DECEMBER 18, 1937

The World's Foremost Amusement Weekly



MAL HALLETT



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CINCINNATI, OHIO





The World's Foremost Amusement Weekly

December 18, 1937

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OFF THE RECORDS

Gillmore's Equity Farewell May Not Affect Four A Setup

NEW YORK, Dec. 11.—Affairs of Associated Actors and Artistes of America, international covering all performers, are likely to remain in status quo for the nex future, according to Pour A's officials. Resignation of Frank Gillmore from Actors' Equity will not, according to Aubrey Blair, of Screen Actors' Guild, have my effect on the Pour A set-up. Guild officials, tho, admit knowledge of runor that Gillmore may be pensioned and thereby retired from his \$13,000 per year excitates as executive director of the Pour A's. Rumor thes in with earlier reports to the same effect. Attitude of SAG difficials, however, is that no such move is heing considered, and that Gillmore will prove valuable to the Four A's in securing favorable actor legislation, etc. Also pointed out by Blair that whereas Gillmore, while straddling two positions, out-if concretable to the Four A's in securing favorable actor legislation, etc. Solid concretably be charged with favoritism even where no basis for such a charge existed, under the present conjusted to constitution in core to arrive at a more equitable votation as an accordance absenced.

order to arrive at a more equitable vot-ing pinn will be, according to observers, a long process. Stripped of essentials, method now provided for in constitution rechod now provided for in constitution any that amendments originate in any of the Four A branches, a two-thirds rate being necessary to start the business. Remaining branches them must pass measure by a two-thirds vote and finally measure becomes an amondment ton a majority vote of the different branches. Each branch on the final accounting has one vote.

System as it how is means that the maller unions are in a position to exercise a balance of power in matters of constitutional amendments. To ob-

Strip Tease Out But Spicy Songs Still In; on Records

Sin and sex supplant moon and June as pornographic platters threaten the recording industry-coin machine cult alarmed—no go in England

By M. H. ORODENKER

NEW YORK, Dec. 11,-The unprecedented rise in record sales during the past year NEW YORK, Dec. 11.—The unprecedented rise in record sales during the past year been taken on matter of absorbing moribund unions now eligible to call the stributed, admittedly, to the satisfaction of a radio-ridden populace in "having the survives on equal basis with 8AG, American Pederation of Actors, etc.

Interchangeability, perennial sore aport (See GILLMORE'S EQUITY on page 15)

AEA Bodies OK \$40 Minimum,

Fed Actor Unit and Other Items

New YORK, Dec. 11.—The unprecedented rise in record sales during the past year is attributed, admittedly, to the satisfaction of a radio-ridden populace in "having the backing the Master's Voice" started backing again, record buyers have exhibited curious and discriminating tastes as to the musis they "want" to unwind the phonograph machine. It is True What They Say About Third Govern't some first-hand into on The Gay That Put the Diz is Diric. Dinner music for the supper feast would suffice the vagabonal layer crooned that Annie Docsn't Live Here Anymore. But after sending the past year works at a statistic control of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the statistic transport of a radio-ridden populace in "having the Master Master Master Master Master Master Master Master Master Ma

World Fair Crowds May Mean

life, the elders are want to shut off the radio and sneak out that phonograph record that explains in societological terms that Annie Cowidu't Take It Anywore.

Since time immemorial, in fact, since the shut The Big Apple, the town's Mr. Babbitts have been learning ways of winning friends that Date Carnegie never wrote about. The paint-and-easel raternity flood the mart with land-scapes, but Prench postal cards were the coup de arte for average patrons. And while the members of the Ladies' Poetry Circle fondly recall the beloved James Whitcomb Riley for his Barefoot Hoy epic, the town's gny blades learn Boy epic, the town's gay blades learn (See PORNOGRAPHIC DISCS page 72)

probationary rehearsal period to five days for dramas and seven for musicals and compensation for stage managers for rehearsol time.

Most important of these are the mini-

Most important of these are the mini-mum wage, long a point of discussion among Equity members; the setting up of a Federal Theater group and the in-dorsement of a class for experimental theaters and similar groups. Latter is regarded as an entering wedge for Sun-day shows. Pederal Theater unit in-dersement, viewed in the light of Equity's indorsement of the Coffee Bill, may develop into the association's getting control of a national theater should the potentialities of the Coffee Bill be re-(See AEA BODIES on page 15)

Ringlings Regain Complete Control of Circus Interests

Purchase 10 per cent stock held outside family since 1929-John North, Robert and Mrs. Aubrey Ringling

vice-presidents under new set-up, first named senior

NEW YORK, Dec. 11.—John Ringling North, executor of the estate of his linck, the late John Ringling, resterday afternoon confirmed reports that the flugding family had regained complete control of the vast Bingling circus interests. At a meeting here yesterday the Ringling Bros.—Barnum & Balley Combined Shows.

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Shut, with others having drop partially or otherwise, their shown.

Charles and a syndicate headed by William M. Greve and Francia T. Pender.

Transaction gives complete control of steek back to the Ringling-Barnum, Inc., and Circus City Zoological Gardens, Inc.

Pollowing the meeting Greve Sam W.

Cons. Inc.

Following the meeting Greve, Eam W.
Gumpertz, and Pender automatically
respired as voting trustees of the show
and Gumpertz, Pender and T. Grant
Caldwell relinquished their positions as
directors and officials include John R.
Authention vice-president and directors, and officials include John R.
South action vice-president and director,
Sobert Ringling, son of Mrs. Charles
Singling, widow of one of the original
Ringling brothers, vice-president: Mrs.
Aubrey Ringling, widow of Richard T.
Ringling, the son of another original
brother, Affred T., vice-president; William T. Dunn Jr., secretary-treasurer;
Henry W. R. North, brother of John
North director, and Henry G. Prost, Cinclinally, director.

President's Post Vacant

President's Post Vacant

President's Post Vacans

The office of president has remained vacant since the death of John Ringling on December 2, 1906. Carl T. Hathaway, who has been associated with the Ringling-Barnum Show for nearly 25 years, moves up from general superin(See RINGLING REGAIN on page 66)

Long Island's Comeback Chance JAMAICA, L. I., Dec. 11.-Winter outlook of the night club situation shows

that many of the big summer spots have shut, with others having dropped, partially or otherwise, their shows. All clubs are looking forward to the World

ROUTES:

Orchestras, page 18. Acts, Units and Attractions, 34-35, Musical, 35. Hirst Circuit Shows, 35. Repertoire, 67. Circus and Wild West, 67. Miscellaneous, 35, Dramatic and Carnival, 67

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Music 14-18 Night Clubs-Vaudeville 19-26 Notes From the Crossroads 66 Cut in the Open 67 Orchestra Notes 16 Parks-Pools 42-44 Pices 63-64 Possibilities 4
Night Clubs-Vaudeville 19-26 Notes From the Cossroads 66 Cut in the Open 67 Orchestra Notes 16 Parks: Pools 42-44 Pices 63-64 Possibilities 4
Notes From the Crossroads
Cut in the Open .67 Orchestra Notes .16 Parks-Pools .42-44 Pipes .63-64 Possibilities .4
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Ace spots of the Island during the summer were Surfaide Club, Long Beach; Pavillon Royal, Valley Stream; Harbor Inn, Rockaway Park; Grassy Point, Broad Channel; The Place, Hempstead; (See WORLD FAIR on page 28)

New Truck Orders Presage Big Year

ST. LOUIS. Dec. 11.— According to Charles T. Goss, of the Standard Chevrolet Company, the outlook for the 1838 outdoor season is exceedingly bright if the orders for new motor equipment are a criterion. Goss advised today that he aircedy had orders with deposits for 47 new trucks to be delivered to outdoor harmony during March and April.

airredy had orders with deposits for 47 new trucks to be delivered to outdoor shownen during March and April.

During the past three weeks trucks and cars were delivered by Goes' firm to the following show people: A. C. Jaap, concessioner: Milford Smith. Campbell Tent and Awning Company: William Pike, K. & G. Amusement Company: O. Berryman, concessioner; Harty P. Martin, Hennics Bros.' Shows: J. W. (Johnnie) Lavin, Bartlett Concession Company: Jack Dendlinger, Hennics Bros.' Shows: J. W. (Johnnie) Lavin, Bartlett Concession Company: Jack Dendlinger, Hennics Bros.' Shows: Watkins and Schafer, concessioners; Porter Van Ault, Cetlin & Wilson Shows: Noble C. Pairly, Pairly & Little Shows: Art W. Martin, Hennics Bros.' Shaws: Sam Appelbaum, concessioner: M. C. Hutton, Pacific Whalling Company, and Harry P. West, West Concession Company.

PAYNE WRONG ON KID SHOWS

Blood and Gore Fading in Juve Class; Education, Music Gaining

Check-up in seven key cities provides basis for disproving usual blather on kid programs - improvement traced to previous attacks - adventure stuff tops

NEW YORK, Dec. 11.—Strong criticism of programs radio advertisers and spon-NEW YORK, Dec. 11.—Strong criticism of programs radio services and apparation of the children is a constantly recurring phase of broadcasting. Commissioner George Henry Payne, of the Federal Communications Commission, has been an ardent critic along these lines, and the industry leaders, seldom very articulate in defense, have yet to make answer. However, a survey made by The Billboard, thru staff men and correspondents in New York, Chicago, Los Angeles and Hollywood, San Francisco, Boston and Detroit, gives evidence that Commissioner Payne and similarly minded critics of kids' programs

similarly minded critics of kids' programs are playing an old tune.

Survey shows that adventure programs predominate, followed by educational programs. Blood and thunder stuff, which cannot be defended in any way and which type program provided ammunition for the radio attackers, is rapidly disappearing. And in the case of blood stuff it must be remembered that any program that had such characteristics was immediately stamped as such. Santa Claus programs, now popular because of this season, were called adventure. It cannot be imagined that any finger pointing will be done at the expense of Old Nick. That's not Uncle.

Chart accompanying this story will show a number of programs representing (See PAYNE WRONG on page 9)

May Talk About Upped Extra Scale

HOLLYWOOD, Dec. 11 .- With one faction of extras reported urging an increase in the \$5.50 daily minimum rate, the senior branch Screen Actors' Guild will meet December 17 to consider proposed adjustments in its 10-year contract with

meet December 17 to constant processes adjustments in its 10-year contract with motion picture producers.

The proposal to abolish the \$5.50 minimum for extras and make the present second-bracket rate of \$8.25 the low was said to have resulted from complaints of a group of players. They were reported to have complained the \$5.50 minimum tended to become the maximum for a large portion of extras. The minimum extra rate prior to adoption of the guild contract was \$3.20 daily.

Murray Kinnell, assistant treasurer of the guild, said he did not know "how serious the move for increasing the extra's minimum is." He said is was "possible" that the formal request would be made upon the producers. Adjustment of wage and working conditions of free-lance and day actors is scheduled to be discussed thoroly, however, it is promised.

Indie Television Firm Shows 3 by 4 Feet Pix

IRVINGTON, N. J., Dec. 11.—Second television demonstration was offered by Kolorams Laboratories, Inc., of large-size pictures. Indie concern showed pictures on a three by four-foot screen and included football and hockey scenes. Pictures were transmitted by wire and mechanical scanning is used.

Expected that further demonstrations and larger pictures will be shown after the first of the year.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 18-34-35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping The Bill-board Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 272, CINCINNATI, O.

Subscription Series

For Kansas City

KANSAS CITY, Mo., Dec. 11.—Room Service grossed \$4300 at its three per-formances in Music Hall of Municipal Auditorium last week. Figures were an-nounced by James Nixon, veteran audi-torium treasurer. Sale of ducats to the Noel Coward series, Tonight at \$230, is excellent, Nixon said today. Show will when Theodox the Seturds in Music play Tuesday thru Saturday in Music Hall.

Nixon has announced a new ticket-sale plan for Kansas Citians who plan to attend eight outstanding legitimate attractions at Music Hall after the first of the year. A 10 per cent reduction in price is being offered those who pur-chase tickets to the entire series, which includes Brother Rat, You Can't Take It With You Picket II. Show of Show of With You, Richard II, Show of Shows, The Women, Merely Murder, Victoria

Hold Up Veteran

DETROIT, Dec. 11.—Ella Prabrique, treasurer of the Hollywood Theater here, has been held up so many times in the performance of her duties in the various box offices of theaters that it has cessed to be an adventure

that it has easied to be an adventure to her.

It occurred for the seventh time recently about 9:30 o'clock one evening when two youthful bandits approached. But Miss Fabrique knew just what to do in the emergency. As one bandit presented a note demanding the money and Mrs. Eva Hyslop, ticket seller, pushed all the loose silver over to them Miss Fabrique kept shoving all the bills on the floor. Mrs. Hyslop, not being as accustomed to receiving bandit callers, handed over about \$10 in bills also.

But the bandits were frightened away with their hands full of coins, which dropped as they ran to join their accomplice in a car, leaving a trail of shekels behind them. Michael Kareba, manager, and Thomas Buck

trail of shekels behind them. Michiel Kareha, manager, and Thomas Bucklingham, theater's service chief, gave chase, but the bandits escaped with about \$143.

Buckingham had noted the number of the automobile, and both lads were

arrested.

Regina and Wingless Victory.

Unusual interest is being evinced by aygoers of this section. With attracplaygoers of this section. With attrac-tions on the highest plane in legitimate history here, tickets are going fast. Usual rate is \$2 for orchestra seats, with top price varying from \$2.55 to \$2.85.

Music Hall holds 2,600 persons. Show-ing of Room Service was good consider-ing the near-zero weather, Nixon de-

University Show Season On; Harvard and Penn Lead Van

NEW YORK, Dec. 11.—University of paid in counterfeit money, and the Pennsylvania's Mask and Wig's Golden machinations of a Mr. Billy Roast, ex-Jubilee production, Fifty-Fifty, moved producer of fairs, now leading the gypster into the Center Theater for two perto a new city. Roast, played by Teed formances last week and wowed a top-hatted, collegiate audience. Show's Great Gabardine, played by George Elsephendic reception, of course, could to liott Ress, contribute much to the fundal large extent be attributed to sentimental values, but the piece did have a affair is entwined in the gypsy business, couple of unique moments lifting it formances last week and wowed a top-hatted, collegiste audience. Show's splendid reception, of course, could to a large extent be attributed to senti-mental values, but the piece did have a couple of unique moments lifting it above the "a mean thing but mine own" category. Cast, in usual tradition, was made up of males and their male girl friends, and this situation per se seems enough to drive the professors and their pupils nuts.

Piot involves a stageful of gypsies, a man who cells them trailers and gets

Dancing chorus really does routines, music is passable and staging is good.

Louis C. Madeira and George Elliott Hess wrote the book, with music and lyrice by Clay A. Boland and M. Jaffe-Direction by Robert F. Brown, Walter F. Keenan and Clay A. Boland.

Paul Ackerman.

Equity Scouts For New Leader

Gillmore refuses to recommend successor - Dullzell prospect, Liberals say 'no'

NEW YORK, Dec. 11.—Actors' Equity, now without leadership but bolstered by a Liberal Council, is easting around for a successor to Frank Gillmore, who resigned last week. Gillmore refuses to name or recommend a successor, leaving that entirely to the Council, which meets Priday to choose someone. Retired president says there is no lack of good men, despite the fact that the opposition at the last Equity election was not able to find a candidate after Walter Hampden refused to run.

Paul Dullzell, executive secretary of

Walter Hampden refused to run.

Paul Dullzell, executive secretary of AEA and regarded by many as the likely successor, will not get the job in the opinion of leading Laberal elements on the Council, who feel they are strong enough to prevent such a development. Dullzell has been with the assoriation some 19 years. He is loath to make any statements, pointing out that it would be premature inasmuch as the Council has not yet asked him to take the job. It is felt that abould Dullzell get the nod and should he accept he will make an effort to regain some of Equity's lost prestige in the Four A's.

According to Liberal elements in the

prestige in the Four A's.

According to Liberal elements in into Council, the choice will be a Liberal with an oye to safeguarding Equity's autonomy. Necessity of watching over Equity's autonomy was first mentioned by Philip Loeb, Equity councilman, at the association's quarterly meeting that week. He cautioned against going overboard on future reorganizations of the Pour A's tending to set up one big actors' union which might control the member unions. member unions-

AEA Okehs Coffee Bill

NEW YORK, Dec. 11.—Council of Ac-tors' Equity has approved the Coffee Bill in "spirit and aims." Bill favors con-tinuation of the WPA Federal Theater of a national cultural basis.

MAL HALLETT

(This Week's Cover Subject)

MAL HALLETT, whose "double rhythm" technique has placed him among the fert-most swing musicians, was born in Rexbury, Mass, Following violin studies with Engonal Ondrices at the New England Conservatory of Music, Hallett was featured at every hotel and theater in Boston.

Organizing his own orchestra, Hallett opened at the American House, Boston, remaining there until he made his New York debut. His success in the Hub city was eclayed by the brilliancy attending his early appearance in Gotham at the Areadis Ballroom, most creat agreeing that he had a full measure of the elements necessary to an outstanding books.

man.

Having already appeared in New English and New York, Hallett toured Pennsylvaela. His first appearances there were accompanied by no great box-office success, but on reporting he literally "packed them in," leaving a trail of broken box-office records for creek ballroom he played. Similar enthusiasm attended dates at private balls, college daces and theaters.

tended dates at private balls, college dances and theaters.

With his fame spreading to the West Const, Hallett was booked into the Cocoanut Coeve of the Ambassador Hotel, Hollywood. His more and baton-wielding were such that his cricial booking of four weeks was extended to twice to 1933 he made his first Southern test, playing a few of the major colleges. His steption was unqualified, and he has single toured below the Mason and Dixon line more than he has appeared in New York and Ne England. His standing in the East, however, is particularly strong, having been solidy intended by his appearance at the Medel Commodore, New York, from October 1, 1936, 19 February 18, 1937.



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

NED SPARKS-deadpan NED SPARKS—deadpan acreen comic. A natural for the air. As emace he'd certainly lend a much-needed different twist to a variety show, introducing acts in his sourpuss style. As a straight or feeder, as evidenced by a recent appearance on the Fred Allen show, he'd be excellent. His film rep isn't precisely a drawback, either.

For RECORDING

RAY ROBINSON AND BAND—dance outfit heard on the air from a New Jersey spot. Fully instrumented and well blended band of the hotter type that swings with enthusiasm and verve. Plays good arrangements also, and with taste. Goes easy on the fortissimo, so should be able to do a good musical job on wax. After a build-up ork should also be ready for a better known night epot or for theater and ballroom work.



By CEORGE SPELVIN

By CEORGE SPELVIN

It's being noised around that Hearst is toying with the idea of buying The New York Post—
Is order to kill it. . . . With the Christmas spirit in full swing, sentimentally and commercially, department stores vie with each other in the matter of attractive window displays but the grandest display that Mr. Spehin has ever seen is at Lerd & Taylor's; it's nothing but a set of gold Christmas bells, swinging back and forth, huge and imposing; the bells are is every window—not a piece of merchandine is displayed—and the whole thing's very lovely.

Irving Cross, crippled for 12 years and taking great pride in his collection of autographed pictures of theater notables, is grieving these days in his apartment at 189 East Second street; a sneak-thief recently got away with the entire collection. . . John Martin, dasce critic for The Times, is writing feur books, no less. . . . Within a month the George to the standard of the strength of the canalitent breaks that the Radio City Music Hall gets in The Herald-Trib, Dramatic Editor Lether Folwell's son is on the Music Hall publicity staff. . Local 802 of he mulcians' union has Joined hands with the striking automat workers and has a "sympathy" picket marching outside of the enter at 50th street and Sixth avenue. . . There's a University in proformance of "Mme. Butterity" with an all-night dance and "eccentric operate enterpiament" in the theater. . . Just a year ago Edgar Bergen didn't think it worth while to use Charille McCarthy's last name in the ad he took in The Billboard's Holiday Greetings seaber. . . When Billy Vine came back from the Cast recently he brought along a buge German shepherd pup, which he left with his pap, Dave, when he went out of town regin; Dave soon discovered that the pooch consumed 80 cents worth of meat a day and street thru the besuse like a pony—but, worse than that, Dave's just received a letter from Bilty saying, "Give Vice a big hug for me," and so the terrified Dave is going around meaning, "Now I gol to hug if, too!"

L

Look may will have a photospread on swing bands in a forthcoming issue. It will be called "Swing a Closed Corporation" and will show that a certain well-keven agent piloted such bands as Goodman, Tommy Dorsey and Bunny Berigan to their present status. And all the other agents are due to do burnups that should make the Chicago fire seem like a fickering match.

THE ALBUM: The only musical in town now playing regularly to standers is Piss and Needics, presented by theatrically minded members of the International Ladies' Garment Workers' Union: so successful is it that it will extend its three-performance-s-week schedule to nightly performances, starting on Christmas. Hands J. Rome, the young man who wrote the phenomenally brilliant music and lytics, is 24, and this is his first professional score. He originally planned to be an architect and graduated from the Yale Graduate School of Architecture in 1934. Then for a year he worked for architect william Lescare at a salary of nothing a week, the idea being that he was serving his "apprenticeship." In order to support himself he earned a few dollars playing plano in the evenings with pick-up bands. But his real graduate work was on the Catekill summer-hotel circuit, where he produced shows for Green Manaions, a retort, for three summers. Those shows are still being talked about by vacationers who saw them. Then, after he left his 'pob' with Lescare, he picked up winter dough by playing plano accompanient for dance students at Miss Darling's ultra-ultra finishing school at Ardley-on-Budson—and it was there that he acquired the bitterness toward the upper clawses that he turned into the satiric songs of the Needles score. He is treated as a regular member of the Pins and Needles Company (he is half of a two-plano tem that accompanies the show), getting just 850 a week. Last week he moved, not to Union Square but to, of all places. West 52d street, a few doors away from Jack and Charlie's—the idea being that he can hear swing music in his sleep.

Mrs. Dorothy Bryant, former executive secretary of Chorus Equity, salled Saturday for South America, Intending to cross the Amées, go down to Chile and then work back to the United States thru Hairli she's an authority on Hairlian manners and customs. . . Aldon Rici is staging what he calls a "Night of Laughs" December 19 at the clubrooms of the Society of Professional Musicians, musiciant's social club, in Loew's Ziegfeld Theater Building: proceeds, at 35 cents a ticket, go to charity. . . . Graxiella Parrage, Latin singer at Likus's, is featuring a Peruvian love song which, if translated literally, is hot—but hot; no can peist, but there's a copy in the office which will be shown to all regular subscribers who triag along a birth certificate to prove that they're over 21. . A minor international crisis occurred in The Billboard office this week when a gentleman from Rochester called on Paul Denis, bearing a letter of introduction; when asked what it was all about, he said he didn't know because the letter was written in Greek; he couldn't roal it—and either could Denis, . . Crack from a fiddle-playing band leader: "There are 2,000 violin players and only two of them are bad, of which I'm both—but the 2,000 aren't working—and I am."

Ed Wynn is writing a book on the difficulty of offering really creative work on the air, with a new program needed each week. According to reports, he's all set to prove that it's virtually impossible.

AROUND THE TOWN: It's a delicious odor that permeates the dank gray drichess of the Eighth avenue subway at 42d street. Pop corn, waffles, fudge and a lot of other goodies can be whiffed in the currents of air that wait down from the Coney Islandish assertment of stands on the corridors above. Pitchdom has invaded the Whalen drug store windows. At the shop at 47th and Seventh was invaded the Whalen drug store windows. At the shop at 47th and Seventh two girls and a man alternate standing in the window to call attention to a twolving wheel that advertises fortune-telling cards. And one of the gals, either for comfert or because she's heard that the way to get attention is, to different, stands there with her shoes off. . . The House of Pu Manchu, Chinese eatery, is tyling to introduce its patrons to the delights of dishes other than the conventional chow mein and chop suey, and to that end Manager Al Ooldman has hired Gladys Chu to confer with customers, suggest what to order, initiate them: into the sit of proper seasoning and teach them the intricacles of eating with chopsitics. Goldman calls a chronic chow-mein-eater a chow-meiniac, . . The next time you go into a cutrate radio store and see strange hi-jinks, don't run out; it'll test be a way of getting around the law that fixes prices. Shoppers sent around by department stores report that when customers balk at law-fixed rates the anxious dealer leans forward and gasps, "Betcha 10 bucks you can't jump off that chair" or 'Betcha five you can't light a cigaret." So they buy the radio and then proceed to win the "bet." . . With Christmas buying now in full bloom the 68-cent steps in the windows are doing an about face; they'il be 99 until the Christmas rush is over.

Alan Cocess, Theater Authority sec. was recently appointed commander of the Association of United States Army Ambulance Drivers. . . According to reports from Sydney, Australia, SRO, interpreted here as Standing Reem Only, is deciphered Down Under as Sedd Right Out. . . According to Hareld (Munchausen) Hutchins, managing editor of The American Druggist, a lad once climbed into a hollow log to find shelter from the snowstorm (See BROADWAY BEAT on page 29)

ILGWU Amateur Players Offer Smash Hit Satirical Musical

NEW YORK, Dec. 11.—Two weeks ago tonight the HLOWU Players presented at the tiny but beautifully reconditioned Labor Stage on Sith street a musical that rates as the best that this reviewer has seen in at least five years—since the last Americano, as a matter of fact. And I'm not at all sure but that Pins and Needles, the HLOWU offering. Is better even than that Approaching in its material more nearly to the aprit and ability—the not to the view—officer and Sullivan than anything within memory (and that even includes the grand Of Thee I Singl, it is presented by an amateur cast that manages to turn even its own naivet to excellent use. Making no concessions whatsoever to the amateur standing of the players, it's the best musical in years.

The ILOWU Players, in case you're intrigued by their somewhat mysterious name, are numbers of the International Ladies' Garment Workers' Union, slaving Ladies' Garment Workers' Union, slaving in Garment Center by day and rebearsing at night, and this, their second stage attempt, has been in preparation, according to rumors, for around a year. Splendidly staged by Charles Friedman, it runs a merry, witty and thoroly enjoyable course, managing to laugh at left wing as well as right, and packing ating and sense in its satircal wallops. You can spot ardent right-wingers laughing as heartily as their pinker brethren at Labor Stage—for Friedman and his co-workers take their fun where they find it. Perhaps the most amus-

brethren at Labor Stage—for Friedman and his co-workers take their fun where they find it. Perhaps the most amusing sketch of the evening (at least to those who were forced to sit thru the awful original) was Emanuel Exemple; advantating burlesque of Mother—which was a famous left-wing play.

Production, performances and everything else could be said to be on a professional plane if it weren't for the fact that most of the time they're just a little above it. Sanday in the Park, for example, is as smooth and effective a production interlude as you can hope to find anywhere. And the tremendously effective ballet-dramatics of The General is Unrefled, splendidly danced by Harry Kadison, Bella Kinburn and others, are unmatched in the current Broadway theater. The fine level of performance through throws tremendous credit upon

Hotel Man Starts 'Go-to-Theater' Week

NEW YORK, Dec. 11.—A movement to establish "Go-to-Theater Week" has been inaugurated by J. S. Suits, general manager of the Dreier Hotels. Idea has manager of the Dreier Rotes, leed has already been indorsed by Dan Walker, Daily News columnist; George Abbott, producer, and Elias E. Sugarman, editor of The Billboard. Committee, with headquarters at the Hotel Piccadilly, is soliciting signatures to a petition which will acknowledge to make the will acknowledge. will sak Mayor La Guardia to make the week official. Pirst week of January has been selected for the initial celebration.

In a letter asking editorial support from 'coal editors, Suits mentions a similar program launched successfully in Chicago recently by Mayor Edward J. similar program issuenced successfully in Chicago recently by Mayor Edward J. Helly and indicates that letters or tele-grams addressed to "Go-to-Theater Week" committee will be considered signatures to the petition.

Philly Stagehands Re-Elected

PHILADELPHIA, Dec. 11.-All officers of the Philadelphia local of the International Alliance of Theatrical Stage Em-ployees were re-elected last week. The officers named to serve another

year are Thomas P. Mitchell, president; Bugene W. Holmes, vice-president; Michael J. Sweeney, financial secretary;

Frank McCurdy, recording secretary, and William J. Harrer, business agent. Mitchell, Sweeney, Harrer and Leo J. Kelly were chosen as delegates to the international convention.

Mr. Priedman, Benjamin Zemach who did the choreography and Gluck Sandor who did the dance routines, for there's no one who's really bad—and that, in an amateur group, can be credited only

an amateur group, can be credited only to the direction.

But, with all due credit distributed to producers and performers—among the latter the comedy work of Al Eben, far more professional than the stuff offered by most professional comics, is a high spot, along with the excellent performing of Paul Seymour, Anne Brown and a good half dozen of the others—with all due credit distributed, the one major triumph of the evening belongs to Harold J. Rome, a young and hitherto unknown lyricist and composer, who did both music and lyrics for most of the numbers. Mr. Rome's is, for my money, the greatest talent to show itself in the time field in many, many years. Bitingly satirical, sity clever, hilariously amusing, amazingly rhymed, his lyrics gave me more enjoyment than the lyrics of any other show I've seen with the exception of the Savoy operettas. And his music, in its many moods, matches the lyrics magnificently. It's a splendid score—and Mr. Rome is going to go places, Very high places, I hope. I stood in the Labor Stage Theater Saturday night and howled for him to take a bow—which, coming from a reviewer, ought to be unprecedented praise.

Pins and Needles, as you may have gathered, is a grand show. It gives hope to the direction.

Pins and Needles, as you may have gathered, is a grand show. It gives hope for the future of the theater—particu-larly if the boys who put on the com-mercial musicals are smart enough to take a tip or two from it. Eugene Burr.









THE TOLEDO TICKET COMPANY, Teledo, Ohio.

A million years and was the Oinetherum age. But one needs a ticket to see the animals now. SPECIAL PRINTED

10,000 ..\$ 6,93 30,000 .. 9.85 50,000 .. 12.75 100,000 .. 20,00 1,000,000 .. 150,50

MGM SEEKS RADIO PEACE

Crusade

CINCINNATI, Dec. 11.—A one-man campaign is being waged by The Cin-cinnati Post's radio editor, Paul Kenhedy, to save the yuletide hymn Holy Night from being overplayed. Kennedy is offering \$5 to the listener who submits the longest list of times the song has been played or sung during the Christmas period.

"Hollywood Hotel" Faces Revisions

HOLLYWOOD, Dec. 11. - Hollywood Hotel will undergo vital changes in patand talent personnel between now and the turn of the year, if plans now in process are carried out. Ken Murray and his unit will bow out of the Campbell setup. A "name" master-of-ceremonies will be added as a regular feature, and the format will be revised to freshen the presentation, it is reliably

Current bow-in of the Warner-Lucky Current bow-in of the Warner-Lucky Strike series and the trend of the MGM-Maxwell House broadcasts are being keenly watched for the final cue on re-visions. Louella Parsen's previews will continue to key the show, it is under-stood, and Raymond Paige, Frances Langford, Jerry Cooper and Aune Jami-son will be retained for the series. Both Cooper and Jamison had their contracts renewed this week.

wed this week.

renewed this week.

Murray will leave the show at the close
of the year to head a new broadcast
series for a refrigerator account, if a
deal now pending his severance from
Campbells is completed. The tentative Campbells is completed. The tentative setup of Hollywood Hotel was mapped here in recent conferences between L. Ward Wheelock, head of F. Wallis Armstrong, and Diana Bourbon, production, head on the broadcast. Show has undergone only minor changes in more than two years, principal of which were the dropping of its emsee and the addition of Murray's talent.

N. Y. News-Chi Trib To Have Radio Poll

NEW YORK, Dec. 11.—A "surprise" poll will be made by The New York News-Chicago Tribune syndicate on January 2 to determine radio's "most popular performances." Poll will be an unberaided one-day affair, patterned after the lines of recent film contest.

Popularity test will not be announced beforehand by the papers conducting it, in an attempt to eliminate "ballet surfing." It is understood that votes will not be for individuals but for performances or shows, which may contain sevances or shows, which may contain sev-

ances or shows, which may contain several performers.

Foll will be a national contest conducted by many clients of The Chicago Tribune syndicate.

Pilm star contest conducted a fortriim star contest conducted a lott-night ago by the same papers, with a claimed total circulation of 20,000,000, had Clark Gable and Myrna Loy winning. "Crowning of the King and Queen" took place on the MGM-Maxwell House coffee show Thursday, December 9.

NEW YORK. Dec. 11.—Jean V. Grombach, radio producer, is going into legit with Croeby Galge. New producing firm will present J. B. Priestley's Time and the Consays with Sybil Thorndike end of this month. Galge has been in radio for the past two years with Grombach.

RADIO IS A WOMAN'S GAME

By BERNICE JUDIS

Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

Confers With Film Exhibitors On "Black Thursday" Headache

days" are really red-ink days, according to local film exhibitors who squawk that the MGM air show is "killing their business." Organized independent man-agers are conferring with MOM execs and it is understood that further protests will be made if Wednesday and other evenings' grosses show a drop. Further b.-o. dips will also be charged to radio programs produced by film producers.

Protests against such programs have been smoldering since MGM's premiere and local exhibitors became articulate this week. Harry Brandt, president of the Independent Theater Owners' Assothe Independent Theater Owners' Asso-ciation, squawked to MGM's Nicholas M. Schenck and charged that Thursday's (2) biz slump was a record-breaker, but the wrong way. The indie leader wired Schenck, "Independent reports from en-tire New York territory indicate last Thursday's business one of worst days on record. Investigation definitely places MGM broadcast as reason. Exhibitors having contracted at higher rentals for Metro product are now worrying about Metro product are now werrying about being able to complete contracts. Re-spectfully urge immediate consideration of this unfair competition."

Schenck replied that Charles Mosko-witz would confer with Brandt this week

NEW YORK, Dec. 11 .- "Black Thurs- and discussions are expected to continue next week. In addition to hint that operators' low grosses might hit MGM, scattered protests have been made in other cities. Indie exhibitors, it is understood, are trying to play MGM percentage shows on Thursday nights to attempt to bring any b.-o. drop forcefully to Metros attention. A Midwestern exhibitor is said to have refused to play pictures that have been aired. Exhibitor organizations in other cities are either protesting or studying the air shows' effect on the intake. next week. In addition to hint that op-

While it is believed that exhibitors who While it is believed that exhibitors who have other peeves against producers overstress the air show competish, the mounting opposition has film moguls worried. A first-hand study is being made by E. L. Kuykendall, president of the Motion Picture Theater Owners, to

the Motion Picture Theater Owners, to determine inroads caused. Should picture exhibitors' opposition intensify, their fire would probably not be only directed against film producers, but aponsors as well.

Before its show premiered MOM declared that it had made a survey, and was satisfied that it would be a publicity boost for its product. At that time MGM refused to divulge if there were any special concellation clauses in its contract with sponsor, General Foods.

New Radio Car Cards Are Planned

NEW YORK, Dec. II.—A plan to sein national radio accounts a new form of car card advertising is being made by F. R. Barnard, of the Street Railways Advertising Company. Projected attle will consist of a seven-inch ad containing the entertainer's picture, the product, captioned by the name of the show, station and time. station and time.

Barron Collier firm is stressing two angles to sponsors, and observers note Barnard's statement, "This plan would create more listeners, but I assume that the popular programs have sufficient following from which to build an enornotioning from which to build an enormous increase of business." After this het-tipping gesture to radio, the angle is that the cards may "remind the friends of these programs of the products of the sponsors."

Cards in what is called the "Radio Guide Section" (not the fan magazine) are offered at 25 cents per card monthly in 20,000 cars in 50 cities. This would boost an advertiser's budget \$5,000 monthly, with the entire set-up used.

Street Railways has signed a 13-week

contract with WHN to plug its services and advertisers using its media. Daily quarter hour is called Voice of the City.

"Liberty" Material for Three

NEW YORK, Dec. 11.—Macfadden's Liberty is now providing material for use on three radio programs. Vox Pop, Anthony Abbott and short stories are being aired with credit to the magazine, Weekly gives the programs a plug in its columns.

Court of Human Relations will swing over from CBS to Mutual January 9, with Vadsoo commetics sponsoring. Macfadden will keep its Priday time on Columbia and will install another show in the spot. A. L. Alexander will be in this new show, which will probably be patterned after Court.

Telly Firm Leases Space

BOSTON, Dec. 11.—Columbia Tele-vision Institute, Inc., has leased floor space in the United Shoe Machinery Corporation building. Samuel Curtis Jr. said that television pix may soon be flashed from the tower of the Hub's tallest commercial building.

Making Sure

PHILADELPHIA, Dec. 11.—Follow-ing a clash at WCAU, Ethyl Felt has resigned as assistant to Barbara Boyd, who directs women's activities. Un-derstood that Miss Felt clashed with

Miss Boyd over "who was boss" of the women's division. Replaced by Helynn Larsen, who has been designated as "assistant" to Miss Boyd to make sure this time.

NBC Awarding Gold Mike to Champ Kid

NEW YORK, Dec. 11.—An answer to children's programs is seen in the though between NBC and Scholastic, high school weekly. Web and magazine are sponsoring a "Radio Competition for High School Broadcasters."

Contest is open to all high school students. Students in each of the four time warms are to connect and of the four time warms.

students. Seateness in each of the four time zones are to compete in an elimina-tion contest to determine local winners. Regional winners will compete over NBC for a "grand national prize" in May. Competing casts will get a cuffo trip to a designated large city from which the broadcast will estimate. broadcast will originate.

broadcast will originate.
Each zone winner will receive an NBO microphone for school use. The grand winner will be handed a gold-plated mike, while the runner-up will get a silver-plated one. Trey spot takes a bronze-plated, while the trailer will have to be satisfied with chromium plate. Individual members will receive plus in the same order.

the same order.

Programs are to be quarter-hour ses-sions and may consist of music, drams or variety talent.

No Radio Plans At Baseball Meet

CHICAGO, Dec. 11.—Radio was conspicuous by its absence from the discussions at the Major League Professional Clubs' meetings held here this week. Several rumors are abroad one of which is that Kellogg Company may pomsor all American Leagues games in 1938, but reports from other quarter refute this, claiming two of the Alteams have already made other commitments. National Leaguers did not broad the subject of radio broadcasts at all L. C. McAvoy, of the American League offices here, said that the teams had filed their radio intentions with him, but he would not be at liberty to divulse these until final word had been received.

these until final word had been received from each team in another week or 10

Brooklyn Club, which is reported to be angling for air time, is still bound by a three-way agreement with the New York Yankees and Giants prohibiting broad-casts of their games. Agreement has two more years to run and cannot be vetced without a two-to-one vote.

Note Improvement in Television Pictures

IRVINGTON, N. J., Dec. 11.—A decided improvement has been noted in Kolorama Laboratories Television Pictures. Indie firm first demonstrated its television in August and had a second demonstration this work. stration this week. Pictures, measuring three by four feet, consisted of new-reel clips and trailers.

Images were in black and white and revealed entertainment rather than novelty appeal. Clips of football games, Dionne quints, auto races and other setton shots, as well as close-up scenes could be intelligently followed. Suggestion of flicker we much be recommed. tion of flicker was much less pronounced than it was in the first demonstration than it was in the first demonstration. Both demonstrations were in disn'y lighted rooms. Pictures might be said to be approaching home films in clarity while groups came thru quite cleafly. More subtle details, such as facial expressions, still require improvement. Kolorama is understood to be interested in television equipment for both theater and home use. Altho no sets are on the market at this time, it is believed that home sets could be produced all about \$200 each.

30% Salary Boost in AFRA-WCFL Contract; Expires in 3 Months

CHICAGO, Dec. 11 .- Wage and hour contract was aigned Wednesday between the American Federation of Radio Actors' newly organized announcers and Station WCFL here. This is the first station to sign an agreement with AFRA since its organization.

Contract boosts salaries 30 per cent or Contract boosts salaries 30 per cent or about \$10 per week for some eight or nine staff announcers at WCFL, upping the scale to \$45 per. Other stipulations in the bargain include a 40-hour week of eight hours a day, two-week notice before a layoff and 90 per cent of the service charge added to a sponsored show for the use of an announcer going to the announcer, remaining 10 per cent going to the station. Present contract is good for three months only, taking effect December 10 and expiring March 10.

AFRA expects to close other deals immediately thruout the country and does not want to be bound to any definite wage

level at this time. Ray Jones, local exec-secretary, left for New York after closing negotiations with WOFL to attend AFRA's national board meeting and will AFRA's national board meeting and will report conditions in this area. Various committees at work for the past several weeks on working conditions in radio in this vicinity have turned in their surveys and AFRA will swing into a wide-spread bargaining campaign after the New York powwow, according to a statement from Jones.

Altho a comparatively small station, WCFL's signing with AFRA is considered a strategic beginning because of the station's AFL affiliation. AFRA feels that it has won a twofold victory here, having not only successfully organized local announcers, but also automatically receiving an official AFL okeh in that field as a result of AFL's ownership of worder.

Representatives here for the APRA-WOFL deal were Ray Jones and Philip Loeb, acting for APRA, and Maynard Marquardt, manager of WOFL.

Talking Shop

A sure-lire gog to gather plenty of newspaper apace is to beef about kid programs. One yap, whether backed by fact or no, and Mr. Ravisavera makes the dailies from Coast to Coast with a headline reading "Ravisavera Rapa Kiddle Radio Programs." Then newspapers write soul-stirring editorials, and pop and mom envision little Butch hopping around the vard with a dirk in his teeth around the yard with a dirk in his teeth and mayhem on his soul, and the next-cor neighbor tells Joey that if he plays with Butch he'll knock his ears down.

A year or so ago such razzing might have been well merited, but the story's changed now, only the squawkers either den't care or haven't investigated. This issue of The Billboard lists 115 radio peograms from seven cities, with staff men and correspondents making com-ment on the shows and leaning over beckward to get all the programs into the blood-and-thunder classifications that belonged there.

that belonged there.

If the critics were smart, they'd take credit for having done a job, since there's no doubt that their previous boilering was largely instrumental in having effected the improvement in kid shows. I've got a future President at home, which should qualify me as a juve show critic. As long as there are Singing Lady's, Richard Blendell's and a lot of the other shows listed, I'm not kicking. It's 'easy to make sure that he doeant listen to the blood-and-thunder stuff and if enough parents did that, instead of writing indignant letters all over the place and letting their offspring give ear place and letting their offspring give ear to Dangerous Dan McGrew, the few re-maining shows would soon be forced to change. But then, I'm a model parent.

Wanted, Relief

Wanted, Relief

Those fortunate few who don't have to listen to programs between now and the first of the year are lucky, for now is the season of extreme inantity and lack of originality. Networks and stations go haywire in trying to get a Christmas broadcast from Camkulwackoh, Thibet, by short wave and advertisers drool out Merry Christmases and Happy New Years until the supersaturation point is only beginning.

Stock Boy-Meets-Girl Plots Keep Box Tops Rollin' In

troadcasters here brought some opinions cut in the open last week at an informal dinner meeting tossed by Robert Brown, program director at WBBM. Most of altern agreed that as long as poor standing programs brought in the box tops it was uscless to try selling class shows to already satisfied sponsors. George Poxel, of Blackett-Sample-Hummert, said the key to the altuation for elevating dramatic scripts lies with the writer. Jee Ainley, of Aubrey, Moore & Wallace, arreed, but said Hollywood offered to eifff competition with its fat bank roll troadcasters here brought some opinions stiff competition with its fat bank roll to tempt good writers.

Another point brought out at the con-ib as a possible solution was the upping of station budgets for sustainers with the idea of producing shows to set a

mark for sponsors to shoot at in the

way of quality.

After it was all over, however, everyone saw the circle into which jam sessions such as these usually wind up. In other words, it comes down to the fact that if sponsors paid more lucre better dramas would result, but who wants dramas would result, but who wants better dramas when the ones aired now pre pulling the biz. To be or not to be a moron is a question that does not bother radio men when the business statements look healthy.

Only reason for this discussion of age-old problems was the stir caused by age-old problems was the sair caused by the recent Educational Conference held here. Radio came in for plenty of criti-cism, and WBBM felt it an opportune time to call the defendants together for a little rebuttal.

air Briefs

New York By BENN HALL

EMPLETON FOX getting the ring from Young & Rubicam's Bob Welch, with rice being bought by Irlends. She's a Chicago actress of Lights Out, Dan Harding, etc. McCann-Erickson thinking of adding to its radio staff. John Loveton, of Ruthmuff & Ryan, has a awell Chritsmas sketch lined up. . . . Radio Writers' Gulld member sore at those audition headaches. May be one of the chief squawks of the scribblers' or-ganization...Bob Wilson, of the Maxon agency, to talk to educators end of month. Will tell boys how an ad agency

Did you know that top talent on South America hits \$1,700 monthly for one half-hour shot a week. LR 3 Radio Bel-grano, Buenos Aires, pays that to Liber-tad Lamarque, while Pernand Ocheo gets \$1,500. Other acts come as cheap as \$40 a month. Cheap bands fetch \$800 a month, while top-rankers hit the \$3,300 mark. Musicians are unionized. Back-

grounding these figures is the fact that living is about two-thirds less in spots. Recent revolution in Brazil said to have had no effect on radio-vet.

Tis said that CBS is sore because NBC's Saturday night long-hair musicians play numbers scheduled for the Sunday performances by the Philharmonic. Remember Shakespeare? . . Engineers getting itchy for credit and feel that radio will soon follow pictures and credit technicians for their work. . . Grace and Scotty, NBC comedy team, doing a wax job for American Recording Company. . . John Winters wrote a special song to be used by Benton & Bowles in On Broadray. . . Alleen Stanley set for Chevrolet recording December 20 thru Ben Lipset. . . Bill Maloney to Kated, Inc., after a year and a half in WOR's press department. To handle publicity for the Kate Smith-Ted Collins firm. No successor as yet.

Chicago By HAROLD HUMPHREY

SIR HARRY LAUDER is being consid-O ered for a new show soon to hit the boards for a local sponsor. . . . Norge, re-frigerator maker, will develop a national frigerator maker, will develop a national program early in the new year if biz holds up. . Eleanor Howe's Pariry Party left the mustainer's list Monday when it was taken up by Nash Underwood, Inc., maker of fancy preserves, etc. . Ted Weems takes leave of absence from the Fibber MoGee and Molly show when he finishes a week's engagement in a local theater to go on tour. Agency handling the show having trouble finding a pinch-hitter. . . Hollywood took its toll again last week when Gale Page, songstrees, and Wesley Burke, character actor, answered calls from the Coast.

Norman Barry, of NBC, took a roam-

ing mike thru the 11th annual Cat Show at the LaSalle Hotel Saturday, interview-ing the blue-ribbon mousers, believe-it-or-not. . . WGN music director Henry Weber and his wife, Marion Claire, are planning a Southern cruise after January 1. . . Add marriages at WIND: Daniel Munroe, engineer, to Lucille Noyes, and Henry Yohannan, pianist, to Mabel Peters. . . Bob Hafter in New York this week working on the new Wrigley Double or Nothing script with Shaw and Lee, who will bead the show. . . Eafi Kurtze, of the WLS Artist Bureau, attended the lows State Pair Bureau, attended the lows State Pair Managers' convention in Des Moines. . . Jim Waters, Al Shebel. Frank Rand and Pritz Blocki seen with their heads together at a table in Barney's last week.

From all around

Danger of Music Strike Fades
As Stations Sign Dotted Line

NEW YORK, Dec. 11.—Contracts signed by the Independent Radio Network Affiliates are pouring into the offices of the American Federation of Musicians. This much was indicated by Joseph N. where, AFM president, who said that he added stipulation that the studio reported the majority of indic affiliates are pouring for indicated by Joseph N. where, AFM president, who said that he appected the majority of indic affiliates are appeared by December 15, well and KYW. The contract calls for new guitarist at KFOX, Long Beach.

The stations that signed were WCAU, well and KYW. The contract calls for new guitarist at KFOX, Long Beach.

Separated Brand's Prand's Prand's

Phil Brito on Standard Brand's

Canadian Spotlight Pureds and at the Mt. Royal Hotel, Montreal. Signed for another 52 weeks on the air. J. Austin Trainor at CFCY, Charlottetom, Canada. Department store sponsor. . . Had Hughes is a Santa Claus on KOLL, Had Hughes is a Santa Claus on KOIL, Omaha... George Provel, formerly with KPKA, now spieler at KDYL. Salt Lake City.... Powers Gouraud, WCAU's Night Owl, had a nag named siter him. The horse finally won and Powers treated the boys.... Angelo Palange selling a to-bacco combo on Philly's WPEN.... Manning Hall handling publicity for WPEN.

NEW YORK, Dec. 11.—Contracts signed by the Independent Radio Network Affiliates are pouring into the offices of the American Federation of Musicians. This much was indicated by Joseph N. Weber, AFM president, who said that he expected the majority of indie affiliates to come under the wire by December 15, date set as the deadline by the AFMS. Thus far, according to Weber, only one absolute refusal has come thru, and this form a small station. Those hesitating

from a small station. Those hesitating to sign are asking for more information and explanation.

Doubtful whether any action will be taken against these stations, inasmuch as the delay is motivated by uncertainty wither than hostility. rather than hostility.

PHILADELPHIA, Dec. 11.-The three local affiliated stations have signed agreements with the American Federation of Musicians covering the house bands, & Rex Riccardi, union secretary, an-

WFIL and KYW. The contract calls for \$45 a week per man for two hours a day on a austaining program. If any of the time is on commercial program the men are to be paid the rate of \$7 a half hour or \$12 per hour with pro rata reduction of the sustaining pay. Riocardi called this clause a great concession over the

national agreement.

The new agreement covers 17 men at KYW and WCAU and nine men at WFIL. The contracts cover a two-pear period.

Samuel Rosenbaum, president of WPIL, represented the stations at the negotiations. Others who participated were Dr. Leon Levy, of WCAU, and Leslie Joy, general manager of KYW.

AGRAP Meet Set For January 7

NEW YORK, Dec. 11.—Meeting planned by the American Guild of Radio Announcers and Producers for last night has been postponed until January 7. Heliday sam and illness of several representatives caused the delay. Two con-tracts were recently signed by the inde-pendent union and stations.

An agreement covering sound effects An agreement covering sound effects men at WABC was signed by Columbia Broadcasting System and AGRAP. Sound men now get \$50 weekly for a 40-hour five-day week, according to the agreement which became effective October 1, to run until May, 1939. Agreement also calls for a guild shop blanket increases, three weeks vacation, sick leave with pay and preferential re-employment in case of discharges.

An agreement covering aunotineers was

An agreement covering announcers was aigned with WBNX, New York. Bronx station has aigned with the guild for 835 weekly minimum with a 16 2/3 per cent increase this year, followed by a 14 per cent increase next year. Time and a half is to be given for overtime in the contract which provides for an 816the contract, which provides for an 8½-hour working day and 5½-day week. Closed shop is included and arbitration is provided for in case of discharges.

There are to be vacations of three weeks, but no holidays are included.

AFL Engineers "Finks," Says CIO

NEW YORK, Dec. 11.—Bitterness be-tween rival AFL and CIO technical unions has mounted since the AFL In-ternational Brotherhood of Electrical Workers decided to organize territory now being lined up by the CIO's Ameri-can Communications Association. CIO affiliate charges that the IBEW's broad-cast Local 913 is a "scab" union and hinted that the APL union would fur-nish strikebreakers in case of an ACA

ACA declared that of the 21 persons who attended a recent meeting of Local 913 only six had actual broadcast sta-tion experience. It also charged that the AFL union had members who were

"finzs, most of whom had been expelled by the ACA's marine division for anti-union activity."

CIO union is intensifying its drive to organize studio men in the East and West Coasts. Western station men have

west coases. Western station men have been signed up and a drive is also being made in the South and Southwest. IBEW declared that it is organizing locals in New York and Rochester as well as Midwestern cities.

Hjoe Happy Hunhappy as Happy **Heamily Hopes Hear Happiness**

BOSTON, Dec. 11.—One-fourth of the dappy Family is unhappy. The unhappy Happy is Joe Happy, manager of the Happy Staters, WBZ-WBZA trio signed last summer by Rudy Vallee and on the stations for a long time.

Joe Happy is unhappy because the

A story on the reorganization of the National Association of Broadcasters appears on page 29 this

warbling triune unwound its teamwork

waroing trium unwound its teamwork to team up with husbands, home and hdomestic happiness.

H-Estelle will confine her warbling now to hbabies, for she is soon to wed a policeman from Naugatuck, Conn., her home bettern home htown.

H-Olive is engaged to Charles A. Noble, ormer WBZ-WBZA hannouncer, now in HNew HYork

H-Muriel, the hjunior sister, is staying

Joe Happy is organizing another trio. ie plans to call them the H-Gloom

'Your Hollywood Parade,' Second Kane from the Camel ciggle show, a reenactment of a Chartes Martin exects from the Philip Morris production, a number played a la Lucky Strike Hit Parade style, a soprano aria from a Pord By Studio Squawks Film-Sponsored Production, Mild

Reviewed Wednesday evening Style
—Variety. Sponsor—American Tobacco
Company. Agency—Lord & Thomas,
New York, Station—WEAF (NBC network).

Your Hollywood Parade replaces half of Lucky Strikes' eminently successful Hit Perade pop tune-dance program, as well as following the MOM-General Poods show as a national advertiser-film Poods show as a national advertiser-tilm studio production. By comparison with its film-radio predecessor it's a good show; by comparison with a flock of other radio variety shows—the Vallee. Crosby-Allen-Kate Smith programs, for instance—it's a heavy-handed, somewhat pompous offering. It also marks an-other step in the evisceration of film exhibitors by film producers.

Doel between lackies and Warner

Deal between Luckies and Warner Brothers has Dick Powell in the emsee spot, singing in his usual quavery style and essaying, and missing by far, a non-chalant flippancy. This is probably a combination of scripting and acting shortcoming. An insight to the Central Costine Direct with place in the house Gasting Bureau, extra clearing house in Hollywood, was the lead-off item on the show, a none too interesting segment that's been written about time and time egain. Hufe Davis, a permanent fixture on the program, provided a bright spot with his nasology, instrumental inita-tions and singing, but Powell instated on laughing during Davis' tenure at the mike, a definitely objectionable gesture.

Gary Cooper, guest starring from the Paramount lot, gave little to an alleged-ly dramatic reading of a tale of heroism ly dramatic reading of a tale of heroism about a Western pioneer, the place written by Arch Obeler, a crack radio acrivener, but not up to his standard. Cooper, usually a good actor, may need direction. At any rate, he dashed thru his stint with effective musical backgrounding—and boomed a cough into the mike right.

Thumb up the middle of thines. Soon pitting in the middle of thines. plumb in the middle of things. Soon after he indersed Luckies as kind to his throat, but nevertheless this indersement will probably sell plenty of cigarets.

The program dragged in a sentimental gesture, a tribute to Mr. and Mrs. Hollywood, this week Eddie and Ida Cantor getting that award. Rosemary Lane, recently of the Fred Waring troupe and now under Warner contract, had a solo appt but failed to give any distinction to her assignment.

Bette Davis, Basil Rathbone, Olivia de Havilland, Patric Knowles and Eric Stan-Havilland, Patric Knowles and Eric Stanley did a condensed version of a recent Warner release, It's Love I'm After. On most programs the film sketch is limited to a "preview." snapping off the story at the "crooshal" moment. The film exhibitors holler at that, so what can their reaction be to telling the whole story? The smallle version of Love was only a so-so radio entertainment.

Brightest spots on the program are supplied by Leo Forbstein and his versatile orchestra, a chorus and the Lucky Seven, a fine vocal swing group.

Opening commercial consists of the chant of the tobacco 'auctioneer. It's tops as a radio commercial ear-getter.

tope as a radio commercial ear-getter

tops as a radio commercial ear-getter.

The MGM show is produced by MGM:
the Lucky show by Lord & Thomas.
Comparing the two, the latter gets the
Rollywood award—since everyone clue
is handing them out—hands down. But
shows need more than names to get by

J. F.

"WBBM and Chicago Salute You"

Reviewed Thursday, 9-9:30 p.m. CST. Style—Clvic show, Sustaining on WBBM (Chicago).

This is strictly a station promotional stunt and not a bad one at that. Angle is to pick a town each week in the vicinity, send the station's trailer unit out to it, make transcriptions of talks by mayor, newspaper editor, etc., then weave the discs into this half-hour shot with music and plenty of Chamber of Commerce chatter on the town in question.

Initial program was opened with hizzoner, the mayor of Chicago, going into
a lengthy discussion on the merits of
Eigin III. Program included three discs
waxed in Eigin last week with talks by
industrial biggles there, another on
which students from Eigin Academy
were vox-popped and a third airing
propaganda from the local Chamber of
Commerce. Taken all in all, the result-

ing show is entertaining enough and the plugs on the town are educational with-out being too heavy on propaganda. Don Hancock announces and Ken Ellington handles the ET interviews. Well-done musical arrangements are furnished by

Carl Hohengarten's studio or and McKay and the Three Notes.

McKay and the Three Notes.

Primary idea is to make everyone within a 200-mile radius WBBM-conscious. Series is planned for more than H. H.

John Metcalf's Choir Loft

Reviewed Wednesday, 10:15-10:30 a.m. Style-Hymnals and organ. Sustaining on WAAB, Boston, and the Colonial network.

John Metcalf's radio church is impres-John Metcall's radio church is impressively arranged as a mythical pligrimage
to all countries via his evangelistic quarter hours. Backed by Francis J. Cronin
at the connole, Metcall is one of the
better baritones in this section of New
England. Smooth, deep, resonant quality is excellent, his speaking voice is appealing and he doesn't bore with lengthy
spieling. It's a restful period, produced
in a relaxed spirit.

pening and he doesn't sore with tengthy apiteling. It's a restful period, produced in a relaxed spirit.

Metcali veers away from any controversial religious topic, mainly promoting his vocal ability. If spotted in an evening live show, this lad would be eligible for worth-while consideration, program revealed.

Metcalf was one of the 1931 Atwater Kent audition national winners. Cronin's organ work okeh as usual S. J. P.

"The People's Choice"

Reviewed Sunday, 8-8:30 p.m. Style —Variety. Sustaining on WABC, New York (CBS network).

York (CBS network).

CBS, with the period between 8 and 9 pm. on the NBC Red filled with the potent Bergen-McCarthy-Ameche-Eddy-etc. show, counters with a smartly recruited show and new idea. Network says fan letters determine the component parts of the program, culled from various commercial entertainments on CBS. First had Hal Kemp and his orchestra with Bob Allen from the Chesterfield cigaret show, Katherin (Sugarterfield cigaret show, Katherin (Sugarter). terfield cigaret show, Katherin (Sugar)

symphony program, a Boake Carter take from his Philo news commentary stint and a Joe Penner from his Coco-malt show. Four smokes plugged.

Obviously, the program has plenty of variety and it moves along nicely. Kemp. variety and it moves along nicely. Kemp, Allen, Penner and Miss Kane were on in person, the rest done by imitators, all of whom were quite filmey. Martin's sketch, altho badly played, was a tense bit of meller, based on the start of The Fort Worth Press. Penner was quite entertaining—in fact, better than his average show. Soprano who sang Tschalkowsky's Varum was especially weak.

Music other than that done by Kemp was played by Lud Gluskin, CBS Coast musical director. Charles Vanda pro-fused. J. F.

"Good Morning Time"

Reviewed Friday, 7:30-7:45 a.m. Style—Hillbilly. Sponsor—McConnon Company, Winona, Minn. Station— WHO (Des Moines).

WHO (Des Moines).

This musical program for a company which does a large rural business by community representatives in food products and household necessities features Louisiana Lou, "Songbird of the South"; Jerry Smith, podeling cowboy, and the Pour Dons, instrumental quartet. Louisiana Lou, who has considerable reputation for her interpretation of American folk music, is soloist and accompanies herself on the guitar. She also joins Jerry in duets.

Bedides singing Western ballads and

Best-les singing Western ballads and folk songs. Jerry accompanies himself on the guitar and also is a yodeler and harmonica-harmonizer. As a duo team, Jerry and Lou make a good combination.

Musical backdrop is furnished by the Pour Dons, who are Jug Brown, string bass and also featured in comedy song and patter; Orin Clark, accordionist and manager; Roy Shaw, violin, and Tommy Coan, Spanish and electric guitar. This type of program is doubtless directed to the rural listeners, but is a little too nasal and the comedy too old for general consumption.

Too long commercials are handled by Ernie Sanders. R. W. M.

Current Program Comment

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

DU PONTS Cavalcade of America had exciting material with which to work last week, and delivered, as a result, an interesting and panoramic program. Subject was the transition, soon after the United States had won freedom from Great Building of the States from a conthe United States had won freedom from Great Britain, of the States from a confederation—a loosely knit group of republics each with its own money, custom laws, etc.—into a federation, with a central government and constitution. Action was built around a New Jersey farmer in the habit of bringing his produce to New York, but who was stopped when the latter State passed certain custom laws, leading to the question of discrimination against an American citizen by an American State and "What did we fight the Revolution for?" Histocical characters worked in included Alexander Hamilton and Ben Franklin, closing with the first inauguration of George Washington.

Broadway Melody Hour on WOR and WHN advertises Borden's ice cream in blizzard weather. It's part of an educational campaign to sell the idea of refrigerator ice-tray packages. Show's a fair half hour, evidently done on a limited budget. It moves along at a faster clip than when here last year, tho the long pluzs slow it down. Jay C. Flippen, backed by Irving Aaronson's Ork. Ray Saunders, Helen Yorke and Ethel Shepherd, are regular entertainers. Guest spot was filled by veterans Cross and Dunn, whose routine novelty crs. Guest spot was filled by veterana Cross and Dunn, whose routine novelty song about playwrights smacked of good vaudeville. It did not, however, mean an awfal lot on the air—merely using good vaude material on the air lan't enough. Radio requires its own style of material.

Larry Nixon has a stanza on WNEW New York, which should be sure-fire for war veterans. Such a show should have a ready-made audience and Nixon's handing of it is just what the boys want.
On the program caught, he interviewed
women who were in the war. He had a
rather weak subject, a flat and colorless speaker, but his leading, lively questions gave the interview more zip than
many similar shows have. He also many similar shows have. He also brought in material about a Christmas party and veteran's insurance.

Crime pays no one on Gang Busters, except Phil Lord. This stanza of crooks except Phil Lord. This stanze of crooks who paid the penalty has been tamed down somewhat compared to some of last year's epice. Its less bombastic treatment is actually more convincing, the some of the crudely done dialog doesn't quite ring true. Crime clews continue as good hooks to get the audience back again.

This must be a new low in moron appeal. For each and every one of Irene Rich's followers who sends in proof of purchase there's a reward of a "personal" Christmas card from Irene Rich. Miss Rich herself gets up on the platform and basecoles the folks to hurry up to get their card. up to get their card.

This sets the stage for a sentimental little piece about a motherless youngster who seeks to woo a librarian for his father. Miss Rich plays quietly and resists the temptation to use saccharine. Production would be smoother if the pauses between scenes were handled less awkwardly. Noticeable pauses disrupt the continuity of the show.

Reviewed Tuesday, 10:30-10:45. Style—Hollywood gossip. Sponsor— Proçter & Gamble. Agency—H. W. Kastor & Sons. Station—WEAF (NBC network).

network).

Pilm studio opposition to gossiper
Pidler and his clansmen evidently has
this commentator somewhat worried. He
devoted a section of his ethnt to criticiing his critics whom he charged with
attempting to abolish true news. Defending such gossip, Pidler declared that
the industry needs "discussion" to "stir
public interest" and used President
Rooserelt as an example of a man who
is freely criticized, yet who survives it.

But Fidler's chat, despite his defense, lacked fire. He did some typical fan atuff on Ginger Rogers and a Nelson Eddy sob yarn plus three film review. Producers on the warpath could find little to yip about on this program.

"Treasure Hunt"

Reviewed Saturday, 7:45-8 p.m., 9-9:15 p.m. Style—Novelty announce-ments, interviews. Sponsor—American Cigar Company (Cremo Cigars). Station—WCAE (Pittsburgh).

—WCAE (Pittsburgh).

Byidently being used here, as in Baltimore and Milwaukee, as a test program. Treasure Hunt has the merit of requiring audience participation and offering cash prizes (three, totaling \$30). Possible holdback to popularity is fact that relatively few listeners will be able to follow procedure required for entering weekly hunt, and that after a few weeks novelty may be worn off for non-participating auditors.

Program is divided into two stanzas. Pirst quarter hour includes announcement of 10 articles to be found, such as a streetcar transfer, an auto jack and a picture postcard, together with directions for hunt. Second period, breadcast hour later from Duquesne Garden, where articles are brought, involves interriews of successful entrants.

For listeners who don't wish to par-ticipate in hunt, but who suggest st-ticles for following week's broadcast, eight prizes are given.

WCAE announcers, Carl Doxer and Bob McKee, ably handle details and plugs.

"Law and the Layman"

Reviewed Thursday, 7:30-7:45 p.m. Style—Talk. Sustaining on WICC. Bridgeport, Conn. (Yankee network).

Bridgeport, Conn. (Yankee network).

Presented by Frances Roth, a noted
Connecticut attorney, this feature is designed for entertainment as well as educational interest and includes explanations and discussions, sometimes humoous; of legal history, as well as practical
explanations of the law as it affects the
lawman.

This broadcast the subject discussed was the "legal relation between a dog and his owner" and listeners were given information thru the cleverly arranged dialog between Miss Roth and Mai Parker, who also announced the program



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ADVERTISERS PHOTO SERVICE

PAYNE WRONG ON KID SHOW

Blood and Gore Fading in Juve Class; Education, Music Gaining

Check-up in seven key cities provides basis for disproving usual blather on kid programs-improvement traced to previous attacks - adventure stuff tops

(Continued from page 4)
station-newspaper-sponsor deals, with
fincle Somebody reading the Sunday
comic sections. Criticism is well needed
here, but it is doubtful if it will be
made by any anti-radio critic, since the with fairy tales press, quite obviously, will not give it ear. Comics of today, in the main, are as bloody as attacked radio programa were. Right now Dick Tracy is chasing a man without a face, who murders at the drop of a machine gun.

Educational programs, including pet rating was given programs representing productions produced directly for educa-tional purposes, with high school or grade school sponsorship, with safety angles in mind, and programs almed at stimulating interest and knowledge of music.

Children's programs as represented in radio today are unquestionably of better grade than two years ago. Credit for this, to a considerable extent, must be given to the Columbia Broadcasting Sysfor CBS threw out all blood and thunder, machine gun, scalping, pirate and similar injurious program fodder a year or so ago. The Billboard recently reported that CBS, in New York, has no pomored shows whatsoever, altho it had good number last year at this time. no NBC program. Don Winslow, has been severely criticized.

Ome of Commissioner Payne's criti-clams was that certain kid shows en-gender "nightmares." However, the nightmore limit was not used in this summare limit was not used in this sum-nary as rating a program as objection-able. In other words, a show, in this survey, doesn't have to be downright bloodcurdling before it's stamped as n.g. In rating the shows the general theory was, if the correspondent or staff man had children, whether they'd be al-lowed to listen to the respective shows, bearing in mind the highly imaginative qualities of the youngsters.

NEW YORK

NBC

BILLY AND BETTY. Sponsored by Sheffield's, dairy firm. Adventure and not objectionable.

not objectionable.

SINGINO LADY" (freene Wicker).

Sponsored by Kellogg's cereals. One of
the best of kide shows.

TERRY AND THE PIRATES." Sponsored by Boe Bowey's. Title tips the
lift. Blood in thunder.

ANIMALS NEWS. Sustaining. Title

"WHITE RABBIT LINE." Sustaining. Name of program is of an imaginary bus line on which kids take trips. Adven-

ALICE REMSEN. Songs for the young

Uns. Sustaining.
"OUR BARN." Sustaining. Produced
by Madge Tucker, known for juve shows.

Plays for youngsters.

MUSIC AND AMERICAN YOUTH. A

Domenclative givenway.

CBS

AMERICAN SCHOOL OF THE AIR.
Soled educational feature.
SUNDAY MORNING AT AUNT SUNDAY MORNING AT AUNT SURANYS." Written by Nila Mack, Con-ert music, songs, guests, Good stuff, "DEAR TEACHER." A Juvenile protessor quiz.

Anent Kid Shows

WASHINGTON, Dec. 11.—A 37-page mimeographed pamphlet has been leated by George Henry Payne, PCC commissioner. Release gives extracts from letters received from parents throwing. Payne says, that "parents the up in srms" against blood-cureling kid shows. Pienty of heat in the squawks. "LET'S PRETEND." Dramatizations of

DOROTHY GORDON. Stery telling and songs. Program won the 1937 award of the Women's National Radio Committee for program of its type.

WOR-MUTUAL

UNCLE DON (Don Carney). Veteran kid show, one of the best known of its kind. Principal criticism might be that not enough regard is kept in mind for the potent sales ability of the show and products sold. Tells stories, adventures, tells kids to eat spinach and not bite

nails.
"RAINBOW HOUSE." Bob Emery's juve talent show, singin' and stuff.
"LONE RANGER." Western adventure stuff. Broadcast at 7:30 p.m. EST and probably escapes too impressive minds. "SINGING LADY."—See NBC list. "RED STAR RANGER." Dramatizations of adventure stuff.
RIGHARD BLONDELL. Excellent juve show of story telling.

now of story telling.

MUSIC FOR SCHOOLS, Title tells sil.

"JUNIOR G MEN." Sponsored by JUNIOR G MEN." Sponsored by Fischer Baking Company. Machine guns and stuff, and altho a little tamed down, objectionable.

WMCA

NICK KENNY. Juve talent. CARRIE LILLIE. Professional juve

WHN

HEARN'S KIDDIE REVUE. Amateur youngsters sing, etc.
WILLIS LANE STUDIO PROGRAM.
Another juve talent variety melange.

CHICAGO

By HAROLD HUMPHREY

"PET PAL'S CLUB." On six days a week and has been on air four years. Sponsored by the Little Crow Milling Company. Show is strictly for children and is the "uncle" type. Wholesome

"JUNIOR STARS PROGRAM." On "JUNIOR STARS PROGRAM." On every Saturday for past three years. Sustaining and based on the vox-pop idea. Kid guest stars who have written letters to the station telling what they can do are chosen to appear each week and do their bit. Harmless fun. "BIG CITY PARADE." On every Friday and sponsored by The Dountons Shopping News in conjunction with the Youth of Illinois. Alternate dramatic sketches between actual scenes from Juvenile Court here, followed the next

sketches between actual scenes from Juvenile Court here, followed the next week by a dramatic sketch of some achievement by one of the youth of Illinois. Wouldn't say that it was objectionable, but more for kids in the teen age than tots. Of course, some of the Jams the youngsters get into which are aired in court are by no means the best sort of entertainment fare for kid listeners. Show has been on since April 2, 1937. since April 2, 1937.

"HIGH SCHOOL ON PARADE." Also sponsored by Dountown Shopping News, and was started September 25, 1937. Various high schools in Chicago partici-pate in the program, dramatizing their respective school activities, etc. Educa-

"PRAIRIE FARMER SCHOOL TIME." In its second year, sustainer. Program runs parallel to the school year (five days a week, nine menths out of the year). Educational, with each program devoted to a different subject; i. e., current events, history, etc.

WGN
"BUDDY AND GINGER." Sponsored by Stillicious, is the adventure type.
"CHARLIE CHAN." Detective stuff much on the order of this same character in the movies, only not so involved in mystery so the kids can get the drift. There are spots in this show when it gets into screams in the night and guys going

Kid Show Chart

List below shows a summary of the programs listed in the survey made by The Billboard. In listing any program under the adventure classification, it was done only when the show was not of a harmful character. If there was any doubt it was cast out of the adventure group and listed under the blood and thunder type. Miscellaneous group has a children's guild, news for children of movies, etc.

ADVENTURE

ADVENTURE29
BLOOD 'N' THUNDER13
EDUCATIONAL
JUVE TALENT
READING COMICS 5
UNCLE WHOOZIS et al 2
SPORTS2
STORY TELLING 8
DRAMATICS 3
MUSIC 8
MISCELLANEOUS 7
115

around looking for soft spots to hide daggers. Sponsored by Van Camp Food

"LITTLE ORPHAN ANNIE." Sponsored by Ovaline, follows pretty close to same angles as prescribed in the comic atrip by Harold Gray. Annie gets herself into plenty of fantastic jams, but don't be-lieve it will start kid listeners on the

mrose path.
"RUBE APPLEBERRY." now, but up until a couple of weeks ago was on for Malto-Meal for Campbell Cereal. Spontor switched agencies and shows. Dramatic acript of the Ring Lardner type of baseball pitcher, or "Pun on the Baseball Lot."

"TOM MIX." Sponsored by Ralston Purina, is Wild West adventure stuff, Nothing offensive. "DON WINSLOW." Sponsored here by

Iodent Tooth Paste, is kid's adventure

south the trained this character who is in the navy. Blood and thunder.

"JACK ARMSTRONG." Sponsored by General Mills to plug Wheatles. For young he-men. A little less harrowing than it has been.

MALCOLM CLAIRE. Sustainer, story-

"THE CHILDREN SPEAK." Sponsored "THE CHILDREN SPEAK." Sponsored by Fobsy Company, maker of cough rem-edies, is the educational-type show based on the vox-pop idea, with the kids being invited to the studio to do their stuff. "KALTENNEYER'S KINDERGARTEN." Sponsored by Quaker Oats, will leave the air Docember 25, to be replaced by Mar-et of Catilorocci.

got of Castlewood

WENR
"JUNIOR NURSE CORPS." Sponsored
by Swift & Company for Sunbrite Cleancr, is atrictly built for fem-kid trade
and of the pure and wholesome type.

WAAF
"LAST OF THE MOHICANS." Spon-sored by Feldman Petroleum Stations, local filling-station chain. Dramatiza-tion of episodes from James Fenimore Cooper's classic. Indians and scalping.

"YULETIDINGS." Which just got un-der way last week, is a sustainer and follows the Santa Claus theme for those

kids who still believe.

"STORY BOOK LANE." Another sus-tainer, narrating biogs on famous his-torical characters, etc. Educational and told to interest the kiddles.

wind

"ONCE UPON A TIME." Sustaining, and another of the storybook type with fairies and things. Nothing offensive.

"STAMP MAN." Sustaining, and has a narrator feeding info to the kiddles collecting stamps for albums.

"BILL, MACK AND JIMMY." Sponsored by Dinn-Mite Cereal Company. Okeh kid adventures.

NEW ORLEANS

By PHILIP C. MUTH

NEW ORLEANS, Dec. 11 .- There is a NEW ORLEANS, Dec. 11.—Incre is a dearth of children's programs, with one station exception, in the local radio field. Four local stations, WEMB, WDSU, WBNO and WJBW, are content to allow themselves less than an hour weekly each to airing of programs directly

broadcast for kids,

Now in its fifth year, a highlight of

WWL is the "KIDDIES" REVUE" on Sunday afternoon, conducted for over six
years by Mrs. Paul Jacobs. A sustainer.

"ADVENTURIES OF BUSTER BROWN."

Sponsored by the Brown Shoe Company,
of St. Louis, is now in its second year.
Conducted by Beverly Brown, continuity
director of the station and already peaseasing a rep for good child's copy, this
program heard on Thursday afternoons
for a half hour depicts the Gay "90s
funny-paper cartoon character of Dad's
days.

A new addition to WWL's card is "ADVENTURES OF CAPTAIN McBRIDE,"

"ADVENTURES OF CAPTAIN McBRIDE,"
a sea story period on Mondaya, Wednesdays and Pridays for 15 minutes. Conducted by Lionel Ricau, impersonator, program tells true sea-yarns, times touches on piracy. Generall exciting for adventurous-minded juveniles.

One of, the best of the kiddles' programs over WWL and very instructive is that of "LULU AND HER UNGLE HENRY," Aired Sunday, Lulu (Lulu Pilirman, nine) and Uncle Henry (Henry Dupre), station announcer and special-events director, take the WWL mike to dirition of the Audubon Park Zoo for

events director, take the WWI mike to a division of the Audubon Park Zoo for a study on animal, fish and plant life. Division supervisors of zoo are interseved and asked child and grown-seventy and severily Brown also conducts a 15-minute Santa Claus program daily over WWI, at 5:30 p.m., cast including over WWI, at 5:30 p.m., cast including over So children and special guest entertainers. This program is also aired over WSB, Atlanta, thru disc, and sponsored in both cities by large department stores.

WSB. Atlanta, thru disc, and sponsored in both cities by large department stores. Program is in its seventh year. Program is peppy, with rousing songs by Santa. WSMB has two Santa Claus programs for Christmas from two stores daily, with plenty of letter reading and little music. Other kiddle programs are limited to NBC piping of Malcolm Claire (7 to 7:15 a.m. daily) and Kellenweyer's Kindergarien on Saturday afternoon.

WDSU pipes one NBC Blue juvenile feature. "THE CHILD OROWS UP," aired on Saturdays starting December 4.

SAN FRANCISCO

By EDWARD MURPHY

"PHANTOM PILOT." Sponsored by Langendorf Bread. Adventure serial, heetie and is aimed to keep the kids on the
edge of their chairs. Program has been
on the air about three months.

"JIMMY AND GYP." Sponsored by
Albers Bres. Milling Company, boy and
a dog stuff. Electrically transcribed and
has been on KFRC about three months.
Not objectionable.

nas been on KFRC about three months.

Not objectionable.

"MAGIC ISLE." Sponsored by Baker
Shoe Company. Is an adventure story,
electrically transcribed. Has been on
KFRC about two months. Not objec-

"ADVENTURE BOUND." Sponsored by Dynamite Cereal. A transcribed adventure yarn. On KFRC about two months. Not objectionable. "GHRISTIAN SCIENCE MONITOR." Story-telling and fairy tales. Has been on KFRC about two and a half years. Not objectionable. "MIKE AIREO." An Alice in Wonderland type of romantic adventure. Live

land type of romantic adventure. Live talent used. Not sponsored and not ob-jectionable. Has been off and on the air about one year.

"EXAMINER FUNNY PAPER MAN."
Sponsored by the Star Outfiting Company. Reading of The Examiner Stinday comics by "Uncle Barry."
"SUNNY AND BUDDY." Transcribed and sponsored by Bell-Brook Dairy. An adventure serial which has been on KPRC about six months. Not objectionable.

able.
"UNCLE HARRY'S AMATEUR
SCHOOL." Sponsored by Star Outsiting
Company. Program uses young talent
of grammar school age.
"UNCLE CHARLEY'S PET CLUB."

Program aims to show children how to care for their pets. Program is sustain-ing and is put on under auspices of the Society for the Prevention of Cruelty to Animals.

"CHRONICLE COMICS." Sunday.
Consists of The Chronicle comics page, read by Bobble Rockwell, 15-year-old NBC actor. To vary monotony of reading, Bobble interviews visiting celebrities

such as Tom Mix, Buck Jones, Roscoe Turner. Program has been on the sir

for five years.
"NBC SPELLING BEE." Sunday, NBC

"NEC SPELLING BEE." Sunday, NBC Blue, except KGO. Paul Wing conducts the program, which consists of an old-fashioned spelling bee in which teams from schools, colleges and other groups contest for honors and cash prizes.

"LAND OF THE WHATSIT." Transcription sponsored by Safeway Stores, dealing with adventures of Billy and Betty White and their newspaper, The Whatsit, of which Billy is editor-in-chief. Sometimes the kids engineer a wrestling.

Whatsit, of which fillly is editor-in-chief. Sometimes the kids engineer a wrestling match; sometimes they interview a celebrated person; all their activities are tied up with their publication.

"FUN IN MUSIC." Tuesday, II a.m., PST, NBC Red network. This is program which is outgrowth of Dr. Maddy's Band Instrument Lessons inaugurated eight years ago under University of Michigan auspices and broadcast over a single staten. Transferred first to NBC Station. Transferred first to NBC Station tion. Transferred first to NBC Station WMAQ, the band lessons became a transcontinental in October. 1935, and are now in their second year, under the new title of Fun in Music. Textbooks are sent to children following the lessons at a nominal cost.

"STANDARD SCHOOL BROADCAST."
Thursday. NBC Pacific Coast Red net-work, under sponsorship of Standard Oil Company of California. Consists of ele-

Company of California. Consists of ele-mentary and advanced lessons in music appreciation presented in conjunction with Standard Symphony Hour. Written by Arthur Garbett, NEC educational director, in collaboration with Adrian F. Michaells, supervisor of the broadcasts. Margaret Avery directs ensemble. "CHILDREN'S HOUR." Thursday, KGO only, Stories for children on scientific, anthropological and cultural subjects, told by Etha Wullf, director of education at the De Young Memorial Museum. Not all her stories are straight narration; sometimes the presents dramas written by young listeners and acted out by others.



G

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IOE MARSALA-

the and His Chicagoans 10th Mooth HICKORY HOUSE, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

DETROIT

By H. F. REVES

DETROIT, Dec. 11 .- List of local kid

shown, with comment, follows:
"THE MANNING FAMILY." A
man's family type of production,
weekly. Not objectionable. WEXI WEXL

weekly. Not objectionable. WEXL.

"PRUDENCE BUTTERFIELD." Early
morning show devoted to health and science and safety material for program
basis. Not objectionable. Formerly on
WWJ. now on WMBC.

"SAFETY CLUB." Conducted by the
secretary of states office. Safety talk.
Certainly not objectionable. WMBC.

"CHILDREN'S MINSTREL SHOW."
Story written by youngsters, directed by
Mary Lucille Roth, enacted by kids.
Spensored by Salls Fur Commany. On the

Mary Lucille Roth, enacted by kids. Sponsored by Sally Fur Company, On the air four years. WMBC.

"UNCLE NICK." Kid variety show. Sponsored by local merchants. CKLW. "KIDDIDE KARNIVAL." Kids' variety program. Broadcast five years. WXYZ. "CHILDREN'S THEATER OF THE AIR." Sponsored by Farm Crest Bakery, with kids gradulated from the Kiddle Karnival. Broadcast four years. Kids variety program. CKLW.

variety program. CKLW.

"UNCLE NEAL." Reading funny papers. Broadcast six years. WJR.

"VARIETY PROGRAM." Program presented by Detroit Public Schools, talent from public and high schools. Choral from public and high schools. Choral numbers, dramatic readings, guest-star talk, from social worker, police official, prominent psychologist or similar speak-er. Broadcast two years. WJR. "THE SPOTLIGHT." Conducted by

Board of Education, show formerly called Our World Today, Mrs. Catherine Lardie, of radio education department of the board of education, writes the program, cast coming from public school ranks. Story based on subjects studied or of interest to sixth and seventh-grade stu-dents. WJR. "UNIVERSITY LOOKS AT THE

"UNIVERSITY LOOKS AT THE NEWS." For high-school students planning college entry, topics of the day being discussed by faculty members of the University of Detroit, WJR.

"MARCH OF YOUTH." Produced in conjunction with Detroit schools, written by Myron Golden, educational director of WWJ. Band and dramatization based on contents of school textbooks. WWJ.

"STAMP ALBUM." William Mischler discusses philatelics. WWJ.

BOSTON

By SID PAINE

BOSTON, Dec. 11.—Hub shows have no sessions which show that "crime doesn't pay," or where the bad man loses to

Of the 12 kid shows over seven sta-tions, six local and one network are

Boston's list follows:

"AUNT HARRIET'S ORIGINAL CHIL-DREN'S HOUR." Saturdays, 10-11 a.m. In its second year, sponsored by R. H. White Company, department store.

"BORBY AND BETTY IN SANTA-LAND." Sponsored by Jordan Marsh Company, Boston. Transcribed program, produced by Kasper-Gordon. Fifth year Jozdan Marsh has taken this type of

show for its big toy department.

WCOP is airing a daily episode of Life
and Adventures of Santa Claus, produced
by Kasper-Gordon Studios, Inc. Title explains its contents. Series is on wax, Quarter-hour duration. In its second

JUNIOR HIGH-SCHOOL DRAMATI-"JUNIOR HIGH-SCHOOL DRAMATI-ZATIONS." Sponsored by the Whiting Milk Company, Boston, weekly 15-minute live script abow. One of the best shows of its kind here, it awards a scholarship to Emerson College, Rub dramatic school, valued at about \$400, to the final series winner in the sponsor's junior high-school play dramatizations. A different junior high behool each week. Educational scenewishs entertaining dependent school play dramatizations. A different junior high behool each week. Educa-tional, somewhat entertaining, depend-ing on the caliber of histrionic ability, but in general a noteworthy way to give the kids a chance at dramatics. Began last week in September. "CINNAMON BEAR." Sponsored by the Cushiman Baking Company. Revere, Nass., a transcribed series featuring Judy and Jimmie Barton. Produced by Radio Transcriptions Company. Fairy stories.

Transcriptions Company, Fairy stories.

"JACK ONSLOWS BASEBALL SCHOOL
OP THE AIR." Sustaining. In its second week of a four-year engagement.
Program is educational and has plenty
of sportzmanship stuff dished out by
Onslow.

"UNCLE NEWT READS THE COMICS."

WDAS, WPEN Sign With NAPA; Other Philly Spots Drop Discs

PHILADEZ,PHIA, Dec. 11.—Herbert
Speiser, Pennsylvania counsel for the
National Association of Performing Artlets, has signed WDAS, the first station
NAPA's counsel said his organization
would start a campaign to compel operato be licensed by the organization to play phonograph records. He announced that negotiations are going along "smoothly" with the other stations using discs, and

he expected them to be signed shortly.

This spikes reports that the stations were banding together in a move to fight NAPA's action to assess stations

using records of name bands.

WiP last week dropped the use of records rather than fight the organization, following KYW, WFIL and WCAU.

These stations now use electrical tranacriptions exclusively.

WDAS' fees are based on a scale of \$600 per year for six hours a week of disc airing. Fees will be computed on the six-hour rate. Stations using more than 36 hours per week would not be compalled to nay additional rates.

than 36 hours per week would not be compelled to pay additional rates. Other stations in this city which will be affected are WPEN, WIBG and WHAT. Officials of these stations yesterday declared that they hadn't decided definitely on what action they would take, but it was indicated that they would stay nevertually.

would sign eventually.

WDAS was the first to sign due to the fact that NAPA's court victory, on which it bases its licensing campaign, was over

this station.

Speiser said the organization would spread its drive to other States immediately. The fees will be distributed to

would start a campaign to compel opera-tors of coin-machine phonographs to pay a \$25-a-year license fee. He said he expected to start a test case within the next two weeks. WPEN signed with NAPA at a confer-

ence held late Thursday. Neither station officials nor Speiser would reveal terms, but the figure reported was about \$1,200

Tower Permit Held Up

SPOKANE, Wash., Dec. 11.—Spokane Broadcasting Corporation is having trouble trying to get the city to permit it of erect a 204-foot tower atop the Sherwood Building, from which it operates KFIO. City council postponed the corporation's request for the second time this week when building inspector objected to the tower on the grounds; would be subject to possible rust and collapse, a lightning hazard, hazard to air travel, hazard while under crection and a liability to near-by property.

Rod Whalen Gets KGA Post

SPOKANE, Wash., Dec. 11.—Rod Whalen has filled the vacancy left by announcer Paul Corbin, who pulled stakes for Centralis, Wash, recently. Besides doing a stretch with FFIO here, Whalen also emseed at a Seattle night club.

Uncle Newt is Newcomb F. Thompson,

Uncle Newt is Newcomb F. Thompson, radio editor of The Boston Evening American - Boston Sunday Advertiser (Hearst). It its second year.

"JOE RUBIN'S DISCOVERIES." On WMEX since March, 1637, is a weekly talent show Saturdays from 11:30 a.m. to 12 noon. Cream of the crop get paid dates by Rubin. Joe is Benny Rubin's brother.

WHDH has William Earle's "STARS OF TOMORROW," kid-talent show, sponsored by Laco Soap Products. About the

fourth season here.
WHZ and WBZA, Boston-Springfield,
Mass., outlets, Kellogg's "SINGING
LADY" (Ireene Wicker).

WORL

WORL has two kid shows. Cara Sprague, about 60 years, spiels yarns of own creation without script, done or semooraneously. Program is tagged temporaneously. Program is tagged "STORYTELL LADY." Cara Sprague was recommended to him by the psychological department of Harvard University.

Sustaining WORL program "PARAMOUNT KIDDIE SHOW," with Murray Allen, is sponsored by the Paramount Studies, Saturdays from 11:05 to 11:30 s.m., and is a kid-talent show.

LOS ANGELES HOLLYWOOD

By DAVID ARLEN

"STORY TOWN EXPRESS." Sponsored by the Globe Department Store. A con-tinued children's story which moves with the tides—right now it's about Santa Claus. Program on about six months. "NEWS FOR CHILDREN." "Uncle Lohn" Depart combs the news on this

"NEWS FOR CHILDREN." "Uncle
John" Daggett combs the news on this
sustaining program formerly sponsored
by Buster Brown Shoes. Tells ktds things
they should hear or which is of particular interest to them, simplifying and explaining grown-up atuff he thinks will
help mold them into better human
betters.

beings.
"PAIRY TALES." beings.
"PAIRY TALES." A sustaining program Saturday, 5:15-5:30 p.m., conducted by Harriet Harris and which is a recounting of fairy stories. Program is about four months' old, a pleasant reading period and popular with young children full of the ohs and also of child-bood.

"CHILDREN'S GUILD." Remote from "CHILDREN'S GUILD." Remote from Pomona, Formerly Shirley Temple Radio Guild. Rids' club with badges, credos, resolutions, etc. Large following and does good constructive work for kids, keeping in mind the building of char-"JUNIOR BROADCASTERS."

hn" conducts this kids' variety show.
"CHILDREN'S WORKSHOP." Conducted by Katherine Laurelle, who puts on original plays with kid casts. Intelligent

stuff not written down to kids.

THRU THE EYES OF YOUTH." Betty Phillips, 14-year-old girl who has admis-sion card to all studio previews, previews sion card to an studio preview, pervises current pictures, relates her experiences in the studios, brings juvenile guest stars such as Mickey Rooney and others to the mike. Talks interestingly to kids

her own age.
"THE CHILDREN'S PARTY." wood Jr., an 11-year-old, is the host kin, with guest stars, better music provided by children he digs up, kids singing popular or children's airs, etc.

KRKD

Ordinarily have but one regular kid ordinarily have but one regular kin program, 4-430 every afternoom Monday to Friday, inclusive, now dropped tem-porarily for "SANTA CLAUS REVIEW," Sponsored by the Lion Department Store, having tales of Santa Claus, poems and the usual junk. Innocuous and ham-less.

"STRAY HOLLISTER." This Western serial is aponsored by Western Airlines and goes on Monday-Friday from 6:15-6:30 p.m. It's blood and thunder and reminds of Western movies. Here is a real one, the villain a dirty dog, the girl pure as the driven snow.

"MAOIC ISLAND." Sponsored by Bullocks. Group of voyagers are wrecked and washed ashore on a mage island in the Pacific Ocean, undergo incredible and fantastic adventures. Told naively and credibly. Kids eat it up.

"CHARLIE LUNG." Charile Lung. man of 1,000 voices who takes all the parts in the play, is a Chinese detective on a Wyoming ranch. Episodes are his adventures.

KFI-KECA

"KPI RUMPUS ROOM." Story and man sle designed for kids and along the plane of intelligence.

of intelligence.

"KECA STORY STORE." Program
starting last week from San Francisco.
Designed for kids from 6 to 12.

"KECA TOY SYMPHONY." Sustaining

program of records of familiar kid tunes as well as simple classics.

FUNNY PAPER MAN." Reading of Sunday comic section.

"THE SPELLING BEE." Conducted by

Dr. Harry Hagen.
"DOROTHY GORDON'S CHILDREN'S
CORNER." Kid stories.
"FUNNY THINGS." Conducted by Nors

"PUNNY THINGS," Conducted by North Sterling. Constructive, educational program; plays instruments, explains their history, sings song, tells origin, delves into background of things about which kids should know.

"CHRISTIAN SCIENCE MONITOR." A

continued story.

"JUVENILE REVUE." Sponsored by
Marney Dog Food, typical fuve variety

Conducted by EUGENE BURR-Communications to 1564 Broadway. New York City

OUT-OF-TOWN OPENINGS "Wine of Choice"

MONTCLAIR THEATER (Montclair, N. J.)

Sponsored by the Junior League of Montclair, the Theater Guild last Thursday and Friday nights presented S. N. Schrman's new play, Wine of Choice, Praturing a cast of Hollywood players hedded by Miriam Hopkins and Lealie Banks, the play was well received but left a puzzled audience.

iff a puzzled audience.

Essentially Behrman's plot is concerned
with the threat of the coming class
struggle. At times he manages to get
some of his noted "sparkling dialog" into
the script, but in the main he leaves his
cast high and dry. An over-wordy first
get mildly amusing second atanza and an
unhappy ending leave the audience in a
"What's the point?" state.

Miss Hopkins has the role of an amsales actress who is sponsored by a penniless social hanger-on. He has a plan to marry her off to an eligible millionaire, but she has other thoughts and ends up by carrying on an unsuccessful affair with a third man. That's the way the thing goes on for three acts. During the proceedings we have a frustrated analysis. goes on for three acts. During the pro-ceedings we have a frustrated candidate for the Senate seeking another nomina-tion from a Western State, a motion pic-ture produced starting Miss Hopkins— the only plausible part of the play—and the constant blokering between a pro-letarian novelist and a handful of would-be continuists. be capitalists.

he capitalists.

Harry Wegstaff Gribble, Donald Cook and Miss Hopkins all give pleasing performances, but they are sadly bandisped by material. Of the whole cast, Theodore Newton, as the communistic writer, has been given the best lines and proves the contention by taking the

show.

Strangely enough, thruout the entire first act Banks required considerable prompting from Miss Hopkins, and it was not unusual for many of the players to slip on lines. A backstage conference siter the play revealed that Miss Hopkins fell the first act dragged and needed rewriting—to which Bahrman consented.

The play is now at the Erlanger Theater in Chicago, where it stays for two weeks, after which it opens for another fortight December 27 at the Chestnut Street Opera House, Philadelphia. Then if it is ready it will trek to New York.

Toronto Seen as Good Show Town

TORONTO, Dec. 11.—Milton I. Shubert last week spent three days here overlording while an anxious cost tried to spice new life into Love of Women, the Aimee and Philip Stuart play which in the Toronto version made faint passes at the topic of Lesblanism.

The company then left Sunday morning for New York by way of Washington, re-equipped with some new lines and, report has it, a more direct and broader teatment of the main subject. Principals are Heather Angel, Valerie Taylor and Hugh Sinclair, but competent as they have been presented in the supporting the resident and resident they not the supporting may be, neither they nor the supporting Econories seemed able to lift the play to a point that promised comfort to them or returns to the House of Shubert.

Love of Women is the third local try-

Lore of Women is the third local try-cut at the Royal Alexandra in a season which is jubliantly named by the Royal, side surviving legit, as the best since the meet crash of 1929.

Burchester Towers, with Ina Claire, left the week before with not too strong raise following the Buffalo opening. The Claire name was a strong drawing card. Mess Claire mused as the saw fair first-light audience that she was doing pretty well considering that Helen Hayes the preceding week had taken all the money out of the city with sold-out performances of Victoria Regina.
of Victoria Regina.
Only original opening was Gerald
Only original opening was Gerald
Savory's George and Margaret back on

SWAN SONG By SIDNEY HARMON Will Be a Feature of The Billboard Holiday Greetings Number Dated January 1

Basic Dramatist-Manager Pact Seems Slated for Overhauling

NEW YORK, Dec. 11.—Problem of the as Hollywood's answer to the 1686 pact basic pact between the dramatists and revision.

managers concerning sale of plays to the On the Guild credit side of the ledger screen and disposition of proceeds there-from seems slated for another overhaul-ing. This week Marcus Heiman, presi-dent of the League of New York Theaters, cent of the League of New York Theaters, asked for committees of both the League and the Dramatists' Guild to get together on a confab. Just what will happen is doubtful, but may be colored by the fact that the theater is suffering from a lack of Hollywood dough. Current pact, which was preceded and accompanied by much argument pro and con, went into effect March I. 1936. The pix mogule complained they were not adequately protected and threatened to lay off backing plays. They have kept their promise, and this, together with no apparent intention on the part of Wall Street to reassume the role of angel, is regarded as a factor likely to inflect any pact changes which might be made.

Office of the League says the Dramatists' Guild is to set the date for a confab. Guild thus far has not decided.

Gulid thus far has not uccured.

Possible that pix-financed Play Bureau, under the helm of Theater Gulid's Theresa Helburn, may also have a hypoing effect on negotiations, the Gulid having recently taken a couple of falls out of this organization, whose formation was regarded

September 13, first play of the season.

Hest box-office successes: Victoria Regina, Tovarich, You Can't Take it With

You.

Current attraction. Leaning on Letty, with Charlotte Greenwood, will be added to the list with certainty. Booker for post-Christmas entertainment among others are Room Service, The Women and the Abbéy Theater Players.

Awaited is Father Malachy's Miracle, the adaptation of Brian Doherty, local lawer.

On the Guild credit side of the ledger the dramatists' org back in May an-nounced higher prices on pix sales since the new pact went into effect and pointed out that plays, if successful, yield more to authors than film contracts. More bidding activity on plays was also at-tributed to the new pact back in April. 1937, but now a reported move is an attempt to make the tale of plays dependent upon the length of run, the run to be gauged by a specified minimum gross at the box office.

Harvard Gentlemen

BOSTON, Dec. 11.—Harvard Dramatic Club displayed courtesy last week to both legit critica of Boston and the Shubert Theater's premiere of Between the Devil, new Jack Buchanan, Evelyn Laye and Adele Dixon piece.

Devil was originally scheduled for Monday (6) premiere, and the Harvard play, Straight Scotch, was set for Tuesday (7). But a change of dates gave day (7). But a change of dates gave

play, Straight Scotch, was set for Turaday (7). But a change of dates gave both premieres Turesday. So in order to ease the atrain on crix and first-nighters the Harvard Dramatic Club held a special critics' and invitation night Monday evening. Hub critics present were Eliport Hughes (Herald), Marjory Adams (Globe), Elliot Norton (Post), George Holland (American) and Sid Paine (The Billboard). Billboard).

CHICAGO, Dec. 11.—A Jewish stock company is enjoying a prosperous season at the local Douglas Park Auditorium. Company includes Yiddish Guild artists imported from New York and headed by notables, among them Misha and Lucy German and Jennie Goldstein. Shows are changed weekly, with atronger fare presented week-ends.

From Out Front

By EUGENE BURR

By EUCENE BURR

Bob Coleman, of The Mirror, isn't going to like me much for this, but it ought to be told. Bob, being a kindly soul, isn't going to do anything about it, but something should be done. Stars of the stage, for better or for worse, are forced to represent the stage—and when one of them makes a flagrant misstep and gets called for it, the least the management can do is to take the punishment it deserves.

A few weeks ago Helen Hayes said a few words—a few words too many, as a matter of fact—in Pitzsburgh. Theater audiences, she suggested, aren't what they used to be: they fail to respond in a manner fitting the dignity of a great star who honors them by performing in front of them—and it was Miss Hayes "suggestion that a university chair be established to teach people how to behave in a theater.

Immediately I wrote down a note, marking that atatement for future comment—but Mr. Coleman beat me to it. He chastised Miss Hayes gently but well and I kept silent out of respect for his superior eloquence. There the matter should have rested—but I have an excuse for bringing it up again, because Miss Hayes' manager wrote a rather strong note to Mr. Coleman, kindly to the last, settled the matter out of print; but I'm not quite so kindly. I'm afraid. Miss Hayes made a cheap and foolish statement—and she ought to be able to stand the gall. To quote her directly, "What do you think it feels like," she said, "Io look down at the second or third row and see people slumped in their scate? What can we do about it? Well, maybe we can get someone to establish a chair in a university to teach people how to behave in a theater."

The university chair, I think, is quite unnecessary—but there is something that Miss Hayes or any other performer can do about it; she can offer a performance that will pull people out of their seat; she can give them acting that will keep them tense and quiet and respectful.

Miss Hayes, you see, wasn't damning the general public at all when she spoke about the distressing postures of theat

them tense and quiet and respectful.

Miss Hayes, you see, wasn't damning the general public at all when she spoke about the distressing postures of theatergoing Pittsburghers; she was damning only herself. For people don't slump down in their seats when they're being thrilled or exalted or even interested. If audiences don't seem to Miss Hayes to be as enthusiastic as of yore, that would suggest that, rather than issue statements about the public's behavior, she take fresh stock of her own acting equipment.

For a performer—and this has been repeated here many times before—signs a tacit contract with the public as soon as he or she elects to step professionally upon a stage. So soon as that decision is made, he or she becomes a servant of the public. It is not up to the public to pay money to honor this or that star; it is up to the star to serve the public in such a way as to give it the full worth of the money it has paid out at the box office. The public has a right our any attitude or manner that it decides to sdopt; it has the privilege of finding fault (even thut the gentile reprimand of wandering attention) with its servants. Obviously, the customers want to be entertained, or they wouldn't have shelled out their shekels in the first place. Just as obviously, if they're not being entertained, if they slump in their seats, if their attention wanders, it is the fault—the sin, almost—of their servants.

in their sears, it their attention wanders, it is the launt—the sin, almost—of their servants.

If Miss Hayes wants her customers to sit up in their seats she'd better give them performances that make them do it.

And if Miss Hayes insists on issuing asinine and tasteless public statements, her management has no gheat of a right to object to a kind and intelligent commentator who takes her to task for so doing.

New Plays on Broadway

Reviewed by EUCENE BURR

Beginning Wednesday Evening, Occ. 8, 1937

play by Irwin Shaw. Directed by Chester Erskin. Settling designed by Norman Bel Ceddes and built and painted by Studio Alfance, Inc. Costumes designed by Francos Walte and executed by Brooks Costome Company, Presented by Norman Bel Ceddes.

The Scene of the Play is the East Tower of Fortress on a Mountain Peak in Spain, Today. There are Three Acts.

There are Three Acts.

Pacifism is pacifism, it seems, only if a couple of Pascist nations are warring on each other; otherwise it's just out-and-out muddle-headed cowardice. At least so it would seem if we are to believe young Mr. Irwin Shaw, who with typical American ebuilience, rose to fame and a place among the nation's Pirat Playwights on the strength of a not very good one-act play a couple of seasons back. In that play, Bury the Bead, young Mr. Shaw argued energetically (and on occasion even elequently) for an end to all organized bloodshed and violence. But in his new full-length drama, Siege, which Norman Bel Geddes presented at the Longacre Theater Wednesday night, he indicates that if the Comrades are being besteged by the forces of day night, he indicates that if the Com-rades are being besieged by the forces of dictatorship then anybody who insists on a sterile pacifistic refusal to kill his fellow men is nothing but a blister upon the sturdy back of the workers. At any rate, his pacifist in Siege ends by grab-bing a gun and a couple of hand grenades and, amid the supposed cheers of all right-minded intellectuals, rush-ing out to do mayhem upon uniformed Italian sheep sent out as cannon fodder ing out to do mayhem upon uniformed Italian sheep sent out as cannon fodder by ruthless masters.

by ruthless masters.

This is an odd quirk that I have found in the work and speech of almost all ardent young radicals—and it puts them at a disadvantage when contrasted with their idol-worshiping enemies. For Pascists and capitalists are, as a very general rule, at least honest; when they discuss any problem they stack it in a eral rule, at least honest; when they discuss any problem they attack it in a straightforward way. Unlike our left-wingers who damn war, but only if it's not war for their own pet theories, they say out and out that they favor battle. It is the rather sleavy habit of changing ideals in midstream whenever a snag to the Cause is encountered that makes one a bit suspicious of the Comrades—young Mr. Shaw among them.

Anyhow his Stone is an unexpendant

young Mr. Shaw among them.

Anyhow his Siege is an uneven play given an uneven production at the Longacre—and in that respect it resembles Bury the Dead, which, despite its splendid central idea and the praise lavished upon it, was a protty badly written effort. Siege is similarly badly written, with the same flashes of illuminating and searing statement asseed like nating and searing statement spaced like stars in the midst of its large slabs of nothingness.

nothingness.

It's all about the garrison of a loyalist (Communistic) Spanish citadel in the path of the rebel advance, waiting for a relief column that never comes.

Mr. Shaw's ability to sketch characters helps immensely as he draws pictures, in more or less detail, of the men and women. There is the ex-toreador, gay.

WE CAN TAKE IT WITH US

By TOM ADRIAN CRACRAFT Will Be a Feature of The Billboard Holiday Greetings Number Dated January 1

blatantly courageous, who makes love to the pacifistic intellectual's wife, wins her, has his leg riddled by the enemy and turns at last into a whining and dangerous rat. There is the commander, medico and ex-mayor of a neighboring town, quiet and strong. There is the fine strong peasant who is the backbone of the little troop. There is the godlike, simple peasant who prays and fights with gentle fervor. There are various others too, but in trying to write a synopsis one realizes (as one realized with even greater sorrow in the theater) with what alarming regularity nothing happens during the long stretches of Mr. Shaw's play. As a matter of fact, all that does happen is that, in the last few moments, the pacifist comes to what Mr. Shaw is pleased to regard as his senses, shoots the cringing and morale-weakening toreador and everybody goes weakening toreador and everybody goes out on a foray for food. As the young lady next to me remarked on the way out, it's all about how a rat is shot in a cellar-in three acts.

cellar—in three acts.

And yet there are occasional flashes of brilliance, occasional flashes of deep and moving effect. Largely, I suspect, they are due to the sterling directorial work of Mr. Chester Erskin and to the superlative pretending of certain members of the cast—but somewhat, too, they are due to the writing of Mr. Shaw. For the most part his lines—and his situations, too—seem like pallid and studious rewritings of plays he has read; at least nine-tenths of Stepe has a strangely familiar ring, suggesting such read; at least nine-tenths of Siege has a strangely familiar ring, suggesting such various bourgeots schweinerel as Siegeding such the Rover Boys in the Jungle, Aida and Journey's End. Yet now and then there comes a line pregnant with meaning and true imagination dropped into the sheer space of the play. They are few and far between, but they're there—and occasionally they're almost worth waiting for. watting for.

and occasionally they're almost worth waiting for.

Helping hugely to point them, helping to give the effect of action when no action is there, is Mr. Erskin's direction, for the most part as knowing and effective as his direction has been in the past. And too, there are the efforts of such players as William Edmunds, who brings sincerity and splittual beauty to the role of the naive peasant; Harold Moffet, who lends dignity, strength and effect to the peasant leader; Jackson Halliday, who is excellent as one of the lesser men; Edwin Thatcher, as the youngster of the troop; J. Hammond Dalley, who plays with quiet effect as the mayor, and Hunter Gardner, whose intelligent readings throw into sharp clarity the workings of the pacifists mind. Sheldon Leonard is a bit on the blatant side as the toresdor, Rose Hobart does nothing in particular to help the girl, and a couple of the others are out-and-out awful, thus adding to the mercen qualities of play and production.

Mr. Bel Geddos has, as usual, spread mercely on the season contents of the others are directly on the season contents a tower

Mr. Bel Geddes has, as usual, spread Mr. Bel Gedocs has, as usual, system himself on the sets, creating a tower that would probably be pictorially ex-cellent if it weren't so badly planned that its visibility from the sides of the theater is hardly more than about 50 per cent.

AMBASSADOR

Beginning Monday Evening, December 6, 1937

JUNO AND THE PAYCOCK

(Repertory Revival)

A tragedy by Sean O'Casey, Directed by Ar-thur Shialds, Setting uncredited. Presented by the Abbey Theater, in association with the Mesers. Shubert.

regular.

ACT I—Scene: The Living Apartment of a Two-Room Tenancy of the Boyle Family in a Tenement House in Dublin. ACTS II and III, the Same. A Few Days Elapse Between Acts I and III, and Two Months Between Acts II and III, The Period of the Pfay is 1932.

The performance of the far-famed Abbey Theater Players in this week's vious characterization that issue them in their repertory, Sean O'Caser's either variety or insight—that fails to Juno and the Poyrock, should convince interpret in any way the character even insistently Hibernian-minded dramatic reviewers that the present troupe face theatrical effect.

Along with Shields, F. J. McCormick stock company. Since this is the first

BROADWAY RUNS

Performances to December 11, Inchmire

Dramatte	Opened	Perf.
Abbey Theater Players eritary (Arthamador) Far-Off Hills, The Jone and the Paycock Katle Roche. Now Gessows, The. Playboy of the Wo		
Week), The, & In Train Pleoph and the Nam. Amphitryn 38 (Shuber Harderter Tuners (Bock Brother Rat (National) Schn His Wife (Little) Father Malachy's M (St. Lamen) Prench Without Trans (The Nov. 20 The Oct. 7 t1 Nov. 1) Nov. 30 Dec. 16.'3	49 49 6. 417
(St. James) French Without Tears (er)	Nov. 17.	. 20
	Sect 50	87
Ghost of Yankes Doodle, (Guild) Golden Boy (Relance	Now. 22	: 24
Having Wonderful Time (cum) Julius Cassar (Mercury	Nov. 11.	: 335
Lady Has a Heart, The (Seet. 25	. 89
Madame Bovary (B. heart)		. 04
Of Mice and Men () Roce Service (Cort) Siege (Longacre)	Nov. 23 May 10 Dec. 8	23 N 23 N 6
Siego (Longacre) Sussething For Nothing (Window) Star-Wagon, The (Enga Susan and God (Phymo Yobacco Road (Formet)	(re) Sept. 29 eath) Oct. 7 Dec. 4, 33	. 86 76
You Can't Take It With (Booth) Women, The (Harrymore Yes, Mr Derling Daught	Dec. 14.34	
(Vanderbilt)	Feb. 9	. 349
Musical Comedy		
Pabes in Arms (Majestic Hoomay For What! (W Gamben)	inter.	
I'd Rather Be Right (A)	rin) Nov. 2	: 14

year that I've caught the Irish players. I haven't anything to say about the tall tales, lovingly told, concerning the acting prowess of the troup's former titans —but I can say that the present group has no players strong enough to carry the bitter, biting character drawing of the early O'Casey—the O'Casey of the days before he elected himself to the gentius class and began perpetrating such self-conscious and pretentious hogwash as Within the Gates.

For in June and the Payeock O'Casey

For in Juno and the Paycock O'Casey was still the bitterly humorous trage-dian, looking upon the plight of Ireland, seeing that it was chiefly caused by Ireland's own people, and then attacking those people with a heartbroken viru-lence not at all hidden under wry, bitter and semetimes almost hysterical laugh-ter. The O'Casey of June and the Pay-cock couldn't write a play (the first two acts drag infernally unless they're given acts drag infernally unless they're given playing that is brilliant and strong; there are large overdoses of sentimentality and hoked humor, and even the tragedy of the last act is written out by an inexperienced playwriting hand)—O'Casey couldn't write a play, but he could create characters that are rich, colorful and overwhelmingly human; he could on eccasion write dialog filled with a wild, golden beauty; and above all he could love Ireland and the Irish enough to cry out frenziedly against them for what they were doing to themselves.

That sert of thing takes superlative playing to give it any sort of effect at all; if it gets that playing it is a the-atrical masterpiece—but there is no middle ground; if it gets anything less it seems marely a dull and forced recital of burleaqued and uninteresting woes. It gets something less these nights at the Ampassador. That sort of thing takes superlative the Ambassador.

the Ambassador.

For present troupe of Abbey Theater
Players has no one with strength enough
to act the tremendously important central roles. Arthur Shields, the only
player in the group with power and with
a voice that makes the much-heralded
muste of Irish speech, is content with a
minor next, their her plays with vivid music of Irish speech, is content with a minor part, that he plays with vivid intensity. For the rest the performers are merely competent stock company actors or excellent character players. The troupe is pleasantly excellent when it is interpreting comedies like The New Gossoon or The Far-Off Mills, but it is obviously unable to deal with this stronger stuff.

P. J. Carolan, an excellent character

P. J. Carolan, an excellent character man, simply lacks the necessary power for Captain Jack. He does a good job— an excellent job in his own sphere; but Captain Jack emerges merely as a pale and ordinary leafer. As for Miss Elleen Crowe's Juno, it is a flat, one-tone, ob-vious characterization that falls to give

Joxer, offering a detailed, amusing and authentic character study that gives one an idea of what the Abbey Players are like in the dreams of their idolators. The rest do routine jobs that range from the sturdy performing of May Craig to the weak and ineffective in-genue of Aideen O'Connor. Next week, Drama at Inish.

RITZ

LOVE IN MY FASHION

"gay cornedy" by Charles Ceorge, featuring Luells Cear. Directed by Melville Burke. Settlings designed and executed by Cleon Throckmorton. Presented by Morris Green

nd James J. Fero. and James J. Fero.

Mrs. Robert Andrews. Thais Lawton
Pamela Pennington. Lucilla Ceae
Cella Pennington. Tookie Hunter
Dwight Langdon. Sichard Jack
Elsie Andrews. Derothy Bernard
Gardner Dickinson. William David
Grace Tillman. Claire Carleton
Mrs. Minnle Sterling. Ruth Chorpenning
Mrs. Franktin Coleman. Day Eliot
Elsine Carlety. Louise Kirtland
Christocher Coffman. G. Albert Smith
Rydor Pennington. Donald Mackenzie
Mrs. Madge Duval. Julio Brown
Rev. Stephen Cartwright. Sheriling Other
TIME—The present.

TIME—The present.

ACT I—Living Room in the Home of Mrs.

Andrews in Baltimore, Md. A Monday Night in November. ACT II—Christocher Coffman's Establishment in Virginia. The Following Wednesday. ACT III—Same as Act I. Eighteen Months Later.

Miss Lucila Gear, an immensely amusing lady of the musical comedies, committed the grave error of returning

amusing lady of the musical conscious, committed the grave error of returning to the legitimate stage in a little item ralled Lore in My Fashion, presented last Friday night by Mesers. Morris Green and James J. Fero at the Ritz Theater. Miss Gear should be forgiven. I suppose, but it's almost as hard for me to forgive her as it must be for her to forgive herself.

Love in My Fashion is called on the program a "gay comedy." a description that seems a bit wide of the mark. It could more fittingly have been billed Fun at a Puneral or five fast minutes of sepulchral sex. The even that description isn't entirely accurate; Love in My Fashion is neither fast nor funny—and it takes a good deal more than five minutes to unwind its shoddy course.

utes to unwind its shoddy course.

It's all about an oversexed lady who very rightly brings up her daughter in an advanced way in order to avoid for her the mistake of which said daughter was the result. Her husband, divocced, dies suddenly and she and the daughter take a trip to a Virginia mortuary to view the remains, finding there four riew the remains, finding there four grief-wracked ladies of various social strata but all of the same state of certainly uncertain morals. Leaving the amorous and necrophilial harpies to wrangle over the corpus delicti, the widow goes merrily on the make for both the mortician and the minister. Eighteen months later she has married and left the mortician and gurgies her sweet nymphomaniae was when

in her sweet nymphomaniac way when she receives a visit from the minister. Just then she also receives word that Just then are also receives were that the handsome funeral director, thru a fortuitous accident, is now material for his own craft—whereat she exits gayly with the unsuspecting spiritual shepherd. At the final curtain one wonders vaguely what is going to happen to him, since she still has a childhood sweetheart as a sort of—well, as a sort of ace in the hole.

of ace in the hole.

All of this is acted out on the Ritz stage with a maximum of offense and a minimum of humor—a result, I hasten to add, not due to the acting but to the writing. Even the acting of competent performers—Miss Gear herself included—

performers—Miss Gear herself included—suffers as a result, however, particularly since McVille Burke, the director, scens to have given the whole thing up in understandable disgust.

The presence of such usually pleasant and able performers as Sherling Oliver, G. Albert Smith and Thais Lawton in a play of this type seems something of a major mystery. For the rest Claire Carteton acts a floory study amount major mystery. For the rest Claire Carleton acts a floozy nicely enough, and the role of the daughter is played by an ingenue laboring under the bizarre name of Tookie Hunter, who

poses and muggs all over the place and in general manages to be almost as offensive as the play.

The title is, of course, a slightly wried quotation from that loveliest of all

lyrics, Ernest Dowson's Cynara. It seems to me that a much more fitting quote would have been, "Yea, I am desolate and sick!"

LITTLE

Beginning Friday Evening, December 3, 1937 Beginning Tuesday Evening, December 7, 1937

EDNA HIS WIFE

EDNA HIS WIFE

A solo drams, with Cornella Otts Skinner as the single performer, dramatized by Miss Skinner from the novel by Margaret Ayer Barnes. Settings designed by Donald Consisper, built by Vall Scenic Construction Company and painted by Robert W. Bergman Studie, Inc. Costumos designed and executed by Helene Pons. Incidental music by Bisott Neoby. Orchestra conducted by Mischa Raginsky. Presented by Cornelia Otts Skinner.

Seeno 1: Edna—Blue Island, III.—1900. A Beer Carden That Has Been Taken Over by the Brakemen of the Rock Island Railroad for Their Annual Party. Scene 2: Mrs. Losser, Edna's Mother—1900. The Losser Home in Blue Island, Three Months Later. Scene 3: Plearie Broothy, a Woman Who Lives Across the Hall—1902. Edna (Before Dinner). Edna After Dinner). Edna's Flat, in Chicago, Scene 4: Susan Peebles, Edna's Neighber and Closest Friend—1913. Edna's Flat, in Chicago, Scene 4: Susan Peebles, Edna's Neighber and Closest Friend—1913. Edna's Haut, in Chicago, Scene 4: Susan Peebles, Edna's Neighber and Closest Friend—1913. Edna's Rented House in Washington, D. C. Scene 8: Jessica, Edna's Daughter—1925. Edna's Rented House in Washington, D. C. Scene 8: Jessica, Edna's Daughter—1925. Edna's Neluse in New York, Scene 11: Edna Mours in New York. Scene 11: Edna Mours in New York. Scene 11: Edna Mours in New York. Scene 11: Edna's Penthouse on Park Avenue. The high standing of Mise Cornelia.

York, Score II: Edna (Morning)—1937. Idea (Evening). Edna's Ponthouse on Park Avenus. The high standing of Miss Cornelis. Otts Skinner in the solo dramatic recital field has been an accepted thing for a long time now, but Miss Skinner, a true artist, seems never ready to content herself with any one thing once she has done it well. Thus she has become the innovator and explorer of the solo dramafield, and the amazing thing about it is not that she tries new things—staggering innovations, really—but that she does them all superlatively well. She branched from the accepted solo sketch field into connected portrait galleries such as her Wires of Henry Will, then she attempted a connected atory, as in Mansion on the Hudson; now she has the temerity to dramatize a full-length novel of a woman's entire adult life in terms of a single performer. It is as tho a planist should attempt to offer the entire score of Tannhauser; if it were done at all it would be simply a musical tour de force, losing almost all of the quality inherent in the score. The amazing thing is that Miss Skinner loses little if any of the quality of the novel.

Her performance is, of course, an acting tour de force, but it is also much more than that. Ranging thru is large gallery of characters, ranging thru the various stages and ages of a single wom.

ing tour de force, but it is alon muce more than that. Ranging thru a large gallery of characters, ranging thru the various stages and ages of a single woman, Miss Skinner offers acting that reaches true theatrical heights. She proves herself one of the greatest actresses of our day, assuming a multiple part that makes huge demands in both length and variety and carrying it off with artistry, admirable sincertry and tremendous effect. Judged by accepted standards, her work sets an extraordinarily high mark; judged as the effort of a solo performer carrying the burden of an entire evening in the theater. It is nothing about of miraculous.

The only drawback at the Little Theaces of the contract of the contract

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WINTER TERM BEGINS IANUARY 17TH FOR CATALOG Address Secretary, Room 175, CARNEGIE HALL, NEW YORK

"Dinner at the Ritz"

(20TH CENTURY-POX)

76 minutes. Release date, Norime, to minutes. Release date, No-tember 20. Sortem play by Roland Pert-wee and Romney Brent. Directed by Harold D. Schuster. Cast: Annabella, Paul Lukas, David Niven, Romney Brent, Francis L. Suilleon and others. Sesienced at the Rozy, New York.

As long as 20th Century had inten-tions right slong to build up Annabella, the new importation, for bigger and better things in Hollywood, it would better things in Hollywood, it would have been much wiser had they kept this British-made melodrama out of the public's eye here. Customers may have a very distrustful opinion of the young lady's ability after this. It would have been better to have waited and sprung been better to have waited and sprung upon the guilible fans a much-exaited and much-publicized Annabella in a carefully prepared Hollywood vehicle. As it is, her impression on the general audience will be undecided, to say the least. Certainly the picture as a whole does nothing for her. Outside of the curicalty to see who she is and the box office additions of Paul Lukas and David Nren, the picture will have very little. Niven, the picture will have very little appeal.

Set against a background of Paris and several Southern France resorts, the story, a very complicated one, gives Annabella a chance to wear some nice Annabella a chance to wear some nice clothes, some stapatick comedy disguises and a filing at emoting. Plot, distantly related to the Stavisky banking scandal of Paris, has Annabella traipsing around in a guise of a Spanish marchesa and in Indian princess in pursuit of the culprits who plot a wholesale bond theft and caused the death of her father, who threatened to expose the ring.

George Colson.

"Thoroughbreds Don't Cry" (MGM)

Time, 80 minutes. Release date, No-tember 27. Screen play by Eleanore Griffin, based on a story by J. Walter

Buben. Directed by Alfred E. Green. Cast: Mickey Rooney, Ronald Sinclair, Judy Garland, Sophie Tucker, C. Aubrey Smith, Forrester Harvey, Elisha Gook Jr. and Lionel Beimore, Reviewed at the Rialto, New York.

Risito, New York.

A fairly interesting horse-race opus that should do well in the nabes and provinces, with special satisfaction on tap for the juves. Mickey Rooney, who in the course of years may eventually efface the horrible grotesquerie of his Puck, does a handsome pocket edition of Jimmy Cagney as a tough, cocky jockey. Ronald Sinclair (originally called Ra Hould), who's shated to fill Fred-called Ra Hould), who's shated to fill Fredjeckey. Renald Sinclair (originally called Ra Hould), who's slated to fill Fred-die Bartholemewn shoes at MGM if Fred-die gets too bad a case of scute relativitis, has one of the most naturally effec-tive voices on the acreen. Ronald is the son of a famous English breeder who son of a famous English breezer with brings over a three-year-old to race for a

Ronald (sensitive and high-strung) strikes up a friendship with the uncouth Mickey. Mickey's gambler father gets strikes up a friendship with the uncouth Mickey. Mickey's gambler father geta him to throw a race on the pretext that him to throw a race on the pretext that he's sick and needs the money. Mickey is disbarred from the big race, but Ronald, who has learned the technique from Mickey, rides and wins the prize money. Tale is, of course, bromidic, but the capable acting of the juves (Judy Carland engages in some tomboyings) and the comic relief of Sophie Tucker and C. Aubrey Smith make this tolerable entertainment. Maurice Zolofore.

"Portia on Trial" (REPUBLIC)

Running time. 72 minutes. Release date, November 8. Screen play by Samuel Ornits. from a story by Faith Baldson. Directed by George Nichols 1s. Produced by Albert E. Levoy. Cast: Frieda Incscort, Walter Abel, Heather Angel, Nell Hamilton, Ruth Donnelly, Barbara Pepper, Clarence Kolb, Anthony Marsh and others. Reviewed at the Republic, New York.

An extremely literate and well-acted

piece of mumbo-jumbo. It's only a pity that Ornitz, who is a fairly sensitive scripter and once wrote a good novel, had to grapple with such a hoky story. It's dialog, novertheless, is full of good lines and dramatic speeches. Fiteda Inexcort, cast as a femme mouthpiece who saves homicidal mistresses that bump off their masters, does a swell hunk of acting, giving the part her whole body, voice and mental subtlety. Supbody, voice and mental subtlety. Sup-porting cast helps give the opus life also, except for Anthony Marsh, who has the furenile role and still hasn't forgotten drama school lessons. He e-nunc-i-ates, if you know what we

Its plot is the main bane of this film. (A plot, rather, against the happiness of movie patrens). Concerns a millionaire who breaks up his son's ("son" has gray hair already) affairs and drives the women almost to the point of murder. Inescort, before she became a lawyer, went thru such an experience and had to give up her infant in return for a marriage, which was immediately annulled. Years later the thing repeats itself, but this time the other woman shoots the son. Inescort defends the murderess, risking the love of her infant (now grown up, alas, to be Anthony Marsh). There is a great big emotional courtroom denouement.

Strictly double-feature fare. Its plot is the main bane of this film.

Strictly double-feature fare. Maurice Zolotow.

"The Last Gangster" (MGM)

Time, 81 minutes. Release date not given. Directed by Edward Ludwig, Orig-inal story by William A. Wellman and Robert Carson. Screen play by John Lee Mahin, Cast: Edward G. Robinson, James Stewart, Bose Stradner, Llonel Stander, Douglas Scott, John Carradine, Sidney Blackmer, Edward S. Brophy, Alan Baxter, Frank Conroy, Louise Beavers.

With Edward G. Robinson in the cast and the word gangster in the title, this picture should exercise a strong draft on

There'll be a the box office. There'll be a majority who'll find it a fairly tense meller, althought reviewer, somehow, found it an eminently distasteful affair. It is concerned with Joe Krozac, foreign-born gangster kingpin who marries a girl of his own land to provide him with heirs. Before his som is born he is sent to Alcating for income tax examine. catraz for income tax evasion.

During his stay in jail his wife, who had been ignerant of his pastimes, is put hep been ignorant of his pastimes, is put hep by a newspaper, divorces him to protect their child and marries James Stewart, a reporter. Joe swears vengeance. How-ever, when he gets out his sang grabs him, gives him a juicy third degree to hid out where his money is and finally forces him to tell by kidnaping the youngster and giving the boy a going over. Bringing the boy back home, the gangster is regenerated to the extent of forgetting his revenge, then is killed by forgetting his revenge, then is killed by a surviving brother of three mobsters whom he had extinguished shortly before starting his durance vile.

The idea of the vengeful gangater venting his spleen as only speering Edward G. Robinson can do it is definitely un-G. Robinson can do it is definitely un-pleasant. The idylic life—interrupted only by thoughts of the past—of the gangster's ex-wife and her new husband is prettily and overly painted, and thus ultimate conclusion is an obvious and planted dramatic whim-wham. The jall planted dramatic whim-wham. The jail shots are good—and John Carradine, in-eidentally, is there with another of his good performances. Robinson plays good performances. Robinson plays gangeters, Robinson as Robinson plays gangeters, with ample venom, lip curling and force. Rose Stradner, a new name to this reviewer, emotes very squarely. It is up to Lionel Stander to provide some comedy support, then turn and be brutal as he leads the gang in pummeling the ex-big about Rayter is surerbly velocies as the standard Rayter is surerbly velocies as the shot. Baxter is superbly victous as the avenger.

The gangster cycle of pictures provided an exciting episode in picture making. It's difficult to see, the, how any more can be made after this one.

Jerry Franken.

NEW PLAYS

(Continued from opposite page)

(Continued from opposite page)

for, where she opened Tuesday night, comes with the Margaret Ayer Barnes novel itself, Edna His Wife, a routine and uninspired story of a home-loving woman married to a pushing go-getter, always wanting a settled middle-chass family life and never getting it. She is shored into society against her will be satisfy her husband's ambition; she is carried to Washington and then to New York; her children become hothouse society flowers, as unsatisfying to her as her husband, and all the while she whinks wistfully of the brakeman on the finks wistfully of the brakeman on the her as her husband, and all the while she thinks wistfully of the brakeman on the Bock Island Railroad whom she turned form in her youth. When she meets him it last, when they're both old, she falls back on the "good husband" qualities of the man she married. But even that solice is denied her when she finds, at the end, that he has been carrying on an iffair for 16 years with another woman.

that for 16 years with another woman. There is nothing either very dramatic or very novel in all of that, but it becomes absorbing and theatrically effective as Miss Skinner unrolls the siden scroll of her many and varied characterizations. The various parts, the various aspects of Edna herself, allow the player to give full range to her straining powers, and quietly, with hugely effective reticence, with occasionally intaring powers, and quietly, with huge-ly effective reticence, with occasionally heartbreaking effect created almost with-out the author's aid, she makes the most of her chances. No single one of the characterizations is downright bad (tho the portrait of Edna's daughter is neces-sarily the least effective of the lot, verg-less most meetly upon burlesque), and her most nearly upon burlesque), and her most nearly upon burlesque), and her most nearly upon burlesque, and her one-woman portrayal of the entire letter and horror of the Eastland steam-letter and horror of the Eastland steamthip tragedy in Chicago is something to temember thruout an entire play-going

Her method of dramatization approximates that used in the regulation solo sketches. Altho Miss Skinner is always abone on the stage, she speaks to other characters, all of whom the audience must imagine. But so effective and over-

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whelming is her artistry that the other players are, in sober truth, never missed; you see them and hear them more clearyou see them and near them more crearly thru Miss Skinner's solo art than if
they were interpreted by a bery of
Lambs' Club members. I can see her
husband, for example, with far greater
clarity than I could have if the part
had been played by a routine actor.

It is really an amazing theatrical ex-periment and experience. It is, of course, an acting tour de force, but it is also genuine and very great dramatic art

And there's also the fact that Edna His Wife is the only play on Broadway that has a company that's 100 per cent excellent.

WINDSOR

(Formerly 48th Street) Beginning Thursday Evening, December 9, 1937

SOMETHING FOR NOTHING

A comedy by Harry J. Essex and Sid Schwartz, Staged by Harry Wagstaff Cribble. Setting designed by Yellenti. Presented by Stuart Drake, Inc.

Drake, Inc.

Jermy Perkins.

Joe Brown fr.

Joe Bro

The Entire Action Takes Place in the Perkinses' Living Room, Paducha, N. Y. ACT I—Late Afternoon in June. ACT II—Twillight, a Few Days Later. ACT III—Scene 1: Evening, July 15, Weeks Later. Scene 2: The Following Morning, 8:30 a.m.

It is, of course, all right to consider the theater as a gallery fit only to re-ceive works of art—but there are a few benighted peasants who also envisage it as a place for entertainment, even mass entertainment. If you belong to the former class it is, of course, necessary former class it is, of course, necessary to rule out all but master works; it is necessary as a matter of fact to rule out all but one or two plays a decade. If you belong to the latter class then you must judge each show according to its own standards—that is, if you want to be an honest judge. When a little concedy like the Something for Nothing which Harry J. Exsex and Sid Schwartz wrote and Stuart Druke presented Thurstone. which there's J. Essex and Sid Schwartz wrote and Stuart Droke presented Thursday at the Windsor aims strictly at the cut-rate counter and an eventual picture sale it is unfair to evaluate by the same standards that you'd use for a

present-day Shakespeare. Judged by its own standards, Something for Nothing is a cheap and ordinary little comedy that manages to be generally pleasant and amusing. Given half a chance it would do pretty well at the cut-rates and eventually emerge in the cinema palaces as a Class B picture.

But it seems aafe to say that it won't be given half a chance, it's probably closing immediately after its opening—and that can only mean that the lads on the dailies thought they were seeing something that was supposed to be on the dames thought they were seeing, something that was supposed to be Shakespearean and wrote their reviews accordingly. Left to its own devices, Something for Nothing might have gotten along nicely enough.

It's certainly harmless as it tells its

ate of a contest-mad small-town family that tries to wheedle the right answers from the originator of the contest, set by the grace of fortune within the family circle. It's certainly harmless and it's just as certainly amusing in its mild tries and it's just as certainly amusing in its and it's just as certainly amusing in its mild, trite and unassuming little way. Its situations are old, its jokes are stale, but it makes no pretentions, and the playing of an excellent cast, aided by Harry Wagstaff Gribble's solid direction, amooths the rought spots. Given a chance it might get along in the way that Skidding and other shows of its type got along, even tho the sledding for such plays is toucher than it used for such plays is toucher than it used. for such plays is tougher than it used to be. They were the backbone of the theater tho—financially and not, of course, artistically—and it seems to me course, artistically—and it seems to me that they still should be given at least an even break; that they should at least be judged on their own terms.

The Perkins family tries to get the daughter of the household to work the

precious answers from the young man who knows them, but she, being in love with him, indignantly refuses. He finds who knows them, but she, being in jove with him, indignantly refuses. He finds out about the attempt, misjudges her in the approved manner and goes off—only to return when the girl herself queera the family's chances of winning, even the their answers are honeatly arrived at. It's all complicated by a couple of gentle crooks also bent on stealing the answers and by a balmy cousin with horticultural proclivities.

Sylvia Field, one of our finest actresses, is inexplicably given still another shallow ingenue role in this, the she does it beautifully, she's shamefully wasted in it. Edgar Stehli, Seth Arnold, Millard Mitchell, Luiu McConnell and Ben Lackland do well by other roles, Richard Taber brings real humor from a Milquetoastian gangster who's afflicted

with an occasional illusion that he's a locomotive, and Jee E Brown Jr. dis-plays no attributes of his famous father except his mouth.

except his mouth.

It's all monumentally unimportant, but it's all also pleasant if taken on its own terms. It really deserved a better chance.

Gene Burr.

Pittsburgh's Legit Picture Is Gloomy

PICTURE 18 Gloomy
PITT6BURGH, Dec. 11.—Nixon Theater bookings are scarce, with only set opus, after week of Yr. Obedient Husband opening Monday (13), being The Housemoster, for alx days beginning December 27. Latter is an American Theater Society-Theater Guild subscription nices. plece.

It was announced today that Robert Alan Green, founder of the 44-seat Kil-buck Theater here, playing Madeleins Skelly Fount's Star Dust in its fourth mouth, will establish permanent residence in Hollywood and open a legit house there similar to the Kilbuck, which serves as tryout house for new plays and training ground for semi-pro actors. Mrs. Foust, who is also dean of Duquesne University's drams depart-ment, will continue as Kilbuck director

Only other site of legit here, Pitts-burgh Playhouse, will open a two-week atand of The Spider December 28.

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MUTINY IN THE ASCA

Airing the Bands Members Await Checks Then By MAURICE ZOLOTOW **To Court To Dissolve Society**

No More Moochin

Formerly just a background for Cab Calloway's scat shoutings and body gyrations, the reorganized Calloway band (WABC), from New York's Cotton Club, has gotten out of the Minnie the Moscher rut and is now an acc musical outfit that is a pleasure to hear. The band is smooth, hot and danceable. Pienty of hot choruses from Chu Berry's sax, a tingling trumpet and a clarinet make his radio programs a satisfying melodic

Cab's shrickings aren't as effective on Cab's shrickings aren't as effective on the air as they are in the flesh when backed by the flying mane of hair and writhing limbs. But as one who has always been annoyed by Cab's exhibitionism, we found the radio vocals an easter mouthful to swallow.

Band played too many of the more sentimental pops like Let's Make It a Lifetime and Szect Somcone, which fell flat. Cab's band should cut loose constanting, being less satisfactory on the

flat. Cab's band should cut loose consistently, being less satisfactory on the
softer tunes than almost any other hot
outfit we can think of. Furthermore,
band is associated in the public mind
with the wildest brand of Harlem music
and since now, in addition to Cab's
125th street hi-de-holams, can offer a
first-class type of swing stuff they
should let their hair down and lay off
the diminuendo.

With the band greatly improved we see
a bright financial future and growing
popularity with the swingsters ahead for
Cab.

Ballroomitis

Ballroomitis

Joe Haymes (WiRN), playing at Roseland Ballroom, New York, seems to suffer from that unfortunate disease that often afflicts otherwise competent commercial orks. It's ballroomitis, contracted from playing in noisy spots to a boisterous group of dancers. Its symptoms are roughness in the blending of sections, too much brawura, shriliness when the brasses hit the upper register and, in general, loudness for its own eake. The cure is a little muting, planissime and more careful phrasing on individual instruments.

The band has possibilities, being definitely danceably rhythmic and playing with the kind of energy that creates a deare to dance in the listener. The holicks, however, on trumpet and sax are no great joy. The saxophonist still has to learn the difference between faking and hot improvising. Arrangements are melodically good, but weak when it comes to drawing on all the tonal-color possibilities of the different instruments. How Deep Is the Ocean?, however, showed interesting format.

Vocalist is Barbara Barns, and she is

How Deep Is the Ocean?, however, showed interesting format.

Vocalist is Barbara Barns, and she is very good. A personality type of warbler and does her job with sincerity and feeling as the she believes in the silly leads to the start of the silly leads to the sill leads to lyrics herself.

CRA Adds Two to Books

NEW YORK, Dec. 11. — Consolidated Badio Artists has added two more hotel apots to its booking list, setting the or-chestras at Hotel Muchebach in Kansas City and Hotel Jefferson in St. Louis Carl (Deacon) Moore starts the run at the Muchlebach this week, with the Bilt-more Boys Orchestra set to follow January 7. Jefferson has Paul Sabin for the initial CRA attraction, opening Friday (10) for a two-month term.

LOCAL No. 627, AFM-THE CRADLE OF SWING

> By DAVE E. DEXTER JR. Will Be a Feature of

The Billboard Holiday Greetings Number

Dated January 1

NEW YORK, Dec. 11.—While American Society of Composers, Authors and Publishers eits ecemingly arong as Songwriters' Protective Association and Music Publishers Protective Association are having a time of it over rights that will undoubtedly seek the courts for settlement, little do the ASCAP captains dream about mutiny among members within its own ranks. The performing rights society has had a time of it on its own staving off ndverse legislation in many States and lawauits entertained by individuals outside the ranks of membership. The society has spent much time and much money to mold a favorable public opinion toward its aims and to instill a sense of brotherhood among its members. John G. Paine. ASCAP general manager, recently returned from a good-will lecture trip, patterned along a chautanuqua tour, and the tunesters were given badge-buttons carrying the prestige of a fraternity pin on the college campus. Seclety of Composers, Authors and Publege campus.

And now a tempest is brewing that threatens to "break down the wagon." For the first time in the steady stream of litigations against ASCAP a group of its own members aim to succeed where others have failed. Acting collectively as society members, the law firm of Keppler & Keppler, New York have been retained. & Keppler, New York, has been retained by the group to bring suit against

The bill of complaint, it is under-stood, will ask the court to dissolve the organization or show cause why it should not be dissolved. While the names of the ASCAP songwriters taking this stand are known to The Billboard, the iden-tity of the brave lads is being withheld

Zierer Sets Up Own Agency for Bands

DETROIT, Dec. 11.—Fred Zierer, who was formerly a partner with Adolph Hollander, has taken over Paramount Attractions, local band-booking office, in setting up his own agency. Hollander, who doubles between the pit at the Cass Theater and Hotel Statler for dinner music, found his professional activities too much for active booking and gave up

the office.

Zierer plans to add a staff of salesmen to handle booking contacts, concentrat-ing primarily on local bands. Office will continue to book Hollander. Agency will be devoted exclusively to bands, calls for acts to be turned over to regular vaude agencies.

repercuasions against the members before Mannone Back in the suit is actually filed.

The authenticity of the "bombshell" from within the ranks of the eociety was confirmed by Tobius Keppler, of the law firm handling the case, promising an explosion some time after Christmas that will rock the very foundations of the society. (The quarterly division of the ASCAP apple will be cut next week and one of the tunesters entering into the litication against the society rates a and one of the tunesters entering into the litigation against the society rates a check of almost \$2,000 as his quarterly share.) And while the motives behind the proposed action are being carefully acreemed, it is understood that it revolves around the high-mighty radio rights, representing 62 per cent of ASCAP's in-come.

Coupled with the Martins-and-the-Coupled with the Martins-and-the-Coys status between SPA and MPPA over aynchronization and transcription rights, it will be a "merry" Christmas in more ways than one for Tin Pan Alley and all its tributaries,

Peg Russell To Front Fem Swing Throne Contenders?

LUBBOCK, Tex., Dec. 11.—With Benny Goodman holding swing sway on the kingship. Peggy Russell and her swing sisters have designs on the queenship. Current at the Club Cosmo in Hollywood, Miss Russell comes here January 5 to rehearse a new combo.of 15 fem beater-outers, now being selected from all parts of the United States. Keeping an eye on pic possibilities, gals will intersperse their jam and jive rehearsals with script "larnin."

Julie Cruze, daughter of movie di-

Julie Cruze, daughter of movie di-rector James Cruze, has been set for the plano post, and Aloha Wray. Warner contract player, for the canarying. Blair Cunnyngham will handle exploitation for the gals.

Red Tompkins Incorps and Starts Anew With R-O'K

NEW YORK, Dec. 11.—Red Tompkins shines up his trumpet again and returns to the band fold as Tommy (Red) Tompkins, Inc. New band goes under Rockwell-O'Keefe management and is being primed for theaters and one-

being primed for theaters and one-nighters.
"Wolfie" Tayne, up from New Orleans, has been recently added for tenor sax-ings. Joel Leroy doing the personal repping.

British Pick Le Duke in Pop Poll; Venuti-Lang Still Tops

LONDON, Dec. 11.—A popularity poll-conducted by The Melody Maker to sound out England's international swing favorites among musicians gave Duke Ellington top place as the preferred or-chestra, nosing out Benny Goodman, chestra, nosing out Benny Goodman, with Tommy Dorsey a poor third. Good-man, however, ranked first as the clari-net ided, with an Ellington pupil, Barney Bigard, a poor second and Jimmy Dorsey trailing in the third slot. Pell for piano star gave Ellington a fifth place, with Teddy Wilson tops, followed by Fate Waller, Earl Hines and Joe Sullivan. For the alto sax slot le Duke's Johnny Hodzes atole honors, nosing out Benny

Hodges stole nonors, nosing out Bonny Carter, former American sepia star; while Coleman Hawkins, who also came

white Coleman Hawkins, who also came from the States, was the top-ranking tenor aax player and Tommy Dorsey's Bud Freeman a poor second.

Among the brass blarers Louie Arm-strong remained the trumpet king, with Bunny Berigan, the late Bix Biederbecke and Red Nichols trailing behind in that order; while Tommy Dorsey got the trombone crown, nosing out Jack Ten-

garden and Miff Mole.

In the mythical all-star rhythm section the late Eddie Lang is still tops for guitar playing, a further honor bestowed on the artist by pulling 1,737 votes, the highest aggregate number in the swing sweepatakes. It is also of interest to note that Joe Venuti, who was associated with Lang, got the fidding fer. Venuti smared 1,670 votes. second only to Lang, with Stuff Smith a second gut scratcher. Gene Krupa copped the drum diadem away from Stuff Smith's Cosy Cole and Chick Webb, with Larsel Croeby showing best Stuff Smith's Cosy Cole and Chick Webb, with Israel Croeby showing best as the preferred bass player. Grouping the hammer and mallet boys, xylo-phone and vibraphone, Lionel Hampton skimmed the cream just ahead of Red

Nor were the song singers overlooked in the voting. For the fave male vocal-ist Bing Crosby topped Jack Teagarden and Louie Armstrong; while the feminine choice went to Ella Fitzgerald, with Mil-ored Bailey, Billie Holiday and Cennie Boswell close behind.

Howzabout the Jews-Harp?

NEW YORK, Dec. 11.—With the publication of xylophone solos for The Glow Worm and The Parade of the Wooden Soldiers, Edward B. Marks Music Corporation makes it almost 50 diverse arrangements for each of the stand-bys, running the gamut from plane to tener banjo. In fact, about the only arrangements not yet published by Marks for the two classics are for castinet, carillon and calliope.

Groove on 52d St.

NEW YORK, Dec. 11.—Wingy Mannone brought his Dixioland trumpet back to 52d street at the Swing Club last Treaday. Spot was formerly a beaner, Maria's, and before that the old Famous Door, where Louis Prima used to beat it out, and an unknown celored planist, Teddy Wilson, did relief knuckling. Now it's Willie (the Lion) Smith roaring on plano, and the gaters congregating around his upright.

around his upright.

Mannone is in better form than he has been during the past year, swinging out in the genuine New Orleans style. He hasn't got pure tone or clean phrasing, but gives out pleasing lowdown brass-work. Rest of the band are Arthur (Doc) Rando, clarinet; Jack Lemarte, guitar; Sid Jacobs, bass; Milt Raskin, plano, and Danny Alvin, drums.

Music is strictly for guys who want to let their hair down, with plenty of Janming, as rough as you can take it, and no subtlety in harmony or ideas, Rando is an ace clarinetist and he's right in the groove with a full, round tone and skill-

no subtlety in harmony or ideas. Rando is an ace clarinetist and he's right in the groove with a full, round tone and skillful attack. His phrasing has been influenced by Goodman, and he even locks a lot like BG himself.

Alvin has improved since playing with Joe (Hickory House) Marsala and is pretty solid. Shows, however, a bad tendency to go in for obvious tricks on the snare and wood-box. His cymbal-work is very good.

Club atmosphere is relaxed, and Wingr's band-stand chatter makes for a pleasant intimacy. It's the most relaxed and informal spot in the Times Square area and should develop into an afterworking-hours hangout for musicions who go for barrelhouse jive. Band has a gag number called Where's the Waiter, groomed as another I'se a-Mugginy or Music Goes 'Round and 'Round.

Spot is operated by Joe Schechtel, Salvator. Putres is the consental maintener.

Spot is operated by Joe Schechtel, Salvatore Russo is the congenial matter d'hotel and George Lottman handles the publicity. Zolofon.

Mass Songplugging for Mickey Mouse and Minnie

HOLLYWOOD, Dec. 11 .- With Mickey Mouse and his cartoon clan panning cut as ace song salesguys in putting Who's Afraid of the Big Bad Wolf and The World Ones Me a Living in hit paradedom company, Walter Disney is spotting eight musical numbers into his first fulleight musical numbers into his first ful-kength feature, Snow White and the Seven Dwarfs. All cleffed by Frank Churchill and Larry Morey, the Silly Symphony songs include The Wishing Well Song, One Song, With a Smile and a Song, Whistle While You Work, Hi-Ho. The Washing Song, Some Day My Prince Will Gome and Isn't This a Silly Song?

Cashing In on La Conga

ALBANY, N. Y., Dec. 11.—Capitalizing on the popularity of the La Conga cafe on Broadway, Robert J. Feldman, Sylvia W. Merkin and Jessie S. Goldbach were granted a charter of incorporation this week by the State. Threesome are promoters and shareholders of the Panchito and his La Conga Orchestra, Incorporate to furnish acts and musical features.

From Ring to Rhymes

LONDON, Dec. 11.—With Joe Louis in Hollywood cashing in on his "brown bombing" for picture work, ring-mate Tommy Farr is also turn-ing to things theatrical on these shores. Farr is trading his punches for a songwiter's pen, signed to cled the ditties for Bert Feldman Music Company and makes records for Re-gal Zonophone. ml Zonophone.

PARA THE BAND PALACE

Pitt Houses Cash In on Name Bands

pittsburgh, Dec. 11.—Pinding a continued dearth of variety acts to keep the patrons satisfied, Warner's Stanley Theater here has found bands the boon for the box office. Encouraged by the healthy gates a name ork policy has been bringing in this year, Manager Barry Kalmine is dickering with the top band boya to keep the stream steady. Beary Buse holds forth this week, with indefinite date commitments on Hal Kemp, Wayne King, Red Norvo, Abe Lyman and Guy Lombardo. PITTSBURGH, Dec. 11. - Finding a Lyman and Guy Lombardo.

Name-band fever has not only hit the raudefilmer but is catching on at the dancertes. Jack Stoll has made a deal with Consolidated Radio Artists to book names for his Bryn Mawr Ballroom on Tursday nights. Rita Rio hypos that eve this week, with Blue Barron and Chyde McCoy set to follow.

Lunceford Draws for First At White K. C. Ballroom

KANSAS CITY, Mo., Dec. 11.—For the first time that a colored combo played for white dancers here at the Pia-Mor Ballroom, Jimmy Lunceford atfracted 1500 ticket buyers last Saturday to give the till a \$1.200 take.

Jan Garber was the most recent name attraction for a single night, box-officing for \$1,500. Will H. Wittig, Pla-Mor manager, declared that the Lunceford take was excellent.

Breaking the ice for sepla swing-cuts here. Wittig has slated Count Basic and Andy Kirk, local lads, for home-coming dates this month.

Nightly Terpsing at Mart

YOUNGSTOWN, O., Dec. 11.—Encour-seed by the gala Friday and Saturday night crowds flocking to his new Mart Ballroom in its first season, Operator Buly Ethardt and associates increase the dance activities this week to every night but Tuesday. Bob Ritchie holds forth as house band. Ops are also mulling the idea of opening a nitery in conjunction with their dance emporium.

ABC Pubs Leaving Berlin

NEW YORK, Dec. 11.—ABC Standard Music Publications, formerly handled by Irring Berlin, Inc., is shopping for sepa-rate offices. Outfit will be a separate unit, with its own production men, busi-bess manager and staff.

Sheet-Music Leaders

(Week Ended December 11)

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

Last Wk. This Wk.

Table 112.

1. Once in a While
2. Vieni, Vieni
3. You Can't Stop Me From Dreaming
4. Harbor Lights
5. Rouale
6. The One Rose
7. Nice Work If You Can Get It
8. Blossoms on Broadway
9. Etb Tide
10. If It's the Last Thing I Do
11. I Still Love To Kiss You
Coodnight
12. Roses in December
13. There's a Gold Mine in the
5ky
14. Bob White
15. Josephine

ii

10

15. loscobina

PHONOGRAPH RECORD best sellers will be found on page 75.

So You Won't Talk?

PHILADELPHIA, Dec. 11.—Clarence Pubrman, maestro of WIP Band, is perfecting a new type of jazz rendi-tion which he calls "mystery rhythm." He holds secret practice with his boys in sound-proof room and won't let anyone in on the secret until it's ready to be aired. ready to be alred.

T. Dorsey Songplugs It for Hometowners

COALDALE, Po., Dec. 11 .- One good COALDAIN, Pa., Dec. 11.—One good turn deserves another, if only for old times' sake, so Tommy Dorzey stides real sentimental when his band beats out the two new songs by local lad, Frankie Sabas, Without You and I'm Not Afraid When I'm With You, Sabas and the Dorseys were fellow artists in the days when they played for nothing more often than they worked for cash.

Serving in the capacity of a newspaper reporter. Sabas was the publicity puffer when Tommy and his brother. Jimmy, organized their first orchestra. "The Flying Canaries." Oldtimere still tell that the birdies were the big attraction at every firemen's ball in Pennsylvania's Panther Creek Valley. More recently Tommy helped a former member of the "Canaries," Mike (Edwards) Slowitsky, rash thru the ranks with Once in a crash thru the ranks with Once in a

Five More for Petrillo

CHICAGO, Dec. 11.—It was a straight ticket last Tuesday when the boys and girls of the Chicago Federation of Musicians went to the polls to re-elect James C. Petrillo for another five-year term as prexy. Entire ticket, with the whole board of directors, remains in office, including Carl A. Baumann, vice-prex; Edward A. Benkert, recording secretary; Charles A. Runge, financial secretary; Henry Kaiser, treasurer, and Otto Stomers, sergeant at arms.

DES MOINES, Dec. 11.—Election of officers at the musicians' union, Local 75, has S. A. Dalziel grabbing off the prezpost, Ernest Mitchell for vice-prexy and Claude E. Pickett handling the secretary and treasurer duties.

SHREVEPORT, La., Dec. 11.—Victor Larmoyeau was elected Local 116 prexy this week, with R. E. Wollank, vice-president; P. W. Lee, secretary, and W. S. Smith, treasurer.

Symphony Men Get Call For Pic Work at Para

HOLLYWOOD, Dec. 11.—Boris Morros, Paramount's music director, has lined up Paramount's music director, has lined up three symphonic orchestras for background music at the picture studios. An orchestra of 140 is recording the score for The Buccaneer, written by George Anthiet; a full symphonic group directed by Irving Taibot is recording the Andrea Sciaro score for The Big Broadcast of 1938, and Sam Wineland is fronting an orchestra and a chorus of 42 votees for Maurice Lawrence's Dream of Love score.

Union Scale for Birdies

BOSTON, Dec. 11 .- Nye Mayhew, Hotel Statler masstro, fears union trouble if the eight canaries in the Terrace Room continue their chipping with his music. Canaries, situated thruout the room on a parabolic pattern, sing only when cer-tain tunes are tood out. But the birds have the right scale, vocally speaking, and Nye wonders if he will be made to pay the canaries a scale in cash.

Ted Toddy, down in Atlanta, has taken Ted Teddy, down in Atlanta, has taken over the new dance craze. The Little Peech. . . Al Stone and Ed Allen are pedding to the pubs their newest clefting. Goo Goo, Don't You Try To Coo Coo Me. . . Villa Conway Music Company, new Gotham pub house, has Benton Lee Alba as vice-president . . remembered during the silent screen days when he worked with Ethel Clayton and Alan Hale for Lubin Pictures.

Popularity Poll Indicates the **Public Pulse on Music Faves**

Shep Fields replaces Waring among 1936 top triono monopoly of swing at Paramount Theater-radio commercial counts most for booking

NEW YORK, Dec. 11.—With only two weeks to go, winners of the Paramount Theater band-popularity poll for 1937 will probably be Benny Goodman, Guy Lombardo and Shep Fields. Last year Lombardo, Fred Waring and Glen Gray grabbed the goblets. This time five prizes will be presented, with Eddy Duchin, Horces Heidt, Tommy Dorsey and Hal Kemp in a close race for fourth and fifth places. Importance of the Paramount poll as an accurate indication of the public pulse arises from the fact that during the last two years this theater has built up what is probably the most band-conscious audience in the country, consistently booking and featuring name bands, not mere-

dience in the country, consistently booking and fecturing name bands, not merely as a side-dish for the picture but as
the main attraction. Band leaders are
prominently played up and too-billed on
the marquee and lobby displays. Consolous of the powerful mass enthusiasm
for orchestra styles and leader personalities, the management follows music
trends and styles carefully, feeling that
bands are the big draw in stage abowmanship today.

The public wants bonds as never be-

"The public wants bands as never be-fore," says Robert Weltman, Para man-ager. "The kids between 18 and 24 who make up the backbone of our audience demand dance bands on the stage. They want bands." want bands.

Sweet Stuff Rates

Sweet Stuff Rates
That Para patrons love all kinds of Jazz is shown by a study of this year's poll. Out of the first 33, nine are hot bands, 11 are strictly sweet, eight are a combo of swing and sweet and four belong to the stage-band class. Kavier Cugat is the only Latin high up in the vote. Altho displaying only the leaders in its lobby, Paramount keeps a check of 73 bands in the poll, with Paul Whiteman surprisingly registered in 53d place. Band nut at this Broadway counterpoint-castle is the highest of its kind in the country. Waring commands top dough, \$10,000 a week plus a percentage of the gate, explained by the fact that he brings in the whole stage show, whereas it's necessary to buy specialty turns for the others. Also in the 87,500 to \$10,000 bracket are Lombardo, Duchin and Goodman. Shep Fields, T. Dorsey, Hal Kemp and Olen Gray collect between \$6,000 and \$7,500 for their stage syncontines. \$5,000 and \$7,500 for their stage syncopatings

Ripples Rock Box Office

Ripples Rock Box Office
Year was a lively one, with 20 bands
booked and two house records broken.
Goodman broke it in March, grossing
859,000 with a mediocre pic, which stood
until Shep Fields, riding the ride with
Double or Nothing, rang the registers at
864,000. During Goodman's run, blase
showmen witnessed the unusual spectacle of customers joining in the show by
dancing in the alsies. Weitman even
claims that a few couples jumped on the
stage and Suri-Q'd. Phil Spitalny had ciains that a few couples jumped on the stage and Suzi-Q'd. Phil Spitalny had the longest run this year with four weeks. But credit goes to the pic, Art-ists and Models. Other bands who have played four weeks in Para history are Glen Gray and Clyde Lucas.

According to Harry Kalchelm, who books the Para bands, what the custobooks the Para bands, what the customers go for is not primarily hot or sweet, but a definite style that they can recognize immediately, like Lombardo's sweet saxes or Shey's bubble-pipings. A few years ago personalities like Rudy Vallee were the big attraction in stage bands, but the audiences of today are musiconscious and identify a band by its instrumental trade-mark, like Goodman's clarinet or Dorsey's allphorn.

In booking a band at this spet it's

In booking a band at this spot it's the radio rating of an ork that's the first consideration, with an air commercial impressing more than a sustaining program. Also checked are attendance on location date, phonograph record sales and the theater poll. When drawing power of a band is still an unknown quantity it's tested by splitting the run of the same picture between two bands. This was done the first time Shep played the house. He went in the third week

Band Leaders in Para Poll

Standings, on December 10, of bands with 10,000 or more votes in the Paramount band-popularity con-

Benny Goodman	27,051
Guy Lombardo	22,703
Shep Fields	18.874
Eddy Duchin	17,149
Tommy Dorsey	
Horace Heldt	
Hal Kemp	14,406
Glen Gray	
Fred Waring	13,053
Sammy Kaye	
George Hall	11.304
Ozzie Nelson	
Rudy Vallee	11.052
Bunny Berigan	10,709
Wayne King	
Phil Spitalny	

of a run and proved he could fack up

of a run and proved to book a band after the grosses.

Para docen't like to book a band after a date with its vaude-film rival across the atrect, Loew's State, unless it feels a band hasn't reached its peak popularity. And even then Para will only book the band at least six months later.

Hub Song Pluggers Shift

BOSTON, Dec. 11.—Changes in Boston and New England offices of the music pubs has Jack Levenson switching from Mills to Crawford; Jack Philbin dropping Paramount to solo it for Famous, with Bob Doucette filling the Para post, and Al Franzini and Mac Paul joining the Berlin office to assist Manager Harry Paul. Shapiro-Bernstein and Warner Bros. are still shopping around for reps.

AEA BODIES

(Continued from page 3)

(Continued from page 3)
alized. Creation of such a group may
also be a means of additional membership to the association, and consequently
more strength in the Associated Actors
and Artistes of America.

Also brought out that if a survey of
the WPA be made it should be carried
out under a constitutional committee.
Understood that about 100 on the Pederal Theater are still regarded as
amateurs by Equity men.

GILLMORE'S EQUITY

(Continued from page 3)

among actor unions, is at best a com-promise under its present disposition. This is the opinion of SAG officials, who point out that the one card and central treasury idea is still a distant Utopia. Currently, members of Actors' Equity are receiving special consideration when go-ing into SAG.

ESSENTIAL ELEMENTS IN BUILDING A BAND

Will Be a Feature of The Billboard Holiday Greetings Number

Dated January 1

America's Leading Radio Theath and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron

AND HIS ORCHESTRA Now on Tour, WTAM-NBO Necwork.

Jerry Blaine

AND HIS STREAMLINED RHYTHM ORCHESTRA

WEAF-NGC Network-Tuesday & Sunday Eve. 26 YEAR PARK CENTRAL HOTEL, N. Y. Bloebird Recording Artists

- CRA -

Biltmore Boys

AND THEIR ORCHESTRA. RADISON HOTEL. Minneapolis, Minn.

.CRA .

Jack Denny

AND HIS ORCHESTRA DRAKE HOTEL. Chicago. NEC Network.

- CRA

King's Jesters

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

- CRA

Breaking Records Everywhere.

Barney Rapp

AND HIS NEW ENGLANDERS featuring RUBY WRIGHT

Eddy Rogers AND HIS ORCHESTRA

Pleylos Starling Melodies Currently BAINBOW GRILL, Rockefeller Center, New York.

Heard ale NBO Saturday and Wednesday.

- CRA -

Jan Savitt

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

CRA .

"America's Most Versatile Instrumentalist"

Jack Sherr AND HIS ORCHESTRA

Now Playing

WHITE MANSIONS, Pittsburgh, Pa.

CONSOLIDATED
RADIO ARTISTS Inc. T. M. CHICAGO CLEVELAND DALLAS HOLLYWOOD
CHICAGO CLEVELAND DALLAS HOLLYWOOD

CENTURY ORCHESTRA CORP.

DON REDMAN and His orchestra

WILL ORLANDO ROBERSON and LOUISE MICARROL. NOW ON TOUR.

JOE SANDERS

AND HIS NICHTHAWKS

NOW ON TOUR

MIL MUSIC CORPORATION OF AMERICA.

Orchestra Notes

By M. H. ORODENKER

Cotham Gab
TONMY DORSEY has always been sontimental about the slide trombone, but we never thought of him thataway but we never thought of him thataway bout chicks . . . meaning fowl . . . the slip horn must be full of corn to shell out all that currency as Dorsey did to refurbish his chicken farm in Bernardsville, N. J. . . STAN ZUKER is back at his general managing at CRA following a business trip to all points cast and west . . the CRA-B-OK merger is plenty close the signature stage, with only the staff organization to be set . . those in the know whisper that TOMMY ROCKWELL will head the West Coast office of the new combina-

West Coast office of the new combina-tion and MIKE NIDORP taking over the Chicago post . . . a group of publishers within the MPPA are about to conclude a deal with the recording companies to license music-box machines thruout the country.

Chicago Chatterbox

Arrival of LOUIE ARMSTRONG at the Grand Terrace has been set back until January 28 . . which means a hold-over for "FATHER" EARL HINES . . the BILL CARLSEN and DICK JERGENS the Bill Carlsen and DICK JERGENS muste makers move into the Trianon and Aragon ballrooms, respectively, on Christmas Day . . . after a tour of Central Illinois, JOE MARTIN is back home at Shelbyville . . . HOWARD Leroy makes it a return date at Hotel Orlando Decatur, Ill, having helped to unshutter the Commodore Room here almost two annums ago.

Deep in Dixie

Deep in Dixie

After closing at the Casa Madrid,
Louisville, Friday JACK WARDLAW proceeds to Hazard, Ky... the following
yawning to play the Charity Ball that
night ... and BENNY STRONG, at the
Brown Hotel, Louisville, has plenty cause
for that happy feeling ... his option
has been taken up to carry on until the
first of the year, with a strong possibility of lingering longer... DUKE
BARRON, with ROY CARY fronting, is sibility of lingering longer. DUKE
BARRON, with ROY CARY fronting, is
being routed by Dave Brummitt for onenighters in Tennessee-Virginia territory.
ARLIE VANDERBILT opens this
week for a two-month term at Blue
Moon Cafe. Vicksburg. Miss.
DUTCH SOLDWELL is set for an indefinite stay at Ciub Joy, Lexington,
Ky., and down in Beaumont, Tex.,
at the Grove nitery, DICK MILLS is a
holdover.

On the Rhythmic Rialto

Now that HARRY MOSS is grooming LUCKY MILLINDER, band takes a top drawer for itself . . . as you will note in catching the spirited syncopators at the Apollo during Christmas week. . . PAUL WHITEMAN will be back on the stem by February 1, doing his air show from this point. . . . CRA is selling the rhythm ranger for one-nighters out of rhythm ranger for one-nighters out of New York and already a Philly date is set for February 19 at the Penn A. C. and one for Atlantic City's Traymore Hotel March 1... in spite of the bally tending to belittle, EDDY ROGERS will be back at the Railbow Grill in Feb-ruary after checking out January 10 ... and there is a strong possibility that the room will shut for alterations in the interim. in the interim.

Broadway Street Scene

Broadway Street Scene
Welcome back AL BRACHTMAN, the
Mills playboy, after a spell of hospitalization. . EDDY DUCHIN will be a
White House visitor December 30, bringing his band to the manse for a family
dinner in honor of John Roosevelt's
fiancee. . BLUE BARRON was a
week-end visitor, eying a Gotham spot
to introduce his band to Broadway .
terp hounds down in Pittsburgh will
have a night with Barron next Thursday at the Bryn Mawr Ballroom. .
MILT BRITTON takes the Loew's State
spotlight for an early week in January

smill BRITION takes the Loews State spotlight for an early week in January . . . from a list of 20 CRA bands sub-mitted, HAROLD STERN got the call to inspire dancing for the dinner Priday at the Waldorf for the Sarah Sharlin Welfare League.

Jack Robbins Goes Barrelhousing

Jack Robbins Coes Barrethousing
Music pub JACK ROBBINS had his
fill this past week on cats, gaters and
jitterbugs . . . was much in evidence
at the swing revival on swing street,
being on hand for the LOUIE PRIMA
opening at the Famous Door and the
WINGY MANNONE tootling at the new
Swing Cub . . and there'll be jammin' all day long on the Sabbath on 52d
street, with JOE MARSALA holding
Hickory House court in the afternoons
and Prima at night . . those slumming the hideaways in harlem sectors
for the raw jazz are now booming a
rival to PATS WALLER . . . gay blades
shout hosannahs for BOB BELL, huskythroated plane wiz, who came from
Florida to peddle his wares here.

Stuff 'Bout Stuff

An in and outer, STUPP SMITH again led the columnists a merry chase with word that he would be back at the Onyx word that he would be back at the Onyx Club to settle the swing dispute between the trumpet tooters on the same street . . . which is alrighty except for the fact that Stuff is on his way to the Coast to open this week at the Pamous Door . . . union threatened expulsion this time, it was suspension last time, unless he fulfilled the Coast contract.

Moss Grabs Leslie

LEN LESLIE, Pittsburgh lad whose swing drumnastics even "sent" colum-nist Ed Sullivan, will blossom forth as

Here, There, Everywhere

MIKE RILEY and his "Round and
Round" rhythmpations will be the New
Year's Eve attraction at Playland Casino,
Rye, N. Y. . . . opens two nights thereafter for a fortnight at the Raymor Ballroom, Boston, to be followed by HAROLD
STERN. . . JACK DRUMMOND, who
formerly had JAN CAMPBELL fronting
his band is back on his own again in formerly had JAN CAMPBELL fronting his band, is back on his own again in Albany, N. Y. . retained four from his original combo, including trumpeter Rudy de Leanandid and drummerman Milt Chiboucas. JIMMIE ANDREWS and his Down Bast Yankees are at Broad St. Tavern, Pawtucket, R. I. for a short stay . . don't know exactly how short, but this is the third year he located there . . and last year he stayed for eight months . In the same State's Providence, LEE ELLIOT winds up his stay at the Stork Club January 2.

Notes on the Cuff

FRANK DOBNER is getting things set for COLEMAN ENGLISH . . . band goes into rehearsal hall in Los Angeles Janu-ory 10, using 16 in the combo, including the Five Cubanettes, gal group, for the rumba rhythms. . . ENGLISH starts







ANCHO and his **ORCHESTRA** DETROIT ATHLETIC CLUB Detroit, Mich. Mgs. Musio Conp. of America.

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MITCHELL AYRES

PASHIONS IN MUSIC ORCHESTRA ADOLPHUS HOTEL. Dalles, Texas. Dir.: ROCKWELL O'KEEFE, INC.

out April 1 for a tour of 143 cities in these States and Canada, playing charity balls exclusively. . . JERRY MONRON winding up his stay at Baltimore's Southern Hotel. . . Florida-bound January 5 . . the EMILIO CACERE'S TRIO are now burning up their fiddle clary and git-box at Gotham's Yachi Club. . PHIL CATENA replaced JACK WRIGHT at the Village Brewery in New York's Greenwich Village . . worl from oversess tells that BESNARD HILDA is hitting the high spots with a See ORCHESTRA NOTES opposite popt (See ORCHESTRA NOTES opposite popt)

Reviews of Records

By M. H. ORODENKER

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

Benny Means To Do Good

Doing a sequence in the Hollyssood Botel flicker, it is only natch that BENNY GOODMAN cut a session with the flickerflutters. But the tunes are Benny GOODMAN cut a session with the flickerflutters. But the tunes are cot particularly brilliant and the solid rhythm of these awingouts hardly fits the melodic atructure at hand. There's only heavy thumping for Fre Hitched My Wegon to a Stor and Let That Be a Lesson to You (V). To better advantage is Can't Teach My Old Heart New Tricks in a slow blues tempo; while the plattermets, Silhowefted in the Moonlight (V), is a trio reading (Goodman, Wilson, Krupa) which says absolutely nothing in spite of the fact that Martha Tilton chants the chune.

MAL HALLETT soes easy on the best-

cants the chune.

MAL HALLETT goes easy on the beatmag, showing capable for the smoother
stuff with When the Organ Played "Oh,
Frontise Me" and Sailing Home (D), Jerry
Perkins for the pert pipings. Thrush
TEDDY GRACE lends her handle to the
label and the Hallettonians let down
their hair for the litter's shoutings with
Tears in My Heart and Good-Bye, Jonah
(D).

Mr. Claus a Threat

Mr. Claus a Threat
With yuletide music this annum getting a bigger unwinding on the phoneygrafs. Bluebird makes the first rush on
the season. Those too anxious will get
suck in the splitting of GEORGE HALL
for Santa Claus Is Coming to Town and
ANGELO FERDINANDO for Winter Won-ANORIO PERDINANDO for Winter Won-derland. Both tunes are of another vin-tage, the pressing a remake of oldie platters and both sides less refreshing than last year's Ghristmas tree—if it's still rotting in your old back yard.

Another pressing of dublous worth is THE JUNGLE BAND for Twelfth Street THE JUNGLE BAND for Twelfth Street Egg. It's a rickety, raggety street. But wome, they forgot to tune up their in-thruments. This is a hard one for DUKE ELLINGTON (The Jungle Band) to live down. Backed revival of Rockin' in Elythm (B) stacks up with present-day stemperoos, in spite of its old-fashioned rhythmic rockin'.

That British Bangeroo

That British Bangeroo

It's alrighty to "buy American," but bere is a chance to take a lesson from the British. BERT AMBROSE shows as the smoothest beater-outer on wax, sprtting a band that beats the rhythm to a man with a singleness hardly found on these shores. Their double of Sid Phillips' Cotton Picker's Congregation and the sock stomp of yesteryear, Deep Hinderson (D), is one of the dandier discs.

ART SHAW, hometowner, is another othe band boys deserving better recognition. At least their waxings rise way above the herd, coupling I'm Yours and fust You, Just Me (B) in a right smart raing dressing plus the maestro's ter-fife clarinet riffing.

Fats Wallers the Chippies

Fats Wallers the Chippies

FATS WALLER collabbed with J. C.
Johnson to whip his wallersams for a
best-up ballad, What Will I Do in the
Morning?, and a tune twinkler to fit his
fol-de-rol, How Ya, Baby? (V), BOOTS
AND HIS BUDDIES are again careless in
their playing for The Somebody (Somebody Loves You, to keep the records
straight). The arrangement is good, but
the playing is not as well in tune,
backer-upper finds a race fave sneaking
up in the pop listings, TAMFA RED and
dis Chicago Five making those gin-mill
laz gutturals with Oh Babe, Oh Baby!
(BL), hardly worth all that ohing.

EDOAR HAYES cuts as one of the bet-

(HI), hardly worth all that ching. EDGAR HAYES cuts as one of the better septa awingeroos some good growituff sliding and piping hot planology for Old King Cole and Queen Isobella (D). ACE HARRIS and his Sunset Royal Orchestra whip out the spirited sauce for litricmose stomping with Hurly Burly and in the Tommy Dorsey fashion (singsing choir et al.). Who? (VO). Maybe lights is trying to get back at Tommy for that Marie episode.

**FLETCHER HENDERSON sticks to the

FLETCHER HENDERSON aticks to the straight stock stuff for You're in Love with Love and If It's the Last Thing I bo (VO), Chuck Richards' vocalizing 20 (VO), Chuck Richards' vocalizing among the more listenable elements. And for a mild dish of barrelbousing, the DINIELAND SWINGSTERS give their all, which inrt quite enough, for Nagasaki and Size Skies (BL).

Kemp Stuff—Not by Kemp
BOB SYLVESTER, a Hal Kemp alumnus, holds fast to that tradition in making smooth terpsichore incentives with I Need You and Could I Write a Book? (VO). Olga Vernon matching the mood with the lyrics. BERT BLOCK has a smooth coupling in a similar genus for his bell music in I'd Love To Play a Love Scene and I Want a New Romance (VO). Bill Heathcock for the wordage.

Stock standard stuff that invites dage.

Bill Heathcock for the wordage.

Stock standard stuff that invites dancing without the music commanding too much attention is contributed by ISHAM JONES with I Wanne Be in Winchell's Column and Sueet Someone (VO). Eddle Stone and Joe Martin splitting the lyric assignments: GENE KARDOS for When the Organ Played "Oh. Promise Me" and the Organ Played "Oh. Promise Me" and Rob Whife (M), Donald Carroll and Beatrice Wain for the story body; JOE RINES for You're a Succetheart and Have You Met Miss Jones? (B). Lee Sullivan filling the vocal gaps; BERNIE CUMMINS, aplitting the vocalistics with Connie Barleau, for I Told Sonia Claus To Bring You and Everything You Said Came True (VO), and HANK HENRY for It's Boundup Time in Reno and Miles Apart (M), Patso Danleis and Rowland McKellar singing the songs. singing the songs.

Nelson Takes a Subway Ride With the awing beaters trying their and on the commercial pops, OZZIE With the swing beaters trying their hand on the commercial pops, OZZIE. NNLSON takes to the stomps. If nothing else, the band not only reads the notes well but can cut 'em clean. However, Subway and Gobin Band, Raymond Scott-inspired descriptos, demand schooled interpretations to make the playing meaning. More to his forte, Nelson sings'em for Sweet Someone and I Want To Be in Winchell's Column, and with the Mrs. lyricking Once in a While, backed by the rhythmic Queen Isabella (BL).

In the medium-paced tempos there is

CENT LOPEZ in Who Knows? and Rosa-ile (M), Bob Lytell and Ernie Mathias stepping up for the songs, and FRANK FROEBA, plus his fractious plano finger-ing, in Miles Apart and Danger, Love at Work (D), Bill Darnell and the Al Rinker Trio painting the story body.

With a Hawalian tinge, HARRY OWENS doubles the hula Ont Ont and a nottlight with the strummings in An Island Melody (D). Right rhythmic for the steppings, WOODY HERMAN has a spirited couplet in Why Talk About Love? and I Double Dure You (D).

Wax cult have some interesting cham-Wax cult have some interesting cham-ber awingeroo on the platter in the EMILIO CACERES TRIO for I Got Rhythm and the Drorak base, Humor-eque in Swing Time (V). Caceres for the fiddle acatchings, his brother Ernie for clary-bary tooting and Johnny Gomez git-box strums. It's the hot fiddling that really sizzles, but a bass or plano should be added to give their improvising the required body.

ORCHESTRA NOTES-

(Continued from opposite page) Prench band in Paris . Irene, was a Prench Casino delovely,

More Notes -- Same Cuff

More Notes—Same Cuff
JAN SAVITT, whose Top Hatters
threaten to tipple stald Sleepytown
(Philadelphia to those who came after
vauderille), was stem-sightseeing this
week... but mostly from the ringside
at the Penusylvania, where a goodly
crowd and the coming Carnegle Hall
concert had BENNY GOODMAN in the
light crows. concert had BENNY GOODMAN in the right groove. . ABE LYMAN will help unshutter the French Casino . . and listen for Savitt to aving out of Philly on a future RCA Masic Key air show . . . SY BEGERS takes over EUGENE JELESNICK'S spot at New Haven's Hotel Taft. . . EDDIE CAMDEN, former trumpeter and vocalist with Don Bestor, is forming his own ork in Columbus, O., to work under the CRA banner .

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chickens . . , meaning fowl. . . Torn-my has shelled a pretty number of grand notes this week for the refurbishgrand notes this week for the refurbishing of his chicken farm in Bernardsville, N. J. . . nor is Jersey without its "cats," gates around Elizabeth being sent by an unknown gabriel horner, Billy from Indiana, who last tooted for Eddy Dartina down Beltimore way. . . . JACK DRUMMOND, who formerly had JAN CAMPBELL front his band, is back on his own up in Albany . retained four from his original combo, including trumpeter Rudy De Leanandis and drummerman Mit Chiboucas.

Notes Off the Cuff

HARRY MOSS has set LUCKY MIL-LINDER for Christmas week at the Apollo Theater in New York's Harlem. ... Moss has dropped all his Southern playing meaning. More to his forte, Nelson sings om for Sweet Someone and I Want To Be in Winchell's Columba, and with the Mrs. lyricizing Once in a Whitle, backed by the rhythmic Queen In the medium-paced tempos there is good fodder for the foot work by VIN-

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received siz or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and t a.m. meekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, December 3, thru Thursday, December 9:

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

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

Positi	ion Title	1	Voge .
ast Wk	. This Wk.	Nes	Int
2	1. Once in a While	36	52
1	2. There's a Gold Mine in the Sky.	27	12
9	2. Ebb Tide (P)	27	12
11	3. Blossoms on Broadway (P)	26	20
5	4. Parewell, My Love	25	12
8	5. True Confession (F)		11
12	5. When the Organ Played "Oh, Pro	omise	
72	Me"		3
3	6. Nice Work If You Can Get It (F		40
15	6. Bob White		23
10	7. Rosalie (P)		29
6	7. Vieni, Vieni		27
6	8. I Still Love To Klas You Goodnigh		26
4	8. If It's the Last Thing I Do		24
13	8. Thrill of a Lifetime (F)		10
6	9. You Can't Stop Me Prom Dreamin	ng 20	19
15	9. You Took the Words Right Out of Heart (P)		14
16	10. Roses in December (F)		28
16	10. Mama, I Wanna Make Rhythm (24
11	10. Everything You Said Came True.		10
14	11. Remember Me (P)		18
12	11. Mission by the Sea		12
11	11. Sweet Someone (P)		5
7	12. Fozgy Day (P)		11
15	13. Rollin Plains (P)		**
15	14. Mama, That Moon Is Here Again		15
14			17
15	15. I Want a New Romance (F)		17
18	15. In the Still of the Night		15
22	15. So Many Memories		10
21	15. You're a Sweetheart (P)		9
20	15. I Wanna Be in Winchell's Column		4
20	15. Let's Give Love Another Chance		2
40	15. Sail Along Silvery Moon	14	-

F 2.00	LICE ATTACK	8.1	1048
Last W	t. This Wk.	Net	tod
21	16. I Want You for Christmas	13	12
15	16. Cachita		3
10	17. One Rose	12	14
20	17. Have You Met Miss Jones (F)		13
17	17. She's Tall, Tan, Terrific (M)		10
	17. You Started Something		9
1	17. This Never Happened Before (F)	12	3
	17. Time in on My Heart		1
22	18. Dipsy Doodle	11	25
17	18. Snake Charmer	11	20
16	18. Strange Loneliness		12
	18. I Double Dare You		7
19	18. Have You Ever Been in Heaven? (P)		6
17	19. Getting Some Fun Out of Life		13
.19	19. Josephine		12
	19. Lady Is a Tramp (M)		11
12	19. I've Got My Heart Set on You (P)	10	10
19	19. Tears in My Heart	10	6
100	19. In an Old English Village	10	5
17	20. Sweet Stranger	9	29
14	20. You and I Know (M)	9	9
21	20. Ten Pretty Girls (P)	9	8
20	20. Goodnight Klases	9	2
23	20. Be a Good Sport (F)	9	1
23	21. Harbor Lights	8	11
4.4	21. I Told Santa Claus To Bring Me You	8	5
**	21. I'll Take Romance (F)	8	2
20	22. That Old Feeling (F)	7	19
19	22. Miles Apart		10
19	22. Swing Is Here To Sway (F)	7	5
20	22. I'd Love To Play a Love Scene	7	. 2
**	22. An Old Flame Never Dies (M)	7	2
4.6	22. Toy Trumpet (F)	7	2
4.0	22. More Power to You	7	1
**	23. Stardust	6	16
18.5	23. I See Your Pace Before Me (M)	6	5
	23. Who Knows (F)	6	5
9.6	23. My Heaven on Earth (F)	6	3
	23. The Morning After	6	3
	23. I Hitched My Wagon to a Star (P)	8	2
	23. Song of Songs	6	1
22	23. Siboney	6	0
a V	23. Beautiful Lady	6	0

Turn to our Amusement Machines, Music Section, for listing of the fice best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending December 13.

RCHESTRA ROUT

(Reutes are for current week when ne dates are given.)

A. B. C. Trio: (El Chico) NYC, Dc.
Abbott, Dick: (Walderf-Astoria) NYO, b.
Actes, Poer: (Siveren) Chi, h.
Allonso's Rumba Band: (Clover) NYO, nc.
Allen, Lec. (Trianon) Cleveland, b.
Allen, Lec. (Trianon) Cleveland, b.
Allen, Eddie: (Permian Club) Monahans, Tex.,
Dc.

Allen, Lee: (ITIMION) OFFICIALO, S.
Allen, Eddic: (Permin Club) Monahama, Tex., B.
B.
Allon, Colic: (Roosevelt) Pitteburgh, h.
Alston, Ovic: (Plantation) NYO, nc.
Abderson, Al: (Merry-Go-Round) Newark,
N. J., Bc.
Andrews, Jimmie: (Broad St. Tavern) PawHecket, R. L. c.
Angelos: (Rertolotti's) NYC, 10.
Apellon, Al: (Merry-Go-Round) NYO, nc.
Arden, Harodd: (Rustle Caben) Englewood
Cliffs, N. J., nc.
Arden, Rob.: (Wivel) NYO, rc.
Arithorats of Rhythm: (Pontenelle) Omaha, h.
Arthur, Zinn: (Roseland) NYO, b.
Asen, Rob.: (Wivel) NYO, rc.
Atzinnon, Coanne: (Berkeley-Cartetet) Asbury Fark, N. J.,
Austin, Sid: (Laurels) Backett Lake, N. Y., cc.
Awwater, Fred: (Flamingo Club) Orlando,
Fla., Dc.
Ayres, Milchell: (Addophus) Dallas, h.
B.

Baker, Fred: (Tropical Bar) Vero Beach, Pla., Banks, David: (New Southern) Jackson,

Banks, David: (New Boethern) Jackson, Tenn, b.
Barrie, Dick: (Texas) Pt. Wortth, h.
Barrie, Dick: (Wotchester Tavern) White
Fishns, N. Y., c.
Becker, BubMes: (New Penn) Philis, h.
Beenber, Eddie: (Red Men's) Rochester, nc.
Benntes, Charles: (Zimmerman's Budapest)
NYC.

Bennes, Charles: (Ziminerman, Bennes, Charles: (Ziminerman, NYC, re. NYC, re. Bergere, Maximillian: (Vertaillies) NYC, nc. Bergen, Bunny: (Met.) Boaton, t. Bramford, Checkely, Duke: (Honkey-Dery) Bramford, Cond., nc. (Netherland Plana) Cincinnait, h. Newark, N. J. Conn. ne.
Bestor, Don: (Netherland Plana) Cincinnati, h.
Betaner, Jack: (Essex House) Newark, N. J.,

Detailer, Jack: (Exicx House) Newark, N. J., h.
h.
h.
hillunore Boys: (Ricc) Houston, h.
Balie, Jerry: (Park Central) NYC, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Brachhaw, Tiny: (Cotton Club) Cincinnati; (Bedford) Brooklyn 18, b; (Renalisance)
NYC 19, b.
Bragnic, Vincent; (Plaza) NYC, h.
Brannon, Bradley: (Century) Scattle, b.
Brannon, Strafley: (Century) Scattle, b.
Brannon, Nat. (Pierre) NYC, h.
Brown, Mickey, & Trio: (Kungholin) West
Orange, N. J., no.
Brunckley, Charley: (Log Cabin) Aurora, Ill., 58.
Brunckley, Charley: (Log Cabin) Aurora, Ill., 58.
Brunckley, Charley: (Log Cabin) Aurora, Ill., 58.
Brunckley, Sacha: (International Catino)
NYC, no.

NYC, D. Carden (International Calibo) NYC, D. Carden (Garden) White Piatns, N. Y., Te. Burkerth Johnny: (Grystal Terroco) Louis-ville, Ny., Te. Buse, Henry: (Stanley) Pittsburgh, L.

Calcot, Oscar: (Mon Paris) NYC, nc.
Calvet, Oscar: (Mon Paris) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Capello, Joc: (Jimmy Kelly's) NYC, nc.
Carlin, Ray: (Broun Palace) Denver, h.
Carreest, Francis: (Gleam; San Antonso, Tex.,

Carrin. Ray: (Brown Pasace) Denver, B. Carrest, Francis: (Gleam) San Antendo, Tex. 56.

Carroll, Prank: (Unionport Restaurant and Caboreti Brown, NYC.
Casta De Purgor: (Chris Yrthouse) NYC, Dr. Casta Bill Denver, NYC, Dr. Casta Bill Nyc. (Christoper, NYC, Dr. Casta Bill Nyc. (Christoper, NYC, Dr. Casta Bill, Nyc. (Christoper, Abe; (Centennial Club) McAllen, Tax, Dr. Chenney, Abe; (Cartalan Chenny), NYC, Dr. Coleman, Emil: (St. Regis) NYC, Dr. Courtney, Del: (Chase) St. Louis, Dr. Crickett, Emila: (Unique Grill) Delawanna, N. J., E. Grocker, Mel: (Trocadero Club) Cleveland, Dr. Crowwell, Chauncey: (Haddsace) Minneapolis, Bernle: (Waldorf-Astoria) NYC, Dr. Commings, Bernle: (Olmos) San Antonio, Dr. Dre. 13-Jan, 2.

D

Dre. 18-Jan. 2.

D'Arty, Phil: (8t. George) Brocklyn, N. Y., h. Darrell, Pat: (Wonder Bar) Zanceville, O., no. Dartina, Eddy: (Meadowbrock) Baltimore, no. Davidsen, Trump: (Exquire) Toronto, nc. Davis, Eddie: (LaRue) NYC, re. Davis, Eddie: (LaRue) NYC, re. Davis, Eddie: (LaRue) NYC, re. Davis, Honny: (Minami Citis) Milwaukee, nc. Davis, Peas: (Heuse of Jacques) Olishoma City, Ozle, De. Davis, Mayre: (Menry-Go-Round) NYC, nc. Davis, Mayre: (Merry-Go-Round) NYC, nc. Davis, Mayre: (Merry-Go-Round) NYC, nc. Devisch, Emery: (Book-Cadiline) Detroit, nc. Dibrit, Sammy: (Websier Hall) Detroit, h. Dibrit, Sammy: (Websier Hall) MYC, b. Dollin, Jerry: (H. Breton Hall) NYC, b. Dollin, Jerry: (H. Breton Hall) NYC, b. Downson, M. (Racto City Rambow Room) Donation Boys: (Lawrence) Ere, Pa., h. Dorsey, Jimmie: (Congress Cashoo) Cal, h. Dorsey, Trenny: (Commodore) NYC, h. Docklin, Eddy: (Planal NYC, h. Docklin, Eddy: (Planal NYC, h. Dorsey, Cremny: (Coren Dorby) Cleveland, nc. E

Bokel Charley: (Berkeley Carteret) Asbury Park, N. J. b.

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

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

Orchestra Routes must be received at the Cincinnati offices not

later than Friday to insure publication.

Edmund, George: (Loyale) NYC, c.
Engle, Freddy: (University Club) Albany,
N, Y., 20.
Engles, Charles: (Harry's New York Cabaret)
Cht, 22.
Engro, Johnnie: (Blillings) Billings, Mont., cc.
Esquires, Pour., (Rickey) Taccena, Wash., 22.
Estes, Robert: (Ensley Chateau) Birmingham,
Alla., 12.

Evano, Al: (Ches Pirebouse) NYO, no.

Prints, Al: (Ches Pirebouse) NYC, De.

Peldkamp, Walter: (Stork Cub) NYC, De.
Peldkamp, Walter: (Stork Cub) NYC, De.
Peldkamp, Walter: (Stork Cub) NYC, De.
Perlat, Don: (Statder) Budalo, h.
Perrando, Don: (Eine Olade) Waltenburg,
Colo, b.
Perrix, Lou: (Mori's) NYC, De.
Pickal, Siarry: (Royallon: Monticello, N. Y., h.
Pickal, Siarry: (Royallon: Monticello, N. Y., h.
Pickal, Siarry: (Rayallon: Monticello, N. Y., h.
Pickal, Ack: (Statebach's) Providence, De.
Pitcherd, Maurior: (Loyal) New Rochelle,
N. Y., De.
Pinnist, Emil: (Oh Henry) Chl, b.
Pio-Rich, Ted: (Baverly-Wilhire) HollyPoster, Baddi: (St. Moritis) NYC, h.
Pranka, Ted: (Red Merv's) Rochester, De.
Pranks, Wille: (Buller's Ye Olde Tap Room)
NYC, c.
Prankis, Joe: (Marguery) Phila c.
Prants, Joe: (Brock) Summit, N. J., De.
Gallo, Willis: (Mostrad) NYC, cb.
Purst, Joe: (Brock) Summit, N. J., De.
Callo, Willis: (Mostrad) Philipsych, b.

Gallo, Phil: (Mocrehead) Phibburgh, h. Gant, Willie: (Brittwood) NYC, nc. Gasparre, Dick: (La Conga) NYC, nc. Gasparre, Dick: (La Conga) NYC, nc. Gales, Jerry: (Pia Lan) Des Moines, nc. Gentlemen of Rhythm, Pour: (Claridge) Munchits, h.

Gentlemen of Raytam, Four: tousings and phis, h. Gerald, Carl: (Dutch Henry's) Pittsburgh, nc. Gilberto, Dun: (Havana-Magrid) NVC, pc. Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h. Gold-Mer Trio: (Show Boat) Columbus, O.,

Decoration of the control of the con

Gray, Jack: (Park Lane) NYC, h.
Gray, Jack: (New Cedars) New Bedford,
Mass., nc.
Grayson, Rob: (Biltmore) Atlanta, h.
Grenet, Eliseo: (Yumuri) NYC, nc.
Grier, Jimmy: (Biltmore) Hollywood, h.
Hackett, Booby: (Nick's) NYC, nc.
Hadreas, Jimmy: (College Inn) Sherman
Hotel, Chi.
Hadl. George: (Taft) New York, h.
Hanniton, George: (Peshody) Memphis, h.
Hancock, Baddy: (Pelican) Houston, Tex., nc.
Harmony Tro Orch: (Sawers Camp) Yreks,
Calli, 4-18, nc.
Harmony Tro Orch: (Sawers Camp) Yreks,
Calli, 4-18, nc.
Hartis Claude: (Joey's Stables) Detroit, nc.
Hart. Little Joe: (Pis-More) Kannas City, nc.
Hart. Little Joe: (Pis-More) Kannas City, nc.
Hart. Carleton: (Lookout House) Covington,
Ky., nc.
Heridt, Horace: (Biltmore) NYC, nc.

Horion, Harry: (Le Mirage) NYC, no. Heidt, Horner: (Billmore) NYC, h. Heikell, Preddie: (Mayfair Casino) Clevelland, no. Henbree, Joe: (Bertplotti's) NYC, re. Henbrieks, Dick "Red": (Clob Chanticleer) Middleton, Wia, Inc. (Ribbeck, Ray: (Blossom Heath) Oklahoma City, no. Herbret, Hee: (Cub Hellywood) Kalamaroo, Mich., no. (Cub Hellywood) Kalamaroo, Mich., no. (Cub Hellywood) Kalamaroo, Mich., no. (Cub Hellywood)

Mich., E.C.

Herth, Milt: (Shelton) NYC, h.

Hill, Worthy: (Pavilion Royale) Savin Rock.

Conn., nc.

Hill, Tedy: (Savoy) NYC, b.

Hinber, Richard: (Essex House) NYC, h.

Hite, Les: (Sebastian's Cotion Club) Culver

City, Calif., nc.

Hoden, Virginia. (Normandy Inn) Warren.

Pa., nc.

Hooril, Soi: (Walkiki) Hollywood, Calif., nc.

Hoosen, Virginia. (Normandy Inn) Warren.
Pa, nc.
Hoopil, Sol: (Watkiki) Hollywood, Calif, nc.
Hooton, Harry: (Le Mirage) NYC, or.
Howard, Len: (The Two) Montreal, nc.
Howard, Vincent: (Perona Parm) Andover,
N. J., nc.
Hughes, Merrilli (St. George) Brooklyn.
N. Y., h.
Homber, Milson: (George's Palace) Lettle.
Rock, Ark., nc.
Humnel, Ray: Wagon Mound, N. M., 17;
Cloris, Hotel 18; Pampa, Tex., 20; Vernora
21; Childress 22.
Ludyd: (Mount Royal: Montreal, h.
Hutten, Inn Ray: (Karle) Phila, f.

Ink floots, Pour: (Bennett) Binghamton, N.Y., h.
Irish, Mace: (Chanticler) Miliburn, N. J., nc.
Jackson, Paul: (OM Mill Tavern) Jackson, Mich., nc.
Jahns, Al. (New Kennore) Albany, N. Y., h.
Jelenik, Eugene: (Tatt) New Haven, h.
Jenkins, Al. (Savarin) Buffalo, Johnson, Johnson; (Village Barn) NYC, nc.

Johnson, Jerry: (Claridge) Memphis, h. Johnson, Bunker: (10-13 Club) Marshfield, Wils, he. Jenes, Isham: (Lincoln) NYC, h. Joseph, David; (Oliver Twist) NYC, ne. Joy, Jimmie: (Claridge) Memphis, h. K

Kids: (Bennett) Binghamton, Kampus Kids: (Bennett) Binghamton, N. Y. h.

Kay, Herbie: (Stanley) Pittaburgh, t.

King's Jesters: (La Salle) Chl.

Eirzham, Dab: (Biakeland Inn) Denver, no.

Kiels, Jules: (Statler) Detroit, h.

Koplitz, Johnny: (Beverty Lodge) Morris

Flains, N. J., no.

Kreas, Andy: (Robert Treat) Newark, N. J., h.

Krumin, Costys: (Russian Bear) New York, re. Robert: (Martin's Rathekeller)

re. Euenzier, Robert: (Martin's Bathek NYO, ne. Kuhn, Richard: (Vanderbilt) NYO, h. Kyser, Kay: (Blackhawk) Chi, nc.

Lagman, Bill: (Club Trianen) Mobile, Ala., no. LaMoshe, Oliva: (Rosegarden) Middletown, Coon, c. Lamarr, Ayers: (Bouthern Mansion) Kansas City, no. Laste, Destel: (Marine Rosen) Muskeges, Mich., b. Lande, Jules: (Weylin) NYO, h. Late, Edde: (Governor Clinton) NYO, h. Late, Code: (Governor Clinton) NYO, h. Latar, Charlie: (Maylari) Detroit, b. Lebaron, Eddie: (Redio City Rainbow Rosm) NYO, no.

Lazar, Charlie: (Mayfair) Detroit, b.
LeBaron, Eddie: (Radio City Rainbow Room)
NYC, Dc.
LeRoy, Howard: (Orlando) Decaiur, Bi., h.
Lec. Larry: (Olmos Club) San Antonio, Tex.,
Dc.
Lewis, Harry: (Del Mar) San Prancisco, nc.
Lewis, Harry: (Brown Palace) Denver, h.
Lewis, Vic: (Times Square) Rochester, nc.
Lewis, Vic: (Times Square) Rochester, nc.
Lewis, Vic: (Reith) Columbus, O., L.
Lewis, Text, (Reith) Octumbus, O., L.
Lewis, Text, (Reith) Jefferson City,
Lindennu, Udo: (Gloris Palasti, New York, cb.
London, Udo: (Gloris Palasti, New York, cb.
London, Cayr: (Roosevelt) NYC, h.
Lykewella: (Roosevelt) NYC, h.
Lykewella: (Roosevelt) NYC, h.
Lykewella: (Roosevelt) NYC, h.
Lykewella: (Roosevelt) NYC, h.
NY, nc.

M

Noblemen: (Beverly) NYC, h.
Norria, Ston: (Merry Garden) Chi, b.
Norria, Stev: (Prostense Casino) Detroit, no.
Norten, Bob: (New Garden Center) Detroit, b.
Notes, Four: (Chatean Moderne) NYC, no.
Noury, Walt: (M. and J.) Havethill, Mass., re.
Novak, Frank: (Warwick) NYC, h.

O'Hara, Ray: (Greenwich Village Casing) NYO, nc.
Oake, Irving; (Trianon) Deiroit, b.
Octabe Trio: (Fr. Hayes) Columbus, O., nc.
Oiman, Val: (Belmoont Plazes) NYO, h.
Ohon, Walter: (New Julius) Gardenville, N.
Y., re.
Olsen, Harry: (Evergreen) Bloomfield, N. J. DG. Olsen, George: (International Casino) NYO, no.

Osborne, Will: (Lowry) 5t. Paul, h.

Pablo, Don: (Merry-Go-Round) Dayton, O. Palerno, William: (Place Elegante) NYC, ne. Palmer, Preddy: (Colonial Inn) Singae, N. J.

Palmer, Preday; (Cosonia no.)

16.
Palmer, Ken; (Barber's) Isle of Hope, Ga. b.
Palmer, Skeeler; (Seneca) Rochester, N. Y. b.
Palboto; (La Conga) NYC, sc.
Pantone, Mike: (Loftius Ambassador) Albary,
N. Y., nc.
Parks, Booby: (Stork) NYO, nc,
Pand, K. O.; (Prains) Cheyenner, h.
Payno, Al; (Grill Leon) Montelair, N. J., nc.
Peck. Earl; (Gocobaut Grore) Eridgeport,
Conn., nc. Peterson, Deer (Seven Gables) Milford, Conn.

Johnny Hikiau: (Old Mill Tavern) Salt Lake City, ne. Petti, Emile: (Everglades) Palm Beach, Pla,

Pinkston, Tom: (Manderin) Memphis, no. Ponselle, Andre: (Chez Ami) Buffalo, ne. Pitman, Jack: (Port Arthur) Providence, R. L. re. Price, Stanley: (St. Nicholas) Decalur, Ill., h. Price, Robert: (Lake Breeze) Buckeye Lake, O. h.

Prima, Louis: (Pamous Door) NYO, no.

R

Raginsky, Mischa: (Astor) NYC, h. Ramoni: (Armando's) NYC, re. Reader, Charles: (Port Mootague) Namer. B. W. L. h.

B. W. I., h.
Red Revellers: (Ray's Parkway Lodge) White
Plains, N. Y., c.
Reichman, Joe: (Cocoanut Grove) Los Angeles, nc.
Reichman, Leo: (Wildorf-Astoria) NYC, nc.
Reisman, Leo: (Wildorf-Astoria) NYC, h.
Benard, Jacques: (Vogue) Los Angeles, b.
Reyes, Chica: (Continental) Defroit, pc.
Reynolds, Buddy: (Rose Oarden) Hannibal
Mo., b.
Rhytho Kipass (Cont. Cont. Cont.)

Mo., b.
Rhythm Kings: (Game Cock) NYC, c.
Riccardi, John: (21) Phila, nc.
Ricchards, Fred: (Park Inn) Clearwater Beach,
Fis., re.
Rinaldo, Nino: (855 Chab) Cht, nc.
Roberts, Eddie: (Red Mill) Bronx, nc.
Roblinson, Jay: (Evergreen) Eboomfield, N. J.
Ec. McGill, Billie: (Gold Pront Cafe: (Cheboygan, Mich. Mchtire, Lani: (Lexington) NYC, h. Mchtire, Lani: (Lexington) NYC, h. Mchtire, Lani: (Corn Door) Chi, he. Gily, La. Mack, Austin: (Open Door) Chi, he. Madd, Lariy: (Place Eegante) NYC, ne. Maddo, Leary: (Place Eegante) NYC, ne. Mallone, Don: (Dunn's Tavern) Harlem, Mont., ne. Mannore, Gregg: (Shorecrest) Milwawkee, h. Mareno, Frank: (Sweeney) Baltimore, e. Marshal, Osc. (Hekory House) NYC, ne. Marshall, Deanet: (Essex) Boston, h. Marshall, Deanet: (Essex) Boston, h. Marshall, Joe: (Hekory House) NYC, ne. Marshall, Deanet: (Essex) Boston, h. Marshall, Jack: (Mayfair: Boston, nc. Martin, Gut: (Versaulles) NYC, ne. Martin, Bob: (Che Fiorence) Parit, nc. Masting, Bob: (Gher Hill-Hill) Houston, nc. Mayer, Ken: (Gunter) San Anlosso, h. Miller, Johnnie: (Avalon Gub) Hoi Springs, Mchtin, Bok: (Queens Terrace) Woodside, L. L. N. Y., nc. Mercellth, Jack: (Boccaneer) Ft, Worth, nc. Mercellth, Jack: (Boccaneer) F McGill, Billie: (Gold Front Cafe: (Cheboygan,

Roblinson, Jay: (Evergeted St. 1982). Bc.
Bc.
Rocco, Maurice: (Kit Kat) NYC, Bc.
Rocger, Ralph: (Ritz Carlton) NYC, h.
Rocger, Eddy: (Ralmbow Grill, Racho Chy)
NYC, Bc.
Rocgers, Buddy: (College Inn) Chi, Bc.
Rocens, Buddy: (College Inn) Chi, Bc.
Rocen, Tommy: (Wisteria Gardens) Atlanta,
Bc.

Sacarros, Alberto: (Havana-Madrid) NYC, 16. Sager, Buddy, Trio: (Chantieler) Miliberta, N. J., 10. Sanderta, Juantto: (Trocadero) NYC, 16. Sanderta, Juantto: (Trocadero) NYC, 16. Sanderfer, Cody: (Porrest) Pt. Worth, 16. Savon, Sam: (Gay Village) NYC, C. Schwartz, Charles: (Roumanian Village) NYC, 10.

N. Y., no.

Smith, Joseph C.: (La Rue) NYC, no.

Enyder, Lloyd: (Ringside) Pt. Worth, no.

Sortino, Frank: (Paris Ina) Los Augeles, o.

Southern Centifemen Ortobettro: (Deshier-Wallick) Columbus, O., h.

Spart, Faul: (Warwich) NYC, h.

Spector, Irving: (Andy's Inn) Syracus,
N. Y. o.

Spence-Keefe: (20th Century) Appleton.

Wit. o.

S. Y. C.

Spence-Keefe: (20th Century) assume Keefe.
Wils. C.
Starr, Freddie: (Park Lane) NYC, C.
Staulcup, Jack: (Vanity) Detroit, b.
Steel, Leonard: (Pt. Shelby) Detroit, h.
Sterney, George: (Cop Renge) NYC, Sc.
Sterens, Letih: (State) NYC, C.
Stevart, Dec: (Continental Nanas City, D.
Stipps, Edole: (State) NYC, S.
Strings, Dec: (Continental Nanas City, D.
Stipps, Edole: (Fredeal Roots Messphis, nc.
Strings, Renny: (Brown) Louvelle, h.
Strong, Benny: (Stewar) Louvelle, Bedford
Springs, Pea, h.
Stamp, Wilhelf: (San Pablo) San Principle
Letings, Pea, h.
Stamp, Wilhelf: (San Pablo) San Principle
Letings, Re. h.
Starp, Miller: (San Pablo) San Principle
Letings, Re. h.
Letings, Re. h.
Letings, Re. h.

Va.
Morris, Griff: (Paddock Club) Wheeling.
W. Va., Dc.
Morlon, Perry: (Savoy-Plaza) NYC, h.
Moreley, Leo: (Black Cat) NYC, Dc.
Molely, Berk: (Casa Grande) Berwyn, Md., nc.
Musical Aces: (Anvil Inn) Vista, N. Y. Nuvarro, Al: (Befredere) Baltimore, h. Newman, Ab; (M. O. A. Club) Ashland, Ky.,

Navarro, Al: (Befredere) Baltimere, h.
Newman, Ab: (M. O. A. Club) Ashland, Ky.

Bisher, Billie: (99 Club) San Pedro, Calif., Swingettes. (Hayes) Jackson, Mich., h.
(Sec ROUTES on page 31)

Seattle Dumps Music, Shows

41 night spots answer musician scale raise with lockout-legal tangle?

SEATTLE, Wash., Dec. 11.—Floor shows and music in cabarets, niteries and taverns here are suspended with the demands Saturday evening of more than 150 members of the musicians' union this is the result of concerted action to the part of 41 night spot operators sho met demands for increased wages of the part of 41 night spot operators who met demands for increased wages of the part of 41 night spot operators.

sho met demands for increased wages of musicians with a closedown of fissh, replacing music and floor shows with mechanical devices, plance and radios. Nitery operators are not willing to meet the new musicians' wage scale, which calls for a rate of \$5 a week for musicians and band leaders. They assert musicians average \$31 a week and that business conditions will not permit of higher payment. On the other hand, 0.8. McJain, president of the musi-O R. McLain, president of the musi-cians' group, states the average is but \$25 a week, with some working only two

22 a week, with come when your components of three nights a week.

Preparations for installation of mechanical music at the taverns face a damage-suit threat by counsel for the

dimage-suit threat by counsel for the American Society of Recording Artists.

The ASRA attorney claims he intends to sue tavern keepers and ask an accounting and damages after 40 inspectors from the union visit taverns and determine if music is played illegily—for even if, he stated, an operator his a license to use copyright music he still cannot use it publicly.

Esquire, Toronto, To Close

TORONTO, Dec. 11-Life of this city's top-ranking nightery, Club Esquire, is threatened by Proprietor William Beas-ley's late decision to close the swank

lays late decision to close the swank lakeshore spot tonight.

Adverse publicity following the recent mid on his Centre road joint residence and roadhouse is stated reason for decision to close the city night spot.

Employees and floor abow in the mean-

time have been given notice at the tall and of special first anniversary celebra-tion presentation. The entire revue had been re-set for three weeks' stay in a boliday production.

AFA Joins San Fran Labor Trades Council

SAN PRANCISCO, Dec. 11.—San Fran-deco Labor Council has appointed Al T. Smith, representative of the American Progration of Actors, to membership, awaring the new branch of support from a united labor front. Smith, meanwhile, has entered into an

spreament with the local musicians' union and the Miscellaneous Employees, Cooks and Waiters' Union, whereby the union will draw up a working agreement applicable to places employing members of the several crafts.

New Club in Milwaukee

MILWAUKEE, Dec. 11. — Leonard (Tutz) De Stefano reopened the Chateau Country Club, north of here. Tuesday with a floor show featuring Francits, Louise Miller, Garron and Bennett, the 8x Oold Coasters, Buddy Lake and Clim Mann's Ork.

New Philly Club Opens

PHILADELPHIA Dec. 11.—Cocoanut Ocove, on the old "Gold Coast," was respected Monday after being shuttered dince early in the year. Operated by Jack Toland and Max Cohen. Jimmy Kelly emsecd the opening show, with Mayo's Orchestra furnishing the dance tunes.

New Kansas City Club

KANSAS CITY, Mo., Dec. 11 - Reopenleg of Mary's Place, one of city's largest light spots, attracted more than 500 persons Saturcsy night. Music is fur-lished by Irwin Turner's combo. Mar-paret Reed is vocalist.

Hollywood Economy

CHICAGO, Dec. 11.—A well-known movie producer while stopping overnight at the Blackstone Hotel on the way to the Coast appropriated a \$25,000 advertising budget for his new production and argued with the cashier about a 40-cent telephone charge that appeared on his bill.

When the employee explained that the producer's wife made four local calls he shouted that she didn't know enough people here well enough to phone and had no business running up that bill. CHICAGO, Dec. 11 .- A well-known

ning up that bill.

Cig Girl Opens Her Own Nitery

DETROIT, Dec. 11.—From cigaret girl to night spot operator is the Horatio-Algerish story of Doris Vincent, who has opened Doris Vincent's Bar here. Latest spot is in the Charlevolx Building and was formerly the home of the Paddock

Miss Vincent was cigaret girl at the Powatan Club for about eight years. Floor shows are being used at the new

Two Long Island Houses Trying Vaude Comeback

CEDARHURST, L. I., N. Y., Dec. 11.— New Central Theater here, renovated at considerable expense, is trying a vaude-pix policy, showing five acts, making it two Long Island spots now trying a comeback with stage shows, the other being the Jamaica, Jamaica.

Vaude is presented on Priday and Saturday now, but if experiment clicks it means installation of shows on a more substantial policy. Central's a B. S. Moss

St. Louis Club Closes

ST. LOUIS, Mo., Dec. 11.—Mounds Country Ciub has closed its doors for the winter. Woods and Bray, ballroom team, were the final headliners. Team left for Washington to play at the Shoreham Hotel for their fourth repeat

WHITEWATER, Wis., Dec. 11.—Mr. and Mrs. Gus Sundberg opened the Orange Lantern several miles west of here De-cember 3, with music by Al Novak and

Billy Rose Sets Sally Rand, Lyman Band for French Casino

Reopening New Year's Eve-"All-American" showusing chorus from "Show of Shows"-200 in castventure good news for night club field-Cavalier reopens

NEW YORK, Dec. 11.—Billy Rose's plans to buck the International Casino single-handed with his own supercolossal abow took shape this morning when he signatured Sally Rand. Walter (Dare) Wshl; Willie, West and McCinty and the Abe Lyman Band. The chorus from his recently disbanded Show of Shows will also be used. The entire 200-people production will be "All-American." Unlike Rose's other gigantic ventures which had civic or private backing, this one will be a one-man proposition. He has already placed \$100,000 deposit on the line and the restaurant cabaret, when it reopens, will proclaim Billy Rose French Casino streamered on a 14-story-high sign (aitho

of the stage.

Strolling Acts in **Demand in Detroit**

DETROIT, Dec. 11.—Smaller cocktail bars are going in for entertainment on a larger scale than hitherto, Eleanor O'Rourke, of the Artists' Service Bureau, reports. Farticular demand is for teams consisting of planist and singer. Strolling entertainment is in demand also. Both types tend to get fairly permanent engagements instead of the few nights given meet acts. given most acts.

Four new spots were added by the bureau during the past week, handled by Miss O'Rourke and Mabel Duggan.

Green Salary Up \$500

CHICAGO, Dec. 11.—Jackie Green's theater salary will be upped \$500 per week when he starts his tour of theater dates December 31. Signed a \$1,000 contract Thursday covering engagements at the Orpheum, Memphis, week of December 31, and State-Lake here, week of Institute. The state of the contract of the state of the contract of the state of t January 7, with five tentatively-set weeks

Brooklyn Spot Adds Show

NEW YORK, Dec. 11.—The Old Mill Restaurant, Brooklyn, has placed Charles Robles as emisee of its new dine and dance policy.

Helen Dennert Follows Miller

NEW YORK, Dec. 11.—Helen Dennert assumes office of Jack Miller upon his retirement from the Columbia Entertain-ment Bureau. CEB is now booking the Park Central Hotel exclusively.

streamered on a 14-story-high sign (aithoute FC building is only five stories high). Although a miracle can open the spot on Christmas Eve as contemplated, it is probable that the debut will occur New Year's Eve. To that end Rose is going ahead with no alterations or expansion of the place with a possible enlargement of the stage.

DETROIT, Dec. 11 .- Smaller cocktail

John) by Leah Welt,

CHICAGO. Dec. 11.—The \$100,000 damage suit filed by Paith Bacon, danc-er, against the State-Lake Theater here was settled out of court for \$5,000 this week. Miss Bacon fell thru a glass-topped box while appearing in the thru-ter last year and had 26 stitches taken in her less. in her less.

Entertainment schedule and price policy will remain the same as it was under the Ciliford Fischer regime, with a \$2.50 dinner and two shows nightly at dinner and after theater. A novel feature that may go into effect is a 2 am, showing of an "afterpiece," a condensed whow, intended to attract the lateroners.

John Murray Auderson is staging the new spectacle, and Mack Millar will handle the publicity.

Along with the return to the fold of the French Casino, a new lease on life was decided for the Club Cavalier as well.

The epot will reopen under the man-agement of Paul Buerney Tuesday and the initial show will be headed by Jack Laurie and Marie Doherty.

Only note marring the upswing of night

club hopes this week was the temporary receivership inflicted upon the American Music Hall, Suit was brought against the Krimsky brothers (Jerrold, Joseph and John) by John Missell and Joseph and

Harry Walker Show Set

NEW YORK, Dec. 11.—Harry Walker is casting for the showgirl revue which will be featured at the Broadway Rest, the new cabaret whose opening was postponed from Thanksgiving Day to Christmas week. Three orchestras are to be engaged to maintain a continuous fancing rediev. dancing policy.

Texans for Hoosier Dates

CINCINNATI, Dec, 11.—Doe Schneider's Texans, now a daily feature over WLW here, have been set to play Ketth's Theater, Indianapolis, Christmas Week, with other Indiana theater dates to follow. While string over the local radio works the Texans are playing Warnst-Chakeras houses in Ohio. P. N. McCullough is now in Indianapolis laying the turn's advance groundwork. turn's advance groundwork.

Named for Sharon Club

SHARON, Pa., Dec. 11.—Unmineful of even a temporary business slump. Pete Meyers, of the Grey Wolf Tavern, has booked in Aunt Jemims and other acts for his next show thru Joe Hiller's National Theatrical Ecchange in Pitts-burch.

KAO Declares Dividend

NEW YORK, Dec. 11,—Keith-Albee-Orpheum Corporation this week declared a
\$5.25 dividend on the 7 per cent cumulative convertible preferred stock for the
quarters ending June 30, September 30
and December 31, 1934, payable December
24, 1637, to stock of record December 17,
This present leaves arreat of \$21.874. This payment leaves arrears of \$21.87% a share,

There's Nothing Wrong With Salaries, Except, Maybe, Payment

By PAUL DENIS

THE other day Joe, the agent, told us that the so-and-so club was doing rotten business, but that Charlie, the owner, was paying off anyway. "You know," Joe confided in that gental, confidential note that only agents are capable of, "you ought to run something nice in The Billboard about Charlie, After all, he's paying off all the acts!"

That crack made us think, Really, it was comforting to think that Charlie was paying off. In sort of reassured us in our occasional doubts about the justice of our economic system. We could close our eyes and visualize Charlie going home to his wife and murmuring, "Sadie, I'm paying the acts this week. You should be proud of me. I'll bet you didn't think I had it in me."

We could visualize, too, the agents breaking the great news to the performers—"You're being paid this week!" And then the performers would cast misty eyes cellingward, muttering, "Bless our little night club, Charlie and Joe."

PAUL DENIS

PAUL DENIS

PAUL DENIS

Perhaps, after all, there's not much truth to the rumors that performers play clubs just to feel that glow of the spotlight and to sit at tables listening to charming talk from amiable alcoholica. We're just wondering, however, that perhaps if night club conditions were made too attractive the field might lose its lure, its peculiar fascination. Now take the salary problem again. Salaries are okeh. Actors like to talk about their salary. Not only that, but how are they going to figure the agent's commission if they haven't got a salary set? Many night club owners, however, feel that salaries should be quoted, not paid. They think paying salaries would destroy the glamour of playing night clubs. They fear that those performers commercializing their art would be undermined by money; that they will become bored, smug and lazy. Worse than that, the performers might spend their salary on the ponder, liquor and women. Therefore it might be better to protect them by not paying them any salaries at all.

NOW that we're thinking about it, maybe we should write an editorial panning guys like Charlie who pay off talent. They're dangerous radicals. That's what they are. They ought to go back where they came from.

Paradise, New York

Seeking a way out of the current night Seeking a way out of the current night club slump, Nicky Blair's Paradize has brought in Rudy Vallee for three weeks and options. Business picked up im-mediately and it looks as the names like Vallee might be the answer to what alls night clubs. Anyway, his success here will certainly encourage other spots to milities on name acids. splurge on name acts.

Vallee comes in without his band, althofour key men (violins) and his planist, Elliott Daniel, augment the Jay Freeman house band while Vallee and company are on. The Vallee portion of the show, running about 40 minutes, is spotted before the finale of the regular show— which means the entire production runs almost two hours. Teo much, really, but for those patrons looking for a bargain this is it--the best buy for the money today on Broadway.

Vallee, radiating that tremendous con-fidence and charming poise that has been increasingly his of late, retains his dignity. except for some sly, dry comedy. And for regular light club patrons, used to rowdy stuff, the Vallee style must be refreshing. Offers Vient, Vient, then Bas, Baa, Baa, Offers Vient, Vient, then Baa, Baa, Baa, and an odd number sounding very Christmas-carolly; then the spirited Stein Song, returning later for Doss and Englishmen Don't Steep in the Midday Sun, a sattrical piece with naughty touches, and then closes with All Points West, which is an eight-minute song-talk number requiring close attention. Pretty daring for night clubs where patrons don't like to be quieted too much; but Vallee puts it over. Interpretate his own efforts are Mars.

Interspersing his own efforts are Mark and Mirth (Nedhoff and Mack), a couple of young fellows who sock over novelty and military hoofing, and then return for surprising impersonations and comedy. surprising impersonations and comedy, A versatile due, they look like real corners. Cyril Smith, doing his novel cemedy songs and British clowning, went over big, too. His expressive style and vigorous delivery got attention and held it

The rest of the show is flash, epefilling, tuneful and sprightly all the way. The girls are still Broadway's most beautiful, and Walter Long, now doubling at the Paramount Theater, is still an outstanding young tap artist. Jerri Wilthee, slender blende with a pair of slick shafts, is new here, offering a standout tap and spin dance that draws a huge hand. She is easily among our finer girl dancers.

Terry Lawlor, also new, has no trouble the substitution of the state o



For proportion: 145 different stylking lithography 1,000 cmts. S complete wagon loads of material





50 Crocodiles, 20

Linns, 50 Snakes



ARIO & FL

THE UTMOST IN DANCING DE MUSIC CORP. OF AMERICA.

Night Club Reviews

Hi Hat, Chicago

This is one spot that has no respect for pre-holiday slumps and continues to do good business with its bright floor bills and reasonable prices. Since switching to a name policy operators Lou and Elmer Palkenstein

tuted a \$1.50 minimum, which is enough considering services rendered.

Since the last review two new acts stand out uppermeet: the Cansinos, dance team, and Hazel Harmon, blues

Gabriel and Carmela Canaino are as neat a pair of Spanish dancers as have been around here in months. Carmela makes a sweet appearance in native costumes and has a heart-warming costumes and has a heart-warming smile that brings sparkle into her routines. Both are talented dancers, frelicking in comedy peasant numbers to original music which is gay and catchy. Carmela singled with a Flower Grif fancy that carried appeal. Team is well suited for a smart hotel room.

Hazel Harmen is a sexy honey-haired

songstress with a sharp vibrating voice and special arrangements of pop tunes. Only distraction was the nonsensical aftermath with the emse, which was

rather degrading. Bid three songs.

Ann Pennington, the headliner, carries on with her vivacity of old, but her youthful personality which goes hand in hand with a pair of revealing

hand in hand with a pair of revealing legs is gone. Opening-night jitters didn't help matters either.

Willie Shore continues as emsee and fills a comedy spot of his own with his usual hard-working and funny mannerisms. Loses little time to cre-ate good will for the spot, kissing bridee (if any) and back-slapping customers between act announcements.

The brief-contumed four-sirl line hem

The brief-contumed four-girl line hem the revue in the opening and finale with stock swing struts, Sid Lang's Ork and Jimmy Cassidy,

intermission planist, still on hand. Sam Honigberg.

Cocoanut Grove, Park Central Hotel, New York

New show, Collegians, which opened New ahow, Collegians, which opened Tuesday in this redecorated room, is one of the sprightliest, perhaps the sprightliest, ever put on. Credit goes to Billy Robbins for the production and, in particular, to Boots McKenna, who staged the dances. The line of 12 Boots McKenna Gris, incidentally, can lay claim to being the pretitest in town, in cabaret or theater. Their pep and ability run a close second to their pulchritude, and their appearance is one of the best features of the show.

their appearance is one of the best lea-tures of the show.

The dance team of Theodore and Denesha improves with every terming, and their initial offering, a waltz titled The Dance of Tomocross, has them en-gaged in lifts and spins of unusual height and aweep, plus the regular graceful terping. Their other number, framed by a Congo production by the line, is an exciting thing of countless adagto throws and holds. Team shapes up as one of the finest, smoothest executors of fast and introduct next. intricate work.

Only boldovers are the Deauville Boys with their sophisticated song satire and bit of hooding. The three fellows, dressed formal, look very neat and this helps them tide over whatever rough spots in lyrics or action might otherwise grate as indelicate. Their style and manner of de-livery takes away from the bit of their blue-tinted material without losing any of the punch. They are actually streamof the punch. The

Vocal versatility and an educated husky Vocal versatility and an educated husky voice are the main assets of Jill Roy. Opening with the pashy When the Gypry Makes His Violin Cry, she effectively switches tempo and style into a swingy Alexander's Ragtime Eend and a bit later Alexander's Anglime Hono and a bit inter-beats out a pulsing Rhythm of the Congo-to the production number of the same name by the McKenna Girls. Taller than average, brunet and poised, Miss Roy can fill in on any bill creditably. The Continentals, two-boy and girl skating act, compare favorably with the

run of such turns. Tricks are fast paced, daring and solo offerings are different. Wind-up of swinging dare-devil patrons is

good for a few laughs.

Last 15 minutes are taken up by the
McKenna Girls in a college-colors foot-

ball parade and dance and, finally, in an

inevitable Big Apple demonstration and subsequent enticing and initiation of ringsiders to the national craze. Jerry Blaine's "streamlined rhythm" music, coming out of the newly installed bandshell, does a swell job of both dance and show chores. Dinners now graduated from \$1.25 up.

and show choices.

Dinners now graduated from \$1.25 up.
Cover, \$1, on Saturdays and holidays
only.

George Colson.

Cotton Club, New York

Originally set to open the new show here, Bill Robinson has finally won leave from 20th Century-Fox and joined the

show last week.
Teamed with Cab Calloway, Robinson does much to give the big production show more sock than it had before. show more sock than it had before. Backed by his movie popularity, Robinson ought to draw business and help bring the Cotton Glub up to last year's high grosses. As usual, Bill Bojangles is a grand performer. His intricate, nimble tapping is ease personified and his gleaming, beaming face and gestures do so much to make him one of the greatest tap artists of all times. He is spotted here with Cab in the Tell, Tan and Terrific number and then leads the croole shownumber and then leads the croole show-girls in a Glass of Glass number after offering his usual inimitable solo work. Then, to top everything, he offers his new dance creation, The Bill Robinson Walk, backed by the chorines in Robin-son rubber masks enabling their expression to show thru with every new step of the new routine. It's a swell novelty

Cab is still the big surprise of the show. He dances, sings, does comedy and leads the band, all the time exuding that tremendous vitality and personality that has put him on top. His leading lady is still Mae Johnson, a shapely, personable and versatile entertainer. Aivis Andrews' sweet clear voice, James Skelton's fine baritone and his choir, Freddy James' sock acrobatic tap routines, Dynamite Hocker's fast and furious tapping, the Tramp Band's amusing lunatic music, Shorty Snowden's Lindy Hoppers and their hot stepping, the Taree Chocolateers' show-stopping comedy and novelty dancing. Cab is still the big surprise of the show. stopping comedy and novelty dancing, and the sayage drums and dancing of Tondelayo, Engagi (ape), Princess Orelia, Pete and Company all combine to give Cab and Bill fine support. The chorines, showgirls and half dozen

boy chorus are splendiferous in Veronica costumes. Nicholas Brothers and Tip, Tap and Toe are out of the show. Callo-way's 15-men band does the show and most of the dance music in competent

fashion, while Arthur Davy's six-piece re-lief band does a neat job, too.

All in all, the Cotton Club is such a bargain show (dinner is \$1.50) it shouldn't have trouble for the rest of the season. Harry Sobol is doing the consistently Paul Denis effective p.a.ing.

Royale Frolics, Chicago

One of the best shows in months, atrong in dance and song and whipped into smooth-running shape by its own booker, Duke Yellman. Denis Cooney, veteran operator, has many private parties, particularly on Sundays, to boost his trade.

definite highlight in the revue running an hour, is the production work woren around the line and show girls. Particularly impressive is the Laugh, Cloun, Laugh finale, which features Mark Pisher, singing orchestra leader. Another new and worth-while item is

Rhetta Ray, cute and delectable little tap dancer, who has a few swell routines in stock and knows how to sell them.

She is loaded with personality,

Featured vocalist is Ann Lester, who
must be credited with an abundance of must be credited with an abundance of salesmanship. Has a variety of numbers to please a League of Nations audience and is equally strong in each of them. Her Yddishe Momme was a show-stopper, not only because of the many Jewish patrons present but also because of the song's universal appeal. Sid Tomack and the Reis Brothers, versatile comedy trio, are ataying over to head the festivities. The boys are plenty clever in their own act, proving veterans in this game. Sid doubles as emsee and does a nice job. Their forte is laugh-punctured songs piped in unison.

unison.
Another holdover is the Karre Le Bar-

ron Trio, adaglo turn. Girl has a lot of appeal and the tricks she executes with her male partners pack a thrill

Abbott and Marsha, awing dance team brighten a spot early in the show with light routines well done. Dress well and ork in harmony.

Jane Salee, former line girl here, is singled out with a graceful toe number. Kid makes a good appearance and displays fine training.

Jack Hilliard continues as production number tenor, with Pisher's Orchestra on the band stand for the show and night dance music. Two smaller munight dance music. Two smaller me sical outfits alternate in the earl morning hours for late dance sessions. early-

good dinner available for \$2, which the week-night minimum. Never a cover charge.

Tom Kettering, local p. a., still handling this account. Sam Honigberg.

Harlem Casino, Pittsburgh

Highlighted by sepia floor shows unusual to Pittsburgh, plugging over radio and thru newspapers, a kitchen that brings trade to eat as well as have fun and a couple entracte divertissements, Lew Mercura Harlem Casino has become the city's most cosmopolitan nitery.

The spot was opened two winters ago by cineman Mark Browar as Pittsburgh's enly theater-night club, being a con-verted movie house on Center avenue, in the heart of the Steel City's Hariem. Last year Lew Mercur took over the apot, installed air conditioning, redecorated and started to import hour-long reviews. and started to import hour-long reviews. From a point of appearance the Casino is surpassed here in heauty by only a couple hotel danceries. As a result mercur now attracts the average club trade for his midnight show, draws local silk-stocking business for his 1:45 s.m. stint, and for his 3 a.m. flash (the only mid-morning revue in the city) attracts orchestra leaders and entertainers from other spots that close at 2.

Patronized almost entirely by white Patronized almost entirely by white trade, Mercus has cashed in on tastify prepared, food "a la Dixie," priced reasonably. He makes his expenses on an admission of 50 cents per head weak days and 75 cents Saturdays and holidays, being only spot in town getting away with ticket charges at the door. To keep out floaters and drunks on solo binges, Mercur also has installed a couple of doormen, who on Saturdars and other busy nights will admit only

Capacity on ground floor and balcony is 400. Average weekly overhead, in-cluding the show, exceeds \$1,500.

cluding the show, exceeds \$1,500.

Helping bilarity is group singing in the dark between shows while words and tunes are flashed on a screen over the band stand and a portable microphone carried from table to table so that customers with sole tendencies can relieve their inhibitions without being embedding the same of the same o

arrassed by a spotlight.
Music is by Jimmy Wadkins and his



Open time now. Just closed AMBASSADOR HOTEL, N.Y. C. Address Address 305 W. 71st St., New York City. Phone, Trafalper 4-7592.

GERTRUDE & RANDOLPH Avery Productions LINES—ACTS—NOVELTIES For Citics and Conventions.

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Fair Booking Association,
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Man With 1,000 Faces. Cagney's Double. New Playing Private and Oldo Dates.

THE ORIGINAL ZORINE AND NUDISTS Personal Direction BILL PARENT, Butler Bidg, Chicago, Booking Thru VAL CAMPBELL, For Theatre Bidg, Detroit, THERESERED BEEFFERD

swing band, who broadcast nightly over gDKA, local NBC-Blue outlet. The acts, all booked direct by Man-ager Mercur, who every few weeks travels other cities on a talent hunt, are ced by Larry Steele, singing emsee,

paced by Larry Steele, singing emace, who also produces the abow. Typical of the fare, changed every three weeks, is the current bill of bart-tone George Gould, the tapping Rhythm Pals, singers Helen Wiles and Alice Har-Pair, singers Helen Wiles and Alice Har-ris, comedian George Williams and the geathcombers, semi-strip dance team of Abileen All and Ravida. House fixtures are the Eight Harlemettes, chorines, on to the opening, two other numbers and a finale.

P. A. is Sid Dickler. Morton Frank.

Monte Carlo, New York

Unpretentious yet cozy and with an atmosphere that is the nearest thing to the Montparnasse bottes of Paris, this Gallie basement biatro has weathered paris two successful seasons under the guidance of Gaston and Edouard. The former, a performer of note on the other side and who came over here last with the first Folies Bergere of the French Casino, was the original opener of the spot but was soon after joined by Edouard, a nonpro.

Adherence to efforts to retain its quaint Frenchy appeal as much as pos-sible at all times, plus a comparatively low minimum (75 cents), has worked wonders in warding off effects of a depression that has felled more sub-stantial Broadway spots.

Piece de resistance of the merry genga-en is the playing of Gaston on his accordion and the singing and em-sering of Pietre (Beaucart). Gaston usually sits in with the bands and lends his distinctive virtuosity to the melodies. Perre does a gracious job of the intro-ductions, and his tenoring of native and American numbers has expression. workmanship and an unquestioned touch of authenticity,

DeConti and March, dance team, follow up the Parisian den motif with a brace of numbers, one a gigolo inter-pretation, a waltz preceded by the boy's eng-recitation of Just a Gigolo and an spache tueste, injected with all the hoke calls for

Derothy Daw, slender, pert and with boyish gangliness, also does two ap-estances. First is an eccentric tap to pearances Periantees. First is an eccentric tap of Foris, with a surprise finish and a straight tap which is a bit rough but sold beautifully by mannerisms and tiple. Young Charlotte King's earnest effects put over her aero dancing. Youngster has a good back and some of her tricks have never been viewed be-

her tricks have never been viewed be-cre. She should develop into a smooth, lighly presentable act.

Josie Carroll, in light septa make-up, gets away from the neural Aunt Jenima offering by making a complete change of costume, style and song in a brief Boment of darkness, switching to a blue-stinging mama and then once more tile a safety of the and then once more a awingster of old and new pops Act has novelty, Miss Carroll puts over a number well and her songs are care-

fully selected and well arranged.

Onusco's Bond of six play show and
cance music, and Gypsy Irma's quartet
liternates. Product of both outfits is
Continental flavored. George Colson.

Ten Forty Club, Detroit

The Ten Forty, now under sole management of Max Silk, continues as one of the few downtown spots that have survived the past two seasons without radical

Intimate atmosphere engendered by Streaming blue scheme — Gerahwin's Adaptedy is the spot's theme song — helps

is keep a late crowd coming here. Class
Unde from the only legit theater in town,
Sat across the street, helps out, too.
Shows are booked exclusively by Abe
Schiller, of the Delbridge & Gorrell Office.
Maybelle Van Adorsbles—six of them—
Open the show, half in black satin tuxedes
the town has built in white satin ballet.

to top hats, half in white satin ballet costumes, doing a pleasant tap and avoidin ere-filling, hip-awaying Hawalian himber. This troupe is well on in the second year here and reports indicate twee a duplication of routine.

Nelle Nelson, titian singer, sings old and new numbers on the blues mode. Her toke is okeh for melody, but has a bit too

much power, resulting in shrillness, prob-sky from too close mouthing of the mike. Maybelle Van herself does a graceful interpretative tap effectively aided by

manipulation of a butterfly-type white

manipulation of a butterfly-type white diaphanous pleated skirt.

Billie Snyder, emsee, has a nice fast patter. Some stories seemed to drag a bit too much, and a Pat Rooney impersonation got a hand.

Bill Lankin, one-armed planist, fills the interludes with music, including songs and a soft rambling musical style.

Coyle Makay's Orchestra has the rostrum, and they go about their job in a workmanlike manner. H. F. Reves.

Victorian Room, Palmer House, Chicago

Classy restaurant in this ace commercial hotel, on same floor with the more celebrated Empire Room. While prices are not too fancy, they are still high enough for the pocketbook of the traveling salesman with a limited ex-pense account or the middle-class visitor.

Dinners are tagged \$1.75 but worth it, and service is unexcelled. And, too, the Continental atmosphere furnished by the wide architectural expanse, the admirable training of the waiters and the

concert music.

While room is open for breakfast and lunch, entertainment is furnished dur-ing dinner hours only. Evenings service is available between 6 and 9, when a is abstracted between a size of when a mightly two-hour concert program is presented by Ralph Gisburgh and his musical string quintet. The boys are known for their good dinner music, their long stay in this room and the daily air-ings over Station WGN gaining them a reputation. Their selections vary and all are in good taste.

Ork stand is centered in the room and properly elevated. No acts are

offered, management figuring that the 9 o'clock curfew will aend some of this spot's trade seeking additional enter-fairment into its neighboring Empire

Never a minimum or cover here.

Lyons Music Hall, Seattle, Wash.

Tops in their line are the varied and Tops in their line are the varied and convincing impersonations of Mickey Carroll, feature of the floor show this week. But let Jack Biles, the extrapleasant emsec for this First avenualish spot that draws excellent nocturnal and afternoon patronage, "take it away."

Carroll impersonates Ted Lewis, Calloway and Mac West, a mobile mouth and facile expression—what changes come over Mickey—putting these stage "personalities" over.

Further, there is a fine assortment of

"personalities" over.
Purther, there is a fine assortment of
variety acts. The Beldins are a dancing
pair of aces in fine comedy and eccentric
steps. Leon, a versatile ventriloquist,
does a Charlie McCarthy with a Chinese
dummy—something different in dummies for those catering to the popular
demand for ventriloquism these days.
Leon is also a fire-eater and a notable
magician, the magic touches to his voicethrowing drawing considerable changing

magician, the magic touches to his voicethrowing drawing considerable chapping.
Pleasing are the toes of Jeannette Harrow, which support her body gracefully
as she piroueties upon them. And rounding out the entertainment are singing
waiters who chant lustily, with singing
waiters who chant lustily, with singing
waiters who chant lustily, with singing
waiters who chant lustily with singing
waiters and one of the second of the
general rejoicing from the floor.

Eddie Clifford is at the pipe organ, the
Lyons being the only local night spot of
its type with an organ.

its type with an organ.

its type with an organ.

A four-piece band awings it between
the four floor shows a day—one late
matinee and three evening turns.

C. M. Littelfohn.

Seven Gables Inn, Milford, Conn.

Joseph Casillo has always maintained a high standard in music, entertainment and cuisine at his Seven Gables Inn on the Boston Post Road, near New Haven, His current attraction, Dec Peterson and his University of Iowa Collegians, is again proving his ability in choosing a fine band as a headliner.

A young group of musicians, ranging in age from 20 to 30 years, these boys combine good dance rhythms with novelty bits to give the customers a fine evening of fun. Peterson, who received his early band leadership training while the melodious tunes with reeds, base and vocal bits. The novelty turns are also attributed to his and Dick Elliotte clever arrangements. For the regular routines Ed Hoffstadt and Wayne Burdish or delay a country and the second of the second

dick are doing commendable work. Set-up of band includes Dee Peterson.

leader; piano, Vince Peeslar; drums, Dick Elliott; bass, Ed Hoffstadt; guitar and trumpet, Gene Alden; trumpets, Bob Post and Marven Bennelt; trombone, Bob Waits; saxes, Charles Smith, Sid Peterson, Gordon Hoard and Wayne Bur-Bob Waits; dick. They have a large and varied library, which includes smooth, awing, Latin American and novelty rhythms.

Topping the novelty numbers are Posin' and Bob White bits. In Posin' Bob Post (known as Li'l Henry) takes the vocal lead, with band members bethe vocal lead, with band members being featured with their instruments. Pantomining the Posin' with their instruments after short vocal bits, the number reveals plenty of the necessary humor to successfully register. Bob White showed that each one of the boys was capable of entertaining in a musical and versatile manner.

The Three Bachelors, vocal trio, sounded oken in smooth arrangements. Quartet of Peterson, Burdick, Alden and Post added to the pleasantness of Dipsy Doodle. The vibraphone gives the band a finish in a good many renditions to

Doodle. The vibraphone gives the band a finish in a good many renditions to round out a clever all-round unit.

Not to forget that Casillo hasn't forgotten that good food and liquors and good service are absolutely necessary to complete a perfect night out.

A. T. Colarolpe.

Cafe of All Nations, N. Y.

This is the dining room of the Someret Rotel on West 47th street, now called the Somerset Bar and Grill and formerly Gerson's Restaurant.

Under management of Bruno Sichel, formerly of the Hindenburg Care, the spot is blossoming out as a care with enter-tainment evening. The double room is being altered and a dance floor and p.-a. being altered and a dance floor and p.-a. system are being installed. About the enly thing still strongly reminiscent of Gerson's is the series of wall panels containing names of prominent vaude people. Just as vaude seems to be passing out, Gerson's (for years a famous vaude hangout), went, too, a few months ago. And just as night clubs are replacing vaude, a night club is replacing Gerson's vaude rendezyous. vaude rendezvous.

Dinner entertainment comprises the Dinner entertainment comprises the Nobles, instrumental and vocal trio (base, guitar and violin), and Ethel Powell, singer. The trio is a good combo, obviously confident and smooth. The men play pop and standard stuff, the excellent violin leading, and add occasional bits of planting bases presented.

cellent violin leading, and add occasional bits of pleasing harmony vocal.

Miss Powell, a cousin of tapper Eleanor, is a lovely little brunet with an in-gratiating flashy little personality and a low contralto voice. Without mike, she manages to be heard, displaying a sure handling of ballad and personality tunes. With a mike and full orchestra backing she aboutd look the money.

she abould look the money.

No cover or minimum. Dinner, 65
cents. Muzak (wired music) is used be-

Jack Yarmov is the p. a. Paul Denis.

Bavarian Rathskeller, Kansas City, Mo.

A spot which is different because it offers something besides a band-beer combination and diffused lights to

combination and distance attract patrons.

Manager W. J. Griffin greets Rathskeller customers personally, and Ed Krause, emsee, does the rest. Noted for its German atmosphere, food, entertainment and liquor, the spot was doing good business when caught and more than 120 natrons appeared to be en-

good business when caught and more than 170 patrons appeared to be en-joying themselves thoroly. Performers include Germaine Haskins, soprano singer: Joe Wiljen, tenor; Anne Rieling, accordionist, and Helen Ditte-more, violinist. Show runs almost con-tinuously, is swiftly paced and invariably concludes with the house singing Hock Soil &r Leben; Du, Du Legat Mr. In Hersen; Jacquitchen, Heideroeslein and other traditional German tunes which other traditional German tunes which are always well received here.

Miss Haskins sings well but too loudly

for the intimate room. Her powerful pipes make the p.-a. system needless,

Gong

KANSAS CITY, Mo., Dec. 11.—Two youthful blades, both graduates of Rockhurst College, seem to have the right idea when it comes to making the rounds of city's night spots.

the rounds of city's night spots.

Fred Prey and Dick Ryan wind an alarm clock with a special loud-ringing bell and take it with them every time they set out on a noc-turnal "around the town" trip. When it rings they go home. Before they tave their homes they agree on the time that should be allowed, so that no matter what their condition the bell will insure their leaving at a reasonable time in the morning.

Frey and Ryan also use the bell to

Prey and Ryan also use the belt to arouse them from lengthy double-feature movie programs. The clock has yet to fail its purpose.

especially when she joins with Wiljen for a duet. Wiljen is nest and fairly chubby and is a fair warbler. Miss Ricling's push box and Miss Dittemore's fiddle are good accompaniment for both. The costumes worn by the performers effectively carry out the Bavarian tides. an idea

The Rathakeller is located in the base-ment of the Boulevard Manor, exclusive apartment hotel. Business upped this week because of approaching holidays.

A 75-cent minimum charge prevails

A 75-cent minimum only on Saturday nights.

Dane Degter Jr.

Detroit New Year's Bookings Look Okeh

DETROIT, Dec. 11.—Five houses of the Wisper & Wetsman Circuit, including the Eastown, Westown, Uptown. Tower and Tuxedo, will play vaude New Year's Eve, Jack Dickstein, manager of the Ous Sun Vaudeville Agency, reports. The Columbia, downtown house, will also play a special New Year's Eve show.

Most offices are concentrating upon night spot dates, with many places that do not use vaude or floor shows regularly experimenting with it for a one-night experimenting with it for a one-night

experimenting with it for a one-night

stand. Theaters and night spots are experi-menting with one-night dates, which have tended to become a permanent policy, usually hasting until Lent, when the shows are cut.

A Family Affair

BOSTON, Dec. 11.—Win. place, show. With Thomas D. Senna Sr., former AFA Boston branch rep and now State ad-ministrator of the Federal Theater Vaude-ville Project of Massachusette, and with Thomas D. Senns Jr., Hub AFA rep on tour. Don Senna, son and brother, re-spectively, home for the holidays after a successful season as an apprentice jockey at Suffolk Downs, Narragansett and Rockingham Park, has been dubbed in as act-

Don, a former dancer, used to be the encore hoofer when the Sennas were vaudevilling it away back.

Ferrin Joins Chicago Agency

CHICAGO, Dec. 11 .- Frank Ferrin, formerly vice-president of Midwest Record-ings, Inc., Minneapolis, has taken up his duttes as radio director of Henri, Hurst & McDonald Agency here. Nathaniel H. Pumpian, who has been acting in that capacity, will now devote most of his time to account executive work. Ferrin has produced several radio programs and is also a dramatic writer.

DEAN HUDSON

AND FLORIDA CLUBMEN ORCHESTRA. Until December 23. NORMANDIE BALLROOM, BOSTON.

HERBERT DEXTER & JERRY McGINTY

The "Dexter"ous Ventriloquist With IRENE ST. CLAIR

lust Concluded Ingagement Park Central Hotel, N. Y

MAYFAIR, BOSTON.

Club Management

News and Angles on Night Club Operation

New Year's Eve Angles

NEW Year's Eve-and how to make the most of it, that's the big problem of the moment.

New York clubs seem to be charging slightly less than last year. Top seems to be \$15 per person (International Casino, Rainbow Room, Waldorf-Astoria, Ritz-Carlton and others). The W-A, however, will have certain rooms in the hotel for the cheaper crowd for as low as \$2. Some clubs are establishing a cover, leaving it to patrons to order supper or not. This is intended to pick up the casual trade that drops in for a while and then rushes out. and then rushes out.

Some spots are using novel angle Some spots are using novel angles-mostly for publicity undoubtedly. The Hotel McAlpin runs a "New Year's Eve party for newspaper men," with the ho-tel's press agent. Will Yolen, in charge. Newspaper men are invited to drop in for a drink that night. The Hotel St. Moritz features "Breakfast on the house" for New-Year-Evers hanging over for the next morning.

"Educating" the Consumer

A DVERTISING agencies handling iquor accounts have been conferring in New York and have appointed a committee to scheme up ways for inducing customers to name their brands. That means the night club bartenders will soon be feeling the pressure along with the customers. the customers.

Apple Yie-Ups Profitable

Apple Yie-Ups Profitable

MARCEL'S club in Flushing, Long
Island, thru press agent Arthur
Brandell, is making tie-ups with the New
York and New England Apple Institute
for free apples to be given patrons in
conjunction with demonstrations of The
Big Apple. The club has been bringing
over groups of three teams of Arthur
Murray School Big Apple dancers (at
\$25 a show) and tying up the dances
with givesways of "Big Apple Scaris,"
etc. Shows are billed as Big Apple Festivals and have upped business considerably.

Organ Music Gaining

THE electric organ is making headway in the night club field. In Los An-



geles, for example, such spots as the Paradise, Mona Lisa, Lloyds, Paris Inn, Yacht Club and Sarada are using electric organs. In other cities the hotels have been the leaders in experimenting with small electric organs, seeing in the or-gans relief bands at lower cost. The only big liability of the organ, however, is the fact the music is not very danceable, being essentially concert music.

Club Pays Beauty Cost

THE Grosvenor House, London, is probably the only night club that pays the cost for hairdressing and manicuring for its troupe of girls. The spot believes that its girls must be immaculate, since patrons are so close that any blemishes are magnified.

Jacques Charles, producer of the New York International Casino show, is another who believes ardently in the im-portance of night club performers being perfectly groomed.

Costume Changes Important

BILL MARDY, owner of the Gay Nineties. New York, is a strong believer in the importance of many costume changes for his performers. He points out that many costume changes give patrons the impression they're seeing new people and also lend color and variety to a show.

Performers feel better and work harder in fresh, clean costumes, too.

Milwaukee Law Eased

AS A COMPROMISE to placate mu-sicians and restaurant employee unions who had opposed a 1 a.m. clos-ing for night spots, the common council of Milwaukee has voted for a 2 a.m. closing ordinance effective January 3. They will be permitted to open at 8 a.m. Hotels and restaurants will require S A COMPROMISE to placate mu-

Hotels and restaurants will require permits approved by the police depart-ment, the public health department and the building inspector in order to re-main open after the deadline, provided their bars are closed.

Christmas Fund Tie-Ups

BENNY GAINES' Club Mayfair and Tom Maren's Penthouse in Boston threw Sunday benefits for The Boston Evening American (Hearst) Christmas Basket Fund. Rosts of acts gave of their talent for the Christmas needy.

At the Penthouse, Tito Schipa, who sang at Symphony Hall for the carriage trade at \$3.30 top and for the commoners at lower prices, was thrown in with the Penthouse program, for which cash customers paid \$2.50 for dinner and en-

Jerry Mann, press agent for the Pent-ouse, engineered the difficult Schips appearance.

Good Publicity Angle

JIMMY KELLY'S, New York, is trying a stunt for New Year's Eve. It has hired

an open carriage to drive alcoholic cus-tomers around until they sober up.

Monthly Pamphlets

THE Village Barn and the Village Brewery, New York, issue monthly illustrated pamphlets for distribution among patrons and direct mailing to cus-tomers lists.

Smart Band Leader Folders

THE Park Central Hotel, New York, has printed some clever table song request folders plugging Jerry Blaine's Band. Since the band is called "Streamline Rhythm," the folders contain a tricky insert piece which reveals Blaine's photo when the folder is opened. In other words, the folder suggests the band's billing successfully.

"Hot Chocolate" Unit Set

CHICAGO, Dec. 11.—Variety Attractions of Omaha has organized a Hot Chocolate unit which is breaking in at the Capitol Theater, Sioux City, Ia., Priday. Show will have a Negro talent line-up, including Clarence Muse, of the films; the Three Giants of Swing, 10 Big Apple Dancers and Les Canster's Organization. chestra. Company Manager E. George Wood reports that the show has been booked by the Blank and Publix circuits thru Iown and Nebraska. Nick Wagner ahead.

Miami Bookings Heavy

Miami Bookings Heavy

Miami Beach, Dec. 11.—Southern
Theatrical Agency will add six hotels and
a park to its books by January 2. Starting Christmas week, Hotels Alamac,
Strath Haven, Mayllower and Carlion
come under Southern's wing. Hotels
Blackstone and Helene will line up New
Year's week, as will Flamingo Park,
which starts using eight acts, three
changes weekly, January 2.

Agency, in addition, has booked Carmen and Alfredo; Lane, Tree and Edwards, and Bill Crawford for the George
Washington Hotel, Jacksonville: Lois
Balley, Sonya and Marinoff, Betty Ann.
Redford and Wallace and Kitty Culbeath
for the Mayflower Hotel, Jacksonville.

Congress Casino Suit Dropped

CHICAGO, Dec. 11.-Damage suit filed by the American Federation of Actors here for Bobby Bernard, emsee, against the Congress Casino was dismissed Thursday, Bob Lambert, manager of the Casino, testified that the contract made with Bernard allowed for cancellation following his country.

tion following his opening performance.

Bernard asked for \$200 and costs.

Judge awarded Bernard a small sum to cover part of his expenses made in coming in from New York.

It Pays To Advertise?

French Casino biggest advertiser in dailies and Riviera third-both closed

NEW YORK, Dec. 11.—As a curiously irrole twist, Media Records reveal that the defunct French Casino spent more money than any other local night club on advertising in the nine local dailies during the 10-month period from January 1 to November 1. Of a total 263,52 agate lines of advertising by 35 leading night clubs, the French Casino paid for 75,002. The only other big space buyer in that period was the Cotton Crub whose total is less than half of the Casino's or 33,925. Interesting is the disclosure that the Stork Club, which gets chunks of space in the society and editorial columns of all classes of newspapers, bought less space than any of papers, bought less space than any of the swank spots.

Casino advertising budget may have been opened wide when the skidding became noticeable months ago and when the coming of the International Casino in September put a crimp in most of the big night club operators.

The big night club operators.

From the Media tabulation, which omits space buying among the hotels operating with entertainment policies, comes the conclusion that good editorial coverage of night spots has its rewards. The combined efforts of columnists Ted Priend, Walter Winchell and Mark Hellinger netted The Mirror 44,686 and lines of night club advertising. (Hellinger's column was discontinued a felioger's column was discontinued to felioger's column was discontinued to felioger's column as discontinued to felioger's column as discontinued a felioger's column as the 40,741 figure charted for Journal, where Louis Sobol and Cholly Knickerbocker do well by the same period, not counting hotels, gave the times third place, followed by The World-Telegram, Sun, News, Post, Herald Tribune and American. (Journal and American are now merged.)

Clubs spending the most dough for

American are now merged.)
Clubs spending the most dough for advertising in local sheets for the period and listed in order of size of budget were Ben Marden's Riviera (closed for the winter), Paradise, Leon and Eidels, Rainbow Room, Hollywood Restauration of the winter of the William Communication of the Half Moon and Gaucho.

Club Talent

New York:

GEORGE KIRSOFF, formerly of Tanla and Kirsoff, Oriental dancers, will do a trio along the same lines and has signed Peth Dowell and Jean Krantz, former Follies girls, to assist him. . CARLOS AND CARITA doubling between the Tokay Restaurant and Marta's. . . POUR STAR STEPPERS booked by Harry Dell into Jimmy Kelly's, Brooklyn. . BUDDY LEE heading the artists' division of Associated Radio Artists, has lined up club bookings this month for Arthur Boran, Kajar, Ethel Sheppard, Zeb Carver and the Three Speeds. . . JACKIE BRIOHT, mimic, has been signed for a short.

JACKIE BRIOHT, mimic, has been signed for a short.

JERI WITHEE has replaced Lyda Sue Leeds at the Paradisc. . FLO STAN-LEY opened this week at the Sarhall Restaurant. Brooklyn . . AUDREY DARE, former stripper, is now in charge of an exhibit at the National Bar Equipment Exposition, Park Central Hotel.

Here and There:

HERBERT DEXTER and Jerry Mc-Ginty have moved on to the Mayfair, Bostom, with Irene St. Clair. TONI LANE has a return date at the Hollenden Hotel, Cleveland. LA NOVA AND DE MASI just closed at the Gloria Palast. . VIC HYDE has taken on a string of theater dates in Newark; Stamford, Conn., and Springfield, Mass. TIP, TAP AND TOE change from the Cotton

turn to Mlami Beach.

turn to Miami Beach.

DOLLY ARDEN, dancer, plays the Calcago Theater, Chicago, December 24, after a 12-week run at the Chez Parce thee.

JACK STACEY has moved from the Venice Grill, Philly, to the Casino, Lancaster, Pa. SUZANNE FRANCE Toounding out her 14th week at the Cub Forest, near Milwaukee. PELIX AND IVA MORALES now presenting their trampoline act at the Casia Madid. Louisville. BURNS AND WHITE ce turn to night spot work December 28 when they open at Northwood Inn. Detroit.

when they open at Northwood Inn. Detroit.

EVELYN SAYRE now in Senia Gamma's office. HARRY EAGER reopends the 5100 Club. DONNA DAE shape and tappist, leaving Frankle Masters to join Fred Waring at the Paramount. Year York, December 19. MATT PEPPES the new emsec at the Open Door. ESTHERAL RALSTON and Billy Hill. of the movie colony, open at the Yacht Club December 29. ANDY ANDERSON pened the Sky Rocket. ANN SUTER carrying on at Ball Ball. LEE PURDY remaining in town to continue taking remaining in town to continue taking

JERRY LESTER has left for Holly (See CLUB TALENT on page 25)

BEAUTIFUL BARS - FIXTURES

Complete Tavern and Night Club Equipment

Many of the smartest night clubs and cock-tail reoms in America were designed by STEPHENS. Streamlined modern equipment brings business. It pays to keep up with the times with Stephens Custom Built Bars and Equipment.

Among the Night Clubs and Cocktail Bars recently in-

Stalling Stephens Equipment
Feet Herer Co., Union Statlen, Kennes City, Mo.
Cattle Nocht Coub, Marietta, Ohio.
The Boulter Chub, Boulder Dant, Lat Vegas, Nev.
The Moon Clob, Price, Utab,
Marce Castle Bay, Omaba, Neb.
Archor Away Cheb, Pert Arthur, Tex,
Fred Regaldo, Kingram, Arit.
And Thousands of Others All Over the U. S.

Provit with Stephens Custom Built Bars-but pay no more!



Let us help you design individual and distinctive bars or equipment. Write and send rough sketch.

A. J. STEPHENS & CO. LARGEST CASINET MAXER IN THE MIDDLE WEST Dept. BB, 2800 E. 14th, Kansas City, Mo.

Vaudeville Notes

EDGAR BERGEN is dickering with The EDGAR BERGEN is dickering with The Catospo Tribune-Delly News syndicate and may do a daily cartoon or possibly a daily short column. . . SI PABIAN was given a testimonial dinner at the Demotr 13, with Andrew Smith as toastmater. . . AL TRAHAN fell over a loose stair entering his home in New York December 3 and hurt his left side to badly he had to go to the Polyelinic Bospital. Re will be operated on in a cupic of weeks. . . AMEDEO. magician, marts another Canadian Pacific Steamship tour January 4 to South America. starts another canadian Pacific Steam-ship tour January 4 to South America. This is his fourth year with the CPS, which, for the first time, is covering the cost of give-away gadgets for patrons used by Amedeo. . . THE CPS, inci-centally, has an interest in 20 hotels where it uses occasional talent.

FRANK DUNCAN is handling Mickey Walker, former fight champ, now playing the Club Miami, Newark, N. J... gdDY DUCHIN and band switch their Music of Romance program from the Blue network to Mutual Tuesday at 10 pm. . . EDWARDS SISTERS, dancers, landed a nice plug in the "Only Human" column in The New York Merror last work.

RKO WILL reopen the house in Provi-cence for the holidays and will bring in the Three Stooges, the Aristocrats, Sybil Bowan and Bobby Short week of Decem-ber 30. . . NTO UNIT will play the more week at the RKO. Columbus, ansome week at the RKO. Columbus, anether house with a holiday revival.

JACK WADE, formerly of Wade and
Wide, has become an assistant booker
cut in Des Moines... EVELYN DAW,
screen find who recently played opposite
James Cagney in Something To Sing
About, has already started personnl apgerrances on the Coast... MANYA AND
ZANETTE have opened a dance studio
in Camegie Hall, New York.

WORLD'S FAIR FOLLIES open in Alhany December 31, going to Troy on the
Th and Schenectady on the 13th.

RECK opened at the Empire, Edinburgh, Rotland, December 6, and on the 21st pt to Birmingham and then into London for a run. . . MR. AND MRS. LESTER the Lester Jr., of Lester, Ltd., Chicago occumers, returned recently from a big pine hunt in Montana. Lester brought back 200 pounds of elk meat, which he fistibuted among friends.

CHICAGO NOTES: Willie Shore goes thic the State-Lake week of January 14.

ROSITA ROYCE moves out of the Chez Paree December 23 and opens the following day at the Chicago Theater... DANNY GRAHAM wired Buddy Hows and Jean Carroll in London to Howe and Jean Carroll in London to come in for a week at the Oriental starting January 14. ... MARSHALL SQUARE Theater now using five acts Prodays and Saturdays. . THREE CHEERS OF RHYTHM unit, back in Chicago, will return to the road Christ-idas Day for a nine-day engagement in Cocar Rapids, Sloux City and Daven-

NINA MAE MacKINNEY, colored star, was forced out of Hello, Harlem, at the Tivoli Theater, Sidney, Australia, it the Tivoli Theases, possible on the true illness and homesickness. The Laughter Show of 1937, starring berito Denny, with Dorothy Stevens, Rex wither and Lee Leonard, is doing well at the Melbourne, Sydney, Australia... Pincess Theater, Melbourne, is doing good business with the A. B. MARCUS Book.

BOBBY (UKE) HENSHAW, recently inturned from a long stay in England, is now part owner and producer of Boyle Woolfold's Royal Revels, playing Midwight houses. Others in the company include the Harding Susters, Hazzi Kenzelf, Ellion, Suiters, Raymon Trout. Ellson Sisters, Raymon James Reutch, Castillion Brothers, Keelin

The Same Difference

BOSTON, Dec. 11. - One of Lou Walters' new secretaries answered the wrong number, but he'll be back shortly."

Burly-Flavored Acts Are Out

Vaude houses cautious on to spice, strippers due to anti-burlesque trend

CHICAGO, Dec. 11.—The unfavorable publicity which led to the exit of bur-lesque in this territory has greatly af-fected burly-flavored acts and units previously marketed in combo houses. Bookers are treating such material with caution and place two strikes against it when even slightly off color.

when even slightly off color.

The undressing days for vaude houses are definitely over, with not a single show of such a nature produced this season. A check-up of the units originating here reveals nothing but clean entertainment, with even the girl production of the production of the season. duction numbers less risque and more clathed

Exotic dancers, including the bubble, fan and what have you varieties, are finding less work in the picture houses, with their only sources of revenue at present being night spots and club

The Patth Bacon unit, recently recganized by Ex Reogh, local agent, closed after a short season, Miss Bacon return-ing here to play another engagement at Colosimo's, South Side night club, Eddle Webfeldt, manager of the Riverside, Mil-waukee, caught the show in Louisville as a possible attraction for his house but hesitated to buy it due to the cur-rent stand of local authorities on enter-tainment in theaters.

Bookers feel that there is no market for nudity unless precented elaborately and artistically. Figure that the budgets necessary to shell out for such revues are more than average combo house can atend at this time,

Pennsy Liquor Board Puts Ban on "Luring"

PITTSBURGH, Dec. 11.-Pestered by hordes of complaints from so-called "legitimate operators," the Liquor Con-trol Board today revised its amusement permit regulations to prohibit "luring" of patrons into cafes by music or ad-vertising which can be heard or seen by passers-by.

The administrative law was hastened by an increasingly-open Diamond street here, where more than a dozen taprooms within two blocks compete for trade by offering shimmy dancers, musical trios, accordionists, cowooy singers and like inducements calculated to invelgle and, maybe, some food.

The changed law also prohibits plat-

The changed law also prohibits plat-forms or raised stages that can be seen from the street, bans signboards out-side the licensed premises or window plugs for the entertainment inside, and kills loudspeakers or music amplifiers which can be heard outside the cafe.

State Attorney-General Charles Margiotti was today scheduled to sik the State Supreme Court for immediate con-ademation of the constitutionality of the Pennsylvania 44-hour law, which has technically invoked labor hardshipe on all theater and night club operators.

Denver's Only Vaude

DENVER, Dec. 11.—The Twoti, dime grind, has added a stage show with a line of girls and a few comics for the bits. This is the only stage show here since the Tabor recently discontinued vaude.

and Miller, Peggy Dean and Doris Harding. . JAY AND LOU SELLER will be used as an extra act with the Sonja Henie ice show, opening in Chicago Christmas week . . RICHARD (RED) SXELTON opens a two-week engagement at the Palace, Chicago, New Year's week.

Acts Turn Skaters, as Ice Shows Invade Vaude, Niteries

Standard acts adapt routines for presentation in ice shows-ice ballets' popularity growing-picking up vaude, cafe dates-Henie show mops up

CHICAGO, Dec. 11.—The growth of ice shows, which of late have been grab-bing dates in theaters and night clubs, may prove a boon rather than disaster to varide acts. Instead of hissing the skaters for cutting in, some turns here realize that the public wants novelty and are shaping plans to adjust their own routines for presentation on ice. Promoters of ice shows indicate a willingness to use standard vaude acts who can see themselves working in the new set-up. While plenty of ice skaters are available, most of them lack the showmanship to risk in single or team specialities. They Brandt Vaude

Brandt Vaude

Town

Tommy Sacco, booker, is among the first here to capitalize on the current popularity of these shows. He organized an ice unit, using a line and acts, and is routing it in Midwest towns. He, too, reports the scarcity of good ice acts and sees room for vaude talent in this

Jay and Lou Seiler, vaude comedy ski act, are among the first to invade the ice field. The boys this week signed with Sonja Henle's new show, which will have its initial date of the season at the Chicago Stadium Christmas Day. Seilers solved the problem of working on loc by propping their skie with rubber. This adjustment, they found, is perfectly autied for an ice floor. Burt Milton, their musical director, will accompany them on the tour.

The Henle show is the third ice show

The Henle show is the third ice show to play here within the last month. Business has been highly encouraging. The Gay Blades Revue, an ice ballet, the Gay Blades Revue, an ice ballet oa 82.50 top, and the high-priced seats were well in demand, indicating class patronage. Henles appearance here is expected to establish a new record for any ice show ever staged here. Twen-tieth Century-Fox, her producers, made available the forces of their publicity de-partments on the Coast to exploit her

available to enter but to exploit her tour to the limit.

Tour will include several key cities, and top prices here and on the other dates will average \$3.85. Her company will include, in addition to several acts, some \$0 boy and girl skaters who recently finished work in her latest picture Happy Landing.

Both vaude bookers and acts will turn out for the Henie show to watch their stage brethren work on ice. At least two more bookers have plans for ice shows. Artificial ice will be used in each case for shows playing theaters and night clubs. Oriental and Chicago theaters and the Drake and Sherman hotels have already used ice revues. The Sherman,

and the Drake and Sherman hotels have already used lee revues. The Sherman, coming in earliest with its show at the College Inn, enjoyed a profitable run.

Once a few vaude acts break in successfully in this field, it will be only a matter of time before many more will follow suit. Another candidate for ice units, incidentally, is Joe Jackson, the tramp comic, who is now adjusting his bicycle turn for ice presentation.

NEW YORK, Dec. 11.—The Hotel New Yorker is the only local spot using an ice show. The New Yorker's ice show is in its second season and still very suc-

is in its second season and still very suc-cessful.

Other spots have planned for allows, but the high cost of equipment fright-ened them away.

At Middison Square Garden, the North American Winter Sports Show has again focused attention on the skating adding to the growing popularity of skating as entertainment rather than as sport.

Local vande producers have mulled for

Local vaude producers have mulled for show plans, but equipment cost is con-aidered too high in face of the lack of circuit time for units.

Union Acts Replace Ams

SPRINGFIELD, Mass., Dec. 11.—Central Labor Union here threw a banquet last week and hired amateurs and non-professionals for its entertainment.

But Ell Lucas, Western Maaaachusetts APA rep. pulled out the aims and non-pros and substituted AFA acts from Boston.

Auto Shows Use Vaude

DETROIT, Dec. 11.—Automotive meetings are filling the books of Abe Schiller, Detroit booker. Each show is using about eight acts, all at good prices. Other private associations are proving fertile sources of booking dates, Schiller reported, making a much better field at the moment than night clubs.

The Bankers' Club of Detroit held its first get-together Wednesday since the

first get-together Wednesday since the Detroit bank smash of five years ago, with a large show booked by Schiller.

Still on Fence

Waits on stagehands offer -N. Y. vaude revival still nothing but rumors

NEW YORK, Dec. 11 -- Only reluctance NEW YORK, Dec. II.—Only relations of Local I, International Alliance or The-atrical and Stage Employees, to lower scale for vaude houses is holding back the revival of flesh thruout the Brandt

the revival of flesh thruout the Brandt chain of metropolitan theaters. Altho when approached by William Brandt a few weeks ago Local 802, of the musicians' union, immediately granted an adjustment of rates, the stagehands have been less conciliatory. According to James Brennan, the Local 1 prez, the executive council will give the Brandta the final decision on or about December 19.

Meanwhile. Brandt says he already has Meanwhile, Brandt says he already has a complete show lined up for the Windsor Theater, Bronx, and is only waiting for the union okeh to go shead. Brandt would not divulge the names of the acts tentatively booked.

Recent rumors have had waude coming look to the Could Critistian and Palace.

back to the Capitol, Criterion and Palace theaters, but the Brandt moves are the first signs of anything definite jelling within the greater New York area.

Two months ago Sam Charnas, Cri-terion manager, approached the musi-cians on a similar deal, but nothing came

Philly Musicians In Warner Confab

PHILADELPHIA, Dec. 11 .- A. A. Tomei, president of Local 77. American Pedera-tion of Musicians, was given a vote of confidence Tuesday by the union to go ahead with negotiations for the new Warner contract. A meeting with the circuit is scheduled for this week. Tomel announced renewal of the con-tracts for the Shubert Theater, burleans.

tracts for the Shubert Theater, burlesque house, and the Carmen, vaude and pic-tures. Shubert contract at same terms as last year, while there was a \$2 per week boost at the Carmen. The union ex-pected to sign up the Trocadero (burly) and Fay's (vaude) before the end of the

Johnstown Vaude Booked

JOHNSTOWN, Dec. 11.—The post-flood prosperity and settlement of labor strike troubles seems to have helped entertainment here.

week vande schedule is the Majestic Theater. Current is Stor-Spangled Jam-boree, which will hit Altoona for three days, Pittsburgh and Sharon for one-day showings and Zanesville, O., two

Rita Rio and her all-girl band move in December 15, 16, 17.

Loew's State, New York

(Reviewed Thursday Evening, Dec. 9) Bill is cut down to four acts again instead of the usual five, due to an overlong film, The Bride Wore Red, but roster is strong and holds up well in every department. As it is, the quartet uses up all of 69 minutes. Headlining apot is held by the Leith Stevens Saturday Night Swing Club Band.

day Night Swing Club Band.

Near show-stopper is opening act of Allen and Kent, assisted by mother and dad, in dance steps modern and edd. Boy and girl give out with up-to-the-minute taps and shagging and the old folks follow with effortless buck and winging. Method of weaving in contrast and development of styles work up interest and challenge angles. Act goes off to a good hand.

William and Joe Mandel seen on lo-

William and Joe Mandel, seen on lo-cal boards for the first time in years, hold down the second spot securely with their comic hand-to-hand stunts. Act hasn't changed an lots for these many seasons, yet continues to rank among the foremost in laughable strong-arm

It took George Beatty a couple min-utes to live down the lead-off gags he kicked around, but he finally got things his way before the end of his riotous melange of radio commercials. His drunken sallor bit, as always, sewed them up for him.

them up for him.

After introduction of Paul Douglas, commentator on the CBS Swing Club program, Leith Stevens and his 14 beaters put on a regular Saturday night ession and to judge by reception accorded them by this audience there would be no denying the strange fascination for music "beaten off the path." Of the specialists brought forward, young Leslie Lieber does things to dime-store lifes that Piccolo Pete couldn't touch, and Joe Sodja, hot guitarist, outlingers Eddie Peahody and outswings Roy Smeck. Then as further proof that swing holds up no color line, Maxine Sullivan's voice was bever more fragile or swing holds up no color line, Maxine Sul-livan's voice was never more fragile or more aweet. Bob White, Loch Lomond, Nice Work If You Can Get It and Trees were swung, but lightly, by her. House at last show opening day very good, with more than the average sprin-kle of collegiate youngsters in evidence. George Colson.

Shubert, Newark, N. J.

(Reviewed Wednesday Afternoon, Dec. 8)

This is the eighth week of the new venture which brought vaudeville back to both the city of Newark and the Shubert Theater. The new management, M. Leventhal-Al Dow, so far has no re-

Since the return of flesh to the Shu-Since the return of flesh to the Shubert stage, the Paramount and Branford followed suit, but theirs is a supplementary policy which still depends for the draw upon pictures. At present, there is a lull in stage booking for the Branford. What with this theater getting first crack at Warner product, the Paramount at pictures by that name. Low's State at MOM's and the half-dreen nearly because connecting for the dozen near-by houses competing for the





"CAFE INTERNATIONALE" UNIT. Week December 10, SHUDERT, NEWARK. Mgt. Rudy Vallee Units Corp., N. V.





Entertaining Band from the Southland." Playing CASA MADRID, Laulsville, Ky, to WHAS, 820 on the Dial, 19:20 P.M., patral Tama; 12:20 P.M. Eastern Time.

Vaudeville Reviews

Class B and C make its way strictly on its vaude. The pix is thrown in for the same 25 cents admission. This week the flicker was Except by Night, but the patrons came to applaud the 70-minute variety pro-gram which moved along at a smooth pace and kept everybody happy.

Emseeing by an offstage and unidentified announcer was factual rather than estentatious. Acts had to stand up on their own merits.

Hollywood Ingenues, 16-piece all-girl band batoned by Janet Walker, opened bann batomed by Janet Walker, opened the bill and popped up at intervals to lend unity to the program. Miss Walker fronts the band ably with rbythmic wig-gling and singing. In a parade of in-struments the girls display versatility, with whole company taking turns at har-ronics, accordions and asymptoms. montess, accordions and saxophones.

In order of appearance thereafter, came Jerry Baker, vocalist; Motter and Davis, strong-arm acrobatic team; Johnny Burke and June Carr, knockabout comedy; Sybil Roth, acrobatic dancer, and the Pat Rooneys, second and third.

Baker's personality and singing go over and encore of Vient, Vient pleased the

Motter and Davis go thru their paces Motter and Davis go taru their paces with grace and agility, emphasizing one-arm balancing routines which astonish the audience all the more because partners are about equal in size. Presentation is dramatic.

tion is dramatic.

In the comedy tussle that follows Burke is the deadpan butt for Miss Carr's Jaba, oral and physical. The girl gets plenty of exercise, first flitting about as a fan dancer bedecked in knee-length unionsuit and then as the built in a forcador fight. The act gets some good lauchs. laughs.

laughs.

Righlight of Sybil Roth's performance is mancuver atop a plane. Dancer does a complete backbend, plays the plane and sings all at the one time. White costume to the brunet's advantage.

The Rooneys try to summon all the sentiment attached to the family monitare keeping to the easy-column manner.

sentiment attached to the family moni-ker, keeping to the easy-going manner which was such a favorite in the bustle era. But outmoded here. However, the audience was duly appreciative, respond-ing with yeas and gusto when, in behalf of the management, Pat II asked, "Do you want vaudeville to come back?" Question is proposed at each perform-ance to check public attitude toward new policy. So far, according to the management, there have been no dis-senters.

The house was more than 30 per cent filled at this late afternoon show, but the office regarded crowd as unusually small because of holiday shopping competition.

At and Belle Dow are booking the house, with Eddle Sherman booking the opposition Paramount. Sylvia Weiss.

Paramount, New Haven (Reviewed Thursday Evening, Dec. 9)

Cafe Internationale Unit

Booking in a stage show for the second time within a month, the Paramount time within a month, the Paramount received a fine turnout opening day. Caje Internationale, second revue to be able to play thru the seven days because of the new local law allowing stage shows Sundays, proved to be 62 minutes of fast-moving entertainment.

Highlight is Eddie Rio. Vic Hyde, one-

band, also has a top spot in the

man band, also have to be billing.

Altho the sets weren't too flashy, the lighting proved fine enough to bring results. Girls' costumes were pleasing and there are many set changes.

After the ork overture, revue gets into swing with the 12 International Girls deing a talking-singing bit telling that revue is about famous cafes through the world. First some opens with Chinese set and girls in Oriental costumes. Line routine followed by specialty of Toy and Wing. Their clever stepping brought nice applause and an encore. Spanish set follows, with Violeta and Rosita doing

duets.

First of comedy in show is Eddie Rio, who proves socke with gags, his impersonation of a lady taking a bath proving his best bit. In a Vienness scene in which International Girls again dance, Frances and Carroll are featured in smooth spins and dance turns. Receptions are seed.

tion was good.

The much publicized balloon dance of Asta Sven was done amid dimmed lights.

Miss Sven offering nice balloon maneu-

Miss Sven offering nice balloon maneuvering. But act didn't go over like it should have because of lights.

Paul Kirkland and Company followed with a clever ladder act, intermingled with some balancing which registered satisfactorily. Line of girls again take stage with novelty dances.

Vie Hyde has everything for an A-1 presentation. Versatility and plenty of it. Besides playing a number of instruments—many at one time, too—he also took a turn at dancing, registering nicely in this as well. Local atmosphere was injected by introduction of a local boy accordionist. Angle was okeh.

The Three Rio Brothers follow with an act which had the audience "howling." Their slow motion of a "holdup" was clever, as was their comical bit, The Last of Pancho Villa.

of Pancho Villa.

of Pancho Villa.

Finale came in a harem scene. International Girls took lead with dance routine, followed with Vic Hyde with a bit of "trumpet tootin." Four Blue Demons did a peppy acrobatic turn with plenty of somersaulting to give needed socko for the closeout. All cast on stage as the revue closed with a burst of singing. Screen bill headed by Flight From Glory (RKO Radio). A. T. Colavolpe.

Roxy, New York

(Reviewed Friday Evening, December 10) Alf W. Loyal's Arabian Stallions open the show this week, coming on immediately after initial turn by the Gac Foster girls, who are spotted later in another number. Loyal pases a flock of pocches and they are nifty performers. Do hurdles, catch balls thrown long range, jump thru hoops, balance on two legs on a tight rope and do beautiful somersaults. Quite a comedy effect is attained when one or two studiously refuse to follow the others. A couple of tiny pups are contrast to the large French poodles which do most of the turn. One does a cute dance on hind legs. Nice opener.

Billy Blake, billed as "musical dyna-Alf W. Loyal's Arabian Stallions open

Billy Blake, billed as "musical dyna-ite," does trumpet imitations, Included mite, does trumpet imitations. Included are versions of Busse, Gray, Armstrong, McCoy and Lewis. His imitations are not necessarily confined to trumpeters, aitho Blake in this act uses only a trumpet. In the Glen Gray version, for instance, Blake's trumpet manages to achieve smooth trombone music. to achieve smooth trombone music. Armstrong bit is quite good, with Blake hitting the high notes. It's quite a turn and liked by the audience.

The Richards and Adrienne, dance trio, appear twice in adaglo routines, the first being a neat subdued ballroom version that is pretty to watch. Second is straight adaglo, naturally more spectacu-lar than the first routine. Their work is exceptionally smooth, has flash and is adaptable to both ballroom and spec-tacle work. tacle work

Paul Nolan and Company, juggling turn, in next-to-closing. Girl handles props. Nolan works with top hats, balls, discs and other material. Has a fine props. Nolan works with top hats, balls, discs and other material. Has a fine comedy and pantonime sense, getting chuckles without opening his mouth. Technique in both juggling and balancing excellent, particularly stunt in which he kicks cup and saucer and sugar to position on top of head.

Barto and Mann, comedy acro and dancing team, are the only holdovers from hast week. Lanky Barto in his girl's dress tangles with Mann for roughand tunnible ludicrous acrobatte business that always seems to click. It's robust fun and closes the bill with the audience in good spirits.

in and cross and in good spirits.
Pic, 45 Fathers (20th-Fox).
Paul Ackerman.

Orpheum, Los Angeles (Reviewed Wednesday Evening, Dec. 8)

An amusing, varied and lively bill, wisely assembled with an eye to varied

wisely assembled with an eye to varied audience taste.

Al Lyons and orchestra open with a swing arrangement of You Can't Stop Me From Dreaming, with the Gentlemen Swingaters offering dulcet harmony on the chorus. They follow with a dreamy version of Once in a While, nicely rendered with must strings and wind in

version of Once in a While, nicely ren-dered with muted strings and wind in-struments. Lyons develops in charm and audience appeal.

Opener is the Cervene Trio, two men and a girl, clever as the devil on the wire. First view has the two men din-ing in evening dress at a table balanced on a wire. Individually, afterwards, the men and girl do the cakewalk, minuet and a jazz dance on the wire, high

kicks, a somersault ending, skipping roce.

They got a hand.

Real surprise was the "talent find" of the week in the person of W. E. (Bill) Oliver, drama critic of The Los Angeles Rendl-Express, appearing as a vocalist. Pardonably nervous in his initial appearance, Oliver revealed a clear, pleas-ant tenor, fine sensitive feeling and obviously superlative vocal training. The audience rippled with amusement as Oliver dryly apologized for all his sine in rosating others, now that he was on the other side of the fence, and up-planded him heartily.

the other side of the fence, and applauded him heartily.

Lee Gresham and Gladys Blake proved a lively and ingratiating pair of comics. The girl has a nice pair of pipes and a magnificent pair of brown legs. Their final number, a Spanish comedy fandango, drew hearty applause.

Sammy Cohen, an Orpheum favorite, Earnmy Cohen, an Orpheum favorite, returned with his old routine. Sammy is a good entertainer, but should get some fresh material. Also his opening gags, sged and weak, drew a blank from the audience.

Saul Grauman and Company, consist-

Saul Grauman and Company, consist-Saul Grauman and company, consulting of four pretty girls, introduces his unique invention. The Stairtone." a musical instrument composed of a flight of stairs, each of which peals forth a tone of the scale when tapped upon. It

tone of the scale when tapped upon it is a unique offering. Act is diverting and intriguing watch.

Full house as usual at this theater and the pictures, 45 Fathers and Berrowing Trouble, featuring the Jones Family.

David Arien.

Palace, Akron, O.

(Reviewed Sunday Evening, Dec. 5)

Ted Lewis Revue

Introduction of new talent in an as-sortment of nets that impart that pleasant illusion of speed characterizes the new Ted Lewis Happiness Follies Reviet It's without a doubt his most ambittons stage effort and the smoothest running hour's entertainment yet linked with

Lewis has a great variety show, deviating somewhat from his former editions in that the new unit offers its serious moments as well as the usual bot numbers, which bring the maestro into the spotlight at least a half dozen times.

By the simple expedient of keeping nobody around to coax a hand, Lowis solves one of the tattered bugabook of band shows by easing acts on and eff the stage without a noticeable interrup-tion of action. His band, a real flash in red coats, 14 men, including two plantas, is the background and, more than in any other of his show, has been made a part of ercery act.

any other of his show, has been made a part of every act.

The Spivia Manon Foursome do a thrilling adagio number. A showatopper every time. The Yest Varaity Co-lide lend color to ensemble, a sextet of lovely ladies contributing chorus accompaniment to many of Lewis' factured song numbers. Betty Dickerson, cute blonde, does a tap with whitevard finish, and Gaye Dixon steps out from with Ted to do a torch song or teo "Snowbail" Whitter, Lewis' old stand-by, scored heavy applause, as usual, with his scored heavy appliance, as usual, with his reliable "shadow" routine. Ted has evolved a Pretty Thing patter

for Theo Tray, who does acrobatic turns and control dance, and Ray Royce, comic drunk who does fancy falls, nip-ups rollovers and handstands that don't

look possible.

Lewis has retained the Pennuts number. He keeps his stage continually active with changing lights, instrumentation his own patter and expressive hard. The battered hat is perhaps a bit more so, but the Circleville, O., citizen has lost none of his chullient optimism in his bouts with fortune.

Love on Toast on the screen. Rex McConnell

Paramount, New York

(Reviewed Wednesday Evening, Dec. 8) Stage presentation carries the Para-

mount show this week, the picture berig strictly camembert. George Hall's Bend furnishes music.

Hall's outfit is not as flashy as some of the swingler combinations, but be may still be around long after the more extreme orchestras fold. While he is not likely to send the cate into extante, his music is danceable, somewhat on the his music is danceable, somewhat of quiet side and is pleasant on the car-Arrangements do not mutilate the metody. Played, among others, Can I Forget You? Vieni, Vieni, Harbor Light and I Got Rhythm. Hall's technique in presenting the acts shows an amishis

nodesty. Buddy Clark, radio singer, door

goedie, Once in a While, Never in a million Years, and encores with Cobe Pecter's This Thing Called Love. Has a carcasing voice, clicking nicely with Hall's Orchestra. Like Hall, his arrange-ments are first of all melodic. One of the ace vocalists in the country.

the ace vocalists in the country.
Waiter Long, tap dancer, tied the show
up with a brilliant performance. First
number is one of those interpretative
taps done to tango music. Second piece
of rhythm work socked so solidly that
the audience continued its applause
long after the turn was over. The work
of lashy, clean and sparkles all over.
Long will experience no difficulty with
any audience. audience.

any authence.
Dolly Dawn, vocalist, has a true voice with an undulating rhythm suitable for tunes of different tempos. Offered I wrend Make Rhythm, St. Louis Blues, gob White, and encored with a novelty. Seaf It Out.

and Burrill, standard comedy team, close. Comedy is exceptionally nokey, with Hyde dragging out his bokey, with Hyde dragging out his stroke-shooting guitar, collapsing fiddle bow and eccentric buil fiddle. It's always good for a round of laughs. Girl is a talented straight, siding Hyde immeasurably with parodice of songs and noncersical playing on a flute. Gags interspersing the musical business are of the lazy variety, depending for their punch on understatement. Material gets ever well.

over well.

Pic, Thrill of a Lifetime (Paramount).

House okeh. Paul Ackerman.

Palace, Chicago

(Reviewed Friday Afternoon, Dec. 10) Ethel Waters Unit

Barring the drawn-out stage-band lession, the new Ethel Waters Swing, Barlem, Swing, unit rates acreen-trailer strictives. The opening is fast and merry, the curtain unfolding to train effects by the orchestra and a swiftly pased routine by the company. Miss Waters makes her initial appearance here leading an I'm Just the Rover number that sets a high mark for the en-

ling acts. Next specialty ably meets that chal-

Next specialty ably meets that challenge. Sunshine Sammy and Sleepy Williams, acrobatic duskies in full dress, to lightning speed acro struts that build up a show-stopping hand. Boys have those vibrating personalities typical of their race and are hard workers to the final bow.

Daybreak and Midnight, cork comedina, follow with a brief and laugh-sprinkled talk act that, while done way back, is still good. Eddie Mallory's 16-lice orchestra is given the next spot, which is entirely too long for a unit of this type. Rather than open with the Sasting swing tune, as caught at this showing, their medley of pop tunes featuring various sections of the band should suffice. The boys have occasion is blast out during the entire show and should give the customers some swing-main selfer while flacting their thould give the customers some swing-

Sutterbeens and Susie, old standard toprody act, fared well with their familiar concedy and song work. Man's ught-fitting outfit gets a big entrance largh and the gags, while worn, are nicely sold.

Miss Waters returns for her individual informations and the second of the second of

Mais Waters returns for her individual assument and, as usual, mops up. She has lost some weight since her last appearance here and tooks well. Now emphasizes comedy longs and proves a first functions. Material she uses is there and suitable for her personality. Opens with the sock standy Stormy Weather, and closes with bits from hit times she introduced.

A strong of Bio Angle dancers fold the

A group of Big Apple dancers fold the coceedings with the expected dance proceedings contortions.

Business disappointing first show pening day. Unexploited screen item. Enner at the Ritz (20th-Fox), will Probably be shouldered with the blame. Sam Houlebra. Sam Honigherg.

Stanley, Pittsburgh

Reviewed Saturday Afternoon, Dec. 11) Henry Busse is still a trumpet king. Be's an amiable emsee, too, as he fevred piloting today's better-than-iverage variety fare that clicked

Presenting a 16-piece band, Busse split he sheets with his Hot Lips theme, followed with a bress-dominated Dark

stand development. Her best was The Lady Is a Tramp, in which she showed possibilities as a novelty singer.

Chubby Busse's band went to town on a medley of Vient, Vient; Farencell, My Love, highlighted by glee-club effects; Remember Me, spotting three trumpets and three trombones; Whisper in the Durk, accented by Henry's horn, and the ensemble on You Cun't Stop Me From Dreaming.

Acres who can act, dance a little and clown sophisticatedly without being high-hat are Ray and Trent, who described the bot hand that brought them back for an encore trick.

Surprise of the show was Dick Stabile, Surprise of the show was Dick Stabile, saxophonist-band leader currently at the William Penn Hotel's Italian Terrace, who was dragged before the footlights by Busse after having walked in the stage door to pay respects. Halled with cheers and applause by the Pittsburgshers, he took Busse's baton for the ork's swing arrangement of Kreisler's Caprice, trucked, hoked and walked off to the afternoon's best hand. As a macestro, he impressed much more than when on the Stanley boards several months ago with Stanley boards several months ago with his own aggregration.

Different and graceful enough to win a wholesome reception, not so usual for a ballroom team here, were the Dirons. Ecquent arm waves and staccato body movements distinguished both their

Bandsman Ray Busch followed with singing conceptions of Vallee, Richman, Ted Lewis, Crosby and Benny Fields that marked him as a personality who doesn't need to be collar-ad handsome to win the crowds. Curtain piece has the band favoring the number made the band favoring the house was with famous by Busse when he was with Whiteman, When Day Is Done. House was only about two-thirds full Screen had First Lady (WB).

Morton Frank.

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 10)

From a general view the current bill makes a listless appearance. Under in-dividual scrutiny, however, some acts stand out despite weak unit construction and inconsequent house line sup-port. The girls are particularly weak in the opening number, an interpretative brevity that has neither rhyme nor

Pirst to breathe life into the revus are the Joyce Brothers and Dean, as rhythmful a trio of swing dancers as has graced this stage in a long time. Boys are young and personable and the

Boys are young and personable and the girl is shapely and attractive. Bid three routines, dotted with acro tricks, and closed to a big hand.

Lyrical Ruth Petty in the next spot earned the most applause. We have seldom heard her in better voice or delivery. Her figure is beginning to lose its curves, however, and she would do well to watch those calories. Did four numbers, an accomplishment considering the poor house.

An Indian number by the siris in-

An Indian number by the girls in-troduces Brengle's Golden Horse in various poses that are good but not spectacular. The Randolph Avery Trio, young chaps, follow with a knockabout and acrobatic routine. Do good falls

and tricks.

A schoolroom routine, staged for the benefit of Preddle Craig, in the line's best this week and fitting for the mental marvel's act. His juggling of figures and words and mass solutions still amazes the customers. He is at a great advantage on a stage and in full view of the audience.

on screen, 52d Street (U. A.). House blah second show opening day. Sam Honigberg.

More Vaude in Nebraska

LINCOLN, Neb., Dec. 13,-Nebrsaka towns have become more receptive to vaude this season since the outlawing

of Bank Night.

Spots seeking replacement have been the Pox houses in McCook, Sidney and North Platte. The Island, Grand Island, has been week-ending with flesh. Lincoln has been steady with it.

Lopez Plans N. Y. Club

PITTSBURGH, Dec. 11.—Vincent Lopez with a bress-dominated Dark Proper will open a Cara Lopez in New York for the blond Lyn Chalmers, stiff-the World's Fair, the pianist-maestro shouldered but eye-pleasing, gave out stated here last week while appearing two songs in clear chords that could at the Stanley.

CLUB TALENT

(Continued from page 22)

this area.

Here and There:

BOBBIE DUNCAN has quit her New York school to devote all her time to handling girl lines and managing talent. Has five lines out now . . . THIDA LOY. shows at Octyen's, Brooklyn. Carles and Carmencita and Nicky Mallory in the new show with her.

new show with her.

DOROTHY BLAINE, singer, set for two weeks at the Washington-Yource Hotel, Shreveport, La. . BABE LA DELLE closes at the Pub night club, Portland, Ore, January 1. Goes to San Prancisco for five weeks, then to Detroit for four. . HENRI THERRIEN, tenor, is current at the Embassy Supper Club, Jacksonville, Pla. . ROCHELLE AND RITA are filling more time for Jack Middleton, Cincinnati booker, after

closing an extended stay at the Paddock Club, Louisville VERN VALDEZ closing an extended of the Club, Louisville. VERN VALUED of the Piccadilly, Baltis not emisse at Club Piccad is not emisee at Club Piccadilly, Baltimore, as mentioned last week. Post is held by Bert Sherry, now in his third year there. LOOKOUT BOUSE. Covington. Ky., has Curry and Cooley. John Andrews and Pat and Wills Levello in the new show which opened Priday (10). MORTON DOWNEY toplines the heliday revue opening Tuesday (14) at the Beverly Hills Country Club. Southgate, Ky. Also on the hill will be Mignone, Pforence Maye and Company and Pansy the Horse. Joe Randall, Chicago, and Jack Middleton, Cincinnati, are opening a booking

Bridgeport Vaude Clicks

BRIDGEPORT, Dec. 11 .- Business has BRIDGEPORT, Dec. 11.—Business has been so exceptional at the one-day (Sun-day) vaude stand at the Loew Globe here that the upper balcony, closed for many years, has been reopened and four shows are being given instead of three. Reports here are that after Christmas the house will play vaude as a two or three-day stand.

three-day stand.



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LEDDY & SMITH

ROCHELLE and RITA BALLROOM TEAM

"SYMPHONY IN DANCE"
Direction: JACK MIDDLETON, 505 Bell Block, Cincinnati, Ohio. Direction: JACK MIDDLETON, 307 Den 3000,

THEATRES

1270 Sixth Ave.

Radio City, New York

Reviews of Ucts

Juanita and Her Champions

Reviewed at the Rosy Theater, New York, Style—Roller skating, Setting— rull stage, Time—Five minutes. Four-girl combo of roller skaters in fast and daring turn of plain and

a fast and daring turn of plain and fancy skating.

Added weight and impressiveness is attached to the stunts since a girl, some-times two, do all the swinging and other tricks requiring the application of great-strength. Juanita, heaviest of the quar-tet, and another next in size do the

slinging.

Act works swiftly and smoothly thruout and there is no let-up in the succession of whirls and twirls. Stunts are
offered in nice sequence and include
many interesting and intricate figura-

Preceded here only by the Gae Foster Girls the four opened the bill and did very well.

G. G.

Don and Betty Revue

Reviewed at the Folly Theater. Style-Dance flash. Setting-In two. Time-II minutes.

Act is made up of a mixed team and three girls. Mainstay is the team, which appears in two routines, the last done on small boxes or platforms. Their tapon small boxes or platforms. Their tap-ping is clean, neat and flexible and in-corporates a bit of acro for variation. Couple looks well and should get on

Okth.

Of the other femmes, one does an sero displaying soft suppleness, one contributes a too tap and another, rigged out in cute tails, top hat and tights, does a nice-looking cakewalk type of

Act gets over well, the it could use a ballroom turn. P. A.

Memory Lane Trio

Reviewed at the Folly Theater, Brooklyn. Style—Harmony singing. Setting—
In one. Time—14 minutes.

Trio of oldtimers with ages totaling
over 200 years. Without much ado they
walk to mike and let go. Ofter Wait Till
the Sun Shines, Nelle; Old Grey Bonnet; When You and I Were Young,
Maggie; Carry Me Back to Old Virginny,
Irish Syrs and others with high sentimental value.

mental value.
Trio scored a show-stop here and will likely do the same in similar houses. Voices are just fair, but the old tunes sock solidly with the family trade, and this, together with a delivery reminiscent of the good old days, bowls the audience

-JUST OUT!-McNALLY'S No. 20

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7. Rearing Acts for Two Misles.
7. Original Acts for Male and Fernale.
13. Base-Fice Parcolin.
Great Vestrillequist. Ast.
Act.
Tric., Quartet and Darce Socialty.
Minitest Cornedy, Tela and Buriseque.
16. Oraking Minitrel First-Parts.
Mehally Ministrel Overtures.
A Ground Ministrel Finale.
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ACTS, PLAYS, SKITS, MINSTRELS GAMBLE'S BRAND NEW MINSTREL SHOW, SS. GAMBLE'S BRAND NEW COMEDY COL-LECTION. SS. 10 NEW ONE-ACT PLAYS, SS. SACT PIST. ST. EAST. ENTSTTAINMENTS OF ALL KINDS. COMEDY MATERIALS. LISTS

E. L. GAMBLE, PLAYWRIGHT

4 Hickory Nuts

Reviewed at the Folly Theater, Brook-lyn. Style — Hillbilly instrumental and singing. Setting — In one. Time — 14 minutes.

Turn includes guitar, accordion, banjo and bass players, the latter being a pasty-faced comic who continually twitches and itches. Act scored a clean show-stop here, the guitarist warbling the tunes with zest, personality and a good deal of able mugging. Songs include novelties such as Mama Don't Allow No Music Played in Here, etc. A yodeling tune also clicks tremendously.

No Music Played in Here, tune also clicks tremendously.

Turn should certainly get on well in P: A.

Short and Shorty

Reviewed at the Eltinge Theater, New York, Style-Dancing and singing, Set-ting-In two. Time-Six minutes.

Two colored boys in a tap and eccen-Two colored boys in a tap and eccentric dance routine broken up with a vocal offering. Spotted twice on the bill, first turn was a regulation tap workout with no special embelishments and of no outstanding merit. In second appearance they do much better with a combined fancy tapping and comic eccentric product preluded by a filing at sone. This particular half begins rather slowly but gains in pace and interest as it goes along until it winds up in a furious bit of Peckin' and Suzi-Q for a strong hand.

G. C.

Edgar Bergen and Charlie McCarthy

Reviewed at the Paramount Theater, Los Angeles. Style-Comedy, Setting-In one, Time-10 minutes.

In one, Time—10 minutes.

For many years Bergen worked hard to achieve the ambitton of all vaudevillians—to see his name in electric lights. He made an appearance on the Rudy Vallee program, an experiment with his type of act on the air, and overnight he was a sensation. The name of his dummy and his quips became household topics of conversation. Offers poured in, dough rolled in and Bergen is now at the top of the heap. But in his first theater appearance in a long time, at the Paramount here, with a heavy percentage payoff, we wonder if Edgar feets he has achieved his ambitton as he stands on the aidewalk and looks up at the long and glittering marques, where there is emblazoned the words, "Charlle McCarthy In Person."

D. A. in Person."

WORLD FAIR-

(Continued from page 3)

Roadside Rest. Oceanside: American Hotel, Long Beach: Hofbrau, St. Albans; Hofbrau, Broad Channel: Tommy's. Island Park: Jack's, Edgemere; Long Island Casino, Oceanside.

Island Park; Jack's, Edgemere; Long Island Casino, Oceanide.
Other important spots are Show Bar, Forest Hills; Queens Terrace, Woodside; La Casino, Jamaica; Weismantle's Show Boat, Cypress Hills, and Puch's Music Hall, Richmond Hill.
Save a few "name" acts, such as Benny Fields, Shop Fields, Bert Frohman, Henny Youngman at Surfside: Bunny Berigan and Tommy Dorsey at the Pavillon Royal and Will Oakland at the Harbor Inn, few names were in evidence around Long Island during the summer. Virtually none in the fall.
Surfside, after a wildfire start, slowed down and is said to have dropped close to 40 Gs. Location tried innovation of offering meal, show and pool privileges at a one-rate combo.
Next summer the Surfside plans to make a stab at recoupling.
Pavillon Royal did a good trade chiefly because of its following established over more than a decade. Pavillon runs on a winter schedule, with everything cut to the bone.
Harbor Inn, only formidable nitery in

the bone.

Harbor Inn, only formidable nitery in
the Rockaways, did well. Big nut and
big trade, but absence of stiff prices kept the management from getting rich

SCENERY
Dry Drove. Flat Nets. Carlaranas. Draw Curtains.
SCHELL SCENIC STUDIO, Columbus, 0.

SCHELL SCENIC STUDIO, Columbus, 0.

SCHELL SCENIC STUDIO, Columbus, 0.

WALTER WINCHELL LOUIS SOBOL LEONARD LYONS HY GARDNER TED FRIEND GEORGE ROSS

DAN WALKER MALCOLM JOHNSON JACK GOULD ROBERT DANA BEN SCHNEIDER and MARCUS GRIFFEN

CONTRIBUTE TO

WHAT THE NIGHT CLUB EDITORS THINK OF THE PRESS AGENTS

A red-hot symposium, with our own Paul Denis as referee, in the

HOLIDAY GREETINGS NUMBER Dated January 1

the Island's money makers, Roadside's Anti-IATSE Move at either.

Grassy Point in Broad Channel, which

Grassy Point in Broad Channel, which attempts to cater to trade somewhat the same as Roadside Reat, features entertainment and does fairly well itself. Of the approximately 50 spots on the Island that featured floor shows or entertainment none failed in pay-offs all summer or fail, which is something when one recalls how often the ghost failed to walk in summers past. That in itself was a healthy sign.

All nitery people look forward with

in itself was a healthy sign.

All nitery people look forward with high anticipation to 1939, when the World Fair in Flushing is expected to turn the region into a bediam of night spending. Banks in many cases have advanced substantial loans to many places on the strength of this, secounting for the tiptop condition of many of them in regards alterations and assorted improvements.

Chorus Equity Notes

Executive committee of the Chorus Equity Association invites all members to be present at the next quarterly meeting, which will be held December 17 at 2 p.m. at the Center Hotel, 108 West 42d street, New York. Every member who can possibly do so is urged to attend this meeting. Burgess Meredith, member of the Actors Equity Council, who is now appearing in The Star Wason, is to be the guest of honor.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gons, Gladys Harris, Eda Bedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Jance, Dorotny Mellor, Carol Raffin, Percy Richards, Bagna Ray

Holmes, Lorraine Jance, Dorotny Mellor, Carol Raffin, Percy Richards, Bagna Ray and Carolyn Russ.

One new member joined the Chorus Equity Association in the past week.

Mail addressed to members in care of this office is forwarded only on the request of the member. If we receive no request to have mail forwarded it is held here for six months and then either sent to the last address we have for the member of returned to the post office. Before sending out the mail, however, an alphabetical list of it is published in Before sending out the mail, however, an alphabetical list of it is published in this column in The Billboard, a portion of the list appearing each week. Last week we listed mail held here from A to P. If you do not see this list until your name has been passed in the alphabet write to the office and sek if we have mail for you.

We are holding mail for Blanche Gray.

mail for you.

We are holding mail for Blanche Gray,
Mary E. Gehr, Lillian Griffith, William
Langley, Peter Lusa, Renee Lisle, Diomis
Little, Marvin Lawler, Catherin Laughlin,
Harry Long, Oloria McDonald, Dassah
Mackintyre, Reed McGelland, Julian
Mitchell, Jean Matus, Robert Millkin,
Emmett O'Brien, Gloria Pierre, Henry
Reibeselle, Martin Rhiel, Adelaide Raleigh, Erminie Randolph, Gertrude Ritenhouse: Hebene Shepard, Elleen Shannon, Lynn Shannon, Jean Stuart, Leona
Souas, Sally Sayre, Carolyn A. Tavanne,
Eileen Thompson, Vivian Vance, Raymond B. Wagner, Evelyn Witt and John
Zak.

Members who are unemployed are re-quested to call at this office daily. The employment bureau is here for your convenience and we do not always receive a cull in sufficient time to notify members

CHORUS EQUITY ASSOCIATION.

Started on Coast

HOLLYWOOD, Dec. 11.—A drive by the studio laborers' union to regain nearly 2,000 members lost to the International Alliance of Theatrical Stage Employees during the film strike last May was pushed today. Regarded as a challenge to the potent IATSE, the move by the Studio Utility Employees, Local 724, was accelerated by the presence in Hollywood and Los Angeles of Joseph V. Moreschi, international president of the Plaster Tenders and General Construction Workers' Union.

"Eighty-five per cent of our men who were forced into the IATSE wish to return to our union," declared L. C. He'm, business agent for the utility workers. "We are acting under the guidance of our international officers in taking these men back." During the strike the alliance issued Class B membership cards to laborers, Helm sald in conclusion.

New Chi Tax Plan May Kayo Twin Bills

CHICAGO, Dec. 11.—After several weeks of haggling local theater operators have been squeezed into a spot by local tax committees and have promised to appear before the city council with a revised scale of fees which will amount to 1 per cent of their receipts or 8600.000 a year. They are now paying \$130,000. New tax plan may prove to be the back-breaking straw on double-feating independent theater owners, stated that an increase in taxes will force operators back to single bills to provide a quicker turnover and that they are now contemplating legal action to stop douontemplating legal action to stop dou-



BETTER HEALTH FOR OUR BOYS AND GIRLS

Protect them against Tuberculosis. the disease that still leads as a cause of death between 15 and 25

BUY and USE

CHRISTMAS SEALS

The National State, and Local Tuberculosis Associations in the United States

Notes

New York:

DAVE BELL, of the Republic, threw a D costume party to which the entire bosse staff and performers contributed, Result—a big whoopee affair backstage the other evening after show time. Even the other evening after show time. Even center Kirby participated. He was guest of honor. Plenty of eats and drinks. Also donkey and ple-eating contests, dincing and entertainment. Bell. in red mustache and farmer outfit, was host, along with Phillie Prenner and Fred Goodman. Gladys Dougha and Irene Austin were efficient hostesses, and Rose selig did aplits. HELEN TROY'S stra-attraction tour, after two weeks at the Irving, had her filling two more at the Columbia, Boston, November 29 to December 11 and another fortnight following at the Roxy, Cleveland.

BEVERLY CARR is producing special billets and ensembles for Marlene's cottle solo routines at the Republic. ... GUHDO AND EVA, with the closing of Cupid's Carafiel December 4 in Boston, opened the day following at the Stork Club, Providence. A few days before Eva had 840 lifted from her pocketbook. . . GLAIRE GAISSERT, of the Elizage eyefuls, is mourning the loss of Wackte, 11-year-old police dog pet, which died recently. . . HELEN CRUMP, of the Republic steppers, celebrated a birthday recently after show time. Chief host was Roay Clement, of the Star, Brookwar Rooy Clement, of the Star, Brookday recently after show time. Chief host was Roxy Clement, of the Star, Brooklyn, and former stage manager of the Yalencia, Jamaica. . . . TINY HUFF, now back at the Barrel of Fun with her latest Congo dance creation, was featured at a surprise party held December 4 at Eat spot . . . OYPSY NINA. in her first night club engagement at Ludwig Satr's Roumanian Village, together with Debress and Rossini and Henry Berman, co-specialists, and Charles Schwartz, crk hinder, were the guests of Lou Simon at a dinner there . . . ANN CORIO held over for a second week as extra attraction at the Gayety, Washington. Then to Howard, Boston.

J. A. BROWN, Ward Graves and Murray Cohn left December 3 for concession department of Weinstock's Million Dollar Fer, Miami Beach. . . TONY MICCIO took his Irving Place company down to Feeple's for a double-header show for the Saturday midnighter, November 27, and Irving Place for the first time introduced an Italian show for the Sunday, November 28, offering . VAL WILLIAMS, formerly with the Hirst Circuit, is now at the Ossis Club, Detroit.

JOHN QUIGG and his accordion, extra-attractioned for a week at the Republic. . . SAMUEL BRISKMAN, operator of (See NOTES on page 31)

Co-Op Show for Waterbury

WATERBURY, Conn., Dec. 11,-Jacques Opera House is now using stock and is operated on the co-operative plan. Juneale Aliatin is the number producer. Cast includes James, O. Walters, Viola Spatch, George Kinnear, Stella Montelle, Raymond Wolber, Pinto and Della, Jim-and Jerry, Billy (Scratch) Wallace and Herbie Pay.

Rochester Drops Burly

ROCHESTER, N. Y., Dec. 11.—Pictures will replace Hirst road shows at the Embassy. New policy will begin December 17 under Harry Bieben's management. Last burly show to play house closes December 16.

WHAT'S WRONG WITH BURLESQUE?

(Leaders Give Their Ideas for Putting Sock Back In the Box Office)

Will Be a Feature of The Billboard Holiday Greetings Number

Dated January 1

Moss Okehs Three; Others in Doubt

NEW YORK, Dec. 11 .- Star, Republic and Eltinge were granted licenses, to exand Ettinge were granted licenses, to expire January 31, by License Commissioner Paul Moss. Pate of the Irving Piace and People's will probably be decided next week. If a renewal is extended to the Star. Republic and Ettinge after January 31, it will expire April 39, end of the fiscal year. Purther applications would then have to be made to secure licenses for the fiscal year which begins May 1.

License oken for the three houses was given by John P. X. Masterson, chief censor, Property owners in the vicinity of the "ex" burlesque houses did not complain very strenously, Moss declared.

complain very strenuously, Moss declared

Toronto Blue Noses Ease Off; Casino Grosses Up

TORONTO. Dec. 11.—Stater breaths were drawn this week at the Casino, only girl show in town, when Police Chief General D. C. Draper's threatened drive against strip-tease showed signs of feding.

The "purity" move had reached the stage of deliberations before the police commission. Ex-Mayor William D. Rob-bins, since ousted from the \$10,000 City Hall job in elections, had lent an ear to pleas of church and women's reform

In the meantime, the Casino, tied in with J. J. Allen's theater interests in the Premier Operating Company and managed by Raymond Allen, was enjoying large drafts of box-office returns, shared with Louis Appleby's recently refurbished

with Louis Appleay's recently returblaned Broadway.

The Broadway's predecessor, Roxy, long held title to the city's only bur-leaque entertainment. The Gasino, file doors away, opened competition last

doors away, opened competition has winter. Wavering cash returns led Appleby to try to woo back trade by polishing up his little 800-seat house. Then both were losing and finally by agreement Broadway withdrew stage show and went pictures. By cutting expenses Broadway is understood to be in the black. in the black.

By having field unopposed the Casino net for 1,200 seats the first week was about \$200, it is understood.

The Casino plays Hirst Circuit shows. Policy calls them revues—burlesque being considered red-flag word to censor busybodies.

San Francisco Readying For Big New Year's Show

SAN FRANCISCO, Dec. 11.—Plans are being readled for a Nudifies of 1938 for New Year's Eve at the Liberty. Two changes a week in both stage and screen changes a week in both stage and screen ahow is the present policy. Harry A. Parros and Louis S. Sonney are partners in the show. Darel Davis and Nell Harding are producing the chorus. Jack Railey is producer of the show. Curley Burns, Darel Davis and Jimmy Dugan, all comics. Straight men, Jack Railey and Gardner Lang. Minor Reed is doing the character roles.

Strippers are flery-haired Gay La Bar:

character roles.

Strippers are fiery-haired Gay La Bar;
Alysia, billed as "Nudist Queen;" Tillie
Griffin, Gladys Faye and Annette, "largest
strip woman in burlesque," Girls in the
line are Peggy Grystal, Leri Vale, Dolly
Tyler, Maryan Roberta, Midge Wolfe,
Vivian Kelly, Kay Davis, Miriam Lake,
Varcelle Golden, Patey Callahan, Jane
Robinette and Sue Powell.

Western 'Branch' Of Hirst Wheel Set for Dec. 24

CLEVELAND, Dec. 11.—A new Western "branch" of the Hirst burlesque circuit awings into action December 24. At a meeting held Monday in Chicago

plans were discussed for a seven-house wheel, working in conjunction with the I. H. Hirst Circuit in the East.

Meeting was attended by George Young, Cleveland; Guston Allan, To-ronto: Dewey Michaels, Buffalo; Arthur Clamage, Detroit and Gincinnati; M. W. Pickena, St. Louis, and Jack Barger, Chicago.
"Under the new plan, we will operate

"Under the new plan, we will operate with two first-class comics and a fea-tured woman to top the cast," Young said. "Principals will travel about the said. "Principals will travel about the circuit and chorus will be permanent. When the plan began I suggested to Clamage that we try this with Cleveland, Cincinnati and Detroit, for I thought it better than the present form of stock burkesque. Other operators became interested.

burlesque. Other operators became in-terested.

"Under this system the Hirst attrac-tions will trarel intact until Pittsburgh is reached." Young declared. "Principals will then start about the Western Circuit, touching Buffalo, Toronto, Detroit, Chi-cago, St. Louis, Cincinnati and Cleveland. Chorus will be picked up in Toledo on the backward swing and will continue. In our seven houses chorus will be permanent with principals traveling cir-cuit.

"By this system we plan to accomplish several things. We cut down transporta-tion, costume costs and the like, and have a better chance of making money all around. I am only sorry that we couldn't have gotten this under way at the beginning of the season instead of

Details will be ironed out next week.

Added Attractions in Shows

NEW YORK, Dec. 11.—Valda, dancer, sees into Boston's Old Howard, week of December 20, as an added attraction, while Margie Hart does a return engagement there week of December 27, Mildred ment there week of December 27, Mildred Harris Chaplin goes to the Hirst onenighters December 27, 28, 29, then to the
Troc, Philly, January 2 and the Hudson,
Union City, January 2, Dudley Douglas
to open in a Hirst show December 20.
Another added attraction is Nadine
Marsh. Miss Marsh awings into the Troc
December 13 for a week. All bookings
by Phil Rosenberg.

"Meet the Girls" Revised

NEW YORK, Dec. 11 .- Principals for the revised Max Furman show, Meet the Girls, now include George Murray, Nona Martin, Dorothy Ahearn, Lee Siegel, Lew Denny, Murray Greene, Elsa Lang, Rose Heatherly and Joe Altee.

Katz in Grand Rapids

GRAND RAPIDS, Mich., Dec. 11.— George Katz, of New York, has taken over the Powers Theater, a former legit house of 1,200 capacity. Will open Christmas week with a split-week, vaudepix policy, booking acts from Detroit and Chicago agencies. Associated with him will be Moe Costello, former man-ager of the Casino, Brooklyn.

What's in a Name?

In the case of buriesque, plenty. It means activity and profits to producers and theater owners. It means livelihoods to buriesque performers, Americans who want to go their own ways, asking aid of none.

It is unfortunate that buriesque has been guilty of many sins. It is equally unfortunate that New York's rulers are guilty of the sin of hypocrisy. It is most unfortunate to performers who bear the brunt of the officials' peeve.

The word "burlesque" is banned in New York Attendance is off. Two theaters closed recently. Many standard performers are out of work or fear loss of jobs. Among those who work many hold I o Us. Conditions out of New York reflect to a large degree the New York picture.

The the word "burlesque" is forbidden in Gotham, burlesque shows continue, except that they are called follies or girlle shows. Little if any actual difference is seen in them and the old burlesque shows except in titles.

It might do the city fathers some good to do a bit of thinking. Exercising alleged brains might reveal the fact that burlesque shows can be presented without offending all rules of decency. They can be cleaned up shinter than the so-called operators to keep them out of the blue. Proper supervision may even teach stupid operators to keep them out of the blue. Proper supervision can keep G atrings on. City fathers might also think of burlesquem, who pay taxes, vote and who, like well-paid politicians, also eat.

4 A Decision On BAA Due

Phillips and Calkins war for jurisdiction - answer due soon-Moss panned

NEW YORK, Dec. 11. — Associated Actors and Artistes of America at its Thursday meeting failed to settle the purisdictional fracas between the American Pederation of Actors and the Bursleague Artists' Association, sister union of the Pour A's, Decision on the evidence presented is expected Westpacker.

of the Pour A's, Decision on the evidence presented is expected Wednesday. Session was stormy, with "what the hell" phrases filtering thru the supposedly soundproof walks of the new Four A offices, where the meeting was held. Tom Phillips, BAA president, reviewed the or-ganizational activity done by the associa-tion during the past three and one-half years. Harry Calkins was there for the APA.

One Pour A official, subsequent to the meeting, expressed the opinion that Paul Moss and the license department had gone about the business in a futile way, in that acout the summers in a runne way, in that their supposed ban on burlesque did not actually clear up the situation. Opined the shows were still burlesque in those houses still running, whereas others are running sex pictures.

Klan Seen as Factor in Closing Miami to Burly

NEW YORK. Dec. 11.—Reversing pre-vious decision to spot burlesque in the Million-Dollar Pier at Miami Beach, Joe Weinstock is considering using Jules Leventhal legit companies instead. Pos-sibility that Bekind Red Lights will open the house.

Action of Ku Klux Klan in lousing up a night club which displeased the knights of the night gown is understood to have caused a worry.

Review

Eltinge, New York

(Reviewed Tuesday Evening, Nov. 30)

There's no surer way to drive out whatever's worth while in the curtailed form of
burlesque than by the dull, mirthless sort
of substitute that is being staged here.
Since the zing of nudity and racy dialog
has been to a large extent toned down,
management might at least have had it
replaced with a semblance of talented
specialities and spritted lines. As it is,
grade of presentation now dished out only
attracts recularly the sort who would do attracts regularly the sort who would do without his dinner for the price of ad-mission and a gander at a semi-bare gal. Production numbers are uninspired

Production numbers are uninspired and the comedy scenes are overlong and stupid. The line of nine fails to show signs of life and the six showgirls were undoubtedly chosen for the immensity rather than the beauty of their charms. The several teasers, Gay Knight, June March and Anneste, altho shapely and of good enough technique, could not be very impressive because their style is cramped with disrobins limited.

impressive because their style is cramped with disrobing limited.

Honors, if any are to be handed out, can be divided equally between the work of Short and Shorty, two colored lads in eccentric tapwork, and the singing of farry Payne. Of the three comics, Pred Sinder, Jack Rosen and Prank Silk, the last named has the edge. Joe Lyons does all right in the feeding role, and Billie Shaw assists as the woman in the skits, Jack Shaw doubles in small comedy parts. Jack Shaw doubles in small comedy parts and in sharing the singing assignment with Payne. Emily Pisk, plumpish little brunet, obliges with fair tap accomplishments, scoring heavily on nice looks and a whale of a personality.

George Colson.

One Too Many

NEW YORK, Dec. II.—Mimi Lynne letters in from San Prancisco, where she'z current at the Capitol. Bays Mimi: "They're stripping to nude breasts and a O string here, but I'm sticking to a net. One pinch is enough."

Thru Sugar's Domino

WITH his resignation last week from the presidency of the Actors Equity Association Frank Gillmore rang down the curtain on 20 years of unselfish, loyal and intelligent leadership in the interests of the legitimate theater. Gillmore indicated in his letter of resigna-



E. E. SUGARMAN

tion that he is saddened by the occasion. We can well believe that the innate reserve of the man prevented him from expressing too realistically how he feels upon the occasion of withdrawing from the organization that will reflect to the end of its appointed time in the panorama of show business history his personality, integrity and foresight. Gillmore is sad because he realizes that the ravages of time have taken their toll and that like others who have trod the path he, too, must go on towards his destiny and leave to others the arduous tasks that take too much of a toll from men whose health has been undermined

by a too strict devotion to duty. But the legiti-mate theater is even more saddened because it has lost by Gillmore's resignation from Equity the touch and influence of a gentleman, a leader with the constructive viewpoint always in mind and with a love for the theater that has not been excelled by any man we have yet encountered.

Gillmore will not be lost entirely to the legitimate theater. But from now on-thru his post in the Associated Actors and Artistes of America-he will still have an opportunity to make his influence felt in the legitimate theater. In his new post The Billboard wishes I'm success and the happiness that comes to one who does a job well. Show business cannot easily forget what this man has done during the best years of his life to raise the standards of the profession thru the fine example of his administration of Equity. He entered the Equity picture when the outlook was dismal; when the actor had no real standing before the public and in the trade. His talent for negotiation and arbitra-tion; his honesty and constructive approach; his splendid mental equipment—all of these factors contributed towards making the struggle of Equity for recognition a booming success. Gillmore is a credit to the theater. He has given the field of theatrical unionism dignity, respect and recognition by a public alive to the qualities of a leader chosen by the actor to present his case to the managers and to the world. We have not always agreed in recent years with Gillmore's policies, but our respect for him as a gentleman and as an intelligent leader has never wavered. Equity will replace him as president, but the place that he filled in the ranks of the organization will never be filled. It is our hope as the days, months and years pass that factional differences will fade in perspective and Gillmore will finally achieve the topnotch place in Equity history that he deserves.

LOOKING at it from the angle of gaping white space in the booking ledgers, vandeville is sadly depleted. In some sections of the country it has almost entirely passed out of existence. The major circuits maintain skeleton booking staffs and their vaudoville departments are discarded relatives waiting on the kitchen steps for a handout. They have taken his field of action away from him, but the vaudeville actor with something on the ball has not pined away unto death. Paraphrasing the dinner call in theatrical boarding houses of another era, the vandeville actor came and got it. One need not look far for the successful vandeville actor of yesterday. He is all around us, dressed in different and more prosperous clothes and leading the procession in fields that were either unborn or spurned him in the days when vaudeville was in its heyday.

In the good old days when there still was a healthy stage bursting with vitality and unscarred by murderous competition of big-money combines the vaudeville performer was looked down upon as an acting factor by legit, radio and films. Vaudevillians were classed then as tricksters with glittering personalities and stunt routines—but certainly not as actors. There was really no sound justification for this classification, but there is no denying the fact that the viewpoint or attitude existed. But the worm had to turn. With the widesweeping changes that took place in practically every branch of the show business legit, radio and films arrived at the point where they began using more and more artists of vaudeville caliber and origin. These major branches discovered new and highly practical virtues in the magnetic personality of the vandeville actor. Given proper scripts and capable direction, vandevillians have proved in the major fields that they are excellent actors in the accepted sense of the word. There is, in fact, no longer a distinction in acceptance between the vaudevillian and the product of the legitimate theater or studio microphone -except that the vaudevillian has frequently proved himself to be so much more adaptable to the new techniques. What the vaudeville actor seemed to lack in ability to create deep characterizations he has more than balanced by his brilliant, audience-catching personality. The biggest sensation of the radio year—Edgar Bergen and his ally, Charlie McCarthy—was a standard vaude-ville act for years, rarely getting better than the dence spot. Jack Benny was essentially a vaudeville actor during most of his career. So were Fred Astaire, Kate Smith, Eddie Cantor, Bing Crosby, Al Joison and most of the other leaders in films and radio.

as I See It

HUGH FINANCE. . . . Moe asked Sam to lend him \$100. Sam said he would lend it to him providing he return it Saturday. Moe assured him that he would, but when Saturday came around he didn't have it. So he had to borrow it from Joe. Joe insisted that he return it by Wednesday. With this Moe took the \$100 and paid Sam. Again when Wednesday came around he didn't have the \$100 to pay Joe. So he went back to Sam and said: "Sam, didn't I pay you as I promised last Saturday? Well, lend me another \$100, will you?" Once more Sam gave it to him with the understanding he'd get it back by Saturday. Moe took it and paid Joe on Wednesday. So it came to just this: every Saturday he would get \$100 from Joe to pay Sam and every Wednesday he would get \$100 from Sam to pay Joe. This went on for months. He was nearly exhausted when by chance one day the three of them met on the street. After introducing them to each other, Moe said: "Look, boys, I want you both to do me a favor. Joe, every Saturday you give Sam \$100, and Sam, every Wednesday you give Joe \$100—and for God's sake LEAVE ME OUT OP IT!"

AT THE NBC AUDITION. . . . Eddie Gardner asks: "Are you the fellow with the falsetto voice?" The canaried one answers: "No, with the false set of teeth." . . . An actor broadcasts: "Calling all hotels—calling all hotels—hold my trunks—I'll be back—in a flash—with the cash."

MAYBE I'VE GOT SOMETHING THERE! . . When vaudeville was the craze it was divided into two grades. There was the big time, called the two-aday (which played the seasoned performers only) and the family time, where vaudeville performers learned the art. (Some of them never didhello.) In other words the talented ones had to serve their apprenticeship before graduating to the big time. . . Why couldn't the same idea be carried out on the radio? For instance, use all the hours up to 5 p.m. for those new to radio and those who still need more polish and after 5 p.m. have only the big-time artists. The public would then know what it is all about. They naturally wouldn't expect Joe Dokes, who is on Statton IOU at 11 am. to be as funny as Eddie Cantor on WABO at 8:30 p.m. The listeners would appreciate this point and it would spur them on to the point of helping to push the Joe Dokes ahead in the event that he really was a clever comedian, singer, actor, or what have you? It would also give Joe Dokes he incentive to improve his work and the spensor would know when he bought an afternoon or a night show just what he was getting and paying for . . And most important of all, I WOULD GET MY MORNING PROGRAM BACK AGAIN—I'M AFRAID.

Chicago Chat

By NAT GREEN

AFTER sitting thru several shows featuring amateurs with professional A PTER sitting thru several shows featuring amateurs with professional aspirations and watching doing mothers coach their aspiring offspring we have sort of a "gone" feeling whenever the subject of amateurs is broached. And we wonder how many of these amateurs ever attain even medicore professionalism. Probably not many. We would be the last to discourage talent for the show world needs it. But some of the shows we have rather unwillingly squirmed thru are a downright imposition on both the audience and the embryo artists. No doubt those who are to blame for presenting youngsters before they are prepared to make a public appearance are the parents, who are sure their offspring have a brilliant future, and the teachers who are auxious to placate the parents by giving the kids a chance to show what they can do. At a recent show there were six or eight acrobatic acture presented by youngsters ranging in age from 7 to 17. Judging by the routines they presented, all must have been pupils of the same school and none were ready for a public appearance. It is a downright injustice to the kids to thus force them. Perhaps I out of 20 has possibilities. The other I9 will go along for a while—as long as the teacher can convince the parents that their children are latent stars, finally to become distillusioned and, fortunately, enter other fields. tunately, enter other fields.

With the thermometer hovering around zero, bathing suit manufacturers are doping out the styles for the 1938 season. At the recent convention of pool operators one of the questions asked was: "Will the women do away with "tops" in 1938?" Tops, as applied to bathing suits, refers to the upper portion of the suits, and for several years they have been becoming more and more scanty. A recent newspaper item stated that at many beaches next season no tops will be required. Replying to this assertion, the representative of a prominent bathing suit manufacturer stated that the reverse is true. "Bathing suits," he said, "have reached the irreducible minimum and 1938 will see a swing in the opposite direction. Tops will be more ample than they have been during the last few years and if you expect to go to beaches or pools next summer and see the ladies topless you're due for disappointment."

Now if MCA enters picture production it will have covered the entire amusement field, indoor and outdoor. . . Since its Hollywood expansion there is talk of the firm making picture shorts. . . Ray Kolb and Boso Snyder, of burlesque fame, are sojourning briefly in Chi. . . Big defined in Des Moines last Thursday when the A. H. Blank Circuit celebrated its allver anniversary. . . Have you noticed that the units that often fall to pay off are the ones that offer performers the highest salaries? . . A number of performers of our acquaintance have found this out—to their sorrow! . . Shannon O'Dea, whom we remember for her ability at making "openings at A Century of Progress, writes from Detroit that The Billboard sells so rapidly there that they are difficult to purchase. . . Thanks, Shannon! . . . We'll have to speak to our circulation manager about this . . . It has been estimated that the population of the Chicago area will be 5,0000 by 1940—which perhaps explains why some astute theater men are going ahead with expansion plans.

THEATER AUTHORITY VS CH

Mixup Has Acts In the Doghouse

Corelli pulls Equity, AFA turns - Petrillo threatens absentees with reprisals

CHICAGO, Dec. 13.—In its initial fight for recognition here. Theater Authority, Inc. benefit clearing house for actors' untoes and organizations, today tackled some of the city's most powerful citizens, and thru its executive secretary. Alan corell, reiterated that neither Equity not American Federation of Actors members will appear in Wednesday, Wicheley corell, reiterated that heither Equity por American Federation of Actors members will appear in Wednesday's Night of Stors at the Stadium unless the usual box-office percentage is turned over to 7A. The siffair is one of the largest of the year. being personally sponsored by Mayor Edward J. Kelly and other civic metables for Chicago's Christmas Fund. James C. Petrillo, musicdom's cear here and a Kelly stand-by, threatens to no orchestra music for all acts working in this area who have been invited to appear and refuse to show up. This bombshell was hurled into the battle siter Corelli's first visit to the mayor last Tucaday, when the TA was refused recognition, and Corelli subsequently ordered organized acts not to play the show.

Petrillo's Threat Front-Paged

Petrillo's Threat Front-Paged

Petrillo's threat was front-paged by
the local dailies and forced an emergency
meeting of the TA exect in New York,
which resulted in Corell's return here
that night. Today he has appointments
with both Petrillo and Barnet Hodes,
corporation counsel handling the benefits financial details, to repeat TA's
function and demands. At press time
the horns are still locked and it appears
setain that TA will not back out.

Prominent performers directly conterned over the outcome of the tangle
include Benny Fields, Gracie Barrie,
Mirlam Hopkins, Ruth Gordon, Paul
thas, Stell Waters, Dennis King, Leslie
Banks and others. They have been warned
by TA to stay away or face fines and
possible suspension. Fields, who still has
no more weeks at the Chez Parce and
then a week at the Palace Thester, and
a few of the other stars offered to pay the
sum of money TA would derive from
the beriefit just to call the whole thing
off, but were turned down with thanks,
as this is a fight for the org's principle
and setting of a precedent for future
benefit's here. Night spots and theaters
are also in a spot, eager to please the
TA and at the same time concerned over
the continued good will of the powers
behind the function.

Question Threat's Legality

Question Threat's Legality

The legality of Petrillo's threat is questioned, especially since Joseph N. Weber, president of the American Pederation of Musicians, long-distanced the local chief and urged him to co-operate with TA. Petrillo, however, has been known to carry out threats first and face consequences afterwards. Acts, as a result or results a result of the consequences of the consequences. known to carry out threats first and foce consequences afterwards. Acts, as a result, are panicky, fearing loss of future Chicago engagements if they stay way from the Night of Stars. Corelli stated that the Issue If not settled imicably will be brought up before AFM and if necessary before the American Federation of Labor. Unfamiliarity of TA here in the meantime caused the failles to print misleading stories which have put the org in the wrong light with the public. Printed stories left the impression that TA is robbing a slice of the proceeds and that it is only a New York organization trying to take out organization trying to take out

York organization trying to take our Chicago money.

In a wire from TA's president, Samuel A Scribner, to Mayor Kelly it was emphasized that TA asks 15 per cent of the scaling capacity, which is 15,000. While over \$300,000 has been collected thru Decial contributions, TA is only concerned with the number of tickets

Actress Lays an Egg

CAMBRIDGE, Mass. Dec. 11.—
Straight Scotch, the Harvard Dramatic Club's new show, didn't wait
until opening night to lay an egg.
During dress rehearsal one of the two
chickens used in the play did a piece
of business not in the script.

Muzak To Pass To Warner Bros.

NEW YORK, Dec. 13.—Muzak, sub-sidiary of Wired Radio, Inc., will shortly become the property of Warner Brothers, first negotiations having been com-pleted between H. M. Warner and Wadill Catchings, latter being Muzak president and Warner Brothers director. Muzak is a wired program service, delivering pro-grams by either telephone or electric wire and primarily engaged in selling such musical programs to hotels and cafes in New York.

Muzak represents an enormous invest-ment, it is understood, on the part of North American Corporation, which fi-North American Corporation, which in-nanced long-time experiments. It is reported North American dropped its in-terest in the firm recently. Muzak, by virtue of the money spent on experi-mentation, as well as on producing pro-grams, has never shown a profit, accord-ing to reliable information. ing to reliable information.

Warners' plans for their new acquistwarners plans for hear new acquasi-tion are being kept vague, altho it is claimed a program of national expan-sion will be instituted. A Warner official stated today that the large music li-brary owned by Associated Music Pub-lishers, Muzak affiliate, will also become

Warner property.
Warner interest in radio has been keen for a long time. They control Transamerican Broadcasting and Television Corporation and KFWB, Hollywood.
Transamerican has been building a network, with WLW, Cincinnati, and With as the pivotal points. Buying Muzak is regarded as further radio-television expansion activity on the part of the film-producing theater-owning company

(priced at \$1 each) used that night.

Outcome is keenly watched by the trade, as it is expected to be far-reaching in other branches of the industry. It may determine whether Petrillo has more power than the AFM, whether AFA ranks here will be strengthened by TA's invasion and whether this will spell finish to the benefit racket in this area. Corelli stated that TA has been corresponding with Mayor Kelly during Night of Stars time since 1925, but did not feel strong enough to ask for recognition until the present. Last night Corelli reviewed the situation with Frank Dare and Guy Magley, respective Equity and AFA reps here, who offered him their co-operation. Raiph Whitehead, AFA exec, was informed on the West Coast of the local battle, but other duties will prevent him from making a timely appearance.

Aircasters Get NAB Reorg Plan; To Hyp Assn. Income To Pay Bill WASHINGTON, Dec. 11.—A plan for ailment of the National Association of reorganization of the National Association of Broadcasters today was smalled to the only the country of the part of th

tion of Broadcasters today was mailed to every broadcasting station in the coun-try following two days of almost con-tinual conference by reorganizers Ed-ward A. Allen (WLVA), Edwin M. Craig (WSN), E. B. Craney (KGIR), Walter J. Damm (WTN)1, John Shepard III (Yankee Network) and Mark Ethridge (WHAS), as advisory member, and Com-mittee Counsel Philip J. Loucks.

mittee Counsel Philip J. Loucks.

The plan, which is preliminary to a final drafting, is submitted to the broadcasters for their suggestions and criticisms and use by the committee when it meets again January 5. The final draft will be submitted to the membership of NAB at a special convention, which the committee recommends to the NAB board of directors to be held February 14 at the New Williard Hotel, this city.

The riban calls for the abolition of

the New Willard Hotel, this city.

The plan calls for the abolition of the NAB constitution entirely and for the reorganized association to operate under a revised Delaware corporation charter. Basically, the plan now submitted to members and non-members alike calls for a paid president and paid secretary-treasurer, who are to be appointed by the board of directors. The secretary-treasurer is to be limited to purely and the board of directors. The secretary-treasurer is to be limited to purely ad-ministrative duties, while the president may have as little or as much power as the board of directors sees fit. Under the plan the board of directors will number 21 members, 15 to be elected from their own districts and six to be elected at large, the districts approxi-mating 26 members each. The president at the national headquarters is to have the amistance of a director of labor rethe amistance of a director of labor re-lations, a director of research, a director of engineering, a director of public rela-tions, director of law and a director of

NAB Take To Be Upped

NAS Take To Be Upped

The present income of the NAB, which approximates \$125,000 annually, is to be increased at least for the first year under the new plan to a quarter of a million dollars. It is recommended by the committee that the present system of levying membership dues according to the published quarter-hour rates of each member be shollshed, and in its stead a grouping or bracketing of stations by income groups so that the minimum yearly dues will be \$120 and the maximum \$45,000.

The reorganization committee in its plan recognizes that "Turuout the history of the broadcasting industry the association has been forced to negotiate with or oppose important and closely organized groups with adequate finances at their disposal. Lack of funds has handicapped the association in past years and would render hopeless the plan herein suggested. If it is decided that there is to be a strong, effective, serviceable and capably led and staffed association the members must agree to pay the bill." In short, the committee recognizes that the paramount or basic

sidered by the membership at the special convention it will of necessity operate under the constitution and by-laws under the constitution and by-laws that are now in effect, and the report or plan of the reorganizing committee can only be passed by a two-thirds vote of the qualified voting members present. However, under the by-laws of NAB 20 per cent of the association's membership constitutes a quorum, and allowing 400 members for estimating purposes, it is entirely possible that 60 members of the association could put the proposed changes into effect.

Managing Director Out

Managing Director Out
The committee's proposals if adopted
call for the termination of office for the
present board of directors and the paid
managing director, James W. Baldwin,
The committee states: "The office of
managing director is, of course, abollabed. However, the present board of
directors has contracted until next June
for that office. In order to clean the
slate and leave the new board free to
give effect to the recommendation herein, the committee recommends that the in, the committee recommends that the incoming board fulfill the financial requirements of this contract." The present minaging director is paid a salary of \$16,000 a year, and at this time this clause in the reorganization plan would require \$8,000 to buy back Baldwin's contract.

The committee stated that its plan results from suggestions of 83 NAB members and from the working rules and regulations of 80 trade associations.

Nashville Gazettes Give Radio Break

NASHVILLE, Dec. 13.—Local radio stations are expecting greater publicity since a recent realignment of the newspaper situation here. The Tennessean has eliminated the afternoon edition and is now a morning paper, while The Bonner has dropped its Sunday edition.

Radio until new has had little apper

Radio until now has had little space the gazettes, but the new publishing in the gazettes, but the new poset-up is granting more space.

Nashville Tennessean devotes a morning column to radio gossip, slong with achedules and art. The Sonner now gives a Saturday page to radio.

Set-up has local stations looking for greater publicity. WSM is particularly pleased as it now has almost 100 local entertainers (not counting hillbillies) in its organization who want local pub-

Rowland Dismissal Protested

NEW YORK, Dec. 11. — Protesting against the dismissal of Edward Rowland from the Federal Theater Project of the WPA, the International Alliance of Theatrical Stage Employees, Local I, stagehands' union, and the Theatrical Managers and Agenta' Association sent telegrams to President Roosevett, Mrs. Woodward, Mrs. Hallie Planagan, Paul Edwards and George Kondolf asking for the reinstatement of Rowland and compaining about the general management plaining about the general management of the local project. The above-men-tioned execs were conferring in Wash-

BROADWAY BEAT-

It's not often that a guy can be thankful that he's been turned down for a job—but Louis Sobol, Journal-American columnist, can be—and the job was on The Billboard. Plenty of years book, Sobol relates, he tried to get a berth as an advertising solicitor, beliene it or not, on The Billboard. But his application was turned down, and the astate contleman who showed him the door suggested that he was one of the worst solicitor prospects in the world and that he'd better stick to his writing.

WANTED

Venderille and Greux Acts for a two-day Benefit for little shool flushing. Must be good Prater for little shool flushing. Must be good Prater data that do two as show Acts. Were of write that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write Acts that do two as show Acts. Were of write allows the fact that most of the spieling is done by a woman—Alternate Hetal.

Labor Dept. Investigating Chi Milk Fund Circus Flop

CHICAGO, Dec. 11.—The flop of the recent Milk Fund Circus here is being investigated by the Department of Labor. Director Martin P. Durkin wants an explanation from Col. Frederick A. Lind. counselor for the abow sponsors, and is co-operating with the American Federations of the Color of the tion of Actors, whose members were stranded when the show folded. AFA has been planning to file suit against the sponsors.

30

Brasfields Combine For Indoor Season

SYLACAUGA, Ala., Dec. 11.—Rube Brasfield Players and Bob Brasfield Comedians have combined for the indoor season, the combination opening at the new 1.500-seat auditorium here last Saturday with two performance. This is Rube's fifth season here.

In the cast are Rube Brasfield, Elinor Humphrys, Wayne Bartlett, Bessie McNabe, Bob and Scoop Kent, Eddle Williams, Gus Shuez and Neva and Bonnie Brasfield, Bob Brasfield is still unable to work due to illness. "Slatz" Emanuel also missed the opening due to being ill.

also missed the opening due to being ill.

Thomas Community Players Locate in Tuckerman, Ark.

TUCKERMAN, Ark., Dec. 11,-G. W. (King) Thomas Community Players, who closed their regular touring season three weeks ago in Southeastern Missouri, have disposed of their old top and are now operating here under a smaller canvas, presenting straight pictures. Manager Thomas plans to remains here pending the purchase of a new top for the coming season, slated to open early in the senior.

the spring.
The new opera, Thomas states, will The new opera, Thomas states, will tour under a new Baker-Lockwood 45 yo top and will operate under the same policy of vaudeville and pictures in the show's established territory. Thomas reports that the trek just ended was a satisfactory one. He recently installed equipment in a dark house in Peach Orchard, Ark, and is running there on Wednesdays and Saturdays. Captain and Mrs. Tiller, showing schoolhouses in this section with pictures, were Thanksgiving guests on the Thomas show, with Mrs. G. W. Thomas. Mrs. V. E. Thomas and Mrs. Tiller preparing the big feed.

Wayland Players Doing Okeh

ASHLAND, Ky., Dec. 11.—Bennie Wayland Players, held for a second week at the Grand Theater here this week has been experiencing good business in Ohio, Kentucky and West Virginia in recent weeks. New members include Gene and George Belle Lewis and Tommy Burns, late of the Milt Tolbert No. 2 Show. Others in the roater are Bennie and Goldle Wayland, Fred and Billie Wayland, Irane Jeakina, George Baker, Jack Boyer, Billy Steel, George Smith, Sam Page and a line of six girls. Tommy Burns leads the five-piece ork.

KEITH GINGLES, well known in rep circles, is now en tour with Along Come Juliet, currently making one-nighters thru Pennsylvania and Ohio. Company is slated to close for the holidays.

WANTED FOR COMING SEASON

Texture or Families with own living accommodate Miners, Dancess, Conseident. Hay yeard own for all particular to the property of the property latter part of January. Write, don't wire, JACK C. GRADY, South's Farerite Yest Show, Kinston, N. C.

AT LIBERTY ETHAN ALLEN

Characters, all lites; Specialities, experienced Di-nector, Just chosed with Dallas Drankard Co. Chiffernia Shows with. Wire but salary. Address Marion Hotel, Mencoc, La.

WANTED SOUTH

"OIRCLE STOCK IN DEEP SOUTH,"

BRASFIELD BROS. COMEDIANS
WANT QUICK General Business Mas. Acade Nov.
Fiddle of Trombon. ALSO BUY, LEANE OF
ENT. Small Dramatic Could to felly Mussished
sult. Witte or wire "RUBE" BRASFIELD. Myr.
Spincesop. Als.

WANTED TO JOIN AT ONCE

savenile Leading Man who plays Sarophone or rouns. Must be youthful and clever. Circle now, at its summer. No time to dicker.

TILTON-GUTHRIE PLAYERS

THE FILM WEEKLY **AUSTRALIA**

Consuming the Motion Picture and Entertainment Field Generally,
Conducted by MARTIN C. BRENNAN.
108 City Tattersalis Building. Pitt Street, Sydney.
Agutealism Other of TME BILLEOARD.

Rep Ripples

JOHN D. FINCH writes from New York: "Am busily engaged here getting up in new dance routines that will be in my repertoire as a performer with Bill-roy's Comedians next season. I'm study-ing here under the guidance of my old friend Johnny Mattison, who has in-structed a number of present-day lumi-rates.

VAN AND DELLA BROWNE, former VAN AND DEALA BROWNE, former Midwest rep folks, are playing night clubs in Frederick, Md., and Baltimore, working three nights a week in each town. They plan to remain in that territory until early spring.

K. W. LEMMON, now in his 90th week with the Honry L. Brunk Comedians, pens that it's "just a real good show."

HARRY WEATHERBY is closing with "ScaBee" Hayworth's circle after three weeks as leading man. He plans to vacation thru the holidays

HARLEY SADLER writes that business in the Lone Star State continues very good for his show, despite much inclement weather.

A. ROSS ROBERTSON, well-known Midwest stock and rep actor and director, is now identified with Station WJR. Detroit, as one of the featured members of The Munmers, dramatic group under the direction of Charles Kenman. The group broadcasts five programs weekly.

BILLY HALL, who wound up the canvas season with John R. Van Arnam's Radio Barn Dance at Pompano, Pla., November 19, is now sojourning in Osteen, Pla. He was featured with the troupe as Uncle Ezra Jones the last three seasons.

JEAN LAMORE (Mrs. Skippy LaMore). of Skippy LaMore's Comedians, is un-dergoing treatment at Mitchell's Sana-torium. Three Rivers, Mich. She will be there about three weeks and would appreciate hearing from friends.

CHIC AND ESTELLE PELLETTE, wellknown repertoireans, the past summer with the Royal Palm Shows, carnival company owned and managed by Mrs. pened a line Boston.

spend the holidays at their home in Lake Helen, Pia. They will rejoin the Royal Palm Shows shortly after the first of the year.

BILLY WEHLE, of Billroy's Comedians, postals from Winter Garden, Fia., that he's aeriously threatening to jump north to get warm. "Don Palmer, Eddie Amos and yours truly have been here a week fishing, but it's so cold today (6) that we've broke camp and Don and I are going to Miami to join our wives," inks the Billroy manager. BILLY WEHLE, of Billroy's Comedians

LEON (BUD) DAVIES, formerly of the Galvin Players and other New Eng-land repertorre companies, is conduct-ing a Christmas pantomine with three assistants in a Boston department store.

"SLATZ" EMANUEL, who recently jumped to his home in McKinney, Tex., for a visit with the folks after winding up with Bisbee's Comedians, is con-fined in a McKinney hospital. Details of his allment are lacking.

MASON COISWELL, since closing more than two years ago as jure leading man with a Midwestern company, has been producing local talent shows in the Southland. He recently finished his second annual production for the Mobile Police Department, and has a show set for Montenerry Ala to been show set for Montgomery, Ala, to begin the first week in January, with other productions booked to follow in Birmingham, Dothan and Selma, Ala, un-der various sponsorships. He is making plans to launch his own circle stock in that area in the late spring.

KARL J. WALKER'S Gay New Yorkers, which began a stock run at the Roose-velt Theater, Mobile (Ala.) nabe house, on Thanksgiving Day, has folded.

FRANK AND GRACE GINNIVAN, of the Ginnivan Dramatic Company, have returned from a trip to Canada, where they enjoyed a pleasant vacation and succeeded in bagging a deer on a hunt-ing trip. They are now at their home in Pleasant Lake, Ind., reading plays and preparing for their next tent stason.

BOOB BRASFIELD has been confined to his bed for the last eight weeks with sciatica neuritis. Friends may write to him at Smithville, Miss.

LEONARD 8. TOWLE, veteran reper-toire advance and press agent, has opened a lyocum and speakers' bureau

Kansas City Jottings

KANSAS CITY, Mo., Dec. 11.—Harry Dunbar, who recently closed his North Dakota circle, is visiting friends and relatives in Memphis.

Harry Goldie, who has been with the Morgan-Helvey Players for the last three years, was spotted on the main drag here this week. Goldie says business with the troupe the past season was extraordinary.

Billy (Toby) Young's Comedians, after many weeks in Arkansas and Oklahoma, have invaded Texas.

E. C. Bickford, many years with Chick Boyes, is a recent arrival here from a Southern spot.

Nig and Jess Allen are making tenta-tive arrangements to open a Kansas-circle at an early date.

Jack and Grace Bell, after closing with the Orpheum Piayers, have gone to Denver.

Mr. and Mrs. J. Doug Morgan, after Mr. and Mrs. J. Doug Morgan, after

closing their show in Texas, are visiting their son, Doug Jr., in Long Beach, Calif.

Callf.
Kelly Masters, who recently closed his
Mississippi circle, will reopen after the
holidays with a new line of towns.
Jimmie Hull Players, who have been
doing one-night stands all season, have

doing one-night stands all scason, have changed to three-nighters. Creston Wright, former chief choker with the Town Hall Players here, was seen in the village this week. Juanita Loriz, singing ingenue with

the Morgan-Helvey Players the past season, is sojourning at her home in Des Arc, Ark

Darr-Gray Players opened an indefi-nite engagement last week in Jackson, Miles

Henry Brunk's Comedians will termi-

nate their tent season next week at Rotan, Tex.
Dick Darling, director with the Mor

gan-Helvey Players, is now wacationing

Bob Williams and Millicent Devers are

Bob Williams and Millicent Devers are recent arrivals here.

Maxine Martens, who closed recently with the Hazel McOwen Stock Company, is now sojourning with relatives in Iowa. Ned Wright, reteran agent and publicity man, formerly with Edgar Jones Popular Players, is now located here permanently in commercial lines.

Harry and Sue Dixon recently joined B. M. Goff's Comedians in Texas.

Neal Helvey, Jimmy Martin and King

Neal Helvey, Jimmy Martin and King Rector, after closing with the Morgan-Helvey Players in Texas, are playing

neitey reavers in Texas, are playing night spots in Miami. Frank Meyers, director with Skippy Lamore's Comedians the past season, was spotted on the local right this

Arnold and Thelma Kloxin are sojourning in a Kansas spot after a short

trip to Texas.

Eva Mae Burns has closed with the Wilder circle and is now at home in Boenville, Mo.

Cody Thomas, after closing wth the Kennedy Sisters in Texas, breezed into Kansas City.
Kansas City.
Consedians are

Kilgore's Comedians are making arrangements to open an indefinite en-

gagement in a Texas city soon.

Ward and Margaret Hatcher have closed with Augler Bros.' No. 2 show and have gone Southern Iowa. to their home in

Monte Montrose sojourned here brief-ly this week en route to his home in Shenandoah, Is., after closing with the Morgan-Helvey Show.

Frank Miller Plans Circle of Ohio Towns

CANTON, O., Dec. 11.—Frank F. Miller, seneral business manager of the Kinsey general business manager of the Kinsey, Komedy Kompany, repertoire company, is endeavoring to work out a plan of rotating stock in a half dozen Eastern Ohlo towns. Miller says he already has the assurance of several theater opera-tors that they would play one-night rep-ertoire. Miller said his plan was to play say or seven stands using the same by six or seven stands, using the same bull all week and awinging back over the same circuit in successive weeks with a new bill.

new bill.

Circle stock in some instances, Miller ears, would replace musical tab, which theater operators claim is losing its appeal, due largely to the similarity in their makeup. Miller hopes to have his circuit ready to operate soon after the first of the year. first of the year.

O'Dells on Stage and Air in Lubbock, Tex.

LUBBOCK, Tex., Dec. 11.—G. M. O'Dell Players have begun an indefinite stock engagement in downtown Lubbock, next door to Station KPYO. This town is the home of the Texas Tech, with an enrollment of 3,500, and the natives here are in the midst-of picking a record cotton crop. Business to date has been satisfactory for the company.

In the O'Dell cast are Eita and Shirley Pitts, Harve and Eunice Holland, Jean and Maxime Kenyon, Emma Kennedy, Dorlà Deloris, Charles Kenyon, Bie Roberts, Glovis Ketron and Earl Campbell. Holland, who formerly had out his own show, is producing comedian.

own show, is producing comedian.

Company is doing a 15-minute broad.

cast daily over KFYO.

Shakespearcans Move Westward

COLUMBIANA. O. Dec. 11.—Shake-spearean Repertoire Company, with James Hendrickson and Clare Bruse, now on its 10th annual tour, will close for the holidays December 19 after a 15-week swing thru the Eastern State. On January 3 company begins an extended tour of the Midwest and West, by the east besides Hendrickson and In the cast, besides Hendrickson and Miss Bruce, who handle the leads and manage the troupe, are Easine Sheldon. John Ireland, Vincent Copeland, John Burke, Howard Whitfield, Grace Mar-shall, Robert Gale, Ed England and Martin Gale.

Oban Plans Hillbilly Troupe

NASHUA, N. H., Dec. 11.—Col. Nathen Oban, of Nashua, who hast reason had out Oban's Musical Revue under cannak is formulating plans to launch a Speople hillibilly show next season, opening here early in June. He will play his same route. Col. Oban was in Lebanon, N. H. this week discussing plans for a special line of advertising plans for the new attraction with C. E. Shephard former agent and now head of the Shephard Advertising Service in Lebanon. Oban says the hillibilly troups will have three men on the advance.

Christy Obrecht Begins New Season in February

CHICAGO, Dec. 11.—Christy Obrecht in town this week, reports that his rep company closed a successful 41-week season in Minnesota, the final stand having been in Caledonia December 5 Company played under tent in the sumer and houses in the fall.

Obrecht is currently lining up a new cost and expects to start his new season.

cast and expects to start his new se-Pebruary, covering the same ter-

Genevieve Russell Comeback

TOPEKA, Kan., Dec. 11.—Ted North Players, in stock at the Capitol Theater here, this week presented Three Of Maids, featuring Generieve Russell (Ted North's mother), a former favorite of Topeka theatergoem. Miss Russell retired several years ago. She agreed to appear with the North Players here to appear the requests of her many friends here.

PRANK CUBA, Maurice Myers and Porrest Brown visited with Doo Schnei-der's Texans during the latter's recei-engagement at the Capitol Theater, Dephos. O. The Texans are a dally feature over WLW, Cincinnatt.

Magic

(Communications to Cincinnati Office)

CHARGES THAT Julien J. Proskauer, Opresident of the Parent Assembly, SAM, had exposed magical secrets via his private enterprise known as Stunts, Inc., were disposed of December 4 when members voted unanimously to find their leader "not guilty" of charges brought by Barkan Rosinoff, of Assembly No. 22, SAM. Los Angeles. Rosinoff's charges formally urged the ousting of Prosksuer from the SAM on the ground that he had exposed macic secrets for commercial purp Findings of the investigating committee, however, were that Prockauer was not guilty of exposing and was not guilty of any of the charges of breach of ethics any of the charges of breach of ethics which the California man had made. .

DON GREENWOOD infos that he's still keeping busy in Philly, playing private engagements exclusively. . . TUNG FIN SOO (Al Wheatley), current feature in the Vogue Room of the Hotel Hollenin the Vogue Room of the Hotel Hollen-den, Cleveland, gave a special performance Wednesday night, December 8, for the Magicians' Association of Cleveland. . . . PIERCE AND COMPANY, after winding up for the Meyers Agency at Washington C.H. O. December 7, journeyed home to Bechelle, Ill., for a vacation. They will resume January 18 in Kalamazoo, Mich., heading east to play around New York for a month. Pierce has recently added sev-rel new effects and has purchased a new a month. Pierce has recently added several new effects and has purchased a new cherrolet delivery seedan to tote the out-fit. . . VANTINE is concluding a fertnight's stand at the Chee Maurice, Delias, featuring his Mystic Cocktail Ber. Appearing with him is Cazan, the "girl Seedin!" . . EARL LOCKMAN, Chi muzish, presented his magic at the American Theater in the Windy City December 11. . LAFOLLETTE is playing your and club dates in New England between theater dates for the Keith office out of Boaton. Pit Parker is handling the bookings and Edward Burchell the publicity, . . MAQUIS will head south after the holidays, a jaunt he was indefinite stay.

DANTE has taken over the Winter Futting in his time these days hunting qual and revamping and sugmenting his act for a January 8 opening.

RAJAH KZPPLER is on his third month of school dates in Ohio with his mystery revue, comprising, besides himself, wither Weiss, marionette worker, James Schneider, tenor: Dorothy Haggard, contectionist, and Catherine Marsh, personality miss. C. BJORKLUND. Minneapolis magician-cariconist and the originator of several fariling close-up effects under the lame of Harry Conrad, has just placed in the market a new booklet, Comic Trick Caricons, presenting in concise form a number of novel stunts for strateur and professional chalk talkers. CARYL. BLEMING. president of

DUKE HALI

· · · CARYL FLEMING, president of

Permanent Address: Care The Billboard, CINCINNATI.

the Pacific Cosat Association of Magiclams and a national officer in both the SAM and IBM, has taken up with the Will Hays office the matter of guarding Will Hays office the matter of guarding magic secrets in film productions. Ho has saked that pictures containing magic sequences not reveal the modus operands of the tricks. As a result of a recent protest by Fleming one major studio eliminated soense from a film showing how to perform the Asrah and Disembodied Princess illusions. Fleming has offered to serve gratis as technical adviser on conjuring problems in pictures. . . SEVERAL SAM members have asked us why the entire SAM membership wasn't given a voice in the recent Julien J. Procksure expose "trial" and why the full responsibility in deand why the full responsibility in de-termining Proskauer's status was left entirely up to the Parent Assembly of the SAM, of which JJP is president. Our answer is, we don't know from nottin'.

NOTES

(Continued from page 27)

the Casino, Brooklyn, shuttered his new vaude policy December 5. House goes Italian opera December 12 and 19, with Italian opera December 12 and 19, with Italian pix in between until December 26, when former vaude and pix policy will be resumed. Briskman will distribute toys to the neighboring youngsters Christmas Day at the Casino. . . JACQUELINE JOYCE, formerly Dyna Dell, anticipating a European offer thru Guy Martin. . . JULIUS ROTH now managing Ye Trinity Bar and eat abop on Seventh avenue in the 40s. . . . JULIE BRYAN leaves the Ettings soon to accept a winter's engagement at to accept a winter's engagement at Bouche's Villa Venice, Miami Beach.

From All Over:

ADA LEONARD is back in Chicago after a fling in pictures. . . ZORITA opened a two-week engagement at the Palace. Buffalo, Sunday (12). . . JUNE ST. CLAIR opens at the Casino, Toronto, December 17. Booked by Milt Schuster, of Chicago. . . IT'S VALERIE, not Dorothy, Parks, who opens in the new Hirst show in Toledo December 17. . . . PLANE DEWEY MICHAELS was flying in and was forced down in New York. was forced down in New Trained in to Buffalo.

MILT SCHUSTER celebrated his 55th birthday December 13, with his brother. Leo, backstage guardian at the Gayety, Cincinnait, hitting the 61 mark December 15... JERRY PHILLIPS was forced out of the Gayety, Cincy, line zereral days last week, due to illness... MABEL WHITE, former talker-stripper, is now out of the business and residing at her home in a Cincinnait suburb... FIRST WEEK of the new stock policy at the out of the business and residing at her home in a Cincinnati suburb. . . FIRST WEEK of the new stock policy at the

Gavety, Cincinnati, last week falled to hang up any appreciable increase in business over the Hirst optics. Cold weather and the proximity of Christmas might be given as a reason. . . Jack Kane, Indianapolis burly impresario, is reported to be faring well with vaude at his Keith Theater in the Hoosier Capitol.

LET'S HEAR more from our West Cosat constituents. And here's an orchid for the program distributed by Fresno's Rex Theater. Small four-page, attractive job with cast and plenty of ads. Bobby Fitzsimmons, Jerry Ownes, Joe Miller, Phil Rand, Tex Carter, Jack Foley, Jim-my Hewitt, Melanie Le Beau, Barbara Mayo and Blanche Kendall are principals at the Rex.

ROUTES-

Texas Co-Eds: (La Fontaine) Huntington, Ind. h Ind., h.
Themas. Eddie: (Nat Club) NYC, Dc.
Thompson, Denny: (Mayflower) Akron, h.
Thompson, Lang: (Comnodore Perry) Toledo, h.
Thurn, Otto: (William Penn) Pittaburgh, h.
Try Tep Boys: (Jefferson Davis) Montgemery, Ala., h.
Tornny, Bob: (Powell) Niles, Mich., b.
Towne, Loren: (Peony Park) Omaha, Neb., nc.

Ulrich, Roberto: (Lobby Cafe) Junrez, Mexico,

Vanata, Vie: (Ritr) Bridgeport, Conn., b. Vallee, Rudy: (Paradise) NYC, me. Vanderbitt, Arthel: (Prandise): Monroe, La., h. Vanderbitt, Monroe, La., h. Vargan, Eddle: (Birmarck) Chi, h. Vell, Tubby: (Brant) Chi, re. Vocden, Vijan: (Broadway Tavern) San Antonio, De

nc. Wilson, Ray: (Rainbow) Grove City, Pa., nc. Winder, Bill: (Senator) Scattle, b. Winston, Jack: (Bal Tabarin) San Francisco,

Zelman, Rubin: (Caravau) NYC, nc.

(Continued from page 18)

W Wade, Johnny: (Romance Inn) Angola, N. Y.,

Wade, Johnny: (Romance Inn) Angola, N. Y.,
10.

Waldman, Herman: (Blackstone) Ft. Woeth,
1: (Olmos) San Antonio Nov. 29-Drc. 17, no.
Wardell, Tick: (Kungsholm) West Orange,
N. J., re.
Watkins, Ralph: (Yacht Club) NYC, no.
Waples, Bud: (Roosevell) St. Leois, h.
Warglaw, Jack: (Osan Madrid) Louisville,
KY., 75.
Watkins, Sammy: (Hollenden) Cleveland, h.
Watkins, Sammy: (Hollenden) NYC, no.
Webb, Joe: (Queen Mary) NYC, 16.
Webr, Marck: (St. Paul) St. Paul, h.
Welk, Lawrence: (St. Paul) St. Paul, h.
Weiner, Michael: (Old Romansinan) NYC, re.
Weiner, Michael: (Old Romansinan) NYC, re.
Weiter, Leo: (Michigan Tavern) Niles, Mich.
Cc.

Wester, Lee tabengan San Antonio, no.
Wester, Ernle: (Gleam) San Antonio, no.
Wester, Palmer: (Baker, St. Charles, Ili., h.
Wester, Bus: (Palais Royal) St. Petersburg,
Wester, Bus: (Palais Royal) St. Petersburg,
Williams, Sande: (Astori NYG, h.
Williams, Joe: (Mark Twain) Hannibal,
Mo. h.
Williams, Charlle: (Checker) St. John, N. B.
nc.

Woodfield, Harry: (Rofbrau) Canton, O., c.

linstrelsy

By BOB EMMET (Cincinnati Office)

LIVE WIRE CLUB, of the Binghamton (N. Y.) Chamber of Commerce, will produce a minstrel show on the stage of produce a ministrel show on the stage of the Spanish Balfroom in the Arlington Hotel there on the night of January 20. There will be a cost of 40, including a 16-piece orchestra. Production will be in charge of Cecil B. Mastin, former concert singer and now manager of WNBP, Binghamton, and Tib Tobey.

VOLUNTEER FIREMEN'S Drum and Bugle Corps. Chester, W. Va., will pre-sent its annual minstrel show December 17 in the City Hall there. Show is being directed by Harry Hunkin, and music Orchestra.

CHARLES E. WALSH, endman and general performer: born in Boston in 1865. First minatrel engagement with Primrose & West; subsequent engagements with other minstrels and in dramatic stock and musical comedy. Present activities: an occasional charity performance. Now residing in \$4, Petersburg, Fla., for the winter.

HARRY FRANKEL, minstrel veteran known to millions of radio listeners as Singin' Sam, served as interlocutor in the minstrel first-part presented as a feature of the Coca-Cola "Song Shop" program over CBS Friday night, December 3. Prank Crumit sang Mendy and Me, besides doing a Sambo end. They put over the old minstrel spirit in splendid fashion.

J. AUSTIN TRAINOR, former minstrel and dramatic stock performer, was re-cently awarded the Canadian Drama Award for the Dominion of Canada. Trainor has been engaged in show business for many years. A Canadian press dispatch carried the news from Victoria, B. C.

MINSTREL MEN, active and otherwise, are requested to send their biographies to Prof. Walter Brown Leonard, Glena Palls, N. Y. Biogs from Leonard's col-lection will be published in this column from week to week.

New York. "Would like to read a line from some of the friends of my old derby days," writes Curly.

MRS. ANNA PAINTER, mother of Al Painter, marathon dance and roller derby promoter, was stricken with a ruptured appendix and rushed to a private hospital in Mismi last week. Mrs. Painter recently passed her 75th birth-day. Doctor says she has a fighting chance to pull thru.

SALT KATE CITY SHOW, which wound up recently after 984 hours, was won by Al Zuckerman and Betty Robertson, with Sammy Lee and Betty Lewis running second and Jack Murray and Viola Thompson, third.

SAM SIMON, St. Louis endurance show fan, writes in to inquire if Jack Murray, "Rubber-Legs" Martin and Al Zuckerman are with the walkie in Phoonix, Ariz. Shoot in a line, boys, and give



HOME TALENT BOOKER

NEWCOMB, West Englewood, N. J.

Endurance Shows

JOHN SHARKEY PERUGINI, after

winding up a little trip, has returned to Waterbury, Conn., where he is resting up at the home of his parents. "I would like to know what Charlie Smalley, Nora Branch, V. Branch, Eddie Leonard and Mon Branch are doing," Johnny writes.

KENNY GRUWELL postals from Al-hambra, Calif., that he just arrived home from B. W. Johnson's show in Houston, which, he saws, ran two days. "There will be no more out-of-State shows for me for some time," Gruwell seribbles. He is anxious to read a line in these columns on old friends. on old friends.

MARVO THE GREAT, son of Ernie Meele, walkie promoter, and himself well known in the endurance field, is still working Cincinnath niteries with his nov-elty electrical mechanic-man turn, wherein he lights an assortment of neon tubes by mere contact with his body. Marvo has been in the Queen City for the last seven months and expects to remain over the holidays.

KENNY WERKMAN is now sojourning

JERRY (THE LUO) BRESNAHAN, ongaged in the endurance field for more than 18 years but out of the game the last three years, is now working Chicago niteries, being current at the Bungalow Club, that city. Jerry plans an early re-turn to the walkies and writes that he

would like to read a line on Earl Brooks, Ann Lawrence, Phil Murphy, Etze Bachoruck, Benny Friedman and others.

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 folks. You can do it with a penny postcard.

INQUIRIES HAVE BEEN received re-INQUIRIES HAVE BEEN received recently on the following: Harvey Ruble,
Ted Brown, Phil Murphy, Buddy Borresen,
Larry Troy, Johnnie Prebish, Duke Hall,
Dr. Mary B, Graham. Guy Swartz, E. Earle
Schillinger, Curly Cohen, E. M. Read,
Jimmie Gable, Lefty Craig, "Snake Hips"
Campbell, Porky Jacobs, Dick Sayer, Billy
Mesgher, A. C. Ashley, Opal Ferdig, Jimmy
Iraac, Bill Cooper and Jimmie Glynn.
Shoot in a line and let your friends know
where you are and what you're doing.

BUD GANNON is back at his dad's ranch in Lindsay, Calif, where he hopes to settle down for a while. His dancing partner, Billie Appel, is at her home in Wellston, Mo., for a rest. They plan to resume dancing in the spring. Both are anxious to read a line here on their old friends. old friends.

CURLY CLARK, who in the past has presented his fire act with various en-durance shows, pens that he's still doing the turn, but that he's now working for Billy Rose at the latter's French Casino,

BARRETT-Edmond, 53, actor, author BARRETT—Edmond, 53, actor, author and playwright, December 1 at his home in Tampa, Pia. For many years he toured with his company thru New York and at one time was leading man at Castle Square Theater, Roston. He had recently been connected with a Pederal Theater Project in a managerial capacity, Survived by his widow, known professionally as Charlotte Mayme Claire, and a son, A. J. Barrett. Services at Greeman Mortuary, Tampa.

BYAL Mrs. Edith. Newboles, 72 moth-

BEAL—Mrs. Edith Newboles, 72, mother of Jennie Bernice, of the Williams and Bernice act, at her home in Evansville, Ind., November 23 of angina pectors. Interment in Oak Illi! Cometery, Evansville. Survived by a son and five daughters.

BEATY-Mrs. Laura, 73, mother of Sam and Walter Beaty, with the J. J. (Chick) Allen concessions on the Rubin (Chief) Allen concession on the Russia & Cherry Exposition, November 30 at her home in Atlanta. Survived by two sons and two daughters, Mrs. W. C. Lowery and Mrs. A! Rocke. Services De-cember 2 and burial in West View Ceme-

tery, Atlanta, BELL—James, 59, recently, following a collapse while filming underwater scenes for an Australian picture at Barrier Reef.

Queensland, Australia.

BUETON-Evelynne, 24, former Chi-BUSTON—Everythe, 29, former chi-cago Civic Opera dancer and owner of a dance studio in that city, killed in an automobile accident in Chicago Decem-ber 5. Fuperal and burial in that city December 8. Survived by her father, three brothers and three sisters.

DE ROVEN-Jean, 22. Brooklyn dan-

DE ROVEN—Jean, 22. Brooklyn dancer, for whom a search had been made since July 25, when ahe disappeared, found by Prench police, murdered, in St. Cloud, France, December 2. She had been touring France with her aunt.

DRISKELL—Occar L., for the past 10 years a carnival concessioner, November 23 in Paragould Rospital, Paragould, Ark., after a two weeks illness. Survived by his widow and son.

DUCY—Helen, 27, abought, December 2 in Springfield, O., after an illness of two months. She was the former wife of Dutch Moon, comedian, and for the last 12 years had appeared with various tab and burlesque attractions in the Middle West. Survived by her husband, W. H. Evenburg, and her mother, of 2011

Middle West Survived by her husband, W. H. Evenburg, and her mother, of 2011 Encadway, Fort Wayne, Ind.

EICHENBERGER, Edward, 63, known in show business as Eddle Wilson, was found dead December 4 at his home in Cairo, III. Burial in Du Quoin, III. Survived by a brother.

PARRY—Marise, French opera-comique star: in Paris November 23.

FITZGERALD — Mrs. Margaret Kennede, 88, mother of Harold J. Fitzgerald,

pedy: 88 mother of Harold J. Fitzgerald, general manager of the Pox-Wisconsin Corporation, November 23 at her home in Milwaukee. Survived by two sons and

in Milwaukee. Survived by two sons and two staters.

GOODING—John E. 72, owner of Puritas Springs Park, Cleveland, in Lake-adde Hospital. Cleveland, December 11. Be was born in England, coming to Orwell, O., when 4. He spent a number of years with carnivals, making fairs thru the Middle West, and owned one of the first horse-motivated Merry-Go-Rounds. He aided in designing new attractions and by the time he was 25 owned several units of rides. In 1801 Gooding located in a grove near Puritas

Laddie Cliff

Laddie Cliff, 46, preminent English

Laddie Cliff. 46, prominent English comedian and producer of many London auccesses, died of pleurisy and compileations in British Sanitarium. Montana. Switzerland. December 8. He became ill last August while rehearsing for Grazy Bays.

Cliff, in private life known as Clifford Albyn Perry, was born in Bristol, England. September 3, 1891, and made his atage debut when six with the Calvesto Concert Party in Lorwick, Shetland Islands. Three years later, in 1990, he made his first London appearance at the Crystal Palace.

He was first seen in this country in 1807 at the old Colonial Music Hall. New York, and for many years appeared on American atages with musical comedies and in vaudeville. As Henry, in Tonight's the Night, in 1915, he mode one of his last American appearances. For the last 17 years he had been associated with Stanley Lupino in London productions.

He was a member of the Frisre.

He was a member of the Prists, Lambs and Adventurers clubs, New York, His widow, Phylis Monkman, actress, aurvives.

The Final Curtain

Springs and the park gradually expanded to one of Ohio's ranking parks at one time. Survived by a daughter, Mrs. Pearl Visoky; three brothers, James, Fred and William, and four sisters, Mrs. Bessle Knight, Mrs. Emma Scaly, Mrs. Ela Grif-fin and Mrs. Lucy Clarke. Services December 14.

HALL-Frank (Dad), 71, HALL—Frank (Dad), 71, for many years a prominent figure in Uniontown, Pa., theatrical circles, in a hospital in that city December 6 of Bright's disease. He had been ill for several months. A native of Westerfield, Mass., Hall went to Uniontown more than 30 years ago and was known to thousands of tabloid performers who for many years played the old Dixie Theater there. Early his carrest he operated a nickelodeon. played the old Dixic Theater there. Early in his career he operated a nickelodeon, later founding the old Dixie, now the Capitol. He retired about 10 years ago. Survived by a brother, Percy, of Westfield, Pa. Services at Johnston's Mortusiry under auspices of the Elka, Body was sent to Pittaburgh, December 8, for cremation.

HAYS-Thomas, 45, night club enter-tainer, November 30 in East Liverpool, O. Survived by his widow and two

HAYS—Thomas, 45, night club entertainer, November 30 in East Liverpool, O. Survived by his widow and two children.

HUTH—Richard, 69, Syracuse musician, December 6 following a heart attack. He was a member of the Syracuse Musicians' Protective Association and was born in Germany. Services at Schumacher's Memorial Home, Syracuse, December 9, and burial in Woodlawn Cemetery, that city.

JOHNSON—A. G., 28, former secretary-manager of South Mississippi Pair Association, Guilport, Miss., December 7 at his home in that city. He was a native of New Orleans. Rites December 8 in Guilport and interment in New Orleans. Survived by his widow and two sons.

KRANZ—Alfred G., 68, retired stage and screen actor, at his brother's home in Providence December 2. Born in Brockipt, Krang went to Providence as a youngster, making his professional debut in that city. He played in stock in Boston and toured with Hanlon Brothers. Later he was seen in character sketches on the old Keith Circuit. Four decades in the profession included appearances in some of the first silent movies, road shows and stock companies.

McCANLES — Joseph C., 68, former musician with circuses, vaudeville troupes and director of the University of Kansas Band, at his home in Lawrence. K@n., November 29 of a heart aliment. He retired in 1935, Survived by his widow, two daughters, a son, three brothers and two sisters. Services and burial December 2 in Lawrence.

MAITLAND—Nina, West Coast stock actress and daughter of the late Pauline Maitland, actress, November 19 in San Francisco, She was a member of the old Vauderille and Dramatic Artista' Club, Oakland. Calif., and was known in private life as Mrs. Arthur Fisk. Survived by her daughter. Mrs. Horace Green, and a sister, Mable, of the vaude team of Welsh and Maitland.

MANSFIELD—Mrs. Matlida Frances, 72, mother of Edgar Manafield, manager of the Regent Theater, Kansas City, Mo., November 20 at her home in that city, Services November 27 at Shell Chapel. Xanas City.

November 26 at her home in that city. Services November 27 at Shell Chapel. Kanas City.

NEIL—George, 82, tenor, who formerly trouped with Sir Harry Lauder, December 7 in Toronto. He sang before the late Kings, Edward VII when he was Prince of Wales and George V.

O'HARA—Walter, for 12 years connected with the 20th Century-Fox sales department, Montreal, in that city recently. Services and burial December 3. Survived by his widow and five children.

PHILLIPS—Charles Henry, 29, former acrobat, December 1 at his home in Mystic. Conn., after several weeks' illness. During his career he had appeared with the P. T. Barnum. Barnum & Balley, Stone & Murray and the Murray shows, but for the past 53 years had been sexton at Noank Valley Cemetery, Noank, Conn., where he was buried. Survived by a daughter, Mrs. Ethel Murphy, of Noank, and a son, John, of Mystic.

RECCO-Frant 57, for 30 years a RECCO-Ernet. 57, 107 30 years a vandeville comedian known professionally as Ridiculous Recco, in a Montreal baspital December 3 shortly after working his set at a theater there. He had Benkert, secretary of the Chicomplained of internal pains for several tion of Musicians, and Heie days and collapsed in the wings of the

theater. Survived by his widow and two children. Services and burial in Presport, L. I., N. Y., his home.

SHERIDAN-Phil, 50, orchestra leader SHERHIJAN—FAIL, 50, orchestra leader and drummer, December 1 when he leaped from fourth floor of a Spokane (Wash.) hospital. Ill health was blamed, he was a native of Missoula, Mont., where he organized a band that played thruout the Northwest, Survived by his wildow, Leighte, the obblights. Carolina widow, Louette: two children, Caroline and Philip Jr., and a brother, B. L. Sheridan, of Paola, Kan.

SHERMAN-Frank P., 75, former op-erator of a dramatic stock company, in a hospital in Topeks, Kan., November 21. A native of Holland, he came to 21. A native of Holland, he came to this country when 18 and spent 50 years in show business. At various times he directed light comic operas and appeared with the Bybee Players and various "Tom" shows. Since retiring two years soo he wrote several plays. Survived by his widow, Mrs. Frank Mason Sherman, of Larned, Okla., and a brother and stater residing in Holland. Services November 23 and burial in Larned Cemeters. Cemetery.

SCHIEF — James W., former well-known tent repertoire manager in the Middle West, at his home in La Harpe, Ill., December 1 following an illness of several months. Originally a character actor in stock, Sights formed his first tent show. Sights Comedians, in 1808. Prior to that he was associated with W. Maxam in the operation of the Maxam & Sights Comedians. He retired several years ago. Services and burial under Masonic auspices in La Harpe December 4. Survived by his widow, Fauline, and several brothers and sisters.

SPEAR—Mrs. Jennie, 91. mother of Fred L. Spear, widely known Kansas City (Mo.) showman, at her home in that city December 2 after an illness of seven months. She suffered a hip fracture last June and never recovered. Mrs. Spear came to this country from Ger-

last June and never recovered. Mrs. Spear came to this country from Germany when she was 12 years old and for 33 years lived in Kansas City. Also survived by two other sons. Milton L. and Leon M. Spear, both of Kansas City. and a daughter. Mrs. Henry Landman, of Ft. Worth. Tex. Services December 6 at Eylar Chapel, and burial in Mt. Morish Cemetery, Kansas City.

STERN.—Mrs. Fannie, 67, mother of Harold Stern, band leader, December 7 of a heart attack at her home in Brooklyn.

Brooklyn.

of a heart attack at her home in Brooklyn.

STEVENS—Dorothy, 28, former showgir, in Los Angeles December 7. She had appeared with The Checker Girls and Billy Hall's Comedians and also toured with muscal tabs and carnival girl shows. A native of Glens Palls. N. Y., she retired 10 years ago with her marriage to Carl Wurster, who survives, as does a sister, Mrs. John King Jr., of Glens Palls. Services and burial in Los Angeles December 9.

STOUT—O. E., 63, for the past 10 years secretary of Richwood Tri-County Pair, Richwood, O., in that city December 8. His widow survives. Services and burial in Richwood.

STRAEHLE—Bob. 46, manager of the Moulin Rouge, Oakland (Calif.) burlesque house, in Oakland November 24 of a threat infection.

WENTZ—Mrs. Anna Marle, mother of the late Mrs. James Anderson, December 8 at her home in Louisville, Survived by three daughters, Mabel Wentz, Mrs. Loraine Sinkhorn and Mrs. Lillian Kleier, all of Louisville.

of Louisville.

WINNERS—Norman, circus and car-nival trainmaster, December 3 in New York. Survived by his widow. Services and burial December 8 in Jamaica, L. I.,

WILLOUGHBY-Joseph, 43, vaude, tab WILLOUGHBY...Joseph, 43, vaude, tab and burlesque performer, in Chicago December 5 of pneumonia after a short illness. Shortly before his death he appeared in burlesque at the State-Barrison Theater, Chicago. He was born October 6, 1894, in Grand Rapids, Mich. Survived by his widow, Jimsie, and a sister, Margaret, both performers. Services December 8 and burial in Oakhill Cemetery, Chicago. tery, Chicago.

Marriages

BENKERT - SCHUEBERT - Edward A. Benkert, secretary of the Chicago Pedera-tion of Musicians, and Helen Schuebert

BERTELL - ORAHAME - Jack Berteil BERTELL - ORAHAME — Jack Bertell, artist representative and head of the Jack Bertell Agency, New York, and Miriam Grahame, vocalist, in City Hall, New York, November 29.

PIELDER-JANOSKI - Herman Fielder, Dover, N. J., nonpro, and Mazle B. Jan-oski, known as Jolly Mazle, fat girl with Cole Bros.' Circus the two past seasons. in Dover December 4.

HENDERSON-MYERS - Jack Hender. son, dramatic actor, and Betty Myers, vaudeville performer, in Cincinnati December 14.

cember 14.

JOOSS-HUEBNER — Martin J. Joses, orchestra musician, and Adeline Huebner in Greenville, Wis., November 27.

KETCHPAW-REGNER — E. E. Ketchpaw, nonpro, and Sylvia Mae Regner, an employee of the Pox Film Distributing Corporation, in Milwaukee November 25.

LIBERMAN-O'BRIEN — James Liberman, New Orleans, formerly with Ringling Bros-Barnum & Balley Circus, and Mary Elen O'Brien, Dallas Donpro, in the latter city December 6.

SHAW - FOSBERG — Fred Fosberg, sportaman, and Wini Shaw, musical condy player and singer, in Englewood, N. J., December 6.

STARHEMBERG - GREGOR — Prince

STARHEMBERG - GREGOR - Prince STARREMBERG - GREGOR - Prince
Ernst Rudiger von Starhemberg, former
Vice-Chancellor of Austria, and Nors
Gregor, leading actress of the Bourg
Theater, Vienna, in Kahlenberg, Austria,
December 2.
WEBB-MASSOBA—James W. Webb 37,
secretary-treasurer of Russell Bros. Circus, and Marguerite Pierre Massoba, of
New York, in Rolla, Mo., December 4.

Coming Marriages

Nell Wallace, news announcer for Station WEEL Boston, and Evelyn Scott.
Brockton, Mass., private secretary to Del
Castillo, Station WEEL production manager, Christmas week.

Mildred London, publicity department
employee of the Warner Theater, Cleveland, and Milton Gurian, United Artists
esiesman in Cincinnati, December 19
John Field, manager of the Stratford
Theater, Chicago, and Margaret Abeam,
soon.

soon.

Mario Braggiotti, of the piano team of Pray and Braggiotti, and Mary Melville Clow, Lake Forest, Ill., in Chicago in

January.

Marjorie Helen Lesser, daughter of 801

Marjorie Helen Lesser, daughter of 801 Lesser, head of Principal Productions, and Morris Pfacizer II, of Philadelphia, next March.

Births

A daughter to Mr. and Mrs. Bob Avalon Jr. in Ford Hospital, Detroit, recently. Father is a member of the Fire Avalons, acrobatic team.

A 6½-pound son, Leon Michael, to Mr. and Mrs. Bennie Benefiel in Muscatine, Is., November 23. Father was formerly special agent for Sol's Liberty Shows.

A 9½-pound son to Mr. and Mrs. Rudy Cavell in St. Vincent's Hospital, New York, recently. Mother is the former Mitzi Escalanta, model and showgiri.

A nine-pound son, Warren William, to Mr. and Mrs. John Bunts in Oibsenburg.

Mr. and Mrs. John Bunts in Obserberg.

O., December 1.

A son, Frank W., to Mr. and Mrs. Lloyd Bacon in Los Angeles December 5.

Father is a motion picture director.

A six-pound son to Mr. and Mrs. William Lang in Hahnemann Hospital.

Philadelphia, November 28. Father 8 announcer at Station KYW.

A four-pound daughter, Carol, to Mr. and Mrs. Joseph Cidd in Flower Best.

a four-pound gaugater, Carol, to Mand Mrs. Joseph Caida in Flower Bespital, New York, December 6. Father is editor of the Wholesale Merchandies section of The Billboard and a member of the advertising staff.

Divorces

Ruth Etting, stage, screen and radio singer, from Col. Martin Snyder in Chi-cago November 30.

Mary Higley, nonpro, from Philo B Higley, New York playwright, in Reno November 30.

Helen Meher Herbert from Clifford V. Herbert, son of the late Victor Herbert.

composer, in Los Angeles December 1
Gloria Holden, film actress, from
Harold Winaton, New York dramatic instructor, in Los Angeles December 2.
Evangeline Stokowski from Leopold
Stokowski, conductor of the Philadelphia

Stozowski, conductor of the Philadely Symphony Orchestra, in Las Vegas, Nev. December 2.

Anne Brooks Clark from Raymend Clark in Tallulah, La., recently.

The Forum

Denver, Ind. In the Chi Chat by Nat Green in De-cember 11 issue of The Billboard It was mentioned about performers taking chances in regards to Chicago Milk Fund

Circus. I think most acts were booked thru Chi-Act Blames Agents in Chi
Circus Flop

Circ

and in one hour was on my way out of Chicago. While we did not receive any money, we got lots of good bookings while there and will open December 25 in Chicago for the Shrine, booked by Orrin Davenport. CARL SOLT.

Will you please permit me to remind Dave Vine thru The Forum that his dites are inaccurate regarding Archie Leech (now Cary Grant)? Archie never played Pan time Until 1925, and Tom Lomas never owned an act at a council an act

Time Attributed owned an act at the time Vine To Archie Leech are these: Bob

are these: Bob
Pender had the
act and we played KAO time from 1921
to 1925. I used to keep Archie's suits
in my trunk, so perhaps I should know.
He paid me 50 cents a week.

JACK ROBERTS.

Columbus, O.

Recently The Mixer in Midway Confab
in The Billboard wondered who origirated the game called Guess Your Age
and many people are interested in
knowing the facts, so it is for them and

The Mixer that I am writing this note. I am the sole discoverer of this carnival reversible Guess-Age Game no one can discovered the sole discoverer of this carnival reversible.

no one can dispute this fact.
The idea was originated at Great Lakes
Exposition, Clereland, the past summer
and newspapers there gave me tremendous publicity, which was instrumental in the success of this enterprise.
The BUILDERS to a mental the summer and the summer are the summer are the summer are the summer and the summer are the summer are the summer are the summer and the summer are the summer ar mental in the success of this enterprise. The Billboard, too, gave me a valuable plug. So, Mr. Mixer, let all the world know, not for the glory that it might bring, but only for a self-satisfaction that comes from knowing that a successful idea has been given its proper recognition.

JOE HORWITZ.

Savannah, Ga.

Regarding the write-up in Midway
Confab in a recent issue of The Billberd as to who has the highest rigging,
I would like to ask Frank Cook if it
would not be more interesting if he
would nak w ho
Question About
High Riggings
Not Complete

Savannah, Ga.

Not Complete

the Complete because the one who has the highest rigging is not been in this country 23 years and in they business 33 years. I think I have seen just a few high riggings. PRED RECKLESS.

I am writing for some information reparting the following matter, as I colbet old-time recitations and songs. I
would like to have the earliest copy that
can be found of
Seeks Earliest known as The Pig
Get In and Stonies

Copy and Info
On "Pig Poem" any information regarding it. It is also known under other titles, some of which are Oink, Oink; You Can Tell a Man Who Bootes by the Company He Chooses, Judged by the Company One Keeps. It was originally an old recitation or poem on the order of The Face on the Barroom Floor and it appeared in papers like The Boston

ton Globs 15 or 20 years age. The text of the poem was something similar to this:

Oh, how well do I remember,

"Oh, how well do I remember,
It was one day has December,
I was strolling down the street with
manly pride,
And my heart was all a-flutter,
As I lay down in the gutter,
And a pig walked up and laid down by
my side.
As I lay there in the gutter,
My heart atll all a clutter.

As I lay there in the gutter,
My heart still all a-flutter,
A lady passing by was heard to say
"You can tell a man who boozes
By the company he chooses,"
And the pig got up and slowly walked
away."
Later on a melody was set to the popular

away."

Later on a melody was set to this poem and several versions of it were sung. If I remember correctly, Fred Bowers, of Horwitz and Bowers, sang it at least 15 years ago in vaudeville, and I believe I heard others do it about that time also. I will greatly appreciate the earliest date that you can find the "Pig Poem," either in prose or set to music. either in prose or set to music

JACOB SEGAL.

Aurora, Ill.

Two years ago I found I was not getting the booking I formerly got, due to the fact my prices were too high. The other magic boys were working cheaper and getting all the work. I kept up my price and kept Improving my show and today I have more dates to play and am enjoying a good season. In all the years I have been a magician I have always tried to do what the other boys are not doing and thus I find it easier to book my show. So let's try to keep away from the other fellow's stuff and think up our own magic and we will all be working again. I find that as soon as one magician has a trick that goes over all of the boys will put the same trick in their show, expose it and kill it with the public, thus making it harder for all to keep working. WILLIAM F. BECKER.

Lawrence, Mass.

I have been wondering if any readers of The Forum could enlighten me regarding some of the problems which I find I cannot solve myself. I wonder when unknown songwriters will get a much - needed break. I wonder when publishers will help us instead of discourseling us. I wonder if publishers ever considered that some unknown in the publishers could make money for them as consistently as their "contracted writers." I wonder if they realize that the best composers today were once unknown. I wonder if one has to write a symphony to be recognized. I wonder if a song having been played but once to a flattering applause and literally whistled and hummed by the listeners would scerue a profit for publisher and composer. I wonder how publishers really consider new writers. I wonder if they consider them at all. I wonder if they consider them at all. I wonder if the business is too "exclusive" to crash and whether I should desert my only "design for living." I wonder when name bands will lend a more accessible helping hand to their less fortunate brethren. I wonder if any, other unknown songwriters would care to discuss their careers with me.

JACKIE DER.

Hachita, N. M.

My exposure of songabarks and their renewed international activity in The Forum of November 13, and which also discussed the problem confronting the unknown and struggling songwriters and called attension to a plan conceived to a chieve success.

Response From Songwriters

achieve success for them by co-operation, brought Songwriters surprisingly few inquiries. Have filled those names and addresses for further reference. It is obvious that a

certain number of writers are necessary to form such a co-operative associa-tion, and that I cannot divulge the details of the plan unless sufficient interest is taken by writers to promise the materialization of the plan, which guarantees a genuine break but does not guarantee success to each one, as the potential hit writers must be selected from among them by the great American from among them by the great American public. When it is considered that thousands of writers fall for the songaharks it is surprising that so few show any interest toward a fair and feasible solution of their problem, which will be presented to them for their consideration and will not put them under obligation to join. I hope that talented songwriters will take an immediate interest and apply for information by sending self-addressed stamped envelope.

ALBERT E. BADER.

Savannah, Ga.

In regard to Prank Cook's letter in The Billboard of December 4, in which he asks which act has the highest rigging, I would like to state that I beging, I would like to state that I beging, I would like to state that I beging. I should like to state that I beging. I should like to state that of the Sky Lady, who Rigging Is Used

Rigging Is Used

By Sky Lady

Savannah, Ga.

Savannah, Ga.

Savannah, Ga.

It should like to state that of the Sky Lady, who Georgia - Carolina Agricultural Fair in Savannah. Ibelieve that all

abownen who have seen this rigging will say the same. I also would like to see this question settled in a friendly manner. WILLIAM B. KEESECKER.

For some time I suffered from a cold every winter and all winter long. After going to doctor after doctor I concluded

that a cold was caused from a poison atomach and that

Offers Own
Cold Remedy
To Actors

Core after doctor I concluded to most atomach and that it was the poison ach that made the nose, throat and lungs sore.

Bellen a chemistry

To Actors

Being a chemist, I decided if this were true I was never going to have another cold. That was 10 years ago and I swear I haven't had a cold since. Not only that but I have helped hundreds of friends. The remedy I think should be published for the benefit of actors who lose time and money because of colds:

(1) In the morning take the juice of two lemons in a large glass of water. (2) Drink plenty of water and eat no meats or sweets. Take lots of fruits, vegetables, milk and eggs. (3) At night take one tablespoonful of a good-grade heavy mineral cil. I have found this remedy not only good for colds but other allments. The lemon juice acts as a neutralize of the poison in one's system and the mineral oil works it out.

WALLACE JENNINGS, C. E.

Two weeks ago our agent, Peg Lanagan, booked us into a club in East Liberty (Pittsburgh). No contracts were signed at the time, although the date was definitely set. Today when I went to sign the contracts and arrange the billing

Mentalists Who range the billing

Mentalists Who with the club Work Sans Pay manager he told me that he had decided to cancel the date. Remember, this was supposed to be a return date for us. In offering an ailbi for the cancellation the manager was perfectly honest and told us the real cause of the cancellation. It seems there are more prestitutes in the mentalist business than in any other. Another mentalist had approached the club manager after our agent had set the date for us. And this mentalist "gave" the club his act. Now I'm not beefing because the club took the other act instead of our. But here is the proposition he is working under. This mentalist receives nothing for his act and guarantees to pay the club manage. mentalist receives nothing for his act and guarantees to pay the club management \$10 per week plus 50 per cent of what he makes on tips and private readings. Now here is the proposition we had with the club. For two shows nightly we were to receive from the club \$70 per week plus room and board at the hotel for two people, and any money that we made on private readings was to go to us. I wish that you would print as much of this letter as you can so that we who have a legitimate mental act will be able to give those who prestitute our profession as much unfavorable publicity as we can, so that we might in some way protect what has taken a lifetime of work and study to 414 YEAR

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19

DECEMBER 18, 1917. No. 51

make presentable to the public. Surely we are entitled to make a living with our life's work. There must be some way to cradicate this type of parasity JOE KURY.

Sweetwater, Tex.

I saw in the Midway Confab that Frank Cook would like to know who has the highest rigging. As I have a high act I, too, would like to know the same

Says Actual

thing. I shall start the ball rolling by telling the actual height of my rig-

Rigging Height states the first search of my rigging. This can be verified by Dick Collins, C. Guy Dodson and several employees of the Dodson Shows who were in Savannah, Ga., last year when the argument came up. I thed two tape measures together and took one end of them to the top of my rigging while "Fat" McColley held the other end on the ground. My rigging measured 140 feet, with two feet off for slack that the wind held in the tape line. I should like for some of the rest to tell the truth about their rigging. I believe I have the highest one for its size. It is only 2½ inches at the base and 1½ inches at the top. DARE-DEVIL DANIEL.

Saranac Lake

By T. BODWELL

Fred Schrader, of New York, is one of our most recent arrivals. He was former-ly chief accountant of the Paramount Exchange in Washington. Fred has al-ready started taking the pneumo-thorax treatrents. treatments.

reatments.

Jennie Grande's recent birthday was made more pleasant by the surprise visit of her mother, Mrs. Rose Grande, of New York. Mrs. Crande stayed a few days and left well satisfied with the progress Jennie has made.

Harold Rodner, Will Rogers' executive, paid us a brief visit last week, distributing early and cheer to the patients and seeing that all was well.

Interesting Items Around Town: Isabelle Rook going into the cigaret business with so many calls on her supply: Mileton Reich photographing everything he sees; Marion Cannon knitting gloves with might and main for her two boys for sees; Marion Cannon knitting gloves with might and main for her two boys for Christmas; Bob Burk running in a circle trying to hear his new song, A Strange Loneliness, and everyone's misuse of Jules Z. Willing's name.

Your correspondent celebrated his-birthday last week.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

ACTS. UNITS AND ATTRACTIONS

Ace. Red (Crescent) New Orleans, no. Adair & Hichards (Mayfair Casino) Cleveland, Ace, Red (Greecens) New Arrandon Cleveland, Bell (International Casino) NYC, ne. Adams, Deil (International Casino) NYC, ne. Adrian, Jili (Philadechinan) Phila ne. Adrian, Iris (Leon & Eddie's) NYC, ne. Adler, William (Ambassador) NYC, ne. Aller, William (Ambassador) NYC, ne. Allerdo, Ducores (Radio City Rainbow Room) NYC, to. Alfredo & Debores (Park Central) NYC, ne. Alfredo & Debores (Park Central) NYC, ne. Allen & Kent (State) NYC, t. Alvarez, Pausto (El Chico) NYC, ne. Alvarez, Sofia (Hellywood) NYC, re. Andrews, John (Lookout Rouse) Ovington. Ry. 6c.
Antenna (Havana-Manfrid) NYC, ne. Apallon, Dave, & Revot (State) Norfolk, Va. 1.
Ardelle, Bully (Triangle Gardens) Poorla, Ill., 10c.

Ardelle, Bully (Triangle Gardens) Poorts, Ill., 106.

Arden, Dolly (Cher Parce) Chi, mc., Arleys, The (State) Ballimore 11-15; (Pay's) Providence 24-10, t., Arnold, Jack (Cay 700) NYC, mc., Artin, Bonya & Elizabeth (International Castino) NYC, mc., Ash, Paul (Roxy) NYC, t., Ash, Fio (Club Moderus) San Prancisco, mc. Attanaon, Betty (Hollywood) NYC, re., Austin, Billy (Worlder Club) New Orleans, mc. Avery, Randelph, Trio (Oriental) Chi, t.

Bachelors, Four (Belmont Plana) NYC, h. Bacon, Paith (Colosimo's) Chi, ne. Balnes, Penti (Kil Kati NYC, ne. Baldwin & Bristol (Hippodrome) Los An-

Balleys, Pearl that Amballeys, Pearl that Paldwin, & Bristol (Hippodrome) Los Angeles, t. Hanks, Badle (Old Roumanian) NYC, rc. Barbage, Reymold (Rudy's) NYC, nc. Barry, Eddie (Game Cock) NYC, nc. Barth, Ruby (Village Grove Nut) NYC, nc. Barth, Ruby (Village Grove Nut) NYC, nc. Basan, Mercedes Zayas (Havana-Madrid) NYC, nc. Beatty, George (State) NYC, t. Bell & Grey (Gruber's) Glementen, N. J., nc. Bell's Hawaiian Pollies (Gric) Wichita, Kam, 16-20, (Strand) Cretton, Ia. 21-24, t. Belment Balladeers (Belmont Planas NYC, Flement, Ethel (Old Roumanian) NYC, re. Ben, Ben (Geberation) Platean, Als. Beri, Ben (Grybeum) Memoghis, t. Berigan, Bunny, & Orch. (Mct.) Rooton, t. Berman, Harry (Roumanian Village) NYC, DC.

Berman, Harry (Roumanian Village) NYC, Berman, Harry (Roumanian Village) NYC, Bernard & Henrie (Rose Bowl) Chi, ne Bernie, Harry (Giver Twiat) NYC, no. Bernie, Harry (Giver Twiat) NYC, no. Bernie, Harry (Giver Twiat) NYC, no. Bernie, Harry (Biate Pair) Shreveport, La. Betty Co-Eds (Commedore Club) Detroit, no. Biahop, Fred (Gay 1901 NYC, no. Blair, Francis (Music Hall) Portland, Ore, no. Blair, Prancis (Music Hall) Prancis (Music Hall) Prancis

Berdine & Cerole (Castle Royase) St. rounds.

Bown, Sibyl (RKO Boston) Boston, L.

Bownes, St. (RKO Boston) Boston, L.

Bresh, Mary, & Co. (Met.) Boston, t.

Branden, Tank, D.

Branden, Ton, Co. (Met.) Boston, t.

Bredwin, The (Chirage) Chi, t.

British, Jimmy (Drake) Chi, t.

British, Jimmy (Drake) Chi, t.

British, British (Pocadally) Baltimore, me.

British, Pickadally, Baltimore, me.

British, Pickadally, Baltimore, Mary, Co.

Com., h. (Met.) Montreal, Que.

Com., h. (Met.) Montreal, Que.

Brito, Phil tain, 1976.
Can, h.
Brock, Law (Post Street) Spokane, Wash.,
Brock, Esthwell, Girls (Roumanian Village)
NYC, Dc.
Brown, Isabel (Jimmy Kelly's) NYC, Dc.
Brown, Isabel (Jimmy Kelly's) NYC, Dc.
Brown, Danny (Chatterbex) Jamestown, Pa.,
Dc.

Bets, Betty (Pierre) NYC, h.
Bryant, Betty (Pierre) NYC, h.
Bryant, Johnny (Paimer House) Chi, h.
Bryant, Johnny (Paimer House) Chi, t.
Burns, See, & D. Burnache (Stork Club)
Providence, ne.
Busse, Henry, & Orch, (Stanley) Pittsburgh, Err, Byrd, Muriel (Governor Clinton) NYC, h.

Calgary Bres. (International Casino) NYC, nc., Candido & Nena Montes (El Gaucho) NYC,

Cancetrellys, Six (Capitol) Washington, D. C., t. Ganestrellya, Six (Gapitel) Washington, D. C., t.

Gansinos, The (Hi-Hal) Chi, nc.
Cariss, Vivian (Havana-Madrid) NYC, nc.
Carran, Prant, & Ethel (Palace Garden)
Lansing, Mich., nc.
Garnest, Prancis (Gleam) San Antocio, nc.
Carran, Francis (Gleam) San Antocio, nc.
Carrett, Imogen (Weylin) NYC, h.
Garr, Billy (606 Chab) Chi, nc.
Garroll, Father (Havana-Madrid) NYC, c.
Carroll, Jame (Hertelotti's) NYC, rc.
Carroll, Jame (Hertelotti's) NYC, nc.
Carroll, Heles (Holland) NYC, h.
Gassey, Emmett (Gay 200) NYC, nc.
Carroll, Lete (Commodore) NYC, h.
Castro Sisters (Havana-Madrid) NYC, nc.
Cavanangh, Cynthia (Paradise) NYC, nc.
Chaplus, Lita Grey (Yacht Club) Chi, nc.
Chaplus, Lita Grey (Yacht Club) Chi, nc.
Chaplus, Tet (George Washington) Jackvenyille, Fig., h.
Charles & Barbara (Jermyn) Scranton,
Parks, Bandry (Paramount) NYC, s.

Charles & Barbara (Jermyn) s. Pa. h. Clarks, Buddy (Paramount) NYC, t.

Route Department Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals

EXPLANATION OF SYMBOLS

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

NYC-New York City; Phile-Philadelphia; Chi-Chicago.

Glaudet, Marguerite (Orlando) Decatur, B., h.

Ghe Armettes (Chez Ami) Buffalo, nc.

Chec Armettes (Chez Ami) Buffalo, nc.

Checolatres (Cotton Cub) NYC, nc.

Glara & Alberto (Havana-Madridi NYC, nc.

Glara & Alberto (Havana-Madridi NYC, nc.

Glara & Sanna Shatra (Earle) Washington,

Glark, Coleman, & Co. (College Inn, Sherman

Hotel, Chi h.

Chayton, Pat (Barrel of Pun) NYC, nc.

Coc & Duda (Crub Bagdad) Miami, Fis., nc.

Cole, Kid (Jamet of France) NYC, nc.

Collent (Gay Yos) Chi, nc.

Collette & Barry (Village Barn) NYC, nc.

Collette & Barry (Village Barn) NYC, nc.

Contrad, Coonie (Continental) Kanasa City,

Mo., nc.

Continental Four (Geelbach) Louisville, h.

Cook, Alicen (Greenwich Village Casino)

NYC, nc.

Corall, Chaodia (Barney Gallant's) NYC, nc.

Costalla, Thou (Barkley's) Brocklyn, nc.

Costella, Diosa (Yumuril NYC, nc.

Costellos, The (Colesimo's) Chi, nc.

Coulette, Sanny (Pirales Cave) San Francisco, nc.

Courtiny, Anne (Gay Nincties) NYC, nc.

Oculette Sunny (Pirates Cave) San Pran-cisco, no.
Courtney, Anne (Gay Nineties) NYC, nc.
Covara, Nico (Edison) NYC, h.
Covara, Pena & Verne (Dwan) Benton Harbor, Mich. h.
Craig, Preddy (Oriental) Chi. t.
Crane. Thurston (Weylin) NYC, h.
Crawford, Pranklin (Hollenden) Cleveland, h.
Cross, Henrietta (Roumanian Village) NYC, nc.

ne. ummings, Don (slayfair Casino) Gieveland, ne.

D'Avalos, Redolfo (E Chico) NYC, nc.
Dae, Donna (Oclège Inn) Chi, nc.
Dahi, Sonny & Shiriey (Yachi) NYC, nc.
Dali, Silia (Chaiterbox) Johnstown, Pa., nc.
Dali, Sonny & Shiriey (Yachi) NYC, nc.
Dalice, Dack (Miami) Dayton, O., h.
Dancing Leslie (Nixon) Pittsburgh, rc.
Dancies, Jean (Piantation) NYC, nc.
Danting, Jean (Triangle Gardens) Peoris, Ill., nc.

Ellis, Jeanne (Drake) Chl. h.
Ellons, Three (Nixon) Pittsburgh, re,
Enrico, Den (Colosimo's) Chl. nc.
Erickson, Dorothy (Brevoet) Chl. h.
Escorts, Three (Lomge Bar) Blughamton,
N. Y., C.
Esquires, Three (Commodore) NYC, h.
Everett & Conway (Cumbridge) Cambridge,
O., 15-16, t.

Farrar, Jano (Locost) Phila, nc.
Farrell, Bill) (Piace Elegante) NYC, nc.
Farrell, Bill) (Piace Elegante) NYC, nc.
Farrell, Delores (Greenwich Village Casino)
NYC, No.
NYC, No.
Farrell, NYC, nc.
FauntileRoy, Anne (Le Mirage) NYC, nc.
Faye, Giledra (Jimmy Kelly's) NYC, nc.
Faye, Giledra (Jimmy Kelly's) NYC, nc.
Felix, Caire & Tontia (tyan Frank's) NYC, c.
Fenix Caire & Tontia (tyan Frank's) NYC, c.
Fenix Caire & Tontia (tyan Frank's) NYC, c.
Felix Caire, Espay (Ches Parrel) Chi, nc.
Filede, Behny (Ches Parrel) Chi, nc.
Filede, Behny (Ches Parrel) Chi, nc.
Filede, Bethy (Ches Parrel) Chi, nc.
Filede, Bethy (Ches Barof-Piara) NYC, h.
Filede, Dwight (Savof-Piara) NYC, h.
Filepatrick, Jimmy (Statler) Boston, h.

Piske, Dwight (Savof-Piska) NYC, h.
Pitzpatrick, Jimmy (Statler) Booton, h.
Piorence & Alvarez (Palace) Cleveland, t.
Piorence (Ravarin) Buffalo, N. Y., c.
Piores, Marissa (Waddorf-Aslorias) NYC, h.
Pioarton, Consucio (La Marquise) NYC, nc.
Piying Whirlos (Village Barn) NYC, nc.
Pegatty, Alexander (Weylin) NYC, h.
Ponda & St. Clair (Gatinean) Ottawa, Ont.,
Can, cc.
Posto, Herbert (Edgewater Beach Hotel)
Chi, h.

Can, cc.

Chan, cc.

Chi, h.

Franklin, Cas (Chase) St. Louis, h. Franklin, Cas (Chase) St. Louis, h. Fraser, John (Essex House) NYO, h.

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

Dario & Diane (Versailite) NYC, nc. Darryl & Gilbert (Catterbox) Jamestown, Pa., nc. nc.

Datisko, Yasha (Russian Art) NYC, re.
Datisk, Zédie (Léon & Zédie's) NYC, nc.
Dannells, Seven (RKO Boston) Boston, t.
De Bain, Lee (Sebastian's Cotton Club) Culver City, Calif., nc.
De Campe, Romne (Old Rosmanian) NYC, re.
De Fores, Petipe (Yamuri) NYC, nc.
De La Grange, Chrysis (International Casino) NYC, nc.
Deane, Laura (Villago Barn) NYC, nc.
Deane, Laura (Villago Barn) NYC, nc.
Boston, t.

Dees, Mary, & Monte Bise (RKO Boston)
Boston, t.
Del Rio, Amita (Trocadero) NYO, nc.
Del Rio, Ceptambley Baltimore, nc.
Del Rios (Plecadilly) Baltimore, nc.
Della Sisters (Silver Bown) Sacramento, nc.
Delahanty Sasters (Foquari Grill) Erie, Pa.
Dell. Helen (Paradise) NYO, nc.
Dennut. Helen (Cafe Maderid) Buffalo, nc.
Denny, Jack (Brake) Chi, h.
Devereaux, Jeanne (Chicago) Chi, t.
Devine, Vera (Paradise) NYO, nc.
Dist, Rafarlo (Le Mirager NYO, nc.
Deleces (Gleam) San Antonio, nc.
Deleces & Rossini (Roumanian Village) NYO, nc.
Deleces & Rossini (Roumanian Village) NYO, nc.

Donna & Donn (Colosimo's) Chi, ne.
Dona Bros. & Dot & Donna (Hi-Hat) Houstoo. ne.
Donatella Bros. & Carmen (Earle) Washington. D. C., t.
Donna, Jean & Kay (Monte Carlo Club)
Stockton. Calif.
Dowlings, Militon (Palmer Heuse) Chi, h.
Dowlings, The (Gevernor Clinton) NYC, h.
Downey Steters (Sebastian's Cotton Club)
Currer City, Calif., nc.
Downey, Morton (Bererly Hills) Bouthgate,
Ky, cc.

Downey, Morton (Beverly Hills) Bouthgate, Ry., cc. Downey, George (Mayinir Casino) Cleveland,

Downey, George (Mayfair Casino) OsercanoDowning, Dec (Orpheum) Memphis, t.
Dover, Gene (Edison) NYC, h.
Draper, Paul (Plara) NYC, h.
Drayton Sisters & Jack (Ye Old Tavern) Pt.
Wayne,
Drew, Charille (Louhardy Bar) NYC, re.
Drew, Doryce & Freddy (Mario'a Mirador)
NYC, pc.
Drummond, Marie (Venice Grill) Philla re.
Dumm & Wise (Palm Brach Cafe) Detroit.
Dummont, Valerie (Orecawich Village Casino)
NYC, pc.
Dunn, Billy, & Baked Apple Rerue (Ritz)
Long Beach, Calif., h.
Dwyer, Gertrude (Barrel of Pun) NYC, pc.

Earl & Francis (Sebastian's Cotton Glub) Culver City, Calif. no. Eddie & Amy (Roxy) Cleveland 19-18, t. Edwards, Frying (Lide) Montreal, no. Emilmen, Lots (St. Regis) NYC. h.

Preddy & Sunny (Louis Cafe) Oakland, Calif.
Preddynons, Seven (Met.) Boston, t.
Prederickon, Poppy & Les (Peach Bowl)
Marysville, Calif., h.
Pybbaso, Bert (Paralles) NYC, nc.
Prome. Emreron (Drake) Chi, h.
Puld, Leo (Roumanian Village) NYC, nc.
Pulton, Preddie, & His Radio Gang (Rudy's)
NYC, nc.
Purman & Lorraine (Little Old N. Y.) NYC,
nc.

Gaby (Le Mirage) NYC, no.
Gabby, Frank (Palmer House) Ohl, h.
Gale, Diana (Bertelotti's) NYC, re.
Gale, Main (Open Dour Chi, it.) Dia.
Gale, Main (Open Dour Chi, it.) Dia.
Gale, Main (Open Dour Chi, it.) Dia.
Gale, John (Pere Marquette) Proria, Ill., h.
Gale, John (Pere Marquette) Proria, Ill., h.
Garcia, Lucto (Bismarck) Chi, h.
Garcia, Lucto (Bismarck) Chi, h.
Garcia & Lamarre (Col-Ore) Kismath Palls,
Orc., G.
Gardner, Muriet, & Marvin Kane (Carlton)
London, h.
Oaston & Oypsy Irma (Monte Carlo) NYC,
no.

Oszásmith Bros. (International Casino) NYC,

Ony Blades, Three (Barney Gallant's) NYC.

nc.
Oayle, Jackie (Rudy's) NYC, nc.
Oaylord & Kent (Le Mirage) NYC, nc.
Ororges & Jaina (Cher Parce) Chi, nc.
Olfford, Jack (State-Lake) Chi, t.
Olibert, Esther (Gay 90s) NYC, nc.
Oliberts (Yacht) NYC, nc.
Oliberts (Yacht) NYC, nc.
Oliberts (Ralph (Chatterbox) Johnstown, Pa., no. Gillette & Richards (College Inn) Chi, no. Ollmore, Gita (Chatterbox) Johnstown, Pa.,

DeQuincey & Lewis (Congress Casito) Col. h.

Grand. Adele (Hickory House) NYC. ne

Greens, Jimmy, & Co. (Wonder Bar) Oakland. Colif.

Glover & LaMae (Radio City Rainbow Rosen)

NYC, De.

Golden Gate Girls, Four (Times Square Supper Club) Rochester, ite.

Goldrarb, Phil (Village Barn) NYC, ne.

Gonnales, August (McAlpin) NYC, h.

Gorjane, Sonia (International Casino) NYC,

BC.

Bo.
Green, Bernie (Planet Mars) Chi, nc.
Green, Jackie (Yacht Club) Chi, nc.
Green, Al (Pioner Nut) NYC, nc.
Gregory, Don (Rudy's) NYC, nc.
Gregory, Jack, & Co. (Cate Madrid) Buffalo, Orimith & Wells (El Coranado) Houston. Tex. nc. Guarceltas, Las (El Chico) NYC, nc.

Guy, Barrington (Plantation) NYC, nc.

Guy, Barrington (Plantation) NYC, no.

Hazi, Vera (Embassy) Phila, no.
Hadreas, Jimmy (College Inn) Chi, no.
Hall, Johle Phelps (Radio City Rainbow Grilling)
Hall, Kiki (La Paloena) Miami, no.
Hall, Johle Phelps (Radio City Rainbow Grilling)
NYC, to.
Hall, Johle Phelps (Radio City Rainbow Grilling)
NYC, to.
Hall, Johle Phelps (Radio City Rainbow Grilling)
NYC, to.
Hall, Johle Phelps (Radio City Rainbow Grilling)
NYC, to.
Hammond, Earl F. Eskimo Troupe (Ice Pollies of 1937) Atlantic City.
Harmen, Haset (Hi-Hat) Chi, no.
Harris, Andrey (Broadway Holbrau) NYC, to.
Harris, Andrey (Broadway Holbrau) NYC, to.
Harris, Mary (Little O'N New York NYC, to.
Harris, Any (Little O'N New York NYC, to.
Harris, Any (Little O'N New York NYC, to.
Harris, Mary (Little O'N New York NYC, to.
Harris, Thomas, Japper, Lind, 19-39, t.
Harrison, Bolke (Gay You) NYC, to.
Harrison, Bolke (Grace (Waldorf-Astoria) NYC, to.
Haveorth, BeaBee, Players (New Strond)
Cherryville, N. C., 16; (Paramount) History 17-18; (Liberty) N Wilkeshoro 29, t.
Heller, Jackie (RXO) Reston) Bostoo, t.
Heller, Jackie (Haunted House) Cholinnatt, no.
Henry, Noel (Riverside Plaza) NYC, to.
Henry, Noel (Riverside Plaza) NYC, to.
Hall, Joan (Normandie) NYC, no.
Hall, Joan (Normandie) NYC, no.
Hill, Joan (Normandie) NYC, no.
Hil

Ice Ballet (Boston) Boston Lee Pollies (Garlins Park) Baltimore, Ider's Trio (Roosevett) Pittsburgh, Pa., h Internationals, The (Madison) NYC, h, International Caio (Paramount) New Haves,

Conn., t. Iris, Epperanza (Ravana-Madrid) NYC, nr. Irving, Jack (Harry's New York Cabaret) Chi. Dc.

Jackson, Joe (Chicago) Chi, t.
Jacqueline, Mignac (International Casino)
NYC, nc.
Jakoel, Anita (Michigan) Detroit, t.
James Freddis (Cotton) NYC, nc.
James Freddis (Cotton) NYC, nc.
Janes of France (Janes of France) NYC, rs.
Jans & Lynton (Cher Mauries) Montreal, nc.
Janon, Jay (Colonino's) Chi, nc.
Jeanette & Kalan (Mayfair Cub) Boston, nc.
Jenkins, Doris (The Piace) Hempstead, L. L.
nc.

Dergens, Adele (Paradise) NYC, no.
Johnny & George (Yacht Club) NYC, no.
Johnson, Ellnor (6% Club) Chi, no.
Johnston, Mae (Cotton) NYC, no.
Johnstone, Dave (Jabberwock) West Oranga,
N. J., no.
Jones, Russ (New Yorker) NYC, ho.
Jones & Patrica (El Chico) NYC, no.
Joy, Chariea & Catherine (Leon & Edders)
NYC, no.
Joyce Bros, & Dean (Oriental) Chi, t.

Joyce Bros. & Dean (Oriental) Chi, t. K.
Kammerer, Mercedes (Gay '90a) Chi, ne. Kane, Albin. & Boys (Monie Carlo Bu Hotel) Chi, h. & Boys (Monie Carlo Bu Hotel) Chi, h. Karney, Jim (Mario's Mirador) NYC. ne. Karsen Musicales (Oriesto) Canton, O., h. Kaye, Johnny, & Payboys (Market Taveral St. Louis.

Keasons, Three (Chez Ami) Buffalo, no. Kemble, Letty (Hollywood) NYC, rr. Kenney, Billy (Corter) El Paso, Tex., h. Kenney, Phylis (Park Central) NYC, b. Kent, Myra (Le Mirage NYC, De. Koochan, Jimmy (Leon & Edde's) NYC, m. Ketter, Dick (Pellean) Monifor, Pex. no. Kenzel, Myra (La Mirage NYC, Tex., no. Kradaler, Nicolas (Russian Art) NYC, re. Kloda, Ruth (Greenwich Village Castro) NYC, m. Kullut (Striev (Parkaties) NYC, no. Klutt Striev (Parkaties) NYC, no. Klutt Striev (Parkaties) NYC, no.

Kidd, Ruth (Greenwah Village Casino) Nic.

E.C.

Killutt, Shirley (Paradise) NYC, nc.

King, King & King (Tower) Kansas City.

Mo. L.

King, Lou (Rudy's) NYC, nc.

Kinney, Ray (Lexington) NYO, h.

Kirby & Duvul (Michigan) Detroit, L.

Kirk, Jean (Kenmore) Albany, N. Y., h.

Kopell, Teddy (Rudy's) NYC, nc.

Kolleglate Kids, 14 (Village Barn) NYC, nc.

Kramer, Bolly (San Diego Cafe) Detroit, 22.

L'Ann (Edisce) NYC, nc.
LaDelle, Babe (Pub) Portland, Ore., nc.
LaMarr, Barbara (Zimmerman's Badapest)
NYC, re.

LaMothe, Olive (Red Rooster Club) West
Hartford, Conn., nc.
LaRue, Sylvia (Cafe Madrid) Buffalo, nc.
La Vier, Jack (Palance) Lefeester, Eng. 1,
LaZellas, Aerial (Silver Moon) Brawley, Calif.
13-19 un.

Lazelis, Aeriai (Silver Moon) Brawley, Calif.

12-la.

13-la.

Locds, Lois (Willage Grove Nut) NYC, Bc.
Leeds, Marian (Hodywood) NYC, re.
Leeds, Srelyn (Gay 26:1) Chi, m.
Leonard, Jack (Commodere) NYC, h.
Leonardos, Three (Bouthern Dinner Club)
Houston, Tex., 11-18, bc.
Leone (International Casino) NYC, nc.
Lesile, Lee (Jimmy Kellys) NYC, nc.
Lesile, Lee (Jimmy Kellys) NYC, nc.
Lesile fisters (State) Spartanburg, B. C., 1314; (Bleenason) Rock Hill, B. C., 15; (Blyou)
Knoaville, Tenn., 19, L.
Leiter, Ann (Royale Profiles) Chi, nc.
Letter, Ann (Royale Profiles) Chi, nc.
Letter, Ann (Royale Profiles) Chi, nc.

Dr. Levelle, Pat & Willa (Lookout House) Covington, Ky., nc. Lewis, Tex, & Boya (Buffale) Buffale, t. Lewis, Henry (Matteoni's) Stockton, Calif.,

Die. Kay (Chi-Am Chateau) Mountainside, N. J., Dc.
Levis, Ted. & Orch. (Keith) Columbus, O., t.
Levis, Roddy (Kit Kat) Botton, re.
Libuse, Frank (Palace) Cieveland.
Lebing, Tod. & Revue (Oriental) Chi 17H. t.
List, Garnten (El Gaucho) NYC, nc.
Listony, Leville (American Music Hall) NYC, nc.

McCiviliand, Reed (Weylin) NYC, h. McCovmack, Frank (Greenwich Village Ca-siso) NYC, nc. McCoy, Beo (Bultmore) NYC, h. McCoy, Jack (Stuff) (Cafe Madrid) Buffalo,

MCCOY, Bob. (Dillimore) NYC, b.
MCCOY, Jack (Stuff) (Cale Madrid) Buffalo,
MCCOY, Jack (Stuff) (Cale Madrid) Buffalo,
MCCOY, Celia (Brown) Louisville, h.
MCCOY, Francis (Mct.) Hosten, t.
MCCOY, Francis (Mct.) Hosten, p.
MCCOY, Francis (Max.) Hosten, p.
MCCOY, Francis (Mct.) Hosten, p.
MCCOY, Fran

Marlow, Great (Perkins) Kannas Chy, Mo., 20, Marquises, Three (La Marquise) NYC, ne. Marr, Patsy (Pers Marquette) Peorsa, Ill., b. Marrinalis, Three (Capita) Washington, Dr. C., Cartin, C., Cartin,

by a Miller (American Music Reil) NYC, Ed.

Mixiera & Rollins (Earle) Philla, t.

Mixiera & Hollins (Earle) Philla, t.

Mixie, The Oreat (Coq Rosge) NYC, no.

Miy, Bobby (International Casino) NYC, no.

Miyisir, Mixi (Capitol) Washington, D. C., t.

Miyo, Buddy (Triangle Gardens) Peoria, Ill.,

Mixo, Piorence, & Co. (Insert).

N. T. G. Revue (Pal.) Circuland, t.

Rations, Evelyn (Netherland Plara) Cincinnatt, h.

Regicle, George (Yumari: NYC, nc.

Relies, Robert (Hollenden) Cleveland, h.

Notom, Nelle (Open Door) Cht. nc.

Nelson's Boxing Cata (Leon & Eddic's) NYC,

Re. Merille & Day (Westminster) Boston, b.

Neuman, Doug (Sintler) Boston, h. Nichoon, Eleanore (Crists) NYC, nc. Niesen, George (Cibb Rainbow) Buffalo, oc. Nestle, Midded (Rudy's) NYC, nc. Nisten, George (Boutdern Dinner Club) Houston, Tex., no. Nixon & Andre (Chez Ami) Buffalo, no. Noah's Ark (Armory) Selma, Ala.; Dothan

Nilon & Adult (Amory) Selma, Ale.; Dollian Noah's Ark (Amory) Selma, Ale.; Dollian 20-27.
Nolan, Paul (Roxy) NYC, t.
Noland, Nancy (White) NYC, b.
Nonchalands, Three (Palmer House) Chi, h.
Norte, Lee (Triangle Gardens) Peoria, Ill., nc.
Nucomer, Johnsy (Yachi) NYC, pc.
Nuri Sisters (El Caico) NYC, pc.

Edythe (Puthsm Thurston) Worces-O'Toole, Edythe (Pathsen Thurston) Wo for, Mask, re. Omar (St. George) Brooklyn, h. Ortega, Rosita (Yunari) NYC, nc. O'ttest, Jose (Trecaders) Londen, nc. O'ttest, Four (Ritrende) Milwaghee, L. Osterman, Jack (Cavaller) NYC, nc.

Produk, Margaret (Gay 1908) NYC, Dc. Page, Lybe, & Breadway Playbogs (Triangle Gardens) Peoris, Ill., Dc. Paige, Hot Lips (Small's Paradise) Harlem, NYC, 6.

Gardens) Pronse, And Paradise) Harlem, NYC, C.
Palmer Sisters (Sak's) Detroit, no.
Palmer Sisters (Sak's) Detroit, no.
Palmes (Ambassador) NYC, h.
Panna, Caroline (Plaza) San Antonio, h.
Parce, Pat (Golden Empére) Maryaville, Calif.,

DC.

Delay (Abschor Club) Sandusky, O. Bc. Parker, Levi (Abschor Club) Sandusky, O. Bc. Parker, Lanue (Brown Paleer) Denvir, D. Parker, Beb (Dutch Village) Toredo, O. Bc. Parker & Fredericki (Brown) Looleville, b. Paraerisch, Lew (Savey-Plana) NYC, b. Paraerisch, Lew (Savey-Plana) NYC, b. Paraerisch, Kay (Wivel) NYC, re. Parabody, Eddie (Capitol) Washington, D. C., t.

Daronas, Kay (Wivel NYC, Ital Perabody (Capitol) (Perabody Capitol) (Paper) (P

Pressly Sixters (Open Boor) Chi, nc.

Rabold, Rajah (Ambassador) NYC, h.
Rabold, Rajah (Quern Mary) NYC, nc.
Ratoon & Lucinda (Trecadero) NYC, nc.
Ratoon & LeMoyne (Plantation) NYgara
Falls, N, Y, nc.
Randall, Jack, Danters (Care E. K. Pernander
Shows) Hocolulu, T. H.
Raphael (Waldorf-Astoria: NYC, h.
Randhers, Lee (Waylin) NYC, h.
Ray, Allen (Maldon) Jefferson City, Mo., h.
Raye, Prince & Clark (Walton) Phills, h.
Raye, Virian (Mirador) NYC, nc.
Raye, Itis (Monte Carlo) NYC, nc.
Raye, Ris (Monte Carlo) NYC, nc.
Raye, Ris (Monte Carlo) NYC, nc.
Raye, Ris (Monte Carlo) NYC, nc.
Raye & Naidi (Occount Grove) Los Angeles, nc.

Renejo & Carlota (El Chico) NYC, nc.
Renejo & Carlota (El Chico) NYC, nc.
Renec (Jimmy Kelly's) NYC, nc.
Republid, Helez, Skatera (Earle) Wathington,
D, C., t.
Rboddy Twins (Ranch) Seattle, nc.
Rbodes, Dorothy (Kit Kat) NYC, nc.
Rich, Pat (New Yorker) NYC, h.
Richards & Adrienne (Roxy) NYC, t.
Richards & Mounette (Club Rio) Allentown,
Pat.

Rich, Pat (New Yorker) NYC, h.
Richards & Mounette (Guls Rio) Allentown,
Pa.
Richards Reach Fia, h.
Richards, Richards Richards,
Richards, Richards Rockell Rocketeller
Center, Rockill (Rainbow Rockill Rocketeller
Center, NYC,
Roark, Edith (Hollywood) NYC, re.
Roberts, Retty & Preddy (R. Moritti) NYC, h.
Roberts & Parley (New Yorker) NYC, h.
Roberts & Parley (New Yorker) NYC, h.
Robinson, Bill (Cotton Club) NYC, ng.
Rogers, Rarry, Ice Skating Show (Buffalo)
Suffalo),
Rollini, Adrian, Trio (Easex Rouse) NYC, h.
Rollini, Adrian, Trio (Easex Rouse) NYC, h.
Rollini, Adrian, Trio (Easex Rouse) NYC, h.
Ross, Geraldini (Northwood Inn) Defroit, re.
Ross, Geraldini (Northwood Inn) Defroit, re.
Ross, Dr., Sydowy (Rainbow Graff) Radio City,
NYC, he.
Ross, Dr., Sydowy (Rainbow Graff) Radio City,
NYC, he.
Ross, Pat (Ambassador) NYC, h.
Ross, Dr., Sydowy (Rainbow Graff) Radio City,
NYC, he.
Ross, Pat (Ambassador) NYC, ne.
Roy, Lee & Dunn (Orpheum) Memphis, t.
Roy, Lee & Dunn (Orpheum) Memphis, t.
Royal Revels (Capitol) Wheeling, W. Va., 1618; (Celonial) Cambridge, O., 20-21, t.
Rossell, Mabel 4326 81, NYC, ne.
Russell, Malbel 4326 81, N

Hydri, Setty (Gay 199) N. C. 198.

Sahji (Piantatico) N.Y.C. 198.

S. John Bros. (Riverside) Milwaukee, t. Sahrar, Rids. (Ja Conga) N.Y.C. 198.

Saltera, Dorethy (S.H. Kat) N.Y.C. 198.

Santy, Frank (Royal York) Terouto, Cam, h. Sargert, Kenny (New Yorker) N.Y.C. 198.

Sate, Lodwig (Roumanian Village) N.Y.C. 198.

Savo, Bie (Yacht) N.Y.C. 198.

School, Bie (Yacht) N.Y.C. 198.

School, Sid (Paddock) C.d. 198.

Scholly, Marjorie (Schattlan's Cotton Club) Culver City, Cahf. 198.

Schoelly, Adrickie (Schattlan's Cotton Club) Culver City, Cahf. 198.

Schoele, Side (Mariaria N.Y.C. 198.

Schoele, Side (Mariaria N.Y.C. 198.

Schoele, Side (Mariaria N.Y.C. 198.

Schoele, Boy (Riverside) Milwaukee, L. Sedler, Jay & Lou (River

Seximplets (Harlem Uproar House) NYC, no. Shadows, Two (Silver Boul) Sextamento, no. Shadow, (Bucking-Bam) NYC, h. Sharp, Betty (Hancrott) Springfield, O., h. Shatien, Anna (Roumanian Village) NYC, re. Stets, Norma (Wiye) NYC, re. Stets, Norma (Wiye) NYC, re. Shets, Maymond (RKO Boston) Boaton, t. Shey, Bebe (Rudy's) NYC, no. Shetman Bros. (Denly's Terrace Club) Cohoes, N. Shetman Bros. (Lytie) Indianapolis, t. Sher, Marcella, (Lytie) Indianapolis, t.

Sheiman Bros. (Denty's Terrace Club) Cohoes, N. Y.

Sherr, Marcella (Lyric) Indianapolis, t.

Sherr Bros. (Bail-Bail) Cib., no.

Sherr Bros. (Bail-Bail) Cib., no.

Shorte, Willie (Bi-Bail) Cib., no.

Shert Bros. (Bail-Bail) Cib., no.

Shert Bros. (Bail-Bail) Cib., no.

Sigler, Billy (Wonder Cobb) New Orleans, no.

Silverman, Jack (Old Roumanian) NYC, re.

Simpeon, Carl (Cocoanut Grove) Bosteo, no.

Simpeon, Sarl (Cocoanut Grove) Bosteo, no.

Simpeon, Famous Marionttes (Adelphia)

Pylla, h.

Silvon & Neal (Tower) Kansas City, Mo., t.

Skyrockets, Pour (Gay Pay) Cid., no.

Small, Bail (Rody's) NYC, no.

Small, Edit (Perveott) Cil. h.

Sommertie, Ethel (Paradiso) NYC, no.

Slader, Jack (Caulto) Laraster, p. no.

Stader & Rose (International Camps) NYC,

Elevens, Leith, Orch. (State) NYC, t.

Storens, Leith, Orch, (Blate) NYC, to Stone, M. (Old Roumanian) NYC, re. Stone, M. (Old Roumanian) NYC, re. Blury, All Microscopic NYC, no. Stuart, October (NYC, 1888) NYC, co. Stuart, Name (State Stuart, NYC, 1888) NYC, Co. Stuart, NYC, and California (NYC, 1888) NYC, Co. Stuart, NYC, S

Symington, and (Waldert-Attorial NIC, h. Taril, Ted & Mary (Blumarck) Chi, h. Tapia, Cetar (Havana-Madrid) NYC, nc. Taluma, Art (Fumous Dode) NYC, nc. Taluma, Faul (Ambasader) NYC, nc. Taluma, Faul (Ambasader) NYC, nc. Taluma, Faul (Ambasader) NYC, nc. (Commandly) Keytone, W. M., N. C., 18; (Commandly) Keytone, W. M., N. C., 18; (Templeton, Alee (Radio City Halmbow Room) NYC, nc. Termineton, Alee (Radio City Halmbow Room) NYC, nc. (Termineton, Alee (Radio City Halmbow Room) NYC, nc. (Termineton, Alee (Radio City Halmbow Room) NYC, nc. (Termineton, Alee (Contral) NYC, h. Thomas, Eddie (Palumbo's) Phila, nc. Three of Clubs (Hollywood) NYC, rc. (Titon, Martha (Pennytrania) NYC, h. Tinney, Dot (Black Cat) NYC, nc.

THE TITANS

"RHYTHM IN SLOW MOTION" low! Return Engagement RADIO CITY MUSIC HALL, Radio City, New York. Direction MILES INGALLS, International Theatrical Corp., New York.



Tradale Trio (Le Mirage) NVC, nc.
Tomack, Sid (Royale Prolice) Chi, nc.
Tramp Band (Oottop Club) NVC, nc.
Tranger, Den (Berghoff Gardens) Pt. Wayne,
Ind., nc.
Travit, Jimmy (Cub Piccadilly) Baltimore,
nc. De. Townley, Evelyn (Corktown Tavern) De-troit, no. Toy, Ming (Fifth Avenue) NYC, h. Troirky, Vera (International Casino) NYC. Turner, Elma (Plantation) NYC, no.

Vaccaro (El Gaucho) NYC, nc.
Valdes, Alfredo (Havanna-Madrid) NYC, nc.
Valdes, Vern (Piccadilly) Baltimote, nc.
Valdes, Vern (Piccadilly) Baltimote, nc.
Valles, Rody (Paradilly) NYC, nc.
Valles, Rody (Paradille) NYC, nc.
Varons, Jos, & Peir Sparklettes (Trails Tavern) Vinna, O.
Veine & Yolards (Matter) Berrdt, h.
Venrela, Chiquita (Greenwich Village Casino)
NYC, nc.
Vermoode, Claire (St. Moritz) NYC, h.
Vernoo, James & Evelyn (Amhassador)
NYC, h.
Vernoo, James & Evelyn (Amhassador)
NYC, h.

NYC, beverente, Claire (St. November of Communication of

DC. Violetta & Rosita (Hollywood) NYC, re. Vodery's Jubileers (Cotton Club) NYC, nc.

Wade & Wade (Levaggi's) Boston, no. Wages, Johnnie (Cocktown Tavern) Detroit,

Wages, Johanne (Corxtown Tavern) Detroit,
nc.
Wahl, Decothy (Harry's New York Cabaret)
Chi, nc.
Walte, Kenneth (Revere House) Chi, h.
Walter, Darliene (Sporting d'Ete) Monte
Carle, Prance, ice.
Walter, Jack (Hollywood) NYC, re.
Walter, Stel, Revue (Pal.) Cod., t.
Wayne, Lollian (Holland) NYC, nc.
Weizer (Derrebester) London, h.
Weizer (Derrebester) London, h.
Weizer, Freddie (Village Grove Nut) NYC,
Ec.

Wescott, Derothy (Little Old New York) NYO, no.

No. 100 N

White, Hal C. (Club Carloca) Chi, no.
White, Mack (Gay '901) NYC, Dr.
White, Mon! (Louis Cafe! Oakland, Calif.
White, Mon! (Louis Cafe! Oakland, Calif.
White, Merione (Louis Cai), no.
Whitnan, Fro. (Club Minue!) Chi, no.
Whitnan, Fro. (Club Minue!) Chi, no.
Whitney, Maritrie (Oay '90) Chi, no.
Whitney, Maritrie (Oay '90) Chi, no.
White, No. & Armida (Mchourne) Syntay,
Australia, Oct. 16-Dec. 30, 1.
White, Sou (Gay '90) NYC, no.
White, Dorothy (New Yorker) NYC, n.
White, Dorothy (New Yorker) NYC, n.
White, Janis (Che Parie) Chi, no.
White, Janis (Che Parie) Chi, no.
White, Maritria, NYC, no.
White, Maritria, Chi, no.
White, Maritria, NYC, no.
White, Maritria, NYC, no.

wilson, Jacus & Henry (Lavaner) NTO, no. Wilma Wallace (Paradise) NYC, no. Winston, Walter (Brittwood) NYC, no. Winston, Walter (Brittwood) NYC, no. Wolfe, Lerna (Mt. Royal) Montreal, h. Woods, Johnny (Michigan) Derioli, t. Woods, Lorrains (International Casimo) NYC,

nc.
Woods & Bray (Shoreham) Washington,
D. C. h.
Wright, Eżythe (Commodote) NYC, h.
Wright, Jack (Village Brewery) NYC, nc.

Yangego Voodoo Dancers (Yumerii NYO, ne. Yerman, Miriam (Village Barn) NYO, ne. Young, Ernie, Oirla & Boys (Michigan) De-trott, i. Yum, Helen (Leon & Politer) NYO. n, Helen (Leon & Eddle's) NYO, no.

Zatour, Joseph (Shelton) NYC, h.
Zara (Armando's) NYC, pc.
Zig & Zag (Powers) Rochester, N. Y., h.
Zudella & Co. (New Normandio Club) Appleton, Wis.

DRAMATIC AND MUSICAL

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

dates are given)

Along Came Juliet: Jonestown, Pa. 15;

Brügeport, O., 16; Lakewood 17,

Between the Devil! (Simbert) Bottom,

Bröther Rat! (Seleyn) Chi.

Brother Rat! (Hartman) Cecumbus, O., 13-15;

English) Indianapolis 16-18 Ghi.

Bratish) Indianapolis 16-18 Ghi.

Bratish) Indianapolis 16-18 Ghi.

Bratish Manifect (Force) Phila,

Greenwood, Charlotte! (Masonic and.)

Rochester, N. Y., 13.

Hayer, Helm: (Gasal Detroit,

House Master: (Wilbur) Boston,

Hoom Service: (Colonial) Elzafra, N. Y., 15;

(Drake) Od City, Pa., 15; (Shea) James
town, N. Y., 17; (Shea) Eric, Pa., 16.

Room Service: (Paramount) Austin, Tex., 15;

(Orphoun) Waco 16; (Majestic) Housion

17-18.

Stage Boor: (Royal Alexandra) Toronto, Can,

(Orpheum) Waco 16; (Majestic) Houston 17-18.
Stage Door: (Royal Alexandra) Totonto, Can. Three Walless: (Chestnut St.) Phila. Tonight at 3-39; (American) St. Louis, Women. The: (Hanna) Cloveland, Wine of Choice: (Erlanger) Chi.
Yes. My Darling Davghter: (Aracdia) Wichita, Kan. 15; (Auditorium) Denver, Cob., 17-18, You Can't Take It With You: (Harris) Chi. You Can't Take It With You: (Plyroouth) Boston.
Y. Obedient Husband: (Nixon) Pittsburgh; (Cass! Detroit 20:28.
You Can't Take It With You: (Bijeu) Knoxville, Tenn., 15; (Erlanger) Atlanta, Ga., 18-18.

HIRST CIRCUIT SHOWS

(Week of December 13)

(Week of December 12)
Dinty Dames: (Gayety) Hallmore,
Jazz Bakles: (Howard) Boston,
Jolles Begere: (Casino) Toronto, Can,
Legs and Laughter: (Orpheum) Reading, Pa.

15. 15.
Mocellight Malds: (Hudson) Union City, N. J.
Night Owis: (Tycosdero) Phila.
Scan Dolls: (Gayed) Washington, D. G.
Stage Scandals: (Embassy) Rochestor, N. Y.
Tempters: (Ossino) Pittburgs.

MISCELLANEOUS

Birch, Magician: Parmville, Va., 15; Coriog-ton 15; Hinton, W. Va., 17, Blossoms of Dixie Revue: Jackson, Miss., Blosson 13-18 Bragg Bros.' Show: Greenbackville, Va., 13-

(See ROUTES on page 67)



MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place. Parcel Post

Field, Joer Phebor, Pat Flont, Mrs. Mary Floyd, Mrs. Sarah Postati, Augustize Foder, Mrs. Jack Folts, Bessie Ford, Greta Fra. Jenne Fra. Jenne Fra. Dottle Franchett, Mrs.
Franks, Mrs. Hottle
Franks, Mrs. W. E.
Frydrick, Maxing
Frydricker, Ently
Fromshoft.
Dottle
Gall, Mrs. Ethel L.
Gassen, Marie
Gardeer, Ella
Gardoer, Mrs. Jean
Gardoer, Mrs. Jean
Gardoer, Mrs. R. E.
Gallobaco, Mrs. Mr.
Gilka, Mrs. Mr.
Gilka, Mrs. Julie Women Adams, Borda Adams, Kale Adams, Kale Adams, Rosel Carpell, Yvennis Goodin, Mary Goodin, Mary Carpell, Mary Mary Alexander, Mary John Alexander, Mary Carpell, Mr. Enhald Goodin, Mrs. Enhald Goodin, Mrs. Enhald Goodin, Mary Carpell, Mr. Enhald Goodin, Mrs. Enhald Goodin, Mrs. Enhald Goodin, Mrs. En Girks, Mrs. Julia Goodin, Mary Prancis Goodrich, Mrs. Anderseen, Mrs.
Anderseen, Mrs.
Anderseen, Mrs.
Anderseen, Mrs.
Anderseen, Mrs.
Anderseen, Mrs.
Antick, Willy
Antick, Willy
Antick, Willy
Antick, Willy
Antick, Willy
Antick, Willy
Antick, Mrs.
Anderseen, Mr Bernhardt, Neita Berny, Mrs. F. V. Berry, Mrs. F. V. Briggs, Mrs. R. Briggs, Mrs. R. R. Briggs, Mrs. R. R. Briggs, Mrs. R. R. Bitner, Dorothy Bitner, Dorothy Bitner, Devery Rhair, Mrs. Devery Rhair, Mrs. Lorraine

Seepanderd, Mrs. Pages, Mrs. P

Burton, Vers
Calvaleder, Bensle
Calvaleder, Bensle
Calvaleder, Bensle
Cantor, Mrs.
Camber, Mrs.
Marian
Cametrella, Mrs.
Jense
Perdig, Opal
Fargmoo, Juanita

Corrected the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names St. Louis by Thursday morning, otherwise names St. Louis by Thursday morning, otherwise names Townson, Mark B. L. Tunner, Mrs. L. L. Tunner, Mrs.

Kelly, Rebooks M.
Casabon Kend, Mr. Sarah
Kender, Mr. E. J.
Khider, Mrs. L.
Khider, Mrs. J.
K

Turnan, Mrs. L.

Turnar, Mrs. L.

White, Mrs. Marchie Wilcer, Mrs. Mrs. Underwood, Mrs.
Underwood, Mrs. Wilcer, Mrs. Mrs. Evil Williams, Mrs. Evil Williams, Mrs. Evil Williams, Mrs. Evil Williams, Mrs. Jess Williams, Mrs. Syvia Wilson, Mrs. Syvia Wilson, Mrs. Syvia Wilson, Mrs. Syvia Recty O.A.

Wungs, Betty O.A.

Wungs, Betty O.A. Van Lidthe, Mrs.
Von Leckner, Hekst
Von Leckner, Peggr
Vaughn, Irene
Voorbeis, Mrs. Ben
Voorbeis, Mrs. Ben
Walse, Mrs. Ben
Walse, Miss
Walse, Lorraine
Walter, Kalbe
Hinghes
Walter, Roan H.
Walter, Roan H.
Walter, Roan H.
Walter, Mrs. Male
Walter, Mrs. Male
Walter, Roan H.
Walter, Mrs. Male
Walter, Mrs. Male
Walter, Mrs. Male
Walter, Mrs. Male
Younger, Edita

A. Abana Brothers need Abdella Trouge, 18th Lawrence Abdella Trouge, 18th Lawrence Abdella Trouge, 18th Lawrence Abdella Trouge and Accrete, 18th Lawrence Accre Addition of Toke
Arabablan, V.
Arabablan, V.
Arbon, Thomas
Abbar, Prof.
Alchana, Allen, Norman

Allen, Paul

Allen, Sailor Jack

Allen, Sailor Jack

Allen, Sailor Jack

Allen, Wiefeld

Allen, Sailor Jack

Allen, Wiefeld

Allen, Amanol W. Hartlett, R. C.

Barrow George

Allen, Amanol W. Hartlett, Syd

Allen, Amanol W. Hartlett, Syd

Allen, Amanol W. Hartlett, Syd

Allen, Carl

Allen, Fars C. Harry

Anderson, Carl

Anderson, Allen, Karlen, Caulés R.

Anderson, John A.

Bigha

Anderson, Bob A.

Hielen

Anderson, Dick F.

Bear, Jim.

Anderson, Dick F.

Bear, Jim.

(Pellack) Anderson, Dick F.
Anderson, Luke E.
Anderson, Luke E.
Anderson, Mostal
Anderson, Vincent
Bearing, Oddell
Bearing, Ray
Bearing, Bearing, Bearing, Deart, John
Bearing, Ray
Bearing, Bearing, Bearing, John
Bearing, Ray
Bearing, Be Beck W. (Willis)
Bedfoed, Bobby
Bedfoed, Bobby
Bedfoed, Bobby
Bedown Hard
Bedown Hard
Bedown Hard
Beboe, Bob
Boboe, Robet G.
Bod, Jack
Bobbe, Robet G.
Bod, Jack
Bobbe, Robet G.
Bod, Jack
Bobbe, Robet G.
Bod, Jack
Bedown Hard
Bedown J.
Bedown Hard
Bennett, B. D.
Bennett, Pred
Bennett, Pred
Bennett, Pred
Bennett, Pred
Bennett, B. D.
Bennett, B. D.
Bennett, B. D.
Bernard, W. K.
Berry, D.
Bernard, B. J.
Bernard, Arthurase, branchin Archer, Martin Archer, Martin Archer, Multuy Aren, Thou, Arper, Ton Armstroag, Harry Arnett, Jack Arnote, Frank Arnote, Yrank Arthurase, Arthuray Arthurase, Arthuray Arthurase, Arthuray Arthurase, Allen

Blackmore, Hackstone, Victor Backwell, Eveneer Backwell, Eveneer Backwell, Eveneer Backwell, Eveneer Backwell, Eveneer Bart, Helman, Henry West, Willer Bloces, David Blocalin-Rellins Blooder, L. E. Blooty, Ruch Boardman, O. W. Booter, Jacob J. Boggs, D. C. Bokkar Troope Bood, Clark Booter, D. J. Bosner, Froddie Bookser, Froddie Bookser, Co. J.

Blackareco Blackie, Olfabezza

Bocharda,
Anthony
Bocker, Marion
Bocker, Marion
Boche, Freddie C.
Boone, San
Borne, San
Borne, A.
Bock, Guy R.
Bockerd, A.
Bottsford, Hor. Ed.
Bottsford, Hor. Ed. Howker, W. F.
Howean, Philip
Hoyd, Frank
Hoyd, Hower
Hoyd, Hower
Hoyd, Hower
Hoyer, Hower
Hoyer, Harry
Heec, Dock
Heeden, Y. H.
Hushen, Jim
Hushen, Jim
Hushen, J. M.
Bradber, Charles
Sparre

Braffer, Charles Sparrelly Brain, H. O. Branch, Wm. Grayson Brandenax, Palmers Brancoux, Paleoco Brancou, John T. Braner, Joe Braner, A. M. Jahs Breeden, Billy Brems, Ed Brennan, George Brennan, Merle Brennahan, Fatrick Brennahan, Fatrick Brenner, Charles Brian, Johann Bridges, Willie Breme John Harden John Harden Wille Bright, Louis Brieger, Bunile Bright, Louis Brieger, Bunile Bright, Louis Brieger, B. H. Harden H. H. Harden H. H. Harden H. H. Harden H. H. Harden J. Hale Brookkey, Inde Brookkey, Inde Brook, J. F. Horn John J. Horn J. Harden W. H. Horn J. Harden J. Horn J. Harden J. Horn J. Harden J. Horn J. Horn J. Horn J. Horn J. Harden J. Horn J. Horn J. Horn J. Harden J. Harden J. Harden J. Horn J. Harden J. Harden J. Horn J. Harden Receix, Lyrue
Receit, W. R. N.
Bredie, W. R. N.
Brooks, Centrary
Brooks, Barry
Hrooks, Barry
Hroom, Green
Brown, J. H.
Brown, C. P.
Brown, Gypsy
Rrown, Heary A.
Hroop, J. H.
(Mess Avoradi
Brown, Johnny
Grown, Heary
A.
Hrown, Belley
Hrown, Robert
Brown, Belley
Brown, W. La
Brown, Brownelley, Brown, W.
Brown, W. La
Brown, Harvid
Brownelley, Harvid
Hrowning, A. C.
Breene, Poc C.

Bruno, Prink Bruno, Pete Bryan, Ed Bryan, Nather Bryant, H. O. Bryant, James Reward

Boccent, Jim Buchanan, C. schanan, C. schanan, W. schanan, W. sck, Charles sckland, Wn. efforter, Joe Buffington, Joe Bullard, Sam Hulbek, J. C. Bunch, Sam Bundy, Tem Bundy, Tem Bunds, Bully Bundge, Howard

Burdick, Howard
Burgick, A.
Burgi, Carl (Seccial
Burgion, Heath
Burgion, Heath
Burgion, Heath
Burke, F. Heath
Burke, F. Final
Burke, F. Final
Burket, E. G.
Burbett, E. G.
Burbett, G.
Burbett, G.
Burbett, G.
Burbett, G.
Burbett, G.
Burbett, Burging
Burnett, Burnett, Burging
Burnett, Burnett Burrial, Jack
Burria, Jack
Burria, Al
Buston, Brunk
Burton, Fred
Busch, Harry
Burton, Jack
Busch, Jack Bush, Jerry & Buther, Harry & Myrtle Richin, Ernest Eig Slön Eigert, B. L. Higgs, Harry Edla, Sen Hickong J. B. Hishop, L. H. (Slim) Butler, Max further, T. J. Buttoris, W. R. Buttoris, W. R. Bureard, B. F. Byers, C. W. H.

WATCH THAT POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are scaled or unscaled, but it is better to seal them. Cards in unscaled envelopes and mailed under third-class postage (11/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used. tyern, Jissuale
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GUMPERTZ LEAVES RINGLI

Carl T. Hathaway Is Appointed General Manager of R-B Circus

Resignation of vice-president and general manager accepted at board reorganization meeting-to make six months' world tour after resting up at Sarasota

NEW YORK, Dec. 11.—At a reorganization meeting of the board of directors of the Ringling circus interests here Thursday, the resignation of S. W. Gumpertz, vice-president and general manager, was tendered and accepted, and he departed yesterday for Sarasota, Fla. Mr. Gumpertz assumed direction of the Ringling Bross and Barnum & Balley Combined Circus and other Ringling circuses in November, 1932. He intends to take a much-needed rest for several months in Sarasota, and early next April, with his wife and Mr. and Mrs. Harley Crane, make a six months' trip around the world.

Carl T. Hathaway succeeds Mr. Gumpertz as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in Novembert as general manager of the Ringling circuses in November, and Mrs. Harley Crane, make a six months' trip around the world.

Takes Five Coppers To Put Fat Woman in Bed NEW YORK Dec. 11.—It took the combined heaving efforts of five policemen to put Amanda Siebert. Coney Island side show fat woman.

of this issue.

Hathaway is, to use his own words, "Ringling-trained" for the post. He was the choice of the five famous brothers when in 1920 they decided to select a man from their executive staff to as-(See GUMPERTZ LEAVES on page 41)

Bible To Launch One-Ring Show

CANTON, O., Dec. 11.—A one-ring circus, motorized, bearing title of Bible Bros. will be launched next spring, O. R. Bible, now on tour with his indoor unit, informed The Bilboard representative here. "It will not be a pretentious show, the but a compact one-ring show that will appeal to small-town patrons," he said. In recent years he has had two units playing Midwest fairs.

Nation-Wide Radio Tribute To Dex Fellows

NEW YORK, Dec. 11.—Circus folk and fans and friends of the late Dexter W. Pellows will listen next week to a nation-wide radio tribute to the ace of press agents, who passed away last month in Hattieaburg, Miss. With Edwin C. Hill, one of Fellows' intimates, ar-ranging and presiding over the program, broadcast will be heard over the WABC-Columbia Broadcasting System network

Columbia Broadcasting System network from the Grand Ballroom of the Hotel Commodore December 14 from 4:15 to 4:30 p.m. Pastern Standard Time.

Broadcast will be a portion of a memorial service arranged by the Dexter Fellows Tent of the Circus Sainta and Sianers' Club. Hill will read H. I. Phillips' recent poetic tribute to Fellows. Thoreau Cronyn, Alva Johnston and Stanley Walker, outstanding figures in journalism, will speak briefly. Philip Duey will sing I Love Life, and incidental organ music will round out the service.

1937 Circus Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

NEW YORK, Dec. 11.—It took the combined heaving efforts of five policemen to put Amanda Slebert, Coney Island side show fat woman, back in bed after she had fallen out night of December 1. She weighs 650 pounds.

Before marrying her manager,

George Stebert, she appeared in tour-ing circuses as Dolly Irene, retiring last year, but planning a comeback next aurnmer.

Kenneth Cook Ill

LOS ANGELES, Dec. 11. - Kenneth Cook, formerly on advance of Al G. Barnes Circus, now at Paramount Studio, has been seriously ill at Methodist Hospital here. Was operated on for broken appendix. Has been there two weeks and will remain another two.



"GOOD LUCK, CARL" With these words Sam W. Gumpertz (right) turned over the managerial reins of Ringling Bros. and Barnum & Bailey Combined Circus to Carl T. Hathaway (left).

Circus, Billers' Alliance Agreement for 1938-'39

President Leo Abernathy of IABP&B states salaries increased and working conditions bettered-all rail shows represented but no motorized organizations

DETROIT, Dec. 11.—Relations of the American circus world with the International Alliance of Bill Posters and Billers were determined for the 1938 season in important meetings held here Monday and Tuesday at Tuiler Hotel. Typical of the good will prevailing on both sides was the designation of President Leo Abernathy to give an official statement to The Billboard by the circus representatives. He said: "At these meetings we have bettered our conditions of work and received a substantial increase in salary as well. Meetings were very harmonious as a whole. These were, in fact, the shortest bargaining sessions we have ever had.

"Agreement was reached for the two-Rits In Plate Invarcating

"Agreement was reached for the two-year period, covering seasons of 1938 and 1939. The two-year period is not obliga-tory but was adopted again because it

(See CIRCUS, BILLER on page 59)

Beers-Barnes Closes; In Quarters, Savannah

CINCINNATI, Dec. 11.—Frank P. Meister, band leader of Beers-Barnes Circua, states that show closed at Guyton, Ga., November 27 and was stored in Bavannah, Ga. Had good season of 32 weeks and three days. Showed in 10 States and traveled 8.749 miles. LaBelle-Ray Trio and Capt. Robert L. Moyer joined in midseason. Band had two changes, Frank Hill, trombone, and Frank M. Stephens, baritone, leaving latter part of season.

of season.

Lee Daniels had Side Show from opening date, April 15, until September 3.
Liberty, N. Y., was banner stand. Norman Whitesell, announcer, also had banner advertising. Had good season. Beers, Barnes, Mixon families went to Miami, Fla., to fill engagements. Meister plans to spend winter on his grove at Apopka, Pla. Planned to open 1938 season early in April.

Rita La Plata Improving

MANSFIELD, O., Dec. 11.—Rita La Plata, aerialist, who underwent an emergency operation November 22 after she was stricken ill, is reported improved in General Hospital. Attending physicians say she will be there at least two more weeks. She was under contract to open with Carter Bros.' Indoor circus and became ill shortly before opening of show here. opening of show here.

Shows May Use Old Grounds at Syracuse

SYRACUSE, Dec. 11.—Should circuses which make stands here wish to return to the original site in Lemoyne Park, it is possible available land will be ready next year as result of a WPA project for reconditioning remainder of city's land adjoining the municipal stadium.

The circus lot which had been used for many years was lost when baseball park was laid out and since then big tops have pitched their tents on McCarthy's Island, south of Newell street, and on bank of Onondaga Creek.

Only hitch in use of park by a circus is an agreement that the land would not be rented to a circus on any day a schedule ball game is to be played. It was doubted by city officials if this would interfere to any extent, as bace-ball management probably would be willing to postpone a game on circus day.

Brassil R-B Car Manager

Brassii R-B Car Manager CHICAGO, Dec. 11.—On the eve of his departure for Hot Springs Arthur Hopper, director of outdoor advertising for Ringling Bros. and Barnum & Bailey Circus, announced that John J. Brassii will be manager of No. 1 advertising car for 1938 season.

Smaller Show for Haag Bros.; Regular Tour Ends at Ruston, La. MONROE La., Dec. 11.—Manager Roy Haag, of Haag Bros, 'Circus, who recently closed his regular season at Ruston, La. Work has been started at quarters, rebuilding, repainting and overhauling equipment. Several new trucks will be

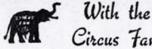
closed his regular season at Rusten, La., will take out a smaller show to open December 15 for nine weeks' tour.

Show opened at Lafavette, Tenn. April 13, was out 35 weeks and had a good season. Bennie Powler was general agent. Winter quarters have been established here, inside city limits, thru co-operation of O. B. Watt, manager of Marion Hotel, and Chamber of Commerce.

added and possibly a chair grand stand for 1938 season.

ALEXANDRIA, La., Dec. 11.—Hass Bros. Circus played here for benefit of the Delly Town Talk Doll and Toy Fund show being well received. Hunter Jarreau, manager of the daily, is well known to showfolk.

39



By THE RINGMASTER

MELVIN D. HILDRETH W. M. BUCKINGHAM 716 ESSH ESSE, Theore Bank, Washington, D. C. Norwick, Over. (Conducted by WALTER HOHENADEL, Editor 'The Waite Tors,' care Hoberoadel Printing Company, Eschelle, III.

ROCHELLE, III., Dec. 11.—National Secretary W. M. Buckingham opened circus room at his home in Gales Perry. circus room at his home in Gales Perry, Conn., evening of December 5. A buffet supper was served and movies taken on their trip to Norfolk last summer, also of several shows they visited during the scason, were shown. Those present: Mr. and Mrs. Minert De Orlo; Mr. and Mrs. Emil Pallenberg and daughter. Dibirms; James B. Hoye and guest, Loretta Durant; Mr. and Mrs. Harry Hatsing, Mr. and Mrs. Samuel M. Prentis, Dr. J. M. Ganey, Dr. Harold L. Staples, Frank W. Sellner, Fietcher Wilson, Margaret C. and Lillian C. Roarke, Edmund. grank W. Seilner, Fietcher Wilson, Mar-paret C. and Lillian C. Roarke, Edmund S. Smith, Mr. and Mrs. John R. Tar-rant, Mr. and Mrs. L. Perry Raymond; Mr. and Mrs. Louis Brown and son, Don-Mr. and Mrs. Louis Brown and son, Don-sld; Mr. and Mrs. Walter Holden and Mr. and Mrs. Joseph Daly. Mr. and Mrs. pattenberg presented him with a copy of their early billing, a piece of Ring-ing paper about 15 years old, and several photos of their bears and dogs in action.

Mr. and Mrs. Frank H. Hartless spent some time in seeing the sights in Mexico and are now back in San Antonio, Tex-

Paul Van Pool, of Joplin, Mo., was in Chicago the week of the showmen's conventions, going from there to Columbia, Mo., to attend a bottlers' convention.

President M. D. Hildreth has been asked by Postmaster-General James A. Farley to serve as tresafter of the dinner in Washington January 8, which will be addressed by the President of the United

States.

Joe Minchin, Paterson, N. J., writes:
'liad a nice meeting of Pelix Adler Tent
recently when Prank Wirth's Circus
was playing here for the Elks. All attended the show and after the performince had a brief meeting and some refreshments at our home. From Wirth's
circus we had Mr. and Mrs. Dennie Curtis, Welby Cook and mother, Billetti
Troupe, Hip Raymond, Billy Rice, Roy
Barrett. Felix Adler came over for the
siffair. Pollowing Pans were present.
Mr. and Mrs. Higgins, Levi Van Houten,
Jack Peaty, Mr. and Mrs. Cheater Wescott, Herbert Sheffell and William Hausberg.

William Owsley, Aberdeen, S. D., arrived home from a business trip to the Pacific Coast, Visited S. L. Cronin at Barnes quarters. He also paid a visit to Gay's Lion Farm at El Monte; Seilig Zoo, Los Angeles, and Fleischbacker Zoo, San Francisco. Owsley states that plans for under way for organization of the E. L. Cronin Tent at Aberdeen.

Emer Johnston was elected president of CPA, Vancouver, B. C., Top for en-

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County Sar, Charms, etc. Tan to good Rigger, Court Botthern, Opening Jamuary 10th, Welle, will lowest salary and photon first lattler to INDOOR CIRCUS CO., Rex 364, Pens Yan, N. Y.

suing year at annual meeting held December 3 in Hotel Vancouver. He succeeds Fred Crone. Garfield A. King was re-elected treasurer. Other officers are: Bernard J. P. Walsh. vice-president; Frank Broadfoot, secretary; J. Howard Boothe, chairman membership committee; R. H. Squire, chairman house committee; H. Brock Smith, chairman entertainment committee. Wild duck dinner was provided by Fan George McDowell. A lively musical program included songs by Betty Anne Petch, of the Commodore Orchestra, and Frank Dowle, and planologues by Jack Emerson, announcer-entertainer of CRWX.

Talent Stranded By Vaudacircus

CINCINNATI, Dec. 11.—A letter to The Billboard signed by several performers who were with the show called Vaudacirous says they were left stranded at circus says they were left stranded at Gary, Ind., recently after playing Mt. Carmel, Ill. Evansville, Ind.; Vincennes, Ind.; Princeton, Ind.; Columbus, Ind.; Richmond, Ind.; Peru, Ind., all under suspices of the Moose; Kokomo, Ind., American Legion; Logansport, Ind., Moose, and Gary, Labor's Democratic Club.

Names of promoters of the show are given as Ray Zimmerman, George Wise-carver and P. T. Henry, all claimed to be carrer and P. T. Henry, all claimed to be
of Columbus, O. Show carried a fivepiece band, and tour was opened November 8. Letter was signed by Moeller
frio (magic act), Occar Gile (rope spinner), Lee Weaver (plano player of band),
Robert L. Clem Regger, Lorraine V. Wallace (Hon act), Don and Myrtle Kimmel
(musical act), Verne Grace (emsee) and
M. Valencia (aerialist).
Others whose signatures appeared on

M. Valencia (aerialist).
Others whose signatures appeared on
the letter were B. Ray Smith, financial
secretary; James Orr, treasurer; J. A.
Greenwood, chairman of board; John V.
King, president, and F. L. Bash, secretary, all officials of Labor's Democratic
Club.

Staff Being Lined Up by Paul Lewis

Up by Paul Lewis

JACKSON, Mich., Dec. 11.—Paul M.
Lewis, of Lewis Bros.' Circus, while in
Chicago last week made several connections. Already engaged for next season
are C. S. Primrose, general agent; Harry
Gordon, advance press agent; Al Osborn,
programer: Louis Watson, tickets; H.
L. Filbert, front door; Lee Daniels, Side
Show manager: Doc Burns, superintendent; Lee English, menagerie foreman; Kenneth Poley, assistant equestrian director; William Tingley, purchassing agent; Brice Alpern, office; ErnesSummeral, chief mechanic; Mrs. Summeral, big snakes in Side Show; R. C.
Wade, chief electrician; George Sutton,
carpenter; Alex Hopkins, ring stock; Bob
Smith, dogs; Arthur Berryhill, cage animais; Charles Oswald, menagerie; Sam
Hammick, Frank Gamber, oooks.

Lewis recently was in the north woods
and for 11th year in succession did not
miss getting a buck.

Allen Lester Confers With Roland Butler

SARASOTA, Ma., Dec. 11.—Allen Lester, new contracting press agent of Ringling-Barnum Circus, left last week for his home at Zanesville, O., after spending 10 days at quarters here. During his stay he conferred daily with Roland Butler, general press representative, familiarizing himself with his new duttes and planning his toute. In addition to his work Lester will double as story man, assisting in plugging the gap left by death of Dexter Pellows.

He will return to quarters during late

gap left by death of Dexter Pellows. He will return to quarters during late winter to assist Butler and Frank Bra-den, who also will spend several weeks here in preparation for spring opining. Favorite mount of Mrs. Rudy Rudy-noff died of pneumonia at quarters last (See ALLEN LESTER on page 41)

C. A. Klein Has Unit Playing Under Auspices

DENNISON, O. Dec. 11.—Most ambitious effort yet of C. A. Klein is indoor unit playing under auspices thrustern Onlo, Western Pennayivania and West Virginia. Performance runs an hour and 20 minutes. Unit is moving by motor and engacements run from one (See C. A. KLEIN on page 56)

15 Years ago

(From The Billboard Dated December 16, 1922)

Mighty Haag Circus was enlarged to two rings at Camden, Ala., where good business brought the decision to extend business brought the decision to extend season well into January. Morales Family, formerly of Gollmar Bros.' Circus, joined Haag abow at Camden. . . Christy Bros.' Circus closed prematurely November 23 in Louisiana, losing several days' business. . . Floyd and Howard King, owners of Great Sanger Circus, purchased "Moms," large female elephant, from Mugivan, Bowers & Ballard.

Sparks Circus arrived in Macon, Ga., at its quarters in Central City Park Noat its quarters in Central City Park November 30. . . John Ringling purchased Sarasota's (Pia.) entire municipal bond Issue of 875,000 for construction of a concrete pier at front of Main street into Sarasota Bay. . . Ed L. Brannan was contracted as general agent for Great Patterson Circus for 1923. . . Atterbury Circus added two new trucks at its quarters in Sloux City, Ia. . . Two of Downie's biggest elephants were featured in moving pictures at Havre de Grace, Md.

Walter Morrison, billposter, was ill in City Heapital. St. Louis. . . . Harry J. Mansfield was located in San Francisco with the Outdoor Advertising Company. . . . Ringling-Barnum Circus acquired additional space at its quarters in Bridge-port, Conn.

Birthday Parties For Dolly Dixon

CHILLICOTHE, O., Dec. 11.—Birthday festivities with circus trimmings evidenced at the big top" home of Parson Waddell here Sunday. Circus folk gathered from roundabout to celebrate birthday of Dolly Dixon, the Doll Lady. Olifes and congratulatory telegrams numerous. The Human Doll stood in center of banquet table, snuffed out the

center of banquet table, anuffed out the burning candles on the cake larger than herself and cut the cake larger than herself and cut the cake for guests as ahe sang Ob, Gee, I Wish I Was Big.

At table were seated those showworld people: Mr. and Mrs. Dick Reilman, Mr. and Mrs. Roy Davis and little son, Dode Fisk, M. W. Westlake, George Langley, George Conner, Loring Arledge, Adams Gilger, Rev. E. S. Matheny; Harry (Sheeny) Bush, manager of the Doll Lady; Doc Waddell and several others. Second birthday event honoring Dolly was at suburban home of Mr. and Mrs. Dick Reilman Monday, with same guests present.

Kuehnel to Germany; To Work Indoor Dates

NEW YORK, Dec. 11.—Julius Kuehnel, manager of Susie, Elephant Skin Girl, and Mr. and Mrs. Long, the German giants, side-show attractions with Hagenbeck-Wallace Circus last season, departs December 16 with his wife and attractions for Europe aboard the liner Europa. Kuehnel, who is planning to repeat with the H-W unit next season, stated that he had a pleasant season with the Howard Bary-operated show. In the meantime he plans to work indoor dates in Germany.

in Germany.

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> ARTHUR HOPPER 221 Institute Place, Chicago, Ill.

Under the Marquee

PETE RUTH, clown, is working Good-an's Store, Utica, N. Y., for fifth man's Store, I holiday season.

The Billboard

VANDERBURG BROS.' Circus closed season at Stamps, Ark., December 2 due to bad weather, which affected business.

HOWARD INGRAM, trainmaster, and wife are vacationing at Sarasota, Fla., and report fishing fine.

JUDD BULLOCK, trainmaster of the Barnes show, advises that he has terminated his connections with show.

JOE GRENDOL, with F. W. Miller's Museum, will be assistant side-show manager of Cole Bros.' Circus and have his attractions with show.

JOE LEWIS, following engagement of Carter Bros, show at Waterloo, In., will return to Peru, Ind., and then go to Chicago for Orrin Davenport.

UPSIDE DOWN Everett Coriell is said to be only one since Haldra Long to go up and down a flight of 12 stairs while balancing on his head.

passed within nearly a year of each other-John Ringling December 2, 1936, and Dexter W. Fellows November 26 this year.

BILL AND BABE WOODCOCK are spending winter at York, S. C. Were with Wallace Bros. and Barnett Bros. past

JIMMIE CAMPBELL, bagpiper with Marlon's Highlanders, closed with Keys Bree, Indoor Circus and is in Detroit for holidays.

E. E. STAATS advises that Staats Bros. Circus will open early in May as a one-ring show. Has returned to New York City from Bloomsburg, N. J., farm.

CRAIG FERGUSON, bass drummer, past four sessons with Downle Bros., is at Miaml Beach on glass-bottom boat, the Sea Garden, as lecturer and captain.

C. C. SMITH has been playing schools and theaters in Mississippi with an In-dian unit. Business has not been good owing to low price of cotton.

STAR BROWN, manager of Gentry Bros.' Original Dog and Monkey act, with Chase show past season, is a patient at U. S. Veterans' Hospital, In-dianapolis. Was injured in September.

MABEL STARK, who has been in San Francisco, returned to her home at El Monte, Calif. Will go on air over NEO December 22 for Union Oil Company in

DAN AND BOBBIE STEWART, who recently closed fourth season with Kay Bros. Circus, are at home in Columbus, O. where former is employed as night chef at Malted Milk Shop.

EDDIE O'DAY, who is confined to Pairview Sanitarium, 637 North Sixth avenue, Tucson, Arix, with t. b., would like to hear from friends. Has been can't butcher and ticket seller with various

THINGS CHANCE. A few years back it seemed like the smaller shows were better winners in proportion than some of the bigger shows. During the past season, however, it was gen-erally considered that the bigger shows were nuch better winners, in proportion, than small

SLIVERS JOHNSON and wife will play a date for George Hamid in Havana from December 18 to January 2, Will go to Miami, Fla., for few weeks' rest and then appear at indoor dates for Hamid-Mor-

PEDRO MORALES and Luis Martinez, with Pariston Follies of 1938, have signed contracts to go to Europe for 18 weeks, but Pedro is having a hard time finding his papers. Says they were lost on a circus in Texas.

DOROTHY HILBERT, who has been confined to General Rospital, Salt Lake City, for more than a year with broken back, result of trapeze accident, underwent znother operation. Would like to hear from friends.

W. J. OAKLEY attended Miami, Pla.,

Air Show, also visited Funland Park. Says that cool weather has hurt night attendance. Will visit Ringling-Barnum quarters at Sarasota and also do some

EDWARD WILLIAMS cards that fol-lowing bull men are in Los Angeles: Jimmie Reynolds; "Slivers" Madison, working novies; Charles Morgan, Eddie Allen (at Harry Carey's Ranch), "Runt" Costello, George Emerson, "Blackle" Murray, Paul Barton, "Hop" Graham.

BILL SANDS states that Colt Madigan. Bill Santos states that Cost Madigan, wild animal trainer recently back from Europe, was guest of Frank Marshall, president of Marshall Chess Club and champion of America, at annual dinner held by club at the Brittany in New York November 4.

JIM FLEMING, porter with Ringling-Barnum Circus, who fell off ladder in car and injured a leg at Knoxville, Tenn, is now in Cincinnati undergoing treat-ment. Called at The Billboard offices last

ANTHONY LOWANDE, equestrian, who died recently, was with Walter L. Main Circus in 1891, 92, 93, 96, 97 and 98. Main says that in '93 when Main wreck occurred near Tyrone, Pa., "Tony" carried messages, on horseback, from the scene to Tyrone, four miles away.

HOW MUCH LONGER will smart, intelligent circus cwiners permit expensive litho-graph paper to be posted in alleys and de-serted railroad yards? Who will be the Mose-that will call a half to this shameful waste

CLIFF McDOUGALL worked on The Los Angeles Examiner Christmas Benefit Show, all stars, held December 10 at Shrine Auditorium. Also working on Santa Claus Lane in Hollywood. Movie stars ride with Santa every night down the lane. Parades will be held until Christmas. Christmas.

HI-BROWN BOBBY BURNS, press agent of Walter L. Main Circus, states his ad, season's route book, in The Billboard brought so many replies that he was obliged to obtain additional print-ing and those who haven't received their copies as yet will get them in a few

ORIGINAL PLYING VALENTINES, management of Roy G. and Freddie, completed outdoor season of 36 weeks. Closed at Hamid-Morton Shrine Circus, Houston, Tex., November 6. Will be at Elks' Thrill Circus, San Antonio, middle of this month. In act are three brothers and a sister-in-law.

LAWRENCE CROSS and Ralph Gribble, of Howe Bros. Circus, are at Des Moines, Ia., for holiday season, this being the former's sixth year as Santa Claus in a department store there. Latter is working as a specialty salesman. Both plan returning to Howe show after first

WHEN HOOT GIBSON plays Medinah Temple Shrine Circus in Chicago it will be his first Windy City appearance with a circus. After completing his indoor tour Gibson will return to California. William Hamilton will act as his personal representative in the East during his absence.

RICHARD PAGE, one of four-year-old twin sons of W. J. (Bill) Page, past three seasons manager advertising cars Sells-Sterling Circus, now residing at Fort Worth, Tex., received a fractured skull, result of 12-foot fall into a manhole. Attendants state his injury serious but that he has a good chance for recovery.

S. T. JESSOP, of the U. S. Tent and Awning Company, Chicago, president of the National Tent and Awning Manufac-turers' Association, made an address at a meeting of the Ohio and West Virginia Tent and Awning Manufacturers' Asso-ciation, held at Netherland Plaza, Cin-cinnati, last week.

NOTES FROM READING, Pa.: An-rews' bears are in quarters at the old ukens gym. Aerial LeEns are in city drews boars. Aerial LeEns are in city for winter. Mervyn Bay is clowning in McCoy's store: McIntyre in Dives' Store. George Shirey, after being on road continuously for three years, just arrived. Will be with a circus next year.

DeHoman family also will be with a big top. George Flats' tailor shop is still the hangout for the gang. He was a member of Merle Evans' Band for a number of years. Harry Pete Heilman, veteran band leader, is retired and living on farm.

on farm.

WILLIAM B. ANTES and wife, of Evansville, Wis., and Justus Edwards, Oquawka, Ill., went to Rolls, Mo., December 4 for marriage of James H. Webb Jr., secretary-treasurer of Russell Bros.* Circus, to Marguerite Pierre Massoba, Antes served bridegroom as best man. Wedding took place in Episcopal Church, service being read by the Rev. O. V. Jackson, a close friend of the Webb family. Bride is a native of Egypt and was educated in France before coming to this country. She and Mr. Webb were associated together on The Times in New York. She will go on the road with her husband next season, serving as office manager of Russell show.

United Indoor Show Closes Temporarily

PERU, Ind., Dec. 11.—The United Indoor Circus, owned by J. L. and C. L. Koyes, closed at Frankfort, Ind., December 3 after five successful weeks of one and two-day stands in Indiana and Michigan. Tour will be resumed January 17, show having contracts with a number of manufacturers and lodges. Will be at Indianapolis March 7-12 for Murat Temple, playing in Butler Fieldhouse. Will have 30 acts and present show in three rings.

house. Will have 30 acts and present show in three rings.

At Ft. Wayne, for General Electric Company, show played to 18,000 people in three days, two performances daily. At Logansport, under Shrine, the Shrine Band and partol of Fort Wayne and chanters and gun club of Indianapolis participated, giving half-hour program prior to performance. Present at evening performance were Joss Murden and wife. Victor Wetsenberg and wife: Poodles Hanneford, wife, daughter and mother; Cheerful Gardner, Terrell Jacobs, Mary Patterson, Odle Orton, Scotty

mother: Cheerful Gardner, Terrell Ja-cobs, Mary Patterson, Odie Orton, Scotty Dunn and wife, Eddie Woeckener. Following Saturday evening perform-ance at Frankfort a table was set for performers and belpers at V. and L. Cafe, where fried chicken and all trimmings were served. Table decorated with Christmas trees and poinsettiss.

WPA Business Excellent At Armory in Manhattan

NEW YORK, Dec. 11 .- The WPA Fedreal Theater Project's circus closed its week-end run at the 212th Coast Artillery Armory, Manhattan, December 4. Biz was excellent, with a turnaway on Saturday matinee. Melvin D. Hildreth, national head of Circus Pans' Association. caught the show, and he was loud in his praise of both the circus performance and Burns O'Sullivan's Savage Africa

Many circus fans from vicinity of New Many circus fans from vicinity of New York were on hand for the Saturday night show. Among the visitors were the Australian Billy Waites from the Big Show. They congratulated Manager O'Sullivan on his great spec. Representatives of a large fraternal organization in Baltimore conferred with O'Sullivan on the possibility of taking show to that city, reports Wendell J. Goodwin.

Bahnsen Regains Animals

MARION, O., Dec. 11.—William Bahnsen, manager of a wild animal show, has regained possession of his star attraction, five African lions, much to the relief of Marion County officials. Sheriff's deputy, Marion Hinklin, attached the lions after the Hills Supply Company, of Sandusky, sued Bahnsen for \$119 for payment of truck tires. County officials faced the prespect of feeding the lions 100 pounds of meat daily.

Common Pleas Judge Hector Young's dismissal of suit placed feeding problem back in Bahnsen's hands. MARION, O., Dec. 11.-William Bahn-

Clyde Beatty Convalescing

HOUSTON, Dec. 11.—Clyde Beatty h. HOUSTON, Dec. 11.—Clyde Beatty has been convalescing at home of Mr. and Mrs. Frank Walter from a tonsil operation. The Walters and Beattys left this week for a fishing trip to Florida waters. Kinko, who was recently on a fishing trip with the above mentioned, is at Oasis Night Club, Corpus Christi, Tex.

By ROWDY WADDY

PANCHO VILLA JR., bull fighter with the JE Ranch Rodeo last summer, is wintering with friends in Pittsburgh.

REX COLE, featured in Wild West concert with Walter L. Main Circus the past season, is reported to be working a circuit of theaters out of Birmingham.

RECENT VISITORS to the Lebanon (Mo.) quarters of the Lulu Belle Rodeo Company included Leo Snyder, Mr. and Mrs. Jack Kenyon and Lucille Duffy.

SHORTY MYEFTE and Miss Tex Marks, better known as Tex and Shorty, have been playing theater and club dates in Miami since closing with the John R. Van Arnam Shows recently. They plan to winter there.

MRS. BILLY CROSBY, who has been confined in the Camp Garraday Hospital, Hot Springs, Ark., for the past nine months, inks that she will probably have to remain there for several months. She is anxious to receive letters from the day.

CHARLES M. POPLIN, after closing with Downie Bros. Circus, went into Rocky Mount, N. C., to have a cast removed. He reports that he is doing nicely and will remain there for a few days before going to Norfolk, Va., to fulfil several theater dates after the Christmas

ORAYCE RUNYON, who won several bucking-horse-riding and trick-riding contests at the larger rodeos thruout the country this year, entered a Troy (N. Y.) hospital, December 3 for examination and a probable appendix operation. In private life she is Mrs. Kenneth French, and her husband is a New York State trooper. Friends desiring to write Mrs. French can reach her at Livingston, N. Y.

JOHN BEASLEY, cowboy, under indictment on a murder charge at Lynch-burg, Va., was tried December 3 and the burg, Va., was tried December 3 and that trial resulted in a hung jury—six for acquittal and six for conviction. He will be retried again December 27, and his attorney, William H. Jordon, believes an acquittal can be obtained if two important defense witnesses can by brought to Lynchburg. Beasley is being held under his right name of Frank Perront. Perroni.

FRANK McPARLAND, whose famous FRANK MEPARLAND, whose famous broad-jumping horse Columbus and auto-jumping horse Coney Island have been featured lately at rodeos. Wild West shows and circuses, left last week for his bome in Melbourne, Australia. More than a year ago United States immigration officers informed McParland that he had overslayed his allotted time in America and must be deported. Attorneys fought the deportation proceedings. America and must be deported. Attorneys fought the deportation proceedings, but a recent ruling was adverse to Mc-Parland and he agreed to go back to Australia voluntarily without being deported. Having lost his entrance papers and birth certificate thru a thick was provided his hotel room, McFarland said by myld go back obtain duplicates of he would go back, obtain duplicates of the documents and return to this country. His horses are in charge of Doc Kindlan at Norristown, Pa.

EASTERN ranch of the JE Ranch Rodeo, near Woodstown, N. J., is the mecca of numerous folks identified with show business. Recent visitors included Frank Moore, manager of the Madisco Square Garden Rodeo; Eagle Jack Meagher, for many years with the Buffalo Bill show; Doc Kindlan, Norristown (Pa.) horse fancier; Col. Al Hernist Philadelphia rodeo fan: Bay Billing. falo Bill show; Doc Kindian, Norristowa (Pa.) horse fancier; Col. Al Herus, Philadelphia rodeo fan: Ray Ellina. Philadelphia contractor, who once trouped as a shatpshooter under the name of Monte Ray; Andrew Peoples grand circuit trotting horse driver; Ray Hinkson, former trick rider; Mr. and Mrs. Bob McLaughlin and their versatile trick-roping kiddles, Don and Gense Poor Horn Claney; rodeo press agent, and Pat and Mrs. Claney; Sonny Harris, deputy internal revenue collector Brahma Rogers, one of the noted Brahma Twins. Texas rodeo clowes Tommy Horner, bronk rider and doger, and wife, Mildred Mix Horner, and George Barton, former assistant manager of the Hagenbeck-Wallace Circus.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

OPENING of Utica (N. Y.) Rollerdrome OPENING of Utica (N. Y.) Rollerdrome on November 10 with capacity business on the first night and at following nightly sessions is announced by Archie Wing. He laid a new floor and painted and decorated the modern brick build-Roster includes Casper Liebenick. ing, Roster includes Casper Liebenick, floor manager; Charles Smith, assistant; Sam Arnat, skate room; Leonard Anibel, cashier; Weltina Jones, checkroom; Stan-ley Liebenick, Isabelle Budd, concession; Pat Lambert, in charge of skate boys, and Jim McCarthy, special.

ROLL-A-WAY Rink has been opened in Portland, Ore., under management of William Bestone, for 25 years an opera-tor of rinks, and it is one of three in

GOOD business, except on a few cold days, is reported by Dale Brooking, man-ager of the Shepherd portable roller rink, from Helena, Ark.

DUKE and his Plying Aces finished an engagement in Blue Crystal night club, Girard, O., reports Harvey (Duke)
Adler, who has resumed swinging after a
leg injury in the act, which also includes Johnny Ellis and Arlene Thomas.

A RECENT caller at the plant of the Chicago Roller Skate Company, H. W. Jennison, Bay City (Mich.) Roller Rink, reported fine crowds at his rink and prospects of big biz over the holidays. First annual banquet of Bay City Roller Skating Club in the Republic Hotel was attended by more than 40 members. Mrs. Guy Peterson, club secretary, being in charge of arrangements. A drive for additional members was outlined.

SKATELAND Rink, near Geneva, O. has been leased by Walter L. Main, reporta Lou Stone, to Francis Mills, with reopening planned for December 15, foling enlarging and redecorating of the

AN ADDED member has joined Juan-ita La Benten and Her Girl Champion Skaters, she reported from the Roxy Theater, New York, following an engage-ment at which the act will play in her home city, Detroit, at the Paramount Theater. She reports a year's contract with RKO. Under management of Ben Lipset, the act now comprises La Ben-



RICHARDSON BALLBEARING SKATE CO.

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Ice Skating Acts with Hockey Games Every Week.

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ICE SKATERS WANTED

FOR HOYELS, CAFES AND THEATERS.

TOMMY SACCO. 192 North State Street.

Chiseos.

ten, Joan Reid, Celeste Eichling, Andrie Stevens and Dorothy Hayes.

IN HIS 24th week as emsee and doing his roller-skating act, Ed (Iggie) Rau, endurance roller skater, reports big receptions in the Central Hotel, Alpha, N. J., and that he will try a 24-hour non-stop skate in Maher's Roller Rink, Shenandoah, Pa., heginning on December 18. He also reports an offer from Arnold Binns, English champion endurance skater, for a contest in Barley Carr Rink, London, in April.

NORWOOD (O.) Roller Club celebrated its first anniversary for the 4,200 mem-bers in Greater Cincinnati with a skating party in Norwood Rink on December 13. Games, prizes, cake and entertain-13. Games, prizes, cake and entertainment were on the program, with the Big Apple, which has proven popular since Norwoodites inaugurated it on skates, said Secretary A. A. Flaig. Judge Allen C. Roudebiath, former mayor of Norwood, chairman and starter, opened Greater Cincinnati roller-skating appea championship races on December 14. The meeting was under sanction of the Roller Skating Rink Operators' Association of the United States, officers of which assisted Hi Baurittel's Amsteur Athletic Union officials. Norwood Rink skate tempo orchestra, conducted from the organ by Retta Heidrick, with novel arrangements by a Trumpet Duo, is being well received.

NEW roller rink under construction in Meyers Lake Park, Canton, O., is being rushed to completion for a planned holi-day opening. Delay in steel shipment for the roof is responsible for retarded progress, said Carl Sinclair, park man-ager. Officials of the park company visited several cities where major rinks are in operation to get ideas for the new rink.

WILLIAM SEFFERINO, of Rollerdrome Rink, Cincinnati, who was one of the first to feature the waltz number, has introduced the Big Apple on roller skates and skaters are wild about it. One of his best fern skaters demonstrates different antics of the dance and others follow her; in addition, the steps called for are microphoned to the floor, making it possible for all to grasp the dance casily. Grand marches are also being staged one or two nights weekly under leadership of E. M. Mooar, who has introduced various formations executed with precision by hundreds of skaters taking part. Owing to large space, it is possible to bring skaters down the floor 32 abreast and in perfect line, which is an impressive sight. Officials of the Roller Rink Operators' Association of the United States have signified their intention of attending Cincinnati championship races on December 18 and dancestep contests on January 9 and 16. WILLIAM SEFFERING, of Rollerdrome step contests on January 9 and 16.

ANNUAL charity ice gala, Pete de la Glace, for benefit of French theatrical artists, was held in the Palais des Sports, Paris, on December 15. Among champskaters taking part were Cecilia Cooledge, Herber and Baier and Ernest Kasper, as well as Marit Henle, coustn of Sonja Henle: Fritzi Gillard and Vives Sisters. Vaude show and hockey match also were on the program. on the program.

MEMBERS of the board of directors of the Roller Skating Rink Operators' Association of the United States were to Association of the United States were to meet in Cincinnati on December 14 upon call of the officers. Season was in conjunction with championahips scheduled in Norwood (O.) Rink under auspices of Norwood Roller Skating Club. Association Secretary Fred Martin, general manager of Arena Gardens Rink. Deiroit, said the gathering would be attended by numerous operators, including Earl Van Horn. Mincela (L. L.) Rink, and officers, including President Victor J. Brown. Skateland. Nowark, N. J., and Vice-President Rodney Peters, Palladium, Vice-President Rodney Peters, Palladium,

More About Dance Skating

DERBY, England.-Well, Perry Rawson. of New York, dance chairman of the Roller Rink Operators' Association of the United States, has sailed for home, and if I have exaggerated in my comparisons between the roller dance standards of our respective countries he is one man who can surely tell all about it!

Any thinking skater who gets around our rinks can easily appreciate the better standard of general skating, due to

concentration on advancement of roller dancing. With the standard of dance skating getting higher each year, more and more of our skaters are going into competition.

competition.

Really first-class professionals have been scarce over here since the war and much tuition has been handed out by our leading amateur fancy skaters, but several amateurs have recently joined the pro ranks. Ernle Clarko, great London stylist, holder of no less than 28 NSA medals and last year's amateur dance champion, being an outstanding example.

champion, being an outstanding example.

Clarke, one of our most popular and talented fancy skaters, has taken up quarters in Capitol Rink, Corentry, after a short stay in Leamington, where his ability was wasted. Professor Simcox, gold medalist for figures, is also on the floor at Capitol. Teddy Bright, after a good spell on the stage, is back on the rinks again, having located in Swift Rink, Coventry. The Jacksons, late of Capitol Rink, are engaged for instruction in Regent Rollerdrome, Coventry.

Of the professionals now in London, Les Whitaker and Kathleen Huntley, of Alexandra Palace, rank very high in the dance section, while Jock Wason, of Brixton Skating Palace, is without a peer for instruction on figures.

Among the women I cannot think of anyone more capable for dance instruction than Miss E. Allen, late of Belfast, Ireland, now engaged in Great Embassy Rink, Birmingham.

GUMPERTZ LEAVES

(Continued from page 38)

(Continued from page 38) sume the duties of general manager. Beginning in 1920 Hathaway spent eight years learning the business, with the Ringlings as teachers. In 1928 he was "graduated" and became executive head of the Big Show. He held this post until 1933, when a financial crisis brought S. W. Gumperts into the picture as representative of the chief creditors of the depression-hit show. Recognizing the unusual abilities of Hathaway. Gumpertz retained him as general super. Gumpertz retained him as general super-intendent and placed many of the most important phases of the show's ad-ministration in his hands.

Started as Musician

But the circus career of Carl Hathaway far antedates 1920. It began in 1899 when, as a clarinet player, he joined the band of Forepaugh-Sells Circus. He toured with this show each summer until

toured with this show each summer until
1903. making winter appearances with
Sparks Circus and with Sells & Gray.
In 1903 Hathaway went to Europe
in the band of the Buffalo Bill Show.
While abroad he left the Wild West to
join the Aurora Zouaves, world champlon military drill team, which was then
touring the Continent.
Returning to this country in 1904, the
Zouaves joined the Forepaugh-Sells
Show and Carl Hathaway was once more
under the banner of the famous Adam

under the banner of the famous Adam Forepaugh.

Ringling brothers, five rising stars on Ringling brothers, five rising stars on the circus horizon, bought the Fore-paugh Show in 1905 and the following season Hathaway, then a ticket-wagon employee, was made assistant treasurer. During the 1906 season he doubled in brass and served as press agent as well as assistant treasurer. Journalistic experience gained during two winters spent on the reportorial staff of The Aurora (III.) Beacon fitted him for these addi-

tional duties. His newsroom days are still happy memories with the new chief executive of the Big Show, as are his boyhood experiences as a printer's devil in his home town of Warsaw, Ind. But the spell of the circus proved stronger than the lure of printer's ink.

To Barnum & Bailey in 1908

When following their destiny the five orothers from Baraboo acquired the Baranum & Bailey Show in 1908, they transferred Carl Hathaway from the smaller Forepaugh Show to their latest acquisition. Here he served for 10 years until circus history was made in the fall of 1918 with the consolidation of the two mammeths Riveling Bree and Baranum mammoths, Ringling Broa, and Barnum & Balley. Then known as a "Ringling man" he was made assistant treasurer of the Big Show. He occupied this post until 1920, when he decided to have a fling at circus business on his own. With a partner he launched the Lombard & Hathaway Circus, but launched it under an ill star, apparently, for it was a short-lived venture.

However, he was welcomed back joy-ously into the Ringling organization, and it was then that his "education" was started—a training which today sees him chief guardian of the destinies of the world's greatest circus.

ALLEN LESTER-

(Continued from page 39)

week. The horse, Coloritash, was a handsome sorrel with a star emblazoned on his forehead. Mrs. Rudynoff is in Europe with her son, Rudy Jr.
Joe Dan Miller, commissary superintendent, who was stricken with flu several weeks ago, has almost completely recovered.

recovered.

Clyde Beatty was a visitor at quarters Clyde Beatty was a visitor at quarters here. En route to Miami, Mr. and Mrs. Beatty stopped over and spent several bours with Carl T. Hathaway and other Ringling odicials. Traveling with the Beattys were Mr. and Mrs. Prank Walter, of Houston, Tex., proprietors of circus quarters in that city. Other guests of Mr. Hathaway at quarters recently included Mr. and Mrs. Lyman Delano and daughter, Jane.

R-B officials and employees who maintain permanent residences in Sarasota.

R-B officials and employees who main-tain permanent residences in Sarasota-took an active part in municipal elec-tion here, which resulted in election of Verman Kimbrough, president of Ring-ling School of Art and former operatic baritone, as mayor. Rudy Rudynoff, R-B horse trainer, will leave here December 18 for Peru, Ind., where he will make final prepara-tions for winter engagements, which be-cin with a 18-day engagement at Inter-

gin with a 18-day engagement at Inter-national Pavilion in Chicago on Christ-mas. After this engagement Rudynoff will appear at various Shrine circuses. He has become part owner of a local filling station.

Kelly Goes Abroad

NEW YORK, Doc. 11.—Emmett Kelly, sad-faced clown pantomirmist with Cole Brox. Circus last season, departed for Britain December 8 aboard the 8. 8. Hermburg. Kelly has been signed to appear with the Bertram Mills Circus in London this winter, returning to the States in time for the Detroit and Cleveland Indoor circus dates. Announced he has not as yet signed with a show for 1938 road tour.



Hamid Acts On Fair Plan

NEW YORK Dec. 11.—George A. Hamid, George A. Hamid, Inc., New York, speaking as now president of the American Recreational Equipment Association, this week announced that appointment of committees and laying out of 1938's calendar of business would of 1938's calendar of business would be forthcoming in the near future, pos-sibly before first of the year.

Two primary functions of the organi-zation, however, have already been taken care of, he said, and activity along taken care of, he said, and activity along those lines is under way. Major objective of AREA, to work out favorable general conditions as well as equitable contracts for concessioners at the New York World's Pair of 1939, got under way this week. President Hamid conferred with George P. Smith Jr., of the World's Pair, on Wednesday and hopes to bring fair officials and prospective ride, show and attraction operators to a satisfactory understanding within the next few days.

Retter Conditions Derived.

Better Conditions Desired

Mr. Hamid is working with the same emmittee that represented AREA at the fair in 1937 but has indicated that (See HAMID ACTS on page 44)

A. C. Newspaper Men Want City Press Bureau Opened

ATLANTIC CITY, Dec. 11.—Taking the lead offered by amusement men in straightening out the city's winter-resort situation, Atlantic City Press Club this week adopted a resolution requesting the city to reopen the closed publicity bureau and start it moving by January 1 and citing less of prestige to the resort as well as less of money to hotel and amusement interests.

The ciub, composed of leading news-

amusement interests.

The club, composed of leading newspaper men and publishers of the county, also is seeking representation on the general advertising and publicity board of the city, after it was pointed out that Christmas lights and other such articles were bought out of money that should have gone toward newspaper publicity. President Joseph Shinn will appoint a committee of three to confer with city officials.

NAAPPB'37 Annual Conclave As Seen by President Baker For Museum

Satisfactory understanding on N. Y. set-up is aim of new president of AREA

NEW YORK Dec. 11.—George A. Manid, Inc., New York, eaking as now president of the Amerina Recreational Equipment Association, which, as in the past several years, was in the Hotel Sherman, this week announced that apintent of committees and laying out 1938's calendar of business would forthcoming in the near future, possily before first of the year.

Two primary functions of the organition, however, have already been ken care of, he said, and activity along ose lines is under way. Major obsilive of AREA, to work out favorable neral conditions as well as equitable for experience of fellow colleagues that conditions as well as equitable form experiences of fellow colleagues that conditions as well as equitable form experiences of fellow colleagues that conditions is the opportunity afforded those attending to bind themselves more atrongly towards a common cause, profit form experiences of fellow colleagues that conditions as well as equitable form experiences of fellow colleagues that coverages well as equitable form experiences of fellow colleagues that coverages well as equitable form experiences of fellow colleagues that coverages well as equitable form experiences of fellow colleagues that coverages well as equitable form experiences of fellow colleagues that coverages well as equitable form experiences of fellow colleagues that coverages well as equivalent and the part of the National Association of Amusement Parks, Pools and Beaches was there such a discretize and a display of new and ingenious devices are with a secretize was there such a discretize and a display of new and ingenious devices are with a secretize and a display of new and ingenious devices are with a such as the program of activities and a display of new and ingenious devices are an an annual meeting of the sanctiant of America and a display of new and ingenious devices are with a secretize and a display of new and ingenious devents and a display of new and ingenious

from experiences of fellow colleagues thru contacts made possible by this

"Never before grouping and to renew old or make new

grouping and to renew old of make new
sequalitances and friends.

"And what an opportunity was presented, thanks to a program committee
who did their job in a superb manner,
in the preparation of the program sessions! Careful thought was given by
them in selection of speakers who could
be considered on the size discourage. be counted on to give discourses on topics of timely interest and their ef-forts were definitely rewarded by larger attendance than ever before at all meet-

"Tuesday's program session was de-"Tuesday's program setsion was de-voted to a general line of subjects in-cluding the president's address, a report on the successfully operating insurance plan and the executive meeting. Wednes-day's session covered many topics of universal interest to park, pool and beach operators. Thursday's session was mostly devoted to topics on pool and (See NAAPPB' 37 on page 44)

Home Likely

Committee named to negotiate with N. Y. Fair for a permanent institution

NEW YORK, Dec. 11.—That the American Museum of Public Recreation is due for brighter and more glorious days became apparent last week in Chicago when officers and trustees of the organization met in the Hotel Sherman in conjunction with the annual convenient of the National Association of the National Association of tion of the National Association of Amusement Parks, Pools and Beaches and allied groups. New officers were elected, new trustees selected and a general "new deal," so to speak, went into

AMPR was organized several years ago for the purpose of perpetuating the his-tory of the amusement business. It (See HOME LIKELY on page 44)

Moses Idea Stirs Beach

Rockaway faces a radical change with 60% of amusement colony scrapped

ROCKAWAY BEACH, L. I., N. Y. Dec. 11.—Citizenry here is busy weighing details of plans announced by New York City Park Commissioner Robert Moses calling for expenditure of almost \$10.000,000 for reshaping the amusement territory between Beach 109th street, Seaside, to Beach 73d street, Arverne, The process! which if carried out.

Seaside, to Beach 73d street, Arverne.

The proposal, which if carried out, would institute the most radical change in design that the community has known in its history, came almost unheralded and set civic leaders back on their heels, for the latter group, the planning to suggest something similar, did not think that more than \$500,000 could be drutted for the work.

Commissioner Moses' plan is to clear away all properties 200 feet north of the Beardwalk in the designated zone to make room for an ocean-front road, (See MOSES IDEA on page 44)

FRED W. PEARCE, Detroiter who FRED W. PEARCE, Detroiter who has been named new head of the American Museum of Public Recreation, membership of which includes park operators, device men and allied interests. Present aim is to increase interest in the institution and arrange for a building at the New York World's Pair of 1939 which would remain as a permanent home for the many historical displays depicting history of the industry. history of the industry.

S. F. Playland In Fix-Up Drive

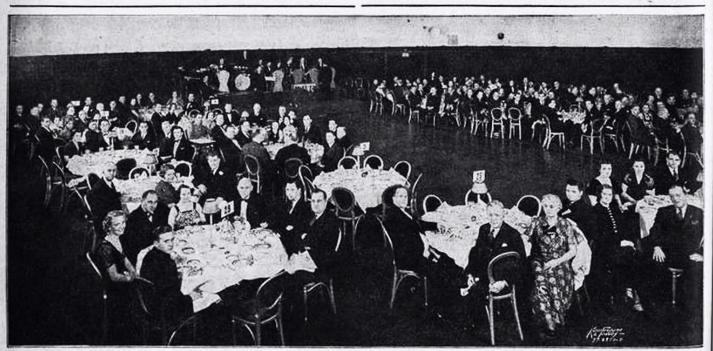
SAN FRANCISCO, Dec. 11.—Playlandat-the-Beach will join in the city-wide
"Fix-Up-for-the-Fair" campaign, George
K. Whitney, owner, announced. Plans
have been made to repave the midway
and boardwalk which faces the beach,
Remodeling of some of the building
will begin after first of the year, Mr.
(See S. F. PLAYLAND on page 44)

1937 Park Season in Review IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1



BANQUET OF THE NATIONAL ASSOCIATION of Amusement Parks, Pools and Beaches in Bal Tabarin of the Hotel Sherman, Chicago, at conclusion of the 19th annual meeting, on night of December 2.

The Pool Whirl

By NAT A. TOR (All communications to Nat A. Tor, care of New York Office, The Billboard)

Semi-Municipools

One of the most interesting talks at the recent 19th annual convention of the National Association of Amuse-ment Parks, Pools and Beaches in Chi-cago was that by James K. Monteith, University City, Mo., who presented the municipal pool side of the controversy to Whether municipals really conas to whether municipools really com-pete with commercial ones.

He started off, in a kidding vein, say-ing that he asked for police protection from the sargeant at arms before he would consent to speak, realizing that there were pool men present whose busimere were pool men present whose busi-mess had been hurt by city aid govern-ment tanks. When he added, "for-tunately, these cases of close competi-tion are 'solated ones," I could feel the contingent of New York pool men cynically smiling to themselves.

However, he did say that he didn't have time to collect data from different parts of the country and so his remarks pertained only to conditions in and sround St. Louis. Municipal Pool Man Montieth got on the good side of his listeners when he said, "there is no jus-tification for a municipality locating a new swimming pool in close proximity of an existing commercial tank, except in rare cases. With park and city planin rare cases. With park and city plan-ning boards and agencies established to recommend development for the good of the community, I am sure that, all members of the agencies being taxpayers. members of the agencies being taxpayers, they would consider the investment of the commercial pool before recommending the installation of a municipal pool close by. However, if the commercial pool has not kept pace with the improvements of modern pools in regard to sanitation as regulated by the city or State, there would be some justification."

To all of which I heartily agree, for I think too many operators of privately owned tanks are spending too much time crying about city opposish when they should be doing some rehabilitation to their own natatoriums.

Mr. Monteith continued: "I personally feel that unless commercial and municipal pools are located very near each either or they are both in a small com-

other or they are both in a small com-munity where there are not enough people to support both, there is very little of what might be called compe-tition."

belittled municipools that admit the central municipous that admit children indiscriminately without charge, altho he admitted that his own tank in University City permitted youngsters under 16 to swim free two mornings a week. However, he differentiated by say-ing that a close watch was kept on those admitted free, thru registration cards and the life and the bester that the and the like, and then he stated that he felt that even tho his municipool was offering free admish the type of youngsters given this opportunity could not ordinarily pay the price of a swim, any-

The true municipal pool's side of the The true municipal pool's side of the controversy was shown when he attempted to justify free swimming of-fired by city-controlled tanks, stating that in the long run they were really helpful to the commercial pool man. Along this line he pointed out that his tank was teaching hundreds of young-ters the art of swimming and then when they grew up and got jobs they all would be prospective pairons of commercial tanks.

On this score I am afraid I will have to disagree with Mr. Monteith, It has always been my contention that swim tanks are very much like doctors insofar as the public is concerned. Once a person gets used to going to a certain pool, he continues to go there, just as he sticks to his favorite medico. So I don't think privately owned tanks can specify much they were attended.

he sticks to his favorite medico. So I don't think privately owned tanks can benefit much thru free swimming given by the opposith.

The thought just occurred to me as to why certain communities, instead of building tanks to offer free squattes, don't pay commercial tanks to permit beedy folks of the community to swim free. In this way we would have so-called semi-private tanks, partially substicized by government or city. And in this way the commercial pool man would not be left completely out in the cold. This, of course, could only be worked with private tanks that were modern in tvery sense of the word. the sticks to his favorite medico. So I don't think privately owned tanks can be been fit much thru free swimming given by the opposish.

The thought just occurred to me as to why certain communities, instead of building tanks to offer free aqualites, don't pay commercial tanks to permit beedy folks of the community to swim free. In this way we would have so-called semi-private tanks, partially subsidized by government or city. And in this way the commercial pool man would not be left completely out in the cold.

This, of course, could only be worked with private tanks that were modern in twity series of the word.

Pools for Trailers

Outdoor tanks near highways are urged

ROCKAWAY BEACH: Town's all aflutter over plans to condemn the 200 feet of land fringing the "Walk between Sealed and Arverne for a road. Two big property owners on the Boordwalk in Seaside who planned to carry out thuge construction projects have curtained their plans because, they have discovered, their properties would be in the path of the road.

George Wolpert, executive secretary of the Chamber of Commerce, says that between July 1 and 18 more than 10,000,-000 visitors were at Rockaway or more than 30 per cent of the season's total. July 4 week-end upped the figures. Andrew J. Kenny is elated as new head of Rockaway Chamber of Commerce, replacing A. Joseph Geist, president of Playland Park, who has expressed a de-

Old Glory Boxes

ATLANTIC CITY, Dec. 11.—Auditorium's T'd Glory, the largest American flag ever constructed, has bowed can hag ever constructed, has bowen to Father Time. First shown as a spectacular backdrop in finale of the lavish but 'll-fated Here and There, starring DeWolf Hopper, which played the first summer the hall was opened. the "drop" was moved to the front hall over doors of the Boardwalk. For seven years it was suspended by cables, an awe-inspiring sight. It had 6,500 square feet of material and was 110 by 60 feet. Twelve men were required to take it from the walls. Seven years of dust and wear had taken its toll and the flag, after being folded into a roll more than 13 feet long and 6 feet high, will be burned with appropriate ceremonies. Plaus are under way for construction of another such flag.

to consider possibilities of capitalizing on the trailer populace. A few years ago I discussed in this column the advisability of indoor and outdoor pools making a play for bus trade. At the time I mentioned that a refreshing swim would be welcomed by almost any weary bus traveler. And I say the same thing now about those who tour the country in trailers. A great deal of added revenue can be obtained by tanks which go after this biz. Naturally, those aquadromes near auto roads and which have ample parking facilities can get the most out of this. At the same time, any outdoor or indoor tank can benefit if it would take the trouble to circurlarize residents of trailer camps in its vicinity. Make special rates to those who are visiting your city in trailers. And if you do these things, I am certain you will find a new source of business. to consider possibilities of capitalizing a new source of business.

Dots and Dashes

Trust indoor tank owners realize that Yuletide promotion atunt means more a tuletide promotion atunt means more
than installing a Christmas tree in the
lobby... Tony Briguglio, operator of
the Cypress Hills tank, Jamaica, L. I.,
wants to expand his bathing establishment next summer.—Pro model who
will pose for the National Swim-forHealth posters next summer was selected
that wash-and is who pretty. New hast week—and is she pretty!... New paper will be used to herald Palisades (N.J.) pool and brach next year.— And Ham Wright already has his cameras focused to take Miami pool pic-tures right after the 1st!

Long Island By ALFRED FRIEDMAN

FROM ALL AROUND: New York City's park commissioner, Robert Moses, who is also prexy of Long Island State park commission, in announcing plans to expend more than \$15,000,000 for improvement and revamping of the Rock-aways, Coney Island and a portion of Staten Island shore front, is doing, in sum and total, just about what this column has been predicting for several

Moses first took a full interest in resort development about eight or nine years back, when in his mind he de-signed the conception of the ideal beach. which was later to materialize in Jones Beach. He is essentially a doer and went along planning a similar venture at Rockaway. Coney Island and Staten Island. He hopes to modestly pattern these on the same lines as Jones Beach. the there he had much easier territory to work with, considering encumbrances he would have to encounter with the

ROCKAWAY BEACH: Town's all affut-

sire to step into the background and re-cuperate from a recent illness. LONG BEACH: City is beginning to

feel a little bit peeved, what with the State underwriting, or planning to un-derwrite, costs for improving resorts over the entire length of Long Island, with local territory being left pretty much out in the cold. Jones Beach, Long Beach's most emphatic rival, gets State benefits, which, the latter resort insists, benefits, which, the latter resort insists, has caused it to edge out in the front in aeveral respects.

atlantic City

By W. H. McMAHON

ATLANTIC CITY, Dec. 11.-Boardwalk ATLANTIC CITY, Dec. 11.—Boardwalk crows were on the job this week keeping the wooden way free of snow. Pestival of Lights, which yearly draws good crowds, got under way and amusement men are hoping for the best. As predicted in these columns several weeks ago, all Boardwalk houses closed for supper hour.

About 4,000 were in the ballroom of the Auditorium on Monday for Con-stitution Day exercises, which followed a parade and town criers in the business section. A new little theater group got under way this week under direction of Zdwin Burrow Pettet. Eddie White back to town for the week-end as emsee of the Hollywood bill. Barney Rapp put own a fast show there last week.

Congrats should go to the fire depart-ment, which extinguished a blaze in the lobby of the Palace Theater without disturbing the 300 inside, audience not being aware of the situation until they came out. Manager I. Perlin of the Colonial Theater returned from his an-nual vacation, during which he saw shows. Eddle Lambert starred in Eddle Sherman's second Steel Pier bill and proved a good draw, it being an excellent tryout for Sherman's new idea of weekend vaude here.

Old Chester Site Is Sold

CINCINNATI, Dec. 11.—Assets of Cin-cinnati Car Corporation, held in the hands of receivers since September, 1931, were sold on December 8 to a local real-tor for \$83,833.95, sale being approved by Judge Hoffman in Common Pleas Court. Property includes former Ches-ter Park site, an old our factory plant and adjacent land. Chester awimming pool is all that remains of the former amusement park. Buyer did not say for what purpose the property was pur-chased. Procter & Gamble Company has been reported in the market for some of the land.

BRIDGEPORT, Conn.-City of Bridgeport will offer a remodeled Pleasure Beach Park next summer with 16 addi-tional acres, to contain thoroly equipped tional acres, to contain thoroly equipped pionic grounds, being reclaimed from flats to the cast. A new highway will encircle the new section. All the old section will be remodeled and conces-sions added. Buildings are being painted and dance hall is being redec-orated. The bridge is being recondi-tioned.

PORTLAND, Ore.—Arrangements have been completed for installing additional and larger floodlights in caverns of the Oregon Caves to make the underground trip more interesting to visitors, said George C. Sabin, manager of Oregon Carve resort.

Miami Funland

MIAMI, Dec. 11.—American Eagles, MIAMI. Dec. 11.—American Eagles, Murray Trie of clowns, Jay Nichols, John R. Van Afnam, Chick Endor, Harry Noyes, Damon Runyon, Arthur Lee and scores of other literary, circus and carnival folks have visited Funland Park since opening. A registration book will be placed at the main gate.

Eddie Hollinger, secretary of Sims Greater Shows, has been appointed gen-eral auditor of the park.

Chuck Conners, in charge of grounds, contemplates taking out a tab show next summer and some performers have already been engaged.

Matthew J. (Squire) Riley was unable to attend the Chicago meetings because of his duties as head of the park enter-tainment committee.

An association, dubbed the Gate Grashers' Club, has been formed, but has not with little success in gaining entrance to Funiand.

In spite of intense cold for Florida fair crowds have been out nightly. Cold weather hit even the night clubs and the Bon Ton closed till the cold spell passes and, changing its name to the Village Barn, will resume business sheet. Village Barn, will resume business short-

ly.
Shows held semi-weekly in Biscayne
Park were called off till weather moder-

ates.
When Gov. Harold Hoffman of New
Jersey visited Miami the first question
he asked reporters was, "Where's Squire
Riley?" When told he was chairman
of entertainment in Funland Park the
governor canceled an engagement at the
dog track, visited the park and cut up
many jackpots with Matthew J.

A. C. Pool Figures Chill

ATLANTIC CITY, Dec. 11 .- Proposal to construct a salt water pool and bathing beach for winter use in the \$15,000,000 Auditorium was dampened this week after city commission got first reports from engineers and experts, who esti-mated cost would be \$150,000. Marty Harris, who for 27 years has operated Hygels Pool here and one of those asked Hygera Pool here and one of those asked for advice, said that to make it pay expenses a pool big enough to hold 4,000 tons of water would be necessary and that such a tank would take 100,000 cubic feet of masonry and present such an engineering problem that there would be little chance of it ever paying.

A. C. Walk Strengthened

ATLANTIC CITY, Dec. 11.—Taking this off season to redeck the Boardwalk, the city is putting finishing touches to the part fronting block-long Steel Pier. It was found that, owing to vast crowds which in summer congregate in that section, ordinary supports, as in other portions of the walk, were not sufficient and a new reinforced concrete understructure was placed there. structure was placed there.

CHICAGO, Dec. 11.—Brookfield Zoo increased its bird poulation with two toursees and a red and green macaw, Pormer come from South Africa and the macaw was a resident of South America



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american Recreational Equipment Association things are to be done. So

By R. S. UZZELL

How can we express the enthusiasm generated by our conclave in Chicago? It was not "just another convention." It marked the end of an epoch and the launching of a new procedure for the outdoor amusement men with the best buying in years despite the adverse lendencies of the past season. Smaller units had much to do with clinching or-No \$50,000 rides were sold or talked

Philadelphia Toboggan Company epito-mized the new trend. It left at home the Old Mill and Coaster equipment, altho it is still a past master with these devices, and showed how it can apply its artistic designs to a funhouse front. its artistic designs to a funhouse front. It was a combination of color and framing that attracted attention and shows the trend. Temporarily the company stepped saide from fine Carousels, Coasters and Mills to find the new demand and, once discovered, it did not argue but met it and has brought out a front for funhouses that puts the old crude ones to shame. The game of the kicking mule is not much for dignity but as a fun producer will find favor.

More Carnival Rides

Allan Herschell Company has come out Allan Herschell Company has come out with a streamline set-up for a small Merry-Go-Round that puts it on the front page. W. P. Mangels makes the Whip live again with new color, streamlines and a new kick that eliminates the springs. It is circular now and has something doing all the time. Leon Cassidy has put the artistic touch to the Protzel. It is a better and more substantial car. substantial car.

L. L. Custer can always be relied upon to be original. His circular ride that tips, rocks and sways is a most ingenious shaker. Spillman Engineering Corpora-tion, like the ocean, is never quiet. How it concentrates so much funhouse How it concentrates so much funhouse into limited space and puts it on wheels can only be realized by seeing the de-vice in action. Now that carnivals have so many rides, this production is time-ly. Bill Rabkin has a double handlesp in finding what is wanted in games and what will be permitted. Leave it to him to find the way. Harry C. Baker comes out with the alogan. "Every design is different." His display shows he can do it.

Acts of Hamid Tops

Lusse Bros., Dodgem Corporation and R. 8. Uzzell Corporation concentrate on improving design and performance of their respective lines, an interesting study in evolution. Ackley, Perkins et al. are letting no improvements in swimming pool construction and operation escape their studied attention. R. 8. Charlesses Commun. hand for ball the control of Hon escape their studied attention. R. E. Chambers Company has a far better device than last year and with added safety appliances. Eyerly people are sure to improve last year's Octopus. It is not a costly improvement but will add enormously to this novel ride. Bright and Perey turnstules are modeled now for particular uses and seem to watch your income with both eyes.

income with both eyes.

There is a new way of making the monkey climb the tree. He seems to like the sport while the patron takes delight in making him shin up the tree. Frank Thomas will make frozen custard quicker and more dependable. George Hamid seems slways to know where the best and latest acts grow. Never before has he had such good beoking on acts shown at the banquet. Each act was tops. You never gave us a better show, George, You never gave us a better show, George, but how you are going to survive your arduous pace is beyond us.

Lambie Speeds Un Pace

Lambie Speeds Up Pace

Jack Lamble, as program chairman, put over a three-day series of meetings on a time schedule that is a record. No did things with dispatch and yet offended no one. Each performer seemed anxious to chime in with the brief poce set for him. Only one stranger required a reminder that he was running over his

□ LOOK ≥ IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

allotted time. Now we know the temper of Lamble's spurs. He has won a place in the reserves from which we can call him with confidence when important things are to be done. Surely he will be

heard from in the future.

While a lot of men rendered valuable service to the convention and well deserve commendation, there was not a harder working lot and none more loyal than The Billboard staff, who covered all phases of the annual meeting. They put in an arduous week of long hours at high pressure to get the highlight of every activity from each meeting of all the organizations of the outdoor field. Few realize the large staff required to get the news. Then they pay dues and contribute to all worthy causes.

It is hoped that while enthusiasm is

It is hoped that while enthusiasm is still running high that all who have not yet done so will send in a mem-bership subscription to the American Museum of Public Recreation.

With the Zoos

BOSTON—When Franklin Park Zoo (Dorchester) buffalo quarters were razed by fire recently Hub papers gave the blaze front pages, playing up non-chalance of the five buffaloes in refusing to stampede for the camera. Fire started when wind sent a pile of burning leaves against the thatched roof. Hay strewn for bedding was also destroyed.

MEMPHIS.—Municipal Zoo chimpanzees, Popeye and Olive Oyl, are learning such stunts as riding bleyeles and roller skating, with Popeye already showing signs of becoming more adept in skating. The chimps' classes are held three times a day in their cage in the lion house. Dogs and ponies of the zoo circus are practicing jumping thru hoops, walking and dancing on their hind legs and military drills. Monkeys riding the ponies are to be added for next spring's opening of daily outdoor circus. P. W. Cramer, zoo animal trainer, said public winter performances will be held Sunday afternoons in addition to daily classes. MEMPHIS .- Municipal Zoo chimpan-

S. F. PLAYLAND

(Continued from page 42)

Whitney said. Work has started on enlarging Cliff House Gift Shop.

entarging Chil House Gift Shop.

Len Mendoza, concession operator in
Playland, who left over a month ago on
a world tour, postcarded Carl Nunan,
promotional director, from London, reporting a rough Atlantic crossing, Mendoza said he would continue from Lonton to Courth Michael. don to South Africa.

don to South Africa.

Cities and towns within a radius of 50 miles are participating in the Winter Sports Carnival on December 1-January 31. Stores are distributing tickets at one-third their cost value for all rides and other amusements. Some of the biggest atores in town are tied in with the idea.

NAAPPB '37-

(Continued from page 42)

beach operation and discussions on past

seach operation and discussions on pass and future fairs and expositions, "An innovation tried this year was the daily luncheon which was included in the registration fee. It proved to be very advantageous, enabling special groups to have lunch together to discuss problems at conventions the residence of the renot covered in general sessions. In exhibition hall were on display many new rides, games, devices and equipment. Manufacturers have taken advantage of the increased sales they enjoyed during the past year and show their readiness to develop new attractions as soon as the field is over for them. A marked track field is open for them. A marked trend was noticed towards the modernistic and indirect lighting vogue on most of the

new developments.
"The old adage of 'all work and no "The old adage of all work and no play is just as true regarding amusement park, pool and beach men as any others. Accordingly, there was formed this year the "Penthouse Club." Headquarters and the setting for the club's social activities was the "House on the Boof," atop the Hotel Sherman, a beautifully furnished home complete with a fully furnished home, complete with all conveniences and accommodations for a jolly good time. There were very few who failed to become members before the convention closed.

AREA Dinner Interesting

"Annual dinner-dance was an event that will not be forgotten by anyone. It was in the Bal Tabarin of the hotel amid a congenial atmosphere, beautiful \$15,000,000 proposal that would involve

Big Apple first time in the history of the American Recreational Equipment Association and its predecessor, Manufacturers and Dealers' Section, the anticommunication and program was prenual meeting and program was pre-ceded by a dinner at 7 p.m. in the Crystal Room of the Sherman, Sunday, November 28, All exhibitors of the 1937 trade show, whether or not they were members of either the AREA or NAAPPB,

were invited to attend the dinner.

"Attendance was beyond expectations.
Likewise the meeting following the dinner was well attended and great interest
was manifested in topics of the speakers.

Ambitious Museum Program

"Annual meeting of the American Museum of Public Recreation was also held in conjunction with the convention. This organization, while comparatively young, has a very ambitious program. It was organized several years ago for the purpose of perpetuating the history of the amusement industry. It already boasts a hearty membership and a museum building to Coney Island. nearly boosts a hearty membership and a museum building in Coney Island, N. Y., wherein are displayed working models, drawings, pictures and patents of amusement equipment, past and present. The research and accomplish-ments of this organization have already placed it on a least with better

placed it on a level with historical bodies engaged in other work. "One of its many ambilions is to have a building at the New York World's Pair of 1939, where the public from all over the world will be permitted to view the tremendous strides made in public recreatton.

"The meetings of the three associa-tions were the most successful for sev-eral years past. Attendance was beyond expectations and reports from exhibitors indicate that many sales were made, not only in smaller items of supplies, but in the larger equipment, rides, etc., as well."

HOME LIKELY-

(Continued from page 42)

boasts a good membership and a museum building in Coney Island, N. Y., where there are valuable displays of amusement equipment. Most of the work connected with the museum has been taken care of in the past by a small group of amusement device men, notably W. F. Mangels and R. S. Uzzell, and last week's meeting was called for the purpose of creating more interest in the project thruout the membership. Pred W. Pearce, Detroit, is new president: Harry C. Baker, New York, vice-president; R. S. Uzzell continues as secretary and W. F. Mangels will again be

retary and W. P. Mangels will again be treasurer. The meeting created unprec-edented enthusiasm among park men and manufacturers assembled and revolutionary steps were taken before the group meeting broke up for another

Confer on Exhibit

Confer on Exhibit
Chief accomplishment in Chicago was appointment of a building committee to negotiate with the New York World's Pair for space and a building at that event provided the exhibit would remain thereafter as a permanent institution. Committee, consisting of Mr. Mangels, Mr. Uzzell and George A. Hamid, all of this city, and Norman S. Alexander, Philadelphia, has already opened discussions with fair officials and chances that the museum will soon find a suitable and permanent home seem exceedable and permanent home seem exceed-ingly bright.

ingly bright.

Trustees include N. S. Alexander, Harry C. Baker, Prank W. Darling, James A.
Donovan, Sam W. Gumpertz, A. R.
Hodge, George A. Hamid, George P.
Smith Jr. Dr. Philip I. Nash, Fred W.
Pearce, Leonard B. Schloss, Edward P.
Tilyou and R. S. Uzzell.

MOSES IDEA-

(Continued from page 42)

playgrounds, terraces and public buildings of assorted types. He would vir-tually scrap about 60 per cent of the resort's entire amusement colony. In the wake of condemnation would be hun-dreds of concessions, 25 bathing pavil-ions, a dozen hotels, similar number of dance halls and cabarets, as well as half dance halls and cabarets, as well as hall of million-dollar Playland Park. He has expressed a desire to copy the pattern of Jones Beach, one of his creations at Rockaway, and has said he disapproves of "concessions and cheap forms of entertainment."

music and enterfainment that reached Coney Island and a portion of the shore the height of perfection. Highlight of at Staten Island, but the latter two re-entertainment was presentation of the sorts would be only mildly transformed. sorts would be only mildly transformed by comparison with the Rocksways. Tho the idea is a little too new and sudden to gather a definite consensus among amusement people and civic leaders, early trend of opinion seems to be in

its favor. Several oldtimers inclined to as a certain amount of sentiment with the 75-year-old amusement territory, which includes the historic Bowery territory at Seaside, have tongued their checks in sorrow at the thought. Even citizens with the most strenuous community spirit admit that many structures in the area designated are eyesores and fire hazards, as has been illustrated by sev-eral big conflagrations within the past

eral big conflagrations within the past couple of months.

Commissioner Moses officially takes over jurisdiction of the Rockaways on January 1. Up to now it has been under the official guidance of the boro president of Queens. Naturally, were the big plan to be put into effect, the money to finance it would be another question. So far that has not been quite clearly explained, the Moses has indicated that tolls would most likely be used to raise funds. If this idea fails he is said to have another in mind. he is said to have another in mind.

Big Area Involved

Success which Mr. Moses met in planning and creating Jones Beach is believed to have prompted New Yorks Mayor La Guardia to suggest that he try to repeat at Rockaway and Corry Island. From the standpoint of area and perhaps otherwise, Rockaway is the largest seaside amusement resort in the country. It sames an area of almost the country. It spans an area of simost 10 miles on the Atlantic Ocean and has been referred to by experts as the possessor of the finest bathing beach on

possessor of the finest bathing beach on the Eastern seaboard.

Next to Coney Island, no other beach in the country, it is said, draws so many millions of visitors each summer. Of late several Sundays and holidays have found crowds numbering from 750,000 to 1,000,000. Attendant to the Moses of the country of the money of the country of the money of the country of to 1,000,000. Attendant to the Moses plan is an allied proposal for care of parking an elimination of railroad sur-face crossings. This is not included in the \$10,000,000 plan, but would involve an expenditure of a corresponding sum.

HAMID ACTS

(Continued from page 42)

he will probably augment the group by

he will probably augment the group by two within the next few weeks. Present committee consists of William Rabkin. International Mutoscope Reel Company: R. S. Uzzell, R. S. Uzzell Corporation: W. P. Mangels, W. P. Mangels Company: Harry C. Baker, Norman Bartlett and Maurice Piesen. All represent firms in or near New York City.

Commenting upon problems facing showmen at the fair. Mr. Hamid said that it is his belief that concessions must be made on both sides before a satisfactory agreement to terms can be reached. "Regardless of what fair officials say, their terms for participation at the fair are without doubt unreasonable in most cases. I am convinced bet-

at the fair are without doubt unreasonable in most cases. I am convinced better working conditions for both sides can be arrived at," he declared.
"I am confident the World's Pair needs our business knowledge and our actual participation to make its midway the success it should be. On the other hand we wrist realize that when we are the success it should be. On the other hand, we must realize that when we are dealing with the 1939 event we are doing business with probably the largest outdoor show the world has ever known. As such, conditions under which we will be required to operate cannot possibly be exactly as we wish. Present terms are definitely one-sided at present. I'll admit, but I'm sure it won't be long until concessioners are given a better until concessioners are given as until concessioners are given a better break."

Early Trade Show Start

Other big objective of AREA for 1938 was accomingly accomplished before the meeting broke in the Hotel Sherman, Chicago, last week. It was decided to lovy the same prices and requisites that prevailed in '37 for exhibit hall convention space. Pullus to arrive at definition prevailed in '37 for exhibit hall conven-tion space. Failure to arrive at definite figures until late last year hindered signing of applicants thru the office of A. R. Hodge, secretary of the NAAPPB and in charge of exhibit hall space sale. This year, on the other hand, Secre-tary Hodge has practically 52 weeks in which to seen exhibitors, and indications

tary Hodge has practically 52 weeks in which to sign exhibitors, and indications point to a much easier and better system. About one-third of the '37 exhibitors signified intentions or actually signed to occupy their same locations next year before they departed from Chicago last week.

Fairs Led Great **Industry Out of** Perilous Times

Excerpts from address of Retiring President Maurice W. Jencks, manager of Kansas Free Fair, Topeka, at 47th an-nual meeting of International Associa-tion of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30.

This splendid representation we have here today is indicative of the vital strength enjoyed by the association. It is a pleasure to see members from all corners of the nation and to see you who corners of the nation and to see you who have journeyed here from Canada. It's good to ace so much enthusiasm and hear so many expressions of optimism, I know that all of us are happy to have survived the tough, lean years from 1930 to 1936, and for a long time to come we can look back with pride on that ora because we know that during those years we led the great industry of agriculture thru a perilous journey and proved the worth of our institutions. In the face of almost unsurmountable barriers, we rendered a distinct service to a distressed business, and I believe our accomplishments during those years will forever place our fairs high on the honor scroll of American institutions. scroll of American institutions.

During past conventions it has been my privilege to hear splendid talks by members of this group. These have overed a wide range of subjects. Last year Ray Lee delivered a speech which I (See FAIRS LED GREAT on page 46)

Ammon and Kingman Set For Talks at MAFA Meet

BOSTON, Dec. 11.—Ralph E. Ammon, president of the International Association of Pairs and Expositions and manager of Wisconsin State Pair, Milwaukee, will be one of the speakers at the Massachusetts Agricultural Paira Association annual meeting in the Brunswick Hotel here on January 20 and 21, said Alfred W. Lombard, secretary of Brockton (Mass.) Fair, will also be heard. Frank H. Kingman, excretary of Brockton (Mass.) Fair, will also be heard. Frograms will include statistical report by Robert F. Cross, director of division of reclamation, soil survey and fairs, and a Boston newspaper editor yet to be named, who will talk on What Is News? There are two system of news publication in Boston by papers that receive paid ads and publish readers which are sent and newspapers which weigh news according to the value as the sec. in Boston by papers that receive paid ads and publish readers which are sent and newspapers which weigh news according to its value, as they see it. Mr. Annmon will speak on County Fairs in Wisconsin. Light Harness Racing is Miles Mank's subject. Earl S. Carpenter, Massachusetts Agricultural College, will give a detailed report on a survey of fair visitors. L. B. Boston, director of Hampden County Improvement League, will discuss Courtesy, Comjort and Convenience. Round table discussion on Hose To Help Each Other is scheduled. Mr. Kingman will be toastmaster at the annual banquet. Paul N. Denish, Eoston manager of George A. Hamid, inc., will provide entertainment: George Ventry will lead the orebestra and Henry Reports and Convenience of George A. Hamid, inc., will provide entertainment: George Ventry will lead the orebestra and Henry Reports. Making the Best of What We Hose, a dialog between a man and a woman, will include ways and means to build an exhibit to attract patrons. Arno H. Nebrling, Massachusetts Horticultural Society, will talk on exhibits of flowers.

Board of Tennessee State Awards Contracts for 1938

NASHVILLE, Dec. 11 .- Commissioners of Tennessee State Fair here closed con-tracts for 1938 with the Royal American Shows for midway; George A. Hamid, Inc., for free grand-stand acts; Ohlo Dis-play Pireworks Company and Racing Corporation of America for auto races On closing day, John A. Signs signed on closing day. John A. Sloan aigned the latter contract. Free acts by Hamid will include Sensa-

Free acts by Hamid will include Sensational Albania, Hoagian's Equestrian Combination and Balabanos Review.

Members of the board attending the Chicago meeting were Judge Litton Hickman, chairman; James A. Cayce, W. C. Clark, J. B. Eczell, W. T. Jones and W. J. Wallace, accompanied by Manager Phil C. Travis. Harness racing will be featured on the first five days. Indications are that more money will be given the night house show.

IOWA MEET LIVELY



ALMON R. SHAFFER, drafted to take executive management of the 1938 Florida Orange Festival, Winter Haven, was on vacation at his home in Orange City, Fla., after putting in seasons of 1936-'37 as associate director of Great Lake Exposition, Cleveland, in charge of ammamments and concessions. Earl W. Brown, in charge of national Florida exhibits, retains general supervision of the Orange Festival.

Okla. Bond Plan Beaten

Taxpayers reject proposed issue for new fair plant-Golden Saga called off

OKLAHOMA CITY, Dec. 11.—Prospects for a new location and plant for Oklahoma State Fair and Exposition here were canceled for the present when voters weterd a bond issue for \$1,343,000 on December 7. It was one of four civic questions on a ballot, all of which failed

Observers credited the fact that only measure, it being held that a popular vote by majority only would have passed it. There were 4.935 for and 7.958 against the fair bond issue in the 12,933 votes

Also shelved for the present are the 8320,000 of State funds set aside during last session of the Legislature but avail-able only if the city bond issue had car-(See OKLA. BOND on page 46)

Nearly Half of Hawkeye Annuals In Red Thru Rain, Report Shows

But season as a whole is considered success by managers in Des Moines sessions-Bains is new president-exhibitors, 4-H Clubs and amusements get attention

DES MOINES, Dec. 11.—Exhibitors, 4-H Clubs and amusements came in for a large share of attention at a lively and well-attended meeting. 30th annual, of the Fair Managers' Association of Iowa here on Monday and Tuesday. Most of the 75 fairs of the State were represented in a well-balanced program. Iowa fairs were unfortunate in encountering much rain during 1937 and this resulted in many of them operating at a loss. According to a report presented. 37 fairs showed a deficit of about \$600 each and \$8 showed an average profit of \$880 each. Wherever favorable weather prevailed attendance was large and fair managers considered the zeason as a whole a successful one. Attractions people were numerous at the convention. Nearly 50 shows, agencies, independent acts and concessioners were represented.

C. J. Bains, Alta, vice-president during 1937, was elected president for the engineering to the expo or its amusement zones, so do not know whether to tear down or to sit tight.

Pinal day drew 224,000 visitors, bringing total above 31,000,000. It is estimated that 60,000 Americans, 12,000 to the cape of the first district. Fred mated that 60,000 Americans, 12,000 to the cape of the cape of the court district, and R. F. McKinstender that 60,000 Americans, 12,000 to the cape of the cape of the court district, and R. F. McKinstender that 60,000 Americans, 12,000 to the cape of the court district, and R. F. McKinstender that 60,000 Americans, 12,000 to the cape of the cape

Final day drew 224,000 visitors, bring-ing total above 31,000,000. It is esti-mated that 60,000 Americans, 120,000 Britishers, 80,000 Germans, 70,000 Bel-gians, 38,000 Swiss, 35,000 Hollanders and 27,000 Italians visited the exposition.

Cost of putting on the fair was 1,450,000,000 france or \$48,333,333. Receipts from gates, concessions, etc., were 150,000,000 francs or 85,000,000. Several permanent buildings will remain as mu-seums or art galleries.

Grund Books Rodeo Abroad

NEW YORK, Dec. 11.—Leo Grund, staff man of George A. Hamid, Inc., has returned to this country after completing an eight-week talent-souting and attraction-booking trip thru several nations of Europe. Arriving last week he reported that he had negotiated with Berlin, Vienna and Paris arena officials for presentation of an American rodeo unit in those cities. Details of Mr. Grund's trip will be forthcoming in the near future, Mr. Hamid said.

CHICAGO, Dec. 11.—Rube Liebman, who has been "rubing" and announcing at fairs many years, has fully recovered from an illness and says he is looking forward to a big season in '38. He is still with Barnes-Carruthers.

Pine Belt Circuit Has Good Reports

GRAND RAPIDS, Minn., Dec. 11.—All fairs in the Pine Belt Circuit in 1937 had financial success and good attendance, it was reported at the annual meeting here, said Secretary Whitney Murray, secretary of Wadena County Free Pair. Wadena Pair broke all records with attendance of 56,502 and grand-stand attendance of 23,421, advance sale having been 3,950.

tendance of 23,421, advance sale having been 3,950.

M. B. Taylor, Bemildji, was elected president, succeeding William P. Murphy, Aitkin, who retired after serving since organization of the circuit eight years ago: Allen J. Doran, Grand Rapids, vice-president, and Mr. Murray, secretary, The circuit fairs, Aitkin County Pair, Aitkin: Beltrami County, Bemildji; Hassen County, Grand Rapids, and Wadena Pair, were represented by 36 delegates.

A new plan will be worked out in 1938, all fairs to be held on dates in the same week. It is proposed to have two units of grand-stand attractions to alternate so that each fair will have two complete shows. President Bert Onsgard, Arrowhead Amusement Company, was present but booking of rides was left to the executive committee. The 1938 meeting will be held in Wadena.

Whisper Is That N. Y. W. F. Is About Ready for Concession Biz

NEW YORK, Dec. 11 .- Altho definite commitments have not been forthcom-ing from officials, it is expected, according to reliable sources, that the conces-sion department of the New York World's Pair of 1939 will begin shortly assigning space and entering contracts on a large scale with prospective participants. Fol-lowing announcement last week that the midway sector will be divided into the mindway sector will be divided into 13 mones, each individual in artistic pat-tern, etc., it is understood that conces-sion department is about ready "to do business." Altho engineers and contractors are

Altho engineers and contractors are possibly quietly smilling at his extreme optimism so early, Grover A. Whalen, president of the fair, said this week that construction is about 30 days in advance of its schedule and that the gates would be ready to open on April 1, 1939, four weeks in advance of official opening date. date.

Foreign and domestic exhibit lists continue to be augmented weekly, with more nations, more big firms and allied

companies making known their inten-tion of being a part of "The World of Tomorrow." Ford Motor Company, to date the only automobile manufacturer to sign a contract with the exposition, this week signed for 298,718 square feet. largest single commercial contract issued by the fair so far. Details of the project were not made known.

Standard Brands, Inc., is another re-cent firm to take space, signing for 37,-272 square feet in the food zone, Standard Brands will erect its own building for displays by producers of Fleisch-mann's Yeast, Chase & Sanborn Coffee, Royal Deserts and other food products. Continental Baking Company is another participant, having signed for 44.394 square feet for exhibits.

Signing of foreign nations goes stead-ily forward, with more than 45 nations having already contracted to participate. Russia and Hungary are in with sizable spaces, and Japan has signed for 10,000 square feet with options on 60,000 more.

Powell to Cuba for Teter

NEW YORK, Dec. 11.—J. H. Powell, personal manager of Lucky Teter, ace auto thrill attraction, departed from this city for Havana, Cuba, on December 7. Teter unit, booked thru George A. Hamid office, is set to appear in the city stadium there on December 18-January 2. as a negligible to the Cuba. National 2, as a prelude to the Cuban National Industrial Fair and Exposition.

1937 Fair Season in Review IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

Fair Elections

RUTLAND, Vt.—Rutland Agricultural Association, sponsor of Rutland Fair, re-elected Will L. Davis, president, and Carleton Wilson and Stephen Dorsey.

OSHKOSH, Wis.—James Weller, A. F. Schroeder, Taylor G. Brown and Carl Fugleberg were re-elected president, vice-president, secretary and treasurer, respectively, of Winnebago County Pair Association. Concessions and midway grossed \$6,200 at the 1937 fair, an all-time record, it was reported.

RUTHERFORDTON, N. C.—Rutherford County Pair elected L. C. Price presi-dent: W. G. Deveny, Mrs. W. P. Dorsey, vice-presidents; P. E. Patton, secretary; Mrs. Viola C. Dobbins, assistant secre-tary, and W. W. Nanney, treasurer.

PLYMOUTH, Wis.—Homer Melvin was elected president of Sheboygan County Agricultural Association, succeeding Sid agreemental association, succeeding Sid S. Mathisen: Otto Geussenhainer, Emil Titel, vice-presidents: W. H. Eldridge, secretary, and Henry Ott, treasurer. It was voted to raise grand-stand admission to 20, 35 and 45 cents.

VIROQUA, Wis.—F. M. Minshall and Pred Rogers were re-elected president and secretary, respectively, of Vernon County Pair Association; Rudolph Nustad, Jeses Sands, H. E. Jacobson, vice-presidents, and A. J. Beat, treasurer. Total 1937 receipts were 813,004.20, with disbursements of \$12,201.05. A 4-H Club building will be erected in the spring.

HARTFORD, Mich.—Don P. Cochrane was elected president of Van Buren County Pair Association; E. W. Ewald, vice-president: Paul F. Richter, secre-tary, and James Ingalls, treasurer. Receipts of the 1937 fair were \$21,579.07, penditures \$18,754.51, leaving a balance

ELMIRA, N. Y.—Chemung County Pair Society elected Marvin Olcott Jr. presi-dent: Frank Wigsten, vice-president; E. L. Hardeman, treasurer: J. E. William-son, secretary. The 1937 fair was re-ported most successful annual since 1930, records for day and night attend-sore being howken. ance being broken.

MARNE Mich.—H. Fred Oltman was elected president of Ottawa-Kent Pair Association; George K. Herman, vice-president; David Hanson, treasurer; Mrs. Harvey Walcott, accretary. Attendance and receipts for the 1937 fair were largest in history.

YAZOO CITY, Miss.—F. H. Jenne was re-elected president of Yazoo County Pair Association for his fourth term: Dr. J. T. Rainer, vice-president; W. A. Steinriede, secretary-treasurer.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK



E. W. WILLIAMS, Manchester, was re-elected secretary of the Fair Managers' Association of lows at its 30th annual meeting in Des Moines on December 7. He has been association secretary 14 years and secretary of Delaware County Fair 24 years. He is recuperating from a long hospital steps during which he underwent ontical treatment. optical treatment.

Fair Grounds

of 1937 here has a small cash surplus, and all departments will be enlarged for the 1938 annual, said Secretary-Manager T. N. Carawell.

STERLING. Colo. — Dates for 1938 Logan County Fair here have been set so that senior and junior fairs will be held at the same time, said Secretary M. V. Haines.

WADENA, Minn,-Whitney Murray, secretary of Wadena County Free Fair and secretary of Pine Belt Pair Circuit, following the annual meeting of the circuit in Grand Rapids, Minn., went on visit to Niles, Calif.

RUTLAND, Vt.—Rutland Agricultural Association made profit of \$19,906.08, after payment of all debts, on the 1037 Rutland Pair, according to the treasurer's report at the 92d annual meeting. Asso-ciation has a balance on hand in excess of \$60,000.

HARRODSBURO. Ky.—Extra seating and parking space will be provided and efforts are on to enlarge every de-partment of the 1938 Mercer County Fair and Horse Show here, said President E. Buford VanArsdale. Day and night Horse Shows will continue.

MADISON, Wis.—Dane County Board authorized appointment of a three-man committee to investigate Dane County Pair to determine on what basis it may beet be continued. A request from the fair association for a \$5.000 appropriation has been met by a \$2.500 fund voted by the board.

No Hamid Office in Chi

NEW YORK, Dec. 11.—Spiking rumous circulated since last week's meeting of the International Association of Fairs and Expositions in Chicago, George A. Hamid, Eastern fair attraction booker and operator, denied that he plans to open a branch office in Chicago in the near future or that he will break a long-established agreement with other fair

bookers whereby he confines his opera-tions and bookings to Eastern territory. He revealed, however, that he has agreed to supply a portion of the grand-stand attractions at several large Western fairs in 1938, but that in each case it is merely a matter of supplying individual acts demanded by the fairs but not available to Western bookers.

Dairy Show Repeats in Ohio

COLUMBUS, O., Dec. 11.—The 1938
National Dairy Show will be held here
again next year, said Joseph E. Cross,
manager of the convention bureau,
Chamber of Commerce. The show committee, meeting in Chicago, voted to return to Columbus because of success of
the 1937 show. More than 160,000 attended the event on the State fairgrounds, Bids were submitted by cities
in California, Illinois, Pennsylvania and
several other States.

OKLA. BOND-

(Continued from page 45)

ried and a possible federal appropria-tion which had been sought on the con-templated project of a \$2,000,000 plant. Also on the shelf is the Golden Saga Celebration planned by the Oklahoma annual for 1939.

"Plans for the Golden Saga Celebra-tion have been indefinitely postromed."

tion have been indefinitely postponed,"
enid Ralph T. Memphill, secretary-manager of the fair. "We will go shead with
the fair in the present location and try
to make it better, but as far as I am
concerned the 1939 celebration is out."

FAIRS LED GREAT-

(Continued from page 45)

thought was of more value to the fair thought was of more value to the fair business than anything I had ever heard. He not only told us about our troubles, but also outlined some cures for them. I want to suggest that it will be worth much to any of you who missed his speech to get last year's report and read it.

Started by Gentlemen

Agricultural fairs have come thru a long course of social evolution. Fairs in one form or another have existed for in one form or another have existed for hundreds of years. England took the lead in development of agriculture. Some of her outstanding leaders recog-nized the need for the development of such agricultural institutions as fairs and other societies. Strange as it may and other societies. Strange as it may seem fairs in England and America were given their swaddling clothes by so-called "gentlemen farmers." These men were the connecting link between scien-tific agricultural experimentation and practical farming. The meager scientific knowledge was the possession of the

The industrial revolution and the agricultural revolution cannot be divorced from each other. Main threads vorced from each other. Main threats of each may be unraveled, but the creats and trends you must unite to form a single social process. Both revolutions brought a shift of the population from farms to urban communities. Expandfarms to urban communities. Expanding industry and commerce gave rise to a working class, abbe to afford a better living. Cities grew in population and farms showed the increase. Thinking men realized that the processes of agriculture must be improved and that new machinery must be utilized. The activities of the thinkers gave birth to the agricultural fairs we have today. These men had sufficient wisdom to grasp clearly the aignificance of the changing society in which they lived. Thus, the wealthy land owners of England and Scotland had to ploneer along an untrod Scotland had to pioneer along an untrod

path
In America men like Washington, Jefferzon, Benjamin Pranklin and others
saw the revolutionary changes taking
place in English agriculture and they
realized how necessary that we effect
the same improvements in America.
Agricultural societies were formed. These
societies did not include individual
farmers for the most part, but gradually
came the democratization of the groups
and within a few years came establishment of exhibitions in which farmers
could compete. Nearly every State fair
was organized thru the efforts of an
agricultural society. The stage was set
for the fairs to begin to carry on, which
not only has continued until today but
also will progress as long as life continues.

Funds Always Problem

Fairs had their ups and downs in those early years. Insufficient funds were a problem then as now. The first State fair worthy of the name was held in



FRANK H. KINGMAN, secretary of Brockton Fair, will be toastmaster at the annual banquet and a speaker at sessions of Massachusetts Agricultural Fairs Association at the Brunsudck Hotel, Boston, on January 20 and 21. Ralph E. Ammon, new president of the International Association of Fairs and Expositions and manager of Wisconsin State Fair, Mileaukee, will be leading out-of-State speaker. Bay State secretaries will hear an editor discuss paid advertisements and readers and handling of news according to editorial value. FRANK H. KINGMAN, secretary of

Albany, N. Y., in 1841. Michigan held its first State fair in Detroit in 1849. A year later the Illinois State fair was born, then came lowa in 1854 and Min-nesota in 1880. The first New York fair was held in Syracuse for two days. The courthouse was thrown open to display farm products, implements and domestic manufactures. City of Syracuse pro-vided home-made amusements; plowing contests and farmers' dinners were notable events. In Iowa the first fair was held in Pairfield, where my wife was born and reared; \$1,100 was given in premiums and 7,000 people attended, Many came in covered wagons, ox-carts and on horseback. The fair was held under auspices of Jefferson County Agricultural Society. When the fair was moved to Des Moines and became a State fair, we find in 1904 they paid \$3,400 for an exhibition race by Dan Patch, and \$1,600 for a night show. This must have been before the time of Mike Barnes and Ernie Young. Minnesota Territorial Acrieultural Society and ble events. In Iowa the first fair was Mike Barnes and Ernie Young. Minnesota Territorial Agricultural Society and
Hennepin County Agricultural Society
were organized in 1833 and in 1855 they
united in holding a fair at Minneapoly
which drew exhibits from three counties. Several other fairs were held thereafter before Minneaota became a State
in 1858, and that society fathered the
fair until the Legislature voted to hold
the State fair at Minneapolis and St.
Paul. When you review the fairs of
New York lows and Minnesota, you find
them typical of the establishment of
fairs through the country; in fact, in
most respects all early State fairs were
little more than local exhibitions.

By close of the 19th century, the fair

By close of the 19th century, the fair showed definite trends. It was entering from a period of geographic expansion to one of progressive institutional evoluto one of progressive institutional evolu-tions: first, by redefining its purposes in the light of social specialization; sec-ond, by co-operating with the new agri-cultural association which that speciali-zation had created; third, by assuming the aspects of a specialized business adopting the methods of modern busi-ness institutions, and, finally, by de-veloping constructive programs of pro-viding permanent physical equipment and utilizing public financial aid. (Continued next work)

(Continued next week)

Must Stay Put

SAN FRANCISCO. Dec. 11.—Counties thruout the State were barred from moving their fairs to the site of Golden Gate International Exposition in 1939, according to a ruling by Attorney-General U. S. Webb. Asked an opinton by State Director of Finance A. E. Stockburger, Attorney-General Webb said his ruling conforms with an agricultural code and assures each county the benefit of its assures each county the benefit of its local fair and exhibit.



WHY GAMBLE?

Why play hunches, long shots, so-called sure things? Why not be sure of yourself by dealing things? Why not be sure of yourself by dealing with the house known for its fair and square shuffle? For its devotion to the fine points of the game? A Full House is in the cards for you with Hamid Kings and Queens—and Aces thrown in for good measure. We're right on deck with your requirements and that's a straight tip.

Rose Asks for Dismissal Of Ft. Worth Fiesta Suit

FORT WORTH, Tex., Dec. 11 -- It has been announced that \$1,480.53 is amount, deposited on order of Federal Court here, due Billy Rose and his company, here, due Billy Rose and his company, Territorial Producing Company, from Fort Worth Frontier Flests, pending trial of a plagfarism suit brought by Mar-garet Mitchell, author of Gone With the Wind, during last week of the flests, which closed on September 28, Amount due Rose was impounded in Pederal Court registry by the Judge at the first hearing.

Court registry by the judge at the first bearing.

Latest fillings in the case have been for Rose and his producing company. This week defendants filed a motion to make "more definite and certain" the bill of complaint. Motion also included a request for dismissal of the complaint. Good With the Wind was first someway. me With the Wind was first se

Gosse With the Wind was first sequence of the Best Sellers Revue presented by Rose in Casa Manana.

Rose's latest venture, Show of Shows, has returned 12 dancers, 4 showgirls and 3 boy dancers, who were members of Casa Manana Revue at the flests, to Fert Worth, as only Texas girls were used in this show and this number was not needed when the show went east.

IOWA MEET

(Continued from page 45)
ley, secretary of Pottawattamie County
Pair, Avoca, was named to fill out a oneyear unexpired term in the second district.

Harris on Budgeting

Harris on Budgeting
With a large number of secretaries on hand, President Victor Felter, Indianola, opened the meeting by introducing Henry Brandt, serving as official reporter for his 14th consecutive year; Nat Green, of The Billipoord, and George Jackson, former secretary of Nebraska State Fair and author of A History of Centennials, Expositions and World's Fairs. Frank Harris, assistant secretary of lown State Fair, delivered a talk on How To Budget Fair Expense that contained many excellent suggestions and much useful information. He presented a compilation of statistics covering a five-per period showing receipts and expenses of various departments. During the fiveof various departments. During the five-pear period 100 fairs showed a profit of \$157,149.95 and 186 fairs showed a loss of \$111,602.42.

Mr. Harris urged necessity of more careful budgeting and suggested that every fair manager should analyze figures every fair manager should analyze figures of previous years, together with previous years, together with previous of previous years, together with previous managers in his district, and from this analysis determine his budget requirements. He said that, according to his analysis of the past five years, a fair should limit expenditures to from 30 to 85 per cent of its anticipated receipts in order to be safe. No hard and fast rule could be devised, he said, as local conditions must be the determining factor, and even with the most careful planning unfavorable weather is apt to upset best laid plans. Discussion led by A. C. Bryan, Knoxville, brought out many helpful points. Sam Stump, Fort Dodge, presented some pertinent auggestions on Obtaining Exhibitors for Your Fair. National firms are sold on value of exhibits at fairs,

Exhibitors for Your Fair. National firms are sold on value of exhibits at fairs, he said, and amount charged for space should be commensurate with importance of the fair. Many fairs, he said, make no charge for space for farm machinery exhibits, figuring that the exhibits aid in increasing attendance. Speaking of exhibitors in general, he said: "Deliver the goods: treat exhibitors right and you will get them."

Beer Sales Discussed

Three questions were presented in the question box. One related to sale of beer on fairgrounds. It was the general spinion that a beer concession was a

spinion that a beer concession was a good investment. Some fairs handled the concession on a fint rental basis, eithers on a percentage of gross, and a few were operated by fair associations. Mr. Power reported that the Davenport Fair operated the Deer concession and made a profit of \$2,100.

Another question pertained to Sunday fairs. Only a few Iowa fairs operate on Sunday, and all of these reported excelent results. Usually there is some aperial attraction, either a "thrill day" or suto races. "If we have horse races," ald one secretary, "we have to have a couple of days of auto racing to pay off the borse purses, and Sunday provides the fair of these days."

The third question had to do with Social Security payments. An attempt

the third question had to do with Social Security payments. An attempt was made to obtain a ruling exempting fairs on the ground that they are educa-tional institutions, but the decision was severse. It was the general opinion of secretaries that if a fair is owned and operated by a county no Social Security payment is necessary, but if operated by a stock company it is not exempt. However, no definite ruling to this effect has been received.

Iowa Contennial Planned

Tuesday's morning session was opened with community singing led by D. D. Offrings, Waverly, In his annual address President Feiter reviewed work of the year, particularly stressing 4-H Club achievements. He suggested that to combat unfavorable weather it might be well for fairs to extend their time one or two days, inasmich as they would well for lairs to extend their time one or two days, inasmuch as they would have a much better chance of more favorable weather. He also suggested more indoor shows to attract attendance on rainy days. He recommended formation of more fair districts whereby ing fairs may co-operate in hiring Judges and in other ways.

The year 1938 marks the centennial of Iowa as a territory and preparations are being made to incorporate this idea in programs of county fairs. J. R. Bahne, Eldora, chairman of Iowa Centennial Commission, presented a paper, read by Mr. Adams, explaining the State's plans

for celebrating its territorial centennial. Bruce Nole, Spencer, presented a paper on Creating Interest, Co-Operation and Enthusiasm Among Board Members. He told of methods that have been so suc-cessfully used at Clay County Fair, counted the most successful county fair in the State. One important point he brought out was advantage of making superintendent of each department resuperintendent of each department responsible for his particular department. This, he declared, had been found to make for greater interest and better results. A general discussion was led by Mrs. Hugo Swartz, Albla. A particularly interesting paper was that of C. S. Miller, secretary of Cedar County Fair. Tipton, on Racing, Amusements and Grand-Stand Attractions. Many pertinent auggestions were offered for making these departments more effective. J. G. Meyer, Cresco, led discussion. The secretary-treasurer's report and a synopsis of legislative work of the association were presented by E. W. Williams, Manchester.

At the afternoon seasion Herb Plam-

At the afternoon session Herb Plambock, farm news editor of Station WHO, talked on State-Wide Interest in Pairs, in which he offered some excellent ideas on publicity and handling 4-H Club excellents. P. C. Taff, State club leader, spoke on loses Fairs and 4-H Club Work. spoke on Iose Fairs and 4-H Club Work.
Citing that 4-H Club membership thruout the country reached 1,250,000 in
1937 and that there were 27,000 members
in Iowa alone, he said: "We are getting
into the programs some of the things
that are worth white in building manhood and womanhood. The 4-H Club
members learn by doing." He recommended group placing of 4-H Club units
at fairs so as to reduce competition.
Before hearing committee reports,
President Felter introduced several new
secretaries attending for the first time.

secretaries attending for the first time. He also introduced Ed Bauder, who has rounded out his 50th consecutive year as secretary of West Union Fair, and Mr. Bauder was given a rousing hand.

Banquet Cala Affair

As usual, the banquet was a gala af-fair, well attended, some 400 being pres-ent. D. D. Offrings led community sing-ing, after which the toastmaster, Victor ing, after which the toestmaster, Victor Felter, introduced the new president, C. J. Bains, and 4-H Club winners from lows who won trips to the International Live-Stock Exposition in Chicago. Nelson O. Kraschel, governor of Iowa, delivered a stirring talk on importance of fairs and their educational value. Following a splendid dinner, a show was presented, with Jimmy Corbin's Orchestra furnishing music. Show was handled by E. W. Williams, with W. H. Marcellus as assistant. Most of the acts presented were amateurs from Iowa towns. They included Four Collegiates, tap dancers: Wade and Wade, equilibrists; Bobby and wode and Wade, equilibrists; Bobby and Bernie, two youngsters, in song and dance: Audrey and Jimmy, singing, dancing and instrumental music; Wayne Matthews, dance on roller skates; Mavis Crouch, acrobatic dancing; Elicen Grennell, vocalist with the band; Viola District for dancing; Learning Control of the nell, vocalist with the band; Viola Blakely, toe dance; Gloria Lee Thomas, 'kid' character singer, who was exceptionally good; Beth Bernstein, aerobatic dancing; Two Zimmermans, acrobatics; Bonnie and Bobby, adagte and ladder dance; the Zimmermans, tap dancing; Bonnie and Bobby, adagte and ladder dance; the Zimmermans, tap dancing; Bert Henderson, impersonator; Kay Siters, acrobatic dancing; Belly Kids, hilbilly character song and dancing; Sally Barber, vocalizing; Mickey and Jean, dancing; Leo Domino, Juggler; Pan Merriman, clever acrobatic dancer, and Gold Pinshes, colored trio in a slow-motion Flashes, colored trio in a slow-motion number and tap dancing. Max Hodges,

Fair Meetings

Indiana State Association of County

Indiana State Association of County and District Fairs, January 4 and 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncte. Wisconsin Association of Pairs, January 5-7, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Bangar Dam.

Beaver Dam.

North Carolina Association of Fairs,
January 10 and 11, Sir Walter Hotel,
Raleigh. C. S. Parnell, secretary, Raleigh. Mehane

State Association of Kansas Pairs, January 11 and 12, Hotel Jayhawk, Topeka George Harman, secretary,

Yalley Falla.
Ohlo Pair Managers' Association,
January 12 and 13, Deshler-Wallick
Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefon-

Minnesota Federation of County Fairs, January 12 and 13, Lowry Ho-tel, St. Paul. L. O. Jacob, secretary,

Association of Georgia Faira, Janu-ary 13 and 14, Richmond Hotel, Augusta. E. Ross Jordan, Macon, secretary.

Western Canada Association of Ex-hibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask Maine Association of Agricultural Fairs, January 18, Skowhegan House and Hotel Oxford, Skowhegan, J. S.

Butler, Lewiston, socretary.

Michigan Association of Pairs, Jan-tary 18 and 19, Port Shelby Hotel, Detroit. Chester M. Howell, secre-

Detroit. Chester M. Howel, scale tary, Chesaning. South Carolina Association of Fairs, January 18 and 19, Jefferson Hotel, Columbia. J. A. Mitchell, secretary,

Association of North Dakota Fairs, January 20 and 21, Hotel Dakota Grand Forks. H. L. Pinke, secretary

Western Fairs Association, January 20 and 21, Whitcomb Hotel, San Pran-cisco. Tevis Paine, secretary, Sacramento.

Massachusetts Agricultural Fairs Association, January 20 and 21, Brunawick Hotel, Boston, A. W. Lombard, secretary, 136 State House,

Virginia Association of Pairs,

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Raiston, secretary, Staunton.
Rocky Mountain Association of Pairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suckstoff, secretary, Sidney, Mont.
Nebraska Association of Pair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Hotel, Lincoln. Chet G. Marshall, secretary, Arlington, Pennsylvania State Association of County Fairs, January 26 and 27, Yorktowne Hotel, York. Charles W. Swoyer, secretary, Reading. Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

SECRETARIES of associations should send in their dates, as in-quirtes are being made.

organist, furnished intermission music. Maybelle, first dancer presented, made the mistake of presenting a dance full of "bumps" that was entirely out of place and was received with almost dead

Attractions Well Represented

There was a large representation of attractions people, among them a num-ber of firms not previously making the ber of littis not previously making the
lowa meeting. Among those noted were
Adams Rodeo, George Adams: AllAmerican Exposition Shows, Axel Bendixen, P. M. Jones: Beckmann & Gerety
Shows, J. C. McCaffery; Barnes-Carruthers, M. H. Barnes, Sam J. Levy, Camille
LaVilla, Rube Liebman: Bombahell
Shows, Oliver Larson, Gil T. Tuve; Byers
& Beach Shows, Carl Byers, Darby Dobson: Joe Cody Attractions, Joe Cody
Collins' Enterprises, Billie Collins; De
Waldo Attractions; Dee Lang Shows, Mr.
and Mrs. Dee Lang, Elmer I. Brown:
Fairly-Little Shows, Noble C. Fairly, Phil
Little: Globe Poster Company, Sunny
(Zinke) Burnet, Bill Williams; Goodman
Wonder Shows, Max Goodman, Milton
Morris; Garrett P. A. System, W. Garrett;
Cold Medal Shows, Oscar Bloom, L. S.
Roder: Graham Children, Ole Graham:
Hinck Thrill Days, Mr. and Mrs. C. W.
Hinck; Illinois Pireworks Company, Alhert Pederer, Ceres Leckrop and Conservances. Iowa meeting. Among those noted Adams Rodeo. George Adams: Roy: Interstate Fireworks Company, Albert Reader; George Jackson, author. Johnson Sound System; Jimmie Lynch,

Pat Purcell; MacGregor Shows, Donald MacGregor; D. H. Mateer, starting judge; Miller Rodeo, Clyde S. Miller, Billy Miller; Northwestern Amusement Company, Jule Miller, Leo Semb; Paramount Artista' Attractions, Kathleen Kordick; Performers' Consolidated Attractions, Toby Wells, Bert Clinton; Regal United Shows; Regalia Manufacturing Company, T. P. A. P. and B. T. Eichelsdoerfer, Frank Van Brocklin, Frank Sharp; John B. Rogers Producing Company, Theodore Fish; Rosenthal Attractions, Lew Rosenthal; Seven Spices Sisters, Mrs. H. J. Spices; Gus Sun Agency, W. C. Senior, George B. Plint; E. G. Staats & Company, Fish: Rosenthal Attractions, Lew Rosenthal; Seven Spies Sisters, Mrs. H. J. Spies; Gus Sun Agency, W. C. Senfor, George B. Plint; E. G. Staats & Company, E. E. Smith, Russell Green; &Oo-W Roundup, Tom Owens; Theorie-Duffield Pireworks Company, Prank P. Duffield, Ray Anderson, Jimmy Van Cise; U. S. Printing and Engraving Company, Neal Walters, C. J. Chapman: Wallsce Bros.' Shows, Walter B. Fox; Williams & Lee, Silows, Walter B. Fox; Williams & Lee, Silows, Walter B. Fox; Williams & Lee, Stows, Walter B. Fox; Williams & Lee, Stows, Malter B. Fox; Williams & Lee, Stows, Malter B. Fox; Williams & Lee, Stows, Alliams, Station WHO, Irving Grossman, Jack Wade, Miss Quinn Cramer; Station WLS, Tom Medill; Ernle Young, Attractions, Ernle Young, A. Glasnap, Mrs. Lillian O. Robinson, E. C. Clark and Mr. and Mrs. Bobby Robinson, concessioners.

Notes of the Convention

E. W. (Deak) Williams, recovered from a month's illness, was chipper and ac-tive as usual and took an active part in the business and social affairs.

C. W. Hinck, thrill-day impresario, brought his charming wife along to the convention to keep him in the straight and marrow and she did an excellent job of it.

Mazie C. Stokes, Davenport, missed her first meeting in years. She has just recovered from a long illness and didn't feel equal to the task of going thru a strenuous two-day convention.

Another among the missing was Mrs. Myrtle Bulmer, better known as "Aunt Mirandy." She has temporarily deserted fairs for a fling at movies and at pres-

rairs for a filing at movies and at present is in Hollywood.

One of the most attractively framed exhibits was that of the Gus Sun Agency, in charge of W. C. (Billy) Sensor, who displayed a zeore or more of attractively colored blow-ups, framed, of the acts his agency represents and he received many compliments on the setting

Axel Bendixen, carnival owner, back Axel Bencixen, carnival owner, back from Denmark, reported that he had never seen a more attractive amusement park than the Tivoli, Copenhagen. C. J. Chapman, representing U. S. Printing and Engraving Company, caused

much amusement by establishing him-self in the hotel lobby with dark glasses, a Dixte jigger and a water glass, the lat-ter to receive "donations." For an hour ter to receive "donations." For an hour or more as he liggled the ligger showmen tossed pennies and nickels into the glass, while Sunny Bernet tried unsuccessfully to round up a policeman to come in and make a phony pinch for grancy. Earl Kurtze, of WLS, came in Tues-

day, but only as a visitor.

Joe Cody, Chi agent, made the meeting for the first time and reported he made some valuable contacts.

some valuable contacts.
Some of the boys were reministing of the prohibition days when grain alky was the popular drink at the convention. It's different now!
George Jackson, former secretary of Nebraska State Fair, Lincoln, was on hand with his book, A History of Centennials, Expositions and World's Fairs, He should be well qualified to compile such a book, as he has been in the fair game since he was 11 years old.
Friends of Frank Winkley, Minneapolis thrill-day promoter, were sorry to learn of the death of his 6-year-old son on December 6.

December 6.

ASHLEY, O.—George Dunlap was re-elected president of Ashley Independent Agricultural Society, sponsor of annual Ashley Pair here.



New Carnival

Firm Formed

Clint Roberts and C. D.

Clark combine interests as Clint & Clark Shows

CANTON, O., Dec. 11.—Clint Roberts, former owner and manager of Clint's Ex-position Shows, and C. D. Clark, formerly

position shows, and C. D. Clark, formerly of the Spencer & Clark Exposition Shows, formed a partnership here last week and will take out a carnival for season 1933 under the title of the Clint & Clark United Shows.

Both men who are sponsoring this new organization have had long and varied experiences in the carnival field and are well known in the Pittsburgh district, where they plan to open and operate for the coming season.

cperate for the coming season.

The policy will be to own all riding devices, a number of shows and behind a pay gate with free acts and music.

In further elaborating on the plans of the new Clint & Clark organization, C. D. Clark, manager, said: "We plan to open about the middle of April, but between now and then Clint Roberts and myself will spend a considerable amount of money in building show fronts, in canvas and neon illumination. I will

of money in building show fronts, in canvas and neon illumination. I will have charge of the bookings in the north and Roberts will take care of our interests south. Later on we will an-nounce the opening stand and from that point we will concentrate on our activities in general as relating to the Clint & Clark United Shows."

The staff: Clint Roberts and C. D. (Jack) Clark, managers; Rae Adele Clark, secretary, and Charles C. Huntley, special agent and promotions.

N. Y. BRANCH SLA LII

Eastern Showmen Determined To Have an Organization in Gotham

George A. Hamid reports \$3,000 pledged-\$2,000 now in bank-original sponsors are confident of success

NEW YORK, Dec. 11.—Aitho definite reaction of the Board of Directors of the Showmen's League of America has not been received as yet, Eastern showmen are feeling confident this week that they are definitely on the way to the formation of an Eastern branch of the League, Getting together in Chicago last week while showmen the nation over convened for sundry purposes, a group of Eastern leaders in the outdoor field made known their intention of organizing a branch with headquarters in New York. A proposal was submitted to the officers in Chicago wherein the Eastern group expressed its desire to operate as a branch of the parent body. It has been clearly indicated, however, that in any case the club will be organized, provided it meets with proper reception on the part of other Eastern eligibles. A separate organization will be formed if the SLA refuses its sanction.

George A, Hamid, one of the organizer of the South Carl J, Sedimarr, separate or the sou

refuses its sanction.
George A. Hamid, one of the organizers, reported this week that during the Chicago meetings more than \$3,000 was pledged by showmen, \$2,000 of which is already deposited in a New York bank. Jack Greenspoon, Brooklyn concessioner, has been designated temporary treasurer. Dave B. Endy has signified his intention of conducting a benefit show for funds at his Funland Park in Miami, Pla. this winter, and Art Lewis, Art Lewis Shows, plans to offer a similar show some time during his Florida fair season. Hamid has aiready negotiated with several midtown hotels for clubroom space and revealed that one hotelry, just off upper Times Square, has submitted a seemingly fair bid. Understood that it is the intention of group to open its doors to practically all (See Ni or 1997) on page 53) has been designated temporary treas-

McLendon Again With O. C. Buck

RALEIGH, N. C., Dec. 11.—R. P. Mc-Lendon announced here Wednesday that he will be with the O. C. Buck Exposi-tion in 1938, acting in a general capac-ity. He was with the organization dur-ing the fair season last fall and has been in and out of Raleigh for the past two weeks or more. Up to the present he has not made his connections known. However, he reports very good progress in fair bookings in the State.

Other showmen in and around Raleigh past few weeks included Max Linderman, World of Mirth Shows; Jack V. Lyles, Art Lewis Shows; Sam Burgdorff, haby-show promoter, and Bob St. Clair, here in interest of an indoor event at city auditorium late in January. The firm of Tiernan-Hanks, bookers, is keeping busy with indoor promotions and will doubtless hold contracts for neveral fairs next fall. They own charter for North Carolina Negro State Pair. Other showmen in and around Raleigh

Press Agent Miller Goes With Hennies

CHICAGO. III., Dec. 11.—Harry W. Hennies, general manager of the Hennies Brow. Shows, announced the addition of L. C. (Ted) Miller to his staff as publicity director here last week. The decision was made following a conference of the shows' officials.

"It has been the policy of my brother, Orville Hennies, and myself since the purchase of the United Shows of America," stated Harry Hennies, "to not only fluid for the amusement-seeking public the best there is in outdoor showdom but also to surround ourselves with a staff capable of meeting any situation." Miller comes from the Cellin-Wilson Shows, where he was employed for the past season as their publicity director. Previously he was on The New York American, manager of Radio Station WGNW, of Brooklyn, N. Y. He entered the outdoor show field five years ago with West's World's Wonder Shows.

CHICAGO, Dec. 11.—Before departing for the South Carl J. Sedimayr, general manager of the Royal American Shows, announced that contracts to date have been signed for seven State fairs for 1933. They are those held annually in St. Paul. Nashville, Birmingham: Jackson, Mass.; Shreveport, La.; Beaument, Tex., and Tampa, Pfa. In addition the show is again signed for the Tri-State Pair, Superior, Wis., and this winter will play the fairs at Oriando, Winter Haven, Largo and Jacksonville, Pfa.

Geo. Dorman Joins

Royal Exposition

TAMPA, Dec. 11.—Bert Rosenberger, of the Royal Exposition Shows, arrived here recently from Atlanta in connection with matters pertaining to his plans for season 1838.

He announced that George P. Dorman

season 1933.

He announced that George P. Dorman had booked his Big Eli Wheel and would have charge of the office as secretary-treasurer of the shows. Other recent bookings were Prank Zorda with a side show and Irving Lewis with posing and eith show. girl show.

Rosenberger in speaking of his equipment said that he was buying all new carvas for various tented attractions and was making preparations to launch a very strable gilly carnival. Sam E. Spencer will be assistant manager and aside from Dorman other staff members will be appounded as they are chosen will be announced as they are chosen for respective positions with the shows.

1937 Carnival Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number Dated January 1

Fisher To Again G. A. Clark's Shows

ment of Archie Clark. This makes
the third time that both the agent and
the show have been mutually honored.
Fisher has had many long years of
experience in the carrival business. In
the past he has been identified with
carrivals operating west of the Mississippi River for the greater part of his
career. He is rated as a loyal member
and booster of the Pacific Coast Showmen's Association.

Williams, of Reading Shows, Visits Cincy

CINCINNATI, Dec. 11.—W. J. Williams, general manager of Reading United Shows, was a business visitor in this city Thursday, December 2, and gave The Rilboard a once over, being his first time in the plant, altho a patron of its advertising columns for years.

advertising columns for years.

The Reading Shows are owned by E. Z. Reading and W. J. Williams and after a season of 28 weeks in the southern part of Kentucky and Tenuessee closed in Henderson, Tenn., and went into quarters at Nashville, According to Williams, the 1937 tour was both pleasant and highly profitable.

For the coming season the Reading organization will add a Tilt-a-Whirl, Kiddle Ferris Wheel and some shows, Work will start in quarters soon after

Work will start in quarters soon after the new year, according to Williams.

LOS ANGELES, Dec. 11.—Al Fisher, one of the best known carnival general agents on the Pacific Coast, signed this week to again represent Clark's Greater Shows, which are under the management of Archie Clark. This makes

Miller Bros. Get Miss Bonno's Act

NEW YORK, Dec. 11.-While here recently a representative of the Miller Bros. Shown, of which Morta Miller is general manager, announced that is had booked Miss Bonno for season 1937.

Bonno is known as the only lady to have been shot from a cannon over two Ferris Wheels, according to her manager, and she is reported to have been in Europe for the past few months. Her American tour will be managed by Speedy Meggs, formerly with the Fearless Greggs, according to Miller, and she got the idea for her act while watching the Greggs perform in Japan in 1935.

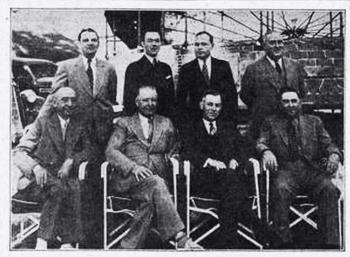
Macon Gives Barfield Free Winter Quarters

MACON, Ga., Dec. 11.—Barfield's Cosmopolitan Shows finished out the season here recently and due to intense cold and rain the first week remained over second week, this, too, was hampered by bad weather.

The shows obtained a large hangar at Miller Pield, airport, as winter quarters. The airport was abandoned recently when the city opened a larger new field near by. DeWitt McGrary, chairman of the city council's public property committee, and Mayor Charles Bowden granted free use of the big building to G. E. Barfield for his shows. for his shows.

Happyland Shows' Fairs About All Booked Up

DETROIT, Dec. 11.—John P. Reid, associate owner of the Happyland Shows, returned this week from Chicago and is completing plans for his show for 1938 season. Practically all fairs to be played have been signed up, Reid reported. Reid will go to Plorida the latter part of January to Join his partner, William O. Dumas, who is spending the entire winter there with a large colony of other members of the Happyland Shows.



STAFF MEMBERS OF THE JOHNNY J. JONES EXPOSITION: Standing, STAFF MEMBERS OF THE JOHNNY J. JONES EXPOSITION: Standing, left to right, Arthur Atherton, treasurer and auditor; Ralph Lockett, secretary; Starr De Belle, press agent, and J. C. Thomas, special representative. Sitting, James C. Simpson, general representative; E. Laurence Phillips, general director; Walter A. White, general manager, and Tommy M. Allen, assistant manager. Photo was taken during the Indiana State Pair, Indianapolis, Labor Dey week in back of the Bidee-O by the H. A. Atwell Studio, Chicago. Since them William Carleton Fleming has been appointed general director of the exposition, succeeding owner E. Laurence Phillips in the active operation of the Johnny J. Jones Exposition.

MSA Will Have A Big Party

Michigan showmen appoint Louis J. Berger to stage entertainment on Jan. 17

DETROIT. Dec. 11.—At a meeting of the members of the Michigan Showmen's Association here this week it was decided to hold its second annual entertainment and dance in the Hotel Detroiter Monday evening. January 17. This event planned is coincident with the first day's gathering of the Michigan Association of Fairs and seating arrangements will be made for an unusually large number of persons. Louis J. Berger was appointed chairman of the entertainment and ball committee for the showmen's organization.

Berger arrived from the conventions

tainment and ball committee for the showment's organization.

Berger arrived from the conventions at Chicago with applications for the following to be voted on for membership in the Michigan Showmen's Association:

J. W. Conklin, Barney S. Gerety, Max Goodman, Oscar Bloom, Ned Torti, Louis Torti, Dave Pickard, Morris Lipsky, Harold Paddock, John Francis, W. M. Tucker, Lew Keller, Sunny Bernet, Bill Carsky, Dave Tennyson, Philip Shapiro and Rubin Gruberg.

The 1937 entertainment and dance of this association was a very brilliant affair, but this coming event promises to even top it in entertainment, dance and social functions. A prominent orchestra will furnish the music for the floor show and dancing. floor show and dancing.

B. & V. Enterprise To Go Out Again

GARFIELD, N. J., Dec. 11.—J. Van Vliet, who is recovering from an oper-ation, which forced him to close the B. & V. Amusement Enterprise cooner than was scheduled, announced here this week that the show will go out again in 1938, plans to that effect having

in 1933, plans to that effect having been recently completed.

Work will not start in quarters until Pebruary, when an entrance arch and some panel fronts will be built, all of which will be neonized. Van Viset will devote his time to management the coming season and will not attempt the duties in connection with the booking, due to his health and to the fact that the show will be a little larger than in the past.

in the past.

Mrs. J. Van Vliet will again be secretary and treasurer.

Winter Carnivals in France

Now at Their Height

Now at Their Height
PARIS, Dec. 6.—Street fair season of
Prance continues until after the Christmus and New Year's holidays, then there
is a hull until mid-Pebruary.
Most important carnivals of the
menth are Laon, December 5 to 19; Lille,
December 19 to January 16; Lyons, November 27 to January 16; Lyons, November 27 to January 10; Rennes, December
12 to January 9, and Saumur, December
5 to 19. Paris holds two street fairs
during the month but neither are of
great importance.

GARY, Ind., Dec. 11.—W. M. Tucker, manager Al G. Hodge Shows, announced here this week that Robert Hallock has been engaged as general agent for season 1933.

Your Mail! Attention, Please!

The Billboard is being flooded with mail for show people in all branches of the profession of entertainment. Will you be so kind as to look in the LETTER LIST and send your FORWARDING ADDRESS at once.

WRITE IT ON A POSTAL CARD NOW!

MAIL IT AT ONCE!
Address The Billboard, Mail-Forwarding Service, 25 Opera Place, Cincinnati, Ohio.
IT IS HOLLIDAY TIME!
MAIL IS VERY HEAVY!



SHOWFOLK ON VACATION in Honolulu, T. H. This scene was taken Honolulu, T. H. This scene was taken at the Mormon Temple November 28. Left to right, Louis Berg, veteran showman of the mainland of the United States, who is now in the tent and awning business in the Hawatian capital; O. N. Crafts, Mrs. Roy E. Ludington, Roy E. Ludington, Azel Johnson and Mrs. O. N. Crafts, of the Crafts carnical enterprises, Los Anceles. Los Angeles.

Smith's Shows Are Barned in Augusta

SALISBURY, N. C., Dec. 11 -- Smith's Fairway Shows Satisfultry, N. C., Dec. 11.—Smith's Greater Atlantic Showa closed the season at the Hampton County Pair, Brunson, S. C. This fair was good and the season as a whole was very profitable, K. P. Smith, general manager of the shows, announced on arrival here recently. He will remain at his home here for the holidays attending to plans for the com-ing season, after which he will go to various fair meeting in the East.

All the show equipment is in winter quarters in Augusta, Ga., and the doors will be locked until February 1, follow-ing which work will begin to ready the show for season 1938.

Staff at end of season remained about the same as at the opening, K. P. Smith, general manager; Mrs. K. P. Smith, secretary and tressurer, and Karl P, Smith, business manager.

\$1,150.00 Up

ALLAN HERSCHELL CO. 1937 º#ºPARE KIDDIE AUTO RIDES

MORE THAN 150 SATISFIED OWNERS. Made in three different sizes, for 1937, Model A. Da Laze 10-Car, seating 14 children, soils for \$1,350.00 F. O. B. North Tenswards, Model R. De Laze & Car, posting 12 children, selbs for \$1,150.00 F. O. B. North Youwards. Special 20-Car Model for \$2,280.00 fur-niabel on special order. Also Matufacturers of Blue Goose Kiddle Ride.

ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y.

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS-

YEAR AFTER YEAR.

FOR PARTICULARS WRITE

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ROYAL EXPOSITION SHOWS

NOW BOOKING FOR SEASON OF 1938

BHOWS: Can place Metorderen. Oray Heren. Markey Chron. Unions Shew, Big Snake St Animal Show, Fat Girl Shew. Ocnoculers wanted: Occhhouse, Dispers, Coutand, Penry An-Paminter, Photos, Candy Applet. Legitimate Occasions of all strict. Can place Dual Loop-O-Pil other rides all beoled. Wart three Sensational High Free Acts. Can offer you a winderful re Address SERT ROSENBERGER, P. O. Box 1857, or Mannicipal Trailer Park, Tempa, Fila.

Have Good Season

YAKIMA. Wash., Dec. 11.—Emil J. Zirbes, owner and manager of the Greater Fairway Shows, stated here this week that his shows closed a moet auccessful season at Kennewick, Wash., October 2. The property was shipped to the fairgrounds here, where repair work is now in progress and will continue during the off season months until time for the opening in 1938, which will be in this State in April.

The show opened in Bismarck, N. D., May 15 and toured in North Dakota, Montans, Idaho and Washington.

Mr. and Mrs. Emil J. Zirbes leave this month for vacation and business trips in California.

in California,

TRUCKS

AUTOMOBILES - MOTORIZE YOUR SHOW

CHARLIE T. GOSS WILD STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

"MAC" McNALLY

Former's Allentown, Pa., New With CHUCK SAUTER, Selling CHEVROLETS. SOUTHLAND MOTORS, Inc.

For Sale at Bargain Prices

OR CASH ONLY: 1 Sede Show, complete with tox100 Tent, Wall, Poles, Hoper, Stakes, Pipe state Front, indicating 14 Hanters; Pally there is Chair and other tenter; 1 Hanters; Pally there is Chair and other tenter; 1 and 5000 Khake tox, complete with Wall, Poles, etc.; 1 Wegon or send-Trailer Show Frist, 5001, spread, now deepered as Girl Show, completes with Lighth; 1 seek corp.—Pasce, 1255 Model (no) dealbrain; 1 seek car Titra-Whirl; 1 each Spellman Little Benry deer Chair and France; 1 each Evans Edwinder Tests and France; 1 each Evans Edwinders Tests and France; 1 each Evans Edwinders Tests and France; 1 each Evans Edwinders and Spellman Little Benry Horolat Al Sound Trock. Addres all Inspitzion to OWNER, Bax 543, Bessier City, La.

Additional Registrations

CHICAGO, Dec. 11.—Registration cards filled out by the following at the Show-men's League banquet and ball got side-tracked and missed the last issue: Charles R. Morris, Everett S. Priddy. Mrs. Majella G. Pulla, Edna Meinhold and Chloris Weaver, Indiana State Pair, and J. C. Simpson and Mr. and Mrs. Walter A. White, Johnny J. Jones Expo-

each unit an unbelievable gross, with unit number two topping the others by 89,000.

Priday a meeting was called by the citizens to decide on what to use for money, as they had run out entirely. They finally decided to use real estate as collateral. The five assistants agreeing to accept same as such. At the close of the night's business unit number one was in the lead by four bungalows, two citizes grows, at mules of hay shore and citrus groves, aix miles of bay shore and

Saturday turned out to be the big day. Our suspices spent their bit back with the show to best their opposition. Scoring the first two coupons on each grind store for their bit. With each unit mop-ping up. Making the bosess owners of the entire city as well as four out-of-town lakes. The show closed here Sat-urday night and will winter in a surprise location. MAJOR PRIVILEGE.

EUNICE, La., Dec. 11 .- The Tri-Paris Pair Association of this city has booked the Ralph R. Miller Amusements to fur-nish the midway for the 1038 event. This makes the fourth consecutive time the Miller organization has been so

Ballyhoo Bros.' Circulating Expo. a Century of Profit Show

By STARR DeBELLE

Sub-Division, Fia. Week ended December 4, 1937. Dear Red Onion:

This spot was played without the advice of the bosses, who have not shown up aince the big Chicago "Catch as Catch Can Convention." The town was entirely in the hands of and at the mercy of several different real estate sales companies. Originally the show was to play in the center of the town next to the panies. Originally the show was to play in the center of the town next to the post office, but due to an overnight boom a new subdivision was sold out and the entire populace moved to the new suburban village. Then another quick boom and again a new overnight suburban city blossomed. Not to be outdone by its competitors, the Palmetto and Sand Real Estate Company immediately boomed another subdivision known as the Pashionable Parkland Estates, thereby selling to all of those that had already bought in the other locations and moved them bag and baggage to the last development.

the last development. Then the big forcelosure bargain sales started in the abandoned towns. This started all of the buyers moving and re-buying their former property. The outstarted all of the buyers moving and re-buying their former property. The out-come of the entire deal wound up in four different fractions and four different towns under one city management. This unexpected turn of hatred among the citizens put the show in the middle, but not in the middle of the four towns. Our committee had split with many liv-ing in separate subdivisions. To round them all up was impossible, as each wanted the show to set up in their part of the burg to help the business men in their section.

sistant due to their not trusting each other, called a meeting, and our auspices. The Sight-Un-Seen Mome Buyers of Florids, attended to straighten the matter out. After debating the question all thru the night it was finally decided to split the show into four units and play them all at the one time. Each subdivision insisted on the Merry-Go-Round playing its section. Due to the show carrying only one ride of this kind, again the show was up against it for the time being. But our quick-thinking five assistants soon settled the matter by dividing the four Ferris Wheels between them and taking the horses off of the swing and mixing them up among the Ferris Wheel seats. This gave the carnival world the first set of animal wheels. Unit number one set up in the Lake-

Unit number one set up in the Lake-Unit number one set up in the Lake-view section. Number two in the North-Parkland Estate. Unit number three took the South Palmetto section, and unit four the West Citrus Heights sec-tion. Each section vowing to give its unit the largest gross and show its competitors up. Orders were given to all to take their best hold. "Money re-gardless of how you get it," were the orders.

Monday night unit one was in the lead by \$1,000. This started the other section's citizens' spending at a fever heat to beat their enemies. Theseday unit three stepped out and topped all by \$3,000. Then the other committees turned all their joints loose to beat that record. Wednesday unit four took the lead by \$5,000. Again the word spread like wildfire to all parts of the town. Thursday every man, woman and chill. their section. Thursday every man, woman and child Finally our five assistant managers, as turned out on the four midways to shat-each of the five brothers has an aster all daily gross records. This gave N. West St.



ELI BRIDGE COMPANY
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West St., JACKBONVILLE, ILL.

WHEELS Park Special 1 13/2

30 in in disse-eter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special

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Midway Confab

By THE MIXER

WONDER WHAT become of lack Lambert Mrs. Denny and myself will do a little the electrician. Mrs. Lambert, too. personal traveling for the winter."

L. C. (TED) MILLER, the press agent, was in Philadelphia last week

MAUDE KEEL WILLIAMS, agent for the McClellan Shows, reports that she is still in Kansas City, Mo.

CLIFFORD E. SWISHER cards from Leesburg, Fla., that he is doing adver-tising in Florida until after the holidays.

HENRY A. PAUL, formerly with the late W. B. Dentzel, the carousel maker, seems to be in business for himself in Philadelphia.

WALTER MILLER cards from New Orleans: "Mr. and Mrs. Art Martin and myself are wintering here. Read The Billboard each week."

SOAPY CLUE gave me a leving cup for my birthday but it had no bottom to it.—Tillie few Clothes.

MRS, GEORGE A. BALDWIN letters from Baltimore: "I wish to thank friends for messages of condolence received fol-lowing the death of my husband, George A. Baldwin."

BOB IRVING cards from Syracuse, N. Y.: "Tom Irving, of Irving Bros." Shows,

P. HARRIS cards from Laredo, Tex.:
"Pete Kortes' Museum closed here to
fair business. Next opening spot will be
St. Joseph, Mo., for two weeks' engagement. Nedema, anatomical wonder, a
new attraction, arrived here."

A LOT of times when men admit that they are good they attract attention from others. Human nature is funny like that,—Soapy Glue.

FLO KAY letters from Detroit: "Jo-sephine Mathis, Nellie Ludwig, Janieve Bell and myself, formerly with Lillian Murray's revue, are working at the Em-press Theater here and going to and from the theater on a water wagon."

FRED WEBSTER cards from Corpus Christi, Tex.: "Handled all the adver-tising for the air show which was held here December 5. There are many car-nival people here. Signed again with Crowley's United Shows for season 1938."

W. M. JARVIS cards from New Smyrna, Pla.: "Mr. and Mrs. P. H. Bec, D. F. Saunders, Mrs. Jarvis and myself, all of the P. H. Bee Shows, are enjoying our winter touring and fishing in the sunshine State."



MR. AND MRS. BEN WEISS, of the Ben Weiss Concession Company, Brook MR. AND MRS. BEN WEISS, Of the Ben Weiss Concession Company, Brook-lyn, N. Y., and Mismi, Flo. The Weiss organization specializes in bingo promo-tions and operations and within the past several seasons has been most suc-cessful. At present operating at Funland Park, Mismi, and booked for Havana, Guba, for the near future. Photo taken by Burdine's, Inc., Mismi, on their recent wedding day.

is celebrating his 73d birthday by play-ing Santa Claus in a department store here."

PAUL HEROLD, giant, letters from Laredo, Tex., that his sultcase con-taining clothes and deeds to two lots in Florida was stolen from his berth in a car while he was in Port Arthur, Tex., recently.

MR. AND MRS. BILL WILLIAMS card from San Antonio: "With our little daughter Betty Lou we are here for the winter. Our daughter Billie B. and George Puryear are in Austin, Tex."

WALTER D. NEALAND—A letter sent to you care Hennics Bros.' Shows, Shreveport, La., was returned.—Red Onion.

WALTER CARSON letters from De-troit: "Have trouped a number of years with circuses and carnivals. Will be back on the road in 1938 with a kiddle

MORRIS MILLER fully intended to a tend the Chicago meetings but could not get away from his museum business. Business was good in Wichita, Kan., so he remained for two weeks there.

HARRY DENNY cards from Altoona, Pa.: "Closed a very successful season with Crystal Exposition Shows on the delphia: Mrs. Maslin and myself opened Big Eli Wheel. Mere at home and visit- and closed the season with the Marks ing friends. Pirst time since 1933 that Shows. We will visit the Old Country

FRANK S. REED letters from Atlanta; "Am still with the 'Aristocrat of the Tented World." Reed's loyalty to the Rubin Gruberg interests is most com-mendable and covers a period of some-thing like 25 years.—Red Onion.

NEVER MIND about trying to "keep up with the Joneses," keep up with yourselves.

Wadley Tif.

H. LEIGH letters from New Orleans: Met Harry B. White here. He is known as the Groucho Marx of the carnival world and has been in the concession business over 20 years. Past season he was with Bantly's All-American Shows."

WILL WRIGHT has plenty of friends in the East who would like to know what his plans are for season 1988. Past several years he has been general man-ager of the Golden State Shows, a Pa-cific Coast organization.

ADAM KRENZER cards from Jackson-ville, Pla: "Past two season was with World of Mirth Shows after being off the road for 15 years. Am at Jacksonville Beach now attending to my interests there."

but hope to be back in time to open with Marks in 1938."

ALL CARNIVALS are going in for class in 1938 in a big way. More power to them for this resolve.—Red Onion.

GEORGE A. CHILDS cards from Hot Springs, Ark.: "Am a patient in the U. S. Army and Navy Hospital here. Was entered November 3 for heart trou-ble. Stored my equipment in Memphia Season was not profitable."

W. H. KELLY cards from Jackson, Tenn.: "Am known as 'Chew Tobacco,' formerly biliposter with Coe Brost Shive & Christ and others. Next season will be boss biliposter for Zimdars' Greater Shows. Zimdars has a new bill truck and will use plenty of paper."

ROY B. JONES, general representative for Carl J. Lauther's Museum, letters from Greenville that he likes the idea of plenty of art in the carnival section of The Billboard, He is of the opinion that it is a sales stimulator.

COOKHOUSE griddle man: Have more water in your gravy? Workingman: Yes, but no more whole wheat hamburgers, if you please!

JIM DENNING letters from Buckeye Lake, O.: "Lake Breeze Hotel here is en-larging its bar and dining room. There will be no more concessions in front of the dining room on the towpath. James Gratzino is out of the hospital. Carl Carlin and family left for Florida."

SAILOR HARRIS cards from Jackson. Tenn.: "The family and myself are back from vacation. Had a fine time fishing. Snowing here. Wonder if C. Guy Dodson and Pat McCaulley remember the rabbit sausage we made in Waco, Tex., out of jack rabbits after a snowstorm there."

MR. AND MRS. CHARLES P. HARRIS MR. AND MRS. CHARLES P. HARRIS card from Tampa, Fla.: "The Harris At-tractions closed the season Thanksgiving after a tour thru South Carolina, Vir-ginia, Maryland and Pennsylvania. We are back in winter quarters in Bellevue. Pla., until March, 1938."

CULTIVATE the power of observation especially when it comes to the details and fine points of the business you are in.—Red Onion.

BEN H. VOORHEIS letters from El-mira, N. Y.: "Had a great time at the Chicago doings and hope to make many more of them. James E. Strates and my-self leave here soon for winter quarters at Weldon, N. C. Strates Shows will make an important announcement ere long."

J. BACH, owner-manager O. Bach Shows, letters from Ormond, Fla.:
"H. O. Thomas, who has been general agent for our shows the past two seasons, has signed for 1938 in the same cepacity. Mrs. H. O. Thomas will again handle advertising and promotions."

HENRY MEYERHOFF cards from Van-couver, B. C.: Tell the boys about the ballyhoo the Frank C. Bostock Animol Show had at Coney Island, N. Y. Bam Boola was his name, and in those days he was a real feature. In here for a few days."

THE NEAREST some men will get to Greece this winter is behind a carnival cookhouse griddle.—Soapy Glae.

J. W. SWISHER cards from Marmet, W. Va.: "Am in my hole here for the winter after a very good season handling novel-ties. Made several good picnics and fairs in this section. Pian to go in the medi-cine business later and will build the frame-up while my bank roll is healthy."

RALPH H. BLISS cards from Mobile, Ala.; "Mrs. E. B. Mottle and Geraldine Shad left the Dixle Exposition Shows for Olbsonton, Pia., to open Mottle's camp there. E. B. Mottle is playing the lots in Mobile with his cockhouse on the Dixle Exposition Shows."

GEORGE LaBRELL letters from Angeles: "Mrs. LaBrell and myself had a very good season with two girl shows on the White City Shows on the West Coast. Staying in our new housecar for

Dexter Fellows' friends and acquaint Dexter Fellows' friends and acquaintances in the carnival business were legion.
This branch of outdoor show business halost a good booster. Dexter always speke
well of the show that had gone before
him and of the one that was to follow.
He and the late Edward R. Salter were
exceptionally good friends. He called Red
Onion either Onion or Judkins. His faculty
for calling men by their right names was
uneanny. uncanny.

"COME HERE, Ride Boy, and let me sew mat button on your shirt!" - Tillie Few

JOHN T. HUTCHENS letters from Kapin. La.: "Mrs. Hutchens, all the people with Hutchers' Museum and my turkey a real old-fashioned Thanskiving turkey camer with all the trimmings. It was the Mrs. Charlott Williams. The camer with all the trimmings. It was greed by Mrs. Charlott Williams. The gan was shining and it was the first tice day in three weeks.

BEN WEISS, bingo concessioner, let-ters from Miami: "Our trip back from the Chicago meetings was uneventful. Bestness in Funland Park here is won-derful. Signed contracts with George & Hamid to take all the concessions into Cuba. Mrs. Weiss wishes to be re-membered."

JOHN SMITH letters A. C. Hartmann from New York: "Had charge of Merry-for-Round and light plant for Jack Davern past season. Will be with Capi-tal Outdoor Shows in 1938 and will be freeman of the Big Eli Wheel. This show will play lots around New York, spening in the spring."

THE CYP CONCESSIONER is on a limb, to had better turn to merchandise in 1918 or comobody is liable to saw that limb off bolind him. Tako warning:—Wadley Tif.

JEANIE M. HANP cards from Philaelphia: "As to the women talkers' conseeping. As to the women takers con-sist: "I place my vote for Edith Thomp-ion, this season with Coleman Bros." Shows. She starts where most of the others leave off and she sure can turn the people in. Talk about talkers, she cannot be beaten and she is but 16."

WHEN LAST heard from Pelix Bley was registered at Hotel Regis, Mexico, D.F. He sent Red Onion Un Peso, mean-ms one dollar. While in Mexico he will 2.7. He sent Red Onion un Peso, mean, no one dollar. While in Mexico he will enhably investigate the possibilities for recenting carnivals in that country. At resolut he is interested in magic and heaterical attractions.

HARRY PERRY, formerly of the firm of Perry & Gorman, New York, was a nistor in Cincinnati last week and a maker at The Billboard office. He came is from Huntington, W. Va., in advance of some acts playing night clubs and listed Hamilton, O., as his next stop, He was looking good and still referring to himself as "Capitain Perry."

WHAT KIND OF PEOPLE? They will write letters to people and publications boosting

KING RAMONA, magician, cards from Brilingen, Tex.: "Chaude-Claudette and breef closed a successful season with Mx Gruberg's World's Exposition Shows I Montgomery, Ala. We are now with Brine & Firestone's Side Show with Bill Hames Shows. Claude-Claudette was be added attraction with Marine & Pire-lice for two seasons."

CLARENCE H. KRUG cards from Mem The state of the s

EDDIE PEDEN letters from Fusings,
I. N. Y.: "After just a fair season
arn at home here. Will have to stay
and February due to illness in the
kenly. Have father's job as superin-EDDIE PEDEN letters from Plushing, while. Have father's job as superin-dent of an apartment house while is ill. Do not know what showfolk and do if they could not get *The Bill-*and each week."

SEEMS that there are too many people who blok they are funny, clowns and comedians hk they are funny, clowns and comedian

B. H. NYE cards from Vidalia, Ga.:
The Greater Score Shows, owing to the
Greate in physical equipment, will be
Siled to lease two post-office boxes
winter quarters. General Manager
ank anticipates a good season of winter
betwriting. Carrying a preacher to
Grey up for the 'racket' is a mighty
erry' kind of show business."

BOBERT HUGHEY wired from Mem-cis: "Bughey Bros." Shows closed the man November 20 and went into quar-ers at Lilbourn, Mo. People went to arlous points, some to other shows and may to their homes. Pall season in

the winter. We get The Billboard here Missouri not so good due to low price of cotten and bad weather. Mrs. Hughey and myself are going somewhere south and will be 'just lost' for a while."

ST, LOUIS—The International Associa-tion of Showmen, following its organ-ization meeting here recently, elected Fred Beckmann, third vice-president; Sam Solomon, fourth vice-president, and Sam Solomon, fourth vice-Harold Barlow, financial secretary. The organization has leased clubrooms in the Organization has leased clubrooms in the Maryland Hotel. All visiting showmen are welcome,-Frank B. Joerling, secre-

SOAPY GLUE never seems to get things right. He either does the right thing at the wrong time or the wrong thing at the right time.—Tillie Few Clothes.

GEORGE CROSBY letters from Los Angeles: "The following boys of the Beckmann & Gerety Shows have leased an apartment here for the winter following a big season: Thomas Gough, chef; Art Hunt, dish washer; John O'Dare, maid; Joey Gelb, buyer; George Crosby, house man, and Disk Houston, manager. We are enjoying every minute of the time and will have a nice long rest be-fore going back to San Antonio, open-ing in April, for the long grind."



MRS. SABAH McCAFFERY, wife of J. C. McCaffery, president of the Showmen's League of America, as she appeared at the silver anniversary banquet and ball in Chicago December 1. Photo by A. H. Atwell

HARRY RUBIN letters from Ruskin. Fla.: "Florence Barnett and myself, of Mt. Vernon, Ind., and New York, were married recently in Georgia. Now visting Mr. and Mrs. Maury Brod, of the Blue Ribbon Shows, who have a home in Ruskin. Before returning north to Evansville, Ind., and the Wisconsin fair meeting, showfolk friends of Brod will find a warm welcome here until Christmas."

WHEN MEN AND WOMEN give to needy families at Christmas time they not only advertise themselves to the people of the earth but to the angels in heaven as well.-Leon Hewitt, Norfolk, Va.

THERE WERE a number of carnival managers at the Chicago meetings that did not seem to know just what it was did not seem to know just what it was all about. They engaged people for this and that position and when the conven-tion was all over they appear to have forgotten even the names of those they engaged. One need not wonder why the Royal American and Beckmann & Gerety shows hold the positions they do. It is simply because they are headed by showmen-business men.

LENNOX, S. D., notes from the Art B. Thomas Shows: Oil T. Tuve will again be general agent for the Bombshell Shows, making third straight year. . Tony Crecele, the organ repair man, spent sev-

eral days here putting some organs in shape... Verne Thomas and Tony Wes-terman went by truck to Salem. Oct-to bring back an Octopus ride recently purchased by Thomas. They expect to make the round trip in three weeks.— Gil T. Tuve.

A MAN can be of pleasing personality, good dresser, efficient and all that, but if he is not honest he cannot go places in life's affairs along with real men.—Titlie Few

E. A. MURRAY cards from St. Petersburg, Fla.: "Glosed a very pleasant and successful season with the Bullock Amusement Enterprises as general agent. Have been re-engaged in the same capacity for season 1938. It is a pleasure to turn in contracts to a manager like Johnnie Bullock, as he always fulfills them and meets his obligations without stalls and alibis. Mrs. Murray and myself are here to remain until after the new year, when we will co north E. A. MURRAY cards from St. Peters the new year, when we will go north in the interest of the show."

MILTON C. HICKMAN, of Hickman's Miniature Circus, letters Steve Henry, Los Angeles: "After a very successful season with Golden State Shows I set up on the pier at Ocean Park, Calif. Added a few animal attractions. Believe I will on the pier at Ocean Park, Calif. Added a few animal attractions. Believe I will have a good play this winter. Have a couple of fingers tied up as the result of an attack by a vicious black iguana that evidently did not like my looks. Spent a day with a picture camera man, who took my show for the General Motors took my show for t Chevrolet News Reel.

PRESS ACENTS! Look what you have to do now! You have got to be a writer, planter, radio programer and announcer, luncheon emice, photographer and general all-round utility man, not forgetting that you must be a good mixer. Mixer with men and mixer of drinks. What next? Think it out yourself.— Wadley Tif.

ANDREW J. TAYLOR lettered from Miami, Fla.: "My brother, Oinon (Buddy) Taylor, died some weeks ago in Nash-ville, Tenn. One time he was callope ville. Tenn. One time he was callione player for Jim Bakew on the Rubin & Cherry Shows; in fact, he was with that show for several years and played the callione on the midget show. For a while this season he was with Max Kimmers with Rubin, on the Monsters Show. He had a lot of friends in the business and always welcomed them when they came always welcomed them when they came thru Nashville in the wintertime."

ALICE, THE ALLIGATOR GIRL, let-Autos, 'His Abilioation Gifth, interest from New York: 'Mr. and Mrs. E. O. Richardson, Mrs. Richardson better known as the writer, since closing with the Royal American Shows have been at the bedside of Alos, the Alligtor Boy, twin brother of Alice. He was confined in a New York hospital with double received but it a rough learner of the continuous but is a rough learner of the continuous and the continuous but is a rough learner of the continuous and the continuou rined in a New York hospital with double pneumonia but is much improved and is now at his sister's apartment in New York for the winter. We had many nice letters from friends while Aloa was in the bospital."

A 1938 NEW YEAR RESOLUTION: "We the A 1938 NEW YEAR RESOLUTION: "We the people of the carnival world do hereby resolve that we will not be 'oldtimers,' old-fashioned nor behind the tienes in anything we do. We feel that we can blend the old with the new without stressing the fact that we do probably carry a little age on our shoulders."—Wadley Tif. Seconded by Unklo Jerk.

WALTON DE PELLATON letters from Oakland, Calif.; "Resigned as secretary-treasurer of Hilderbrand's United Shows at Hollister, Calif., October 31. It was with great reluctance that I had to sever my long connections with this organization and I desire to extend to organization and I desire to extend to the members of the show my hearty good wishes for continued prosperity. Am living at my home here and will not make any plans for season 1928 until after the holidays. Charles T. Marshall is my guest while here but plans leaving for Los Angeles within a few weeks."

ROY E. LUDINGTON lettered A. C. Hartmann from Honolulu, T. H.: "Had a nice voyage to this city and a most

pleasant stay since arrival. My old friend Lew Berg took us on a motor trip around the island. We covered the trip around the island. We covered the other islands by airplane. Due in Los Angeles about December 12. Royal Hawaiian Hotel gave us a theatrical rate, 826 per day double, American plan. Hawaii is a great spot, and I do not know how I can ever go back to eating carnival cookhouse chow and sleeping in a house trailer after a week at the Royal Hawaiian Hatel." Royal Hawattan Hotel."

All matter intended for the Carnival De-partment such as nows, notes, inquiries and photon should be sent direct to The Billboard, 25 Opera place, Cincinnati, O. Relay MEANS

THOS. J. HUGHES cards from Phoenix, THOS. J. HUGHES cards from Phoenix, Ariz.: "Some oddities in outdoor show news: Carnival cookhouse concessioners in the vicinity of Phoenix have set up their regular road outfits in fields adjacent to lettuce-harvesting activities. C. A. Wrightsman rented his Little Beauty Carousel to a millionaire at Palo Alto, Calif., for eight weeks. This wealthy person operates it himself on his estate, giving free rides to neighboring children person operates it himself on his estate, giving free rides to neighboring children in conjunction with his own Alian Herschell kiddie auto ride. Six major rides are now being operated in the forecourt of Farmers Market, Los Angeles. Am now on my way to Miami, Fin."

Am now on my way to Minami, Pin.

ON THE WAY back to Cincinnati from the Chicago convention Unkle Jerk noticed in one town that a carnival had been very heavily billed. The billing said something about a Greater Exposition bring America's finest carnival and then mentioned some shows that an exposition can be a cernival and a show at the same time is hard to figure out. Brevity is productive of better results than a long-drawn-out title. Saves space, type, ink, paper and paste, time and money. Why not the So-and-So Greater Carnival and subtitle it America's finest and let it go at that. Rides and concessions have never yet become shown.—Soapy Clue. become shows,-Sospy Glue.

DOC HALL lettered from San Bernar-dino, Calif.: "My Armistice celebration at Blythe, Calif., was okeh. Had the 20th Century Shows, managed by J. R. Krug. Show had good business for four days altho it was a little cool. Am over





LOADS ON ONE REMI-TRAILER EYERLY AIRCRAFT CORP.

OCTOPUS

"World's Newest Ride Sensation"

Unequalled For Performance and Profits

SALEM, OREGON ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

here visiting Mr. and Mrs. Krug and other friends. Have nothing on tap until after the first of the year. Going comer friends. Have nothing on tap until after the first of the year. Going to Los Angeles to renew acquaintances around the Pacific Coast Showmen's Association's clubrooms and will kild Steve Henry a little. Steve somehow gets het up when he is kidded and that is when I get a kick out of it. Krug has a very nice outnt, and Marlo and LeFors, high act, went good at Blythe."

FRED LA REINE, one of the more courageous of carnival concessioners, attracted nation-wide attention last week by his display of unprecedented grit while undergoing a major operation. La Reine, a former vaude-

a major operation. La Reine, a former vaudeville actor and more recently a carnival cancessioner. World of Mirth, '37, played lively
tunes on a harmonica in French Hospital here
last week as dectors amputated his leg. Other
leg had bean remeved a couple of weeks ago.

La Reine, paralyxed from the waist down
since an automobile accident several years
ago, plans to be back in the autdoor bis
again next year but, noedless to mention, is
amilious to hear from and see his friends
during his confinement at the Manhattan hospital.

Not So Long Ago-That! By L. C. (Ted) Miller

The crack Chicago-New York Eric Railroad special deserted Gotham, the city of tall buildings and short men, and moved 1.000 miles down the line, carrying several carloads of carnival magnates, special agents, press agents, ride owners and other outdoor showfolk.

All were ready to bargain, barter, investigate the stockyards and otherwise enjoy themselves, as the Showmen's League of America had dusted out the Grand Bailroom of Hotel Sherman in

Grand Ballroom of Hotel Sherman in preparation for its annual banquet and ball.

Among the honored club car riders were: World of Mirth Shows, L. Harvey Cann, general agent; Gerald Snellings, special agent; Jack Greenspoon and Phil Izzer, concession managers. Strates, general manager: Ben H. Voorhies, special agent; Bill Cowan, concession manager, and Judge Tong, legal adviser. O. C. Buck Exposition, Oscar C, Buck, general manager; Johnny J. Kline: Max Priedman, candy salesman, and this correspondent, who is now associated with the Hennies Bros.' Shows in the capacity of publicity director. Among the honored club car riders

Bros.' Shows in the capacity of publicity director.

A serious accident and hear disaster occurred six miles out of Eimirs, N. Y., when the express struck a five-ton motor truck loaded with gravel, instantly killing the driver and derailing the train. This caused a delay of three hours and east a gloom over the entire party.

Phil Izzer is called the Eddle Cantor of the outdoor show world because he has five daughters and no sons. Incidentally, one of them, Dorothy, age 7, won second prize in the Showmen's Lesgue drawing of \$100. Phil told a story about playing in Hornell, N. Y., some years ago with the James M. Benson Shows. It seems that on a Monday night after the carnival had opened its week's engagement, the city council met to determine whether the carnival be allowed to stay or forced to move on. After considerable debate the meeting was broken up when a farmer exclaimed, "I vote to move the carnival out, because since they've been here my cows have given less milk."

Oscar C. Buck has a man that owes him quite a sum of money and when Occar asked him for it he replied, "It's against my interest to pay the principal and its against my interest to pay the principal and its against my principle to pay the interest."

Despite persistent rumors that L. Harvey Cann will pilot Frank West's Shows

Interest."
Despite persistent rumors that L. Harwey Cann will pilot Prank West's Shows for the 1938 season, Cann says no and that be is definitely shead of Max Linderman's World of Mirth Shows.

Jack Greenspoon, one of the country's leading concessioners, will have a very important announcement to give out after the holidays of interest to every Eastern showman.

This ends being on the Eric and earle.

HIGHLY colored metals of varied sorts are strongly coming into their own for use in interior and exterior decoration. Several showmen at the recent Chicago meetings revealed elaborate plans for the utilization of the new Tint-Metal, a product of the American Nickeloid Company, and were predicting a new era in carnival decoration. New product has remarkable light-reflecting quality, they say, which asserts itself in astounding electrical current savings. Hennies Bros., Beckmann & Gerety and Royal

American Shows are among the larger carnival units using the pre-finished metal for inside decoration as well as on bally platforms and show fronts.

Q. EVERETT letters from Atlanta: L. Q. EVERETT letters from Atlanta: "L. Q. and Fritzle Everett opened with Royal Palm Shows in Scottsboro, Ala., last spring. Left them in Illinois and joined the Eric B. Hyde Shows. Six weeks later rejoined the Royal Palm and closed the zeason with them in Mobile, Ala., November 22. Business was very spotty; however, on the whole success-ful. Illinois spots for Royal Palm and its concessioners were one blank after another. Home now and enjoying visits another. Home now and enjoying visits another. Home now and enjoying visits with relatives and friends in Georgia. I will be electrician for a major show in 1938 and wife, Pritzie, will have concessions as usual. We will go to Florida after Christmas. Best wishes to The Billboard.

DOC EDWARDS, general agent W. S. Curl Shows, letters from Louisville: "Now here after visiting several shows "Now here after visiting several shows south. Met George Pence and Johnny Enright, of the Gooding Greater Shows, in Atlanta. They were on their way to some fishing. Had a nice two week' visit with Jack Champion in Birmingham. Mr. and Mrs. W. S. Curl, after visiting Mrs. Curl's mother in Pittsburgh, went to Melbourne, Fla., where they



JAMES PATERSON, 76, veteran of the carnival and circus world who one time owned and operated the Great Patterson Shows and Golmar Bros.' Circus. With the former he Bros.' Circus. With the former he achieved recognition as a leader in his line. For the past several seasons he has devoted his activities to the operation of riding devices and at present has several units located at Corpus Christi, Tex. "Pat," as his friends call him, has always been a stanch supporter of the Showmen's League of America and was one of its early members. Photo taken in Chicago by Photomatic November 30.

will remain until it is time to start work in their winter quarters in Ohio. I will remain in Louisville all winter, where our children are in school. Mrs. Edwards is being treated by a chiropractor and getting amazing results. Will again be with Curl in 1938 in same capacity. Best wishes to The Billboard.

IN SEASON 1938 there will be plenty of carnivals playing under the auspices of municipalities. There are so many cities that are broke or need money that the "powers that be" in most of them are new willing to listen to reason. Get the idea? Go to the city halls first, they have many kinds of funds for which thay need money such as community chests, unemployment, police and firemon's benefits and so on and on. Wake 'em up with a new plan for carnivals under auspices. The late Johnny J. Jones once played in a form annually to help it buy a town cleck. The town finally got the clock. Cut out the weak auspices and get with the strong ones that go in for civic pride, improvements and all that.—Red Onion.

JACK EDWARDS, of the Oreater United Shows, letters from Aransas Pass, Tex.: "Among the carnival people seen eround the fishing holes here recently were Mr. and Mrs. Charley Tonning, Mr. and Mrs. Johnnie Hoosier Guinn, Mr. and Mrs. Billy Rosen, Mr. and Mrs. Hoy Runnton, Mr. and Mrs. Oille Hassen, Mr. and Mrs. Joe Rosen, Mr. and Mrs. B. Goldstone, Mr. and Mrs. C. A. Vernon, Mr. and Mrs. J. T. Crawford, Mr. and Mrs. Whitle Dixon, Mr. and Mrs. Harper, Mr.

and Mrs. Cook, Hazel Cook, Princess Edna Cook, Mr. and Mrs. Tex Chambers, Mr. and Mrs. C. N. Hill, Mr. and Mrs. Clyde Hill, Mr. and Mrs. Howard Hill; Mr. and Mrs. Maple Williams and son, Joe Wil-liams; Johnnie Johnson and Mag Mur-phy. Everyone is catching plenty of fish. Best wishes to The Billboard staff in its entirety." in its entirety.

R. B. KIRKLAND letters from Lake Charles, La.: "Have been released from the St. Patrick Hospital and am trying to recover from a major operation. Here is a case that I think deserves some attention: The last night of the Dodson attention: The last night of the Dodson Shows' season Charles LeRoy, talker and announcer on that show, was hit by a truck and had both legs broken. Understand he had been with the shows two seasons. He and I occupied beds in the same hospital and I was there over two weeks. What I am driving at is the seeming neglect on the part of his sellow showtolk, as he only received two letters in that time outside those he got from his family. It is my opinion that he deserves better consideration from those with whom he has been associated in show business. Now that his plight is known I hope some of his friends will pay some attention to him."

CHRIS C. JERNIGAN lettered from Albany, Ga.: "Was special agent for J. J. Page Shows past season. Closed in Augusta, Ga., and motored to Macon, Ga., to contract windows for Jimmie (Waxo) Saiter, human wax figure. Worked Macon to fair business. R. O. (Dick) Scatterday had just made Macon on the program for the U. S. Navy band concert at the Auditorium, with the



L. HARVEY CANN belongs to the modern school of hustling carnival general agents and has been in the general agents and has been in the business in many capacities during his career. He was ahead of the Traver Chautauqua Shows prior to joining the World of Mirth Shows, under Max Linderman, with whom he has been associated for several years as general representative. Photo taken in Chicago by Photomatic November 30.

Shrine show to follow soon. This city has been 'added', and 'bannered' plenty. Counted five banner men in the lobby of the Central Hotel at one time and naturally the merchants thought there was a banner men's convention being held in their city. Here in Albany we got a beautiful window in a radio store and it was exceptionally good. Have Cordele, Pitzgeraid and Americus booked, then back to Macon. Waxo will be home in Milledgeville, Oa., for Christmas."

SANTA CLAUS: Please bring all the ride boys on every careival on the North American continent nice new uniforms. Please tell them not to put them on until after they have washed and dusted all the seats or horses, polished up their please and cleaned up their rides in general. When they have done this then they can put their uniforms on and be ready to entertain the patrons in a nice appearing manner. While I am on this thought please note that the reason some Merry-Co-Rounds do not get any money is that the horses and the men who put the little children on them are generally too greasy in fact and isoles. Nice mothers do not want their nice clean boys and girls all messed up after riding on a Merry-Co-Round. Thank you so much for attending to this, Santa Claus.—

MRS. F. PERGY MORENCY (Alvine Pot-

MRS. F. PERCY MORENCY (Alyne Pot-ter) letters from De Land, Pla.: "Back

here in winter quarters after a three weeks' visit to homefolk in Dallas, Tex. Barbara McIntyre and myself drove from Tallahassee, Fis., to Dallas. We left there Thursday noon and arrived Friday evening at 8:20, some record. A good little driver is Madame McIntyre. Barshara visited her sister, Mrs. Hal Pickens, and I visited my sister, Mrs. Bertha Pickens, Mrs. Hal Pickens being my nice. While in Dallas I put flowers on the giave of the late Pearl Mahoney Johnson, who rests in Oaklawn Cemetery, Would have stayed home longer but my husband said he was lonesome. We have nice winter quarters and doing plenty husband said he was lonesome. We have nice winter quarters and doing plenty of building and painting. We are in a nice apartment and also enjoy the sun-shine, flowers and moss. The big bas-sis due from Chicago and we hope to have him with us thru the holidays. Mr. and Mrs. Tony Martone are expected in from Kansas City. One of our most welcome guests is The Billboard every Thursday."

WHITEY DAVIS cards from Miami:
"Mr. and Mrs. Joseph Steblar, of the
World of Fun Shows, are here for the
winter."

NOTES from Reid Greater Shows by NOTES from Reid Greater Shows by Harry C, Dalvine: Show has leaded a new location at Jacksonville Beach, Pla, for five years. Rides will be installed on it. . . Mr. and Mrs. Earl Reid, daughter Helen and Harry C. D. Dalvine motored from Melbourne, Pla, to Chicago for the convention. . . Mrs. Mabel Reid placed an order for an Octopus ride to be delirered in January and also purchased a new Royal Coach trailer, which she brought back to Florida.

Mrs. Jones Borrows Her Son Johnny; He Sees First Snow

Johnny; He Sees First Snow
CHICAGO.—Johnny J. Jones Jr. is attending the military school at Haines
City, Fia. His mother wanted him to be
with her in this city during the showfolk
convention, so she borrowed him free
the head man of the school. The head
man did not want Johnny to mas his
studies, so he promised to put in some
spare time during the convention and
would keep up with his studies, so be
let him join his mother and go north.

Torn M. Allen, assistant manager of
the Jones Expestition, was in the party
with the other Jones' folk. When the
train reached Indianapolis it was snowing. This was the first time that Johnny
Jr., 16, had seen snow falling or stil-

ing. This was the first time that Johnny Jr., 16, had seen snow falling or still During the train stop Allen and young Jones walked around in the white freed water and Johnny seemed to enjoy the

w experience. When Chicago was reached Johnny Jr.

When Chicago was reached Johnny Jr.
was shown around by his mother, who
took delight in introducing him as he
brother to all the showfolk they met.
This delighted him, too.

Johnny is back in school now and is
having a great time telling the teachers
and schoolmates about his trip to Chicago and the first time he ever saw and
the line results. fall in reality.

BERT ROSENBERGER, general minager of the recently organized Royal Reposition Shows, letters from Tamps, Fix:
"Winter of 1915-16 I was around the
Columbia Theater, New York, and used
to meet Joe Burton, Mike Kelley and
Mark Lea. Lea was my partner when as
had the burlesque title Tango Gele,
which title happened to belong to Miss
Kelley on the Independent Circuit. I
was commonly known as the Big Be
Circuit in honor of Benny Kahn and
Benny Levine. Past two seasons I was
with Bantly's Shows as general aged
and both happened to be good season
Prior to going with Herman Bantly
had the World of Pleasure Shows,
leased all of Sam E. Spencer's end
of the former Spencer & Clark Shows, Han
six major rides and two kiddle rides. the former Spencer & Clark Shows. Hars six major rides and two kiddle rides which will be added to under the Royal Exposition Shown title. I recall that around 1921 that a number of carmination of the series of them were in a very weak condition in those days The Billboard office will the headquarters for all the carminal showfolk."

CHATTANOOGA, Tenn., Dec. 11.—38 Engel, new president of the Chattanood Tri-State Pair, announced upon ha fit turn from the Showmen's League mate ings in Chicago last week that he had booked the Johnny J. Jones Exposition as the 1908 midway attraction.

Convention After-Thoughts

Chicago, November 27-December 4

By WILLIAM JUDKINS HEWITT-

By William Journal Hewitt By William Journal Hewitt By He announced that E. A. Murray had marked the apot where the contract was not signed. If was about 50-30. However, there were quite a number of fair secretaries who came away disappointed because they were not given the opportunity to see the X in either position. They were just a little bit too ligh in their flat-rate and percentage ermands.

Most carnival men now know that there is a limit to what can be given for film and exhibitions. Competition was been but not viciously cutting.

C Guy and Mel G. Dodson, as representatives of Dodson's World's Pair Shows, declined to bid for any fairs. Mel G, said: "No fairs for 1938, same as in 1937 for the Dodson's. We did not possely gross as much as we would have foce at fairs this season, but our net positia on the past season has convinced at that we are pursuing the right policy is to bookings."

Robert L. Lohmar billed the Hennies Bros.' Shows all over the Hotel Sher-man with plenty of those "Jumbo" book matches, which were very attrac-tive and acceptable. In speaking of 20 wagons on three flat cars, Robert L. said; "They were 'knock-down' wagons." His good humor stood him well at all times.

J. M. Keitly arrived just as the big deings were about over. He came in from the Marine Hippodrome, with which show he has been for a long time. He did not announce his future connections.

Barry Illions let it be known that he still with the Royal American Shows and strongly so.

A fellow came into the hotel lobby and said he sched to the bone, so Sam J. Levy told him to keep his hat on the zext time he went outdoors.

John Francis, the first man to put robber tifes on show-wagon wheels, was there as general manager of the Greater Exposition Shows. He is a booster for the American Carnivals Association and one of its officers.

L. C. (Ted) Miller, the press agent, strived from New York without a hat. He said that he is the only press agent that will certify all of his press copy and out in 1938. Max Linderman said be wanted him to press-agent the World

Asked for at the convention: Gaylord White, Chris M. Smith, Leo M. Bistany, John S. Berger, John Alexander Pollitt, San Quaintance, Ralph N. Endy, Edw. M. Foley, Harry Wilbur Clayton, Omar Sami, Sam Prell, Ned Stoughton, Paul Farker, Hyla F. Maynes, Soapy Glue, Balph W. Smith and Frank Bergen,

Beckmann & Gerety booked the mid-vay for the Illinois State Fair, Spring-feld, on November 4.

World of Mirth Shows are about all booked up for season 1933. When asked what he had booked at Chicago, Max Linderman said. "L. Harvey Cann, my fineral agent, and myself."

louis J. Berger proved a big booster for the Michigan Showmen's Association. Se reported that he signed up several ten members while at Hotel Sherman.

Johnnie Bullock seemed elated when

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

O. C. Buck stated that for the present that he was the general agent for the O. C. Buck Exposition. He looked like million simpleons.

Frank B. Joerling, manager of the St. Louis office of The Billboard, said that he was an acrobatic ballad singer at one time during the doings.

Phil Isser, of the Capitol Outdoor Shows. New York, was on the premises with his words of good cheer. Seems that he is part of the World of Mirth con-tingent also.

Frank D. Shean is also an exposition-re. Looks like a big thing is in store sire. Lo for him.

J. Eddie Brown jumped from Los An-geles with a carload of school teachers and jumped back alone. He is certainly for the Pacific Coast Showmen's Asso-

Herman Bantly seemed to enjoy him-if immensely. He plans big things self immensely. H for Bantly's Shows.

Walter B. Fox represented the Wallace Bros.' Shows, now playing a winter run on the lots in Mobile, Ala. Walter B. said that he had the show set there and that he had paid all the lot, license, light and other bills in advance before

If Felix Bley had been there he could have gotten several general-agent jobs.

Harry S. Noyes was absent, but he tele-graphed his good wishes to the Show-men's League.

Std W. Johns and Percy Abbott sent their regards to Ben Williams.

An observation: If men in every line of business had as much faith in their business as the carnival men have, there would be no gloom on the business

Johnny McGrall did not seem to be around to sing Roses Are Shining in Pickle Lilly. Johnny put a lot of the present-day "wonders" in show business in his early days.

Jimmie Sullivan, of Wallace Bros.' Shows, of Canada, looked with envious eyes on the new Punhouse that is being put out by the Spillman Engineering Corporation. George H. Cramer, of that firm, made a bet Jimmie would buy one.

Max Goodman announced that the Goodman Wonder Show would be on 30 cars for season 1938.

Philadelphia Toboggan Company is sponsoring a new ball game, one that is to give out merchandise exclusively.

Jack Ruback, of the Western States Shows, remembered that Jim A. Schneck was still his general agent and that he was in Montana.

Art Lewis, of the shows bearing his name, said that he was the first to propose that the Showmen's League of America should have a branch in New York. However, Art seems to have forgotten that New York at one time did have a branch, of which Harry R. Raver was its first executive officer.

There were plenty of awards given out during the convention. They came from many sources. In fact, there were enough awards given so that no one could have any complaint about not being properly awarded. Medals, money, compliments, fair and exhibition contracts and all that can be listed as awards. Shut up about not being awarded. Those that deserved awards got them in abundance.

Lieut. Lesier Potter very proudly dis-played his gold card of life membership in the Showmen's League of America. He got it for his help and co-operation in behalf of show business in general and he deserved it fully.

El Paso

EL PASO, Tex., Dec. 11.—Midwest Shows, owned by Mr. and Mrs. Ed Lund-gren, are at Tortugas, N. M., for an Indian celebration this week, Whitey Archer, Johnny Graves and Mitch Pree-man Joined the show. Show had good business in Anthony, N. M., last week. Cannonball Bell and wife were in El Paso this week en route to East Texas to hunt.

Mr. and Mrs. Carey (Snakeold) Jones are new arrivals. Their glass house will be a feature on the Sun Carnival mid-

T. J. Tidwell, owner of T. J. Tidwell Shows, has gone to Mayo Bros. Clinic in Rochester, Minn. for treatment, El Paso friends learned.

Albert Thomas, of the Western States hows, was a visitor en route to the Shows, was West Coast

Haba Katool, 82-year-old showman, atill active with the T. J. Tidwell Shows, will be a visitor at the Sun Carnival, he savised Verne Newcombe.

Tiny Cowan, with Russell Bros.' Circus past season, foined Milo Anthony's side abow, which is touring Southwestern

Horace Jones, known as Ho-Jo, entertained the El Paso Optimista' Club on its international day celebration Decem. N. Y. BRANCH-

Royal Shows are playing a rodeo date Ysleta, Tex.

Ed Lundgren, owner of Midwest Shows. bought a new top for his swings.

Macon

MACON, Ga., Dec. 11.—This city is quite a meccs for outdoor showfolk. Three carnivals are in the barns here, Barfield's Cosmopolitan, Model Shows and Alamo.

Mr. and Mrs. C. E. Barneld left for

Mr. and Mrs. C. R. Barrield left for Florida and will return before Christmas to complete some unfinished business. Later they will go to New Orleans for the balance of the winter. W. R. Harris, manager of the Model Shows, has a new Cord car. He has completed his work as a 32d degree Mason and will finish in the Shrine December 14. Many housecars owned by showfolk are parked near the various winter-quarters attes.

Tom and Janette Terrill are promoting a New Year's ball and cabaret, which will be held in the ballroom of Hotel Dempsy for the Odd Fellows Auxiliary, Jay-cees held a "Follies," with 100 people in the cast, at the City Auditorium December 7.

The Police Pollies, with the U. S. Army Band, was successful. Shrine Circus opened December 7.

The Terrills will also stage the Robert E. Lee birthday ball in January. All these events tend to give this city plenty

these events tend to give this city plenty of special amusement features.

Tom Alton and B. H. Nye have had several very mysterious conversations lately, and it looks like the small towns will get their halls full of hillbillies soon. Nye reports that the Warehouse Carnival discontinued, owing to the low price of cotton.

Many people from Jacksonville passing thru claim that Florida has put up the "keep-out signs" to bar the "have nots." Dinty Moore, of digger fame, who claims Macon his home, is back from the Chicago convention and reports a most pleasant time.

and the circus and carnival folk will receive free complimentaries to the Terrills' New Year's ball, and plans are in the making to bring in 1938 with a bang.

Missouri Show Women's Club

ST. LOUIS, Dec. 11 .- Only a short business meeting was held December 2, since many members were in Chicago. Pirst Vice-President Irene Burke presided. Two new members, Mrs. Frances Lauther and Mrs. Bootste Paddock, were presented by Chaplain Datsy Davis. Both

are of Johnny J. Jones Exposition.
Daisy Davis and Irene Burke won first
and second prizes at bridge and Helen
Bichter and Millicent Todd won first and second prizes, respectively, at rummy.

Many reservations have been made for
the first dance of the season to be held early in January. Reported by Kathleen Riebe.

Miami

MIAMI, Dec. 11.—The new troupers' club, according to Jimmie Vair, known as JFM, January, February and March, is progressing nicely.

Starr Deficile is running Professor Seward, the astrologist, a close race as a star gazer. Starr is busy jumping between Miami and Tampa.

Prank Starr and several of the others have been working at the air races here. One butcher said it was tough trying to sell the visitors tee cream when the weather was near freezing.

Doc Hamilton, well-known adjuster, was noted in the crowd that welcomed President Roosevelt to Miami.

Morris Kaplan, last season on the Johnnie J. Jones girl show, will be back with that show next season. He is here, where he will book colored pictures in with that show next season. He is here, where he will book colored pictures in colored theaters and will then go to Tampa, where he will make his head-quarters, booking feature pictures in colored theaters thruout the State.

Lloyd Coffee and C. C. Specks, girlshow promoters from the Sheesley Midway and W. G. Wade Shows, will spend the winter here.

(Continued from page 48)
phases of outdoor show business, altho
membership in each case will be restricted to employees and operators of shows, concession companies and allied

Among those who have been instru-Among those who have been instru-mental in organizing the campaign and who have pledged funds as of December 8 are George A. Hamid, Ben Weiss, Art Lowis, David B. Endy, Max Linderman, Frank Miller, Max Cohen, William Glick, Frank West, Phil Isser, Jack Greenspoon, James E. Strates, John W. Wilson, J. H. Powell, Ralph A. Hankinson and Tony

Set of 20 Lightweight Blogo Cards, \$1.00.

Made in 30 sets of 100 cards each. Figured in 3 ross across the card-not up and down. Lightwich cach. Per set of 100 cards with made-en. 35.00. All litrop and Lotto sets are courtlets with weed markees, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

HIND CARDS

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Asserted Bings Bhases, \$12.50 and \$12.50 a

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OPENING NEW YORK STATE IN APRIL

Now booking Rides, Shows, Concessions, Circus Performers and Free Acts, Address BOX 292, Ormand, Fla.

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PRANK M:OREA, 226 Diamord Street, Pittsburgh, Pa.

Anyone Knowing the Wheresbouts of ALLEN NICHOLSON

please send word to his wife and sister. Sickness at home. Last heard of was in Buffalo. He is a ride operator.

MRS. ANNA NICHOLSON, 2804 Washington St., Boston, Mass.

RECOND-HAND SHOW PROPERTY FOR SALE 10s Each, Signal Flags on Streamers, Sedd Inc. 514.00 Medi Bag Essage with Bar and Lock. \$25.00 Eight-Leoped Pig, one head, in absorbed. Foundame Guess Voor Weight Scale with Chale,

residence Greek Your West State Shoes, all sizes, We Buy Rink States and Concession Tests, WELL'S CURIOSITY SHOP 20 S. 2d St... Philadelphia, Pa.

American Carnivals Association, Inc.

By MAX COHEN

By MAX COHEN

ROCHESTER, N. Y., Dec. 11.—Reflecting upon the events which took place at the fourth annual meeting of the association recently closed in Chicazo, we are more than ever convinced that the membership represented in such large proportions at the session has indicated an enthusiastic interest in the activities of the association. Present indications are that 1938 will see the association forge ahead by leaps and bounds to attain results hitherto desired.

We wish to announce the addition to our membership router of Pair Publish-

we wish to announce the author to our membership roster of Fair Publish-ing Company, by A. O. Adelman: Endy Bros.' Shows, by David Endy: Clemens Schmitz, and West's World Wonder Shows, by Prank West. This brings the total membership of the association up

Members Invited to K. C.

We desire to inform our membership of an invitation received from Heart of America Showmen's Club, of Kansas City, inviting them to attend the unveiling of a monument on December 28 and to attend their annual banquet and ball

on the evening of December 31.

Since returning from Chicago we have had a large number of inquiries and had a large number of inquiries and other correspondence from various manufacturers and others interested in the activities of the association. From present indications it would appear that the association's activities for 1938 will be even more multitudinous than in the past and we can look forward to a busy and active year.

On the whole, we were very pleased with the outcome of the fourth annual meeting and shall be glad to have the reaction of our various members to the same subject.

same subject.

Los angeles

boys getting winter money working nov-elites here are Plain Dave Morris, Sam Brown, Raul Richmond, Wallace O'Con-

nor and Sammy Colmas.

Max Harry Bernard is slowly recovering from the recent accident in which Mrs. Bernard was killed.

Bernard was killed.

Charley Tobin is still confined here in
General Hospital.

Mr. and Mrs. Earl O. Douglass, after
short visits here and in Southern California, left for the North.

R. S. Moyer is working in a depart-

ment store.

Jack and Irene McAfee are also working a big downtown store, while Doc
Gunningham is playing Santa Claus in

a department store.

All Baba is doing magic in a store, and Ernest McCarthy has gone out with

a line of condiments.

Mr. and Mrs. Will Wright, after spending a few days here, left for Gilman Springs, Calif.

fr. and Mrs. Harry Taylor and daugh-(See LOS ANGELES on page 56)

Heth Bros.' Shows

Heth Bros.' Shows

Elba, Ala. Week ended November 27.
Dosontown lot. Free gate. Auspices,
American Legion. Weather, cold. Business, good when clear.

Paul and Turtles are clicking with
their four stock concessions. Mr. and
Mrs. Dan Straman Joined from Danville. Ill., with long-range lead gallery.
Show is remaining two weeks in all
towns where the weather prevents showing first full week. Stored all canvas
and fronts, just operating rides and
merchandise concessions and prospering
thereby. Mrs. Albert and L. E. Heth
working corn game in heated tent with
stove and eidewall, doing as much business as in the summertime. Slim Davis
and wife handling the Joy Box ride with
p.-a. system and clown makeup and
clicking. Lot Superintendent Ben K.
Tosh has less to lay out. General Agent
T. L. Dedrick in Florida in interest of
the show. Loop-o-Plane, Mixup in storage, also Merry-Go-Round, to cold for
them.

Week ended December 4. Weather,
cold and rain. Business, fair when clear.

them

Week ended December 4. Weather,
cold and rain. Business, fair when clear.
Cecil C. Rice left to Join Leo M. Bistany at Jacksonville, Fla. Mr. and Mr. and
Lyle Barrett joined from Mobile. Ala.,
with their duck pond. Bill Punceinelli,
of Milwaukee, is assisting L. E. Heth on
special-agent work. American Legion



P. VAN AULT, operator of the Penny Arcade with the Cetlin & Wilson Shows for the greater part of the past season, is representative in his line. Photo taken in Fall River, Mass., in July. The subject is wintering in Muskogee, Okla. where his son is attending school.

15 Years Ago

December 16, 1922)

C. G. Dodson organization returned to its former title of C. G. Dodson World's Fair Shows after it had been known for two years as Dodson & Cherry Shows... Arthur T. Brainerd, general manager of the Great Patterson Shows, visited the Chicago offices of The Billboard after closing in Timpson, Tex... Tillie La Due, formerly with the Greater Sheesley Shows, resigned her position as demonstrator in a large Chicago department store and headed for Los Angeles to spend the winter... Counte Prewitt, ticket seller on R. E. Barnett's Ferris Wheel with the J. T. McChellan Shows, who leet his life in a fire at Armory, Mass. November 13, was buried in Forest Hill Cemetery, Kansas City, Mo., November 18... Harry and Della Conn closed with Roberts United Shows in Macon, Ga., and immediately went to Atlanta for the winter.

Spot Dixon, of the Loos Shows, was lo-cated at the Boston Cafe, Aberdeen, N.

luseums

Address Communications to Cincinnati Office

J. & G. Amusements

Lovington, N. M. Week ended November 28. Auspices, Women's Austilary of Asserican Legion. Location, center of town. Business, excellent.

After closing with Sante Fe Shown T. W. Gaspar and Dec Julian organized the J. & G. Amusement Company, an indoor carnival, which has been a success from the start. Feature of show are free acts of black-face comedy, singing and dancing. Acts change every night. All concessions work for stock. Mr. and Mrs. Paul Towe, while en route from El Paso to Clovis, N. M., visited. Bob Skyles and his skyrockets were recent visitors. Harry McNally has taken over the advance work. A popular lady context is held in each town. Merchants of towns give tickets and the lucky lady receives a diamond ring. Roster: Mr. and Mrs. Claude Dougherty, photo machine: Mr. and Mrs. Tony Springer, candy floss, Erle diggers, penny pitch, kiddle auto ride; Charles Grainer, ball games: Mrs. Julian, bingo, hoopla; Jimmy Willis, clothespins; Harry McNally, grab stand; G. Gaspar, shooting gallery, and Ben Moseley, darts.

Alfredo & Logsdon Traveling

Eutaw, Ala. Week ended December 4. Location, building on square next to

theater. Weather, rain Saturday. Business, satisfactory and excellent Saturday. This museum invaded maiden territory and the natives gave gradual play all week, with a smash Saturday, and despite steady rain gross receipts were surprisingly good. The building used, previously a grocery, with new painted walls, display windows and two partitions, aided much toward making the week a success. Several groups of showfolk, en route for Georgia and Florida, stopped over to renew acquaintances.

LOUIS LOUISE LOGSDON.

Cooke's Congress of Oddities

McComb, Miss. November 24 to 28.

McComb, Miss. November 24 to 28.

Despite splendid co-operation from Dr.

Neville, chairman, and both local newspapers, business was very poor. Day and dated Haag Bros.' Circus and had quite a number of visitors from the show. Among them Harry Harris, Side Show manager. Thanksgiving Day all of the museum people were invited to a turkey dinner and marched to the restaurant double file. Had too much competition to stand a chance of doing business. Theaters ran special shows for holidays, local football team had a grudge game and a dance was held three doors from the museum Thanksgiving night.

MRS. CHARLES F. COOKE.

D., for the winter. . . . P. W. Miller, manager of the Miller Midway Shows, and wife were vacationing in San Francisco. . . Cy Oreen, billed as the Yankee Rube," was being featured at the Atlantic City Boardwalk in Mechanic Building, Boston . . . F. J. (Fat) King, man was wintering in Tamps, Fla, after a successful season with the Johnny J. Jones Exposition . . . Frank LaBarr, press agent for Brown & Dyer Shows, was clerking in a Fitzgerald, Ga, hotel . . H. S. Kirk's United Shows closed the season at Brockfort, Ill., and went into quarters there. quarters there.

Portner's Brewery plant, idle since in-auguration of prohibition, was one of Alexandria's (Va.) busiest places, as the property of the World at Home Shows

Michigan Showmen's Ussociation

DETROIT, Dec. 11.—Headquarters are open for all showmen. Many have visited in the past few weeks, according to Leo L. Lippa, president. He stated that there are anywhere from 35 to 60 showfolks on hand every evening. A temporary membership card is given to visiting above nearly good for one week. abow people, good for one week.

anow people, good for one week.

At the last meeting the affair to be held on January 17 was discussed, and Louis L. Burger, a member of the board of directors, was appointed a committee of one to make arrangements. Nest meeting a large committee will be appointed to assist him.

A number of members have sent in their dues for 1938, and 25 new members have been admitted to the association. Election of officers and board of directors is to take place January 10, and the new officers will be installed on January 17.

W. G. Wade, of the Wade Carnival, and Charlie Zeigler, of the Zeigler Shows, paid the clubrooms a visit recently. Preparations have been made for a number of social events during the

winter.

Custodian William Croy will giadly furnish any information regarding the association.

Rhoades Freed of Charge; Thanks Conaway, The Billboard

Augusta, Ga.
November 30, 1887.
William Judkins Hewitt,
Carnival Editor:

It was the proudest moment of #5 life this morning when I walked from the death cell of the Richmond County Jail, Augusta, a free man. After many months of confinement and hardships. I had become very discouraged.

Many enjoyable hours were spent reading The Billboard, especially the carnival news, and I feel greatly obligated to your kindness and The Billboard for saving me from the worst jam a mal can face.

I want to thank my friends who contributed to a defense fund and all short-

can face.

I want to thank my friends who contributed to a defense fund and all showmen who wrote or visited. Until a trouper faces extreme trouble he nere fully realizes how precious the week friendship can be.

Especially do I want to thank Paul M Conaway, of Macon, Ga, my lawyer, who worked unceasingly in my behalf without charge for services. To his work I directly owe my freedom and beins spared from possible life imprisonment on a Georgia chain gang, or worse. It possible. He obtained my release tody after five other trips to my assistance here, and if it hadn't been for him I don't know where I'd have finished up I am 51 years old and have been is show business more than 40 years. I will be back in harness in a few weeks feeling younger and better than ever am Florida bound. Gratefully.

SHORT RANGE GALLERIES and

SHORT RANGE GALLERIES and LONG RANGE GALLERIES

tions. Price \$10 per 1,000-60", with self.
We Built Short Range Galleries.
RED CIRCLE GUN GLUB Or LOUIS GLOTH
43 Hanever Street.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Reynolds & Wells' United

TEXARKANA, Tex., Dec. 11.—Show is now settled in quarters and work of repainting and building has started, with J. E. Miller in charge. However, work slowed up somewhat on account Miller being confined to a hospital for 10 days with flu. General Manager Reynolds and Business Manager Wells went north and east booking a route for 1938. Electrician and painter Red Miller is busy repainting Merry-Go-Round. Mr. and Mrs. M. E. Reynolds, mother and father of General Manager Reynolds; Mrs. L. C. Reynolds and Mrs. H. Wells will spend the winter months at Corpus Christi, Tex. Mrs. J.

committees from Florala and Samson, Ala., on midway inspecting everything, concessions mostly. After inspection contracts were signed with General Agent T. L. Dedrick for each post's Christmas empty basket fund. Show is not carrying shows or grift. Will pursue same policy 1938 with exception shows. Benjamin K. Tosh, lot superintendent, will visit home during holidays and then return to winter quarters and direct all building of fronts. PLOYD R. HETH.

E. Miller, wife of J. E. Miller of the Bat-tlefield show, is getting ready for Christ-mas. Reported by W. J. Lindsay.

Harris Carnival

FINDLAY, O., Dec. 11.—P. D. Harris, owner and manager of the Harris Carnival, is wintering here with his show and family. His two older sons attend junior high school. A new garage is being arranged for repair work. Arthur Birchman, former foreman of the Big Eli Wheel, is driving Harris' new Dodge semi on long-distance freight runs between Akron. O., and Louisville, Ky. Reported by Mrs. P. D. Harris.

Zimdars Greater Shows

JACKSON, Tenn., Dec. 11.—Harry Zimdars and wife provided a big turkey dinner Thanksgiving Day for folks in quarters. Pop Harrington was toast-master. Harry Zimdars and wife recently returned from Chicago, reporting the fair meeting a success. Zimdars obtained a few contracts. Shortly after his return he left for Dallas, Tex., to attend the Texas fair meeting. Reported by Charles

Additional Sidelights On the 1937 Convention

CHICAGO, Dec. 11.—E. K. Pernandez, prominent Hawalian outdoor showman, grobably flew farther and faster than any one who attended annual outdoor conme who attended annual outdoor con-rention. He left Honolulu November 26 at 11:30 a.m. on the China Clipper and sention. He left Honoillu November 28 at 11:30 a.m. on the China Clipper and strived in Chicago November 28 at 2:30 a.m. He was the guest of Mr. and Mrs. Somey Belmont. Jack Ruback, of the western States Shows, had plenty of fundicing the Indies his trick candy. ... Fisch Williams, of "thrill driver" fame, frove from Jacksonville, Pia., immediately after presenting a program there sanday afternoon, arriving Tuesday morning. He departed with Mrs. Williams on Thursday afternoon for a repeat engagement in that city with his sell drivers. Driving continuously, they made the trip to Chicago in 32 hours. ... Ned (All-American Tuckle) Torti made headlong dives in the halls of the Sherman Hotel at 4 am. His brother, Louis (Ice Water), finally fell off the water wagon and joined in the fun. ... Johnny Hoffman, after a disastrous winters in St. Louis, will again to in the outdoor show business in 1938, exceptly identification.

twiness venture in St. Louis, will again to in the outdoor show business in 1938, probably joining the Dodson World's fair Shows. . . Art Daily, formerly with the D. D. Murphy and the Beckmann & Gerety Shows, could not resist the temptation to get to Chicago for the hanquet and left St. Louis Wednesday need to be on hand. Daily is still enped in politics in St. Louis. . . The nembers of the newly formed International Association of Showmen signed up over 100 new members during the dipa they spent in Chicago. . The Sater-Lockwood Manufacturing Company, of Kansas City, had an elaborate display of new canvas, which made a big ht with the showmen present. hit with the showmen present.

Ernic Young was probably the last one to entertain the widow of Ed Carruthers. He had her at his table at the banquet

is catertain the widow of Ed Carruthers. Re had her at his table at the banquet and she died shortly thereafter.

That 60-page catalog of the Globe Poster Corporation is a honey.

Jack Billie amused himself by some fancy hit-smashing.

Whitey Newell is an atowed canner fiend.

Siding Belmont, of St. Louis, entertained the big shots of the Illinois State Pair if the banquet. At his table were Director of Agriculture J. H. Lloyd and Mrs. Lloyd. Mr. and Mrs. E. E. Irwin, Albert Hodgini Jr., Mr. and Mrs. J. Z. Frairer, Grace B. Wilkins, E. K. Ferninder and Harriett and Lorraine Belmont.

Mrs. Belmont took ill on Monday and was unable to leave her from in the hotel until Saturday (December 4).

Mrs. Mel H. Vaught, owner State Pair Shows, while on the wagon, bretcheless did some of his usual "boking around".

Another one of the clottimers was James (Jim) Patterian, who is annually on hand.

Abunde O'Shea sold quite a few of his two heack units to concessioners.

state week. . . Some of the showmen that ne stayed the full week. . . Some of the showmen look "time out" to go out to the Oak Porest Home in Chicago to visit those Motine performers. Billy Lorrette and from Mills, both of whom have been in the home the past year.

The United States Tent and Awning Company, represented by S. T. Jessop and George Johnson, reported nice business. observany, represented by S. T. Jessop and George Johnson, reported nice busitions at the convention. Milford D. Smith, now associated with Campbell feet and Awning Company, was busy introducing his new associate, C. A. Cambell, to the many showmen around and also reported many contracts for the canvas for 1938. Tony Monaide, erstwhite concessioner, was to hand and reported that he is now seated in Little Rock, Ark., where he is briding the umpires of the Arkansas Cate League. Charles (I Don't Talk Much) Cohn did his usual "ribbing" with the members of The Billboard staff—always straightening someone out. Abner Kline was busy passing out by checks advertising the Octopus ride. Neal Walters and C. J. (Chapple) Chapman, representing the United States Finning and Lithographing Company. New hosts to many show owners and

agents in their room, writing a lot of business. . . . Malcolm M. Přeming. Circus Fan. enjoyed every minute im-mensely, being on hand as the guest of Mel and Guy Dodson and Mr. and Mrs. Ray Balzer, of the Dodson Shows. Fleming's home is in Fryburg, Pa., where he is known as "the friend of the out-door showmen." . . Among some of the bors who avidently made the doller. he is known as "the friend of the out-door showmen." . . Among some of the boys who evidently made the doings just to play bridge all week were Lew Keller. Louis and Ned Tortl, Mike Rosen, Johnnie Hoffman and Dave Tennyson. . . . Rube Liebman, as usual, called the various showmen and fair men to their respective meetings by his announce-

various showmen and fair men to their respective meetings by his announcements in the lobby of the Sherman.

. Mr. and Mrs. Herman Bantly, of Bantly's All-American Shows, seemingly enjoyed every minute of the entire week. This was the first time they attended the convention.

. Phil Little, as usual, had his clever "story teller" on hand.

Jack Nelson was on hand

issual, had his clever "story teller" on hand. . . Jack Nelson was on hand every night and at the banquet had his nasociates from the Rock-Ola Manufacturing Company at his table. . Perce C. Smith, of the Exhibit Supply Company, showed some of the pennyarcade men the newest in card venders.

Among those sadly missed at Among those sadly missed at this year's event were J. George Loos, Nat D. Rodgers, W. J. (Billie) Collins, Frank R. Conklin, A. (Booby) Abadal, Joe Tilley, Bill Jahnke, Harry Calvert, Clint W. Finney, Joe Scholibo, Maxle Hermann, Harry S. Noyes, Pelix Bley, Tony Martone, Jack Kenyon, Art Martin, Morris Miller, Mrs. C. A. Wortham, L. J. Heth. Tommie J. Tidewell and Dave (Plain Dave) Morris. . . Lee A. Sullivan and Ben Roodhouse, of the Kil Bridge Company, reported that they sold more Ferris Wheels during 1937 than in anyone of the past six or seven years. . . Mr. and Mrs. Al Wagner, now park owners, were loath to leave their new home in Toledo, O., which they recently built, Mr. and Mrs. Al Wagner, now park owners, were loath to leave their new home in Toledo, O., which they recently built, but they simply could not miss the festivities. . Dinty Moore, Bill Bartlett and Buff Hottle were the king pins there in the digger and arcade biz. . Earl and Alice Strout were glad to announce that they would be with the Pairly & Little Shows in 1938. . . Ben H. Mathis, of the Warren Tank Car Company, and popule they should motorize, while Charles T. Goss, of the Standard Chevrolet Company, advised them to railroad, with reverse English on both. . L. Clifton Kelley advised that he had several irons in the fire for next season. . . Dave Lachman, now general agent of the State Pair Shows, said he was on hand to look after his boss, Mel Vaught. . . George M. Bush, of the Bush-Laube Company, of Kansas City, drove to Chicago, having as his back seat driver R. D. (Duke) Molesworth, of the Missouri State Pair. It took them 20 hours to make the trip, as they came thru much snow and sleet.

More About the Beautiful Women By VIRGINIA KLINE-

KANSAS CITY, Mo., Dec. 11.—After the banquet and ball Mrs. John Prancis and Mrs. Crawford Prancis drove to St.

the banquet and ball Mrs. John Francis and Mrs. Crawford Francis drove to St. Louis, where they have an apartment for the winter.

Mrs. Grace Goes and Mrs. Norma Lang went to East St. Louis, Ill.

Mrs. Mabel Reid and daughter, Mrs. Helen Petter, to Jacksonville, Fla., and Mrs. Ethel Baillie to Port Myers, Fla.

Mrs. Viola Fairly took Mrs. Elizabeth Yearout and Helen Brainerd Smith to St. Louis for a few days, but they are now in Kannas City,

Mrs. J. C. Bullock went to Sumter, S. C. Mrs. John Sheesley to Benton Harbor, Mich., for a short stay in the hospital.

Mrs. Pearl Vaught stopped a day or so in Kansas City but had to go on to El Paso, Tex., on business before coming back to stay for the holiday festivities.

The Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City, is planning a runmage sale very soon and a baraar for December 15-17. De-cember 7 the entertainment committee, (See MORE ABOUT on page 55)

Tilley Shows

Now Booking Shows and Concessions for 1938

Want Illusion Show, Girl Revue, Fun House, Motor Drome, Animal Show, Side Show. Will finance any Show of Merit. Concessions all open except Corn Game, Cookhouse, Pop Corn and Lead Gallery. Ride Help and

Address: Ladd, Illinois.

Christmas Greetings To All Our Friends

The M. R. Weer Shows

Not the largest-1938 Best and Cleanest, will be filled to the "Top" with clean amusement. SEVEN RIDES, SEVEN SHOWS AND A HIGH POLE FREE ACT.

Our Motto for 1938-"Cleanest Outdoor Entertainment Available," Fair Secretaries and Auspices—Now booking for 1938. If you want the best a card to me will bring my agent to you when you wish. May this year be a good year for us all. MASEL R. WEER, Cassopolis, Michigan,

CLINT & CLARK UNITED SHOWS

Will open middle of April in Phitaborn territory and will remain in same district tensity-five weeks. All aports will be played under strong assesses and handled by experienced protection men. Over half of coming season already booked. We know and have the good cones. Both Olint and Olark invite a theorems fromerry connected with other of them to write at sone. We own and operate our one rides. Two rides new this year. Wall book rides not conflicting with our can. Wants Strong From Att. Sober Ride Help, Modern Cookhevas, Bings, mark to rhande well; Grind Stores; Whoels that throw stock, Shocking Galbery, Hop Bulker, Depth of Cookhevas, California, California

C. D. (JACK) CLARK

CLINT ROBERTS



Reid Hotel, 1001 Broadway

KANSAS CITY, Dec. 11.—President Jack Ruback called meeting to order. Clubrooms were filled with members and business was handled in regular

The question of taking care of visiting showmen during convention and ban-quet and ball was discussed and ar-rangements made to run the affair off smoothly.

Harry Duncan, chairman of entertaining committee, will be assisted by R. E. Haney, Ellis White, Dave Stevens, George Howk and Noble C. Fairly.

Baker-Lockwood Manufacturing Com-Baser-Lockwood analysis on both banquet hall, clubrooms and will take care of the veiling of the monument, which will be officially unveiled December 28. Services will be held in the clubrooms and then at Memorial Park for the unveiling.

Letters have been mailed to all show-men that have attended the banquet in the past, asking for their reservation before the banquet tickets are sold to local people other than showmen. After the banquet dancing favors and noise makers will be furnished all those pres-ent. The entire lith floor of the Pres-dent Hotel has been reserved for out-oftown showmen at reduced rates.

The drive for funds for the new monument is still under way and before the unveiling December 28 the commit-tee, headed by Art Brainerd, hopes to have most of the funds collected.

Membership Drive Lively

The membership drive, with \$100 cash donated by President Ruback, created a great deal of interest all summer and has simmered down to two men fighting for the first place. At present Benny Hyman is leading Harry Altshuler by one member.

Those receiving new cards are F. P. Ellis, Fred H. Kressmann, Hymic Schrie-ber, T. S. Alexander, E. P. Sol, B. E. Spencer, George Eddy, L. Z. Zolg and Ed

Spencer, George Eddy, a. Strassburg.

Mr. and Mrs. Noble C. Fairly arrived from Chicago. Phil Little is here for the holidays. Buster Shannon arrived with T. S. Alexander, H. J. Brown and wife arrived from the South and will make Kansas City their home for the winter. Wayne Hale is here for the holidays operating a kiddle ride in a local

New Short Range Target

FOR SHOOTING GALLERIES. No Red to sheet out. No arguments. Plenty percentage for operators. \$5.00 to winner.

IDEAL SKILL TARGET 10 10

Instructions and Barrola, 25c. Each Yarget gets you 50c. 500 Targets, \$12.50.

1.000 Yaresta, \$20.00.

Fred Allen

HARRIS-TRAILERS, DISTRIB-

TROY, OHIO
NEW AND USED TRAILERS COVERED
WAGON TRAILERS. FACTORY-623 S. Clay Street SALESROOMS ALSO AT 22 8. Perry Street, Dayton, O. 2103 West Main Street, Springfield, O.

SOL'S LIBERTY SHOWS

INC.
NOW BOOKING FOR SEASON 1938.
Address: SAM SOLOMON.
Box 223.
Caruthersyste, Mo.

WILL BOOK MY

has them in training.

has them in training.

Word has been received that J. L.
Landes and wife, Peogy, are enjoying
the winter in Florida and Cuba. They
will be in Kansas City for Christmas.

O. W. Mellor, president of Baker-Lockwood Manufacturing Company, left for
the Pacific Coast. He will attend the
banquet and ball of the Pacific Coast
Showmen's Association and will represent
HASC there.

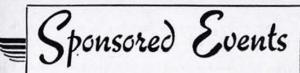
Tackey party, given by both the Ladies'

Tackey party, given by both the Ladies'
Auxiliary and the men's club, will be
held December 30.
Election of officers of the club will be
next week. Who will succeed President
Ruback is still a mystery.

Ladies' Auxiliary

According to the usual custom, the Auxiliary held a social Friday night. Bridge has been played so much that Hattle Howk, entertainment chairman, decided to change the usual bridge playdepartment store.

Letter from Ed Strassburg states that decided to change the usual bridge playhe will winter in Miami, Fia. and recently purchased two new chimps and (See HEART OF AMERICA on page 56)



Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

Newcastle, Ind., Circus Days Revue Shows a Profit of \$1,017

NEWCASTLE, Ind., Dec. 11.—A successful engagement was played here for Newcastle Eagles' first annual Circus Days Revue on November 29-December 4. Due to only a 12-foot ceiling, it was impossible to use aerial acts. In the line-up were the Harrisons, featured in a bleyele act: Billie Erwin, table rock and comedy; Prank and Clara LaTour, comedy Juggling; D. R. Eakins and troupe of performing dogs and ponies; Bobby Bumps, ciown, doing come-in and comedy skating act; Comedy Gloyd, break-away unicycle; Jo-Jo., Juggling soap bubbles, and Woostt, pantomine baseball game. Dick Branagan and his Esgles' Orchestra furnished music for show and dancing, reported James O. Crim, secretary of Rose City Aerio. City Aerie.

Show opened to a fair crowd, Tuesday night had near-capacity biz, which kept up all week. There being no auditorium here, show was held in the Eagles' Home.

where space was limited, average attendance being between 900 and 1,000. Circus was produced by Barnes Circus Production Company, Bob Hallock, director and manager; Terry Martin, assistant manager and emsec, and Al R. Rogers, in charge of program and advertising. Receipts from all sources were \$2.398.36 and expense was \$1.380.92, showing net profit of \$1.017.44. Sagles share goes to their Christmas charity fund for undernourished children.

Lodge handled grocery, ham, bacon and other wheels and bingo. Concessions included Cummin's pitch-till-win and darts; Wayne Crandali, eats and drinks, L. Horton, Lord's prayer on penny, and Harry Wise, Mickey Mouse. Among visitors was William Green, Shelbyville, Ind., concessioner, with a party of three, During the engagement Bobby Bumps and D. R. Eakins were made members of the Eagles.

More Attractions Booked For Southwestern Sun Fete

El. PASO. Tex., Dec. 11.—Fifty-eight shows, rides, concessions and free acts have been booked for Southwestern Sun Carnival midway, sald Verne Newcombe, director. He signed for Admiral Byrd's Little America show with George H.

Additional concessioners are Danny and May Starr, Schwartz Brothers, Jack Smith, Pete Benway, Jack Kenyon, J. Wolfenberger, Joe Bevans, Millard Gaudil, Tony Spring, Pat Duffy, Bill Davis, Harry Montgomery, Prenchy LeJeune, A. Theodoras and Emil Affer. Rides include Merry-Go-Round, Twin Ferris Wheels, Dual Loop, Mixup, Octopus, two Kiddie rides, Tilt-a-Whirl, Ridee-O and an elephant ride.

Ticketa to The Brunkord, which will

Tickets to The Drunkard, which will be presented in a downtown building, nights. Sun Carnival officials selected West Virginia University to oppose Texas Tech in the annual Sun Bowl game, around which the Sun Carnival is built.

EI, PASO, Tex., Dec. 11.—Shows booked for Southwest Sun Carnival here, said Verne Newcombe, director of amuse-ments and concessions, include A. Gif-ford's mechanical farm show, Harrison ford's mechanical farm show, Harrison King's illusion show, Milo Anthony's Circus Side Show, Hollywood Monkey Circus, Clyde Davis girl revues, Snakold Jones' Bughouse and Hank Cowdy's elephant ride. Newcombe is negotiating for Admiral Byrd's Little America show. Four Sensational Jacks, as a free act, have been booked thru Jack Schaller. Jimmy Dupree, scenic artist, is drawing plans for big entrances to the midway. On Newcombe's advertising staff are Mrs. Manny Gunn, Mr. and Mrs. C. M. DeVere, Ellery Reynolds and Mr. and Mrs. Bill House. Dave Williams and wife, Waxo and Freezo, have been signed.

> WANT MORE REVENUE YOUR ORGANIZATION? Rend "BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

1937 Sponsored Event Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1

Duncan, B. C., Elks Swell Cheer Fund With a Carnival

DUNCAN, B. C., Dec. 11.—Elks' Indoor Carnival and Mirthquake in Agricul-tural Hall here on November 25-27 made a profit of \$221.28 for the Christmas Cheer fund. Harry C. Wills was emise and did a ventriloquial act. Other acts were Hugh S. Dickson, magician, and Jimmie Rutton, 13-year-old alack wire and unsupported ladder performer. Lance D. McPhee, in charge was se-

and unsupported ladder performer.

Lance D. McPhee, in charge, was assisted by John Martin, Vancouver, who succeeded Mike Sophonow, formerly of the Conklin Shows, who has returned to his home in South Slocan, B. C. Event was produced by Vernon C. Styles, Canadian organizer, who made a 500-mile jump by truck and barge from Kelowna, B. C., to get out of the snow belt.

Heavy snow held the Kelowna Basket Ball Association's Indoor Carnival down to a small profit, in marked contrast to Kelowna Elbs' Carnival 30 days earlier, both events under Styles' direction.

Shorts

SEVENTH ANNUAL Fall Pestival, spon-sored by the American Legion Post, Paris, Ky., on November 9-11, was a financial success, it is reported.

CITIZENS of Austin, Tex., have incor-porated Austin Centennial of 1939 and plans are being made to sponsor a series of patriotic programs and State-wide gatherings during spring months. A national regatta is planned for Lake Austin and directors of the Centennial are considering entertainment features, reports Director Raymond Brooks.

Sarasota IOOF Presents Circus Acts for Benefit

SARASOTA, Fla. Dec. 11.—Sarasota Lodge, IOOF, will present an Indoor Benefit Circus in American Legion Coll-soum here on December 16, with matineo seum here on December 16, with matinee and night performances and a dance. Starring several Ringling Bros.-Barnum & Bailey performers, the show will offer 14 acts under direction of the Loyal Repenski Family, equestrian group. Charlie Webber, former Ringling clown, and a member of Sarasota Odd Fellows, is chairman of the committee in charge. Altho he has deserted grease paint, he will don a clown suit again. Program will include Medria Alfonso, foot European juggler: Mary Delbose, foot

Program will include Medria Alfonso, European juggler: Mary Delbosq, foot juggler: Giustino Loyal and Kiki, equestrian comedians; Trio Loyal, ladder balancing; Clara Delbosq, 10-year-old aerialist; Kiki and Koko, clowns; Hermana and Enrico Canestrelli and trained dog, ladder balancing; Four Loyal Sisters, high-wire ballet; Trio Giustino, comedy acrobats, and Mile. Novello, Roman rings. Music will be furnished for show and dance by Maynard Larkins and 12-piece

dance by Maynard Larkins and 12-piece

LOS ANGELES-

(Continued from page \$4) ter have returned from an extended des-

ert trip.

J. Ed Brown returned here after attending the Showmen's League of America ball in Chicago.

Jess Jordan in wintering here.

A big delegation is reported en route from the North for the annual Pacific Coast Showmen's Association banquet and ball. Reservations have already been received from Mike Krekos, W. C. (Spike) Huggins and Foley and Burk.

C. F. (Doc) Zeiger heads both tickets for president of the Pacific Coast Showmen's Association.

Harry Wertz came from Long Beach, Callf., for a visit with Bert Chipman.

Mrs. Frank P. Redmond left for Smithville, Tex., to visit her parents. Her husband has returned with his concessions from San Diego and will take a spot at Calexico, Calif.

Martin's United Shows are still making spots here.

spots here.

spots nere.

Frank Overland Murphy is back and
taking a rest.

Ross R. Davis is looking over his riding
devices at several locations in the North.
Joe Diehl Jr. reports a good week-end

Mrs. Dorothy Denny is operating rides at two beach resorts. Ed S. Workman came up from Balboa and reported a good season.

Every wheel-chair occupant in Los Angeles and aurrounding territory has been invited to attend the Zoological Society's wheel-chair party at Zoo Park here December 21. Manager Will Rich-ards has arranged an interesting pro-ovam. Including Melvin Koontz, with gram, including Melvin Koontz, with Jackle, famous movie lion; Capt. Frank Phillips' mixed cat group; Olga Celeate, and leopard group. Joe and Anna Metcaife, with elephants, and Hern's educated chimpanzees, in addition to a stage show.

Among Frank Forest's new lineup on the Pike at Long Beach, Calif., are Pritz Le Cardo and Anna John Budd.

Pete and Hike Siebrand came up from San Diego, Calif., where the Piccadilly Circus is in quarters.

Circus is in quarters.

Candy Moore is operating a chicken
farm and growing avocados.

C. Y. Clifford has put his candy-floss
equipment away for the winter.

Whitey Olsen and Flo Appel have the
concessions at the Lockheed Corporation
Bazaar at Burbank, Calif.

George Wiler and Sammy Coomas handled the concessions at the Ebell Club
celebration.

Earl (Spot) Kelly has Joined the Coast defenders. Spot Ragiand is thru for the season and hibernating at San Bernar-dino, Calif.

HEART OF AMERICA

(Continued from page 55)
Nathan was the caller and after an hour or two she was glad to stop and partake of refreshments, shrimp and beer, which had been prepared by the committee. Jackle Wilcox was the winner of the prize for having bingoed the most.

A short business meeting was held and Mrs. Nellie Finelley was elected a member and several more members paid their dues.

their dues.

The treasurer was instructed to make out a check for \$100 payable to the Heart of America Showmen's Club Cemetery Fund and a committee took it and gave it to the men. Holiday plans and the

coming election were discussed before adjournment.

The writer went to Chicago and was busy greeting old friends and attending all the affairs. No meeting was held last Friday, as Myrtle Duncan, Elizabeth Yearout, Helen B. Smith and Margaret Haney and others were not in the city. Big meeting next week, when the city. Big meeting next week, when the nomination of officers will be announced. HELEN BRAINERD SMITH.

MORE ABOUT-

MORE ABOUT

(Continued from page 55)

Mrs. Margaret Haney, Mrs. Jackle Wilcox.
Mrs. Jess Nathan and Mrs. Lettic White,
had a short meeting in Mrs. Hattle
Howk's room. There was a close game
of hearts in the clubrooms. Mrs. Volst
Pairly carried off honors from Mrs.
Bertha Brainerd, Mrs. Myrtle Duncan,
Mrs. Sally Stevens, Mrs. Nelly Findley
and the witter.

Mrs. Sally Stevens, Mrs. Nelly Findley and the writer.

Mrs. Ruth Martone and Mrs. Ruth Spallo were in the lobby of the Heid Hotel with Margaret Hansen and Gertrude Waring and Mrs. Glenn Hyder came in to hear the club news. All of them are enthused over the plans for the entertainment of the expected viators from the different auxiliaries during the holidays.

Philadelphia

PHILADELPHIA, weather this week put a dent in busi-ness at the museums, first letdown of

ness at the museums, first letdown of the season.

South Street Museum has following attractions: Johnny Williams' colored revue of eight people; Arthur Traccay, cyclid strong man: Jackie Francis, anatomical specimen; electric chiedemonstration, and Mme. Orva, mentalist. In annex dancing girls.

Eighth Street Museum presents Natl Corey, comedy magician; "Original" Pop-Eye; Mills Bros.' Minstreis; Jack Garrison, glass blower; Tattoced Van, Poess Plastique. Dancing girls in annex.

George E. Roberts is presenting the Christmas show at the Snellgaber; department store. Bill is George E. Robette' pony; George Fredo, clown; comedy juggler, wire act and Pamahasika's Bird Circus.

Prof. Feak's Punch and Judy and clowns are the attraction at the Litt department store.

clowns are the attraction at the List department store.

E. K. Johnson is contemplating promotions after the first of the year.

Business at Joyland has been very good, and the full bill is Joyland Circus, with Lew Kish, clown and performing fox terriers; Ted Burgess, rope spinning; Chief Wambago, singing and whistling specialties and whip snapping. Prof. Moreno, Punch, magic and vertiloquism; sword-box illusion, presented by Prof. Pinkham, and pony and arms rides for the children.

C. A. KLEIN-

(Continued from page 39) to three days. With few exceptions school auditoriums are being played, mostly under sponsorship of schools of associated groups. Unit will continue until April. Mrs. Klein is assisting if presentation of show and business details, with Riein doing contracting and emseeing performance. Program in order: Acrobatic tap dates.

Program in order: Aerobatic tap dance, Evelyn Sayre: the Armsens, comedy acrobatis; Myrtle, acrobatic control; Stirrel Johnson and Company; Bererly Harnett, rope-apinning novelty; Miss Sayle, juvenile trap performer; Myrtle Menke, swinging ladder; Billy Harnett, fand trick shooting; Johnson, clown number; Lillian Strock, aerialist; Arbold's Barnyard Prolics, trained pisodes, monkeys and goats, under direction of Armold; Johnson and Jimpi Arnesen, in "The Bumble Bee"; Barney Arnesen's wire novelty for a sock links.

Miller Books Truex Parades

SPRINGPIELD, Mo., Dec. 11—Arthur W. (Art) Miller, general agent Ser-Sterling Circus, returned from their weeks' booking tour, arranging date 3 Western Missouri, Ransas and Coherant for B. C. Truex Productions, products and presenting pre-Christmas paradis Animals are from Parker & Watta Ca-cus. Jack Moore, wire performer. handling matters for Truex.

COVINGTON, Ga., Dec. 11. — Bestl Odum, secretary of the Newton County Pair, announced here this week that M closed contracts with W. R. Harris sai E. B. Braden, of the Model Shows U E. B. Braden, of the Model Shows furnish the midway for the 1938 event

Classified advertisements

COMMERCIAL 10c a Word

Minimum-\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We re-serve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE

Se WORD (First Lite Large Black T79s) 22 WORD (First Lite and Name Black T7ps) 18 WORD (Email Type) 18 WORD (Email Type) Figure Tutal of Words at One Bats Only No &C Less Than 25c. CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

ACENTS — STICK-ON-WINDOW SIGN LET-ters; 500% profit; free samples and liberal effer. METALLIC LETTER CO., 439 N. Clark,

BIG MONEY APPLYING INITIALS ON AUTO-mobiles; \$1.45 profit on each sale. Write for particulars and free samples. AMERICAN BONOGRAM CO., Dept. 20, Dunellen, N. J. X

phisTMAS SIGNS — 9x11 RED, TINSELED; also 9x11 Blue Signs. 100 Best Sellers, \$3.00. Quick, free delivery. Rush, Original, reflable. EDIMLER, 335 Gostz, St. Louis, Mo.

RAMBURGER PRESS — NEWLY DEVELOPED, band operated. Sells for \$10.00, costs you \$500. Send money order for sample and get gated. ARTHUR BENDEL, 809 Church St., Bading, Pa.

ICAL ACENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No cansuring. Up to \$12 a day easy. Experience precessary. Valuable demonstrating equipment, actual samples free. H. J. CRAYES, hisdent, 1300 Harrison, Dept. Z.-807, Chicago,

HAXE BIG MONEY - NEW DANCING NOV-dry Toy. Salls on tight. MONROE MFG. 00, 1308 N. Haisted St., Chicago, III.

NEXICAN FINEST FEATHER PICTURES—exv-cot) 25c, Including duty. Retails \$1.00 bancle 20c stamps). Embroidered Table-don, 36x36", with Napkins, cost \$1.18, re-tails \$2.50 (sample \$1.00). Free particulars. MARQUEZ, Apartado 1176-A, Mexico City, de25x HIXICAN FINEST FEATHER PICTURES-4x9

80 PEODLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for start-ne own business, home, office. No outfirs, IUTI, 214 Crand St., New York. de25

East PHOTOS — CARTOON BOOKS, NOVEL-ties, Solcy Books, Magazines. Hottest stuff, Smoles asserted \$1 up. Catalog 25c. BOX 46-5, New Haven, Coon. de25

CLASSIFIED FORMS FOR THE MOLIDAY SREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEONESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

BIL By MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Se profits. Particulars free. F. ELFO, 438 N. Writs, Chicago.

Titls—HOLLYWOOD STYLED XMAS LINE, \$17.00 Gross; Hand Made, \$3.50 Dozen, \$5 cash, balance C. O. D. Send \$2.00 for Samele Pozen, money refunded, FREEDLINE IIXTILE, 106 W. 9th, Los Angeles, Calif.

THERE TO BUY AT WHOLESALE 500,000 Free Directory and other valuable MAYWOOD B. PUBLISHERS, 925 de25x ormation, MAYW looway, New York

TOP PROFIT—50 CANADIAN STAMP PACK-its, \$1.00 postpaid. Refails 5 cents. Re-ted coupen given. R. PINARD, \$0 Drummond, Perceoke, Que.

400 PROFIT — SELL XMAS, TAVERN, Re-lations Signs. Dazzling modern designs. Get 5c. sell for 25c. List free. SILVERGLO BONS, 184 West Washington, Chicago. X

ANIMALS, BIRDS AND PETS

ACQUIRABLE XMAS CIFTS THAT LIVE— Monkeys, Baboons, Chimpanzees, Pupples, Fancts, Mecaws, also exotic Animals-LINDE-MAN. 63 W. 11th, New York City.

ANIMALS, BIRDS AND REPTILES—IMPORTED by MILMS BROS. & WARD, INC., Box 8, Gerande, N. Y. Rockville Centre 5006.

AGENTS AND SALESMEN DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

CLASSIFIED FORMS FOR THE HOLIDAY ORESTINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others, Guaranteed Mange Medicine. Ship anywhere. Live delivery guar-anteed. BOBB TONN, Dallas, Tex. delix

FOR SALE — CHEAP FOR CASH ACCOUNT failing health, Loretta's Animals. Can be seen working at The May Co. Store, Cleveland, O., until Dec. 24. Permanent address: OTS LORETTA, Corry, Pa.

FOUR TRAINED DOVES WITH PROPS —
Merry-Co-Round, Ladder, Barrel and Ferris
Wheel: Complete act, \$15.00. THOS. FINN,
Hoosick Fals, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

CARTOON BOOKS—WE HAVE A SET OF 6
Cartoon Books. Each book has 16 pages of
humberous cartoons. They are size 3x4 and fit
your vest pocket. 1 for 25c or 6 for \$1.00 cash,
or stamps, RELIABLE SALES CO., 1141 Broad-way (Dopt. B), New York City. de25x

RUSSELL BROS.' CIRCUS SEASON'S ROUTE Folder—Quarter coin and three-cent stamp. L. CLAUDE MYERS, Box 257, Springfield, Mo.

150-P A C E B O O K — FORMULAS, PLANS, Schemes, for \$1.00. Worth many times that. CO-OPERATIVE SUPPLY CO., Box 258, Athol, Mass.

BUSINESS OPPORTUNITIES

HAVE THAT BUSINESS YOU'VE ALWAYS craved: Establish Janifter Supply House, Prof-itable, repeating, continually grows with your efforts. Makes you independent inancially, We start you on few dollars, Supply goods, in-structions. Write quick, MILTON MFG, CO., Dept. A, Drexel Bidg., Philadelphia. ×

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

MILLIONS JOBLESS! — CET DOLLARS IN MAIL
daily, like we do, for amazing employment
information. Keep money; we fill your orders
free. Stamp brings details. CO-OPTRATIVE
SERVICE, Dept. H, 77 Swan, Buffelo, N. Y. x

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 Billhoard by manufacturer, distributors or jobbers may not be advertised as "used" in The Billhoard.

A-1, LIKE NEW-ROCK-OLA'S WORLD SERIES Baseball Games, \$150.00 each, uncrated, AMUSEMENT SERVICE CO., 2606 Detroit Ave., de25

ALL \$12.50 EACH—STONER BALL FAN,
Electric Scoreboard, Fire Ball, Ricochet, Bally Booster, Home Run, Daval Reel Soot. Wiltrade late serial Ray's Tracks for Counter
Cames, Phonographs, etc. One-third deposit.
BOYLE AMUSEMENT CO., Oklahoma City, Okla.

ANY QUANTITY MILLS BLUE FRONTS—FIVE, fen and twenty-five-cent play, at \$45.00, 550.00 and \$55.00 each. Immediate shipment, One-third cash, balance C. O. D. SOUTHERN VENDING COMPANY, 717-719-721 W. Forsyth St. Defended the St. Letterputtle Els.

St., Jacksonville, Fla.

ATTINTION — 4 SEEBURG "RAY-0-LITE"
Riffics, \$165.00 each; 7 Rock-0ta "World
Series," \$155.00 each, perfect condition, Will
trade for Wurlitzer Phonographs, 412s or 616s.
IS [loctric Skee-Ball Alleys, \$20.00, uncrated.
Also late Table Games. Write for list, \$TIRLING DISTRIBUTORS, 184 Pennsylvania, Newark,
N. J. Bigelow-8-0721.

ALLIGATORS, SNAKES AND LIZAROS FROM
Florids, Cuba, Central America. 12 asorted Small Snakes, \$3.00; 8 assorted Large
Snakes, \$10.00; 19 Water Snakes, \$6.00.
ROSS ALLEN, Siher Springs, Fla. Wire via
Godala. 1825. MIXED FIXED DINS
Snakes, Boas, Dragons, Iguanas, Monkeys,
Parrots, Macawis; also Parrakeets for Wheels,
SNAKE KING, Brownsville, Tex. 60158.

CLASSIFIED FORMS FOR THE HOLIDAY

CLASSIFIED FORMS FOR THE HOLIDAY

AMOUNT OF THE PROPERTY OF THE HOLIDAY

CINCENSTRUCTURE OF THE HOLIDAY

AUTOMATIC PAY TABLES—BALLY BELLS,
\$125.00; Pikes Peak, \$70.00; Tep*Em, \$50.00
S55.00; Pikes Peak, \$70.00
S55.00; Pikes Peak, \$70.00; Tep*Em, \$50.00
S55.00; Pikes Peak, \$70.00;

BARGAIN—4 MACIC RAY TARGET RANGE Machines. Cost \$375 each, sell all for \$350 cash, Contact SAMUEL FENCHEL, 188 W. Ran-dolph St., Chicago. Central 0108.

BARCAINS—PACES RACES, NICKEL, CASH, Serials 3907, 3910, \$190.00; Serials 4162, 4163, 4199, 4235, check separator, \$175.00; Serial 4403, Walnut Cabinet, 30 Odds Check Separator, \$225.00; Caroms, \$25.00, All ma-chines perfect condition. Third deposit, ED WARDS, 2003 Pender Ave., Wilmington, N. C.

BARGAIN — SEVEN 1935 MODEL TWELVE-Record Wurlitzer Phonographs 5500.00 Custanteed first class condition. SOUTHERN VENDING CO., 8 Third, N. W., Atlanta, Cs.

CASH PAID FOR LATE NOVELTY CAMES-NOVELTY SALES CO., Box 937, Oklaboma City, Okla.

CONSOLE BARGAINS—JENNINGS LIBERTY Bells, \$69,50; Keeney Track Time, \$145,00; Favorite, \$85,00; Rey's Tracks, \$125,00; Paces Races, \$145,00, 25% Deposit. Write for Bar-gain List. THE MARKEPP COMPANY, Cleve-land, O.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DAYED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

FOR SALE—WURLITZER, SEEBURG AND MILES Photographs: all make Slot Machines, Pin Tables. Write for prices. UNITED NOVELTY, SO4 W. Howard, Bloxt, Miss. de18x

FOR SALE—S WURLITZER 616, \$205.00 EACH; 8 312 and 412, \$180.00 each; 8 P-12, \$95.00 each, All machines A.1 condition and on location. Address FRANCO NOVILTY COM-PANY, 80: 927, Montgomery, Ala.

FOR SALE-SINGLE AND DOUBLE MENNA HE-Jack Proof Safes; upright hinged doors, bot-toms spaced for weights, Singles, \$20.00; Doubles, \$25.00. GEO, MARKOS, Dover, O.

FOR SALE — 7 CENCO BANKROLLS AND 11 Keeney Bowlettes, 14 ft., very good condi-tion, real szcrifice, \$39.50, F. O. B. Philadel-phia. SAMUEL LERNER, 1801 Erlen Road, La-mott, Montgomery Co., Pa. Majestic 0363.

FOR SALE—FIVE NEW IMPROVED MILLS
Cigarette Machines, just received from factory; cases have not been opened, \$75.00 each;
Three Mills Ob-Re-Mil Phonographs, \$150.00
each; also two Mills Studio Phonographs,
\$250.00 each. These machines just like new
and mechanically perfect. 1/3 down, balance
C, O, D, A. LIVERSIDGE, \$95 Haverhill St.,
Lawrence, Mass.

FOR SALE—SI MASTER PENNY TOY VEN-ders, chromium, almost new. BARTON W. SHIPLEY, Roosevelt Hotel, Indianacolis, Ind. COODBODY'S BARGAIN LIST IS WAITING FOR You, We buy, self or exchange. COOD-BODY, 1824 East Main St., Rochester, N. Y. de25

KENTUCKY OPERATORS — BARGAINS IN latest type Jackgot Slots Buy and self. Come. see. Complete repair service. JOHN M. STUART, Paris, Ky. de25

MILLS BLUE FRONT, \$39.50; SLOT MACHINES, \$10.00; 9-ft. Rollascore, \$29.50; Advance Clgaretto Machine, \$19.50; Turf Champs, \$49.50; Penny Pak, \$7.50; Pay Tables, all kinds; Stot Machines, all kinds; Novelty Games, all kinds, We trade for Phonographs. LEMIO \$PECIALTY CO., 2nd and Green Sta., Philadel-

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL GLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

SACRIFICE—60 COMPLETE PENNY ARCADE
Machines. If you mean business send a
dime for details. 315 Harror St., Du Bois, Pa. WANTED-USED BUCKLEY DIGGERS. STATE condition, model, serial number and pric Address BOX C-303, care The Billboard, Cir cinnati, O.

unnati, O. Jal WANTED—25 K. O. FIGHTERS. MUST BE priced low. Give full details. For sale, one Cold Rush Snooting Tube, complete with Cuns, Targets, \$85.00; Wuffzer Ske Bal, \$50.00 RAY JOHNSTON, 221 E. Michigan, Kalamazoo, Mich.

WANTED-ALL COUNTER GAMES, PENNY
Packs, Cent-a-Packs, etc., Reet Spots, Cinger,
Also Watling Scales, A. SNYDER, Rowayton,
Coop.

WILL TRADE—MILLS OR PACE SLOTS FOR Wurhtzers, Rockolas World Series, Counter Machines or Bumper Tables. MARION COM-PANY, Wichita, Kan.

WILL TRADE WURLITZER PHONOGRAPHS, Mills Cigarette Machines, Mills Scales, Wat-lang Scales for Q. T. or Slots. O'BRIEN, 89 Tharnes, Newport, R. I.

"5/8" BALL GUM, FACTORY FRESH, 12e Box; Tab, Stick, Midget Chicks, every Vend-ing Gum. AMERICAN CHEWING, Mt. Pleas-ant, Newark, N. J.

COSTUMES, UNIFORMS, WARDROBE

ATTRACTIVE EVENING COWNS - WRAPS, Shopers, Fur Coats, Fans, Costumes Coats, 2. Trimmings, Ornaments, Bargains, CONLEY, 310 W. 47th, New York.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

ÉARGAINS — TUXIDOS, COMPLETE, \$10.00, Musicians Mess Jackets, all colors, \$2.00; Beautiful Cyke, \$35.00; Chorus Wardrobe, Orchestra Costs. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH, INDUSTRIAL Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DAYED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

FOR MULAS — LATEST MONEY MAKERS.
Write for free literature describing newest
Formulas for Fast Sellers. H-BELFORT, 4042
N, Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Rotary, heavy aluminum 12-quart Popping Rotary, heavy aluminum 12-quart Popping Kettles. Caramet Corn equipment. NORTH-SIDE CO., 1528 19th, Des Moines, Ia. (atx

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:20 P. M. SEND YOUR COPY NOW.

NEED CASH-MUST SELL IMMEDIATELY, GIant Portable Amplifying System. Latest type.
Perfect condition. Cheap. Free trial. DON
KENNEDY, Shelbyville, Ind.

KENNIDY, Shelbywise, sma.

POPCORN MACHINES, CRISPETTE, CARMELcrisp, Cheese Cost, Potato Chip Machines,
LONG EAKINS, 1976 High St., Springfield, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — COMPLETE 60x90 DRAMATIC Tent Show, Dodge Truck and Trailer, Plano, Seats, Scenery, etc. Everything ready to go-Cheap. Write J. COLLEY, Dullas, Tex.

FOR SALE—24-SEAT CHAIROPLANE, \$300, 14-Seat De Luxe Blue Coose, \$1,000, BOX C-398, care Billiboard, Cincinnati, O.

FOR SALE — THREE-ABRAST 36-FT, ALLAN Herschell Merry-Co-Reund, 10-Cer While; Kiddie Auto Ride; new Soith & Smith Chair-o-Plane; No. 125 Wurlitzer Organ; 6 Trucks, LARCE & LANE SHOWS, 149 Delta Ave., Clarks-dale, Miss.

MINIATURE CAS LOCOMOTIVE — FIVE Coaches, 1,400 Feet Track, A-1 shape, storage now. Will demonstrate. \$450.00 cash only. BOX C-396, Bibboard, Cincinnati.

PARK CARROUSEL—DENTZEL THREE ABREAST Jumper, bargain, \$2,200; Eli Wheel, \$2,500; While and Callery cheep. J. B. ALEY, Route 4, Anacostia, D. C.

Anacostia, D. C.
PRICED FOR QUICK SALE—TWENTY CHEVrolet Tractors with Steel Underframe Senitrailers. Won't last long at our price. Will
accrifice entire fleet as a unit. In quarters at
Airport, Crimter, Tex. If interested with
ROBERT YOUNG, P. O. Box 482, Center, Tex.

REGULAR \$275.00 STRIP PHOTO OUTFIT— Perfect condition, complete ready to work, \$100.00 for quick sale, HASSAN, 8ox 971, Parkeroburg, W. Va.

HELP WANTED

ENTERTAINERS OF EVERY DESCRIPTION IN-ferested in the World's Fair, Write, do not call. SUITE 845, Chrysler Bldg., New York.

GIRL DANCERS-TOE, ACROBATIC AND TAP.

GIRL FLYER-MUST BE EXPERIENCED. SEND photo, age, weight and height. For season 1938. M. PAUL THORPE, Mgr., "Flying Sensa-tions," St. Petersburg, Fla.

LADY CYMNAST WANTED FOR STANDARD Comedy Act. Send full particulars, tricks, age, weight, photo: also salary expected. BOX C-395, Billboard, Cincinnati.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DAYED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

MUSICIANS ON ALL INSTRUMENTS — FOR Traveling Concert Band. Opening date Jan. 9th. Those with cars given preference. BOX C-401, Billboard, Cincinnati.

SINCLES OR UNIT ACTS — WRITE IMMEDI-ately, salary, ages, experience Medicine Show if any, Early 1938 season. BOX 766, Minneapolis, Minn.

TRUMPET-DOUBLING VIOLIN. READ, TONE. TRUMPET—DOUBLING TUDING. Class loca-No "CO." Appearance, young. Class loca-tions. Traveling scale, Immediately, FRENCHY GRAFOLIER, Odenbach Restaurant, Rochester. de25

WANTED — BOY AND GIRL WIREWALKERS; also Girl Acrobat. Standard act, steady work. Answer quick. BOX C-362, care Billiboard, Cin-clinati, O.

WANTED FOR SCHOOLS—DRAMATIC TEAM, one to double Piano: Agent with car. Cood proposition. Write all particulars. BOB DEMOREST, Weldon, N. C.

WANTED—YOUNG MAN WHO CAN DO A good Hand Stand. Very ambitious. To complete 4-man act. Only reliable answer. Explain fully in first letter. W. A., Billbeard, 1564 Breadway, New York.

WANTED—RHYTHM PIANO AND STRING Pass. Must sell it, Others write, stating all, Solary expected, etc. RAY KEYES, Fairmont, Minn.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Mapic Spirit Effects, Horoscopes, Buddha and 1935 Forecasts. Crashology Sheets, Books, Crystals, Lucky Pieces, Palm Charts, Most complete line in world, New 148 flustrated complete line in world. New 148 flustrated page catalogue, 30c. Since 1921. NRLSON ENTER-PRISES, 198 South Third, Columbus, Q. (Deal with known dealers.)

CHINESE RING MYSTERY—REALLY GETS "IM!
Low crices quoted those buying sample outfit, \$1.00. Sell them. Act now. This is really
good. F. NEWLIN, 1110 N. Euclid, Indianapolis,

HOROSCOPES—14 TO 17 PAGIS, TYPE-written, 58.00 per hundred. Samples 25c prepaid. Order now. EASTWOOD, 2311 Scioto Trail, Portimouth, O.

LARGE PROFESSIONAL MACIC CATALOGUE, 25c. MAX HOLDEN, 220 W, 42d St., New York City. 148x York City.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEONESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

MACIC, MENTALISM, SPIRITISM, KINDRED Phenomena, Charts, handwriting, paimistry, Buddha papers, Readers' Supplies, Catalogue IDc. S. W. REILLY CO., Columbus, O.

PINXY PUPPLTS—VINTRILOQUIAL FIGURES.
Punch & Judy and Marionettes. PINXY.
1813 North Wells St., Chicago, III. Illustrated
folder Free

VENTRILOQUIST FIGURES—24-PACE ILLUS-trated catalog loc. FRANK MARSHALL, 837 N. State St., Chicago, III. Note new ad-

VENTRILOQUIST FIGURES — BEAUTIFUL, natural, life-like, lovable, reasonable, instructions free with purchase, VALENTINE, 61 W. 87th St., New York.

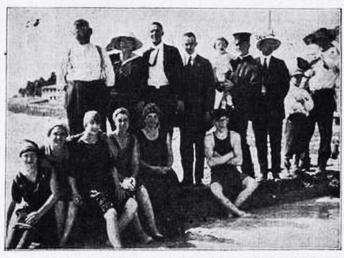
MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photastrip Outfit, 11% x2 prices. Our new Photastrip Outfit, 11% x2 prices. Our new Photastrip Outfit, 11% x2 WABASH PHOTO SUPPLY, Terre Haute, Ind.

FREE NEW CATALOG OF MONEY-MAKERS
for 4-For-Dime Operators: Phota-Strip Junior,
complete with lens, \$140; Rolls, 11/x×250,
\$4.75. Sample assortment Mounts, Micros,
\$74.75. Sample assortment
MARKS & FULLER, INC., Dept, BC-11, Rochester,
N.Y.

LOTS NEAR LAKE OF THE OZARKS AND RE-sorts, \$75; \$3 down, \$3 monthly, Free list and literature, HUBBARD, 240 Crossman Bidg. Kansas City, Kan.

Show Family Ulbum



ABOUT the time this picture was taken the song "By the Sea" ABOUT the time this picture was taken the song "By the Sea" was at the peak of its popularity, and here are shown members of the Con T. Kennedy Shows enjoying the beautiful waters at Daytona Beach, Fla., in December, 1916. Standing, left to right: Mr. and Mrs. Doc Turner, Bill Jones, Harry Colson, Les Eslick and son, Arthur: Max Kimerer and Andy Nolan. Name of the boy next to Nolan is not known. Seated are Ethel Cole Murray, Alyne Potter Morency, Ethel Colson, Nell Eslick and Mamie Turner Handley. Name of person to the right is unknown. Turner and Jones are dead. Alyne Potter Morency now resides in Dallas.

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 uccloomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ROLLS DEVELOPED - TWO BEAUTIFUL DOUble-weight professional enlargements and 8 guaranteed never-fade perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS WUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:50 P. M. SEND YOUR COPY NOW.

SHORT RANGE SHOOTING GALLERIES, \$39,50;
Gun, \$10,00 extra. Perfect condition. One-third deposit. Reference First National Bank, CLEETON'S AUTOMATIC SALES, Milan, Mo.

20% CASH DISCOUNT TO SHOW PEOPLE ON New 1937 Alma Silvermoons and Covered Wagon Trailers. SELLHORN TRAILER HEAD-QUARTERS, East Lansling, Mich. de18x

1937 AUTO CRUISIRS AND RAINBOW TRAIL-ers—Being closed out at a large discount for cash. A real opportunity to show and carnival people. Write for full particulars. Address P. O. BOX 331, Waco, Tex

M. P. ACCESSORIES & FILMS

ATTENTION ROADSHOWMEN! — WESTERNS, Comedies and full line 35mm. Sound and Stein Equipment. Discounts offered for limited time. Write today for new list. ZENITH, 303 W. 44th. New York, N. Y.

CHRISTMAS TALKIE SPECIAL-HAPPY NEW Year and Holy Night, featuring Roxy Choir and Jesse Crawford. 16mm., 35mm., 8 min-utes, \$25.00. Other religious specials. CHURCH FILMS, Box 524, Cincinnati.

EVERYTHING FOR THE THEATRE-SAVE 20% to 50%. Projectors, Sound Equipment, Public Address Screens, Chairs, Accessories, Supplies CONSOLIDATE THEATE SUPPLY CORP. 1600-B Broadway, New York.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY I, WILL CLOZE ON WEDNESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

MOVIE ROADSHOW BARCAINS—35MM. PORT-able Sound Equipments. Choice of Univer-sal, Weber or DeVry, complete and guaranteed, 5180 50. Other Succides at low prices. CON-SOLIDATED THEATRE SUPPLY CORP., 1600 Eroadway, New York.

Prassion PLAYS — JESUS OF NAZARETH, uted, \$60.00: new, \$110.00. Crown of Thorns, used, \$65.00: new, \$115.00. Shorts of all kinds, \$5.00 per reel, Acme Sound Projectors, \$130.00. Trades taken in. No lists, E. ABRAMSON, 7204 Sheridan Road, Chicago, III.

TWO HOLMES PROJECTORS - WITH SOUND silver screen, extra lens, cables. A complet outfit, \$250.00, CARL DALTON, Route Onalaska, Wis.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoptions, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., ETD., 844 S. Wabash, Chreago.

MUSICAL INSTRUMENTS, **ACCESSORIES**

CLARINET — PENZEL-MUELLER, PERFECT condition, like new. Sell at a bargain. Write RAYMOND GURSKI, 305 E. 7th St., New York City.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

PERSONALS

DIVORCES — QUICK - EASY - SIMPLE. SEND one dollar for information on Arkanas Di-vorce Law. D. D. BABB, Lewyer, North Little Rock, Ark.

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SALESMEN WANTED

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Cafenders, Xmas Cards, Ad-vertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets, Tags, Office Supplies, Eusiness Cards, \$1.50 thousand, 35% commo-daily, Free deals, Sales portfolio free, WIL-LENS, 2130 Gladys, Dept, WV, Chicago, X

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SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Denoting our time serving the showmen MANUEL'S STU. DIO, 3544 North Habited, Chicago. de25

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

TENTS-SECOND-HAND

50x170 ROUND END, RED TRIM, STREAM. line built, waterproofed, A-1 shape, \$375.00 line built, waterproofed, A-1 shape, \$3750, complete, 40x50, A-1 shape, Top only, 57500 20x30, Top only, A-1 shape, \$25.00, 30x50 Top only, good shape, \$50.00. Tell us what you need. SMITH TENTS, Auburn, N. Y.

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THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x8, 100, \$2.10. 50% deposit, balance C. O. O. plus shipping charges. THE BELL PRESS, with ton, Pa.

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200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6,00; two Color, \$8,00; Date charge, 25c each, "DOC" ANGEL, ex-Trouper, Leav-25c each.

WANTED TO BUY

BUY OR LEASE THEATRE, CLOSED OR OPER. ating. Also buy Sound Features, Shor Serials for road show, BOX C-399, Bit

WANT—12 OR 15 LAUGHING MIRRORS, NOT over \$15 each. Send complete details. BOX C-400, care The Billboard, Cincinnati, O.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY OF CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

WANT S CAR WHIP OR OTHER RIDES HAYE mortgages and contracts that will stand a vestigation. BEAUCHAMP, 409 E. 65, Seatt

WANTED—FIRST-CLASS PORTABLE SKATING Rink, Must be a real bargain, BOX C-314, Billboard, Cincinnati, O.

WANTED—LARCE BUILDING FOR SKATING Rink by experienced operator. CASE, 321 E. Oak St., Watseka, III.

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So WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (Ne Ad Less Than 25°). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ACCOUNTANT-MANAGER AND SHOW SECSE tary. Eight years' experience in outdoor to want connection with reliable organization. Age 30, with excellent habits and recess. Salary or salary and percentage. W.P. O. BOX 545, Salem, Mass.

CLASSIFIED FORMS FOR THE HOLIGAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, OL CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

AGENT — To Represent Prec Acts. Manager Federation of County Fairs Convention, Justice 12-15, for 1928 bookings, Write at one. 1970 CMI-44, Billboard, Chrane, III.

AT LIBERTY

BANDS AND ORCHESTRAS

CHARLIE WALTHERS AND HIS SMOOTE Sophisticated Swing Orchestra wisher of gagements in New York and New Jersey. Or night stands and week-end engagement is specialty. 5 to 8 men, non-union, featured or tertainers. Have complete engagement a prominent organizations throughout the shindledge an 8-week stay at "The High Edub," Retliable agents also write. CHARS WALTHERS, 623 W. 170 St., New York CHARSELY ALTHERS, 6

ROBLIS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Replant, 2c each; 100 or more 1c. SUMMERS' Actions. Features, \$15,00 up. Wire APOLLO all stores. Big commissions. M. FRICING EXCHANGE, 117 S. 9th \$1, NewYork.

SELL GROOVED FELT BACK CHANGEABLE Signs with Double Prong Celluloid Letters to all stores. Big commissions. M. FRICING EXCHANGE, 117 S. 9th \$1, NewWork, N. J. de25

FRESS, 124 White \$1, New York.

now in 15th week of hotel location; desires better spot. All dependable, highest type magarathip. Doubles include first-class accredibits, full sax section, guitar. Absolutely out at shows, uniformed, strollers if desired, All metralian. Union, costs money, Bitle Git. BIRT, 1112 W. Dunklin, Jefferson City, Mo. 4625.

gx.PIECE UNION BAND DESIRING CHANGE before January I. Have doubles, wordlist, P. A. wardhobe, special arrangements. Organization for great fee years. Cut shows, style—Sweet and Swing. Pyrfer nite clubs and hotels. Write LEADER, Quawood Tavern, Klinger Lake, Sturgis, Mich. del. 8.

WAYNE SIMMONS AND HIS ORCHESTRA -WAYNE SIMMONS AND HIS ORCHESTRA—
Featured with Lengacer Productions. Eleven
mat, young and dependable men, including
lyder. Up-to-date tibrary, special arrangements
and inveities. Public address system. Insecreted in better class clubs, hotels, ballrooms,
moderille. Only reliable managers and agents
grewer. State all. WAYNE SIMMONS, 161
Orms St., Providence, R. I.

ELASSIFIED FORMS FOR THE HOLIDAY
ORESTINOS NUMBER, DATED JANUARY
I, WILL GLOSE ON WEONESDAY, DECEMBER 22 AT 4130 P. M. SEND YOUR
COPY NOW.

COPY NOW.

IT LIBERTY — Doe to error in booking after leaving 2. Five-rices Overbates, unlow, whilehead. Two Trumpets, Tener Bax (doubles Christer, Tener). Draws, Planc, Cut any show, any the cause. Not booken band but use after, Starder, Starder, Experiment of Many Starder, Starder, Experiment of Many Starder, Stard

PAST ENTERTAINING DANCE BAND available ing toretiles and special grangements. Large, a library, tuttedes, P.-A. System and transition. Reliable bookers write NEIL WRIGHT-MUSIC, 56 W. Washington, Chicago.

Festived Girl Director who diagrees and them Festined Girl Directive who dances and sings if de-of Abo two other members sing. Contests to a 2a. 1, 19218. Will be at liberty to travel, or public address system, uniform, i.e. Vaude-orizerietze. Basis plays smooth as well as awing, remar for 26. All seen decide, also ribrarbone, older also morelly plays, due to beight, 4. 6. thinks bookers take notice. Contracts amounted for or wire BON J. DIMARE, 695 E. Fouch, South Bookers, Mass. del'8

8. Scoth Roston, Mass.
Get B. TIDDY JONES ORONESTRA—A withercarrel, recalled and makes batch. You ment to five fair Surger available at once, Bard to solve, computed and makes fore appearance. Have preventable, movemes and upsto-title Birary of repeals, both love Lard and commercial. Prive recalled and painty of good doubles. Com do moveline. Location with Ton new cent above your scale. Prefer hotel or froteless with. Only reliable parties contact. These write all to TRIDDY JONES, 426 Hamilton B., Jackson, Miss.

SPIECE CONTINENTAL ORCHESTRA — Desire thange. Prefer hotels, right clube, cut shows, for the features of the continents. Revision, Resister, Breccion Gyper monde. Desire, State all, MUNICIPAL STATE TO SE, New York.

AT LIBERTY CIRCUS AND CARNIVAL

MAURICE, OSSIFIED MAN

Address MAURICE PIERCE, 2261 Champa St. Denver, Colo.

Mich-CLASS SIDE SHOW ATTRACTION —
Deaf Mute Comic Arrist. The only in nation,
for season 1938. Salary your best. Write immediately. BRYAN BATES, 1811 8th Ave.
Besserner, Ala. del8

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ORSETINGS NUMBER DATED JANUARY
1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR
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INDOOR CIRCUS UNIT—4 BEARS ACT, DOCS and Pontes: Aerial Acts, Clowns, etc. What you need? State all, CIRCUS UNIT, Box 16; Bernharts, Pa.

AT LIBERTY

COLORED PEOPLE

ACQUES AND LAVERNE - Young, versatile heliconi Team. Brother and Soler, investile Rivitino and Acrobatic Tay Dances. Search General Sole other dances. This team has had co-formed to the search of the search of the Soler. Harmonizing, playing According and Gentar Facility Detrees these in night cities. Pay Place to Proton mendelans. Has beautiful waveleds. Persangut address. JPSSE M. BARIETT. 5076 54th Parkway, Chicago, IR. Phone: Englewood 75th.

CLASSIFIED FORMS FOR THE HOLIDAY SPEETINGS NUMBER, DAYED JANUARY I. WILL CLOSE ON WEDNESDAY, OR-CEMBER 22 AT 4:30 P. M. BEND YOUR COPY NOW.

AT LIBERTY

DRAMATIC ARTISTS

COMPOIAN, SINGER, DANCER All sixty. Stage Vol Nucht Chie Shore. Versuits artist. General Series. Chicagness. Chicagness. Chicagness. Straights. M. C. Conde, Entering Series and Composition. All Series and Composition. Series a

AT LIBERTY

MISCELLANEOUS

FEMALE IMPERSONATOR-STRAIGHT, DRAmatic, Singer, Valet, Butler, Comparión, Brusekkeeper, Practical Norse. Cultured, young personality, Consider any offer. WILLIAM F. COWAN, 348 Singerboard Rd., Fort Wadoworth, Staten Hand, N. Y.

PUPPETER—Who spent the best part of his life with the thinter and its people, is now expressing stream of the people, is now expressing stream of the people of the people

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DE-CEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

TICKET SELLER-SECRETARY—Part, accurate, Young Man. Honcest, sober, refisable. Expert types, good bookkeyer. Can dooble stage. Go anywhere. BOX 1211, Elko, Nev. del 8

AT LIBERTY M. P. OPERATORS

PROJECTIONIST, ELECTRICIAN, CARPENTER Any equipment, Non-union, Co anywhere, No labor troubles. What have you? Write C. KINNEY, 1032 N. 12 St., Milwaukee, Wit-

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY I, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

AT LIBERTY MUSICIANS

STRING BASS — WANTS engagement. Long exserience, competent, dependable, R. R. SAWYER, West Plaint, Mo.

A-1 DRUMMER—LIBRARY OF LATEST HITS.
Wide experience all lines. Union, sober
dependable. Steady engagement anywhere.
MUSICIAN, 967 Mann Ave., Flint, Mich. de25

A-I LADY TRUMPET PLAYER—EXPERIENCED in all lines. Location only. BOX C-397, care Billboard, Cincinnati.

ALTO OR TENOR SAX, CLARINET — READ, fake, fone, take-off. Young, experienced, union. Co arrywhere. Cood steady salary. Have new sedan, sociad system, fibrary. CHAD BERRY, Continental, O. de25

AT LIBERTY—ALTO SAX, DOUBLING CLAR, inet, Fliddle; also Vocalist with tric. Consider anything steady. Reason for ad, unit closing Prefer club or hotel (scation, or what have your FREDDIE CLARK, 28 Metropolitan Court, Athol.

ATTENTION. BOOKERS SOUTH - STROLLING Team. Plano doubling Accordion and Singer Sortean weeks persent location, ten weeks Day-ton Bilmore. Best recommendations. Write or wire, BOB SCHAFER, Holden Hotel, Day-ton, O.

Ton, U.

BASS MAN AT LIBERTY—BOTH STRING BASS and Brass Bass. Fully experienced in all types of work. Can read or fake anything. Will really help any thythem section. Age 23, sober, reflacts. Prefer location in South LEONARD FYE, Oil City, Pa. de25.

DRUMMER-MEDIUM SWING XYLOPHONIST. Young modern, union, reliable. Sing, ex-perienced. Prefer location with small band Last band two years. O. CHARLES, Ceneral De-livery, Belleville, III.

PLUTIST — EXPERIENCED IN THEATER,
Other employment also accepted, Desire tocation. BOX C-388. Billboard, Cincinnati, O.

FRINCH HORN—EXPERIENCED BAND AND Orchestra. Married, scher, reliable. Sight read, francoste. Co anywhere for reasonable consideration. MUSICIAN, Aprl. 5, 221 E. 9th St., Indianapolis, Ind.

SOUSAPHONE AND SLAP BASS AT LIBERTY SOUSAPHONE AND SALE AFTER AND SALE AFTER AND A STREET ALCOTT. Box 158, Route 2, Hoquiam, Walded Adl

TINOR SAX-CLARINET. PREFER SWINC Band, cafe or club. Read, fake, take off Write or wire ORVILLE REINOEHL, Worland, Wyo. de25

STRING BASS—UNION, MODERN, YOUNG, experienced, slap artist. GEORGE PALMER, 301 W. 27th St., Minneapolis, Minn.

TENOR SAX, CLARINET, ARRANGER — EX-perisenced read team well. Union, good ap-pearance, dependable, references. Like loca-tion with small outfil or established dence hand. DALE MEYER, 707 Rober, Waterloo, Is

TROMBONE-THAT CAN PLAY, EVERY EXperience. Appearance. Location or unit-CARL KUBLER, Blennerhassett Hotel, Parkers-burg, W. Va.

TRUMPET-TOAD THARP, DIXIELAND STYLE. Fast Take Off, Fast Reader, Union Range. TOAD THARP, Throckmorton, Tex.

VIOLINIST—DOUBLING STRING BASS, SOUTH preferred. BOX C-380, Billboard, Clock-nati, O. Aala

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DRUMMER Ago 2d, union, sober, reliable. Now working but would like bob in South. Can fer-rection plants. GUNTER, Room 5, 207 % S. Main, South Real, Ind.

FIRST-CLASS STRONG BARITONE and Bast-Big Circus Concert Band experience. I and competent. I want tob with real DeCARLOS, 319 Walnut St., Macon, Ga.

LEADER - MUSICAL DIRECTOR -- Vanderill-Unit, Musical Goost Constructor, Modern, well experienced, formerly Low'z, etc. MUNICIAN 436 Crown St., Revoklon, N. Y., Sloeus 6-9787. MODERN PLECTRUM SANJOIST and Seriog Base Men for reliable strolling combination. Both sing. Single, minor, most. Excellent rhythen, all essentials. STRING BASS, Walnam Hotel, Latayette, Ind.

STEING HAMS, Walman Hotes, HALLYCON, 1913.

ORGANIST — Young, reliable, sober, union, any
other Prefers fob in theatre or radio, Any offer
considered. Have had extrepteme on electronic
erram with band. Go anywhere. Can furnish referearm and photos. Wire or write inmediately. Robbin
hAHLEY, 2557 N. W. 22, Ottalema Ory, Otta.

STRING BASS AFTER XMAS—Modern, all es-sentials. Help arrange. Rather go south but ull travel. Hare high coast. MUNICIAN. Roses 10, 110 M. W. Coffax, Scoth Bend, Ind. 6225

STRING DASS—Wants reliable connection with the drawfy working strolling combination. Wenth also combination. Have rar. Sober, whose slogic up that every serious in all endowners. Biffill ARDS, 1216 Brown, Labacette, Michigan, California, Californ TROMBONE—Vering, turns experience, all emer-tials. A little cost of practice. Will accept a pay-off Xeas work, a regular job, or for a fore work at A above job if show is in the rooth. BILL CRAN-IVALL, Jacksorthie, III.

PALL, Jacksorville, III.
TENOR SAX AND GIRL SINGER—Super sings religional keys. Saturdades doubles Charined and Plate. Plate are chair, sight transcrenition. Both exceededed in all Erns. With or wise SAY GOOD-WIN, 7204 N. Broad Sa., Philadelphia, Pa.
TRUMPET MAN—Tone, range. Prefer location in South with loss construction. Available after South Earth. Int.
South End. Ed.
South End. Ed.

VIOLINIST—Formerly with Lopes, Ruddooff, War-ing, Lead side, Theroughly experienced vanda-rille radio, dates, Young, calon, Profes Flevia, HUSHCIAN, Apr. 3, 191 East Tith 8t, New York.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS
for 1938—Parks, Fairs and Celebrations, covering United States and Canada, Write JACKSONVILLE BALLOON CO., Jacksonville, III.

BALLOONISTS AND AIRplane Parachute Jumpers. One unit in South-east. Contact THOMPSON BROS. BALLOON 6 PARACHUTE CO., Aurora, III. Established

"DIVE OF DEATH" — THE
World's Createst Thriff Act. Booking 19371918 dates now. Write CLARENCE A. McCONNEY, INC., 60 Washington St., Salem, Mass.

"TUMBLING ATWOODS"-Bozo, Raggedy Ann featuring Falling House liboard, Cincinnati, 458

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COPY NOW.

PRED AND MARIE GUTHRIE—Pour squarate
sets for price of one. Inside Turk Wire Art.
Single Traceme Act. Lady Butterfly iron Jan And
and Domble Traceme Act. Responsible. Bradher. 625

AT LIBERTY SINGERS

CLARA HANCOCK - COLO-

ratura Soprano. Very high volce. Open for high-class clubs. Sing Italian Opera. Write care Billboard, 1564 Broadway, New York.

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COPY NOW.

SINGER GUITARIST—Fine haritone voice, plenty
of range and quality; 22, union, stude, experience
with burds, radio and strolling insta. Willing to
with band for something good. No passics. Write
off tirst letter. BOX C-291, Billboard, Chaircast,
tilibo.

AT LIBERTY

VAUDEVILLE ARTISTS

CORDON AND BILL-VOCAL AND COMEDY. Plano, Cultar and Song-writing Team. Stage experience, young, sober, single. Prefer South-west but will go anywhere. Write BILL, Box 408, Richland Center, Wis.

nye ni 15th week of hotel location; desired best. Car. trailer. Double advance, good force, high range, jam (but not berrifle), arrange. Name band experience. Age 25, tober, reliable, best. Car. trailer. Double advance, bother notation preferred. Doubles include first-class score-goods, full sax section, guitar. Absolutely cut git how, uniformed, strollers if desired. All attention, and the section of the se AT LIBERTY—Vernatile Straight Man and Emoche the shows or night clobs that can offer irritative engagement. Nearly Specialities, Fasture Sensational Lesining Act, Living Markenette, Roge Spinsing, Ildane Hore, Helom Car, Comody Bullo States, all credinal material. Sing tan dame and play triple guides and barde. Young, near, rememble, our and bring tender. Young public address systems of the public and bring tender. Nakay public address systems of the first far tends. JACK BOGARY, 115 Moscow, St., Deccia, El.

CLASSIFIED FORMS FOR THE HOLIDAY GREETINGS NUMBER, DATED JANUARY 1. WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P. M. SEND YOUR COPY NOW.

CALVERY'S SOCIETY PUPPETS — (Punch & Jose). The Biggest Little Show in the tembers. Por theories, club, parties, Special advertising, CALVERY, 224 W. 28th Mt. New York. 321

THREE FLASHES—Laverille from stal Dance Act.
Two girls and a toy doing fast tap and accordance
rections. Experienced centerisless, envellent wardrobe, Aratiable week-ende, C. CLARK, 4226
Faitfield Ave., Fr. Warne, Ind.

CIRCUS. BILLERS-

(Continued from page 38) seems advantageous both to the union and to the circus.

and to the circus.

"Conditions of work have been improved notably. An important new provision is that the show must notify a member 30 days in advance of opening for the season of cancellation of his contract or pay him a month's salary. On the other hand, a member must notify the show 30 days in advance that he will fall to report or the union must forfelt a month's salary.

Advance Life of Shows

Advance Life of Shows
"Representatives of the circuses who
were here have agreed and will promote
the idea that the advance of the abow
is the life of the show. Accordingly,
members of the advance will bereafter
be treated better, and the agreement
makes such definite provisions in conditions in detail. The representatives have
agreed to provisions for the health, comfort and safety of our members in the
future more than ever before."

The actual scales agreed upon were

The actual scales agreed upon were not disclosed. New scale is approximately equivalent to that in effect in comercial plant work in all but four cities. All railroad circuses were represented, but no truck shows. This was first time in history of the organization, at least in recent years, that truck shows failed to ion in with railroad commissions. to join in with railroad organizations, according to those present. Their ab-sence was ascribed to the necessity for cutting business expenses, plus alleged demands of one owner for lower union contract rates, according to talk among the circus men. Consensus, at least among the agents, was that the smaller shows would ultimately sign on same basis of agreement as reached here.

basis of agreement as reached here.

Invitations to meetings were sent to all known circus organizations on the road. Practically no replies were received from motorized shows which failed even to present a case for a rate differential, which could have been considered at the Detroit meetings. Agreement reached covers 85 per cent of union biliposters on the road, the motorized shows together accounting for the remaining 15 per cent.

Absence Creates Problem

The absence of truck-show representa-tives create a genuine problem, leaving negotiation of contracts between them negotiation of contracts between them and the union open for future discussion. In view of those present here, it does not point, however, to any permanent division of the circus world into truck and rall shows, as casually suggested. Absence of smaller show owners was apparently not due to any concerted plan of action, but to their reluctance to sign at higher rates without waiting to see what happened to the negotiations with the big shows.

The union officers here were ably reenforced by Carano and Pinkle, both ex-perienced road men, who are familiar with actual problems met by the working

Attendance

Attending on behalf of the circuses were Arthur Hopper, Ringling-Barnum, also P. A. Boudinot J. D. Newman, Al G. Barnes: Ployd King, Cele Brost: Eddie Johnson, Tim McCoy's Wild West; Howard Y. Bary and C. A. Lawrence, Hagenbeck-Wallace Circus.

Representatives for the union included Leo Abernathy, president; William J. McCarthy, secretary; A. Thomas Noonar, treasurer; two committee members, John Carmo, Local 94, Detroit, and Al Pinkle, Local 3, Pittaburgh.

- Wholesale s

Conducted by JOSEPH CSIDA JR. - Communications to 1564 Broadway, New York

BINGO BACKERS BATTLE BAN

Cleveland City Council **Asked To License Games**

State, city to share in take-unwholesome features, such as jackpots, door prizes, unlimited hours of play, window advertising and afternoon play listed

CLEVELAND, Dec. 11.—First organized move against the ban which has been set on bingo here got under way this week. An enterprising group of citizens, calling themselves the Amusement Scekers, petitioned City Council to license bingo. Suggested fee arrangement was that the city receive \$10 and the State \$1 on, every game and that the two governments split between them 6 per cent of the gross take on every game. Pointing out that bingo under such supervision would certainly be as legal as Bank Night, which flourishes all over the country and arginat which most legislation has been

oertainly be as legal as Bank Night, wh against which most legislation has been eminently unsuccessful, the Amusement Seekers, thru their chairman, Philip A. Soliami, did, however, admit that under the operation system just suspended there were definite factors about the game which (if it is revived) should be eliminated. Jackpots and door prizes were listed as the most detrimental of these. Others were afternoon games, unlimited hours of play and window advertising.

Much significance is placed on the

advertising.

Much significance is placed on the movement to bring bingo back to Gleveland, especially since it follows immediately upon the heels of the conviction of two local bar and tavern operators who refused to chey the police notice to stop playing the game and fought the validity of the anti-bingo ruling in court. Aitho the judge hearing the case directed a verdict of guilty on one of these men and a jury found the second guilty of operating a scheme of chance as charged, both men have asked for new trials and will in all probability get them.

Game To Return Soon

With the Amusement Seekers present-

ing bingo's side of the etory to the authorities in a businesslike manner and with the tremendous public feeling for the return of the game, observers feel that it may not be long before bingo will come back in Cleveland.

What started the game on its way out, according to authorities, was the fact that organized racketeers were eying it and in many cases trying to take it over. Rather than have bingo prove another revenue-building source for the racketeers, the authorities closed down all bingo here. racketeers, the

The Amusement Seekers, in their presentation to the city council, however, made no mention of the gangster element—neither recognizing that such a problem existed or suggesting moves to remedy it if it does exist.

Operators, churches, organizations and bar and tavern owners are watching with interest the latest development in Cleve-land. It may, they feel, result in a lifting of the ban and a renewed and revitalized interest in the game, which will benefit one and all.

New Item-Not for Sale

If the pages of the Wholesale Mer-chandise Department this week lack the zip and zing which (we hope) the zip and zing which (we hope) they generally have the editor asks to be forgiven. Early in the week, Monday, December 6, at 4:05 a.m., his wife presented him with a new item in the form of a girl. Apparently in a big hurry, the baby beat her deadline by five full weeks, having been due, according to doctor's recknoning, January 11. Result was that with all features (eyes, ears, nose, mouth, arms, legs and body) included full weight was four pounds four ounces. Parents, figuring if the baby can do things ahead of time, so baby can do things ahead of time, so can they, have named her Carol. Carol doing fine and mother and pop (especially pop) slowly recovering.

Store Dems Doing Big Christmas Biz

CHICAGO, Dec. 11. -Independent CHICAGO, Dec. 11. — Independent demonstrators are moving far more than their usual amount of holiday merchandise in variety, chain and department atores of the Middle West. Working on a percentage and for the most part with their own merchandise, the dem boys hereabouts are getting some of the best breaks in recent years.

Mechanical toys, of course, with animal models in the lead, are popular, as are stuffed animals. Thes, shirt and the ensembles, hose, belts, hankies, reefers, zipper Jackets and gloves in the apparel line are deing well.

line are doing well.

Other merchandise being handed out in quantity, obylously for gift use, notably in those industrial communities where business recession is no more than where business recession is no more than a rumor, include pen and pencil combos, fountain pens and mechanical pencils, household utensils, ciggle lighters and cases, pipes and smoking accessories and razors, blades and shaving tools.

Detroit Bingo and Salesboards on Up

DETROIT, Dec. 11. - Popularity of ingo games at churches here shows no DETROIT, Dec. 11. — Popularity of bingo games at churches here shows no sign of abating after more than a year of practically solid run during the indoor season at many spots. Games are generally held under religious auspices, with church sign boards and even special billboards, up to about 12-sheet size, being used in some cases.

Games are held on a certain night each week and in a number of cases not

Games are held on a certain night each week and in a number of cases pa-trons have become regular frequenters, going from one parish to another and being able to find a game in progress almost every night in the week at some church. Majority of the games are be-ing held under auspices of various Catholic churches.

ing held under auspices of various Catholic churches.

Other premium merchandise outlets are frequently worked up in combination with the games, with salesboards being liberally distributed to parishioners, usually under the direction of the younger members of the congregation. These are given final award usually right at the party on the evening of the bingo game.

bingo game.

Typical example met this week was
W. Shultz, 18-year-old East Sider, who
has been promoting salesboard activities
in a Detroit church for some time. His
interest came about thru strong personal
interest in church work.

Enthusiasm of the church workers and

bingo game

patrons, plus the widespread instinct to take a chance, are counted on to dispose of plenty of merchandise prizes in this city weekly.

BINGO AND . . . is the new raget other words combining bingo with some other form of entertainment Sosome other form of entertainment. Specialities and just plain folks are running bingo and tea parties. Mayville Community Club in Mt. Olive, N. C., is running bingo and amateur night. Many organizations have run bingo and dance. What I deas have you been toying with along these lines? Bingo and . . . let us know.

GENTLE REMINDERS are being hand-GENTLE REMINDERS are being harded out to certain Milwaukee churchs
which have been paying out cash price
at bingo games. The beer city's church
leaders have made it pretty clear that
they are dead set against such awards
and that merchandise is to be used erclusively on the prize list. Churches who
disregard this are only borrowing a
bunch of trouble for themselves and
other himse ons. other hingo ops.

HUNGRY? Well you will be after reading the short list of localities running bingo games in the past few weeks. There are games at Egg Harbor City, N. J.: Oyster Bay, N. Y., and to whet that appetite, the spot mentioned above, Mt. Olive, N. C.

NEW BLOOD is constantly coming into the bingo field. Definite proof of this fact is the flock of letters which has come in from people in many sections of the country. come in from people in many sections of the country asking for details about how to run a bingo game. Ops who aquawk about bix being bad ought to devote less time to that unprofitable (See BINGO PROPERTY.) (See BINGO BUSINESS on page (5)



By WALTER ALWYN-SCHMIDT

By WALTER ALWYN-SCHMIDT

Direct selling salesmen are beginning to worry about the recession. How loss will it has? What effect will it have upon the house-to-house merchanis? After having talked with many men with a feet having talked with many men who are on the inside of things in receil weeks I have noticed that all agree that the recession will be of short duration. Much depends upon what Washingles will do. Few think that it will last longer than thru the winter.

House-to-house sellers may find some resistance to higher priced lines and special offers will be welcome. Some trouble may arise again by the re-entry of the non-professionals into the washingles. These amateurs had just best eliminated. You will have to be most alert than usual. Make your rouns regularly and keep on the move. Supports from small cittee and rural regions are encouraging and new money point to the farmers will help. Stick 19 utility merchandise and be cheefing about it. about it.

The manager of an automobile agend (See DIRECT SALES on page 42)



By BEN SMITH

By BEN SMITH

One of the highlights of the first
National Bar and Equipment Exposition,
which ran for four days at the Park
Central, New York, was an exhibit featuring the Strip-Tease Highball Glass.
The crowds attracted to the booth and
the interest shown by them in this item
is one of the answers why it has proved
to be such a bot number on a card.
Sponsors at the exposition decorated
their booths with showgirls and the
strip-tease exhibit was no exception. Two
beautiful lassles worked there. One of
them, an ex-strip tease artist, was fully
qualified to give a demonstration. On
the glasses, I mean.

Immediately after the first of the year Discasters, Inc., will introduce four new items for salesboard promotion. Firm has been unusually successful in develop-ing products for this market.

Certified Sales Service is another house doing an intensive job on electric dry shavers. It is working the Marrel on an 81-hole two-sided card—no jacket.

Believe It or Not

squawk from time to time Ops about deals moving too slow to please them. Here's a case, tho, where the op didn't have any comwhere the op didn't have any com-plaint. He walked into an office and approached the switchboard girl with a low-priced deal featuring four prizes. After listening to his propo-sition the girl said: "You mean if I sell all the punches on this card I get one of those prizes and the win-ners on the card get a similar prize and two others." That, the op said, was right! Girl pushted be call his and two others. That, the op said, was right! Girl insisted he call his office and have the prizes sent up immediately. When they arrived she inspected them briefly, punched out all the holes on the card, paid the op the total amount the card called for and thanked him for the lovely

Nos. 1 to 10 are free and 11 to 25 pay as drawn. All numbers over 25 pay only 25 cents. No. 33 and last sale each re-ceive a Taroo Pen and Pencil set. Name under seal and seller of card each receive a Marvel shaver.

Business must be good for Embassy Candy Company. Firm has been forced to enlarge its quarters and it has taken over an entire building.

Operators are now making plans and looking around for new items to work (See DEALS on page 65)

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

All-Metal Airplane Toy

The Plying Fool Scout is the latest model in the line of all-metal toy air-planes made by Emmert-Hammes, Inc. other models by the firm have been worly sold by leading department stores and advertised thrulout the country. New and advertised thrulout the country. New plane, however, is being offered to permittin and prize users in advance of the time at which it will make its ap-pearance in the retail stores. It is a spectacular performer in flashing natural metal, red trim on wheels, wing and tall designs and has a 10-inch wing span and a nine-inch fuselage: Its weight, packed, is less than four ounces. less than four ounces.

50 Styles of Flashlights

No matter what branch of the busi-No matter what branch of the busi-pass you are in a flashlight is always handy. Usona Manufacturing Company has just announced its new line for 1908. Colors and shapes are really dif-ferent. It would be well for every operator to have the literature of this line.

New Idea for Baking

Rossewives have never seen convenience until they own one of the new Bake-Masters just introduced by the U. S. Manufacturing Company. It's an



NO ELECTRICITY
NO BATTERIES
NO TUBES
NO UPKEEP COSTS

ONLY

S299

Beautiful (clear tone DIRROT FROM POCKET RADIO. All the beautiful clear tone DIRROT FROM POCKET RADIO. All the beautiful clear tone DIRROT FROM POCKET RADIO. All the beautiful clear tone unit—for large the beautiful clear tone unit—for large the beautiful clear tone unit to the beautiful clear tone unit to the beautiful clear phone. Early finished in the beautiful clear phone. Early finished to the unit anywhere. Rightly made accurately tested. The pie Wee is guaranteed. (Worth many tiese its finished by supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme. An ideal gift. D. off (Grant Carlot) and the day supreme carlot of the day supreme carlot of the day supreme carlot of the day supreme carlot. All the day supreme carlot of the day supreme carlot of

PEE WEE RADIO MFG. CO. LOS ANGELES, CALIF.

OUALITY FUR COATS

Genatha Pieced Seal,
Oped Coney, Gloop,
Sty Flash, Lasest 1956,
front Indian, Real casalfront Indian, 10 to 42.

EXPO FOR FREE
SHICK LIST OF COAT
FLEE FUR COAT
LINE.

GREY GOAT-SKIN RUGS Darp, fuzurious for. Size: 21/2 \$3.00 Es.

FUR FOX TAILS ST per \$45.000

1 3 Dep., Bal. C. O. D. With All Orders. H. M. J. FUR CO. 10 W. 28 St., NEW YORK, N. Y.



WALTHAM

MEN'S WRIST WATCH—
D Bite, 7 Jewels, rebuilt new
fancy cherefulan case,
teacher stope in gift \$3,95
bea, in lets of 9, En,
Samples, 50c Extra. Bend for
Extra Money Making Watch and
Diamond Catalog.

PLYMOUTH JEWELRY EXCH. 163 Ganal St., New York City.

YEST POCKET CARTOON BOOKS, GAGS, etc

10 Invoice BOC.

Bischeld Spiley XMAB CARDS, in Reshy colors, 18 different, 51.00 per 100. Cartoon XMAS FOLD-ERS, 12 different, 52.00 per 100.

T. B. PAYNE, 35 Cardinal Ph., N. Y.

ideal prize for holiday crowds. Biscults, muffirs, shortcake, hot breads and corn bread can now be baked at the table. Write for complete details and low quantity prices.

Vac-U-Cup Floral Hanger

Blaisdell Manufacturing Company has announced an Item to aid in decorative purposes which it claims will do away with the bugaboe of driving nails and marring painted finishes. Items is called the Vac-U-Cup Ploral Hanger and can be utilized in putting up decorations in store windows and at parties, weddings, banquets and funerals. Reasonably priced, item should be a hot number for agents and saleamen working stores, florists and funeral homes. florists and funeral homes.

Charlie McCarthy

At last that popular entertainer, Charlle McCarthy, handsome in his trim full-dress suit, top hat and monocle, is made available to all would-be ventriloquists. You simply sit him on your lap and pull a small, almost invisible string which comes out of the back of his neck, and his mouth opens and closes just as if he were really talking. Edgar Bergen has written a booklet of instructions on ventriloquism which comes with Charlie.

New Croquet Set

A new type croquet set, including specially developed hard sponge rubber balls and semi-hard rubber mallet heads, in now available to award and princusers. New equipment is said to speed up the standard croquet game and to call for more skillful play. Rubber balls and mallet heads are claimed to stay more uniform and more true than the old style wooden balls and mallets.

New Style Lamp

Chicago Premium Company has of-ferred a lamp to the trade which should have enough of a new twist to offer salesboard and bingo operators some opportunities. Lamp has a glazed pot-tery base in colors of black, royal blue and ox blood. Both base and shade to match are decorated with bright red populses and green leaves. popples and green leaves.

A Perfume That Is Different

A concentrated perfume in paste form is India Incense Company's contribution to the commettes industry. User rubs a little on the skin and body heat brings out its arona. Paste is put up in small hand-painted plastic jars, convenient to carry in purse or pocket. Two sizes are offered, retailing at 25 cents and 50 cents.

Plenty of Money

Convincing aluminum, copper and lithograph currency, issued in regular mometary decominations and conform-ing to all federal and States laws, is now being offered to the trade by Play-games. It is especially packed for pre-mium purposes in any desired assort-ments.

Driftwood Blaze

One of the most timely and appealing new numbers to be presented to the trade is Driftwood Blaze, a non-explosive, smokeless, odorless powder that produces beautiful colors when used on the burn-ing logs of a fireplace. It comes in two sizes with an attractive outer carton and tenters how. and interior box.

Bob Feller Balls

Barr Rubber Products Company has introduced a series of Bob Feller base-balls in sponge rubber. Balls are at-tractively printed with a signature of the popular baseball pitcher and are fur-nished with either molded or imprinted attaching.



No. B36N387 Dozen \$36.00 | Sample 53,25 Each

PUSH CARDS AND BOARDS WITH PICTURE OF DUMMY

A1176-80-Hole Push Card. Per Doxen\$1.50 A1177-600-Hole Salesboard. Each.....\$1.00

FAST SELLING XMAS SPECIALS



Peck-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demuc Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

Packed 1 Dozen to Box-6 Distinctive Styles.

Shipping Weight, 1/2 Doxen 5 Pounds—I Doxen 6 Pounds.

Be sure to include transportation charges with order.

BIN105 - Per Gross\$21.00 Per Dozen \$1.85 Packed 6 Classes in Beautiful Cold, Black and Red Display Boxes Per Box of 6......\$1.20

ADAMS and WELLS STS. CHICAGO, ILL. N. SHURE CO.



With These Fast Sellers for the Christmas and Winter Season.

CAMOLAIRE BATH and LOUNGING ROBES

The smartest roces ever offered the Uada. Great for Bingo and \$3.98 each delectorare Frites. Big direct sales number. Mode of popular new Japanic, Camolaire, Omese in three senant colern: Reyal blue, whos III.M Jo dess and bitterwest (latest rest tree). All sizes from 14 to 20, 311.00 per dums ORDER YOURS TODAY!

1/3 Deposit, Balance C. O. D. WRITE TODAY FOR LOMBARDY'S WINNERS!

LOMBARDY CORP.

ALBO SPECIAL CLOSEOUT
CAMOLAIRE SCARFS
Regular 75: to \$1.25 suite serrywhere.
We have just 100 dears of these Carnolaire
Scarfs in asserted senant colors and wast to
close them cut. Entire lost \$250. Sample
Scarf, 35c; ½ Dor. \$1.75; Doy., \$3.00.
Ruth Your Orders Now:

SORRY-

We couldn't get our cuts in time for this issue. We are headquarters for Novelties and New Premiums for one-shot deals.

-Winners in a Row!!!

600-hole one-shot boards available on each of these items. We are originators, If it's new we have it. Write us.

STANDARD SALES CO., 3425 Armitage Ave., Chicago, Ill.

HOT OFF THE PRESS!

THE NEW 1938 CHAMPION CATALOG
Reduced Prices—Items for LIVE Wagonmen - Pitchmen - Home and Office Canyasters.

6 Sidelina Merchandise.

Write for Catalog and FREE SAMPLE CASE OFFER.

19 Box Chocolate Deal & Salesboard Costs you ... \$ 6.00 Brings ... 25.00

CHAMPION SPECIALTY CO., \$14-V CENTRAL ST., KANSAS CITY, MO.



We Are "NEVER UNDERSOLD"

. has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . so make us prove it.

Get our 196-page Catalog free. Excep-tional Values in Rayor Blades, Telletries, No-tions, Novelties, Gifts, Salesboards and Deals. Send All ORDERS to NEW YORK Only.

IILLS SALES CO. 901 BROADWAY, New York, N. T.

BIG PROFITS for Salesboard Operators

Handling CANDY BOARDS Complete Deal of 21 \$5.75 Brings the Dealer - \$15.00

Here's a Wenderful Opportunity for Sales-based Operators to Cash in on Score Extra Good Profits. Order right tows and get the Salitiess. Deal comists of the following:

12 Half-Pound Bores Fancy Checolates,
6 Full Peusid Bases Checolates,
5 Three-Pound Bores Fancy Checolates,
1 Three-Hundred-Hole Salesboard,
21 Warning Numbers,
Year Cost Complete Only \$5.75.
Deposit of \$3.00 is Required on C. O. D.
Orden.

for complete list of Turkey Cards and Salesboards. X-nas Edition of the Ha-station new ready for distribution. When sting copy mentions year line of business.

LEVIN BROTHERS, TERRE HAUTE, IND.



te 8 Moto-Scoots in extellent condition are been used for demonstration pur. These are in good running condition and a for restal solvice, A real value at each at Chicago, 20% with order.

LOOP AUTO SERVICE

SVENGALI MAGIC DECKS

Here is the finest Syengall Dock ever manufactured, Made of new cards, bridge size, all die cut. Doorn, 83.25; (2005), Sizrojle, Pestpold, 3D Goria. Outside of 300 Magic, Joke Novetiles, Party Goods Free, Pres.

S. S. ADAMS CO., Asbury Part, N. J.



MAGNO'S RED HOT SELLERS

MAGNO'S RED HOT SELLERS

Will make at a Merry Xmas for U.
BRING HOME THE BACONT RUSH your order from the list born. THE BACONT RUSH your order from the list born. X MAS.

18 dff. 3 colors tinhead. 100 for 80c. 500 for 2.50.
Aut. No. 2. 40 dff. 100 for 80c. 500 for 2.50.
Aut. No. 2. 40 dff. 100 for 80c. 500 for 2.50.
Reacetal 15 Dff. 1.25 C. 50.0 M. Asst. No. 4.
Reacetal 15 Dff. 1.25 C. 6.00 M. Aut. T. Carteon Fadden. 2.00 per 100. Asst. 0. Mr. Pader Fadden. 2.00 per 100. Asst. 0.



An amazing new invention is the Baby Calculator, manufactured by the Calculator Machine Company. Small enough to go handily in vest pocket or purse, it adds, subtracts, multiplies and divides, handling figures up to 1,000,000. Thousands of these have already been sold, with customers in almost every country in the world. Baby Calculator is accurate and easy to operate. It is made of steel, is not a toy and will do the work of higher priced machines. It is sold at a low price, yet offers a large margin of profit to pitchmen, agents, premium users, etc. Will make an ideal Christmas or heliday gift. An amazing new invention is the Baby

On December 8, while the usual Christ-mas trade activities were going on at the Goldfarb Novelty's headquarters under the turmoil of business, a party was in effect among the employees. Event was the first wedding anniversary of Yetta Shaw, secretary to Phil and Saul Goldfarb. Yetta is a popular member of the staff and no ordinary secretary. Among her friends she is regarded as "personnality plus". "personality plus."

DIRECT SALES-

(Continued from page 60)

selling a low-priced car tells me that he has had some cancellations. It looks as the the old cars will have to do another winter's job. This is good new for salesmen handling automobile winter accessories. The man who foregoes the purchase of a new car generally is a good prospect for brightening up the old one. What about making a quick canvass of your customers? Maybe you can pick up a surprisingly large number of orders.

Hy Wasserman reports from Chicago that he is now covering the Middle West for a commetic firm.

Trailers of this column better get busy with their penells and let us hear from them. You don't need to break out in poetry, but we want to know what you are doing. What do you sell? How is business? When will your friends have a chance to see you?

Neckwear seems to show remarkable activity at this time. Other good items reported are first-aid kits, pillow cases, electric bubs, cigaret lighters, tools for home use, gas lighters and tollet goods,

It's an old story that truth in selling

ELECTRIC RAZOR



Maintin Make.
Well advertised brand. Two thaning seles, scientifically designed to increase comfort and shaving speed. Guaranteed or meney refunded. Retails for \$18,00 each.

Each \$4.90

Complete Line of Puch Boards and Sales Cards.

BENGOR PRODUCTS (0. 878 BROADWAY, NEW YORK, N. Y.

NEW REDUCED PRICES

Same Day Shipmen Vy Decosit, Balanco C. O. D.

Extra Carge Site Crawting Baby, Gro. \$19.50
No. 0165 Genuitre O. U Dess. Gro. 21.00
Tix Tox Sents Claux. Gro. \$2.00
Tix Tox Sents Claux. Gro. \$5.40
Large Turnbling Peter Rabbit. Gro. 20.00
Large Boy and Bike. Gro. 14.40
Colered Fur Awanging Doy. Gro. 7.20
Marx Tricky Tasl. Gro. 7.20
Marx Tricky Tasl. Gro. 21.00
Large Bix Mechan'l Buil or Donkey, Gro. 21.00
Large Bix Mechan'l Buil or Donkey, Gro. 21.00
Result Crawling Boby. Gro. 21.00
Result Crawling Boby. Gro. 20.00
American Made. Gro. 3.75
Glint Workers. Each 5.50 1/2 Deposit, Balance C. O. D. 3.75

ORDER TODAY-PROMPT SHIPMENT HARRY KELNER & SON, Inc.

WATCH YOUR PROFITS SKYROCKET WITH THE SKYWAY

Twe-Yone Ivery Background,
Acrosions Stands Oct. in Chreenium,
Rotating Propelled.
A Beautistic and Practical Electric
Clock
Obea.
A Premium Item with profits over
30015
Appeals to Evreyone

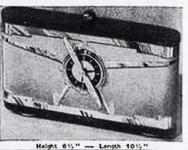
PRICED LOW \$2.75 Sample. \$2.60 6 or more

F. O. B. Chicago.

1000-Hole Balesboard — 70c Each
100-Hole Push Card
(Takes in \$17.55) — 10c Each
1/3 Deposit with Order, Bal. C. O. D.

B & D NOVELTY CO.

629 W. Washington Blvd., CHICAGO, ILL.



THE REPORT OF THE RESIDENCE OF THE PARTICULAR OF FAST SELLING MECHANICAL FOR STREET WORKERS, DEMONSTRATORS AND NOVELTY MEN.... Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Prices That Defy Competition. Be a Live Wire and Clean Up! Write for Our Big 1937 General Catalog Today!

BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices ... Be sure and mention your Line of Business.

Buy Your Decorations, Noisemakers, Paper Hats, Serpentine Confetti and Balloons at Wholesale Prices.

MIDWEST MERCHANDISE CO. 1026~28 BROADWAY, KANSAS CITY. MISSOURI.

is the best policy, because the true story has that quality ring that no other sales talk will convey. When trying out a new article on my trade, says an old-timer in the business, I am always calling on new customers whom I have never seen before. I have a sales opening for them that is a 100 per center. As the prospect opens the door I ask her politicly whether she has a minute to spare because I have come to sak for some information. If she is willing to listen, which she generally is, I tell her I am in the Direct Selling business and that my house has sent me a novelty. Quite naturally I am working to make a living. As I don't want to take up the new article before I am certain that there is real value to it I have come to her as a neighbor to ask her opinion. By that time I have gained her good will, so I show the article and explain it. When I am thru I sak her what she thinks about it. If the demonstration is good I have her generally at the point where she will start selling the article to me. So I make some objections to make her more eager. After that I tell her the price and ask whether she article to me. So I make some objections to make her more eager. After that I tell her the price and ask whether she would like to have the article for herself. I also make a small reduction from the regular price just to show her that I appreciate her kindness. When the sale is made I get her to give me the names of neighbors and friends where I can use her recommendation.

Says Jep Jepson, the super salesman: "A friendly smile opens more doors than a jimmy."

An incorrect gross price was listed for the tie, scarf and handkerchief com-bination, lot No. 102, which appeared in the Continental Mercantile ad in the Christmas Special issue of The Billboard. The price as shown read "\$95 Gross Sets." It should have read "\$103.60 Gross Sets."

LIGHTER COMBINATIONS



The most solution of all emis-ces in the control of the control of all control o dozen B32J47 toden Dozen, 57.30 Order

JOSEPH HAGN CO. 217-225 W. Madison St., Chicago, IL



EACH

No. B101-Date Metal. So orted Orient Snap or Time Pictures. Size 1 16 x 1 15 in. TEN FOR

\$6.50 Send for Nes 1937 Outside

ROHDE-SPENCER CO., Whelenis Man

ZIP! ONE PULL-IT'S FULL! JOHN F. SULLIVAN NEW YORK CITY.



UNDERWOOD



GRODIN PEN CO., 356 Brases

963% PROFIT

Install Vending Machines in Tavens, Nite Spate, Dance Halls, etc. New machines cost you \$5.00. MONEY-BACK GUARANTEE. KAPLAN B-1019 8. Kestner, Chicago, III.



AS, KELLEY, The Fountain Pan Kin B'way, N. Y.; CHICAGO, 180 W. Adar 784 Mission St., San Francisco, Calif.



ARGO PEN-PENCIL CO., Inc. NEW YORK CITY.

ELGIN & WALTHAM WRIST WATCHES \$9.95 O In New Cases,

of for Circular, showing the Biggost Bargains in held Watches and unredeemed Diamonds in

H. SPARBER & CO.

We Manufacture a Complete Line of Fountain Pena, Mechanical Pencifs and Gift Sets.



SOUTHERN PEN CO.

16 N. Union St., Petersburg, Va.

MANUFACTURERS OVERSTOCK SALE BLADES \$2.50

Each Blode generic etched, blue steel, double proposed in wax paper and printed meapers—all block stites, packed in carton.

Do NOT centious them with second grade and millied rival sold by some supply bouss.

FIRST COME, FIRST ERVEC,

Who Special Delivery or Alv Mail, your order with 50% Deposit or Full Amount.

NEW YORK BLADE CO... Rochester, N. Y.

Christmas Card Agents

Large profits easily earned selling new 21 Felder Assortment. Sells on sight for \$1.00, Other Heliday Assortments. Write for particulars.

DOROTHEA ANTEL. Berenness and the second

MED. MEN OPPORTUNITY

6.P.L. Quality Proporations, A complete the them, private lated and Office Special line. Claim service. Reasonable prices. Wholesale

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists

Columbus, O.



by BILL BAKER

(Cincinnati Office)

MASON & DIXON . MASON & DIXON med show, which recently closed a suc-ceasful season with Bunts' Crystal Shows, has been playing platform engagements, in South Carolina spots to okeh business, according to a pipe from M. G. Wharton, manager. Show's line-up includes Lloyd Thomas, Julia Thomas, Kid Kelly, Elda Mae Kelly, Silm Mooly, Helen Wharton, Marian Wharton and Charles Gallozzi.

CONCENTRATION on selling is one of the

GEORGE BAKER . . reported to be working ties in a New Orleans chain store to fair takes.

AL (POP) ADAMS . . . of fuice extractor fame, inks from New Orleans that the weather there has been cold and bed and the takes small, but enough to keep the rice flowing.

IT WON'T BE long now until everybody's catin' turkey again.

JIMMY PAPPAS

who have been sojourning in Brenham, sheetwriter in America, comes thru from Milwaukee with his first pipe. Says Jimmy: "There are a few pitchmen here, one they are all leaving, as this town is pretty tough. L. R. (Cotton) Williams is headed for Indians, and Jimmy Janson left for New York and Massachusetts. Let's have some pipes from the old route workers."

cal man.

COMES WORD . . . that Sam Levey has been corralling some fair dough with ties in a New Orleans chain store.

BOB LINENFELSER . . . ace juice extractor worker, has begun his second month's work with that item in a Cincinnati chain store.

HUSTLER'S TIP: Remember, boys, New Year's follows Christmas by exactly seven days. Order your stock now and be certain that you'll be able to supply the demand for noise makers, focworks and confetti. Some swell touches have been made with those items in other

WHILE WORKING ON . . . the idea that a lively argument always while would be a lively argument always makes for interesting reading, this pillar aftempted to start one several weeks ago by putting up before the house the question: Who was the first man to demonstrate in department stores? Our colleague Charles A. Loomas was the first to come to bat, announcing as his candidate James Kelley, who is to-day known to many as the "Fountain Pen King." Now comes Kathryn Ashine from Newark, N. J. Her choice is Harold Woods, now known as Doc Harold Woods, Here's her story: "Tell Mr. Loomas that my candidate for the title is Doc Harold Woods, but I must sdmit right now that the Doc will have to help me out and I'm sure be'll rerify the following: I haven't seen him in 20 years, but know it is well over 30 years ago lowing: I haven't seen him in 20 years, but know it is well over 30 years ago that he sold gyroscope tops in Bamberger's department store in Newark. He sold plenty of them, too. I'm almost certain he was demonstrating before Mr. Lomas' James Kelley. I was born in Newark and want to root for the home town." Come on now, Doc, help the

little lady out and give us the remainder of the story. Thus another candidate for the title "Daddy of Department Store Dems" has been niched on our list. Again we ask: Who's your candidate? Now that we have a start let's keep it that we have a start let's keep it We'll appreciate hearing from all of

DEMONSTRATIONS in stores are always

JIM CURRY . . . writes from Pittaburgh that he is now in his third season clowning in the Boggs & Buhl department store there.

IT ISNT NECESSARY for you to give away good spots. But folks like to see the names of their friends and learn about their welfare. Let's have even more pipes next week. You'd be surprised at the little entailed writing a pipe and sending it in.

MORRIS KAHNTROFF . . is reported to be working South Caro-lina territory to an okeh business.

PLENTY COLD in Cincinnati these days. Won't be long now.

SHORTY WALKER, . under date of De-cember 1: "Am out here in the Land of Orange Blossoms, but who can eat orange blossoms? It seems that all the hustlers are wintering here and trying to get by, It's tougher than ever. Downtown lots are scarce, but noon-day spots are open and can be worked. You must have a reader to work the beaches tho. Last Sunday many of the boys worked Ocean Park, but were sloughed in the after-noon. Sorry to learn that Herb Johnson was burned out at Waterloo, Is."

DOC DEXTER ... is corralling some lucre with a neat demonstration and a p.a. system in a Greenville, S. C., drug store, according to reports emanating in that neck of

to get a few nickels," scribes Smilin' Frank Curry from Greenville, S. C. "Am working tonic and oil here and have a few pitchiolik working novelties for mc. Cecil (Deacon) Riley and Texas John Stenhouse are with me at present, while Pearl Harman is coining a few on ladies' necessities. Would like to read some pipes from Slegle (Sunshine) Rogers, Doc Kerr, D. D. Lockboy, Bill Cothran and the Swann Boys."

WILL YOU FELLOWS be in a position to participate in the festivities on Christmas Day or will it be a case of, "Boy, I certainly wish I had saved some of that summer bank roll so I could buy a big feed with all the trimmin's"?

ALBERT W. (AL) FISHER, NOTE: Please contact the pipes desk, Bill is holding an important message for you.

OUR SCOUTS TELL US... that Roy Graham has forsaken the sheet field for the gospel. He's now known as the Reverend Roy Graham and is reported to have already added three of the boys to his list of converts.

PROPESSOR JACK SCHARDING thus the pipe from this neck of the woods. Plan to stay in Florida all winter. Stopped in New Orleans en route here, but couldn't get a location, no store or lot could be had. In Mobile, Ala., the reader is still 85 per week with a park-



PER DEAL, EACH 22C IN GROSS LOTS 22C Send 50c for Sample Deal.

Individual Items Illustrated EACH \$8,00 GROSS
25% Deposit With Orders
Balance C. O. D. — Same Day Service.
ORDER FROM NEAREST OFFICE. REGENT MFG. CO. OR

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Nationally Advertised Like Sec. 108 process. Par un on a self-help Counter Displays. 200 daily necessifies. Included is Larmen's Assistance of the Counter Displays. The Counter Displays and Laurent Sec. 200 daily necessifies and Laurent Sec. 200 daily at the Counter Displays of the Counter Displays and Counter Displays and

World's Products Co., Dopt. 1288-A. Spencer, Ind.

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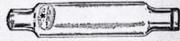
REX HONES 3c Each 56 4.25 a Gross
Bend 31.00, Eat. C. O. D.,
Plas Postage.

Each Hose is fixally after box, priced 30c. A real fastcutting absolve sizes of civil quality.

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Madhen, BR-12, Chicago, III.

AGENTS AMAZING DEAL



Scientific Glass Bolling Pin approved by "Good Mousetcepies," containing 1% pints quality vanilla. Retail value over \$2.00, Sells 95c. Cost you sell ode acch. Johnson sold 30 first day, A fast, new money maker. Sample deal pertonict. 50c cash. Salifaction quaranteed. Ruth order today.

ZELDON PRODUCTS COMPARY
Columbes, Oldo



For all makes of care. Make ten to twenty dollars per day, Gusyanteed for ten thorsand miles, Sample box of 12 22.00, postage pressit. Sell from three to four dollars. W. C. BURRELL AGEZ S. Greenwood Ave.

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No. 1 Outfit. Strop 13/4 in. \$12.00 per Gr.



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ILLINOIS

PAPERMEN

Attractive farm paper proposition, including nationally known Weekly, Write C. L. DOBSON, Raleigh, N. C., or R. W. TAYLOR, Cotton Exchange Bidg., Memphis, Tenn.

End your correspondence to advertisers by men-

ing lot available, but the weather was plenty cold when I was there. Reader here is 63 per day or 85 per week. There are a number of smaller Florida towns State reader that can be worked, but coats anywhere from \$10 to \$500, accord-ing to what you work."

PITCHMEN'S SAYINGS: "I'm always givin' lings away."-Smilin' Frank Curry.

"ALL WE KNOW is what we observe in this great State of Plorida," pipe Ken and Greta Reynolds, wire workers, anent the working condi-tions there. "If you attempt to work here without State license plates the fine is \$500. If you work a park 'carnival style' that license covers your business style' that license covers your business but not a traveling carnival. No licenses are required at bona fide county fairs, but the privilege to work them is high. If a pitchman inquires about a license to work single-o he will be informed about county. State and city licenses. Then he must obtain permission to go into business from the State Comptroller at Tallahassee, Pla. Then there is an unseen tax of one-half of t per cent on almost all merchandise. Non-residents are required to root a cash bond to dents are required to post a cash bond to cover collection on this tax while en-gaged in busidess in Florida, Furthermore, licenses in different counties vary in cost, some of which are plenty high. Many towns are also closed to pitchmen working outside. Your best bet is to make your connections to work in stores down here by mail. And if you do come down have a round-trip ticket or you may overstay your visit. Tourists coming here for the winter are close with their money, stretching it to beat that cold up north. Hope this saves some knights of the keister some grief."

"HERE I AM In Muskogee, Okla., and rarin' to go," shoots Dr. Victor B. Lund under date of

ELGIN & WALTHAM WATCHES \$1 75

7 Jewel, 18 Size In Engraved Cases at . . . Send for Price List. Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., 113 N. Broadway, St. Louis, Mo.

EXPERIENCED PAPERMEN

Come to Texas, where business is good, Well-known National Farm Paper for square-shooters. E. HUFF.

December 2, "This spot looks like it has December 2. Told spot looks like it likes more money than when I was here last October. Will go to Hugo, Okla., from here and then return to Oklahoma City for Christmas. Tulsa, Okla., certainly has its share of pitchmen. Roster there includes Byron and George Beaver, Roundy Carruthers, Ralph Phillips, Prince Omwah and Alexander the Great. It seems to me that they plan to work out of Tulsa for a while. So you fellows will have to decide for yourself about making it. Trade day and Saturday spots are the only ones you can work there. The boys are certainly working together so they will not come in on top of one another. That's real trouping. Would like to read pipes from Herb, Johnston, Ed St. Mathews, Johnnie Voight, Jack Plowers, Curly Bartok, Doc Sheeks, Maduline Ragan, Margie John aton, Bennie Price and Jack Dawson." Marcie John-

WHY NOT BE original instead of constantly trying to cash in on the other fellow's ideas?

"JUMPED INTO . . .
Chie two weeks ago and find business good," scribbles Chief Gray Fox from New Marshifeid, O under date of December 1. "Have been playing halls in the mining district around Logan, O. My rester includes Howard the Magician, Miss Alvonne, Harry Goodman and Hilda Swan. Would like to read some pipes from Eddle Stroder."

GEORGE BEDONI JR. . . . fogs thru from Birmingham: "Just turned here from High Point, N. C. Durturned here from High Point, N. C. Diff-ing my stay there I met my old friend Wilhard Criffin, who in my opinion is the king of all oil workers. I've seen a lot of bally men gather huge tips during my years in Pitchdom, but I believe Griffin tops 'em all."

WHO WAS IT THAT once cracked, "Con-cerning conditions, I am an 'economic opti-mist' "?

CLEVELAND NOTES

Featuring big values in Whitestone Rings Carnoo Rings Engraving Merchandiss Photo Jewelry

HARRY PAKULA & CO.

Mr. and Mrs. Cecil are working pens in Highee's. They also have a pen counter in O'Neil's, Akron. . . . F. A. Mulcahey. Higgsees. They siso have a pen counter in O'Neil's, Akron. . F. A. Mulcahey, buyer of toys and sporting goods for the Harvey atores in Cieveland, claims the opening week did the biggest business in five years. Mr. and Mrs. Angstedt are doing a Mr. and Mrs. Santa Claus act there for kiddies in the Arcade, with mike connections and distant messages. Paul R. Trexler is working leather goods and fountain pens in three Woolworth stores to good business. Plenty of demonstrators are to be found thruout the May Company. Bert Roda has gyroscopes, George Saber is working pens. Art Huber has the racks, Fred Schaffer has the miracle foto, while Murray Hines is doing jeweiry engraving. Mr. and Mrs. Millet have a key-light demonstration. Dot Roda is handling gyroscopes at Dot Hods is handling syroccopes at the William Taylor Company. Over at McCrory's is George Price with sharp-eners and Paul Loar with remedies. . . Borden former pitchman.

OFTTIMES we hear of great compenies fail-ing, leaving an army of impoverished stock-holders. But who ever heard of a pitchman wrecking a great company and leaving the public in the helpless hands of poverty?

emseeing at Mullaney's Ohio Grill.

DOC GEORGE M. REED inks from Columbus, O., that he agrees with the story which appeared in a recent issue under the caption "Nosey Dems Sour Stores." But let's let the good old Doc tell it. "Your story is right. Nosey demonstrators have and will close more stores. It is not a demonstrator's place to mix with the store help and no manager likes it. I have had managers tell me that it is a pleasure for them to have a man or woman in their stores who minded their own business and did not attempt to mix and visit with the employees. Some demonstrators even try to tell the managers and their help how to run their organifrom Columbus, O., that he agrees and their help how to run their organi-zation. If these people didn't know how to run things they wouldn't have their

AL H. CONER continues to get the long green with his pen-pencil demonstration in a drug store in Big Springs, Tex. He is now in his second week there.

THE SUCCESSFUL pitchman refuses to ac-knowledge defeat even in the most panicky

THE MUSICAL BRENNANS who have been sofouring in Brenham, Tex., for the last two years, pencil that they will hibernate there for the winter and await the call of the blue birds before hitting the open road again.

BALPH MURRAY comes thru from Ponca City, Okla., with some laudatory remarks for Harry Woodruiff, "the Fountain Pen King." Saya Raiph: "While working a sale in Enid, Okla., the other day I had occasion to watch this Harry Woodruff work. He had a sale at one of the biggest stores in town and, believe me, he's one fellow who sells everyhody in town. He had the biggest pen sale I've ever seen and he is a past master at getting 'em in the drug stores. He even sold the chief of police. But that isn't all. Harry has succeeded in opening up four towns for the boys in Okiahoma. They are Enid, Ponca City, Blackwell and Perry and had been closed for a long time. This Wood-ruff really knows his stuff and as far as I'm concerned justly deserves the title of 'Pountain Pen King.'

ONE THING ABOUT the pitchman, he isn't a slave to capital and big business.

DR. LEON STREETS . . .
pencils from Anniaton, Ala., under date
of December 2: "After leaving Indiana
last fall I returned to Arkansas and
worked Blytheville and Osceola for two months to bad business when compared with the previous year. There was plenty of cotton in evidence, but no money. Soldiers' reader there was plenty of cotton in evidence, but no money. Soldlers' reader there was knocked out last May when the Supreme Court declared it unconstitutional. In Tennessee a reader is only good for one county and you must be a native. Med show readers there cost \$100 for city and \$100 for county. Readers in Alabams are priced at \$100 for State and county in each county to sell or give away. All I heard before going to Tennessee was that the territory could be worked on your o. m. This is the bunk. The attorney-general at Nashville informed me that one could not work on o. m. unless it was produce raised in the State by one's self. Will leave here soon for atlanta, where, I've heard, you can

work on a reader. Plan to start north work on a reader. Plan to start north about March I with a med show and play Indiana, Ohio and Michigan. Haven't seen many pitchmen this winter. This is the real dope, boys. We are just get-ting by and haven't made any money since leaving Indiana. Let's have some pipes from Tom Dean, Coy Hammick, Chet Williams, Dr. Franklin Streets and Tom Smith."

FAMOUS LAST WORDS: "I topped 'em all hen it came to getting the pitches."

HOW'S ABOUT A WORD . . from the boys working Kansas and Mis-souri territory anent the licenses where one makes direct sales?

TRISH OWENS . . is reported to be gathering some folding money with hones in Hattlesburg, Miss.

"IT TAKES A . . . good man to keep up the spirit in this locality," wigwags Glenn Bernard from Chattanoogs, Tenn. "Tre had all of Tennessee, Georgia and South Carolina I care for and I'm going to the tobacco and coal fields. Have been working store thru this section and it's no good. All the ritchmen coming into town are crethe pitchmen coming into town are cry-ing. Pipe in, Bob Posey, and tell in about conditions in Texas and environs Would also like to read news from the Smoke Stacks."

TRIPOD OPININGS: Put it over and you'll collect. The public plays no favorites.

AMONG THE FRATERNITY working to reported good business in Hattleaburg, Miss., are English Toomby Evans and wife, with pens, and lay Itali and wife, with razors and strops.

CLIFF MAYER .

L. CHAPMAN . . . and Jerry Russell are reported to be get-ting their share of what it takes working the jam pitch in Hattiesburg, Miss.

het's have short, snappy pipes from every-one. There's been a noticeable increase in the number of pipes being sent in. That's swell, but try to keep them as brief and to the point as possible. This will aid us greatly in letting everyone have his say.

MAKE ALL YOUR pitches count and saccess is a matter of minutes.

HANG OUT AN EAR . . . boys, and listen to what Harry Lyons and George Phillips have to say from Baker, Mont. "Worked windshied Baker, Mont." Baker, Mont. Worked windshied flukem thru North and South Dakota before coming here and the latter State is plenty tough. In Mitchel, S. D. we is pisnty tough. In Mitchel, S. D. we were shaken down for a \$5 license and it was no good. We were fingerprinted in Rapid City and Sturgis, and the Green River law, which calls for a \$2 per day reader, is in effect in the latter city. Custer, S. D., is a fair town. It has a \$3 per day reader and we obtained a little money there. The Green River law became effective in Baker two weeks are. It asks \$5 per day." sgo. It asks \$5 per day.

ITS ABOUT TIME We are hearing the repercussions from the hot stove and radiator leagues.

THINGS WE NEVER HEAR: "We permit all med shows to work in the center of our best-ness district."

NOW THAT THE . . . holiday season in in the offing, business ides should not seriously affect "good will among men."

RICTON . . . "Barnum of the sticks," now playing Georgia territory, infos that Louis Graba who was with the Mighty Haag Circle the past season, has joined his organization and is painting and lettering at equipment.

MEMORIES: Remember when a pitchnish time was respected and as many as 15 of the fraternity lined up and werked Michigar arms of the Mooree street in Crand Rapid Michi.2 When a fellow finished with the thaid turn it over to the next one in line, will the result that everyone obtained a good drift take. Those were the days when more spending then conversational money was visible when the boys made the "coffee and" emportume the sust un last note.



No. Wabash Ave RAZOR BLADE SALESMEN

NEW BEST SELLERS-Write for Catalog No. 21

SPECIAL OFFER-MAKE 200% PROFIT

Selling 10 Guaranteed D. E. BLADES for 10c. Cost you 3c Package, or 75c a CARD of 25 Packages. 50% DEPOSIT, BALANCE C. O. D.

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Denlarer James tills, Wilber Fernander, J. F. Fox, Rob Profrick, Rey Freed, R. Y.

Freed, R. T. Gillispie, Docald Goodlett, Howard Greater U. S. Shows

Greater U. S.
Shows
Geores, Tex
Gale, Waller
Hale, Waller
Hale, Waller
Hale, Leonard
Hasses, Al Cleaner
Hasses, Al Cleaner
Hasses, Al Cleaner
Hasses, Al Cleaner
Handson, Al Cleaner
Hendersen, E. G.
Hendersen, Temmis
Hill, Ted
Hockenberry, Leckie
Hodgini, Ted
Hondrich, Ben
Hander, Ben
Hander, Ben
Hander, Ben
Hander, Ben
Hander, Hand
Ledins, Peke
Liens, Die,
Mansour, Stady
Mansour, Stady
Mansour, Stady
More, Quinner
Mooty, Archie
Moot, Jake
Moot, Hary
Moote, Jake

O'Brism, Lom Obbotta, Rull Owerts, Hand Owerts, Handle Fage, Charles Falter, C. W. (Shorty) Paulline, J. Eobert Feater, Fari Frector, George Famon, Wilher Staffer) Red, John (Bloc & Staffer)

LETTER LIST-

(Continued from page 37)
Beredde, J. Maxwell Serein, Didde
Beredde, James Banddock, Richard
Berodde, Mike Shaffer, Almend
Berodde, Edger
B. milds, Janes III Janes II Jan Millio
Editory
B. D.
Shaltfor, Almond R.
S. D.
Shaltfor, Almond R.
S. D.
Shaltfor, Prince
Start Sharton, Start
Sharton, San
Sharton, Gale J.
Sharton, James J.
Shar Circus Circus Dan Tuck Joe

pherts, Charles
Evans
galents, Charles
Rhechis, Dave
galects, E. B.
galects, George M.
galects, Howard
Recost
laberts, Michouries
B.
bloots, Otth Eberts, Oth. B. Carley Eberts, Stanfer Eberts Stanfer Eberson, C. Carley Eberson, C. Carley Land H. Eberts, J. Carley B. W. Eberts, John School, John See, W. Miller

Semational Levi Alyonius Grandya Atteri (Silm) Ben Juck Johns Louis Hook Johns Louis Hook Matty In Hook Matty Liarold W. Chas Allen Franklis J. Fredrick M. Jack

Smelleto, Geralt Frenchy Savdgrane Ridde Sapider's, Capt Beam Fredrick M.
Jack
John H.
J. K.
Harry A.
J. H.
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J. George N.
J. George N.

Harry George N. George N. Dole S. St. Rat Jack Show Ca. J. A. J. J. Joe Hector .

ge. Shorty

Strugters, Conf.

more Silve Modern Stanley, George & Stanley, George & Stanley, George & Stanley, George & Stanley, Joseph J. Stanley, J. J. Stanley, J. Stanley, J. Stanley, J. Stanley, J. Stanley, J. J. J. Stanley, J. Stanley, J. Stanley, J. Stanley, J. Stanley, J. J. Stanley, J. Stanley,

Truskey, Bay
Truskey, Donald L
Truskey, Donald L
Tryfort, Otlo
Truskey, Bay
Truskey,

Men

Adams, Devey
Alken, Pretide
Alken, Jack Rich
Arbecke, Vran
Anbeke, Frank
Arbecke, Vran
Back, Misse
Berr, Site
Berr, Site
Berr, Site
Berr, Site
Beck, Missen A
Beck, Missen A
Beck, Missen A
Beck Blente A
Bentus, Jack
Berrier, Jack
Ber Danley, De Porest, P. Adams, Description Alben, Flexible Allen, Bill Allen, Jack Rich Arbockle, Frank Arbockle, Wrn.

Franklin

MAIL ON HAND AT

Adems, Jack H.
Rales, Pat
Baoly, J. E.
Bear, John
Bed. Jack
Beenett, Harold
Broth, Liph
British, Ray
Bresnehm, J. E.
Brenhaman, C. T.

Our, Joe
Pathis, Frank
Peters, Penk E
Pathis, Frank
Peters, Penk E
Pathis, Pash E
Porton, Penk E
Porton, Richel
Printer, Levie E
Reed, Jimse B
Robbon, Robert E
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Robbon, Robbon
Robert E
Robbon, Robb

ST. LOUIS OFFICE Women

Women

Baker, Vivina
Beneve, Mary M.
Beneve, M

Men

Sciller, John
Terrell, Brity
Thempson, Clire
Thompson, Clire
Trothers, Chief
This, Hardis, Hardis
Varianedi, Jolly
Virian, Pet
Ward, Datch
Web, Code
Web, H. D.
West, W. E.
Westmarterian
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Westmarterian Densell, Jack
Concretell, Reary A.
Caustrell, H. W. &
Caustrell, H. W. &
Cabb, Mr. Gene
(Himey Gal)
Cole, Cycle
Cornett, Carl
Custin, George L.
Culter, W. C.
Custer, W. C.
Custer, W. C.
Custer, George L.
Custer, W. C.
Custer, George L.
Custer, Ge

Seach Care J. S. Walker, Baseling S. Walker, Front S. William, A. D. Walker, Event C. M. Walker, Event C. Walker, Front S. Wa ROUND ROBIN ROSIE comes in smiling like she just won a big prize at a
bingo game. And she did! At the
monster de luxe bingo party, sponsored
by the 11th Ward Democratic Club in
Jersey. Admission was 81, but, says
Rosie, the prizes made it well worth
the money. A grand afrair run by grand
people. William V. Driscoil and Charles
Tattam are two of the leading lights of
the organization, and swell fellows.

CONGRATS and best wishes to the Amusement Seekers, that Cleveland organization which is fighting the city's ban on bingo. They are going about the matter in a sensible and businesslike way, a way that is sure to get favorable consideration from city fethers. Barkeshy consideration from city fathers. Basically bingo is good, clean entertainment and if the right people get behind it and keep out the racket rats it will go on and

WE WONDER how Councilman Nicholas Klein, of Cincinnati, felt when (after he had released to the press a long letter and a list of 12 rules on bingo which he said he had sent to Monseigneur Wililiam Anthony, pastor of St. Peter Cathedral) the monseigneur said: "I try always to follow the plan not to cross bridges until I come to them. I have not received a letter or a communication of any kind from Mr. Klein. If and when I receive a communication from him I shall be in a position to comment on its contents. I do not like Mr. Klein's publicity stunts."

WHAT'S DOING around your town? Drop Bingo Business a line every now and then. Preferably now. What can

DEALS-

(Continued from page 60) pastime and get out and hustle for new secounts.

thru the new year. Smart distributors and manufacturers are making plans with them, for salesboard promotion toplanning.

Some time in January Regal Wood Products, Inc., will introduce an attractive line of pipe racks and cigaret and cigar humidors. Pipe smoking is becoming more and more popular with men, and a good line of combination pipe racks and humidors should go well on a card. Firm has been successful in other fields and is in a position to supply the boys with flash items at a price.

Dave (King Midas) Ash, well-known Chicago operator and jobber, is branch-ing into novelites. His line of bears and Scottle dogs, which he is moving under the name of the Gold Seal Novelry Com-pany, is going to town, according to re-ports.

A new flash clock, the Skyway Electric A new Hash clock, the Sayway Electric Clock, is being offered to operators by Mills Manufacturing Company. Firm guarantees no retail store competition. Clock is a handsome timepiece. 10 inches wide and six inches high, with case fin-shed in chrome and two-tone ename. It comes in 110 volt, 60 cycle A. C. and has a rotating propeller.

We hear that the Parx Candy Company is going into the salesboard business and is working up several candy and merchandise deals which it will apring in the near future.

How about it, boys. Let's hear from

Hartmann's Broadcast

A DISPATCH from Little Rock quotes A June Donahue, extension specialist in community activities, as saying that determination to use "home-grown determination to use "home-grown products" in entertainment as well as in exhibits marked



A. C. HARTMANN

The dispatch goes on to say

that Miss Donahue pointed out that less reliance was placed on imported com-mercial amusements this year, with the result that the fair crowds spent more time viewing agricultural exhibits

As an example of a typical Arkansas fair the past fall, Miss Donahue viewed what took place at the 1937 Nevada County Fair, Prescott. Here, she said, a notable example of a successful 'home-made' event took place in en-tertainment furnished thru husbandcalling contests, dramatizations, music, style revues and hourly drawing of prizes given away by merchants, all of which kept the crowd in the exhibit rooms thruout the day. The only outdoor feature was the crowning of the queen and here a 4-H girl was chosen

"The main purpose in most of our counties," she further stated, "was to keep money spent on carnival amusement in the county and use it for community improvements. Home-talent minstrel shows, cakewalks, pageants, baby contests and beauty awards, a queen's race, a pet parade and a conntrywide drama tournament were other instances of home-talent attempts to please at other county and community expositions, and Arkansas had few fairs or expositions that were not the best in some time."

experiences cited by Miss Denahue are not new. Fair men in other States tried out the home-talent idea in years gone by and it worked just as she said it did at Arkansas fairs the past fall. But it was shortlived. A year or two of exclusive hometalent amusement and the fairs concerned began to slip, and no time was lost bringing in the life-saver-profes-sional amusement. Therefore it wouldn't

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Never since The Showmen's Lesgue of America was organized has the body of a deceased member been permitted to go to the potter's field.

be surprising to see history repeat itself in Arkansas. Now don't get us wrong. We are not

opposed to having home-talent amusement at fairs. We do think, tho, that it should be kept to a minimum.

If people want to see home-talent shows they can see plenty (given by local church and other groups) with-out having to go to a fair for them. If the crowds at the Arkausas fairs spent more time viewing agricultural exhibits than formerly, as Miss Donahue said, probably it was because there was nothing else to do to pass away the time. And again, probably many people went to the fairs unaware of the fact that the amusement program had undergone such a drastic change,

There is no denying the fact that the general public wants professional amusement that is worth while and untess fairs give it to them we fear for their future. Professional amusement is just as great a need as an experienced doctor is when a person requires medical treatment.

talent for the main Showmen's League



of America

165 W. Madison St., Chicago, III.

CHICAGO, Dec. 11.—On our way for 1938, with the opening meeting held December 9. President J. C. McCaffery was in chair, and seated with him at the table were Tresaurer Al Rossman. Secretary Joe Streibich and Past Presi-dents Edward A. Hock and Sam J. Levy. Chairmen of the various committees

of 1937 have been appointed to continue

of 1937 have been appointed to continue for 1938.
Chairman Sam J. Levy gave the final report of the banquet and ball, which shows a neat sum to be turned over to the American Hospital. Berney Mendelson and his committee handled the president's party with a very small expense and were complimented for the fine work. Chairman Fred H. Kresaman prevalled upon the board of governors to buy another lot of government bonds. buy another lot of government bonds. Ed Hock is busy looking out for the new clock and in addition some improve-ments he is planning for Showmen's

Rest.

Applications presented for ballot and elected to membership were Oscar V.
Mallory, Frank P. Frakes, Mike Contt,
Harry Swanger, John Bullock, R. E.
Haney, Herbert C. Hoffman, Jack Ruback, Allen N. Gonstor, George M. Munnerly and W. A. Tratech.

Berney Mendelson announces a prize
of a silver membership card to the mem-

of a silver membership card to the mem-ber securing 50 or more applications in the 1938 membership drive. This is done with the thought of showing ap-preciation to the one who tries for a gold card and does not make the grade. Committee appointed to confer on the

question of a New York clubroom in-cludes Lew Dufour, Terry Turner, Johnny J. Kline, A. C. Hartmann and George A. Hamid. Their duty will be to work out a plan and present same to our board of governors for action.

New Year's Party Next

A New Year's party is in the making and Brother William Carsky has been appointed as chairman of the affair. Brothers Lew Keller, Al Crasky and

Brothers Lew Keller, Al Crasky and Harry Coddington are all hospital patients, each resting nicely and hoping to be out in a short time. Brothers Bob Miller and Col. Owens both still confined to their homes.

We are in receipt of a check for \$2,527.83 from Brother W.R. Hirsch, this represented results of the Shreveport Cemetery Pund benefit. For this we are duly grateful to the Royal American Shows, Barnes - Carruthers, Louislans State Fair Association, Frank P. Duffield, Phil Little: Tom Hasty, of the Shreveport Stagehands' Union, and to the many friends and brothers who so wonderfully co-operated to make it an outstanding success.

Ladies' Auxiliary

Ladies' Auxiliary

Meeting of December 9 was presided over by the newly elected president, Leah Brumleve. Scated at table with her were First Vice-President Ida Chase, Third Vice-President Edith Streibich, Secretary Frances Keller and Treasurer Phoebe Caraky, Meeting was well attended. Sandwiches and delicacies made by Ida

Notes From the Crossroads

By NAT CREEN

WITH the approach of a new year and W a new season, the thoughts of show-men, fair managers and those in allied lines naturally turn to the outlook for 1928. The business luli experienced during the last two months has been somewhat disturbing, but there is a feeling among showmen that a saner policy toward industry, and business in general on the part of the government is in the making and that when it has



NAT GREEN

the interrupted forward march will be resumed. Leading showmen and fair managers and fair managers with whom we talked at the recent convention are of the opinion that they can look forward to 1938 with confidence.

They are laying They are laying their plans on that

the making and that when it be-comes operative the interrupted

basis. Agencies furnishing talent for fairs report that inquirtes received at the convention indicate a trend toward better and more elaborate grand-stand shows. Pair secretaries appear to be studying their needs more carefully and instead of being satisfied with the aterotyped programs which have been the rule at many smaller fairs they are awakening to the necessity of giving their patrons attractions of greater popular appeal, Progress in this line has, necessarily, been slow, but the entrance of new blood and keener competition apparently is having its effect. And, while there is nothing revolutionary in prospect, new ideas are beginning to "perk" that will have a definite effect upon grand-stand entertainment. basis. Agencies furnishing talent for fairs grand-stand entertainment.

In Eddie Allen's retirement from the circus field the white tops have lost not only a highly competent animal man but also as fine a fellow personally as one would care to meet. Without doubt Eddie and Mrs. Allen will find success and happiness in their new work su-

perintending Harry Carey's California dude ranch.

The South has the call, and the ranks The South has the call, and the ranks of showmen in Chicago are rapidly being decimated as the boys hit for Florida, Arkansas and Texas before the 37 mileage expires. Arthur Hopper and J. D. Newman left Thursday to Join Harry Bert, Mickey Coughlin, Charlie Spirks and others at the Majestic Hotel in Hotel Spirks and others at the Majestic Hotel in Hotel Spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and really show 'em how to risk the spirks and the spirks and the spirks are spirks and the spirks are the spirks are the spirks and the spirks are the spirks are the spirks are the spirks are the spirks and the spirks are the s and others at the Majestic Hotel in Hot Springs and really show 'em how to play bearts. Rubin Gruberg will be on his way to the aprings by the time this is in print. Mazie C. Stokes, of Davenport, also is at the Majestic recuperating from a long lliness. Dan Odom, of San Antonio, has concluded a week's stay in Chicago and left for Fhorida. All Rossman is on his way to Florida, where he will remain until next March. Frank Hartless, past CFA president, postcard from Mexico City, and Bert Wilson, CFA traveling ambassador, writes from Houston that he met "Call Me Neighber Nat Rodgers, who is promoting a fire department tug-O-war there. "Says it's a good game," Bert writes, "because all you need is a rope—no actors to cat you up." you up."

Clyde and Harriet Beatty were guests of Frank Walters, wealthy circus fan of Houston, after their recent fishing trip to Corpus Christi, and they have new departed for Florida.

Leo Hamilton is sporting a magnificent new Royal Coach trailer which will be used the coming season as the traveling home of the D'Arcy Girls, well-known high act... William X. Reno, of Lewis Bros.' Circus, is spending the winter at his home in Chicago... J. & Critchfield, of Downie Bros.' Circus, is departing for the South shortly after a departing for the South shortly after a Critchfield, of Downie Bros.' Circus, is departing for the South shortly after a visit with his brother in Chi. . . 6. Bruce Kempf, "working world" impresario, has a holiday exhibit in K. . . One of the "beefs" of the billposter' union at the recent conference in Detroit was that there is no place in the circus advertising cars to plug in the cleetric razors. . Dee Aldrich, former circus man now at Port Madison, is, had a singing part in the Hill-Toy had no singing part in the Hill-Toy week. . . Milk Pund Circus benefit at Week. . . Milk Pund Circus benefit at Chi Colissum drew only about 100 per week. Milk Paind Circus benefit at Chi Coliseum drew only about 100 persons. Earl Barr, former bandmaster of the Hot Springs municipal band, and Mrs. Barr spending some time in Chicago. Billy Blenco, well known to outdoor show people by reason of harring handled their show paper for many years, has rounded out 42 years with the Central Printing Company, Chi, having started with it in 1895.

Chase were served with coffee.

President Brumleve has selected 1938 committees, names to be given later. It has been decided by house committee to continue clubrooms in Hotel Sherman.

Members regret illness of Cleora Helmer; also Mrs. Lew Keller's husband, who is confined to Billings Memorial Hospital.

A'committee has been appointed to visit Brother Harry Coddington at American Hospital.

Proceeds derived from raffles during

Proceeds derived from raffles during open house will be donated to Dr. Max Thorek, American Hospital's blood bank. Mix-Master donated by Brother John Lempart was won by Ralph Lynch, president State Pair, Grand Porks, N. D. Dress donated by Phoebe Carsky was won by Mrs. Charles G. Driver. Rugs donated by Mrs. Robert Miller were won by Mrs. John Balley, of Sheesley Midway. Lace tablectoth donated by Brother William Driver to be disposed of at an early date. Arrangements are being made to hold the annual tacky party and dance on Pebruary 13. Frances Keller will officiate. Do not forget your dues.

Do not forget your dues.

In writing the news of our annual installation banquet neglected to state that Mattie Crosby, newly appointed chaplain of the auxiliary, handled the duties of her office in a very capable manner at this affair. Mrs. Crosby, a member of long standing, has always been active in affairs of the organization.

RINGLINGS REGAIN-

tendent to general manager, effective im-

tendent to general manager, effective im-mediately, replacing Gumpertz, who has held that position since the change in management in November, 1932. On November 4 of this year the estate of John Ringling, thru the Manufactur-ers Trust Company, consummated the purchase of a note on the circus for \$800.000 held by Allied Owners' Corpora-tion of this city, Obligation was created by John Ringling, then the only living

original brother, in 1929 when he pur-chased the Hagenbeck-Wallace Circus, A. G. Barnes Amusement Company, Schi-O. Barnes Amusement Company, Schl-Pioto Circus Company, John Robinsoo Shows and the Charles Sparks Crew-from the American Circus Corporation. When Ringling was unable to meet the note in 1932, due to depreciated securi-ties, etc., the Allied Owners, New York Investors and another syndicate maz-aged by Greve and Pender assumed con-trol of the Ringling-Barnum Compan-and Circus City Zoological Gardens, Inc., which latter corporation owned the 5% which latter corporation owned the in shows purchased in 1929.

shows purchased in 1929.

90 Per Cent Equally Owned
In addition to the 10 per cent stock
interest regained yesterday, remainder of
stock in the circus corporation is owned
in equal parts by the estate of 3ch2
Ringling, Mrs. Charles Ringling and Mr.
Aubrey Ringling.
Counsel representing the Ringling interests and the Manufacturers Trust
Company in the negotiations, which has
extended over a period of several month
are: For the estate of John Ringling
Henry Prost, Cincinnati; Harold &
Brophy, New York, and John F. Burks,
Sarasota; for the Manufacturers Trust
Company, Leonard Bisco; for Mrs. Billi
and Mrs. Aubrey Ringling, Carl 10%
Washington, D. C., and Herbert Pope
Chicago.

Chicago.

Henry (Buddy) North leaves today fx his home in Sarasota, Robert Ringhal departed for his home in Evanston. Lyesterday, and Mrs. Charles and Mrs. Aubrey left for Sarasota and Evanston. respectively, immediately following yet terday's meeting. John North plant remain in New York for approximately another week before departing for 128 Serasota winter outstand. Sarasota winter quarters.

MISHAWAKA, Ind., Dec. 11.—Ed Hat reported here that his brother, Manufal-is ill and would like to hear from Hart Hart, high diver, at once. Ed is at 35 Mill street, this city.



United We Stand . . . !

United We Stand . . . !

NEW YORK, Dec. 11.—Many good things were accomplished at the recent outdoor meetings in Chicago. The fair man, the park man, the builder and distributior of amusement equipment and the carnival operator all fared well, by the reports. But to this corner the most significant undertaking was the campaign issunched by a small but influential group of fasterners for the formation of a New York branch of the Showmen's Lesgue.

Showmen's League.

It has been tried before, to be sure (about 15 years ago), and in sim-(about 10 years ago), and in simple lingo it proved a flop. Since then various groups have made periodical attempts to organize a Manhattan headquarters, but seldom, if ever, ther than the con-

R. S. Littleford Jr.

have they gone farther than the con-implative stages.

But times have changed. The East, and especially New York, has become infinitely more important as an outdoor inititlely more important as an outdoor enter and, altho it still falls far short of the Windy City, is gaining ground year by year as a showmen's mecca. Reedless to say, the approaching New York World's Fir will add tremendous impetus to the irend, and this corner feels certain that before so many years old Gotham will rate favorably with any of the other succor centers.

The most logical in feet the OVEN.

The most logical, in fact, the ONLY means of establishing an Eastern club would be to make it a direct subsidiary would be to make it a direct subsidiary of the parent body. A separate organiza-tion at this time would create a danger-ose and unhealthy situation through the lnd. Now more than ever before show butness must realize that in numbers there is strength—that the larger and more prosperous the Showmen's League of America becomes the more valuable it will be to showmen everywhere.

The creation of an arm in the East-h New York, the greatest of all cities-would have a tremendous tendency t solidity the position of the national or-paration, would bring in many desir-able persons not members of SLA at preson and, most important of all, would mable the league to greatly extend its becautions to the individual.

And that is the definite objective of lose Easterners who started the ball folling in Chicago. A proposal was sub-limited to the present league suggesting, in short, some sort of a working agree-ment whereby initiation fees, dues and other receipts realized by the Eastern chapter would be divided about equally with the parent organization; that memscalip in the Esstern branch would be becampe in the Extern orance would be becomined by Chicago, and vice versa, and that the Chicago contingent would aways be acknowledged the parent body. It turn, of course, New York would expect Chicago to provide them with, club-form, hospital and cemetery facilities of the course with the course of the cour apparable with those supplied in Chi-

Ogo.

We sincerely hope that the mogule at the Crossroads of the Nation accept a set-up of this sort, and we feel sure they will. If not, there might be stormy veather a head for the original Showman's League of America, because the last seems set on organizing one way or another. or another.

THE New York State Fair at Syracuse He New York State Fair at Syracuse might be extended to two weeks sert year. . . Will Davis, secretary of reliand (Vt.) Fair, in with some interming figures on last fail's event. They indicate success, to say the least, and will be published in detail in next weeks are of The Billboard. . . L. C. (Ted) Miller, press agent, confined to his home with is grippe since his return from Cajeago.

"nightmares." . . . James Winchester, formerly of the George H. Lottman publicity office in this city, will handle exploitation duties for the National Beauty Pageant in Biloxi, Miss., next Labor Day. . . What's happened to Charlie Samuels, former Coney Island p. s., who went Hollywood-ward last year?

Rex D. Bulley.

Rex D. Billings, master of Belmont Park, Montreal, a visitor this week, en route to Miami and his annual vacash. . . . Spillman Engineering's C. W. Stark-... Spillman Engineering's C. W. Stark-weather's boarded a plane in Chicago, bound for Buffalo—and ended up in New York. Bad landing conditions up-state the reason. He railroaded it back to Buffalo... President Frank P. Grav-stt, Atlantic City Steel Pier, in town to negotiate for attractions next year. Emmett Kelly, sad-faced pantomining clown with Cole Bros. Circus last season, says he still has his mind set on night clubs—as an outlet for his work. He will be with Bertram Mills in London this winter, returning in time for a couple of

winter, returning in time for a couple of Orrin Davenport Shrine dates. . . . C. W. (Doc) Foster lecturing at Hubert's Museom on 42d street this winter. . . What's this item about Tem Keene, the cowboy screen star, purchasing a 30-car railroad circus—another press agent gag? . . . Lou Henry, Henry Shows, a brief Broadway visitor this week while en route to his home in Detroit.



710 South Crand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 11.—The meeting Monday night drew the largest house of the season, there being 227 members pres-ent at roll call of officers. President Will Wright presided. Also present was Dr. Ralph E. Smith, first vice-president, and Charles J. Walpert, second vice-president. Communications: Brother Life Member

John T. Branson, letter and money order for \$100, this being the second time he has made this most generous donation. This made this most generous donation. This sum was for the gold card life membership that will be awarded at the coming annual charity banquet and ball to the member securing the greatest number of new members in the membership drifer. Frank Mickey Doyle, cheerful, newsy epistle that was much enjoyed by his friends. friends.

New members: Kvy H. Overholzer, credited to Ted Lefors and Joe Krug; Cecil Jones, credited to William Hobday; J. J.

Sones, credited to William Hobday; J. J., Brachle, reinstatement credited to Clyde Gooding: Frederick Alfred Soley, rein-statement credited to William Hobday, Several were introduced to the body present. Austin King, of the Ringling Bros.-Barnum & Balley Circus, gave a very interesting talk on doings with the Big Show the past season. Earl O. Douglass gave a brief talk. C. P. (Doc) Zeiger, nominee for president, gave a short, to-the-point talk. J. Ed Brown, back from Chicago, let out his usual serio-comic talk. Frank Babcock and Ed Nagle as a special committee were appointed to correct some alleged inconveniences in the building where the organization is housed. They made a report that the attuation had been satisfactorily handled. Doe Cunningham, making first appearance for some time, crated, as did Doe Harris. From the gist of the talk it appears he was "agin" something.

C. F. Zeiger Tops Ticket

The by-laws of PCSA provide that a ticket other than the regularly nominated one may be presented and posted if the names of 25 members in good standing are appended. This refers to the recently nominated ticket. That there will be a second ticket, on each of which the name of C. P. (Doo) Zeiger appears as president. is due to the fact that several who had been nominated were not present when the ticket was made and asked to be let off, giving in most cases, "business would not permit." From the present outlook there will be a second ticket in the field.

Charley Walpert made a most effective talk, stressing the fact that past presi-dents who had been honored in the past

dents who had been honored in the past abould manifest a co-operative spirit with the organization of the present.

Matter of the Christmas dinner was up for discussion. This has been an annual affair, the idea being to have those of the members who so desired to come with families. There was the endeavor to go out and bring in any trouper folks unable to provide a Christmas dinner whether they had been members of PCSA or not. A committee has canvassed to get names W. C. (Bill) Pleming, vice-prez of the which been members of PCSA or not. Sching J. Jones Exposition, in for a chair before embarking southward. Sching before embarking southward. Sching before embarking southward. Sching before embarking southward of indigent showfolks and they have also on his way here from the Chi chair appointed Joe Steinberg, Joe Krug,

HATS - HORNS - NOISEMAKERS

GLASSWARE, ETC.

AT PRICES THAT CAN'T BE BEAT - BAR NONE!

WISCONSIN DE 1902 NORTH THIRD STREET.

XE CORPORATION MILWAUKEE. WISCONSIN

George Tipton, John T. Backman, Prank Babcock, J. Ed Brown and Frank J. Morgan.

The weekly award went to Harry C. Bawlings, Lunch and refreshments were served after adjournment. A well-known showman introduced Jess Jordan from

International

Showmen's association

Maryland Hotel

ST. LOUIS, Dec. 11.—A housewarming arty was held Saturday night, December . The house committee, comprised of Elmer Brown, John Sweeney, Vernon Korbn and Emil Schoenberger, served re-

Elmer Brown, John Sweeney, Vernon Korbn and Emil Schoenberger, served refreshments and otherwise made the evening enjoyable for those present. Thursday night, December 0, at the regular business session the members who were on hand for the first time in the new clubrooms were agreeably surprised at the layout in the Maryland Hotel. This hotel has become the mecas for outdoor showmen during the past two years and William L. Adams, the manager, goes out of his way to see that the showmen are well taken care of. Rooms are now open at all times for members and visiting at all times for members and visiting

Many Memberships Accepted

Among new members taken in at the Among new members taken in at the meeting Thursday night were: Ernie Young, Ernie Young's Attractions; Oscar Bloom, Gold Medal Shows; Mel H. Vaught, State Fair Shows; Jack Rubsek, Western States Shows; Lee A. Sullivan, Ell Bridge Company; Mail Pieming, Circus Pans of America; P. T. Strieder, manager of the Florida and Alabama State Fairs; Ployd Navall, Showsher, Shows; En H. Matht. Newell, Sheesley Shows; Ben H. Mathis, Warren Tank Car Company; C. V. Stark-weather, Spillman Engineering Corpora-Warren Tank Car Company; C. V. Starkweather, Spillman Engineering Corporation; James C. Simpson, Johnny J. Jones
Exposition; Art Lewis, Art Lewis Shows;
Abner K. Kline, Eyerly Alteraft Corporation; Morris Lipaky, Johnny J. Jones Exposition; Rube Liebman, Barnes-Carruthers Pair Booking Association; Jack
Baillie, Sheesley Midwny; Max Goodman,
Goodman Wonder Show; Charles A. Lenz,
showman's insurance broker; Leo C. Long,
Dee Lang's Shows; Sam Solomon, Sol's
Liberty Shows; John H. Hoffman, Dodson
World's Pair Shows; Pred W. Beckmann,
P. E. Waughn, Dee Lang's Shows; J. C.
McCaffery, Beckmann & Gerety Shows;
Rubin Gruberg, Rubin & Cherry Exposition; Arthur E. Campfield, Baker-Lockwood Manufacturing Company; W. C.
Fleming, Johnny J. Jones Exposition;
Jimmy Morrissey, Baker-Lockwood Manufacturing Company; L. E. Roth, Blue Ribbon Shows; Noble C. Pairly, Fairly & Little
Shows; Jimmie E. Limbaugh, Beckmann &
Gerety Shows; A. Clayton Holt, Sol's
Liberty Shows; Gerald Kohn, Pulton Bag
and Cotton Mills; Pete Kortes, Beckmann
& Gerety Shows; Emil Schoenberger,
Greater Exposition Shows; A. P. James
James C. Gordon, William L. Luck, A. L.
Moore, Nate Miller, E. W. Weaver, George
Jacobs, L. Clifton Kelley, Denny Pugh,
O. H. Barnett and Sam Gluskin.

Death Takes W. G. Brorein

TAMPA. Dec. 13.—W. O. Brorein, 76. founder of Piorida Fair here and president aince its inception 23 years ago, died at noon yesterday in Tampa Hospital following an operation for appendicitis on Saturday.

He also was founder and president of Peninsular Telephone Company, Tampa. Funeral will be held here Wednesday afternoon.

afternoon.

ROUTES

(Continued from page 35)

Brown, Evans, Magician: Eau Claire, Wis., 15;
Arpin 16; Independence 17.
Craig Stros., No. 1 & 2: Westimizater, Md., 1318.
DeCice, Magician: Findlay, O., 12-18; Marysville 19-Jan. I.
Davrolo Magical Revue: (H. S. Auditorium)
Baxter, Tenn., 15; ffitts' Livingstee, 14; No. 13-18.
(Star) Jamestown 17; (H. S. Aud.) Abany,
Fisher) Jamestown 17; (H. S. Aud.) Abany,
Review Magician: Seaford, Del. 19; GeorgeKy., 18.
Review Magician: Beaford, Del. 19; Georgetown 16; Queenstown, Md., 17; Greensbaro

(Star) Jamestown 27, (Source) New Orleans, until Doc. 24. D

Concessionaires... NOVELTY SUPPLY FOR PAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Coladog with Mew Loop Prices THE TIPP NOVELTY COMPANY THOSE CANDOS CITY, OHIO

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DYER'S GREATER SHOWS

WANT to open early in March, Little Beauty Merry-Ge-Econd (will formly transportation after reciping), open This show plays Ministering Missouri, Illinois, and Wiscontin. Mathlews, then Obstean; all Mis-rialtpd.

WANTED

Firris Wheel, Rifes and Conven-son, April 1 to October 1, with Best location on the whole or CRIFFEN AMUSEMENT COMPANY,
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Dreasen's Side Show: (Barnett Store) New Orloans until Dre. 24. Orant's Variety Show: Bianco, Okla., 13-18. Modern Noah's Ark: Selma, Aia., 13-19; Dottan 20-26.

Dichan 20-26. Ricton's Show: Dorchester, Oa., 13-15; Ec-ionia 16-18; Townsend 20-22; Meridian 23-25.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Dixis Expo.: Mobile Ala.
Denoiro: Grechyville, S. C.
Dyer's Greater: Mathiston, Miss.: Okolona
20-23.
Evangeline: Cottoopett, La.
Green's, Doc. United: Cope, S. C.; Ehrhardt
20-23.

Miller Amusements: Simmesport, La. Southern Attra.: Uralda, Os., 15-25. Spencer, C. L.: Satartia, Miss.

CIRCUS AND WILD WEST

Bible Bros.: Plint, Mich., 13-18; Pekin, III., 21 WPA: (16th Inf. Armory) Brooklyn 16-18.

Additional Routes

Walker Pamily Show: Mickox, On., 18-18.

68 The Billboard December 18, 1937



Conducted by WALTER W. HURD-Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

"It's coming thruout the country. It looks as if I was a pioneer. . . . Western Union now receives 70 cents to handle bets on the Coast, so why shouldn't bookers (bookies) do it as a legitimate business?"

The words are those of Edward J. Kelly, mayor of Chicago, and is part of the present move to license bookies in



WALTER W. HURD

Chicago. It is also part of a widespread newspaper publicity movement at the present time concerning the bookie license cause in such cities as Los Angeles, San Francisco and Omaha.

The arguments being used in favor of licensing bookies are worthy of careful study by all thinking people. They apply logic and reason to conditions that actually exist rather than theories. For many years

the sporting pages of the newspapers have given immense publicity to racing and racing bets, so that the public has had a thoro education in the "sport of kings" and its gambling possibilities. With such daily education in playing the races the masses of the people have come to be habitual betters. Within the last few years many States legalized pari-mutuels, a system which tended to give a small ring a complete monopoly on racing bets. But the people themselves wanted more convenient ways of betting, so the bookies have always had an intermittent business. Monopolies, even in gambling, always lead to many abuses.

And now the city governments need revenue and they need it badly. Many police officials could be relieved from chasing bookies if they were legalized. Under a system of license the bookies could be regulated and by some system of zoning there would be a chance to prevent overcrowding. The basic reason for licensing bookies seems to be, however, that the people find a way to bet even when the bookies are "closed." If in no other way, the telegraph offices will deliver their bets.

All of these sound arugments for licensing bookies should be carefully noted and filed by those who have an interest in Bank Nights, bingo, salesboards, contests, dog racing, raffles and bazaars, slot machines, lotteries, pinball games and all the other popular but maybe less significant games of chance.

The one great danger in the present wave to license bookies in the various cities is that a monopoly may be established. The pari-mutuels have had a monopoly for a long time and have opposed the bookies every step of the way in getting their license. But experience has shown that when bookies gain an advantage they also attempt to establish a monopoly. They have even bitterly opposed the licensing of pinball games.

Monopolies always lead to abuses and monopolies, even in the gambling privileges, are distasteful to the average American. If the backers of the bookie license idea are smart they will assume a liberal attitude when they have obtained their own legal status and favor legal status for all other popular forms of chance games. The bookies will find that people who like to operate Bank Nights, bingo, raffles, bazaars, salesboards, slot machines, pinball, roulette, etc., like to patronize bookies and are in favor of licenses for bookies.

Supposedly, newspapers would be on guard to warn against any kind of monopoly in the gambling field. But newspapers are habitually shortsighted in such matters, and besides they expect to find their sporting pages boosted considerably in popularity by the general licensing of bookies. Church and civic groups would also attain a lot more general respect if they threw their influence against selfish monopolies rather than waging a temporary drive against some particular form of gambling.

A good example has recently been set by the Oregon Merchants Legislative League in a petition to the State Legislature. In its petition this organization asked that all popular forms of games of chance, from bingo to racing bets, be legalized and licensed. In an age of selfish and bitter competition it almost seems like the millennium has come to find a group of citizens and business men who have common sense enough to take such a fair attitude. It is a pity that this example cannot inspire those interests, those officials and those newspapers that are waging such a strong campaign in favor of licensing the bookies. There is a possibility that these interests would say it is better to take one step at a time. And that proper consideration can be given to minor games of chance later.

But if matters follow their usual course the attempt will be made to give bookies a monopoly because of the foolish idea that if salesboards, Bank Nights, etc., were legal, the money spent on such minor games would be taken away from the bookies.

We wish the bookies early and complete success in their move to obtain legal status. But the time will come when theaters, clubs, small merchants, fraternal groups, churches, charitable organizations, the coin machine industry and others will need to unite to break monopolies set up by more powerful gambling interests. For monopolies, even in gambling, are out of place in the American system.

In the present drive to license bookies, one of the most interesting points is that in Omaha, Los Angeles, San Francisco and Chicago State laws against lotteries and gambling are severe hindrances to licensing bookies. The big problem seems to be to find some technical loophole whereby antilottery and anti-gambling statutes can be circumvented. Even State constitutions stand in the way. In some cases bookies are being called "brokers" to get around the law. In another case they are called "forwarding agents."

The amusement games industry can fully sympathize with the bookies on that point. Even the most simple of the novelty pinball games have time and time again run up against such statutes and constitutional provisions. The amusement games industry would like to see the bookies and their friends gain enough influence to liberalize these statutes and constitutional clauses. The amusement games industry would like to see the bookies and their friends take the broad and liberal view of the world as it is today and steer clear of all temptations to assume a monopoly in the future.

The people like bingo, Bank Nights, salesboards, pinball, raffles and bazaars, slot machines, lotteries, contests and other minor forms of games of chance. In the American system these interests all have a right to be represented in the final setup of legalized control. Newspapers and big business, with their myriad contests that merely comply with the letter of the law, need to weigh this, and all other interests who crowd out the little fellow.

ARE YOU BEING CHEATED BY PLAY-ERS DRILLING HOLES IN YOUR MACHINES? Never-Drill Postes Made of Special Case-razidened Material to Fit Complete Inside Frost of Your Machines Will Stop This Cheating

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CO NO SARTHER FOR YEAR'S CREATEST VALUE! MILLS FLASHERS, \$89.50 Write for Complete List of Outstanding Bargains!

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ted Chick and Check Separator give extra tion. Individual checks available for each tre-an added income safeguard! See your

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Bean-O

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EAST A WI	**				25.00
HIGH STAN					
CRAND ST		1.55	1000	1000	0.00
SAME SI	AND C	Seminar.	311		30.00
HALF MILS	CA. D	. T. ?			
REEL SPOT	1000				15.00
HUMPER .					12.50
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Send for New Price List No. 250. BESSER NOVELTY CO.

1938 WHOLESALE CATALOG



Has 200 pages of World-Wide Bargains, 4,000 sales-men's specialties, 15 selling plans, new treations, cutstand-ing values — at rock-action whole-sale prices. This catalog is FREE. Bend for a copy To-

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STOP THIEF N. L. Nelson Known For Dependability



N. L. NELSON

CRICAGO. Dec. 11.—N. L. Nelson, Rock-Ola's well-known sales manager on games, is reputed to be known thruout the industry as the man en whom operators and distributors can depend for a fair and square deal every time. He has been head of the Rock-Ola games division for a good many years and hence has gained a sound knowledge of the problems which may face his cuatomers, Many of his ideas for the promotion of Rock-Ola's amusement games such as World Series and Rock-o-Ball are said to have aided greatly in the popularizing CHICAGO. Dec. 11 .- N. L. Nelson. to have aided greatly in the popularizing of these games.

In speaking of conditions in general, Nelson declared, "This is a great busi-ness we're in and we're got to step fast to keep shead. I get the biggest satis-faction in knowing that our many cus-tomers are getting everything they can out of our games. When they are doing that they're really making big profits."

Deep Interest in Trade Conditions

"To the Editor: I arrived in Chicago Monday morning and had to leave that soning morning and nair to leave that afternoon, so I did not have a chance to see you. Due to the heat being on here I had to leave that day. I am sending you some clippings from our local newspapers which will explain the stitution. stituation. I am going to send you another elipping tomorrow that may give you more needed information, as it is a long one on the front page and has pictures to illustrate it.

"We think this will blow over in a month or so, and the editorial from our newspaper inclosed thinks so, too. But in the meantime it is hurting very much. I would appreciate it if you would frop me a line when you have time and let me know the conditions thruout the country. I am very much interested in general conditions, as we are husting and selling a lot of used are buying and selling a lot of used equipment and naturally you are in a position to tell me something that may do some good. Any information you can give me will be deeply appreciated.— Southern Distributor."

We are publishing this letter in order to say a word in appreciation to all those coinmen who send us newspaper elippings that concern the coin machine trade. Our files have recently been reerganized and eventually we will have
quite an interesting collection of newspaper clippings filed according to cities.
In many cases we will have a kind of
history of the coin machine trade as
recorded by the local newspapers of the
city. Whatever unfulness such a file recorded by the local newspapers of the city. Whatever usefulness such a file may have to us and to our readers in the future, our thanks are due to the many members of the trade who co-operate by sending us clippings from the local papers.

A new KEENEY Game means another REENEY Hit

In the order of their introduction:

TRACK TIME

Introduced in May. Still outselling all other makes of console games.

AIT TOB

Payout table introduced in August. Selling at premium prices wherever available.

Handicapper

Payout table introduced in September. Note scarcity of used Handicappers offered.

DARK HORSE

7-play, single slot, console game introduced in October. Production still short of demand.

SKULL TUME

Track Time with miniature playing field for operation in payout table territories. Entire production contracted for 30 days ahead.

FREE RACES

"Free Game" pin table just introduced. Second run already practically sold out.

"BASKETTE"

New amusement game, to be announced.

J. H. KEENEY & CO.

"The House that Jack Built"

CHICAGO

generally known, I think one of the worst policies the trade could follow as an industry is that of the old "slot machine secrecy" kies. Nothing could mark the industry more as a racket than such secretive tactics. Even those who argue most for "slot machine secrecy" are always interested in the news from other fields. I am glad to have the above letter, in which the writer expresses what all others in the trade really want to know. They want to know what is going on in other cities and States. We have hopes of continually improving our news service so that every issue will give a general view of the trade without giving away any "secrets" that some of my friends get jittery about.

CHICAGO. Dec. 11. — "We finally launched Cargo last week," reported Meyer Genaburg, official of Genco, Inc., and immediately it headed for the open CHICAGO. Dec. II.—"We finally the winning awards.

CHICAGO. Dec. II.—"We finally the winning awards.

CHICAGO. Dec. II.—"We finally the winning awards.

I aunched Cargo last week," reported.

Meyer Gensburg, official of Genco, Inc.

"and immediately it headed for the open heat set of competition with a strong Genco and States other than his own. As a news editor, it is often difficult to decide what news of conditions will beneat the trade if published and what news its packed with excitement and action might do more harm than good. As is

player appeal. New mechanical and playing-field features, including a retrogressive bumper-spring accoring system, are incorporated in it."

Explaining the play principle, Gensburg said: "Cargo is simple yet fascinating. Upon the insertion of a coin a score of 10,000 lights up on the left-hand side of the backboard. With the first hall played a new-type action gets under way. This ball subtracts from the 10.000 in units of 200 each time it his a number spring on the playing field. If the first ball crosses a 1.000 track and sates. The service so that ally improving our news service so that every issue will give a general view of the trade without giving away any services. That some of my friends get jittery about.

Genco Execs Report

Cargo's Progress
CHICAGO. Dec. 11. — We finally the winning awards.

JENNINGS.

90WER \$74.50 FAST-EXCITING-REPEAT PLAY.

OBBERS Write for Dis-

EXHIBIT'S HARE & HOUNDS

Screational New Novelty
Table—High Score Action
Animated Sackboard—
Hiluminated Colored Burristore Needed for Successful

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TWO GREAT LEADERS! "PULL 'EM TONY" and "NO BULL"

Are Proven Leaders in the Jar Deals



Hundreds of orders and letters of appreciation coming in from operators all over the U. S. We firmly believe and we are not exaggerating when say that there are not two other jar deals that are making as much money for the operators as these two deals do. Both jars take in \$57,00 each, and the average pay-out is \$22.00 each, and average profit is \$20.00 each. Express presaid on mills and eards and single sample deals. Federal tax paid. Sample Deal. \$4.00 complete; Refills and Cards. 524.00 per Doz. In Doz. Lots. Write or wire for



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WURLITZER PHONOGRAPHS FOR SALE

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2 412s, 32-Volt....\$155.00 Each 1 412 D. C. 110-Volt....\$150.00 L. W. BODELL, SPARTA, MICH.

USED NOVELTY P	IN GAMES.
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AUTOMATIC 1-BALL RECO	NDITIONED CAMES.
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T-MILLS TYCOON LOSS	0 0 12 10
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Also a Very Large Quanti	ty and Assertment of
Streight Pin Yahles and Cour	ty and Assertment of ter Garnes-Sufficient
Streight Pin Yanter and Court	ty and Assertment of ter Garnes-Soffeient -Very Responsible.
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SOFT PICKIN AR OR CIGAR DEAL

D60 Ticsets and Beal Qued, Takes in 848.00; pays out swrenge or \$31.20; awarage profit \$16.80.0; pays biddle increasing. S 1; 8; seal card with 90 green point, 15 and 15

BARNES PRINTING CO.,

Royal Heads Await Release of Games

NEWARK, N. J., Dec. 11.—Out at the headquarters of Royal Distributors all is reported to be activity these days. Offices of the firm are being spruced up and the showroom is getting a thorogoing over in preparation for the new games which Dave Stern and Marry Wichansky say are due to arrive most any day now.

any day now.

"We may even throw a real Royal party," Stern and Wichansky stated, "for the unveiling of these new games. There is no doubt in our minds that the new games which we are going to handle will more than live up to what is expected of them. We feel that they are going to set the pace for the coming year, and we believe that everyone of the operators are going to be interested in seeing them first, for they are sure to be the biggest money getters of the year."

Fitz Prepares for Arrival of Games

NEW YORK, Dec. 11 .- John A. Fitz-NEW YORK, Dec. 11.—John A. Fitzset to be acted to be a common set to be based to be be acted to be acceded to be acceded to the country for a white and is mow back to be acceded to the acceded

Late Model Stowart & McGuire or Rose Cigarette
Vending Markins & Will trade leaf model slow
Front, Jernings Chief and Pro Corect Shel Markings.

JOE SMITH TOBACCO CO.,

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End your correspondence to advertisers by manthoulog The Billboard.

Description of the frim will
be. Pittabure and to be doing is
chuckling sortily and smiling broadly
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MERICAN SALES CORPORATION SOURIGHTWOOD AVE., IS THERE SUCH A THING AS SELECTED USED SLOTE STATES SHOWN WE have more considered of any decomposition, we offer for sales in any guernings. "Comparison, we offer for sales in any guernings." SULE FROMT. Face "COMET" 322.50 Mills "BLUE FROMT. Walting "ROLATOP" 32.50 Mills "BLUE FROMT. These machines were operated in Fisched by officials of Fisched, and here they were not overheaded of any machines while reaching in set be brust buy on the way without his order, but any of the control of the control of the control overheaded. The sales will be and the control overheaded on the control over the properties of the control over the P. S .-- We have nover sold used stuff, but there slets are the "McCoy." Grab 'em!

Gerber & Glass Get New Equipment

CHICAGO, Dec. 11.—"With the installation of a paint-spraying room, an electric saw and new buffing machinery, we can juetly claim the honors for having one of the finest repair departments in the industry," declared Max Glazs, of Gerber & Glass, during the past week. "For many years we have been well known to the trade as a firm that takes pride in the condition of the used games it handles. Every game that comes into our storeroom must be thoroly reconditioned and inspected before we allow it to be put in a crate for shipment.

"Now that we have this new equipment on hand," he continued, "we are in a position to rebuild games so thoroly that in a great many cases it will be difficult to distinguish them from games coming right off the factory production line. All our mechanics are trained to specialize in one particular phase of this reconditioning work, and we spare no expense, whether it be for men or machinery, to make sure that our reconditioned games are in perfect condition when they leave our headquarters.

"With this new machinery we will be able to install many new reconditioning processes," Glass went on. "As a result our used games are bound to be in better condition. With this new can buff and polish all nickel and chromium parts

them look like new, we can buff and polish all nickel and chromium parts on a game, and with the electric saw we can do wonders in replacing broken wooden parts, making our shipping cases aturdier and a hundred other things sill of which will make Gerber & Glass used games outstanding in the coin machine world."

Exhibit Launches Shoot the Moon

CHICAGO, Dec. 11.—In giving details to the trade on the new Shoot the Moon console machine Exhibit Supply Company also announced something of its future program of development. J. Frank Meyer left California's sun behind a few days ago and is in Chicago, he said, to remain until after the 1938 Coin Machine Show. With Chicago weather dropping under 10 above, he said he would like to be back west, but that the vast Exhibit program was already under way and that the firm ex-



WALTER A. TRATSCH (A. B. T. Manufacturing Company) "as is" while celebrating his recent birth-day with friends. 1005 Broadway.

22 Pamco De Luxe Bells

\$49 UNITED AMUSEMENT CO...

BARGAIN

17 CALVERT Se CASHEW-PECAN NUT MA-CHINES, with here reward attachment. Easy is blace. Prefit weetly about \$20. Going out of business reason for selling. Price, \$9.28 Each, With M. L. CHRISTERNEN, Oader Feils, is.

pected to enter the new year with an unusual line of machines.

unusual line of machines.

Details given out concerning the new console put it in the low price field. It is also described as having three jackpots, with one up for each play to keep interest at a high peak. Triple light action, adjustable percentage, five-coin escalator and check separator are part of its equipment. It also may be had with mint vender, skill-control button or ticket vender as extras. The entire plant of Exhibit presents a busy seene at this time of year and officials explain it by saying that the wide variety of machines made by the firm compels them to be busy on several types of machines at all seasons of the year.

Perc Smith stated that the firm had considered the policy of greatly increas-

Perc Smith stated that the firm hat considered the policy of greatly increasing the development and production of arcade machines during the coming year. Exhibit has a long pioneer record in the arcade field and Smith said that many of their older machines would be brought up to date and other original ideas introduced. There is big promose for arcade machines in the future, he said.

Two Britishers Sail for London

NEW YORK, Dec. 11.—Hymic Scenar and Tony Gasparro, English columna salled December 8 on the Aquitania for home. Mr. Gasparro has been around the States for quite some time and expect to return in time for the 1938 Coin Mechine Show in Chicago. Mr. Scener ejectifies weeks in the country, which included a trip to Chicago. Seener informed your correspondent that he expects Alf Cohen, his associate in Cold Amusement Machine Supply, Ltd. 15 visit the U.S. for the Coin Machine Show in January. in January.

Quite a group of coinmen were on board to wish the Englishmen bon vol-

Jacobsons Take in N. Y. on Honeymoon

NEW YORK, Dec. 11.—Mr. and Mr. Milt Jacobson, of Chicago, toured the town this past week while spending sord time here on their honeymoon. Mr. Jacobson is the daughter of Dave Helfenbein, of the Daval Manufacturity Company, and Jacobson is one of the executives of the Arms Novelty and Manufacturing Company, salesboard manufacturing Company, salesboard manufacturing Company.

While here Jacobson took time of from sceing the sights to state that of will see some real surprises in salesboards at the coming show. "Acme a developing some new ideas that are sint to click in a big way with ops all out the country," he declared.

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, III.

Interest

I think the manufacturers of coinoperated machines would be deeply intrested in the whole program for the
Coin Chute League, or some such organination which would represent the trade
under the headings of Employment,
Charity and other things which you sugpet. There certainly never was a time
when the trade needed something on
that order any more than it does now."

—Ben L. Kulick, Daval Mig. Co., Chicago.

An Example

An Example
In "The New York Herald-Tribune,"
December 5, 1937, is an interesting story
of what the American Contract Bridge
Legue plans to do for charity. It is
net of the most suggestive examples I
have seen of what might be done by the
Ocen Chute League, when and if it is
nsported by the coin-operated machine
insuring as a whole. You are earnestly
inquested to read the following news
sem:

"WASHINGTON, Dec. 4.—Bridge, the favorite pastime of 15,000,000 Americans, seconding to government estimates based spon the number of playing cards sold such year, is to be made the medium of mbetantial financial contributions to the national association formed for the of stamping out infantile

"A comprehensive plan for carrying this purpose into effect was announced today at the 11th annual national chambods; at the 11th annual national cham-pleaship bridge tournament in progress at the Hotel Shoreham after a White Bouse conference between William E. McKenney, general secretary of the American Contract Bridge League, and W. Cheeks, local representative, with Stephen Early, one of the secretaries of the President. the President.

"It is the plan of the league, according to Mr. McKenney, to hold next year in every city and town in the United States is great 'national bridge party,' the enter proceeds of which will be turned over to the organization fighting the bittle against infantile paralysis. Tournents will be conducted under the suthority and with sanction of the suthority and with sanction of the league, which will confer master points upon winners, and the profits will go to the fund established for the war on the Grease. It is the plan of the league, according

Crease.

'The league, it is pointed out, is a nato-profit organization. Its national champtonship events in the past have not produced enough revenue to keep the books of the organization in balance, and is deficits have been made up by persons who made the game their hobby.

'During the last two years, however, the league has shown a balanced budget, and judging from the interest and number of players in the current tournament, it is confidently predicted that its income will be greatly augmented.

'In all of the tournaments conducted under its authorization, there will be a suntharge upon the entrants, the proceeds of which it is proposed to turn over to the infantile paralysis organization. It is predicted that this fund will risch several hundred thousand dollars lext year, and that in the future upzext year, and that in the future up-

JIMMY PASSANANTE (right), of Jand J Novelty Company, Detroit, and George Jenkins, sales manager of Bally Manufacturing Company, match sets at picking conners on Bally's Club House console.

wards of \$1,000,000 annually will be provided for the cause.

Millionaires

The Miami Herold may oppose such petty things as amusement games and slot machines, but at the same time it condones the charitable gifts of millionaires as an atonement for all their gambling, even when Jobs and the business of the country may be at stake. The following editorial recently appeared in The Herald: "If those who acquire great wealth

The Herald:

"If those who acquire great wealth be malefactors there is no finer atonement than that made by American multimillionaires who bequeath large sums for the cultural and physical advancement of people generally.

"Andrew Carnegie is long since dead. But his various foundations live after him for the benefit of mankind. Twenty-six years ago was organized the Carnegie Corporation, with an endowment of \$125,000,000. The purpose of the corporation is to promote the advancement of knowledge by adding schools, libraries and research work.

"This year the corporation made appropriations totaling \$3,652,000, the largest gift from the income of the endowment being granted to the dental school of Harvard University. Weliesley College also was a beneficiary to the extent of \$240,000, Similarly large amounts were given for adult educational projects, library schools and junior college libraries. "Rockefeller. Mellon and others who amassed fabulous fortunes in American enterprises have left enduring monuments to their names in their foundations for human betterment."

tions' for human betterment."

"Poor people do not want pity; poor people do not want condescension. They want compassion and understanding enough that will give them a job to make a decent living."—Rev. A. B. Kinsolving. Protestant Episcopal Cathedral of the Incarnation, Carden City, L. I.

lobs for Operators

The operating business means thou-The operating business means thousands of jobs for men who appreciate the chance to make a living. "It's the greatest thing in the world to be an optimist," asys Bernard M. True, an operator of scales in Detroit. "If everyone would co-operate at the present time, we could finance things so that everybody would have a job, and there would be no depression. Business, frankly, has been slow for the past two months, but I am just living in hopes it will lift very soon."

Two members of the General Assembly Two members of the General Assembly of Ohlo who are strong supporters of old age pensions have recommended State license for slot machines to raise part of \$3,000,000 needed by Ohlo to complete its social security program. It is to be hoped that these two legislators have carefully studied the mistakes of the 1935 Florida license law and similar life have been been introduced in his case. bills that have been introduced in other States. There is a big field for the li-censing of slots to aid pension funds, but the few license bills that have been passed so far have not stood up under actual test. Too many loopholes have been left for evasions and abuses.

Employment

Aithe the end of the year finds retail trade showing gains over 1936, and a flood of dividends by corporations, unemployment remains a serious blot on the gay spirit of the holiday season. Reports of men haid off indicate that Christmas will be sholled for many a family. In the midst of this unemploy-Christmas will be spoiled for many a family. In the midst of this unemployment, many an operator who would otherwise have his own independent means of support is kept in uncertainty or put out of business by crusades against games, or threat of too heavy taxes on vending and music machines.

London

LONDON. Dec. 11—Within 48 hours after schedules were issued many ap-plications for space were received by Edward Graves, general manager of Amusement Trades Exposition, which takes place of London Cotn-Operated

E-INVENTORY SALE CLEAN-UP New-In Original Crates SOLES 3-RAYS TRACK
2-BALLYS CLUB HOUSE
1-EXHIBITS TAN FORAN
1 DAVALS SKY LINE 1239₩ Write ● 99% NEW IN ORIGINAL CRATES 12-FAIR GROUNDS.....\$1474 4-RACING FORMS 5-FOTO FINISH.... \$7950 9-CLASSICS. 750 RECONDITIONED USED RED CABINET \$5950 11-DERBY DAYS RACING FORMS COLLEGE FOOTBALL (RED CABINET)... DERBY DAYS.. (BLUE CABINET)... 50 9-BALLYS GOLDEN WHEELS \$3950 8-BALLY'S CAROMS.
3-CHICAGO COINS PADDOCKS.
4-ROYAL RACES OR HEAVYWEIGHTS 750 \$3950 3-TURF CHAMPJ 1 - HILLS PAST TIME \$1875 3-PREVIEWS 1875 2-DAILY RACES (MISTERT)\$ 11-CLASSICS \$3750 1. PAMCO BEE JAY. \$10 95 2. BALLY BOOSTERS 580M 10. BALLY BUMPERS 580M \$ 4 CHICAGO COIN'S 18all USED PHONOGRA 15-WURLITZERS.. \$209 № 4-MILLS DO-RE-MI \$QQ50 \$18950 1-SEEBURG Flectaphone 7950 20 RECORD IMPERIAL 5 Star BALL GUM SO BOXES TO CASE 10-TRIO-PAKS 7- DOUBLE-DECKS 925 10-REEL SPOTS (MEN) \$195 22-SUM FUNS \$ 3 CENTA-SMOKE 921-REEL "ZI" (MSED) \$425 3-BALLY BABY 95 DEPOSIT WITH ALL ORDERS BAL. C.O.D. MINNEAPOLIS NO. 12th. ST.

Machine and Amusement Caterers' Ex-positions. Most of regular coin-machine positions. Asset of regular cont-machine show exhibitors were among early ap-plicants. Show will be opened in Royal Horticultural Hall on Pebruary 14 by Lord Strabolgi, strong supporter of amusement industry in House of Lords and formerly in House of Commons as Commander Kenworthy. Usual opening Commander Kenworthy. Usual opening uncheon is being dispensed with at wish of exhibitors who begrudge time away from their booths. First firm to get in recervation was Scott-Adlekes, closely followed by British American Novelty Company, Coin-Operated Amusement Machine Supply, Goddard Novelty Company, Bryan and Bolland, Last two are English manufacturers. Fine list of patrons includes Lord Stanley, Sir W. J. Womersley (assistant postmaster-general) and many members of Parliament eral) and many members of Parliament and other notables.

Bill Hooper, one of the most experienced men in the trade here, has with his sons produced a baby version of bumper-type table. Length is 28 inches, width 15 inches. Metal field has 12 bumpers and one light flashing with every hit. Clock dial on backrack registers score. Machine works off batteries housed in backrack attachment. Collapsible iron stands are supplied. First big order came from a French operator. big order came from a French operator.

Kraft's Automatics, Ltd., prominent Lendon jobber, has opened new show-room extension. This doubles previous floor space and provides extensive win-dow display. Housewarming included drinks and cigars along with 10-shilling

Slot Club met again for monthly revel on December 8 at Swan and Sugar Loaf, Fetter lane. Chairman was Jack Knight, popular operator from Birmingham.

Detroit

DETROIT, Dec 11—The Interstate Amusement Machine Company, local mu-sic machine ops, reports the addition of several Wurlitzer and Seeburg phonos.

Max Moore bought out the pin game route of H. G. Colins during the past week. Moore now has extensive operations in the pin game field besides being a partner of Michael A. Angott in the Angott Vending Company, which operates a route of 1,400 gum machines at the

Jack Moore, a brother of Max Moore, has added a route of peanut venders to his operations.

Robert Galen is reputed to be one of the busicat ops in these parts. Besides operating routes of pin games, he also operates Galen's Inn, east side night spot; a floral business, plus an agency for a leading mechanical stoker company.

Sam Berk, who has two brothers in the operating business here, reports that he is planning to re-enter the operating field about the first of the year.

Many complaints have come to light here in recent weeks from operators about a systematic interference with the operation of their machines. Charles L. Cooke, head of the Interstate Amuse-ment Machine Company, stated, "We have had numerous cases of our own have had numerous cases of our own where machines have been maliciously damaged. For the past six months this has been going on, and we have had to place warning signs on our machines. There seems to be an outside group that has been imported here for the sole purpose of damaging equipment and inter-fering with operating activities."

libraries with Latins Are Lousy Lovers

Tin pan alley can have their June-moon-spoonology. The tunesters for the shacy songs find more inspiration in a neck-

Doc Berenson **Gets Action**

Minneapolis ops informed that license does not apply to phonos

MINNEAPOLIS, Dec. 11.—Phonograph operators here are talking about how they came in for a real scare recently in this territory. Without any warning the license inspector's office detailed four men to go out and tell locations to disconnect phonographs in their places and leave them disconnected until a license was placed on each machine.

When the operators began to receive calls from their locations that this was taking place they immediately got in touch with "Doc" Berenson, president of the Minnespolis Amusement Games As-sociation, who is deserving of much credsociation, who is deserving of much credit for coming to the front for the operators here in Minneapolis and remedying the predicament that they found themselves in. Beceason first went to the license inspector's office, where he was told that they had read over the pingame ordinance (which, incidentally, has been in force for two years) and had interpreted it to include automatic phonographs, insamuch as the ordinance, according to their interpretation, required. cording to their interpretation, required a license on all amusement devices oper-ated by a coin. Berenson then got in touch with the association attorney and touch with the association attorney and went directly to the city attorney's office. After tactfully explaining the predica-ment that phonograph operators had suddenly found themselves in, Berenson received the whole-hearted co-operation of the city attorney's office.

Mr. Bonner, assistant city attorney, came to the front for the phonograph operators and stated emphatically that when he had helped to write up the so-called "Mechanical Amusement Ordinance" it was not his intention at any time to have it include automatic phonographs. At Berenson's request Mr. Bonner went with him to the license inspector's office and explained this situaner went with him to the Reense in-spector's office and explained this situa-tion to the Reense inspector and was given assurance that the Reense in-spector's office would not continue the practice of informing locations that they need to have a Reense on a phonograph. Berenson even went so far as to obtain an opinion in writing from the city at-torney's office to this effect so that op-erators might show it to their locations.

erators might show it to their locations.

In view of the fact that the pinball license in Minneapolis is \$25 a year and requires that machines must be operated on chips with no cash value, it is not very hard for any operator to understand that it would put a large number of phonograph operators out of existence if they had to pay a license of \$25 a year on their phonographs.

The efficient manner in which Beren-

The efficient manner in which Beren-The efficient manner in which Berenson, president of the Minneapolis Amusement Games Association, took care of this matter is receiving praise from operators in the city of Minneapolis, and there were several instances where operators who had offered one excuse after another for not belonging to the association are now taking membership.

Phono Sales Up In Detroit Area

DEFROIT, Dec. 11.—The drop in music machine sales in the territory reported the last two or three weeks definitely came to an end this week, judging by the size of sales reported Monday. Encouraging thing about it was that the sales were well spread in both ways—between the different manufacturing companies and among operators as well.

ocmpanies and among operators as well.

Wurlitzers evidently topped the list this time, with their customers, all steady repeaters, including Eddie Oram. Michigan Mutual Distributing Company, Frank A. Krass, Jake Huddleston, Lena M. Hornbeck, Sam Gersten, M. L. Farrah, Earl Burgess, Horace V. Barber, Edward Morey, Detroit Automatic Music Company, Tom Agmey, David Adler and Bugene Avery. A. R. West, of Belleville, Mich., was a customer for the Mills Novelty Company, while buyers of Seeburgs Included Tom Agmey, Mack Barron and Joe Brilliant.



Pornographic Discs Threaten Phono, Recording Industries

Cacky platters invite trouble, says Oberstein-major recording firms join forces with coin machine industry to stamp out use of double-entendre discs

(Continued from page 3) sarily make the record illegal, its public about the poet from his The Passing of performance spells trouble with police, the Backhouse.

Mushroomers Go Risque

Mushroomers Go Risque
With a market limited and the industry doomed to oblivion, it mattered little
or nothing and few bothered to care
what was being "cut" on wax. Only a
year ago or so, even Jimmy Dorsey indulged in a bit of platter play by postulating the posterior of Annie's Courin
Fannie, a well and double-meaning ditty
that may or may not have inspired the that may or may not have inspired the librettists of the Red, Rot and Bluel nu-steal comedy success. For since then mushroom recording companies have been pressing their platters red, hot and a "shady" sort of "blue."

and a "shady" sort of "blue."
But the recording industry, in the face of all predictions and prophets, thrived. Today it is blooming like "blossoms on Broadway." to borrow a figure of speech. And today the major studios have a self-imposed censorship on songe they dare or dare not duk. But where Victor, Brunswick and Decca keep their records within the scope of present-day standards of decency and celat, the camouflaged and undercover companies press the issue on grounds that pornographic urse expresses itself as the seventh sense urge expresses itself as the seventh sense of man.

In spite of pictures and radio doing yeoman duty in cultivating musical tastes to a higher elevation, there is a debit side to the buying market that paves the way for a limited, yet profitable, music mart for the somewhat slaty classics seldom sung in Sunday schools. And the demands created by that portion of the nepulation wenned on handy halof the population weaned on bawdy bal-lads of the speakeasy rendezvous and gutter gutturals of burlesque banter threaten to rot away the very roots of the blooming "legitimate" industry.

The music-box machines have done much and more to revive the interest in music "you want it." But a boom business never yet reached its peak on the economics of winsome wenches. Nor can the mechanical play boxes thrive on records that deem sin and sex worthy of a song or ballad. And for the nickel-players to spell institutionality, that industry is now deerying the widespread and unchecked practice of phono-pornography using racy records in their machines.

While the justy lyrics do not neces-The music-box machines have done

While the lusty lyrics do not neces-

John Law Takes Notice

Already law enforcement agencies in many States are confiscating the machines on charges to the effect that they contribute to the delinquency of both minor and adult. So critical is this discased condition, the major recording companies have joined forces with the coin machine industry in waging a Carrle Nation campaign to stamp out the use of pornographic platters.

Ell E. Oberstein, talent and production chief for Victor and Bluebird, declared: "The record industry is big business to-

chief for Victor and Bluebird, declared:
"The record industry is big business today, Our sales for the first seven months
of this year alone showed \$1,800,000.
And the best way to kill that business
would be in printing the double
entendre dioes."

The market for racy records is limited, he said. With the coin machine
operators constituting over 30 per cent
of the buyers, and schools, institutions
and professional people accounting for
almost 60 per cent of the record output,
there is little left for a market in the
double-meaning songs.

there is little left for a market in the double-meaning songs.

The leading companies took their stand against the spley stuff almost two years ago. "They invite trouble," Oberstein continued, "and there is always that hazard of being self-condemned. Business experience has proved to us, without a shadow of a doubt, that it's good business to keep your business clean."

England Nixes Smut
In England, where radio made little
dent in the record industry, pornographaphony has left no appreciable
mark. Censorship is self-imposed, yet
most rigid. Releasing Esse Carlisle's My
Man o' War, a best seller among gay
hades on these shores almost mix. Man o' War, a best seller among gay blades on these shores, almost put a studio out of business. When Regal Zonophone issued the American press-ing of Calloway's Hot Shots, not Cab, but one of his relatives, for Siscet Birds, it was withdrawn immediately when the unwinding revealed its real significance. So straight is public decency in line that even Eurnacle Bill the Sailor is on

Rogland's verboten list.

Meanwhile, this seemingly "bootlegging" of records racy keeps a merry pace on these shores. If a controversial story in Esquire gains public talk, those companies are the first to enrich (?) musical

stend for Gosh, Elmer, That Can't Se Right. With the racy stuff selling at higher prices than the standard catalogs, those who "want that music when they want it" make exacting demands on the sellers. Having learned a costly lesson in buying bathing beauty poses as "live art models," those bon vivants want 'm hot to the sizzling point. Expurgated, most of the spicy song would be as inane as pool-parlor stores dressed up for front-parlor delivery. And after lending an ear to a private collection of these Micawberlike lyrics a prominent songwriter gasped, "it's so entendre it ain't even double." **Op Wants Complete**

Review of Records

"To the Editor: Being a small oper-ator of automatic phonographs in the Chicago area, I have searched constantly

Chicago area, I have searched constantly for more information on the popular records, orchestras, muste of the day, etc. "I found little of value in The Bull-board until recently. Your publication of 'Best Sellera' in both records and aheet muste were of value, but that wa about all. Lately, however, I find your 'Review of Records' very informative and for the benefit of this large activity of music machine operators I believe yet should enlarge on this sort of informations. should enlarge on this sort of informa-

The average automatic phonograph operator is not familiar with the quali-ties of good music. For example: A good dance tempo in this or that recording I find that your 'Review' is very in-structive and, tho it is too brief, it is the only part of value that we receive from your publication.

"Such your publication," The popular orchestra's recording for each week should be estimated and appraised each week and each recording should be touched upon for its appeal by you who have a proper slant on this phase of music as to appeal and earning

"This letter is not written as a matter of complaint, but rather one of informa-tion.—C. H. T., Chicago." Editor's Note: Beginning with the De-cember 11 issue of The Billboard, a new column of record selections made by the staff has been added in the music see

Sheet-Music Leaders

(Week Ended December 11)
Sales of music by the Maurice
Richmond Music Corporation, Inc.
are not included, due to the exclusive
selling agreement with a number of
publishers. Acknowledgment is made
to Mayer Music Corporation, Music
Sales Corporation and Ashley Music
Supply Company, of New York: Lyon
& Healty Carl Pischer, Inc.; Gamble
Hinged Music Company and Western
Book and Stationery Company, of
Chicago.

Last Wk. This Wk.

his Wk.

1. Once in a White

2. Vienl, Vienl

3. You Can't Stop Me From
Dreaming

4. Harbor Lights

5. Rosalin

6. The Ono Rose

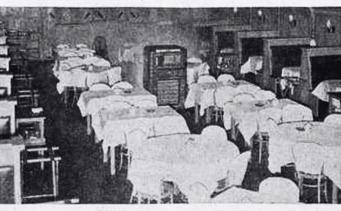
7. Nice Work If You Can Cet If

8. Blestream on Breachure

ii

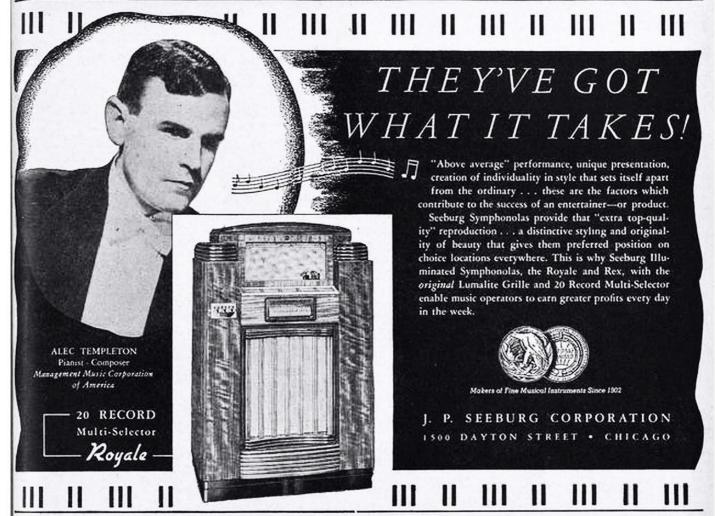
4. Harbor Lights
5. Rosalize
6. The One Rose
7. Nice Work if You Can Cet It
8. Blossoms on Broadway
9. Exb Tido
10. If It's the Last Thing I Do
11. I Still Love To Kiss You
Coodnight
12. Roses in December
13. There's a Cold Mine in the
Say 10

Bob White 12



A WURLITZER PHONOGRAPH ENTERTAINS PATRONS at the famous

73



Wedewen Contacts Outdoor Showmen

CHICAGO, Dec. 11 .-- H. F. (Herb) Widewen, personal representative of Willam P. Bolles, credit manager of the Endelph Wurittzer Company, is one oldther in the automatic music business he has a sixth sense when it comes to making new outlets where automatic biolographs might be placed. A few text ago that sixth sense of his is said have been to work when he atarted contemplating the tremendous possibili-ies of the automatic phono in amuse-tent parks, at pools and beaches and in the spots of the outdoor amusement orid.

Wedewen is said to be a man who widowen is said to be a man who Miferes in following up his hunches, so immediately he checked all deals and died himself to the Hotel Sherman here, where the big convention of the year for all outdoor showmen was in progress. Wedewen reports that he contacted

H. E. WEDEWEN

many members of the International Asmany members of the International Association of Fairs and Expositions; of
the National Association of Amusement
Parks, Pools and Beaches; of the American Recreational Equipment Association
and of the American Carnivals Association. He also found time to take in
the silver anniversary banquet of the
Showmen's Lesgue.

Showmen's League.

"It seems to me that there is a distinct place for the automatic phonograph in the outdoor amusement world," Wedewen stated, "and in talking to showmen at the convention of outdoor showfolk I found many men who were farsighted enough to realize that an automatic phonograph at their beach, pool or in their amusement park would be a potential profit source heretofore untapped. When the time comes for the unveiling of the 1938 outdoor season I'm sure there will be a lot more Wurlitzers to be seen on outdoor locations than ever before," he concluded.

In the opinion of many experienced

In the opinion of many experienced coinmen who dropped in at this convention. Wedewen should know what he is talking about, for he has been identified with the automatic music business practically since the inception of the coin-operated automatic phonograph. At one time he was associated with the absorption of the Exhibit Sun. phonograph division of the Exhibit Sup-ly Company, as well as with the Pisher-Brown Company in Dallas.

Rock-Ola Promotes Educational Idea

MODEL 312, 412 and P-400... MODEL 716 or 616.....\$189.50 EACH ALSO MANY OTHERS-ALL FULLY GUARANTEED PERFECT-ORDER NOW Hankin Music Co., 258 Pryor St., S. W., Atlanta, Ga.

WURLITZER 412 VICTROLAS \$115.00

MACHINES GUARANTEED 100% MECHANICALLY AND APPEARANCE.

1/3 Deposit With Order — Balance C. O. D.

This is the Lewest Price. 1 or 100. Have few Gabel 24 Record Entertainers, \$20.00.

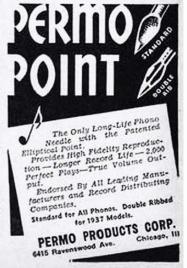
\$23.00 if crating is necessary.

NATIONAL COIN MACHINE EXCHANGE TOLIDO, O.

buyer must know how it works and how it can be used to best advantage so that larger profits can result. For a long time we have stressed the simplicity of the mechanism of our phonographs, but there was an organized attempt to play up the important exclusive Rock-Ola features. Consequently an advertising campaign was started in which we stressed one feature at a time.

"The enthusiastic manner in which operators and distributors everywhere halled this campaign proved that it was just what was needed," Webb continued. "Many of the men sent in requests for enlarged reprints of each special feature CHICAGO. Dec. 11.—When a wide-awake distributor recently asked I. F. Webb, vice-president in charge of phonograph sales for the Rock-Ola Manufacturing Company, for some information about the technical features of the Imperial 20 phonograph, unknowingly he planted the seed from which the latest project in Rock-Ola's ambituous educational program is said to have developed.

"We contend that selling a machine is not enough," Webb maintains. "The



Execs Extol Merits Of Seeburg Phonos

CHICAGO, Dec. 11.—Officials of the J. P. Seeburg Corporation, manufacturer of the Seeburg Symphonolas, state that a large part of their success in the coin-operated phonograph field is due to the tonal quality of their instruments. "No details are too small to be considered in the plans and construction of these machines," officials atate, "in order to attain the finest possible acoustical effects. Our engineers are men who have behind them years of valuable experience. They can criticize constructively so that in the final analysis the utmost of their combined knowledge, experience of their combined knowledge, experience and skill is put to work. They spend their time creating new ideas and im-proving others, always striving to obtain

more perfect reproduction in Seeburg Symphonolas." Officials of the firm also believe that the beauty and design of their machines the beauty and design of their machines have played a large part in their success.
"Carefully chosen woods, skilled wood designers and finishers all are contributing factors to the beauty of Sceburg Symphonolas," these men maintain.
"The combination of the finest materials and event work market beauty of the "The combination of the finest materials and expert workmanship are two of the most important considerations in the manufacture of these phonographs. The thousands of Symphonolas now on locations thruout the country are evidence in themselves of both the mechanical excellence and the high earning power of these machines."

RECONDITIONED PHONOGRAPHS

Cuaranteed—Ready To Operate Wurlitzer P-12...\$ 87.50 Wurlitzer P-400. . 109.50 Wurlitzer 412.... Rock-Ola (1936). . 119.50 Mills Dance Master 35.00 Mills Dance Master De Luxe 30.00 Seeburg Model E. .

Selectophone 35.00 Selectophone 59.50 De Luxe Seeburg Symphonola 94.50 Model A

Seeburg Symphonola Model B

W. B. NOVELTY 3880 North Grand Blvd., St. Louis, Mo.

30 Rows Imported Eight (color two-lone Gry), complete with stand, meney-thanger, 1 or 35, 557.50 each, Wyritters P-10, cach \$45.50; 1 or 4 100, Wyritters P-10, cach \$45.50; 1 or 4 100, Wyritters P-412, 559.50, Wyritters P-412, 5120.50; Wyritters P-810, 520.50; Wyritters P-412, 5120.50; Wyritters P-412,

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GLEN GRAY Docca 1530

I've Cot My Heart Set on You (Kenny Sargent's tenor range makes the girl friend jump pulse beats). I Remember (a good waltz melody is like a rare wine and

the cup runneth over on this one).

JAN CARBER Brunswick 8018 I've Hitched My Wagen to a Star (thoy'll pitch their nickels, to get sentimental on this smoothie). to get sentimental on this smoothie).

Everything You Said Came True (with Russ Brown singing both songs to the sugary syncopation).

GUY LOMBARDO Victor 25716

I'll See You in My Dreams (maybe the wife is getting suspicious) Summertime (mellow music in Royal Canadian Conshwin tullaby from Porgy and Bess). (mellow music in Royal Canadian style for this

MAL HALLETT Decea 1530

True Confession (a favorite band makes good fox-trotting for

You're Out of This World for Me (Teddy Crace's swing singing is good for any man's world or machine).

SWING MUSIC

ART SHAW Brunswick 8019 Free for All (with the band playing follow-the-leader, Shaw's clarineting leads 'em for swing that swings).

Monsoon (what's in a name after all, as long as they blow

hat horns for the blues).

WILL OSBORNE Decca 1534

"Yaaka Hula Hickey Dula (this is one, and one of the few, that doesn't mean "1 love you"). Twelfth Street Rag (the slide swing of the frombones would

feel at home on any street).

VOCAL

DOROTHY LAMOUR Brunswick 8017

You Took the Words Right Out of My Heart (a movie heart throb that sings them words sweetly). Thanks for the Memory (you're welcome, Miss Lamour, and

corne again).

DICK ROBERTSON Decca 1536

That Old Gang of Mine I they swing the barber-shop melodies

today),
today),
Won't You Come Over to My House ("Waltz me, Willie," Said
the fair young maiden, and an old-fashioned waltz it is).

JIMMY RAY Bluebird 7282

I Want You for Christmas (the Yuletide spirit must be served).

I Told Santa Claus to Bring Me to You (and don't forget the time! decorations for your phono).

INSTRUMENTAL

EMILIO CACERES TRIO Victor 25719

Who's Sorry New? Is fiddle, clarinet and guitar that fairly sizzles—especially the fiddle).

What's the Use? (they beg the question and make full-fashioned hot music for an answer),

FREDDIE FISHER Decca 1537

Washbeard Sam (the Schnickelfritzers scrub the board with rectin-footin' soap suds). Listen to the Mocking Bird (a wow with everything but the kitchen sink to screnode the birdle).

RACE

WASHBOARD SAM Bluebird 7291

Washboard's Barrel House Song (what's this, National Laundry

Where Were You Last Night? (looks like the woman is on two-time time)

FOR SALE 100 Warfitzer Phonographs, Model 412, in feetclast condition mechanically and in appearance, 8128.00 Each, Lete of 8 or mere, \$128.00 Each, 10

DALLAS, Dec. 11 .- According to E. D. Purlow, vice-president of Electro Ball Company, Inc., of Dallas, his company is adopting a safer policy for next year.

All amusement games are being closed out to make room for a stock of whole-sale candy and tobacco and a line of

out to make room for a stock of wholesale candy and tobacco and a line of
proven merchandising machines. They
will also, of course, continue to handle
the Sechurg line of phonographs in the
states of Texas, Arkanass, Oktahoma,
Lousiana, Mustosippi and Tennessee.
Mr. Furlow is especially enthused concerning the possibility of their Horoscope
Scale, which will be sold only to responsible operators on the exclusive franchise
plan. He points out that this scale combines astrological readings, for which
over \$124,000,000 was spent last year in
amounts from 25 cents to \$1, with a
really superior scale that operates for
only 1 cent. A series of tests on actual
locations showed a general average of
from 200 to 400 per cent increased income for the Horoscope Scale over the
average scale. average scale.

E. Chambers, formerly representing Mills Novelty Company in Kansas, is now distributor for Mills cigaret machines in Texas and Oklahoma.

Detroit

DETROIT, Dec. 11—Samuel Resenthat of the General Novelty and Amusement Company, is reported to be so busy plac-ing his new music machines on location that he can rarely be located in his store any more these days.

Walter Lang is one of the very few men in the coin-machine business who can afford to get along without a telephone in his home. Lang is now saleman for the music division of the Milk Novelty Company. Evidently his business is so good he doesn't have to bother about the phone—he just goes out and seat it from his customers. gets it from his customers.

William J. Potter, operating the Gen-eral Household Appliance Company, of Flint, Mich., placed an order for several new Mills phonos during the past week

Plans for a special train to take De-troit operators to the Coin Machine Show are being laid by the Skill Game Oper-ators' Association, according to Warren N. Zerby, secretary. The train will be able to include operators who are not association members and others from Canada and various up-State cities. De-tails will be announced later.

Lawrence V. Rohr, of the Rohr Sile Company, was taken to Henry Ford Hos-pital on Monday for observation.

Annual election of officers for the Skill Game Operators' Association will probably be held about the third week of December, according to present plans. Exact date of the meeting will be announced shortly by E. C. Bourden, present

New England

BOSTON, Dec. 11.—Boston coin-ma-chine sector is at ebb tide this west. Very little activity anywhere.

Jack Swartz, of Winrox Vending Com-pany, Winthrop, Mass., is enjoying a round of parties thrown on behalf of his approaching marriage. Last Sunday his fiancee threw a shindig for Jack at her Quincy, Mass., abode.

Ranny Foote, of Jamaica Plain, Mass, back from a Buffalo, N. Y., junket.

Ida Shapiro, Ben Palastrant's secre-tary, makes note of all winter camini-and skating dates scheduled for the Sc-ton Garden this season. Her club will trek en masse to these affairs.

Barney and Louis Blatt, of the Atla Barney and Louis Blatt, of the Atla Coin Machine Company, were special guests of Hago Harrington, Melton, Mass, Seeburg operator, Brothers Bist sat in a special box while Harrington; hockey outfit gave an amateur Camedial team a 7-to-1 beating at the Boston Ost-den last week.

New Distrib Is Welcomed by Ops

MIAMI, Dec. 11.—Jimmie Bonnie's DF office at 148 West Fingler street, while only recently opened, has already proved itself an ideal operator rendezeros Bonnie, who was one of Miami's broad and most successful alot machine operators, with the passing of the distraction decided to enter the novell game business as a distributor, and on has only to visit his new place of has only to visit his new place of business to realize that his State-wide acceptance as a distributor for Belly Chicago Coin, Exhibit, Pacific and other is really worth while.

acceptance as a distributor for Edification Colinago Colin. Richibit. Pacific and other is really worth while.

Daily operators from all parts of Florida visit his showroom to view as purchase the latest models, it is reported. Jimmie, with his dynamic personallist an artist at making visitors feel rich at home, and as a salesman, he has unique way of moving games right of of his warehouse that speaks for itsel Realizing that service is a parament issue, he hass secured the services of Russell G. Ramsdell as general manuff. Russell G. Ramsdell as general manuff. Russell for three years was the most mechanic for the Square Amusenst Company, of New York. He has learned every possible angle of the coin maching game from the ground up. The ofference is headed by Miss Edna Vicket and under her espable guidance is branch of the organization mes amouthly, which leaves time for Jimes to visit his many customers that its State.

GUARANTEED FIRST-CLASS CABINETS AND MECHANISM 1/3 Cash, Balance C. O. D.

MODEL P-12

BALTIMORE AMUSEMENT CO. 817 ST. PAUL ST. BALTIMORE, MD.



If some of the new coin-operated maideas on exhibit at the outdoor show world convention in Chicago this week is any indicator of what to expect at the 1938 Coin Machine Show we may githe 1833 Coil Machine Show we may repect the biggest variety of novel anusement game ideas, designed to be legal in all territory, that has been seen many a day. My personal guess is that the usual de luxe display of bells, ecosoles, payout tables and counter displays will be seen at the 1808 above, but peoular curiosity will be centered on sev-gal rather novel ideas designed to be guirtly legal.

Grapevine rumors are that 11 models Grapevine rumors are that 11 models of pop-corn vending machines may be ready by the time of the 1938 show. Watch for other quality venders to discense nickel items of various kinds, actuding candy bars. The new film phonographs will be the most novel thing at the show—if they are ready.

Commen who have been doing their Commen who have been doing their to boost baby production in this country will be interested in the recent debate in the British House of Comments on proposed neans to boost baby production. Unless something is done some say that Britain's population would be down to 5.000,000 in 100 years, which would practically kill all the pin-game play. Apparently Edward Graves, coinmachine editor of The World's Fair, has not stressed the contributions that our fellow columns in England are making fillow commen in England are making to haby production. It is a feature topic here in the U. S., Mr. Graves, and helps to keep the world moving.

After all the talk about brunet brigades and brunet tornadoes I turned and the brunets loose on my own brad. Miss Amber Wilson (Huber Coin Machine Sales), who threatened to storm the 1938 show with a brunet brigade, pare me a sample of what brunets can

"Why do I remind you of such stories is that you published," she asked, with groune brunet perspicacity in her eye. What can a man say in a case like that? Furthermore she declines to pose for photographs like Dolly Plasher.

photographs like Dolly Flasher.
But the situation may be saved by
this girl who sings to make the pop corn
letter in the Popmatic pop-corn vender
in St. Louis. So far Joe Huber and
Jimmy Mangan are the only men in the
lefinistry who have demonstrated enough
incocence to judge female art without
showing outward emotion. They will be
trinal judges of what is proper for
operators to see.

At the last minute a news story ar-fited concerning the favorable opinion indered on December 3 in Des Moines

in Municipal Court that novelty pin-ball games are not gambling devices in themselves. The judge also hinted that the recently enacted statute of Iowa had earmarks of "strong lobbles in the last Legislature." The obscure wording of the statute has been held responsible for a State-wide drive against pinball games. An appeal by the State is ex-pected to be carried to the State Supreme Court. Further details in this week's issue of The Billboard.

Joe Calcutt (the Vending Machine Company) says his customers who buy the Plasher games all want autographed photos of the pretty Dolly Flasher.

Jack Devlin, sales manager for Pitz-gibbons Distributors, New York, has re-cently returned home after spending two weeks in the St. Francis Hospital. He is reported to be doing fine and ex-pects to be back on the job within a week or two.

David K. Kaplan, assistant to Meyer Parkoff, Modern Vending Company, New York, has taken over the position formerly held by Gary Karp. Kaplan is a personable young fellow and has grown rapidly in favor with the operators who call at the Modern office.

Fred Iverson, Connecticut sales agent for the George Ponser Company, says his high position in the sales contest for the firm is due to the success of the Keeney game, Dark Horse.

Rotogravure sections in West Coast Rotogravure sections in West Const-newspapers recently had a column of plo-tures showing healing by phonograph music. The new healing idea is called psychophony. Tests have shown that phono music will help to stop the smok-ing habit and a lot of other things.

A Sunday feature story recently de-scribed the layout of Tommy Manville's big house. Among the items in his "sun porch" a pinball game was men-tioned. It did not say whether he kept it to entertain his blondes or for his own personal any several. personal amusement.

From London, November 15—"After two years in Europe for Buckley Manu-facturing Company, am returning home for Christmas. Regards."—L. V. (Hodge)

While Eddie Ginsburg covers Florida and adjoining States for the Miami office of Atlas Novelty Company sister Eve

Ginsburg will manage the Miami office. Midwestern operators sending warning to Southern ops to be on guard against her smile or they may overbuy.

From The Chicago Tribune: "Life is an automat—
Scheduled and dry—
Put in a nickel
And out comes your pie."

There might be a considerable boom in novelty games now but for the fact that operators cannot fully protect their carnings on location. The padding of awards has come to be so prevalent that operators hesitate to buy novelty games, even tho they may be operated in their territory. All the efforts that are being made to protect the operator's share by mechanical means or otherwise deserve every encouragement.

Meanwhile reports come from various sections at home and abroad that they want novelty games, new or used, all that can be had. Reports come of picking up novelty games two years old which prove to have plenty of player appeal. There might be a considerable boom

BIRTHDAY PARTY. Friends of Walter A. Tratsch, president of the A. B. T. Manufacturing Company. Chicago, celebrated a big party with him on his birthday, December 9. Some of his lifelong friends enjoyed the day with him and congratulations and "condolences" came from many others who could not be present. Four of his closest friends and cronies presented him with a custom-built couch that is just "what he would have ordered" to complete the furnishing of the offices in the plant location. The party was informal and visitors came and went during the day.

C. D. (Danny) Odom has been in Chicago for several days and, being an old friend of Walter Tratach, he enjoyed the birthday party with Mr. Tratsch. Odom plans to open business in Florida soon. He will maintain the office for his coin-machine business in San Antonio, but says he wants to try the Plorida sunshine again and compare it with the Texas brand.

CONFUSION. "Confusion is the word that expresses our coin-machine troubles that expresses our coin-machine troubles at the present time. The operator is confused and doesn't know just what to buy for really making any future plans. And the manufacturers are equally confused about knowing what to manufacture or in what direction to the contract of the contract to manufacture or in was the transit of turn in developing new ideas. We are all looking for something that will be allowed to run, and operators are hungry to buy if they had some assurance they not that machines for a while." could run their machines for a while." Lee S. Jones, American Sales Corpora-tion, Chicago.

If there is a brunet brigade for the 1938 Coin Machine Show Alice Gibbons will be one of the corporalettes. She will advocate the Pacific gum merchant vending machine as something every operator should consider for expanding his 1938 business program.



DIAMOND

The above machine is the first only Bell type machine on the market with a coin top show-ing the last 8 coins, the best protection against slugs.

Built in 3 Models, Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889-Tel.: COLumbus 2770.

SPECIAL BARGAINS RECONDITIONED GAMES!

Ticket Unit										2.5							\$50.00
RACING FOR	N	1					٥									ij.	49.5
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LEATHERNE		ĸ				2	6	4	2	×							10.0
PROSPECTOR													-	4			8.0

/3 Deposit, Balance C. O. D., F. O. H. Baltimore.

MERICAN AMUSEMENT GAMES CO.

237-239 N. Gay St., BALTIMORE, MD.

"The House of Service and Batlefaction." Send Your Name For Our Mailing List.

Five Best Record Sellers for Week Ending Dec. 13

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	Words Right Out of My	and "True Confession." Music in Russ Morgan	About Masvall" and "Sail	25724 — "The One Rose" and "Oh, Lady Be Good." Larry Clinton Orchestra.	3654 — "Loch Lomond" and "I'm Coming Virginia." Maxine Sullivan Orchestra.
2	57256—"Once in a While" and "Queen Isabella." Oz- zie Nelson Orchestra.	1982—"A Foggy Day" and "I Can't Be Bothered Now," Fred Astaire with Ray Noble and Orchestra.	"I Want You for Christ-	25693 — "Dipsy Doodle" and "Who?" Tommy Dor- sey Orchestra.	3862—"I Wan't Be in Winchell's Column" and "Sweet Someone." Isham Jones Orchestra.
3	"Don't Play With Fire."	"In a Mission by the Sez." Horace Heidt Alemite Brig-	the Sea" and "Farewell,	Old Heart New Tricks," Benny Goodman Orchestra,	3850 — "If It's the Last Thing I Do" and "You're in Love With Love." Fletcher Henderson Or- chestra.
4	and "The Better To Love You With," Shep Fields	7983"Nice Work If You Can Cel II" and "Things Are Looking Up." Fred Astaire with Ray Noble and Orchestra.	Blues" and "Bob White." Bling Crostry and Connic	and "Came! Hop." Benny	3849—"The Dipsy Doodle" and "Swing Is Here To Sway," Swing and Sway with Sammy Kaye,
5	"Truill of a Lifetime." Art	8013—"Martia, That Moon Is Here Again" and "Sweet Semoons." Horace Holdt Alemite Brigadiers.	Sharstyfown" and "I Wors- der Who's Kissing Her	and "The Campbells Are	3848—"Nice Work If You Can Cot It" and "Easy To Love." Maxine Sullivan— orchestra under direction of Claude Thornhill.

COMPLETE BUCKLEY DIGGER OUTFIT Consists of Eight Buckley Diggers, Top and Frame - Price \$500 for Immediate Sale Wire or Write.

PLAYLAND AMUSEMENT CO.

826 Tenth St., N.W., Washington, D. C.

BARGAINS FROM DAVE	
9 Penny Packi	
Selectenhone De Luze	. 59.00
Roy-O-Lite	. 127.60
2 Rol-a-Scores	42.50 EA
2 Gem Cig. Venders	6,50 €4.
2 Sc Gingere, Token Payout	. 13.80 Ka.
5 Reel Spots	. 12.50 EA.
3 Zeohyrs (Like New)	8.75 EA.
2 Diste Dominoes	. 12.00 Es.
Mills Sc Q. T. Bell Serial 4976	
Mills be Bayersper	
Ottembia 1c to 25c, Convertible	27.50
3 Mills Sc D. J. Stient Escalators	
2 Jennings So Duchess	
Jennings to Duchess	
2 Mills 10c Extratedinarys	29.50 EA
Terms: 1/3 Cartified Deposit, Bala	rece C. O. D.
Barpains in Burger Tables. Write for MARION COMPANY, Within	



Popmatic Ships Carload to Distrib

ST. LOUIS, Mo., Dec. 11.—"We're ship-ST. LOUIS, Mo., Dec. 11.—"We're shipping Popmatics by the carload these days," declares Rudolph Greenbaum, resident of the Popmatic Manufacturing Company. "Just recently we shipped a carload to Mohr Brothers in Lee Angeles and out of that carload 100 of these pop-corn venders went to one operator alone. Our hats are off to this operator who has such confidence in Popmatic and who has been so quick to grasp its money-making possibilities." These machines will give him steady, dependable operation and a weekly revenue that will count up into big money. "Our hats are off to Mohr Brothers, too," Greenbaum continued, "We thought they'd taken off a pretty big silce when they became distributors for California, Nevada, Utah and Arizona, but evidentity they know how to handle this territory. "Good reports are coming in from Bestland One to where Fetts Hall

"Good reports are coming in from Portland, Ore., too, where Pritz Hall has recently organized the Northwestern Popmatic Company at 2515 Southeast 25th street to cover the States of Washington, Oregon and Idaho," he continued.

"The States of Colorado, Wyoming, Montana and New Mexico have been states on the Rocky Mountain Popmatic automatic pop-corn verification of the states of Montana and New Mexico have been taken over by the Rocky Mountain Popmatic Company, another newly organized distributor, located at 579 Milwaukee street, Denver, Colo. And in Wisconsin Popmatics will be distributed by Jack Rudolph, of De Kalb, Ill., who has already an excellent record in the companying field." Geraphaym concluded machine field," Greenbaum concluded.

Vending Ops Seek Sales Tax Refund

DETROIT, Dec. 11—Plans for a proposed sales tax refund for operators were described this week by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan and secretary of the Greater Detroit Vending Machine Operators' Association. "We have hopes of getting refunds on the sales tax that operators of vending machines have paid in Michigan," Turner said. "We have made arrangements with an attorney to precent petitions to the Sales Tax Board at Lansing. All members of the Automatic Merchandisers' Association of Michigan have been sent letters on this and all operators who are not members are welcome as well. "Soon after the sales tax was passed four years ago last summer," he continued, "a notice was given that the location owner would be held responsible for the tax. In September, 1935, the Tax Board passed a resolution that the operator would be responsible for the DETROIT, Dec. 11.-Plans for a pro-

operator would be responsible for the tax. Occasionally after that some in-dividual operator would be pensilzed and made to pay up on his back tax.

A year later the board resolved that operators who had not paid prior to the original resolution date should not be proceeded against, altho others had paid.

"Recently, probably largely due to the netivities of one large Detroit operating company that has had attorneys in Lansing for four years, a change has been made. This company paid for a short time, but for most of the time filed reports but paid no tax on advice of the attorneys. To date the board has not proceeded against it.

"What we want the board to do is to make an official decision that will clear up the matter," Turner concluded. "We hope that the board will eliminate the operator from any responsibility for collecting the sales tax. We also hope that the board will grant refunds for those operators who paid the tax for the period prior to September, 1935."

Musikers Dedicate

ST. LOUIS, Mo., Dec. 11.—The new Popmatic automatic pop-corn vender apparently has scored a hit in fields other than the coin-machine industry, according to a letter received this week by R. Greenbaum, president of the opmatic Manufacturing Company.

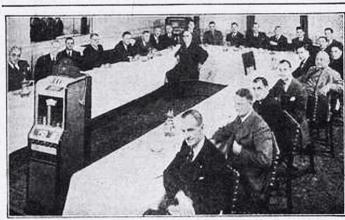
"We have dedicated our new Brunswick record No. 8007, entitled The Popcorn Man, to your Popmatic machine," write Will Hudson and Eddie DeLange, co-directors of the famous Hudson-DeLange Orchestra, "and hope our platter sales will pop as big as yours have in the coin-machine industry!"

Hudson and DeLange, who have won an anythin requisition in the orchestra

Hudson and Delange, who have won an enviable reputation in the orchestra realm and as makers of many best-selling phonograph records, are highly regarded along Broadway as composers of such famous tunes as Moonglose, Tormented, Mr. Ghout Goes to Town, Organ Grinder's Swing, You're My Desire and many others. During the last few years they have won a number of prizes offered by the American Society of Authors, Composers and Publishers.

Vendco Is New Operating Firm Opened in Canton, O.

CANTON, O., Dec. 11.—Vendeo of Canton is the name of an operating concern here besded by R. M. (Dick) Edwards, well known in the walkathon promotion and exploitation field in the Middle West. The new concern, with headquarters at 229 Third street, Northwest, operates de luxe nut venders, target machines and phonographs, according to Edwards, who announced the purchase of 50 penny nut machines from a Massilion, O., operator recently. These have been placed in the immediate Canton area, he said.



JACK MOORE, West Coast distributor for O. D. Jennings & Company, is host to a group of California operators, Cigu-Rola eigaret machine is acclaimed the guest of honor.

Detroit

DETROIT, Dec. 11.—Renewal of local activity in specialty food venders is forecast by plans for disposal of the machines now owned by the Food Service Company. This firm discontinued most of its activity about five years ago and stored the machines. Due to the lack of new developments in this specialized field the machines are still of an advanced type, it is reported. Plans to renew service of the machines, probably thru disposal to a third party, are now being made by E. K. Pilcher, president of the company.

Business in the vending field is im-proving, Frederick E. Turner, president of the Automatic Merchandisers' Assoof the Automatic Merchandisers' Asso-ciation of Michigan, reported this week. Turner, whose own operations are con-fined to service machines spread over several States, is in close touch with vending ops. He reports that ops with our making a strong drive for business are getting it.

Pop Corn Robot Company was to place its now model on display at its head-quarters here this week. After devoting considerable time to designing and de-veloping this machine production details are now complete. The machine will be ready for the market shortly, according to reports, and the production schedule will be released in the near future.

Robbins Has Plan To Up Take on 2-in-1 Venders

BROOKLYN, Dec. 11.—In addition to manufacturing the popular 2-in-1 Vend-

SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE

TOYS, CHARMS: Make yeemed! Big. Steady. Year 'Royad PROPIT, Bratall a road of SEL-MOR 1c VENT-OBS SEL-MORS mere washed all others. Preferred by the more washed to the collection of the collection of the preferred by the more washed laked Emirad Base, tamper groot lor, chronatmax trimmings. 5 lb. capacity.

VENDS EVERYTHING

Nuts, Hard Cards Toys! Save—buy from our Factory! Guarantee 5 years, Start YOUR SEL-MOR roots NOW Order today.

Write for Operators' Special Prices.

STAR MFG. & SALES CO.

DUO - VEND THE OPERATORS' CHOICE

2—Compartments—Will word all kinds of reds and candles together with toy-onts. Removable merchandise compartment. Finished in a beautifut red with black trim.



DISTRIBUTORS-JOBBERS and ROUTE MEN

Write for Details 1c Vender-Capacity 10 DL Size—18" High, 7" s 5". Rejects Tax Tokens. Shipping Weight, 24 lbs. PRICE ON APPLICA-

DUO-VEND SERVICE CORPORATION



- E C DESIGN POPCORN



Build yourself a steady, profitable, legitimate business with POPMATIC - the new automatic popcorn vending mathine! Locations pay as high as \$42.00 per week . you can depend upon on average of 40% net profit. The novelty of POPMATIC attracts crowds. A nickel in the slot - a flurry of golden grains behind the glass - the pull of a lever, and presto! you serve yourself a sack brimming full of hot, tasty popcorn "better than mother makes"!

Simplicity - Positive Operation

POPMATIC's operation is simplicity itself - no motor, no rheostat, no thermostat, no costly "out of service" delays. The entire mechanism is before your eyes, within easy reach of your hands. 250 sacks between refills.

- EYE-APPEAL - Slim, modernistic cabinet of beautiful chromium and wrinkle-finished baked enamel, 62 Inches high. If feet wide . fits easily into % the space of an ordinary popcorn machine.
- TASTE APPEAL . . . The patented process by which the corn is popped assures large, tender grains of a delightful flavor. One taste calls for more - and each operation draws a crowd!

FLUFFY GOLDEN CORN in ONE Minute Plus



"85 seconds from nickel to sack!" POPMATIC's performance is as quick as that - before the customer's mouth has time to water!

WRITE OR WIRE . TODAY FOR DETAILS AND PRICES

Trado Mark Registered U. S. Pat. Off. U. S and Canadian Patents. Other Patents Pending.

POPMATIC MANUFACTURING COMPANY

5147 NATURAL BRIDGE AVENUE

ST. LOUIS, MISSOURI

m, Dave Robbins, of Brooklyn, also shows his operators how to earn extra profits with the machines. During the partyees a "attimulation plan" conceived by Robbins has been successfully used

FORTUNES AHEAD

The Gratis PENNY attraction of the age takes everything and gives nothing only TOUR FORTUNE. It has Fifty GOOD FORTUNES. This machine is a REAL FLASH. NO COMPETITION. We have 100 recom-ditioned machines, \$10.00 each.

A REAL BARCAIN.



New Machines, \$15,00 each with stands. You can't lose on these machines. Try one and be convinced. Simple construction. Child can service them. Seven machines prosted \$550,00 in 30 days at Century of Progress at Chicago. DON'T WAIT. ORDER NOW AND START A REAL BUSINESS. 1933 WILL BE A REAL YEAR.

Tower Amusement Corporation Successors to: Future Products Co. 324 N. ASHLAND AVE., CHICAGO.

> Write for Low Prices ON PEANUT AND BALL GUM

Self-Serv Mfg. Co.

by operators and it has increased considerably the normal income of 2-in-1 ing," the prexy said.

Venders. The plan in detail is being furnished free of charge and without

The fine showing of the Loyola Uni-

furnished free of charge and without obligation to operators by Robbins.

As Robbins has had over 20 years of experience in the operation and sale of vending machines, his plan is naturally a practical one. Dave states that in his opinion 1938 will be the biggest year in the history of automatic merchandisers. This will be due to the fact that many operators who have had legal difficulties with other types of machines will devote some of their energy to vending machines, he says.

Union Complaint Brings Club Ban

SYRACUSE. N. Y., Dec. 11.—Official action was extended to clubs recently which had been permitted to operate slot machines after they had been banned in pisces having liquor license.

The extension of the ban to include clubs came as the result of a complaint made by members of the Cooks and Waiters' Union. The union said that banning the machines from restaurants and cafes in which they work and per-mitting them to run in clubs was too much of a financial favor for the clubs. much of a financial favor for the clubs. The entrance of the union into the coin machine situation here is considered as unusual and future developments will be considered of great interest to the local and national trade.

City officials had permitted machines to operate in clubs "because they deserved a little different rating as really second homes for men."

New Orleans

The fine showing of the Loyela University (South) Wolves this year can be credited in no small way to Ed Rodriguez, of the American-Southern Coin Machine Company, who is a scout for the football mentors of the college. "Just watch the Wolves in 1928, when we are going to improve in the toughest schedule lined up by any college in the country." Rodriguez is already boasting. He picks California to take Alabama in the Sugar Bowl.

Warren Roussel, club operator of La Piace, La., has bought another block of new Caille Playboys, including several comodes. "This new no-lemon" machine is the greatest money maker ever placed on the market," he said while in the city to place his latest order this week.

The Dixte Coin Machine Company has taken on Louisiana distributorship for Stewart-McGuire's peanut venders. The firm has received first two samples of Bally's Fleetwoods and Stables.

P. W. King, head of O. & N. Sales Com-P. W. King, head of O. & N. Sales Company, reports a quieting down of sales in the past week to 10 days, but looks forward to a sharp revival, as the biggest came and cotton crop in years in this section is marketed and money begins to circulate heavier. "I have no complaint because sales have slackened a bit," King says. "My business this year has been excellent, thanks to the break in having a good line of machines to sell."

King reports the sale of a large lot of second-hand Jennings' Chiefs by a Flori-da operator to rural operators of Louisiana, shipments flowing steadily thru this city during the week.

Cupid at the crossroads in Louisiana. NEW ORLEANS, Dec. 11.—Regular monthly meeting of the Coin Machine Venders' Association of New Orleans as full attendance and everybody was optimistic over future prospects, President Julius Pace says. "Response to my same question after each new romance request for a full attendance at the Chicago show in January is excellent and

5/8" BALL GUM

ASSORTED - FACTORY FRESH \$10.95 10,000 Balls TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY Only \$2.40 and up

Over 60,000 Sold Write for Full Information Today

ROY TORR 2047A-So. 68th Street, Philadelphia, Pa.

HEADQUARTERS FOR

NEW-DIFFERENT

SPECIAL ASS'T | 85caGr. Write for Quantity Prices. | Plus Postage.

ASSOCIATED ENTERPRISES, INC., Pure Oil Building. Chicago, III.



BIG - BEAUTIFUL

Highly Polished Aleminum, taked on ratin firth. Best buy on the market. Money back if not satisfied.

PRICE: \$3.50 with 3-Lb. Bowl. Sample, 50c Extra for Pestage. Write for Quantity Prices. 25% With Octor.

LITTLE NUT VENDOR CO., Lassing, Michigan



MONEY-BACK





FOR ALL LEADING MANUFACTURERS

TRACK TIME SKILL TIME DARK HORSE

SWEEPSTAKES MAY-DEN-RACES BIG PLAY

FOR IMMEDIATE DELIVERY!

Big Surprise For Every Operator Who Writes to Us!

WITH A SMILE!"

336 N. GAY ST., BALTIMORE, MARYLAND

GUARANTEED RECONDITIONED SLOT BARGAINS

2-Mills 10: Cherr Bells or Yender. 21-Mills 20: Blue Penol Syster Bells or Ver 1-Mills 20: Blue Penol Syster Bells or Ver 1-Mills 20: War Engle Bells regular payout 6-Mills 20: War Engle Bells regular payout 6-Mills 20: Gwar Engle Bells mystery payout 75-Mills 10: Gwar Engle Bells mystery payout 6-Mills 10: Blue Penol Mystery Gold Award 6-Mills 10: Yellow Front Regular Golden Bell	ors, with or without gold award 45.00 award, regular payout 45.00 award, with or without gold award 45.00 award 45.00 award 45.00 award 45.00 award 45.00 award 45.00 award 45.50 award 45.50 award 45.50 award 47.50 award 77.50 award 77
ACCESSORIES FOR	SLOT MACHINES
10—Brand New Original Jennings Jack- got Fronts for Jennings Today Ven- ders 2.50	67—Chicago Mecal Safe Stands for Mills machines 5.50 21—Jeonlog Safe Stands

1/3 Deposit With Order-We Ship Balance C. O. D.

MACHINE CO AEMDING. Franklin St., Fayetteville, N. C.



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PACES RACES BANGTAILS RAY'S TRACKS TURF CHAMPS TRACK TIMES

MANY GOOD 1-BALL AUTOMATICS COMPLETE STOCK COUNTER GAMES

* Write for RIGHT Prices * GEORGE PONSER CO. of PENNA., Inc. 900 N. FRANKLIN (MARKET 2008) PHILADELPHIA, PA.

At Exhibit Plant

CHICAGO, Dec. 11.—Officials of Exhibit CHICAGO, Dec. 11.—Officials of Exhibit Supply Company said that the production lines started humming this week on a rush schedule to turn out 1,000 novelty games within the next 10 days if possible. Herman S. Budin, of Budin Specialities, Brocklyn, was given much credit for sending in rush orders in quantity that made it necessary to increase production.

Budin reported to Exhibit officials that the novelty games were really selling in his area. The game, Hare-n-Hound, is responsible for all the rush, it is reported. The game fits into territorial requirements in the East, Budin reports, and Exhibit officials say that distributors in other fields are also finding the game with plenty of player appeal and that it also its into legal requirements.

New Chicoin Game Christened Mars

CHICAGO, Dec. 11.—In an announcement this week Sam Welberg and Sam Gensberg, officials of the Chicago Coin Machine Manufacturing Company, made public some information on their newsat creation, Mars. According to Wolberg, "Mars is something unlike any game now on the market. With this game we are introducing to distributors and operators for the first time a double-glass backboard. This backboard is not an illuston, since it has an actual depth back, including two futuristically designed moving-space ships."
"In addition to this unique backboard," added Gensberg, "Mars also utilizes two repeater action springs, which create new player appeal and excitement and give players a double thrill with every ball played. Both the

playing field and backboard are bril-liantly colored and make this one of the

liantly colored and make this one of the most attractive games obtainable."

"Mars is not ready for shipment as yet," advised Mr. Wolberg, "but jobbers and distributors will have them in one week. Operators may visit their jobber or distributor and see this new game next Tuceday or Wednesday, when it will be on view all over the country at the same time.

"We feel that Mars is one of the finest of the new games," he concluded, "both in mechanical perfection and earning power. In our effort to make it possible for all operators to have an equal opportunity to share profits from this game, we decided on the policy of placing it on view simultaneously thruout the country."

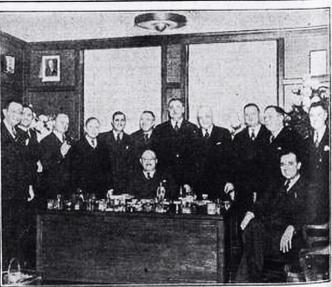
Announce Amount

LITTLE ROCK, Ark. Dec. 11.—As the State revenue department made prepara-tions here to appeal to the Suprema-Court a decree restraining revenue com-missioner from collecting a 85 "per slot" tax on vending machines and slot" tax on vending machines and music boxes, the department announced that collections from privilege tax of machines for the first 10 months of 1971 increased \$6.991.25 over collections during the corresponding period last year. The department announced that total collections up to October 31 totaled \$21,853.75, compared with \$14,801.00 during the same time in 1996.

Music machines contributed the greater part of the revenue. Numerous machines are being licensed this year that were not taxed formerly, such as marks kee-ball and die-o-matic machines.

were not taxed formerly, such as marca-kee-ball and die-o-matic machines.

J. Hugh Wharton, revenue department attorney, is preparing the appeal to the high court. He said operators of the machines are now paying only 45 on each machine, altho many of the ma-chines have as many as four or five slots on them. slots on them.



GUESTS AT WALTER TRATSCH'S birthday party are, left to right, stand-ing: S. T. Gullicksen, Joseph Rogers, W. J. Sheetz, Harrey Carr, Ed Johnson, Dick Hood, Paul Koch, O. G. Gullicksen, Lee S. Jones, C. Danny Odom, Junes Jusich, Scatted: Walter Tratsch, head of A. B. T. Manufacturing Company,

MAGIC JAR DEAL

MYSTERIOUS TICKETS Make It Possible Yo Use Same Deal Over and Over Again Without Spending to for Re-placoments.

Price \$2.50 Pays Out ... 358.80 Lots of 12, \$2.00. Your Profit . . \$23.60

Price \$4.50 Pays Out . 70.00 Lots of 12, S4.00. Your Profit 5 47.60 Don't Pall To Get Your Sample of This Most Scheatlenal Deat.

1/3 Deposit, Balance C. O. D.

Il Prepay Express Charges If Full Amoyet
companies Order. Only Certified Chicas
or Money Orders Accepted.

MAGIC GAMES CO.

4203 Fulferten Avenue, Chicago, III.

Juaranteed RICONDITIONED PAYOUT T MONARCH COIN MACHINE CO. CHICAGO, ILL.

Lane Sees New Era With Free Races

NEW YORK, Dec. 11.—Bert Lane, gen-dial sales manager of the George Poincer Company, has been seeking an explanation for the extraordinary interest which perators have been showing in the new Kerney release, Free Races, according to reports. He must have found it, for in speaking about the game during the past week he stated: "Keeney has met the need of the hour by turning out a same that will meet legal requirements. The three main characteristics of this same—skill, amusement and free games

Coinmen Discuss Coming Convention

NEW YORK, Dec. 11.—As the opening date of the annual Coin Machine Con-vention draws closer interest in the show rention draws closer interest in the show increases daily among local coinmen. Much discussion, some speculation and many predictions are made daily regarding what will and will not be shown. Many ops, jobbers and distribs have declared that manufacturers will have to unveil games of an entirely new type if they wish to keep the sales level on the same plane as preceding conventions. Most of the men are of the opinion that a greater variety of machines will be shown this year, as many operators have declared that they would like to see more merchandisers, phonos and other equipment of the type that can be operated anywhere.

Local interest in novelty pin games and other amusement equipment continues to be as great as ever, but most of the ops are looking for something new to stimulate and revive play. Jobbers and distributors are interested in uncarthing products which will revive the type of sales they enjoyed some months back.

The home of finding something was at the content of the

The hope of finding something new at the convention is provoking more interest in the event than anything else. Most of the local coinmen are already making plans to attend the event, and when January 17 rolls round by far the greater part of the local coinmen will be in Chi for the big show.

Markepp Employees To See Boss Dance

CLEVELAND, Dec. 11.-Employees of CLEVELAND, Dec. 11.—Employees of the Markepp Company took over a sec-tion of the Hanna Theater to see their "boss." M. M. Marcus, star in a play here this past week. Who's Excitedr was the musical comedy in which Marcus appeared. The show was put on by the Men's Club of the Heights Temple of this city, to which Marcus has be-longed for many years.

These club shows are annual affairs that attract large crowds and annually

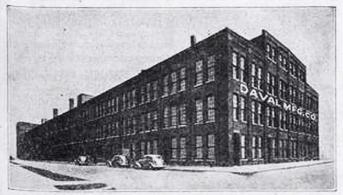
receive favorable comments from dra-matic critics of local newspapers.

awards—are the points upon which cases involving the legality of pin tables have rested.

rested.

"Judges and juries in many States have said in effect that if a pin table had these three attributes; that is, if they were proven to be amusing, to require skill in playing and to give more pleasure in the form of further playing of the game as a reward for the skill displayed, then the coin machine is a legitimate device. I have seen Pree Races and there is no question at all in my mind that this creation of Keeney's will open closed territories. Why? Because test cases are already proving that this game has amusement, skill and free-game awards and will meet and defeat most any legal objection that has ever been raised against tion that has ever been raised against a pin table."
In conclusion Lane said: "Every wide-

th conclusion Lane said: "Every wide-awake operator should grab a sample of Free Races, place it on location and see for himself how easy it is to disprove objections against it. Believe me, the free-game idea is going to start a happy new era in the coin machine age."



NEW DAVAL MANUFACTURING COMPANY PLANT. The affiliates, Ronel. Inc., and Aeme Novelty and Manufacturing Company, are also in this building.



PLAY-OLA "PUT and TAKE"

"Pot and Take" is the grand old money-maker that everyone knows how to play. Play-Odic colorful new style of presentation makes it feater-moving and more attractive than ever before. Definite Pay-out. TAKES IN—500 @ 5c and 10c, \$28.00 PAYS OUT. 21.60

DEFINITE PROFIT
COMPLETE SAMPLE DEAL ONLY \$1.25
This Deal also assinable with 1,000 and
2,000 licents at slight increase. Rush order
today.

Here's A Sizzling HOT Sample Price For

News! For Jobbers, Operators, Distributors

A stant company enters the Jar Deal field with a vast line of spectacular, colorful, original numbers that MOVE FAST, and pay big, quick profits. This So play "Put and Take" Jar Deal is an example.

"Play-Ola Games are the fastest-moving, biggest-profit pames on the market."—J. A. SCHWARTZ, of National Coin Machine Eschange, 1407 W.

OVER 50 BIG NUMBERS

The Play-Ola line comprises over 80 different high-pressed Jar Deals—including many with dack Pet-cards. All kinds of burst, cooled displays. Pay-cuts and tickets for every domand. Write teday for lasert Ostaling and Quantity Discounts. Please we your letterhead.

MORE RED **HOT NUMBERS!**



Here are 2 more fast-moving, big-profit Play-Ola Jar Deals-only 2 of the 50 You'll find in our latest Catalog. They're proven money-makers.

TRIPLE PLAY RAINBOW

A colorful, original game that draws crowds and docsn't let them go. Winners of \$1.00 to \$10.00 move this game tast, with a big profit for the operator. Played with 1,800 Tickets—1 sets running consecutively from 001 to 600, each set with a different colored background.
TAKES INS—1,800 0 5c. \$90.00
Label Pays Out \$30.00 \$7

COMPLETE SAMPLE DEAL .. \$4.45



MORE THAN 50 Original Colorful Jar Deals in Play-Ola's Line!

Write or Wire for Catalog an Quantity Discounts.

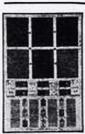


COMPLETE SAMPLE DEAL . . . \$5.95

See Play-Ola line at Booth 234, Coin Machine Show.

PLAY-OLA MFG. CO., Dept. C-2, CHICAGO.

Dept. C-2, 1956 S. Troy St.,



LUCKY PURSE DEAL

0-hole board with six penults leather hand-laced purses contains in ranging from \$1.00 to \$5.00. Seal awards, claractto and see-cuts give this beard more than fifty winners. Takes in \$69.00, spreadmately \$30.00.

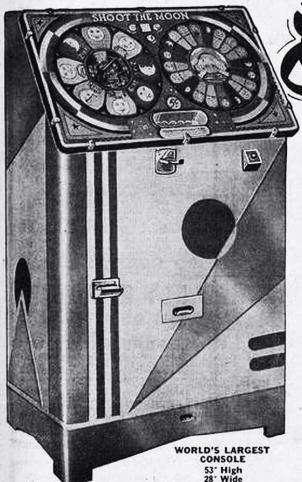
Sample \$3.75; Lots of 10 or More, \$3.50.

H. G. PAYNE COMPANY

312-314 BROADWAY. NASHVILLE, TERM

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Another GREAT!!! Low Priced CONSOLE



3 JACK POTS..ONE UP EACH PLAY

A NEW EVENT IN CONSOLE PLAY APPEAL.. GIVES YOU THE MOST POWERFUL MONEY MAKER AND GREATEST OF ALL CONSOLES TO-DAY

One of Three JACK POTS . . . 20 to 1-40 to 1 -120 to 1 appearing with each play—and odds of 2-4-6 and 10 to 1 keeps the play con-stantly at high peak wherever installed. The most flashing—alluring come-on play ever introduced in any kind of a game. TRIPLE LIGHT ACTION—TRIPLE THRILLS on a mirror etched field of colored moons to

Pay out percentage adjustable, LIGHTED FIVE COIN ESCALATOR—MAGNIFICENT LACQUERED CABINET—CHECK SEPARATOR AT NO EXTRA CHARGE.

The Finest and Best Mechanical Performing Console Ever Built! ORDER NOW!!!



Furnished with

MINT VENDER 522.50 extra

SKILL CONTROL BUTTON \$17.00 extra

TICKET VENDER \$10.00 extra

4222 WEST LAKE STREET CHICAGO EXHIBIT SUPPLY COMPANY



"COCK FIGHT" GREETS 1938!

171/4" Deep

Superier's "Cock Fight", 2280-Hole, aserage Payout Board with accordanting
Payout See Board with accordanting
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Profit (Average)\$ 41.34 100 DEAL. Takes in 2250 @ 100\$228.00 Pars Out (Average) 105.10

Profit (Average) \$ 72.81
Thin or Thick Board with easels, cells phane wrapped.

SUPERIOR PRODUCTS, INC.

14 No. Peoria St., Dept. C. Chicago, III.



SENSATIONAL USED MACHINE

GUARANTEED RECONDITIONED

OOK-OLA WORLD SERIES . \$144.50 AY'S TRACKS. Late Models . 80.50 EENEY'S TRACK TIMES . 124.50 REAKNESS . 44.50 X HIBIT'S RACES . 88.50 OOK-OLA 12 Record Multi-Selectors\$144.50\$9.50124.50 1/3 Deposit With Order - Balance C. O. D.

BADGER NOVELTY COMPANY

2540 N. SOTH STREET,

THE RESERVED IN THE STREET WAS A STREET, WHEN THE STREET, AIRWAYS used 3 weeks \$50.00 ANGOTT COIN MACHINE CO.

8625 LINWOOD AVE.,

DETROIT, MICH.

Billardon Introduces New Billiard Layout

NEW YORK, Dec. 11 .- Billardon Corporation, New York, is introducing a new coin-operated amusement game known as Snookerette. Game originated in France, where it is claimed over 500,000 are now in operation. It has also proved popular in Belgium, England and Canada and the manufacturers are determined to doubleste that record in determined to duplicate that record in this country.

Baled on the principles of billiards and pool, it may be played by two, three or four persons, with cues and seven balls. A dime in the slot releases the balls in a rack. The size of the game is six feet by three feet and no space is required to walk around, as all shots are played from the front end of the table.

Agitation Spreads To Church Bingo

CAMDEN, N. J., Dec. 11.—The agitation against pinball games has spread to include official action against such pastimes as bingo in churches and theaters. The agitation began recently when the police department received the well-known complaints that "children are squandering their lunch money on pinball machines." A Supreme Court justice had also declared the games illegal because they "encourage gambling." The agitation against games of all kinds is expected to aprend to adjoining counties at any time. The underlying political motive behind the agitation is not known at the present time.



3 JAR DEALS COMPLETE FOR \$10.00

To acquaint yes being with the outstanding for Death or the minimal rate in the control of the control of 2 for 100 an accurate of 2 for 100 an accurate of 2 for 100 and 2 others acquaint and 2 others acquaint and 2 others acquaint for 10 have 2280 Tick. \$10.00 fackyot Carda for \$10.00

Canf Holders and Jars in totate

One-Half Deposit-Balance C. O. D. LOUISVILLE NOVELTY MFG. CO.

330 E. Breckereidge St.,

Louisville, K

SLOT MACHINE OPERATORS!

Here's A Xmas Present For You

Here's A Xmus Present For You With every Stot Machine purchased from unduring the menth of December, we are civies and y control year.

16-LB. BOX ALLEGRETTO FAMOUS HAND-DIPPED, HAND-ROLLED GROCOLATES. ENJOY.

Drop us a line You Wither HAND-DIPPED, UNDURING WITH STORY OF THE WORLD WITH STORY OF THE WORLD WITH STORY OF THE WORLD WITH STORY OF THE MENT WAS A STORY OF THE WORLD WITH STORY OF THE MENT WAS A STORY OF THE WORLD WITH STORY O

CABL TRIPPE Price Plus Guaranteed Satisfaction A SQUARE BEAL CLOSE - OUT SALE ON RECONDITIONED AUTOMATICS ALL GUARANTEED - READY TO OPERATE.

TERMS: 1/3 Deposit with Orders. State Method of Shipment Preferred. Foreign Distributors: Get in Touch With vis. Cable Address, "Idealco," St. Louis, U. S. A. DEAL NOVELTY CO. 1518 MARKET ST.

Sensational =Sale==

SLOTS

MILLS BLUE FRONTS. S4450 Mystery 50-100-250 Play, SWith or without Gold Award, Light Gabinets, Late Serials

JENNINGS OH LEFS, \$3950 No. 100 - 250 - Bos Play, Very Lata Serials....

TO-MILLS WAR EAGLES. \$32.50

4-A. C. 7 PLAY. Late \$72.50

All Stots Have Been Thoroughly Reconditioned and Rebuffed Like New.

PHONOGRAPHS

50-WURLITZER 4121	129.50
00-WURLITZER 312:	127.50
1-WURLITZER P-12	99.50
1-WURLITZER P-10	69.50
1-SEEBURG Symphonela 36s.	05.60
7-SEEBURG Selectophone 3Gs.	69,50
2-DANCE MASTERS, 5-10-25 Slot 1-CAPEHART Orchestrope 38.	44.50 97.50
Trems: 1 /3 With Oases Balance C	0 0

:: AUTOMATIC :: AMUSEMENT CO.

SPECIAL

34 RAYS TRACKS

\$89 UNITED AMUSEMENT CO..

SALESBOARD **OPERATORS**

Read "DEALS"

column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Kinney Appointed Ranel Western Rep

CHICAGO, Dec. 11.—Officials of the Ranel Manufacturing Company, manufacturers of the U-Pop-It automatic compopping vender, announced this week that A. R. (Bud) Kinney has been appointed divisional factory representative of the firm for the Western States, including Montana, Utab. Wycening, California, Oregon, Nevada, Arizona, New Mexico, Colorado, Utah, Wycming, Idaho and Washington.

Kinney is well known to Western operators and enjoys an envisible reputation for square dealing, according to reports. Just recently he visited the Ranel headquarters here and completed arrangements for the shipment of U-Pop-It machines to Ranel distribs in the West.

West.

In commenting upon the appointment of Kinney, Ben L. Kulick, vice-president in charge of sales, said, "We are happy to have Kinney as our Western representative, for we know he will carry out the function of a Ranel divisional representative." ative. By that we mean that he will aid in cementing the relationship between operator and distributor, he will serve both operators and distributors in their respective areas, and he will aid distributors in helping operators build permanent and atendily increasing incomes in lections in helping operators build permanent and atendily increasing incomes in legitimate operating business with

Hercules Has New Payout Protector

NEWARK, N. J., Dec. 11.—Hercules Machine Exchange, Inc., introduced a new-type award protector which will be ready for volume delivery in a few days, according to reports. Irving Orenstein, president of the firm, believes that the new Hercules protector will pay for itself every day, since it offers a sure way for the operator to protect himself against fraudulent awards made by some location owners.

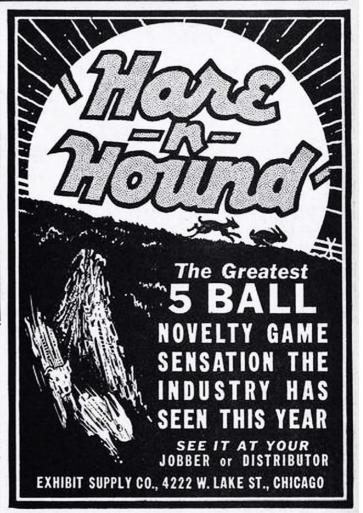
The item is described as being a small collection book of 100 sheets. These

The item is described as being a small collection book of 100 sheets. These sheets are left by the operator with the location owner, and all awards must be entered on the sheets. No erasures can be made, since they will show up instantly on the sheet. The item is fully copyrighted.

In pointing out the advantages of

copyrighted.

In pointing out the advantages of these sheets, Orenstein expained that the method of award is easily understood by anyone. All 10-cent awards must be checked in their own column, and there are other columns for other amounts. As a result the op can tell at a glance which awards on the game are the most numerous and also at what time of the day they are made, since the initials of the man who makes the award must appear on the sheet. At the amare time the op has this single sheet to check and does not have to add rows of figures to ascertain the total awards.



"THE HOUSE OF PROVEN WINNERS" CLEARANCE CLOSEOUTS

BARGAINS! Automatic Payouts

Arlington
Preakness
Fairgrounds
Golden Wheel

Carons Racing Form . Pameo Races Maxuma

Challenger Blue Bird . Hisleah . Bally Derby Palooka . 15.00 12.00 12.00 12.00 12.00 12.00 19.00 All Stars Skipper Royal Races Foto Finish

BARGAIN STEWART McGUIRE'S 7-Column Ciparetto Ma-chines. \$50.00

Ray's Track . 5110.00 25c Ray's Track . 125.00 (Serial over 3500) Favorite 85.00 Track Time 115.00 COUNTIR GAMES Ginger (New) 517.50 Reel 21 7.00 Penny Pack 6.00 NOVELTY CAMES

Consoles BARGAINS!

Zenith
HI Hand
Rodeo (Ticket)
Bolo
Gushgs
Fifty Geand
Action And many other Cames equally low priced. Send for list. Operators: Our new home was built by repeat orders from satisfied customers from Coast to Coast. All Used Games Reconditioned, Ready for Location. Ask Your Fellow Operator.

Jand J NOVELTY COMPANY, 4840 Mt. Elliott, Detroit, Mich.

CLOSE-OUTS

Jennings Grand Stands, Sc Play, Guaranteed, Operated Less an 30 Days, Cannot Sa Told From New, Sample \$22.50; Lots of 10, \$20.00 Each.



days 47.50
Paces Races, check separator 30 to 1, 5282-5287, guaranteed, can't tell from new 235.00 47.50

1—Rockota World Series, like
new \$120.00
3—Ray's Tracks, guaranteed
mechanically, like new,
5c Play Check Separator
4345, 4404, 4567, at. 115.00 Ea.
2—Flashers, like new 75.00
12—Pleasure Model Auto
Glides. List Price
5125.00, at \$0.00 Ea.
Write for Circular,
sex King Pins for Mills Notes or Californiae.

We Will Trade You Brand-New Paces Races or Paces King Pins for Mills Slots or Galloping Dominoes, 1/3 Cash With Order, Balance C. O. D.

MOSELEY VENDING MACHINE EX. Inc., CO BROAD ST., PAY PHONE 8-8411.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS

22 CAROMS\$24.50 | LITE-A-PAIR\$19.50 12 DERBY DAY ... 32.50 | 16 PREVIEWS 16.50 25 GOLDEN WHEELS\$39.50

Slots

JENNINGS CHIEFS— 5c-10c-25c Play. Serials from 120.113 to 127.161.\$37.50
MILLS BLUE FRONTS Mystery Sc-10c-25c Play. With or without Gold Awards, Late Serials 45.00
MILLS BLUE FRONTS— Mystery. 50c Play. With or without Gold Awards. Late Sorials
JENNINGS CHIEFS-50c. 47.50
BALLY RELIANCE 19.50
WAR EAGLES (5c, 10c, 25c) 32.50
(5c, 10c, 25c.) 30.00
MILLS QT 34.50
GROETCHEN'S COLUM- BIAS, Convertible, 5-10- 25c Play 30.00

Consoles

LIBERTY BELL \$ 72.50
BALLY FAVORITE 79.50
PACES RACES 109.50
EVANS ROLETTO 129.50
GALLOPING DOMINO 129.50
PACES RACES (25c Play, Brand New) 265.00
PACES RACES (5c Play, Brand New) 265.00

Phonographs WURLITZER P-12\$99.50

MILLS DO-RE-MI	 99.50
ROCK-OLA 1936	 99.50

1/3 Deposit.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

IT'S HOT! IT'S NEW! IT'S A WOW!

-THE BIG APPLE-

A NEW THIN HARLICH JACKPOT BOARD

IT'S GOT THAT EXTRA WALLOP THAT BUILDS PROFITS-FAST

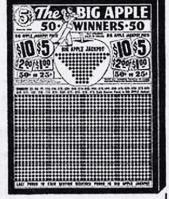
No. 11043

1000 Holes

Takes in\$50.00 Average Payout . \$26.00 Av. Gross Profit. \$24.00 ORDER TODAY!

RE FIRST!

PRICE \$250 PLUS 10% TAX



HARLICH MFG. CO. 1413 W. JACKSON BLVD.

BEAT THESE PHONOGRAPH PRICES IF YOU CAN

WURLITZER MODEL 412 \$110.00 (LOTS OF 5)

ROCK-OLA 1936 MODEL \$85.00 (LOTS OF 5)

GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE! 25% DEPOSIT REQUIRED WITH ORDER

AMUSEMENT COMPANY POUGHKEEPSIE, N. Y.

U-POP-IT

Now on Hand SPOT Euclid Avenue. AVON NOVELTY SALES CO., Inc. COME IN FOR DEMONSTRATION.

Cleveland, O.

THE CREAM OF THE CROP!

NA SERBERAR DE SERVICIO DE LA CONTRACTOR DE CONTRACTOR DE

In Stock for Immediate Delivery!

- SPECIAL -FAIRGROUNDS\$97.50 PREAKNESS 57.50 ARLINGTON 67.50 ? Write for the names 122.50 ? of these 2 specials 77.50

They are so new we are not permitted to advertise them as yet!

NOVELTY GAMES

AROUND THE WORLD \$29.	50
BUMPER 14.	95
FIRE BALL (Like New) 11.	50
BOO HOO 34.	50
HOME STRETCH 31.	50
STORMY 29.	50
LONG BEACH 34.	50
CARNIVAL 34.	50
CROSSLINE 17.	50

ROTARY MERCHANDISERS
Serials 2500 and up.
Escalator Models.......\$69.50

TERMS: 1/3 Deposit With Order,
Balance C. O. D. All Prices F. O. B.
CHICAGO.

Write for List of Other Sensational Bargains in Consoles-Pay Tables-Novelty Games and Counter Games

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago

AND DESCRIPTION OF THE PROPERTY OF THE PROPERT

1326 W. Flagler St., Miami 1901 Fifth Ave., Pittsburgh

Atlas Ambassadors Building Good Will

CHICAGO, Dec. 11.—"The activities of our traveling ambassadors of good will have already begun to take effect." reports Morrie Ginsburg, official of the Atlas Novelty Company. "Julian Katze is broadening the scope of our activities in Georgia and Alabama as he travels thru those two States. My brother. Eddie Ginsburg, is furthering our relations with operators in Florida as a result of his visits to coin men in that State. Our famous policy of the finest in new and reconditioned equipment plus a highly developed personal service is making the name of Atlas a byword with Southern operators.

"We are confident that this twofold policy has done more to contribute to our success than anything else," he continued. "By keeping our fingers on the pulse of the coin machine industry we are able to predict trends of games in formation that helps them select the best type of equipment for their particular territories. These operators appreciate our efforts in their behalf. We realize that their success is our success, and we always stand ready to give them any assistance we possibly can render," Ginsburg concluded.

Ranel Announces Two Promotions

CHICAGO, Dec. 11.—A. S. Douglis, president of Daval Manufacturing Company and its affiliate, Ranel. Inc. announced two promotions during the past week. R. G. Norman, former advertising manager, has been made director of sales promotion, and I. D. Rotkin, former assistant to Norman, has been made director. In commenting on these revisions in personnel Douglis stated, "Business is definitely good. The Daval products are going stronger than ever, and the U-Pop-It machine is being halled by operators everywhere as the answer to current operating problems. At the same time we have a series of new games in the offing.

we have a series of new games in the offing.
"Naturally," he concluded, "increased business necessitates increased facilities for handling it. That's why it gives me great pleasure to place Bob Norman in charge of sales promotion and Izz Rotkin in the advertising manager's chair. I know they are both fitted to perform their new duties in capable fashion."

Baum Plays Santa to Ops

ST. LOUIS, Dec. 11.—That old saying, "There is no Santa Claus," does not apply to the Baum Novelty Company, as Dan Baum, owner, who also represents the Allegretto Candy Company, of Chicago, here, is giving away a five-pound box of Allegretto's chocolates to all operators who purchase slot machines from him during December. With every slot machine sold he is giving the purchaser a special Christmas box of chocolates.

SENSATIONAL BARGAIN

1200 TICKET DEAL WITH BIG JAR AND FLASHY 5-COLOR STEP-UP PUSH-CARD

Only \$149

Choice of BASEBALL, DERBY, SKRING.

Average Profit \$68.00

This Amoring Bargain To Introduce Our New Line, and is for LIMITED TIME ONLY. Cet 'Em While You Can of This Price! Order Today, Send One-Third Deposit.

FORTUNE BOARDS GETTING BIG PLAY

An amusing "fortune" on such ticket. Bell faster than calesboards and operate in many territories where calesboards do not gd. Write for details.

GRAND NATIONAL SALES CO. 2300 W. Armitage Ave., Chicago, III.



50 Boses Kisses and a 600-Hole \$7.95

25% With Order, Balance C. O. D. SEND FOR OUR CATALOG OF NEW AS-SORTMENTS, Salesboards and Counter Games, You Will Save Moosy.

LEE-MOORE & CO. 180-182 W. Adams 51



SALESBOARD OPERATORS FUR COATS GOING BIG

Cash in big modey using the ulne Fue Costs for steeped board doals. Latest style fill skin garments; all expedie the Direct from manufacture, be low wholesale prices. Write if wire for prices and descripting folder.

83

YOU "PAYOUT PROTECTED

? PERFECT PAYOUT CHECK-UP

? DO YOU KNOW WHY YOUR PROFITS ? HERCULES PAYOUT PROTECTOR

?DO YOU KNOW BETWEEN WHAT?

? COMBINATIONS ARE BEING HIT?

WE OFFER FOR SALE THE FOLLOWING

THE STARK NOVELTY CO.

M. RAY JAMES

Better Wire Your Order at These Prices

Mills Flasher Race Horse Top, used free Weeks Mills Bloe Frent Bo Blot Machines. Lits Models - 37.50 Ea. 35.6 Mills Extraordinary Blot Ma-

-25c Mills Extraordinary Slot Ma-chine 25c Mills Blue Front Slot Machines 35.00 Ea. Pair 55 Slots . 25.00 Eb. Abres Machines Hars Been Reconditioned and Guiranteed. 1/3 Cash, Balance C. O. O.

MY CALL NOVELTY CO.

CHISEL-PROOF PAYOUT CHECK-UP, FOR YOUR OWN PROFIT PROTECTION YOU NEED

Not a Mechanical Gadget! Not a Register!
A COMPLETE CHECK-UP IN
COLLECTION BOOK FORM!
Introductory Price Good Only Until Jan. 16.

Only \$1.00 Per 1,000 Sheets Full Cash With Sample Order.

HERCULES MACHINE EXCHANGE, Inc. 1175 BROAD ST., NEWARK, N. J.

Budin Banquets English Visitors

BROOKLYN, Dec. 11.—Herman Budin, rotund and jovial president of Budin Specialities, Inc., threw a farewell party this week in honor of Mr. and Mrs. Tony Gasparro and Hymie Seener, of London, who salled for home December 8 on the Aquitania. Our English friends had an enjoyable stay in the States and expect to return in a short time. Gasparro has

to return in a short time. Gasparro has made arrangements to be in Chicago for the coin machine show.

At the party, held at Dan Christie's Little Old New York, the coinmen's rendezvous, Budin acted as host and kept the party running at a fast gait all evening. The guests enjoyed the fine show Christie put on, especially the guests of honor, who perhaps were seeing an old-fashioned show of this kind for the first time. The party broke up in the early hours of the morning, with all the guests giving the Englishmen

in the early hours of the morning, with all the guests giving the Englishmen some loud "bon royages."

Guests present were Mr. and Mrs. Jack. Semel, Mr. and Mrs. Max Welss, Mike Munves; Dave Simon, who came in from Baltimore; James W. Ryan, of Inter-Continental Forwarding, Inc.; Joe Caida and Joe Orleck, of The Billboard; Mr. and Mrs. Tony Gasparro, Hymle Seener and Mr. and Mrs. Herman Budin.

Slug Advertising **Hurts Operators**

"To the Editor: The inclosed ad has appeared several times lately in our local newspaper and I am told that it comes to the paper thru an advertising agency. These slugs are being bought here for the sole purpose of playing pinball games, for which he pay \$15 each per year for license to operate.

"This ad seems to be running in newspapers everywhere if pin games or slot machines are operated. We believe any number of operators would like to have

number of operators would like to have your advice on what can be done about this.—L. M., Illinois."

this.—L. M., Illinois."
The classified advertisement referred
to above reads as follows:
"SELL SLOT MACHINE SLUGS to
stores. Nickel, dime, quarter sizes.
Write Specialty J., Box 833, Dayton, O."



ONE HUNDRED CORN POPPING VENDERS made up the above carload shipment sent recently to Mohr Brothers, Popmatic distributors in Los Angeles.



You will like this game and buy it the minute you see STADIUM in action. With visible Payout Register.

AURORA.ILL.



OTHER BARGAINS.
5 A. B. T. Big Garre Muntee Pistol Targets, with
Floor Stands, \$12.00 E.
10 Old Mill (Wisdmill) USED NOVELTY GAMES

D.ROBBINS & CO. HAI-S DEKALS ATE

Each	Each
1-MALTY BLUE BIRD \$11.00 1-MALLY BONUS TIMES 11.00 2-BALLY BELMONT 11.00 10-BALLY ORNOM 22.50 2-MALLY ORNOM 22.50 3-MALLY CHASSIG 15.00 15-MALLY CLASSIG 15.00 15-MALLY CLASSIG 15.00 15-MALLY DERBY 11.00 28-MALLY GOLDEN WHEEL 15.00 7-BALLY GOLDEN WHEEL 15.00 7-BALLY PRENNESS 15.00 7-MALLY PRENNESS 15.00 7-MALLY PRENNESS 15.00 7-5-MALLY PRENNESS	4—BALLY RACING FORM. Ticket. \$55.00 10—BALLY TRAFFIC. 5 balls apprived as either amusement or automatic person. 3—GOTTLIED FOTO FINISH 55.00 1—KEENEY GRAND SLAM 11.00 1—MILLS PALLICHEADER. 10.00 1—PAMGO PINCH HITTER. 11.00 4—WESTERN WINNER 19.00 7—WESTERN WINNER 29.50

205-15 Franklin St., Fayetteville, N. C.

TED 500 SLOT MACHINES

Will Trade Wurlitzer Phonographs For Slot Machines

Send List of What You Have and How You Will Trade We Offer These Models (Any Quantity)

P412's - P312's - P12's - P30's OHIO SPECIALTY COMPANY

129 W. CENTRAL PARKWAY

CINCINNATI, OHIO



- * A NEW DOUBLE GLASS AC-TUAL DEPTH (NOT AN ILLUSION) BACK RACK.
- * TWO MODERNISTIC MOV-ING SPACE SHIPS.
- * TWO REPEATER ACTION BUMPERS FOR REAL THRILLS

and many more features!



Jennings Releases New M'd'sing Plan

CHICAGO. Dec. 11.—According to W. J. Ryan, vice-president of the O. D. Jennings Company, his concern has a new plan that is creating considerable

a new plan that is creating considerable interest among operators as well as gaining the support of local officials and responsible merchants wherever it has been introduced. "We've had so much favorable comment on the merits of this new idea," says Ryan, "that we have decided not to hold it back any longer. "To begin with," he went on, "this plan concerns our new clearet vender, Ciga-Rola. As everyone knows, such machines have a definite place in today's methods of doing business. So many standard commodities are now being successfully merchandised thru coin-operated machines that when a new idea demonstrates it will sell anywhere

idea demonstrates it will sell anywhere from 5 to 20 times more merchandise it certainly merits further investigation.

"In Ciga-Rola," Ryan continued.

"Jennings has a trade stimulator that fits into this new plan like clockwork. By combining the familiar cigaret vendfits into this new plan like clockwork. By combining the familiar clarar trending feature found on the ordinary vender type machine with an amusement feature that has stood the test of time we have been able to increase greatly the sale of clarets at a corresponding profit to both the operator and the merchant. The most important feature of this new plan is that it has demonstrated that it meets with the approval of local officials and will even have them working in support of this plan. Unlike the average amusement machine, Ciga-Rola, when operated under this new plan, will even have the support of the so-called reform element in the community.

"In order that information on this new idea may reach people who are really interested in making money without the constant dread of changing conditions hanging over them." Eyan concluded, "we have prepared a complete summary of the plan and how to use it in conjunction with the Ciga-Rola machine. Any interested operator may have this

junction with the Ciga-Rola machine.

Any interested operator may have this information in comprehensive form upon request."

Keeney Busy With Four Hit Games

CHICAGO, Dec. 11.—"When we tell people our sales are greater than ever before in the history of this concern they think of this business in terms of Track Time." declares J. H. (Jack) Keeney, president of J. H. Keeney & Company. "But we have three other games that are going as big as Track Time. Dark Horse, our new medium priced console game, has its own department going night and day.

"Then there's Prec Races, our new free game pin table," he went on "We're

"Then there's Free Races, our new free game pin table," he went on. "We're laying our cards on the table with those waiting to place volume orders for this game by informing them that orders already on hand for the second run will keep our production line busy until Christman." Christmas.

Christmas.

"When it comes to Skill Time, which is Track Time with a miniature playing field, we don't know where we stand. One operator's order alone calls for 10 a day for the next 30 days. There is an old saying," he concluded, "that all good things come in threes, but with us, it seems, all good business comes in bunches."



DICK WIGGINS, head of the newly formed Richards Manufacturing Company.

WANT

to cash in on the operating possibilities of Wastern's New AK-SAR-BEN, Free Come Table. Write now for complete information on how to build up your territory with this newest in coin-operated money-making devices.

> Address: JIMMIE JOHNSON WESTERN EQUIPMENT AND SUPPLY COMPANY

925 W. North Avenue.

Chicago, III.

CLASS OF SERVICE This is a full-one following or Collec-

WESTER

KN SVN LILLGAD

Received at Southern Pacific Station, San Anto

SAL34 14-MIAMI FLO 26 1110A

C D COOM, AMERICAN MACHINE SALES CO-

605 EAST COMMERCE ST#

SELL ALL NEW AND USED) MACHINES ON HAND AT REDUCED PRICES BEFORE JANUARY FIRST=

WILLIAM G GRAY.

P. S .- Note what above wire says. Must sell. If you want used machines in good condition that are ready to operate and place on location immediately, wire or write us at once for prices.

> SLOTS, PACE'S RACES, EVANS CONSOLES, DOMINO, BANG TAILS, ROULETTE IR.

AMERICAN MACHINE SALES CO.

605 East Commerce St., P. O. Box 903. SAN ANTONIO, TEXAS.



A NEW WURLITZER DISTRIBUTOR!

Formal opening and party for operators and their queets all day Sunday, December 19th.

 "A complete line of Wurlitzer phonographs, other coinoperated machines and pin games . . . also a good stock of used equipment. Operators - make our offices your headquarters - we will co-operate with you 100%!"

PAUL F. JOCK General Manager

PRICE

GUARANTEE DISTRIBUTING
2451 N. Mandalan St. Indianapolis



FOOTBALL

600 HOLES-Sc. THIN BOARD ONLY. Takes in \$30.00

PLUS 10% Total Pay Out . TAX

A Money-Maker for the approaching Football Season A 1,000-Hole Set-Up Board. Colorful—Attractive—Invit GLOBE PRINTING CO. 1023 Race Street

Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to main time, that is your business. If you make to are time, let this be a business. If you make to are time, let this be a business. If you make to are time, let this be a business. Transparent, with that saype givine abolives accoracy in count, shows it Tubes and Counts.

It Tubes and Counts. to always, easily empaled into relit tubes. The best hand counts define work of mechanical counter. Try a sample, \$1.25 each, or \$2.00 a set consisting of pency and nicket counter. The prenty counter can also be used for tubing dimes.



define Wrapper Tubes, 75c per 1,000 is notes:

1c, 5c, 10c, 25c, 50c sixed:

Write for Big Lot Prices.

Accurate Coin Counter CoPatton, Pennsylvania

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



RECONDITIONED PAYOUT GAMES

Guaranteed Like New

Gottlieb's Foto-Finish	\$49.50
Bally's Classic	29.50
Bally's Carom	22.50
Western's Winner	22.50
Pacific's Hi De Ho	10.00
Pacific's Phantom	27.50
Springtime	18.50
Stoner's Latonia	37.50
Cottlieb's Daily Races	
(Mystery)	22.50
Chicago Coin Paddock.	24.50
Bally's Bumper	10.00

1/3 Deposit With Order, Balance C. O. D.

ELECTRIC RIFLES

	7.7.5
JUNGLE DODCERS	25.00
HOLLYWOOD, JR. (Ducks)	30.00
HOLLYWOOD DE LUXE (Floor	
Sample)	60.00
SEEBURG RAY-O-LITE	160.00

PIN GAMES

Carnital \$30,00	1 Electric
Chica	Score
DNDy 30.00	Board \$10.00
Home-	Home Run, 10.00
11/etch 30,00	Hand Bell. 10.00
Long Beach 30.00	Batter Up 10.00
Recolled	Ball Fan.
W#d 17.50	1037 10.00
Repday 9.00	Wizard 10.00
terustion . 15.00	8hors 80s. 6.00
52 oper 17.50	Mad Cap 5.00

All Machines Thoroughly Checked Over and in Perfect Condition. 1/3 Depeals, Balance C. O. D.

CENTRAL NOVELTY COMPANY

3426 Cherokee Street ST. LOUIS, MISSOURI

15-Mills Phonographs-Do-R Perfect Condition	4-MI, 5 99.50
15-Wurlitzer No. 412 Phonog	
25-Wurlitzer No. 312 Phonog	
i-Seeburg Phonographs, Model "A"	99.50
Secourg Phonographs, Model "B"	115.00
20-Reckela Phonographs, 1936 Regular, 15,500 S	crist. 99.50
I-Mills Radio Coin Box	20.00
25-Bally Bumpers	12,00
10-Ball Fans (Stoner)	15.00
20-Sowling Bumpers	85.00
Terms: 1/3 Down, Balance	
The Canton Automatic Phon	
1103 Cherry Ave., N. E.,	Canton, O.

WANTED

Keeney TRACK TIMES

Condition and Serial Numbers . . .

Cet our List of Used Machines at giveaway prices.

REX NOVELTY COMPANY 1022 Cathedral Street Maryland Baltimore

Richards Markets New Coin Chute

CHICAGO, Dec. 11.—"The cein chute the cashier of the coin-machine in-ustry," stated Dick Wiggins, head of dustry," stated Dick Wiggins, head of the Richards Manufacturing Company, in announcing a new type coin-chute mechanism to the trade, "Every nickel earned in the business has found its way thru the coin chute becomes in its way as important to the machine as the wault door is to a bank. Countless thousands of dollars have been rifled from coin machines due to insufficient protection. To stop this leak in operators' profits we have bent our every effort to market a coin-chute combination that will answer the demand for a truly foolproof, indestructible coin chute.

will answer the demand for a truly foolproof, indestructible coin chute.

"We feel certain that our new RM
Senior and RM Junior coin chute will
meet this demand," Wiggins went on.

"We have found from rigid tests on location that this coin chute overcomes
every coin chute complaint within reason. On this chute a three-eighth inch
square steel bar operates the machines,
thus relieving the brass slide of this
duty and sllowing the slide to become
a conveyor and locking member only.
The steel bar is connected directly with
an operating lever which, with its com-

The steel bar is connected directly with an operating lever which, with its compound leverage principle, requires very little effort to operate the toughest machine. Its smooth operation will decrease the tilting of machines as well as increase player appeal.

"This chute is also equipped with a new speed lock that goes into effect when players become abusive and resort to jamming or forcing chutes," he went on. "A special dog action automatically locks chute momentarily until normal play is resumed. These new chutes are equipped with a seven-coin multiple play play is resumed. These new chitles are equipped with a seven-coin multiple play cap which not only increases play, but also eliminates the outer end of the brass slide that was so frequently bent and covers all openings which makes shimming impossible. All these features have been combined with other stand-ard features well known to the industry. ard features well known to the industry, and the results are the RM Senior and RM Junior coin chute expressedly made

for positive coin chute protection," he concluded.

New Target Idea on Bally's Bull's Eye

CHICAGO, Dec. 11.—Announced as a high-score game with strong skill appeal. Bally Manufacturing Company's new Bull's Eye novelty game features a target idea which is said to be entirely new in action and appeal. Four miniature targets are arranged at the top of the board in such a way that they can be hit only by snapping the ball off a new-type spring which the ball etrikes after traveling completely around the board.

after traveling completely around the board.

Describing the new skill spring, Jim Buckley, Bally's general sales manager, predicted that it would prove the most popular skill device in years. "This little spring." Buckley explained, "bellys out into the playfield. By a kind of bow-and-arrow action it flips the ball up into the cluster of targets, Looks easy, but requires playte of skill and architectures. into the cluster of targets. Looks easy, territories where restrictions are very but requires plenty of skill and practice attringent, and thus it is a source of exand promotes repeat play by the hour. They also words cannot describe the peculiar report that Bags-of-Gold is one of the setten of the skill spring. You've got fastest selling deals of this type they to play against it, get the feel of it, exhave seen in a long time, with location perience the satisfaction of beating that calls for repeats running extremely high," pesky little spring at its own game. Bazelon concluded.

Then you see why Bull's Eye is stealing the show in novelty locations from Coast to Coast."

Bazelon Reports Success of Deal

A spectacular money-maker, sensationally low-priced! Magnificent road-erne console-type cablinet —Gant 24" square light-up Back Panel—New Su-per-Features! Class and Flash that get top play in any location!

\$189.50 POWER PAK (AC)
EQUIPPED.
CHECK SEPARATOR NO
CHARGE.

> **HORSE** SHOES

Combines the best features of DERBY DAY and DAILY RACES plus many new innovations — the greatest racing bit of to day! Amazingly low-priced!

\$149.50

DERBY Console High Card Console Miracles in Class and Earnings! Write for Complete Description.

CHICAGO, Dec. 11.—Roy Bazelon, head of the Monarch Coin Machine Company, reports the tremendous success that their reports the fremendous success that their new counter deal, Hags-of-Gold, is enjoying at this time. As Bazelon put it, "When we first announced Bags-of-Gold there was a big rush of orders for it. Each week since has seen a substantial increase in sales. Generally in a deal of this type sales shoot high at first and then drop off, but with this one the increase in sales has been steady. "Operators report that they are able to place this deal on locations in many territories where restrictions are very



Register for 1938 Coin Machine Show

Name		c	ompany	
Street		c	ity and State	
Check whet	ther:	Operator	Jobber	Distributor
Please i			card or other ide	ntification as Oper-
Give na	me of at	least one manufac	cturer from whom	you have purchased
machines d	uring pa	st year		
No sant	-testion	fan te manufend to	this form is say	natural before Tante

ary 5, 1938. MAIL TO: NACOMM, 120 SOUTH LA SALLE STREET, CHICAGO, ILL.

GOLD MINE В 000000 000000 F 000000000 000000000 BY 000000000 0000000000 E 000000000 STEP-UP Gold Mine CARD rofits for mail Invest-5 SAMPLE DEAL \$5.00 DOZEN LOT PRICES COMPLETE (Card-Label-Jars-Tickets-Holders). Per Doz. . . . \$42.00 REFILLS (Labels-Tickets-Cards). Per Doz. . . . \$30.00 DEAL TAKES IN (2280 @ 5c)\$114,00 AVERAGE PAYOUT 70.00 AVERACE PROFIT \$ 44.00 1/3 Deposit - Balance C. O. D.

14 CAROMS SO WITE AMUSEMENT CO..

WHAT ARE YOUR NEEDS-

WE ARE MANUFACTURERS STERLING GAMES CO.

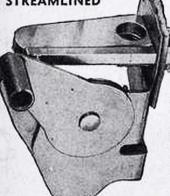
DICK WIGGINS Presents New Streamline Coin Chutes for 1938

AVAILABLE TO ALL MANUFACTURERS-ANY MACHINE CAN BE EQUIPPED WITH THE RM SENIOR OR RM JUNIOR IF YOU INSIST-INSIST!

* CHEAT-PROOF

INDESTRUCTIBLE

* STREAMLINED



RM SENIOR

The De Luxe Type Coin Chute that has everything! Provides all the features of

the RM Junior, plus new Indesctructible

E-Z Operating Lever with Ajustable Automatic Speed Lock that Locks Chute Outer end of Chute Slide eliminated and replaced with a strong, sturdy streamlined casting which overcomes the long-stand-ing bent-slide complaint.



PATENTED AND PATENTS PENDING

GUARANTEED: To Save You Time-Money-Service Calls -Complaints and Actually Increase Your Earnings.

For Immediate Delivery Write, Wire or Phone Your Order Today

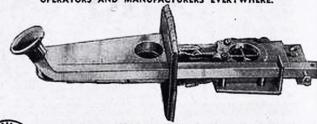
SOLD ONLY BY

Interchangeable With Any A.B.T. Chute

- * ABSOLUTELY SHIM-PROOF
- * SEVEN COIN MULTIPLE PLAY CAP
- * NEW E-Z OPERATING LEVER
- * SOLID STEEL OPERATING BAR
- NO INJURY, DISCOMFORT OR FATIGUE TO PLAYERS
- * NEW AUTOMATIC SPEED LOCK



RM SENIOR AND RM JUNIOR COIN CHUTES ARE BUILT AROUND THE FAMOUS A. B. T. 500 UNIT NOW BEING USED BY THOUSANDS OF OPERATORS AND MANUFACTURERS EVERYWHERE.



4619 RAVENSWOOD Chicago **CHARDS** ■ Phone LONGBEACH 8384

We Take Great Pleasure in Announcing We Are Now

PRODUCTS OF THE STONER CORPORATION

For Western and Central New York

STADIUM AND MISS AMERICA

Ready for Immediate Delivery

AMERICAN COIN MACHINE CO.,

559 CLINTON AVENUE, N.

ROCHESTER, N. Y.

A Stoner Game Is Always a Winner

L "K" SEEBURGS, used less than 40 days, like now...

1919 WURLITZERS, perfect condition.

P-12 WURLITZERS

DO RE MI'S

DELUXE MODEL DANCE MASTERS.

REQUER MODEL OANCE MASTERS.

MODEL SOI SELECTOR PHONOGRAPHS.

OMATIC PHONOGRAPHS

AEUDING MACHINE CO

Baltimore Distrib Backs Ak-Sar-Ben

BALTIMORE, Dec. 11 .- Typical of the success that Ak-Sar-Ben, Western Equipment and Supply Company's newest creation, is reported to be making in all parts of the country is said to be the money-back guarantee which Sam May is offering on this game to operators.

As May puts it, "If Ak-Sar-Ben does not show a substantial profit by the end of the first or second week it is on location I will refund every cent the operator pays for it without delay. There is no red tape or hook of any kind to this no red tape or hook of any kind to this money-back guarantee. The reason I am making such a startling offer as this is a simple one. I have already sold hundreds of this new machine and they have proved highly profitable to opera-tors. These operators tell me they are earning greater profits with this game with a minimum of effort.

"I have the fullest confidence in Ak-Sar-Ben," May went on, "confidence in its fine mechanical construction and in its ability to earn huge profits. My confidence has been proved by its trou-ble-free earning performance on loca-tions everywhere."

Trippe Reports Good Biz

ST. LOUIS, Dec. 11.—Carl F. Trippe, owner of the Ideal Novelty Company, this city, returned here today after a week's trip during which he visited his branch offices in Springfield, Mo.: Mt. Vernon, Ill., and Vincennes, Ind. Trippe reports that his branches are enjoying splendid business and that the operating end of the biz has improved considerably of late.

18 Jennings Liberty Bells

Wire 1/3.
UNITED AMUSEMENT CO.,
210 S. Alarro,
Ban Artenie, Texas.

PACES RACES

1-Brown Cabinet, 4390 Serial (F.O.B. 5175.00 Antonio).
San Antonio) Serial (F.O.B. 5175.00 Antonio).
San Antonio

A-1 RECONDITIONED SLOTS

RECONDITIONED SLOTS

5-Johnings Chief, late model, 25c play, 33-35c

1-Jennings Chief, late model, 25c play, 33-35c

2-Jennings Chief, late model, 25c play, 33-35c

2-Jennings Chief, late model, 10c even
pay, each
pay, eac

All chipments F.O.B. Dallas unless marked

ELECTRO-BALL CO., Inc.

MACHINES AT BARGAIN PRICES

LATE SERIALS SLOTS.
10 Watling Rol-a-Top, Sc Play532.50
4 Mills Stanta I & Oles Front Sc 45.00
4 Atille Feeslates the TO.00
2 Janaines Bushess Ko Play
9 Branca B Start
2 Greece Darley 10.07
4 Bad Fatte 10.09
7 Buckley Dispers, '36 Model 85.00
6 Cent-a-Smokes 5.00
o contractional contractions
JAMES SCOTT, Huntsville, Texas

WHILE THEY LAST! ROCK-OLA-Late 1936 Model . . \$99.50 | KEENEY BOWLETTES . . \$49.50

1/3 Deposit With Order-We Ship Balance C. O. D.

205-15 Franklin St., Fayetteville, N. C.

WURLITZER - P-400 ALL MACHINES GUARANTEED PERFECT CONDITION. BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C.

When Writing to Advertisers Mention The Billboard.



1938 BANG TAILS!

The King of Horse Race Consoles! Refined! Re-styled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE!

Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet' in black New Cabinet in black walnut and quilted maple! Cyp-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voitage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from entirely removable from cabinet! Entirely precision-engineered! SOLD ON FA-MOUS 10-DAY MONEY-BACK GUARANTEE)

Order from your Jobber or Write, Wire or Phone HAymarket 7630

H. C. EVANS &

1522-28 W. ADAMS ST.

CHICAGO

EVANS' 7-COIN HEAD!

GREATEST IMPROVEMENT IN THE INDUSTRY! Guar-IN THE INDUSTRY! Guar-anteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! De-signed outented of min. signed, patented and man-ufactured by EVANS, ob-tainable only on EVANS' Games!

BANG TAILS Horse Race Payout de Luxe.

GALLOPING DOMINOS Superb Dice Payout.

ROLLETTO, JR. Roulette in Super-Payout.





LOU BERMAN OFFERS -**GUARANTEED USED GAMES**

GURRANTIELU USEU DAMICO
Cross Line. \$19.50 | Track Meet \$29.50 |
Feberracker 15.50 | Balty Booster 12.50 |
Rd. World. 31.50 | Home Stretch 31.50 |
Flome Stretch 31.50 | PAY TABLES |
Jumbo \$10.00 |
Fhant Nite 8.00 | Phantom 39.50 |
Dryal B.B. 15.00 | Preakness 49.50 |
Bale 5.00 | Maauma 29.50 |
12 Sebturg Selectophones, "36 Models. \$60.50 |
Will trade these Phonographs for Novelty Games or Pay Todies.)
Markman Ray Gun and Exhibit Shoot.
A-Lite \$40.50 |
A-Lite \$40.50 |
Selector Stretch Stretch Shoot.

Terms-1/3 With Order, Balance C. O. D.

L. BERMAN & CO. 123 N. W. 5th St., EVANSVILLE, IND.

New Bally Baskets Now in Production

CHICAGO, Dec. 11.—As the first of their new trend line, Bally Baskets is reported to be in full production at the Bally Manufacturing Company plant. The machine is described as a strictly legal amusement game, incorporating the competitive action of basket ball, and is said to carry an unusually low write tax.

"The big feature of our Bally Baskets game," explained Ray Moloney, Bally's president, "is the fact that it is a 100 per cent legal game. In fact, it is impossible to devise an award system to apply to the game. That means that the consistency who occurs in his territory with apply to the game. This means that the operator who opens up his territory with this game will be able to keep it open, as no unethical operator can come along and spoil the altuation by offering prizes. It simply can't be done. As to the game's ability to open territory there is no question at all, for the machine is every bit as legal as the sport it

"All the thrills of regulation basket ball are found in Bally Baskets," he con-tinued. "The tantalizing suspense of who's going to get the tip-off sets the pace for the entire game and from the first feverish jump at center to the final first feverish jump at center to the final splitt-second of play it's real high-speed basket ball. There's dribbling and blocking, short passing, long passing, free throws, all the tricks of the game. Yet it is so fascinating that no knowl-edge of basket ball is necessary for com-plete enjoyment of the game.

plete enjoyment of the game.

"Experienced operators declare that Bally Baskets is one of the most exciting amusement games ever built," Moloney concluded, "and they are confident that it will equal any novelty pin game in earning power and life on location. Best of all, every nickel in the cash box is profit. Not one penny is deducted for swards. This, together with the fast play and the strong repeat play appeal, may well result in profits that will surpass those of any novelty game of the past."





TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit feel" strips—thus posting the benefit of two machines for the price of one. Engineers deciped an extirely new Machanism for this makine. Recis spin much faster, com-Ree!" strips—thus potting the heards of two machines for the price of one.
Engineers designed an entirety new Machanism for this machine. Reels spin much faster, completely without noise and are brought to a possible stop from which they cannot be shaken.
But Our Vender with stable display. Large Ciparette of Fruit symbols. 4 firmend Cards.

BALL GUM 150 a Bax (100 Pieces) MINTS Cass (1,000 Reisin, 36,50 and 1,000 Reisin, 36,50 and 30 a

1922 FREEMAN AVE. CINCINNATI, OHIO

LUCK LADY

1200 Hole Form 4190

Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.46
Plus 10° Federal Tax
Holiday Boards, Holiday Cards and
Holiday Headings.

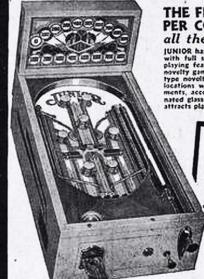
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS Largest Board & Card House in the World 6320-32 Harvard Ave., Chicago, U. S. A.



And NOW-GENCO Presents





THE FIRST AND ONLY BUM-PER COUNTER GAME. Has all the features of big tables.

UNIOR has the same sized bumper springs, is played with full sized eer-inch steel balls and has all the playing features that you would find in a full sized novetty game. In fact, JUNIOR is a complete bumper type novelty game made in a smaller size for those locations which could not, because of space requirements, accommodate a full sized table. The illuminated glass back rack, plus the colorful playing field, attracts players to JUNIOR.

Cigar Counters, Candy Counters-Hundreds of other types of locations where you could not place a full sized game are now open for real profitable operating with JUNIOR.

A COUNTER CAME WITH ALL THE PLAY OF A FULL SIZED TABLE.

2621 N. ASHLAND AVE. CHICAGO, ILL.

ONLY 15 USED . . .

ONLY 7 USED WITH CHECK SEPARATORS . . .

Act Quick! Rush 1/3 Deposit-We Ship Balance C.O.D.

LHE VENDING MACHINE CO 205-15 Franklin St., Fayetteville, N. C.

Becker Reports **New Game Demand**

CHICAGO, Dec. 11 .- "Who said anything about a pre-Christmas slump?" Ray Becker, sales manager of the J. H. Ray Becker, sales manager of the J. H. Keeney Company, wants to know. "There's no slump here," he went on. "In fact, orders for Track Time and Skill Time are arriving so fast that we are forced to limit shipments to distributors only. We have doubled our fastory forces and are maintaining extra shifts in order to speed up production on both these games as well as on Free Races and Dark Hore so that we can bring our deliveries to a point somewhere near each day's demand.
"We wish to thank all operators for

"We wish to thank all operators for the wholehearted support they have given these games," Becker concluded, "and we want them to realize that by co-operating with their Keeney dis-tributor they will get faster delivery

USED MACHINE SALE

Jumbo SB.00 | Petriess ... \$10.00 Jombo ... SS.00 Peeries ... \$10.00

Basshall ... \$14.00 Fire Ball \$12.00

Ricoches ... \$14.00 Crestine ... \$5.00

Ricoches ... \$14.00 Crestine ... \$5.00

Ricoches ... \$14.00 Crestine ... \$5.00

Barc Sbod ... \$0.00

Bork Neck 4.00 Fire & Test ... \$5.00

Bark Rite. ... \$0.00 Fire & Test ... \$5.00

East & West 24.00 Chio Derby 25.00

Rophy ... \$5.00 Mappy Days ... \$5.00

Rop

COUNTER GAMES \$3.00 sh Order, Bal, C. O. D. Terms: 1/3 Cash v

ARROW NOVELTY CO. ST. LOUIS, MO.

2 CANDY SALESBOARD DEALS on Keeney games than in any other pos-

TAKES IN SIS.00 COSTS YOU \$5.50

QUICK TURNOVER DEAL
Every Punch Receives a One-Pount Box of Chocolates.
Numbers Run From 1 to 39.
24 WINNERS 24 1-12- Hole Salveboard.

COSTS YOU \$4.25 • TAKES IN \$8.00 20% Deposit With Order, Balance C. O. D. Ser

Chocolates. Per Box.... 5-Lb. Box of American Mixed Hard Candy. Per Box. 60c

All 5-Lb. Hoxes Packed

DELIGHT SWEETS, INC. 50 EAST 11th STREET

DELIGHT SWEETS, INC. NEW YORK, N. Y.

SENSATIONAL MONEY MAKING DEAL 44 Boxes of High-Grade Out 50 WINNERS A is Salesbard 5 Candy FOR THE HOLIDAYS 6 Candy FOR THE HOLIDAYS 5 Candy F

NEWARK, N. J., Dec. 4.—C. L. Harvey, well-known Belleville operator, was fatally injured in an automobile occi-dent last week.

Harvey is reputed to have been one of the largest operators in the State. On his many routes he is said to have featured a wide variety of equipment. Just recently, in fact, he entered the automatic music field.

It is understood in coin circles here that his son, Herb Harvey, will carry on the business.

9 JOCKEY CLUBS

Wire 1/3. UNITED AMUSEMENT CO.. 310 S. Alamo, San Antonio, Texas.

SANTONE SPECIALS

RELMONT
CAROM
CLOCKER
DAILY RACE
DERBY DAY
GALLOPING DOMINOES
GOLDEN WHEEL
JOCKEY GLUB
LITEA-PAIR
PREAKMESS
RAYS TRACK
PAIR TRACK
PAIR TRACK
PAIR TRACK ALL MACHINES COMPLETE WITH 1557 TEXAS STATE LICENSE AND GUARAS TEED A-1 IN EVERY RESPECT.

TERMS: One-third with Order, Balance C.O.S. Immediate shipment guaranteed.

Santone Coin Machine Co. 1524 Main Avenue,

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. H. C. Evans & Co. Groetchen Mfg. Co.

D. Gottlieb Co. A. B. T. Co.

Daval Mfg. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 20th and Muntingdon Sts. .

FOREIGN BUYERS to Prompt and Efficient Attention rough Our Export Department. Cable Address: NATCOINCO. FACTORY RECONDITIONED

SLOTS. SENSATIONAL FLORIDA PURCHASE.

Read	ly to Operate.
	ut gold award, sle-
Blue Front, gold a	rial, Sc. 10c, 25c, \$45.00 mard, Sc. 10c, 25c 42.50
	o. 50, 25c 39.00 p. 5c. 10c. 25t 39.00
	10c 37.00 calator, 5c 20.00
	AYOUTS.
murid Se-	Phantom \$30.00

Mint C. or H. Bureau	
PAY	ours.
murid Se-	Phantom \$30.00
ries, tato	Prestew 27.00
or als \$150.00	Spring-
MAN 2.20.00	
Excing Form 66.00	time 25.00
arington , 60.00	DARY
Royer 50.50	Races 25.00
Prestress . 60.50	Mazuma 24.00
colden Whi 59.00	Center
Foto-Pin-	Smash 24.00
hh 65.00	Salpeer 23.00
Dirby Day,	Challenger . 10.00
with clock . 40.00	Sunables
Tut Champs 45.00	Derby 12.00
Ctarsis 30.50	Alamo 12.00
High Card,	Queen
w/55005	Mary 12.00
disck 39.00	Fiying
College .	High 10.00
Yookhall.	Round Up 10.00
without	Menopoly , 10.00
riock	Muttle
(Gitt-	Play 0.00
100) 39.00	Peerless 9.00
Caron 25.00	Gatty
Caroni 35.00	
Winner 32.00	
Royal	Jumbs 8,00
Rades 29.00	Trojan 7.00
CONSOLE	TABLES.
Verney's Track Time	\$140.00
Come Valle	139.50
Edward	
Minorito, of	10.00

Jannings Derby Conso	16 90.00
NOVELTY	GAMES
Desch \$30.00	Belly Booster\$18.00
Homa	Ball Fan . 17.50
Stretch 35.00 Carnival 35.00	Ricochet 18.00 Score Board 16.00
Atto Dorby 32.00	Witterd 15.00
A. B. T. Targette 20.00	Burger . 14.00
Cress Line . 10.00	Home Run, 14.00
Batter Up. 18.00	Mad Cap 5.00
COUNTER	
Asta Posch \$14.00 Grootchen	Smoke \$ 5.50 Reel "21", 5.00

Real Races. 6.00 Tri-Tat-You, 3.00 PHONOGRAPHS.
Wurlitzer Simpley, 12 Record . . . \$100.00
Rockela Multi-Selector, 1938 . . . 110.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. First Wish the Letest New Garnes. Get Your Name On Our Malling List.

National Coin Machine Exchange 1407 DIVERSEY BLVD.

10	Railroads\$17.50
10	Caroms 25.00
10	Stoner's Air Race 25.00
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All Machines Guaranteed A-1 Co.	ndition.
AMERICAN-SOUTHERN MACHINE CO.	COIN
	cans, La.

Baby Production

NEW YORK, Dec. 11.—No. 2 in the series of Ponser's personal productions came off the assembly line at Both Israel Hospital, Newark, N. J. at 6:02 p.m. November 24. The new princess of the George Ponser household is Miriam Beatrice Ponser; age, hardly at all; weight, 8 pounds and 4 ounces. Yep, the queen is doing fine. Score on the Ponser totalizer is now two girls and no boys. Maybe that's why some of the columns here are wondering if Ponser could go five rounds with Eddle Cantor. And columns in the hinterland are

could go five rounds with Eddle Cantor.

And column in the hinterland are
wondering whether Ponser will credit
his production to New Jersey or New
York State. New York is sending an
urgent plea to all operators and distributors in the State to boost production as soon as possible, since baby production in the State dropped to an alltime low in October. It is understood
Ponser may lead New Jersey in a contest beixeen the two States. test between the two States.

Open House Party By Indiana Firm

INDIANAPOLIS, Dec. 11.—A genuine, old-fashioned "housewarming" is planned by the Guarantee Distributing Company, of Indianapolis, new Wurltizer distributor here, on Sunday, December 19, when the doors of its new offices at 2451 North Meridian street will be formally opened.

Open house will continue from all hours of the morning until all hours at night, with a wealth of free food and entertainment for friends and operators—all of whom are cordially invited to drop in and inspect the complete line of Wurdlitzer phonographs, coin-operated machines and pin games stocked by the Guarantee Distributing Company.

Owner of the new enterprise is Paul P. Jock, whom hosts of friends and acquaintances will remember as Southern representative for the Pace Manufacturing Company. His extensive experience in this line has fitted him admirably for this new undertaking in the distributing business.

"We have gone wholeheartedly into the distributing end of the game," said Jock. "Our business will be founded upon the sound basis of 100 per cent co-operation with the operators in our territory, which is bound to result in our mutual benefit. Come in and see us, fellows! We want all of our friends and operators everywhere to help us make this dedication party on December 19 a rousing, record-breaking affair. rousing, record-breaking affair,

"We hope to make the friendship of every operator who can possibly spare the time to call on us and we know that the time to call on us and we know that they can help us and we can help them, by giving immediate delivery, to make some real money out of our complete stock of new and used coin machine equipment."

The headquarters consist of an office building, a capacious showroom and an endless variety of conveniences for operators and guests.



HUDSON AND WILL HODSON AND EDUCATION OF THE POP-ular orchestra and composers of "The Popcorn Man," which they have dedicated to the Popmatic corn-popping vender.

Money

BIG RACE WITH THE SEVEN

SLOTS EARNS MONEY SEVEN

TIMES AS FAST! THIS NEW

TYPE SKILL-CONSOLE HAS THE

APPEAL TO ATTRACT PLAYERS,

THE CAPACITY TO

ACCOMMODATE ALL

OF THEM, AND

THE DESIGN

THAT WINS

ACCEPTANCE

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MILLS NOVELTY COMPANY, 4100 FULLERTON AVE., CHICAGO, ILL.

Here's BALLY'S NO. "New Trend" Game

BALLY BASKETS

Absolutely Legal Amusement Game OPENS CLOSED TERRITORY EVERYWHERE

HERE'S your golden opportunity to open you territory and keep it open for years of big steady profits! BALLY BASKET is 100 PER CENT LEGAL . . . no award system can possibly be worked out for this fast and furious fun-game. Yet location tests prove BALLY BASKET EARNS MONEY FASTER THAN MANY HIT NOVELTY GAMES!

COMPETITIVE PLAY GOLD MINE!

Duplicating all the thrills of REAL BASKET BALL . . . the fight for the "tip-off" . . . long passing . . . short passing . . . dribbling . . . blocking . . . BALLY BASKET is packed with suspense, thrills and action. Average game is played in approximately a minute and a half . . . and each game creates an "appetite" for more, insuring plenty of REPEAT PLAY and FULL-UP CASH BOXES!

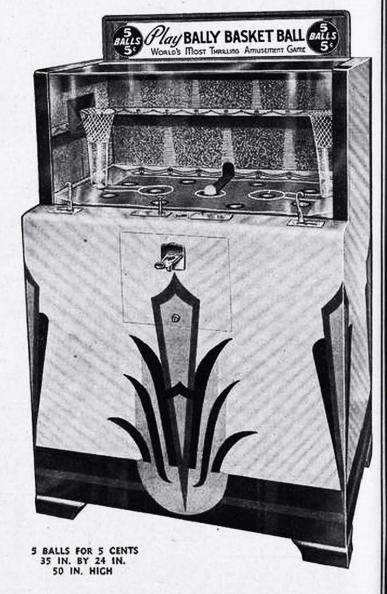
SIMPLE, NON-ELECTRIC MECHANISM!

BALLY BASKET. Beautiful silver-tone console and realistic, Illuminated play-field wins a welcome on any location. Operators everywhere call BALLY BASKET the biggest value in years . . . and you'll agree when you bear the sensationally low price! Don't delay! Get in on the ground floor of the biggest beem in coin-muchine history! Order BALLY BASKET

AMAZINGLY LOW PRICE

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Write for circulars on LITE-A-PAX, FAIRGROUNDS, CLUB HOUSE and other Bally hits.

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The tremendous popularity of Russ Morgan's sweet and swing music is demonstrated by the fact that his famous orchestra is now featured on both the National and Columbia networks.

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In thousands of restaurants and taverns whose limitations make automatic music the ideal means of providing ace high entertainment, a Wurlitzer puts Russ Morgan's sophisticated rhythms at the finger-tips of Mr. and Mrs. America. Similarly the recordings of all artists and musicians are brilliantly brought to life by these marvelous instruments. Music operators everywhere are cashing in on Wurlitzer popularity. Don't overlook this opportunity. Write or wire for particulars today!

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