handles the commercials adequately. **Mrs. Hoyt** ingeniously works in a plug or three herself during the course of each show but not too frequently to lose her listeners.

First of its kind to go on the air here. **Dexter.**

"To Storyland With Patty"

Reviewed Tuesday, 5-5:15 p.m. Style—Story telling. Sustaining on **WEGR** (Buffalo).

Federal Communications Commission and radio critics can't nag this show, and the kiddies should certainly go for it. **Lillian Haviland**, scripter of the 15-minute period, has had a lot of experience writing for kids. **Mrs. Haviland**, in private life **Mrs. L. H. Georges**, tells a request story every Tuesday. First in the series was *The Gingerbread Men*, in which was created a sensitive atmosphere that should bring even adults to the dial.

Working on assumption that kids have been neglected in the nationwide contest case, **Mrs. Haviland** on Thursday gives a \$5 prize for the best story submitted by kids. In the event the kid is good at it, he is given a chance to read his brainstrom on the program.

Program undoubtedly has possibilities for a sponsor aiming at juvenile audiences. Participation in the program activities is a good interest builder for the kids, and **Mrs. Haviland's** stories are refreshingly off the beaten path. **Warner.**

Jane Warren

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

Latest find sponsored under the **Reddy Villes** name. **Jane Warren** (Early

Schools), a 14-year-old miss already under contract to Sam Goldwyn on the Coast, began a series of eight appearances on the program all to emanate from Hollywood, Thursday, November 24. Apparently a looker as well as a gifted child singer, she is obviously about to receive the necessary name build-up thru these airings prior to screen acceptance.

Heard in but one selection, Will You Remember?, from *Meffins*, impression received was not quite of the rave order, but of a grade high enough to understand why, with the glamour of the forthcoming build-up, she might approximate the Diana Durbin stature. She has a good soprano, nothing unusual or exceptional till she hits the high ones. There her tones are of a crystalline brilliance. Considering her age, voice is amazingly mature in tone and of a remarkable range. Without a doubt headed for a program of her own after completion of her prep courses under Vallee. *Colson.*

"Adventures of Gimble"

Reviewed Sunday, 12:30-12:45 p.m. CST. Style—Narrative. Sponsor—Gmel Bros. Co. Station—WISN (Milwaukee).

An elephant helper for Santa Claus—this is the latest brainchild concocted for the edification of youngsters. While the adventures of this character—who is able to speak with Santa via short-wave radio—and his sister, Ellie, reminds us of a nightmare the result of an overdose of Welsh rabbit, presumably the kiddies eat it up. Or do they?

Listeners are urged to send in their request for gifts from Santa Claus to Gimble, because "an elephant never forgets." An invitation is also extended to visit the characters in the flesh, who perform thrice daily on the store's third floor in connection with the Will H. Hill Society Circus.

Program aired week days at 5:15 p.m. and has been instituted to counteract Billie, the Brownie, heard daily at 4:45 p.m. for Ed Schuster & Co., which has proved WTAM's greatest mail puller. Somehow a shipwrecked elephant, his subsequent rescue and circus life, don't tie up any too neatly with old Saint Nick. *Brunner.*

"Mid-afternoon Madness"

Reviewed Tuesday, 3-4 p.m. CST. Style—Variety. Sustaining over KWK (St. Louis) and KWOS (Jefferson City).

If it's variety you're after you'll find it here. In fact, there's more than a suspicion that there's too much of it. *Mid-afternoon Madness* is exactly what the name implies, an hour of insane skits and bits that tends toward entertainment and not infrequently achieves it.

Gary Morfitt, as emcee, is good, and the rest of the members of the KWK staff rally round in pretty fair shape. There's work for everything and everyone, but there's such a mix-up of personalities and hodgepodge of ideas that it's hard to make sense out of the piece. Morfitt's gags sometimes reek, but when he lays an egg he usually picks it up in a manner that brings laughs. The band, referred to usually as the Gentlemen of Jam, does a fair job for a studio lot.

The boys operate under so many pseudonyms that you'd think half the city of St. Louis instead of merely the station staff is airing the show.

Should be cut to half an hour and we some 20th century gags. *Jackson.*

AIR BRIEFS

(Continued from opposite page) He made his debut 10 years ago. . . . Paul Lord, local APRA treasurer, was added this week as Chi rep to the national board, upping Chi's quota to five.

Francis Healy, ex-*Harst* newspaper man, is in town trying to interest a sponsor in a new type "local color" show. . . . *Wolfe-Meyerhoff, Inc.*, has turned the *Whipley "Sootierood Salinas"* show over to *George Livingstone* for publishing. . . . *Sudden*

Correction

In a recent news story it was stated in connection with sponsorship of the Johnson Family on the Mutual Broadcasting System that Ramsdell, Inc., was "an offshoot of Daggett & Ramsdell."

McCann-Erickson, agency for Daggett & Ramsdell, points out that the companies have not been related in any way for years.

Nighttime Radio Use. Sock 57% in Fresno

Listeners questioned as to use of radio receivers during the evening in Fresno, Calif., returned an unusually high percentage of listening. There were 1,102 completed interviews made covering nighttime listening. Of these, 688, or almost 57 per cent, stated they had used their sets. This, an exceptionally high figure, compares with the average of 35 or 40 per cent reported in other cities.

Complete figures, showing Wednesday to be the favorite listening night in Fresno, follow:

Table with 3 columns: Day, Listening, Not Listening. Rows for Wednesday through Saturday, and Totals.

passing of Peggy Atlas, wife of Ralph Atlas, president of WJJD-WIND, lent a sad tone to radio row Friday. . . . Vern Smith and Virginia Lee netted over 100 Thanksgiving baskets from an appeal over their "I Want a Job" program. . . . Jack Burnett, WGN sports-writer, is back from his North Carolina-New Orleans trek. . . . Deletion of Ulmer Turner's Herald & Examiner radio column from the late addition Wednesday caused plenty of speculation, since a new editor, Jerry Karpf, just took over, but pillar was back Thursday, and space exigency was the only reason for the one-day dropping.

WBHM has the actors on that new *The Camera Talks* shot posing as glorified guinea pigs by remaining in the studio for an extra half hour after the show so the audience can point their cameras at the Theopians and the prize shot each week nets a new picture-box for the winner. . . . Bruce Kamman, the professor on NBC's *Kaltenmeyer's Kindergarten*, is an alumnus of the Hagenbeck-Wallace Circus. . . . A couple of the

FCC Hearing Staggers On; Ban Boiler Plate Hash; M'Ninch Hot

(Continued from page 4) examination. During this hearing this has been absent. FCC counsel William J. Dempsey has had to rely almost entirely upon his own ingenuity in framing questions, and his experience with radio is limited.

Hearings originally planned on an ambitious scale have been trimmed to four days per week to permit the committee to do some regular work. Hearings are now planned to run from Tuesdays thru Fridays. So far the log looks like this:

Log To Date

MONDAY, November 14. David Sarnoff for both RCA and NBC welcomed the FCC hearings as an opportunity to tell the Commission how radio has advanced. George Engels, NBC vice-president, covered the formation of NBC talent organizations.

TUESDAY, November 15. Daniel S. Tutthill went in to substitute for Engels and gave a description of artist bureau work. He revealed that artist bureaus have to be personal advisers to talent under contract with their personal affairs, such as clothes, family relations, etc., all coming under the general head of services rendered to the artists. Commission percentages, he said, varied according to the type of performance—radio bookings, 8.5 per cent; concert, 10 per cent; movies, 14 per cent; private entertainment, 10 per cent; and contracts under Civic Concerts Service, 20 per cent. Tutthill explained that commissions handled necessary administrative work and to some extent promotion.

WEDNESDAY, November 16. Hugh M. Berville, NBC chief statistician, was on the stand. First part of the day devoted to ending examination of Tutthill. Berville contribution limited to listener habits and the revelation that New York programs on the Network were decreasing.

outlets here have been toying with the idea of furnishing public schools with receiver sets for educational broadcasts.

Hilton L. Remley has been appointed studio supervisor at WJJD, replacing Jack Hayes. . . . The song pluggers' colony around here is all a-twitter wondering if the hotels will return to the air after January 15, which rounds out a full year that they have been off the ether.

RADIO SURVEY

(Continued from page 8) nal" show is a popular Coast program, as is the "Grouch Club" show, further down in the half-hour rankings. Kate Smith, heard for half an hour on KABC; Al Jolson, Burns and Allen and the Firestone show are closely bunched.

Quarter-Hour Shows

It looks as the Fresno really goes for "Amos 'n' Andy," this team scoring more mentions than any other reported program, with 106 for its total. Also showing strength in this bracket were "Howie Wing" and "Lum 'n' Abner." In the twice-a-week group, "Don't You Believe It" scored well, Jimmie Fidler dueling. Walter Winchell tops the once-a-week quarter-hour shows.

News

News makes a uniformly strong showing, with Edwin C. Hill doing exceptionally well. On the air twice weekly, Hill gathered 63 mentions, more than any other show of this kind and beating all but one of the five-times-a-week news shows.

The Billboard survey of Fresno, prepared by the Market Research Corp. of America, will deal with daytime programs in the next issue.

FRESNO CENTER

(Continued from page 8) the last 20 years giving Fresno an average of over 73 per cent of possible sunshine. Weather during the survey period was fair.

City has considerable night life, some of the better-known dine-and-dance spots being Harlem Inn, La Boheme, Avery's niter, Rogers' Cafe niter, Shanghai Cafe, Sweet's Cafe, Cozy Inn Cafe and Patty's Cocktail Bar. In addition there are the Wagon Wheel Ballroom, Herman J. Pieper's Ballroom and

THURSDAY, November 17: NBC's vice-president in charge of programs, John Royal, took the stand to describe program policies. He told the FCC that NBC imposed a company regulation upon its advertisers that they must give the other side on their own time if they indulged in controversial subjects. Example offered was Bruno Seltzer program featuring Gen. Hugh Johnson, which verbally kicked America's Sissy Families all over the lot. Bruno Seltzer the next week paid to have author Ferdinand Lundberg defend the authenticity of his book.

TUESDAY, November 22. Royal told the FCC that it was entirely possible to maintain competition between the Red and Blue networks because the stations involved would complain if otherwise. FCC's Dempsey attempted to draw Royal out on the question of author waivers concerning submitted scripts. Royal had denied knowledge of their existence but Dempsey produced an NBC waiver form which Royal did not recognize. O. B. Hanson, chief engineer for NBC, took the stand and began his 91-page prepared statement, reading as far as page 43. Statement treated with the engineering growth of radio and networks.

WEDNESDAY, November 23. Hanson began testifying at page 44 but not until McNinch gave his opinion on prepared statements in general and banning their future use at the FCC's current hearing. Toward the end of Hanson's "direct examination" FCC Assistant General Counsel George Porter on objection won a ruling that Hanson's statement on television's future needing networks for growth was a conclusion by the witness not supported by evidence and therefore should be stricken from the record. Before Porter could ask more than one question on cross-examination Committee Vice-Chairman Thad M. Brown recessed the hearings.

Material Protection Bureau

A Free Service for Readers

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

Those wishing to establish idea of material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant. Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Palomar Ballroom, with admissions ranging up to 75 cents.

Picture theaters include Fox State, Fox Wilson, Fulton, Hardy's, Kinema and Warners. Fox State Sunday and Monday showed *Blockade* and *Professor Beware*; Tuesday thru Thursday, in Old Mexico and *Keep Smiling*; Friday and Saturday, *Little Miss Broadway* and *Gold Mine in the Sky*.

Fox Wilson, Sunday thru Tuesday, showed *Carafree* and *Fugitives for a Night*; Wednesday thru Friday, *Straight, Place and Show* and *Compus Confession*; Saturday, *Boys Town*.

Fulton, Sunday thru Thursday, showed *Non-Proof* and *Coconut Grove*. Hardy's, Sunday thru Tuesday, showed *Pineapple Lady* and *Saint in New York*; Wednesday thru Saturday, *Sinners in Paradise* and *Our Las*.

Kinema, Sunday and Monday, had *Yellow Jack* and *Josefite*; Tuesday and Wednesday, *Of Human Hearts* and *Smile*; Thursday and Friday, *Toy Wife* and *Prison Farm*; Saturday, *Having Wonderful Time* and *Little Miss Theatrical*. Warners, Sunday thru Wednesday, *Valley of the Giants* and *Personal Secretary*; Thursday thru Saturday, *Frankenstein* and *Drecula*.

Other events: Tuesday, amateur boxing bouts.

Beginning Wednesday, KML, National Broadcasting Co. outlet, broadcast the *World Series*.

Friday, Art Shires wrestled LeVerné Baxter. Fresno High School played Fresno State College freshmen.

Saturday, Fresno State College played night football with University of California Ramblers at College Stadium. KML carried the game.

RAY KINNEY and his Native Hawaiian Orchestras. NOW APPEARING Nightly at the Hawaiian Room. HOTEL LEXINGTON New York. also with his ALOHA MAIDS in the new musical hit "Heli-zappopin". And on the air via NBC Saturday, 1:30 P.M.—Sunday, 11:30 P.M.

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

Bitter Fight Shapes Up for Control of Recording Field

MPPA, NAPA and other orgs seek lucrative licensing revenue—figure estimated at \$7,000,000 annually—new MPPA resolution on arrangements is adopted

NEW YORK, Nov. 28.—Grab for music royalties likely to accrue from licensing coin-operated phonograph machines looms as one of the toughest struggles in the near future, indications pointing to Music Publishers' Protective Association as coming out on top. Status of National Association of Performing Artists, which has been trying to establish the property rights of a band leader in his interpretations, is now regarded as very dubious, with local situation dependent upon the outcome of the Paul Whiteman-WNEW case slated for the courts soon.

Future of NAPA, which was permitted by the Pennsylvania Supreme Court to license radio stations, has taken on a more hazy aspect since it was learned that A. Walter Socolow, NAPA counsel, quit the organization. Socolow opened new offices recently, but has really had nothing to do with NAPA policies since June. Shortly before Socolow's resignation, association had organized a field force to license stations, but feeling was that coin machines were regarded as the primary source of possible income. Estimate at that time was that the field was capable of producing an annual revenue of \$7,000,000, a figure comparable to ASCAP's earning, from radio.

Coin machine license gravy has been eyed avidly by different music organizations. Songwriters' Protective Association—during its recent friction with MPPA—having vociferously voiced a yen for the shakels.

American Society of Recording Artists, Coast org engaged in a struggle similar to that of NAPA, will naturally be drawn into any conflict affecting licensing of records for coin machine use, and whatever disposition of the record rights is made by courts in the case of the NAPA will apply equally to ASRA.

Latest move on the part of MPPA to strengthen its position as leading contender for coin machine licensing is a resolution adopted by the board of directors aimed at protecting copyrights, in which any arrangements or adaptations of copyrighted works are subject hereafter to certain limitations and condi-

tions. Most important clause of the resolution states that a band leader of singer making an arrangement may retain the manuscript but may use it only for personal performances, licensed electrical transcriptions and phonograph recordings licensed for home use only, excluding coin machines.

Resolution is predicated upon a publisher's right to bring infringement action against anyone using his copyrighted works in any form whatever without permission. Restricting the usage of copyrights as in the above clause gives him the legal right to sue violators, in this case coin machine ops making use of the arrangements without permission.

MCA Repping Tunersmiths

BEVERLY HILLS, Calif., Nov. 28.—Abe Meyer joins the Coast office of Music Corp. of America to handle conductors, composers, arrangers and songwriters.

CRA Transfers Courtney

DALLAS, Nov. 26.—Orest Courtney, formerly with the Chicago office of Consolidated Radio Artists, transferred to CRA's Dallas office and is traveling Southwestern States for bookings. Bob Sanders is still temporarily in charge of the local branch. A new manager has not been named, since the retirement of Charles Moyer as branch manager more than a month ago.

Songs With Most Radio Plugs

"Forgotten" Debuts in Top Position; "Heart" Slumps

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, November 25. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Ret.	Ind.
1	1. Have You Forgotten? (F)	Berlin	40	11
2	2. My Reverie	Robbins	36	37
16	3. Sixty Seconds Got Together	Santly-Joy	30	20
10	3. Deep In a Dream	Harms	30	16
6	4. All Ashore	Shapiro, Bertaloff	27	11
5	5. They Say	Witmark	26	18
9	6. Ya Got Me (M)	Lincoln	24	10
13	7. Two Sleepy People (F)	Famous	23	16
7	8. My Own (F)	Robbins	22	21
11	9. Who Bled Out the Flame?	Feist	20	12
9	10. Summer Souvenirs	Bregman	18	22
9	10. I Won't Tell a Soul	Crawford	19	14
1	11. Heart and Soul (F)	Famous	18	20
5	11. You Must Have Been a Beautiful Baby (F)	Benck	18	20
4	11. Day After Day	Green Bros.	18	8
4	12. While a Cigarette Was Burning	ABO	17	14
6	12. When I Go a-Dreamin' (M)	Lincoln	17	12
11	12. What Have You Got That Gets Me? (F)	Famous	16	24
13	14. I've Got a Pocketful of Dreams (F)	Santly-Joy	15	12
—	14. As Long as Love (M)	Chappell	15	12
—	14. You Look Good to Me	Bregman	15	5
—	14. Jeppers Creepers	Witmark	15	4
8	15. Simple and Sweet	Miller	14	8
9	15. Please Come Out of Your Dream	Words & Music	14	7
—	16. Night Before Christmas	Chappell	13	10
—	16. Hurry Home	Spier	13	7
—	17. This Can't Be Love (M)	Chappell	12	10
10	17. Alexander's Ragtime Band (F)	ABC	12	7
17	17. Love, I'd Give My Life for You (F)	Stanny	12	2
—	17. Lovely Debutante	Hollywood	12	1
—	18. FDR Jones (M)	Chappell	11	14
16	18. Is That the Way to Treat a Sweetheart?	Olman	11	12
11	19. Lambeth Walk	Mills	10	11
—	20. Girl Friend of the Whirling Dervish (F)	Harms	10	28

Sheet-Music Leaders

(For Week Ending November 26)

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

Position	Title
1	1. My Reverie
2	2. All Ashore
3	3. Heart and Soul
4	4. Two Sleepy People
5	5. Lambeth Walk
6	6. My Own
7	7. I've Got a Pocketful of Dreams
8	8. While a Cigarette Was Burning
9	9. Alexander's Ragtime Band
10	10. You Must Have Been a Beautiful Baby
11	11. Umbrella Man
12	12. Change Partners
13	13. Summer Souvenirs
14	14. Sixty Seconds Got Together
15	15. What Have You Got That Gets Me?

"Alexander's" Sequel Pic

HOLLYWOOD, Nov. 28.—New mammoth musical planned by 20th Century-Fox as sequel to Alexander's Ragtime Band will be *Rose of Washington Square* and not *The Bowery Nightingale* as originally planned. *Rose* flicker was intended to be a Gordon-Revel concoction based on the life of Fannie Brice, but as a sequel it will feature Irving Berlin tunes not used in *Ragtime Band*. Report from the Westwood flicker factory has Al Johnson for the feature role. If deal is clinched it will be Johnson's first flicker since *The Singing Kid* in 1935. Alice Faye is set for the top fem role.

Trial Set for Song Suit

NEW YORK, Nov. 28.—Alleged plagiarism suit brought by Charles McCord, local songsmith, against Robbins Music Corp., 20th Century-Fox, Mack Gordon and Harry Revel comes to trial before Federal Judge John M. Woolsey December 27. Plaintiff charges that his song, *I'll Always Remember Sonoko*, was lifted by Gordon and Revel and used substantially in their number, *Goodnight, My Love*, which Shirley Temple sang in the pic, *Stowaway*. McCord is seeking \$50,000 damages.

New Pub for Harmony

PHILADELPHIA, Nov. 26.—Herbert R. Ostrow, local tunesmith and arranger, is taking over the reins of Harmony Publications here after the first of the year. Catalog consists mainly of stomperos for the swing bands, but Ostrow aims to add pop stuff to the list, with designs on 10 and 15-cent chain-store sales for the sheet music. Newest composes penned by the author turned publisher include *Do You Ever Wonder?*, *Childhood Fantasies*, *Those Swoony Eyes* and *Among the Host Who Wonder*.

Traveling Tooters Cuff a Ride Giving Canned Peaches Glamour

AUGUSTA, Ga., Nov. 26.—The transportation problem, one of the major headaches in a band's barnstorming, will soon become a routine concern if other sponsors follow the suit of Castleberry's Famous Southern Foods, canned here. Company is sponsoring the music making of Jack Wardlaw, and in hitching his band to a commercial product Wardlaw has been cuffed to a \$7,500 white, chromium-plated sound truck and sleeper trailer.

Not only will the Wardlaw Band henceforth ride about in class, but also fall in for a good measure of publicity, what with Castleberry's financial advertising powers. For the company it's a swell merchandising tie-up, the band carrying the name of the canned food into a different territory each night. Principle is that in making a canned food product go hand and hand with an orchestra it takes on color, glamour, romance or

Music Items

SONG placements of the week include *I Found Myself a New Baby*, by William Campbell, Luis Russell (Louie Armstrong's pianist) and E. P. LaFreniere, with Roy Music; Glenn Schmidt, manager of the Beverly Hills Country Club, and Morrey Davidson, C.R.A. Cincinnati representative, set *If You Ever Learn to Live with Hills*; L. Wolfe Gilbert publishing *I Bing Doorbell*, companion ditty to Russell Birdwell's novel of the same name, with music by Lou Forbes, lyrics by W. W. Ferguson; *When Spring Comes in the Valley*, placed by William J. McGrath with National Music Co., San Francisco; J. C. Woodward's *Neither, Dear* being released by Clarence Williams, and *You'll Always Be My Sweetheart*, Eddie Conners-Frank G. Phoebeus song, set with Dave Ringle.

On the more classical side Richard Kaggman, opera composer and motion picture musical arranger, has two composes coming out of Carl Fischer. Titles are *Sundown* and *To a Golden-Haired Girl*. Dr. Edwin Franko Goldman, working on assignment, completed the official march for San Francisco's exposition, and it has already been recorded by Victor. Titled *Golden Gate*, the lyrics are by Richard Franko Goldman, son of the director and the associate conductor of the Goldman Band. G. Behrman is publishing, eight of the Victor Herbert melodies used in MGM's *Jeanette MacDonald-Nelson Eddy* version of his operetta, *Sweethearts*.

Hollywood front reveals that Bert Kalmar and Harry Ruby were signed by Hal Roach to work on an untitled Oliver Hardy-Harry Langdon sequel to their forthcoming *It's Spring Again*. Team will do the screen play as well as the songs. Melva presented Arthur Lange, musical director and composer, with a new contract. *All for You*, Charles Ros-Dorcas Cochran number, will be warbled by Judith Allen in Monogram's *Teppé Kid*. The Gene Krupa flicker for Paramount, due to go before the cameras in January, will have a Hoagy Carmichael-Frank Loesser tune called *Who Done It*, and one by Loesser and Burton Lane, *Lady in Love*. *Sing, My Heart*, by Harold Arlen and Ted Koehler, was bought by RKO for Irene Dunne's use in *Love Affair*.

Ben Edwards has become new professional manager of Paul-Floeter Music Co. One of his first moves in his new post was to arrange with Mana-Zucca, noted composer, for a series of her piano composes to be issued under the general heading of *My Musical Calendar*, different numbers representing the composer's impressions and experiences on various days of the year. Two other Mana-Zucca numbers are also due for publication by the firm, *The Butcher*, *The Baker*, *The Confectioner*, *The Maker* and *Two Little Shoes*. Marvin Fisher has done the dance arrangement on *Angels With Dirty Faces*, Fred Fisher composes inspired by the Warner film. Exclusive publishing *Hold Tight*, *Hold Tight*, *Mama*, *I Want Some See Food*, the result of communal inspiration by Sidney Bechet, Ed Robinson, Leonard Ware and Ben Smith.

whatever it is a band dishes out with lights are low and cheeks to check.

Band goes further than merely carrying of Castleberry banner, also handing out free samples to dancers, promoting contests in various towns on tour and tying up radio dance remotes with the products. Sponsor figures that a traveling band lends itself to any number of exploitation angles to sell self, all of which are applicable for blending with a commercial product.

Since many commercial houses are too limited in their advertising budgets to hope to compete with radio network shows, feeling prevails that the traveling band can fill that niche neatly. At least, it's that "answer to a maiden's prayer" when the boys in the band start complaining about the broken down bus or the bass drum on their laps with six seated in back of the Model T.

Music in the Air

By DANIEL RICHMAN

Cross Section

WITH literally hundreds of bands playing their musical trade on the air...

The six bands listened to provided a composite picture of swing, sweet, sweet-swing, style, salon and straight dance music.

The variegated half-dozen offered Gene Krupa for swing, Clyde Lucas for the sweet rhythms, Paul Penland with a combination of the two, Henry King on behalf of salon scoring, Sammy Kaye's stylized arrangements and Vincent Lopez's straight music-making.

Showmanship Supreme

IN this type of radio presentation, as in every branch of entertainment, showmanship is one of the most vital factors involved.

The nearest approach to the sparkle of the Lopez broadcast was supplied by Krupa (from Los Angeles' Palomar ballroom).

And the Lack of It

BUT here the panegyrics must end. From the angle of air diversion Kaye, Lucas, Penland and King are all of one mind, not a very good one, and one utterly devoid of the stimulation that has its roots in personality and showmanship.

Sammy, however, fairly scintillates in comparison with the remaining trio. Penland (singing from San Francisco's Palace Hotel) offers only a routine, average dance remote, and in no sense lives up to his announcer's elaborate and multiple catchphrases.

The Reviewing Stand

Ray Pearl

(Reviewed at the Hotel Gibson, Bethesda, Cincinnati)

THIS youthful 11-piece crew, operating on a co-operative basis, left a Johnstown, Pa., high school four years ago to seek fame and fortune in the music world.

The Sunset Music of Ray Pearl has been said by some to have been patterned after the Lombardo style. While there are faint traces of similarity, the Pearl lads have a styling which can't be any stretch of imagination be dubbed a deliberate Lombardo carbon.

Vocal callisthenics are handled by Walt Link, Fran Schneider, Buddy Madison and Nicky Barille. While there's no outstanding set of pipes among the foursome, the lads managed to register okeh and dish out an acceptable brand of entertainment that pleased the dancers here.

Joseph C. Smith

(Reviewed at Larcia's, New York)

SMITH has the six-piece rolist band at this top-hatted and ermine-coated East Side restaurant, and does an all-right job with his assignment.

Rhythm is adequate for dancing, and Smith endeavors to give the socialites the musical fare they digest most easily, which means plenty of waltzes and a generous sprinkling of sophisticated show numbers, old and new.

Duke Ellington

(Reviewed at Roseland Ballroom, Kansas City)

UNLIKE most colored masters who depend on a single flash instrumentalist or singer to set their band apart from the dozens of others, Duke Ellington has, more than a decade his playing America's and England's top spots with virtually the same talented aggregation of men under his wing.

Famed for his many compositions and arrangements, as well as his batoneering style, the Duke quietly presides at the keyboard and allows the handsomen to take the spotlight.

Each is strictly a kingpin on his instrument, yet it's the spectacular and almost unbelievably perfect ensemble work of the brass, reed and rhythm sections that is chiefly responsible for Ellington's continued success.

Orleans advanced only an effective and well-done gongue Latin-American tango at the halfway mark to make his spot any different from that of just another band with a wife. And King (Fairmount Hotel, San Francisco) would have had the dial twisted in his face by anyone other than a professional listener steered against boredom.

In the background, lacks nothing as a leader.

Instrumentation is orthodox; appearance of the men good. Let the "new" renaissance sensations' come and go with their wild antics.

Harry Horton

(Reviewed at Le Mirage, New York)

HORTON has been at this spot so long that Frank Cerutti will have to toss down the place to get him out. His music is liked by the Park avenue crowd that gathers here but from the technical standpoint it's far from being first class.

Set-up is five pieces, Horton on the fiddle backed by piano, sax, drums and bass. What emanates is fairly smooth, but totally undistinguishable. Number follows uncredited number as the composer and band both suffered from anemia, and it all makes listless listening and dull dancing.

Songs are done without interruption for and stretches of 20 minutes to a half hour. Rhythm is kept on an even keel, but because of the steady flow it's too fast for some tunes and not fast enough for others.

Band's faults, however, are apparent only if viewed with a critical eye, and as far as Le Mirage's patrons are concerned the music can be danced to and at the same time it doesn't intrude on table-for-two conversation.

Johnny Burkhardt

(Reviewed at Southern Manhattan, Kansas City, Mo.)

PACED by Jimmy Reed, 17-year-old accordionist, Johnny Burkhardt is creating an excellent impression here with his suave, unexcited manner of dialing out demagogation and novelty fare.

Band was organized less than three months ago in Louisville, and the he prefers to wield his stick in front of a Dixieland combination Johnny chose to work regularly in hotels by steaming schmalts.

Dutch McConnell, Steinway stroker; Roy Robinson, bass, and Joe McCree, second sax, also sing in fair style. McConnell, much the best, accompanies himself for intermission entertainment.

George Edmund

(Reviewed at Le Mirage, New York)

IN a business where anything can happen and usually does, it still is somewhat surprising to see a reliable band take top entertainment honors in a smart East Side night spot like Le Mirage.

With Edmund playing violin; Peter Van Spall at the piano; Alexander Libson, sax; Ivan Krasoff, drums; Charles di Stefano, guitar, and Lenard Corbale, bass, more showmanship, more rhythm and more good solid demagogation are delivered than can sometimes be found in bands twice as large and three times as important.

Off the Records

By M. H. ORDENKER

Brunswick

HORACE HEIDT must have had his arrangers pay particular attention to the Sammy Kaye formula, for what pieces of his "swing and sway" stuff. And without the customary frills and fanfares, Heidt hits just that kinda equation for the classic Dardanella and a fox-trotted in the Good Old Summer-time.

Jan Garber gushes for Soaring at Midnight, matched with the novelty Tom, Tom, the Piper's Son. The Garber gang try their hand at a corny tooting interlude for the latter side, which they accomplish very well without even half trying.

Evidently envious of the precious platinum Crosby-Boswell boy-belle team gave Decca, Joe Higgins matches Ella Logan with Hoagy Carmichael for Two Sleepy People and Hoagy's delight New Orleans. Well meaning and looks swell on paper. But fail to jell on wax.

Van Spall particularly. Continuous melody doesn't stay in one monotonous groove and alternates between a staccato and a sustained style that always holds the interest.

Libson takes the vocals, and sings, not mouths the lyrics. Boys go in for showmanly tricks of arranging, and yet don't go overboard on phony orchestration. Considering the size and make-up of this outfit, the music produced is remarkable and puts every other band of its type in town to shame.

Clyde McCoy

(Reviewed at Tryston Ballroom, Chicago)

ANOTHER young man with a horn who has cut himself quite a figure since embarking with his own band in 1928 is Clyde McCoy, the fellow who has taken the Sugar Blues and put it in a class second only to Louis Armstrong's ditty with the St. Louis background.

A 12-piece org split equally among the brass, reed and rhythm, this org gives out with a very solid, unified brand of jazz. And tho it's on the corny side of things, a collection of honkers can really go to town when the McCoy bunch blows away.

The Bennett Sisters, a ho-so trio, come in for plenty of song arrangements. But either the girls didn't have enough volume when caught on the p.-a. system didn't pick 'em up right, because most of their stuff was lost in this big spot.

Attractive DANCE ORCHESTRA POSTERS AND CARDS

Dist. Dept. The Knickerbocker Night Orchestra Designs: Four Flash Colors; 200 14x22 Window Cards, \$5.00; 1,000 Paper, \$14.00; 500 12x18 in. Cards, \$6.50; 1,000 Paper, \$12.00.

CENTRAL SHOW PRINTING CO. MARION CITY, IA.

Orchestra Notes

By M. H. ORODENKER

The Champagne Music of LAWRENCE WELK

New Hotel Wm. Penn. Pittsburgh, WCAE and MUTUAL BRUNSWICK-VOCALION RECORDS Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

MUSIC by GOLLY GECIL GOLLY and his ORCHESTRA

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

"Music Played Smart"—Stylish by Little JOE HART

"Everybody's Friend" and his ORCHESTRA Opening Edgewood, Albany, N. Y. December 4. Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

NERBIE and his HOLMES ORCHESTRA

Opening Edgewater Beach Hotel, Chicago, December 31. KWK and MUTUAL Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

HOWARD BECKER and his Orchestra

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

RALPH WEBSTER Musical Patterns Designed for Dancing

THELMA MITCHELL Electronic Piano RUSSELL BODINE Now RAINBOW BALLROOM, Denver Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

JACK TRACY and his "BOULEVARDIERS"

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

JIMMY BARNETT and his ORCHESTRA

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

4-String Joe Broadway Bound

RALPH HITZ, in instituting a new policy for his Belmont Plaza Hotel, New York, calling for the top names among toppers, gives the call to JOE VENUTI for the December 10 debut. . . also marks the metropolitan debut for the hot gut-grater as a maestro and keeping the hot jazz theme in toto, ANDREWS SISTERS will be on tap to headline the floor entertainment . . . gals come here after a fortnight at Beverly Hills Country Club, Newport Ky, where BUDDY FISHER opens this week for dishing out the dances . . . by the bye, JIMMY DORSEY put in another platter season with the sisters for Decca, doubling Billy Boy, one of the oldies, with Hold Tight, Hold Tight, a nowie jump-jump jingle for jaspers.

New Call for Philip Morris

Having been identified with the Philip Morris air show for many years, RUSS MORGAN will give the radio stint the go-by mid-January . . . and in all probability music in the Morgan manner will be made at the Benjamin Franklin Hotel, Philadelphia . . . his air successor is still to be set, but you can be sure it will be a shuffle rhythm setting for the future ciggie advertising . . . it's a toss-up between JAN SAVITT and HENRY BUSSE . . . TOMMY DORSEY is boasting a 108 Crosey rating for radio appeal, the latest survey report placing him at the head of the heap among broadcasting bandmen.

Chicago Chat

TED LEWIS has been set for a February opening at Chez Paree, MILT PICKMAN doing the setting. . . BUDDY ROGERS bows out of College Inn this week heading for Southern parts to make a December 19 starting at Hotel Roosevelt, New Orleans. . . HAPPY MELTON takes over the Inn stand. . . HOWARD McCREERY, currently dishing out the rumba relief rhythms at College Inn, takes in a return trip December 13 at the Pump Room of Windy City's Ambassador East Hotel. . . Chicago Theater states INA RAY HUTTON for the first new year week . . . deal to bring in COUNT BASIE at Ed Fox's Grand Terrace Cafe fell thru. . . EARL HINES is leaving the septa spot for an extended-theater and ballroom tour, starting December 16 at the Armory, Lancaster, Pa. . . LITTLE JACK LITTLE locates at Trianon Ballroom. . . THE SOUTHERN GENTLEMEN, headed by Gredy (Moon) Mullins, follow Charlie Agnew December 3 at the Merry Garden darsant . . . formerly with Frederick Bros. Music Corp. band is now an R-OK property.

Inspiration for Sippers

AMONG the strolling syncopators at the cocktail bars and lounges, THE CAMPBELLS (Aaron-Carolyn-Jimray) move from the El Cafe, Peoria, Ill. to take in a return trip to Santa Rita Hotel, Tucson, Ariz. . . WANDA and her ESCORTS open this week at Statler Hotel, St. Louis. . . THE COMMANDERS take over the stand at Hotel Montelone, New Orleans. . . Hotel Statler, Boston, brings in WE TWO. . . THE SOPHISTICATES open this week at the Fort Hayes, Columbus, O. . . SID MILLS set the TAY VOYE QUARTET for the Cross and Dunn movie short, screening December 9 at the Vitaphone studios in Brooklyn . . . now in their second month and lingering for an indef. period. It's the FOUR GONDOLIERS, headed by C. W. Castle, at Hotel Abraham Lincoln, Springfield, Ill. . . THE FLOBIANIANS open this week at Orlando Hotel, Decatur, Ill. . . HEWITT and NEALE, cocktail entertainers, started Turkey Day at Commodore Perry Hotel, Toledo. . . JACK M. KURTZE brings his Three Rollers to New York for the first time, opening December 6 at Hotel Victoria.

R-OK Adds Properties

In addition to the Southern Gentlemen, Hockwell-O'Keefe has added another half dozen bands to its booking roster . . . and where the toppers were missing they are building bands for JACK FULTON, former Paul Whitman song star, and RAY HEATHERTON, air warbler . . . also added are VAL OLMAN,

currently at Belmont Plaza Hotel, New York; HENRY THEIS, Detroit dancapator; BUSTER HARDING, heading a sextet of septa swingers, and, out on the West Coast, HAL BORNE, arranger and pianist for Fred Astaire and Ginger Rogers in flickers, who has patterned a combo along Duchinesque designs . . . of the R-OK percenters, BERT LOWN has left the New York booking staff, MILT PICKMAN taking over his duties.

Culled From the Coast

RUDY VALLEE has been offered a one-picture deal by Paramount and the Gentlemen from Maine may make cinema history for The Lady From Kentucky, forthcoming George Raft starlet . . . closing December 13 at Palomar Ballroom, Los Angeles, GENE KRUPA will remain on the Coast for solo stands until the camera calls next month. . . ARTHUR MICHAUD, his personal manager, will again train in from New York to be on hand for Gene's flicker role. . . RAN WILDE opens this week in San Diego, Calif., at the Hofbeau. . . FREDDIE MARTIN takes over Rudy Vallee's stand at the Coconut Grove, Los Angeles, New Year's Eve. . . RAY NOBLE is set for the Christmas Day unshuttering of Earl Carroll's new Hollywood theater restaurant in movieland. . . RAY WEST locates this week at Clara Bow's Hollywood It Cafe.

Broadway Band Stand

THE darkened La Conga Lighter up again at yuletide with ENRIC MADRIGUERA and RAMON RAMOS not only making the music but also acting as nitery nabobs . . . the bandmen are bankrolling the spot together with OSCAR ROOHE, one of the former owners. . . JOHN KIRBY moves a couple doors down the (52d) street to the Famous Door as relief for RED NORVO. . . COSY COLE has left the Kirby killers to replace Lemoy Maxey at the drums for CAR GALLOWAY . . . and while drumming up the dirt, BENNY GOODMAN has given the skin-beating assignment to BUDDY SCHIATZ. . . Benny found Buddy beating away at Roseland Ballroom. . . Pelham Heath Inn opens for the winter with ERIC COBEA for the dance incentives. . . LEE MYLES takes in a return trip to Park Central Hotel before Chick Webb takes over next month. . . SID MILLS set WALTER POWELL, former Milt Britton enny, to debut, his band next week at the Show Bar, Forest Hills, L. I. . . rather than using fams for decoys, JAMES F. VICTOR is rounding up an all-gal gang, using handsome lads as contrast to the footling lassies . . . band will warm up in the hinterlands, premiering next summer at Luna Park, where Victor brings in the syncopators each season.

Doings in Dixie

PAUL WHITEMAN gets the call for the annual Gasparilla Ball at Tampa, Fla., February 7 and 8 . . . will originate his air commercial from that point . . . encouraged by the initial success of park-plan dancing at his Crystal Terrace Ballroom, Wheeling, W. Va., dance promoter JERRY KRIZOMAN is planning on bringing in the road bands for solo stands. . . CARL DEACON MOORE, having given way to JACK SHERN at New York's Village Barn, opens this week at Crystal Gardens, Louisville descendant . . . after a term in Texarkana, Ark., at Club Lida, BABE LOWRY moves her gal for an indef stay at Avalon Club, Bryan, Tex. . . JIMMY JOY, having closed at Baker Hotel, Dallas, lingers in the Lone Star State for a batch of socialite and school parties.

All Points West

HOTEL MUEHLEBACH, Kansas City, Mo., lights up the new dining salon December 16 but without ORA servicing with bands. . . MCA sees off the first fortnight with JACK CRAWFORD, and R-OK collects commissions when RAMONA comes off the road to take over New Year's Eve. . . IVOR CHAMPTON playing theaters and ballrooms thruout the Midwest, using Indianapolis as the hub. . . DON PABLO draws a holdover ticket after two months at Palm Beach Cafe, Detroit, and at Radisson Hotel, (See ORCHESTRA NOTES opposite page)

Singing It, by Hick

KANSAS CITY, Mo., Nov. 26.—In Kansas City slipping as the "hot bed of swing music?" Musicians here were arguing the point this week when a crowd of more than 300 fiddlers, yodelers, banjo players, hick singers and accordianists from six States swarmed into town to take part in the 1938 Midwest championship hillbilly contests sponsored by the National Hill Billy Association. Newspapers gave the event wide publicity and radio stations cluttered up their schedules by having ruber-trion and the like as guest artists. . . Swing men and musicians' locals were none too pleased with the fuss and excitement, but gained some satisfaction in knowing the farmers would leave next week and not return again for another year.

Three Orks for Cuff Show

KANSAS CITY, Mo., Nov. 26.—A new record for short order bookings was hung up here by Vic Allen, of the Paragon agency, working thru Stan Zuckert, of the Chicago office of CRA. Told to "go out and line us up a real show with a variety of music" by officials of a local drug concern, Allen returned less than an hour later with Rita Rio, Johnny Hamp and Barney Rapp signed for a triple-headed re-ure Thursday (1) in Municipal Auditorium. Admission will be free, patrons having to buy four hits' worth of drugs to be admitted. Allen also got several vaude acts with the budget he was allowed.

WALLY STOEFLER and his Orchestra

current SOUTHERN MANSION, Kansas City, Mo. Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

LARRY FUNK and his

Band of a Thousand Melodies Currently RAYMOR BALLROOM, BOSTON. Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

RAY HERBECK and his

MUSIC with ROMANCE Opening BILL GREEN'S CASINO, Pittsburgh, Dec. 9 Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

GLENN LEE AND HIS

LEE-WAY MUSIC ON TOUR. Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

EDDIE PAUL AND HIS ORCHESTRA

Entire Summer ELBERTA BEACH Broadcasting Now—3rd Season. COLUMBIA BALLROOM, Cleveland. Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Kansas City

MOVIE HOUSES WOO DANCERS

Anti-ASCAP Law Hazes Neb. Ops On License Fee

LINCOLN, Neb., Nov. 26.—Ballroom operators and dance hall men all over Nebraska are jangling U. S. mail barrages on the attorney-general's office here, wondering what they shall do about paying ASCAP assessments for 1938. Worryment is because of the anti-ASCAP law case which is on the Federal Court docket here.

Theater and radio crowd is standing by. Attorney-general advises all ballrooms to contact their own attorneys, refusing to give advice himself because his office is under injunction to prevent enforcement of the anti-ASCAP law passed by the 1937 Legislature. Figures any attempt to set the boys right might be construed as contempt of court and be prejudicial to the State's case.

Attorney-general believes the case will come to trial this month. It will be heard in a three-judge court, the feeling apparent being that ASCAP's stand that the law takes too much power is correct. One of the judges said he had grave doubts of the law's constitutionality when he granted the injunction against enforcement.

GRAND RAPIDS, Mich., Nov. 26.—That veteran of '04, in the shade of the Old Apple Tree, brought in \$250 to ASCAP this week. William J. Olman, who had failed to procure an ASCAP license for his merry harp, was ordered to pay that amount by Federal Judge Fred M. Haymond in a suit brought by the Society charging the selection was played in his spot without copyright compliance.

McCoy Starts for Duncan

KANSAS CITY, Mo., Nov. 26.—W. H. (Harry) Duncan returns again to the local dance promotion field this Friday (3) at Municipal Auditorium when he brings Clyde McCoy in for a solo stand. Several others lined up for the winner. Duncan took over the Municipal Auditorium during the summer for two-bit swing seasons, and made a go of it.

1,000 Covers Greet Rudy

LOS ANGELES, Nov. 26.—Opening of Rudy Vallee last Monday at Ambassador Hotel's Coconut Grove was a complete sell-out, with over 1,000 cover charges chalked up for his preem. It was the biggest turnout in the history of the Grove. Only first night to top Vallee was Paul Whiteman's New Year's Eve debut. Crowd wasn't as large for PW, but with \$15 per person the asking price, take was greater.

Tch...tch!

NEW YORK, Nov. 26.—Newest of the "black eye—that's how I got it" stories is being peddled around the Broadway herring houses by Oscar Levant. The tuncemith, who is doubling in the trench as conductor for *The Fabulous Invalid*, swears by it and is stuck with a black patch over the left eye. Seems that during Miss Adrian's strip tease routine the beads from her scanties broke—and one of them bounced and hit stick-waver Oscar in the optic.

As an aftermath, Levant grabbed for the manuscript paper and dashed off his latest compo, *Come Home, All Is Forgotten*.

Dancing After Show Makes For New Double-Feature Policy

Screen serves as drop-back for dance floor on stage—idea clicks in Wisconsin and Connecticut houses—competition to hotels and ballrooms

NEW YORK, Nov. 26.—Now that the movie-going patronage has had its fill of dinnerware and silverware, bank nights, bingo and raffles, and jitterbugs fill all over the emporiums to inspire a desire to trip the light fantastic, motion picture houses again step their best foot forward to prove that movies are the "best" entertainment. This time they are using the silver sheet as a backdrop for a dance floor. Instead of a seven-minute stretch after lapping a double feature, a Dick Tracy serial, newswreel shots of horse races and bathhouses, maybe a musical short and 25 minutes of coming and going attracting check-to-checkers among the seaters can now continue their divertimento by check-to-checking on the stage-turned-dance floor.

When Benny Goodman started licking his clarinet in the pie palace it was a cue for the moppets to truck a lick down the aisles, uhers notwithstanding. But with Goodman not always available to create this spontaneous disruption, movie managers are lighting up the house after the flicker fade-out and inviting folks to dispense with preliminaries and come up on the stage for a dance of two.

There had been sporadic attempts at various times and in various localities to sell movies and dancing with a single ticket with varying degrees of success. Some three years ago Harry Moss, now with Music Corp. of America, convinced the management of the Mosque Theater, Newark, N. J., to take advantage of a ballroom in the same building, with duceiters getting a special admission deal for both the movie and dance. However, now the band booking is a single parcel, the toolers playing for the show and the dance as an extra-added. Until last season Metropolitan Theater, Boston, had its music-making stage attractions double in the meantime after the show for a regular dancing session.

Certainly promising no boon to ballrooms and hotel dining rooms, which depend on the dancing appeal of name bands, reports reach here of increased interest and activity in this dual feature. H. S. Gutterman, manager of Capitol Theater, Manhasset, Wis., offers dancing on the stage in conjunction with the movie presentation. House uses no vaude inter. After the regular film program, at 10:30 p. m., stubholders are invited to dance free until midnight. There's a two-bit charge for tripping the light fantastic after that hour. Gutterman has had a new dance floor placed on his stage, measuring 30-by-80 feet. Policy is reported clicking.

Up in New England, at the State in Hartford and Palace in Stamford, both A. and B. Dow houses in Connecticut, bands bought as stage attractions do double duty, dishing out their syncop for dancing on the stage after the last show. Polley has met with such success that the Dops are even willing to book a band for dancing only and have picked up dates on traveling bands stuck with last-minute cancellations in these parts.

Just how far-reaching this trend will be remains to be seen. Movie exhibitors are watching and waiting. If these early experiments click the orchestra world can be sure of a tidal wave. Depending upon the outcome of negotiations next month between the motion picture industry and American Federation of Musicians to return more men to theater pits, movie men will probably take up this medium to make practical use of their padded pay rolls.

Wittig Fluffs Big-Money Bands As Pla-Mor Grosses Hit Bottom

KANSAS CITY, Mo., Nov. 26.—Bought by Will H. Wittig for his Pla-Mor Ballroom last Saturday night in the hopes that a colored name band would put an end to sickly box-office grosses registered week after week at his danant this fall, Louis Armstrong proved a major disappointment, accounting for an anaemic \$650 all the wicket. Ducats peddled at 75 cents in advance and a dollar at the gate. Arlie Simmonds, playing a Thursday night solo, garnered \$400 with the pasteboards going at 40 cents. The take was good considering the band's asking price, Wittig said. At the Pla-Mor's Sunday matinee, Matt Weston grossed a mediocre \$250. Tickets at the session selling for 35 cents.

Checking thru his books and comparing week-end grosses with those of a year ago, Wittig found that the so-called "big time" orks were attracting approximately half the patronage they had in 1937. "Our Thursday and Sunday sessions are running about equal," declared Wittig, "but the high-priced units simply are no good any more. We are doing our best business by using the middle class orchestras, stressing not the name but orthodox dance music."

Wittig, whose success as Pla-Mor manager last year attracted national attention, intimated he would give the top-notchers the go-by for the remainder of the season, preferring to string along with lower priced bands. And the he refused to lay blame for the situation, it is known here that public appearance of the bigger names in theaters of this section are responsible for the damage to the ballroom grosses. Operators in the Midwest feel bitter toward the theaters for importing ace orks and offer-

ing them for prices as low as two bits, where the dance men cannot possibly compete. Only solution to the situation, say a dozen ops here, is to refuse to book the names. Such a practice in time would see the major booking agencies bending double to regain the favor of ballroom men.

Wittig had not tried a Negro band this fall until he bought Armstrong. Last year, as proof of the seriousness of the current situation, "Satchmo" grossed a spappy \$1,350 and received only half the publicity he got on his 1938 date. By passing up the big names Wittig may use a local house band. But it appears more likely that he'll turn to the danceable but less publicized traveling units. At any rate, he'll be plenty choosy in selecting his alleged "big money" orks in the future.

DES MOINES, Nov. 26.—While he up-precates the fact that certain Kansas City promoters have reason for complaint, Tom Archer, who operates a string of dance palaces throuout the Midwest, doesn't lend his support to the cry that band bookings in theaters are killing off ballroom grosses. "My St. Joseph ballroom, the Frog Hop, which is 50 miles from Kansas City," advises Archer, "has not suffered the slump. In the other cities in which I operate we have had fewer name bands in the theaters than usual, and if there were a slump in business it certainly could not be blamed on the name-band policy which the theaters have been operating, as we have not encountered any unusually large amount of that type of competition this fall in any of my locations."

Orchestra Notes

(Continued from opposite page)
Minneapolis, CURT HOUCK carries on for an additional two weeks. . . . Rainbow Gardens, Fremont, O., brings in WILL OSBORNE for a December 15 solo. . . . Stadler Hotel, Detroit, gets JACK MARSHARD December 6 with GEORGE HAMILTON locating the following week at Cleveland's Stadler hostelry. . . . MCA's BILL STEIN and LOU WASSERMAN in Chicago this week attending the annual get-together of amusement park men at Hotel Sherman.

Coast to Coast

A second extension keeps AL KAVELIN at New Penn Club, Pittsburgh, til February 1. . . . TOME MARLOW barnstorming the New York State out of Buffalo. . . . ART MANESS is playing smart music for the smart Vassar College crowds at Dell's Inn, Poughkeepsie, N. Y. . . . FRANK GAGEN locates December 26 at De Witte Clinton Hotel, Albany, N. Y. . . . New York debut for GRAY GORDON at Hotel Lincoln set for February 1. . . . DON BERTOR plays Mayfair Club, Tyler, Tex., for a December 17 solo, and BLUE BARRON plays the same spot for a January 21 date. . . . Onyx Club, New York, brings in Dr. Sausage and his Pork Chops for the swing

syncop. . . . GERRY GERARD and his Lay River Rhythm open this week at Larry Atkins' Top o' the Town Club, St. Louis. . . . up in Canada LEW SMITH moves from Chez Ernest in Three Rivers to Boulevard Hotel in Lapraire, Que. . . . FRANK REIKART touring the New York towns out of Swormville. . . . JAN SAVITT invades Chicago with his shufflers for the first time, playing a private party December 30 at Blackstone Hotel and the following night is the New Year's Eve attraction at the Standard Club. . . . HERBIE HOLMES opens December 8 at Hotel Claridge, Memphis, lingering til New Year's Eve, or which night he debuts at Edgewater Beach Hotel, Chicago.

Notes Off the Cuff

DECCA waxworks are trying to couple movieband's MICKIE ROONEY and his orchestra with vocals by JUDY GARLAND for a platter session. . . . recording company is also waxing Paul Whiteman's fiddle section, the four scratchers getting a "Swing in Strings" billing. . . . FLORENCE BARRETT, assistant to FRANK BURKE at CRA, takes over the publicity desk this week. . . . Burke will announce his new connection next week. . . . IRVING MILLS adds PHIL LANG to his managerial fold. . . . Lang

Luneford IIC Sock Solo

BRIDGEPORT, Conn., Nov. 26.—Jimmie Luneford proved an ace attraction last Sunday for Mixt Ballroom. Always a great fave in this sector, he drew 3,500 dancers for a \$1,120 take. Ducats were scaled at six bits for the genta and a dime less for ladies.

is assistant to Morton Gould, Mutual radio conductor-composer. . . . Charlie Green adds JOHN GREENHUT to the New York office of CRA to handle band bookings for society dates. . . . think awfully so we send our cuffs to the exhibitors.

The Jewel Heart of Captivating Rhythms

JACK GILLETTE

—225 His Famous NBC ORCHESTRA

Featuring GRACIE WHITE, Lady of Swing

Currently CARA MADRID, Louisville, Ky.

With CONSOLIDATED RADIO ARTISTS.

JACK WARDLAW and his **Castles Orchestra**

Rolling Rhythms

Rolling Rhythms—Savoy—Harlequin—Savoy—Columbia S.C.

The **BILTMORE BOYS** and their ORCHESTRA

RECENTLY CONCLUDED 30 WEEKS

LA SALLE HOTEL, Chicago.

With CONSOLIDATED RADIO ARTISTS, INC.

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

Orchestra Routes

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

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

A
 Ashley, Carlston; (Rancho San Pablo) Orl. Cor-
 110, Calif., ne.
 Adams, James; (Grand) Koozes, Ia., 1-3, t.
 Alford, Doug; (El Chico) NYC, ne.
 Alfredo, Don; (Cuban Casino) NYC, ne.
 Allen, Lee; (Blue Meadow) Lexington, Ky., cc.
 Altona, Harold; (Pepper Pot) NYC, ne.
 Altona, Orie; (Rosalind) NYC, b.
 Aron, Russ; (Childs' Rainbow Room) NYC,
 re.
 Asie, Dick; (Paradise) NYC, ne.
 Angelo; (Berlotti's) NYC, ne.
 Apollon, Dave; (Casanova Club) NYC, ne.
 Arden, Wilson; (Crystal Terrace) Wheeling,
 W. Va., b.
 Ayres, Mitchell; (Murray's) Tuckahoe, N. Y.,
 re.

B
 Baer, Billy; (Van Clave) Dayton, O., h.
 Baer, Dick; (Stallor) Cleveland, h.
 Bartel, Gene; (Piccadilly) NYC, h.
 Baum, Charles; (St. Regis) NYC, h.
 Bazan, Ray; (Montparnasse) NYC, ne.
 Beck, Joe; (Hibernia) Pittsburgh, ne.
 Beckard, Steve; (Cabin) Columbus, O., ne.
 Beckley, Jerry; (Arcadia) NYC, h.
 Bono, America; (Chez Ami) Buffalo, ne.
 Borer, Dave; (Geo. Washington) Jacksonville,
 Fla., h.
 Bowen, Al; (Rex) Lowell, Mass., h.
 Brandynne, Nat; (Beverly House) NYC, h.
 Brangli, Vincent; (Ambassador) NYC, h.
 Brandt, Eddie; (International Casino) NYC,
 ne.
 Branshaw, Irving; (Jack Stamp's) Phila., ne.
 Brown, Lou; (Chest Palace) Chi., ne.
 Brugada, Add; (Aragon) Cleveland, h.
 Brown, Len; (Edison) NYC, h.
 Bundy, Rudy; (Oray Wolf Tavern) Sharon,
 Pa., ne.
 Burgess, Arnold; (Melody Lane) Salt Lake
 City, ne.
 Bush, Eddie; (T. Seal) Hollywood, ne.

C
 Calloway, Cab; (Cotton Club) NYC, ne.
 Camden, Eddie; (Henry Grady) Atlanta, h.
 Candido, Johnny; (Seren Seas) Los Angeles,
 ne.
 Carlisle, Bill; (Nicollet) Minneapolis, h.
 Clark, Buddy; (Paramount) NYC, ne.
 Clinton, Larry; (Paramount) NYC, t.
 Cox, Jay; (Governor Clinton) NYC, h.
 Cowman, Emil; (Waldorf-Astoria) NYC, h.
 Coyle, Bernice; (Anxiety) Atlanta, h.
 Cozby, Ed; (Vanderbilt) NYC, h.
 Corbellus, Paul; (Club Royale) McAllen, Tex.,
 ne.
 Corwell, Joe; (Newhouse) Salt Lake City, h.
 Corwin, Fred; (Petham Heath Inn) Peabody,
 Mass., N. Y., re.
 Courtney, Del; (Rainbow Room, New Em-
 mery) Albany, N. Y., h.
 Covato, Ethel; (Italian Gardens) Pittsburgh, h.
 Craig, Carvel; (Log Cabin) Omaha, Neb., ne.
 Crawford, Jack; (Schroeder) Milwaukee, h.
 Cramer, Mil; (Red Horse Tavern) Statesville,
 N. C., ne.
 Cromwell, Chauncey; (Commodore Perry) To-
 ledo, h.
 Cummins, Bernice; (Tower) Kansas City,
 Mo., t.

D
 D'Andrea, Joseph; (Pepper Pot) NYC, ne.
 D'Andrea, James; (Club Frotia) Albany, N. Y.,
 ne.
 Davis, Jack; (Corktown Tavern) Detroit, ne.
 Davis, Eddie; (Laird's) NYC, ne.
 Davis, Pete; (House of Jacques) Oklahoma
 City, Okla., ne.
 Davis, Milton; (Hamilton) Washington,
 D. C., h.
 Deary, Sam; (Southland) Boston, ne.
 Dawson, Tad; (La Coma) Hollywood, ne.
 Deas, Eddie; (Coego) Boston, ne.
 De Mar; (St. Nicholas) Decatur, Ill., h.
 Demiker, Paul; (Van Corland) Bronx, N. Y.,
 re.
 Deery, Jack; (State) NYC, t.
 De Angeli, Harry; (Copley Square) Boston, h.
 DePaul, Hugo; (Colony Club) Chi., ne.
 DeVedi, Don; (Piazza) NYC, h.
 DeWahl, Emory; (Netherland-Piazza) Cincin-
 ti, ne.
 Decker, Al; (Rainbow Room) NYC, ne.
 DeLoach, Gene; (Walton) Phila., h.
 Denny, Jimmy; (Orpheus) Memphis, t.
 Dorsey, Tommy; (New Yorker) NYC, h.
 Douglas, Tommy; (Ambler) Kansas City, Mo.,
 ne.
 Driscoll, Murray; (St. George) Brooklyn, h.
 Drummond, Jack; (Ego's Tap Room) Albany,
 N. Y., ne.
 Duchin, Eddy; (Piazza) NYC, h.
 Dyer, Delph; (Green Derby) Cleveland, ne.

E
 Edwin, Earl; (Club Astor) Milwaukee, ne.
 Elin, Joe; (Queen's) NYC, re.
 Eisman, George; (El Mer) NYC, ne.
 Eichler, Fran; (Elmer) Pittsburgh, ne.
 Engle, Priddy; (University Club) Albany,
 N. Y., ne.
 Engler, Charles; (Harry's New York Cabaret)
 ne.
 Ennis, Shinnay; (Victor Hugo) Los Angeles,
 ne.
 Enrie, Val; (Verailles) NYC, ne.

F
 Familant, Mickey; (Silver Lake Inn) Clemen-
 ton, N. J., re.
 Farner, Earl; (Floristine Room) Orléans,
 ne.
 Fark, Don; (Harford) Bridgeport, Conn., h.
 Fawler, Johnny; (Piazza) San Antonio, h.
 Fawling, Allan; (Adelphi) Phila., h.
 Faxon, Happy; (Covey Inn) Chi., ne.
 Faxon, Buddy; (Beverly Hills) Newport, Ky.,
 ne.
 Fayer, Jack; (Vienna Room) Boston, re.
 Fisher, Freddie; (Village Barn) NYC, ne.
 Fisher, Jerry; (Front St. Gardens) Toledo, ne.
 Finsen, Basil; (St. Moritz) NYC, h.
 Fisman, Leo; (Presidente) NYC, h.
 Fisher, Charles; (Pepper's) Los Angeles, ne.
 Frank, Woe Willie; (Ye Old Tap Room) NYC,
 ne.
 Fredric, Marvin; (Park Plaza) St. Louis, h.
 Frazier, Charles; (Colonial Club) Augusta,
 Ga., ne.

G
 Funk, Larry; (Claridge) Memphis, h.
 Furry, Wendell; (Casa Marina) Jacksonville
 Beach, Fla., h.
 Furst, Joe; (The Brook) Summit, N. J., re.

H
 Gable, Jimmy; (Eddie Foyles' Barbecue)
 Pittsburgh, re.
 Gable, Jack; (Lincoln Terrace) Pittsburgh,
 ne.
 Garber, Jan; (Blackhawk) Chi., re.
 Gardner, Dick; (St. Paul) St. Paul, h.
 Gasper, Dick; (Ambassador) NYC, h.
 Gator, Mauder; (Royal Palm Club) Miami, ne.
 Gough, Hugh; (Lookout House) Covington,
 Ky., ne.
 Gourea, Henry; (Colosimo's) Chi., ne.
 Gourd, Gerry; (Top of the Town) St. Louis,
 ne.
 Gillette, Jack; (Henry Grady) Atlanta, h.
 Gobe, Billy; (Bened Hotel) Grand Island,
 N. Y., h.
 Golan, Mel; (De Wm Clinton) Albany, h.
 Golly, Cecil; (Tulane Box) Omaha, h.
 Gonzalez, Ralph; (St. Moritz) NYC, h.
 Gonsky, Aaron; (Samba Club) Hollywood,
 ne.
 Gooney, Leonard; (Lenox) Duluth, Minn., h.
 Goodman, Benny; (Waldorf-Astoria) NYC, h.
 Graft, Johnny; (Benny the Sun) Phila., ne.
 Graffisher, Frenchy; (Cocoanut Grove) Man-
 hattan, ne.
 Grant, Bob; (Trocadero) Hollywood, ne.
 Grant, Elmer; (Tomball) NYC, ne.
 Griffin, Jack; (Little Hathaway) Phila., ne.
 Gunter, Johnny; (Perkins Club) Kansas City,
 Mo., ne.

I
 Hall, George; (Rice) Houston, h.
 Halseth, Mik; (Meadowbrook) Cedarbrook,
 N. J., cc.
 Halsted, Henry; (Deahler-Wallick) Columbia,
 O., h.
 Harby, Bob; (Flamingo) Boston, ne.
 Harris, Phil; (White Horse) Los Angeles, re.
 Hauser, Will; (Plantation) Newport, Ky., ne.
 Heasler, Pearl; (White Swan Club) Johnes-
 town, Pa., ne.
 Henderson, Fletcher; (Music Hall) Cincinnati,
 Henderson, Dick; (Pla-Mor) Cedar Rapids,
 Ia., h.
 Herbeck, Ray; (Willow) Pittsburgh, ne.
 Herman, Pete; (Casa Manana) Boston, ne.
 Herman, Woody; (Horseland) NYC, h.

J
 Hines, Earl; (Grand Terrace) Chi., ne.
 Hoagland, Everett; (El Patio) San Fran-
 cisco, ne.
 Hoiland, Claude; (Mayflower) Akron, h.
 Hoisak, Frank; (Orpheum) Springfield,
 Ill., h.
 Holmes, Herbie; (Chase) St. Louis, h.
 Holt, Ernie; (El Morocco) NYC, ne.
 Hope, Hal; (Tomball) NYC, ne.
 Horton, Sam; (La Mirage) NYC, ne.
 Howell, Ed; (Spina Vista) Biloxi, Miss., ne.
 Hudson, Dean; (Lorrey) St. Paul, h.
 Hunter, Bob; (Wonder Bar) Cincinnati, ne.

K
 Irish, Mac; (Chapiter) Millburn, N. J., ne.
 Ink Spots; (Bennett) Birmingham, N. Y., h.
 J
 Johns, Al; (Biltmore) Providence, h.
 Jay, Johnny; (Campbell's Dinner Club) San
 Jose, Calif., re.
 Jason, John; (Riverside) Cedar Rapids, Ia., h.
 Johnson, Pete; (Lone Star) Kansas City, Mo.,
 ne.
 Jorby, Harold; (Piazza) Biloxi, Miss., h.
 Jurgens, Dick; (Aragon) Chi., h.

L
 Kahn, Paul; (Sagamore) Rochester, N. Y., h.
 Kane, Allen; (Rose Bowl) Chi., ne.
 Kardos, Gene; (Hungarian) NYC, ne.
 Kavel, Art; (Bismark) Chi., h.
 Kavelin, Al; (New Penn Club) Pittsburgh, ne.
 Kay, Herbie; (Lyric) Indianapolis, t.
 Kay, Sammy; (Commodore) NYC, h.
 Kendis, Sonny; (Star Club) NYC, re.
 Kent, Larry; (Rainbow Rendezvous) Salt Lake
 City, ne.
 King, Henry; (Parliament) San Francisco, h.
 King, Ted; (Ohio) Youngstown, O., h.
 King, Teddy; (Strand) Brooklyn, N. Y., t.
 King, Jay; (The Brook) East Orange, N. J.,
 re.
 King's Sisters; (LaSalle) Chi., h.
 Kiss, Wayne; (Mark Hopkins) San Fran-
 cisco, h.
 Kinney, Ray; (Lexington) NYC, h.
 Kirby, John; (Onyx Club) NYC, ne.
 Knox, Johnny; (Southstar) Chi., h.
 Krupa, Gene; (Palomar) Los Angeles, h.
 Kuhn, Dick; (Astor) NYC, h.
 Kuritz, Jack; (Victoria) NYC, h.
 Kyster, Kay; (Pennsylvania) NYC, h.

M
 Lake, Ed; (606 Club) Chi., ne.
 La Mart, Ayres; (Chez Maurice) Dallas, ne.
 Lally, Howard; (Pivo o'Clock) Miami Beach,
 Fla., c.
 Lappe, John; (St. Regis) NYC, h.
 Lang, Sid; (El Mer) Chi., ne.
 Lang, Teddy; (Club Cavalier) NYC, ne.
 Lang, Tony; (Old Romanian) NYC, ne.
 Laska, Nick; (Queen's Terrace) Washing-
 ton, D. C., re.
 Launcy, Dabel; (Club Lido) Tenarika, Ark.,
 ne.

N
 Lays, Less; (Croette's) South Beach, S. I.,
 ne.
 Layton, Bert; (Piazza) Pittsburgh, re.
 Le Baron, Ed; (Rainbow Room) NYC, ne.
 Lehard, Herman; (Dreamland) Kansas City,
 Mo., h.
 LeRoy, Howard; (Orlando) Decatur, Ill., h.
 Lewis, Ted; (Strand) NYC, t.
 Light, Enoch; (Tutti) NYC, h.
 Locke, Buster; (Berdy Hill) Newport, Ky.,
 ne.
 Lombardo, Guy; (Roosevelt) NYC, h.
 Long, Johnny; (Stater) Buffalo, h.
 Lopez, Vincent; (Casa Manana) NYC, ne.
 Los Gatos; (Club Gatos) NYC, ne.
 Lora, Jimmy; (Nelson) Rochester, Ill., h.
 Loveland, Archie; (Olympic) Seattle, h.
 Low, Bert; (Lenox) Boston, ne.
 Lucas, Clyde; (Chicago) Chi., t.
 Lubecford, James; (Band Box) NYC, ne.
 Lyman, Abe; (Roxbury) New Orleans, h.
 Lyon, Bob; (Great Inn) Burlington, Ont., h.

O
 McCune, Will; (Dorset) Brooklyn, h.
 McDowell, Adrian; (Andrew Jackson) Nash-
 ville, Tenn., h.
 McFarland, Turin; (Rainbow Grill) NYC, ne.
 McFarlane, Frank; (Chateau Moderne) NYC,
 ne.
 McIntire, Dick; (Hula Hula) Hollywood, ne.
 McKay, Coyle; (Jefferson Beach) Detroit, h.
 McKay, Brod.; (Havana Casino) Buffalo, ne.
 McKee, Jerry; (The Olean) San Antonio, ne.
 McManan, Jay; (Martin's) Kansas City, Mo.,
 ne.
 Mananaras, Joe; (Colony Club) Chi., ne.
 Mario, Ray; (Swing Club) NYC, ne.
 Marshall, Joe; (Mickey House) NYC, ne.
 Martel, Guy; (Club El Rio) NYC, ne.
 Martini, Hugo; (Club El Rio) NYC, ne.
 Martin, Lou; (Levee & Eddie's) NYC, ne.
 Martin, Dave; (The George) Brooklyn, h.
 Master, Freddie; (Nut Club) NYC, ne.
 Maul, Marble; (Silver Moon) Pueblo, Colo., ne.
 Mays; (Marie Club) NYC, ne.
 Maynard, Eddy; (Conservatory Garden) NYC, h.
 McLean, Earl; (Bill Green's Casino) Pittsburgh,
 ne.
 Melvin, Jack; (Midnight Sun) NYC, ne.
 Melving, Ray; (Casa Loma Gardens) Steu-
 bevilla, O., ne.
 Meroff, Benny; (Golden-Gate) San Francisco,
 ne.
 Meyers, Joe; (Tricorno) Seattle, Wash., h.
 Michael, Vic; (Evergreen Casino) Phila., re.

P
 Miller, Walter; (Copley-Piazza) Boston, h.
 Miller, Glenn; (State) Boston, h.
 Mills, Gene; (Wyand) Casper, Wyo., h.
 Mills, Gene; (Wyand) Casper, Wyo., h.
 Mills, Jay; (Edgewater Beach) Chi., h.
 Mills, Dick; (The Carleca Club) Longview,
 Tex., ne.
 Minkler, Harold; (Murray's Grill) Albany,
 N. Y., re.
 Molina, Leo; (El Patio) San Francisco, h.
 Molina, Carlos; (Storvick) Chi., h.
 Molina, Mauro; (Club Tivoli) Juarez, Mex., ne.
 Moon, Billy; (El Club) Grand Rapids, Mich.,
 ne.
 Moorhead; (Hollywood) NYC, ne.
 Mooney, Art; (Water Hall) Detroit, h.
 Moore, Eddie; (Eagle) Nbaea, N. Y., h.
 Moore, George W.; (Cirque Medrano) Paris, t.
 Morgan, Russ; (Paradise) NYC, re.
 Morton, Heath; (Anchorage) Pittsburgh, ne.
 Morton, Gerry; (Warwick) NYC, h.
 Muro, Earl; (Athletic Club) Milwaukee, ne.
 Murphy, Francis; (Ten-Ten) Albany, N. Y., h.
 Murray, Charlie; (Mom Paris) NYC, re.
 Museo, Vido; (Swing Set) Hollywood, h.
 Myler, Lyle; (Park Central) NYC, h.

N
 Nagel, Harold; (Piazza) NYC, h.
 Nichols, Red; (Jung) New Orleans, h.
 Nicola, Frank; (Log Cabin) Channahon, N. Y.,
 ne.
 Noble, Leighton; (Stallor) Boston, h.
 Norris, Stan; (Ball-Ball) Chi., ne.
 North, Eddy; (Kit Kat Room) Des Moines,
 ne.
 Norvo, Red; (Pamona Door) NYC, ne.
 Notaras, Al; (Village Cellar) NYC, ne.
 Nottingham, Gery; (Jill Tabarin) San Fran-
 cisco, ne.

O
 O'Hara, Ray; (Greenwich Village Casino)
 NYC, ne.
 Olan, Val; (Brimont Plaza) NYC, h.
 Olmca, Major; (Webster Hall) Pittsburgh, h.
 Olsen, George; (Drake) Chi., h.
 Osborne, Will; (Strand) York Pa., t.
 Owens, Harry; (Beverly-Williams) Los An-
 geles, h.
 Orenbaugh, Leon; (Spry Tree Inn) River-
 side, Calif., ne.

P
 Pablo, Don; (Palm Beach) Detroit, ne.
 Page, Hot Lips; (American) NYC, h.
 Palmer, Skeeler; (Seneca) Rochester, N. Y., h.
 Parcho; (Central Park Casino) NYC, ne.
 Park, Mike; (Mait Loftus) Albany, N. Y.,
 ne.
 Parks, Bobby; (El Rio) NYC, ne.
 Pedro, Don; (Orchestra) Chi., h.
 Pedrardis, Paul; (Palace) San Francisco, h.
 Perez, Chuy; (Club Zarape) Hollywood, ne.
 Perry, Ben; (Edgmont) Washington, D. C., h.
 Petri, Emile; (Savoy-Piazza) NYC, h.
 Peyton, Jimmy; (Piazza) Pittsburgh, re.
 Phillips, Wendell; (Medina) Chi., cc.

P
 Pierce, Ross; (Olson Sidewalk Cafe) Cin-
 cinnati, h.
 Plummer, Russ; (Rendezvous Casino) Balboa,
 Calif., ne.
 Polk, Johnny; (Embassy Club) Buenos Aires,
 ne.
 Pooley, Bob; (Deahler Wallick) Columbus,
 O., h.
 Powell, Eddie; (New Riverside) Spread Eagle,
 Wis., cc.
 Press, Jack Arnold; (Berkeley-Carter) As-
 bury Park, N. J., h.
 Price, Stuart; (Mary's Place) Kansas City,
 Mo., ne.
 Prince, Graham; (Show Bar) Forest Hills,
 L. I., ne.
 Prima, Leon; (Bradford Penthouse) Boston,
 ne.
 Prima, Louis; (Jitterbug House) Hollywood,
 ne.
 Fryer, Roger; (Stanley) Pittsburgh, t.

R
 Ramon; (Book-Cadillac) Detroit, h.
 Randolph, Johnny; (Casanova Club) Ft.
 Worth, Tex., ne.
 Rans, Carl; (Blackstone) Ft. Worth,
 Texas, h.
 Reikhsman, Joe; (Nicollet) Minneapolis, h.
 Renard, Jacques; (Cocoanut Grove) Boston,
 ne.
 Reyes, Chicar; (Continental) Detroit, ne.
 Reynolds, Maurice; (Dreamland Garden)
 Oneonta, N. Y., ne.
 Richard, Joe; (Vacht Club) NYC, ne.
 Richard, Jimmy; (Oray Wolf Tavern) Bridgeport,
 Pa., ne.
 Rich, Mike; (Raynor) Boston, h.
 Robbins, Billy; (Cocoanut) Worcester, Mass., h.
 Rodrigo, Nene; (Havana-Madrid) NYC, ne.
 Rogers, Harry; (Half Moon) Coney Island,
 N. Y., h.
 Rohde, Karl; (Westminster) Boston, h.
 Roland, Don; (The Club) Los Angeles, h.
 Rollin, Adrian; (Broad Boy) NYC, ne.
 Royal Palm Boy; (New Willard) Toledo, h.
 Royal Ambassadors; (Village Brewery) NYC,
 ne.
 Ryan; (Palm Springs Club) Palm Springs,
 Calif., ne.

S
 Sachs, Coleman; (Bridling) Birmingham, ne.
 Saritz, Jan; (Arcadia-International) Phila.,
 ne.
 Savoy, Salina; (Savoy) NYC, h.
 Saly, Evan; (Sunglow) Sacramento, Calif.,
 ne.
 Saw, Art; (Lincoln) NYC, h.
 Sherman, Maurice; (Oswald Gardens) Chi. re.
 Sherrill, Noble; (Paramount) NYC, h.
 Skinder, Fred; (Capri) Hollywood, ne.
 Sisk, Joseph G.; (La Jolla) NYC, ne.
 Southern Gentlemen; (Tanilla Garden)
 Richmond, Va., ne.
 Spitalny, Phil; (Biltmore) NYC, h.
 Steel, Leonard; (Pl. Shaly) Detroit, h.
 Stein, Blue; (Westwood) Little Rock, Ark.,
 ne.
 Stevens, Dale; (Arabian Supper Club) Colum-
 bus, O., ne.
 Stiles, Eddie; (Frankie) Toledo, ne.
 Stoffer, Wally; (Southern Mansion) Kansas
 City, h.
 Stovine, Benny; (Aurora) Louisville, h.
 Stutz, Joseph; (St. Francis Drake) San Fran-
 cisco, h.
 Stutz, Dick; (Rifvon Derby) Boston, ne.
 Stryo, Don; (Berlotti's) NYC, ne.

T
 Three Shades of Blue; (Bayroket Club) Chi.,
 ne.
 Tisdale Trio; (Coo Rouge) NYC, ne.
 Tison, Carl; (Trotter) Washington, D. C., re.
 Tito & His Swinglet; (Edison) NYC, h.
 Tolan, Norman; (El Chico) Birmingham,
 N. Y., ne.
 Torres, Loren; (Hi-Lo Club) Wichita, Kan.,
 ne.
 Tolbert, Skeets; (Plantation) NYC, ne.
 ne.
 Tracy, Jack; (Broadway) Denver, h.
 Trane, Clyde; (Music Hall) Cincinnati,
 Travers, Vincent; (International Casino) NYC,
 ne.
 Travers, Ted; (Old Vienna) Cincinnati, re.
 Tromber, Frank; (St. Anthony) San An-
 to, h.
 Tucker, Orrin; (Palmer House) Chi., h.
 Tucker, Tommy; (Paramount) Ft. Wayne,
 Ind., t.
 Two Marinos; (Onesto) Canton, O., h.

V
 Valles, Rudy; (Cocoanut Grove) Los Angeles,
 ne.
 Villany, Beta; (Hungaria) NYC, ne.
 Vincent, Carl; (Club Mayfair) Detroit, ne.
 Vondrak, Vivan; (All-Old) Band; (Sporty
 Inn) Washington, Tex., ne.
 Vossen, Nick; (Coo House) NYC, ne.

W
 Waldrey, Herman; (Spinning Wheel) Kansas
 City, Mo., ne.
 Wadron, Bobby; (Murray's Wonder Bar) New
 Market, N. J., ne.
 Wallace, Rudy; (Trocadero) Boston, ne.
 Waller, Pat; (Yacht Club) NYC, ne.
 Wallon, Jack; (Society) Pittsburgh, h.
 Wallon, Vera; (The Tavern) Reno, Nev., re.
 Wepler, Dud; (Marquette) St. Louis, h.
 Ward, Dick; (Black Cat) NYC, ne.
 Ward, Frankie; (Bradford Penthouse) Boston,
 ne.
 Weaver, Ernie; (Club Gloria) Columbus, O.,
 ne.
 Webb, Chick; (Casa Loma) St. Louis, h.
 Weber, George; (Henry) Pittsburgh, h.
 Webster, Ralph; (Rainbow) Denver, h.
 Weiss, Ted; (Francis) San Francisco, h.
 Weidner, Armand; (Armand) NYC, ne.
 Welk, Lawrence; (William Penn) Pitts-
 burgh, h.
 West, Ray; (El Cafe) Hollywood, ne.
 Whalen, Tommy; (Queen's Terrace) World's
 Fair, Flushing, L. I., ne.
 Whalen, Jackie; (Butler's) NYC, ne.
 Wharton, Harry; (Village Barn) Phila., ne.
 Widmer, Gus; (Pia Mex) Cheyenne, Wyo., re.
 Williams, Ozzie; (Esquire Club) Toronto, Ont.,
 ne.
 Williams, Ernie; (Subway) Kansas City, Mo.,
 ne.
 Wilson, Sammy; (Coronado) St. Louis, h.

Y
 Yates, Billy; (El Tivoli) Dallas, h.
 Young, Johnny; (Excelsior House) Saginet
 Lake, N. Y., h.
Z
 Zito, Renato; (Casanova Club) NYC, ne.

New Plays on Broadway

Reviewed by Eugene Burr

BELASCO

Beginning Thursday Evening, Nov. 24, 1938

ROCKET TO THE MOON

A play by Clifford Odets. Directed by Harold Clurman. Setting designed by Morocca Corneick. Presented by Group Theater. Settings constructed by William Keenan and painted by Bergman Studios. Lighting by Michael Gordon. Press agent, Emanuel Eisenberg. Stage manager, W. E. Watts.

Stark, B.D.S. Morris Carnovsky
Stark Ruth Nelson
Singer Eleanor Lynn
Cooper, D.D.S. Art Smith
The Prince Luther Adler
Henny Leif Erickson
Wax Sanford Meisner
A Schlemiel William Challee

ACT I—Stark's Waiting Room. Scene 1: A Luncheon. In July. Scene 2: Late Afternoon. Beginning of August. ACT II—The Night. The End of August.

Deserting the field of sentimental melodrama which in *Golden Boy* he probed with his nearest approach to theatrical competence, Clifford Odets in his new play, *Rocket to the Moon*, attacks a theme that belongs by squatter sovereignty to Philip Barry. It is very far from being a melodrama or any other kind of drama—still in it he examines the effects of marriage upon the sensitive mechanism of an honest, straightforward, excellent but without rather ordinary man, being Clifford Odets, he injects much stuff concerning life and love (with a couple of capital L's, of course); being Clifford Odets he buries in his tender needs of plot in a sodden blizzard of talk, and never does manage to talk thru what he is trying to say.

That he has something to say seems obvious; his sometimes brilliant, sometimes magnificently trenchant and more often phantly self-conscious dialog constantly verges upon a pregnant and dramatic statement; but always, the author's childish love for long words and under-scored writing, or else his seemingly congenital inability to follow out a consecutive line in either thought or plot, put a damper of thick fog upon the incipient theme. As a result, experiencing *Rocket to the Moon* is like walking thru three acts for a sneeze that never comes off.

The tale is of a dentist married for 20 years to a domineering wife—an honest, respectable, moral fellow who is vaguely unhappy but refused to admit it even to himself. His father-in-law, a thoughtful but effish plutocrat with a thick accent, has no use for his own daughter and advises his son-in-law to get himself out of the rut of fear and get living into which marriage has thrown him. Fortunately there is a sprightly young lady dental assistant handy, not overblessed with brains but coming with a desire to live, live, live. After endless struggles with himself the dentist succumbs to her somewhat garbled charms.

And then comes the great evening that makes up the third act. During his somewhat full session the dentist, with agony of mind, reaches an open break with his wife; suffers the pangs of terrific jealousy as his innocent playmate with a predatory dance director; almost harlotlike said director when he comes in to make cracks about the girl; receives a visit from his father-in-law in which he gets the somewhat startling information that poppa is also in love with the lass and wants to marry her; has the satisfaction of seeing the girl spurn both director and father-in-law; indulges in a vituperative contest with the latter for possession of the plot; sees the much-disputed frail announce that none of them can satisfy her tremendous longing for life, life, life, and if she can't find what she wants here she can get it elsewhere; sees her leave forever; and then proudly announces that he has awakened and become suddenly to live on his own account. Whereupon he invites an associate out to his house for a week-end, intending to pick up his wife on the way.

It is, I'm afraid, the most muddled bank of half-baked thinking since *Madame and Stubs* since slithered rapidly across the local boards. Always there is the feeling that Mr. Odets has something to say—he seems literally bursting with statements—but all he does is drone on and on and on endlessly, never man-

aging to get anywhere. He has absolutely no sense of selection, piling upon paper everything that comes into his mind, and then lacking the courage to cut any of it. And his sense of the theater has the clarity of a conversation in double-talk. The play is loose and theatrically ineffective, wandering aimlessly all over the place, and instead of creating an illusion it offers characters and action that seem merely transparent pans for a display of the author. Mr. Odets could probably have created greater dramatic effect if he'd climbed upon the stage himself and made a speech.

The dialog, as usual, is sometimes trenchant, biting and brilliant. But Mr. Odets works in a dialogic medium that depends for its effects upon constant hyping up of ordinary speech. When he reaches precisely the right height it is some of the finest dialog on the stage today; but when he pushes it just a fraction too far—as he usually does—it becomes merely a silly series of non-sequiturs and painfully high-blown phrases.

The cast gathered by the Group Theater, which presented the play Thursday at the Belasco, is uniformly excellent, with even Luther Adler doing a grand job as the father-in-law. It is the best acting of his career. Morris Carnovsky is forthright, finely sincere and as clear as the lines will allow as the dentist; Ruth Nelson offers a finely acid etching as his wife; Leif Erickson contributes an outstanding supporting job, and Art Smith is effective in an almost unplayable role. Eleanor Lynn brings her beautiful sincerity, tender sympathy and fine knowledge of stagecraft to the otherwise badly written role of the girl and offers a luminously lovely acting job. This corner, which was raving her years ago, takes a perhaps pardonable pride in her work.

ALVIN

Beginning Wednesday Evening, Nov. 23, 1938

THE BOYS FROM SYRACUSE

A musical comedy based on Shakespeare's "The Comedy of Errors." Book by George Abbott. Music by Richard Rodgers. Lyrics by Lorenz Hart. Directed by George Abbott. Settings designed by Jo Meisner, built by T. B. McDonald Construction Co. and painted by Studio Alliance. Dances directed by George Balanchine. Costumes designed by Irene Sharaff and executed by Helen Pons. Orchestration by Hans Spialek. Conductor, Harry Lavant. Press agents, Barclay McCarty and Ted Goldsmith. Stage manager, Jerome Whyte. Assistant stage managers, Edlin Rice and Robert Griffith. Presented by George Abbott.

Singing Policeman Bob Lawrence
Another Policeman James Wilkinson
Antipholus of Ephesus Ronald Graham
Dromio of Ephesus Teddy Hart
Dancing Policeman George Church
Teller Clifford Odets
Tailor's Apprentice Bert West
Antipholus of Syracuse Eddie Albert
Dromio of Syracuse Jimmy Savo
Merchant of Syracuse Byron Shores
Duke of Ephesus Carroll Ashburn
Aegeon John O'Sullivan
Lucia Helen Murray
Adriana Marie Antoinette
Sorcere Marcy Westcott
Courtisan Owen Martin
Secretary to Courtisan Betty Bruce
Assistant Courtisan Heidi Vossler
Angelo Dolores Anderson
First Maid John Clarke
Second Maid Florida Callahan
Third Maid Alice Craig
Merchant of Ephesus Clifford Odets
Secrets Florence Falk
Little Antipholus Buddy Douglas

SINGERS: Grace Albert, Laura Kellogg, Dolores Anderson, Armonce Wilkins, Marguerite Benton, Margaret Welsh, James Wilkinson, Joseph Scander, Joe Cranville, Herbert Wood.

DANCERS: Libby Bennett, Ruth Brady, Renee Cethel, Stella Clausen, Alice Craig, Bob Farum, Ruth Cornely, Claire Harvey, Lin Leda, Corrie Leslie, Arlene Moore, Florida Callahan, Mildred Sully, Anna Mae Tesilo, Davena Watson, Betty De Elmo, Claire Wolf, Micky Alvarez, Sidney Gordon, Dan Karry, Tommy Lynch, Jack Melis, Edwin Mills, Harry Peterson, Joe Harris, Lee Tannen, Beau Tilden, Robert Howard.

ACT I—Scene 1: Before the Temple of Just-

ice in Ephesus. Scene 2: Inside the House of Antipholus of Ephesus. Scene 3: A Square in Ephesus. Scene 4: Inside the House of Antipholus of Ephesus. Scene 5: Street Outside the House of Antipholus of Ephesus. Scene 6: A Square in Ephesus. Scene 7: Inside the House of Antipholus of Ephesus. Scene 8: A Square in Ephesus. Scene 9: A Square in Ephesus. Scene 10: A Square in Ephesus.

Taking a tip from Orson Welles, George Abbott has committed mayhem upon the bleeding body of the Swan of Avon, but, unlike Mr. Welles, he is a genial murderer who commends his crimes for entertainment rather than ego and who gayly acknowledges his misdeeds. Taking the insistently musical-comedyish script of *The Comedy of Errors* as a plot framework, he has committed a musical comedy which he is pleased to call *The Boys From Syracuse*, and Richard Rodgers and Lorenz Hart, aiding and abetting him in his assistant murders, have concocted the accompanying music and lyrics. The result is a complete delight. I can't imagine Shakespeare reaching for a bludgeon while witnessing last season's Julius Caesar, but I can imagine him rolling in the aisles at *The Boys From Syracuse*.

For Messrs. Abbott, Rodgers and Hart have really improved tremendously upon the original. *The Comedy of Errors* could be considered one of the better Shakespearean plays; its plot is even stronger than most of the atrocious comedy plots that Shakespeare stole from his predecessors, and it contains, for this corner's money, no particularly fine Shakespearean writing. What there is seems wasted on a story that cries aloud for music and merry-merry. Mr. Abbott, more merciful than Mr. Welles, has thrown out all of the script instead of keeping just a few lines to stand naked and alone before the overpowering ego of the theater's mutilating Angel; as a matter of fact, there is just one line of Shakespeare left—and when that is sonorous pronounced, Jimmy Savo, playing Dromio of Syracuse, sticks his head out from the wings and howls the gleeful footnote: "Shakespeare!" It's one of the best laughs in the show.

If anyone wants a resume of the plot I can only refer him at this late date to the library. There is at the moment neither the inclination nor the space to go into the intricacies of the story (which is not content with one painful example of mistaken identity but plunges head foremost into two), a story replete with wrong husbands in the arms of right wives, of young love and not so young love foiled by appearances, with the long arm of coincidence coiling in and out of the action like a particularly attenuated snake. What is important at the moment is the colloquial, breezy and thoroughly amusing transcription provided by Mr. Abbott, plus the clever, well-rhymed, hilarious lyrics of Mr. Hart and the really outstanding, infectious catch and altogether delightful score of Mr. Rodgers. At the start of the proceedings, as a matter of fact, it looked almost as tho Messrs. Rodgers and Hart were going to do what they have been threatening for many years—stand out as legitimate successors to Gilbert and Sullivan, no less. If they later bow down a bit into the more strictly Broadway idiom, they are at least consistently entertaining and always at least 400 per cent above the usual level of Broadway song-writing teams.

A list of outstanding tunes would, I'm afraid, include every number in the show, but if you insist on favorites this corner's were *Ladies of the Evening*, *He and She*, *Sing for Your Supper* and *Dear Old Syracuse* among the more amusing numbers, and *Filling in Love* and *This Gent Be Love* among the romantic interludes.

Mr. Abbott's genius for bringing entertainment out of even (as some of my colleagues would probably put it) a Shakespearean comedy does not, however, stop at the material; it extends most emphatically to the cast. For nothing less than genius could have dictated the choice of Jimmy Savo and Teddy Hart, two of the greatest mimes ever to convince an audience, as the twin Dromios. Mr. Savo, the hilariously pitiful pantomime of pantomime and one of the half dozen really great artists now on the American stage, and Mr. Hart, the frantically earnest Mickey Mouse, are in sober truth terrific—and they alone would, I assure you, be worth the entire admission price. But they're ably aided by almost all of the others. Eddie Albert is his usual pleasant self and storms the fields of singing and even dancing with a surprising amount of

From Out Front

By EUGENE BURR

The theater is traditionally unpredictable—but one of the least predictable things in the past two decades has been the success of the ticket code, that bete noir of the speculators. For as long as this column can remember—and that takes us back to the days of the Bringers and the Cro-Magnan Man—managers have blamed the state of the theater (the theater, of course, is always in a state) on two things: the unions and the ticket brokers. There has been much justice in their view.

Nothing, of course, can curb a union, short of a revolution or God, and now, under the reign of Roosevelt, it seems that even Omnipotence would have quite a job on its hands. So the managers have contented themselves, on the union front, with pitiful bleats and annual negotiations. Yearly they ask that eight men instead of nine be required to move a card table from the side to the center of the stage, and yearly they end up with a contract that requires them to use 12. I'm not quite sure of the exact figures, but it's probably 12; that's what the boys would need to make up two nice tables of poker.

On the ticket-broker front, however, they have gone further: they have actually made plans. Once or twice they went so far as to put these plans into operation—and then came to the startling conclusion that they couldn't even keep themselves in line. One manager would scrap the regulations, and all the rest would have to follow suit in self-defense.

Then Equity (a union) stepped into the picture and helped them to discipline themselves, and the result has been a ticket code that actually looks as tho it were going to work. Led by James F. Reilly, one of the smart business men (and show business men) that the theater has ever produced, the League of New York Theaters has conducted a vigorous code-enforcement campaign and, according to unanimous authority, it has been approximately 90 per cent successful to date. That is a very pretty percentage in any man's language; but Mr. Reilly and the League are confident that it can be increased. Certainly the recent ads in the dailies, eliciting the aid of the public for the public's own good, have had an excellent effect. And the threat of League surveillance and turning of unauthorized brokers over to the federal tax authorities is also a salutary thing.

It really looks almost as tho the code might be a success. More power to the League, Equity, Reilly and all others concerned.

There is still, of course, the problem of that unenforced 10 per cent—the maybe it would be safer not to mention it. Brook Pemberton, consenting to speak before an Equity general meeting, happened to mention it in a report on the operations of the code, and as a result he was jumped on with both feet and a steamroller by both the ticket brokers and the theater treasurers' union.

Mr. Pemberton remarked, according to reports, that crooks were preventing complete enforcement by avoiding the regulations of the code. Now that is obviously true—but the brokers and the treasurers, thru the attorneys of several organizations, set up such a howl that Equity, in order to protect Mr. Pemberton from a libel suit, had to interpret his statement and lay the onus for violations chiefly upon the managers themselves. To this column the frantic objections of the brokers and the treasurers made it appear as tho they'd been touched on a particularly sore point.

Obviously there's crooked work going on to prevent complete operation of the code. Obviously, if Mr. Pemberton laid such work at the door of "crooks" he was telling the truth. And just as obviously, if he said what he was reported to have said, he was in no conceivable way attacking the integrity of all brokers (or

(See FROM OUT FRONT on page 18)

success; an English importation named Muriel Angelus displays a charming personality and the makings of an exceptionally fine voice (if she only acts like a sensible girl, and gives it the training that will save it); Marcy Weeoot displays immense improvement in this her second Broadway appearance, singing sweetly and avoiding most of the marks of amateurism she previously featured; a sultry and tremendously attractive lass named Heidi Voneler goes outstanding ballet work; Ronald Graham is easily sufficient as young Mr. Albert's counterpart; George Church contributes fine tap work, and a young lady named Betty Bruce offers some of the most sensational dancing, combining tap and ballet with ease, grace and tremendous effect, that it has been my privilege to see in many seasons. Since she's also a fabulous young dancer and, in addition, can actually read lines effectively, she ought to go places—high places—in a hurry.

Minor roles are excellently handled by John Clarke, Bob Lawrence, James Wilkinson and various of the others. As a matter of fact, the only section of the cast that I couldn't take (and she's really a complete section in herself) is a large young lady named Wynn Murray, who raucously shouts ditties as tho she were a tenth of a ton of adenoids. The customers thought she was swell, however, so I guess it's all right.

George Balanchine has created some remarkably effective dances; Jo Melancon's settings are not only pictorial but also startlingly serviceable; and Irene Sharaf's costumes are a constant delight.

It all opened, by the way, Wednesday night at the Alvin Theater. If New Yorkers have any sense it will stay there for quite a while.

GUILD

Beginning Tuesday Evening, November 22, 1938

RINGSIDE SEAT

A play by Leopold Ide, starring Grant Mitchell, Leo Ruffus Phillips, setting by Lawrence L. Goldwasser, Press Yoder, set by George H. Atkinson, Stage manager, Burke O'Connell, Assistant stage manager, Carney Wilson. Presented by Rufus Phillips.

- Landryman Casper Kuhn
- A Deputy Pass Le Noir
- Another Deputy William Balfour
- Sam Hodges Leo Herbert
- Hingham John Adair
- Jenny Marion Sittler
- A Young Man Richard Albert
- Burtin Lenore Scott
- Turtle Harry Young
- Phillips Frederic Clark
- Stover G. Pat Collins
- Dave Dave Mallen
- Mrs. Burton Louise Larabee
- Mackell Frank Rohne
- Fitzgerald Harry Antrim
- Mrs. Sturgis Lucia Sepp
- Mary Sturgis Mary Rolfe
- Orin Sturgis Grant Mitchell
- Kenny Carney Wilson
- Harold Halder de Becker
- His Mother Joan Croix
- Berg Sanford Bickart
- Mother Jones Jacquelyn Green
- George Winston Roy Roberts
- Hazleton Russell Morrison
- A Socialite Roc Calvann
- Ilvora, Socialite, Friend of Queen Infante, Etc. Edward Grace, Nat Back, Bettina Woodcock
- Fred Platt, Louke Earle, Terry Thompson, Jane Erskine, Charlotte Marnes, Nell McCoy, Frank Phillips, Leonard Tobin, John Corrington, Adele Wildo, Daniel Wolfe, Charles Munell, Willard Bowman, Pamela Paul, John Rogers.

Lobby of the Commercial House, in a Small Town in New York State.

PRICES—A Summer Evening. ACT I—A Day in September. Lunch Time. ACT II—Scene 1, Hill an Hour Later. Scene 2, 11 o'Clock the Following Night. ACT III—The Next Morning.

In the past year or so there has been a small group of souls left over from a younger and more childish world who have benighted the fact that much of the old theatrical excitement has departed from playgoing. Including such naive adolescents as this reporter, they emphatically claimed that what Broadway needed was a rattling good out-and-out melodrama; so when Rufus Phillips announced Leonard Ide's Ringside Seat and it got bruited about that it was definitely melodramatic we looked for-

ward to it with that childish pleasure that in us passes for critical approbation. We wanted a rattling good melo—but we were disappointed. Ringside Seat is a melo, and it certainly rattles, but it's far from good.

The tale of a nasty little soul, a sort of battenin'-on-blood vampire, who looks like an ex-grocer, it tells of the trial of a band leader accused of murdering the night club entertainer who was also his innamorata. The unfortunate singer, however, never appears. Instead the action, centers around the nasty soul above mentioned, a retired business man who spends all his time dragging his wife and daughter around the country to witness murder trials. He is a dumb disciple of Roughend and Pearson, a stuffy critic of trial technique, a pompous little sadist feeding upon legalized bloodshed. Undoubtedly, he offers the basis for an amusing and satirical characterization; but Mr. Ide, emphasizing his boring and unvarying features, makes him mildly distasteful and militantly dull.

Also, Mr. Ide fails to furnish him with much of a plot. He blunders upon some important papers, leading toward the conviction of a prominent politician; a couple of thugs commit mayhem to get them back; and in the end the trial-convict, aided by an out-of-work reporter who is romancing his daughter, finds the missing witness and helps to acquit the beleaguered exponent of swing. It's all as obvious as a press agent's smile.

Mr. Ide, writing strictly according to rote, telegraphs his entire play before the first act is 10 minutes old; and from that point on it's merely a question of waiting to see what form the details will take. His action is violent without being exciting, his plotting is discursive and ineffective, and the whole play rattles loudly but loosely, like a firecracker in a tin can. And when it's not rattling—or, leaving loose ends scattered madly around the stage—it's boring his customers with long doses of the chief character or painfully flat and obvious dabs of what are probably supposed to

be local color. The characterization is, to put it mildly, painful; and the play manages to be about as believable as a comic cartoon.

Grant Mitchell in the chief role does what he can; but, unfortunately, it's not enough—which isn't Mr. Mitchell's fault. Roy Roberts is properly breezy as the reporter; Mary Rolfe, a youngster who's improving with each appearance, displays a stunning figure and nice stage presence as the ingenue, and various others also aid as best they may, including G. Pat Collins, Pass Le Noir and Lucia Sepp. Mr. Phillips has provided run-of-the-mill direction.

All of this, by the way, took place Tuesday night—and in the Guild Theater. You could almost hear the ghosts of subscribers groaning and clanking their chains thruout the play.

OUT-OF-TOWN OPENINGS

"American Landscape"

(Wilbur Theater)

BOSTON

A play by Elmer Rice, presented by the Playwrights Co. Staged by the author. Costumed and set by Aline Bernstein. Cast: George Macreodis, Patricia Palmer, Donald Cook, Phoebus Foster, Rachel Hartzell, Howard Miller, Charles Waldron, Sylvia Weld, Charles Dingle, Theodore Newton, Alfred A. Heffe, Isabel Elson, Con Mac Sunday, Lillian Foster, Jules Bennett, Ethel Intropidi, Aage Steenshorne, Pierre D'Ennery, J. Augustus Koehg, Emory Richardson, Phillip Singer.

Elmer Rice seems to have produced in American Landscape a play which will fare rather well during the year of the World's Fair when visitors from the hinterlands come to pay their respects to Broadway. That is not to say that it is not something which might be a success in any year, but with its theme of oratory and debate which causes much flag-waving, American Landscape will hold particular fair appeal.

One never suspects Elmer Rice of getting down to his audience, but one does wonder if it were not at times with

FROM OUT FRONT

(Continued from page 17)

all treasurers. The fact that he himself reported that the code was lived up to in 9 out of 10 cases proves that.

But the attorneys claimed that he had impugned the honesty of their organizations, and said (loudly) that if he had found violations he should name names by case after case. Now that's just as fantastic as saying that a householder who has been robbed should either name the burglar or else be forbidden to report the robbery to the police. There's crooked work going on, and Mrs. Pemberton, the brokers, the treasurer, this corner and everybody else knows it. If the brokers' and treasurer's attorneys object to attention being called to that fact, then they're merely protecting the dishonest 10 per cent of their constituents at the expense of the honest 90 per cent. Mr. Pemberton was doing far more good for honest brokers and treasurer than were their own attorneys.

There have been dishonest practices indulged in by both classes—and by managers too in some instances, as Mr. Pemberton himself admitted in his speech. And the only way to end them is to call attention to them, even when specific instances are lacking. As a matter of fact, this corner knows of at least one instance of dishonest practice—and in connection with the cheapest gallery seats—that has occurred in the box office of a current hit. It was straightened out only when the seat purchaser revealed her official connection with The Billboard, and then it was straightened out with breathless dispatch.

That's one instance for the attorneys if they want it. The fact that Mr. Pemberton could not or would not name others certainly should not prevent him from calling attention to the fact that a small percentage of crooked work is going on.

Speaking of Mr. Pemberton, he did something else recently that should get him a medal from the Society of Embattled Playgoers. He suggested that producers refuse to seat latecomers until the end of the first scene. There is, I think, nothing more ill-bred or annoying than the constant banging of seats, rustling of programs and whispered conversations that create an unintermittent accompaniment to the first 20 minutes of any play. It is unfair to the actors certainly—and also to those customers who are polite enough and interested enough to arrive on time. Mr. Pemberton's suggestion would end it. A similar system has been in effect at concerts for many years. The theater could well follow suit.

Of course, plays with no scene divisions in the first act might find it difficult. But even in such cases it might be wise to keep latecomers standing at the back until 20 minutes after the curtain goes up. Then at least they would do their interrupting all at once and it would soon be over, and after a few months of it I think habitually late theatergoers would begin to arrive on time.

However—and Mr. Pemberton mentioned this angle too—managers would have to live up to their own end of the bargain. A good percentage of latecomers are probably motivated by the fact that most curtains rise anywhere from 5 to 15 minutes after the advertised time. It is a pernicious practice, serving to annoy and alienate countless numbers of playgoers, and if theatergoers are forced to come on time they must have reasonable assurance that the curtain will keep the date.

A few years ago late curtains were so common that this corner started a campaign against them, printing the advertised curtain time and the actual curtain time at the head of each review. After several months of that, conditions improved perceptibly—at least on second nights—but now they're almost as bad as ever.

Shall we start a second campaign?

tongue in cheek and with a far-away glance at those World's Fair visitors that he inserted the long debates and flights of pulpit oratory in which various American organizations of veterans take part.

The scene of the play is Dalesford, Conn., in our own time. The action passes in the living room of the Dale house, where the members of the family have gathered to hear important news. Capt. Frank Dale, at 75, has decided to sell the family homestead, which has been in the family for more than 200 years, to a German-American organization, semi-military in character. His business he would sell to a large shoe company that would close it for monopolistic reasons and throw 100 families out of work.

Out of the past come his forebears and his dead son to join his present family in protest. Revolutionary and Civil War captains and Harriet Beecher Stowe and Moll Flanders move thru the ancient living rooms of the Dale house and urge upon him the preservation of the house and the factory as a symbol of what they stood for.

The bewildered captain asks of himself and the world, "What am I to do as his relatives and friends, past and present, close in on him on one side and the German Bund on the other. The answer is given half a dozen times, always in generalities. Mr. Rice now and then going off on a tangent without returning to clear up the matter he has left. Stricken by a heart attack, Captain Frank lives long enough to change his mind and his will, and the dead depart leaving the new generation to carry on.

The first-night audience seemed at times just a bit bewildered, yet it stood about between acts and agreed that there was offered here something which seemed to have great possibilities and which will undoubtedly be reproduced into shape before reaching New York. There is now too much oratory and debate, but that is a defect easily repaired.

The cast is large and thoroughly capable. Charles Waldron, who incidentally overlooked the role of a week's notice, did exceptionally well with the Captain Frank role. Charles Dingle, as the salty Captain Samuel, founder of the Bund, Con Mac Sunday as Captain Heinrich, Isabel Elson as Moll Flanders, and Sylvia Weld and Rachel Hartzell, as the modern granddaughters—all played with sincerity and distinction. Floyd L. Bell.

"Spring Meeting"

(His Majesty's Theater), MONTREAL

A play by M. J. Parrell and John Perry, settings by Roger K. Purse; directed by John Olejnik; presented by Gladys and Phillip Morvay, in association with Lee Ephraim and George Jessel.

Cast: Gladys Cooper, A. E. Matthews, Aldeen O'Connor, James Woodburn, Jean Cadell, Denis Carey, Arthur Shields and Robert Fleming.

The North American premiere of Spring Meeting here found a capacity audience enthusiastic but the critic not too ready to predict an eventful run on Broadway. The play is a strange conglomeration of Irish wit and charm, bad play construction, ingratiating personalities and unwise casting. After the piece (See Out-of-Town Openings on page 20)

BROADWAY RUNS

Performances to November 26, inclusive

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Playright)	Oct. 15	49
Backstage (Morosini)	Jan. 23	223
Fabulous Harold, The (Broad)	Oct. 8	81
Harold (Little)	Nov. 25	3
Oh, My Darling (Mandel)	Nov. 25	49
Hamlet (St. James)	Oct. 12	1
King the Boys Goodbye	Oct. 12	70
Mr. X	Oct. 12	24
Over Wild (Palmer)	Oct. 19	24
Upland Seat (Gold)	Nov. 25	1
Rocked in the Moon (Hobson)	Nov. 25	1
Tobacco Road (Forsyth)	Dec. 4, 5, 20, 21	8016
Victrola (Waters)	Oct. 3	61
What a Life (Hildemann)	Apr. 15	263
Where Do We Go From Here? (Vanderbilt)	Nov. 15	15
You Can't Take It With You (Imperial)	Dec. 16, 26	630
Musical Comedy		
Boys From Syracuse (The)	Nov. 22	16
Hellzapoppo (Till)	Nov. 22	16
I Married an Angel (Russett)	May 11	236
Holiday (Harris)	Oct. 19	45
Leave It to Me (Imperial)	Nov. 6	23
Now Out the News (Minsk)	Sept. 24	73
You Never Know (Winters)	Sept. 21	78

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FOR CATALOG Address Secretary, Room 145, CARNegie HALL, NEW YORK

Kansas City Offers "Hotel" to Drunkards

KANSAS CITY, Mo., Nov. 26.—Kansas City's new "hotel" for bon vivants with a top too many under their belts was unshuttered this week without ceremony by Otto P. Higgins, director of police.

Higgins last year introduced the system and it has proved a smash success. Nitery patrons who have had too much to drink are escorted to jail at police headquarters, where they are allowed to spend the night without getting into trouble.

This week when the drunk new municipal courts and police structures were opened celebrants packed off the streets in the early hours were surprised to find ornate new cells and a greatly improved cuisine, a broad diet of soup and coffee having replaced the old bread and water.

Higgins wants it known that acts are invited to make use of the smart, well-lighted new quarters in case they are ever stranded here without a job or food.

Lipstick Error Costs Him \$100

DETROIT, Nov. 26.—Lipstick was ruled to be "one of the hazards of the booking season" by Recorder Judge Arthur E. Brown this week. Trial was that of Harold Brown, of Amusement Booking Agency, accused of booking a 13-year-old girl in a night spot. Brown contended that the girl, who appeared in court in a very childish make-up, was made up with lipstick and high heels to look as if she were a night club girl.

According to the court's warning, booking agents assume responsibility for maintaining the age of any acts in any doubtful cases, and fines of \$100 each were assessed against Brown and Curtiss, of the Curtiss Booking Agency, on the same charge.

AFA Negotiates With Pitt Cafes

PITTSBURGH, Nov. 26.—AFA agent George LaRay is negotiating with nine major night clubs for an AFA shop, and with Retail Liquor Association representative of smaller spots. With AFA committee Gene Cassell and William Carl LaRay claims that it interests turn down pact, sympathetic AFL music, bartenders and waiters unions will "co-operate" and force clubs into line.

Proposed agreement divide city license spots into four classes, "A" pay \$40 minimum weekly; "B," \$35; "C," \$30 and "D," \$25. Drive on country inns employing talent would follow.

Complete organization of city's 800 entertainers still being stymied by conflict between APA and Entertainers' Federation of America, local society with union ambitions. LaRay maintains his "membership is growing and prospects look good."

Philly Marguery To Book Better Shows

PHILADELPHIA, Nov. 26.—Quality in acts instead of quantity will be the policy of the Cafe Marguery atop Adelphi Hotel, Howard F. Hohl, recently appointed manager, announces. In an effort to get the midtown spot out of the red, he is negotiating thru the Harry Kelly office, New York, for better bands and attractions.

Hohl said he was also contemplating slash in prices. There will be no minimum or cover charge.

"Drunkard" Breaks Record

SPokane, Wash., Nov. 26.—Lyle Black's production of The Drunkard closed a 14-week run last week in the Hotel d'Alene Hotel's Donkey Room. A smash all contingent-run marks for any kind of entertainment here. Clark is considering offers from Wenatchee, Wash., and Salt Lake City.

Chel Parce, Milwaukee, Opens

MILWAUKEE, Nov. 26.—William and Minnie Parce have unshuttered their new Chel Parce with Wally Valentini's Ork.

Say Chicago Is Much Closer to Corn Than N. Y.

CHICAGO, Nov. 26.—Comparing the New York and Chicago markets for acts, a trio of local act representatives who just returned from New York agree that while the Windy City has its arms open for the smart stuff, it will also accept a more gony act that will only pound the pavements on Broadway. Lou Lipstone, of Balaban & Katz, who bought a crop of talent for the Chicago and State-Lake, which reopens Christmas week, is under the impression that the tastes of New York in general are somewhat more cultivated than they are in this area, and it is tougher for the average act to secure equal audience response.

Sam Roberts, local agent, and Jake Fine, unit producer, took in the New York scene and are of similar opinion. Fine returned here to pick up flashy talent for the circus concession he plans to have at the World's Fair.

Lipstone feels that acts are under the false impression that local outlets pay more than do similar talent buyers in the East. While the actual salary figure on the contract may be higher when the additional expenses in coming here are shared off, the net result remains about the same.

No Cut in Philly Licenses

HARRISBURG, Pa., Nov. 26.—Despite cries from licensees for "limitation of licenses," the Pennsylvania Liquor Control Board has announced that approximately the same number of night spots in Philadelphia have been licensed for another year. It is expected that the 3,700 licenses of last year will be equaled.

Silent New Year's Eve

CALGARY, Alta., Nov. 26.—With New Year's Day falling on a Sunday, Calgary will have a quiet New Year's Eve. There will be no dancing in public halls between midnight, New Year's Eve, and 9 a.m. January 1, 1939. Such was the dictum of the civic legislative committee, which puts an effective gamper on New Year celebrations in licensed spots.

Maisie Sure of World Fair Job; Gives Joe 10-Spot To Close Deal

By PAUL DENIS

Dear Paul:

Just met Harold and Helen DeKite, the singing team that worked with me at the Bucket of Blood last week. They're dressed nice, like Helen can't hide me about her new coat, it's last year's but with a new collar and buttons.

Anyway, they tell me everything's fine and that they've just given 37 auditions for the local agents. "They're all raving about the act, but we're holding out for more money," Helen said. "Sure," said Harold, "we told them we wouldn't take one penny less than \$50 a week, room and board. Yes, sir, we're independent this year. No \$40 jobs for us any more!"

"Yes," said Helen, sort of uppity. "We've got a new car, too. Of course, it's only a 1928 Chevvie, but it's so much better than our 1925 Ford."

AFTER leaving them, I dropped in on Joe Puresit, my agent. Joe was feeling pretty low. He had just been trying to sell a floor show idea to the Automat, but the deal fell thru. "Here I am trying to bring high-class floor show entertainment to the masses, but these dopes can't appreciate it. I offer to give the Automat a 7 p.m. show and then bring the same floor show to other cafeterias in the neighborhood the same evening. A 20-minute whirlwind spectacle in each spot—and I was only asking for \$48.50 a week from each spot!"

"This would have been a wonderful way of bringing floor shows to the poor cafeteria patrons who can't afford to go to high-class spots—and I'm producing the shows for peanuts, and those guys pull a crack about 'Our patrons aren't interested in floor shows.' Now isn't that enough to make anybody disillusioned?"

Well, I couldn't help feeling sorry for poor Joe. He's always thinking of ways of putting more performers to work, and those awful business men are always thinking of reasons why it can't be done.

"MAISIE," Joe tells me, "I'll tell you what I'll do—just to prove again how much I think of you—and you are a great artist, don't forget—just give me a 10-spot advance on your commission and I'll grab the next train for New York and have a good, long, heart-to-heart talk with Grover Whalen. I'll tell Grover that you're just the girl he needs for the World's Fair. After all, I'll tell him, what good is the World's Fair without some sex appeal, a bit of sensational femininity, a glamour girl?"

"And who's that girl? Maisie! That's just what I'll tell Grover. Oh, boy, how his eyes will pop out! I'll bet he'll be so glad, he'll let me book the whole Fair! Maisie, this is going to make a star out of you! And I'll make Joe Puresit the biggest agent in the country! I'll bet MCA and the Morris Office will be begging me to take over their Fair Department!"

Well, I gave Joe the 10-spot, even tho' I had been saving it to buy a Christmas present for mom and brother. You should have seen Joe. He was so happy. He rushed off, yelling, "I'm off for New York!"

It made me feel so good to see Joe so happy.

Maisie.

How He Does It

CHICAGO, Nov. 26.—A unit producer's secret of holding acts in his small shows despite miserable salaries leaked out the other day.

He advances them cash whenever they need it and in this respect has the acts owing him money at all times.

Boston Bans Late Shows in Suburbs

BOSTON, Nov. 26.—The Boston Licensing Board voting Tuesday to up-club licenses and to bar late entertainment outside the in-town Boston environs, effective January 1, 1939.

Annual liquor license fee for chartered clubs increases from \$600 to \$200, with 46 clubs affected.

All entertainment must be silenced after 11:30 p.m. in all restaurants and clubs, except those within in-town districts.

The licensing board, in regarding up reps of several of the larger local hostilities, spared no words in laying down the law that the board insists on strict adherence of the statute prohibiting liquor sales to young boys and girls.

The 11:30 curfew is for East Boston, Charlestown, South Boston, Dorchester, Hyde Park, Roxbury, Jamaica Plain, Roslindale, West Roxbury, Brighton and Allston.

Clubs in downtown Boston, Back Bay and the North, South and West Ends retain entertainment till 1 a.m.

The 11:30 p.m. ban covers instrumental music, warbling, hoofing and also radio reception and the playing of automatic music machines.

Club Ousts Bingo

FORT WORTH, Nov. 26.—Ringside Club, turned into a bingo club several months ago, has reopened as a night spot for the holiday trade. Bingo will still be a feature in the club's Patio Room. Tom Daly operates.

PHIL CHAKERES, head of the Regent-State Corp., Springfield, O., has added the Grand Circleville, O., to his chain of theaters. The house, purchased from the Piqua Amusement Corp., will be remodeled and the seating capacity increased from 750 to 1,000.

Holiday Helps N. Y. Clubs To Hold On for WF

NEW YORK, Nov. 26.—New life greeted local night clubs last week with the four-day Thanksgiving holiday that packed the town with visitors, and consequently, the night spots with cash customers.

A few more spurts of such spending, some night club operators say, and they will be able to hang on until the World's Fair trade. All are optimistic that the Fair customers will pull them out of the red.

But despite the failure of La Conga under Bobby Martin, which was one of last year's most highly patronized spots, two of its former maestros, Eric Madriguera and Ramon Ramos, along with Oscar Boole, a partner in La Conga until its last breath, will combine to unshutter the place before Christmas.

The long delayed opening of the Hollywood Restaurant is supposed to come about again, this time December 2, but it has met with so many setbacks in the past few months that all plans are indefinite. With the advent of fresh money, some of which reputedly supplied by Rockwell O'Keefe, it is felt that all current worries are over. Significant along these lines is the fact that Lee Shelley, son of one of the partners, and his orchestra will get their notice opening night and then be replaced by Segar Ellis, a R-O-K Band.

Opening date for Billy Rose's new spot in the Paramount Hotel, the Diamond Horseshoe, is more or less set for December 3, with Frank Libuso, Clyde Hager, Fritz Scheff and Noble Sissle's Band signed to long-term engagements.

The International Casino has been pruning for the past week, due to bad business conditions, with the result that the late supper show has been cut out and the dinner show repeated at midnight and a general wage slash effected for some of the higher paid employees.

It was learned that the International Casino must gross at least \$35,000 to cover the nut every week, with approximately \$10,000 of that going to the stage show and three bands.

Chi Agent Unity Sought by AFA

CHICAGO, Nov. 26.—Unity in the booking field here remains American Federation of Actors' leading problem. While the drive on clubs and performers is progressing successfully, the co-operation of the 10 per cent boys is needed to smoothen the road to complete unionization of the club and theater talent.

Entertainment Managers' Association reached an oral understanding with Guy Mingley, local AFA head, to book only organized acts after December 1. That organization, however, is composed of club agents only and in no way does it control the flow of talent into all the major spots here. The big boys in the booking field have not been too encouraging when approached with get-together plans, and it is a foregone conclusion that opposition from those offices will prove a stumbling block to a happy interrelationship between the APA and bookers.

While the AFA plans to license all agents and has set a December 1 dead line for the round-up, no action against any office is contemplated before Ralph Whitehead, executive secretary of the AFA, will talk before a mass meeting of all agents. Whitehead, in the city to attend the outdoor showmen's convention, is taking time out to talk before acts and bookers to outline his organization's local campaign.

In the meantime the Ball Ball, Liberty Inn and Thompson's 16 Club signed AFA agreements, bringing up the total to 49 unionized spots.

St. John Spot Resumes

ST. JOHN, N. E., Nov. 26.—Trading Post, a dine-and-dance spot, has reopened for the winter. Offering dancing nightly, except Sunday, Charlie Williams' Tomtoppers supply dance music.

Pelham Heath Inn, Bronx, New York

With an eye toward developing this roadhouse for an all-year patronage, it has been reopened by Dave Bronstein, Teddy Christomalis and John St. John after a year or more of darkness. For this reason as much attention is being paid to the culinary end as is allotted to the assembling of floor shows. Opening night impressions promise attainment of considerable success here.

Entertainment offering as a whole is worthy of any in-town spot, and in particular two features, the dance team of Dudley and Bostock and the music of Eric Correa, outstrip similar departments of most Broadway clubs.

We hasten to go on record as one of the first to acclaim Dudley and Bostock's work. Making their initial appearance in the East, this delightful team presents the freshest, the most unique treatment of dance satirization since the beginning of the current fad. They employ the ballet form instead of the usual ballroom steps, and in their novel interpretations inject modernistic eccentricities with the suavest of humorous touches. A team that has class and reflects it. Particularly absorbing was their *Musket in Jazz* travesty.

Marcia Harris started things off with a tap routine that begins slowly and rhythmically and builds into a hot tempo, fast and bumptious. She appears again later in abbreviated costume displaying full, but shapely build, and scores solidly with a difficult tap on toes.

Patricia Riley succeeds moderately with a selection of pop numbers, employing a sweet personality to fullest extent, with a voice that has no great fault. She did full justice to *So Help Me* and *Small Fry*.

June Lorraine, short, brunet and with expressive eyes, gives impersonations of Lionel Barrymore, Gracie Allen, Laughton, Betty Davis and others, gaining her greatest degree of resemblance thru the unusual control over her eyes. She works

hard at characterizations, has imagination and much talent and is generally successful. One bit, *Schneiders*, with many humorous quips, is very good.

Eric Correa and band are the musical aggregation; they do yeoman duty for show and dancing.

Shows booked thru Lyons and Greahler, Edward J. Adamson doing publicity. George Colson.

Continental Room, Stevens Hotel, Chicago

Latin atmosphere envelops this dignified room again, with Carlos Molina, the rumba and tango band specialists back to lend authenticity to the proceedings. While mixing up the dance sessions with standard and current hits, the native rhythms of Spain and Cuba predominate. Instrumentation is properly suited for such an assignment, and capable vocal assistance is furnished by Lyoto Garcia, the dramatic crooner, who recently parted company with the Eddie Varos group.

Molina has long been a favorite here and will probably hold his own this winter. No terrific business in view, however, considering the keen hotel room competition and unsettled business conditions. Grosses should be high week-ends and Wednesdays when the popular *Fiesta Night* is staged. The room is lavishly decorated in Latin style and native floor entertainment is added.

Shows include two acts in addition to Molina specialties. Billy Hayes is a clever juggler who works with a continuous line of amusing patter. It is not the sort of stuff for this room, however. Under more informal conditions Hayes' wares can be highly marketable.

Houston and Burden, musical comedy song team, make a classy appearance

and work in pleasing harmony. Their voices have quality, blending impressively in their love duets. While the girl is larger than her male partner, this physical disadvantage loses conspicuously once they get into the swing of the act.

Marguerite Meyers is the band's attractive vocalist, filling her comparatively minor post with a satisfactory blues singing voice.

\$1.50 minimum nightly. Tom Montgomery still handling publicity. Sam Montgomerie.

Plaza Cafe, Pittsburgh

Business here thriving on clean entertainment, good waiters and 20 hostesses catering to the adult trade. Eddie Hess and wife Freda Pope, with a house band and appetizing dinners averaging \$2 per, have created a chummy atmosphere conducive to cordial reception of a small but well-balanced show.

Current talent includes dancer Bert Layton; the Four Miras, who form the line as well as a team, with Layton, tenor Billy Cover, accordionist Leonore Rika, and Jimmy Peyton tripling as emcee, maestro and instrumental soloist.

Bill opens with girls singing and dancing a parody on cafe service, followed by a 21-year-old Pitt student, Cover, who sings in five languages. Layton dons a burlesque golfer's garb for a ditty and mime, then come the Four Miras again, with a song ensemble.

Band's specialty is a "Musical Melée," with every man playing a different tune in harmony, after which comes Leonore Rika with her squeeze-box. She also plays table to table between shows. Finale of show caught was novelty tap on tiny xylophones and washboards by girls and Layton.

Cover of 50 cents keeps out most youngsters and loungers; well-mannered hostesses attract traveling money-bags. Band is better than most hinterland club musical backgrounds and swings out sweetly for dancing on center-floor. Milton Karle is press agent. Morton Frank.

Club Delavan, Buffalo

It's a question which is the bigger drawing card here—the emcee, Frank McCormack, or the club itself. Both started here the same time, last July, and both are talked-of subjects in night club circles. The club has expanded from a 200-capacity spot to almost 500 in recent months.

Presentation of high-class entertainers headed by the ever-present McCormack, who now possesses a contract for his talents thru next June. Bar none, he's tops as an emcee.

Dishing out a hot, rhythmic style is Al Gibson's Cleveland Nighthawks Band, 5 recent replacement for David Cheekin. The dance music is inspiring and the accompanying is well-timed.

The Lonette Sisters, Jay and Lois, are a sensational team of high kickers, acrobats and fast steppers. Girls wear beautiful garments and perform with ease and finesse.

Bethlie Laird's Texas Rockets are a well-trained line. Their steps are tricky and their formations are dignified and glamorous.

Amelia Gilmore, toe dancer and tapster, has the polish and talent of a classical dancer coupled with the disposition and personality of a night club entertainer. She's quite 'fast on the whirly and a real looker.

Intermittent piano playing on a studio instrument is done by Marion Healey.

She gives the table-talkers a musical background between dance numbers. Wally Gluck books exclusively and handles advertising and press releases. Harold J. Warner.

Blue Fountain Room, La Salle Hotel, Chicago

A haven for small musical combinations, both the set-up of the room and special acoustics lending themselves admirably to abbreviated band-stand outfits. Last week marked the return of the King's Jesters, an ace six-piece group playing well-defined versions of popular tunes and a mass of amusing novelties that are both a vocal and instrumental treat.

The boys, back from a West Coast sojourn, know the commercial value of informal entertainment and they cash in on it. Most of their dance sets represent tunes requested by the patrons and are dialed out neatly and smartly.

Mary Milan is their new vocalist, having replaced Marjorie Whitney during the Jesters' last visit here. Has an effective little voice, a cute personality and fits in nicely into this picture. Pipes alone and with Fritz Bastow, George Howard and Johnny Ravencroft of the band. Arrangements are most overdone.

While this sextet has plenty on the ball in the way of entertainment, a little floor show evenings would not hurt the proceedings. Hotel used to run floor bills over a year ago; but were curtailed (for economic reasons no doubt). A couple of acts, sandwiched in between band novelties, would bring relief from the series of dance groups played thru the evening.

On Friday nights, only the entertainment program is augmented with a parade of models furnished by Roney T. Peely, of the Mannequin Guild. Room then is resplendent with publicity but unfortunately not with talent.

Never a cover or minimum. Sam Montgomerie.

Sans Souci Grill, Hotel Bennett, Binghamton, N. Y.

The instrumental trio known as the Three Strings is in its second appearance in this spot.

Trio consists of Dick Oler, bass and vocal; Loretta Reed, violin, and Russ Richman, guitar, and specializes in sophisticated entertainment.

Will remain here for several more weeks. G. H. Barlow.

Village Barn, New York

Greenwich Village's hayseed history has been having a quick change of pace lately and has added the Schnickelritze Road to give the Barn its only back-to-the-farm atmosphere in the completely new bill (with the exception of one holdover), plus Jack Sherr's Orchestra for dancing and floor show accompaniment.

To the complete surprise of everyone, there is a dancer here. Vera Fern, who starts off with an esthetic turn and gracefully winds into acro spins, plumbings, hand walk and general terpsichory that is fun dancing in every sense of the word. Besides being an extremely attractive blonde, she is one of the most

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er dancers seen around in a long time. And just as amazing, but in reverse, is Tina Nira, a Continental singer with a delicious personality but no voice. She is full of exuberance in Spanish and Russian numbers, exuding a sweet smile, a healthy laugh (which is definitely something), but her vocalizing is high and screechy.

Don Loper and Maximo Barrett, ballroomologists, are holdovers with an ease, flow and dancing style that is more to be found in classy hotel rooms. Johnny Howard, emcee, is as gentle as a Jitterbug and has a pleasing personality. Does a bit on a vaudeville ham that's much too long, but is otherwise a personable chap.

Leadly comes the Schneckelwitz Band, that fits squarely into the mood of the place with riotous rhythm and plenty of it. This is strictly a novelty crew, in style and corn-fed appearance, and score readily here. Jack Sberri's Band did a weak job of playing for the floor show and were quite tiny and unrhymed on the dancing stint.

Bernice Healy, band vocalist, also contributes her share of amateurishness to the orchestra. (A detailed review of the band will appear in a future issue of the music section of The Billboard.)

Meyer Horowitz is still the official host and Irwin Cohen is p. a.'ing the spot. Sol Zeit.

Cafe De Paris, London

This nitery goes all-French for current session and engages probably the two best French acts on the market, Lucienne Boyer and Pils and Tabet.

Miss Boyer is a grand artist with plenty of light and shade in her corking performance. Switches from light humor to dramatics with ease and sustains interest throughout.

Pils and Tabet, two-men piano team, sing in French and English. Their lyrics are snappy and well arranged. Forced to encores. Bert Ross.

Club Madrid, Milwaukee

Hit of Sam Mick's nitery, just 15 minutes from the city, is Ann Suter, comedienne. She is now in her fourth week and customers continue to applaud her grand ditty warbling. Blond and appealing, the little lady puts over each number as I Gotta See a Man About a Dog and Chief Waigo.

Sharing honors are Edith Rae, personable prima donna; Shatta and Kent, tap dancers, and Betty Carson, acrobatic dancer, together with the Five Camoes, whose singing and dance routines are such. Cuties make up the first line of dancers at the spot in several months.

Three shows nightly. Danding in to the music of Stan Keobon's Ork, a smooth-sounding aggregation. H. O. Brunner.

Terrace Room, Hotel New Yorker, New York

In addition to Tommy Dorsey's Band, a floor show for dinner and supper, this room uses Mitchell Gornier's Orchestra for the luncheon period.

Gornier (piano) is backed by two violins, string bass and cello for sweet music in true hotel concert style. The music is unobtrusive and does much to make smothering a quiet, pleasurable affair. Gornier's Orchestra switches to the Thunderbolt Hotel for the cocktail hour.

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MIDWEST MERCHANDISE CO.

107th & BROADWAY, KANSAS CITY, MO.

The hotel's Manhattan Room (cocktail lounge) has Dorothy Wilkens, accordionist and singer, handling the cocktail hour. She also works the dinner and supper shows in the Terrace Room. The Terrace Room hypes business Wednesdays with a "Fashion Luncheon," which is a tie-up with H. H. Macy department store. Macy's contributes a \$50 ensemble to the holder of a lucky number (patrons are given a number stub) and shares with the hotel the cost of hiring Powers' mannequins to parade the new styles. Women patrons vote on the "most popular ensemble of the week" and Macy's uses this info to guide its sales department. Martha Manning announces the mannequin parade. The stunt is credited with bringing 300 extra patrons each week.

Typical Hits showmanship. Paul Denis.

Casa Mamana Lounge, New York

One of the few night clubs around town that gives its barroom tenors and whiskey baritones a chance to exercise their vocal chords to the tune of old favorites is the mezzanine bar and lounge of Billy Rose's nitery, where Kay Parsons conducts her "Everybody Sing" session at the close of and in between floor shows.

Tune sheets are placed, on the tables, with Miss Parsons obligingly singing request tunes and urging the others into song at the close of her stint. She employs all the showmanship and gestures possible while working at the piano and manages to provoke lots of accompaniment.

Anel Sweet capably assists her at the electric organ and also fills in solo. Sol Zeit.

Gray Wolf Tavern, Youngstown, O.

One of very few Northeastern Ohio enterprises operating consistent floor show. Improved mill operations has substantially helped his and even more pretentious entertainment is promised by Pete Meyers, proprietor.

Current bill, one of the best in some time, is replete with variety plus the usual nudity. Three shows nightly, with a small amusement charge prevailing at all times.

Topliners, Miss Helene, dancer, who does an interpretation of the Greek myth, Leda and the Swan. Well done, and a distinct novelty. The realistic bird adds grace and beauty to her performance.

The Eight Midshipmen is a show-stopper. Well-groomed lads offer a splendid repertoire of songs, including many pops, that win them much applause.

Others on the program are Burke and King, who do a swell ballroom routine and know how to wear clothes; Flag and Arnold, capable vocalists, and Evelyn Boyce, singer of pop songs.

As a band attraction, the Harry Canquilla combo has enjoyed long runs in many of the top local spots. They play pleasing music, including some swing. Canquilla knows some. Rex McConnell.

Club Village, Hotel Alma, Cincinnati

Featuring a good show plus song jams, dividend nights on Wednesdays and the emcee Clay Rambeau's brainchild, the Stumpus Sessions, wherein drinks are on the house if the customer is successful in stumping the ork, this suburban

spot continues to click to near-boom business.

Room, which seats 400 comfortably, operates nightly except Monday and Tuesday, with a change in show fare every Wednesday. Of the business stimulators offered by the club, the Stumpus Sessions seem the best crowd pullers. Excellent cuisine and popular prizes also have done their share in attracting the lucre holders.

Rambeau continues to handle the emcee chores in capable style and is a popular figure here. House played to capacity at this look in (23). Nobby throng went for the after-dinner fare in a big way. First out were Ray and Rosalie Bavelle, well-attired lad and lassie, who revealed in the hand-wacking tendered them for their several rhythm-tap numbers. Titan-haired Jean Boax, ork's warbler, lent balance to the show with a potent rendition of I Got the World on a String, hit tune of the grook as evidenced by patrons' votes.

Fernando and Charmion, classy and hard-working ballroomers, bowed to the best hand of the evening with their Spinology, tango, rumba, waltz and botcha offerings. Jimmy Van Ockell's Ork continues to do the show and dance music in okeh style, with la Boax warbling the vocals capably.

Table service, under direction of Harry Bickers, needs no improvement. The 50-cent minimum for week days, \$1.25 on Saturdays and \$1 on Sundays still prevails. Bob Doepke.

Savoy Hotel, London

Cabaret again switches to all-male entertainment, probably due to the dearth of really good dance teams.

Highly appreciated novelty comes from Bob Bromley, an American, who does a highly original puppet show relying on three figures only. Has a marvelous sense of synchronization which allows every movement to tally with a gramophone accompaniment.

Pierre Cartier, conjuror, now does his cigaret and ball manipulation with one of those gloved monkey figures. Does a neat act and scores well. Bert Ross.

Rainbow Room, Hotel Geo. Washington, Jacksonville, Florida

Continued high-type shows have brought the G. O. gradually up the past three months to about a 75 per cent capacity. Three shows nightly. Commencing last week, they tacked on \$1 minimum Saturday nights.

Dave Bover's six-piece combo evidently comes with the lease, and it does the music in a sweet, sure manner. Bover now doubling as emcee and making a nice job of it. Outfit etherizes twice nightly on WMBB and on WJAX.

Highlight here is Henri Tharzen, a tenor, who has a mellor voice of quality and fine timbre. Did Paghecoi and L'Amour, Tounfour, L'Amour in grand manner. Forced to come back with the colorful Glennius M'n. He had the usually frigid Rainbow Room bunch calling for more.

Nadine and Charles, dance team, appearing at this spot for the fourth time

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

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Owner

EL CHICO

New York, N. Y.

Says:

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this year, on for an interpretation of the Yent, the Astaire-Rogers opus. Well done and apparently well liked, as they were clapped back for a fast tap, a showy routine.

Karen Stephany, dancer, did a Hungarian number with tambourines, coming back later for a gracefully done serpentine routine. W. H. Colson.

Spokane Floor Shows Weak

SPOKANE, Nov. 26.—Altho this city and its suburbs have a population of more than 150,000, there is no night spot in this area offering more than two acts on its floor show.

WENCES

Entertainer Extraordinary

who sailed Saturday, November 26, via S.S. Normandie, for an extended European tour, takes this opportunity to express his thanks to the

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and others who have made his engagements in America so pleasant and highly successful.

Personal Management—Clarence J. Austin

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

A. B. C. Trio (Paradise) NYC, ne. Abbott & Costello (Casa Manana) NYC, ne. Ace, Red (Spa) Richmond, Ind., ne. Adrian, Eric (Leon & Eddie's) NYC, ne. Allen, Richard (McAlpin) NYC, h. Alton, Beverly (Palmer House) Chi, h. Amanda (Brick) NYC, ne. Anderson & Allen (Lookout House) Covington, Ky., ne. Andre, Felix (Crista) NYC, ne. Andre, DePalme (Hotel Utah) Salt Lake City, h. Andrews Sisters (Beverly Hills) Newport, Ky., ne. Arden's Don, Artist Models (Lookout House) Covington, Ky., ne. Aristocrats, Twelve (College Inn) Chi, ne.

Bachelors, Four (Belmont Plaza) NYC, h. Badley Sisters (Palmer House) Chi, h. Baker, Bonnie (Palmer House) Chi, h. Baker, Marc (Paramount) Ft. Wayne, Ind., h. Banks, Madie (Old Roubanians) NYC, ne. Banister, Barbara (Midway) Supi NYC, ne. Barker, Frederick (Armstrong) NYC, ne. Barry & O'Alta (Benny's) Phila, ne. Barry, Gracie (Pal) Chi, h. Basler's, Joe, Band (International Ski Motel) Madison Square Garden, N. Y., 8-10. Bassini, Dr. L. (Kammerman's) NYC, re. Bassinger, Harry (Monte Carlo) NYC, ne. Behan, Arthur (Key Building) NYC, ne. Bela, Zita (Zimmerman's) NYC, re. Bell's Hawaiian Polles (Pay's) Providence, R. I., 25-Dec. 1; (Paramount) Newport, R. I., 2-3; (Hill) Newburgh, N. Y., 5-6; 1. Belmont, Orla (Casa Cubana) NYC, ne. Bennett, Ethel (Old Roubanians) NYC, ne. Benz, Ben (Oella, Ga., 28-Dec. 1. Ben, Ben (Oriental) Chi, h. Bergen, Jerry (Hi-Hat) Chi, ne. Bergin, Irving (Village Barn) NYC, ne. Berni Viol. Count, Walt (Shubert) Cincinnati, h. Berry Bros. (Cotton Club) NYC, ne. Besser, Joe, & Co. (Capitol) Washington, D. C.

THE BILLETTI TROUPE Dec. 8-10, MONTGOMERY, ALA. SHRINE CIRCUIT; Dec. 12-17, JACKSON, MISS. SHRINE CIRCUIT; Jan. 8-11, BIRMINGHAM, ALA. SHRINE CIRCUIT.

Bilmorettes (Pal) Chi, h. Bize, Doris (Russian Kretchma) NYC, re. Blackstone, Nan (Colony) Chi, h. Blake, Dorothy (Chatham) N.Y., re. Blackford, Ed, NYC, ne. Blanche & Elliott (Club Hi Pallo) Mexico City, ne. Blue, Sam (Pal) Cleveland, h. Blue, Sam (Alma) Cincinnati, h. Brown, Carl & Lesmie (Coccolino) Rio de Janeiro, re. Hood & Hood (International Casino) NYC, ne. Booth, John (Olsen) St. Louis, h. Borg, Inge (Jimmy Kelly's) NYC, ne. Bourson, Ray (Bendamo's) Hollywood, ne. Bourton, Ed (8th Street) NYC. Bopettes, The (George Washington) Jacksonville, Fla., h. Brady, Bill (Le Mirage) NYC, ne. Bridgote, Ace, & Band (Aragon) Cleveland, h. Brock, Edine (Pan-Pacific Rink) Los Angeles, h. Brown, Mary Jane (900 Club) Chi, h. Brown, Jerome (Commodore) NYC, h. Brown, Ralph (Kit Kat) NYC, re. Brown, Evans (Red Oak) Indianapolis, ne. Brown, George (International Casino) NYC, ne. Bruncker, Benny (Penthouse) NYC, re. Burke Sisters (New World) Chi, h. Burton, Mary (Top Hat) Union City, N. J., ne. Byrnes & Swanson (Hungary) NYC, re.

California Variety Eight (Cheer Parade) Chi, h. Callaway, Marcel (Plantation) NYC, ne. Callaway & Van (Garden) NYC, re. Campbell's Trio (Island Rite) Tucson, Ariz., h. Carlson, Charlotte (Swing) NYC, ne. Carr, Billy (888 Club) Chi, h. Carroll, Della (Paradise) NYC, re. Carroll & Bentley (450 Club) Chi, h. Carson, Betty (Meadell) Meadell, h. Carter & Bowie (Benny's) NYC, re. Carter, Johnny (Tokay) NYC, re. Carlos & Corita (Havana-Madras) NYC, ne. Carpenter, Thelma (Black Cat) NYC, ne. Cassin, Bill (Village Barn) NYC, re. Century Delecta, J. (Century) Jarrimore, h. Cesar & Dolores (Casa Cubana) NYC, ne. Chapple & Reed (Kit Kat) NYC, ne. Charles & Barbara (Freddie's) Cleveland, h. Chase, Rhoda (Corpo) NYC, ne. Claire, Jean (Piccadilly) NYC, h. Clark, Buddy (Paramount) NYC, h. Clifford, Pete (Swing) NYC, ne. Clinton, Larry, & Orch. (Paramount) NYC, h. Cobey, Lew (White) NYC, h. Coccolino, Cornelius (Penitence) NYC, re. Coccolino, Fred (Beverly) Milwaukee, h. Collette, Jean (888 Club) Chi, h. Collette, The Four (Palomar) Los Angeles, h. Collette, Bill (Crista) NYC, ne. Collette & Bentley (Plantation) NYC, ne. Colono, Aurilla (Radio City Rainbow Room) NYC, ne. Combs, Frances (888 Club) NYC, h. Cook, Jr., Joe (Show Bar) Forest Hills, L. I., N. Y., ne. Cooper, Adra (Jimmy Kelly's) NYC, ne. Correll (Dunleak) Hollywood, h. Corlies & Palmer (Queen Mary) NYC, re. Cortes & Maida (Yumuri) NYC, ne. Cowan, Nece (Edison) NYC, h. Crawford & Caskey (Bismore) NYC, h. Cullen, Anne (Cotton Club) Hollywood, ne. Cullen & Dunn (Rite) NYC, h. Cump, Mervyn (Clare Hat) NYC, ne. Cruz, Aspetico (Yumuri) NYC, ne. Cushman, Bernice & Band (Tower) Kansas City, Mo., h.

D'Amore & Anita (International Casino) NYC, ne. Dandridge Sisters (Cotton Club) NYC, ne.

Acts-Units-Attractions Routes

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

EXPLANATION OF SYMBOLS a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; re-road house; r-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Daniels, Jean (Plantation) NYC, ne. Daniels, Muriel (Hungary) NYC, re. Daniels, Billy (Mammy's Chicken Farm) NYC, ne. Darlo & Diane (Ambassador) NYC, h. Darrow, Chick (Village Nut) NYC, ne. Dattilo, Yvonne (Russian Art) NYC, h. Davis, Red (Village Nut) NYC, ne. Day, Gloria (Paradise) NYC, ne. De Angelo & Porter (Castro De La Plaza) Havana, Cuba, ne. De Conti & Romaine (Shubert) Cincinnati, h. De May, Moore & Martin (Coccolino's) Chi, h. DeCamp, Ronnie (Old Roubanians) NYC, ne. De Caris & Granada (Ches Ann) Buffalo, ne. De Cruz (International) NYC, ne. De Fozes, Felipe (Havana Madrid) NYC, ne. De LaPlata, Peggy (Jimmy Kelly's) NYC, ne. Dean, Birdie (New Kennore) Albany, N. Y., h. Dean & Martin (Scottie Cazio) NYC, ne. Del La Florida (Village Barn) NYC, ne. Del Rio & Diane (Van Fleet) San Francisco, ne. Delahanty Sisters (Mac's) Germantown, O., ne. Dell, Helen (Berkoff's) NYC, ne. Delye, Leo (Continental) NYC, ne. Delmor & Louisa (Top Hat) Union City, N. J., ne. Dempsey, Audrey (Blackhawk) Chi, ne. Dennis (Village Casino) NYC, ne. Dennis, Dorothy (Continental) NYC, ne. Denny, Jack, & Orch. (State) NYC, h. DeRondo & Barry (Coco) NYC, ne. De Thary, Jona (Tokay) NYC, re. Dictators, The Four (Old Hickory Inn) Chi, re. Dillon, Ernie (International Casino) NYC, ne. Dimitt & Helen Virgil (Hi Gaudy) NYC, ne. Dixon, Alice (Kit Kat) NYC, ne. D'Ossay, Phil (Top Hat) Union City, N. J., ne. Dolores & Candide (Mayflower) Akron, h. Dominguez, Paquito (Coco) NYC, ne. Donema, Al & Band (Rainbow Room) NYC, ne.

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

Dorsey, Jimmy, & Band (Orph.) Memphis, h. Dorsey, Tommy, & Band (New Yorker) NYC, h. Doris & Valery (El Chief) NYC, ne. Doris, Broc, & Mary (Riverdale), Milwaukee, h. Dorsay, Morton (Piazza) NYC, h. Drake & Russell (Whistling Top) NYC, ne. Drake & Maechie (College Inn) Chi, ne. Draper, Paul (Waldorf-Astoria) NYC, h. Dray, 'Roches' (Kit Kat) NYC, ne. Drysdale, Orvis (El Royal) Montreal, Que., h. Duane, The (Casa Cubana) NYC, ne. Dudley, Four (Earle) Washington, D. C. Dukey & Noctek (Palomar Heath) Bronx, NYC, re. Dunn, Jerry (Dunglow Cafe) Sacramento, Calif., ne. E. Eiland, Jimmy (Indigo) Hollywood, h. Eilman, Lois (Piazza) NYC, h. Eiland, John (Gay Nineties) NYC, ne. Emerald Sisters (Armory) Norwich, Conn. Ems & Evelyn (Palomar) Los Angeles, re. Emma & Henry (International Casino) NYC, ne. Erica & Novello (Netherland Plaza) Cincinnati, h. Esters & Berta (Show Bar) Forest Hills, L. I., N. Y., ne. Estelle & Leroy (Clare City Rainbow Room) NYC, ne. Eiberidge, Eleanor (Wired) NYC, re. Evans, Dale (Gardens) Chi, h. Evans, Steve (Tower) Kansas City, Mo., h. Fagan, Nutsey (Village Nut) NYC, ne. Fanton, Joe, & Co. (M-G-M) Brussels, Belgium, ne. Farrell, Bill (Place Eregante) NYC, re. Fashionettes, The (Billmore) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, ne. Faye, Frances (Band Box) NYC, ne. Fears, Peggy (2130) NYC, ne. Feiler, Mickey (Boulevard Tavern) Elmhurst, L. I., N. Y., ne. Feiler, Lyle (Dunglow Cafe) Sacramento, Calif., ne. Fenton, MEdred (Blackhawk) Chi, h. Ferguson, Bobby (Oriental Club) Kansas City, Mo., ne. Fields & Baron (Castro) Pittsburgh, h. Fields, Benny (Casa Manana) NYC, ne. Fiste, Delight (Savoy-Piazza) NYC, h. Fitzgerald, Lillian (Plantation) NYC, ne. Flagg & Arnold (Crescent) St. Louis, h. Flores, Felicia (Cuban Club) NYC, ne. Florella & Boyette (Mayfair Club) Detroit, ne. Florida, Jean (Palomar House) Chi, h. Forrest, Helen (Lipstick) NYC, h. Foster, Gae, Orch. Sixteen (Earle) Washington, D. C., h. Foster, Ber (Edinburgh) NYC, ne. Four Co-Eds (Palomar) Los Angeles, h.

Franken, Macklan (Beverly Hills) Newport, Ky., ne. Francina, Anne (Le Coq Rouge) NYC, re. Francina, Bernice (Ocelino) Pittsburgh, h. Francis, Louisa (House) Covington, Ky., ne. Franco, Anita (Ches Ann) Chi, ne. Frederick & Yvonne (Blackhawk) Chi, ne. French, Heanor (Ambassador) NYC, h. Frost, Jack (Indigo) Hollywood, h.

G. Galsworth, Marjorie (Pal) Cleveland, h. Gals, Judith (Puffin) NYC, h. Gale, Ann (Whistling Top) NYC, ne. Galvan, Gilberto (Casa Cubana) NYC, ne. Gambala, Variety (Oriental) Chi, h. Gardner, Jan & Band (Blackhawk) Chi, re. Garcia, Carmen (La Fiesta) San Francisco, ne. Gar, Eddie (Ches Paro) Chi, h. Garis, Marge (Edgewater Beach) Chi, h. Gay, Shirley (Wired) NYC, re. Gaynes, Lela (Club 30) NYC, ne. Gilbert, Ethel (Radio Frank) NYC, ne. Gley, June (Hi-Hat) Chi, ne. Gonzalez & Mervin (McAlpin) NYC, h. Gony, Gene & Roberto (Shubert) Cincinnati, h. Gower & Jeanne (Palmer House) Chi, h. Grace & Nikko (International) NYC, ne. Granddaddy, Frenchy, & Band (Coccolino Grove) Minneapolis, ne. Grafton, Gloria (Belmont Plaza) NYC, h. Graver, Berada (Gay 30s) NYC, ne. Gray, Muriel (Edgewater Beach) Chi, h. Gray, Jack (Park Lane) NYC, h. Gray, Billy (Hi-Hat) Chi, ne. Green, Al (Pal) NYC, ne. Green, Jackie (Top Hat) Union City, N. J., h. 'Gry, Betty (Bismark) Chi, h. Grogan, Willie (118) NYC, ne. Guerin, Annette (Berkoff's) NYC, ne. Guhrke, Bill (Shubert) Cincinnati, h. Guy, Harrington (Plantation) NYC, ne. Gypsykour, Baron (Wired) NYC, re. Gypsy, Four (L'Aiglon) Chi, re.

H. Haines, Tate & Simpson (Leon & Eddie's) NYC, ne. Hammond, Earl P., Eskimo Troupe (Ice Palaces of 1917) Atlantic City, h. Hardy, W. C. (Cotton Club) NYC, ne. Harlow & Lola (International Casino) NYC, ne. Harper, Lela (Ches Paro) Chi, h. Harrington, Pat (Club 18) NYC, ne. Harris, Val (Indigo) Hollywood, h. Harris, Marla (Palomar Heath) Bronx, NYC, re. Harrison, Spike (Gay 30s) NYC, ne. Harsh, Esther (Shubert) Cincinnati, h. Hawaiian Nights Revue (Riverdale) Milwaukee, h. Herbert, Florence (Queen Mary) NYC, re. Herrera, Arminda (Barba) Hollywood, ne. Herrera, Berita (Havana Madrid) NYC, ne. Higgins, Peter (Park Central) NYC, h. Hill, Florence (Plantation) NYC, ne. Hillard, Jack (Royal Prou) Chi, h. Hillard, Harriet (Deak) Chi, h. Hixler, Don & Betty (Billmore Bowl) Los Angeles, ne. Elder, Roland (Kit Kat) NYC, ne. Holland & Hart (Pal) Cleveland, h. Holts, Lou (Casa Manana) NYC, ne. Hora, Rudy (Village Nut) NYC, ne. Hot Harlem Unit (Paramount) Springfield, Mass., h. Hourless, Johnny (El Tamarin) NYC, ne. Houston, Harry (Paradise) NYC, h. Hoveler, Winnie, Orch. (Harry's New York Cabaret) Chi, ne. Howard, Joseph (Bill's Gay 30s) NYC, ne. Howard, Bob (Mammy's Chicken Farm) NYC, re. Howard, John (Village Barn) NYC, ne. Howard, John (Ches Fretchou) NYC, ne. Hubert, John (Fifth Ave.) NYC, h. Hudson, Dean, & Band (Lobby) St. Paul, h. Huston, Esie (El Ruben Best) NYC, ne. Hutchinson, Hal (Billmore) NYC, h. Hutton, Baby (Casa Manana) NYC, ne.

Ice Palaces of 1917: New York 29-Dec. 3. Iles, Stephen (Gay Nineties) NYC, ne. Irving, Val (NYC) NYC, ne. Irving, Jack (Club Alhamb) Chi, ne. Jackson, Stone & Revue (Coccolino's) Chi, ne. Jackson, Agam (Cotton Club) NYC, ne. Jackson, Harry (Paradise) NYC, ne. Janet of France (Janet of France) NYC, re. Jarvis, Johnny (PHH Ave.) NYC, h. Jarvis, Sam (El Regis) NYC, h. Jarvis, Ethel (PHH Ave.) NYC, h. Johnson & Kelen (Evergreen) Phila, ne. Johnson & George (Maxine) NYC, ne. Johnson, Mae (Cotton Club) NYC, ne.

Johnson, Myra (Yacht) NYC, ne. Johnson, Charles (Black Cat) NYC, ne. Johnson, Maxine (Brick) NYC, ne. Jones, Owen (Leon's) NYC, re. Joyce & Margaret (El Regis) NYC, ne. Juangaite (Coco) NYC, ne. Juvela, The (Ches Paro) Chi, ne.

K. Kaiman, Bee (Royale Prolec) Chi, ne. Kamia (Coccolino's) Chi, h. Kapelova, Klavdia (Russian Kretchma) NYC, ne. Karasoff, Simon (Russian Kretchma) NYC, ne. Karolis (Billmore Bowl) Los Angeles, ne. Karson's, Maria, Musicals (Ocelino) Canton, O., h. Kauf, Ben (Place Eregante) NYC, ne. Kay, Herbie, & Band (Colonial) Dayton, O., h. Keeze Twins, Vic & Lolarr (Earle) Washington, D. C. Kelly, Paula (Rainbow Room) NYC, ne. Kealey, Billy (Elysee) NYC, h. Keeney, Fred (Crista) Ft. Park, Tex., h. King, Bonnie (Swing) NYC, ne. King, Wayne, & Band (Mark Hopkins) San Francisco, h. King, Anna (Cotton) NYC, re. King, Charles (Red Mill) Bronx, NYC, ne. Kinney, Ray (Lemmy) NYC, h. Kosloff, Alexis (International Casino) NYC, ne. Krebs (International Casino) NYC, ne. Krupa, Gene, & Band (Palomar) Los Angeles, h.

L. La Carmelita (Coccolino) NYC, ne. Lamarr, Henry (Murray's) Tuckahoe, N. Y., ne. Lamb, Ch. & Co. (Strand) Brooklyn, h. Landau, Jean (Midnight Sun) NYC, re. Lane, Mary (Jimmy Kelly's) NYC, ne. Lane & Lane (Shubert) Cincinnati, h. Lane, Jack (Leon & Eddie's) NYC, ne. Lanford's Band (PHH) Lake City, Pa. Lauren, Vicki (Bak Club) Detroit, ne. Lawson, Reed (Armani's) NYC, re. Layton, Bert, & Four Filles (Piazza Cafe) Pittsburgh, ne. Le Baron, Karre, Trio (Royale Prolec) Chi, ne. LeBaron, Peggy (Wired) NYC, re. Le Carmelita (Coccolino) NYC, ne. Lee, Bob (Wired) NYC, re. Lee, Gypsy Rose (Keith) Columbus, O., h. Lee, Dorothy (University Grill) Albany, N. Y., ne. Lee, Harris (Pan-Pacific Rink) Los Angeles, h. LeMaire, The (College Inn) Chi, ne. Leimont (Lexington) NYC, h. Leonard, Harold (La Marquise) NYC, ne. Lester, Hal (Strand) Brooklyn, h. Lester, Max (Royal) Los Angeles, ne. Les Cristiani (International Casino) NYC, ne. Lesc, Lina (Casa Cubana) NYC, ne. Lester, Ted (Wired) NYC, re. Lester, The Great (Butler's) NYC, ne. Lewis, Joe E. (Palomar) NYC, h. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Ted, & Orch. (Strand) NYC, h. Lewis, Hank (Maison's) Stockton, Calif., h. Liberto & Owen (Village Casino) NYC, ne. Lippa, Frank (Paramount) NYC, h. Lind, Della (Casa Manana) NYC, ne. Lindsay, Robert (Ocelino's) Brooklyn, N. Y., re. Lina, Lila (Casa Cubana) NYC, ne. Lila, Bernice (Jazz) Harrison, Pa., ne. Linn, Shirley (Yacht) NYC, ne. Logan, Ella (Village) NYC, ne. Lombardo, Guy, & Band (Roosevelt) NYC, h. Long Avon (Plantation) NYC, ne. Loomis, Maxine (Leon & Eddie's) NYC, ne. Lopez & Barrat (Village Barn) NYC, ne. Lorraine & Roman (Crista) Chi, h. Lorraine, June (Palomar Heath) Bronx, NYC, re. Los Astecas (Yumuri) NYC, ne. Los Ramoneros (Weylin) NYC, ne. Los Marineros (Crista) NYC, ne. Los Calaveras (El Chief) NYC, ne. Lucas, Nick (Top Hat) Union City, N. J., ne. Luess, Clyde, & Band (Chicago) Chi, h. Lucienne & Ashour (Capitol) Washington, D. C. Lydia & Jerome (New Yorker) NYC, h. Lynn, Abe, & Band (Roosevelt) New Orleans, h. Lynn & Deating (Jimmy Kelly's) NYC, ne.

M. McCoy, Frances (Hi-Hat) Chi, ne. McEwan & Mack (Pan-Pacific Rink) Los Angeles, h. McKim, Mae (Show Bar) Forest Hills, L. I., N. Y., ne. McLean, Ross (New Yorker) NYC, h. McLabbe, Larry (Village Casino) NYC, re. McLaughlin, Virginia (Le Mirage) NYC, re. Mack, Bill (Crista) NYC, ne. Macie & Paul (Boulevard Tavern) Elmhurst, L. I., N. Y., ne. Madara, Nedra (Coccolino) NYC, ne. Madison, Rudy (Gay Nineties) NYC, ne. Mae, Edna (Leon & Eddie's) NYC, ne. Mae, John (Sylvania Club) Ottumwa, Mo., ne. Makarenko, Daniel (Rainbow Inn) NYC, re. Mangano, Hazel, Orch. (Leon & Eddie's) NYC, ne. Marika, Alice (Waldorf-Astoria) NYC, h. Marco, Lois (Coccolino's) Chi, ne. Margot (Tokay) NYC, re. Martin, Fols (Chateau Moderne) NYC, ne. Martin, Picazzilly NYC, h. Maspero, Selma (Royale Prolec) Chi, h. Maspero & Maspero (Radio City Rainbow Room) NYC, ne. Marquita & Meese (Blue Meadow) Lexington, Ky., ne. Martin, Tommy (Tower) Kansas City, Mo., h. Martin, Louis (Wired) NYC, ne. Master, Gene (Wardwick) NYC, h. Master, Charles (Capitol) Washington, D. C. Maurice & Cordeco (Piazza) NYC, h. May, Kathleen (Strand Cafe) Chi, re. Mayfields & Virginia (Bismark) Chi, h. Mayton, Marion (New Kennore) Albany, N. Y., h. Merrill Bros. & Sister (Royal Palm Club) Miami, ne. Michon, Michel (Russian Kretchma) NYC, ne. Miller, Harry (El Regis) Chi, h. Miller, Beta (Roubanians Village) NYC, ne. Mitchell, Borrah (Casa Manana) NYC, ne. Minor & Ross (El Regis) NYC, ne. (See ROUTES on page 60)

Vaudeville Notes

BLACKSTONE, the Magician, opened at the National, Richmond, Va., November 24 and follows with the Hippocampus, Baltimore. **EIGHT MEN OF MANHATTAN**, now in their 36th week at the Buffalo, open at the Century, Baltimore, December 8. **SHEA-AND** **RAYMOND** are peeped in for the Paramount, New York, for the latter part of December. **WALTER CATLETT** and **CLIFF EDWARDS** have been selected to be the voices for the fox and the cricket, respectively, for the forthcoming Walt Disney Phonofilm.

BARBE and **CAROL**, open December 2 with a week at Keith's, Columbus, O., and follow with a week split between the same and Youngtown. **DIANE RAY**, now with one of NTO's units, is slated to head her own unit soon.

CHARLES DUNCAN, youngster being searched for bigger things in pictures by **Maigrette Dillon**, has started on his second film. His first is *Little Tough Guy* for the Society. **JACK GREENMAN**, with his partner, **Jimmy Walters**, both from NTO, is doing an act for the Levey circuit.

STAN LOMAX, from radio, and **BUDDY CASSETT**, of the Brooklyn Dodger baseball team, make their first theater appearance at the Brooklyn Strand December 1. Act handled by **Bob Boeen**.

KEVIN MURRAY comes into the New York Paramount December 7 and follows with the Stanley, Pittsburgh, December 23. **LOWE, WHITE** and **STANLEY** just back in New York after six weeks touring England, Scotland and Ireland. They leave shortly again for Germany and Central Europe.

THE ANTELEKS make a quick return to the New York Roxy, opening there December 2 after playing it 12 weeks previous.

JIMMIE EDMONDSON, Louisville's backward-spelling and tongue-talking freak, has been signed to a seven-year contract by **Fanchon & Marco of the Coast**. **JUNE PRISNER** has been signed by **MOM** and leaves New York soon for Culver City.

JOE TERRINI is back in New York after an eight-month European tour. Returns to Europe in April.

CHARLIE RAFF, New York club booker, arranged a \$3,500 show (24 acts) for the **Orpheus Shelter for Children** at the **Imoco, Jamaica**, Wednesday. Benefit show grossed \$11,000. One of the few benefit shows that paid all talent, including names.

ARNOLD BROWN, producer, is putting the finishing touches on a 34-people act, including 12 line girls. To be called **Route Carlo Polites**. **DIANE RAY** is with NTO's unit. Is scheduled to head her own unit early in December.

Abe Feinberg To Book

NEW YORK, Nov. 26.—Abe Feinberg, head vaudeo and night club booker, has effected a tie-up with the **Venezuela Exhibition**, which will run three months beginning April 19, 1939.

He will handle all entertainment for the expo, which will launch what will amount to a new huge amusement park. Shows, attractions and a midway will be included.

"Done With Mirrors"

DETROIT, Nov. 26.—Nebolo's night club in Melvindale, had a new attraction—a parrot to greet the customers. Only thing is the parrot works in reverse—he says "good-by" when somebody comes in the door, and "hello" when they are leaving.

The manager is wondering if it would help if he put in a mirror for the bird.

Henie Ice Show Does \$100,000 In Houston Run

HOUSTON, Nov. 26.—Sonja Henie's *Hollywood Ice Revue* played to approximately 120,000 during eight-day stand at **Sam Houston Coliseum** here November 12 thru 19, being held over an extra day to an **ERO** crowd of 11,000.

The Coliseum was jammed on six of the eight nights and well filled on the other days. Unofficial announcement by General Manager **William Burke** was that show grossed around \$100,000, with expenses totaling approximately \$75,000. Of the expenses the ice plant cost \$25,000; with added carpentry work on Coliseum \$12,000.

Musicians cost \$4,000, and pay roll for performers averaged \$19,000 for period. Advertising, publicity and other minor expenditures made up the \$75,000 expenses.

Show moved on to St. Louis and in January closes tour at **Madison Square Garden**, **Burke** said.

TORONTO, Nov. 26.—Connie Smythe, general manager **Maple Leaf Gardens**, announces **Sonja Henie** ice show will play here December 5 and 6, cashing in on recent publicity of the co-starring of Toronto's **Stewart Rayburn** with **Henie**. Advance reservations indicate that the show will be a sellout.

Ask Stricter Law For Pa. Bookers

PHILADELPHIA, Nov. 26.—The new Legislature which convenes January 17 will be asked to pass a new law governing the licensing of agents.

The request will come from the **Entertainment Managers' Association of Eastern Pennsylvania**, formed about six months ago to stabilize the business and oust office-in-hat bookers.

The association will demand that the new law be enforced stringently to prevent "encroachment" of out-of-town bookers who have been selling acts in this territory without the \$100 license charged to local bookers by the State.

London House to Vaude

LONDON, Nov. 26.—**Empire**, Woolwich, nabe theater, reverts to two-a-day straight vaude Monday. **Fred Mockford** takes over the theater, which will be booked by the **Harry Anderson Agency**. American talent will be largely used.

AFA Pact With Circuits Held Up by Clash Over Legal Angles

NEW YORK, Nov. 26.—Local de lutzers and the American Federation of Actors resumed negotiations this week after brief picketing of **Loew's State** last Friday. **Charles C. Moskowitz** and **Martin Schenck**, of **Loew**, were in contact with **Harry Calkins**, of the **AFA**, and again locked horns over the problem of performers being employees under the **Wagner Labor Relations Act** or not.

At the suggestion of **Loew** the **AFA** had **Paul Turner**, counsel for the **Associated Actors and Artists of America**, submit a brief arguing that performers playing vaude theaters are employees and, as such, eligible for collective bargaining. **Loew**, which is in touch with the other circuits concerning progress of the negotiations, had taken the position that acts in theaters were independent contractors.

AFA is asking for a \$60-a-week-per-person minimum, and the circuits are understood to feel that this is too high and that there should be lower minima

for performers doing bits or walk-ons or stooge roles.

The problem of responsibility for pooling the salary minima is also unsettled. The **AFA** would like the theaters to be responsible, but the theaters would prefer to make the owner of each act responsible to the **AFA**. The theaters point out that they don't know how an act's salary is apportioned among its members.

In this connection the musicians' unions' handling of this problem is interesting. The musicians hold both the employer and the music contractor responsible if there is collusion to pay the men under scale, but hold only the contractor liable if he receives scale or over but, in turn, under-scales his men without the knowledge of the employer. Musicians who work under scale are held liable by the union, except the member or members who inform the union of the under-scale condition.

Vaude Grosses

NEW YORK.—This has been one of New York's most anemic box-office weeks, with the grosses generally taking a complete nose-dive over former weeks. The most visible egg was laid at **Radio City Music Hall**, where, with the pic *Sixty Glorious Years* and regular stage revue featuring **Franklyn D'Amore** and **Robert Weeds**, the entire intake was \$48,000. Another nest was at **Loew's State**, where the gross was only \$17,500, with **Ella Logan** and **Joe Rines** on the stage and **Stebelmates** on screen. The **Roxy**, expecting to do more, did \$40,000 business with the much-touted *Submarine Patrol* and **Loretta Lee**, **Johany Burke** and the **Condos Brothers**.

The **Paramount** and **Strand**, with holdovers, didn't do badly for third-week attractions. **Larry Clinton** and crew, **Eleanor Whitney** and **Frank Libuse**, along with *Arkansas Traveler*, accounted for \$35,000 at the **Paramount**, and the **Strand**, with **Al Donohue** and **Arren and Broderick** on the stage (**Hugh Herbert** played the first two weeks) and *Brother Rat* as the slicker attraction, had a take of \$24,000.

WASHINGTON.—**Ted Lewis** and show featuring **Eddie Leonard** at the **Earle**, along with *Arkansas Traveler*, was good for \$20,000—or \$4,000 above house average.

PITTSBURGH.—At the **Stanley**, with **Major Bows**' unit and *Drums*, gross fell \$2,000 below normal with \$14,000.

CLEVELAND.—**Gene Autry's** unit and *The Ned Moe Maxton* did a normal \$16,000 at the **Palace**.

SEATTLE.—The **Palomar**, with a vaude bill including **Finky Lee** and **Co.**, in conjunction with *Alsace in Trouble*, grossed an average \$6,000.

MILWAUKEE.—**Glen Gray** and his

Case Loma Orchestra at the **Palace**, along with the *Arkansas Traveler*, doubled the average house receipts with \$10,500.

PHILADELPHIA.—**Roger Pryor's** Orchestra, backed up by **Dick Moran**, **Pert Kelton** and film, *Service De Luxe*, was good for \$20,000 at the **Earle**.

CHICAGO.—A good week-end, combined with a festive Thanksgiving Day, boosted the **Loop's** grosses to the highest point in weeks. Bills in each of the three combination houses were unusually attractive, proving the leaders in the b.o. parade. Opening show at the **Oriental**, headed by **Freddie Bartholomew** in person, initiated this 3,700-seat house under the **Jones, Lattick & Schaefer** management with a healthy \$17,000. **Oriental** figures will be kept in that neighborhood considering the low 40-cent admission top. **Chicago**, with a formidable combination of **Bob Crosby's** Band and *New With Wings* on the screen, scooped up a strong \$34,000. **Milton Berle's** return to the **Palace** swept in a better-than-average \$18,000.

32 Years With Act; Now Own It

NEW YORK, Nov. 29.—For 32 years **Jimmy Picchiani** headed and steered this band of tumblers, the **Picchiani Troupe**, to a prominent place in the show world here and abroad. With him all these years were **Umberto Veraci** and **Joe Sola**, sharing every turn of fate with the owner. **Jimmy**, deciding to retire after a long career of trouping, has given his two faithful all rights to his act, plus the good will accumulated in 32 years.

Picchiani recently connected with the **Simon Agency**, being placed in charge of all outdoor events.

TYRO PRODUCTIONS, INC.

1697 Broadway

New York, N. Y.

Strand, New York

(Reviewed Friday Evening, November 25)

Turkey Day launched Ted Lewis head- ing a tightly packed and punchy unit and Angels With Dirty Faces (Warner Bros.). Show promises to keep the box office working overtime. Opening night had 'em still standing in the aisles for the last session. Show remains for three weeks. Abe Lyman in person and Dawn Patrol, anything on for quietude patronage.

To say that Lewis personifies the name of stage showmanship is as well known to show business as is the alphabet. His band of 13 is a run-of-the-mill combination. The Ted Lewis Quintet, five gals meant for harmonizing, have little opportunity to do much else but change their crossed knees in true chorus-girl fashion. And as for Lewis' clarinet virtuosity it's strictly a sentimental attachment. Yet it's his dynamic personality and complete mastery of showman- ship attributes that keeps everybody happy on both sides of the footlights. Without Lewis' presence to pace it, tone it and even dominate it, in spite of pleasing specialties, it would all be strictly sub time.

Instead of his time-worn ode to his battered hat, Lewis opens with a birth- day cake greeting to his trusty clarinet, both part and parcel with the person- ality. And for his first song Lorette Lane struts a lick on the rhythmic side. Gives way to the Gale Serrette, three dancing pairs, for an eye-appealing turn that builds to a strong finish in a ball- room routine.

Never letting a full set in, Lewis brings out his trusty shadow, Charles (Snow- ball) Whittier, to cue capers while the band beats it out for Tiger Rag and joins with Lewis for When My Baby Smiles at Me. And for an added warmer- upper Danny White comes in for a generous share of the steady applause with scinticr hoofing. And to top it all this far, Lewis brings a refurbished routine for his Me and My Shadow smash. Uses I Wonder What My Shadow Means to Me for the song for a flirta- tion walk that rings in a blond looker and her "shadow."

Fit for a musical production, Lewis makes a grand production of I'm the Musical, Musical Man, a medley of musi- cal moods, song and dance. Brings in Miss Lane and White, who team for a show-stopping toyland doll dance, the Gale Steppers for another bright session, and with tables added to create a nitery atmosphere out front creeds a scene at Hector's—a celeb night of yesteryear.

His sentimentality always finding a warm spot with payees, Lewis winds up his revue with Eddie Leonard, the grand old minstrel man who makes for a glad eye with minstrel singing of Roly-Poly Eyes and Ten, Satisfy an Apple Cider, add- ing a sand shuffle to boot. And seated at the Tom Thumb piano, Shelton Brooks makes for a perfect fade for the com- pany with His Some of These Days and Darktown Strutters' Ball.

Surprising how Lewis packs so much show in so little time, running less the hour. But there's never a dull moment. Mr. H. Ordenker.

Paramount, Los Angeles

(Reviewed Wednesday Afternoon, Nov. 23)

Show is helmscrew. Opening finds Rube Wolf working in pit again, his clowning held down, giving the maestro nothing to do. Very effective dance by Fanchon- ettes finds the gals inclining on stairs waving fans.

John and Edna Torrance do a routine ballroom number, then go into a college- like dance. Fair performance.

Jimmy Edmundson, working with blackboard, is a Ripley oddity, spolling

backwards any word that crowd calls out. Works well with the crowd and got a nice hand for his efforts.

The Toljacks did some nice work in optical illusion. Man and female pull- ing lighted cigarettes out of the ozone, at will. Also some clever stuff with cards. Closed with acrobatic dance. Well-bal- anced act; well received.

Kenny Gardner, singer, did a couple of numbers. His best was Hoagy Carmichael's Two Sleepy People. His own tune, I Remember the Night, was okeh and should go over.

Closing found the Fanchonettes doing routine to A-Ticket A-Ticket. John and Edna Torrance came in on the finish with fast steps.

Afternoon crowd sparse. Flicker, I! Were King.

State, New York

(Reviewed Thursday Evening, Nov. 24)

Sharing the spotlight for Thanksgiving week are Cross and Dunn and the Jack Denny Orchestra, including a solo harp- ist, singing trio and tap dancer, with the rest of the show being augmented by a teeterboard septet and a novel ventriloquial act.

Running 65 minutes, show is opened by the Picchiani Troupe, seven-man acrobatic combo, working with teeter- boards, ladder and chair for high somer- saults. Outfit worked difficult gymn- astic stunts with comparative ease and, altho they had a couple of opening night slip-ups, turn was elmsaxed with an applause-gathering triple somersault from the top of a high ladder to the teeterboard to a chair balanced on a hand with perfect precision.

Vox and Walters, male and female voice-throwing team, with two dummies of similar gender, garnered a huge share of handclapping with the baby crying and feeding gag with gurgling intona- tions. This is the strongest point of the act, outside of Valentine Vox's ease with which he works while smoking a cigaret and having a drink, respectively. Their comedy material, however, could stand an overhaul.

But the show really took on signs of life when Cross and Dunn gave forth with song medleys in a smooth even- paced style. At present they are cashing in on what a great country America is to live in, by comparing it, in song style, to the strife extant in foreign lands, which provoked much applause, not be- cause of the material, which is consider- ably weak, but the thought behind it. Parodies on doughnut dunking to the tune of Ti-Pi-Tin and the "vulgarizing" of the classics to swing to the tune of Music, Maestro, Please were of the strong comedy type and went over big. Closed solidly with an "educational" parody proving "that the fat woman has herself to blame" (Illustrated), that may offend some of the excess avoidpols maidens, but was well received here.

Closer was Jack Denny, who had the audience as quiet as a pin most of the time with his smooth and suave rhythm and satiric imitations of Busse, Kemp and Lombardo. The descolike maestro had with him Alice Graves, who played a solo, Liebestraum, with fine artistic technique, and Mildred Law, who was one of Billy Rose's "finds" at the Casa Manana last month, offering smooth tap and soft-shoe dances. The Three Lep- raphic Sisters sang First-Foot Ploogee and other tunes, but were a little off on the opener. The band played, sweet and swing with equal proficiency, and as a

unit with the acts do an extremely capable job.

Business just fair, for reasons of the first snowfall. Thanksgiving night with most everyone at home relating, and thirdly, the picture, If I Were King, which just completed a four-week run at the Paramount across the street.

Sol Zalts

Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 25)

Another high budget show that will help build trade and reputation for this combo temple. It is apparent, how- ever, that the low prices of 25 cents, 30 cents and 40 cents will attract the lower class, and suitable entertainmest will have to be furnished. The point in question is the classy act presented by Leo Sims and Hmogay Bailey. Artists in every respect, the matinee crowd was not as appreciative as, say, an evening house or a Chicago Theater audience would be.

Variety Gambols have a strong opener in their fast tumbling, flavored with collegiate color. Tricks are well timed and turn on the whole has a smooth- running pattern. The four men and three girls in sport outfits make a flashy appearance.

Ben Berl, juggler, has an amusing pantomimic session. While adhering to most stock bits, they are well done. Was somewhat nervous first show opening day and had more misses that the act calls for, but he managed to cover them up. Works with balls and clubs.

Sims and Bailey have as distinguished an offering as one can find among the song and piano teams. Miss Bailey so- prano clearly, sharply and commercially, while hubby assists most ably at the ivory board. They did Cool Coss, I Hadn't Anyone Till You and a medley of Gerah- win favorites.

The 16-girl line precedes the smoky bedroom tapping of Wally and Verdyh Stapleton with a fast precision routine. Team has the appearance and musical arrangements to grace their well-prepared musical comedy and novelty numbers.

Harry Savoy is the comedy candidate, and while he drew plenty of laughs some of his material is uncomfortably reminis- cent of old burlesque rehash. Mem is clever and has no reason to resort to anything that is both eaten; Nancy Lee, straightfor to him, is a winning and attractive assistant. She did all right swinging out Stop Beatin' Round the Mulberry Bush.

The finale, an Irving Berlin Cavalcade, is too long. While it sustains interest most of the way, this sort of thing has been done too many times to warrant lengthy efforts. Scene employs Alah Hloger, romantic tenor; Ruth Pryor, ballerina; Verne Duck, orchestra leader, and the line.

On screen, The Road to Reno (Uni- versal); House pig at end of first show. Sam Hanigberg.

Music Hall, New York

(Reviewed Thursday Evening, Nov. 24)

Appealing to the eye in a riotous splurge of color in settings and lighting, current bill slightly longer than the aver- age, presentation here, cannot save itself from its tedious pace and over-produced introduction of specialists. Tho the two outside acts, Rolf Holbein and Art Frank, are both tried and true variety turns, they are so dwarfed by the sluggishness of the piece as a whole that they suffer as well—and unjustly.

Presentation is divided into four scenes, The Four Seasons, each prefaced by a tricky stage innovation, an Esquith tableau that sometimes has a humorous and sometimes an allegorical bearing on the scene to follow. Interesting and amusing as they may be, these tableaux do not speed up the already draggy spec- tacle. This device, as well as all the settings used for the presentation, were designed by Sergei Soudckelné. Special lyrics were done by Albert Stillmann.

Scene of Spring is entirely taken up by the ballet. By lifting overhead the lavender satin sides on their tulle ballet dresses they take on the form of orchids or some such flower, arrayed in flower beds and as greenhouse displays. As en- chanting as the fragile dancing in this scene is the musical accompaniment.

Rolf Holbein is featured in Summer, The Continental prop artist, using an immense artist's board and easel, makes sketched objects, such as coat hooks,

stoves, tapped beer barrel, etc., which later perform their material functions. He also produces a countless number of hidden props from his clothing. A real sight novelty that would ordinarily be tops.

Fall brings forth go beritone solo by Robert Weede, backed by the Olive Club of a special arrangement of The Last Roundup, and also Art Frank, as a dodder- ing grandpa, in his familiar routine of fast and jerky eccentric steps and a bit of old-timey clog. He was especially effective with satire on the modern gin swing singer and he went off to the man- thusiastic applause of all.

Final scene, Winter, is made up of the offstage voice blending of Beatrice Sage and Robert Weede while the accompa- nying tableau remains in view, and when that lifts the Rockettes take the stage for an appropriate novelty routine that has the troupe made up, individually and grouped, into Christmas trees that dance up at the right times.

The Symphony Orchestra, in its rendition of the first movement from Tchaik- owsky's B Flat Minor Concerto fea- tures the piano playing of Heinrich Schumann.

On the screen: The Cowboy and the Lady (UA), plus the latest Disney movie, Ferdinand the Bull. George Colson.

Senator, Pittsburgh

(Reviewed Wednesday Evening, Nov. 23)

Steel City's newest combo house, modernized by Harris Amusement Co., at cost of \$100,000, reopened with p. a. of John Botes, a pit band conducted by Jerry Mayhall, and emceeding by radio singer Brian McDonald.

House was formerly known as the Aldine, operated by Loew's after dedica- tion as a flesh stand by Louis Sidering dozen years ago. Loew's lease expired recently, so Harris Co. made deal with reality owners.

Polky under Harris banner will feature flesh "when available" in combination with pics, otherwise straight films.

Premiere show opened with introduc- tion of Harris officials and political big- wigs by McDonald after a muted melange from McShall's nine-man band, spotlighting tunes dating from his Harris theatrical venture in 1890s— current popular favorites. There fol- lowed historical tidbits by McDonald.

A rave with the females, Botes strid- ded on in talks to warble One Alert and Rio Rita. He switched to a hick coat for a semi-burly on Waiting at the Gate for Kefy and encoored with Following the Sun Around. Botes' handomeness and strong voice were well received.

On the screen, Gardenia De Luxe (Uni- versal). Morton Frank.

Palace, Chicago

(Reviewed Friday Afternoon, Nov. 25)

There's a pretense of a night club show this week, the pit band helmed by Charles Stone having moved on the stage, and the acts, presented by Sid Tomack of Tomack and the Reis Brothers, coming on as participants of a floor bill. This method is probably the best, consid- ering the crop of acts, altho band in its new location had some difficulty get- ting all the cues and doing real justice to the talent.

And, too, the personalities and material of Tomack and the Reis Brothers are at home only when the environment is an informal one and the customers are in a jocular mood. Considering the small house, second show opening day, they turned in a good job, getting laughs and building the show consistently in their three appearances. The boys work hard and the type of nonsense they do is clean and most of the time productive of healthy response. Band opens with a pop number, and

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Three Billmorettes follow the comedians' initial efforts. The girls are attractive and capable acrobats and their tricks are way above average.

Benny Ross and Maxine Stone, back once more after additional European experiences, still stem as a highly amusing act. Ross in particular impresses with his smooth style and clever crisp-spacer patter with a voice off stage that grows mud on the act. Miss Stone is still the lady gal, but her acrobatic feat, possibly due to the competition on the bill, did not give her personality that contrasting sock of old.

Gracie Barrie, magnetic little singer, had little trouble commanding undivided attention with a voice and delivery that combine talent with seamanship. Kid knows how to put across a current tune and she displayed that knowledge in "Beckful of Dreams," "Heart and Soul" and "Week-End of a Private Secretary."

Dizzy Dean, the pitcher with the published \$185,000 arm, and Bob Eason, WGN's sports announcer, close the bill with an interview that is of interest to all fans. While Dean reports little that is new, he is worth an inspection in a new suit, fresh haircut and shave. A baseball trailer showing Dizzy in action precedes the team.

On screen, "Hard To Get" (Warners). Sam Honisberg.

Gayety, Boston

(Reviewed Thursday Evening, Nov. 24)

Opening to a turnaway Thanksgiving day crowd, this one remaining spot where vaude still may claim at least a semblance of a home presented five acts and two feature pictures with prospects for the best holiday grosses in several years.

Vaude here is for three days only and packs them in.

Billed as the Flying High Revue, the acts were flanked by a line of eight "streamline" girls. The line added little to the entertainment, which was otherwise better than the average.

Maurice and Andrea, man and woman, open in an unusually clever dialogue and some dancing act which merits more than usual attention.

Hendell and Banka, man and woman, do musical comedy songs, dances and routine and swing into modern pop favorites with considerable appeal.

Bobby Smith, colored, is a better than average tap dancer, who seems destined to go places.

Boyer and Donnell, man and woman, use a score of musical instruments in a specialty slapstick number. Harp, bass viol, flute, violinello and other instruments all fall apart as man apparently seeks to play them. The slapstick comedy is much better than usual.

The Three Whirlings, two men and a girl, do an excellent roller skate and dance act, winning much applause.

On the bill are "Go Chase Yourself" and "City Streets." Floyd L. Bell.

Hippodrome, Brighton, England

(Week of November 31)

Important General Theaters Corp. house is booked in conjunction with the London Palladium and Holborn Empire and uses considerable American talent.

Good opener is Swan and Leigh, man and woman, with a comedy gymnastic act that holds laughs and thrills. Harry Coady is a comic who is plenty versatile. Gags, plays several musical instruments and climaxes with a funny dance with a "dummy" partner. Lands solidly.

Three Winter Sisters, whirlwind acrobats and dancers from the States, provide sock entertainment for a showstop. Kids are attractive and routine of the act is good. Joe Hastings, a good ventriloquist with neat ideas, does well.

Stanley Holloway, headlining, with his "Old Sam" monologs in Lancashire dialect, is good for plenty of laughs. Forced to encores. Henri Vadden and Girls turn in a neat comedy juggling interlude that garners a good hand. Marion Pola with Trizio and Jean, three-girl dance diversion, is well liked. Femmes are clever individually, but act could be closer knit for better results.

Max Miller, foremost English monologist, playing his horse town, is a sensation with 35 minutes of gab. Serebo and June, boy and girl, close with about the best head-to-head ladder climbing equilibristics and other daring and difficult feats seen for years. Bert Ross.

Robitschek Vaude Plan Held Back by Financial Tangle

NEW YORK, Nov. 26.—Opening of the New York Palladium, Kurt Robitschek's proposed three-day produced vaude house, has been set back at least a month because of financial difficulties. Originally set to open November 28 at the old Broadway Theater, Robitschek had a show lined up with about 15 standard acts, with Leo Carrillo as the headliner.

Last-minute trouble with backers, however, has caused cancellation of most of Robitschek's scheduled plans, and the venture at present is at a standstill. Several acts managed by the William Morris office, including Eddie Garr, Oil Lamb and Clyde Hager, who were set for the opening show, have taken other dates.

Robitschek is reported dickering with another backer for the Palladium idea, and it is held likely that he will wind up in a theater other than the Broadway, possibly one of the dark light houses. He is also mulling over an offer to send a show to the Auditorium Theater, Baltimore, but no deal has been set as yet.

Club Talent

New York City

MERRY MACS opened at the Onyx Club for an indefinite stay November 25. They guest on the Benny Goodman air show December 6.

HOLLAND AND HART, current at Palace, Cleveland, come into the Casa Manana December 4, replacing Veloz and Yolanda.

ALICE MARBLE, national women's singles tennis champion, makes her debut as a professional singer in the Bert Room of the Waldorf Astoria December 1.

DEAN AND MARTIN held over a fourth week at the Monte Carlo. Male half of the dance team, Buzz Martin, was once a member of the New York Giants pro football team.

MARIO AND FLORIA are booked for the Statler Hotel, Cleveland, opening December 13. They were there exactly a year ago.

THEODORE AND DENESHA have completed 10 weeks at the St. Morris. MAIDA VALLE, Mexican dancer recently featured at the Club Yuzuri, has been engaged by the Escombrum Beach Club, San Juan, Porto Rico, for four weeks, beginning November 20.

ETHEL SHUTTA sails for Europe December 2. ROYAL DUO are back in the East after six months on the Coast and open at NTO's Midnight Sun December 8.

ALBERTA NUMBER, colored singer from England and the Continent, is now appearing at TONY'S.

JERRY KROGER returns to 532 street soon, after a short absence period. (See CLUB TALENT on page 27)

Cavalier Hal Kemp Soured

KANSAS CITY, Mo., Nov. 26.—Take it from Hal Kemp. Missing is bad business in front of a theater audience.

Appearing at the Fox Tower Theater the other night with his band, Kemp found he could get an extra laugh by suddenly bending over from the stand to kiss the hand of cute Virginia Riddelle, one of the gals in Jean Devlyn's dance line at the house. But he dropped the stunt abruptly after three straight shows when the boys in the band, ganging up on their leader, covered Miss Riddelle's mitt with a thick coating of alum.

Audience got a boot out of watching Kemp's face pucker, as did other acts on the bill. The maestro plans to stick to his wand waving in the future.

Act Wins Salary Claim From Monte Carlo Club

NEW YORK, Nov. 26.—Miller and Janet, skating act, were granted a judgment for \$150 against the Monte Carlo night club in Municipal Court Monday.

The club was not represented in court. The dispute over cancellation of the act arose last month. The agent, Barnett Gilman, blamed the cancellations on interference from the AFA in a dispute between himself and Harry Dell, another agent. The AFA denied it intervened. The act is composed of two AFA members, and the club operates under AFA and musicians' union agreements.

Philly Clubs Mushroom For Army-Navy Game

PHILADELPHIA, Nov. 26.—Two new skating acts made their bows this week to take advantage of the huge crowds expected for the Army-Navy football classic.

First was the El Chico Patio, on the site of the old 21 Club, under direction of Herb Frank, one-time Embassy host. Second was the Chez Cherie in the Hotel Majestic. Under the direction of Jack Alexander.

Deal On for Siam Unit for S. F. Fair

SAN FRANCISCO, Nov. 28.—Jack Lewis, of the Worldwide Theatrical Circuit here, is negotiating with Prabhu Nibulol, of Bangkok, Siam, to bring over a 30-people troupe of Siamese dancers for the Golden Gate Exposition. Worldwide has also been approached by Ashroff & Co., film distributors of Bombay, India, to supply a troupe of variety talent to tour India.

Lynn Cowan, manager of the Coconut Grove, Singapore, S. E., will sail for San Francisco January 2 to line up an eight-girl line and an American dance band for the opening of his new Cathy Ballroom Roof Garden, Singapore, in June, 1939.

Names for State, Hartford

HARTFORD, Conn., Nov. 26.—State Theater here, booked thru the A & B. Dow office of New York, has acquired Glen Gray and the Casa Loma Orchestra December 3, followed by Ben Bernie's Band December 14. Chick Webb and Ella Fitzgerald open December 31, with Jiggs Withers making a p. a. beginning January 7. Gypsy Rose Lee headlines the bill beginning January 14.

Rogers Vs. Rogers Suit Settled

LINCOLN, Neb., Nov. 26.—Out-of-court settlement of vaude's Roy Rogers' suit against Roy Rogers, singing cowboy of Republic films; was made for \$2,500.

Rogers, of vaudeville, claimed he had made the name famous in vaude and asked an injunction against its use. Pix Rogers' real name is Leonard Gbye.

Old Vienna To Use Acts

CINCINNATI, Nov. 26.—Old Vienna, intimate basement club and dance spot located a few doors from Cincy's busiest corner, inaugurates a floor show policy December 1, with acts booked by Jack Middleton, local agent. Initial bill will have Rochelle and Rita, Vera Gordon and Pat Morland, emcee. Ross Pierce Ork will play. Manager Penny is in charge.

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Musicians Reach Agreement With Warner in Phila.

PHILADELPHIA, Nov. 26.—Dispute between Warner Brothers, and the musicians' union over rearrangement of salaries for pit musicians at the Warner Bouzou, Earle, Fox and five nabe houses, was settled here yesterday after several meetings. At a general confab of Warner and musicians' union executives on Wednesday, Warner's "final offer" to union officials that the musicians take a cut at the Fox, which does not play vaude but which is included in a blanket agreement with the union for a yearly sum to be paid by Warner for the Earle, Fox and a number of nabe theaters, was flatly refused by the union. It seemed imminent at that time that the Earle, together with the neighborhood houses at Allegheny, Kent, Oxford, Frankfort and the Alhambra, would have to follow in the footsteps of the Fox and abandon flesh December 2. On Thursday, union heads again met and mulled over the offers of Warner, but no decision was issued. The chain was demanding a cut at the Fox of \$700 weekly—from \$1,700 to \$1,000.

In yesterday's negotiations, Dave E. Wechner, general manager for Warner in the area, demanded a cut of \$25,000 from the blanket yearly payment of \$178,000 and, when this failed, he cut the demanded slash to \$20,000. After long and adamant stands by both sides, Wechner and musicians' proxy, Joseph Levy, arbitrated on a \$12,000 reduction from the lump sum paid for 1938, bringing the chain's music bill for 1939 to \$164,000. In 1937 it was \$103,000.

Added concession made by the musicians is that the number of weeks to be paid to the Fox's pit men will be cut by 15 weeks.

In return, Warner has agreed to a \$1 increase in pay per day for musicians at all of their neighborhood houses.

Hirst Circuit

Rogaine and Her Rockets, a new show, opened November 27 at the Howard, Boston, with Fred Binder, Jack Rosen, James K. Francis, Ann Smith, Paddy Cliff, June Marshall, Ned Welsh, Billy Arlington and Patricia Paige in the cast.

In *Carrie Fennell and Her Own Show*, another new unit that opened November 27 at the Gayety, Baltimore, supporting principals include Tiny Huf, Steve Mills, Sammy Smith, J. B. Hamp, Gertrude Beck, Jack Lamont, Billy Crooks and Doris Weston.

Another new show, *Sixths Me Pink*, opens December 4 at the Gayety, Baltimore, with Happy Hyatt, Marie Cord, Billy Ameslee, Walt Stanford, Hazel Walker and Charles Harris.

Merry Revue, December 4 at the Howard, Boston, with Billy Hagan, Harry Seymour, Anger and Morley, Richard Dana, Irving Karo, Sunny Lovett and Leo Howard.

Pleasure Cruise, December 4 at the Empire, Newark, with Charles (Red) Marshall, Murray Leonard, Jean Carroll, Paul Miller, Doc LaVos, Peggy St. Clair

Club Bookers Offer Personal Rep Pact With 30-Day Notice

NEW YORK, Nov. 26.—Despite objections from the American Federation of Actors, the new Associated Entertainment Directors of New York have adopted a personal representation contract which members put into effect this week. Wording, much different from original text, now enables performer to halt the deal at end of 30-day period if, in his own opinion, the booker has not provided sufficient employment. AEDNY continues, also, its drive for members, while rival group, EMA, puts finishing touches to its first national convention and annual shindig.

Present form, Bill Robbins, secretary, argues, removes the fear that acts will be left holding the bag in rift between the AEDNY and the Entertainment Managers' Association. Complaint to the contrary has been lodged by Eddie Miller, singer, who reported that only eight of 45 agents invited attended his audition of a 18-piece unit and that all eight members were of EMA. That none of

What a Build-Up

BOSTON, Nov. 26.—Here's the bal-lyhoo used by Max Michaels, manager of the Columbia, burlesque theater, in announcing Diana Redburn here week of November 28:

"The discovery of the steamboat, electric lights, X-ray, radium, aircraft, plastics, etc., has made life fuller and more enjoyable. NOW we bring you our latest discovery . . . the girl who will make your life even more enjoyable . . . Diana Redburn in a rib-ticking, rollicking burlesque revue."

Cast of this stock show includes Gladys Fox in her 11th holdover week, Mandy Kay, Herbie Pate, Ginger Britton, Cubanita, Ardie Lloyd, Floyd Hally, Looney Lewis, Bobby Burns, Joie Shaw and the Bernardettes (line).

Spokane Back to Burly; Chain Plan

SPOKANE, Wash., Nov. 26.—Spokane's first burlesque show in a score of years opened Thanksgiving Day at the Empress under producing eye of Charles (Smookey) Wells, just up from California with company of 26, including Janet Maloney, Lee Don, Helen Beverly, Olive Fuller, Ruby Reel, Jang Lord, Thel Brown, Louise Davis, Helen O'Neal, Jane Norton, Babe Norton and the Ten Sun-Drenched Beauties.

Plans call for weekly change, three showdailies except Sunday with four, and Saturday with five, plus two first-run flickers. New policy result of Managers R. B. Camp and H. E. Speck taking in L. K. Brin, Seattle, and Paul Aust, who owns the Broadway, Seattle.

Brin, who once held franchise for Warner Bros. product in 10 Western States, is contemplating building Northwest chain using both flesh and movies, with his theater at Mt. Vernon, Wash., and the Empress here as starting points.

Evelyn Myers Settles Case

LOS ANGELES, Nov. 26.—Evelyn Myers, stripper, who brought suit against the Follies Theater here because she was forced to become a stooge for comics, settled her case out of court. The stripper had claimed that the Follies had seven large pictures of her and wanted their return or \$2,500 in cash and demanded the \$100 per week due her under the contract.

When it all simmered down, however, instead of getting paid Miss Myers allegedly did the paying, returning \$78.71 loaned to her by the theater.

DETROIT, Nov. 26.—Avenue Theater here is due to return to burly stock. Current Midwest Circuit shows will shift to the Gayety, also controlled by Clamage & Rothstein. Both Avenue and National are doing good business.

and Harry (Hello, Jake) Fields. Latter to be succeeded by Billy Fields the week following.

Biggie Pat Joyce, formerly in niteries and once in Worcester in stock, replaced Bunny Mitchell in the Amy Fong show in Allentown, Pa., November 28.

the AEDNY showed up, Robbins explained in defense, was merely a coincidence.

AEDNY has started monthly dinner additions for talent, an arrangement inaugurated eight years ago by the EMA. Both groups tax members for dinner and hall rental. Acts receive no compensation for performance but are saved the expense of a rehearsal studio.

AEDNY's membership drive has netted thus far 27 agents and eight more applications.

Entertainment Managers' Association reports excellent response from similar groups throught the country to its plan for a national organization of entertainment managers. All important booking centers will be represented at the December 4 convention, which will close with an entertainment and dance at the Capitol Hotel here. Acts are giving services gratis for the occasion. Proceeds are to be used by EMA for protective legislation campaigns.

Burlesque Notes

(Communications to New York Office)

New York:

EMMETT CALLAHAN, traveling as manager of the Ann Corio show on the Hirst circuit, was rushed to the General Hospital as soon as the troupe landed in Allentown, Pa., November 21, and operated on for appendicitis. Jack Beck, manager of the Lyric, Allentown, in a phone message to Phil Rosenberg reported the patient would be able to leave in 10 days. . . . SALLY KEITH played a return date at the Gaiety, opening November 25, following another return date at the Columbia, Boston. . . . JUNE TAYLOR, Fred Walker, Joe Lyons and Tramp McNally replaced Fred Binder, Jack Rosen, James K. Francis and Dorothy Doe at the Republic November 25. . . . FRANK McSILE, Les Dunn and Claude Mathis are the comics at the Burbank, Los Angeles. Balance of current cast includes Buster Lorenzo, Ted Blair, George Kaye, Will Hayes, Marion Morgan, Madge Carnayle, Jewel Southern, Cell Von Dell, Jean Caton and Ellen Roberts. Roy Dix, who worked with Paul Morokoff, producer, for two years at the Haymarket, Chicago, is the cork leader with an eight-piece band. Mother Halnes is in charge of wardrobe, assisted by Robinette. Helen Mangold is captain of a chorus of 16.

TINY HUFF back from four months in South American niteries, opened November 27 in Baltimore with the Carrie Fennell show on Hirst circuit. . . . ESTA ALJA held at the Gayety, Philly, for an indefinite stay, following original three weeks. . . . BUBBLES YVONNE, during her extra-attraction week of November 10 at Werba's, Brooklyn, played host to her dad, here from Tojonto, where, under the pen name of Al Pat he is well known on the air as "The Irish Soldier Post of the Canadian Corps." Also in literary circles as publisher of *Rhymes of an Old War Horse*. . . . JEAN WHITE, formerly on the big wheels, is convalescing from a lengthy illness in Miami Beach. . . . CAROL DRAKE, a new strip teaser from other shores, opened at the People's November 25 for one week and then moved to the Hirst wheel. A new find for Dona Davis. . . . CIEL DEVINE left the Republic to rejoin a Hirst road show. In her place came Mildred Clark.

MARJORIE KELLY shifted from the Gaiety to the Howard, Boston, and thence to Pava's, Philly. . . . FRANK WAKEFIELD, ex-burly straight, is laid up in Polyclinic Hospital, recovering from two major operations. . . . JACKIE PAY, new comic at the Gayety, Philly, November 21. Co-principals include "Hello Jake" Fields, Earl Root, Harry White, Esta Alja, Cleo Valentine and Lea Howard. . . . SCOTTY FRIEDL, former Columbia wheel comic, now working niteries in Philly. . . . COUNTESS NADJA opened at the Star, Brooklyn, November 25; Annette and Mary Joyce the Friday before. Babe Davis and Dorothy Mae exited November 24. . . . KENNETH ROGERS is a busy producer. Doubling between Werba's, Brooklyn, and new Hirst circuit shows. . . . NADINE MARSH, with the Valerie Parks show on the Hirst wheel, has just purchased a permanent home in Hackensack, N. J. . . . IRVING BENSON, former burly comic, is now with Val Irving and Al Kelly doing trio work at the Yacht Club.

LOYE ASTRID, with the closing of the Gayety, Minneapolis, is now at the 606 Club, Chi. . . . JEAN MODK, originally scheduled for Minneapolis burly stock, prevailed to stay longer at Harry's New York Bar, Chi. . . . BERT MARKS follows Harry Meyers into the Gaiety week of December 2. Louise Stewart back November 25 from 4 Chi vacation.

TOMI MITCHELL, during one performance of her last week at the Ettinge, had as a critical observer out front her friend, Isabel Walsh, private secretary for James E. Victor, outdoor showman. . . . JANICE, dancer, booked by Stanley Woolf, a newcomer at the Star, Brooklyn, November 28. . . . JOE WAINSTOCK planning for another winter season of burly in Miami Beach, beginning December 16. . . . GYPSY NINA moved from the Ettinge to the Columbia, Boston.

Chicago:

HARRY HIRSH has closed the Gaiety, Minneapolis, until after the holidays. Some of the cast members, including

Jackson and Beyer and Kitty Ellis, will continue with the Midwest circuit. . . . MILT SCHUSTER reports that Ann Valentine has closed with the above-mentioned circuit and left for Detroit.

HARRY LAVINE moved from Cleveland to Boston, where he opens at the Columbia December 9. . . . RITA ZANE replaced Margie Lee at the Casino, Toronto. . . . NEWCOMERS into the Riatto here will include Jack Romig and Molanie Labau, who came in from San Francisco to open Friday (25), and Ada Leonard, who replaces June St. Clair December 2. June returns to New York.

From All Aroun: BOB SIMONS severed his connection with the Princess Theater, Youngstown, O., November 21, due to difference with his partners. He turned over to his business associates what little interest he had in the house. . . . JACK LANE— it is reported from the Princess Theater, Youngstown, O., that your wife, Lee, is seriously ill at 31 Front street, that city. You are urged to come on or communicate immediately. . . . JAY C. MASON has closed his tab- burly at the Riatto Theater, Knoxville, Tenn., and is now associated with the Burton Theatrical Exchange, Indianapolis.

JAMES PICCHIANI, in charge of outdoor events for the Simon Agency, New York, has booked the Great Grizzlies for a series of fairs for Ernie Young. . . . ABE SCHILLER, Detroit booker, is booking December 5 and 6, Hudson Motor Car Convention at the Book-Cadillac Hotel, Detroit; December 8, Hudson Motor Party at Detroit-Leland Hotel, and December 7 a party in Flint at J. M. A. Auditorium for General Motors. He has added the Ten-Forty Club and the Bar Club, Detroit, to his books. . . . HAL SANDS, New York, is now handling NTG's Midnight Sun and the Yacht Club, New York, exclusively. . . . HERMINE SHONE is no longer connected with the Lew Irwin organization. . . . WORLDWIDE THEATRICAL CIRCUIT, San Francisco, is handling bookings for the Club Lido, Stockton, Calif.; Louis Cafe, Oakland, Calif.; Rainbow Inn, Marysville, Calif., and the 60-Club, Y Cerrito, Calif. . . . MUTUAL ENTERTAINMENT EXCHANGE, Rochester, N. Y., is handling the Three LeBrun Sisters, who are heard Tuesdays on CBS. . . . EDDIE ELKORT, of MGA in Chicago, was in Mitchell, S. D., last week to stage a three-day show for the Teachers' Association of that State. . . . GUS SUN, president of the Gus Sun Booking Agency, with headquarters in Springfield, O., announces opening of a branch office in Miami. Charles K. Hollander will manage the office. He recently returned from Johannesburg, Africa, acting as general manager for Australian, Ltd., and also operates the Edison Theater, Miami. . . . BOYLE WOOLFOLK, manager of Sun Booking Agency, Chicago, has appointed Jack Sexton as road salesman in the Western territory. . . . STANLEY WOOLF, New York, has under management Elsa Erel, now with The Fabulous Ingrid, current at the Broadway, New York; George and Chris Hillman, colored singing duo; Joe E. Howard and Charles King. . . . SID WHITE, managing director of the Southern Theatrical Agency, Miami Beach, Fla., writes that he's enjoying unusually good business for this time of the year and anticipates a big winter

Talent Agencies

JAMES PICCHIANI, in charge of outdoor events for the Simon Agency, New York, has booked the Great Grizzlies for a series of fairs for Ernie Young.

ABE SCHILLER, Detroit booker, is booking December 5 and 6, Hudson Motor Car Convention at the Book-Cadillac Hotel, Detroit; December 8, Hudson Motor Party at Detroit-Leland Hotel, and December 7 a party in Flint at J. M. A. Auditorium for General Motors. He has added the Ten-Forty Club and the Bar Club, Detroit, to his books.

HAL SANDS, New York, is now handling NTG's Midnight Sun and the Yacht Club, New York, exclusively.

HERMINE SHONE is no longer connected with the Lew Irwin organization.

WORLDWIDE THEATRICAL CIRCUIT, San Francisco, is handling bookings for the Club Lido, Stockton, Calif.; Louis Cafe, Oakland, Calif.; Rainbow Inn, Marysville, Calif., and the 60-Club, Y Cerrito, Calif.

MUTUAL ENTERTAINMENT EXCHANGE, Rochester, N. Y., is handling the Three LeBrun Sisters, who are heard Tuesdays on CBS.

EDDIE ELKORT, of MGA in Chicago, was in Mitchell, S. D., last week to stage a three-day show for the Teachers' Association of that State.

GUS SUN, president of the Gus Sun Booking Agency, with headquarters in Springfield, O., announces opening of a branch office in Miami. Charles K. Hollander will manage the office. He recently returned from Johannesburg, Africa, acting as general manager for Australian, Ltd., and also operates the Edison Theater, Miami.

BOYLE WOOLFOLK, manager of Sun Booking Agency, Chicago, has appointed Jack Sexton as road salesman in the Western territory.

STANLEY WOOLF, New York, has under management Elsa Erel, now with The Fabulous Ingrid, current at the Broadway, New York; George and Chris Hillman, colored singing duo; Joe E. Howard and Charles King.

SID WHITE, managing director of the Southern Theatrical Agency, Miami Beach, Fla., writes that he's enjoying unusually good business for this time of the year and anticipates a big winter

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WHL

GEORGE YOUNG
Roxey Theatre, Cleveland, Ohio

Magic

By BILL SACHS

(Communications to Cincinnati Office)

RAYMOND COX, who for the past month has been visiting his folks in Denver, playing a few clubs and schools on the side to help defray expenses, was all set to return last week when a local agent set him for three days at the Tabors Theater there, followed by a week at the Club La Vida, Casper, Wyo. He's been held another week at the latter spot, after which he returns east to play Christmas shows he has booked. He leaves New York January 15 to play a string of winter bookings in Florida.

ALICE HILL KIRBY, 13-year-old Jonesville, La., girl who cracked the country's newspapers recently with her reputed ability to perform a string of unusual spiritual feats, including making herself float around a room, is reported to have accepted Joe Donninger's \$10,000 challenge to demonstrate her mystic powers in New York December 15. To grab off the 10 grand Miss Kirby must perform her mystic without the aid of phony props or concealed wires.

WHY HAVE A POSTAL from George Marquis, from Nogales, Sonora, Mexico, where he tries to tell us in Spanish that he's en route to Mexico City to spend Christmas there.

JEAN POLE, crafty pasteboard manipulator, opens this week at the Ritz Hotel in his native Pittsburgh.

IN THIS LAST six weeks the Denver territory has produced such expert mystifiers as Bird, Damar, Prince Sabu, Karen and Noel Lester.

BOB NELSON of Nelson Enterprises, has just issued his supplement Nos. 4 and 5 to his catalog No. 17. Inserts contain a raft of interesting material for magicians and mentalists. Nelson's new catalog will be off the press early in the new year.

THE GREAT OYETTE, who started out of Ottawa, Ont., last April on a trans-Canadian tour, is working in and around Vancouver, B. C., where he will remain until February, when he heads eastward over the same route. Altho he has found money less plentiful in the West, he infers that he's managing to get by nicely.

DANTE THE MAGICIAN shoots us a swell autographed photo of himself, together with sufficient newspaper clippings to prove that his recent engagement at the Hippodrome, Brighton, England, was a terrific success. The 12-page entertainment supplement of The Brighton and Hove Gazette, dated November 3 carried ads and newspaper writings concerning the Dante Sim-Sala-Sim mystery revue on five of its pages.

BAJAH RABOID is currently on a fortnight's stand at Jimmy Brink's Lookout House, Covington, Ky., with his mystery act.

ERIC D'REY, ventriloquist emcee, is in his 10th week and being held indefinitely at the Chez Maurice atop the Sainte Fe Building, Dallas. This is a record for any sort of a turn at that spot.

KING FELTON is appearing with a tent theater company in Dallas, and S. B. Henry, is still keeping busy in those parts. D'Rey reports: "He says he also ran into McDaniel the Magician in Dallas recently."

M. WALLACE THE MAGICIAN (Wallace J. Pellack), with the Steve Illusion Show on the James Stratan carnival the past summer, has joined the Lee Circus unit, working schools and fairs in and around Syracuse, N. Y., until the first of the year.

JULES J. FREEZEY has begun his fourth consecutive Christmas season in the toy departments of the May Co., Baltimore, with his comedy magic turn.

JOHNNY PLATT, Cpl. magician, infers that he's current at the Protentac Club, Detroit; that Russell Swan is in his fifth week at the Starlet Hotel there; that Mardon is at the Motop City's Commodore Club, and that Floretta and Boyette are in their 10th week at the Mayfair Club, that city.

WHAT'S THE NAME of the magician, recently arrived in Pittsburgh, with a daytime job and not dependent on magic for a living, who is working night spots there with a double act as less than the prevailing single act scale and thereby burning both the territory and his brother magi?

time, now in its third week, followed and is building strong on the strength of its original cast's performances, headed by Dudley Digges.

Federal Theater, while still weak, is displaying more signs of life this year. It had a weak sister in the child fantasy, Little Black Sambo, which was pulled after two weeks, but Power held on strongly for a month and a half and is currently in the spotlight with two prominent vehicles. One is the streamlined version of The Mikado, which is now attracting trade into the Great Northern for the ninth consecutive week, and the other is Prologue to Orlay, presented by a New York PT group augmented by local players.

SUGAR'S DOMINO

(Continued from page 4)

habilitation—with or without Dietz's confounding organization.

Until filmdom feels that it can again draw people to theaters and keep them coming it will be necessary to flavor film programs with live music and live entertainment. Exhibitors who turn to flesh as a tonic will wind up using flesh in their regular diet. For in flesh they will find the weapon that will keep Hollywood's gluttons at bay; in flesh will be found, paradoxical as it may seem, Hollywood's salvation. The stage has given Hollywood its best talent. The cup of talent is not as limitless as it might seem. Talent has to be developed, encouraged and broken in by contact with audiences. Talent will no longer be a problem in hundreds of theaters throughout the country that today are suffering from box-office doldrums. There is no real economic opposition between flesh and films. They are really one and the same insofar as mutual interests in the encouragement and growth of talent is concerned. It is high time that Hollywood took cognizance of this simple truth.

COAST FTP

(Continued from page 4)

smoothly. With peak load of 1,632 people being carried now, according to officials, FTP can handle no more. Auditioning board of dollar-a-year Edward Arnold and Lucille Gleason holds try-outs every Friday morning.

CLUB TALENT

(Continued from page 26)

ing Philadelphia, coming into Leon and Eddie's. . . **HELEN LAKE** went into the Monte Carlo last week; just closing a four-week run at the Broadway Theatre. . . **LELA MOORE** has returned

from a three-month stay at the Copacabana, Rio de Janeiro, and is playing theater dates in the East, set thru Fred Smith, of the William Morris offices. . . **THE ELTON TRIO**, current at the Cocomat Grove of the Park Central Hotel, has been held over indefinitely. **ROSETTA RIOS** has just completed a Spanish musical, Say That You Love Me, at the Paramount Studios in Astoria, L. I., and leaving for Mexico for another Spanish picture.

Chicago:

BILLY GRAY and Jerry Bergen go into the Hi Hat December 2. . . **HELEN HOLMES** will refuse stripping assignments for the next five weeks, going in for a drama course in the Goodman Theatre. . . **AVIS KENT** has opened at the Heidelberg Inn. . . **SID TOMACK** and the Kets Brothers return to the Royale Frolics.

Here and There:

RETTA RAY, dancer, has a featured part in the London production Frivolities of France, now in its second month. She recently appeared at the command performance at the Dorchester House for the Duke of Kent. . . **LARRY STEELE** and his unit are back at the Harlem Casino, Pittsburgh's only seaport spot. . . **NADINE AND CHARLES** are working the Royal Palm, Miami, for an indefinite stay. . . **STONE AND VICTOR** are appearing at the Mobicain Hotel, Providence. . . **DEAUVILLE BOYS**, with Dio Dato, have been held over at the Powatan Club, Detroit.

PATTIE MOROAN, canary with Al Kavelin's Band at the New Penn Club, outside of Pittsburgh, is a holdover until after the first of the year. . . **TONY LANE** has been signed for the Hollenden Hotel, Cleveland, opening December 5.

RAYMOND WILAY is finishing his 12th week as emcee at the Music Hall, Portland, Ore., after a three-year run at the Spinning Wheel, Seattle. . . **PEDRICO AND RANKIN** have opened the fall season at the Odeon Cafe, Milan, Italy.

CORTELLO'S Hollywood Casino Mimics have just finished work in a picture for MGM featuring Clark Gable and Norma Shearer. George Cortello is also working on a short with his canine stars.

THE BOYETTES, dance artists, are current in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . **JACK RAYNOR**, baritone, is working Midwestern spots en route east under the management of Frank Ross. He's now in his second week at the Cat and the Fiddle, Cincinnati, booked by Jack Dickstein, Detroit.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

3 Couples, 1 Solo Still In Dunlap Chicago Show

CHICAGO, Nov. 26.—After nine weeks, the Ray E. (Pop) Dunlap contest at the Rainbow Gardens here has eight couples and one solo still going. They are Johnny and Marie Croore, Billy Willis and Ruthie Carroll, Hughie Hondrahoof and Kella Finney, Al and Ruthie Smith, Harry Hamby and Minnie Perenzi, Jackie Parr and Helen Tyne, Joe Van Raam and Millie Bungers, Jack and Margie Berquist, and Elmer (Sparkplug) DuPre, solo.

The contest has enjoyed good business the last five weeks and blindfold treadmills and Eufopcon sprints, nightly features, keep the patrons entertained. Show is to close in two weeks, concluding for several years the Dunlap activities in the walkathon game. As Pop leaves for the East and his New York World's Fair interests.

The staff is practically intact. Bill Stein handles the air work and Swan, Paige and Edwards are on the platform. Scooper in this contest included Elmer (Sparkplug) DuPre, Roy Meyers and Jimmie Perenzi.

PROXY HENDERSON postals from Largo, Fla.: "Saw in the November 12 issue of The Billboard where one of our old emcees, Red Skelton, is going places. I always knew he would. He always told the audience that he was going to pay for having my teeth fixed—when he got on Broadway, so I just wrote to collect on

same. I am here doing fancy seashell work, which I used to do while walking, and would like to read a line on all my old pals and ex-partners. Always enjoy The Billboard and hope to join another contest some of these days."

INQUIRIES HAVE BEEN received recently on Marie Jacobs, Jimmie Moran, Phil C. Mathieu, Chick Franklin, Fay and Frank Freeman, Merle Millsbaugh, Frenchy Poullet, Bobby Madison, Les McCollan, Nellie Richards, Andy Burke, Rajah Bergman, Joe Nalty, Larry Caffo, Eddie Carlilo, Kenny Videlo, Charlie Kay, Ruth Pruitt, Roy Myers, Billy and Doris Donovan, Margie Bright, Helen Garrison, Helen Tyne, Jerry Davis, Bobby Allen, Dick Powell and Bob and Gladys Turner.

PROMOTERS-CONTESTANTS—Shoot us a line on your activities. Let's have those opening dates and the final results; also any personal items which may be of interest to endurance folk. A penny postcard will do.

TONY MARSH is doing emcee duty in and around Chicago. Last reports were that he was at the Club Box there.

EVEN THO YOU are not in the game now, drop in a line—once in a while so that your friends will know that you are still alive.

GEORGE HARRINGTON and Phil Rainey are reported to have motored to

Minstrelsy

By BOB EMMET (Cincinnati Office)

"**OLD MINSTREL TROUPERS** and fans may be interested to know that Happy Cal Wagner's minstrel troupe of 35 people played Jeffersonville, Ind., one night in November, 1872, at the old Mozart Hall," writes G. E. Duhle, of that town. The original H. Henry Minstrels, Billy Kersand's Minstrels, the famous Georgia Minstrels, Milt Barlow Minstrels, and even George Primrose and his company appeared at Mozart Hall in the 1870s and on up to about 1893, Duhle also recalls.

BOBBY DERUE has been attending Ithaca College, Ithaca, N. Y., to perfect himself in teaching school bands. He is now instructing a school band in his home town of Newark Valley, N. Y.

WILLIAM B. (BILLY) JAMES, veteran minstrel lad, is now associated with Walter Reade's Paramount Theater, Long Branch, N. J. He says he often thinks of such oddities as Charles T. Byrne, Thomas Merrick, G. Edward Ticken, Hugh Cannon, Jack Benham, Earl Taylor, John P. Moore, Charles E. Foreman, John Queen, Arthur Deming and Ollie Young, and that he'd enjoy reading a line in this column on his old trouper pals. How about it, boys? Shoot in a line.

M. L. FRIBIE, after winding up his 15th season with the F. S. Wolcott Rabbit Foot Minstrels, will again spend the winter in Port Gibson, Miss.

ON THE STAFF of the Wolcott Rabbit Foot company when it concluded its 14-week season at Port Gibson, Miss., November 13, were F. S. Wolcott, owner-manager; Mrs. F. S. Wolcott, treasurer; M. L. Frisbie, front door; J. C. Nail, ticket taker; W. S. Campbell, reserves; Mr. and Mrs. Robert Manie, concessioner; Mr. and Mrs. J. C. Goodard, sound car; Jim Pace, mechanic; Jockey Foster, general agent; and George Davis, brigade manager.

"**HI-BROWN**" **BOBBY BURNS** has returned to the Sutcliffe Co., Louisville, for the holiday season, resuming his position as clown entertainer in the toy department and on the company's radio hour. This makes Bobby's 10th season at this spot.

Ocean Park, Calif., recently, where they agree to work till they get back into the endurance field in the spring.

"**THE MUSIC BUSINESS** has been pretty good here," postals Ken Hazzin from Asheville, N. C., where he is reading, says he would sure like to see another show come in.

LAST REPORTS had Steve Lamar working for the American Oil Co. in Baltimore.

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WHITE CITY, CHICAGO, ILL.

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LOOP LEGIT—(Continued from page 3)
announced three-week holdover was abandoned. Grand Opera House had a decent enough three-week run of the perennial Blossom Time, bringing in some \$32,000 in its ninth engagement. On Borrowed

Out in the Open



Leonard Traube

Thinking Out Loud

TO the American Olympic Committee we hear, especially from The New York World-Telegram's Tom Reilly, that the other countries are expected to give us the old heave-ho in the equestrian events. It appears that this division has been confined mostly to U. S. Army riders and, while Olympic officials have tried to make known that civilian horsemen are eligible and, in fact, highly desirable, the educational campaign hasn't become a matter of wide common knowledge.

It has always seemed to us that our circus riding departments, which embrace crack foreign horsemen and trainers who have become citizens, has been strangely ignored. We know guys and gals in the tented domain who can not only run rings around our army riders in every class but who know more about fundamentals such as tack, equitation, gait, stable management, breeding, general equestrianism and the other fine points of horse craftsmanship than the head-minded military boys ever dreamed of.

Take, for instance, trainers and breakers like Dr. Herman Oestermaier, Rosy Rudynoff, Frank Asher, Rhoda Royal, Jorgen M. Christensen and even a one-horse man like Hardy Murphy, not mentioning Dr. William Meyer, who may or may not be an American citizen, and a few others whose names are at the tip of our tongue.

How about representation from the circus, in other words? If we are going to be scalped in the horse events, you'll find that the people from sawdust and spangles are as fearless of the tomahawk as any class you care to name.

TO the National Showmen's Association. Your first annual banquet, a sensational success, is now history. Now you have to concentrate on consolidating your plans and making definite plans for achieving four objectives, which are lofty and laudable.

Our first suggestion would be to publish your constitution and by-laws as soon as possible. Every member has a right to know the laws of the association. Our second suggestion would be to reorganize the finance committee, testing it, after careful consideration, with wide powers and the authority to initiate money-spending and other programs compatible with the aims of the organization.

The function and authority of all committees, in fact, should be clearly set forth and rigidly adhered to, and there should be a general redistribution of personnel in all these committees.

While it was perhaps necessary for the first banquet, it is also respectfully suggested that ticket sales during general assemblies be hereafter thrown into the discard, dropped on the theory that they create artificial results.

Remember also that the Showmen's League of America, in business for more than a quarter of a century, bats about

22 per cent when it comes to membership retention. We know you cannot achieve that average for a few years yet, but what you do now on the constructive side will go a long way toward approaching the best of all possible percentage goals.

TO the bodies convening in Chicago.

If you are interested in publicity tips with a sock and a punch, and we have no doubt that you are, don't fail to read Stunting One's Growth, the special article by Bert (Better Late Than) Nevins in the Christmas issue of The Billboard. . . . To the Kaus Exposition Shows. . . . You should be proud of the editorial in The New Bern (N. C.) Times welcoming you back to winter quarters and saying in part: "Those splendid carnival operators, the Kaus boys—Adolph, Joe and Bill—and their very efficient sister, Mrs. Tilde Burns, who own much property in New Bern and use this as their winter quarters, have returned after an absence of 30 weeks. Their shows are clean and wholesome. They furnish clean amusement and see to it that the public gets its money's worth. New Bern is always glad to welcome them home."

Short Stories . . .

SHORT STORIES . . . Louis G. King.
 Promoter, was walking down Broadway a few weeks ago. He was not feeling so well. In fact, he became intensely drowsy. He stepped into a bus at a big Times Square terminal—and wound up more than 3,000 miles away. This may not be a true story, but Louis is in Santa Monica, Calif., now, at any rate. . . . C. E. Dubie, the circus man of Jeffersonville, Ind., forwards the following: "The old Hippodrome Theater in Louisville has just been torn down. Passing this corner the other day I noticed high up on a brick wall on the building adjoining three cloth banners flapping in the November breeze. They turned back the pages to 25 years ago for an old circus trouper. These old banners are as distinct as if put up this year, and here's the wording: 'Young Buffalo Wild West, Louisville, Monday, Sept. 25.' Those banners were tacked up quite a long time ago, as Vernon Seaver's Young Buffalo Wild West started out from Peoria, Ill., in 1910 and operated until the end of the 1914 season."

Hartmann's Broadcast

THE week of weeks in outdoor amusement circles will be here again when this appears in print—the annual conventions of the International Association of Fairs and Expositions; the National Association of Amusement Parks, Pools and Beaches; the American Carnivals Association, Inc., and the American Recreational Equipment Association, and the annual banquet and ball (the 26th) of the Showmen's League of America, Chicago, which has been the most favored spot in previous years, is again the gathering place.

Indications as usual point to a heavy attendance at each of the business and social functions, and programs have been mapped out that promise much of interest and benefit, which, of course, is not unusual.

Only in one case that we know of is there a possibility of offense being taken at the criticism of the organization by an officer, but this criticism is going to be presented in such a manner that we doubt after all if any resentment will be shown because it is purely and solely meant for the welfare of the association.

There will be a most striking change this year, however, in one respect. What we have in mind is the solicitation of contracts from fair secretaries by carnival men. The change we have reference to has resulted from the recent carnival merger—the formation of the Amusement Corporation of America by three major shows, Royal American, Beckmann & Gerety and Rubin & Cherry. Heretofore the owners, managers and general agents of these shows competed with one another for the big fair dates, but this year knives have been put aside and these individuals will be found arm in arm, or in one gathering place of their own instead of three, all working for a

common cause—the best interests of the Amusement Corporation of America. Politics, we are told, make strange bedfellows, and so do mergers, we say. Great interest attaches to this new setup.

HARRY F. OLLIAM (AKA' HA!), a concessioner for some 40 years, comes thru with a "good dose of medicine" for the showman or concessioner who makes it a practice in his business operations to "take them all"—men, women and children alike. He was prompted to write by a paragraph in the Out in the Open column last week. No truer words were ever written or spoken than what Olliam says. He writes:

"On page 43 of the Christmas issue appears an item about a concessioner (behind the counter for 25 years, he says) who assumes the inherent right to deliberately pilfer his neighbor's child or a friendly person who condescends to obligingly listen to his 'line.' It is not a question of whether he should take it at a nickel, a dime or a dollar at a time and a moral right thereto, nor does the nature of the business—and it is a business after all—require of him to turn a 'collective-buying' proposition into a thieving one. Any showman or concessioner who depends upon that kind of money to move on or for a livelihood should get out of the picture. There is neither rhyme nor reason for letting him destroy the amusement industry as a whole—an industry that requires plenty brains and money to achieve success therein. All games upon a midway are games of chance worked out upon the percentage tables and the law of average, which automatically become a principle of 'collective buying,' each player supposedly helping to buy the prize for some winner.

"Now let us assume that the self-thought smart boy behind the counter was of the hard-working gentry of our country and wanted his children to enjoy themselves. He has a quarter or half dollar which he can ill afford to spend, but the only thing in life really worth while is uppermost in his mind, namely, 'family affection,' so he sends them to the midway with clean, innocent, unsuspecting minds, daily taught in school to have faith in their fellow man. Then the scene switches to a smart boy of his type operating a G-wheel, flip-up or roll-down, where the mouthful of lies he utters is really believed by such children. Would he rebel at having his own children robbed so deliberately? I wonder. How in heaven's name can it be good business, irrespective of any money gained? It's not a God-given right to rob me or my children. It's vicious greed."

"Yours for men as concessioners." And in a postscript to the letter, Olliam continues: "Why not let the 'collective-buying' rule prevail? Don't rob your customer—send him and her home thoroughly relaxed, satisfied and happy, ready for you and your type the coming year. God knows you as manipulator of the percentages can make your margin of profit just what you wish upon each and every item. Too bad some are such cowardly, rotten sports."

Notes From the Crossroads

By NAT GREEN

DIFFERENCE of opinion makes a horse race interesting, so they say! Perhaps also an automobile race. At any rate, John Sloan, whom we recognize as an auto-racing expert, disagrees with the statements in a paragraph of our Article Fair's Set Styles in Rural Entertainment in the Christmas Special number of The Billboard. Far from there having been a decline in receipts from auto racing at fairs, there has been an increase, Sloan claims, and offers to present figures to support his contention. He also contends that the public doesn't want real contests. At least, that's what we gathered from a half-hour telephone conversation with John. Maybe we're a bit confused on that point. A half-hour phone talk can be quite confusing when it covers statistics, opinions, et cetera ad infinitum. So we wouldn't want to positively state just where John stands on the hippodrome vs. straight contest proposition.

As before stated, we recognize Sloan as an auto racing authority. Also he has the advantage of far more contacts with

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Vol. 50. DECEMBER 3, 1928. No. 49

users of auto racing than we have, which naturally gives him a more complete picture than we would be able to obtain. And so his contention may have merit. At any rate, he has raised an interesting point and maybe we ought to ask him to write a special article expounding his views. There's nothing like getting a thing down in black and white to have something concrete to rest upon. For verbal exchanges are too liable to misinterpretation.

Carl J. Sedlmayr couldn't wait for the trains to get to Chi., so hopped a sky-liner at Tampa and flew in, arriving Friday morning to complete arrangements for the convention. . . . Bill Klaus, of Green Bay, came in last Wednesday to visit a sister in Evanston, left Saturday for Milwaukee to attend a preliminary meeting of the Wisconsin Association of Fairs, then high-tailed it back to Chi. . . . A. E. Seiden, the "Stratosphere MAN," is making his first visit to the IAPE convention. . . . Rube Liebman, back from New York, reports that the banquet and entertainment of the National Showmen's Association was a gorgeous affair. . . . J. C. (Tommy) Thomas spent Thanksgiving with his folks in Northern Ohio. . . . C. D. Odum, former circus man now in the coin-operated machine business, spent a couple of days in Chicago and regretfully returned to San Antonio before the conventions got under way. . . . Princess Red Rock, Olney Indian singer, brought the Showmen's League banquet and ball plenty of publicity in the Chicago dailies, all of which ran her picture and mention of the ball. . . . Flash Williams, thrill show impresario, home for the season, reports he had a swell season and is readying new stunts for next year. . . . Has his equipment stored at Jackson, Miss. . . . His outfit has scattered—Ray Mortenson to Davenport, D. Paul Goodnight recovering from injuries received at Mississippi State Fair, and William Binzel to their homes in Claraburg, W. Va., and Herby and Howard Ahrens, engineers in Chicago working on new equipment.

The Mahike's International Ice Show at the Stadium was a gorgeous spectacle. It's a great array of skating stars—Bess Edwards, Evelyn Chandler, Shipstad and Johnson, Roy Shipstad, McCowan and Mack and others. . . . Allen Lester and Herb Pichard did a nice job of publicizing the show, and as this is written business has been very satisfactory. . . . Bob Hickey, ahead of Bonj's Henie, paused briefly in Chi on his way to Montreal.



ATLASS—Mrs. Ralph, 33, wife of the president of Stations WJJD and WIND, Chicago, of childbirth November 24 at her home. Her husband, 11-year-old son and infant daughter survive. Funeral services November 28 in Rosehill Chapel, Chicago.

BEAUMISTER—Rev. Otto Stephen, pastor of St. Paul's Catholic Church, Glenview, Conn., for the past 14 years and brother of Joe Baldwin, of the act Baldwin and Bristol, in Glenview November 17. Interment in St. Michael's Cemetery, Bridgeport.

BENNETT—Mrs. Mary L. T. D., mother of Mary L. Bennett, Cincinnati singer, in Christ Hospital, that city, November 23. She had been ill for three weeks. Survived by her husband, Charles E. Bennett, former advertising manager of *The Cincinnati Times-Star*; two daughters and one son.

BERKELL—Charles, 70, veteran of more than half a century on the stage, of a heart attack at his home in Indianapolis November 19. Born in Boston, he joined a theatrical troupe at the age of 12, performing as a boy magician. After leaving the country for a number of years he opened a theater in Davenport, Ia., and directed stock companies in Waterloo, Ia., and Chicago.

BOYLE—Mrs. Matilda, 71, mother of the late Jack Boyle, stage star and member of the vaude team of Boyle and Hussey, suddenly in Wilkes-Barre, Pa., November 19. Her late son was selected by Irvin Berlin to promote his song, *Alexander's Ragtime Band* on Broadway years ago.

CAMPBELL—Mrs. Elizabeth Murley, 60, mother of Walter Murley, cowboy rodeo contestant in New York November 18. Interment in Canastota Cemetery, Canastota, N. Y. Survived by three sons and a daughter.

CARDER—George T., 73, for years prominent in Seattle music circles, and former auditor of the Musicians' Association there, suddenly at his home in that city recently. He had been in poor health. Carder had played in orchestras at some of the leading Seattle theaters years ago and in 1891 became the first treasurer and secretary of the Musicians' Protective Union there, which later became the Musicians' Association.

CARLIE—Edward, 60, veteran stage and screen actor and dancer, of a heart attack in Hollywood November 25.

CLEMENT—Agostino, 53, Italian actor, on the stage of the Apollo Theater, Naples.

Leopold Godowsky

Leopold Godowsky, 68, world famous composer, pianist and teacher, died at the Lenox Hill Hospital, New York, November 21. He had been operated upon for an intestinal ailment a week previous. Since suffering a stroke in London in 1930 Godowsky had been comparatively inactive.

Born in Vilna, Poland, in 1870, he made his debut in his native city when he was 9 years old and then went on a tour of Poland, Russia and Germany. He began his first American tour in 1884, went back to Europe and then came back for his second American tour in 1894, making his home here until 1900. In 1901 he married Frieda Saxé, whom he had met on this side during his first visit. They had two daughters and a son. His wife died several years ago.

From 1898 to 1900 he served as head of the piano department of the Chicago Conservatory of Music and then left on a triumphal tour of all the capitals of Europe, his recognition culminating in the appointment as royal professor of the Imperial Academy of Music in Vienna by Emperor Franz Joseph. He toured America again in 1912 and from then on he played in this country almost continually.

Among his most outstanding compositions are included a sonata in E minor, a toccata in G flat, a capriccio, concert studies in C and E flat, many arrangements of works of Chopin, Weber, Strauss and others, notably 53 studies of Chopin, besides many pieces for the violin and cello. He also did much recording.

His three children survive. His son married Francis Gershwin, sister of the late George Gershwin.

The Final Curtain

Italy, November 19 during a performance. He had appeared in the United States as a comedian.

COHEN—Mrs. Rebecca Otisengul, 82, mother of Octavus Roy Cohen, writer and playwright and one time drama critic for the New York Press Association, in Charleston, S. C., November 18. Three other children also survive.

DIEPPE—Ous, for many years a well-known Sydney, Australia, film salesman, there recently after a short illness.

DISNEY—Mrs. Elias, 71, mother of Walt Disney, well-known animated cartoonist, asphyxiated by gas in her home in Hollywood November 26.

GOODHUE—Willis Maxwell, 65, stage and screen writer, in City Hospital, New York, November 22. Among his plays were *Myrtle, All Wet, Betty, Be Careful, Kefaudd and Pop Goes the Weasel*. Survived by his widow, the former Carolyn McLennan, actress.

GREINER—Theodore (Teddy), 55, stagehand for many years at the National Theater and the old Shubert-Detroit Opera House, Detroit, of a heart attack November 14 in that city. He was a member of the IATSE Meridian, Minn. Survived by a brother, Herman Greiner, chief electrician at the Fox Theater, Detroit. Burial in Mount Olivet Cemetery there.

HAMMOND—Albert Page, 71, Grand Coulee, Sask., in a Regina, Sask., hospital following a stroke November 21. At the time of his death he was second vice-president of Regina Exhibition. Survived by his widow; a sister, Mrs. Johnsten, Spencer, Ia., and a brother, J. E. Hammond, Pullman, Wash. Burial November 24 at Pense, Sask.

HELDER—Ruby, 48, woman tenor and feature of British Broadcasting Co., at her home in Hollywood November 22. She achieved fame in London, where she gave several command performances.

HUGHES—Cecil, 44, formerly well known in Michigan carnival circles, from an enlarged heart November 26 at his home in Brighton, Mich. He was with G. L. Plack's Northwestern Shows for several years as a concessioner and later as a member of the general staff. He operated an automobile agency in Brighton at the time of his death. A daughter survives.

KISTER—Mrs. Ida Kalb, 74, widow of Frederick W. Kister, former Coney Island, N. Y., business leader and president of the Coney Island Carnival Co., in Morristown, N. J., November 18. A daughter and four sons survive.

KNISKERN—Frank, 39, chief electrician at Madison Square Garden, New York, for the past 12 years, at his home in Brooklyn November 20. Survived by his widow, two children and his mother.

LUCAS—Mrs. J. A., 88, widow of J. A. Lucas, grandmother of Bertha Grubbs, of the Ladies' Auxiliary of Heart of America Showmen's Club, and mother of Dr. E. B. Grubbs, well-known showman, November 15 in Emporia, Kan.

LYNCH—Louis P., 35, former Broadway actor and in recent years in Hollywood, in Arnot-Hughes Hospital, Elmira, Pa., November 15. Lynch was graduated from the American Academy of Dramatic Arts in New York and was seen on Broadway in *The Last Mile, A Man's Man* and *The Fall Guy*. He also played in stock in Houston, Tex.; Trenton, N. J., and Milwaukee for several seasons. Survived by his parents. Services in South Waverly, Pa., November 20, and burial in Epiphany Cemetery there.

MCGINLEY—Michael T., brother of the late Walter McGinley, showman and oil magnate, suddenly at Los Angeles November 25.

MILLER—Dyer, 67, president of D-M Mfg. Co., maker of pitchmen's items, suddenly November 20 at his home in Detroit. Burial in Evergreen Cemetery, that city. His widow survives.

MOORE—Nellie, 70, known in the outdoor show world, of complications at her home in Muncie, Ind., October 20. She suffered a stroke a year ago and had been confined since. She started tramping with circuses in 1885 and had been with Burr Robbins & Co., railroad show; the John B. Doris Three-Ring Circus, F. J. Taylor Wagon Shows and others. She had also played vaude, fairs and exhibitions. Survived by her husband, of the act the Flying Moores; one

brother and a sister, all of Muncie. Services in Hooper Chapel, that city, and burial locally.

NEWELL—Mary, Cheyenne Indian who under name of Princess Chingilla appeared as a tight-rope walker with the Buffalo Bill Show, in South Oxona Park, La. L., October 27.

PARCHER—William, 27, November 17 in Lima, O., from injuries sustained when he fell from a theater marquee in that city while changing signs. Services and burial in Lima.

READ—Dwight, 24, lecturer with Texas Kidd Amusement Co., from a heart attack in Cameron, Tex., November 18. Read also appeared as a lecturer with L. J. Heib and Sol's Liberty shows. Burial in Nokomis, Ill.

REEVES—Mrs. Samuel, mother of Ruth Lyons, program director of Station WKRQ, Cincinnati, in that city November 19 after a short illness. Services and burial November 21.

RIDGEWAY—Peter, 44, actor and founder of the Players' Theater, one of London's try-out houses, in that city November 23.

ROY—J. Wilson, 70, former dramatic critic, at his home in Albany, N. Y., November 23 after a long illness. He was father of Andy Roy, manager Strand Theater. Deceased was born in Glasgow, Scotland, and became a writer and publicity director. He met Harry Lauder in Glasgow and introduced him to the London music hall managers, giving the Scotch comedian his start on the road to fame. Roy wrote numerous sketches and entered the newspaper business in Ohio, specializing in theater reviews. He later became dramatic and vaudeville critic for *The Billboard*. He is survived by his widow, Mrs. Jennie McGregor, two sons and a daughter. Funeral services were held November 26 at Brasars Pinneral Church, with burial in the Albany Rural Cemetery.

SCHMELZER—Henry, 73, for many years owner, trader and driver of race horses and a familiar figure at Ohio fairs for more than two decades, November 19 at his home in Richwood, O. A daughter and a son survive. Services and burial in Richwood.

SCOTT—Clarence (Bud), 62, colored orchestra leader and soloist, November 23 in Natchez, Miss., after an illness of four years. He had been paralyzed for four years. Scott first organized a string band 40 years ago and during and after the World War played engagements at the Roosevelt Hotel, New Orleans. Of late years he played in and around Natchez. Survived by a son, Clarence Jr., and a daughter, Anna L. King. His wife died in 1920.

STEIN—Moses, 84, believed to be the last member of the United States Marine Band led by the late John Philip Sousa in the '80s, at his home in Richmond, Va., November 25 from a heart attack. Born in Washington, he began his musical career there, later joining Sousa's organization. In 1886 Stein was made director of the orchestra at Mozart Academy, Richmond, a position he held under many succeeding lessees of the theater. For nearly 25 years almost every large musical and dramatic production staged under society church and other community organization auspices was directed by Stein. In recent years he conducted music schools until stricken November 21. He was the oldest member of the BPOE in points of membership in Virginia and held many offices in Richmond, Lodge No. 45. Survived by his widow; two sons, Glenroy C. Stein, Dallas musician, and Moses E. Stein, Richmond; a daughter, Caroline Stein, Richmond, and two sisters, Mrs. Lena S. Dirmfeldt and Mrs. Rebecca Altstader, New York. Geoffrey Stein, a younger brother and featured actor with several Shubert productions, died some years ago.

WADSWORTH—William Luther, 52, president of the board of the Lotus Gardens Restaurant, Cleveland nitery, until its closing several months ago, suddenly in Wellington, O., November 28. He was also part owner of the Tropica Restaurant, Cleveland. His widow survives. Services and burial in Wellington.

WEITZENKORN—Joseph K., 71, father of Louis Weitzenkorn, author of *Five Star Final* and other plays, of a heart attack at his home in Wilkes-Barre, Pa., November 16. Survived by a son, Louis,

former local newspaper man and playwright, and a daughter, Mrs. Panchen Schwager, both of New York. Burial November 21 in Wilkes-Barre.

WESTLAKE—Charles, 84, well known to outdoor showmen, November 15 in Youngstown Hospital, Youngstown, O., after a long illness. Services and burial in Youngstown.

Marriages

BAYER-HARRIS—Bernard Bayer, nonpro, and Edna Harris, comedienne and songstress of the Joe Penner, Ben Burnie and Bert Lahr programs, in New York, November 20.

BISSELL-MARDEN—Whitnor Bissell, actor, and Adhylene Marden, stage and screen actress, in New York November 23.

BYRD-WELLING—Russell G. Byrd, Boston baritone and emcee, and Anne Welling, nonpro of Long Island, N. Y., in Providence November 19.

COLLINE-THURSTON—Charles K. Collins, nonpro, and Mrs. Pauline Mark Thurston, widow of Howard Thurston, the magician, in North Adams, Mass., November 23.

ESLER-ENNERD—Sylvester Esler, proprietor of several dance halls in the Wisconsin Fox River Valley, and Ireta Ennerd in Dubuque, Ia., August 30. It has just been learned.

FOX-BEASLEY—Walter B. Fox, general agent of Wallace Bros.' Shows and widely known in carnival and outdoor show circles, and Rita Caroline Beasley in Macon, Ga., November 22.

HASENSTEIN-VALDES—Edward H. Hasenstein, member of the Cripple Crookers and the Parmonizers heard over Station WHBQ, and Virginia E. Valdes in Sheybohan, Wis., November 19.

HOPPER-HUNT—H. Jerry Hopper, assistant film editor at Fairmount Studios, Hollywood, and Marsha Hunt, free lance actress, in Santa Barbara, Calif., November 23.

HOKLEY-ANDES—Irving Oscar Hokley, nonpro of Milford, Conn., and Elizabeth Andes, former vaude dancer of Stratford, Conn., in the latter city November 17.

HURFORD-POTTER—Jack Hurford, manager of the Fox Theater, Detroit, and Janet Potter, of the Fox Theater Danzonettes, in the Little Church Around the Corner, New York, November 21.

WILLIAMS-HAYES—Gordon Philip Williams, proprietor and manager of the Howard Hotel, Bridgeport, Conn., well known to theatrical people, and Josephine Mary Hayes, school teacher in Bridgeport recently.

WILLINGHAM-JAMES—Frank Willingham, nonpro, and Lucy James, member of the Twin Trios, unit of the Fred Waring Orchestra, at Greenville, N. C., November 20.

Coming Marriages

Freddie (Dard-Devil) Leach, of the Rainbow Amusement Co., and Jessie E. Leach, December 1.

Births

A son, David Heartail, to Mr. and Mrs. David Banks in the St. Vincent Infirmary, Little Rock, Ark., October 24. Father is a member of the announcing staff of Station KARK, Little Rock.

A seven-pound daughter to Mr. and Mrs. Cab Calloway in New York November 24. Father is the well-known colored orchestra leader.

A seven-pound daughter to Mr. and Mrs. Murray Alexander in New York November 23. Mother is the former Hermine Elliott, daughter of Nick Elliott, New York artists' representative.

A seven-pound son, Charles Sidney, to Mr. and Mrs. Bill Sutherland in Magee Hospital, Pittsburgh, recently. Father is announcer for Station KDKA there.

A son to Mr. and Mrs. Max Cohen in Geneva Hospital, Rochester, N. Y., November 21. Father is general counsel for American Carnival Association, Inc.

An 8 1/2-pound daughter to Mr. and Mrs. Francis Pickens in St. Louis November 7. Father is treasurer of the Garrick Theater there, which is owned and managed by his father, William Pickens.

A 9 1/2-pound boy to Mr. and Mrs. William Brooks, of Riggs Circus and Wild Animal Show, in Memphis recently.

A 6 1/2-pound daughter to Mr. and Mrs. Frank Koval in West-Suburban Hospital, Chicago, November 20. Father is office manager of the Howard Mayer publicity firm in that city.

WPA Begins Winter Tour

Opens in heavy snowstorm at White Plains, N. Y., November 24—business fair

WHITE PLAINS, N. Y., Nov. 24.—The WPA Federal Project's circus opened here Thursday afternoon at the 104th Medical Armory in a heavy snowstorm. Business was fair. W. L. Montague, Circus Pan of West Hartford, Conn., had the honor of blowing whistle for start of the winter tour.

Burns O'Bullivan is managing director; William Cuddy, director of 55-piece band; Ben Probst, equestrian director; Billy Walsh, announcer.

America and the Parade of the States; pageant, starts the program which includes Dorema, aerialist; Price and Powers, girl wire walkers; Chief White Cloud and his troupe of Mohawk Braves, cowboys and girls; Lady Grace, suspension act; Billy Ritchie, tramp cyclist; June Loya, on trapeze, doing heel and toe catches; John Davis and his Liberty horses, including "Blue," the fifth school horse; Arizona Arletta, equestrienne; William Rhode and his educated canines, featuring "Spot," dog with human brain; Fred Rex and his rearing and jumping ponies; Stanley George and his wire-walking and roller-skating bears; "Masked Marvel From Mongolia," who does a slide from dome of arena to the ground on his back; Lew A. Ward, Tommy Bell, Charlie Fortune, Artie Morgan, Rocco, Clippo and Bebo, clowns. Reported by Wendell J. Goodwill.

Sparks Planes to Jackson; Wife Ill

MACON, Ga., Nov. 24.—A few hours after Downie Bros' Circus equipment had reached winter quarters here, Charles Sparks, manager, boarded a plane for Jackson, Miss., where his wife, Mrs. Addie Sparks, has been under treatment for several weeks.

Mrs. Sparks' condition is regarded improved and it is believed that she will be able to return to Macon in a few days.

The show is now housed in buildings in Central City Park, and scores of members of show's personnel are located in hotels and apartments for the winter.

Program at Famous-Barr Department Store, St. Louis

ST. LOUIS, Nov. 24.—The program at the Famous-Barr Department Store here, which opened November 17 and will run until Christmas, includes LaMont's trained cockatoos; Sandell, accordionist; Hodgini Brothers, comedy acrobats; Jim Valdere, tramp cyclist; Roy Barrett, clown number; LeRoy Bartholomew, musician; Courtney, comedy juggler; LeRoy's eight dog act; clown band—Joe and Ted Hodgini, Barrett, Harry Sevilla and Chester Deal, Earl Shipley is emcee and in charge of presentation.

Shows run daily from 10:30 to 4:30 p.m. and extra performances are given Saturdays.

Mrs. D. Shores Ahead of Indians

MT. AIRY, N. C., Nov. 24.—Mrs. Dot Shores, formerly agent for the World Wonder Car, is now ahead of Ingham's Congress of American Indians. Program was presented here in city schools, show going from here to schools in the county.

Christenberry To Be Fall Guy at Fellows Luncheon

NEW YORK, Nov. 23.—Robert E. Christenberry, vice-president and general manager of the Hotel Astor, will be Fall Guy at the December 14 luncheon meeting of the Dexter Fellows Tent, Circus Saints and Sinners' Club.

Luncheon will be the first held in the Belvedere Ballroom of the Astor. President Harold G. Hoffman will preside.

SIX ENGLISH MACKS, who closed successful fair season at Blackfoot, Ida., are now playing vaude dates on the Coast. Following engagement at Golden Gate Theater, San Francisco, act will appear around Los Angeles before returning to the Esplanade indoor dates.



CHARLES LEMAIRE, New York theatrical designer, who will play a prominent part in the modernizing scheme of the Ringling Bros. and Barnum & Bailey Circus for the 1939 season. He recently was on the A. G. Barnes and Sells-Floto Circus to discuss plans with John Ringling North, head of the Ringling interests.

Riggs Business Off In Ark.; Buys Side-Show Top, Banners

EL DORADO, Ark., Nov. 26.—Riggs Circus and Wild Animal Show is in Southern Arkansas and business is nothing to brag about. The circus and W. G. Wade Shows played day and date in Winchester, Ark., November 14.

The management has purchased a new side-show top and some new banners. Albert Wright and wife joined the kid show with magic and illusion. Manager Lillian Riggs has reduced the size of the big top by cutting one 40-foot middle, but all performers have been retained. Miss Riggs states that the show will not close to make the Christmas parades but will be presented in conjunction with Santa Claus parades as a charity circus, holding the performance under canvas.

Superintendent Bob Holliday, suffering from asthma, is slowly improving. November 16 the circus celebrated seven months on road without losing a day. Joe Bryan, chef, prepared a "Rice Killan breakfast," suggested by William Kamp-smith, producing clown, for the occasion.

Roster includes Harry Johnson, on front door; Melvin Hall, feature wire act; Betty Willis, dogs; Jimmie Ellis, Spanish wire; Riggs and Riggs, trapeze; DeLaron Tryo, bare; Buck Riggs, cowboy; Jimmie Ellis, rifle shooting; Melvin Hall, unicycles. Among concessioners are Bob Stevens, Mr. and Mrs. William Brooks, Harry Johnson, Al Wright and wife, Curley and Glenn. D. E. Riggs is assistant manager.

Wirth's in Melbourne

SYDNEY, Oct. 27.—Wirth's Circus recently opened its first season in Melbourne in two years. The opening coincides with Cup Week, Melbourne's biggest week of the year, when half of Australia moves towards the southern city for the Melbourne Cup. A feature of the season is the presentation of a whip to the rider of the Cup winner during the night performance.

Fellows Tent of Circus Saints, Sinners Rejoins National Body

NEW YORK, Nov. 26.—Local Dexter Fellows Tent, Circus Saints and Sinners Club of America, has kissed and made up with W. W. Workman Tent, Richmond, national headquarters. Frimed by F. Darius Behnham of New York, co-founder about 1880 years ago, Ted O'Rourke and Harold O. Hoffman, Fellows Tent president, met with a Workman Tent committee in Washington and reconciliation was effected. Formal word from Reimnie Arnold, national pres.

Dorothy Herbert Presenting Show Under Auspices

SCOTTSBURG, Ind., Nov. 24.—The Scottsburg Community Circus legs November 17-18 was such a success that it had to be held over another day. Dorothy Herbert, with her trained horses, finishing with white and rear, and Johnny Farthing, trick rider, were in the program. The other performers were nonprofessionals, trained by Miss Herbert. Clara Ulen was prima donna. Band of 17 pieces was under direction of William Wair. Show was for charity and sponsored by the Lions' Club. Bids from other clubs in the State make it look as though it will be a busy winter for the Dorothy Herbert company.

Farthing was equestrian director; Colonel Whitlock, announcer; Professor Wickwire, boss props; Frank Vinconk, ring stock boss.

Kelly Directs Crews At Sarasota Quarters

SARASOTA, Fla., Nov. 26.—Winter quarters crews, under direction of Ed Kelly, have been working hard during the past week in order to have the 700-acre tract which houses the Greatest Show on Earth in complete readiness to handle the Al G. Barnes-Sells-Floto show, which comes into quarters here tomorrow for the first time.

The Barnes show winds up in Sarasota after an extended tour of Florida that has, according to show officials, seen a number of bright spots.

John Ringling North is expected to leave soon after the show's final performance for New York, where he will sail for Europe in the near future.

IABBD Locals Elect

ST. LOUIS, Nov. 26.—At meeting held here November 21 of Local No. 5 of the Billers' Alliance, all officers were re-elected for the coming year. The meeting was an enthusiastic one and the attendance was probably the largest of any held during the past year, due to fact that many of the members on the road during the summer and fall are now in the city. It was pointed out that the local was functioning splendidly and has made marvelous strides.

This will make the sixth successive year that the following have been in office: Judge Robert E. Wilker, president; Gene Conrath, vice-president; Walter Gazzola, secretary-treasurer; Harry Smith, recording secretary; E. J. Conrath, business agent; George Denton, sergeant at arms.

SIoux CITY, Ia., Nov. 26.—The following members of the Billers' Alliance, Local No. 23, were elected for the coming year: George Butler, president; Claude Caso, vice-president; H. W. (Pat) Butler, business agent, and L. M. Preston, secretary-treasurer.

Hill's Animals in Store

MILWAUKEE, Nov. 26.—The Will H. Hill Society Circus, including four performing ponies, dogs, dancing elephants and talking pony, is presenting performances in Ormabel Bros' store here in connection with its Christmas Toyland. Circus is tied in with a daily radio program over WISN, "The Adventure of Otable," the elephant who is Santa's helper.



C. W. WEBB, whose Russell Bros' Circus is playing a string of indoor dates under auspices.

Alliance To Sign Distributors in Non-Union Cities

PITTSBURGH, Nov. 26.—Organizers will be sent into non-union cities to sign distributors of the banner of the International Alliance of Billposters, Billers and Distributors, President Leo Abernathy informed today upon his return from a meeting in Cleveland, attended by 40 representatives from 16 IABBD locals.

Surmounting previous controversies over jurisdiction, the AFA affiliate will start its drive the first of this year after Abernathy appoints the organizers who will be paid salaries.

The Cleveland sessions were attended by delegates from Chicago, Detroit, Philadelphia, Toledo, St. Louis, Dayton, E. St. Louis, Minneapolis, San Francisco, St. Paul, Boston, Portland, Poon, Decatur, Pittsburgh and the home city.

IABBD will collect bonds equivalent to a fortnight's salary for every member from road shows that broke pacts with the union this year before permitting its posters to work next year. Abernathy also informed. The sum owed the IABBD and individual members is considerable.

Polack in Mobile Under the Shrine

MOBILE, Ala., Nov. 26.—Polack Bros' Circus was here this week at the army, sponsored by Abba Temple Shrine.

Among acts were the Billett troupe, high wire; Olympia Boga, flying return; Felix Morales, head slides; Eugene Randow, clown troupe; Hammond's dogs and ponies; Wheeler Sisters, acrobats; Vivian Nelson, trapeze; Valentine; Don-Jay Mott; Miss Iva, "Silver Whirl"; the Nelsons, comedy acrobats; Ballet of the All-girl-women act; Belle Troupe, teeterboard; also Jack Belle and his band.

Orphans of city saw show gratis Thanksgiving Day.

From Sawdust to Injuns

PHILADELPHIA, Nov. 26.—After completing a No. 1 publicity job for the Hamid-Morton Circus, Tex Sherman resumed his activities with the Boyds Sterling Tadian unit this week. The Tex climaxed his routine duties with a terrific picture campaign in Philly papers. Advance sale put show way in the black before the gates opened.

Mike Golden Passes

LOS ANGELES, Nov. 26.—Mike Golden, pioneer showman and former circus owner, died at the Geriatric (Calif.) Sanatorium yesterday. He was manager of Howe's Great London Circus and Val Amberg's Trained Wild Animal Show and also had out Golden Bros' Circus.

DON LAWOLA is playing club and vaude dates around Detroit and in Ohio. He recently attended Keyes Indoor Circus and visited with Aerial Ortons, Joe Hodgini and Mrs. Eddie Woockuper, with whom he trouped on Russell Bros' Circus past season.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, W. M. Block, (N.Y.)
Vice President E. H. Ritz, Washington, D. C.
Secretary WALTER HOENADSL, Editor
Editor "The White Top," 1230 Hobokenet Printing
 Company, Hoboken, N.J.

ROCHELLE, Ill., Nov. 28.—The "Live Wire Club" of the Binghamton (N. Y.) Chamber of Commerce staged its annual dinner in the Pat Valdo Tent Circus Room night of November 16. Thirty-five persons attended the turkey dinner. The stage was utilized for cooking. A café drop curtain near the footlights served as a cookhouse sidewalk, with entrance for the waiters, while over most of the auditorium ceiling was erected a five-pole dining tent. This canvas was used two years ago at the raising of the Valdo Tent. Long blue circus tables with benches were erected for the purpose. A circus bar was set up at one end of the room. Numerous wagons, railway cars, animals, etc., from the Barlow & Bailey Midgeture Circus were on display near the fore part of the stage and along sides of the room. When dinner was served a white flag was raised to one of blue and red center poles, and an electric fan in one corner unfurled it. Circus band music was furnished by an amplifier furnished by Clayton's Circus, of Castle Creek, N. Y. Circus Fans Stuart M. English, George Scholdeker, Barlow Jr. and Barlow III were present and introduced before the 55 members of the club present.

J. A. Wagner, past president of the CPA, who has been suffering from arthritis and neuritis for the past three weeks, is now confined to his bed on the order of his doctor with a slight attack of the flu. Fans drop him a line.

The Silbons have returned to their home in Oakland, Calif., after a splendid trip to the Far East. While they were away Col. G. O. Sturtevant, our national historian, received cards from them from many interesting places, including Shanghai, Hongkong, Singapore, Malacca, Zamboanga, etc. He also received a card from Townsend Walsh from Paris.

George Scholdeker and wife, of Binghamton, returned from a three weeks' trip which embraced San Antonio, Tex., and parts of Mexico, with a return trip home by steamer from Vera Cruz, Mex. While in San Antonio they were entertained by Circus Fans Porter Loring, Harry Hertzberg and the Messrs. Seaparks and wives.

E. N. Olendern, CPA, of Manchester, N. H., writes: "I missed the Big Show this year but had several visits with my friend Ray Rogers on Barnett Bros. Have had Mrs. Cooke, niece of Joe Cushing and the first Mrs. Barnum, as my house guest this fall. She gave me the riding whip used by Mrs. Joe Cushing in the

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1939 if definitely set

ring with the old Howes & Cushing United States Circus, also a piece of ivory from Jumbo's tusk."

15 Years Ago

(From The Billboard Dated December 1, 1923)

It was definitely announced that the 101 Ranch Wild West Show would not go out next season, principally because of the condition of Joe C. Miller, one of the owners, who was in ill health. . . . Thru efforts of Charles B. (Butch) Fredericks, special representative of the Sparks Circus, the Plying Wards and Biding Hodgins were booked for the Midias Shrine Circus, Wichita, Kan. . . . Frank Cleary, formerly assistant manager of transportation with the Barnum & Bailey Circus, was in the State Hospital at Columbus, O. . . . William P. Walleit, manager of Stafford's Comedy Animal Circus, arrived in Boston with his troupe after a successful tour of South America. . . . Hillary Long was injured while doing his slide-for-life at the indoor circus in Albany, N. Y., week of November 12. . . . Burlingame Bros.' Circus closed its first season of 21 weeks at Middlebourne,

W. Va., and went into quarters at New Martinsville, W. Va. . . . The Alderfer show closed at New Boston, Tex., November 17 and shipped to quarters at Charksville, Tex. . . . Additional property was acquired by Ringling-Barnum circus to accommodate various departments at Bridgeport, Conn., winter quarters. . . . Jerry Gumble and Bert Lamson joined the John W. Moore Indoor Circus. Great Cahill, cloud swing and trapeze performer, also joined the Moore show. . . . Sarraani, Germany's biggest circus, left Berlin for South America. . . . Louis Bartlett, of the Aerial Bartletts, was putting on a free act in the South. . . . Huntress, sword swallower, joined Guy Bros.' Minstrels. . . . General Agent T. W. Ballenger, of the Sparks Circus, became the father of another girl, which was born at Balenger's home in London, O. . . . Raymond Daley, who managed the Side Show on the John Robinson Circus and who had out Daley's Chocolate Town Co., was located in Cincinnati, operating a booking office, Daley's Theatrical Enterprises. . . . Arthur Borella closed with the Al G. Barnes Circus at Rowwell, N. M., and opened with his trio at the Coliseum, St. Louis, November 12, with the Hagenbeck-Wallace Winter Circus. . . . James W. Russell, of Russell & Robbins Shows, informed that the show was leased to A. M. Kinney, formerly a magician. . . . George E. Robinson, who had many friends in the circus and carnival fields, died of a heart attack November 22 in Long Beach, Calif.



JACK ROGERS (with Chimp and Scotty), circus narrator whose radio program, *Under the Big Top*, is practically a "Save the Circus" campaign all by itself in the Dominion of Canada. Program originates in the studios of CBE, Vancouver, and goes over the nation-wide network of Canadian Broadcasting Corp. Wednesday evenings for a 15-minute period starting at 7:45, EST. Circus people interested in perpetuating the white top may address Rogers at CBE. (Melvin D. Hildreth and the CPA, please note.)

Under the Marquee

By CIRCUS SOLLY

GEORGE W. CHRISTY was a recent visitor to Barney Bros.' Circus.

TONY STREUBY left Los Angeles last week to join the Mills Circus in London.

L. RAY CHOISSEY, who is now rabbit hunting, advises that he will soon rebuild calliope which he recently bought.

HARRY G. WILSON, old-time circus man, is seriously ill at Temple University Hospital, Philadelphia.

SOME SHOWMEN can't take it—constructive criticism.

MIAMI (FLA.) HERALD of November 24 devoted practically all of page 1 of its second section to the Barney show, which was there November 21-22.

FRANKIE SALUTO, midget clown, formerly of Ringling-Barnum, is one of the Seven Dwarfs in Krege's store, Newark, N. J. There until Christmas.

HARRY LEONARD, who was side-show manager with the Davenport circus, reports a pleasant season. He is now at Bentonla, Miss.

THERE ARE still some shows that "burn" up territory. The jolly of it.

L. H. JONES, general agent of the Davenport Society Circus, has returned to his home at Charlotte, N. C. States that season was just fair.

FRANK GEISER, billposter on the No. 1 car of Hagenbeck-Wallace Circus, later joining the No. 2 car of Barnes-Bella-Floto, is in Waco, Tex., for the winter.

J. D. McNEELY, billposter and bannerman, left Louisville last week for Los Angeles and San Francisco. Says that he may be at the fair in San Francisco next year.

W. J. OAKLEY recently left Providence, R. I. for the Pennsylvania mountains to do some big game hunting, following which he will go to Miami, Fla., for the winter.

BOY G. VALENTINE and Mary After-

bury, trap performers, who were with Barney Bros.' Circus two weeks, rejoined Polack Bros.' Circus at Galveston, Tex., for a five weeks' run of indoor dates.

MILT ROBBINS and wife, after closing of Robbins Bros.' Circus, left for St. Petersburg, Fla., and are in their new home. George Robinson and wife are in business at the beach there.

BILL AND BABE WOODCOCK, recently closed with Barnett Bros.' Circus and will spend winter in York, S. C. Have been re-engaged by R. W. Rogers for next season.

ART HILL, of Canton, O., member of the old vaude act Hill, Cherry and Hill, comedy cyclists, framed a single comedy cycle turn and joined the J. R. Malloy circus unit.

ALBERT WHITE, clown, past season with Hagenbeck-Wallace Circus, is with the No. 1 unit of the Santa Claus Parade, Thatcher-Stanbery production. Is clowning in parade and taking care of wardrobe.

RECENT VISITORS to Silver Bros.' Circus were E. P. Flint, band leader, who now teaches a school band in North Carolina, also Doc Ething and wife, former med tent-show operators. Silver business is fair, reports H. R. Brison.

THE OLD SAYING, live and let live, would be a great thing if practiced.

CHESTER CZAJA, who was chef with Cole Bros.' Circus, is wintering in Detroit, Mich. Writes that E. A. Banning, injured in 1937 on the Cole show, is bed-fast and would appreciate hearing from acquaintances. His address is 1044 Abbott street, Detroit.

JOHN WILLIS WALTERS, of Columbus, O., cards: "I think, Doc Waddell's article in the Christmas Number is the finest and best composed that I ever read. Think he is deserving of a lot of praise for one of his years for the interest he manifests in the show world. Long may he live and keep up his publicity."

FRED K. LEONARD and wife are back in Chicago after a fine fair route with Mrs. Edna Curtis' Circus Combination. Recently played the Ft. Worth, Tex., Horse Show. Between Curtis dates Leonard is working for Louis Meilus, Chi- (See UNDER THE MARQUEE page 34)

NO CIRCUS NO THRILL

WITHOUT THE EARTH'S No. 1 AERIALIST FLORESQUE

who is still EUROPE'S greatest impersonator, with his two breath-taking aerial acts the show business ever knew.

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Ten to Fifteen Truck Circus complete. Would not be interested in junk. Describe what you have by letter only.

H. C. RECORDS

Sparta-Sanders State Bank, Sparta, Ky.

The Corral

By ROWDY WADDY

TED MERCHANT reports that he's now in Hollywood, where he has been working a few celebrations, rodeos and theater dates.

BURTON'S BIG RODEO at Conroe, Tex., November 2-6, drew one of the largest crowds ever assembled in the local ball park. Officials were Charles Burton, arena director; J. K. Burton & Sons, promoters; Britches Hensons, Johnnie Hare and Bob Crosby, judges; J. A. Stamer and Ernest Ward, timekeepers; John A. Stryker, publicity; Joe Whitteman, chute boss.

SECOND ANNUAL Louisiana State University Champion Rodeo and Live-Stock Show held in conjunction with East Baton Rouge (La.) Parish Fair November 9-13 attracted about 65,000. Ed McCarty and Ferno Elliot conducted the contests and furnished the stock. Good weather prevailed and Sunday, last day, drew about 18,000. McCarty and Elliot also directed the arena. Don Nesbitt, Bob Calen and Homer Hopler were judges. Abe Lorton, announcer, and W. M. Tabin was manager of the combined fair and rodeo. Only two accidents occurred. Gene Green broke his left leg on the second night in the bulldogging event. He is confined in a Baton Rouge hospital. Tommy Williams sustained injuries in the chute when he attempted to mount a bronk before entering the arena. Results: Bareback Bronk Riding—Wednesday, Pete Grubb, Canada Kid, Burtons Yonker, Urban Doan and Bob Walden split fourth. Thursday, Pete Grubb, Smoky Snyder and Fritz Truan split second and third; Johnnie Williams, Fritz Becker, George House and Bob Walden split fourth. Friday, Smoky Snyder, Urban Doan, Fritz Truan, Pete Grubb and Fritz Becker split third and fourth. Saturday, George House, Johnny Williams, Bob Walden, Fritz Becker, Steer Wrestling—First day, Dick Truitt; Ted Doyle and Hugh Bennett split second; Joe Fleming. Second day, Tom Breeden, Joe Thompson, Lyle Cortwell, Dick Truitt. Third night, Mike Fisher, Oral Zumwalt, Lonnie Allen and Mickey McCreey split third. Fourth day, Tom Breeden, Joe Thompson, Lyle Cortwell, Dick Truitt. Fifth day, Homer Pettigrew, Mike Fisher, Ralph Stanton, Shorty Becker. Calf Roping—First day, Juan Salinas, Toots Mansfield, Cecil Ousley, Jack Shepard. Second day, Maynard Gaylor, Clyde Burk, Jake McClure, Everett Shaw. Third day, Jess Goodspeed, Dee Burk, Everett Shaw, Clyde Burk. Fourth day, Jake McClure, Jess Goodspeed, Hugh Bennett, Everett Shaw. Top money winners were: Everett Shaw, \$3,000; Dick Griffith and Smoky Snyder, \$1,500; Homer Pettigrew, \$2,300; May Keen, \$750. Nick Knight won a purse of \$2,300 for staying 12 seconds on back of five minutes to midnight. Dick Griffith won another purse of \$75 for riding a hitherto unmanageable bull owned by Lieutenant Governor Earl Long. Several Sioux Indians from South Dakota, and Homer Holgamb, clown, appeared at all performances.

ANNUAL RODEO held in connection with the Western Live-Stock Show at Los Angeles, played to capacity crowds November 19 and 20. Attendance for the two days totaled 17,600. Paul F. Hill, as in former years, directed the rodeo and supplied the stock. Event drew some of the top hands of the West, including Burrell Mulkey, Everett Bowman, Fritz Truan, Eddie Curtis and Nick Knight. Features included the annual parade, featuring the Long Beach (Calif.) Vaqueros' Empty Saddles Club, Eddie Everts, Vera and Laura Ellen North, Ken Williams, Hank Darfield, the O'Neil Twins and Johnny Grimes. Contest line-up: J. Harold Jackson, Smoky Snyder, Chuck Hase, Bill McFarlane, Gordon Davis, Tex Johnson, Red Adams, John Bowman, Syd Cook, Mountain Bill, Clark Jackson, Hugh Tawcek, Pete Truitt, Jim McGee, Carl Dosey, Charlie Stickney, Cleve Kelly, Bob Whitting, Alvin Dawson, Dick Herron, Jim Laycock, Kid Fletcher, Mitch Owens, Joe Burrell, Holloway Grace, Pete Grubb, Dave Campbell, Duff Aber, Alvin Gordon, Turk Greenough, Carl and Joe Menden, George Mills, Clay Carr, Harry Logue, Andy Juaregui, Hank Mills, Oscar Warren, Hugh Strickland, Jackie Cooper, Frankie Schneider, Canada Kid, Fox O'Callahan, Ocell Henley, Doc and Lee Simon, Carl Shepard, Howard Brown,

Barvin Collins, Cherokee Alcorn, Eddie Taylor. Day money and final winners: Wild Cow Milking—First day, John Bowman, George Mills, Pete Travis, Joe Burrell. Second day, Bill McFarlane, John Bowman, Oscar Warren, Cleve Kelly, Mifala, John Bowman, Bill McFarlane, Oscar Warren, Cleve Kelly. Steer Wrestling—First day, Chick Hannon, Clay Carr, Cherokee Alcorn, Dick Herron. Second day, Barvin Collins, Fritz Truan, Dave Campbell and Everett Bowman split third and fourth. Finals, Clay Carr, Fritz Truan, Everett Bowman, Barvin Collins. Calf Roping—First day, Cleve Kelly, Bill McFarlane, Bob Whitting, Clay Carr. Finals, Cleve Kelly, Bill McFarlane, John Bowman, Clay Carr. Results in following contests are for the finals only: Steer Riding—Kid Fletcher, George Mills, Pete Travis, Joe Burrell, Eddie Bronk Riding—Carl Henley, Fritz Truan, Frankie Schneider, Carl Dosey and Fox O'Callahan split fourth. Bareback Bronk Riding—Turk Greenough, Burrell Mulkey, Alvin Gordon and Frankie Schneider split third and fourth.

CHAMPIONSHIP RODEO presented by the T. E. Robertson Rodeo, Inc., at the first annual Arkansas Live-Stock Show, Little Rock, wound up a success from a financial as well as every other standpoint. Ideal weather prevailed and show was fortunate in catching a good bunch of top hands on their way home from New York. Attendance totaled 32,000, with gross totaling \$26,683.55. Stock was gathered by Lynn Beutler from the Kelly-Yotts and Red Lyons strings as well as some from Beutler Brothers' string. Contracted performers included Cecil Cornish, educated horse and Brahma bull; Junior Teskey and Lefty Christian, trick roping; Don and Gene McLaughlin, juvenile trick roping; Alice Sisty, Roman jumping; Florence Randolph, Alice Sisty, Vivian White, Don Wilcox, Peg Ford, Junior Eskew and Cecil Cornish, trick riding; John Lindsey and Jimmie Nesbit clowning. Shorty Hill did the Brahma bullfighting. Officials included T. E. Robertson, managing director; C. A. Tyler, secretary and program director; Eddie Curtis, arena director; Lynn Beutler and Hughie Long, assistant arena directors; Leo Murray and Andy Curtis, judges; Peggy Long and Morris Cooper, timers; Harry Williams, in charge of live stock; George Elliott, announcer; Benn Mae Elliott, newspaper publicity; Toughy Williams, in charge of sound equipment. Go-round and final winners: Bronk Riding—First day, Vic Schwartz, Eddie Curtis, Kid Fletcher; Ned Ferraro and John Jordan split fourth. Second day, Burrell Mulkey and John Jordan split first and second; Eddie Curtis, Vic Schwartz. Third day, Bart Glennon, Eddie Curtis, Burrell Mulkey and Vic Schwartz split third and fourth. Fourth day, Eddie Curtis, Kid Fletcher, Vic Schwartz, Burrell Mulkey, Fifth day, Bart Glennon; Eddie Curtis and Burrell Mulkey split second and third; Vic Schwartz, George Yardley, Burrell Mulkey. Finals, Eddie Curtis, Vic Schwartz, George Yard-

Joy, Burrell Mulkey, Brahma Bull Riding—First go-around, Hughie Long, O. K. Lewallin, Sylvester Romer; Shorty Hill and Dale Adams split fourth. Second go-around, Dale Adams and Hughie Long split first and second; O. K. Lewallin, Adolph Ebner. Third go-around, Kid Fletcher, Dale Adams, Grant Marshall, Hoyt Hefner. Fourth go-around, Kid Fletcher, Eimer Martin, Hoyt Hefner; Dale Adams, Frank Marion and Hughie Long split fourth. Finals, Dale Adams, Hughie Long, Hoyt Hefner, Kid Fletcher, Bulldogging—First go-around, Roy Martin, Bill Van Vector, Jimmie Olsen, Dick Herron. Second go-around, Howard McCrory, Andy Curtis, Everett Bowman, Jimmie Nesbit and Jack Quait split fourth. Third go-around, Andy Curtis, Jimmie Nesbit and Bill Van Vector split second and third; Bruce Ross. Fourth go-around, Jimmie Olsen, Bill Van Vector, Andy Curtis, Howard McCrory. Finals, Andy Curtis, Bill Van Vector, Jimmie Nesbit, Jimmie Olsen. Calf Roping—First go-around, Amy O'Connell and Clyde Brown split first and second; Barton Carter, Bill Van Vector. Second go-around, Ocell Harp, Dick Johnson, Everett Bowman, Amy Gamlin. Third go-around, Jim Snivley and T. J. Smithson split first and second; Frank Hoselick, Jiggs Burke. Fourth go-around, Barton Carter, Bill Van Vector, Clyde Brown, Amy Gamlin. Finals, Bill Van Vector, Amy Gamlin, Hoyt Hefner, Jiggs Burke. Bareback Riding—First go-around, Hoyt Hefner, Roy Martin, Eddie Curtis, Vic Schwartz, Albert McEwan and Ned Ferraro split fourth. Second go-around, Vic Schwartz, Hoyt Hefner, Kid Fletcher and Hughie Long split first, second, third and fourth. Third go-around, Hughie Long, Vic Schwartz; Hoyt Hefner, Dale Adams and Eddie Curtis split third and fourth. Fourth go-around, Ned Ferraro, Eimer Martin, Kid Fletcher, Vic Schwartz. Finals, Hoyt Hefner, Vic Schwartz, Hughie Long, Eddie Curtis. Cowgirls' Bronk Riding—First go-around, Grace White, Margie Greenough, Vivian White, Doris Haynes. Second go-around, Helen Kirkendall; Grace White and Nell Rodem split second and third; Margie Greenough and Violet Clements split fourth. Third go-around, Margie Greenough, Alice Greenough, Iva Dell Jacobs; Vivian White, Helen Kirkendall and Violet Clements split fourth. Fourth go-around, Iva Dell Jacobs, Alice Greenough, Helen Kirkendall, Vivian White, Doris Haynes and Nell Rogers split fourth. Cowgirls' Steer Riding—First day, Iva Dell Jacobs and Vivian White split first and second; Grace White, Alice Greenough. Second day, Vivian White, Doris Haynes; Iva Dell Jacobs and Margie Greenough split third and fourth. Third day, Marjorie Roberts, Alice Greenough; Grace White and Doris Haynes split third and fourth. Fourth day, Doris Haynes; Marjorie Roberts and Alice Greenough split second and third; Iva Dell Jacobs. Fifth day, Iva Dell Jacobs, Marjorie Roberts; Grace White and Margie Greenough split third and fourth. Sixth day, Vivian White and Marjorie Roberts split first and second; Doris Haynes and Violet Clements split

third and fourth. Seventh day, Doris Haynes; Vivian White, Marjorie Roberts and Margie Greenough split second, third and fourth. Eighth day, Iva Dell Jacobs; Vivian White, Grace White, Marjorie Roberts, Doris Haynes and Margie Greenough split second, third and fourth. Wild Cow Milking—First day, Jack Quait, Hoyt Hefner, Bill Van Vector and Buck Standifer split second, and third. Second day, Vic Schwartz, Jiggs Burke, Joe Carr. Third day, Jiggs Burke, Slim Whaley, Dick Johnson. Fourth day, Jiggs Burke, Vic Schwartz, Slim Whaley. Fifth day, Vic Schwartz, Frank Hoselick, Slim Whaley and Glen Harp split third. Sixth day, Jiggs Burke, Frank Hoselick, Hoyt Hefner. Seventh day, Jack Quait, Slim Whaley, Hoyt Hefner. Eighth day, Vic Schwartz, Slim Whaley, Jack Quait. Cowboy Band from Hardin-Simmons University furnished the music at all performances.

UNDER THE MARQUEE

(Continued from page 33)

ago lumberman, who recently bought most of the Bell-Stirling Circus, Irwin Klauder and Dad Wilson are also on his pay roll.

CLARENCE MONROE HOGE left Scott Bros.' Shows at Camden, Ala., and is now with Mighty Hung Shows.

THE REPORT that Con Collesano's back was broken in an accident on the West Coast is exaggerated. His injuries are not serious.

THE AL O. BARNES and Bella-Peço Combined Circus, which closed season at Sarasota, Fla., November 27, traveled 22,151 miles, covering 28 States and two provinces. Ringling-Barnum features were added to show, starting at Redfield, S. D., July 11.

CHARLES COONS and wife have given up farming, sold their place and bought a photo gallery. They were with circuses about 15 years. Coons, who used to be a stunt rider until he lost his leg, plans to work still spots all winter and may join a show in the spring.

AL PITCHER, Frog Man, who has trouped for 30 years, having been with Harry LeRoy, Walter L. Main, John Robinson and other circuses, writes that he is crippled with rheumatism and would appreciate hearing from friends. His address, 168 Front street, Oswego, N. Y.

SETTING UP on time, having ideal weather and leaving on schedule with a good tale is fine and dandy, but when the show has the reverse, a stout-hearted showman takes it and comes up smiling. There is a difference in showmen.

WHEN MIGHTY MARLOWE Shows closed November 19 at Moscow, Tenn., the Silverlakes left for visits at Rushville, Ind., and Postoria, O. Will be at Shrine date in Utica, N. Y., for Bob Hallock. With the Archie Silverlakes unit are Archie, Billie and Joanne Mae Silverlake, Chappy Gordon and Ruby Latham.

HARRY LAPEARL Troupe, after playing Shrine Circus, El Paso, Tex., went to San Antonio for four days, appearing in Toyland at Jocke's Department Store. Bloodin's 11 trained monkeys also were there. LaPearl then played Cole theater. (See UNDER THE MARQUEE page 33)



PRESENTATION OF trophies at Chicago Stadium Rodeo October 29. Front row, left to right: Ora Fox, Newhall, Calif., winner of calf roping and wild cow milking contests; Ken Roberts, Fort Smith, Ark., winner of saddle bronk, bareback bronk and steer riding; Andy Curtis, El Reno, Okla., winner of steer bulldogging event. Back row; Fred H. Krehmann, director RAA and arena secretary; W. E. (Candy) Hammer and Clyde S. Miller, stock contractors; Sam J. Levy, representing Barnes-Carruthers, associate producers; Donald S. MacLeod, manager Chicago Stadium, and Cy Tallon, announcer.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

King Would See Calgary Stampede; Dates in Conflict

CALGARY, Alta., Nov. 26.—A news dispatch from Ottawa, Ont., that King George VI wants to see the Calgary Exhibition and Stampede next summer was gratifying to the fair officials here.

"It hardly seemed possible that the fame of our show had reached such high places," said General Manager E. L. Richardson. "On other occasions we have had the honor of entertaining the king's brothers, the Prince of Wales, Duke of Kent and Duke of Gloucester. The late King Edward VIII attended our show and a trophy in his name is donated annually."

The hitch appears to be that the king and queen will reach Canada considerably ahead of the Calgary dates. Directors are hopeful, however, that the present dates for the royal visit are tentative and may ultimately coincide with those of the fair. It was said that while directors would be willing to change the exhibition dates if possible, the fact that the Calgary fair is part of the Western Canada Class A circuit precludes any such action.

Whether, should he go to Calgary, the king will visit the EP Ranch at High River remains to be seen.

Dufour-Rogers-Hix Start Erection of World's Fair Show

NEW YORK, Nov. 26.—Contract for erection of Dufour & Rogers "John Hix Strangle As It Seems" show at the World's Fair has been let and construction will start December 10 on the announced \$85,000 project. Show will occupy 18,000 square feet in the Loop amusement zone with a 100-foot frontage and 180-foot depth.

Oddities building will take approximately 90 days to complete and when finished will be a streamlined affair all the way thru, from exterior to interior. Exterior will be in direct lighting, interior indirect, containing 1000 k.w. space includes living quarters, dining room, kitchen, hospital, restrooms and 2500 sq. ft. for performers and personnel. This segment to be air-conditioned.

Dufour & Rogers figure an acting troupe of 35 and about 20 additional on general staff, such as guards, attendants, nurses, physician, and other operatives. It will be a grand, number of shows per day yet mapped out, and the take will come from the 40-cent admission for adults and 15 for kids, under present set-up. Performance on elevated stages.

National Fair To Be Held By Venezuelan Government

NEW YORK, Nov. 26.—Venezuela, on the northern coast of South America, will hold its first National Fair next April, May and June in Caracas, the capital. Undertaken primarily to show the progress of Venezuelan industry, agriculture, commerce and art, a large area has been set aside for commercial exhibitors besides Venezuelan manufacturers.

A number of steel buildings will be erected by foreign exhibitors as well as by manufacturers of such heavy farm machinery, road constructions and oil-well equipment and tractors. Eighteen acres adjoining the Hippodrome, owned by the federal government, under auspices of which the fair will be held, will be set aside for an amusement park. Abe I. Peinberg, has been appointed by the fair committee to secure attractions for the park.

Fine Plans W. F. Cabaret

CHICAGO, Nov. 26.—Jack Fine, local unit producer, has leased space on the new World's Fair grounds for a new Cabaret conception. States he'll have a restaurant, "longest bar in the world" and an elaborate show, with opening date scheduled for April 30, 1939. Marty Whyte, local agent, will be associated with Fine.

GAP IN FUN SECTOR



ARCHITECT'S DRAWING for the front of the Dufour & Rogers "John Hix Strangle As It Seems" on \$85,000 project at the New York World's Fair. It will occupy 18,000 square feet and construction will start December 10 on a contemplated 90-day completion plan. (See detailed story in this department.)

Canadians To Ask IAFE and SLA To Gather in Toronto

TORONTO, Nov. 26.—At the Canadian Association of Exhibitions' annual meeting here in the Royal York Hotel last November 21 and 22 more than 100 fair and show executives from Canada and the States attended, and Emery Boucher, new president, declared it the best meeting the organization has had. C. Gardiner, minister of agriculture for Canada, was elected honorary president; Emery Boucher, manager of Quebec Provincial Exposition, president; E. Frank Lordy, Nova Scotia Provincial Exposition, vice-president; A. W. MacKenzie, Maritime Winter Fair, Amherst, N. S. (See CANADIANS TO on page 37)

Will Review Iowa Centennial

DES MOINES, Ia., Nov. 26.—At Iowa's annual State agricultural convention here on December 14 in the Hotel Savoy, A. R. Corey, secretary of Iowa State Fair Board, said there will be discussions of major agricultural subjects as well as a review of the Iowa State-wide centennial. Thomas R. Holbert, Greeley, will discuss the future of the draft horse, and Harry Atkins, Davenport, president of the American Poultry Association, will speak. The centennial will be discussed by Robert Burlingame, executive secretary of Iowa Territorial Centennial Committee, and Mrs. Eugene Outler, president of Iowa Federation of Women's Clubs. Annual reports of J. P. Mullen, president of the State Fair board, and Secretary Corey will be given.

New Life for Midsouth Is Seen in Plans

MEMPHIS, Nov. 26.—Midsouth Fair, which appeared threatened with extinction two months ago, came suddenly to life this week with a partial reorganization at the annual directors' meeting. President Raymond Skinner and Secretary-Manager Frank D. Fuller, both of whom declared six weeks ago that they would not continue in office, were prevailed upon to accept re-election. Also at Mr. Fuller's insistence his title was changed to that of secretary, and Henry W. Beaudoin, hitherto serving as assistant secretary, was named manager. Mr. Beaudoin will go to Chicago for the annual meetings of showmen and fair officials. It was decided, and seek to develop new ideas for reviving general interest in the city in the fair. (See NEW LIFE on page 39)

St. John Contracts Shows

ST. JOHN, N. B., Nov. 26.—At the annual meeting of St. John Exhibition Association here recently Joseph H. Hughes, representing George A. Hamid, Inc., contracted with officials for the Hamid office to again furnish the grandstand show, and arrangements were made with Ben Williams, of Ben Williams Shows, for midway attractions. Hughes will manage the grandstand unit and act as emcee. Williams has applied the midway for the St. John event for the past 15 years.

New York World's Fair May Be Busy Holiday for P. A.'s

NEW YORK, Nov. 26.—Press agents with their glims fixed on the World of Tomorrow can start doing some fancy thinking about it today or sooner. The World's Fair, it seems, will be a p. a.'s holiday—not the holiday which will keep them away, but the holiday which will keep them working.

Burst and promotion department of the fair may not admit to anticipating typewriter heads as of opening day, April 30, 1939; but no informed person will say that the gigantic press work entailed by the expo is less than gargantuan. They have enough to do on the fair and its multitude of departments without having to worry about shows, concessions, exhibits and other speculators intent on building up their own ventures to the paying customers. It follows that the boys on the fair's publicity pay roll will welcome the free lancers, provided a scheme is worked out

that would eliminate duplication, conflict and include proper distribution where it will do the most good without stepping on anyone's toes, temperament or territory.

A few of the town's publicity bureaus are already in the process of assembling facts for presentations and pamphlets which will try to establish why they should be assigned to eulogize the World's Fair offerings. Others are nibbling away along different or smaller lines of their or better success.

There won't be much of an invasion if any of the commercial-industrial exhibits on the part of p. a.'s, as these brackets, whether primed direct or thru ad agencies, are generally machined for exploitation and advertising, and have been for years. It's the out-and-out amusements and semi-amusements which will develop into a p. a.'s para- (See NEW YORK WORLD'S page 38)

N. Y. Has More Than 1-3 Unsold

Added contracts are announced—exhibit area work ahead of schedule

NEW YORK, Nov. 26.—After weeks of little activity so far as tangible results are concerned amusement zone of the World's Fair has jumped into the flashing spotlight again with announcement of several newly signed contracts and increased construction activity on the part of several previously signed and sealed midway participants.

More than one-third of the entertainment sector is still unsold, despite months of negotiating and dickering that often reaches the potty stage, according to concessionaires who have gone thru the mill. Whether the sector will be open on time for the April 30 debut day depends almost solely upon speed of construction during the next few months. It stands to reason that if all space is not sold in a couple of months to supposedly qualified concessionaires there will be plenty of full-in participants recruited at the "last minute." Such a move would obviously lower the standard of the amusement zone, but President Grover Whalen seems set on having the entire fair ready and rolling for opening day—as he should be.

At present construction in the exhibit area is actually ahead of schedule, buildings mushrooming remarkably since last August. There is still plenty to be done, but if progress continues at the present rate officials have little to worry them. It is a different story in the concession division, however, where actual building has just begun comparatively. A tour this week of the grounds would show construction under way on Children's World, Norman Bartlett's Flying Turns, Dodgins, the fair-built 2,500-seat theater, State Amphitheater, scene of Billy (See GAP IN FUN on page 39)

La. State Wins With New Peak

SHREVEPORT, La., Nov. 26.—Setting a gate record of 224,312, Louisiana State Fair of 1938 showed a net cash realization of \$7,841.03. Secretary-Manager W. R. Hirsch reported at the annual meeting of directors here this week. Previous attendance record of 285,248 was set in 1937. A heavy rain opening night and cold weather two other nights undoubtedly kept attendance down. Mr. Hirsch said. In addition to the \$7,841.03, he reported, \$8,310.61 went into permanent improvements, making a total gain of \$16,160.64.

Night grand-stand attendance increased 11 per cent over the 1937 figure and midway shows and rides had an 18 per cent increase. "Many people did not have money to spend this year for midway shows," he said. Children's Day (See LA. STATE WINS on page 39)

Iowa Barn To Cost \$101,000

DES MOINES, Ia., Nov. 26.—Contracts for construction of a \$101,000 addition to Iowa State Fair baby beef barn here, to be in readiness for the 1940 fair, have been let. Building was made possible thru a PWA grant in co-operation with the State Fair board. PWA will furnish \$45,000 and the fair board will contribute the profit from the 1938 fair, amounting to \$55,000. The building will run from the west end of the present baby beef barn to the street adjoining the new poultry building. It will give the fair a combined baby beef and sheep barn more than two blocks long and 234 feet wide, providing more than three acres of live-stock exhibit space under one roof and will include 1,100 stalls, 325 sheep pens and 60 additional stalls for horses.

Germany Withdraws From G. G. Expo; Goldman Band To Appear

SAN FRANCISCO, Nov. 26.—Plans for participation of Germany in the 1939 Golden Gate International Exposition were canceled on Monday on cables ordered from the Reich. The exhibit, largely devoted to German tourist attractions, was to have cost \$40,000 and would have occupied space in the International Palace area.

Following the withdrawal of an exhibit of the German National Railways, the German Embassy in Washington charged that Germany had never been formally invited to participate in the fair. The statement was immediately challenged by expo officials.

Maj. O. J. Keatings, director of foreign participation for the fair, declared Germany has never acknowledged the invitation transmitted by the State Department, adding that the exposition

had signed a contract with the Osgway Railways for exhibit space.

In town with a line of nine girls for a Music Box appearance, Sally Rand conferred with chief director Harris Connick and concession director Frederick Weddleton. She was asked to meet exposition terms, which are believed not to include both salary and commission. Miss Rand is reported holding out for a guarantee.

Edwin Franko Goldman's Band has been engaged to play 15 weeks at the fair, with further diskering reported for Toscanini's services. Dates for Goldman's engagement are March 19-July 2.

Bucky Harris has been succeeded as the expo's press manager by Lyn Fox, San Francisco newspaper man.

More Support Asked For Rochester Expo

ROCHESTER, N. Y., Nov. 26.—With finances of the 1939 Monroe County Fair and Rochester Exposition largely in the hands of city and county, President Egbert B. Cass, Rochester Exposition Association, appealed to the Chamber of Commerce and merchants and manufacturers to support the annual. Board of supervisors can restore a \$10,000 contribution omitted from next year's budget. Payment of next fall's premiums depends on this sum. President Cass said adding that the expo can show black figures if support is strong enough. Show had a deficit of \$8,124 up to this year, he said, adding that this year's figures aren't ready. Deficit is amount remaining on unpaid notes.

"In 1935 the Horse Show was omitted and functions of fair broadened to include additional exhibits and more of the activities of the people in the county. At the beginning of 1935 we had an accumulated deficit of \$13,084 resulting from operations of previous Horse Shows. We arranged with creditors to take notes for the amounts due them," his report states.

Attendance this year, he said, was "around 100,000," including passes. Declining attendance is called responsible for criticism of the expo. City's contribution is in maintenance of grounds and buildings, estimated at \$12,000. Cash pointed out that the expo paid for construction costing \$27,087 and that the city later bought the buildings and grand stand for \$25,000.

In one quarter, it was suggested that Harold S. W. MacFarlin, commissioner of commerce, take over the expo for the city. Should his department assume control, MacFarlin said, "the department will insist that exhibitors lay \$25,000 on the line as evidence of their faith." He favored a plan to bring back the Horse Show, build a half-mile race track, substitute a circus or animal show for the midway, hire a name band, extend closing hours from 11 p. m. to 2 a. m. and more dates up two weeks to avoid competition with the State Fair, Syracuse. Labor Day week-end and reopening of schools. He would also tie up the expo with a Mardi Gras week, regatta and air show to attract more outside visitors. Official reason for withdrawal of Monroe County Volunteer Firemen's Association was that firemen preferred to hold a separate exhibit.

Fair Elections

LETHBRIDGE, Alta.—William Lamb was elected president of Lethbridge Exhibition Board; E. C. H. Davis and John McD. Davidson, vice-presidents.

PHILLIPS, Wis.—Price County Fair Association re-elected Art Johnson, president; John Windall, vice-president; Frank Ackerman, treasurer; Karl Mees Sr., secretary.

GREEN BAY, Wis.—Brown County Fair Association re-elected Frank Zimonick, president; Ralph Soquet, vice-president; P. H. Bogda, treasurer; William S. Klaus, secretary.

CALGARY, Alta.—J. Charles Yule was re-elected president of Calgary Exhibition and Stampede, Ltd.; T. A. Horni-

(See FAIR ELECTIONS on page 39)

ports Billie J. Collins. Organization will furnish free acts, revues and bands for fairs, parks, night clubs and special events.

Fair Meetings

Iowa Fair Managers' Association, December 12 and 13, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 14, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 26, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Travis Paine, secretary, Sacramento, Calif.

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 11-13, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

North Carolina Association of Agricultural Fairs, January 19 and 20, Raleigh. A. H. Fleming, president, Lenoir.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 23 and 24, Havre Hotel, Havre, Mont. Jack M. Suckstorf, secretary, Sidney, Mont.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chot O. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. O. W. Harrison, secretary, 131 North Pine avenue, Albany.

SECRETARIES of associations should send in their names, as inquiries are being made.



Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT

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FAIR MEN

You are cordially invited to visit me at the Hotel Sherman, Chicago, during the I.A.F.E. Convention. See why this act has enjoyed 6 consecutive seasons of solid bookings—why it has been featured in news reels—why photo magazines used it for picture spreads—why other magazines published complete stories and pictures—why descriptions have been broadcast by radio. You'll want it for your fair.

AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS.

Permanent Address, Care of THE BILLBOARD, CINCINNATI, O.

Des Moines Agencies Merge
DES MOINES, Nov. 26.—In an effort to render better service, the G. W. (Dutoh) Schmidt Agency and Collins Enterprises have merged here to form Consolidated Amusement Enterprises, re-

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ELMER GANTRY

Nationally Famous Blind Jumping Horse.
Owned and Ridden by ELEANOR GETZENDANER.
Starring in Warner Bros.' Feature Picture

"GANTRY THE GREAT"

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World's Only Blind Jumping Horse
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For full information, open time, etc., see me at
SHERMAN HOTEL during convention or write

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NOW SIGNING ACTS FOR 1939 FAIRS, CELEBRATIONS.

Give Full Particulars in First Letter.

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95 BROADWAY, BOSTON, MASS.

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Rinks and Skaters

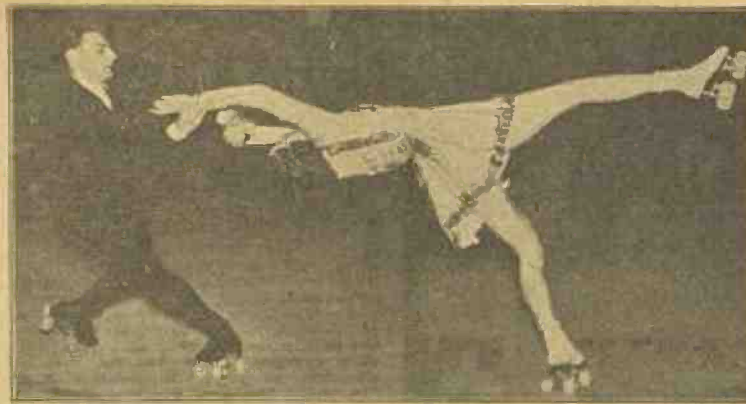
By CLAUDE R. ELLIS
(Cincinnati Office)

WHEN Jimmy and Joan Lidstone, brother-and-sister team, British amateur figure-skating champions, and Billy Watson, runner-up, left Detroit for Newark, N. J., preparatory to sailing on their return voyage on November 18, apparent emotion over their American reception and their impending departure made it difficult for them to express themselves, declares Fred A. Martin.

"I know they left a multitude of friends behind," said Secretary Martin, Roller Rink Operators' Association of the United States, which sponsored the tour of the Brits here in rinks here on October 3-November 18. "The Lidstones and Watson sailed on the Queen Mary at 1:20 p.m. on November 18. Following our amateur roller-skating review in Arena Gardens, Detroit, on November 8, and their visit lasting until November 14, a group of us put them on the train for Newark. All three, Joan, Billy and Jimmy, found it difficult to say adieu because of their evident emotion."

Members of the RRROA attending the Detroit show and not previously reported from the registration list included Charles Horvath, Kenneth Kearney, Cleveland; Hyles Hagg, Dayton, O.; Mr. and Mrs. Joseph N. Zink, Duluth, Minn.; Mr. and Mrs. Al Kiah, Toledo; George Mark Harold Riggle, Zanesville, O.; Robert Fisher, Traverse City, Mich.; Jack Dalton, Chester, Pa.; Mr. and Mrs. J. Harper Spencer, Mt. Morris, Mich.; H. F. Hurkett, Bay City, Mich.; Mr. and Mrs. M. S. Lewis, Mt. Morris, Mich.; Mr. and Mrs. Alfred B. Dexter, Niagara Falls, N. Y.; Charles McCormack, Chicago; Mr. and Mrs. Fred Bergin, Dayton, O. Also present were Mr. and Mrs. Sidney J. Shaw, Arena Rink, Toronto; H. R. Portugal, Grant L. Muller, Cleveland; William P. Opatry, Pittsburgh; Francis J. Baldwin, Ravenna, O.; Mrs. Jude Mahl, Don Pedro, Chicago. The second annual Bore and All-Michigan Carnival will be staged in Arena Gardens, Detroit, on February 14 for benefit of the Olympic fund of the Amateur Skating Union of the United States.

"The boys from the East who came to the show had little time in which to



JIMMY AND JOAN LIDSTONE, brother-and-sister British amateur figure-skating champions, who concluded a tour in the States on November 18, having arrived here on October 3, are shown here demonstrating "The Death Spiral" in Fred A. Martin's Arena Gardens Rink, Detroit, where they appeared on November 8-10.

leave business," said Secretary Martin, "to Earl Van Horn and Harry Bickmeyer, Mineola, L. I. Mr. and Mrs. Fred Freeman, Boston, and Mr. and Mrs. Victor J. Brown, Newark, N. J., came by plane, arriving in Detroit at 4:20 p.m. on November 8 and they enjoyed the gathering so much that they nearly missed their 2:30 a.m. plane back to Newark the next morning. It was Mr. Bickmeyer's first trip to Detroit and he declared he regretted having missed the last two shows but that he would never miss another."

ROLLING CLOUDS, Billie and Bobby, visited the Four Earls recently when the latter team played Lyric Theater, Allentown, Pa.

DUO SPINNERS, Woodie and Betty, recently completed a 10-week engagement in Rhineland Gardens, Armonk, N. Y., reports Elwood Kriebel.

SPINER 12 weeks in Canada the Jordan Tylo went to Ball Ball Club, Chicago, where they are in their third week.

ACE ROLLER has added Betty and Paul, formerly the Two Whirling Stars, to his act, expected to go on very soon under the name of Ace Roller Trio.

CITY COUNCIL in Stoughton, Wis., authorized renting the city armory three nights a week during three winter months to C. O. Breinig, Rockford, Ill., for operation of a roller rink.

ARMAND J. SCHAUB SR., who recently visited Euclid Gardens Roller Rink, Cleveland, reports the rink has undergone many improvements since he visited it a year ago. A new 100 by 225-foot maple floor has been laid and an organ with three speaker units has been installed. Interior has been redecorated, entrance improved and woman's lounge modernized. Rink is equipped with upholstered metal chairs. Five clubs

make the rink their headquarters. On the staff are Charles Lobe, proprietor; Al Rau, manager; Henry Edmund, assistant; Julie Lodenberg, cashier; Louis Sfoli, refreshments; Irwin Schneider, skateroom, and Norman Lodenberg, wardrobe.

MORE THAN 300 have joined the Columbus Roller Skating Club, sponsored by the new Greystone Skateland, Columbus, O. Management says formation of the club is to create interest in skating and will hold semi-monthly events, including a Free party each month for members. Skateland is housed in the former Greystone Ballroom.

ON NOVEMBER 11, prior to entraining for Newark, N. J., Jimmy and Joan Lidstone, British amateur figure-skating champions, and Billy Watson, runner-up, completed the bronze and silver tests of the Roller Skating Rink Operators' Association of the United States in Fred Martin's Arena Gardens Roller Rink, Detroit, reports Armand J. Schaub Sr. They were first to receive the silver award.

FOREST Park Roller Rink, Hapover, Pa., is drawing large crowds due to extensive advertising, reports A. Karst, proprietor. Rink has its own plant for printing, special tickets and pamphlets and stickers have been distributed and book matches ordered. Progress is being made with the remodeling program, two heating plants, bleachers along one side of the rink for spectators, an amplifying system and electric sign to announce numbers having been recently installed. Rink has been equipped with over 200 sets of Chicago skates and a crystal pyramid, expected to create novel lighting effects, has been ordered. Sessions are held three nights weekly, with dances on Sundays. Other nights are devoted to parties. A radio group from Harrisburg, Pa., has reorganized a public party at which artists will put on a program and Hanover (Pa.) Flying Dutchmen Motorcycles Club is sponsoring a party and will show movies of a hill climb. A large group is already enrolled in a new club, members of which receive rink emblems when they join. On the staff

are Buck Harner, manager; Stanley Noble, floorman, and John Wentz, skateroom.

ARMAND J. SCHAUB SR., who recently made a tour of Michigan rinks, said there is much activity in the State, some rinks reporting excellent business. Madison Gardens Rink, Flint, is conducting an unusual number of children's matinees so to make the rink available for more adults at night. Flint Park Rink, Flint, was well filled on November 13 and figure and dance skating is popular, he said. On November 8 Fred (Bright Star) Murree, 71-year-old Pawnee Indian figure skater, appeared in Rainbow Gardens Rink, Mount Morris, operated by W. S. Lewis, who is also proprietor of Crystal Lake Rink, operating on Mondays and Thursdays. Murree packed the rink at afternoon and evening sessions, Schaub reports. Recent visitors at the rink were a group from Arena Gardens Roller Rink, Detroit, including Ed Martin, skate-room attendant, and his wife. Plans are being made to form a figure-skating club, classes to be held on Wednesdays under tutelage of Harper Spencer, manager, and Min Spencer, prob. On the roster are John Yoke and Gene Wilson, floormen; Sidney Hodge, cashier; Jack Isaac, skateroom, and Mrs. Gayner, concessioner.

CANADIANS TO

(Continued from page 35)

director, W. D. Jackson, Western Fair, London, was re-elected secretary-treasurer. George Bridgen, president of the Canadian National Exhibition, was chairman.

Discussions brought out the difficulties encountered with the Performing Rights Society. An act of Parliament exempts agricultural fairs from taxation by the society, but a committee was appointed to deal directly with the society after a pending lawsuit involving the CNE and several bands which were brought in this year has been settled. It was decided that the association would send invitations to the Showmen's League of America and the International Association of Fairs and Expositions to hold their 1939 conventions in Toronto.

The CNE was host at the annual dinner Tuesday night. Principal speakers were Mr. Bridgen, Mr. Gardiner, General Manager Elwood A. Hughes, CNE, and George A. Hamid, New York, who declared that the 1939 New York and San Francisco world's fairs will make the public fair-minded and be of benefit to all fairs.

A contract was awarded J. W. (Pat) Conklin, Conklin Shows, to furnish the 1939 midway attractions at the Western Fair, London, Ont., for the third consecutive year.

Mr. Hamid entertained delegates Monday night with motion pictures of fairs of the past season featuring midways and grand-stand shows. President Boucher said that the Quebec Exposition has extensive plans for modernizing and the addition of new building for amusements and machinery.

GREAT KUOENE, serialist, closed his outdoor season on November 5, playing a Democratic program in Sullivan, Ind. He reports Mrs. Rosella Higgins is no longer a member of the act. Polly Jean will be featured in 1939.

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40x100 Ft. Baker-Lockwood Special-Built Top. 30' High. Old; 225 Pairs of Chicago Roller Skates. Practically new. Now operating in Baraboo, Wis. Reason for selling, unable to travel. Will sell at \$2,500.
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Turnable Skating Rink, including Tent, Skates, etc. We will consider proposals to operate their own rink on percentage basis. Wonderful location, with plenty of seats secured. Write full details in first letter to
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Each Cabinet with 4 Speakers, Bench, Cables, Etc., complete, ready to go. Shipped at new. Used less than 400 Hours. Cost new \$1,700; Sale Price, \$1,000.
WITLAND-AUDY, E. Liverpool, O.



BILLY WATSON, runner-up in the British amateur figure-skating championship, who accompanied Jimmy and Joan Lidstone, brother-and-sister champion team, on their tour in this country on October 3-November 18. The trio demonstrated a style of skating unknown to the rollers before 1930.

"Happy Days Are Here"

They are always Happy when they Roller Skate on

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MADE FROM THE BEST OF THE
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Now Better Than Ever, the Most Complete Line Rink, Racing and Private Skates, Low or High Top White Shoes.

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1938 ERSCOD, 1938

Attention to Exhibit Urged

NAAPPB delegates reminded to hear discussions as well as to study devices

By R. S. UZZELL

CHICAGO, Nov. 26.—From far and wide you have assembled for the greatest outdoor amusement device trade show in the world. Does it pay you to come? Just like going to college, it depends entirely upon the individual and the amount of effort and attention put into the convention and exhibits. Some hear every paper read and visit the exhibition hall often, while, strange as it may seem, some do not hear one paper thru and they view the exhibits on the run. The men who would progress not only listen to the papers, but enter into the discussions and thus give and gain in experiences. Some say they can read the papers after reaching home. The correct retort to this is that the book of the proceedings may reach you too late to profit by it for the coming year and then you cannot ask the questions that occur to you, as the writer of the paper is not with you.

Suppose you have seen a device once, unless you look it over again you will not know of the improvements or why they were made. Why not attend the convention sessions and give the exhibitors a good once over before the pleasure begins? Business before pleasure is still good procedure. None of us would detract from hand-shaking and renewal of acquaintances, but we should like to see the hard-working producers of the convention receive fuller co-operation and support, which would surely stimulate them to greater effort.

Jones Paper Historic

Wallace St. Clair Jones, president of New England park men's section, takes the procedure in preparing a paper that gets results and commands attention. He drove thru much of the New England territory devastated by the storm. Knowing the park men as he does who suffered colossal losses, he gave them a sympathetic ear while they related the experience and pointed out to him the extent of their losses. Seeing it as he did and then putting his impressions on paper while his sentiment for his fellows was at white heat makes a paper that will become historic and is sure to live. Thru it our successors can trace the wake of the storm with its heavy toll. Had there been such a paper on the storm which visited the same territory 123 years ago it would now be invaluable. Remember also that Jones came in as a pinch hitter with little time to do his excellent job.

Strange that some men who had only rain and cold weather to mar a good season complain more than some men do who had the same weather conditions and then were wiped out at the end of the season and must start over again. Watch these brave spirits and see if they do not put in full time at the convention to gather courage and experiences to help them re-establish themselves at the old stands.

New Freight Schedule

This convention could well have a motto over the assembly hall reading, "More and better efficiency." There never was such an array of practical men on any one program. Herbert O'Malley did not make up that program in a week. Long hot days last summer went into its making. Only former program chairmen know of the exacting task with its bundles of letters to write and answer. He has no easy job at the meeting to make things move on schedule, but it's all easy in comparison with the real work of originating and completing a program.

The achievements of our insurance committee deserve recognition. Theirs has been a long, arduous task and is a continuing one, but the benefits can be seen thruout the nation.

Your committee on freight rates must do it all over again. Last March the whole schedule of rates was revised upwards. Until they settle their pressing problems we cannot get a hearing. Your chairman of the committee has applied to the commission for a hearing early in 1939.



GEORGE F. DORMAN, veteran outdoor showman, who, with Mrs. Dorman, has arrived in Key West, Fla., where, after a few days' rest, he will assume his duties as secretary of Playland Park, of which Curtis L. Beckus is general manager. Numerous showfolk have visited the spot in the last few weeks.

Key West Playland Personnel Come In

KEY WEST, Fla., Nov. 26.—Dr. and Mrs. R. Garfield spent three days in Playland Park here while on their way to Miami, where they were scheduled to open their Hall of Science Show in Punalund Park on November 24. They are contracted for Playland Park and expect to return the latter part of December and open on January 1. W. R. Powers, formerly of Johnny J. Jones Exposition, reported that he will arrive with his shooting gallery about December 15. Earl Webber will accompany him. Mr. and Mrs. George F. Dorman arrived recently. After a few days' rest he will take up his duties as park secretary.

Simon Krause arrived last week and reported the past season below standard. After completing their Southern fair dates Mr. and Mrs. I. Colvin went to their home in Westfield, Ill., for a rest and quail hunting. They plan to come here Christmas week. A surprise birthday party was tendered Mrs. June Coleman on November 16 in the Hotel La Concha. She received many gifts. Later everyone adjourned to Raul's Night Club, where they danced to Ted Lopez's Orchestra. Among guests were Curtis L. Beckus, Robert Coleman, Mr. and Mrs. Dan Daniels, Mr. and Mrs. Jerry Daniels, R. D. Casey, Vivian Tomlinson, Vivian Davis, Bert Godwin, Pauline Ligon, Mabel Eklor, H. L. Sawyer, J. E. Brown, Jimmy Thomas, Mr. and Mrs. William Nason, Mr. and Mrs. Robert A. Strong, Fred Gates Jr., Mabel Atkins and Eva Page.

Among recent visitors were Sammy Applebaum, Max Tarber, Mr. and Mrs. Tony (Muzzler) Steina, Sam Weintraub and Mike Smith. Reported by Bill Eaton.

FIRE ISLAND, L. I., N. Y.—Work of restoring the beach here, ravaged by the September 21 hurricane, is making rapid strides, officials of Brookhaven Towne ship report. The beach rebuilding, a WPA project, involves erection of two rows of fences, 10 feet apart in an effort to prevent a recurrence of gale damage.

A. C. Aud Deficit Is Blamed on Convention Lull and Rebuilding

ATLANTIC CITY, Nov. 26.—The \$15,000,000 Municipal Auditorium, which has been a thorn in the side of local amusement interests since its inception, is reported to be ending the year with an \$85,000 deficit. The hall during summer was some of the Ice Follies, later of midjet auto racing and now of ice hockey.

A deficit of \$35,000 is allowed in the 1938 budget for the hall, which amusement men claim is constantly operated at a loss and that they thru taxes must make up.

Suit Is Brought To Permit Coaster For Spot in Omaha

OMAHA, Nov. 26.—A mandamus suit to require issuance by the city of a permit for construction of a new \$30,000 Roller Coaster in Krug Park here has been filed and a hearing set for December 12. The city attorney has ruled a six-year-old anti-roller coaster ordinance invalid. City must show cause why it should not grant a permit, the building inspector having said he had refused the application because of the ordinance.

Attorney Jack Marer, acting for Abe and Louis Slusky, Krug Park owners, said the park management is agreeable to the most stringent regulation but that the city has no power to prohibit Roller Coasters. The new Coaster, which the Sluskys said would force demolition of several buildings, would be similar in construction to Coasters at the Chicago and Texas expositions and identical with models to be used at the New York and San Francisco World's Fairs.

Altho the city attorney has held that the ordinance is invalid, the city is preparing a defense to the suit, it being held that while the city has no authority to prohibit Roller Coasters, it may regulate them.

Resort Circles Are Eager For Vote on Horse Racing

ATLANTIC CITY, Nov. 26.—There is high feeling in resort circles because the New Jersey Legislature this week failed to act on the racing proposal.

When the question of setting a date for a referendum vote on legalized racing in New Jersey was brought up, the Legislature voted to lay it over for three weeks. Vote on a referendum now is set for December 12.

Bennett Topfley, manager of the Traymore Hotel here and president of the Horse Racing Association, accused the Legislature of "trying to stifle the voice of the people (referendum) under a pretense of economy."

Detroit Zoo Has 2,000,000

DETROIT, Nov. 26.—Detroit Zoological Park, which closed its gates on November 20, had estimated season's attendance at 2,000,000 and income was biggest in the zoo's history, with the exception of one year, reported John Miller, zoo director. The 1938 receipts totaled \$11,474.16, while in 1937, the biggest financial year, income was \$13,732.43. The zoo is to be subjected to its annual refurbishing preparatory to opening its 1939 season by Decoration Day.

Marie McSwigan's Painter Story Favorably Received

PITTSBURGH, Nov. 26.—Papers and mags are favorably reviewing Sky Hooks, autobiography of painter John Kane "told to" Marie McSwigan, p. a. for Kennywood Park here and sister of Kennywood President A. Brady McSwigan. Reputedly the only woman press agent for a major park.

Miss McSwigan formed acquaintance with Kane several years ago when she wrote the first article ever to appear in print about the house painter who achieved critical fame and a niche in the Carnegie International Exhibition.

Altho the frontpiece informs that the brush welder narrated his life tale to the scriber, she actually wrote most of volume, say intimates.

The Pool Whirl

By NAT A. TOR

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

Hot Stove Stuff

It looks now from where I sit that the NAAPPB convention in Chicago will be a humdinger and that many interesting subjects will be discussed. By the time you read this column many long-winded papers may have been hurled upon you, tho I doubt it because Herb O'Malley, of Playland, Eye, N. Y., worked too hard in arranging this year's program. A review of the discussions of the convention will, of course, be published in this column for the next few months. For one thing, I am delighted that this department's campaign of the last three years, urging that the pool portion of the program be held earlier in the convention, did not go for naught. The round-table forum, which, in my opinion, is always the most important part of any convention, used to be held on the last day, which meant that many pool men in their haste to return home missed this all-important meeting. This year, with the change, many more tank operators will have participated in the open discussions. Those who read this in Chicago while attending the convention are urged to make certain personally meet as many park and pool men as there are there. By meeting and speaking to these men between regular sessions you will be able to get more out of the convention. Make it your business this year to fraternize more and to meet others in the industry from different sections of the country. Another suggestion to those in the Windy City, huddled around the imaginary hot stove in the Hotel Sherman, is for them to be sure to attend the big banquet on the night of December 1, last night of the meetings. Please don't be in a hurry to rush back home, for this final bit of fraternizing will crystallize all you will have learned at the confab.

Still 'Nother Forum

On heels of the NAAPPB meeting comes announcement from Samuel W. Ingram, Hamilton, N. Y., calling attention to the fourth annual Fort Lauderdale, Fla., Aquatic Forum, sponsored by College Swimming Coaches' Association of America, which will be held in that Florida city on December 17-January 2. This forum is dedicated to aquatic education, analysis, demonstration, discussion and general professional improvement of those whose livelihoods are earned thru the medium of aquatic and also to the financial stability and safety. (See POOL WHIRL opposite page)

BELMONT, Wash. — Melvin T. Cook, operator of Brub Day Park, Belmont, Wash., and a newcomer to the park business, plans construction of an outdoor swimming pool for next year, reports R. E. McClellan.



HAROLD GREEN, son of Simon B. Green, operator of Dreamland Park, Newark, N. J., who, after 13 years in amusement park business, will retire from activities in that spot to devote all his time to his theatrical booking and producing business. He has served his father as manager of refreshment stands in various New Jersey parks as well as being part owner of a funhouse in Dreamland Park.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Nov. 26.—With close of the Automobile Show on Hamid's Pier winter activities switch to the Auditorium, where last week-end the 1938 hockey season opened with two weeks and playing every day. Hamid's Pier had the final netball of the season. Preparations are under way at that spot for several events leading up to the spring opening. Closing attractions leaves the boardwalk to movie houses alone, as steel Pier has been closed many weeks. Exhibits on Central Pier are more or less on a year-round basis, with special winter enclosures being put up for the Beechcroft Circus.

At the Auditorium's ice hockey opening November 18 20,623 attended charity game between the Sea Gulls and New York All-Stars, eclipsing a record in 1937 by about 2,000. P. E. M. Thompson, general manager, declared it a good omen for the rest of the season.

The Auto Show broke all attendance records in its 29 years; said Chairman Leonard Townsend, count on visitors being well over 10,000, and the Armistice Day crowd was the largest single one ever recorded by show officials. Business was reported more than three times that of last year. Plans are on to repeat the show in the spring, possibly around Easter.

Charles Seel, of the mouse game on the walk, will be in Miami, Fla. for a couple of months. Boardwalk is getting a new decking troyut in the form of rosewood blocks for a block. If successful there may be a revolutionary change in walk style of boarding. Dave Orloff, who ran the Egg Harbor flicker theater since nickelodeon days, sold out last week to "take a rest." Bob McManis, who runs an uptown night spot, was the 200,000th hockey fan to go thru Auditorium turnstile. This counts from the start of hockey nine years ago.

to have horses and mules used by the zoo inspected before they are slaughtered. We have written to officials of circuses, asking their opinions and recommendations."

POOL WHIRL

(Continued from opposite page)
of swimming units. Also this affair was pioneered by colleges, according to Mr. Ingram. It is not limited to those of that category but to any representative of the beach and pool industry approved by the Aquatic Forum Registration Committee. Mr. Ingram writes, "In three years the attendance has grown from 175 to 500—the only international aquatic forum in the world today—ad event covered by the major news-reel companies and press associations—88 institutions represented, including 50 colleges and 31 secondary schools—emphasizing open-air meetings under the tropical sun—self-financed training trip for college, high and prep school swimmers—featuring the only West-East relay meet—a discussion program headed by leading aquatic authorities—a free deep-sea fishing contest—representatives from 38 States and six foreign countries—dedicated this year to peace thru athletics—a forum of recreational and educational vehicle—a monument to aquatic progress." Certainly sounds like a swell forum.

Men and Meations

Norman Alexander, Woodside Park and pool, Philly, told this writer at the NSA banquet in New York that the first column he turns to in *The Billboard* each week is this one. Aw, I betcha you tell that to all the boys!
Georgia Coleman, plucky Olympic diving queen, will teach swimming at the new Skyline indoor pool in midtown Gotham. She starts next week—and it will be the first aquatic work she will have done since recovering from that illness.

Too bad they weren't able to get Irving Rosenthal, of Fairwades (N. J.) Amusement Park, to prepare a paper for the interesting symposium held at the Chicago convention on the value of the swim pool to an amusement park. I thought the opinions of Len Schloss, of Glen Echo (Md.) Park and Harry Ackley, which I was privileged to prehear, were excellent.

NEW YORK WORLD'S

(Continued from page 35)
dis, if that's the word the blurb bouncers like.

Field Among Exhibits

There should be press rep angles even as concerns exhibits, because most of them will be hooked up with some form of entertainment for their secondary appeal, which may prove to be primary appeal. Inasmuch as stand-out and middle-range performers generally have the publicity boys tagging them officially or unofficially, it is not unlikely that many projects will have two or more publicists plugging their interests.

But don't take this as a tip that the mere name press agent makes you just what the doctor ordered. The boys who pay out the dough will put you on display which will tax your vigor. They'll exercise you in the manner of a casting director and then send you out to the official rubber to give you a last going over. Even after that you won't be too sure of where you stand—if you can still stand. Don't tell them what you did for Tillie Glutz in Timbuctoo, but dish up if you can a few ideas that will intrigue them to the point of giving you an appraising once over. Don't underestimate yourself, but don't overestimate yourself either.

Please drop a nickel in the box (the good one you have left) on your way out. The sermon for today is over.

LA. STATE WINS

(Continued from page 35)
attendance was 30,000 and 12,000 came on Negro Day.

President E. H. Bolinger said that every department was creditable with exhibits and amusements, and that the entire program was in accord with general objects of the association and the money, time and effort involved appeared to yield large returns.

Simon Ehrlich, theater owner and a member of the board, praised the Barnes-Carruthers grand-band show, *Belles of Liberty*, as "the best I have ever seen in my many years' experience as a showman. I heard many comments on the beautiful costumes and elaborate presentation of this splendid production."

NEW LIFE

(Continued from page 35)
popular with citizenry in surrounding territory, the fair has lost favor with Memphisans in recent years, and the recent move to drop the fair came from forces in the city. So widespread was rural interest, however, that attacks on the association subsided, and in the interest of progressive harmony Mr. Skinner and Mr. Fuller yielded to the board's urge that they remain in office after it became apparent that the organization would survive.

Three new directors were added, G. D. Strauss, packing company executive; James R. Campbell, insurance man and civic leader, and F. B. Collins, branch executive for Swift & Co.

Dates for the 1939 fair were set and plans for streamlining the event to modern tempo were presented in embryo form by Mr. Skinner after the board had received a report showing a profit of \$67.12 for the fiscal year and a net surplus of \$6,143.75 as of October 31, with year's expenditures fixed at \$78,454.

Idea From Chicago

Mr. Beaudoin will seek now permanent amusement devices as first step toward modernization. Executive committee has under consideration Mr. Skinner's recommendation that the rodeo, a popular feature, be continued, but that it be restricted to four nights and Saturday matinee and that a musical revue be the grand-stand attraction on other nights, thus bidding for municipal patronage and interest. Mr. Skinner also proposed charging a grand-stand admission for each performance after opening night. He also suggested that games be relegated to the fair's side streets.

Elimination of some less popular agricultural exhibits to make way for displays of farm machinery and farm home equipment was advocated by the president, along with a general shift in building arrangement on grounds. He proposed an advance sale of fair tickets at reduced rate thru the city's business interests as a means of making available sufficient cash in advance of the fair to obviate the necessity for borrowing the initial operating expense. The report was well received and favorable action is indicated on most of the points outlined. A. R. Schaff, department-store president, and E. A. Harrod, merchant, of Millington, were elected vice-presidents.

GAP IN FUN

(Continued from page 35)

Rose's pagant and aquacade; Ballantine Brewery's Three-Ring Restaurant, Heintz Brewery's (Netherlands) Island House, Giff Wilson's Live Monster Show, National Cash Register's exhibit (nobody seems to know how it landed in the amusement sector) and the National Advisory Board's building, designed to serve as headquarters for visiting show people.

Heads Go to Chicago

Concessions ready to begin work include Dufour & Rogers' "Strange as It Seems," Moe Gale's Savoy Ballroom, Cuban Village, Schless Construction Co.'s Merric England Village and Norman Bartlett's Aerial Jorrida.

Difficulty in signing concession contracts has been prompted chiefly by two factors, fair officials' inability to get together themselves concerning percentages kick-backs, midway layout and unimportant details, and apparent extreme difficulty many concessioners have experienced in raising the necessary financial backing. Latter element has been the cause of the latest hitch in construction progress.

Two weeks ago Messmore & Damon and George Jessel came thru with a village idea that looks like a winner (Little Old New York); last week Billy Rose signed Barbary Coast Village and Killers of the Deep, and this week the New York Zoological Society signed for "Bath-spherium," deep-sea spectacle built around the diving and submarine activities of Dr. William Beebe.

Concession department heads take a week off from their duties next week to attend the outdoor conventions in Chicago. Among those representing the



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WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

World's Fair will be Maurice Mermer, director of exhibits and concessions; George F. Smith Jr. and possibly Roland Bardell. Smith will address the National Association of Amusement Parks, Pools and Beaches.

FAIR ELECTIONS
(Continued from page 38)
brook, E. W. Ward, vice-presidents, and E. L. Richardson, general manager, James (Cappy) Smart was named a life director. Only other life director is Rt. Hon. R. B. Bennett.

WAUTOMA, Wis.—Herman E. Hauener was elected president of Wausau County Fair Association, succeeding the late Ed O'Connor. Frank Ploetz was elected vice-president, succeeding Hansen, and Joe Parkin was elected director of Hancock-Deerfield territory, replacing O'Connor.

SANDY CREEK, N. Y.—Sandy Creek Fair Association elected Capt. Hugh Barclay, president; Earl Willis, Levi Tolleson, vice-presidents; Dr. Harwood Hollis, secretary; Wendell Sprague, treasurer.

With the Zoos

HOUSTON.—Three cubs born in Hermann Park Zoo raised the lion population to eight, said Hans Bagel, head keeper. Parents are Herman and Mital, natives of the zoo.

LITTLE ROCK, Ark.—First freeze of the season found Fair Park Zoo better prepared for cold than ever before. Weather-stripping for all housing should bring cold cases to a minimum, said W. R. Sprott, superintendent. Babe, Bengal tiger, will get special attention. He has presented the zoo with 10 cubs.


COLORADO SPRINGS, Colo.—Cheyenne Mountain Zoo here, said to have been the largest private zoo west of the Mississippi, was recently made a public institution by Mr. Penrose, who named it over to a board of trustees, reports E. W. Clark, superintendent, formerly with Detroit Zoo. An endowment has been set up to maintain the zoo, which has 385 specimens. Work is in progress on a trained-animal theater, expected to be completed by spring.

SEATTLE.—Ole Knudson, superintendent of Woodland Park Zoo here, recently acquired a two-foot boa constrictor which arrived in the hold of a freighter with a shipment of bananas.

MILWAUKEE.—A three-year-old zebra stallion, former performer in the Al G. Barnes Circus, has been loaned to Washburn Park Zoo here by Terrell Jacobs, owner of the animal. Under agreement with Ernest Untermann, zoo director, the first cub born at the zoo will become the zoo's property and the second will be shipped to Jacobs, after which the stallion will also be returned.

MEMPHIS.—Report of an investigating group indicates that deaths of nine zoo animals in Overton Park during a 10-day period were caused by contaminated food. Government officials, college students and city health board members joined in analysis of the dead animals and no evidence of suspected "crank" poisoning was found, said Joe Brennan, chairman of the zoo board. Four bears, three pumas and two coyotes died. "All of the animals were young and it is probable contaminated meat of horses and mules fed them caused the deaths, while older animals were not affected," he said. "We are considering using canned meat, which there will be \$500 a month added cost to zoo operation. Another idea is

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PCSA ANNUAL IS "GIGANTIC"

Venice Is Given Terrific Turnout

Parade, barbecue, floor show on varied bill—Hargraves given much credit

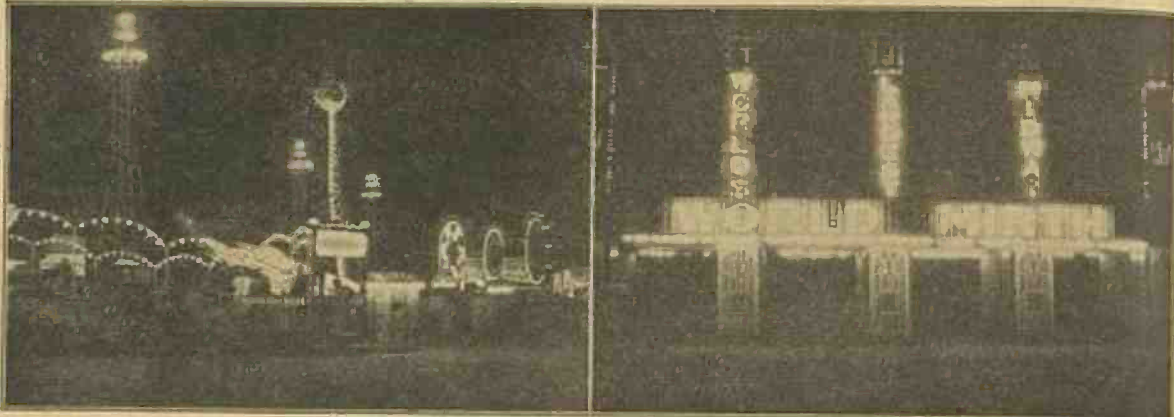
VENICE, Calif., Nov. 28.—Pacific Coast Showmen's Association's much heralded annual "Gigantic" Celebration here on November 15, under direction of Harry Hargraves, attracted one of the largest crowds ever to attend a function of the organization. The city, Venice Pier and Ocean Park Pier were appropriately decorated for the occasion and local papers were liberal with space. Chamber of Commerce and civic bodies lent help, as did the business men of Venice and Ocean Park piers.

Festivities got under way with a parade, led by Vera North and Marshall C. Griffin; Leo Carrillo as grand marshal, from the Venice Speedway. Over 400 participated and at its conclusion all retired to the Ship Cafe, donated by Tommy Jacobs, for a delectable barbecue. Attendance at the barbecue totaled 1,135. After leaving the cafe guests were entertained at Venice Pier (donated by Abbot Kinney Co.), where all rides and shows were free to those wearing PCSA ribbons.

Varied Acts Presented

Floor show in Venice Ballroom, under direction of Harry Hargraves, assisted by R. M. (Doc) Cunningham, attracted more than 1,800. Bert Nelson handled the emcee chores and talent lineup included Marshall C. Griffin, Aerial Queens; Deirich-Welsh Ponies, worked by Miss Coverdale; Luther Hubert, Lloyd Griffin, Esquela and Plalno, Vera and Laura; Ellen North, Jack McAfee; Ray Walcott; Nettle Packer, Joe Horowitz, Mying Gargalotta, Jackie Heitmann, George Thomas, Johnson Trio; Glucko, African bushman; Cal Owens, Minor Reed, Harry DeFraux's high-wire goats; Ruby Woods, Beverly and Johnson, Owen Virdon, Aileen O'Day, Janet Minter, Nina Reed, Tall Chief Sisters and Paul Choteau. Ben Vinson's Orchestra furnished dance and show music. Another feature was a jitterbug contest in which 15 couples from local theaters and night clubs participated.

Credit for success of the event went to Hargraves, who worked out details and planned the affair. Committee assisting him included Bert Nelson, Doc Cunningham, Harry Pink, Clyde Gooding, Nick Wagner, Harvey Walters, Ted LeFors, Harry Taylor, Steve Henry, Jack Bigelow, Frank L. Bennett, Charley Soderberg, Harry Wooding, Marko LeFors, Nina Rogers, Peggy Forstall, Marie Taylor. (See PCSA ANNUAL on page 45)



(1) A SECTOR of the World of Mirth Show's midway, with the huge illuminated towers predominant and (2), the streamlined front of the show with its sharply defined architecture and lighting motif.

Reservations Come In for HASC Ball; Plans Progressing

KANSAS CITY, Mo., Nov. 28.—Reservations for Heart of America Showmen's Club 19th annual New Year's Eve banquet and ball began arriving at the club's quarters at the Reid Hotel this week, leading Frank H. Capp, chairman of the entertainment committee, to believe the event would be one of the most successful in the organization's history. "We expect at least 200 showmen," said Chairman Capp, "with many of them coming from New York and California." Assisting Capp are W. H. (Harry) Duncan, Jimmie Morrissey, Walter Driver, Charles T. Oesa, George Howk, Artie Brainerd, L. V. Riley, Noble Fairlyn. (See RESERVATIONS COME page 45)

Store Show Troupe Is Stranded in Nashville

NASHVILLE, Tenn., Nov. 28.—People who came here to join Jack Walsh and Clarence Burr's Oddities on Parade, a store show, have had a tough time of it. Show opened on Fifth avenue North November 15 and came to an abrupt end after running a week and two days and when none of those responsible could be found about town.

According to George L. Myers, lecturer of the show, the museum was permitted. (See STORE SHOW on page 45)

Krekos West Coast Goes In in Black; Winters in Oakland

PORTERVILLE, Calif., Nov. 26.—Rainy weather and cold nights, which resulted in business dropping off about 40 per cent, marked Mike Krekos' West Coast Amusement Co.'s final stand of the season at the Armistice Celebration, which came to a close here. Armistice Day, however, was in no way off from previous years, and the organization showed a fine gross for the day, reports W. T. Jessup, general agent.

This, combined with the fact that this year's tour, altho off about 30 per cent from last season, was successful, sent the organization into the barn well on the black side of the ledger. Equipment has been stored in quarters at Oakland, Calif.

Bank nights held on the show during the season netted the Pacific Coast Showmen's Association \$216, half of which went to the Ladies' Auxiliary. Showfolk gave the following as their destinations at closings: Manager Mike Krekos to Murrieta Springs, Calif., for a two-week vacation; Leo Leco, auditor and secretary, to New York, from which point he will sail for his home in Greece, visiting several European play spots en route. George Cocan took the show's Baby Ride to the J. C. Penny store in San Francisco for the Christmas holidays. Harry Moyers to Oakland and his (See KREKOS WEST on page 45)

Wise, Sutton Form New Carnival Combo

UVALDA, Ga., Nov. 25.—A new carnival organization, under direction and co-management of David A. Wise and Charles H. Sutton, made its debut here last Monday. Unit plans to play the southern and coastal sections of Georgia during the winter.

Wise and Sutton are well known in the outdoor field; the former being for many years owner and operator of the David A. Wise Shows, while the latter has been service as legal adviser and business manager of many of the larger carnivals. At conclusion of the winter tour Sutton will return an enlarged show thru Eastern and Central States.

Capt. Karl Sonderland has been contracted to present his trained lions and dog as a free attraction. Advance is being handled by James A. Winters.

Cracraft Is Contracted With Strates Shows Again

CINCINNATI, Nov. 26.—O. W. Cracraft, general representative of the Strates Shows, in a visit to offices of The Billboard on Monday said that he had been signed by Manager James E. Strates for another year.

Cracraft returned to his home in Covington, Ky., on November 7 and then went to Martinsville, Ind., taking the baths there until last Saturday. He reported an agreeable season, with the Strates Shows.

Dodsons Change '39 Plans; To Continue With One Unit

MIAMI, Nov. 28.—M. O. Dodson, vice-president and general representative of Dodson's World's Fair Shows, announced here this week that he and his brother, C. Guy Dodson, president, had decided against taking out two shows in 1939, reports J. Hoffmann of the shows' staff. Prior to closing the season in Huntington, W. Va., the Dodsons announced that they would take to the road in 1939 with two shows, one a 15-car organization and the other a 20-car show. After giving the idea much thought, however, the brothers decided to continue to devote their time and energy to the success and welfare of the one show, Hoffmann said.

S. A. Kerr With Lewis Shows

NEW YORK, Nov. 26.—S. A. Kerr will be general agent and assistant manager of the Art Lewis Shows next season, Owner-Manager Art Lewis announced here this week. Kerr filled a similar capacity on the Marks Shows in 1938 and previous to that general agent of the Lewis show for five seasons.

Midways, Wake Up!

The Billboard has received two letters dealing with carnival personnel and tactics in very frank terms. Because of the interest contained in them and the fact that they were written by veteran troupers who know what it is all about, we are publishing them without names and without comment, feeling that they speak for themselves.

The first of them reads: "I know hundreds of swell people in the 'news' business, as I call all lines of writing and reporting, and have heard that there's no financial percentage in being a crusader. But if I ever had the gift of writing and the authority to pick my target and commence firing, there's a target so big and dirty that it would be almost impossible to miss it."

"From my 16 years in this outdoor show business I know that I would have the whole-hearted backing of all the people who are the real backbone of the show business: I mean the ones who are the real decent people of the business, and believe me they are in the silent majority."

"The licks who clutter up fairs and midways, who run grift and blowoffs and other things that are keeping the decent people away more and more each year, are in the loud minority. They (intelligent people who love outdoor shows) are honestly and earnestly waiting and hoping for a change from this 'epidemic of flat joints and filthy blowoffs' that keep decent people away and bring out the jags, drunks and such dopes that only cause hey-rubes and trouble."

"Some showmen say they have to have them to move the show. I don't believe it and, from what I hear, the clean shows are proving them wrong. Well, what's the use? I'm no writer. However, in my own dumb way, I would like to change things or help anyone who tries it for the simple reason that I think it will be good business for the greatest majority of real showfolk, even tho it would brush off a great many leeches and parasites who claim they are 'with it' when they make the 'colster.'"

And from the second: "Never have I seen anything like the past season in degradation and strong-arm grift. New Orleans in the old days never staged any filthier shows than seen on some midways this year. 'Stickup (See MIDWAYS, WAKE UP! page 46)



ROLAND W. RICHARDS, who has been engaged by the Amusement Corp. of America as publicity director for the Royal American Shows, will head for the RAS winter quarters in Tampa, Fla., after the Chicago meetings, according to present plans. The past season he was director of publicity of the Goodman Wonder Show.

Additional NSA Banquet Attendants

NEW YORK, Nov. 28.—Registration cards for a number of people who attended the first annual banquet of the National Showmen's Association at the Commodore Hotel became misdirected and for that reason their names did not appear in the list in The Billboard last week. The additional names follow: Dr. and Mrs. J. K. Bozeman, World of Wirth Shows; B. Bréngk, Bréngk's Golden Show; Alex Brown, Ben Williams Shows; Minnie Carris, World of Wirth Shows; Coester A. and Gertrude Van Doinse Clock, Huntington, N. Y.; Herbert J. Dotten, Lucky Teter's Hill Drivers; Samuel Frankfater, New York; Eva Golden and Anita Goldie, New York; Jennie Gray, Brooklyn; Mrs. Joe Hamid, Brooklyn; Mr. and Mrs. Samuel Hamid, George A. Hamid, Inc.; Mr. and Mrs. Joseph H. Harris, New York; Victor Herndon, Madison Square Garden; Irish Horan, Lucky Teter's Hill Drivers; Mr. and Mrs. Carlton W. Hub, New York; Mr. and Mrs. Philip Isser, World of Wirth Shows; Mr. and Mrs. Marcus Katz, New York; Mr. and Mrs. Maurice B. Leichen, International Microscope Reel Co.; Mr. and Mrs. Max Levine, World of Wirth Shows; F. J. McCafferty, Philadelphia; James A. McCullough, Encino Studio; Leo McDonald, Admiral Byrd's Penguin Village; Peter J. Moran, Moran & McGinnis; F. P. Pitzer, Circus Saints and Singers' Club of America; J. H. Powell, Lucky Teter's Hill Drivers; Mr. and Mrs. August Raab, Jersey City; K. J. Charlotte Raab, George A. Hamid, Inc.; Edward Roeker Sr., Merchantville, N. J.; Theodore R. Schwarz, New York; May and Walter Selzer, George A. Hamid, Inc.; Dr. and Mrs. O. A. Spier, New York; Mr. and Mrs. Samuel Sugar, Musicians' Local 602, A.P.M.

Scott Bros. Have Good Opening at Selma, Ala.

SELMA, Ala., Nov. 26.—Scott Bros. Show, under direction of C. D. Scott, manager, were greeted by large crowds and good business when they opened a week's stand here recently. Staff remains the same as at beginning of the season, including A. P. McCampbell, electrician; Gus Little, general superintendent; Max Lawrence, ride superintendent; H. D. Blackwood, special agent; Bill Billings, billposter; E. E. Baker, front gate; Jack DeVoe, general agent; Mrs. A. O. Scott, secretary, and C. A. Scott, general manager. Several birthday parties have been held during the season. Ben Motile celebrated with a night club party in which entertainment and the club were noted for the event. Mrs. Arend Scott celebrated at the same time. Charleen Scott celebrated her second birthday anniversary with a big celebration November 12.

Walter Fox Bows to Cupid

MACON, Ga., Nov. 20.—Walter B. Fox, general agent of Wallace Bros.' Shows for the past several years and formerly identified with many large shows in the same capacity, was married to Mrs. Etta Caroline Beasley here on Tuesday. Ceremony was performed in Bibb County Courthouse by Judge Walter C. Stevens. Attendants were Jack Oliver, legal adviser for the shows, and Paul H. Coway, bride came here from her home in North Carolina, where she has been living since the death of her first husband, Charlie Beasley, also widely known showman. After the ceremony the couple left for Atlanta and the Chicago meetings.

Summerton Date Proves Fair for J. C. Roberts

SUMMERTON, S. C., Nov. 26.—J. C. Roberts' Show concluded a week's stand here November 19 to fair business, reports J. C. Roberts, The Billboard and mail agent. Opening drew fair crowds, most of whom were colored. It turned cold on Wednesday, but warmed up in the latter part of the week. Recent additions to the organization include Bud Foreman, Merry-Go-Round; Babe Foreman, ball game, and Robert Sorenson, Eddie-a-ops and girl show. Harry Kerka spent much time meeting old friends and he's looking much better since

he returned to his old line, the cookhouse. W. E. Brown had his first try as lot man and handled those chores in capable manner.

Buck Quarters Activities To Get Under Way Jan. 15

(Written before fire. See page 3) RICHMOND HILL, N. Y., Nov. 26.—Manager Oscar C. Buck, of O. C. Buck Shows, announced this week that work in quarters at Portsmouth, Va., will get under way about January 15. Much work has been planned, including new fronts, electrical effects and painting. A business office is being maintained at Portsmouth through the winter. Paraphernalia is in charge of Don Frear. Mrs. Frear and Don Jr. are with him. Jockey Roland also has been spending a few weeks there while having his car and motorcycle reconditioned. Due to the crowded condition at quarters, rolling stock will be placed in another building. This will provide ample room for building activities. E. C. (Bumpy) Evans' penny arcade and six concessions have been contracted for next season. A new arcade front is being built. Manager Buck is on a brief hunting trip in Vermont, but is expected to visit quarters soon.

Morehouse Date Fair For Betty Lee Shows

MOREHOUSE, Mo., Nov. 25.—Despite chilly weather, Betty Lee Shows opened a week's stand here last week to fair business, reports Leona Hulstzer, secretary. Organization will remain on the road during the winter. Recent visitors included Mr. and Mrs. McCulland, of McCulland Shows, and Mr. and Mrs. Parks, cookhouse operators of Snapp Greater Shows.

Glacy's Initial Stand In Long Beach Is Okeh

LONG BEACH, Calif., Nov. 28.—Joe Glacy's new show, Four Corners of the World, opened on Long Beach pike near here November 10 to satisfactory business. Attractions include Frances O'Connor, armless girl; John Foreman, muscular marvel; Dollie, lilliputian prima donna; Professor Brun, human target; Vulcan, fire walker; Cal Leips, magic; C. S. (Doc) Barnett's Marine Exhibit; Afghanistan Torture Cabinet; Edema, physical culture exponent, and Mokula and Brana Night, African pygmies. Paul Pauline is in the annex. Staff includes Joe Glacy, owner-manager; Joe DeMouchelle, assistant manager; Carl Foreman and Eddie Myers, front, and Dennis O'Connor, tickets.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

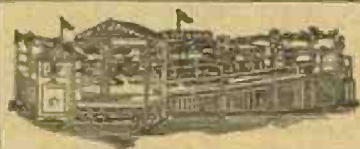
Enigma, Miss. Week ended November 19, 1938. Dear Mixer: The five Ballyhoo brothers departed for Chicago and the conventions aboard their five private cars. The object in taking their cars and making a special five-car move was to pick-up prospective fair secretaries while en route and have the jump on all of their competitors. The train was routed thru 15 States, making it possible for the bosses to entertain, wine and dine the officials on our prospective route. An entire week of festivities aboard the "Gold Leaf Special" was not only promised but fulfilled. This should give the boys ample time to have the cream of all spots as well as the "plums" all signed up before they come out from under the ether. In the meantime plans are forging ahead to organize a new carnival amalgamation. This will bring together three of the world's leading mythical shows. Ballyhoo Bros.' Circulating Exposition, Drawhead Sisters' Cultured Carnival and Gaff Bros.' 80, 81 and 82 Big Shows. So far everything seems in order for the amalgamation except the question, "Who will be the first in the spring?" Each show has been listed as a "million-dollar organization," and the following properties have been listed: Ballyhoo Bros., elaborate front gate and 500 feet of

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UNITED STATES TENT

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Heart of America Showmen's Club

Reid Hotel KANSAS CITY, Mo., Nov. 26.—Club's third meeting of the season in Reid Hotel November 18 saw Abner K. Kline, president, presiding. Seated with him were G. C. McGinnis, secretary, and Harry Altshuler, treasurer. The largest crowd of the season was present. Plans for the 19th annual banquet and ball, to be held New Year's Eve at the Reid Hotel, were discussed. Plates will be 63 each. W. L. Mellor, vice-president, took 1,000 tickets and said he would distribute them to outdoor showmen throughout the United States by mail. Altshuler, with 35 cards, is leading the membership drive. Charles Stanwell, (See HEART OF AMERICA on page 42)

"BALOC"-"LOCTEX"-"BALOC"

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- GLOBE-A-DROME
- LOOK
- MARINE EXHIBIT
- FAT GIRL TWINS
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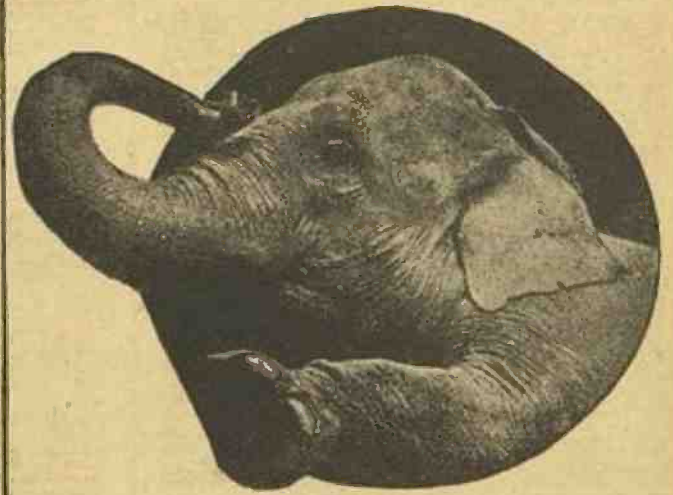
<p>W. C. FLEMING <i>Director General</i></p>	<p>J. C. SIMPSON <i>General Representative</i></p>	<p>J. C. THOMAS <i>Special Agent 1938</i> <i>General Representative 1939</i></p>	<p>TOM M. ALLEN <i>Manager</i></p>
<p>3 Good Shows and a Winter One <i>Regards to All Personnel</i></p> <p>CARL J. LAUTHER</p>	<p>JOE SANDERLIN <i>Superintendent of Tickets</i></p>	<p>JOE McKENNON <i>General Superintendent</i></p>	<p>ERNIE DeFORT Canadian Double-Bodied Boy MRS. F. DeFORT, MOTHER A Pleasant Season With the J. J. Jones</p>
<p>INTERNATIONAL CASINO In the top money and a top season.</p> <p>MR. and MRS. BOB EDWARDS</p>	<p>HARRY L. WILSON HARVEY T. WILSON Going Big — Thanks to E. Lawrence Phillips</p>	<p>EVER SINCE EVE MOE EBERSTEIN, Mgr. Richard Livingston, Lecturer, Irving Strong, Host, The finest Front and Backend Midway in my experience.</p>	<p>Thanks to the Johnny J. Jones Exposition for a wonderful season.</p> <p>MR. and MRS. J. LEE CUDDE</p>
<p>A Top Money Show</p> <p>BRANSON'S GLOBE - A - DROME Eddie Phillimore Mary Binger Speedy Bowers</p>	<p>RUBE NIXON'S MONKEY CIRCUS Back with "The Show Beautiful" and glad to be with it.</p>	<p>CHEZ LaFEMME MR. and MRS. HUGHIE MACK THE HORNER TWINS PAUL SPRAGUE, Announcer</p>	<p>12th Season No praise can be too high The Johnny J. Jones Exposition.</p> <p>FRED MAURICE and GAN Col. H. M. Thompson, Lecturer</p>
<p>A Wonderful Season With the MIGHTY MONARCH Thanking Mr. E. Lawrence Phillips. Will see you next year.</p> <p>ROYAL RUSSIAN MIDGETS</p>	<p>DARKTOWN FOLLIES Thanks to E. Lawrence Phillips for a Nice Season, a Good Route and a Winter Bank Roll.</p> <p>EDDIE JAMEISON</p>	<p>A Wonderful Season with the AUTO SKOOTER AUTO SPEEDWAY STRATOSHIP R. E. HANEY, Owner</p>	<p>A Wonderful Season with the AUTO SKOOTER AUTO SPEEDWAY STRATOSHIP R. E. HANEY, Owner</p>

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Season Under the Old and New JOHNNY J. JONES Banner	STY'S PROSPERITY GRILL Joseph Sty, Proprietor GRAB STAND NO. 1 Mrs. Mary Sty, Manager GRAB STAND NO. 2 Charles Evertts, Agent BACK AGAIN NEXT YEAR	Back home for a few weeks and it seems great "Doing it with Do-Nuts." SID and CLARA MARION	DINING CAR A Big Season Eddie and Iris Taylor

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THIS WEEK and EVERY WEEK

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

"NO, we can't play it,"
"OUR show will be much larger next year."

"LET'S get off this lobby floor. Bill. My dogs are killing me."

"HEY, boy, here's half a buck. Go ahead and page me."

"BUTTON, BUTTON! Who's got the contract?"

"HE? A reservation? No, what do you think I am—an Indian?"

ADREY DEKON and Betty Arlen are wintering in Plant City, Fla., where Little Dawn is attending school.

RALPH DECKER, revuist, is keeping the winter fires burning by working for amuseo concern in New York.

FLORIDA—where the summer's bank roll spends the winter.

VIRGIL KLEIN, lot man with the Peoria Exposition Shows the past season, and wife are wintering in Apollo, Pa.

BILLY ROSEN, who closed with Greater United Shows recently, pulled into Aransas Pass, Tex., where he will winter.

MR. AND MRS. POPE HUDGINS have contracted their digger concession on the Blue Ribbon Shows for 1939, making the fourth consecutive year for the Hudgins with that organization.

TUNING of band organs is not a forgotten art but it appears a neglected one in many instances.

MAE-JOE ARNOLD has been contracted to handle the side show on Rogers Greater Shows next season. Arrangements are under way for illustrations, and Mae-Joe will work the annex.

JAY GOULD, owner-operator of Gould's Million-Dollar Spectacle, writes from Olmeca, Minn., that his organization enjoyed the most successful season of its career this season.

PROFESSIONAL showmen make good fair secretaries. A fair is a show and showmen are professionals.

T. A. (POP) FRIDMORE pulled into Greenville, S. C., recently after closing with World of Mirsh Shows. He says he plans to re-enter the Endurance field this winter.

B. O. FELMET, general representative of Bob Penny's Amusements, recently visited Secretary B. F. Ollman in Wiso.



FRED AND CLAIRE NEWMAN, concessioners, with their new trailer and their two pet Boston terriers, who closed the season with the Ceflin & Wilson Shows in Medans, N. C. They will again spend the winter in Florida.

CAPT. A. J. ANDERSON pencils from Stoneboro, Pa., that he is doing okay playing schools in that section.

SEVERAL no-tobacco road shows will be out this winter.

CONVERSATION: "I canceled my winter tour because the joints couldn't work."

"ASK and you shall be given." Did you ask the boss about coming back next season?

"I've been in Chicago two days and, do you know, I haven't called up that sweet woman yet?"

YOU never know how little you know until you get in some carnival managers' offices.

CARL MACK cards that he is wintering in Baxley, Ga., quarters of the Mogel Shows.

FRANCIS AND MARY KELLY, well-known New England concessioners, are at their home in De Land, Fla., and have as guests Johnny and May Stevens.

ROBERT LANOFORD, fire eater, is playing club and theater dates in California to good results. El Hendron is handling his bookings.

"SNOW WHITE and the Seven Dwarfs" are plenty busy.

AL ALFREDO, of Alfredo's Museum, is with the Cody Fencing Shows touring Georgia after a successful season with the F. H. Bee Shows. Alfredo will return to the Bee organization in 1939.

Va., and discussed plans for the fair there in 1939.

FALSE: Bluebirds do not go to Florida for the winter. True: Show people go there to hunt for them in the winter.

IRA COLVIN and wife are spending a few weeks at home in Westfield, Ill., before opening a concession in Curtis L. Bockus' Playland Park, Key West, Fla., about January 1.

COUNT AND COUNTESS PHILIPPE NICOL called the "King and Queen of Midgets," celebrated their 32d wedding anniversary November 21 at their New Famous Midgets' Palace in Montreal.

"MY, how this winter has flown," cracked Muggil Masching Mexico. "Why, it's only four months before we open again!"

MR. AND MRS. W. W. ANTHONY, after closing with the Brown Novelty Shows at Valdosta, Ga., November 12, headed their way to Tampa, Fla. They will winter at Municipal Trailer Park there.

BARBARA JO LEE, who this season operated a ball game concession on Taylor Bros. Free Attractions, reports that business during the organization's tour was good.

LIGHTS alone don't make a beautiful midway. We seen some that looked more luring when the lights were turned out after midnight.—Colonel Patch.

CURLY JOHNSON, who closed recently with Bantley's Shows, visited The Billboard's Cincinnati offices last week. He reported that he was en route from

Switzerland, Pa., to Miami, where he will spend the winter.

TOM AND RACHEL MARSHALL, who are in Knoxville, Tenn., after a successful season with the Crystal Exposition Shows, report that Mr. and Mrs. W. J. Bunts, show owners, did everything possible to make the season pleasant.

A CARNIVAL manager, who did his own booking, complained, "Business is terrible. The town is too small for this size show and the lot is too far out." Somebody suggested hiring a general agent.

RANGOON AND BOWENNA, after closing the second consecutive season as satisfactory business with the Goodman Wonder Shows in Little Rock, Ark., October 18, opened their indoor season in North Carolina November 7.

DEL CROUCH and wife, Dorothy, motordroms and ride operators on Max Gruberg's World's Exposition Shows for the past two years, card that they are home for the winter in San Antonio taking a much-needed vacation.

WALKING out of a fat-girl show, a well-satisfied customer remarked to the ticket seller, "She is one of the best specimens I have ever looked at."

RALPH BLESS, who closed with Greater United Shows in Laredo, Tex., writes that he will winter there until the organization's opening in the spring. He adds, however, that he might spend part of the winter in Old Mexico.

PAT RYAN, after closing with Billy Rosen on Greater United Shows, is in Aransas Pass, Tex., where he will spend the winter flipping hamburgers and hopping counter for his good friend, Doc Harper.

TED C. TAYLOR cards from Unadilla, Ga., that Floyd R. Beth, of the Fanning Shows, successfully underwent a major operation in a Bloomington, Ill., hospital November 13 and that he will return to the organization in Cordele, Ga., this week. He will, however, vacation in Florida for three months.

A Night at the Commodore

By EARLE REYNOLDS
(Pappy of the Reynolds Skaters)

After that night of kaleidoscopic array of beauty in the mammoth ballroom of the Commodore Hotel, I found myself a little dizzy the day after, with my eye casting shadows and my small brain wavering. Yes, it was the first banquet of the National Showmen's Association, which has not yet reached its first birthday but is a great big boy right now, with a personality that has clicked from one end of the continent to the other in a short space of time.

Being a ladies' man to a certain extent, I must take my hat off to those ladies of the auxiliary. I wonder if the hundreds that paid five bucks each for one of the greatest banquets they ever attended to realize just what wonderful co-operation those never fatiguing ladies were to this premier banquet.

Now I am going to mention just a few items that impressed me aside from the charity and their features of the NSA. I saw a couple of carnival owners walking arm in arm together who up to that night had not spoken to each other in 10 years. I saw a couple of fair bookers who have been at gingers' point for some time drinking together at the same table. These are only a couple of items that impressed me; items that are imbedded into the NSA creed so deeply, the item of real friendship, the item of good fellowship, etc.

It will do more for the showmen by far than anything I can think of to make it the greatest social organization in America. Another item—we are all the same. No intolerance or any strict scripton. The old saying is, no matter what race or creed. Nothing stood out so great as this in that night's banquet.

Having been in the room a year ago at Chicago when the idea of the NSA was born and being one of its biggest boosters, I am happy to belong to an organization which has all these ideas that have always coursed thru my veins. Let Will Rogers, my lifelong friend and ideal, always felt that I could never act as anyone or bear a grudge.

Let's all combine our efforts for the continued success of the NSA.

JOHNNIE (DOZO) HORNYAK, absent from the carnival field for the past two years, pens from Farrell, Pa., that he will return to the biz next season. He formerly was with the Cotlin & Wilson Shows.

EDGENTE C. COOK, secretary and lot superintendent of the Barker Shows, is vacationing at his birthplace in Detroit, where he enjoyed visits with his father and sister for the first time in eight years.

SOME years ago a showman, who needed an outfit in winter quarters and wanted to show his liberality, added to his proposition, "And you will be allowed to eat in my house."

AFTER closing a successful season at featured dancer with Nawa's Native Midway Museum, I am now vacationing behind the counter of Jake's Two-Bit Lunch.—Lizzie Schmidt.

ELIM AUSTIN cards from Buckeye, Ariz.: "Glebrand Bros.' Circus played Phoenix, Ariz., during the fiesta to good business and ideal weather. Now playing a celebration date here. Have two more weeks before the season closes."

ROSSI FAMILY, according to Joe Rossi, manager, has been booked as a free act with "Tucker Bros." Shows for the organization's winter tour. Rex Rossi, cowboy, with the same act, again will join the Wild West Concert on Tom Hays' Circus next spring.

DO YOU remember the several late arrivals of the show train during the season, how hard and fast those loyal working boys labored to get the show up in time and how proud they were that they had accomplished it?

DOC WADDELL letters that George C. Crowley, owner of the shows bearing his name, has a group of 16 men working at the shows' quarters in Corpus Christi, Tex. He adds that E. W. Wells, general agent, left for a trip to the North and East.

FRED ALLEN, W. H. DeVaul and Matt Collins have opened an amusement center in the heart of downtown Syracuse, N. Y. Attractions comprise a shooting and photo gallery, machine arcade, miniature restaurant, pop corn and jewelry concessions.

THOSE three-for-a-dime strip ride tickets have gone much toward cheapening rides, but one Southern show outstepped them all when it came to giving them away, by accepting a \$25 soft-drink banner and then selling the rides for one cent with a bottle cap.

LOU LOUETTE, who was this season with the T. J. Tidwell Shows until its closing stand and has the Look Museum and Change-of-Sex Show, playing to good business in Texas territory, writes that the unit had exceptional stands in San Antonio, Temple and Waco, Tex.

MACON, Ga., has again become the winter mecca for many showmen. Olimped on the streets there were Mr. and Mrs. C. E. Barfield, A. C. Bradley, Charles Katz, Jack Strayer, W. B. Harbbs, Harry W. Lamen, Jack L. Oliver and Walter B. Fox.

AT THAT, independent ride and show operators who have contracts calling for lot, light and license in return for 50 per cent of their grosses, appear to have a right to complain about an unnecessarily large number of passes that have been used to pay for lot and water on an out-of-town location where no license is required.

CY PERKINS letters from Buffalo: "Just finished the season with Kaus No. 1 Show and have returned to my home here. Will spend the winter working at a local hotel. Have been with several shows in the past, but will be back with Kaus in 1939 as advertising agent."

W. D. PAUL cards from Culver City, Calif., that his midgets, Prince Leon and Gus Wayne, are in Hollywood, where they have parts in The Wizard of Oz. Paul adds that it looks as tho it's odd-home week for midgets there, with 125 already on hand and more expected soon.

THAT billposter who promised my father that he would use six-day paste on the walls of our new home should get his formula straightened out. That was a year ago and the paper is still there.—Mrs. Uphaw.

E. H. THOMAS, of Uncle Ezra's Farm, who successfully underwent an operation in Freeman's Hospital, Joplin, Mo., recently, is reported to be doing nicely and with his wife will remain in the Missouri



C. W. CRACRAFT, office in outdoor show business more than 20 years, who has signed for another year as general representative of the Strates Shows. After a visit at his home in Covington, Ky., and a two-week sojourn at the springs in Meritonsville, Ind., he left on November 26 to attend the meetings in Chicago.

city for remainder of the winter to recuperate. Mrs. Thomas infers that they plan to play the Middle West again next season.

A SHOWMAN who was playing 12 in the South, called up his married sister in the North, saying, "Well, sis, I may be home this winter." Her comeback was, "Don't kid me, Harry; your brother-in-law said today: 'When the first cold spell hits in Dixie you can put on the big stew pot.'"

THEODORE MEADOWS letters that he has been contracted as electrician on the Great Lakes Exposition for next season. "My wife and I," says Meadows, "are glad to be associated with a show owned and operated by C. D. (Jack) Clark and Al Wagner. Our associations have been most pleasant and each season with them has proved a good one."

MR. AND MRS. J. C. (BANKS) GODDARD have returned to their home in Corinth, Miss., after a successful season with P. S. Wolcott's Rabbit Foot Show, where they have been handling the sound truck. They report that the Wolcotts are two of the finest people they have ever met. The Goddards will present their Magnolia Minstrels in and around Corinth this winter.

A GENERAL AGENT who had booked his show to play on downtown streets wired his committee, "Have 500 seatings ready on my arrival." The head committee man wired back, "Sorry, but that privilege has been sold to local talent."

TONY HARRIS, alligator-skin boy, who closed the season on Cliff Wilson's snake show on the Royal American Shows, is on a three-month vacation. He will visit his home in Texas for a few days before going into Oklahoma. Later he will go to San Francisco where he will be at the Golden Gate Exposition. Tony will leave there June 15 for the New York World's Fair.

PENN STATE SHOWS notes by Elmer Walts: Stewart Wachter will take the organization on the road again in 1939. Also the season just closed was not so good, shows wound up on the right side of the ledger. Owner Wachter has purchased an inn and service station near Berwick, Pa., and is located there. After alterations are completed he plans to open a tourists' inn for the winter.

"AM not in the carnival business. Carnivals are not what they used to be," wrote a former showman. Ex-carnival and ex-circus speaking trouble with those acts is that the carnival of today has outgrown them. No longer are a few pieces of lumber and a rag considered a show front. Organizations are made up of big investments.—Milo (Not So) McCoof.

PETE KORTES' Side Show, past season with the Beckmann & Gerety Shows, opened its winter tour on Canal street, New Orleans, December 1. Kortez plans to change attractions weekly. It is believed that Kortez' museum is the first to locate on Canal street in the Mardi Gras city in several years. M. A. Kowdy,

general agent, this season with State Fair Shows, is handling the advance.

SIGHTED CONFABING in the lobby of the Oliver Hotel, Atlanta, recently were: Dr. W. B. Davis, Rubin & Cahery Exposition; William C. Murray, general agent Keystone Shows; Charles Davis, Great Calverf Show; H. W. King, Circus Panj Dan Fitch, of Capitol Theater unit; Bert Boenberger, Royal Exposition Shows; Linton DeWolfs, theatrical agent; Francis J. Bligh, Rubin & Cahery Exposition, and James G. Watson.

CLAUDE KNOX writes that Arkansas Live Stock Show and Rodeo in North Little Rock, November 8-13, had good weather and attendance altho nights were cool. He says Fairly & Little Shows furnished the midway attractions and numerous visitors and trouperes were on the midway every night. They included Henry Myers, concessioner on Miller Bros.' Shows, and Charles Davis and Dave Carroll, promoters.

MONTE NOVARRO, since closing the season with Paradise Revue on the Cotlin & Wilson Shows, has organized Novarro's Delovely, Red, Hot and Beautiful Revue, with the personnel consisting of Fred Utter, Mizzi Miller, Teala Brown, Martha Gregory and Talaya Lamour. Novarro is handling advance and production, and he reports that business thus far has been fair. Unit is playing North Carolina territory.

MR. AND MRS. GRANT SMITH, the latter a sister of the late Johnny J. Jones, were pleasantly surprised when Mr. and Mrs. Hylia P. Maynes and Mr. and Mrs. Charles Rinewald visited them at their home in Crooked Creek, Pa. They presented Mrs. Smith with a bouquet of chrysanthemums and most of the evening was given over to motion pictures of Mr. and Mrs. Maynes' recent tour.

"THIS hottest craze is taking the country by storm," opines Cousin Peleg. "No matter where you go, on a plane, in a night club, dance hall or what-not, one of these pests is at my elbow. Driving back north after the show closed, I unknowingly picked up a female of the species who I thought was hitchhiking my way. When I let her out, she said, 'That will be \$2, please.' When I objected, she replied, 'I am the flumm hottest between Montgomery and Cleveland.'"

BILL MOORE and wife, Helen, who recently closed a successful season in Mt. Vernon, Ga., have gone to Florida, where they will vacation for the next few weeks. Showfolk associated with the Moores during the season gave the following as their destinations: James York, Marion, Ky.; D. T. Morrissey, Bristol, Va.; H. Patterson, Macon, Ga.; E. Trautman, Williamsburg, Ky.; Louis Ryan, Hickman, Tenn., and Phil Babcock, Florida.

LOUIS E. COLLINS, the Great Roba, took his winter show, A Night in Wonderland, out of the moth balls recently and opened in Lesterville, Mo., November 21. Show is being booked by L. F. Stolts, formerly of Chief Two House Indian Congress, while Kelly Moore, of the Al Hansen Shows, also is in advance doing program and special detail work. Collins states that he plans a tour of Missouri. He and wife were with the W. S. Curl Shows this season and closed with the Broadway Shows of America.

WORLD OF MIRTH SHOWS, one of the leading organizations in sponsoring benefits for the National Showmen's Association, were represented at the NSA first annual banquet in the Commodore Hotel, New York, on November 17 by Max Linderman, general manager; Frank Bergen, associate; L. Harvey Cann, general representative; Gerald Smellens, contracting agent; Jim McHugh, press representative, and Laurence Bown, mail and The Billboard representative, reports Jim McHugh.

HENRY (DUKE) HYATT, alias Jimmy Valentine, who, due to numerous con-

tracted speaking engagements, closed the season with the Cotlin & Wilson Shows in Rocky Mount, N. C., infers that he and wife will winter in Greensboro, N. C. Hyatt, who was recipient of some award publicity in a recent issue of The Greensboro Tribune and Register and the mag Look, will continue lectures during the winter in North Carolina territory. Hyatt says he never worked for a finer pair of men than Tigg Cotlin and J. W. Wilson.

BUCKEYE STATE SHOWS winter quarters notes by Ted Johnson: Manager Joe Geller was having trouble getting away to Chicago but insisted he would make it. . . . Pat Brown and Fred Hillney are in Yonkers, N.Y., where they've rented a store and Fred is going right along calling bingo. Pat has set up his shooting gallery there. . . . Kack Harrison and Rosalia left for their winter home in Thomasville, Ala. . . . Electrician Russell Cooper and wife, Lorraine, are wintering in Mobile, Ala., and Date and Jay Curtis, Doty Kvenmoen and Madame Neasia will head off that city next week.

IF YOU WANT the perfect system for winning at pinochle be sure Frank Miller is your opponent. "Custard" Frank held a smart hand; took the faber, bought the queen of diamonds to give him 60 queens, forgot about mending it and even buried the gal. He went hot by three points. The funny part about this story is that a kibitzer exclaimed what a lucky guy Frank was on the buy, but Frank didn't take the hint. The kibitzer had the fitters when Frank went into play and related when the Custard King lost.—John Friedman, Tip.

C. S. REED, general agent, who arrived in Memphis for a brief sojourn, writes that he found the following showfolks cutting it up in the Majestic Hotel there: Mrs. Van Fatta, who recently underwent an operation in a local hospital; Pop Wilson and wife, Mr. and Mrs. Tommy Conners, Mr. and Mrs. E. L. Brown, Roy Henderson, Red Wilson, Bill Balfie and Bill Snyder. Reed says he visited Wallace Bros.' Shows quarters and found Manager E. E. Farrow on the job getting ready for winter activities. Reed will visit in Kansas City, Mo., for a short time before beginning a booking tour for 1939.

LARRY MULLINS, of Western States Shows, writes from Los Angeles that recently he was tendered the privilege of attending a meeting of the Pacific Coast Showmen's Association there as the guest of Les Schotten. But let's let Larry tell it. "Upon entering the clubrooms," says Mullins, "I was swept off my feet by the good fellowship and friendly atmosphere which prevailed. I made many new acquaintances and renewed many old ones. Meeting, under direction of Chairman Harry Hargreaves, was conducted in an impressive manner. After adjournment all members gathered in groups here and there and from the sounds of laughter and merriment one could easily tell that all hearts were happy. Clubs much-looked-forward-to Showmen's Jamboree, for its Sick and Relief Fund, was held several nights later, and from the assembled crowd I must say they do things big in California. After being feted at an enjoyable dinner, the happy throng gathered in the spacious Venice Pier Ballroom, where it was entertained for fully three hours with circus acts, dance contests and many other acts worthy of a Broadway extravaganza. When the party had ended it was a happy and carefree group which trekked to its home. The affair, which was capably conducted by Chairman Harry Hargreaves and Doc Cunningham, was a credit to outdoor show business and it is my humble opinion that as long as men of this caliber are associated with the business we need never fear that outdoor show business will always continue to occupy 'Page 1' of Mr. and Mrs. America's amusement program."

FLYING SCOOTERS ALWAYS IN TOP MONEY. 100% SAFE. SELF-CONTROLLED FLYING RIDE. Ride broke previous records in its 4th year of operation in same location. See You at the Show, Hotel Sherman, Chicago. BISCH-ROCCO AMUSEMENT CO. 3900 South Parkway Chicago, Illinois

International Association of Showmen

MARYLAND HOTEL

ST. LOUIS, Nov. 28.—Club held its annual election of officers at its regular meeting November 17. Those elected for 1939 were John Francis, president; Fred W. Beckmann, first vice-president; Dee Lang, second vice-president; Sam Solomon, third vice-president; J. W. Laughlin, fourth vice-president; Leo Lang, treasurer; Francis L. Deans, secretary; C. G. Dodson, financial secretary; Melvin Dodson, sergeant at arms.

Selected for the board of governors were Tom Allen, D. C. Bouge, Elmer Brown, Euby Cobb, Charles T. Coak, Mel G. Dodson, Crawford Francis, Frank Jorgling, John Sweeney, Curtis Velare, J. C. McCaffery, John Hoffmann, Ray Coffin, Matt Dawson, George Golden, Barney Gerey, W. O. Fleming, Noble C. Fairly, Oscar Bloom, Jack Ryback, Rubin Gruber, Mel Vaught, Art Lewis, Abney Kline, Max Goodman, Nate Gelman, J. W. (Patty) Conklin, Carl Byers, Ned Torti, Pete Kortee, L. E. Roth, A. L. Dinty Moore, Donny Rich, Morris Lipsky, L. E. Hogan, Bill Rice, Harry W. Hennies, Jimmie Morrison, Bernie Mendelson, E. W. Weaver, J. C. Gordon, Doc Crowley, Sunny Barnett, Harry Altshuler, George Kowak, Al Baysinger, Eddie Davis, James C. Simpson and Morris Fabick.

Membership committee comprises L. Giffon Kelly, chairman; Harry Beach, Vernon F. Korhn, D. C. Bouge, Harold Barlow, Melvin Dodson Jr., Euby Cobb, Bruce Barham, P. E. Waughn, James C. Limbaugh and Earl Stout. Sick committee includes Charles Dekreko, chairman; Emil Schoenberger, George Davis and Arthur C. Ollandi. New are Curtis Velare, proposed by Charles T. Coak, and Earl Stout, proposed by Elmer Brown.

Many showmen attended and plans were made for the club's winter activities. Many of the officers and members will attend the Chicago meetings. Club will hold open house at the clubrooms in the Maryland Hotel here December.

Showmen's Club of Toronto

290 Yonge Street

TORONTO, Ont., Nov. 26.—Club, which is about two weeks old already, boasts of 168, almost all of whom are showmen. Clubroom have been furnished with billiard, anooker, pool and ping-pong tables and a writing room. K. O. Novelly Co. is placing a miniature bowling alley.

Recent visitors included Manny Brown, of Detroit; Fred W. Sims, of Sims Great-er Shows, and Merrick R. Nutting, of Conklin Shows.

Applications for new members were for Joe Bula, Leo Alberts, Charles and Sam-ny Morke and Frank Rome. President Joe C. Harris is prepping the Harris Royal Canadian Shows for next season. J. W. (Patty) Conklin left last week on a visit to Brantford Shows' winter quarters. Louis Fink, chief counsel officer for Province of Ontario, was elected an honorary member.

RESERVATIONS COME

(Continued from page 40)

Norris Crosswell, Neal Walters, Eddie Strassburg, Ellis White, Cliff Adams, J. L. Landee, W. F. Wilcox, W. J. All-man and Mel Vaught. President Abner K. Kline also is spending much time with the committee arranging program, accommodations and other details.

O. C. McClintic, veteran secretary, reported a dozen reservations for the ban-quet had been received this week. In former years few were mailed until two weeks before the party. Heading the list of speakers will be Tom Collins, of The Kansas City Journal, who is well known throughout the Middle West for his humor.

The 1938 membership drive will end at midnight, December 31. A prize of \$100 will go to the winner. Harry Altshuler, treasurer, is leading the race.

KREKOS WEST

(Continued from page 40)

new home. Charles and Edith Walpert went to Los Angeles and after a brief visit will go to Texas, where she will meet her mother, Hazel, and take a vacation. Joe Meitler, Mr. and Mrs. Hunter Farmer, Charles Youngman, Les-Doobe and Jimmie Gross went to Los Angeles. Ed Helwig and wife headed for Oregon and Washington, while M. E. Arthur took his attractions to Hilderbrand's Shows. General Agent Jessup

STORE SHOW

(Continued from page 40)

to operate for a few days this week, minus management, thru the charity of the town's people, in an effort to raise funds for eating purposes at least, but very little money was taken in. Local papers quoted Madame Claire, mentalist of the show, as going to General Sessions Court and swearing out a warrant for the arrest of the missing show promoter, also as having informed postal authorities that the members of the company had been engaged by letter and that the letters had been signed with an alias by the promoter.

Besides Madame Claire, those left stranded here included the Bancrofts; Don Taylor, ventriloquist; Robert Hud-dleston, "pony boy"; Elben Allen, half and half; Sailor Frank, tattoo artist, and Baby Lee, fat girl. The Nashville Tennessean carried a story with a humorous touch, headed "Sword Swallower Finds Tools Poor Diet as Show Proprietor De-comps Leaving Franks Stranded," ac-companied by a double-column cut of Baby Lee. It quoted Baby Lee as saying, in referring to a single meal she had on Monday: "Well, I don't eat but one meal a day, anyhow."

PCSA ANNUAL

(Continued from page 40)

Edith Bullock, Blanche Fisher and Ed Grant. Receiving committee at the Ship Cafe comprised Mrs. Archie S. Clark, Mrs. C. F. Zager, Rosemary Loomis, Blanche Fisher, Mrs. Al M. Miller, Mrs. W. T. Jess-up, Mrs. Frank J. Downie, Mrs. Ben Dobbert, Mrs. J. Ed Brown, Mrs. H. C. Wodden, Peggy Forstall, Marla Lefore, Nina Rogers, Mrs. Sol Grant, Edith Wal-pert and Mrs. Frank L. Bennett.

On Ship Cafe's catering committee were Edith Bullock, Esther Carley, Mrs. E. P. Walsh, Ruby and Stella Kirkendall, Blossom Robinson, Mrs. Harry Phillips, Mrs. Harry Taylor, Mrs. Frank Forest, Fern Chaney, Cecelia and Birdie Kantha, Peggy Steinberg, Elta Haden, Mrs. J. L. Schmitt, Grace DeGard, Mrs. I. J. Miller, Mrs. H. B. Levine, Gladys Forest, Mrs. Amelia Karke, Mrs. Harry Hughes, Mrs. L. J. Schoettlin, Maxine Usher, Olga Celestee, Anna Veldt and Mrs. M. Burke.

Registration List

Guests registering in the foyer of the Ship Cafe included Mr. and Mrs. John M. Miller, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Archie S. Clark, Mrs. C. F. Zeiger and Rosemary Loomis, Mr. and Mrs. Steve Henry, Winn Clark, Ellet (Scop) Henry, Mr. and Mrs. Ray Teteloff, Mr. and Mrs. Harry Stuart, Mr. and Mrs. Edward Sher-man, George and Grace Madden, Mr. and Mrs. Frank J. Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Ed F. Walsh,

Monte Young, Mr. and Mrs. Nick Wag-ner, Clyde and Topsy Gooding, George Tipton, Mrs. Al Roer, Mr. and Mrs. E. C. Wheeler, Captain and Mrs. Ijama, Mr. and Mrs. Frank Fowler, Pat Armstrong, Mark Laritina, Kenneth Douglass, Bud White, Mr. and Mrs. Joseph C. Steinberg, Mr. and Mrs. Herb Usher, Harold Schneider, Mr. and Mrs. W. T. Jessup, Mr. and Mrs. Jack McAfee, W. S. Parker, Mr. and Mrs. Frank L. Bennett, Mr. and Mrs. Ted LePore, Marshall C. Grimm, Jack Bigelow, Vera and Laura North, Minnie Fisher, Mr. and Mrs. E. R. Bagby, Keith Bullock, Ann Butler, Mr. and Mrs. An-thony Arthur, Mr. and Mrs. L. J. and Jackie Heitman, Georgia Valli, Mr. and Mrs. Joe Horwitz, Leonard Horwitz, Mr. and Mrs. Jack Schulta, A. Balon, Dollie and Topsy Klupa, Mr. and Mrs. Harold J. Webber and Lawrence Valli.

Tulle Palmatier, Peggy Forstall, Mr. and Mrs. Mark T. and Stella Kirkendall, Charles Gammon, Ross Westlake, Dick, Ed, Cecelia, Birdie and Edna Kantha, Millie Vinson, C. H. Hilderbrand, Mr. and Mrs. Sol Grant, Mr. and Mrs. Harry Taylor, Harry Gordon, Joe Glacy, Joe Demouchelle, Val Vino, Capt. W. D. Arnet, Mrs. Nell Standish, Grace McIntire, Hunter Farmer, Mrs. Stella Lis-ton, Gustave and Stella Tubala, Mr. and Mrs. H. A. Barr, Mr. and Mrs. A. E. Weber, Mr. and Mrs. Elmer Hanson, T. E. Hunt, Ruth McMahon, Harvey Walter, Albert Kinde, Gertrude Virdan, Arthur Bockwald, Mrs. H. C. Volden, Mrs. A. Telker, Fern and George Edredge, Meyer Schloam, George Edwards, Nate Miller, Phyllis Johnson, Chimp Davin, Delores Williams, Hall Thomas, Bland Vander-steer, Mr. and Mrs. Harry Frank, Mr. and Mrs. Laird Johnson, Betty McGray, Rhoda Baker, E. C. Wolf, Mildred John-son, T. R. Johnson, Robert L. Myers, Ed Klupa, D. C. Reed, Mrs. E. Littlefield, Harold Garbeaux, Fritz Lecardo, Louis Scharr and Armand Chapdelaine.

Hugh Weir, Mrs. E. Nelson, Mr. and Mrs. H. C. Rawlings, Jack James, Virginia Horton, Ray and Virginia Rosard, John T. Backman, J. W. Peterson, George Elm-monds, Mr. and Mrs. Ed Armfield, Walter Tobias, C. L. Barnett, Harry Wallace, Bertram Stevens, Lewis Sailer, Dick Bre-tinger, Harry Wooding, William Lower, Dollie Newcombe, Harry Corley, Barney Thorney, Mr. and Mrs. Red Adams, Charles Lamont, Lucille King, Pat Mc-Lendon, Prof. L. Levitch, Louis Pettinari, Mr. and Mrs. John R. Ward, Urton John-son, Mr. and Mrs. Chief Thunderbolt, Mr. and Mrs. A. L. Allison, Major Bir-rell, Mr. and Mrs. W. E. Massey, Bud Ras-mussen, Dottie Massey, Beverly Fridson, B. F. (Hap) Young, Mr. and Mrs. Henry Phillips, Mr. and Mrs. E. J. Miller, D. C. Stover, Mrs. Norma Burke, Mrs. Amelia Earles, Frank Moffert, Mrs. Rookie Lew-er, Mrs. Billy Raymond, Bobbie Stewart, Mr. and Mrs. Earl (Spot) Kelley, Miss Glad-wood, A. Fisher, Olga Celeste, Ann Veldt, Roy Barnett, Mr. and Mrs. Cash Ferguson, Joe Belovocky, Mr. and Mrs. Leslie Hochman, Louis Mastro, Mr. and Mrs. Mel and Leslie Koons, Catherine Beale, Mr. and Mrs. George A. Silver, Fred Williams, Bernie Gohman, Phil Wil-liams, Mr. and Mrs. Milton Hickman, Mr. and Mrs. Charles Ford, Mr. and Mrs. A. S. Goldman, Mr. and Mrs. H. B. Levine, Nina Rogers, Mr. and Mrs. Bran Delaney, Moe Levine, Babe Miller, Maggie Miller, Hal Foster, Otto Thigleber, Oberley Sod-derberg, Loraine Martin, Dan Gilbert, Maxine Osher, Red Dunn, E. P. Walker, Mr. and Mrs. H. Blovin, Mr. and Mrs. P. Nichols, Milton Aloben, Mr. and Mrs. Joe Krug, Helen Penner, Bertie Arnold, M. E. Arthur, Mr. and Mrs. Al Roer, Gladys Morris, George Strickland and Jack and Mamie Beach.

Nels Laiston, Mr. and Mrs. John L. Ragland, Irvin Sherwood, Curtis Little, Ray Holmes, Mr. and Mrs. Sam Bidee, Elvira Conner, Mr. and Mrs. Leo J. Har-gerty, Ruby Gussell, Lucille O'Brien, Bob Murphy, Jim Rapin, Red Palmer, Danny Callahan, Jerry Mackey, Evelyn Leonard, Margie Pool, William and Nan Nippo, Nettie Packer, George Bolton, Mr. and Mrs. L. J. Schoettlin, Mr. and Mrs. Steve Handing, Larry Mulline, Mr. and Mrs. Glen Houty and Gladys Houty, Mr. and Mrs. P. W. Nicholas, Mr. and Mrs. Louis Wald, Mr. and Mrs. George Moeel, Margellita Williams, Mr. and Mrs. Ben Jones, Jack Grissom, Lena Hamilton, B. B. Murphy, Johnny Branson, Frank Murphy, Harry Strickland, L. H. (Bill) Williams, Mr. and Mrs. L. A. Mintout, Mr. and Mrs. E. S. Gorgensen, Mended Leamish, Dan Dix, Al Oaken, Mrs. Evelyn Cook, Frank and Toots Mason, Mr. and Mrs. Frank J. Morgan, Art O'Brien, Mr. and Mrs. E. B. Marinho, Cynthia Big Tree, Mr. and Mrs. G. K. Seckin, Miss and Cleo Tallies, Fay Walcott and Ernest McCarthy.

3000 BINGO

Lightweight cards, back on white. Wood mark-ers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$4.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Re-claiming cards net \$3.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 2 rows across the cards—out up and down. Light-weight cards. Set of 100 cards with markers, \$4.00.

All Keno and Lotto sets are complete with wood markers, tally and directions sheet. All cards size 8 1/2.

THIN BINGO CARDS

Bingo cards, back on white, size 8 1/2. Thin cards such as used in theaters, etc. They are marked or punched in plays and then discarded. 3,000 differ-ent cards, set 100, \$1.25, without markers. Set of markers \$5.

Automatic Bingo Shaker, real class, \$12.50. Lighthouse, white cards, 8 1/2 by 8 1/2, \$1.50. Shipping Bingo Cards on same, \$2.50 per 100. 50 Bingo Card Markers, in strips, \$8.00 for 1.50. 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. 18 W. Jackson Blvd. Chicago

NATIONAL SHOWMEN'S ASSOCIATION. An Organization by and for Showmen and Allied Fields. BENEVOLENT-PROTECTIVE-SOCIAL (Cemetery Fund, Hospitalization, Relief Bureau) Dues \$10 Initiation \$10 Sixth Floor, Palace Theater Bldg., 1564 Broadway New York City

Midways, Wake Up!

(Continued from page 40)

men use no stronger methods than some of the flat joint workers. Can't the legitimate managers see the end?

"Must a carnival manager hide behind the plea that it is un sportsmanlike to run away boaters and collectors who trail his show underpin his business? (The correspondent then mentions a few specific examples which we delete because of obvious unfairness. There are other 'models of imperfection' which could 'deserve' the same accusations.) Within 48 hours after a certain show played the town the city council passed an emergency ordinance hoisting the license from \$50 per week to \$100 per day. The town was opened up a year ago after being closed for a long period of time."

The writer then mentions another town, "closed for years" and "was opened up this season. The second show in town it up and in a near riot a game was burned and only good fortune saved the entire outfit from destruction by an outraged public."

The correspondent then mentions another town in which a concessioner clipped a native and then "washed him in the throat." The carnival manager professed to deplore the incident but didn't have the guts to "chase" the slasher.

"You may think it is an exaggeration, but one show moved seven times in 10 days, being ordered out of town at times after a couple of hours' operation in some cases."

"The managers of legitimate shows owe it to themselves to do something. Must a man lose his investment thru the unscrupulous operations of others? I've seen what might be termed 'un- legitimate' flat joint men drive on a show, see the layout and leave in disgust."

"Would they wake up to the fact that two or more men, traveling inter-state, operating controlled devices, will fall into the hands of the FBI, under the conspiracy law?—and then good night."

"Some operators look forward to Children's Day as a fair as the big day. Punks with a few nickels clenched in their hands are taken by the operators. Result—money diverted from the rides; disappointed kids; outraged parents. "Possibly you will say, but, mister, you're been with racket shows your- self." Acknowledged! But not of today's breed. There must be a line drawn some place. A man must adhere to some standard of decency to save his own self-respect."

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Nov. 26.—Frederick Weddleton, chief of the expo's division of concessions, played host at the Fraternal Club got-together to Arthur Hoffmann, John Hunter, John Alexander, J. M. Wilson, Fred McFalls and Walter K. Sibley. An enjoyable evening was had. Mr. Weddleton is one of the most active members of the organization.

E. C. Smith arrived after an auto trip from Cleveland, coming here to frame the Penny Arcade for Hermann Zapf, of Cleveland. As the building has been finished for some time, his work will consist solely of assembling and placing machines.

Jack Newman, former circus agent and now representing Clyde Beatty, was a recent caller and is as full of pep as a boy and continually on the jump.

Al Mulligan, all-around world's fair expert, who is negotiating with General Manager De Vaux, of the Children's Village, to handle the pre-exposition selling angle of the enterprise, has had a world of experience in this line and has hundreds of personal contacts with national advertisers and exhibitors.

Al Vollmann's Cervaleade, most pretentious Bay attraction for the Gateway, is about ready for building contractors. A grandstand seating 5,000 is to be built at a cost of about \$20 per seat.

Johnny Branson, who arrived on November 18 from Savannah, Ga., shipped 6 tons of show equipment on the S. S. Bocchioni to go thru the Panama Canal with San Francisco as its destination. While in the South he visited the St. Augustine alligator farm and purchased a number of giant saurians for use in one of the attractions he is to present here.

Ted and Mrs. Metz dropped into our office recently while en route to Los Angeles. Ted said they plan to "rest on their oars" for some time; in fact, he is not sure but what he will retire from show business. He has some property in Compton and is planning extensive building this winter.

Frank Zambino, associated with Charles Fyle in the "Bellere II or Not" production, arrived to check on the show location and transact business with Frederick Weddleton. Zambino is enthusiastic over the beauty of Treasure Island and excellent prospects for the production. He said the Ripley structure is ready for occupancy by January 15.

Mrs. Bertha Melville, who arrived in San Francisco on November 21 on her way from Oregon City, Ore., where she had been spending a vacation with old friends, intends spending a few days here, after which she will motor to Los Angeles and Long Beach where she is interested in a number of amusements. While here Mrs. Melville visited with the Poles, Durks, Sibley and took a trip to Treasure Island. Since visiting it she has given orders to increase the size of the Skooter that she has booked for the fair and to add considerably to cost of beautification of the Skooter building.

China town, \$1,200,000 Chinese Factors, Inc., project, is fast taking shape. Plaster work and other gowgaws are being

placed on the numerous buildings, and from the looks of things this village will not only be most authentic but extremely colorful. George Joe, president of the enterprise, says, "Nothing for sale—completely sold out."

Franz Stirmann has concluded dismantling of the Giant Crane on the Paris Exposition site. This monstrous thriller is being transported to Le Havre for shipment on the S. S. Roosevelt for New York, where it will be trans-shipped on a Pacific steamship for San Francisco, to arrive early in January. Cement bases and other preliminary work are being done on Treasure Island.

Leo Eyerly, who is building a special Roll-o-Plane to be placed on the Gateway, avers that this device is to be a real thriller and should be startlingly sensational.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 26.—Attendance at club's regular meetings is increasing weekly, there being 110 present Monday night. This was largest of the fall season. President C. F. Zeiger presided and the following officers were present: First Vice-President Harry Hargraves, Second Vice-President Tod LaFors, Fourth Vice-President Al Fisher and Secretary H. C. Rawlings. Usual business procedure was followed and current bills were ordered paid.

Communications: From Frank L. Kirsch and Frank T. Burke came letters and inclosures. Dr. Harry McCullough lettered. C. L. Anderson lettered a request for information as to membership requirements.

New members: Karl E. Helgoid, credited to Joe Glacy and Eddie Stewart; Ralph Robinson, credited to Joe Glacy and Charles Walpert; Jack Goldberg, credited to Joe Glacy and Eddie Stewart; Alexander Stewart, credited to Clyde Gooding and Harry Hargraves; Morris Lipaky, credited to Harry Taylor and Johnny Branson; Bertilo Aguilar, credited to Frank P. Redmond and Charles Walpert, and Ralph Everett Mitchell, credited to Claude Barie and E. W. Coe.

John M. Miller, chairman finance committee, reported that the club now has more money in its funds than at any time since its inception. Ed F. Walsh, house committee chairman, reported that the new quarters committee is still searching for suitable quarters. Since it was felt that having the annual Charity Banquet and Ball so soon after the Gigantic might take the edge off the prospective ticket buyers, club decided to hold the event some time after January 1. President C. F. Zeiger will announce the date and place at the next meeting. President C. F. Zeiger announced that the club had received \$100 from Brother Johnny Branson which is to be used to pay for the gold life membership card. This marks the third successive year Brother Branson has donated the card. He was given a standing vote of thanks for this and his many generous gestures to the club.

President Zeiger then introduced the following for a bow and few remarks: Claude A. Barie, Ralph Robinson, Ralph Everett Mitchell, Neil Webb, Bob Booker, Manfred L. Stewart, F. LaJune, T. J. O'Brien, Sam Boswitz, Gordon McCroskey and Jimmy Lynch. Club then ordered a good-will banquet, he sent Brother Pat Shanley, who recently opened Shan Lee's Garden here. Weekly award went to

Cal Leips. First Vice-President, Harry Hargraves then made a partial report on the Gigantic held last Tuesday. Report showed an unprecedented ticket sale and an evening of fine entertainment. President Zeiger announced that nomination of officers will be held November 28. Request of the Ladies' Auxiliary to use the clubrooms December 1 for its annual winter party was granted. December 18 is the positive dead line on new memberships at the present rate. Lunch and refreshments were served by Harry Phillips, Henry Hughes, Jack Bigelow and M. Schlom.

Ladies' Auxiliary

President Peggy Forsfall presided at the November 21 meeting, which saw 50 members present. Donations were received from Crafts' 20 Big. Hilderbrand's, Monte Young, White City, Clark's Greater and Golden State shows. Donations were those collected by the girls on Bank Nights thru the summer. A bedspread, donated by Florence Weber, was awarded to Etta Hayden. The ladies all represented the "Gigantic" with flying colors. Many new members came in and Marie LaFors and Leona Barie are in the lead for the prize; Jenn Marshall is back again but wearing a cast after an automobile accident in which she sustained a broken back.

A cocktail set, donated by Babe Miller, will be awarded later.

Margaret Walsh is reported to be in an improved condition after a recent illness. The Afghan and pillows made by Tillie Palmateer will be awarded at the High Jinks party in January. Club will be host at a home-coming party December 1 for all members, and First Vice-President Harry Hargraves presented the auxiliary with 10 matched pearls to be awarded at the event. All members are welcome. Nominations will be held next month. Edith Walpert came in for a few weeks before leaving to join her sister, Hazel Redmond, with whom she will vacation. Marie Jessup, second vice-president, came in for one meeting and departed for the East. Leona Barie is back for the winter. C. Kanthe left for a visit in Canada. Tillie Palmateer was tendered a life membership in the auxiliary. Etta Hayden, who has been ill, also was given a membership card. Stella Linton was appointed to assist Minnie Fisher in serving lunch. May Taylor topped all members in selling tickets to Gigantic.

Philadelphia

PHILADELPHIA, Nov. 26. — Eighth Street Museum this week is presenting the following to reported good business: Shuffles, escape artist; Jim Thompson, magic; Eric Maguire, cartoonist; Original Congo; Poes Plastique; Spidora and Mysteria. Illusions. Annex has dancing girls. Al Fauler is now managing the museum.

South Street Museum's bill includes Billy Cornell's Brown Skin Colored Revue; Forrest Lewis, original Pop Eye; Neil Johnson, bag puncher; Professor Itall; magic, and Marajah, mentalist. In the annex, dancing girls. Business is reported good.

Elmer Day came home from Dodson's World's Fair Shows and reported a fair season. H. W. Jones passed thru the city en route to New York and reported a good fair season. He said his truck and bingo stand and stock were destroyed by fire while en route from Charleston, S. C., to Savannah, Ga. Insurance covered the damage, too, he said.

Edythe Sterling and her Hopi Indians are playing schools in New Jersey to good business. Visitors during the week were Rube Liebenau, Percy Morency, Neil Huber and T. W. (Sign) Kelly.

Michigan Showmen's Association

DETROIT, Nov. 26.—President Louis Margolis presided at last week's meeting, which saw a large number of members in attendance. Club decided to hold its annual banquet and ball some time during January. Committees were appointed and the following chairmen named: Arrangements, Jack Larue; tickets, Louis Walsh; entertainment, Vice-President Edgar McMillen.

Sammy Burd, custodian, has his hands full keeping after the boys on the pool table, while George Brown, secretary, pays enough pool-time to support the club. Bridge games continue popular. Many members will remain until after the banquet and ball.



Palace Theater Building, New York.

NEW YORK, Nov. 26.—They are still talking about our first annual banquet, ball and entertainment held November 17 at the Hotel Cosmopolite. They? Who are they? Well, everybody who comes in the clubrooms, members and visitors alike. Everyone is agreed that from an artistic standpoint the zenith was reached by the banquet committee, and thanks go to Lew Dufour and Sam Rotstein for their capable handling of the affair; with George Hamid, Billy Rose and Jesse Kaye getting a vote of thanks for securing the services of a star-studded array of talent.

New York World's Fair 1939 was the theme and motif, and the try-on and periscope were represented at the speaker's table in floral replica as well as at the dessert course, the waiters parading around the tables with illuminated trays and lights dimmed, with multicolored spotlights playing on the revolving diamond chandeliers. Ice cream for dessert—but oh, what ice cream!

Financially the affair was another triumph and we are pleased to report that many thousands of dollars were added to the burial and hospitalization fund thru the sale of tickets and advertising for the sovereign's program.

On the date, in addition to our own officers and representatives of the United States Army and Navy, New York City Officials and World's Fair executives, were J. W. (Patty) Conklin, Abner K. Kline, representing the Showmen's League of America and the Heart of America Showmen's Club. A telegram of congratulations was read from Executive Secretary Steve Henry of the Pacific Coast Showmen's Association.

We take this means of thanking all those who were unable to attend and who sent telegrams, all of which were read and acknowledged at the banquet by Toastmaster Tex O'Rourke. Messrs. Walter K. Sibley and Frederick Weddleton wired from San Francisco's Golden Gate (See NATIONAL SHOWMEN'S page 49)

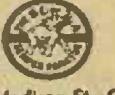
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These thoroughly new, up-to-date Popcorn Machines get all the profits and losses. They are modern, big capacity models with lights, color and motion that really get the business for you. All-steel, full circuit wire. Capacity: 90.00 per hour. \$12.00 per hour. Low down payments, easy terms.

Write for Catalog ADVANCE MFG. CO. 6522 St. Louis Ave. ST. LOUIS, MO.

Showmen's League of America



145 W. Madison St., Chicago

SHOWMEN'S HOME FUND Previously Acknowledged \$21,347.70 Received This Week 400.00

WRITE FOR PLEDGE CARD. A Home for Aged and Infirm Showmen

Showmen's Home Trustees FRED BECKMANN—Chairman M. H. BARNES—Treasurer E. W. EVANS—Secretary W. R. Hirsch Max Linderman E. Lawrence Phillips Carl Sedway Elmer C. Vetter

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GOODING'S GREAT SHOW

NOW BOOKING SEASON 1939

Sensational Free Attractions. Must be high. Only first-class Acts will be considered. Blondin-Rollins Troupe, answer. Can use first-class Cook House. Frozen Custard and legitimate Concessions. Have splendid opportunity for several good Shows at reasonable percentage and without strong competition. Book with us and insure yourself of a prosperous season. Will be at Sherman Hotel, Chicago, November 27 to December 1. Permanent address,

F. E. GOODING, General Manager, Box 356, Columbus, Ohio.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 26.—Thursday being Thanksgiving Day, meeting was held Friday night. President's party committee put the finishing touches on arrangements for the big event which was held tonight. Brother J. Doelen all set for the memorial November 28, and Brother Jessop and his registration committee are ready.

Early arrivals presage a record-breaking attendance for the convention and among those sighted here are Joe Galer, Walter Hale, Jack Wilson, Morris Lipsky, Mel Vaught, Kynsie Shreiber, Frank Winkley, Harry and Orville Henries, L. S. Hogan and Jack Neal, Ed Katz, recently released from the hospital, is becoming a regular at the rooms; Billy Adams and Brother William A. Garden, of Toronto, in for brief stops, dropped in to say hello, Buddy Paddock and Ned Torti are due in soon to put the finishing touches on their gold life membership card campaign. Sunny Burnett, as official greeter, is one of the busiest boys in town.

Our apologies for neglect in mentioning the fine co-operation given by Zim-dara Greater Shows at their recent benefit. Draft covering receipts of \$130.50 was received and a letter of thanks and acknowledgment has been sent. Late news info that Brother Jack D. Maxwell is showing marked improvement since his removal to Detroit and that Jack Duffield is hobnobbing with the boys in the rummy game.

Latest pledges to the Showmen's Home Fund were from H. F. Fellows, Dave Cohen, Harry A. Manley, Dave Robbins, E. N. Adams, John Mulder, James A. Terry and Ralph Pacini. Deeply regret to learn that Mrs. Sam Solomon was taken to a St. Louis hospital for an operation. We sincerely hope for an early convalescence. Brother Charles Omaha is reported to be doing nicely after a recent operation.

Records show that among those co-operating in benefit shows for the club were Royal American Shows, Tampa Fair Association, Dodson World's Fair, Beckmann & Greely and Henries Bros.' shows, Johnny J. Jones Exposition, In-

ternational Association of Showmen, Louisiana State Fair, Texas State Fair, Barnes-Carruthers Co.-Ernie A. Young, Wallace Bros.' Shows of Canada, Conklin, Pabry & Little, Dumas & Reid Happyland, Mel Vaught State Fair, Art Lewis and Bloom's Gold Medal shows, Canadian National Exhibition, Sol's Liberty Shows, Mighty Sheehey Midway, Rubin & Cherry Exposition, Goodman Wonder, Joe Galer's Buckeye State and Zim-dara Greater shows, and, of course, our good friend The Billboard with us in each and every one of these shows.

Brother Bob Banard left for a rest and recuperation in the West. Harry Illions was in town for a short time but left on a business trip. Sam J. Levy is completing plans for a novel and entertaining affair for the 26th annual banquet and ball. Better be with us, for this will be the premier of all. New applications were received from Col. B. J. Palmer, Charles E. Levine, J. O. Maland and Irving H. Grossman.

Tom Rankino, Colonel Owens and Tom Vollmer are still confined in their homes. We'll see you about time you pick this up for reading.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 26.—This is being written just before our departure for Chicago to attend the fifth annual meeting of the association. While it is too early to anticipate outcome of the meetings, it is evident that we shall have a large attendance, as indicated by the sizable quantity of correspondence received from the membership.

We take this opportunity to again welcome one and all who plan to attend the sessions in the Hotel Sherman, and we feel certain that with the good attendance now assured our association will make progress of an important character and that the meeting will further indicate the established position of the association in the carnival industry.

To those who will be in Chicago it is our pleasure to extend a cordial invitation, particularly to owners, managers and others interested in the carnival industry in general and our association in particular. Program of the annual meeting has appeared in The Billboard, and we desire to point out that the high

spots will include a review of the association's activities for the past year and formulation of a legislative program for 1939. It is the sincere belief of officers and directors that the meeting will be notable in the annals of the association.

Los Angeles

LOS ANGELES, Nov. 26.—Closing of Hilderbrand's United Shows brought more recruits for the Coast Defenders. Claude and Leona Barle took an apartment and reported a satisfactory season. Mr. and Mrs. E. W. will winter in Hollywood. O. H. Hilderbrand is busy with end-of-season details. Bob Booker and wife will winter in a beach home. Pierre Ouletto, general agent, will vacation here.

Manfred Stewart has been placed in charge of Hilderbrand's winter quarters. Mr. and Mrs. E. J. Lahay, after storing their cookhouse and lunch stand equipment, will vacation in the Middle West. M. E. Arthur, who had the side show on Hilderbrand's this season, will commute between here, San Francisco and Seattle.

Prof. A. L. Morrell and wife, Yankee Whittiers, report they have signed a 41-week contract with Ripley's Belts 18 or Not attraction. Virginia Schaller and the boys, Tony and John, closed a 16-week tour of fairs and are at home at the Jack Schaller winter quarters. Tom Waters left for New York.

Lauther's Oddities Off To Fair Biz in Atlanta

ATLANTA, Nov. 26.—Carl Lauther's Oddities on Parade museum opened here Monday for an indefinite stand under Veterans of Foreign Wars auspices in the heart of the downtown theater district. At opening unit carried 36 people.

Paul Spragus is handling advance and publicity, with George D. Kissinger handling local publicity. Front has Raleigh Brandenberg and Jack Hutchinson. Visitors included Dr. Davis, Rubin & Cherry Shows; Francis J. Blich, the candy man; Eugene Talmadge, former governor of Georgia, and Trammell Scott, president of the Southern Baseball League.

Show got off to a fair start with good business despite last-minute billing. A broadcast over Station WATL featured the second day's stand. Unit also has a tie-up with a local department store.

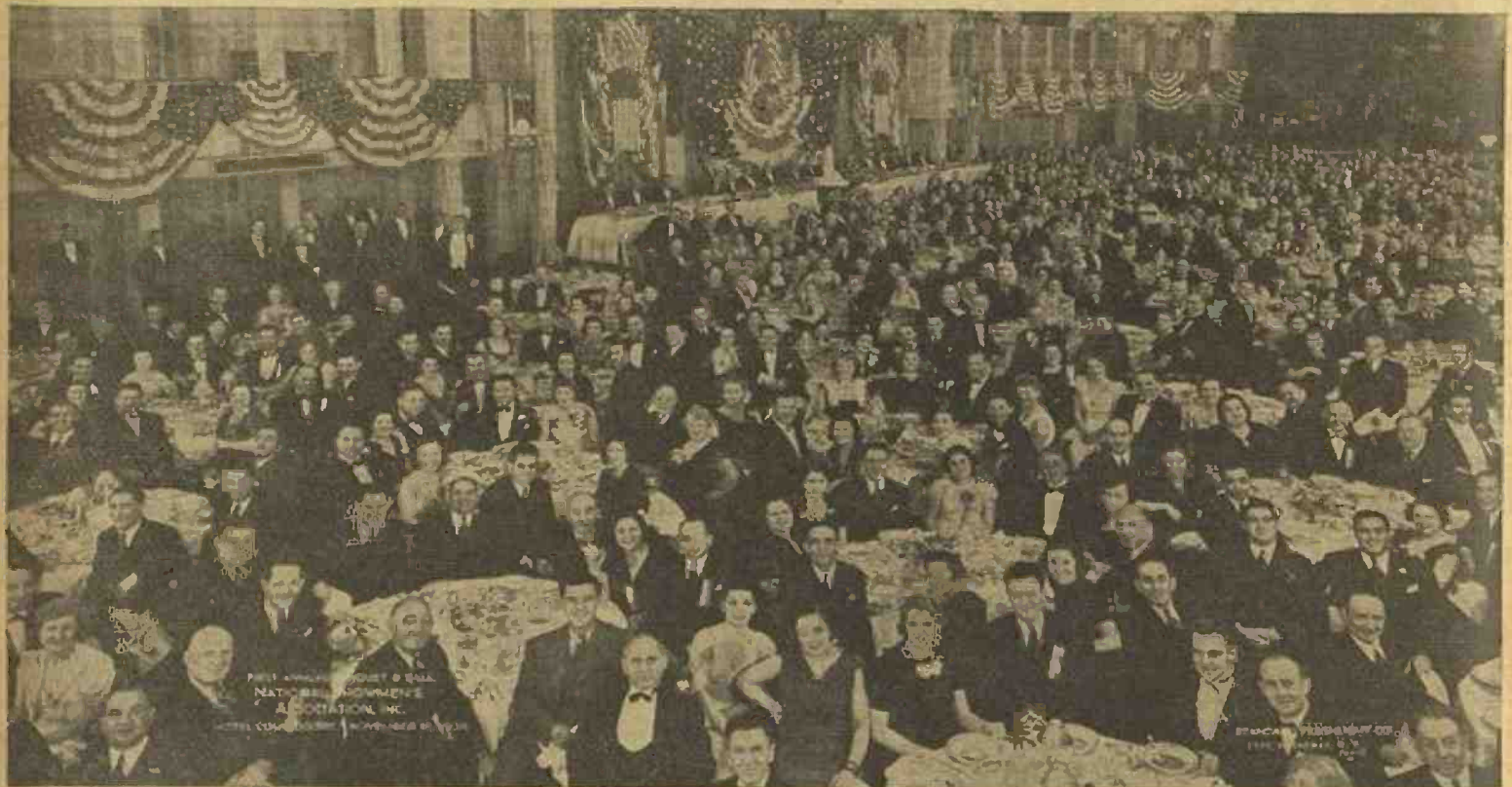
15 Years Ago

(From The Billboard Dated December 1, 1923)

James C. Simpson purchased the interest of Henry J. Pollio in the Zeldman & Pollio Shows and became general manager of the organization. . . . T. A. Wolfe Shows brought a long and successful season to a close at Orangeburg, S. C. . . . Snapp Bros.' Shows were closing to lucrative results in the second of a two-week engagement at the State Fair of Arkansas, Phoenix. . . . Harry Milo, formerly of the Bernardi Greater Shows, was in a Reading, Pa., hospital suffering from severe injuries sustained when he was struck by a truck. . . . Morris & Castle Shows wound up the season with a successful stand in Port Arthur, Tex., under Shrine auspices.

I. J. Watkins closed with his Wall of Death motorcade on Wortham's World's Best Shows and set sail from New Orleans for Havana, Cuba, to join the Johnny J. Jones Exposition. . . . Bruce Greater Shows closed a successful season in Plymouth, N. C., and went into quarters there. . . . Miller Midway Attractions were playing Louisiana dates to good business despite much inclement weather. . . . Smith's Southern Shows called it a season in Rosemont, W. Va., and went into quarters in Clarkburg, W. Va. . . . Mason, Ga., proved a winning stand for the Wise & Kent Shows. . . . Dodson's World's Fair Shows terminated a successful 35-week tour in Port Worth, Tex., and went into quarters there.

George E. Robinson, veteran show agent, died from a heart attack November 22 at Long Beach, Calif. . . . Advance ticket sale for the Showmen's League of America annual Banquet and Ball totaled more than 300. . . . Howard Kitzerman and E. M. Burke, concessioners on the Loof Shows for several seasons, opened a cafe in Seattle. . . . O. Coleman, formerly of the Pearson Exposition Shows, was conducting auction sales in West Virginia to satisfactory business. . . . Mike Dorn, late of the Zeldman & Pollio Shows, opened an advertising business in Akron. . . . Major Tom Powell's Traveling Zoo and Pet Shop was having good business on its tour of Texas territory.



MORE THAN 750 members and guests attended the first banquet and ball of the National Showmen's Association in New York City November 17. As pictured here, the spacious Grand Ballroom of the Hotel Commodore was nearly filled to capacity.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

H-M Circus May Be Annual Affair For Philadelphia

PHILADELPHIA, Nov. 28.—Hamid-Merton Circus in the Arena on November 15-19, under auspices of Lu Lu Temple, was the most successful ever held here. Total attendance was 47,500 and total receipts over \$30,000. Temple's estimated share will reach close to \$8,000. Press and public acclaimed the show outstanding in its attractions. Turnaways were Friday night and Saturday matinee. Last Saturday night undoubtedly held down attendance. All other nights after Monday saw capacity.

Visitors came from Baltimore, Harrisburg, Wilkes-Barre, Trenton and Pittsburgh temples and among others were George Tyson, assistant manager John Harris Amusement Co., Duquesne Gardens, Pittsburgh; Max Hoffman, attorney for the National Showmen's Association, New York, and numerous New York and Philadelphia booking agents. Because of the success of the show Lu Lu Temple undoubtedly will make it an annual affair. Hand was under direction of Joe Basile.

Bill included Margie Bartlett, Johnny Jones, Harvey Gira, Ricardos, the Antinos, Capt. Roman Prosko, Torelli's Dogs, Waldos Trio, Miss Bubbles, Bandley Trio, Harold Barnes, Dr. Herman Ostermeyer's Horses, Heeson Co., Melton Trio, Picchiani Troupe, George Handford Family, Berisid Family, Captain Woodford's Dachshunds, Bernard's Elephants, Great Peters, Harpo Family, Melros Duo, the Antilecks, Victoria Family, Four Caskets and American Pyers. Clowns were Shorty Fleming, Joe Lewis, Jimmy Davidson, Billy Rice, Jacobs Falador, James and Johnny Murphy, Silveus Johnson and Danny Mitchell. Some of the performers left for Europe to fill engagements and others left for home, later to fill engagements in this country. Bob Morton left for Miami, Fla., to look over the field for a circus in the spring.

Fla. Legion Fete To Be Made Annual

BUSHNELL, Fla., Nov. 26.—Jubilee sponsored by the American Legion Post to dedicate Sumter County's new State Farmer's Market here on November 4 and 12 was successful, committee making a profit of about \$500, officials said. About 14,000 attended, 10,000 on Friday, and the sponsor plans to make it an annual event. Celebration was financed by sale of exhibit space and attraction revenue.

Officials were highly pleased with Endy Bros.' Shows, the organization reporting good midway business with 6 rides, 26 concessions and Speedy Merrill's Motor-drome and Kunz's Side Show.

Other attractions were fireworks, stock show and rodeo, featuring Charlie Barnes and his boys, Stack and Mrs. Lee and Bert Northrup and his horse, Bea. There were agricultural, home demonstration, WPA sewing and industrial displays.

Meadville Vets To Sponsor

MEADVILLE, Pa., Nov. 26.—Acts, shows and concessions will be featured in a three-day bazaar to be directed by Bland-Ross Producing Co., under auspices of the Veterans of Foreign Wars Post in the Armory here, reports Al Ross, superintendent of concessions. There will be a public wedding and queen contest. On the committee are Frank Bland, manager; E. O. Ballzet, chairman; Dick Anthony, tickets, and Thomas J. Tobin, publicity.

VAUDE and radio acts will highlight the three-day Dover (O.) Industrial and Home Exposition in Memorial Hall under auspices of the American Legion Post.

Staff and Line-Up Enlarged For El Paso's Sun Carnival

EL PASO, Tex., Nov. 26.—Verne Newcombe, director of the Sun Carnival midway, who with Shorty Wells, his lot superintendent, returned from Buckeye, Ariz., where they visited the Sicbrand Shows at the annual Helzapoppin Celebration, signed several concessioners for the El Paso event.

Newcombe said Hank Carlyle and Jerome Kelley have been signed for his Sun Carnival staff and that Frank Downs is expected to join as an assistant. Following additional concessioners have been signed, he said: Bill Davis, Tony Spring, Jimmy Dupree, Ray Stoeker, Pat Duffy, Jack Smith, Charlie Greiner, Edna Tarkington, Harry Little, Jimmy Borchese, K. Boston McLoughlin and Jack Burslem.

Stoeker is constructing a big bingo to play in El Paso. A banquet and ball for outdoor showmen will be held in Juarez, Old Mexico, during the Sun Carnival date, Newcombe said.

Charlotte Show Has Acts

CHARLOTTE, N. C., Nov. 26.—The 13th annual Home Service Stores Food Show and Exposition here on November 10-19 was the most successful in the exposition's history, said James B. Vogler, manager, about 85,000 attending, a gain of about 10,000 over last year. On the vaude program were the Five Cabin Eids for three days; Roberta Janay, interpretative dancer, booked for two nights and held over for a third; Hollywood Clubs, with Spike, a dog; Coriell Troupe, acrobats; Famous Russells, knife throwers; DeKohl Troupe, jugglers and equilibrists, and Banjo Eddy.

Bazaar Set for Columbia

COLUMBIA, S. C., Nov. 26.—Plans have been completed for a three-day bazaar to be staged by the L. O. O. F. in City Auditorium here, proceeds of which will be used for charitable purposes, officials report. There will be a floor show, and Leo Downs' Orchestra will play for a dance. Among concessions will be Bill Jones' bingo unit. A public wedding and a door prize award are planned as special features.

Miss. Post Makes Profit

INDIANOLA, Miss., Nov. 26.—Profit of about \$150 was realized by the American Legion Post, sponsor of an Armistice Celebration and County Fair here from November 7-13 for the benefit of Boy Scouts and a new hospital, reports J. J. Chapman. Miller Bros.' Shows had 6 rides, 6 shows and 34 concessions on the midway.

Circus in Macon Opens Big

MACON, Ga., Nov. 26.—Sixth annual Shrine Circus opened Monday with attendance of about 4,000, was said to be a record for a first night here. The second night crowd was 6,300. Show was in Macon Auditorium, and Al Sihah Temple committee expressed gratification over business and excellence of program.

Shows for N. C. Festival

EDENTON, N. C., November 26.—Firemen and Ambulance Co.'s Fall Festival, to be held for seven days in the new Armory here, will feature nightly floor shows, a ball and concessions, reports Nina B. Scott. There will be merchants' and manufacturers' displays, a popularity contest and queen coronation.

VAUDE acts and a band will be featured at the fourth annual Columbus (O.) Home Show, to be held in Exposition Hall, Ohio State Fair grounds.

O. H. HILDEBRAND United Shows did satisfactory business, with 11 rides, 9 shows and 26 concessions on the midway of San Bernardino (Calif.) Covered Wagon Days on November 17-20, big crowds attending the last two days.

HEART OF AMERICA

(Continued from page 41)

with 15, is second. The Delmanns, Lovines, Hansys, Duncan, Howkess and Landes were present, feminine partners meeting with the RASC auxiliary in the adjoining clubroom. Following the meeting auxiliary members entertained with a supper.

Members of both HASC units took a fruit and food basket to Doc Bergman's home Wednesday. He has been ill, but is reported recovering.

Ladies' Auxiliary

President Myrtle Duncan presided as hostess at the delightful social with Lettie White, acting entertainment committee chairman, in the absence of Hattie Howk. They surprised the 22 members present with true or false "quiz party." Jackie Wilcox acted as "Professor Quiz" and Jess Nathan was score keeper. Much fun resulted from the different questions asked.

At conclusion of the "quiz party" tables were set for bridge, the entertainment committee retiring to make ready the delicious refreshments furnished by President Myrtle Duncan. It consisted of homemade chili, pumpkin pie topped with whipped cream and coffee.

Prizes, donated by Bird Brainerd, were awarded to Boots Marr, Helen Brainerd Smith, Mrs. C. W. Parker, Myrtle Duncan, Luella Hansen, Lettie White, Ruth Ann Levin, Jess Nathan and Georgia Brown.

St. Louis

ST. LOUIS, Nov. 26.—This city was the stop-off point for many Chicago-bound showmen this week, some making quick connections here, while others remained over for several days visiting with friends and making International Association of Showmen clubrooms in Maryland Hotel their headquarters. Among those who visited The Billboard office were L. Clifton Kelley and L. S. (Larry) Hogan, of Amusement Corp. of America; Morris Lipaky, George W. Davis and Floyd Heise, Johnny J. Jones Exposition; Orville W. and Harry W. Hennies and Joe Scholibo, of Hennies Bros. Shows; Victor Canares, Imperial Shows; W. H. (Billy) Rice, Mighty Sweeney Midway; Peter O. Rust, Rust Amusement Co.; Mr. and Mrs. Noble C. Farly, Fairly & Little Shows; Sam Solomon, Sol's Liberty Shows; Joe Howard, Pan-American Shows; Mr. and Mrs. Doc Laug, John Sweeney and Jimmie Winters, Dee Lang's Famous Shows; James W. Laughlin, West Bros. Amusement Co.; Sam Gordon, Beckmann & Corety Shows; E. W. Weaver, Gooding Shows; Al Baysinger, Baysinger Shows; Al Fine, Zimdars Shows, and James C. Simpson, Eddie Vaughan, Denny Pugh, Dinty Moore, Jack Baillie, Ray Balzer and Charles DeKraho.

William (Bill) Pink, ride owner, was among other visitors to The Billboard Wednesday. Before departing Thursday for Los Angeles, where he will spend the winter visiting with relatives, he reported a fair season. Elmer Brown is here and has two indoor celebrations scheduled for the first week in December, one in Festus, Mo., the other in Belleville, Ill.

Mrs. Sam Solomon, who has been ill the past several weeks, entered a hospital here this week. Sam left for Chicago on Friday after being assured that she is in good hands here. James C. Simpson, proud of the new home he built in Birmingham this winter, enjoyed Thanksgiving dinner with relatives of Mrs. Simpson, who reside here. Jimmie went out of his way considerably to spend that day here. He departed the next day for Chicago.

Among the "40-milers" who left for Chicago during the last two days were Mr. and Mrs. Charles T. Goss, Tom W. Allen, Myron (Mike) Shapfro, Matt Dawson, L. S. (Larry) Rohter, Francis Deoney, Marvin (Moon) Laird, Frank J. Haus, H. T. Fellows, H. S. Gordon and L. M. (Pete) Brophy, Eddie Vaughan, who has been in New York for the past several months, renewed many acquaintances in his home town here during the past week before leaving for Chicago. Ray Swanner, who last week closed with Kline Shows in Mississippi, arrived here Monday and will winter with relatives.

Mrs. Anna Jane Pearson, owner of Pearson Shows, toured here in a day car Thursday from her home and winter quarters in Ramsey, Ill. She will attend the Chicago meetings. Mr. and Mrs. Peter Kortcs, of side-show and museum fame, visited The Billboard offices here

on Monday while in the city on business. Pete plans to open his museum in New Orleans next week. Charles Oliver, owner of Oliver Amusement Co., reported a good season during a visit to The Billboard office this week. He closed his season in Arkansas two weeks ago and is again located in permanent quarters here. Carl Benton, who closed with the Hennies Bros. Shows, arrived this week and will winter here. Danny La-Rouche, his son, Danny Jr., and Rox Howe, all of cookhouse fame, will play indoor celebrations in this vicinity with a string of concessions during the winter. Sam Fiedler, owner of Fiedler's United Shows, who stored his equipment in East St. Louis, Ill., will make his winter headquarters at his home here.

NATIONAL SHOWMEN'S

(Continued from page 47)

Exposition, and other wires were received from Capt. Fox, of the New York State Police; Brothers Ben Williams, Joe Hughes, Ben Weiss, Freddy Phillips, A. O. Hartmann, J. Ed Brown, Eddie Viera, Art Lewis winter-quarters employees (all members), the O. Henry Tent and Agency Co., E. Walter Evans and from Sarasota, Fla., Mrs. W. H. Donaldson.

You read in The Billboard last week about the truly outstanding show, NSA desires to thank the many artists who appeared and to inform them that we are indeed grateful.

The clubrooms are a beehive of activity these days and we are forced to repeat that the board of governors has issued stringent orders regarding members who are in arrears. Look at your card. If it does not read, "Dues paid to July 15, 1938," you are not in good standing and, therefore not eligible to participate in the club meetings, and you are not entitled to the privileges and protection of our organization. The next meeting is scheduled for December 6, at 8 o'clock.

New members approved by the eligibility committee are Fred A. Zechlin, proposed by I. Ceclin; Irish Eornn, M. H. Barnes, Frank W. Darling, sponsored by George A. Hamig, and Oswald Lenzsch, proposed by Hip Raymond. Birthday greetings and congratulations are in order from the officers and brother members to Harold D. Gilmore, December 2; Gene O'Donnell and Joseph Weissman, December 3; Harry Heller, Max Gruberg, E. M. Harding, December 4; Irving Rosenthal, December 5; Joseph (Ajax) Mijan, December 8, and Charles Thiemann, December 8.

Ladies' Auxiliary

Drawing was held at the last meeting and winner was a cousin of Brother Jerry Poshkin, who received a case of liquor. Consolation prize, a set of deodorants, was won by a lady in St. Albans, who bought her ticket from Sister Edna Laures.

We are still talking and reliving the banquet. It is hard to believe that an organization less than a year old could have staged such a swell affair in one of the largest ballrooms in the city. The floral decorations, arranged by the auxiliary, were beautiful.

We are happy to welcome home Sisters Mary Buck and Ada Cowan.

WANTED—CONCESSIONS, FLOOR SHOW ACTS

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COLUMBIA, S. C., DECEMBER 5-9-10

Presented in Beautiful \$250,000 City Auditorium

Legitimate Stock Wheels, Scales, Penny Pinch, Candy Floor, Peppers, Candy Apples, Acts Suitable for Floor Shows, Consider Small Shows, Gallery Must Go Low. Baked Ham, Radio News, Special Events Every Night, Baby Glean Sweep—Public Wedding, Etc. Write—No Time To Waste—Buy Your Own. BEN H. VOORHEIS, Hotel Marlowe, Columbia, S. C.

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YOUR ORGANIZATION?

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A Column About Bingo in the

WHOLESALE MERCHANDISE Department

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FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE

AT LIBERTY

30 WORDS (First Line Large Black Type)
20 WORDS (First Line and Name Black Type)
10 WORDS (Small Type)
Flights Total of Words at One Rate Only
No Ad. Less Than 20c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

NEW FOX-TROT, "SONG OF JOYS" 35c.
HARRY JOYCE, Crescent City, Calif. de3x

"THE NIGHT AFTER CHRISTMAS"—58-LINE
Humorous Dialect Parody. Prompt good any
city, anywhere, 20c. WM. LIEB, Pub., Jeffersonville, N. Y.

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AGENTS-DISTRIBUTORS-TO MAIL SAMPLE
Herbs and Literature in their territory. Es-
tablished profitable trade. Samples and par-
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BIG MONEY APPLYING INITIALS ON AUTO-
mobiles. Write immediately for particulars
and free samples. **AMERICAN LETTER COM-**
PANY, Dept. 20, Dunellen, N. J. x

BIG MONEY APPLYING INITIALS ON AUTO-
mobiles. Easiest thing today. Free samples.
Also Sidelite Salesmen for Name-Plate and
Tire Cover Transfers. "RALCO," 1305 Wash-
ington, Boston, Mass. x

BOOK-SPICY STORIES AND PICTURES, 50c.
Complete new line. Write for descriptive
circulars. **FRANK SHILLING**, 1017-B Duane
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CLEAR \$6.40 EACH DEALI WORK A PUSH-
card ("Nature") for Christmas thru stop-
pers, waitresses, stores. Two beautiful
handmade Candlewick Bedspreads with push-
card, 1c to 25c, grosses \$16.35; Rush money
order \$9.95 (for complete deal grossed prepaid,
or 1/2 deposit, balance express C. O. D. Satis-
faction guaranteed. **GEORGIA BEDSPREAD**
COMPANY, Jackson, Ga. de3x

DEFROST WINDSHIELDS WITHOUT HEAT—
New invention. Fits auto pocket. Defrosts
frost, sleet, ice. Samples sent on trial. Rush
name. **KRISTIE** 134, Alton, O. x

DISTRIBUTORS WANTED—GLIDER SKATES.
New Xmas item for children; fast seller;
150% profit. Sample \$1.00; 50; six dozen
lots, 30c pair. F. O. B. Chicago. **GLIDER**
SKATE CO., 3129a West 49th Place, Chicago. de10

DISTRIBUTOR—FOR TIP AND TRADE CARDS.
Exclusive territory. Full credit on all repeat
orders. A money maker. **JACK SCHAEFER**;
NATURAL MANUFACTURERS, 415 Sixth St.,
N. W., Canton, Ohio. de3x

LAST CHANCE—BIG XMAS MONEY. LARGE
line, spicy, dazzling nickel sellers. Waste no
time. Mail 25c for samples. **HIGHLIGHTS**,
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SOCIAL AGENTS WANTED TO WEAR AND
demonstrate Suits to friends. No canvases.
Up to \$12 in a day easy. Experience unnecessary.
Valuable demonstrating equipment, ac-
tual samples free. **N. J. GRAVES**, 1300 Har-
wood, Dept. L-607, Chicago. de17x

LORD'S PRAYER BENNY MACHINES—ALSO
engravings Lord's Prayer, Ten Command-
ments, 23d Psalm, Crucifixion, etc. beau-
tifully carded, \$1.50 per 100; \$11.00 per
1,000. Bracelets, 7 1/2c each. **RAY MFG. CO.**,
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a Penny—Carded, Big Xmas Seller \$4.50
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MAKE BIG DAILY CASH PROFITS SELLING
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ing Tonic. Cellulose package, priced \$1.25
Cost agent 11c 4 doz. lots. Samples 25c.
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"MODER D'BOUQUET," AN EXCLUSIVE PER-
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SELL BY MAIL—FORMULAS, BOOKS, PIC-
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Ferris Wheel. Birds and props, \$15.00. Half
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ALLIGATORS AND SNAKES—10 LARGE
Harmless Assorted Snakes for Show, \$10.00.
Price: list. **ROSS ALLAN**, Silver Springs, Fla.
Wire via Ocala, Fla. de3

ANIMALS, SNAKES, SOUVENIRS, CILA MOM-
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Poodle Male, six months old, best blood in
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—Combination, \$35.00; Ringtails, Softy
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SHETLAND MULE COLT—FOUR MONTHS OLD,
30 inches high. Right eye to train. First
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Pit Bull Pups. Ship anywhere, live delivery
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tions and addresses of companies. **WARREN**
UNGER, Abwater, O.

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Shunts—Laugh Producing Program, \$1.00.
Illustrated catalog 10c. **BALDA ART SERVICE**,
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wholesale. Directory free. **EAGLE**, 414B West
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ONLY SHOW OF ITS KIND—PROVED MONEY-
maker. Will sell for \$500 or work on per-
centage with reliable party. **J. P. SMITH**, 2451
Woodward, Detroit, Mich.

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money locally or by mail. I show you how.
CHAS. SPOONER, 1014 St. Germain St., St.
Cloud, Minn. de10

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 Bill-
board.

DAILY RESERVES AND STONER'S TURF
Champs (Ticket Makers), \$17.50 each. First
come, first served. One-third deposit. **STAR**
SALES COMPANY, Valdosta, Ga.

COLUMBUS AND IDEAL 1c AND 5c REBUILT
Pearl Machine—Like new, \$3.00. **RIALTO**
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CANADIAN OPERATORS—NO CLOSED TERRI-
tories for our Free Game Units. We deliver
any game this style. "Buying all '38 and late
'37 equipment. **COIN CRAFT CANADA**,
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Bally Lineax, \$17.50; Mills Kountier Kings,
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\$4.00; Gronchen Dixie Dominoes, \$7.50; Reel
Races, \$4.00; Goetchen Blue Bonnets (floor
samples), \$12.50; APT Target Skills, \$11.50.
Exhibit Turf Times, \$7.50; Bally Babyn, \$4.50.
Coca-Cola Juniors, \$12.50; Stoner's 10c.-to-25c
One-third deposit with order. **STAR SALES**
COMPANY, Valdosta, Ga. x

DELUXE AUXILIARY SPEAKERS—ONLY 20
available. Factory close-out. Complete.
Installed in beautiful hand-rubbed walnut
cabinet. Jensen Permanent Magnet 8 Ohm
Speaker. 2 Wire hook-up. Volume control.
\$15.00 each while they last. **ROCK-OLA MFG.**
CORP., 800 N. Kedzie Ave., Chicago, Ill.

FOR SALE—TWO EVANS HANGTAILS, \$75.00
each; one Callington Dominions, glass slightly
cracked, \$60.00; two Evans Bonus Automatic
Counter Machines, \$90.00 each; five Bally
Lineax, \$20.00 each; two Royal Flushes,
\$12.50 each; Machines in perfect condition.
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GOODBODY'S BARGAIN LIST IS WAITING
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de10

PACES RACES, TRACK TIMES—WE BUY AND
sell. We sell parts for Paces Races.
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QT NICKEL PLAY, LATE SERIAL, \$50.00
Mills Model, 5c Play, Red Future Pay, \$50.00
each. Good as new. Plenty more bargains.
Send for list. Send deposit. **A. L. KROPP**,
Tuscaloosa, Ala.

SACRIFICE—75 BOWLING GAMES IN A-1
shape. Rockballs, Bowlties, Bally Balls,
Rola Scores, Magic Rols, Bumper Bowls, Wur-
tizer Skeg Balls, or will trade. **GRAND NA-**
TIONAL, 2300 Armitage, Chicago, Ill. de3

SWING, SHAPPY, JUNGLE—\$28.50 EACH:
Fanta, \$16.50; Nags, \$39.50; H. Ball, \$49.50;
Hoops, \$19.50; Green, \$9.50; Pony, Pads,
\$7.50; Zephyr, \$9.50; Smoke Reels, \$17.50;
Sparks, \$22.50; Q. T., \$35.00; 9-Ft. Rola-corns,
\$35.00; ABB Gum, \$9.50; 120 Pack Cigarette
Vendors, \$19.50. Write us your needs.
LEIGH SPECIALTY CO., 2d and Green Sts.,
Philadelphia, Pa. x

WANTED—LARGE QUANTITIES USED
Records, not more than eight months old.
Colored bands preferred. **QUALITY MUSIC**
COMPANY, 1836 Seventh St., N. W., Washing-
ton, D. C.

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BASE World Series, late Novelty Tables.
Slate condition and lowest prices in first list-
er. For sales Two Bang-A-Deers, \$99.50
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trade. **MODERN AMUSEMENT CO.**, 2849
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WE WILL TRADE RECONDITIONED USED
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WURLITZER PHONOGRAPHS—412 MODEL,
25 or 60 Cycle, \$55.00; Rockball, or Wyr-
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MALDUP CO., 121 73d St., Niagara Falls, N. Y.

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W. BALL GUM, FACTORY FRESH, 11c BOX:
Tab. Stick, Nickel Chicks, every Vending
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All A-1 condition. **L. R. PORTER**, Alexandria,
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100 DIFFERENT KIND VENDING MACHINES
—Always something different. Write for
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Climax, \$14.00; Mill Wheel, \$9.00; Blue Bird,
\$9.00; Cross Line, \$5.00; Miss Crocker, \$23.00;
Exhibit Playball, \$25.00; Hi-Ball, \$23.00; Honey,
\$19.00; Panto De Luxe Ball, \$25.00; Bumper
Bowling, \$49.00; Reel Spots, \$4.00. **UNI-**
VERSAL, 820 W. 15th St., Auburn, Ind.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00
Shoes, 50c up; Furs, Costumes, Mixed
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Bargains. **WALLACE**, 3416 N. Halsted, Chicago.

USED COSTUMES—CHORUS; PRINCIPALS,
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No catalogue. **LOUIS GUTTENBERG'S**, 3014
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Development. Newest guaranteed formulae.
Biggest catalog free. Special prices. **MADE**
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Write for this literature, describing nearest
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lege, Des Moines, Iowa. de28x

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Machines. **LONGEAKINS CO.**, 1976 High St.,
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Umeyca, Kicking Barrel, Mechanical games
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Magician with Schools. State lowest per-
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Specialties: Western, Hillbilly, All Style Band
Combinations. Acts suitable, All Size Units
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Percentage basis. State facts. **BOX 9124**,
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Magic, Spirit Effects, Horoscopes, Buddha
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South Third, Columbus, O. de27

CYLINDRINE ILLUSION—42-INCH STACK
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LARGE PROFESSIONAL MAGIC CATALOGUE,
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VENTRILOQUIAL FIGURES — 24-PAGE ILLUSTRATED CATALOGUE. **FRANK MARSHALL**, 5516 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriiloquists. de24

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Write for our low interesting quotations. **APELY ARMADILLO FARM**, Comfort, Tex. de3

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MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete. Limited quantity. Universal, with Amplifiers, Speakers. Equipment fully guaranteed. At attractive low prices. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. de10x

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Show Family Album



THOSE who gathered at banquets of the Showmen's League of America in the organization's early days were but mere handfais compared with present-day attendance. The accompanying picture is believed to have been taken during the second annual banquet of the SLA. To the left may be seen the late Col. William F. Cody (Buffalo Bill), first president of the club. The woman wearing the plumed hat (opposite Colonel Cody) is the late May LaBarr, who afterwards became Mrs. James A. Schneck. She died in 1921. Others in the picture are believed to be Louis Berni, E. L. Zouary, the late H. F. McGarvie and the late John Robinson III.

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.

ALL 4 FOR 10c OPERATORS — SURE WE HAVE the new Superseed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. de10

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SALESMEN AGENTS! LOOK! — BIG PROFITS selling hot line Christmas Toys. Send \$2.00 for samples. Postpaid. **BETTY HOSIERY**, 818 W. Wyoming Ave., Philadelphia, Pa. de3

SELL BUSINESS CARDS, \$1.50 THOUSAND. Business Stationery, Book Matches, Advertising Tapes, Paper Towels, Pencils, Salesbooks, Rubber Stamps. Free sales portfolio. 95% commission daily. Money-making Specialists. **DAVID LIONEL PRESS**, 812 S. Hamilton Dept. CR, Chicago. de3

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago. de3

BEST CARNIVAL AND SIDE-SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, Inc.**, 1226 S. Halsted St., Chicago, Ill. de3

TENTS — SECOND-HAND

PRACTICALLY NEW — TOPS ONLY. 14x23: \$20.00; 20x30: \$30.00; 24x30: \$40.00; 30x50: \$60.00; 37x50: \$70.00; 40x60: \$70.00; 30x80: \$90.00 up; 40x100: \$125.00 up. White Tops, red trimmed, A-1 shape. No patches or mildew. Stamp with inquiries. **SMITH TENTS**, Auburn, N. Y. de24x

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A USEFUL XMAS GIFT — MONOGRAMMED Stationery, printed to your order and put up in novelty box containing 300 sheets paper and 100 envelopes. Price reasonable. Send for samples. **LINCOLN PRESS**, 407 Cedar, Scranton, Pa. de3

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WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. 50% deposit; balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna. de3

500 FOUR-LINE GUMMED STICKERS, 30c — 3,000 3rd Circulams, \$2.50. Catalog 10c. Quick service, postage prepaid. **LAMMING**, 6457B Eggleston, Chicago. de3

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THREE-ABREAST MERRY-GO-ROUND AND Organ, Kidjo Auto Ride, No. 12 Ferris Wheel. Must be in good condition. Write description and price. **GRIFFIN AMUSEMENT COMPANY**, Box 43, Jacksonville Beach, Fla. de3

URGENTLY NEEDED — ALL SORTS OF MECHANICAL Apparatus, Concessions and different Original Amusement Attractions for Amusement Park to be installed in Havana, Cuba. Address all offers to **MR. MADAN**, Virtudes 216, Havana, Cuba. de3

WANT TO BUY — LONG RANGE SHOOTING Gallery, complete. **CLYDE TEDLOCK**, R. 2, Box 135, Henryetta, Okla. de3

WANT TO BUY — TWO ABREAST CARROUSEL Merry-Go-Rounds for cash. Write full particulars. **SMIL ZABKA**, Belgrade, Neb. de10

WANTED FOR CASH — SEVERAL DEVICES suitable for parks, also Big Ride and Fun House. Good condition. **R. C. YORIAN**, 8114 1/2 Ave., N. C. de3

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT wants to contact all showmen, exhibitors, managers, agents, all over the world. **WALTERS**, 1002 Stanton Ave., N. W., Washington, D. C. de3

ADVANCE AGENT — 20 years' experience. Can make and book any attraction anywhere in the United States or Canada. Close contracts. Salary, mileage. **BOX 334, Hammond, Chicago.** de3

AT LIBERTY BANDS AND ORCHESTRAS

NOTICE, DANCE PROMOTERS — Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. **PAT DORAN**, 1802 Stanton Ave., N. W., Washington, Va. de3

CHARLIE WALTERS AND HIS "HIGH HAT Club Orchestra," with featured entertainers, now booking engagements for New Year's Eve and throughout 1939. Non-union, 5 to 8 young men. Write immediately. 623 West 170 St., New York City. de3

BO HENRY AND HIS ARISTOCRATS DESIRE Florida location. 5 Men that really produce. Arrangements, P.A. System, uniforms, etc. Applicant if necessary. Reliable bookers, managers, write. **H. REYNOLDS**, 450 Armstrong Ave., New York City. de3

WELL ORGANIZED SIX-PIECE UNION BAND Standard combination, fully equipped. Three featured vocalists. Call and show. Available two weeks' notice. **LEADER**, 2114 44th Columbia, Ga. de3

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3c WORD, CASH (First Line Large Block Type). 2c WORD, CASH (First Line (and Name Block Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

A FAST SIX-PIECE BAND that really swings and sells. Available immediately. Fourteenth year as an organization playing dance, jazz, radio, Coliseum, assemblies, constant transportation. No bar, no booze. Two sax, trumpet, drums, accordion and piano with vocal and double bass. All special arrangements. References. Call or suggest. Will consider anything, anywhere if reliable. **DOUG BHOULT**, Devils Lake, N. D. de3

AT LIBERTY January 10th — Paid Decently and the Spring Road, the most desirable children entertainment. **HOWARD KENNEDY** (Senior Family Circuit). A well-oiled band. Fine library specials. Lighted stage setting, uniforms, powered sound system, etc. Night clubs, dance halls and hotels. Write salary requirements for long contract. **PAUL DONNELLY**, Trail Inn Hotel, Dodge City, Kan. de3

DOC COOK'S MEO ORCHESTRA — Back on engagements exclusively. Now booking college fraternities, conventions and holiday dates. **P. O. BOX 284**, Perth Amboy, N. J. de3

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TRIO — Viola, Cello, Piano; double Bass, Rhythm, Dinner, dance. Experienced, character appearance. **Dagon**, Connoisseurs Library, 11111, 1017, contact with. **TRIO**, 77 Walnut, Elmhurst, N. Y. de3

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY — FOR INDOOR CIRCUS OR UNIT. Whiteface Clown, Come-in worker, working to female artists. Years of circus experience. Baritone singer. A-1 white wardrobe and prop. **HAROLD HALL**, 1017 W. Edwards St., Springfield, Ill. de3

AT LIBERTY NOW — Make Your Name Famous with this sensational vaudeville attraction for amusements, show shows or indoor circus. Young, clean worker and a real attraction. **WIM GEORGIE**, 517 1/2 St., Camden, O. de3

AT LIBERTY — Make Your Name Famous with this sensational vaudeville attraction for amusements, show shows or indoor circus. Young, clean worker and a real attraction. **WIM GEORGIE**, 517 1/2 St., Camden, O. de3

AT LIBERTY COLORED PEOPLE

AT LIBERTY — THE MUSICAL NUGMES FAM- ily. Mother, father, three children. Children's ages, 10, 12, 15, entire family small. Playing 10 different instruments, sing and dance; featuring the xylophone, chimes and piano. Dance single and routine. Change for six nights. Want to travel with road show. Theater or night clubs. Address **VERNON NUGMES**, 128 E. Nelson St., Longview, Tex. de3

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NON-UNION SCENIC ARTIST — Age thirty-eight. **FRANK WILSON**, part experience. Also manage stage and play general business parts. **ALBERT H. HALL**, 26 Western Parkway, Schenectady, N. Y. de3

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A-1 MANUEL'S MINIATURE CITY ON Action. Now booking on percentage for indoor events, chateaus, lodge or club banquets or celebrations. The best money-making show; no expenses; continuous performance day and night. Sponsors that have no backbone or fear to take a chance, save your stamps; we deal with live wires only; those that hesitate to achieve success in anything that is worth while. Have sound system, fine music. Travel on a 40-wheeler. Write to **MANUEL'S STUDIOS**, 3544 N. Halsted St., Chicago, Ill. de3

AT LIBERTY — Second Truck and Driver after December 1. Truck newly renovated and equipped with two large speakers. Free to travel throughout the country. **AL DRYDEN**, General Delivery, East, N. Y. de3

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Additional Ads Under This Classification Will Be Found on the Next Page.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Prize Sources To Account For Good Share of Xmas Biz

Amount of merchandise distributed by salescards, bingo and bazaars expected to hit new high—biz expected to be bright spot in dull year

CHICAGO, Nov. 26.—In spite of the fact that the close of a none-too-good business year is drawing near, many wholesalers here expect a record volume of Christmas gift business to be done thru salesboard, bingo and other prize channels during the coming month. Some expect that 15 to 20 per cent more merchandise will find its way into consumers' hands thru these outlets than last year. One of the reasons for this optimism is that salesboard ops seem to have given more thought to board deals they are promoting this year. They have planned them to catch the eye of the player. A number of special deals already released feature items that are ideally suited for Christmas presents. Response reported to date indicates that there is greater desire than ever on the part of the average citizen to take a chance at winning a few of his Christmas presents. Early-season favorites with gift-seeking board players include midjet radio sets, pendulum clocks, fur coats, electric shavers, vanity sets, candid cameras, Gladstone bags, compacts and pen and pencil sets.

Thousands of dollars' worth of prize merchandise is being distributed at hundreds of bazaars annually staged by fraternal organizations, social clubs and church societies at this time of the year to raise funds for charitable work. While many orgs abandoned bazaars in favor of bingo games in past seasons, there has been a noticeable pick-up in the number of events being staged this year either to supplement bingo games or as individual promotions. Much of the latest in prize merchandise is to be seen on shelves of various booths at these events. It is reported.

Many of those attending their favorite bingo game at this time of the year are hoping to win one or two of the items displayed to use as Christmas gifts. Wise ops are taking this factor into consideration in selecting items for their merchandise displays. While most of the prizes at bingos still are such perennial favorites as electric timepieces, smoking stands, novelty lamps, purses, household utensils and electric appliances, some ops report an increasing demand for prizes that are on the unusual side. A lot of bingo games are increasing the number of merchandise prizes awarded during the course of an evening's play to swell the crowds and give all those attending a better chance of winning one or more of their Christmas gifts.

By JOHN CARY

IT WAS GOOD NEWS to hear that city council of Cincinnati has put official oke on bingo. Followers of this column should find the interesting history of bingo in the Queen City that is printed elsewhere on this page to be still worth reading.

FOR SOME TIME we've been hearing reports of the popularity of bingo in Cincinnati and from figures submitted by the city manager at council sessions of the throngs that attended games during summer months it is easy to see why the rank and file of opinion was heartily in favor of the game.

THE CITY MANAGER reported that in the four months from June to October 870 bingos were held. Attendance at these games totaled 341,260 persons who

\$330,000,000 in Christmas Savings Will Be Available

NEW YORK, Nov. 26.—Some 7,000,000 Christmas Club members will share in the distribution of \$330,000,000 by 4,500 banking and financial institutions during National Prosperity Week beginning November 28, according to an estimate made recently by Herbert F. Rawll, founder and president of Christmas Club, a corporation, sponsor of the week.

Effect of distribution of this money should be felt in wholesale merchandise circles in the weeks to come, for Rawll estimates that \$2.4 per cent or \$106,820,000 will be spent for Christmas gifts. The balance goes for payment of taxes and other bills.

The 1938 distribution is about 3 per cent in excess of that in 1937, while the number of members shows an increase of 6 per cent. The average participation amounts to \$47, against \$48.55 in 1937. The decrease in this amount apparently is due to unemployment and deductions effective in the early months of 1938.

New York State institutions will distribute the largest share of Christmas savings, \$95,000,000, followed by Pennsylvania, \$32,000,000; Massachusetts, \$30,000,000, and New Jersey, \$23,000,000. Banks in metropolitan New York will distribute about \$57,000,000.

Bingo Okehed In Cincinnati

Council approves games for charity by 6-3 vote with certain restrictions

CINCINNATI, Nov. 26.—After a week of stormy sessions the city council put official oke on bingo here this past week by a vote of six to three. Restrictions imposed by council's ruling state that bingo games sponsored for charitable purposes will be permitted by religious, charitable and fraternal organizations that have been established in the city for at least five years. Total value of prizes at games must not exceed 25 per cent of the income of the game, and capital award is limited to \$100.

City Manager C. O. Sherrill told council he considered it his duty to comply with its wishes unless the courts should order him to stop and compel him to enforce State laws against gambling.

The report of council-drafted "For the guidance of the city manager but not by way of direction," states in essence: "In the case of games of chance, conducted noncommercially and without personal or individual profit, by churches, charitable institutions, bona fide fraternal organizations of not less than five years previous existence, under such reasonable regulation as the executive authority may from time to time prescribe so as to discourage the encroachment by self-seekers and racketeers . . . the presumption should be indulged that the participants are motivated by charity and a desire for harmless recreation rather than the desire for personal gain."

A campaign against bingo started last spring when the city manager avoided permits to hold bingo games that were being issued by the police department. The spring campaign resulted in a working order between organizations sponsoring bingo and city officials regarding the value of prizes awarded at games.

Present rumpus arose when City Manager Sherrill issued a "Stop gambling" order on November 10. As a result of enforcement of the order which temporarily halted games, irate bingo fans and church pastors who favored the game stirred up a storm of protest. City council then took up the matter and requested that the city manager do nothing further to interfere with games until the law committee of council had reported back on a method or policy of regulation. Law committee reported a plan substantially the same as the one adopted on November 22 and this was approved by six to three vote on November 24.

Bingo has long been popular here. Not only has it been the means of providing worth-while entertainment for a good percentage of the city's population, but revenue from it has done much to defray church debts, to raise funds for schooling of children, to keep hospitals going and to finance other charitable programs.

exhilarator and massage attachments should sell. As the item is low priced, it lends itself to a promotion on a small fast-moving card.

Matt Dawson, general manager of Acme Premium Supply Corp., info that he is working on several deals which he expects to spring soon. These are now being tested locally and, he says, they go as well as his No. 4930, which distributes 12 awards on a 13-hole card with a \$4 take, and his No. 4940, which distributes 24 awards on a 24-hole card with an \$9 take. From reports the latter

(See DEALS on page 54)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Salecards have played an increasingly important role in merchandising plans of manufacturers, for concerns have come to realize that the salecard market offers not only possibility of a large volume of direct business from operators but also an excellent means of obtaining free and valuable consumer publicity for retail outlets.

Almost every conceivable type of item has been sold on a card, and now even the fur coat is proving an exceptionally good number. About a year ago furriers making coats in the low-price brackets started an intensive drive for business in this field. That their efforts have met with success is shown by hundreds of fur coats turned over each week on deals.

This trend in the use of fur coats encouraged M. Seidel & Son, manufacturing furrier and one of the first to sell salesboard operators, to create a deal of its own. This was announced in The Billboard last week and, according to Charlie Seidel, the boys are going for it. Deal works on a 100-hole card, 1 to 40 cents, and gives away two fur coats on a \$37.50 take, one to the seller and one to the winner. The take is higher than that on the average deal today, the powerful appeal of the items offered should make it more, especially so while the Christmas rush is on. To aid in getting the player to patronize the board a counter display photo and easel is also furnished.

It looks like Deane Sales hit the jackpot when they put the finishing touches to their Sensation 4-in-1 wonder. It is an innovation in the shaver field and another example of what can be done with a favorite by giving it a new twist. Deane took the shaver, which for the most part had strictly masculine appeal, and converted it into an item which now should have strong appeal for both sexes, and because of its stimulator,

paid an estimated \$287,000 in admission charges. Some games drew crowds over the 6,000 mark. No wonder a storm of protest arose against the city manager when he extended a "stop gambling" order to include bingo.

ANOTHER INTERESTING FACT that came out at hearings was Councilman Waldvogel's statement that bingo helped to "break down ugly bars of bigotry" since persons of all classes and creeds participated in games. He also cited the fact that in the city there are 25,100 parochial students who would cost the city \$107 a year for each student were they educated in public schools—a saving to taxpayers of \$2,658,000 a year. "Our public schools are overcrowded now. What would happen if we closed parochial schools?" Waldvogel said. He credited bingo with saving Catholic institutions.

WHILE ON THE SUBJECT of Cincinnati, we received an interesting report on how prizes are awarded in a game in which more than one person gets bingo. If you recall, we mentioned in last week's column that the procedure in the East is to have winners draw for the game prize and other winners then receive consolation awards.

We are indebted to B. A. Bruns, circulation manager of The Billboard, for the information that in Cincinnati operators award prizes of lesser value to each of the winners. Value of the awards amounts to the value of the prize originally put up for the game. "The reason for this, I suppose," Bruns states, "is not only the fact that players probably prefer it that way, but also because it is the most practical way. Some churches have bingo going in 10 or 12 rooms at the same time, all of which are connected with a public-address system. I suppose it would delay the game too much if the winners of the games had to gather at a central point and draw for the prize."

IT SEEMS TO US that it's about time to revise the subject of tempo. By tempo we mean the speed with which a game is conducted. We stood outside the door of a hall where a bingo game was being conducted last week and overheard many players complain that the game was too long and that players grew tired of sitting.

Upon investigation we discovered that the trouble was lack of tempo. Not only did the announcer draw out numbers, but an inadequate system of checking consumed too much time. Frequently the sale of special game cards was held up until after winners of previous game had been checked. Since about 300 people were in the hall this meant delay of 10 or more minutes until special game cards were distributed.

Perhaps it would be well for all ops to clock their games every week and look for short cuts which will enable them to speed up games. Bingos that are conducted most efficiently are invariably the best attended. There is a limit to anyone's patience. First-time players especially grow fidgety when games drag. Give them a speedy game and you've a much better chance of converting them into fans.

Popular Items

Write to The Billboard Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

- CHRISTMAS SPECIALS**
- ELECTRIC LIGHT TREE SETS - Light Bulbs... 17c
 - OUTDOOR LIGHT TREE SETS... 50c
 - 7 Light Series, Co. on... 50c
 - MADEA TREE BULBS... \$3.00
 - For 100.
 - TREE ORNAMENTS - Unbreakable, Glass... 1.90
 - ICICLES - For Xmas Tree... 2.25
 - Large Size Box, Gross
 - EYE OPENER SQUIRTING MAGNIFYING GLASS, Dec... 75c
 - DOUBLE EDGE BLUE STEEL BLADES - .004 Fine Quality Tain steel, 5 to 6 1/2. Per 1000... 2.90



ELGIN

ELECTRIC SHAYER

STILL SELLING FAST Can be used with substitute and as a clipper. Guaranteed for one year.

85c Each

- DOZEN, \$10.00**
- SALES CARDS**
- Blank Space on Top. Study.
- 10 Hole... Per 100... \$.80
 - 15 Hole... Per 100... 1.00
 - 20 Hole... Per 100... 1.25
 - 25 Hole... Per 100... 1.50
 - 30 Hole... Per 100... 1.75
 - 40 Hole... Per 100... 2.00
 - 50 Hole... Per 100... 2.25
 - 60 Hole... Per 100... 2.50
 - 75 Hole... Per 100... 2.75
 - 100 Hole... Per 100... 3.00
- SEND FOR LARGE XMAS CATALOG FREE.

BENGOR PRODUCTS CO.

678 BROADWAY, NEW YORK, N. Y.

HELP YOURSELF

For bigger profits and more customers with the sensational new Evans Revolving Globe Electric Clock. A brand-new idea that's going over BIG! It has life! Action! It's unique... strikingly beautiful, easy to sell, the premium sensation of the month! Start making REAL profits. Wire or write for beautiful 5-color circular giving complete details and special LOW PRICES!

EVANS NOVELTY CO.

946 DIVERSEY - CHICAGO

SUPER VALUE

90c EACH

The **ELGIN "KWIK-SHAVE"** ELECTRIC DRY SHAYER

- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—compare favorably with other high-priced shavers—yet is astonishingly low priced. Made for 110-volt A.C. current only. Instantly ready, complete with cord and plug. SEND FOR FREE COPY OF OUR LATEST 300-PAGE GENERAL CATALOG.

GELLMAN BROS.

119 North Fourth St. PHILADELPHIA, PA.

ELGIN & WALTHAM \$2.95

Renewed Guaranteed Wrist Watches

Wholesale Jewelry Since 1814. We Offer You Wonderful Values At Record-Breaking Prices. Send for Free Catalog. Watch, 7 Jewels. New Cases. New Leather Strap.

75% Discount, Balance C. O. D. LOUIS PERLOFF, 725 Walnut St., Philadelphia, Pa.

BINGO GAMES

Party Cards, complete with numbers, \$3.00 per 100. Write for price list on 1000, 10000, 100000. 10000 Specials, New Transparent Markers, 25 for the 10000. Instructions for Lap Boards, Cases, Commemorative Buttons, etc. Lowest Prices.

WARWICK NOVELTY CO., Springfield, R. I.

Electric Motor Heater

A product that promises to be a cold weather money maker for direct sales people, demonstrators and agents is a revolutionary electric auto motor heater just placed on the market by Dudley Smith. Instead of applying heat in the old-fashioned way to the outside of the motor, the heater causes hot water to circulate thru the cylinder block, it is said. The device is plugged into an electric outlet. Thus oil congealing is prevented, starting is made easy and the car interior gets warmth. The heater consists of a water-coil attached to the radiator, and a 300-watt glow element heating the water keeps it in circulation by thermo-siphon action, it is reported. The item should find great favor among motorists without garages.

Toy Balloon Characters

If this young lady's expression is any criterion, Ferdinand the Bull, as characterized in Oak - Hytex toy balloons, made by the Oak Rubber Co., will be high up on the popularity scale among merchandise based on this new Walt Disney creation. The Oak line presents Ferdinand in a series of two-color prints on round balloons in popular sizes and in a toss-up standing 20 inches high, the firm states. Six pictures of Ferdinand and other characters from Disney's picture make up the round balloon series. The Ferdinand toss-up is done in two colors, has cardboard hoofs and is offered both in bulk and in an attractive glassine envelope, it is reported.



New Door Closer

Taking the place of expensive door closing devices, this item should have

PLAYS ANY RECORD - WITHOUT LOUD SPEAKER or RADIO

MODEL 12EP

Size 9" square 5 1/2" high. Comes in air-cushioned carton and weighs 8 lbs. packed ready for shipment. Comes equipped with cord to plug into your electric light current and also has winding and stopping switch. Will play 8" and 10" records. Does not need to be connected to radio to reproduce music.

\$2.98 EA. - \$2.49 EA.

SAMPLES THREE OR MORE

Send \$1.00 Deposit, Balance C. O. D., P. O. B. N. Y.

PLAYLAND SUPPLY CO., 14-16 West 17th St., New York, N.Y.

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS

The Toys listed here are best sellers for Priemen, Window Workers and Demonstrators. 25% deposit must accompany C. O. D. orders. Order from this ad.

IMPORTERS - JOBBERS

LEVIN BROS.

TERRE HAUTE, INDIANA

8855 Running Turtle.....	40c	Gross \$ 4.50
8856 Crawling Baby.....	85c	9.50
8857 Tumbling Clown.....	80c	9.00
8858 Prancing Penguin.....	85c	9.00
8859 Swimming Doll.....	85c	9.00
8860 Hula Dancer.....	\$1.25	14.00
8861 Coon Jigger.....	1.90	21.00
8862 O-U Scotty Dog.....	75c	8.00
8863 Pop-Pop Beak.....	\$1.50	17.50
8864 Cyroscope Top.....		

Electric Shavers

A. C. ONLY

Self-Starting-Double Shaving Head Fleetwood Electric Shaver.

In Lots of 24 **99c Each** 883J349

or More

Smaller quantities or sample \$1.25 Ea.

Kleen Shave Electric Shaver.

No Rotating Parts **90c Each** 883J360

Requires No Oiling

Adams Candid Type Camera \$1.25 Each

No. B99J02

Has Super Speed Lens, 16 Pictures from Roll of Film, Eye Level View Finder, Shutter Stops for Snapshots or Time Fixed Focus.

Be Sure to Include Shipping Charges With Orders.

Fast Selling Mechanical Toys

B40N148 - Juggling Sea Lion	Per Doz. \$7.20
B40N175 - Frantic Bird	7.80
B40N185 - Dabbling Couple	8.40
B40N139 - Mule Dancer	8.90
B40N180 - Clown with Dumbbell Cart	9.00
B30N181 - Tumbling Palace	9.00
B40N187 - Wagging Tail Sheep	9.25
B40N186 - Dog with Shoe	9.25
B40N181 - Handstand Clown	9.25
B30N18 - Boy with Dog	9.50
B30N17 - Duck with Frog	9.50

Large Size Mechanical Toys

B40N196 - Duck with Frog	Per Doz. \$9.50
B40N174 - O-U Scotty Dog	10.50
B40N188 - Cowboy on Horse	11.00
B30N186 - Juggling Dog with Bone	11.00
B40N189 - Dabbling Couple	10.50
B40N187 - Looking Plane	10.50
B40N184 - Swirling Baby	10.50
B30N185 - Tumbling Hat	11.00
B30N17 - Boy with Dog	21.00
B30N18 - Clown on Dumbbell	21.50

B2N20 - Charleston Dancer. Gross \$4.50

N. SHURE CO.

200 W. ADAMS ST., CHICAGO.

We Will Exhibit Only at the Sherman Hotel, Jan. 16-19.

READY-MADE TIES

Manufactured by ZIP-O-M

Free! And Assured! Money-back guarantee on every tie. ZIP-O-M ties are made in the U.S.A. and are guaranteed to last. They are made of the finest quality material and are guaranteed to last. They are made of the finest quality material and are guaranteed to last.

ZIP-O-M NECKWEAR CO.

Dept. V, 428 Market St., Philadelphia, Pa.

SPECIAL VALUES ELGIN or WALTHAM

O Stars - 7 Jewel, Improved Case, With English Leather Strap, with attractive Patent Case, B. B., in lots of 3 each. \$15.00. In lots of 3 each of 3 each. \$15.00. In lots of 3 each of 3 each. \$15.00.

50c Extra for Samples. All Watches Guaranteed. Send for Free Catalog. 25% Deposit, Balance C. O. D.

KANE WATCH CO., 109 Canal St., New York, N. Y.



WILLARD JR. Electric Shaver. Electric Shavers are selling hot and will have...

Electric Shavers are selling hot and will have 2-3 million shavers sold in 1938...

JOSEPH HAGN CO. Wholesalers and Importers Since 1911. 277-235 W. Madison St., Chicago, Ill.

OUR SLOGAN FOR OVER 22 YEARS WE ARE "NEVER UNDER SOLD"...

ELGIN ELECTRIC RAZOR. As reliable as its famous name, has double edge shoring head...

SHAVERS—Massager Vibrator. A health item for the entire family. Guaranteed for one year...

A CHALLENGE—PLAY SAFE. Send us your order for any item which we sell...

UNIVERSAL WHOLESALERS. Sample Orders gladly filled upon full payment, plus postage.

MILLS SALES CO. 701 Broadway, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS



PACKARD LECTRO SHAVER. An Excellent Xmas Gift. Lots of \$4.50 each.

HOT COMIC SPICY XMAS CARDS. Printed in 5 Flashy Colors. 20 different. Post Card size...

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

NOTES from SUPPLY HOUSES

A social event of unusual interest to employees of Goldfarb Novelty Co. will take place December 3...

DEALS

deals are clicking wherever shown, Matt has been in the novelty and salesboard game for 17 years...

The popularity of the Howard Crescent Model Electric Pendulum Clock has prompted the manufacturers...

HAPPY LANDING, MANY EARLY

ball has received wide publicity via the Chicago radio stations, practically all of which have been generous...

In addition to early arrivals already mentioned, the following are among those who arrived Thursday, Friday and Saturday...

Filton, Mr. and Mrs. Dan McCowan, Charles T. Ooss, George A. Hamid, Mr. and Mrs. Fred W. Kemp...

English Showmen To Chi Conventions

NEW YORK, Nov. 25.—J. W. Shillan, general manager of the British Motor Boat Manufacturing Co., London...

Reward for Arrest of Cliff Jewell's Killer

CHICAGO, Nov. 26.—The Showmen's League of America at its meeting Friday night voted to offer a reward of \$2,000 for information leading to the arrest and conviction...

Waddell Joins Oil Weekly

CENTRALIA, Ill., Nov. 26.—Doc Waddell has been made associate editor of The Petroleum Weekly, devoted to the Centralia oil field...

5,000 REBUILT ELGIN, WALTHAM HAMILTON WATCHES. Also Ladies' Gents' Wrist Watches. Make Big Money! 12 Size, 7 Jewel \$4.75. Send for Free Catalog.

"SENSATION" 4 IN 1 WONDER. Electric Shaver-Massager-Vibrator NOW SMASHING ALL PROFIT RECORDS...



Added Demonstration Features Open Unlimited Selling Field. Lose no time, place your order, be the first to promote "SENSATION" in your territory...

FRAMED FEATHER PICTURES (10) Hand Made. The last word in an artistic gift picture for wall mounting or placing on desk, table, etc.

BINGO OPERATORS. Be sure and contact us today for full details on the most complete line of Merchandise in the country suitable for Bingo Games, Celebrations, Bazaars, Indoor Carnivals, etc.

OUR 1938 CATALOG COVERING A FULL LINE OF XMAS GIFTS IS NOW READY. WRITE FOR COMPLETE CATALOG AND LISTINGS.

WISCONSIN DELUXE CUP CORPORATION. 1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

HAVE YOU HEARD?—THEY'RE HONEYSALES!!! 1—WHITE PEN & PENCIL DEAL! 2—MIDGET KNIFE DEAL! 3—ATTRACTIVE ASSORTED MERCHANDISE DEAL!

FAST CLEAN-UP—HOT XMAS SPECIALS. 5-LB. ASSORTED CHOCOLATES - FANCY BOX — 70¢. SELLS ON SIGHT — AT A REAL PROFIT — \$8.00 DOZEN.

XMAS SPECIALS ELGIN—WALTHAM. RENEWED & GUARANTEED. \$2.95. NEVER UNDER SOLD. WHY PAY MORE? SEND FOR OUR FREE 1938 BIG BARGAIN CATALOG.

HOT HOLIDAY SELLERS. SOLID BEER GLASS, 1.50. Whiskey Glass, 1.00. Deep Choker, .50.

ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO. Please State Year Business.

HOT COMIC XMAS CARDS. 1st Prize Cards in Colors, 200 100, 250 M. XMAS FOLDERS. The Complete Xmas Party 2.00 100, 12.50 M.

LOWEST PRICES! ELECTRIC RAZORS FOR SPECIAL SALES



NEWEST RING STYLES - New Jewelry Styles for Jewelry Sales...

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

THEY'RE NEW SPRING-O-MATIC PLUNGER VAC. TATTLE-TALE INK GAUGE PENS. THEY SELL PENS & PENCILS & COMBOS JOHN F. SULLIVAN NEW YORK CITY.

ELGIN & WALTHAM WRIST WATCHES \$2.95 In New Cases.

H. SPARBER & CO. 106 North 7th Street, St. Louis, Mo.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO. PENS & PENCILS & COMBOS

GRODIN PEN CO., 303 Broadway, New York City.

SOCIAL SECURITY PLATES

Table with 2 columns: Quantity and Price. 100 Plates, \$ 5.00; 1000 Plates, \$5.00; 100 Double, 3.00; 100 Single, 2.00.

HART MFG. CO. 211 Dwyer Street, Brooklyn, N. Y.

\$18.00 Per GROSS for BETTER PLUNGERS

3 Assorted Samples, Postpaid 50c. ASS'D PEN, Mfrs., 187 Lafayette, N. Y. C.

SALESMEN-AGENTS-RESELLERS RAINCOATS

Grey or Green Haveland Tweed, suitable for Raincoat or Topcoat. Big seller. OTHER MODELS AVAILABLE. Sample Coat, \$2.49—in Dos. Lots, \$2.15.

JAB. KELLEY, The Fountain Pen King, 487 W. 11th St., CHICAGO, 180 W. Adams St.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Baire Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 127 E. Spring St., Columbus, Ohio.

We Manufacture a Complete Line of Fountain Pens, Mechanical, Pencils and Gift Sets.

SOUTHERN PEN CO.

Manufacturers Since 1919. 11 N. Union St., Dept. "X", Petersburg, Va. Send \$2.00 for Samples. Prompt Shipments.

For PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others. by BILL BAKER (Cincinnati Office)

NEW FACES... sighted recently around Chicago town, according to Mike Halperin, include Harry Brown, Joe Green, Joe Miller, Jack Fisher, Bill Horst and Jack Andrews.

MORRIS (FLASH) TARNOFF... and associates blew into Chicago recently after making the Eucharistic Congress, New Orleans, with jewelry. They seem to be doing okay and report that they met the J. Vinicks in Baton Rouge, La.

HOW DID... the International Live Stock Show in Chicago go with you fellows making the Windy City?

TRIPOD OPINIONS: Pitchmen are pioneers in advertising. For proof ask the many officials of manufacturing concerns who know they owe the biggest part of their success to the pitchmen...

WE HAVE... several inquiries on open topics lately. Do any of you have any up-to-date information on them?

IS A CAREFUL... selection of specialties for the Christmas trade uppermost in your minds these days? It should be.

"JUST CAME IN HERE... from Columbus, O., to get out of the cold zone," pipes Leo Mahoney from Los Angeles. "It's pretty good going here and if a fellow can't make coffee and roll money he might as well give up. Would like to read a pipe from H. J. Leonard."

EACH YEAR we hear rumors that the pitchmen's days are numbered. The fallacy of the statements is proved, however, by the fact that when new appliances are invented and new products, novelties and specialty merchandise are manufactured it's the pitchmen who introduces them to an eagerly waiting public.

LIONEL HIRSCH... is corraling the gait with his nifty kitchen gadget layout on Recreation Pier, St. Petersburg, Fla.

DICK WOLFSON... has closed his peeler spot in a New York store.

ACCORDING TO REPORTS... drifting in to the pipes desk from various parts of the country as to pitchmen who deserve honorable mention as good workers and money getters this pillar nominates the following: Jimmy R. Ramsey, Hollywood; Tex Rollins, Houston; Harry Duhonore, Phoenix, Ariz.; Bill Nash, Kansas City, Mo.; Hugh B. Diggins, Luffkin, Tex.; Harry Blustein, South Carolina; and Charley Courbeaux and George Haney, Cincinnati.

PITCHMEN'S SAYINGS: "It's an Arizona bedbug. Some folks say they pests never lived." —Ollie Myers, using a Cila monster for baby.

THERE'S STILL... a little time for you to decide on what you will work during the Christmas holidays, but not much. Better hurry and make up your mind.

THOSE WHO... create their own opportunities are in most instances the ones who are most successful.

IF YOU CAN'T... fulfill promises, why make 'em?

ANYBODY WORK... the Automobile Show which wound up a seven-day run in Chicago November 19?

BELIEVE IN yourself and your business and success is just a matter of time.

"WERE DOWN HERE... in Paterson, N.J., west of New Orleans," wigwag Ken and Greta Reynolds, gold-wire artists. "After paying a high price at the Louisiana State Fair many concessioners were made to pay an occu-

panion tax and had to purchase Louisiana license plates for their cars. Attendance was below par at Beaumont, Tex., but there was no double-cross, Rube Dixon, locator at the South Texas State Fair, is a squareshooter to do business with. We enjoyed working to Texas people, but the changeable climatic conditions were our only objection. We're headed for South Florida where we started last spring."

DON'T LET your money lie idle in deposits. Keep it working, but for your own interests.

BEN TEASE... ace shooter and pitchman, and wife, of cake decoration fame, are in Boston preparing for the Christmas season there.

SEYMORE POPPER... is getting ready to spring the same layout he had last year on Seventh and Washington streets, Miami Beach, Fla., with magic vegetable preparers, glass knives and juicers.

BARNEY WEINER... worked the food show in Baltimore with peelers, slicers, glass knives and mincers to a reported good business.

WE OFTEN WONDER what would happen if an ordinance were drawn up whereby manufacturers, wholesalers or even town merchants would have to confine their sales to their own home towns or States. Yet how often are remarks of this nature hurled at traveling street salesmen, the majority of whom do not figure on riches or becoming so influential as to encourage and put over oppressive legislation against others trying to make an honest living.

S. M. SHACKELFORD... is reported to have been the only pitchman working the Automobile Show in New York with fruit knives and juicers. He clicked with the items.

MORRIS KAJINTROFF... ace jammer, has two girl demonstrators working department stores in Houston with glass fruit knives and magic vegetable preparers to lucrative takes, according to reports emanating from that neck of the woods.

GEORGE HESS... continues to go strong with the rug cleaner in the East.

JACK REDDICK... is readying a glass demonstration to spring on the Main Stem in St. Petersburg, Fla.

PITCHDOM is a business. Observe the ethics of business or you will be on the to-be-hoggin in no time.

ABOUT NOW IS THE TIME... when you learn whether you want out this summer for pastime or profit.

RICTON... "Barnum of the stocks," pens that he is mopping up with his dog circus, playing Augusta, Ga., school dates.

"AM DOWN HERE... in the Georgia Cotton Belt after leaving the land of peanuts," blasts W. D. Cooper from Edison, Ga. "Passouts are few and short here. Folks just don't seem to have the pennies, so I suppose I will ramble out a few more gallons of gas. Florida may be warmer, but it can't be worse, so will ramble on."

MUSTLER'S TIPS: Toys should prove good business getters for the holiday trade. It seems the old folks are going to make the kiddies more presents than usual this year and

NEW \$18.50 Gro. PLUNGERS LOWEST PRICE EVER!

Jackwin Pen 50 W. 11th St. New York, N. Y.

Ferdinand the Bull Another Walt Disney SMASH HIT in OAK-HYTEX BALLOONS Offered in round balloons in a series of six two-color prints, and in a popular toss-up standing 20" high. At Leading Jobbers. Copyright W. D. ENT. The Oak Rubber Co. Ravenna, Ohio.

New Catalog Showing Fast-Selling Novelty Items in Whitehouse and Camco Rings, Lockets, Crosses, Signed Rings and Jewelry for Congressmen. Send \$2.00 for Samples. OLYMPIC NOVELTY COMPANY 307 5th Ave., New York.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE Write us your needs. ARGO PEN-PENCIL CO., Inc. 220 Broadway, New York City.

CHRISTMAS CARDS We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come \$1 in a box to sell for \$3.00. To prove the tremendous money making possibilities of these cards we are offering 50 sample boxes of 10 Christmas Cards and Envelopes for 25c. Wholesale price 5 boxes for \$1.00. 20 boxes for \$3.00. Shipment made same day received. Send cash, stamps or money order. MAFFETIC NOVELTY CO., Dept. B.S., 246 Fifth Ave., New York City.

REVOLUTIONARY NEW WINDSHIELD DEFROSTER Strange New Chemical cleans away frost, sleet and ice from windshield instantly. Gives clear vision to all windows. Makes winter driving safer. Operates in heavy conditions with self-feeding applicator top. Dependably made by 25 million materials. AGENTS IN A STATE EVERYWHERE. Phenomenal profits. Samples sent on trial to first person in each locality who writes. No obligation. Get details in your name TODAY! KRISTEE PRODUCTS, Dept. DDB, Akron, Ohio.

DREXEL BLADES Buy Direct From the Manufacturers. 20 Million DREXELS Sold in 1937. 50 Million Will Be Sold in 1938. Send 10c for Samples. REGENT MFG. CO. 134 W. 32d Street, New York City.

IF I SEND YOU THIS FINE SUIT - Write Today! I need a reliable man in your town to wear a fine suit to demonstrate all-wool DEMONSTRATING SUIT - describe my features. Sales clothes - send 10c orders. You can make up to \$12.00 in a day. My line consists of 150 quality suits, all made to order, guaranteed. You need a good stock of money. I supply everything required, FREE if you can't. Write me today for FREE CATALOG. M. J. GRAVES, STAMPEL CO. BLDG., 1800 W. Madison St., Dept. H-717, Chicago, Ill.

REX HONES 36 Each Now Less Than \$4.25 a Gross Send \$1.00, Bal. O. O. D., Free Postage. Each Stone in handy silver box, priced 50c. A real fast-selling brand of stone of good quality. Wonderful demonstrator for Pitchmen. Home men are clearing up. ACT QUICK. REX HONES SAFETY BLADES. 1500 West Madison, Chicago, Ill.

ELGIN WALTHAM WATCHES Robust and Guaranteed—New Chron. Const. O-size Wrist Watches. 74, \$2.95; 45 J, \$3.50 Like 12-6 Pat. Watches. 73, \$2.95; 11 J, \$2.95 LEO PEVSNER, 5 So. Wabash, CHICAGO.

MAKING SALES HISTORY! SELLS ON SIGHT!

JOKE BEER

THE BEER YOU'D LIKE TO DRINK BUT CAN'T



A RIOT OF LAUGHS

FOOL Your FRIENDS

MADE IN U. S. REG. U. S. PATENT OFFICE No. 2,140,327
SURE FIRE FOR CLUBS, BARS, TAVERNS, HOTELS AND HOUSE PARTIES

Write us for address of your local jobber. Circular on request. Buy the Realistic Originals. Avoid imitations, cheap and inferior imitations.

Mail \$1.00 for 5 samples, prepaid. Jobbers write for special quotations.

REGISTERED U. S. PATENT OFFICE No. 2,140,327.

SOLE DISTRIBUTORS **GOLDFARB NOVELTY COMPANY** 20 W. 23rd St., N. Y. C.

MERRY CHRISTMAS

CANVASSERS — PEDDLERS — SALES AGENTS

Make more money selling this new Merry Christmas Tissue Banner Direct to Beer Parlors, Nite Clubs, Restaurants and Stores NOW! Size of Banner, 10 feet long, 15 inches wide. Flashy Colors—Red, White and Green. Sells for \$1.00. Cost you \$4.80 per Dozen. Sample on request, 75c.

CHARLES H. VALE 73 North 22nd Street, WHEELING, W. VA.

SOCIAL SECURITY

Earn \$12 to \$15 Daily
The Best Machine Manufactured in the Low Price Field.
CASH or TIME

Own This Modern, New, Improved, Portable Stamping Machine. Simple to Operate. FULLY GUARANTEED.
Every Individual a Prospect
Complete Accessories, Low Price. Also Hand Die Sets \$4.75
BUY NOW—GET INTO THE QUICKEST MONEY-MAKING OPPORTUNITY! Salesmen, Agents, Operators—Write for Details and Samples.
ROOVERS
Established 1883.
3019 14th Ave., Brooklyn, N. Y., or 258 Broadway, Suite 512, Dept. B., N. Y. C.

SOCIAL SECURITY Machines and Plates

Our Tried, Proved Portable Machine, Stamping Names and Numbers. No Skill Required. Over 200 \$52.50
E in 1st 2nd, New Weight, 14 Lbs.
Hand Stamping Outfit, patented, also holders, spacer, \$19.95
24 Gauge Renlow Brass Social Security Plates, polished front, back. Ea. 5c
1,000 Lots, \$46.
Double Fold, Metal Edge Leatherette Cases 3c
Leatherette Cover 1 1/2c
Salesmen, Agents, Operators write for Special Introductory Dept. Complete samples, details 10c. Terms: 25% cash deposit with order. Bal. O. O. D., P. O. B., N. Y. C.
INQUIRE ABOUT NEW PLATES! CATHOLIC & GENERAL IDENTIFICATION & BOG PLATES.
SOCIAL IDENTIFICATION CO.
1560 BROADWAY NEW YORK CITY

Agents, Salesmen, Window Workers

PUSH THROUGH
No Stores Have It Sold Direct To You!
A few seconds demonstrates new "Push Through" Glass Cleaner. Sell every beer-drinking and auto operator. Sold only direct to agents. Send 20c for sample and commercial prices.
SALES MANAGER
224 West 41st Street, Springfield, Mo.

Leaders for PITCHMEN & DEMONSTRATORS!

COMBINATION SHARPENER, GLASS CUTTER AND BOTTLE OPENER.
One of the fastest selling demonstrators on the market! Get our rock-bottom prices!
"10 in 1" KITCHEN TOOL
A fast selling kitchen utensil of many uses. Inexpensive. Shown supplied with each tool. Don't miss this—get our price!
Send for Free Copy of our General Catalog!
GELMAN BROS. 119 North 10th St., WASHINGTON, D. C.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in E. M. Engraved Cases, at \$1.75
Send for Price List. Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
418 N. Broadway, St. Louis, Mo.

2 GREAT XMAS ITEMS

1. BART CLAU ENGINE LARIAT—It Sings!
2. TALKING BART'S CLAU—It Actually Says "Merry Christmas."
Jobbers, Agents, Pitchmen, others write. Samples of Both Sent Prepaid, 25c.
C. M. JAINOCHILL, New York City.
1265 Broadway.

a good holder should have little difficulty in getting a bank roll to add to the hard-earned one of the summer. Don't forget, tho, order your stock early. After all, your order won't be the only one manufacturers will have to handle.

JEFF FARMER . . .
his pipes from Elizabeth City, N. J., that he's still alive and kicking and things are fair in that section. He says there are some good spots in the vicinity, but that he hasn't seen any of the boys or girls lately. "Richmond, Va.," concludes Jeff, "is open on a six-a-week reader and it's a good spot. Wholesamitter, Red Barry? Pipe in."

DAVID THOMAS . . .
reports from Boeville, Tex., that he recently saw two pitchmen in Jefferson City, Mo., working the same corner to good business. Longview and Oladetrater, Tex., are also good towns, Thomas says.

WHAT ARE you solder workers doing? Haven't had a pipe from you fellows in some time?

TOM A. BELL . . .
and wife, of sheet fame, tell from Clifton Forge, Va.: "Have been here a week and business is very good so far." They ask, "What's the matter, McCaskey; have you run out of gas? Why not a pipe since you got the Packard? Where do you get all the long green?" The Bells expect to be in Clifton Forge until Christmas, then go back to Arkansas.

CONCERNIALITY SHOULD reign supreme among members of the pitch profession.

FRENCHY THIBAUT . . .
is enjoying a brief rest in Hot Springs National Park, Ark., after a successful season.

DIG AL ROSS . . .
has returned from Erie, Pa., and is now in Mendville, Pa., where he says he will open a pitch store with Slim Olsen, a Meadville resident. Ross says Kenneth Olsen is in town looking for a spot and that he will probably open a night club.

LOOK FORWARD, not backward. The past is long gone.

J. R. (GUMMY) CURRENT . . .
pencil from Albuquerque, N. M.: "I left Los Angeles after a 48-day visit. Made two stops—Phoenix, Ark., where I worked two days to fair business, and Albuquerque, where I had three days to big pass out. I expect to make four more stops between here and Birmingham, Ala. From here I go to Amarillo, Tex., then to Dallas and Shreveport, La., then to Georgia and Florida for rest of the winter. My man Johnson is sporting a new car he purchased while in Los Angeles. Would like to see pipes from Edgar P. Clark, of pen-lifter fame; Jimmy Ryan, George and Emma Holliness and Bob Pooey."

ALMOST ALL successful pitchmen are successful because they can play return dates. Can you repeat after you have played a town? There's something wrong with your business practices if you can't.

JOE KENNER . . .
(The Count) was recently seen working knife sharpeners at the Briggs plant, Detroit, to good results.

THE PUBLIC will treat you right if you have something to offer. Therefore if behooves pitchmen to give localities what they want and what they are willing to pay for.

W. H. SPENCER . . .
80 years of age and pitchman for 60 years, pipes for the first time in five years, from Indianapolis: "I have sold medicine and other goods of all kinds, but for the last 35 years I have specialized in pens. But I want to say that 1938 is the worst year I have ever seen. Conditions are bad when one must sell a cheap pen. I used to sell many 65 and \$10 pens but now they must buy them for 50 cents or \$1. I left my home in Washington September 3 and my first stop was Wheeling, W. Va. I stayed there a week and found conditions bad, then went to Youngtown, Pa.; then to Akron; then to Canton, which was very poor; then to Columbus, where I stayed three weeks to only fair business, Columbus is closed to pitchmen. One cannot get a basket reader unless he is a registered voter. I was allowed to work there because I called on offices and stores only. From Columbus I went to Dayton, O., and did fair business. I left Dayton October 30 and went to Indianapolis, where I remained until November 13, when I left for Louisville. I did fair

SOCIAL SECURITY PLATES

Forty Million Persons are listed with the Social Security Board. Many salesmen are making a good thing selling Social Security Plates. We have two selling plans.

PLAN NUMBER 1
We have handsome 24-Gauge Nickel Brass Social Security Plates polished on both sides, stamped with your customer's name and number, in doublefold leatherette cases with gold effect metal corners. They can easily be sold for 25c or 28c each.

Our Price to You is 20c Each, 10 or More 15c Each.

PLAN NUMBER 2
If you want to make them up yourself we can sell you a stamping outfit for making plates that consists of a complete set of dies, including numbers and letters, a stamp for holding plate and a hammer.

Complete Set for \$6.95.

24-Gauge Nickel Brass Social Security Plates, polished on both sides
50 for \$ 2.00
100 for 4.75
1,000 for 42.00

Double-Fold Leatherette Cases with Metal Corners
50 for \$ 1.75
100 for 3.00
1,000 for 33.00

SAMPLES AND DETAILS 10c.

RELIABLE SALES CO.
Dept. 28, 6 West 23rd St., New York City

FUR COATS \$11.50

Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real fur for slabs, slings, operators, agents, salesmen or storekeepers. Other Coats from \$10.00.

WAYNE FUR CO.
8761 Linwood Ave., Detroit.

AGENTS! — SALESMEN! — STOREKEEPERS!
MAKE SOME QUICK EASY PROFITS!

SPICY COMIC XMAS GREETING CARDS

20 New Cartons that please and bring plenty repeat sales, not the usual junk, but real Xmas Cards well printed in two colors on shiny cardstock with good white envelopes to match. Sells fast at 10c, allowing you to be profit. Get busy and get your share of the Xmas Trade. Wholesale Price, 20 Samples, \$ 1.00
100 Cards with Envelopes 2.50
500 Cards with Envelopes 10.00
1000 Cards with Envelopes 18.00

Hot, Peppy, Flashy designs that will make a dead man laugh.

COMIC SHOP,
2433F Kensington Avenue, Philadelphia, Pa.

MERRY CHRISTMAS HAPPY NEW YEAR XMAS SIGNS

AGENTS AND JOBBERS WANTED

Buy Direct from Manufacturer—Times 100
Not Come Out—\$12.00—RETAILS 25c.
Each 4 1/2 in 100 Lots.

10 SAMPLES \$1.00 PREPAID.

LIBERTY SALES CO.
Dept. B, 24 East 21st Street, New York.

12 DIFFERENT-GNAPPY BRIGHT-HUMOROUS POST CARDS
A Laugh on Every Card!

JERSEY POST SUPPLY CO.
245A Tenn. Ave., Atlantic City, N. J.

You Get The Spot—I Have The Item

DANCING DOLLS

SURE CHRISTMAS WINNER.
Nothing Like It on the Market.
Get in on the Ground Floor.

Only a Limited Amount Will Be Manufactured. Send 20c in coin for sample. Twenty-five 9 with all orders.

TIM MURPHY
121 Syran Terrace, Harrisburg, Pa.

MAGIC PROPELLER

A brand new Novelty Toy. Flash seller at 20c profit. Send 25c for 5 or \$1.00 for 15. Order price—\$4.25 per 100. All merchandise prepaid.

JOLF CO.
101 Boyer St., Albany, N. Y.

In Indianapolis, but an unscrupulous pen repair man was in there before me and made it hard to get business. I would like to see pipes from Charles Sappoport and Harry Rose, of white-tie fame. I met Doc George M. Reed and wife in Columbus. Doc is unable to work much on account of his eyes."

SW. KARNAK... writing from Bristol, Va., comments on Ricketon's point of view on admission charges for school shows under 10 cents. "In a pipe in The Billboard recently," writes Karnak, "Ricketon claimed to be charging 5 cents and doing well. He also stated that he isn't burning up the territory. I certainly wouldn't want to follow, charging 10 cents. I recently did follow a 6 and 3-cent show and played to just as many students as did the persons who beat me in. I still didn't make any money, as any school date that doesn't net at least \$10 per show is unprofitable. If a person has a show that is good and uses showmanship to sell the students will pay a dime. Ricketon further wrote that in Athens, Ga., he played to 900 school children for a take of \$32.50. He forgot to mention how many shows it took to get that many in and how many days it took to book, etc. Athens has four schools. As to the 1100 he played to in three towns in one day—that was a lucky day. Figuring 75 per cent of the gross of \$55, the net was \$41.25. Deduct expense of advance man, printing, gasoline, labor, etc., and he still didn't make any money. During a talk with Ricketon several years ago, when he was in the hotel business in Cincinnati, he felt that show business was going to the dogs and was glad he was out of it. When the bubble broke he went back in and now after about eight years of playing in corn fields and on pastures he has invaded the school-bus and proposes to tell The Billboard readers how well he is doing. I don't want to give the impression that I am continually griping, but I do wish something could be done to convince performers that price cutting is ruining the school show business."

W. D. COOPER writes from Edison, Ga., in answer to a recent pipe from Al Frenkie, who reported that most of the sheeties around Newark, N. J., were on relief. "Cooper says, 'How do the sheeties get on relief? It takes 60 to 90 days to get on relief and a sheetie could never rest in one place that long. He's all washed up on it for a sheetie collects as he goes. Maybe the sheeties do refer to are like a couple I noticed at Edison, Ga. They had a few dirty, badly worn farm maps; in fact, I could not make out which should go to the camera, the maps or the sheeties. How can any man expect to collect by a front 25 that and a spite out of the side of his mouth. All I know is what I've seen and I've never seen a sheetie on relief. There may be a few self-styled penny collectors, but not of the leaf.'"

Pitchdom Five Years Ago

Lee Ward, well-known Fort Wayne, Ind., pitcher, dropped into his home town after working Southern Indiana and Illinois fairs to good results. Sunahine Rogers, after a good season in Virginia, migrated to South Carolina. George Grant, veteran trouper in various lines, specializing in wire walking, joined the Shamrock Concert Co. in Canada. Dewitt Shanks was clicking in Tennessee territory with Red Rose Minstrels. Fred Casabon took over distribution of Berenider's Guide and opened a supply house in New York. Doc George Holt closed his platform show in Arkansas and visited A Century of Progress Exposition, Chicago. Cason Medicine Co. was touring Arkansas as a Clifton Comedy Co. unit. Among members of the pitch fraternity sighted around Park Hotel, Columbus, O., were Roy Altkon, Ross Brothers, Pearl Berry, Jack Myers and Cy Ulman. Slim Kinder's platform show was enjoying satisfactory business in West Texas, despite inclement weather. Bob Davis and Claude Heath had their med opy playing halls in the Ozarks in Missouri to lucrative takes. Hav-a-Laf Walker enlarged his show for the winter and was playing halls and theaters thru the Middle West. W. K. Seathoff was organizing a med show to play halls in Southern Illinois. W. M. La Salle closed his outdoor show and returned to his home in Oklahoma City. J. Fred Walker was headquartered at Columbia, Ala. Fred K. Williams blew into Cleveland after a successful stand at the Van Wert, O., bunny show. Arkansas has three times its share of the fraternity, but it seems to be holding up fairly well," was the word from Bob Posey. C. W. (Bilk Hat) Harry Downing had his store in Salt Lake City clicking to good takes. Mary Ragan continued to collect the shekels in a Newark, N. J., department store. That's all.

JIM HARRIS has been working Social Security plates in Detroit to good results. He reports the jobs there are well represented.

JOBBERS AND MANUFACTURERS are fast learning that pitchmen are the best advertisers extant. They know from experience that a good pitchman working one of their specialty items will place more sales in a town in a week than 15 or 20 stores handling the same article.

Hatch, Charging Breach Of Contract, Sues ACA

CHICAGO, Nov. 28.—J. Frank Hatch, motion picture theater operator, pro-

Highland Lads And Lassies for San Fran Expo

By WALTER K. SIBLEY

SAN FRANCISCO, Nov. 26.—William Russell, an ace showman of Great Britain, arrived in San Francisco on November 23 direct from Glasgow, Scotland, where he operated the top-money concession at Empire Exhibition, called An Clachan, which, translated into English, means Highland Village. Among credentials he brought was a personal letter from John Dolan, lord provost of Glasgow, to Mayor Angelo Rossi of San Francisco. This letter was not only introductory but expressed best wishes for success of the Golden Gate International Exposition and the information that many residents of Scotland, especially of Glasgow, had signified intentions of visiting it.

Mr. Russell was photographed with Frederick Weddleton, director of concessions, after signing for 60,000 square feet for a reproduction of this Highland Village. Mr. Russell said the village will be Scotch in every iota—everybody connected with the attraction in kilts of the clan to which they belong. Scotch oatmeal, the usual morning dish, scones and coffee served free to all visitors and hundreds of cases of Scotch "mountain dew" to be imported for distribution, of course, for a consideration. He added that he will have the largest and greatest aggregation of Scotch pipers ever assembled in America as one of the attractions.

An Clachan will be the last "village" booked at the G. G. I. E., as the limit has been reached, as per policy of the exposition company. Mr. Russell spent Thanksgiving in San Francisco, then flying to New York to board ship for his native Scotland, where he will assemble the personnel for this unique show. He anticipates returning to the States about the first of January. He declared Treasure Island the most beautiful place he has seen in a lifetime of travel.

motor and former outdoor showman, has filed suit in Superior Court here against the Amusement Corporation of America and its officers individually for \$180,000 for breach of contract.

Suit grows out of an agreement alleged to have been made between Hatch and members of the "amalgamation" which Hatch charges was not lived up to. In effect Hatch charges he was "frozen out" of the deal amalgamating three leading carnivals. He claims he was instrumental in effecting the merger and that he was to receive \$180,000 as his part in the transaction. The ACA is capitalized at \$800,000.

Events for 2 Weeks

- (Nov. 24-Dec. 3)
CLIP—San Jose Dog Show, 2-4.
CONE—New Haven, Poultry Show, 2-4.
ILL—Chicago, Intl. Live-Stock Expo., 26-Dec. 2.
Merrion, Poultry Show, 29-Dec. 2.
N.—Des Moines, Poultry Show, 1-3.
Manning—Poultry Show, 28-Dec. 1.
NAN—Newton, Poultry Show, 20-Dec. 2.
ND—Smithsburg, Poultry Show, 29-Dec. 1.
NASH—Dowson, Intl. Winter Sports Expo., 26-Dec. 4.
NINN—Alexandria, Poultry Show, 28-Dec. 1.
Detroit Lakes, Poultry Show, 1-2.
ND—Pella, Natl. Guard Indoor Fair, 1-3.
Nampa City, Auto Show, 26-Dec. 2.
N.—Newark, Auto Show, 26-Dec. 2.
New Brunswick, Sportsman Exhibit & Pet Show, 1-3.
OLA—Garber, Poultry Fed. Show, 28-Dec. 1.
OLA—Fleetland, State Coon Show, 1-3.
OLA—Philadelphia, Dog Show, 3.
OK—Clayton, Poultry Show, 1-2.
OLA—Newport News, Charity Fair, 2-4.
OLA—Tecolote (Ont.) Auto Show, 24-Dec. 2.
(Dec. 8-16)
OLA—Deane, Auto Show, 1-10.
CONRAD—Worwich, Poultry Show, 1-4.
Danbury, Poultry Show, 9-11.
Ed.—Port St. Joe, Centennial Celebration, 1-10.
OLA—Meyers, Legim Indoor Carnival, 8-10.
OLA—Stale Center, Corn & Coot Show, 8-10.
LAN—Memphis, Poultry Show, 7-10.
MARE—Boston, Boston's Own Father's Fair, 1-11.
Boston, Hobby Show, 1-10.
Springfield, Poultry Show, 8-10.
OLA—Grand Rapids, Apple Show, 8-10.
OLA—Newark, Dog Show, 10.
OLA—Y.—Kron, Dog Show, 11.
New York, Winter Sports Show, 8-10.
OLA—Alma, Poultry Show, 8-10.
OLA—Providence, Poultry Show, 9-11.
OLA—Nashville, Pet Show, 7-9.
OLA—Weslaco, Birthday Celebration, 10.

Who Is Your Favorite Outdoor Performer?

Balloting by Readers Will Try To Settle Age-Old Question of Performer Pre-Eminence

Medals, certificates of award, purses, plaques, trophies and what not else are given annually in practically every field of human endeavor, especially the arts, and important branches of the show business such as the theater and movies, yet the so-called outdoor or novelty artist has been ignored. Perhaps the reason is that no one has thought about it, or, if he has, has kept it a dark secret or has found himself without facilities to administer the task.

This column is being inaugurated to help fill that void in the open-air or novelty performing field. The one departure from usual practice is that readers themselves will serve as judges.

The Billboard has worked out a ballot which will be mailed upon request. A full explanation is contained on each ballot. There is absolutely no obligation involved and no ifs, ands and buts. You just send in your ballot and forget about it, but there's only one ballot per voter and you must be in show business in some way, either direct or as a caterer, supplier, etc.

Every voter will be permitted a maximum of 10 choices and he or she is also allowed to classify acts. For example, "serial acts may be broken down accord-

ing to function such as gymnastics, equilibristic, endurance and so on. Performers themselves are ineligible to vote, but retired or ex-performers are eligible. No tangible award is planned at present, but should reaction from the industry warrant it. The Billboard may decide, of its own volition, to put up a suitable certificate, trophy or other award.

Results of the balloting will appear weekly in this section beginning with the first issue in January, but ballots may be obtained now by writing to

Performer Contest Editor
The Billboard
1564 Broadway
New York, N. Y.

Prospective voters must make their requests for ballots thru the mail, not in person.

The following is the general scope of the contest as decided upon by The Billboard editors:

"To the men and women of the world whose artistry is outstanding; whose work best exemplifies courage, grace, perfection and good sportsmanship, and reflects good character, soundness of mind and body, and models to American youth."

SPORS CO. 4000 MONEY FREE 1938 Wholesale Catalog Has 200 pages of world-wide bargains 4,000 selections specializing selling almost new creations outstanding values — at rock-bottom wholesale prices. This catalog is free, send for a copy today.

BARGAIN SPECIALS
No. Item Price
T622 Quality Face Powder \$2.75
M294 Old Combs 2.70
M210 Men's Quality Black Pocket Comb 1.08
V88 Assorted Charms .58
Small Camera with 2 films 3.00
M203 Home Needle Book, 22 needles 1.00
M308 Elna Dry Shaver, Cash 1.00
M583 Smooth Sailing D. E. Blades, 1,000 2.35
M584 Smooth Sailing S. E. Blades, 100 .50

MYSTERY INVENTION KEEPS HANDS, FEET, BODY WARM

EVEN IN BELOW ZERO WEATHER OUTDOORS KUMFY WARMER... KUMFY WARMER — Carried in pocket, glove, sock, chocking, shoe or boot, or hung inside clothing, keeps you comfortably warm outdoors, even on coldest days. Fits and in 10 seconds — STAYS WARM 12 HOURS at a time. Lasts years. ABSOLUTELY SAFE — NO FLAME. Low-rented. GUARANTEED. AGENTS — Ask up to 20¢ per unit price. Every body buys — waiters, housewives, drivers, sportsmen, spectators, farmers, others. Reserve your territory now for big winter profits. Write quick. KUMFY WARMER, Dep. B-2332, Cincinnati, Ohio.

WANTED Indoor-Carried opening Gowns, Ala., Agency December 12, Stage and other Acts. Commissions of all kinds. Secret Trade, Promoter. Agent, Outside Free Art. B. H. NYE, Geneva, Ala.

Lewiston Fete Showfolk Daring Elyria Engagement

ELYRIA, O., Nov. 26.—Harry and Rose Lewiston played host at a combined wedding anniversary and Thanksgiving party here Wednesday night to personnel of his Traveling Museum and several local friends. Mrs. Hazel McDonald, show's chef, prepared the dinner, which included more than 40 pounds of roast turkey and all the trimmings. The Lewistons were presented with a large bouquet in celebration of their anniversary, while show members gave Mrs. Lewiston a corsage.

Manager Hartwell and wife of Elyria Hotel, supplied the refreshments, and with Mr. and Mrs. Cornish, the former a newspaper man, who acted as emcee, were among the guests. Hartwell also furnished floor show entertainment from talent appearing in his cocktail lounge. Dancing followed the dinner. O. F. Friend, until recently with Art Converse's Ten-in-One show, joined the Lewiston unit and is handling the advance and doing inside lecturing and magic. Following the party Lewiston left for Chicago on business.

Siebrand Bros. (Trucks)

Buckeye, Ariz. Week ended Novem-ber 19, Helicopplin Celebration. Location, on streets. Ten-cent gate. Weather, cool. Business, fair.

After playing Phoenix, Ariz., show played Okemdale, Calif., for two days to fair business. This date wasn't so hot. A fairly good crowd was out opening day. We're jumping down into the Imperial Valley of California for a few days before heading towards home. Hank Caryle and family went to Dallas for the winter. Prof. L. W. Payne, band director, was the guest of honor at a birthday party given him in the big tent on November 18. He's now 80 years old. His sons, William and Elmer, clarinetist and trumpeter, are with him. He received lovely gifts from his band boys and members of the show. Thursday night was lost due to a windstorm. Among visitors was M. Henry, owner of Henry Bros. Circus, SLIM AUSTIN,

ROUTES

(Continued from page 32)

Missing Brothers (Delaware) Chi. de.
Mose, Jean (Barry's New York Cabaret) Chi. de.
Moko & Pato (Plantation) NYC. no.
Molodt, Nina (Tumult) NYC. no.
Montmartre Boys (Honey Kelly's) NYC. no.
Moody, Linda (Village Bar) NYC. no.
Morano, Consuelo (Cuban Casino) NYC. no.
Morgage (Tuban Blee) NYC. re.
Morgan, Helen (Casa Manana) NYC. no.
Morgan, Johnny (Boulevard Tavern) Em-hurac, L. I. no.
Murray & Alan (Old Roumanian) NYC. no.
Murray, Arthur, Dancers (Netherlands Plaza) Cincinnati. h.
Myers, Helen (New Yorker) NYC. h.

N
Medine & Charles (George Washington) Jack-sonville, Fla. h.
Naga, Vera (International Casino) NYC. no.
Nakasha (Harry's New York Cabaret) Chi. de.
Nashua Bros. (Corso) NYC. no.
Natalia, Three (Netherlands Plaza) Cincinnati. h.
Nazzareno, Lasha (St. Regis) NYC. h.
Nesley & Norman (Foghorn) NYC. no.
New York Bros. (Cotton Club) NYC. no.
Nichols, Red & Band (Jung) New Orleans h.
Nigey, Ruth (Radio City Rainbow Club) NYC. no.
Niva, Vera (Village Bar) NYC. no.
Noel & Roland (Paradise) NYC. no.
Nolan, Nancy (Keynote) NYC. h.
Nobelski, The (Baltimore Bowl) Los An-geles. de.
Norman, Patricia (Earle) Washington. t.
Norro, Red, & Band (Famous Door) NYC. no.
Novak, Wilma (Old Roumanian) NYC. no.
Novels Bros. (Riverdale) Milwaukee. t.

O
O'Connor, Eileen (International Casino) NYC. no.
O'Connor, Ann (New Club) Chi. de.
O'Day, Darlene (Blissard) Chi. de.
O'Dell, Nell (Warwick) NYC. h.
O'Neil, Louise (Shubert) Cincinnati. t.
O'Neil, Willie (Kew-Forest) NYC. no.
Oller, Fannie (Black Cat) NYC. no.
Olivette & Dimitri (New Kazmore) Albany, N. Y. h.
Olson, George, & Band (Drabs) Chi. h.
Ortega, Eva (St. Regis) NYC. h.
Ortiz, Rodia (Baran's Madrid) NYC. no.
Ortiz, Joe (Club Cercle) Hollywood. no.
Osborne, Will, & Orch. (Strand) York, Pa. t.
Owen, Guy (St. Regis) NYC. h.

P
Paine, Ann (Rose Bowl) Chi. de.
Palay, Nellie (Galang's) NYC. no.
Palmer, Gaston (Casa Manana) NYC. no.
Pando & Dolores (Baran's Madrid) NYC. no.
Parker, Frank (Paradise) NYC. no.
Parber, Murray (Barley's) Brooklyn. no.
Parnaso, Anastasia (Laroc's) NYC. re.
Parsons, Ray (Casa Manana) NYC. no.
Pastore, Tony (Lincoln) NYC. h.
Paul & Yvonne (1060 Club) Detroit. no.
Pauzette (Beckingham) NYC. h.
Payne, Johnny (Keynote) NYC. h.
Payne, Frank (Hamaker) Chi. h.
Pleasant Troupe (Globe) NYC. h.
Pickett, Betty & Yvonne (Drabs) Chi. h.
Pleon, Maddy (Strand) Brooklyn. t.
Plushaga, The, with Betty Borden (Black-stone) Chi. h.
Poliakova, Natalia (Russian Kretchma) NYC. no.
Polson, Lowell (Biltmore) NYC. h.

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The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.
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The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Prime, Alberta (Black Cat) NYC. no.
Pryor, Roger, & Orch. (Stanley) Pittsburgh. t.
Pryor, Ruth (Oriental) Chi. t.
Queens of Sicilia, Six (Edgewater) Chicago. h.

R
Rabold, Elajah (Lookout House) Covington, Ky. de.
Rae, Edith (Madrid) Milwaukee. no.
Rainey, Evelyn (Midnight Sun) NYC. no.
Rambeau, Glay (Alma) Cincinnati. h.
Rasmussen & Lucinda (Cuban Casino) NYC. de.
Randolph, Amanda (Black) NYC. no.
Randolph, Johnny (Cassanova) NYC. no.
Rand, Victoria (Summerman's) NYC. re.
Ray, Iris (Pepper Pot) NYC. no.
Ray & Maidi (Tremador) Hollywood. no.
Rays, Billy (Savoy) Chi. h.
Reddy, Phil (Tokay) NYC. re.
Reed, Diane (Village Casino) NYC. no.
Reynolds, Jack (Village Surf Club) NYC. de.
Reynolds, Helen, Sisters (Casa Manana) NYC. no.
Rhodes, Dorothy (Black Cat) NYC. no.
Rhythm Rockets, 6 (Capitol) Washington. t.
Richardson, George (Chester Moderne) NYC. no.
Riggs, Della (Oyster) Brooklyn. N. Y. re.
Rigo, Eddie, & Bros. (International Casino) NYC. no.
Rogers, Edith (Little) NYC. no.
Robert & Minon (Matteoli's) Stockton, Calif. no.
Roberts, Mary (Gay Nineties) NYC. no.
Roberts, Roberta (Colosseum) Chi. de.
Roberts, Mildred (Harry's New York Cabaret) Chi. de.
Rogers, Leroy (Oyster) Brooklyn, N. Y., re.
Rogers, Alan (Oriental) Chi. t.
Roland, Phyllis (Half Moon) Brooklyn. h.
Rolden, Leo (Victoria) NYC. h.
Romas, Aerial (Shrine Circus) Montgomery, Ala., 24-Dec. 3; (Shrine Circus) Jackson, Miss., 4-17.

S
Romona (Cavalier) NYC. no.
Roosha, Mildred (Little) NYC. no.
Rosen, Paul (Colosseum) Chi. de.
Rosita & Anita (Leon & Eddie's) NYC. no.
Rosa, Benny, & Maxine Stone (Pal.) Chi. t.
Rosa, Dr. Sydney (El Morocco) NYC. de.
Rosen, Ann (18) NYC. no.
Rosa, MacLara (Cotton Club) NYC. no.
Ryan, Tommy (Commodore) NYC. h.
Ryers, Frankie (18) NYC. no.

T
St. John, Alice (Wine) NYC. re.
Sakemsky, Shazone (Russian Kretchma) NYC. no.
Salmon, Eddy (Village Bar) NYC. no.
Sandoval, Eduardo & Ricardo (Cascho) NYC. no.
Santana, Mercedes (Russian Kretchma) NYC. no.
Sawyer, Harry & Nancy (Oriental) Chi. t.
Schlepperman (Shubert) Cincinnati. t.
Scott, George (Garbo) NYC. re.
Scott, Virgie (Black Cat) NYC. o.
Scully, Bill (Pepper Pot) NYC. no.
Seaman, Glad (International) NYC. no.
Severn, Billy & Joyce (Globe) St. Louis. h.
Shallen, Anna (Kontakaj Village) NYC. re.
Shaw, Ralph (Hobnob Inn) NYC. no.
Shay, Alpha (Pepper Pot) NYC. no.
Shaw, Miriam (Wilson) NYC. h.
Shenk, Al (Century) Baltimore. t.
Shipstead, Roy (Pan-Pacific Rink) Los Angeles. a.
Shivers & Adams (Orbit) NYC. no.
Shore, Nellie (Rose Bowl) Chi. no.
Shry, Mildred (Lynn's) Chi. t.
Soule & Kerit (Madrid) Milwaukee. de.
Smyretts Trio (International Casino) NYC. de.
Simon, Harry (Lynn's) Los Angeles. no.
Simpson, Sisters (St. Regis) NYC. h.
Sims & Baby (Oriental) Chi. t.
Sisler, Noble, & Band (Paramount) NYC. h.
Slate Bros. (Beverly Hills) Newport, Ky., no.
Slova & Romero (Tivoli) Juarez, Mex., no.
Sophisticrats, The (Ambassador Supper Club) Detroit. de.

Smyry, Frank (Rooftop) NYC. h.
Spitzley, Phil, & Band (Biltmore) NYC. h.
Spivak, Eli (Penthouse) NYC. re.
Stader, Gwen (Cassara) Brooklyn, N. Y., re.
Stanford, Virginia (Biltmore) NYC. h.
Stanley, Lynn (Wilson) NYC. no.
Stapleton, Wally & Verdyn (Oriental) Chi. t.
Star Dusters, Four (Show Bar) Forest Hills, L. I., N. Y., no.
Star, Jack (Palmer House) Chi. h.
Stephany, Karen (Geo. Washington) Jackson-ville, Fla. h.

Stirling, Louis (Spring) NYC. no.
Sterling, Bernice (Ward) NYC. re.
Stewart & Lee (Chase) St. Louis. h.
Strod, Elaine (Orbit) Milwaukee. t.
Sullivan, Madeline (Majestic) Pittsburgh. t.
Suter, Ann (Madrid) Milwaukee. no.
Swanson, Paula (Edgewater Beach) Chi. h.

T
Tarter, Edith (Shubert) Cincinnati. t.
Tate, Katherine (Queen Mary) NYC. re.
Taylor, Earl, Berry & Majestic Johnson, Pa., Dec. 1-3; (Strand) Cumberland, Md., 4-6. t.
Templation, Alec (Radio City Rainbow Room) NYC. no.
Terry & Walker (Sherman) Chi. h.
Terry, Murel (Garbo) NYC. re.
Tharpe, Sisters (Cotton Club) NYC. no.
Theodore & Danisha (St. Moritz) NYC. h.
Therrien, Henri (George Washington) Jack-sonville, Fla. h.
Thomas, Orlo (Biltmore) NYC. h.
Thomas, Shirley, Girls (Rainbow Inn) NYC. re.
Three Peppers (Mammy's Chicken Farm) NYC. re.
Three Changes, The (Commercial) Neko, Tenn. no.
Timmie & Freddie (Cotton Club) NYC. no.
Tisdale Trio (Coc Roage) NYC. re.
Titana, The (Paradise) NYC. no.
Tolmacek (Paramount) Los Angeles. h.
Tolmacek, Ed, & Belle Street (Pal.) Chi. t.
Toschick, Charles (Gay Nineties) NYC. no.
Toy & Wing (Chicago) Chi. t.
Towers, Jean (Mayflower) Akron. h.
Troy & Lynn (Radio City) NYC. no.
Troy, Milton (Leon & Eddie's) NYC. no.
Troy, Thomas, & Band (Paramount) Ft. Wayne, Ind. h. t.

Underwood & Underwood (Black Cat) NYC. no.
Uppacher, Virginia (Mon Paris) NYC. no.
Ursodoff, Mircha (Russian Kretchma) NYC. no.
Valde (Plantation) NYC. no.
Valdez & Corinne (International Casino) NYC. no.
Valentine's Sensational Fingers (Oran Circo) Schuylker (Carnegie) Wash. D. C.
Vallee, Rudy, & Band (Cocoanut Grove) Los Angeles. no.
Van Lousen, Eddy (Midnight Sun) NYC. no.
Van & Cassel (Paramount) Ft. Wayne, Ind. t.
Vance, Carol (Cristal) NYC. no.
Vance, Valerie (Jimmy Kelly's) NYC. no.
Vance, Virjan (Le Mirage) NYC. no.
Vantine & Cassan (Palace) St. Paul 26-Dec. 3; (Beacon) Winnipeg, Man., 3-1. t.
Varone, The (The Top Top) Milwaukee. no.
Varsity Comedians (Capitol) Washington. t.
Vaughn, Vivian (Swing) NYC. no.
Vela, Angela (Barney Galan's) NYC. no.
Velma (Jimmy Kelly's) NYC. no.
Veloz & Yolanda (Casa Manana) NYC. no.
Verzon & Drager (RiverSide) Milwaukee. t.
Vilanova, Estrellita (Cuban Casino) NYC. no.
Villean, Rene (600 Club) Chi. no.
Vincent, Romo (Capitol) Washington. t.
Vila & Perry (Barley's) Brooklyn. no.
Vocery's, Will, Choir (Cotton Club) NYC. no.
Vox & Walters (Isiste) NYC. t.

Wall, Clarence "Rubberleg" (Casino) Long-beach, Va. no.
Wall, Naida (St. Regis) NYC. h.
Warren, Earl (Famous Door) NYC. no.
Warren, Ruth (Barley's) Brooklyn. no.
Washington, George Dewey (White Cafe) NYC. no.
Watts, Willie & McGinty (Earle) Wash. D. C.
West, Ray (El Cafe) Hollywood. de.
Whalen, Jackie (Butler's) NYC. no.
White, Jack (18) NYC. no.
White, Ann (Queen Mary) NYC. re.
White, Jerry (Whiting Top) NYC. no.
White, Thelma (Royal Palms) Palm Springs, Calif. h.
Whitney, Gloria (Paradise) NYC. no.
Whitney, Eleanor (Paramount) NYC. t.
White's Lindy Hoppers (Cotton Club) NYC. no.
Wicks, Gus "Poppy" (Belle Frank's) NYC. no.
Wilcox Bros. & Armida (Bombay) Bombay, India. t.
Wilkins, Dorothy (New Yorker) NYC. h.
Williams, Earl (Blology House) NYC. re.
Williams, Bob (Pal.) Cleveland. t.
Williams & Charles (Palomar) Los Angeles, no.
Williams, Gwen (Belmont Plaza) NYC. h.
Wilson, Harold (Gay Nineties) NYC. de.
Willis, Frances (Royal Poodles) Chi. de.
Wilson, Edna Marie (Silver Slipper) Louis-ville. no.
Wilson, Charlie (Commo-Sorel) NYC. h.
Winters, Nancy (Elyria) Elyria, O. h.
Wong, Joe (Edith) NYC. no.
Wood, Jeanette (Village Casino) NYC. no.
Wright, Charlie (Beckingham) NYC. h.

Yacopa, Great (Pal.) Cleveland. t.
Yavo & Doro (Piranesi) NYC. re.

Shadow and Substans (Strand) Hibaca, N. Y. 30; (Drifter) Buffalo Dec. 1-3; (Majestic) Cleveland, O., 5-10.
Spring Meetings (Royal Alexandra) Toronto, Can.
Tobacco Road; (Wings) Chattanooga, Tenn. 30; (Hymn Aud.) Nashville Dec. 1; (Cotton-club) Evansville, Ind. 2; (Hippodrome) Terra Haute, Ind. 3; Cincinnati, O., 1938.
Torchbearers (Biltmore) Los Angeles.
What a Life! (American) St. Louis.
Women, The (Cox) Cincinnati.
You Can't Take It With You; (Majestic) Wichita Falls, Tex. 20; (Cotton-club) Waco Dec. 1; (Music Hall) Houston 19-23.

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CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Brown Family Rides: Oliver, Ga.
Campbell's United: Stylviana, Ga.
Dyer's Greater: De Kalb, Miss.
Evangeline: New Davis, La.
Famous Dixie: Southville, Ga.
Gardner, Ed: New York, Ga.
Pantland: Ocala, Fla.
Great Southern: Hartford, Ala.
Heller's Acme: Belton, S. C.
Modern Midway: Waldo, Ark.
Palmetto: Rockledge, S. C.
Roco Amusement: Leary, Ga.
Seaman's Greater: Anna, Ga.
Seaboard Bros.: Calipatria, Calif.
Six: J. Harry, Akra, Adairville, Ga.
Southern States: Bainbridge, Ga.
Starling's Greater: Leary, Ga.
Texas Kid: Rockledge, Tex.
Tucker Bros.: Easton, Ga.
Ward, John H.: Lake Charles, La.
West's World's Wonder: Jacksonville, Fla.
Wine & Sation: Lumber City, Ga.

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Seminole Hotel Jacksonville, Fla. No time to write. Park opens Thursday, December 1.

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New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write
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With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

FOR SALE
ONE 16-SEAT CHAIR-O-PLANE
ONE 10-GAR KIDDE AUTO RIDE. Red Green and Orange Custom Top, Pneumatic Tyres.
ONE 10-SEAT FERRE WHEEL.
Reasonably Priced.
LOWE'S PAINT MFG. CO.
LEBANON, IND.

Sam E. Spencer
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New Exhibiting for Booths 1939
FREE ACTS, CONCESSIONS, SHOWS AND EMPLOYERS
Address: 20 94th Main, Brooklyn, Pa.

CARNIVALS
Desiring a High-Class Flying Act for your Free All the coming season address:
BOB FISHER, Mgr.
FEARLESS FLYERS, 707 E. Olive St., Bloomington, Illinois.

CIRCUS ACTS WANTED
All kinds doing two or more. State positive lowest salary. All you do first letter. Writing Circus. Do number 1518. Also want Dancers. Please Enclose.
Address: 20 94th Main, Brooklyn, Pa.

WANT
For Miami, Fla., this week Ray St. Louis. Min. cost week: Chair-o-Plane or one Flat Ride with transportation referred. Five-in-Dee.
Address: 20 94th Main, Brooklyn, Pa.

CIRCUS AND WILD WEST

Black Bros.: Montgomery, Ala., 3-10.
WPA: (Staub's) Ayrton Coney Island, N. Y., 3-4.

MISCELLANEOUS

Arthur Magician: Summit, Ala., 30-Dec. 1; Cray 2-3.
Bill & Gray: (Osserd) Brockton, Mass., 28-Dec. 3.
Bach Magician: McPherson, Kan., 30; Lyons Dec. 1; Hutchinson 2; Stafford 3; Great Falls 4; Larned 5; Rays 5; Kinsey 9.
Barnes of Dixie: New Iberia, La., 3-3; Parks 4-5; Cade 6.
Bible, Billy, Players: Libertytown, Md., 28-Dec. 3.
Boswell, Magician: Panama, Fla., 30-Dec. 1; La Belle 2; Ft. Myers 3-4; Paula Gorda 7; Wacahula 8; Bowling Green 9.
Campbell, Loring, Magician: Kannapolis, N. C., 30; Statesville Dec. 1; N. Wilkesboro 2.
Cassidy, H. A., Magician: Wright City, Mo.; Wentzville 2; St. Peter 3; St. Charles 4; Jefferson City 5-8.
H. Banz & Blue Ridge Exhibitors: (Roanoke) Roanoke, Va., 1-3; (Liberty) Bedford 5-7.

Hubbard, Paul, Magician: (Public Schools) Youngtown, O., 28-Dec. 18.
Jarvis, Magician: Fairmont, W. Va., 28-Dec. 1; Zeb 2; Barksdale 3; Farmington 4.
Jaxon, Ventriloquist: (Mode) Waterloo, Wis., 1-3.
Levinson's, Harry, Museum: Canton, O., 28-Dec. 18.
Loce, Leon, Magician: Kilgore, Tex., 28-30; Longview Dec. 1-3; Gladewater 4-5; Tatum 6; Beckville 7.
Magnum, C. Thomas, Magician: Frederic, Mich., 1-3; Orayling 6-7.
Malloy, J. R., Circus Unit: (Kauffman's) St. Louis, Pa., 3.
Maretti, Magician: Alamosa, N. M., 29.
Albuquerque Dec. 1-3; Santa Fe 5; Las Vegas 6; Laredo, Tex., 8.
Mardin's Ala. Minstrels: Athens, Tenn., 28-Dec. 3.
McBry's Variety Show: Rancocas, N. J., 28-Dec. 2.
Merriman, Ted: (Blue Meadow Country Club) Lexington, Ky., 28-Dec. 3.
Miller, Al H., Show: Ideal, Ga., 28-Dec. 3.
Ricketts Dog Circus: Augusta, Ga., 28-Dec. 3.
Rippel, Jack Splash: Swansboro, N. C., 28-Dec. 3.
Slout's L. Verne, Theater Workshop: Hudson, Wis., 30; Superior Dec. 1-2.
Wayne, Producing Cos.: Woodier, O., 1.

Impressive Memorial Service Of SLA Pulls Capacity Crowd

CHICAGO, Nov. 28.—The Bal Tabarin of Hotel Sherman was crowded to capacity Sunday afternoon for the annual memorial service of the Showmen's League of America. The service arranged by Chairman M. J. Doolan was an impressive one beautifully carried

thru. The setting which has become traditional was used—a beautiful replica of Showmen's Rest with American and Canadian flags flanking a huge elephant in the center, smaller elephants at each corner, and in front row upon row of graves decorated with flags. An organ prelude by Eunice Englehardt opened the service. Marlon Ryger sang *Beautiful Isle* and a brief history of the league was read.

Informative Talks Made at AREA Dinner Meeting

CHICAGO, Nov. 28.—The annual meeting of the American Recreational Equipment Association last night signified the opening of the annual assembly of outdoor amusement organizations, with the Sherman Hotel again the scene of activities. Delegates, buyers, sellers and observers from all parts of the United States, plus a generous representation from foreign lands, poured into the Windy City in such proportions that a record human intake seemed assured.

Following the singing of the hymn *Abide With Me* Dr. Charles Copeland Smith delivered an eloquent address. Dr. Smith outlined the aims and purposes of the league and lauded the excellent manner in which its many charities and benevolences have been handled. He predicted the league will go on to still greater usefulness. Taps was sounded by a squad of soldiers and the service closed with an organ afterlude, *On the Resurrection Morn*.

After the services at the Sherman many of the showmen proceeded to Woodlawn Cemetery, where brief services were held and the new flagpole was dedicated with appropriate ceremonies. Maury Haft delivered an oration.

SLA President's Party Gala Affair; Capacity Crowd

CHICAGO, Nov. 28.—Following its usual custom, the Showmen's League of America staged its President's Party Saturday night for President J. C. McCaffery. And, as usual, it was a gala affair attended by a crowd that taxed the capacity of the clubrooms. Jollity and merriment were the watchwords and it was one long funfest from early evening until 2 a.m., with a varied program of pleasing entertainment.

Bernard Mendelson, who so capably handled last year's party, again was chairman. He and his committeemen overlooked nothing that would contribute to success of the event. The league's house committee provided a splendid lunch, to which everyone did justice. The entertainment program was arranged with the idea of pleasing every taste, and it was a whiffling success. Tap and acrobatic dancers, blues and sweet singers, clever instrumentalists, comedy monologists provided a show of pleasing variety.

Clubrooms were tastefully decorated for the occasion, and plenty of good eats and refreshments were provided. Early in the proceedings President McCaffery was called upon for a few remarks and responded with a fitting speech. Sunny Bernet was in charge as emcee and handled it to perfection, introducing the many acts with a touch of comedy. Acts presented included Monte Montana, rodeo and movie star; Billie Tripp, dancer; Hazel Kennedy, comedy; Louise Shannon, dancer; Nancy Rose Zeller, age 8, personality singer; Louie Tops and Jimmy the Monkey; Ann Boland, singer; Clare Bryant, casting act; the Smileys, comedy dummy act; Fritz Wick, strip dance dancer; Chester Kinnaman and his movie dogs; Red Orange "No. 77," and Bubbles and Boyd, accordion and voice.

MOTO-KARS and MOTO-SCOOT

Build Year 'round PROFITS!



Cash in on the year 'round appeal of the Moto-Kar—the newest sport sensation, and your fastest money-making concession. The flashy new 3-wheeled MOTO-KAR is safe—non-tipable; it's fast for racy thrills and keen enjoyment. Superbly engineered on 3-point suspension, it will out perform any 4-wheel vehicle. Heavily padded driver's seat and choice of many beautiful finishes. Supplied with all-around bumpers for track rentals. Here's public appeal plus that means more "hard cash" profits for you.

Moto-Scoot agencies everywhere are actually "rushing". Rentals and sales are proving the greatest money-making opportunity in recent years. Cater to the public demand for new thrills and open your own rental agency TODAY.

For quick PROFITS write for proposition—EASY TERMS!

When at the Chicago Show at the Sherman Hotel drop out for our plan (10 minutes from the Loop) and see the complete new line of MOTO-KARS and MOTO-SCOOT.

MOTO-SCOOT MFG. CO.
209 S. Western Ave., CHICAGO, U. S. A.

Wanted for Florida Centennial Celebration

PORT SAINT JOE, DECEMBER 7 TO 10.
The Biggest Day and Night Celebration in the Entire South This Year or Any Other Year.
This is not a promoter's dream, but a bona-fide Celebration created by the State, with the Governor and all State Officials sponsoring. I hold exclusive contracts for everything, and will book legitimate Stock Exchanges of all kinds except Cash House, Bingo and Steeple. Daily Program Parade, Florida Bands, Naval Dismounted Fireworks, including by America's Leading Order, both civilian and military, including General Sumnerall. If in doubt, wire the Governor of Florida.
JOHN B. DAVIS, SOUTHERN STATES SHOW
DAIRYBRIDGE, GA., THIS WEEK.

FOR SALE -- STRATOSHIP

IN FIRST-CLASS CONDITION. EXCELLENT BUY.
Address: General Motors Building, 1775 Broadway, New York, N. Y.
DUFOR & ROGERS
P. S.—Or JOE ROGERS, Sherman Hotel, Chicago, from Nov. 29 to Dec. 2.

Michigan Festival Heads To Try Again

GRAND RAPIDS, Mich., Nov. 26.—Arho the first annual Michigan Farm Festival here on November 14-18 had a financial loss and the estimated attendance was only 40,000, officials plan to repeat it next year.
Managing Director Fred E. Oitman held lack of success due to the name "Farm Festival" which, he said, "failed to describe the broad range of interest covered," and the fact that exhibits were scattered in seven buildings. Exhibits would be housed within one large centrally located area another year, he said.
Exhibits included prime stock, poultry, vegetables, flowers and baked and canned products. Michigan Master Farmers' Club, Michigan State Florists' Association, Michigan-Ohio Fur Breeders' Association and West Michigan Fat Stock Show Association met here during the week.
Ernie Young's *Follies Internationales* gave two shows daily in the Civic Auditorium, seating 4,500. About 12,000 spectators greeted the 12 performances, and crowds grew as the week progressed.

World of Mirth Annexes "X" Club Fair, Augusta, Ga.

NEW YORK, Nov. 26.—Max Linderman, head of the World of Mirth Shows, announced that his show has been awarded the midway contract for the Exchange Club Fair, Augusta, Ga.
Johnny J. Jones Exposition has played the date the last five years? It's a late October-early November event.

Seven Held in Jewell Death

AMERICUS, Ga., Nov. 26.—Gordon Bray, head of the State Bureau of Identification, announced last week that seven suspects are being held in the Sumter County Jail and an eighth is being sought in connection with the slaying of Clifford Jewell, member of West's World's Wonder Shows, whose bullet-punctured body was found near here November 11. In addition to his widow, Jewell, whose death was reported in last week's issue of *The Billboard*, is survived by his father, William Jewell; a brother, Bill Jewell, and three sisters, Mrs. O. K. McKnight, Marie Jewell, and Mrs. Lois Stanley, of Haag Bros. Circus.

No major figure seemed absent from the conclude on routine check-up, and there was interest in many new faces plus, of course, the presence of New York World's Fair officials in what will be their last appearance to the trade before the Flushing take-off next April.

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.

Everything Working With Coin Chute

A Guest Editorial by James T. Mangan, Advertising Manager Mills Novelty Co., Chicago

"Be in the Boulevard Room at 10 a.m. sharp!"

Why at 10 a.m. sharp? Because the North Ballroom seats only 2,000; because admission is free to all registered operators, and because this is the first radio show ever held in behalf of the coin machine industry! A cast of 25 men, composed partly of professionals and partly of the leaders of the coin machine business, will go thru their act over WCFL, right in front of the eyes and ears of the first 2,000 to get into the Boulevard Room.

The Boulevard Room of what? Why the Boulevard Room of the Stevens Hotel, and the 10 a.m. refers to the 10 o'clock of the morning of December 12, 1938, the opening hour of the NACOMM Annual Coin Machine Convention.

Why the Stevens Hotel?

That is a story! We picked the Stevens Hotel for the 11th Annual Coin Machine Convention because no other hotel in Chicago, or in the whole country for that matter, is big enough to handle the Coin Show properly. By now every observer in this business realizes that the Coin Show is one of the three or four largest conventions held anywhere. The Cannors do a good job, and when they come to Chicago they pick the Stevens. The Dairy men have a huge blowout, too, they claim the largest—and their convention therefore has to be held in a municipal auditorium or exhibition hall. The Coin Machine men have tried different hotels in the past—the Great Northern many years ago; the Palmer House, Chicago's second largest, a few years back, and the Sherman for the past few years. Now we've moved again—this year it's the Stevens!

The Big Radio Broadcast couldn't have been pulled off anywhere else—nor could the sensational Celebrities' Luncheon which will take place on Tuesday noon, December 13.

The broadcast will crowd the ballroom to the tune of 2,000 (with a little extra standing room for latecomers). The Celebrities' Luncheon will undoubtedly draw as many operators as the big banquet on Thursday night—we predict a full house—3,000 operators—at the Tuesday luncheon in the Grand Ballroom, the only banquet room in any Chicago hotel which can seat anywhere near this number.

This year we're putting on more than an exhibition—it's a show! And that's why we're in the Stevens. The Stevens is the only hotel with large enough physical accommodations for the Radio Broadcast and its audience, the Celebrities' Luncheon, the "Miss Coin Machine" Bathing Beauty Contest and the pre-Christmas party for the ladies; not to forget the Annual Banquet. We have never felt it was right that the grand climax to the Annual Coin Machine Convention should have its audience scattered all over three or four small banquet rooms. The Stevens has one banquet hall for all, the amazing Grand Ballroom, which seats 3,000 comfortably at tables and guarantees a splendid view of the floor show to each diner.

Jack Keiner, of the Banquet Show Committee, has done a really remarkable job in lining up his talent; all acts are new, sensational and full of surprise. Wait till you hear the names of the stars.

Again, we picked the Stevens because the convention, after all, is an exhibition, and the exhibitors, who represent a complete range of all coin machine interests and the leading companies in all the fields, must have room. The operators and buyers, who come to the show to see the new machines and get a line on how they will operate in the year 1939, are entitled to a little extra space for standing, walking and talking as they go around looking at the exciting new equipment. I have had hundreds of operators tell me in past years that they never even walked around the Exhibition Hall once—it was too much of a wrestling match to struggle thru the crowds! Others have been disgusted waiting for 10 minutes to get into an elevator where they were squeezed like sardines and have thrown up the sponge and gone for a walk out in the Loop. None of that trouble at the Stevens. The Stevens Exhibition Hall is a monster place, efficiently laid out, wide aisles, splendidly ventilated. The Stevens, too, has almost as many elevators as Carter has pills. This year we guarantee there's going to be a show, and we also assure you you're going to have a chance to see it in peace and comfort. That's why we picked the Stevens.

The show dates are December 12, 13, 14, 15, 1938. We picked December because we realized that January is one of your best operating months, while December is one of your worst. Maybe some of you can come back to Chicago in January—that's fine! But in picking December we were thinking of the whole coin machine fraternity and not of any

one subdivision of the business. And there you have the real description of the NACOMM Coin Show at the Stevens, it's the regular, annual, standard show for the coin machine industry in general! Machines displayed will be phonographs, bells, consoles, payout games, pinball games, cigaret machines, counter games, amusement machines, service machines, scale, vending machines, merchandising equipment, novelties, operators' accessories and supplies, premiums and everything that operates with a coin slot.

In the Coin Machine Industry there is no separation or definition of interests. Most of the 15,000 operators in the country run at least three or four—sometimes eight or nine—different types of machines. The man who this year is specializing on one kind of equipment may switch to an altogether different line next year. And every single one of the 15,000 is a potential buyer and operator of anything that works with a slot. It is for this man that we have planned and built the NACOMM Annual Coin Show at the Stevens in December.



JAMES T. MANGAN



Keeney's STABLE MATE

New FREE REPLAY AWARD GAME

combining Free Races playfield and backboard with

The New Keeney

"STEPPER-UPPER" principle of "Stepped-Up" Play and Awards

Doubles or Triples Odds for 3rd Game

When First 2 Games Are Non-Winners

Produces even bigger earnings than multiple-play games without violating single-coin chute regulations

Operators everywhere have been demanding a new edition of Free Races—the game that is still taking "top money" after nearly a year on the same locations.

We're giving them an improved Free Races plus the "Stepper-Upper" principle of increasing the play and awards.

If player loses on his first 2 games, he can insert another coin and odds will be DOUBLED or TRIPLED for that third game

play. Odds revert back to original basis after this third game.

Players are not dumb. Naturally they like those DOUBLED or TRIPLED odds on Stable Mate.

That's why they're leaving the single coin or multiple-play games cold, and are concentrating on Stable Mate. It's even topping those record earnings established by Free Races and Multi-Free Races.

ONE DAY'S PLAY ON LOCATION WILL DEMONSTRATE ITS GREATER EARNING POWER

Burn up the wires in ordering your sample so we can burn up the rails in making delivery

J·H·KEENEY & COMPANY Not Inc.

Originators of the Free Replay Award Game "The Horses that Jack Built"

2001 Calumet Avenue Chicago

Keeney's STEPPER-UPPER The Payout Table That Is Setting a New Trend

Keeney PRIVATE SHOWINGS of 1939 Games—Displayed Only at Factory December 10 to 14 and January 14 to 19. All Operators Cordially Invited

Elections Jump 3-Up Demand

CHICAGO, Nov. 28.—The favorable outcome of elections in several sections of the United States has had rather stimulating effects upon business thruout the country. Many lines of business have

reported a definite upsurge of sales. At the Rock-Ola factory, Chicago, the demand for Rock-Ola's 3-Up and Across the Board, combination one-shot automatic table, has increased," according to Rock-Ola officials. "The huge factory has been kept humming producing this popular game, which offers two separate backboard panels and two separate award charts with each game.

"Not only are new orders pouring in," said the Rock-Ola executives, "but operators who have used this game continuously for many months are reordering in large quantities because of the excellent performance of the game. Many operators report that absolutely no service calls have been necessary with the exception of supplementing light bulbs occasionally."

Players Going For Stop and Go

CHICAGO, Nov. 26.—"If we are to judge by present production activities players really stop and go for our latest novelty game release, Stop and Go," advises Meyer Oensborg, official of Gonco, Inc.

"From all territories our distributors tell us that Stop and Go was an immediate location success and is growing more popular day by day. But they don't tell us that in so many words. They just send in orders in increasing quantities. Those orders tell the story better than any words of praise.

"Stop and Go orders are equally divided between two models of this highly diverting game, the straight novelty model and the free game model. Play on both games is the same, each with five balls and each offering awards for high score. Bumpers on the playing field, lights on the field and an attractive scoring recorder in lights on the backboard offer the player real amusement for his coins."

Talkie Horoscope Favorite in East

NEW YORK, Nov. 26.—"The East has proved a very fertile market for Rock-Ola's Talkie Horoscope," stated Fred Bray, Rock-Ola representative in greater New York. "There are so many hundreds of busy locations patronized by a transient as well as established trade; so many entertainment places that stay open all night that these horoscope machines have been particularly profitable for operators having them on their routes. Operators are enthusiastic over the compelling appearance of the machine and the spell of mysticism cast by its unusual lighting effects and its musical interludes."

Bray claims that one reason for the brisk demand for Talkie Horoscope is because it talks. "By adapting the Rock-Ola phonograph mechanism, the Talkie Horoscope gives a spoken message to a customer as well as a printed horoscope. Operators also appreciate the play-pulling feature of the spoken voice which plugs the Talkie Horoscope at frequent intervals, inviting the customers closer and inducing them to part with their dimes for valuable information and entertainment.

"The United States Government has statistics showing that the American public spends over \$50,000,000 every year for general information on the science of astrology and for horoscopes. Operators should plan to cash in on this large field."

Coinshop Romance

NEWARK, N. J., Nov. 26.—Mike Sellar Jr., chief mechanic for Eastern Machine Exchange, Inc., and Annette O'Tnaky, stenographer for the same firm, have announced their engagement. They met and the romance blossomed while both were working at Eastern.

RIGHT UNDER YOUR NOSE

ALL THE TIME . . . while you have been wondering how to make substantial, steady LEGAL profits from coin machine operating, the answer has been right under your nose all the time: PHOTOMATIC. INVESTIGATE International Mutoscope Reel Co., Inc. 518 West 34th St., New York

5 Ray's Trick, Serials 1700 & 1800 . . . \$65 Ea.
25 Single Mallet Combination Safes . . . 32 Ea.
16 Double Mallet Combination Safes . . . 10 Ea.
4 Five-Jack, Nickel Play 5 Ea.
1 Five-Jack, Ten-Cent Play 5 Ea.

CHAS. KLARSFELD
87 Hudson Ave., Albany, N. Y.

CORRECTION
In the advertisement of Hercules Machine Exchange in the November 24th issue, the price of **FREE RACES** was listed as \$20.00. THE CORRECT PRICE IS \$60.00.

AIR POPS-IT
Pop-Oren Machine used three weeks, will yield for late months in Novelty Games or a good coin controlled Free Table. Value \$75.00.
A. W. P. VERDING MACHINE CO.
120 Wilson Drive, Decatur, Ga.



"RIP" COLLINS, popular Chicago Club first baseman, samples a refreshing drink from the Vendrink, a Stewart-McGuire product. The Stewart-McGuire line is distributed in the Chicago area by Gerber & Glass.

Send your correspondence to advertisers by mentioning The Billboard.

SOAR TO NEW
PROFIT HEIGHTS
with Exhibit's

'FLIGHT'

FIVE BALL PLAY
HIGH SCORE PLAY
ROTATION SCORING
ADJUSTABLE BANK
NITE AWARDS

1⁰⁰ • 2⁰⁰ • 3⁰⁰
4⁰⁰ • 5⁰⁰

PLUS 20
ADDITIONAL
MONEY
MAKING
FEATURES

ORDER
YOURS
TODAY!

"BOUNTY"

5 Ball Free Play
Game — Still the
Best Free Play
Game on the
Market.



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

San Francisco

SAN FRANCISCO, Nov. 26.—Advance Automatic Co. notes that the best bets of the week are Odd Ball, Bounty and Big Ten.

Buying and selling has been anything but brisk in the game and phonograph line this week. Jobbers blame it on the extreme cold weather, which leads operators to stick to the fire-side.

Art Brant, of Wolf Sales, reports that his exporting business has not suffered at all during the past month. Large shipments of games and phonographs were sent to the Orient this week aboard the Chichibu Maru and President Coolidge.

E. G. Lewis, of Portland, Ore., visited San Francisco over Armistice Day, and purchased several games.

Jack Schultz is one operator who keeps his word when he goes hunting. While in San Francisco recently buying games for hisureka route he promised the boys some ducks the next time he

went hunting. And were they surprised when they arrived the first of the week!

H. G. Dunce says it's catch as catch can in Petaluma. He came to town to buy games and supplies, so he must be one of the lucky ones.

The laziest man on the "row" is the name attached to Heine Gruenmeyer, who wants his pheasant but doesn't want to bother hunting for it. He hired himself a pinch hitter, equipped him with gun and ammunition and sent him out for the five-day period with the warning not to show up in town again if he didn't have any luck.

Mike Sessler drove to San Francisco to purchase additional National candy machines for his route in Vallejo. Since adding this type of machine to his equipment he reports that he has been able to triple his take and build up one of the largest candy routes in Northern California.

H. G. Walters and the company of Wright & Ellis have also been purchasing National candy vendors for their local routes and find them successful, since they can use them for any type of candy bar or cigaret package.

Jack Rozis, of Rozis Sales in Vallejo, visited the bay district to pick up several new Keeney games. He reports his territory is exceptionally good this month.

Newest amusement spot in Central California is the Santa Cruz Bowl in the resort town of Santa Cruz, which opened last week, with jobbers and operators from all parts of California in attendance. Built by Harry Hines, formerly of Patton & Hines, operators in Turlock, the structure and equipment are estimated at \$60,000. Andy Miller has been placed in charge of alleys, with Jean Fisher as women's instructor. Equipment consists of eight 20th Century alleys and eight 20th Century billiard tables, Snacka National vendors, Ray-Lite machines and a 24-record Wurlitzer. A lunch counter adjoins the spectators' gallery.

THE NACOMM CONVENTION SHOW NUMBER

DECEMBER 17

Will be distributed in
Chicago Tuesday

DECEMBER 13

and mailed to Operators throughout
the country

Plan now to have your advertising in the only publication that affords you complete coverage of operators at the convention in Chicago as well as those who do not attend.

MAIL YOUR COPY TODAY FORMS GO TO PRESS DEC. 9

Concentrate your sales effort in the one important paper in the field —

The Billboard

KEENEY'S
NEW

STEPPER
UPPERS
In stock

500 Slot Machines
at Rock Bottom Prices.

SAM MAY & COMPANY,

2011-13 Maryland Ave. Balto., Md.

Will Buy, Sell, Exchange

Automatic Phonographs, Pin Games, Counter Games, Phonograph Records, Sealed, Vending Machines,
AGA COMPANY, 1355 Ridge Ave., Philadelphia, Pa. Phone Stevenson 0226.

ANOTHER GREAT EXHIBIT COUNTER GAME **ROLL 'EM**

Five cubes with dice symbols tumble and roll in separate compartments when coin chugs in. Pushed in—draws them again down buttons to "hold" combination he wants to "draw" to, pulls out the coin chute to complete the "draw."

The only "Hold and Draw" type of game ever produced with cubes. New 100% mechanically perfect action. Small size, only 10 1/2" x 10 1/2" x 4 1/2".
\$28.75
The greatest counter game money-maker. Order **ROLL 'EM** today...



Don't miss out on Exhibit's "36" Game—It's a Big Hit on every Counter.

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

FLASHES from the EASTERN FRONT

A very nice picture on the part of prominent New Jersey districts was a dinner given to Al S. Douglas, head of Daval Mfg. Co., at the Taverna, famous salery in Newark. Among those present were Mr. and Mrs. George Ponsler, Mr. and Mrs. Irv Orenstein, Mr. and Mrs. Jack Kay, Joe Morris, Joe Ash and others. And on Saturday night at the 46th Street Theater, where Helaopoppin is playing in standing rooms, were present Al S. Douglas, Mr. Scott and Mr. Adickes, of Scott-Adickes, Ltd., London; Mr. and Mrs. George Ponsler and Walter Harrison, chief engineer of Daval, and others. Joe Calcutt, of Venoco, Fayetteville, N. C., called by long distance to report a new record for his firm due to the last full-page ad in *Billyboy*. Over 21 States and five foreign countries having answered this ad, with inquiries and orders still coming in each and every day.

Biggest party of the season was over at John A. Fitzgibbon's Bally Building on preview of the new Bally game, Paramount. Over 200 attended from all parts of the city and State. Among those present were Ray T. Moloney, popular head of Bally, and John Chabot, of the same firm. . . . Irv Orenstein (Hercules, Newark) is talking all his employees to up the Jai Alai games because of swell performances. Especially his two star mechanics, Clarence Baeder and Sanford Goldie, of whom Irv says, "There are none better in the biz." . . . LeRoy Stein, who head the cig ops' association in New Jersey, reports that he will be at the Stevens convention.

Phil Mason, Newark op, has just become a proud daddy of a bouncing 8-year-old boy, and verra proud. . . . Murray Bookin (whom Phil calls the "Potato King") has just had an addition to his family also. But Murray got a girl, and a honey. . . . That unusually moderate New diner (Jim's Diner) on the McCarter highway in Newark is said to have been captured by Bob Server. . . . Further baby production news: Harry Pearl, of Ace Vending Co., Newark, and Fred Law, Hercules Machine Exchange, same town.

Jack Kay, of Ace, outguessed them all in that much-talked-about full-page ad when he long-distanced his order and received shipment while others were wondering and wiring. . . . Dick Steinberg, aggressive and popular head of New Jersey Amusement Board of Trade, has one swell chug for his org which is sure to be of great value to all ops in this State. . . . That now-receptionist at Modern Vending Co. that is getting so much attention from all callers is Regina Rappaport. And the reason, folks, is that she's a beauty contest winner. As a matter of fact, all the Modern gals are honeys. The others are Iris Kwil-bramer, Beatrice Marcus, Lillian Schonberger and Rose Brofman. . . . And over in the Bronx the boys claim that they too have a stunning in Helen Sosin as

Jack Fir's uptown offices on Amsterdam avenue.

Joe Fishman and Saul Kalson, heads of Amalgamated and Greater New York ops' associations respectively, are seen around town together calling on districts and jobbers. And that means that the big combined banquet is almost upon us. . . . Milton Green, of American, is said to have built himself a gorgeous home. . . . To speed delivery to his ops and to uphold the firm's rep for getting there first, I. H. Rothstein, of Banner Specialty, Philly, ordered Daval to ship 100 Spinners by express. And that's a pretty penny's worth of delivery charges. . . . And George Ponsler reports that biggest record sales day for his firm was on announcement of the new Spinner.

Gil Paris and Will Blast donned the O'Toole Indian headdress and blanket to have their pictures took for the Bally Wigwam. And Will does look like an Indian. . . . Lou Gensburg, of Genco, was in town visiting his factory agent, Bert Lane, and brought in Genco's new game, Stop and Go. Lane claims it's a honey. So does Gensburg. . . . Condolences to the family of Ben Weiner, B & W, Novelty Co., Brooklyn, who passed away November 18. . . . Superior Games Mfg. Co. introduced its first low-priced counter game this week. Execs here believe that market for this kind of equipment has grown huge. . . . Here's something that can be entitled "Romance in a Coinshop." Mike Selter Jr., chief mechanic for Eastern, Newark, has just become engaged to Annette O'Tasky, stenographer of same firm. Mike got boss Frank Hart to agree to take his first drink in 10 years at wedding of the couple. But Frank held out for first kiss from bride in return. . . . Unusually gorgeous offices are those of Arthur H. Du-Grenier, Inc., in the International Building, Radio City, Rockefeller Center. They are showing their new cig machine and building up a fine sales org.

London

LONDON, Nov. 26.—At annual meeting of British Automatic Machine Operators' Society held in London November 2 Frank Gibbons was elected president. Known as Uncle to the trade, Frank Gibbons has served BAMOS as committeeman, chairman, treasurer and vice-president. Past President Tish Willmott is now treasurer, and the committee comprises Charlie Ahrens, manufacturer; C. Co. Bartram, showman and one-time variety act; Bernard Brenner, manufacturer; Bill Green, distributor; Percy Goddard, distributor; Markie Kraft, jobber, and Whitma Wilkie, manufacturer and operator of rides, games and automatics. Vice-presidents are George Booth, manufacturer and operator of rides, games and automatics; William Lennards, showman and machine operator; Solly Sheffras, J. G. Brenner and Phil Sheffras. Chairman will be elected by committee at later meeting in accordance with usual custom. The society is negotiating for new offices; temporary address is 170 Victoria street, London, S. W. 1.

Sigt Club held first gathering of season on November 9 at Swan and Sugar Loaf, Fetter lane. MHR Chairman George Brenner presided, being Lord Mayor's Show Day, menu at supper included turtle soup. This is always a feature of the lord mayor's banquet at Mansions House. Members have kind recollections of their American Slotters, L. V. Hodgson and Bill Rabam.

SEE US AT THE STEVENS DECEMBER 12, 13, 14, 15



- A. B. T. Mfg. Co.
- Advance Machine Co.
- American Products Co.
- Astatic Microphone Laboratory, Inc.
- Atlas Novelty Co.
- Audak Company
- Automat Games
- Automatic Age
- Automatic World
- Axon-Fisher Co.
- Baker Novelty & Mfg. Co.
- Bearse Manufacturing Co.
- The Billboard Publishing Co.
- Blackhawk Mfg. Co.
- Brunswick Record Corp.
- Buckley Mfg. Co.
- Central Die Casting & Mfg. Co., Inc.
- Century Die-Casting Co.
- Churchill Cabinet Co.
- Coan-Sletteland Co., Inc.
- Coin Machine Journal
- Coin Machine Review
- The Columbus Vending Co.
- Cornell-Dubilier Electric Corp.
- Decca Record Corp.
- Detrola Corp.
- Arthur H. DuGrenier, Inc.
- Etching Co. of America
- Gam-Superior
- R. H. Gardiner Sales Co.
- Gay Games, Inc.
- Gear Specialties, Inc.
- General Vending Machine Co.
- M. A. Gerett Co.
- Glidden Co.
- Guardian Electric Mfg. Co.
- Gumatis Mfg. Co.
- Haber Screw Machine Products Co.
- Harrington & King Perforating Co.
- Samuel Harris & Co.

- A. G. Hintze Co.
- Walter C. Hoy
- Hygrade Sylvania Corp.
- The Illinois Lock Co.
- O. D. Jennings & Co.
- Jensen Radio Mfg. Co.
- Kubec Electric Co.
- Lenz Electric Mfg. Co.
- Lindberg Steel Treating Co.
- Mechanical Plating Co.
- Mechanical Sales Corp.
- Micro Switch Corp.
- Mills Novelty Co.
- Philp Morris & Co., Ltd., Inc.
- National Slug Rejectors, Inc.
- National Vendors, Inc.
- Hecht Nielsen
- The Northwestern Corp.
- Palmantier-King Sales Co.
- Pan Confection Factory
- Peanut Specialty Co.
- Pedersen Bros. Tool & Supply Co.
- Peebles Novelty Co.
- Perno Products Corp.
- RCA Mfg. Co., Inc.
- D. Robbins & Co.
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National Association of Coin-Operated Machine Manufacturers
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ALL MUSIC OPERATORS

When you attend the Coin Machine Show be sure to visit the suite of Harry Drollinger and Mike Akeman in Hotel Stevens to hear important facts concerning the future of music operators. If you need to stay in the music business be sure to see HARRY DROLLINGER MIKE AKEMAN

PEANUT & GUM VENDING MACHINES

New, Direct From Factory
Only **\$2.40** and up
Over 60,000 Sold
UNIVERSAL



Designed to provide operators with a first class service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.95
Special Introductory Offer
1 Universal
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All for **\$8.95**

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Order Now
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MODEL "E" SEL-MOR

\$6.25
SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

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GREAT STATES MFG. CO.
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Ball Gum Vender



The most beautiful vender ever built. Stamped slug action, sanitary delivery chute, porcelain finish. Vends one ball for 1c. Sample vender complete with 500 balls of 1/4-inch ball gum, \$7.00. \$1.00 cash with order, balance C.O.D.

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PEANUT VENDERS

5 OR 100.
Specially designed against any mechanical defect for 5 years.
Vends Candies perfectly.
\$5.00 EA.
QUENTRY MFG. CO.
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Send your correspondence to advertisers by mentioning The Billboard.

MERCHANDISE MACHINES

New Cigaret Firm Has Steady Gains

DETROIT, Nov. 26.—I think business is coming back again soon, even the things have not come back yet, B. L. Howes, veteran cigaret machine operator with the Howes-Shoemaker Co., said recently. "There was a minor setback only last week, but this week has started off again very well."

"The factory workers in the territory are getting back to work again but it will take a couple of weeks for them to get far enough ahead on their pay checks to make business profitable for the cigaret machine operator, who naturally depends largely upon this trade."

The Howes-Shoemaker Co. has just taken over a series of cigaret machine routes from the Automatic Canteen Co., national operator of candy vendors, which had a fairly extensive cigaret route in the Detroit area as well—probably the only large city in the country where it operated in this field. The Detroit company was headed by the late John B. Tanner, of Cincinnati, and is now under the management of W. J. Langdon.

The Howes-Shoemaker Co. on the other hand, specializes in the cigaret field and is also in the wholesale tobacco business, so that it is in close touch with every phase of this industry. It also operates a small number of gum machines.

Vendex Co. Leases Additional Space

BROOKLYN, Nov. 26.—Vendex Co. has announced that it has found it necessary to double its manufacturing and office space. The entire adjoining floor has been leased and the intervening wall removed.

M. Epstein, official of the company, says: "Greatly increased volume on all models and on the interchangeable jar vender brought out this past spring has

been keeping the firm busy since we moved to Brooklyn last year from Boston. "There will be no interruption in activities during the operation. The usual prompt deliveries and quick service will continue as heretofore. Thanks are extended to the distributors and operators who by their buying have made this additional space necessary."

Chicago, Peanut Capital of World

CHICAGO, Nov. 26.—Writing in The Chicago Daily News, Robert M. Yoder commented upon the arrival of a barge-load of peanuts in Chicago. The write-up was accompanied by a series of three pictures. The article follows: "We're in pretty good shape for the winter, as far as peanuts are concerned, unless the North Pier of the Federal Barge line is high-backed by squirrels. The pier is a strategic place, for in addition to buying peanuts in carload lots, shipped by rail, Chicago now buys them by the boatload."

"The pictures, taken at the pier, show a tractor bearing a truckload of peanuts down aisles walled with peanuts in a warehouse soaked with peanuts. Longshoremen are unloading more peanuts from a hold piled high with peanuts. It is a small part of 300 tons which made up the barge's entire cargo. Even to the brokers that is peanuts. It is the first time, as the bargemen remember, that peanuts took all the space on one of their boats. This order was nudged up the waterway from New Orleans. They'll be salted or made into candy."

"Coming to Chicago is success to a peanut, in case you've never thought of it, for Chicago buys more peanuts than any city in the country. This is Broadway, in other words, for a high-grade eating peanut, possibly one of the old Virginia peanuts, counting 700 or 720 to the pound, with a good bright color. In an average year Chicago uses 4,000 to 4,500 carloads, a fact which makes the city's professional peanut brokers very happy indeed. When you are dealing those amounts you aren't working for peanuts."

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

MERCHANDISE CONTROL

By A. BERNARD GOLDSTONE, C.P.A., New York City

Editor's Note: Here is another article dealing with the accounting side of the cigaret merchandising machine business by Mr. Goldstone. Operators may obtain reprints of this article and the preceding articles on "Depreciation" and "Computation of Costs" by writing The Billboard, 1564 Broadway, New York City. Any questions about vending machine accounting problems will be answered by Mr. Goldstone either in this column or by mail. Mr. Goldstone is a certified public accountant who audits the books for the CMA of New York and several of its members. It is thru the co-operation of the CMA of New York that these articles appear.

There is no need to discuss here how important it is for every operator of cigaret merchandising machines to keep close check on his cigaret stock. Every operator realizes that a few packs unaccounted for may wipe out a week's profit on one of his machines. Money is made in this business from penny profits spread over volume sales; consequently an operator cannot afford to absorb any losses due to cigarets purchased but unaccounted for.

In order to install an adequate system for controlling merchandise, the op should bear in mind that all inventory should be accounted for. This inventory is divided into three major groups: (1) Stock on his premises; (2) stock with the service man, and (3) stock in the machines.

The best manner in which to control stock on the op's premises is to keep all his cigarets in a separate room under lock and key. An inventory or stock clerk should be placed in charge of this room. He should keep full records of all cigarets coming in and going out of this room. Cigarets on hand should be counted every day and checked against his stock records. This man should be held responsible for all cigarets under his care and charged at retail price for any shortages.

Stock entrusted to the service man should be accounted for and checked daily. The best manner to do this is to charge the service man with all cigarets taken



PROFIT with TOPPER

For Beauty, Quality, Performance and Price—The Operator's Choice is Topper. 16 New Outstanding Features Positively Makes Topper "The Topper." Topper Vends Everything, Churn, Egg Gum, Peasants, Candies, Pistachios, Etc. Capacity 5 Lbs. Bulk Merchandise, 900 Balls of Gum.
For Further Details and Low Prices Contact Your Nearest Jobber or Write Direct.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

INVESTIGATE

THE NEW 1939 MODEL U-POP-IT

AUTOMATIC CORN POPPER and VENDOR

NOW

Even greater profits with this improved model, featuring the amazing new "ELECTROTHERM" heat control—an exclusive Deval Development!



Prove to yourself the advantages of a PERMANENT, PROFITABLE and LEGITIMATE business! Write immediately for details!

DEVAL MFG. CO.
325 N. MYNNE AVE., CHICAGO

A REAL BUY!

50 Reconditioned EVER-READY 4000 40 Not a Confection Vender. ONLY \$6.50 (1 or more)

- SAMPLE \$7.50, New Ever-Ready Ood \$29.50 Each.
- 50 OTHER BUYS IN USED VENDORS & 50 BAGS 10 Venders with 5000 Balls Each \$12.00
- 50 MASTER TOY and Candy Venders, Each \$1.00
- 50 COLUMBUS Peanut Venders, EA. \$2.50
- 50 TWIN DOUBLE COLUMN 16 Not and Candy Vender, Each \$7.00
- 50 DOUBLE COLUMN 16 Block Gum Vender, Each \$4.00

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

HOT VENDORS

New in Original Crates . . . \$69⁵⁰

Very Slightly Used \$59⁵⁰

MECHANICAL SIMPLICITY

No motors, no contacts, no smoke, no grease, no odors, no burnt corn, no raw kernels.

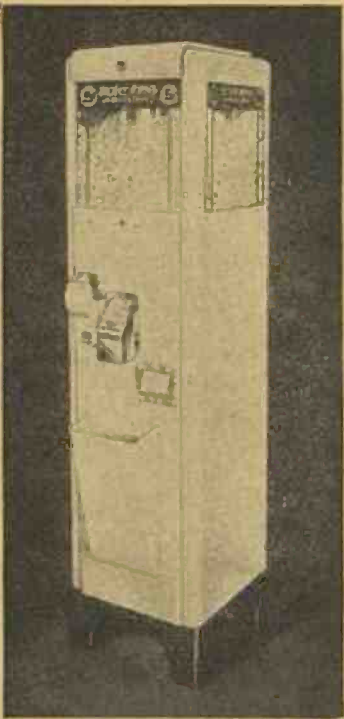
AIR CONDITIONED

Rainy weather, cold weather or hot weather, HOT VENDOR delivers a full and uniform measure of tasty, sanitary, freshly popped corn.

SLUG PROOF

Equipped with the most efficient kind of coin selector, the VANAK slug rejector.

HOT VENDORS ARE LEGAL EVERYWHERE



WURLITZER PHONOGRAPHS

616 . . . \$109.50 616A . . . \$129.50

Guaranteed Mechanically Perfect—Appearance Like New.

Acme Novelty Co.

1124 HENNEPIN • MINNEAPOLIS, MINN.
Northwest's Most Progressive Distributors

from the stock room. At the end of the day he is credited with the cigarette he returns and those he places in the machines. The total must balance. The service man should be held responsible for his route and charged with cigarette shortages at the selling price.

Many ops. have found the best manner to keep track of the stock in machines by installing a card system. A card is made out for each machine which contains all necessary information about the machine and the location and specifies the cigarette inventory of each machine. Over a short period of time the op. knows fairly accurately how many packs a week the machine will sell. He then establishes a stock figure for each machine which is usually 20 to 25 per cent higher than the number of packs the machine ordinarily sells.

In other words, once this system is operating smoothly, the service man knows definitely just how many packages of each brand to keep in each one of the machines he services. This amount, of course, will vary with each location. Besides enabling the op. to keep track of how many packs of cigarettes he has in his machines, this system enables him to keep his inventory investment down to the lowest possible figure. The service man, of course, must refill each machine to its proper level. It is of utmost importance, therefore, that a test check be made as frequently as possible by someone other than the route man to make certain that the correct number of packs are being placed in each machine.

Since this business is still young in years there are no standard forms that we know of which will handle adequately inventory control for the cigarette merchandising machine operator. We have prepared simple forms embodying most of the suggestions outlined above which we shall be glad to send to any of our readers on request.

At this point we should add that in addition to these various records, inventory should also be controlled on the general books of account. The reader will realize the difficulty in explaining the various accounts kept and entries made. However, we shall be glad to describe our method on request.

Have you heard, too, that a new popular-priced cigarette named Dunhill will soon be put on the market? Arnold L. Ogden, president of Dunhill International, Inc., has confirmed the report, but he declines to discuss any details of production. In Wall Street there have been rumors that Philip Morris & Co., Ltd., would manufacture the cig under the trade name of Dunhill and pay Dunhill a royalty for use of the name.

Perhaps you're thinking of starting up a business in Nebraska—especially if you've read the ads in *Time* and other mags that have been placed by the Associated Industries of Nebraska. Copy cites the fact that Nebraska has no cigarette tax. This is part of the campaign inaugurated some time ago to inform the world that Nebraska is the "white spot" of the nation because it has no income tax, no sales tax, no other extra taxes, no bonded debt, and therefore offers more money for living and a good place to go into business.

Dr. Lindsay B. Troxler, a representative of the Philip Morris & Co., Ltd., recently cited some interesting statistics in an address before members of the Reading Exchange Club in Reading, Pa. Troxler stated that if all the cigarettes smoked in 1937 were laid end to end they would reach more than 8,000,000 miles—or almost 330 times around the world. He also cited the fact that the sale of tobacco provides the U. S. Treasury with one-tenth of all its revenue.

A new policy was decided upon by members of the CMA of N. J. at their meeting November 22. From now on the boys will meet but once a month. A new classification of membership plan together with a new rate of dues was approved, details of which will be printed in this column next week. Membership also decided to send their manager, Le Roy Stein, to the NACOMM convention in Chicago. A better-than-average turn-out attended the meeting and witnessed an entertaining show on Highway Safety. Les Paul, Marcus Pospel and A. Van Tassel, of Stewart-McQuinn, also were on hand to show the boys the new models of the firm.

Get More Profits From Bulk Venders

By H. F. BURT, Automat Games Co.

How would you like to have 50 vendors free every year? You can and there is nothing magical about it. Simply the application of a few rules that are easy to follow—and worth while.

Regardless of whether you operate 100 or 500 vendors, the selection of equipment in comparison with the possible earning power of the location is of major importance.

Specialized vendors for special locations, single units where earning power proves that a single unit should be used; vendors with more class for the swanky spots; pale, pastel colors for the drug stores, beauty parlors and fancy confectionery stores; gleaming chromium for the dimly lit night clubs, taverns, dance halls and show places; sturdy unbreakable vendors for poolrooms, garages, gas stations, factories and tough spots.

Proper selection as outlined can easily increase your take 5 cents per week of \$2.00 per year, and on 100 vendors \$200. In addition you will have less repair, less breakage, less shifting of equipment and less loss of locations because you will have the right vendor in the right spot.

Another thing, the merchandise you use is important. You can easily increase your take 20 cents per month per machine by proper selection of merchandise. Naturally the cut and try method works; and advice from your local national candy supply or nut dealer helps. In addition there are sections of our country that have basic tastes. For instance, experts of ice-cream merchandising can tell you that New England likes ginger; the South likes strawberry; the Pacific Northwest is orthodox in its taste and prefers vanilla, chocolate, strawberry, etc.

In one county in Oklahoma no chocolate is sold for the very good reason that there is a peculiar type of water called Egyptian water which does not go well with any chocolate flavoring, since it spoils the taste.

You can ascertain the likes and dislikes of your locality simply by asking the soda-fountain attendants and candy-store proprietors for candy-flavor information, and the attendants of stores that sell nuts for the preferred type of nut. Why fight against prevailing taste when it means extra money for you?

Disregarding the rest of this article, the one thing that will bring you that extra nickel after you have the right equipment is good service and clean vendors. Make it a practice to repaint where paint can be used and repolish all aluminum and chromium parts when needed. This is neither a costly nor tiresome job, and you will derive a lot of satisfaction from sparkling glass, shiny, brilliant paint and gleaming aluminum.

In fact, if you do a good job you needn't trade them for new, because they will look like new, and you did it yourself! Take my advice and get those 50 free.



SPUDS

Now \$6²⁵

PER THOUSAND

Spud is the top quality, original and correctly mouthholed cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Axton-Fisher Tobacco Company
Louisville, Ky.



ber 30 of \$237,017. This is equal to 70 cents each on 192,810 common shares after dividend requirements on the first and second preferred stock and compares with a net loss of \$361,807 for the same period of last year.

Net profit for the September quarter was \$48,555, equal after dividend requirements on the preferred stock to 7 cents a common share against a net loss of \$243,614 in the same quarter of 1937.

National Candy Shows A \$237,617 Profit

ST. LOUIS, Mo., Nov. 20.—The National Candy Co. and subsidiaries report a net profit for the nine months to September 30 of \$237,617.

Beech-Nut Declares Special Div

CANAJOHARIE, N. Y., Nov. 26.—Beech-Nut Packing Co., manufacturer of candy mints and chewing gums, has declared a special dividend of 50 cents, payable December 15 to holders of record November 22.

52^{1/2} Gr. ★ CHARMS ★ 52^{1/2} Gr.

FOR VENDING MACHINES
VERY LARGE ASSORTMENT

Latest and most desirable numbers. Beautiful Colors, Heavy Stock, No Lead. Quicker less than 50 gross, 55c per gross.

DWARF CHARMS 67^{1/2} Gr. in lots of 48 Gr. or more. Smaller quantities 70c Gr.

8 AUTHENTIC FIGURES
All Charms Packed 1 Gross of a Style in Box.

Complete satisfaction or money refunded. Orders filled same day received. 1/3 Deposit with order, Bal. C. O. D.

GUARANTEE NEW YORK SNACKS CORP.

615 10TH AVENUE, NEW YORK CITY.

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

SAMMY KAYE

"Swing and Sway With Sammy Kaye" is no mere euphonious catch phrase, but a real invitation to dance to and listen to the music of one of the most popular of the sweet bands current today. Sammy was born in 1910 in Cleveland, and during the formative years of his youth his ambition was far removed from music, but was directed along the lines of civil engineering. He majored in that subject at Ohio University and graduated as a three-letter man and a full-fledged civil engineer.

But he had started to turn to music during college, having formed a band to help pay his way thru, and rhythm got into his blood. Leaving Ohio University he definitely dropped his slide-rule for a baton, and in the five years since then he has hung up an imposing record of 81 consecutive weeks on NBC, 54 on Mutual and as a CBS feature on its Cleveland outlet, WHK. He has played in restaurants and night spots too numerous to mention here, and this season is culminating these successful location jobs with his appearance at the Hotel Commodore, New York, his first job, other than Paramount Theater appearances, in the big town. The past spring and summer saw Sammy taking a tour of every important theater in key cities throughout the country, following an engagement at the Statler in Cleveland, from the previous November to April. His current stand at the Commodore will take him thru this fall and winter.

Kaye has made only minor changes in the band he originally started at college five years ago. He himself can play violin, bass horn, saxophone, banjo, guitar and trumpet, and his musical abilities extend to arranging as well; most of the band's orchestrations are done by its maestro. And, like most successful bandleaders, he has also turned to composing, with a ditty called "Moon-dust" which has been published by Mills Music. Kaye indulges in a superstition that makes him always play the same medley of three old songs every time he starts a new radio series or goes into a new location. But he's long past the stage where he needs to rely on superstition—his popularity with America's popular music fans is firmly grounded.

Asbury Park, N. J.

ASBURY PARK, N. J., Nov. 26.—Rudy Gettle opened a new tavern in Long Branch recently. One of the outstanding furnishings is his new Wurlitzer installed by the Casino Amusement Co. Gettle, well known along the shore, will have an orchestra to play for dances but says that he needs his Wurlitzer during the day.

Bill Balbach Sr. and Jr. and their pugilist son and brother, Gus, are doing swell at Keansburg. Bill Jr. promotes fights and sport events, while Papa Balbach attends to the business. The spot has a Wurlitzer. A game, a Bally product, is giving the best of service.

Two or three steel ball units are employed here. One near the bar and the others in the gymnasium attract good crowds. They are owned by the firm.

King Amusement Co. is doing a good job along the shore with the distribution of outstanding coin machines.

The Ballyview is taking in quite a few coins out at Paul's Club near Wanamassa, N. J. Paul O'Brien has just returned from the Middle West. While out there he saw Notre Dame play. He compared the excellence of the grid team with the action of his Bally game. They, meaning Notre Dame and the Ballyview, certainly give a good show. He predicts they are going far. O'Brien, by the way, has some new plans for his club. When they are executed it will put the club in a class by itself. There will not be anything along the Jersey Coast to touch it.



Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Two Sleepy People. As was expected, this Thanks for the Memory picture song has definitely risen to a point where it is now a must for every operator. Many turntables are spinning around right merrily now with this as the attraction, as played by Fats Waller on one disc and Kay Kyser on another. Additionally they may be intrigued by the Hoagy Carmichael-Ella Logan wading, the former being the composer, and for a different treatment, plenty smooth, there is the "Champagne Music" platter of Lawrence Welk.

My Reverie. Still a front runner, this lovely ballad seems good for several more weeks of sustained popularity. It's a toss-up between Larry Clinton's dance arrangement and Bing Crosby's crooned version; they're both great and they're both popular.

Change Partners. While slipping as to sheet music sales and radio performance, this is still potent under the needles, and it should be kept in for another couple of weeks anyway. Meeting with most favor among phono constituents is Jimmy Dorsey's recording.

I've Got a Pocketful of Dreams. Ditto marks go here. Situation is the same as the Irving Berlin number regarding its standing with John Public. Crosby does it, which is possibly the reason it still has appeal with the nickel-droppers.

While a Cigarette Was Burning. Altho this hasn't achieved the great heights promised by a brilliant start, it nevertheless is a current leader among pop tunes. Buddy Rogers does a good job with it on his platter.

Heart and Soul. Larry Clinton comes thru again with the most approved disc on this tune which he introduced as part of the score for a Paramount short subject, *A Song Is Born*. Number itself is pretty high up in over-the-counter demand and should be in the machines as one of the current hits of the moment.

COMING UP—BETTER STOCK THEM

I Won't Tell a Soul. This has been getting more than a little play from band leaders with network wires, which won't hurt its popularity any. And ops are reporting a demand for Andy Kirk's waxing of the number. Get this one, because there is no other recording that seems to be outstanding, altho Lawrence Welk delivers a smooth arrangement of it.

Sixty Seconds Got Together. A clever little ditty that, like the above, is attracting attention on the air. Welk comes to bat again with another of his exceptionally pleasing platters.

You Must Have Been a Beautiful Baby. Last week the Dick Powell number from Warner's *Hard to Get* flicker jumped nicely on the most played lists and this week finds it taking a corresponding leap in music sales. Ops had better get on the band wagon and let their patrons hear it, either from Tommy Dorsey's Clambake Seven or Bing Crosby's side. Reverse of the latter has another favorite, *Summertime*, from Gershwin's *Opera Porgy and Bess*, which they ought to like, too.

Umbrella Man. The latest in the apparently never-ending stream of "different" songs, without any preamble this made the glorified 15 best sellers of the week. If that means anything—and it usually does—the phono will be heading this one soon, and at the moment Kay Kyser has the best waxing for them.

When I Go A-Dreamin'. From the University of Pennsylvania's *Mask and Wig Club* show for this year, *All Around the Town*, Benny Goodman makes a good listenable platter of this up-and-coming hit.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Let 'Er Go. Artie Shaw is among the biggest attractions under the needles these weeks, and this disc is one of the reasons. It's a good one to have, but almost any Shaw waxing will answer the purpose, and ops ought to be cashing in on the current wave of popularity being enjoyed by the clarinet-playing maestro.

Begin the Beguine. Another special Shaw recommendation and an especially good version of Cole Porter's great rumba-for-trot from the Broadway musical of a couple of seasons ago; *Jubilee*.

The Blues. Completing a particularly worthy while 'Shaw trilogy. This shuffling arrangement but to go great in colored localities. The shaggers won't exactly turn up their noses, either.

Don't Make Me High. Another appropriate item for Negro spots as done by Blu Lu Baker and the Yas Yas Girl on a pair of discs. Proving profitable for those ops now playing it.

It Makes No Difference Now. Here's a worth-while three minutes for those with hillbilly leanings. Cliff Bruner supplied the interpretation, and well.

When My Baby Smiles at Me. The grand old Ted Lewis hit, played in the ever-popular Lewis manner. With *St. Louis Blues* on the reverse, this means nickels for those ops who are doing themselves and their patrons a favor by giving over a slot to it.

Jump Session. *Blam* and *Slam* doing still another variation on the successful *Flat Foot Floogie* theme, and making 'em like it.

GOING DOWN—NOT WORTH PUSHING

So Help Me, The Yam, I've Got a Date With a Dream, Lambeth Walk, Small Fry, Tutti-Frutti, Slop Beatin' Round the Mulberry Bush, The Boogie Woogie, I Haven't Changed a Thing.

Bennett Returns From Northwest

CHICAGO, Nov. 26.—E. George Bennett, Midwestern sales manager and representative of the Coronan Cabinet Co., recently returned from a trip thru the Northwest, touching the States of Wisconsin and Minnesota.

Bennett commented upon the happy frame of mind that he found most Wisconsin and Minnesota operators in. He stated that with a change of administration in those sections they look forward with renewed optimism.

"Cabinets," he stated, "are gaining increasing attention from operators everywhere. Operators are realizing that they gain much when they dress up their old-style phonos with the Coronan cabinet."

33,000,000 Records Is 1939 Estimate

NEW YORK, Nov. 26.—Automatic coin-operated phonographs have probably been one of the largest single factors responsible for the revival of the phonograph record business. Each year operators as a whole buy millions of records.

Said *Radio Weekly* in its editorial columns recently, in part:

"The rise in record sales closely parallels that of combinations and other record playing instruments. From a figure of more than 110,000,000 units in the early 1920s, before radio made itself felt as a competitor, disc sales declined gradually to the 10,000,000 mark only four years ago. From now on, however, the strides forward have been phenomenal and this year estimates in the trade are that 33,000,000 records will be marketed. What's more, the gains over last year have not been interrupted by the general falling off of business in other lines."

Stein To Manage Jersey Music Men

NEWARK, N. J., Nov. 26.—Leo Ray Stein, manager of the Cigaret Merchandisers' Association of New Jersey, is to be the manager of the newly formed Automatic Music Operators' Association of New Jersey. Stein, however, will also continue in his present capacity as manager of the GMA group.

The board of executives of the CMA group, formally approved Stein's appointment November 22, but he will not assume his new duties until an agreement has been worked up and signed by both associations. Stein most probably will begin his connection with the phono group about November 29. Officers of the phono association will be established in the present CMA headquarters. Scope of the group will be State-wide, it was reported.

Seattle

SEATTLE, Nov. 26.—Coin centers, with their many candy bars and side containers of nuts are furnishing tasty bits in a good many industrial plants far from convenient downtown restaurants. At the Seattle Star newspaper office busy workers shove the plungers for either candy bars, peanuts or chewing gum.

New popularity of the saleboard and its integration in the business life of the city is indicated in most recent adoption of the saleboard with its host of prizes, excitement of punching and winning at the Christmas bonus plan for salesmen in the radio field in Seattle.

In its Grand Christmas Sweepstakes the Sunset Electric Co., distributor in the State of Washington and Alaska of such lines as radios, refrigerators, ranges and other products, will use the saleboard for offering prizes to radio salesman of Seattle stores and those out of town. Their bonus tickets will be good for use on a saleboard with \$325 worth of valuable prizes and the men will punch until they win in the Grand Sweepstakes Contest. It has captured the imagination of the salesmen, who are strong for the saleboard idea that will provide Christmas presents for their sales grooves.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording was best in.

Address communications to
WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY, 1564 Broadway, New York City.

Austin, Tex.

November 26, 1938.

To the Editor:
 Hillbilly music is clicking like nobody's business in this capital city of the Lone Star State. Right now the hillbilly wax platters that spin day and night are as follows. *It Makes No Difference Now*, recorded by Cliff Bruner and ork, is the biggest record hit I have had in two years. *You're the Only Star*, by Gene Barry and Dick Robertson's Ork, is another big hit. Another good money getter on all locations is the *New Steel Guitar Rag*, by Bill Boyd's Ork. *Louisiana Breakdown Pete*, by the Hackberry Banders, is the best violin and guitar duo on my phones.

Dance bands that they yell for down here are Wayne King, Bonnie Goodman, Art Shaw, Kay Kyser, Dick Robertson, Jimmy Dorsey, Freddie Martin, Jimmie Lunceford, Andy Kirk, Harry Owens, Sammy Kay, Lionel Hampton, Larry Clinton, Jan Savitt, Ozzie Nelson, Bunny Berigan, Jan Garber, Bob Crosby, Henry Busc, Duke Ellington, Buddy Rogers and Henry King.

Wax on wax that is "top" in this section as those lines are being written in *Coconut Grove*, *My America*, *My Own*, *Mexicala Rose*, *So Help Me*, *Lambeth Walk*, *Change Partners*, *I Gonna Look My Heart*, *What Goes On Here?*, *Boogie Woogie*, *Polka Dot Dream*, *Summer Scenters*, *Wacky Dust*, *Heart and Soul*, *Alexander's Ragtime Band*, *White a Cigarette Was Burning*, *Who Blew Out the Flame?*, *Sixty Seconds Got Together*, *Two Sleepy People*, *Ya Got Me*, *Simple*

and *Sweet*, *Down on My Knees*, *Angel Child*, *Truckin' Little Women*, *W. F. A. Rag*, *Blues in My Flat*, *Texas Shuffle*, *Every Tub* and *Jeep Blues*. *Mexicala Rose* leads the above list by a big margin.

In my colored spots right at this time I am finding that *Truckin' Little Women*, by Big Bill, is a big hit number, also *Down on My Knees*, cut by Honey Dripper, *Texas Shuffle*, recorded by Count Basie, and *Don't Make Me High*, by Elu Lu Baker, are doing a nice job of nickel gathering. *Gone with the Wind* and *his Buddies*, in always good in the colored section, as well as *Phantom Black Snake*, brushed out by Washboard Sam. *Petite Wheatstraw* lights up the grill with *Saturday Night Blues*, and *Lionel Hampton* holds 'em late with *Ring Dem Bells*.

Tunes just coming in and look good are *Andy Kirk's Ork*, waxing it with *How Much Do You Mean to Me?* and *Charing Chippies*, done by Cootie Williams and ork. *Angels with Dirty Faces* looks good, as well as *Deep in a Dream*.

On my Mexican locations I let the two Mexican record dealers go to the locations, take sample records and play them and let the locations select the discs they think will be best. This plan is the best for Mexican spots. Hits in Mexican spots right now are *El Jugador*, recorded by Chicho and Margarita, *Dices Que Te Vas*, cut on the wax by Laurita and Ray. *Despecho* is a Mexican hit that is really getting money in the Mex quarters.

EDDIE SCHATZ, JR.
 Austin Phonograph Co.,
 Austin, Tex.

Oklahoma City

November 26, 1938.

To the Editor:
 Right now the "best paying" records for all locations here are *Change Partners*, by Jimmy Dorsey; *My Revere*, by Larry Clinton; *Heart and Soul*, by Larry Clinton; *Sixty Seconds Got Together*, by the Mills Brothers; and *Begin the Beguine*, by Art Shaw.

The record that hits the jackpot the hardest, tho, is Bing Crosby's *I've Got a Pocketful of Dreams*. Any Crosby number is a surefire, but this is one of his best, in this part of the country at least. Also doing good business for us are *Lambeth Walk*, by Russ Morgan, and the same number by the Mill Herth quartet.

We find it just as necessary to keep our string-band records fresh as we do the big name-band discs. Lately we've put all the W. Lee O'Daniel pieces we can get on our machines, and they're bringing the coins in plenty fast. *Tuck Away My Lonesome Blues* and *Thank You, Mister Moon* are his best. These are old numbers, but O'Daniel is riding the crest of a publicity wave right now. Even the high-hat spots give him a good ride to see how the Texas governor can hillbilly it.

String-band records which lead the list still include those by Bob Willis. *Fog*, string-band spots Willis is our Old Faithful. Some of his best pieces are *St. Louis Blues*, *Sino River* and *Mexicala Rose*.

Our theory that it's always a good idea to have a few Hawaiian numbers is holding up right now, with *Coconut Grove*, by Harry Owens, and *One Rose*, by Dick McIntire and his Royal Hawaiians, getting a nice play in most spots.

Two numbers that ought to come up in the near future are *Have You Forgotten So Soon?* and *What Have You Got That Gets Me?*, both by Kay Kyser. *White a Cigarette Was Burning* is another number that is steadily increasing in popularity. So far Paul Whiteman's record has had the best play here. Another good number to bet on is *Summer Scenters*, by Russ Morgan, Larry Clinton or Jan Garber. The number we're counting on to break all records, however, is *Bing Crosby's My Revere*.

Old Man Moss is beginning to slip, and *Musio*, *Nessie* is fading as a leader. *Alexander's Ragtime Band* is still getting a strong play, however. *Josephine*, by

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Wayne King, is proving an unusual number. It is by far the favorite of older people and a surefire hit in the class locales.
 Negro spots are using the most nickels on *You Done Lost Your Swing*, by Leroy's Buddy; *The Train is Coming*, by the Honey Dippers; *You Talk in Your Sleep*, by Casey Bill; *Tutti-Fruitti*, by Slim and Sam, and the old favorite *Angel Child*, by Walter Davis.
 L. L. BARRETT,
 Rice Music Co.,
 Oklahoma City, Okla.

Louisville

November 26, 1938.

To the Editor:
 As I am manager of the record department of the Bruner Greenup Record Co., I believe I am in a very good position to pass on the information of the best money-making tunes in both white and colored locations in Louisville.

In the average tavern location here the tunes that are getting the biggest play are *Boogie Woogie*, by Tommy Dorsey; *Two Sleepy People*, by Fats Waller; *My Revere*, by Bing Crosby; *Andy Kirk's I Won't Tell a Soul*; *Let 'Er Go*, by Art Shaw; and *Duke Ellington's Please Porgie Me*.

In locations that are strong for hillbilly tunes we find that *Oh, Monah*, by Sons of the Pioneers; *You Can't Put That Monkey on My Back*, by the Shelton Brothers; *Bob Skyles' Rodeo Ann*, and *Don't Make Me Go to Bed*, by Bill Cox, are the favorites.

The *Yes Yes Girls' Don't Make Me High* and *Washboard Sam's Bucket's Got a Hole in It* are the strong ones in Negro spots.

This idea of having the operators exchange notes with one another about the tunes that are going best for them strikes me as an excellent one. I know that ops here in Louisville follow this column closely and find it a big help to them.
 MARJOR KANNAPEL,
 Bruner Greenup Record Co.,
 Louisville.

OFF THE RECORDS

(Continued from page 13)
 Vocalion

OVIE ALSTON is the newest of the soap benders for the label. Neither his trumpeting or vocals nor his band stand out above the mill run harmonette brand of soothing for a slumper *Junkman's Serenade* and the standard *Jade*, which brings forward, of all things, an electric guitar slide effect. *Billie Holiday* remains true to her legion of fans, lending her sexy throatings for *I Can't Get Started* and *The Very Thought of You*. Making the dance more inviting, *Louise* reduce Welka blends his smooth dancipation for the ballads, *Have You Forgotten So Soon?* and *It's a Lonely Trail*. And in the same mood *Ray Herbeck* couples

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You Look Good to Me with It's Time to Say Aloha.

Victor

BENNY GOODMAN crashes thru with a stringers for the floy floy. Fletcher Henderson's *Bumble Bee Stomp* in traffic-stopping time. And there's plenty abuzzin' on the flip-over for Festalozza's familiar waltz song in swing setting. *Ciribiribi*, bringing home the thought that these good men haven't lost their knack of laying it on like Macduff.

Skinnay Fanks, with smart music that's smartly styled and so soothing on the ears and hoof, couples *Deep is a Dream*, and *Gardenias*, both song ballads destined to head the hit heap. *Sammy Kaye* carries on with the contagious *You Look Good to Me* and the fetching *This Is My Dream* ballad. Latter song and *Deep is a Dream* are the collaborations of Eddie DeLange and Jimmie Van Heusen and it looks like the lads are gonna hit the jackpot with both. *Jean Sablon*, who exemplified the Frenchie chanson singing, adds a porgessible patter in *Two Sleepy People* and *Blue Nightfall*.

Bluebird

FATS WALLER gives vent to his jovial wallerisms with *I'm Gonna Put You in Your Place* and *You Look Good to Me*. And Fats never sounded better, the latter side also giving guitarist Albert Casey a chance to get off to good advantage. *Erskine Hawkins*, hitting the peanut-whistle register on trumpet, makes the conventional but less screaming harmonic stomping for *Strictly Swing*, which it isn't, backing with a softer side. *Who? Do You Know About Love?* *Ma James*, formerly *Papa Hines'* canary, carries the torch for the latter song. But it's all sorts and-like, the gal having lost all her verve and vibrant qualities that at one time distinguished her vocal calisthenics.

Jan Savitt pairs a couple swell ballads, *Hurry Home* and *Just a Kid Named Joe*. The latter, a tale of the attributes for hitdom. *Les Brown* struggles with a Cole Porter couplet from *Leave It to Me*, *From Now On* and *Get Out of Town*. *Tunes* are right smart but demand the kinda treatment that Brown's jazzpation can't afford. It's strictly for the Dughin or Reisman type of music. And you don't have to be a record talent scout to know that little. *Frank Bailey* does justice to the Crocker-Lowe songs from the *Great Lady* musical, *I Have Room in My Heart* and *Why Can't This Night Last Forever?* Song ballads are down to earth and should catch on if the show does. *Gray Gordon* gives his too blend, more of a *Ship Fields-Russ* Morgan blending for *Emahua*, and *Let Me Sleep Tonight*. And for the alleged jam-up by a piano, clary and guitar threesome billed as *Three's a Crowd* for *We Want Five* and *That's Got Me*, it's the kinda jam juke you get when you think of *Kittens on the Keys*.

Biz Above Average, Say Ace Distrib

NEWARK, N. J., Nov. 26.—Jack Kay, of Ace Distributing Co., reports that his firm's shipments have reached a new high. Said he: "After checking our books we find that our shipments have taken a very definite jump far above anything we have so far enjoyed. This means to us that more and more operators are appreciating the value of the games we are selling."

"We believe that with the present side, plus the way shipments have been going out this month; that we will have set a new sales record for our firm before the end of the year."

"Having entered into the distributing picture a little later than most of the firms here, we believe that our accomplishment is something to be proud of and we are going right ahead to definitely establish this fact thruout the industry."

Robbins Bingo Sales Pass 2,000 Mark

BROOKLYN, Nov. 26.—D. Robbins & Co., Brooklyn, report that a large amount of their Bingo, 1-cent counting skill games have recently been shipped to Connecticut and Philadelphia operators. Robbins says: "Most of the operators who are running novelty games, music machines and vendors find that Bingo can be placed in the same location with their other equipment. In

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E Z PICKIN

U. S. Court Upholds Radio Patent Pool

WASHINGTON, D. C., Nov. 26.—The United States Supreme Court recently reaffirmed a decision of last May upholding authority of the so-called radio patent pool to restrict ultimate use of articles manufactured under license with pool patents.

In the radio patents suit the government had contended in a friend-of-the-court brief that if patentees could restrict the use of patented articles this privilege would encourage the extension of monopoly, a view forcefully asserted by Justice Hugo Black last May and in his dissent to the 5 to 2 decision today.

Special Interest Shown

The patent case—currently of special interest because the joint Congressional committee which is to investigate monopolies has chosen the question of patent and patent pools as the first question for consideration in public hearings starting December 1—involved an appeal by the General Talking Machines Corp. from a decision given Western Electric Co. control over the use of vacuum amplifiers licensed to the former company.

Justice Louis Brandeis, delivering the opinion, declared that federal patent laws clearly permit patent holders to restrict the use to which patents may be put by persons employing them under license.

Justice Black Dissents

Justice Brandeis drew a sharp distinction between use of a patent under license and sale of patented articles "in the ordinary channels of trade." Since the present case involved manufacture under license, he said, the court did not find it necessary to examine the patent holder's right to restrict use of his patented products.

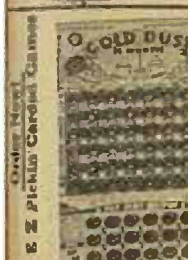
Justice Black's dissent asserted that almost a century ago it had been held that when an article described in a patent is sold "it is no longer within the limits of monopoly" and passes outside the protection of patent law. A single departure from this rule, he said, was overruled in five years.

Seaboard Sales Reps Are Busy

NEW YORK, Nov. 30.—"Bert Lane's favorite pep expression" say traveling representatives Fred Iverson and Harold Lawrence, is "Keep punching, boys! And that is what we are doing." Iverson is representative in up-State New York, Connecticut and New England. Lawrence covers the Pennsylvania region for Seaboard Sales.

Both confide that they like their territories very much and are trying to get around as fast as possible to do what they can for columnists in their districts.

Said one of Iverson's customers: "I've learned to depend on Iverson's advice and lean a great deal on the service he gives me. He certainly makes me think of Seaboard Sales as a friendly firm."



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10 Daily Jugglers, 10.00	1 1/2 Cash, Nat. C. O. D. J. R. YEADIT, 900 E. Missouri St., Evansville, Ind.

E. O. Likens an Auto Victim

WASHINGTON, Nov. 26.—E. O. Likens, factory distributor for Columbus Vending Machines, is confined to his home in Chevy Chase, Md., with a fractured leg and injuries to his hands and body sustained recently when he was struck by a reckless driver who drove thru a safety zone. He is recovering nicely, but it will take some time before he will be able to get back into harness.



THE MILLS SCALE, too, has beautiful lines that sets it apart. Demure Kitty Kelly enhances this setting.

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Step up the profits of your novelty locations with Pedal Pushers, the new 5 ball novelty game. A play idea that's new and fascinating—A variable odds feature controlled by the player with awards from 10c to \$1.50 and a feature award up to \$5.00. Equipped with registers—has a rich looking cabinet and a brilliantly illuminated back panel. See Pedal Pushers at your distributor today.



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Separator Model In Columbia Line

CHICAGO, Nov. 28.—Following a period of two years in which the Columbia bell machine has shown a steadily increasing record of sales, the Groetchen Tool Co. now announces a check separator model of this machine. The new model, added to the other models, makes a rather complete offering to fit into various operating needs.

According to Richard Groetchen, head of the firm, the introduction of the check separator "represents a brilliant achievement by the engineering staff, in keeping with the long record of the firm for making reliable mechanisms for coin-operated machines."

"Two years of development work," he says, "backed by the expenditure of big sums of money, has resulted in the new model. The ingenuity of the mechanism is seen in the fact that the coin chute will take four different sizes of coins—pennies, nickels, dimes or quarters—adjusting itself automatically to the various sizes of coins, and finally the check separator will separate the coins of four different sizes from their sequential checks."

Ponser Displaying Three New Games

NEW YORK, Nov. 28.—George Ponser is now displaying what he terms "three winners" in his showrooms. "First," says Ponser, "is Daval's Spinner, the game withheld by Daval for some time because all production facilities were required to produce Odd Ball, another Daval hit, is proving to be one of our best sellers. It's a leader."

"Keeney's Stepper-Upper is a real Keeney game. A beautiful do-hoo-money maker on location. When I first saw this game at Keeney's factories I knew that it was going to edge out a lot of games because of its unique playing principles."

"Chicago Coin, as usual, enters the market with a sweetheart. This time it's St. Moritz. It comes into the picture just when St. Moritz, the famed winter resort, will be receiving a great deal of attention from the press. Advance orders placed definitely mark it a winner."

Heavy Run on Western Baseball

CHICAGO, Nov. 28.—"The unaccounted for by any fanfare of publicity, the production record achieved by Western Products, Inc. on the game Baseball is worthy of comment," according to Don Anderson, Western sales manager.

"Since the announcement of Baseball, a console type amusement game, way back in April of this year, production has continued steadily thru a period of seven months," said Anderson.

"The there are many reasons for the popularity of Baseball, three of them stand out as most important in the success of the game. First is the fact that this game is 100 per cent legal everywhere. It offers real baseball play and thrills on the playing field without any element of chance. Next in importance is the unusual low price at which Baseball has been offered to the operators, permitting them to place a large quantity of the games on locations. Equally responsible for the continued demand for Baseball is the built-in perfection which keeps the games operating profitably under the most strenuous play."

"Baseball offers players all the thrills and plays of baseball as far as mechanical genius can produce them," said Anderson. "Skill of the player brings about many situations such as occur on the actual diamond and the player may play each game until three outs are made."

Alps Worth Wait, Says Rothstein

PHILADELPHIA, Nov. 28.—"It's been well worth waiting for!" Thus commented L. H. Rothstein, head of Banner Specialty Co., on the new Chicago Coin free replay game, Alps, slated for release on or about December 1.

"St. Moritz, the straight novelty game from which Alps was adapted, is proving to our complete satisfaction that Chi-

"Listed here are the greatest games we've ever featured! Everyone a hit! And like all our games: You Can Buy With Confidence — and Buy Right! Write for details today!"



George Ponser.

Chicoin's PEACHY ST. MORITZ

Daval's ODD BALL SPINNER TALLY

Keeney's HIT BIG TEN STEPPER UPPER

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NEW YORK CITY

11-25 East Ruyton St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

cago Coin again hit the ball on the head when it designed the game. With its strong appeal in unusual playing field, playing principle and colorful design, it proves to be a timely game that is rejuvenating novelty game play.

"Now," continued Rothstein, "with practically the same game available for locations that require the play-off type of equipment, operators are going to have an opportunity to make the same sort of profits they have been enjoying on St. Moritz locations. Alps already has our strongest recommendation, and operators long acquainted with the virtues of Chicago Coin games have responded to our urging that they make sure of having sufficient Alps by placing orders now."

New Console, El Dorado, on Market

(New Game)

CHICAGO, Nov. 28.—Exhibit Supply Co. has announced a new console, El Dorado. Says Exhibit's spokesman, "Not just another console, El Dorado is so new and different that everything now on the market has to give way to the play-compelling power of this great new game."

"Players are immediately attracted to El Dorado because El Dorado is full of impressive beauty and colorful lighting effects. El Dorado gives the player the chance to select his own odds. Play an almost sure 2 to 1 bet or a long shot for 40 or 160 to 1.

"Push down the handle and away spin three discs. The three large important-looking discs have ball machine action that players everywhere thrill to. All discs stop in one, two, three ball machine order. The player can win if his selected combination comes up regardless of the sequence in which they appear.

"El Dorado may be operated with the heart, club, spade and diamond symbols or changed over to the finest horse-race game you ever operated. Complete changeovers come with every machine. It takes only a few minutes to make the change.

"Where desirable to skill ball device can be provided. They can be installed in a few moments.

"El Dorado is new from top to bottom. New in player appeal and new in ability to outearn everything on the market," he concluded.

AMERICA'S COUNTER GAME KINGS

MAKE THEIR

MOST SENSATIONAL OFFER!

**\$5 ALLOWANCE FOR ANY
USED COUNTER GAME**

OF ANY MAKE OR
CONDITION IN TRADE

ON A NEW
Groetchen

GINGER

TOKEN PAYOUT
GIGARETTE GAME

"Certified" beyond question through
token returned. Mechanically perfect.
Chambered gearwork. Turbo chills.
1c or 3c play. Specify with order!

Regular Price **\$27.50**
LESS \$5 ALLOWANCE



WE WANT THOUSANDS OF USED COUNTER GAMES!

We offer \$5 allowance on any game—any make—in trade on brand-new Gingers. We pay freight! (Not liable for express.) No waiting for your new Gingers—send bill of lading on shipment to us. No limit—1 or 1,000—machines for machines. Cash in! Take advantage of this liberal offer NOW!

WE WILL
EXHIBIT YOURS
AT THE
**SHERMAN
HOTEL
JAN. 16-19**

Remember! A G. & G. Endorsement is a Genuine Guarantee of Satisfaction or Your Money Returned!

GERBER & GLASS DISTRIBUTING CO.
914 Diversey Boulevard • Chicago, Illinois

Special INTRODUCTORY OFFER! BABY RESERVE

SEE BALLY'S AD OPPOSITE INSIDE BACK COVER

REGULAR PRICE, \$26.50. For limited time only—send us prepaid bill of lading as evidence you are shipping used counter game or games—any make, any condition—and we ship you equal number of BABY RESERVES at **\$19.00** each net C. O. D. only.

THE VENDING MACHINE COMPANY
205-13 FRANKLIN ST., FAYETTEVILLE, N. C.



Susie Q Latest Exhibit Game

(New Game)

CHICAGO, Nov. 28.—"The fastest and most entertaining one-ball table on the market, the Susie Q." Thus was the introduction of another new Exhibit Supply Co. game.

"The Susie Q," stated Exhibit officials, "has been on location for more than 30

days and has proved its superiority. All selections are mystery selections and change with each coin played. Odds up to 40 for one. Only seven numbers and seven holes. When player plays four coins there are only three holes against him.

"In operation the player drops coin, selections flicker back and forth, finally stopping on one number. The odds drum revolves, setting up the odds for that particular number. Should the odds happen to show up as being only two, then the player would probably drop an additional coin which would give him another selection and also change the odds.

"The player can continue to drop coins until he has four selections and he would have four different odds for each number selected. Even after having dropped four coins he could still continue to drop additional coins which would keep changing the odds but would not give him any more numbers, inasmuch as four selected numbers is the most he can get, but he can play additional coins in the hopes of securing greater odds.

"Guaranteed 100 per cent mechanically perfect. Exhibit's Susie Q is setting a new trend in one-ball tables."

G. W. Snyder Dies On Thanksgiving

COLUMBUS, O., Nov. 26.—Gus W. Snyder, of the Superior Confection Co., known to thousands in the coin machine industry for many years, passed away on Thanksgiving morning. Death came from peritonitis, following an attack of acute appendicitis.

Messages of condolence were being received from members of the industry in all parts of the country by the family and relatives here.



COLUMBIA CHECK SEPARATOR

ANOTHER OF GROETCHEN'S GRAND GAMES

Columbia Check Separator Bell (for Side Vender) is another mechanical marvel by Groetchen Engineers—a worthy companion to thousands of Standard Columbias now in location. Same Escalator coin chute handles Pennies, Nickels, Dimes and Quarters, which are separated from their equivalent checks by the new check separator which is almost human in its uncanny precision.

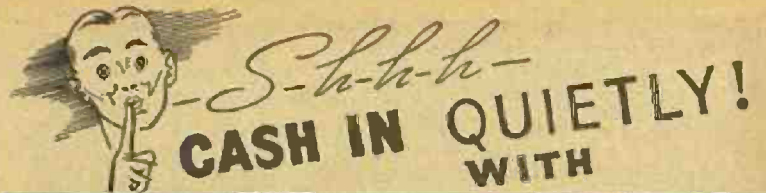
WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

As snagproof
As reliable
As profitable

Standard as Columbia Bell

Write at once for full details and confidential new operating plan for opening new territory. On Display at the Hotel Sherman Show, where you will also see Mercury, Ski-Jump, Coast-Guard, Confessa.

GROETCHEN *Pool* COMPANY
124-130 N. UNION ST. • CHICAGO, ILLINOIS



CASH IN QUIETLY!
WITH

MILLS

Vest Pocket Bell

WITH AUTOMATIC PAYOUT

FOR YEARS we've been seeking a small, pocket-size, quiet, compact, automatic payoff Bell that would work as perfectly and earn as much as the bigger Bells—YET WOULD NOT LOOK LIKE A BELL! Mills has achieved the seemingly impossible with the new sensational "VEST POCKET BELL"! The perfect machine for QUIET operating!



WEIGHS ONLY 15 pounds—easily moved about. Size only 8"x7"x8"—fits anywhere. Big cash box holds \$45 in nickels. Beautiful, neutral green, all aluminum case. Phenomenally QUIET and SMOOTH in action. Payouts are made in small payout cup. 3 bars pay 20—and they come up with thrilling frequency. Easy access to entire mechanism—it slides right out.

\$49.50
5 PLAY ONLY

It's the BUY OF A LIFETIME! Rush 1/3 Deposit for Immediate Delivery!

THE VENDING MACHINE COMPANY
205-15 BRANKLIN STREET-JAYETTEVILLE, N.C. (Can. Address COINSLOTS)

FLIP FLOP FLUZZEE
Watch the Pennies

Not a make-shift... a real game. Player drops spins or shoots coin. Accurate record of payouts. 6-tumbles lock. Triples cigarette sales. LEGAL...CLEVER AMUSING! Sample \$3.95 No 1/2 Dep. Bal. C. O. D. (Chester in Quantity)

STAR MFG. & SALES CO.
1701-05. WAYNE - KANSAS CITY, MO.

Michigan Festival Heads To Try Again

GRAND RAPIDS, Mich., Nov. 28.—Altho the first annual Michigan Farm Festival here on November 14-19 had a financial loss and the estimated attendance was only 40,000, officials plan to repeat it next year.

Managing Director Fred H. Ottman held lack of success due to the name "Farm Festival," which, he said, "failed to describe the broad range of interest covered," and the fact that exhibits were scattered in seven buildings. Exhibits would be housed within one large centrally located area another year, he said.

Exhibits included prize stock, poultry, vegetables, flowers and baked and canned products. Michigan Master Farmers' Club, Michigan State Florists' Association, Michigan-Ontio Fur Breeders' Association and West Michigan Fat Stock Show Association met here during the week.

Ernie Young's *Follies Internationales* gave two shows daily in the Civic Auditorium, seating 4,600. About 12,000 spectators greeted the 12 performances, and crowds grew as the week progressed.

Free Play Game Called Arrowhead

CHICAGO, Nov. 28.—"Built to order for free-play territory!" is the way Jim Buckley, general sales manager of Bally Mfg. Co., describes the new Arrowhead game.

"Bally's Arrowhead has all the play appeal of a \$200 payout game," Buckley stated, "at a popular price! Arrowhead features changing odds, from one to seven mystery selections each game, win-place-show awards, plus a fascinating 'quality' idea; roll-overs which enable the player to change odds and selections by skill, and a brand-new free-selection idea that guarantees plenty of repeat play. Arrowhead can be operated as a one-shot or five-ball game—or as a two or four-ball game. And, according to first collection reports now coming in, it's a gold mine any way it's run."



"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF GRID SEASON.

One of THE Football Boards of the season, LUCKY KICK breathes the very air of the gridiron. Superior designers have built into this new board an appeal unapproached by any other football board. Even winning tickets are based on gridiron language as top award of \$25 goes to ticket reading TOUCHDOWN. Other awards graduate down and are named for the different football plays, such as FIELD GOAL, SAFETY, EXTRA POINT, ETC.

A colored 2000-hole board, LUCKY KICK shows an average profit of \$41.30. Write for Superior's latest colored bulletin describing other sensational new boards, and for SUPERIOR'S SCOPPS, salesboard trade paper.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST. ILLINOIS
CHICAGO, ILLINOIS

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL, JANUARY 16-19

COIN MACHINES LEASED
or
FURNISHED WITHOUT COST
For PERCENTAGE OPERATION to any-
one able to furnish satisfactory refer-
ences.
BOX No. 245, Billboard, Chicago.

\$7.00 ALLOWANCE
for any old counter game on Bally Baby Re-
serve. Send bill of lading for immediate
shipment. Liberal allowance for any pla-
game on new games. Offer limited. Hurry.
G. N. VENDING CO.
157 W. Broad, Columbus, O.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS.

3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS
A 5c Salesboard
42 Boxes of High-Grade Chocolate—1 1/2 Lb.
10 Lb.
7 Jars of Assorted Candy.
Large Box Assorted Chocolates for Last Purchase.
A 200-Hole Salesboard.
COSTS YOU \$4.00.
TAKES IN \$15.00.

Fast Moving Deal
36 WINNERS
A 35-Hole Salesboard.
Numbers run from 1 to 30.
Every Purchase receives a Box of High-Grade Chocolates.
Have under deal receives additional 2 Lbs. Chocolates in Beautiful Padded Box.
COSTS YOU \$5.50.
TAKES IN \$12.00.

Quick Turnover Deal
24 WINNERS
Every Purchase receives a One-Pound Box of Chocolates.
Numbers Run From 1 to 20.
24 1-Lb. Boxes of Chocolates.
A 24-Hole Salesboard.
COSTS YOU \$4.25.
TAKES IN \$5.00.

CANDY FOR THE HOLIDAYS

1 1/2 Lb. Box of Assorted Chocolates 70c
2-Lb. Box of High-Grade Chocolates in Padded-Top Box, Gift, Wrapped, 1 Doz. to Carton, Per Box, 50c
Credited Chocolates 2 Doz. to Carton, Per Doz. \$2.40

20% Deposit With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.
DELIGHT SWEETS, INC. NEW YORK, N. Y. 50 EAST 11th STREET

SPECIAL!
KEENEY'S MULTI-FREE RACES \$67.50
TRIPLE PLAYS \$57.50
FLEETS 37.50
NEW ORLEANS NOVELTY CO. 238 DRYADES ST., NEW ORLEANS, LA.

CMMA Announces List of Firms Exhibiting at the January Show

CHICAGO, Nov. 28.—"The pick of the profit producers will be on parade," commented Jim Oilmore, secretary-manager of the Coin Machine Manufacturers' Association, as he released a partial list of exhibitors at the CMMA annual Coin Machine Show, Sherman Hotel, Chicago, January 16-18, 1939.

"Note that the vast majority of firms using space for the January show," Oilmore continued, "are actual manufacturers of coin-operated machines and include organizations which have produced many of the major money makers during the past few years. In addition to concerns named in this partial list many other manufacturers have indicated their intention of exhibiting at the Sherman Hotel in January. One thing the operator can be sure of is that he will see the newest in all classes of coin-operated machines and allied products—music, merchandise, amusement."

List of Exhibitors

Acme Novelty and Mfg. Co., Chicago; American Sales Corp., Chicago; Atlas Novelty Co., Chicago; A. B. T. Mfg. Co., Chicago; Automatic Age, Chicago; Automat Games, Chicago; Automatic World, Ft. Worth, Tex.

Bally Mfg. Co., Chicago; The Billboard Publishing Co., Cincinnati; Blackhawk Mfg. Co., Chicago; Block Marble Co., Philadelphia; Buckley Mfg. Co., Chicago; Chicago Coin Machine Mfg. Co., Chicago; Chicago Lock Co., Chicago; Chicago Wholesale Co., Chicago; Churchill Cab-

net Co., Chicago; Grabb Mfg. Co., Chicago; Daryl Mfg. Co., Chicago; R. C. Enerach Floorshow, Ill.; E. C. Evans & Co., Chicago; Exhibit Sales Co., Chicago; Faith Florin, Inc., New York.

Gam Sales Co., Peoria, Ill.; Gardner & Co., Chicago; Gray Games, Inc., Muncie, Ind.; Gonoo, Ind.; Chicago; Gerber & Glass, Chicago; D. Gostlieb & Co., Chicago; Great States Mfg. Co., Kansas City Mo.; Grotchen Tool Co., Chicago; Guardian Electric Mfg. Co., Chicago.

Hamilton Mfg. Co., Minneapolis, Ill.; Iowa Lock Co., Chicago; Independent Lock Co., Chicago; International Microscope, Reel Co., New York; James Brokerage Co., Chicago; Louisville Novelty Co., Louisville.

Merchandise Sales Syndicate, Chicago; Muncie Novelty Co., Muncie, Ind.; National Coin Machine Exchange, Chicago; Operator Supply Co., Chicago.

Pan Confection Factory, Chicago; Park Bead and Novelty House, Chicago; Play-Ola Mfg. Co., Chicago; Premium Sales Co., Chicago.

N. Shure Co., Chicago; Stewart & McQuire, New York; Superior Products, Inc., Chicago; Townsend Mfg. Co., Baltimore; U-Need-a-Pak Sales, Inc., Brooklyn; Universal Mfg. Co., Kansas City; United Amusement Co., Kansas City.

Thomas A. Walsh Mfg. Co., Omaha; Waltham Mfg. Co., Chicago; Wertz Novelty Co., Inc., Muncie, Ind.; Western Products, Inc., Chicago; W. W. Wilson Mfg. Co., Chicago; Winner Sales Co., Chicago.

7 MONTHS PRODUCTION and STILL GOING STRONGER!

OPERATORS! buy the only PROVEN big Profit Machine offered today!



Western's 1939 BASEBALL

Beautiful Attractive Console Cabinet
ITS LOW PRICE WILL AMAZE YOU!

100% Legal Everywhere. Player plays till 3 men are out.

All the action of a real baseball game.

Fully automatic. Positively no bugs.

Mechanical perfection absolutely guaranteed.

Payout award register available at slight extra cost.

WRITE—WIRE—PHONE YOUR INQUIRIES TODAY

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

U. S. Population Set at 130,215,000

WASHINGTON, D. C., Nov. 28.—The population of the United States as of July 1 was estimated to be 130,215,000 in preliminary figures made public recently by the Bureau of Census. This total indicated an increase of 0.7 per cent over July 1, 1937, but emphasized a decline in the rate of increase which is expected to have far-reaching effects on American economy in future years.

The estimate of population was based on a computation of births and deaths during the last fiscal year and on figures showing immigration and emigration, allowances for omissions or errors.

Of the increase during the year the number of 918,000 was attributed to births in excess of deaths and only 43,000 to immigration.

The estimated increase for the year reported today was precisely the same as the average estimated rate for each of the years since 1930.

"This marked decrease in the rate of population growth," the report added, "is attributable on the one hand to the declining birth rate and on the other to the decrease in the net immigration, which during the past eight years has resulted, for the first time in the history of this nation, in a net loss of population to foreign countries."

"To the business man and manufacturer the marked decrease in the rate of population foreshadows a contraction in expectations for future markets at home and points to the increased importance of foreign trade. To educators the decreasing smaller need for expansion of school plants and personnel and possible expansion of adult educational facilities.

"To the welfare agencies the decline in population growth indicates an increasing proportion of aged persons in the population of the United States which may augment welfare problems."

value for its money, and we plan to do that by getting the best novelty games on the American market. Our popular coin is the penny, and for that penny the public wants a real game of amusement. Many of the games made in America do not furnish a real amusement value to meet the demand of our public, so we have to study the offerings very carefully in order to find what our trade will patronize."

Cohon then expressed his views of publicity as used by the American trade, feeling that news is exaggerated too much. The English trade feels it is not getting the facts, he says.

Stable Mate Has "Stepper" Features

CHICAGO, Nov. 28.—"The best way I can describe Stable Mate, our new free replay award game," explained J. E. (Jack) Keeney, "is to say that it utilizes the same play field and backboard design as Free Races plus our new stepper-upper principle of stepped-up awards and play."

"In other words," continued Keeney Co. president, "if a player loses on his first two games he can insert a third coin and odds will be double or triple for that third game play. Odds automatically go back to the original basis for fourth game."

"Stable Mate is really one of our 100 games to be displayed with our other new games and models at our private showing, which we will hold from December 10 to 18 and again from January 14 to 19.

"We are inaugurating a new project this year, in not only having our new offerings in production, but also having them on the market for a sufficient length of time so that we show actual earning reports on those new games on exhibit."

Alps Deliveries On December 1

CHICAGO, Nov. 28.—"Apologies are still in order," say Sam Wolberg and Sam Gensberg, officials of the Chicago Coin Machine Mfg. Co. "The four operators, jobbers and distributors have been impatiently awaiting the release of our free replay game, Alps, we have been so busy making St. Moritz that it has been impossible to put Alps on the production line before now."

"Frankly, we didn't dare cut down on production of St. Moritz for fear of reprisals from the many operators who say they still have not played enough of the games. On the other hand, we are beset by these eager operators, jobbers and distributors for deliveries of Alps. However, thanks to efficient and rapid installation of additional production facilities, we are able to keep the promise we made last week that Alps deliveries would begin on or about December 1."

"We have given Alps an intensive laboratory and location test during the delay and are confident that every Alps that goes out of the factory goes out fit to operate to the greatest advantage of the operator. I can safely say that it is a perfect game through-out. As an example of smooth, flawless operation Alps has no equal in coin-game amuse-

McCALL-NOVELTY CO.

McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT

Jeep Wnd	\$17.50	Red Spot	7.50	Western Horse	\$11.50
Roll "21"	8.50	Hold St. Orgs	5.00	(New)	8.50
A. B. T. Ball Target	15.00	Barryard Golf	3.50	Old for Pension	8.50
Change Master	15.50	Daily Wagon	7.50	A. B. T. Scotland	8.50
Ball Game	11.50	Triplo Grip	8.50	Heaps	17.50

SLOT MACHINES

10 Single J. P. L.	\$12.50	50 Mini-Block Front	
10 Dubs	12.50	Vendors Future	
10 Jennings	12.50	Pay	\$78.00
10 Dubs	12.50	50 Jennings	
10 Jennings	12.50	Chick, New Block	90.00
250 100th P. O. K.	17.50	Chick, New Year	
50 Jennings	99.50	Jennings Chick	50.00
50 Chick	99.50	Gull's Eye	50.00

WE BUY, SELL AND EXCHANGE. Phone LU 3147
117 LOCUST ST. ST. LOUIS, MO.
G. O. Gault

FREE

Send for our Free Illustrated Catalog. It will pay you to get on our mailing list and receive our new price list every two weeks. Please value to the industry. Send us your trade-in list.

EXPORT
"We Cover the World"
Cable Address: "MATTNOVCO"
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

SALESBOARD OPERATORS

Road "DEALS"

A column about new salesboard ideas, deals and personalities.

Wholesale Merchandise Department

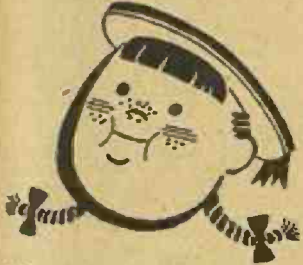
THIS WEEK and EVERY WEEK

Londoner Reports Business Growing

CHICAGO, Nov. 28.—All Cohen, of the Coin Amusement Machine Supply Co., Ltd., London, started on his journey toward the Eastern Coast today and expected to sail for London in about a week. Altho his firm had grown specially interested in the show field, he did not have time to remain in Chicago for the annual convention of amusement parks and the outdoor fields, he said.

Cohen described the coin machine business in England as having "shown a steady increase to the point where it can be said that business is really good. The playing public in Britain wants full

WATCH FOR



CHUBBIE

A Novelty Table
Fully Metered at
\$7450

Notice —

We'll be looking for you
at the Stevens December
12th to the 15th.

STONER CORP.
AURORA, ILLINOIS

**More Than 1,000
Register in Week**

CHICAGO, Nov. 26.—Registrations for the NACOMM Coin Machine Show in the Stevens Hotel, Chicago, December 12, 13, 14 and 15 have been piling up with amazing rapidity in the past week, it is reported.

More than 1,000 registrations have been received this week," said A. B. Dorfman, show manager, "making the total number received to date slightly over 4,000. It is now safe to predict that the attendance at the show will be over 8,000.

Every State in the Union and every Canadian province is represented in the more than 200 cards coming in daily.

**Stop and Go
Okeh, Says Lane**

NEW YORK, Nov. 26.—Bert Lane, commenting on the recent release of Stop and Go, made by Genco, stated: "We could have used a traffic cop at Seaboard Sales' showrooms when we introduced Genco's new sensation, Stop and Go. Coinmen from all over the territory came to see the game and remained to congratulate."

"Stop and Go inaugurates an entirely new type of action. It operates on a high-score principle and possesses plenty of that profit-making come-on so essential to the success of a novelty game."

"The initial response was very fine. We have a hit in this new game which keeps Seaboard's score at 100 per cent. Every game we have featured has been a success. Witness our recent introductions of such great games as Klick, Zip, Triple Play, Ragtime and Jitterbug."

"To add to the attractiveness of Stop and Go, the game is available in a big beautiful free-play model."

**Cleveland Atlas
Sales Enlarges**

CLEVELAND, Nov. 26.—W. A. Jenkins, head of the Atlas Sales Co., Cleveland, has extended an invitation to coinmen to drop in at his newly remodeled headquarters and salesrooms.

Jenkins states that business is fine; sales are up and far ahead of last year. His business is the handling of a full line of candies, charms and vending machines. His principal lines are the Topper vending machines and Candies made by the Pan Confection Factories.

Said Jenkins: "Visitors are always welcome at Atlas. Especially since our remodeling has been completed. And when they do visit we have a line of merchandise that will make them sit up and take notice."

**First of Staff
Off to Honolulu**

CHICAGO, Nov. 26.—The staff of Gerber & Glass, distributors, has begun its vacational trek to warmer climes. It has been the custom of the firm for the past four years to send staff members to sunny lands for vacation.

Margaret M. Kirby, chief office executive, is spending her winter vacation in Honolulu. Upon her return other staff members will follow in their turn for vacation trips.

English, French and Hawaiian operators will also be represented, and it is expected that coin machine men from a number of other countries will attend. Registrations from many States are heavier than they were on the same date last year.

"When this magazine reaches you you will still have two more days to mail your application to the NACOMM office, 122 LaSalle street, Chicago, for your free badge. Letters postmarked November 30 or earlier will be honored."



Fifteen Pounds!

Fifteen Pounds!

Fifteen Pounds!

Mills Novelty's Vest Pocket Ball, \$49.50 F. O. B. Chicago

DID YOU RECEIVE THE NEW PRICE LISTS?

NEW REDUCED PRICES ON RO WO BO, BIG LEAGUE, POK-ER-BOK, and PICK A TICK JAR GAMES

Each and every week our new ideas and games will be revealed by direct mail. Complete information will be yours if you send name and address to our mailing list. Complete 72-page Look-A-Log will be released soon.



WRITE TODAY

WERTS NOVELTY CO., Inc.
Dept. 88-12. Muncie, Ind.



WHY PAY MORE?

SNAPPY	\$32.50	TRIPLE PLAY	\$65.00
SPLASH	40.00	AIRWAY	22.50
FREE RACES	65.00	ARCADES	45.00
MULTI-RACES		\$25.00	

JOBBERs: Write for quantity prices on Eureka, Paramounts, Arrowheads, Stable Mates, Baby Reserve and all other new machines.

AUTOMATIC AMUSEMENT CO.

628 Madison Avenue,
MEMPHIS, TENN.

2624 Commerce St.,
DALLAS, TEX.



DICK SCOTT AND AL ADIKES, English coinmen, look over Dave's newest game, Spinner, on their recent visit to the Dave Mfg. Co. plant. It is reported that they were very enthusiastic over the game.



110 VOLTS AC ANYWHERE!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Full size standard 110 AC, 60 Cycle, for operating coin-operated music machines, motion pictures AC radios, electric organs, pin-ball games, etc.
Complete \$50 With 110 AC Light Plant—List

Complete \$50 With 110 AC Light Plant—List

350 Watt Kato Rotary Converter—List

KATOLIGHT, Mankato, Minnesota, U.S.A.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"



MAN-O-WAR 1-BALL CONSOLE

BY THE MASTERS OF PAYOUTS!
MULTIPLE PAYOUT
MYSTERY DAILY DOUBLE
MYSTERY SELECTION & ODDS

FIRST—with Mystery Payouts in multiples of 31 with 100% Daily Field and Illustrated Top Payout!
—with Mystery "Daily Double" Payouts and TOP AWARDS \$12 CASH!
Greatest game of recent times!
Mystery Selection of 1 or more horses... Multiple or Single operation by simply throwing switch.
Odds 31 to 2001, a. absolutely positive mechanical earnings that mark a new era! Order quick and thank us!

\$189⁵⁰

WE WILL SHIP IT ON THE SHERMAN HOTEL JAN. 16-19

DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER
Gives You Double Profits!

Besides testing strength of Feet, Pads and Gait, Cigarette Holders with each grip... winning symbols on the player to come shown on award card. Available with fruit ball symbols or numbers.
Competition To 50, 25¢ Nicot. 50¢, 50¢.

\$24⁵⁰

Still Going Strong!
DE LUXE GRIP SCALE
3-WAY STRENGTH TESTER \$19.50

D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO



OPERATORS

NEW LOW PRICES
on Thick and Semi-Thick Boards
Write for Quotations

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.



\$5 ALLOWANCE FOR ANY USED COUNTER GAME
IN TRADE ON

BABY RESERVE

\$26⁵⁰ LESS \$5.00 ALLOWANCE. Send bill of lading covering shipment of old games, together with your order. We pay freight (no express) on used games and ship your BABY RESERVES C. O. D., \$21.50 Each. Turn your dead equipment into cash—order BABY RESERVE today!

AUTOMATIC AMUSEMENT COMPANY

423-34 Madison Avenue, MEMPHIS, TENN. See Baby's Ad Facing Inside Each Cover. 2024 Commerce Street, DALLAS, TEX.



CLOSE OUT IN PUSHCARDS

50 Hole Std. Exact Reproduction—Die Cut Seal.

\$1.50 per 100 - \$10.00 per 1000

Federal Tax Paid, F. O. B. Birmingham Express Office. Several Other Sizes from 500 per 100 us.

ASSOCIATED SALES AGENCY

108 No. 17 ST. BIRMINGHAM, ALA.

ATLAS NOVELTY PARADE

SPECIAL OFFER ON PHONOGRAPHS

Illuminated Grills Installed on All Reconditioned Phonographs—\$10.00 Extra

WURLITZER #12	74.50	SEEBURG MODEL A	59.50
WURLITZER #10	130.00	SEEBURG MODEL B	59.50
WURLITZER #14	130.50	SEEBURG REX	159.00
WURLITZER #24	106.00	MILLS DE LUXE DANCEMATIC	40.50
ROCK-O-LA RHYTHM	79.50	MILLS SWING KING	58.50
TER—10 Records	79.50	MILLS SWING KING	58.50
INCREASE YOUR EARNINGS, MEET Grills With Above.		COMPETITION—By Operating Illuminated	

PAYTABLE—

PAIRGROUNDS	42.50	KEENEY 1938 KENTUCKY CLUB	94.50
FLKETWOOD	89.50	EVANS HANTAILS	94.50
SPORT PAGE	119.50	GALLOPING DOMINOES	60.00
GOTTIEB MULTIPLE RACES	84.50	LIBERTY BELL (Strong Top)	64.50
AK-SAR-BEN MULTIPLE	64.50	HARMO DE LUXE BELL	50.50
MILLS BIG RACE	49.50	KEENEY 1938 TRIPLE ENTRY	179.50
GOTTIEB SPEED KING With Glass A	25.00	Counter Games, Slots and Paytables—Write for Bulletin!	
Large Stock of Occupies, Novelty Games, Counter Games, Slots and Paytables—Write for Bulletin!			

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. 1001 Fifth Avenue, PITTSBURGH, PA.
Cable Address: "ATROVCO."

AMERICA'S LARGEST DISTRIBUTORS

Beer Trade Regulation

Foundation starts plan for policing its members in State of Nebraska

OMAHA, Nov. 26.—One of the most comprehensive plans for self-policing by an industry that operates under license privileges is being inaugurated by the brewing industry in Nebraska. The United Breweries Industrial Foundation when it met in New Orleans recently decided on a national program to maintain public good will for the brewing industry. It was decided, however, to put the plan into execution in one State and thus decide the variable and unworkable features of the program.

The Nebraska Brewers and Beer Distributors' Committee has been set up in the State, with Charles Edsall as director. The selection of the director has been heartily approved by State officials. The committee will act as the industry's own policing headquarters and it will also conduct the State-wide publicity and advertising campaign to promote strict observance of the laws regulating places where beer is sold.

One of the main tasks as recognized by the brewers and distributors is that of controlling or eliminating the "hot spots" or taverns that violate the laws. One of the control plans is to enlist distributors in not selling to questionable taverns. This places an important responsibility upon the distributor to put the plan into effect.

Use Advertising

The committee is using newspaper advertising to acquaint people with the standards. The advertising emphasizes what the brewing industry contributes in employment and payment of taxes in the State. One notice reads as follows: "Your license is valuable and protected permit to engage in a legitimate business."

"You have more than average protection—the number of your competitors is limited by government authorities."

"Also—your license is more than personal privilege and personal property."

"Your license makes you a definite part of the great Nebraska Brewing Industry—an industry which pays millions each year in taxes, millions in pay rolls, uses a vast amount of farm products; an industry in which millions of dollars are invested."

"Your license makes you one of the many responsible for maintaining the high standards of the industry—responsible for strict adherence to law and for orderly conduct of the beer business."

The Nebraska Brewers and Beer Distributors' Committee is organized to protect the industry from abuses that sometimes attach themselves to the beer business. You, the retailer, do not want abuses or law violations.

"The small per cent of your number who disregard law and common decency jeopardize too many jobs, too much invested money, too much tax revenue. These few are as undesirable to the retailer as they are to the manufacturers

YES, INDEED!

We will Always Stick to our twenty-two Year Old Policy to recommend ONLY THE BEST and to protect our customers' investments as carefully and honestly as we try to protect our own.

We never did, never will, employ flaring words to make statements or claims to help us pile up great volumes of sales.

We rightfully maintain that BANNER customers are always gainers, by dealing exclusively with us whenever they are in the market for the latest new marketing and the very finest quality used equipment of every description.

Join the list of Gainers—make sure your investment will always be protected!

BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA.

1840 FIFTH AVENUE, PITTSBURGH, PA.

1125 BROAD STREET, NEWARK, N. J.



OVER 2000 BINGO GAMES

NOW ON LOCATION!

LEGAL EVERYWHERE!

A Ball of Game is Vended for Each

Steady Money Makers!

Two other games can be played. Extra score cards free.

ORDER BINGO TODAY!

only \$17.50

D. ROBBINS & CO. 1151-B DEKALB AVE. BROOKLYN, N.Y.

and distributors of beer.

"Urge your customers never to patronize a beer store or tavern which by its conduct jeopardizes your license and privilege to do business."

One of the unusual steps taken by the director was to arrange a meeting with the Rev. Herbert H. Ford, superintendent of the Nebraska Anti-Liquor League, to discuss the brewers' State plan of control. While they did not see eye to eye the director reportedly got a much better understanding of plans and motives was secured.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



**WE HAVE
MILLS VEST POCKET BELL
FOR IMMEDIATE DELIVERY AT
\$49.50**

ATTENTION! PRICED TO SELL
The machines listed below are like new and offered subject to prior sale.

- | | | |
|---|---|--|
| <p>2 Mills 10c Mystery Bell \$25.00
2 Walling 10c Relief 22.50
1 Best Tone Red Head cash pay, perfect . . . 30.00
1 Parco Rosmonti . . . 25.00
1 Parco Balance Bell, 25c and 25c 25.00
1 Escala Rodeo, 2c cash pay, cash pay 50.00
1 Keyway 50c Times, 1938 model, P.C.S. . . 100.00
1 Keyway Track Times, 1938 model 100.00
1 Esso Rodeo, Jr. Jr. Jr. play, cash pay, P.C. 100.00
1 Columbia Liberty Bell, flat top 40.00
1 Esso Baby Tail, 5c play, cash pay, red cabinet 150.00
Operator who are distributors for Scarce, Bally, Mills, Gottlieb, Danat, Rock-Ola and all other leading manufacturers. Get our prices before buying elsewhere. All orders must be accompanied by 5% deposit in the form of P. O. Express or Telegraph money order. The above machines are subject to prior sale. Write and ask us to put you on our mailing list. The above prices are effective December 3, 1938.</p> | <p>2 Galloping Dominos, 5c, cash pay, P.S. . \$205.00
1 Pacific Dominos . . . 22.50
1 Bally Skiffled 80.00
1 Hollywood Rodeo 80.00
1 Lite Rodeo 80.00</p> <p>SPECIALS
3 Mills 1-2-3, Latest Model, 7 coin handles never operated \$120.00
1 Genco Double Game Auto Race, like new perfect 97.50
1 Rock-Ola 5 Up or Access the Board . . . 60.00
1 Bally Racing Form . . . 22.50
1 Scarce 5c Race 22.50
1 Lights Out, perfect . . . 5.50
1 Batter Up, perfect . . . 5.50
1 Slocoby, perfect 5.50
50 Best Folding Stands 2.50
50 Side Slot Stands . . . 3.50</p> | <p>15 Mystery Blue Front, 5c play, serials over 377,000 at . . . \$35.00
5 Scarce Mystery Blue Fronts 2c Ven. 5c play, all light cabinets, ser. 250,000 to 275,000 \$32.50
10 1c Jeopardy Grandstands, like new, \$15.00</p> <p>PACES RACES AND RAYS TRACKS
1 Paces Races, factory rebuilt, in original crate, 5c play, check separator . . \$250.00
1 Paces Races, cash pay, 5c play, serial 4554 125.00
2 Rays Tracks, 5c play, serials 4662-4673 35.00</p> <p>PACES RACES, Brand New, 5c Play, Cash Pay . . . \$225.00</p> <p>PHOTOGRAPHS
1 Whittow Model 24 \$180.00
1 Shriner King, 12 rec. 70.00
Both of these are clean and like new.
1 Rock-Ola Imperial 20, perfect cond. \$110.00
10c 100.00
Danat, Rock-Ola and all other leading manufacturers. All orders must be accompanied by 5% deposit in the form of P. O. Express or Telegraph money order. The above machines are subject to prior sale. Write and ask us to put you on our mailing list. The above prices are effective December 3, 1938.</p> |
|---|---|--|

MOSELEY VENDING MACHINE EX. Inc., 300 BROAD ST. Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

Anonymous Op Compliments Asco

NEWARK, N. J., Nov. 28. — "Somebody there is a very nice operator who writes us a complimentary letter and has forgot to sign it," commented Al Cohen, of Asco Vending Machine Exchange.
"Apparently he is one of the operators whom we shipped reconditioned machines. It's stated that he was so satisfied with the machines that he had to sit down and actually thank us for them. In fact, it's such a swell letter we are going to make use of it for advertising purposes. We would like to personally thank the operator, unknown to us, by acknowledging its receipt in this publication.
"If the foregoing information should reach the operator we should like to have him get in touch with us and tell us what kind of machines he bought. It would be a pleasure to thank him personally."

Calls Paramount An Action Cocktail

CHICAGO, Nov. 28. — Discussing the new Paramount novelty game, Ray Holmoy, president of Bally Mfg. Co., said: "The machine is the product of determination to cram the maximum action into a single game.
"When I discussed Paramount with Bally's engineering department," Holmoy said, "I told them to create an action cocktail for the trade—something

with a real wallop. And when you check the features packed into Paramount you must agree that Bally has blended a potent potion of profit-producing pop.
"And all this action is obtained with a marvelously simple and trouble-proof mechanism. The machine is adjustable in several different ways, fully metered, and to insure complete operating flexibility is available with a \$24.75 top reserve plus high score or with high score only or high score with free-play coin chute—three great models to cover every operating requirement."

Bathing Beauties To Enter Contest

CHICAGO, Nov. 28.—Somebody whispered to somebody else and it wasn't long until a dozen people knew about the mystery event scheduled for Wednesday, December 14, at the NACOMM show, so A. E. Gebert, NACOMM president, and members of the show committee decided to give up the attempt at secrecy and announce:
The NACOMM Bathing Beauty Contest to select "The Coin Machine."
One beauty from a score of beauties will be picked by some of the best judges of pulchritude in the country. Since she will represent our industry, it is no more than fair that operators, jobbers, distributors and manufacturers be present to see that justice is done. The contestants will appear in street clothes, evening gowns and bathing suits.
Be sure to be in the Boulevard Room of the Stevens Hotel immediately after lunch Wednesday, December 14.



EXHIBIT SUPPLY CO. was host to the above group of coinmen at the unveiling of Eschitz's Flight. Left to right: Max Munves; Dick Scott, of London's Scott-Adicker Ltd.; Mrs. Harry Hoppe; A. Adicker, Scott's partner; R. Silberstein, Belgian coinman; Sol Silberstein, Harry Hoppe, Leon Talsen, Herman Budin and Mike Munves (sitting).

EVANS' 1939 BANG TAILS

FIRST RACING CONSOLE - NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

EQUIPPED WITH EVANS' NEW 7-COIN HEAD!



Acknowledged by big-time operators as the greatest coin head advance in the industry! Positively eliminates over-lapping and jamming of coins. Stops grief from thick coins, plugs, gum, string, steel strips, celluloid and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Patented and manufactured by Evans — available only on Evans' multiple-play consoles!

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

WATCH FOR EVANS' LUCKY LUCRE
Set a New Standard in Amusement Equipment!
At Your Jobber or Write, Wire or Phone Haymarket 7030.

OTHER EVANS' WINNERS: Galloping Dominos, Rodeo Jr.

IMITATED — BUT NEVER EQUALLED!

BANG TAILS is "top" in class performance and earnings! New Legalizing Skill Feature with Gold Award meets Skill game requirements. Evans' NEW 7-Coin Head stops losses—increases your profits. New Steel Inner Wall prevents jamming with operating mechanism. Silent action precision mechanism, non-drop power pack and dozens of other NEW features make it the stand-out racing game for 1939!

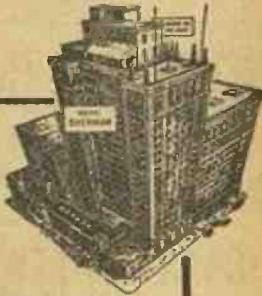
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Attend the COIN MACHINE MANUFACTURERS ASSOCIATION

Show & Convention January 16, 17, 18, 19, 1939

HOTEL SHERMAN

1700 ROOMS HOME OF THE COLLEGE INN 1700 BATHS
YOU CAN DRIVE YOUR CAR RIGHT IN HOTEL SHERMAN CHICAGO



NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imported Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Pays 100% profit or more. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Write Today.

S. & K. SALES, INC.
Dept. E—100 N. Broadway, St. Louis, Mo.

Advertise in The Billboard—You'll Be Satisfied With Results.

EVERY OPERATOR NEEDS SPINNER

... BECAUSE SPINNER HAS EVERYTHING THE OPERATOR NEEDS!

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

THIS PHENOMENAL 5-BALL NOVELTY GAME IN STRAIGHT HI-SCORE PLAY, OR WITH RESERVE BANK UP TO \$50.95 AND PLUNTY OF INTERMEDIATE PAYOUTS, HAS EVERYTHING THE OPERATOR EVER WANTED — AND MORE BESIDES!

If you liked Odd Ball ... and who didn't! ... you'll be wild about SPINNER! Hundreds of operators who ordered SPINNER are scooping up huge profits and are ordering more and more of 'em! It's definitely the hit of hits ... the operators' sweetheart ... the newest, raciest, most thrilling game ever made ... and then some!

Look at the original SPINNER features in the column to the right! Then read the extra features Daval has provided for you ... and join the money-making trend to SPINNER!

In addition to the hilarious fun and excitement that packs in the players, and the perfect score-adjustments which enable you to adapt SPINNER to the scoring ability of any class of players, SPINNER also gives you BURGLAR ALARM to prevent rifling of cash box — COMPLETE METERING, METAL ARMOURED CABINET and AUTOMATIC LOCK ON RESERVE MODEL which permits location owner to reset reserve meter only when a reserve score has been made — all for your protection!

ORDER SPINNER AND GET A WINNER!

DAVAL ★ 315 N. HOYNE ★ CHICAGO

LOOK! THESE ARE ORIGINAL DAVAL FEATURES!

NEW, EXCLUSIVE METERING allows operator to pay awards on any score he chooses, and still retain high top award!

CAPTIVE SPINNER BALL — an original Daval invention — makes players tremble with suspense, and is adjustable to score anywhere from 1000 to 2800!

EXTRA FREE BALL SHOT is a super-thriller, and is adjustable to become operative at any score set by the operator!

100% MECHANICAL PERFECTION!

PRICE
REGULAR MODEL
\$89.50

F. O. S. CHICAGO
WITH RESERVE \$10 EXTRA
FEATURE ...



"SPINNER is a Winner!"

... THE GREATEST NOVELTY GAME EVER BUILT! RUSH YOUR ORDER TO US TODAY FOR IMMEDIATE DELIVERY!!!

THE HUB ENTERPRISES

43 SO. LIBERTY ST., BALTIMORE, MD. • 7312 GEORGIA AVE., WASHINGTON, D. C.

Exhibit's Flight Scores in N. Y.

NEW YORK, Nov. 26.—Herman Budin, Budin Specialties, Brooklyn, and Mike Munvee, of Manhattan, are both enthusiastic in their comments about the success of Exhibit's new novelty game, Flight.

Budin, in commenting about why the operators are buying Flight, tells us: "They like the many features in the game, of which the high score, progressive scoring, intermediate awards, bank-night feature, return balls, flashy backboard and new-type light-up playing field are the main selling features."

Munvee, who has just taken over Acme Automatic on Coin Machine Row (10th Avenue between 43d and 60th streets), has been displaying the game on his floor with exceptionally fine results.

Ill. Revenue Act Changes Are Asked

SPRINGFIELD, Ill., Nov. 26.—Revamping of Illinois' State revenue act was discussed here by the Illinois Legislative Council as it prepared to draft its first law-making recommendations to the General Assembly.

The research body is a new idea, the brainchild of Senator T. V. Smith, of Chicago. His theory was that the law-making process could be improved and speeded up by advance research into subjects before the meeting of the Legislature.

The first suggestion of the council was for wide sweeping changes in "the archaic system of State Revenue." The

IT'S YOUR MOVE DON'T WAIT! ORDER NOW! BE THE FIRST IN YOUR TERRITORY!

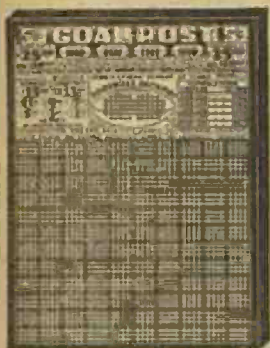
TAKES IN	
1260 Tickets	\$63.00
Average Payout	40.00
Average Profit: 23.00	
Sample Deal, Complete ... \$1.00	
Sample Refill ... 2.50	
TAKES IN	
2280 Tickets	\$114.00
Average Payout	75.00
Average Profit: 39.00	
Sample Deal, Complete ... \$3.75	
Sample Refill ... 3.00	
TAKES IN	
2520 Tickets	\$126.00
Average Payout	75.00
Average Profit: 51.00	
Sample Deal, Complete ... 4.80	
Sample Refill ... 3.25	

Our new patented tickets that are machine read and customer overrides are used in the above deals. A credit slip is furnished with each set of tickets giving you protection against cheating who change losers to winners. Special deposit if postal or express money order must accompany all orders. All prices F.O.B. Louisville, Ky.
LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Job Deals
330 East Brookfield St., LOUISVILLE, KY.

9 IRON CLAWS DIGGERS

On Flashy Trailer, 5 Minutes on or off the job. The latest Traction, Run Provable Property. Make one (cheap). **HAMBURGER JOE, Mr. Zinsler, 1000 Leavenworth, here is your chance. Write BIG BOY PAPER, 104 Van Alen, Daily-Only, Ill.**

report said piecemeal amendments during four decades had caused sections to become confusing, obsolete or invalid. It further stated that administration of six laws are complicated to the point of the utmost confusion by the second



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— COAL POST —

No. 2402	2400 Holes
Takes in	\$120.00
Average Payout	53.79
Average Gross Profit	\$ 66.21

PRICE
\$4.94
EACH

Board Filled With Popular Tip Combination Tickets.
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS
HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

St. MORITZ

NOVELTY GAME WITH NEW TRIPLE ACTION

Flashing lights—three alternating 100 or 1,000 point skill lanes—One 1,000 point skill lane. A skill lane for each of the two lower playing fields. 20 super-sensitive bumpers. Sounds good, doesn't it! And listen to this—All winning scores are adjustable Fully Metered.

CHICAGO COIN Now HAS GAMES FOR Both TYPES OF TERRITORIES!

FREE GAME MODEL Alps

HIGH SCORE "FREE GAME" HELPS MAKE PLAY LEGAL
"Free Game" model Alps legalizes play in hundreds of territories. Makes play better in ALL territories!

Larger, deeper cabinet and back rack. Chicago made "Free Game" Unit.

\$79⁵⁰

\$89⁵⁰

CHICAGO COIN MACHINE MANUFACTURING CO. 1725 DIVERSEY BLVD, CHICAGO

There are still a few territories open for distributors. Our new Free Game models will go everywhere! Write or wire us today!

Al Douglas Feted At Dinner Party

NEWARK, N. J., Nov. 26.—Al S. Douglas, president of Daval Mfg. Co., Chicago, manufacturer of Odd Ball, novelty pin game, and Tally, counter game, was honored by Newark distributors at a dinner recently.

Present at the dinner were Walter Burton, Mr. and Mrs. George Ponsler, Mr. and Mrs. Irving Morris, Mr. and Mrs. Jack Kay, Mr. and Mrs. A. Irving Oren-

stein and Mr. and Mrs. William Gerah. Many compliments were heaped upon Douglas and the Daval Mfg. Co. for their recent games during the dinner.

Douglas stated that Daval would soon release "one of the greatest surprise games in the history of Daval." He stated, "This game will probably be the most outstanding game that we have ever made. Those who have seen it in our experimental department have been anxious for us to release it as soon as possible. We have been forced to withhold its introduction due to the success of Odd Ball, which has kept our production line busy.

"We feel that we are entering upon an entirely new era in our firm's history. We are prepared for a series of games the like of which have never before appeared on the market.

"We want to thank the New Jersey operators, jobbers and distributors for the fine co-operation which they have extended to us. We want to assure them of our continued co-operation in every possible fashion."

Gottlieb Plans Show Surprise

CHICAGO, Nov. 26.—"Our promise of a history-making surprise at the show last January has more than been fulfilled," said Dave Gottlieb, president of D. Gottlieb & Co. The surprise was their line of Grip machines introduced at the January, 1938, show, whose unparalleled record has become sensational. "Now entering their 12th month of steady production and continuous advertising," Gottlieb went on, "our Grip machines have more than justified every prediction made. We introduced them because an extensive country-wide survey revealed the enormous possibilities of such machines. Those forecasts were 100 per cent correct. The Grip machines not only proved phenomenal money makers that added substantially to the operators' profits but they turned out to be the greatest little machines ever conceived for making friends with storekeepers.

"This year we are preparing another revolutionary surprise which will be re-

vealed at the January show to be held at the Sherman Hotel. It would be physically impossible to be ready sooner, as that would require complete change of our production schedule. That's one of the reasons I thoroughly commend the idea of holding the CMAA show at the usual time and place as before. That date is the best guarantee that all the latest machines and novelties will be on display. The new 1939 models can then be shown complete, ready for production, with all 1939 specifications and features fully worked out. Then, too, that date insures largest attendance, because it best fits the schedules and plans of the entire industry. There is no distraction due to the holidays and members are free to come to Chicago for the purpose of concentrating on the business in hand.

"Manufacturers are making more extensive preparations than ever before," Gottlieb concluded, "and present indications assure that the January show will be the most complete ever held."

Calcutt Enrolling More Operators

PAYETTEVILLE, N. C., Nov. 26.—Joe Calcutt, of the Vending Machine Co., reports that his firm has decided to increase the list of registered operators.

Says Calcutt: "Some months ago when we started our list of registered operators we found that it met with the approval of many outstanding outlets throughout the country. This gave the men a priority opportunity to get in on the buys that we were arranging each week. The men therefore craved in many times when we featured some of our sales.

"Due to demand which we have received, we have decided to extend this list of registered customers and are going to give more men throughout the country the opportunity.

"There is no doubt of the value of becoming a registered customer. The sales which we have been featuring have attracted an unusual amount of attention. They have brought us orders from over 21 States and from over five foreign countries."



\$49⁵⁰
1/3 Deposit

Mills Vest Pocket Bell-Automatic Payout

The smallest Automatic Slot Machine in the world with mystery payout. Only 6 7/8" wide, weighs only 10 lbs. Vest Pocket Bell will earn for you the same profits as the large slot. A convenient machine to operate in closed territories. Cash box holds \$45.00 in tickets.

SICKING MFG. CO. Inc. 1622 FREEMAN AVE. - CINCINNATI, O.

truly amazing VANAK

SLUG REJECTOR
Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write
A. DALKIN CO. 4311-13 Ravenswood Ave., Chicago.

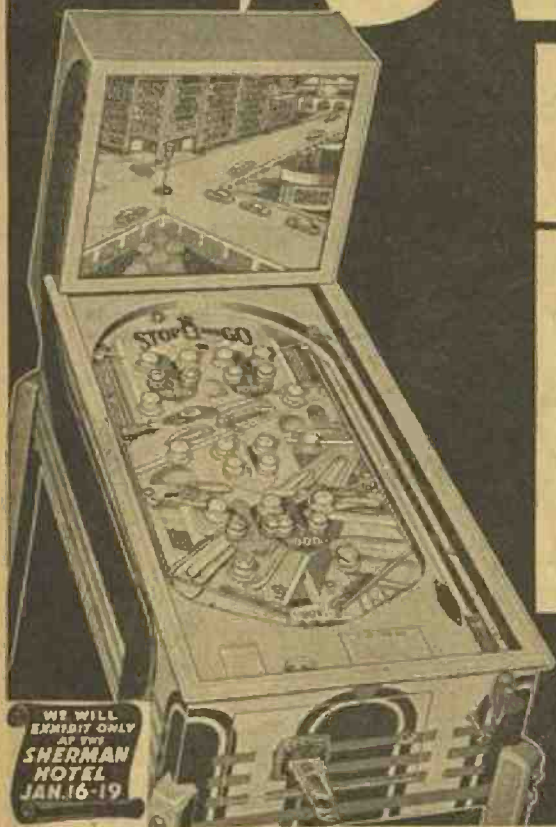
If it's coin operated ...we have it!
NEXT TIME TRY....
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

Now-Larger Wholesale Headquarters
MIKE MUNVES CORP.
833 50TH AVE., NEW YORK, N. Y.
EXCLUSIVE MET. DISTRIBUTORS FOR EXHIBIT SUPPLY CO. & STORER CORP.
Jobbers! Write or Wire for Year Prices on Regularly (Free Play Game) Flight and Sports!

50¢ Play... \$50.00	Leaky... \$10.00
Money Free	Ohio Baseball... 10.00
Base... 25.00	Turf King... 2.00
Base... 25.00	Memory... 2.00
Base Reserve... 20.00	Vogues... 2.00
Play... 25.00	Base Ball... 2.00
Play... 22.00	Slower Base... 2.00
Base... 13.00	Ball... 2.00
Base... 13.00	

Distributed Arcade-Pin Game List Free. 1/2 Cash Deposit. Balance C. O. D.
EXPORT—We Ship All Over the World. Cable Address. MURMACHINE, N. Y.

GENCO'S STOP AND GO



IN TWO MODELS Fully metered, 5-ball novelty game, High score play. **\$74.50**
 Free game model. Player "plays off" the awards. **\$89.50**

All bumpers count for 100 points. On the first 5 hits the red lights are lighted. On the next 5 the green lights are on. If a ball passes over a red skill lane when the red lights are on, 1,000 points are registered. When the green lights are on and the ball passes over a green skill lane, 1,000 points are added. Amber lighted skill lane registers 1,000 points at all times. Skill lanes at the bottom of the board keep the play alive to the end of play. When player reaches a certain high score an extra ball is released for play.

Immediate Delivery!



GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.

SEABOARD SALES, INC., Eastern Factory Representatives.
 Coin Amusement Supply, Ltd., London, England, European Distributor.

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

3-UP

AND

ACROSS THE BOARD

Fastest one-shot automatic combination table ever made at a price so low game will make its cost in just a few days. Each Game Has 2 Back Board Panels and 2 Award Charts.

WRITE or WIRE

LA BEAU NOVELTY SALES COMPANY

1946 University Avenue, St. Paul, Minn.



BAR, BELL & FRUIT JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS

2544 - 2592 - 2664 5c or 10c Play All deals alike except the winners vary in number. Write for description and prices.

SOLD ONLY to JOBBERS

Wheeling Novelty Co., Inc. 57 South 11th St. Wheeling, W. Va.

Movie Machine To Grace Mills Line

CHICAGO, Nov. 26.—Eighteen new machines comprise the total showing which Mills Novelty Co. has ready for introduction at and during the NACOMBI show here, according to Fred Mills, head of the firm.

Operators are being invited to also see the full line and accessories at the factory, at which time the Mills 50th anniversary celebration will be in progress. Special festivities and "the best time you ever had in your life" are promised. The Mills record extends from 1899 to 1939.

Among the 18 new machines will be a coin-operated movie machine which is said to offer a variety of short film subjects, including comedies, dramas, sport flashes, newsreels, etc. It is stated that "in extensive operating tests this amazing machine has shown itself to be an even greater revenue producer than the phonograph."

It is also announced that Mills will show a new 20-record phonograph of radical design. The record-changing mechanism and selector are said to be an outstanding invention.

Other new machines cover all the types for which the Mills firm is well known in the manufacturing field.

Lottery Echoes Heard in Paris

PARIS, Nov. 26.—Many echoes of opinion are being heard since the announcement that the French national lottery would be suppressed at the end of the year. The usual stock opinions about the demoralizing effects of gambling are heard from those who are glad the lottery will be banned.

Officially it was considered necessary to postpone the ban until the end of the year because so many people were employed in selling tickets and in other ways connected with the lottery.

Definite news found in the four years of operation of the lottery were seen in

SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

H. G. PAYNE COMPANY
 312 Broadway, Nashville, Tenn.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors

MILLS NOVELTY CO.
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 COLUMBUS VENDING CO.
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 PHILADELPHIA, PA.

the fact that only 3 1/2 per cent of the funds went into the national treasury. No very clear balance sheet had been kept showing what charities benefited by the lottery. Many charities had sold the 10-franc tickets for one or two francs extra which were kept for the organization treasury. This charity angle is said to have won many people to the support of the lottery.

Official reason for the ban is that it has not been satisfactory as to revenue and that it did not promote the happiness of the people. A change in administration by the end of next year might possibly change the lottery situation, it is said in some quarters.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. Columbus 2779. Cable address "WATLINGITE," Chicago

Imperial Reorders Increasing Daily

BIRMINGHAM, Ala., Nov. 26.—"Production of the Imperial coin-operated custom-built billiard tables is greater today than at any time in the firm's history," according to Max Hirsch, president of the Birmingham Vending Co.

He explained: "Every order that we have had for the Imperial has brought a repeat order. In every case the more Imperials that were placed on locations the more orders we received."

"Many operators throughout the country have added Imperials to their routes and find that their servicing overhead has been cut down while their profits have gone up. We believe that 10 years from today these same ops will tell us that the Imperials are still taking in big coin. We believe that when we say the Imperial is a lifetime machine we are saying just about everything that can be said."

Celebrities Will Attend Second Day

CHICAGO, Nov. 26.—"We're really spreading ourselves at the Celebrities Luncheon," said A. B. Coffman, show manager for NACOM's annual Coin Machine Show to be held at the Stevens Hotel December 12-15. "Look at the array of well-known stage, radio, sport and business headlines who will appear at the luncheon."

"There's Jimmie (Schopple) Durante, movie and stage comedian; Jimmie Matern, famous round-the-world flyer; Billy B. Van, old-time vaudeville comedian; Hank Marino, the world's greatest bowler; Ray Schalk, Mordock, Brown, Phil Cavaretta and Guy Bush, baseball greats; Harriet Hilliard, Ozzie Nelson and Tony Martin, headliners of the stage and screen; and many others."

"This is one affair that you can't afford to miss. Be sure to be among those present at the luncheon on Tuesday, December 13, the second day of the show."

Fitzgibbons Finds 1938 Record Year

NEW YORK, Nov. 26.—John A. Fitzgibbons credits Bally's newest game, Paramount, with having given them one of the best seasons' record in the history of the firm.

Says he: "From the moment we announced Paramount we have been swamped with orders for the game. Those who came into our offices to see the machine were tremendously impressed with it."

"Our branch office sales and the orders taken by our traveling representatives all tend to point to one of the biggest seasons in our history."

"Paramount meets the demands of the players in every way. It offers every feature which has brought novelty game action to its highest peak. It not only combines all these features in one game but we also have three models of the game to please operators in different territories throughout the entire Eastern seaboard."

NOTICE

CMMA Members and Allied Exhibitors

WILL NOT

have any new models on display at their factories. Nothing new will be shown until the

JANUARY SHOW at the **HOTEL SHERMAN.**

Coin Machine Manufacturers' Association.

ANNUAL COIN MACHINE SHOW
 BY The Manufacturers, Distributors and Jobbers
 FOR The Benefit of the Entire Industry

BE SURE TO ATTEND THE

BIG SHOW

AT THE

SHERMAN HOTEL

JAN. 16-19

SAME TIME - SAME PLACE BIGGER - BETTER THAN EVER!

They'll all be here—the clever new pin games and amusement devices . . . the latest music, vending and weighing machines . . . the hottest sales boards and jar deals . . . the newest premiums and novelties! Radical ideas—startling innovations—sensational creations that will make 1939 your banner year! Plan now to attend.

PARTIAL LIST OF EXHIBITORS

BONA-FIDE Coin Machine Manufacturers, Premium Houses, Sales Board, Jar Deal Manufacturers and Merchandise are listed below. **THIS LIST IS NOT PADDED** with names of parts suppliers. Only those suppliers who voluntarily purchase exhibition space will be listed.

- | | |
|---|---|
| AGNE NOVELTY & MFG. CO.
AMERICAN SALES CORPORATION
ATLAS NOVELTY CO.
A. B. T. MFG. CO.
AUTOMATIC ACT
AUTOMATIC GAMES
AUTOMATIC WORLD
BALLY MFG. CO.
THE BILLBOARD PUBLISHING CO.
BLACKHAWK MFG. CO.
BLOCK MARBLE CO.
BUCKLEY MFG. CO.
CHICAGO COIN MACHINE MFG. CO.
CHICAGO LOCK CO.
CHICAGO WHOLESALE CO.
CHURCHILL CABINET CO.
COIN MACHINE JOURNAL
CRABB MFG. CO.
DAVAL MFG. CO.
R. C. EMERICH
H. C. EVANS & CO.
EXHIBIT SALES CO.
PHILEIP FLORIN, INC.
CAM SALES CO.
GARDNER & CO.
GAY GAMES, INC.
GENCO, INC.
GERBER & GLASS
D. GOTTLEB & CO.
GREAT STATES MFG. CO. | GROETCHEN TOOL CO.
GUARDIAN ELECTRIC MFG. CO.
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ILLINOIS LOCK CO.
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INTERNATIONAL MUTOSCOPE REEL CO.
JASPER BROKERAGE CO.
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MERCHANDISE SALES SYNDICATE
MUNICE NOVELTY CO.
NATIONAL COIN MACHINE EXCH.
NATIONAL MANUFACTURERS, INC.
OPERATORS SUPPLY CO.
PAN CONFECTION FACTORY
PARIS BEAD & NOVELTY HOUSE
PLAY-OLA MFG. CO.
PREMIUM SALES CO.
N. SHURE CO.
STEWART & MCGUIRE
SUPERIOR PRODUCTS, INC.
TOWNSEND MFG. CO.
U-NEED-A-PAK SALES, INC.
UNIVERSAL MFG. CO.
UNITED AMUSEMENT CO.
THOMAS A. WALSH MFG. CO.
WATLING MFG. CO.
WERTS NOVELTY CO., INC.
WESTERN PRODUCTS, INC.
W. W. WELCOX MFG. CO.
WINNER SALES CO. |
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NO ADVANCE REGISTRATIONS! Everybody Welcome! No Restrictions!

MAIL YOUR HOTEL RESERVATION NOW TO
 JAS. A. GILMORE, Secretary-Manager

COIN MACHINE MANUFACTURERS' ASS'N.
 SUITE 323, SHERMAN HOTEL CHICAGO, ILL.

THE BOYS
 TELL US
 WE'VE GOT
A HIT . . .
STOP
 AND
GO

By Genco

See It at Your Jobber—or

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PAGES RACES—Brown Cabinets, Cr. Sep., No. 5347, 20-1 Odd and No. 5109, 30-1 . . . \$150.00

WORLD SERIES, 4, Rock-Ola, A-C-DC . . . 125.00

STONERS CHAMPS, Ch. Sep., 69.50

SKILLTIMES, 1937, Over Serial, 1000 . . . 95.00

STONER'S RITZ . . . 45.00

FLEETWOODS . . . 45.00

JENN. DERBY DAY CONSOLES . . . 39.50

WURLITZER SKEL ROLL, 9, Packed Each to 1 Crute . . . 39.50

HI-BALLS, DCHIBIT, 2, Each . . . 35.00

WESTERN PADDLES . . . 29.50

AST BIG GAME HUNTERS AND STANDS, 9, Each . . . 7.50

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 1/3 Deposit, Balance C. O. D.

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SENSATIONAL ACTION FEATURES GALORE MAKE

PARAMOUNT

FASTEST MONEY-MAKER IN NOVELTY CLASS



44 in. by 22 in.

5 - BALLS

ALL MODELS METERED

Check these features and see why PARAMOUNT is actually earning bigger profits for operators than Bumper and Bally Reserve at their peak!

- **SEINNING CAPTIVE BALL**—revolutionary new "actionizer" controlled from two separate roll-overs scores up to 2,400 on one shot!
- **OUT-BALL RETURN.**
- **LONG BALL RACE**—ball completely circles board before entering play field! An old favorite skill device.
- **0 ROLL-OVERS.**
- **8 LIGHT-UP RUBBER-TIRE BUMBERS.**
- **"BULL MARKET" BUMBERS**—all spiral bumpers score 200 until player ups 'em all to 1,000 by skill!
- **SHIFTING 1,000 LIGHTS**—flash on and off, score a "grand" or a "good-egg," depending on how player times his shot.
- **HIGH BACKBOARD**—23 in. above cabinet, ablaze with color and light!
- **ADJUSTABLE 4 different ways.**

\$89⁵⁰ HIGH SCORE MODEL

With high score plus \$24.75 top reserve. \$99.50⁰⁰ high score with free play coin chute. \$99.50, P. O. B. Chicago.

AVOID DELAY! WIRE ORDER TODAY!

RAINBOW



A merchandise machine in appearance and operation, a bell in earning power! Double Pencil Display Wheels, studded with 6 different color pencils, is legitimate advertising device... yet packed with more suspense than a console dial! Equal value vended for each coin, but clever "BUY-BACK" plan insures the kind of "repeat play" profits formerly earned only by bells and one-shots. RAINBOW puts all territory back on the big money map. Try a sample and see!

ARROWHEAD

WITH FREE PLAY COIN CHUTE

All the play-appeal of a two-hundred-dollar pay table in a POPULAR PRICE novelty game with free-play coin chute... turns novelty spots into payout profit producers. Can be operated as 5 BALL game or ONE-SHOT... or with 2 or 4 balls. REPEAT PLAY guaranteed by new Free Selection feature. Write for prices or see your jobber today.



Pay Table Size

EUREKA
All the features of Arrow-head, plus Free Play Coin Chute
MULTIPLE COIN-CHUTE

BABY RESERVE

Reserve starts at \$1.00, climbs up, up, up to \$50.00 top. Intermediate awards insure red-hot repeat play. Extra tape for BELL FRUIT and PENNY CIGARETTE play FREE with each machine. DOUBLE CASH BOX and COIN DIVIDER eliminates bother of check-up with merchant. Trouble-free Bally mechanism in compact, sturdy cabinet with turn-table base. Up your counter profits by blanketing your territory with BABY RESERVE.

Only **\$26⁵⁰**



THISTLEDOWNS

RESERVE-TYPE MULTIPLE OPERATE WITH OR WITHOUT MULTIPLE OPERATE WITH OR WITHOUT RESERVE

All the time-tested money-making features of Bally's famous one-shots... plus flip-switch flexibility enabling you to operate with or without multiple, with or without \$50.00 TOP RESERVE. Earn 10 to 20 per cent more than you did with Fairgrounds or Grandstand by getting THISTLEDOWNS on your multiple spots now.



WE WILL EXHIBIT ONLY AT THE **SHERMAN HOTEL** JAN. 16-19

Write for descriptive literature on other Bally hits. Novelty and Payout Games, Console Counter Games, Famous Bally Twin Bell, Bally Hot-Vender Popcorn Machine.

BALLY MFG. COMPANY 2640 BELMONT AVE. CHICAGO, ILL.

PRICES CUT IN HALF

JOE CALCUTT'S HISTORY-MAKING RE-INVENTORY SALE!!!



JOE CALCUTT.

IMPORTANT! We're Open Every Saturday To Serve You! Saturday Shipments Up To 6 P. M.

CLEARING ALL SLOTS!

- Walling 1c Single Jackpot Ball.....\$10.75
- Walling 5c Single Jackpot Ball.....11.75
- Walling 1c Twin Jackpot Front Vender.....17.00
- Walling 5c Twin Jackpot Front Vender.....17.00
- Walling 1c Cross Diamond Double Jackpot Regular Payoff.....22.50
- Walling 5c Cross Diamond Double Jackpot Regular Payoff.....22.50
- Walling 1c Mystery Payoff.....27.50
- Walling 5c Mystery Payoff.....27.50
- Walling 1c Cross Diamond Double Jackpot Front Vender, Reg. Payoff.....29.50
- Walling 5c Cross Diamond Double Jackpot Front Vender, Mystery Payoff.....32.50
- Walling 1c War Eagle Jackpot Ball, Mystery Payoff.....32.50
- Walling 5c War Eagle Jackpot Ball, Mystery Payoff.....32.50
- Walling 1c Mystery Payoff.....35.50
- Walling 5c Mystery Payoff.....35.50
- Walling 1c Columbia Jackpot Ball, Mystery Payoff.....39.50
- Walling 5c Columbia Jackpot Ball, Mystery Payoff.....39.50
- Walling 1c O. T. Ball, High Series.....42.50
- Walling 5c O. T. Ball, High Series.....42.50
- Walling 1c Cherry Ball.....42.50
- Walling 5c Cherry Ball.....42.50
- Walling 1c Double Side Vender.....46.50
- Walling 5c Double Side Vender.....46.50
- Walling 1c Double Side Vender.....47.50
- Walling 5c Double Side Vender.....47.50
- Walling 1c Future Side Cherry Ball.....49.50
- Walling 5c Future Side Cherry Ball.....49.50
- Walling 1c Double Side Vender.....49.50
- Walling 5c Double Side Vender.....49.50
- Walling 1c Double Side Vender, Mystery Ball.....52.50
- Walling 5c Double Side Vender, Mystery Ball.....52.50
- Walling 1c Double Side Vender, Mystery Ball.....56.50
- Walling 5c Double Side Vender, Mystery Ball.....56.50
- Walling 1c Double Side Vender.....57.50
- Walling 5c Double Side Vender.....57.50
- Walling 1c Double Side Vender.....72.50
- Walling 5c Double Side Vender.....72.50
- Walling 1c Double Side Vender.....75.50
- Walling 5c Double Side Vender.....75.50
- Walling 1c Double Side Vender.....78.50
- Walling 5c Double Side Vender.....78.50

BRAND NEW MACHINES! THEY'VE NEVER BEEN UNPACKED! GRAB THEM QUICK WHILE THEY LAST!

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| <ul style="list-style-type: none"> 27 A. B. T. Model F. Targets.....\$ 24.50 12 A. B. T. Model F. Targets.....7.75 10 Sultany Cent-a-Pack Cigarette Machines.....11.75 8 Paul Bennett Lucky Foot Cigarette Machines.....16.50 12 Daryl Pony Packs.....18.50 1 Latest Model Great Galloping Dominos, 5c Play, Cash Payout (Floor Sample).....22.50 2 Latest Model Evans Band Tails, 5c Play, Cash Payout (Floor Sample).....19.50 2 Great Ben 1c Cigar Cigarette Machines.....12.75 1 Georgetown Blue Horned.....12.50 1 Mills Hi-Boy (Floor Sample).....12.50 1 Mills Occidental.....13.50 1 Mills Modern Scales.....44.50 | <ul style="list-style-type: none"> 1 Mills V-12 Cigarette Vender (Floor Sample).....92.50 2 Mills V-12 Cigarette Venders (Floor Sample).....40.50 2 Model A National Postage Stamp Vender.....49.50 3 Model 31-A National Postage Stamp Vender.....16.75 3 Rock-Ola Lo-Boy Scales.....41.50 2 D. Robbins Dingo Machine.....15.50 1 Pace 5c Cherry Ball.....74.50 1 Sultany Cent-a-Pack Cigarette Vender.....74.50 1 Stewart-McGuire Seven-Column Cigarette Vender.....67.50 4 Stewart-McGuire Eight-Column Cigarette Vender.....32.50 1 Adair Pony Shoe Vender.....31.75 2 De Luxe Stand.....4.00 |
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OUT GO ALL 1-BALL AUTOMATICS!!!

- 1 Kenney Mary.....\$ 9.95
- 1 Bally Peerless.....9.95
- 1 Bally Multiple.....9.95
- 1 Bally Jumbo.....9.95
- 1 Gottlieb Long Shot.....9.95
- 1 Mills Tycoon.....9.95
- 1 Jennings Racing Club.....9.95
- 1 Holly Gown.....9.95
- 2 Mills Double Header.....12.95
- 2 Mills Railroad.....12.95
- 2 Mills Clocks.....12.95
- 2 De Luxe Sportman.....12.95
- 1 Bally Racing Forum.....27.90
- 1 Bally Artillery.....27.90
- 1 Bally Rover.....27.90
- 1 Mills Big Race.....34.50
- 1 Bally Eddy.....34.50
- 1 Gottlieb Post Finish.....42.50
- 1 Bally Footlock.....47.50
- 1 Bally Stables.....49.50
- 1 Bally Proctor, Regular Model.....47.40
- 1 Mills 1-2-3 Table. (This is different and later type machine than those advertised to last bulletin.).....49.50
- 1 Bally Fairground.....52.50
- 1 Bally De Luxe Proctor.....57.50
- 1 Bally Grand Stand.....69.50
- 1 Mills Latest Style 1-2-3 Table With Reverse Risk.....114.50

SLIGHTLY USED MACHINES AT BARGAIN PRICES

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| <ul style="list-style-type: none"> 12 Bally Receiver.....\$ 7.50 7 Daryl Track Model.....10.00 1 John Wild Without Gum Vender.....7.50 7 Joker Wild With Gum Vender.....12.50 1 Daryl Smoke Reels With Gum Vender.....18.50 1 Daryl Smoke Reels Without Gum Vender.....17.00 | <ul style="list-style-type: none"> 5 Gottlieb De Luxe Three-Way Grip Tenders.....42.50 1 Gottlieb De Luxe Three-Way Grip Tenders.....14.75 1 1938 Model Kenney Track Time, Cash Payout (Floor Sample).....167.50 1 Mills Keweenaw.....31.50 2 Stellar Zeta.....82.50 |
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PHONOGRAPH PRICES SLASHED!!

- 1 Mills Regular Dance Master, 12 Records.....\$ 32.50
- 1 Rock-Ola Multi-Detector Phonograph, 12 Records.....42.50
- 1 Mills De Luxe Dance Masters, 12 Records.....47.50
- 1 Mills De-Ro-Mix's 12 Records.....64.50
- 1 Zephyr Phonograph, 12 Records.....79.50
- 1 Model A-1 Gramophone, 15 Records.....79.50
- 1 Model 718 Gramophone, 15 Records.....109.50
- 1 Model 818-A Gramophone, 16 Records.....124.50
- 1 Model 818-B Gramophone, 20 Records.....148.50
- 1 Model 818-C Gramophone, 24 Records.....184.50

LOOK OVER THESE LATEST RELEASES SAVE MONEY!

BEFORE YOU BUY ANY NEW GAMES — WRITE OR WIRE FOR OUR PRICES!! LOWEST PRICES - PROMPT SHIPMENT!

<h4>1-BALL AUTOMATICS</h4> <p>Daily Grandstand Daily Thrillsecrets Gottlieb Man-a-War Kenney Stagger-Upper Mills 1-2-3 Table Mills Hi-Boy Table Rock-Ola Three Up and Across Use Board Western Derby King</p>	<h4>CONSOLES</h4> <p>Mills Square Ball Bally Rambler Pool Vender Bally Circle Evans Lucky Luce Evans Galloping Dominos</p>	<h4>Evans Bang Tails, Jr.</h4> <p>Jennings Multiple Racer Stellar Zeta Stellar Rita NON-PAYOUT AMUSEMENT GAMES</p> <p>Daryl Spinner Bally Keweenaw Bally Arrow Hood Bally Suspense Ballyvex Chicago Coin Penny Chicago Coin Bl. Morris Daryl Old Hat Exhibit Booth Gottlieb Fire Star Reserve Genco Klix</p>	<h4>Genco Zip</h4> <p>Money Big Ten COUNTER MACHINES</p> <p>Bally Baby Reserve Bally Cent-a-Pack Gottlieb Midget Races Gottlieb Stomach Races Little Peter Face Mills Fruit Candy Mills Wild Deuce</p>
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GOOD CONSOLES

- 1 Bally Turf Special.....\$ 29.50
- 1 Kenney Garg Horse Game.....34.50
- 1 Bally Ray's Tracks, Cash Payoff.....39.50
- 1 Bally Ray's Tracks, Check Payout.....42.50
- 1 Bally Ball Fields.....42.50
- 1 Bally Lincoln Fields.....42.50
- 1 Kenney Liberty Bell.....44.50
- 1 Kenney Liberty Bell.....44.50
- 1 Evans Bang Tails, 1937 Model.....79.50
- 1 Evans Galloping Dominos, 1937 Model.....79.50
- 1 Model 23c Golf Ball Vender.....89.50
- 1 Evans Cabinet 5c Pace Races, Cash Payoff.....177.00
- 1 Evans Cabinet 5c Pace Races, Cash Payoff.....187.50
- 1 Evans Cabinet 5c Pace Races, Cash Payoff.....187.50
- 1 Evans Cabinet 5c Pace Races, Cash Payoff.....187.50

ACCESSORIES AT GIVE-AWAY PRICES!

ADAMS 3 STAR BALL GUM. BOX OF 100 BALLS... \$5c.
ONE-HALF CASE (50 BOXES)... \$4.00 **CASE OF 100 BOXES... \$11.50**

<p>ASSORTED FLAVORS. 100 PACKAGES TO BOX. 1,000 PACKAGES TO CASE.</p>	<p>2 Mills Double Sides.....\$ 18.50</p> <p>60 Mills Safe Scales.....4.25</p> <p>40 Gemline Mills Cyclopedia Scales.....2.50</p> <p>75 Parcel Scales of Green for Mills Blue Front Machines, 1c, 5c, 10c and 25c—Complete With Reel Glasses and Frame.....3.80</p> <p>Without Reel Glasses and Frame.....2.75</p> <p>Collection Books, Triple Sheet, Each 10c Per Dozen.....1.00</p> <p>Reel Surfer for Mills Blue Front, Per Set of Three......50</p>	<p>PER BOX 100 PACKAGES, 45c. PER CASE, 1,000 PACKAGES, \$5.50.</p>
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EXTRA SPECIAL!

- 100 HUNDRED BRAND-NEW COLUMBUS VENDERS OFFERED AT REDUCED PRICES—LOOK AT THESE
- 1 New Model A Columbus Penny Payoff Vender, Finish No. 1-0, With Payoff.....\$4.45
- 1 New Model "ZB" Columbus Penny Payoff Vender, Finish No. 9-0 and No. 10-0.....4.00
- 1 New Model "ZB" Columbus Penny Payoff Vender, Finish No. 2.....0.75
- 1 New Model "ZB" Columbus Penny Payoff Vender, Finish No. 3.....0.35
- 1 New Model "ZB" Columbus Penny Payoff Vender, Finish No. 4.....0.45

SPECIAL! BRAND NEW MICKEY MOUSE MACHINES—JUST \$3 LEFT—ORIGINAL SELLING PRICE \$8.95—NOW OFFERED FOR ONLY \$4.75 EACH.

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| <h4>The ARISTOCRAT</h4> <p>COIN OPERATED POOL TABLE</p> <p>BRAND NEW, SIZE 4 1/2'.....\$262.50</p> <p>SIZE 4'.....137.50</p> <p>SLIGHTLY USED, SIZE 4 1/2'.....157.50</p> <p>SHIPMENT WITHIN FIVE DAYS FROM TIME ORDER RECEIVED—ORDER OUT A SAMPLE TODAY.</p> | <h4>WEIGHT SCALES</h4> <ul style="list-style-type: none"> 3 Rock-Ola Lo-Boy Scales.....\$37.50 5 Mills Modern Scales.....87.50 2 Jennings Vender Scales.....21.50 2 Jennings Premier Dial Scales.....27.50 1 Walling Counting Tom Thumb Scale.....42.50 1 Walling Junior Tom Thumb Scale.....39.50 |
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NOVELTY NON-PAYOUT AMUSEMENT GAMES

- 10 Bally Receiver.....\$15.00
- 2 Bally View.....39.50
- 4 Bally Palm Springs.....42.50
- 4 Daryl Robin Hood.....42.50
- 2 Stellar Zeta.....42.50

COUNTER GAMES

- 15 Assorted Counter Cigarette and Types of Counter Machines.....\$9.75 (Either send your order or write for complete list.)
- 10 Bally Cent-a-Pack.....9.75
- 1 Exhibit Horse Play.....9.75

MISCELLANEOUS

- 1 Bally Moving Picture Machine, 1888M. Film. Originally sold for \$275. Now Offered for Only.....\$49.50
- 1 O. K. 5c Ball Gum Vender, Venders Numbered Ball Gum.....3.75
- 1 Bally Rover.....37.50
- 1 1c Cigarette Vender (Vends One Cigarette for 1c).....4.75
- 1 Bally Roll Race Game, 14 Pl. Alley.....17.50

TERMS

To Speed Delivery 1/3 Certified Deposit Must Accompany All Orders. We Ship Balance C. O. D., F. O. B., Fayetteville, N. C.

TAKE ADDITIONAL 2% OFF

TOTAL IF YOU SEND FULL CASH WITH YOUR ORDER

ALL SHIPMENTS . . .

WILL LEAVE WITHIN 36 HOURS OF TIME RECEIVED SO AS TO ALLOW US TO THOROUGHLY RECOGNITION, INSPECT AND RECHECK ALL USED MACHINES TO SUPPLY OUR CUSTOMER WITH ONLY THE BEST AND HIGHEST CLASS MERCHANDISE REGARDLESS OF PRICE.

REFERENCE: GUN AND BROADSTREET, ANY BANK IN FAYETTEVILLE, N. C., OR YOUR OWN BANK.

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205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"

ALL MERCHANDISE OFFERED SUBJECT TO PRIOR SALE! RUSH YOUR ORDER TODAY!

WURLITZER

Cracks the

HIGH HAT LOCATIONS

THE "FIVE HUNDRED"
OPENS DOORS OF THE
Nation's Smartest Locations
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MUSIC MERCHANTS

● Today even the most successful music merchant faces an opportunity to enlarge his success. It's a wide-open opportunity to introduce automatic music into the ultra smart, hard-to-get location. It's a profitable opportunity made possible solely by the introduction of Wurlitzer's DeLuxe "FIVE HUNDRED".

What a phonograph! Brilliant as a glowing jewel, sumptuous as a salon, the "FIVE HUNDRED" is welcomed by and harmonizes with most exclusive places.

Open a new profit opportunity for yourself. Turn in your obsolete phonographs toward these modern individualized instruments under Wurlitzer's Trade-In Plan.

Let the Wurlitzer "FIVE HUNDRED" prove to you its ability to profitably merchandise music in the very cream of class locations. Write or wire for details.

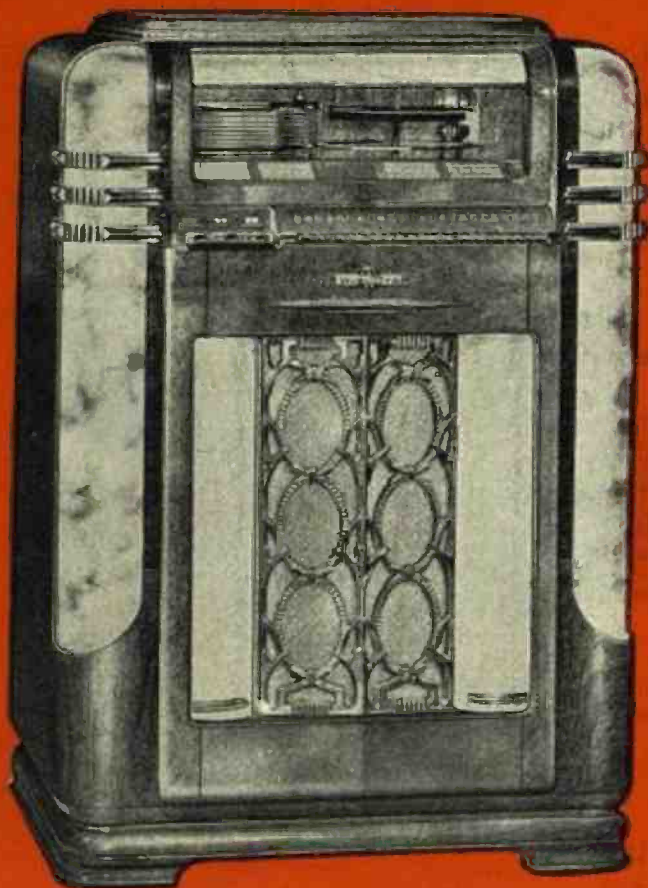
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Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

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FACTORY TRADE-IN ALLOWANCE PLAN



DELUXE MODEL 500