

# The Billboard

The World's Foremost Amusement Weekly

JANUARY 7, 1939

15 Cents

Vol. 51. No. 1



VIC HYDE

"One-Man Swing  
Band"

Opening Paramount Theatre,  
Los Angeles, Week  
January 12.

APES  
N.Y.

*on locations ... on one-niters ... on the air ...*

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**HOTEL NEW YORKER**  
and the  
**NATIONAL HOTEL MANAGEMENT, Inc.**

"The Billboard, to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend in public demand for various types of entertainment. Its complete coverage of the entertainment field in America is a fine example of good editorial work."

**TOM J. MONTGOMERY**  
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"The Billboard has always been my first source of information. It's always given me the inside track on what's what and who's who behind the scenes."

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"Naturally being a ballroom operator makes me most interested in The Billboard. Items dealing with ballroom operation, review of bands, air briefs and band routings have proved very helpful to me in buying the promotion of name bands."

**PARKS**

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**FLINT PARK & AMUSEMENT CO.**  
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"When The Billboard comes each week it seems as though everybody in our park, including the management, wants to read it—a sort of habit—all looking for information. I personally have found many helpful leads by turning to it for guidance, etc."

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**JOHN J. DINEEN**  
**HAMPTON BEACH CASINO**  
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"I am aware that The Billboard is the recognized leader in this field. We play many name bands at our resort ballroom, including Jimmy Dorsey, Rudy Vallee, Paul Whiteman, George Olsen, Glen Gray, Ted Lewis and Shep Fields."

**COLLEGES**

**JOHN F. GLICK**  
**MASSACHUSETTS STATE COLLEGE**

"I enjoyed your article very much concerning college dance bands. I have been chairman of the last four big proms."

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**FRANK R. BRODSKY**  
Advertising Manager  
**ELGIN NATIONAL WATCH CO.**  
Elgin, Ill.

"Thank you very much for the review of the premiere of Eddie Dowling's Elgin Radio Revue. We look forward to seeing additional comments in The Billboard covering this new Elgin series of broadcasts and are pleased to send along our subscription to this weekly."

**ADVERTISING AGENCIES**

**INNES HARRIS**  
**ERWIN WASEY & CO.**  
420 Lexington Ave.  
New York, N. Y.

"Your news service has been improving steadily, but most important is doing something positive and concrete for the radio industry, which you are doing through your current audience surveys."

**RADIO STATIONS**

**HAL NICHOLS**  
**RADIO STATION KFOX**  
220 E. Ansheim Street  
Long Beach, Calif.

"The Billboard carries all the radio news ahead of any other magazine or source. It keeps us posted on what's going on in the radio world. It is full of ideas which all radio stations ought to be able to cash in on. It keeps us posted as to the top tunes of the day and what is going on in the music world."

*... these men and hundreds\* of others who buy the bands, read The Billboard*

*... that is why orchestra leaders and booking offices get results like this from their advertising*

\* and we mean hundreds. Letters from hundreds of men in amusement industry, men who actually buy the bands are in The Billboard's files. These letters will be shown to interested parties upon request.

**FRENCHY GRAFFOLIER**  
and his  
**SOCIETY SWING MUSIC**

"Wish to advise you of the very favorable results received from the advertisement I ran in the Fall Special issue of The Billboard."



**HARRY MOSS**

former President, Associated Radio Artists, now in charge of one-nite department for the MUSIC CORPORATION OF AMERICA:

"I thought you would be interested in knowing the results of my inside front cover advertising campaign. The response has been most encouraging and on the recent FATS WALLER tour I can definitely attribute four important sales, totaling guarantees of about \$2,400, to this ad."

"We also received several bids for other of our attractions which were however, occupied on location so that we couldn't entertain the bids."

"Thanking you for your co-operation."



**JACK TILSON**  
and his  
**ORCHESTRA**

"I have received letters from as far away as the St. Catherine's Hotel in the Catalina Islands, directly traceable to my ads in The Billboard."

**P. S.—The Billboard has carried and continues to carry advertising of more orchestras and orchestra booking offices than any other trade paper in existence. Name bands, semi-name bands and lesser known orchestras have found that advertising in The Billboard pays.**

# The Billboard

Vol. 51  
No. 1

January 7,  
1939

The World's Foremost Amusement Weekly

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## BROADWAY HANGS OUT SRO

### Rotary Road Plan for Legit

A. M. Oberfelder, Denver promoter, to pioneer project—gets ATC's blessing

NEW YORK, Dec. 31.—Anticipated signing of contracts for the rights to *Golden Boy* and *What a Life*, by Arthur M. Oberfelder, Denver concert promoter, will climax a rotary road plan which he has been working on for five years, and which, tho' stealing thunder from the slow-moving American Theater Council, will have not only ATC's blessing but co-operation.

Deals for two other plays will probably be set within a week so that a crew of salesmen will get started, as scheduled, by January 15, marketing the four-unit package for \$5,000 for the works in at least 160 cities in the United States and Canada. Productions are scheduled for early October showings to supply buyers with two shows before Christmas and two after the holidays around the whole circuit of one-night stands. Denver entrepreneur calculates the pioneer project couldn't take a heavier legit traffic its first year. If the tours are successful. (See ROTARY ROAD on page 56)

### LNyT Served With Papers To Halt Theater Ticket Code

Acme office, non-signer of code, levies charges against both LNyT and AEA—plaintiff also files restraining order to permit free operation for New Year week-end

NEW YORK, Dec. 31.—Show cause orders in an injunction suit opened today to check operation of the theater ticket code were served on James F. Reilly, executive secretary of the League of New York Theaters; several members of the League, theater owners and accredited brokers upon complaint of Michael Atlas and Walter Friedman, of the Acme Theater Ticket Office, which is not a signer of the code. Summons are returnable in January 3. Pending disposition of the injunction, plaintiff has also filed with the Supreme Court of New York, New York County, for a temporary restraining order to enable plaintiff to operate freely for the New Year week-end.

### Another Plan To Have Admission Taxes Killed

NEW YORK, Dec. 31.—Making headway in its campaign to have admission taxes abolished, the National Association of Legitimate Theaters is now working out details of a plan which will have petitions, addressed to congress, inserted in theater programs distributed thru the country. Public will be asked to sign and mail, to indicate a country-wide appeal for this tax relief.

### FTP Rehearsing for Fair

SAN FRANCISCO, Dec. 31.—Federal Theater Project casts already are rehearsing shows for the three theaters the project will operate during the run of the Golden Gate International Exposition next year. Productions will be presented the day the fair opens. Robert C. Schnitzer is here from Washington to direct.

Dan Totheroh will direct the writing staff. The theaters will operate in the Federal Building. Admission will be 25 cents. Each theater will seat approximately 600 persons.

### What, No AFM?

NEW YORK, Dec. 31.—Considering that the imported French Theater of New York, here for its annual, is on the level with other commercial enterprises, four of the theatrical unions have been picketing headquarters, Hotel Barbison-Plaza, and demanding recognition and union scales. Sponsoring organization threatens to cut short its contemplated 16-week season rather than yield to unions, professing to be a non-profit-making enterprise.

Unions carrying placards include the Theatrical Managers, Agents and Treasurers, Local 1, of the IATSE; United Scenic Artists and the Theatrical Drivers, Chauffeurs and Helpers, Local 817.

### No Chance of Co-Op Shows Getting Equity Concessions

NEW YORK, Dec. 31.—The complete committee reports on experimental and co-operative theaters have not as yet been turned in to the council of Actors' Equity Association, there is no possibility of council indorsement of any recommendations. The association will never okeh any plan less than 100 per cent co-operative in all branches; but co-op shows are forbidden by the constitution and by-laws of the musicians' and stage-

### Best Holiday Biz for Legit Since '29 as Records Tumble

NEW YORK, Dec. 31.—The greatest Christmas business since the depression since 1929 and already has supplied evidence that the Stem will ring up the best New Year's Eve in a decade. All but the hopeless flops will be sellouts, some having hung out the S. R. O. almost two weeks ago. Tho the history-making receipts were listed for the matinees, night performances enjoyed swell trade, too, thruout the week.

Brokers were joyous over their own share of the improved situation which

has been building up this climax since October. They are looking forward to a continuation of large sales for the remainder of the season.

Favored by the weather, better business generally and an unprecedented interest from the college crowds, shows got a pretty good idea of what was in store for them on Christmas Monday, December 26. Musicals, of course, were tops. Typical statistics for that day list *Hellzapoppin*, 175 standees; *Leave It to Me*, 120; *The Boys From Syracuse*, 59; *I Married an Angel*, 26, and *Pins and Needles*, 50. *Blossom Time* was revived with a sellout. *Kiss the Boys Goodbye* was filled to the gills but permits no standees. *Abe Lincoln in Illinois* had 60 extras. Only two shows resorted to bargain counters, while one fell below capacity.

Wednesday, the traditionally best matinee in the year, was a whopper for the 21 open houses. Business was so good that *The New York Daily News* used the news as a front-page streamer the next day, for among the eight sellouts there were 666 standees. Largest number went to *Hellzapoppin*, with 179. The others were *Leave It to Me*, 123; *I Married an Angel*, 77; *Abe Lincoln in Illinois*, 67; *The Boys From Syracuse*, 65; *Oscar Wilde*, 61; *Knickerbocker Holiday*, 46; *Pins and Needles*, 28, and *Sing Out the News*, 20. Two of the three bargain listings were sold out also.

There was no let-up for the nine matinees Thursday. The two with standees were *Hellzapoppin*, with a new high of 181, and *Oscar Wilde*, with 60. *Kiss the Boys Goodbye* had been sold out by 10:30 a.m. Others with no more room were *Outward Bound*, *What a Life* and *Ruth Draper*.

Having regretted their layoff on Monday, three shows, *Spring Meeting*, *Sing Out the News* and *Tobacco Road*, are giving matinees New Year's Day.

Proof that the night business is also something to write home about are statistics for Maurice Evans' *Hamlet*. (See BROADWAY HANGS on page 56)

### AGMA To Seek Licensing and Reduced Fees

NEW YORK, Dec. 31.—Officials of American Guild of Musical Artists, having been given a vote of confidence at a recent membership meeting in 17-pointed demand of the concert bureaus, will await disposition of fourth annual meeting and election January 4 before putting on the pressure in negotiations with bureaus, particularly the concert management offices of the Columbia and National Broadcasting companies. When confabs are resumed AGMA expects to emerge victor on two particularly big fronts—licensing and lowered commissions.

Lawrence Tibbett again heads nominated list for re-elections.

Conditions favoring the Guild grow out of the support offered by the powerful Screen Actors' Guild and general trend of unions to license and regulate booking and management of their constituents, as exemplified by the long-standing system of American Federation of Musicians and Actors' Equity. Inability of city License Commissioner Moss to round up concert bureaus and management offices under even the (See AGMA TO on page 56)

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News pertaining to the New York World's Fair and Golden Gate International Exposition in San Francisco will be found in the Fair and Carnival departments.

# NEW COM'L FILM ANGLE

## Stereo Slides, With Sound and Gagged Plugs, Tried by Grocers

NEW YORK, Dec. 31.—A new departure in advertising, and possible opening up of a new field for talent, became a probability this week when World Broadcasting completed a series of comedy stereopticon slides with commercial announcements on a sound

track. Client is the Kroger Grocery Co., one of World's biggest users of transcriptions. Series is in the nature of a test, and will be distributed by World in theaters and auditoriums thruout the Central Western section of the country.

Slides will contain no picture of advertised products, and will presumably be booked on entertainment value. Commercials woven into script are to be gagged, a la Lew Lehr, by Arthur Boran, comedian and announcer.

Producers of straight commercial films have tried to book their product into theaters and auditoriums, but have met with indifferent success—angle being that exhibitors are not willing to force a straight commercial on audiences who pay for entertainment. World hopes to get around this by gagging the commercial and showing no advertised product in the pic. Commercial film field, however, has been regarded of some potential importance—Screen Actors' Guild and Music Publishers' Protective Association having considered it important enough to set contracts with producers covering talent and music.

Should medium develop into a sizable field for talent, question of union jurisdiction will likely be a knotty one. SAG has pacted regular commercial film companies, but stereopticon slides with sound track is in the nature of a hybrid. American Federation of Radio Artists will probably give medium the once over.

## Purchase of WPTF Assumes Aspect of A Three-Way Deal

RALEIGH, N. C., Dec. 31.—Negotiations for ownership of WPTF, on which NBC has exercised its option to purchase for \$210,000, assumed the aspects of a three-way deal today. All depends, however, on whether the option is approved by the FCC.

Durham Life Insurance, station owner, wants to keep the station, altho the company admits the regularity of the NBC option, secured when Durham received permission from NBC to operate at night on the 680-kilocycle wave length used by the chain's KPO, San (See PURCHASE OF WJTF on page 56)

## Chi FT Revives "The Copperhead"

CHICAGO, Dec. 31.—A weak cast brings feeble life to Federal Theater's presentation of *The Copperhead*, which opened at the Blackstone this week. And nothing but top emoting can help this old scenery-chewing Augustus Thomas drama of the Civil War days in which a man forsakes his honor for the love of his country. It is familiar stuff and the outcome is void of any suspense.

Divided in two parts, we get the background of one Milt Shanks, who openly refuses to fight for the flag, but underneath it all is serving President Lin- (See CHI FT REVIVES on page 56)

## NAB's Radio Book Being Distributed

WASHINGTON, Dec. 31.—National Association of Broadcasters Thursday mailed first copies of a long-awaited radio primer following months of planning by NAB press agent Ed Kirby. Titled *The ABC of Radio—So the Average Listener May Understand How It Works in America*, pamphlet is expected to reach distribution of 50,000 copies. Theory is that radio will have fewer critics when more people know more about radio. NAB anticipates stations will distribute to legislators, editors, teachers and local leaders.

Topics are Radio's Speed, Sound Waves, (See NAB'S RADIO on page 56)

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

ALLEN PRESCOTT—radio emcee who also does the "Wife Saver" character on the air. Has a swell sense of humor and a flock of ideas which would make admirable material for a series of film shorts. Is good-looking, has an ingratiating personality and knows how to handle himself before an audience. A particularly good bet at the moment in view of the current popularity of various series of shorts.

### For RADIO

JAMES THURBER—humorist and cartoonist noted particularly for his stuff in *The New Yorker*. In an air interview some time ago he proved that his wit is definitely air-worthy. His diabolical sense of humor could well spot him as an emcee or even carrying his own show.

### For LEGIT MUSICAL

GEORGE SHELLEY—tall, dark and handsome lad brought forth by Billy Rose as one of the "finds" for the current show at the Casa Manana, New York. Could easily carry the juve lead in any man's book musical or revue. Has a voice that is several degrees above the average requisites for a Broadway show, an excellent personality and good looks. Is now making his Eastern debut.

## "Boy," "38," "Right" Top Pitt Grosses

PITTSBURGH, Dec. 31.—Top grosses of Nixon dramatic shows to date this season have been *Golden Boy* and *Amphitryon 38*, according to Manager Harry Brown. Notoriously weak at the box office, unlike last year, were return engagements of *The Women* and *Blossom Time*. *You Can't Take It With You* at a \$2 top made money. Katharine Cornell's premiere of *Herod* and *Marianne* weakly survived on her personal prestige, while bolstered by the American Theater Society subscriptions. *Of Mice and Men* fared fairly well. Ethel Barrymore, in *Whiteoaks*, drew between hot and cold. Heaviest money taker of all shows this year has been *George Cohan*, in *I'd Rather Be Right*, at \$35,000, due to star's popularity and city being nuts about musicals of any kind. Any kind, almost—except intimate union revues like *Pins and Needles*, which at \$10,000 drew much less than anticipated.

Traditionally dark in pre-Christmas week, Nixon is also without bookings for first two weeks in January.

## Weak Return for "Boy" in Chicago

CHICAGO, Dec. 31.—Second companies as a rule have not fared well in Loop houses and the case of *Golden Boy*'s return engagement for the second time in four months with a new cast is no exception. Show will fold next Saturday. (See WEAK RETURN on page 25)

## Thru Sugar's Domino

Side Glances

WE'VE just returned from a circuit of Midwestern towns and the accent of our observations was on the so-called cafes of these communities. . . . After this latest trek we are convinced more than ever that the rather strict regulation of Broadway night spots by License Commissioner Moss is just, wise and designed whether by intention or accident to serve the best interests of the business. . . . We saw spots run down at the heel with undisciplined mixing hastening the process of putrefaction. . . . It wasn't difficult to observe that the free mixing policy is keeping respectable elements away from the spots. . . . And one of the towns on our calling list boasts of the best government in its part of the country. . . . In another town the AFA's local representative was one of the acts in a show that could not possibly be paying more than \$30 a week per person. . . . In the East the outlook for a revival of flesh in theaters is bright because night spots are doing a swell job of educating the masses to an appreciation of live talent. . . . The trend does not exist in most of the towns we visited because the joints that answer fraudulently to the name of cafe seem to be doing everything to keep the substantial elements of the community far out of their reach. . . . Something can be done about this and it can be accomplished only by the actors themselves.

It's a tough struggle for an agent to keep his head above water these days. . . . The era of swivel-chair representation is as dead as song slides. . . . In the days of a happier cycle an agent could line up routes of from one to two years for fairly good acts without much difficulty. . . . It can't be done today because of the decentralization of the booking market. . . . Even the acts most in demand find it necessary to deal with as many offices as there are months in the year—and frequently more—to get a good season of playing time. . . . We cannot think of a single factor in the show business that benefits from the present diffusion of booking markets. . . . The only possible remedy would be the organizing of large, co-operative booking offices such as the United Booking Office and Pantages. . . . In order to achieve any kind of success today the agent must have connections all over the country. . . . He is forced to use the long-distance phone and wires to an extent greater by far than ever before. . . . The performer pays a heavy toll, too. . . . The added expense is reflected in padded commission payments. . . . And there is the heartbreaking condition that cannot be avoided under present circumstances of playing time being available but difficult to obtain in any kind of consecutive order because of booking decentralization.

The Theater Authority is concerning itself entirely too much with matters that are not related directly to the process of curbing benefit shows as much as is within its power and cashing in for the benefit of the theatrical charities on those benefits that cannot reasonably be curbed. . . . We say this with all due regard for the efficient police work being done by the TA staff. . . . Our complaint is directed more at the directors of the TA than the paid workers. . . . If the directors are alive—and there seems to be no doubt that they are—they are inferred to know how far the TA has wandered from its clearly marked path. . . . It would hurt the show business irreparably if the TA were to evolve into an organization that functions as a coordinating agency in the running of benefits. . . . It was not meant to be that at all. . . . The various groups and individuals of high standing in our business who made possible the formation of the TA had no such function in mind when they got together to form the TA. It was clearly and definitely understood that the success of the TA would depend in inverse ratio on the number of benefit shows that are staged. . . . (See SUGAR'S DOMINO on page 26)

## PICTURES

Submit Your Act or Band Immediately. Casting for MENTONE PICTURES, INC. Releasing Through R. K. O., RADIO AND UNIVERSAL PICTURES CORP.

## FAIRS

Exclusive Eastern Representative for LEW ROSENTHAL AMUSEMENT ENTERPRISES, INC., Mid-West Fairs, Season 1939.

Also Booking  
RADIO THEATRES HOTELS  
NIGHT CLUBS  
MAX RICHARD

Artist Representative,  
1674 BROADWAY, N. Y.  
Cir. 7-4074.  
THOMAS E. MORTON, Mgr. Band Dept.

## THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOPTICONS, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOG "B"  
MOVIE SUPPLY CO., Ltd.  
1318 S. WABASH AVE. CHICAGO, ILL.

## WINDOW CARDS

FOR PRESIDENT'S BALL  
Printed on 8-Ply Cardboard,  
size 14x22, 50-\$3.50; 100-\$4.50 (imprinted).

BOWEN SHOW PRINT 124E STREET FOWLER, IND.

# Broadway Beat

By GEORGE SPELVIN

PAUL WHITEMAN'S eighth "experiment in modern music" at Carnegie Hall on Christmas night offered plenty of cacophonous compositions, but particularly jarring was the unscheduled contribution of one of the drummers. In the midst of the *Rhapsody in Blue* the skin beater dropped part of his paraphernalia to the floor with a discordant clatter that out-Gershwin'd Gershwin. The look that Whiteman threw him was the equivalent of two weeks' notice. . . . Some of the galleryites gave an interesting reaction to one of Deems Taylor's remarks. Taylor humorously referred to the Raymond Scott quintet as resembling a WPA five-some—four men working—and a scattering of hisses descended from the rafters. It was all the more surprising because the comment wasn't in nearly as bad taste as Taylor's description of Whiteman as "Der Fuehrer," which went unchallenged. . . . The critics were divided as to the impression left by the music played by Oom Paul—but if nothing else, the music left a lasting impression upon Whiteman's trombonist, Miff Mole. At least the "bell" music, which highlighted the program, did. "Even now," complains Miff, "when the alarm clock goes off in the morning the first thing I do is reach for my trombone." . . . Incidentally, when Rodgers and Hart wrote the *Jumbo* score for Billy Rose the diminutive giant turned down Rodgers' *March of the Clowns*, claiming it wasn't up to the standards of that somewhat parlous production. But Whiteman considered it a classic example of American music and included it in the Carnegie concert. . . . And Ferde Grofe must have been surprised the next day when he read *The Herald-Tribune* review and found himself called Ferde Bary. Roy Bary, Whiteman's pianist, retained his proper identity, however.

The tough lad on 47th street known

**H. GRADY MANNING**  
invites you to stop at  
**HOTEL CONTINENTAL**  
(Formerly Kansas Citian.)  
**ROOMS WITH BATH** from \$2.50  
**SERVICE AS USUAL** during remodeling

New improvements including entirely new lobbies, cocktail lounges and restaurants; new furnishings and decorations, air-conditioned rooms, suites and public spaces—will make it truly the great hotel in the Gateway to the Southwest.

H. GRADY MANNING  
President  
Baltimore at 11th Street  
**KANSAS CITY**  
MISSOURI

**CLINTON HOTEL**  
10th Street, Below Spruce,  
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Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.00 per Day; \$5.00 per Week.

**ROOFLESS PLATES** WITH THE 3 POINT SUCTION FEATURE!  
Mouth Clear. NO ROOF.  
Featherweight—no gagging—Natural Taste—Holds Better. Singers, Speakers like the extra tongue room, clearer mouth. All forms false teeth—by mail—as low as \$9.75. 60-day trial. Write for FREE catalog and Impression material. We trust you. Monthly Payments. 24-Hour Service. HOD LAB., 1261 Hod Williams Bldg., Tampa, Fla.

**THE FILM WEEKLY AUSTRALIA**  
Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN,  
198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

to all the street's urchins as "Uncle," who collected money for a party for the youngsters, threw his party last week—and no matter how tough he may be to others, he's a true human being to this corner and a spreader of the real Christmas spirit and good will toward men. The looks of unrestrained rapture on the kids' faces and the shower of thanks bestowed by grateful parents were things to see and hear. "Uncle," incidentally, had to make a hurried trip to Ninth and Tenth avenues in the middle of his party. Six or so little ones, counted on to come and for whom presents had been bought, failed to show up even after the refreshments had been served, and rather than return the presents "Uncle" made a bee line for Ninth and Tenth to round up six kids who'd benefit from the extras. He found them, right enough.

Bill Hardy is landing some nice publicity with his Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America; the society will hold its first annual convention in Tulsa in the spring. . . . Incidentally, Hardy's club covers the 1890 period and Billy Rose's new Diamond Horseshoe covers the 1900 to 1915 period! now who's going to cash in on the 1915 to 1920 era, etc.? . . . Dignity of the air: One of the gals in Paul Whiteman's troupe was among those listed in a Times Square moving sign plugging a certain brand of whisky—but her radio sponsor thought it "undignified" and she had to ask that her name be removed. . . . Ed Aaronson has joined the Moe Gale office as p. a. . . . A newspaper recently reported that Martha Stephenson, a deb, was willing to work for \$14 a week to get the laundress role in Sidney Kingsley's *The Outward Room*—but the lady had better learn something about legit before she aspires to be an actress. . . . Hasn't she ever heard of Actors' Equity's minimum of \$40—established to prevent an influx of cut-rate debbs? . . . *The Sun*, in its review of *Window Shopping*, omitted all mention of the leading player, George Sidney—and if anybody deserved mention it was Sidney. . . . Harry Davies, p. a. for Leon and Eddie's, has dropped his Warner publicity department job. . . . Overheard last week in the RCA Building: "Acting for two years in *Tobacco Road* will twist the perspective of anyone."

## Set Baker Cast

NEW YORK, Dec. 31.—Cast for Phil Baker Dole Pineapple show, opening January 14, includes Harry McNaughton, Mary Kelly, Ward Wilson, Eddie DeLange Orchestra with vocalist Elisse Cooper and Andrews Sisters. Sisters pacted for four weeks, with a two-year option.

# AFRA Takes NBC to Task Before NLRB in Chicago

CHICAGO, Dec. 31.—Charges were filed here Friday with the National Labor Relations Board against NBC by the American Federation of Radio Artists, citing the NBC Central Division as engaging in unfair labor practices thru intimidation of 13 production men who designated AFRA as their bargaining agent on November 21.

Specific incidents of such coercion stated in the charge by AFRA were the firing of Don Thompson on December 5, a probation warning given to Lyle Barnhart and a complete refusal on NBC's part to recognize or bargain collectively with the AFRA production men after being notified by AFRA that a majority of the men belonged to the union.

NLRB will investigate the charges next week and then call NBC on the mat to answer said charges. Interesting twist is that Sidney Strotz, new acting vice-president in charge, will probably be called upon to defend NBC's status, since Niles Trammell will be in New York breaking into his new job as exec vice-president there. C. L. Menser, who was in charge of production men during the union's activities with them, is now head of programming in Strotz' old post.

Ray Jones, local executive secretary for AFRA, stated in an interview that the NBC producers had of their own volition asked to become AFRA members early in November, and that since AFRA had jurisdiction it saw fit to give them applications. At the same time NBC announcers joined AFRA, but NBC accepted recognition of their organizing. Theory advanced here by AFRA members

# Knoxville S. R. O. Sign Out But Town Demands Quality

KNOXVILLE, Tenn., Dec. 31.—The S. R. O. sign was dusted off for a stage production in Knoxville recently for the first time in the post-depression decade. The *Tobacco Road* Co., headed by John Barton, grossed around \$3,000 at the local Bijou Theater, with standees making what Eugene W. Street, local Wilby-Kinney chain manager, called the best return in recent history of the road.

Tallulah Bankhead's *I Am Different* (a stuffed and very cold turkey) also was marked up on the black side of the Bijou's ledger this winter, with all the theater's 1,300 white seats and some of the 300-seat Negro gallery filled.

And just to make it a completely different picture from the 1937 season, which Manager Street recalls with a headache, Opera-on-Tour's much-be-deviled *Faust* was a money-maker as it raised the curtain early this November. (No injunctions or union trouble interfered with its performance.)

The management blames part of Knoxville's sad 1937 record of one hit to five bad misses on the effects of the meager-talented and badly strung up *Ziegfeld Follies*, which stumbled thru the city a couple of nights before it folded in Charlotte. That show, with Doc Rockwell the only name and Sibyl Bowen and the Preisser Sisters the only talent to speak of, did little business and didn't help the ones that came after. It also proved to Knoxville theater men that matinee time is a good time for the cast to rest up for the night show.

*You Can't Take It With You*, next on the 1937 booking sheet, some six weeks

later, was good for around \$2,500, the only show of the season with a "net" as well.

The two star-name plays of that season, *Tovarich* (Engenie Leontovich) and *Yes, My Darling Daughter* (Florence Reed), did a notch above miserably at the box office, and George Abbott's well-cast companies of *Brother Rat* and *Room Service* did cash-register flops, the latter notably.

"It seems to me that producers are only now really beginning to realize how much 'the road' has smartened up," said Street, whose Southern chain operates five movie houses in Knoxville (the Bijou is one of them.) His observation is that talking pictures have been doing it gradually, and that a second-rate stage product now can't be foisted on the smaller cities any easier than on New York.

Next booking is Ethel Barrymore in *Whiteoaks* on February 8.

United Booking Office handles Knoxville dates on contract agreement with Wilby-Kinney for its other Southern cities.

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# Radio Survey of Williamsport, Pa.

## BILLBOARD SURVEY MADE IN CITY USED BY JOINT COMMITTEE ON RADIO RESEARCH FOR EXPERIMENTAL PURPOSES . . . NEW YORK CITY STATIONS DOMINATE LISTENING, WITH LOCAL STATION FAIR . . . C. & S., THOMAS, BENNY VERY STRONG

By JERRY FRANKEN

THE latest center to be surveyed in The Billboard's series of radio program studies is Williamsport, in Lycoming County, Pa. At the outset it is interesting to note that the Joint Committee on Radio Research, representing broadcasters, advertisers and advertising agencies, selected Lycoming County as the ground for test work to be conducted on various questionnaire forms used by the joint committee. This, in a way, establishes the county as a good radio yardstick. Williamsport is Lycoming County's principal city, and is located in the north central portion of Pennsylvania. The survey was conducted, on evening programs which are discussed in this portion of the survey, from November 15 to November 21, 1938, inclusive. City has one local radio station, WRAK, an unaffiliated outlet, with 250 watt power daytime, 100 watt power nighttime.

Radio service in Williamsport, as shown by this survey, conducted for The Billboard by the Market Research Corp. of America, stems mainly from New York City's 50,000 watt stations. Philadelphia stations, altho geographically nearer, are not heard as much, according to the survey, largely due to natural barriers such as mountains. There is also some reception from other stations, such as WLW, Cincinnati; WGY, Schenectady, and KDKA, Pittsburgh, but these stations are not heard to any considerable extent.

Bucking the big league program competition out of New York, WRAK, Williamsport's local station, apparently

does a moderate programing job, altho, as has been shown in previous surveys, local station competition to network stations is weaker during the evening hours than during the day. WRAK signs off at 10 p.m., but it will be noted on the full-page chart covering listening that no WRAK programs were reported heard after 9 p.m. any evening of the survey.

In making the survey on evening listening, a total of 1,105 Williamsport residents were interrogated. They were called on the telephone during the morning and asked if they had listened to the radio the evening before. If the answer was yes, they were asked to name the programs they heard. Those who had not listened were asked to name their favorite programs and the sponsors, if any, thereof, these data to be presented in a later issue of The Billboard. Of the 1,105 people, 507 said they had used their radios the evening before and 598 said no, a listening percentage of 45 per cent, satisfactory, if not a little better than usual. Williamsport's favorite listening day as shown by this survey is Sunday, when more than half of the people, 53 per cent, used their sets. Tuesday ranked second, 51 per cent. The percentages for each day are shown elsewhere in this issue.

Listeners are also asked to name the station over which they heard the programs they name. In those cases where the listeners do not remember or did not know the station, the chart lists "DK." It will be noted by a study of the chart that comparatively few listeners gave the "DK" answers, leading to the belief that Williamsport

listeners practice, definitely, selectivity of not only programs but stations.

### Leaders

The Chase & Sanborn program, leader in all current radio surveys on hour shows, holds this spot again in the Williamsport study, followed by the Alka-Seltzer barn dance. However, Charlie McCarthy and company have a more than two-to-one lead over the Alka-Seltzer show. Programs following the hillbilly melee are bunched closer together, with Major Bowes, the Lux dramatic show, the now defunct "Hollywood Hotel," the Rudy Vallee program and others shown. An interesting comparison may be made between "Hollywood Hotel," with 17 mentions, and Orson Welles' Mercury Theater, which succeeded it. Welles, heard on WABC and WCAU, with one "DK," totaled but four mentions.

Jack Benny, another consistent leader, holds his position in half-hour shows in Williamsport, with two comedy stanzas being tied for second. These are Burns and Allen and Eddie Cantor. Third is Al Jolson's comedy-variety program, with one less mention than the tied deucers. Seth Parker (Phillips Lord) is up pretty well in the list, his 16 mentions bringing him in as number four. Fibber McGee and Jim McWilliams' quizzery tied for fifth, each tallying 14 mentions.

WRAK makes its first showing in the leader list in the quarter-hour grouping. In this division the No. 1 show is Amos 'n' Andy by an overwhelmingly large lead. A. 'n' A. grabbed 52 mentions, with WRAK's "Sports Parade" taking second with 10 and another WRAK

## Evening Use of Radios at 45% During Survey

Of 1,105 Williamsport residents queried as to whether they used their radio receivers during the evenings of The Billboard survey in that city, 507 said yes. This is a percentage of 45 per cent. Sunday and Tuesday were returned as the days in which most people listened. Figures for the week:

Day	Listening	Not Listening	Percentage
Sunday	94	81	53%
Tuesday	81	76	51%
Thursday	77	81	48%
Friday	81	92	46%
Wednesday	42	62	40%
Saturday	70	107	39%
Monday	62	99	38%

show, a musical, "The Old Refrains," third with five.

In the three-times-a-week quarter hours, "Easy Aces" have a solid grip on first place, "Mr. Keen" taking second with just a bit more than half of the "Aces" score. Walter Winchell and Homer Rodeheaver are pretty close in the once-a-week quarter-hour division, Winchell taking first.

### News Programs

WRAK again makes a strong bid in its news programs, which must compete with the web headliners, Lowell Thomas, Edwin C. Hill and Gabriel Heatter. Thomas, reported heard five times a week, has a stranglehold on the leading position with 84 mentions. Two WRAK programs rank second and third, this station's 6 p.m. spot topping its 7:30 spot. Hill and Heatter finished close, Hill leading by a small margin.

Daytime programs will be analyzed in next week's issue of The Billboard.

NEW YORK, Dec. 31.—Vanette Hosier Mills Co., Dallas, will air *Women's Fashion News* over nine NBC stations in the West, starting January 14. Set by Grant Advertising, Chicago.

## Leading Williamsport Programs

### EVENING PROGRAMS

#### HOUR AND ONE-HALF SHOW

(Reported Heard Once Weekly)

NBC Symphony Orchestra	N	WJZ-6; DK-1	7
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#### HOUR SHOWS

(Reported Heard Once Weekly)

Chase & Sanborn Program	N	WEAF-44; WLW-3; DK-12	69
Alka-Seltzer National Barn Dance	N	WJZ-25; WLW-3; WLS-2; DK-1	31
Major Bowes	N	WABC-25; DK-2	27
Lux Radio Theater	N	WABC-20; DK-2	22
Hollywood Hotel	N	WABC-15; DK-2	17
Good News of '39	N	WEAF-14; WLW-3	17
Rudy Vallee Variety Hour	N	WEAF-13; KYW-1; WLW-1	15
Kraft Music Hall	N	WEAF-10; WLW-1; DK-1	12
Texaco Star Theater	N	WABC-11	11
Ford Sunday Evening Hour	N	WABC-3; WCAU-1; DK-6	10
Kate Smith	N	WABC-9	9
Town Hall Tonight	N	WEAF-7	7

#### 45-MINUTE SHOW

(Reported Heard Once Weekly)

Your Hit Parade	N	WABC-15; DK-3	18
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#### HALF-HOUR SHOWS

(Reported Heard Twice Weekly)

Guy Lombardo	N	WABC-5; WEAF-3	8
Lone Ranger	N	WOR-7	7

(Reported Heard Once Weekly)

Jack Benny	N	WEAF-26; WLW-3; WGY-1; DK-6	36
Burns and Allen	N	WABC-18; DK-1	19
Eddie Cantor	N	WABC-17; DK-2	19
Al Jolson	N	WABC-10; WLW-1; DK-7	18
Seth Parker	N	WJZ-11; KDKA-1; DW-4	16
Fibber McGee and Co.	N	WEAF-13; DK-1	14
Uncle Jim's Question Bee	N	WJZ-14	14
Al Pearce and His Gang	N	WEAF-9; DK-2	11
Voice of Firestone	N	WEAF-10; DK-1	11
Camel Caravan—Benny Goodman	N	WABC-9	9

Professor Quiz	N	WABC-9	9
Campana's First Nighter	N	WABC-8	8
Edward G. Robinson—Big Town	N	WABC-5; DK-3	8
Waltz Time—Abe Lyman's Orchestra	N	WEAF-7; DK-1	8
March of Time	N	WJZ-6	6
Ave Maria Hour	L	WRAK-4; DK-1	5
Hollywood Playhouse	N	WJZ-3; DK-2	5
Those We Love	N	WJZ-5	5
Warden Lewis E. Lawes	N	WJZ-5	5

#### 15-MINUTE SHOWS

(Reported Heard Five Times Weekly)

Amos 'n' Andy	N	WEAF-33; WLW-5; KYW-2; WSM-1; DK-12	53
Sports Parade	L	WRAK-10	10
The Old Refrains	L	WRAK-5	5

(Reported Heard Three Times Weekly)

Easy Aces	N	WJZ-21	21
Mr. Keen, Tracer of Lost Persons	N	WJZ-11; DK-1	12

(Reported Heard Twice Weekly)

Lum and Abner	N	WABC-7; DK-1	8
Tom Mix Straight Shooters	N	WJZ-5	5
The Revelers	N	WEAF-5	5

(Reported Heard Once Weekly)

Walter Winchell	N	WJZ-8; DK-1	9
Homer Rodeheaver	L	WRAK-6	6

#### 5-MINUTE SHOW

(Reported Heard Four Times Weekly)

Mystery Thriller	L	WRAK-6	6
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#### NEWS PROGRAMS

Lowell Thomas	N	WJZ-80; WLW-2; DK-2 (5 times)	84
News (6-6:15)	L	WRAK-13 (6 times)	13
News (7:30-7:45)	L	WRAK-8 (5 times)	8
Edwin C. Hill (7:15-7:30)	N	WEAF-5	7
"	L	WRAK-2 (3 times)	7
Gabriel Heatter	L	WOR-4; DK-1 (3 times)	5

#### SPECIAL EVENTS

Madison Square Garden Boxing	N	WJZ-8; WLW-1 (once)	9
Protest Against Nazi Persecution by Catholic Hierarchy (9-9:30)	L	WABC-3; WJZ-2; DK-1 (once)	6
Red Cross	L	WRAK-5 (twice)	5

# EVENING PROGRAMS HEARD IN WILLIAMSPORT, PA.

FROM NOVEMBER 15 TO NOVEMBER 21

Hour Listening	Programs Heard	Program Origin	Station	Number Listening	Hour Listening	Programs Heard	Program Origin	Station	Number Listening
5:00-5:15	The Affairs of Anthony	N	WJZ	2	8:00-9:00	Rudy Vallee Variety Hour	N	WLW	1
5:00-5:15	DAR	L	WRAC	2	8:00-9:00	Kate Smith Hour	N	WABC	9
5:00-5:15	Dick Tracy	N	WEAF	1	8:00-9:00	Orson Welles' Mercury Theater	N	WABC	2
5:00-5:30	Homer Rodeheaver	L	WRAC	2	8:00-9:00	Orson Welles' Mercury Theater	N	WCAU	1
5:00-5:30	Uncle Ezra	N	KYW	1	8:00-9:00	Orson Welles' Mercury Theater	N	DK	1
5:00-5:30	Uncle Ezra	N	DK	1	8:00-9:00	Cities Service Concert	N	WEAF	4
5:00-5:30	Metropolitan Opera Auditions	N	WJZ	1	8:00-9:00	Dance Hour	L	WRAC	1
5:15-5:30	The Johnson Family	N	DK	1	8:05-8:30	Al Donohue Orchestra	N	WJZ	3
5:30-5:45	The Old Refrains	L	WRAC	5	8:30-9:00	Burns and Allen	N	WABC	18
5:30-5:45	Don Winslow of the Navy	N	WJZ	3	8:30-9:00	Burns and Allen	N	DK	1
5:30-5:45	Jack Armstrong	N	WEAF	1	8:30-9:00	Al Jolson Show	N	WABC	10
5:30-5:45	Jack Armstrong	N	DK	1	8:30-9:00	Al Jolson Show	N	WLW	1
5:30-6:00	Ave Marla Hour	N	WRAC	4	8:30-9:00	Al Jolson Show	N	DK	7
5:30-6:00	Ave Marla Hour	N	DK	1	8:30-9:00	Voice of Firestone	N	WEAF	10
5:30-6:00	Ben Bernie	N	WABC	1	8:30-9:00	Voice of Firestone	N	DK	1
5:45-6:00	Tom Mix Straight Shooters	N	WJZ	5	8:30-9:00	Professor Quiz	N	WABC	8
5:45-6:00	Music by Cugat	S	WRAC	1	8:30-9:00	Those We Love	N	WJZ	5
5:45-6:00	Little Orphan Annie	N	DK	1	8:30-9:00	Paul Whiteman's Orchestra	N	WABC	5
6:00-6:05	Esso News Reporter	L	WJZ	1	8:30-9:00	Information, Please	N	WJZ	4
6:00-6:15	News	L	WRAC	13	8:30-9:00	Pick and Pat	N	WABC	4
6:00-6:15	News	L	WABC	1	8:30-9:00	Fred Waring and Orchestra	N	WEAF	3
6:00-6:25	Nathaniel Shilkret's Relaxation Time	L	WEAF	2	8:30-9:00	Original Play	N	WJZ	3
6:00-6:30	Uncle Don	L	WOR	2	8:30-9:00	Say It With Words	N	WOR	1
6:00-6:30	Catholic Hour	N	DK	1	8:30-9:00	Morton Gould's Orchestra	N	WOR	1
6:00-7:00	New Friends of Music	N	WJZ	1	8:30-9:00	Tommy Dorsey and Orchestra	N	WEAF	1
6:05-6:15	Erwin Glucksman Orchestra	N	WJZ	1	8:30-9:00	Hobby Lobby	N	WJZ	1
6:15-6:20	Mystery Thriller	L	WRAC	6	8:30-9:00	Rhythm in Rhythm Time	L	WRAC	1
6:20-6:45	Around the Town	L	WRAC	3	8:30-9:00	Kampus Kickoff	L	WRAC	1
6:20-6:45	American Family Robinson	L	WRAC	1	8:30-9:30	Rochester Philharmonic Concert	N	WJZ	2
6:30-6:45	Homer Rodeheaver	L	WRAC	6	9:00-9:15	Gabriel Heatter	L	WOR	4
6:30-6:45	News	L	WOR	1	9:00-9:15	Gabriel Heatter	L	DK	1
6:30-6:45	Today—Bob Trout	N	WABC	1	9:00-9:30	Waltz Time—Abe Lyman's Orchestra	N	WEAF	7
6:30-7:00	The Laugh Limer	N	WABC	1	9:00-9:30	Waltz Time: Abe Lyman's Orchestra	N	DK	1
6:30-7:00	The Laugh Limer	N	WCAU	1	9:00-9:30	Protest Against Nazi Persecution by Catholic Hierarchy	L	WABC	3
6:30-7:00	Tales of Today	L	WLW	1	9:00-9:30	Protest Against Nazi Persecution by Catholic Hierarchy	L	WJZ	2
6:45-7:00	Lowell Thomas	N	WJZ	80	9:00-9:30	Protest Against Nazi Persecution by Catholic Hierarchy	L	DK	1
6:45-7:00	Lowell Thomas	N	WLW	2	9:00-9:30	Hollywood Playhouse	N	WJZ	3
6:45-7:00	Lowell Thomas	N	DK	2	9:00-9:30	Hollywood Playhouse	N	DK	2
6:45-7:00	Sports Parade	L	WRAC	10	9:00-9:30	Manhattan Merry-Go-Round	N	WEAF	4
7:00-7:15	Amos and Andy	N	WEAF	33	9:00-9:30	Hour of Charm	N	WEAF	2
7:00-7:15	Amos and Andy	N	WLW	5	9:00-9:30	Hour of Charm	N	DK	1
7:00-7:15	Amos and Andy	N	KYW	2	9:00-9:30	Battle of the Sexes	N	WEAF	3
7:00-7:15	Amos and Andy	N	DK	12	9:00-9:30	Radio: F. McNinch	N	WABC	2
7:00-7:15	Easy Aces	N	WJZ	21	9:00-9:30	Paul Martin and Orchestra	N	WJZ	2
7:00-7:15	Ed Hill	L	WRAC	3	9:00-9:30	We, The People	N	WABC	2
7:00-7:15	Sports—Stan Lomax	L	WOR	3	9:00-9:30	Mary and Bob's True Stories	N	WJZ	2
7:00-7:15	Waltz Time	L	WRAC	2	9:00-9:30	Vox Pop	N	WEAF	1
7:00-7:15	CCC	L	WRAC	1	9:00-9:30	Cuban-American Chamber of Com. Dinner	N	DK	1
7:00-7:30	Jack Benny	N	WEAF	26	9:00-10:00	Alka-Seltzer National Barn Dance	N	WJZ	25
7:00-7:30	Jack Benny	N	WLW	3	9:00-10:00	Alka-Seltzer National Barn Dance	N	WLW	3
7:00-7:30	Jack Benny	N	WGY	1	9:00-10:00	Alka-Seltzer National Barn Dance	N	WLS	2
7:00-7:30	Jack Benny	N	DK	6	9:00-10:00	Alka-Seltzer National Barn Dance	N	DK	1
7:00-7:30	Alias Jimmy Valentine	N	WJZ	4	9:00-10:00	Major Bowes' Amateur Hour	N	WABC	25
7:00-7:30	Message of Israel	N	WJZ	3	9:00-10:00	Major Bowes' Amateur Hour	N	DK	2
7:00-7:30	Artie Shaw's Lincoln Hotel Orchestra	N	WJZ	4	9:00-10:00	Lux Radio Theater	N	WABC	20
7:00-7:30	Saturday Night Swing Club	N	WABC	2	9:00-10:00	Lux Radio Theater	N	DK	2
7:00-7:30	Saturday Night Swing Club	N	DK	1	9:00-10:00	Hollywood Hotel	N	WABC	15
7:15-7:30	Mr. Keen, Tracer of Lost Persons	N	WJZ	11	9:00-10:00	Hollywood Hotel	N	DK	2
7:15-7:30	Mr. Keen, Tracer of Lost Persons	N	DK	1	9:00-10:00	Good News of 1939	N	WEAF	14
7:15-7:30	Lum and Abner	N	WABC	7	9:00-10:00	Good News of 1939	N	WLW	3
7:15-7:30	Lum and Abner	N	DK	1	9:00-10:00	Ford Sunday Evening Hour	N	WABC	3
7:15-7:30	Edwin C. Hill	N	WEAF	5	9:00-10:00	Ford Sunday Evening Hour	N	WCAU	1
7:15-7:30	Ed Hill	L	WRAC	2	9:00-10:00	Ford Sunday Evening Hour	N	DK	6
7:15-7:30	The Answer Man	L	WOR	1	9:00-10:00	Town Hall Tonight	N	WEAF	7
7:15-7:45	Will Osborne's Orchestra	N	WOR	2	9:00-10:00	Chicago City Opera Company	N	WJZ	1
7:30-7:45	News	L	WRAC	8	9:30-9:45	Walter Winchell	N	WJZ	8
7:30-7:45	The Revelers	N	WEAF	5	9:30-9:45	Walter Winchell	N	DK	1
7:30-7:45	Oscar Shumsky	N	WJZ	2	9:30-10:00	Fibber McGee and Company	N	WEAF	13
7:30-7:45	Adrian Rollini's Orchestra	N	WEAF	2	9:30-10:00	Fibber McGee and Company	N	DK	1
7:30-7:45	Dick Gasparre's Orchestra	N	WJZ	1	9:30-10:00	Camel Caravan—Benny Goodman's Orchestra	N	WABC	7
7:30-7:45	Don't You Believe It	N	WOR	1	9:30-10:00	Camel Caravan—Benny Goodman's Orchestra	N	WABC	2
7:30-8:00	Eddie Cantor	N	WABC	17	9:30-10:00	March of Time	N	WJZ	6
7:30-8:00	Eddie Cantor	N	DK	2	9:30-10:00	Death Valley Days	N	WEAF	4
7:30-8:00	Uncle Jim's Question Bee	N	WJZ	14	9:30-10:00	American Album of Familiar Music	N	WEAF	2
7:30-8:00	Seth Parker	N	WJZ	11	9:30-10:00	American Album of Familiar Music	N	DK	1
7:30-8:00	Seth Parker	N	KDKA	1	9:30-10:00	Saturday Night Serenade	N	DK	1
7:30-8:00	Seth Parker	N	DK	4	9:30-10:00	Moonbeams	N	DK	1
7:30-8:00	The Lone Ranger	N	WOR	7	9:30-10:00	Pall Mall Program—Eddie Duchin	N	DK	1
7:30-8:00	Joe Penner	N	WABC	3	9:30-10:30	Texaco Star Theater	N	WABC	11
7:30-8:00	Schaefer All-Star Revue	L	WEAF	2	9:30-10:30	Town Meeting of the Air	N	WJZ	3
7:30-8:00	Helen Menken: Second Husband	N	WABC	1	9:45-10:00	Gabriel Heatter	N	WOR	3
7:30-8:00	Joe E. Brown	N	WABC	1	9:45-10:00	Irene Rich for Welch	N	WJZ	2
7:30-8:00	Colgate Ask-It Basket	N	WABC	1	9:45-10:00	Deep River Boys	N	WABC	1
7:30-8:00	Wonder Show: Jack Haley	N	WABC	1	10:00-10:15	Robert Benchley	N	WABC	1
7:30-8:00	The Right Thing To Do	N	WEAF	1	10:00-10:30	Guy Lombardo's Orchestra	N	WABC	5
7:45-8:00	Red Cross	L	WRAC	5	10:00-10:30	Pepsodent Program: Bob Hope	N	WEAF	3
7:45-8:00	Song Pictures	N	WJZ	3	10:00-10:30	Pepsodent Program: Bob Hope	N	DK	1
8:00-8:30	Al Pearce and His Gang	N	WEAF	9	10:00-10:30	Grand Central Station	N	WABC	4
8:00-8:30	Al Pearce and His Gang	N	DK	2	10:00-10:30	True or False	N	WJZ	3
8:00-8:30	Campana's First Nighter	N	WABC	8	10:00-10:30	Guy Lombardo's Orchestra	N	WEAF	3
8:00-8:30	Edward G. Robinson: Big Town	N	WABC	5	10:00-10:30	Henry Weber's Concert Revue	N	WOR	1
8:00-8:30	Edward G. Robinson: Big Town	N	DK	3	10:00-10:30	Henry Weber's Concert Revue	N	DK	1
8:00-8:30	Warden Lewis E. Lawes	N	WJZ	5	10:00-10:30	Horace Heldt's Alemitte Brigadiers	N	WEAF	1
8:00-8:30	Quaker Party	N	WEAF	4	10:00-10:30	Dr. Christian: Jean Hersholt	N	WABC	1
8:00-8:30	Gang Busters	N	WABC	2	10:00-10:45	Your Hit Parade	N	WABC	15
8:00-8:30	Auto Show	N	WJZ	2	10:00-10:45	Your Hit Parade	N	DK	3
8:00-8:30	The Monday Night Show	N	WABC	2	10:00-11:00	Kraft Music Hall	N	WEAF	10
8:00-8:30	Carson Robinson's Buckaroos	N	WJZ	1	10:00-11:00	Kraft Music Hall	N	WLW	1
8:00-8:30	Stars Over Manhattan	L	WRAC	1	10:00-11:00	Kraft Music Hall	N	DK	1
8:00-8:30	One Man's Family	N	WEAF	1	10:00-11:00	Madison Sq. Garden Boxing	N	WJZ	8
8:00-8:30	Johnny Presents: Russ Morgan	N	WEAF	1	10:00-11:00	Madison Sq. Garden Boxing	N	WLW	1
8:00-8:30	Universe of Melody	L	WRAC	1	10:00-11:00	Kay Kyser's College	N	WEAF	4
8:00-8:30	Roy Shield Revue	N	WJZ	1					
8:00-9:00	Chase & Sanborn Program	N	WEAF	44					
8:00-9:00	Chase & Sanborn Program	N	WLW	3					
8:00-9:00	Chase & Sanborn Program	N	DK	12					
8:00-9:00	Rudy Vallee Variety Hour	N	WEAF	13					
8:00-9:00	Rudy Vallee Variety Hour	N	KYW	1					

(See EVENING PROGRAM HEARD on page 8)

# Miller's Coughlin Stand Leads To Furor; Press Supports Radio

WASHINGTON, Dec. 31.—Neville Miller's blast at Father Coughlin broadcasts has provoked much discussion in Washington over the wisdom of his words, and counterblast by Senator Burton K. Wheeler added fuel to the flames as over the week-end the pros and cons of broadcasting policy waged back and forth. Following the wide circulation of the NAB stand on programs which incited religious and racial hatreds, trade opinion in the capital held its breath for reaction before committing itself one way or another. Statement by Wheeler to the Associated Press assailed the idea that radio stations should determine what should or should not go over their stations. As the Montana solon asked: "Who is Mr. Miller that he should set himself up to say when free speech should be denied to any citizen of the United States?" The local trade asked in turn if it really was Wheeler or whether it was only a re-broadcast from KGIR in Butte, Mont.

Opposition to Father Coughlin's broadcasts was a manifestation of "hysteria which, unless it is checked, is apt to lead us into war with Germany or some other totalitarian power," was the opinion of Wheeler.

Alarmists, following the words of

Wheeler, expressed the opinion that Miller was right in his conclusion, but that he shouldn't have voiced it. The reasoning appears to follow along the ideas that Miller was only expressing something that existed all along—that broadcasters have exercised their prerogative of selecting their own program material all along—but it should be secret. To hold publicly that broadcasters should do that, in some opinions, is to put in the hands of zealots and pressure groups the weapons they need to get "chiseling" legislation jammed thru Congress. Editorials from the nation's press as clippings are being forwarded to Washington indicate that the press is inclined to agree with Miller. On Wednesday of this week the potent *Baltimore Sun*, in an editorial almost a column length, sided with radio.

It is believed here that all the talk is just as well for radio, because the more radio is discussed the more it is argued, the more it is blamed and the more it is praised—the greater will be the interest. When the general public takes an interest in the subject, then pressure groups and minority interests will find the going a whole lot tougher—at least that opinion is being entertained by many here.

# Press Radio End Stirs Much Talk

NEW YORK, Dec. 31.—Collapse of the Press Radio Bureau, after CBS and NBC ceased taking service this week after a disagreement with James Barrett, PR manager, stirred considerable talk in trade circles. Principal reason is that Press Radio was an important gesture by the two principal networks to the strongly dominant anti-radio faction within the Newspaper Publishers' Association. That the networks did not need PR was demonstrated by continuance of their news service bulletins from United Press. Clash between network execs and Barrett was caused over financial arrangements. Barrett, when the bureau was formed, was made both the manager and financial director. It is reported that Barrett told chain officials that the internal policies of PRB did not affect the webs.

Important now is the question of possible reaction by publishers against not only the networks, but radio in general. In the past two years this problem, always a touchy one, has become more acute as newspaper revenue decreased. Edwin Friendly, of *The New York Sun*, is now trying, at last reports, to ameliorate matters.

PRB was formed several years ago thru agreement between the publishers and networks taking news from AP, UP and INS. PR's importance was lessened when United Press started selling its

services to radio as a result of the success of the Transradio News Service started by Herbert Moore, former CBS news executive. INS soon followed in selling news. AP directors have vetoed such a plan, brought up several times at their annual meetings.

# Try Ac't Execs As Stars--Cantor

NEW YORK, Dec. 31.—Advertising agencies finally broke down and admitted all in last meeting with American Federation of Radio Artists, radio union seeking contract covering commercial programs. Agency execs opined what others have insisted upon a long time, namely, that the agencies are not in the show business but in the advertising business.

Eddie Cantor, president of AFRA, told the ad men to put a couple of their advertising men on the air and check on sales results.

Meeting arrived at no conclusive results. Agencies asked and were granted another week's time. Next confab scheduled between January 3 and 6. It is understood AFRA will give no more time.

NEW YORK, Dec. 31.—*Smoke Dreams*, canceled before Christmas by H. Fendrich, Inc., returns to National Broadcasting Co. beginning Tuesday, February 21. Goes on 17 stations if and when available. Set by Ruthrauff & Ryan Chicago office.

# Analysis of Radio Opposition During Williamsport Survey

Census of 1930 credits Williamsport, Pa., with a population of 45,729, with 56,546 attributed to Greater Williamsport. Williamsport is chiefly industrial, and business conditions in the last six months have shown improvement as compared to last year. Wages are up and employment better, altho unseasonable warm fall weather retarded retail business somewhat.

Principal Williamsport industries include Lycoming Mfg. Co., maker of automobile, marine and airplane engines; Spencer Heater Co.; Armour Leather Co., operating the largest cut-sole factory in the United States; Cromar Co., maker of oak flooring; National Silk Dyeing Co., and other factories.

Employment figures for Williamsport district are the highest in the State, being listed at 117.5 per cent.

City has 17 public schools, two parochial schools and one private preparatory school with an accredited junior college. There are 60 churches and four parks. Five banks and one trust company have deposits of \$11,571,072 and resources of \$15,355,162.

Williamsport has 14,300 families and 11,767 dwellings. Homes owned number 5,889. Lycoming County has 89.4 per cent radio set ownership. It is covered by *The Williamsport Sun* and *The Gazette and Bulletin*. Williamsport papers carry radio programs but not editorial comment. Sun-Gazette Co. is part owner of local station, WRAC.

From amusement angle, city has four motion picture theaters whose seating capacity totals 7,000; one legitimate theater, seating 1,200; three golf courses, one baseball park and 13 supervised playgrounds. Theater attractions during survey period were:

Date	Weather	Theater—Attraction
Nov. 15.....	Fair—Cold	Capitol: "Men With Wings" Rialto: "Great Waltz" Karlton: "We're Going To Be Rich" Keystone: "Juvenile Court" Park: "Garden of the Moon"
Nov. 16.....	Fair—Cold	Capitol: "Men With Wings" Rialto: "Spring Madness" Karlton: "Hold That Co-Ed" Keystone: "Personal Secretary" Park: "Four Daughters"
Nov. 17.....	Fair—Cold	Capitol: "Just Around the Corner" Rialto: "Spring Madness" Karlton: "Hold That Co-Ed" Keystone: "Personal Secretary" Park: "Four Daughters"
Nov. 18.....	Variable—Cloudy, sun-shine; rain in evening	Capitol: "Just Around the Corner" Rialto: "Spring Madness" Karlton: "Courage of the West" Keystone: "Stranger From Arizona" Park: "Stablemates"
Nov. 19.....	Rain	Capitol: "Just Around the Corner" Rialto: "The Shining Hour" Karlton: "Courage of the West" Keystone: "Stranger From Arizona" Park: "Stablemates"
Nov. 20.....	Fair, warm	Theaters not open (Sunday)
Nov. 21.....	Fair	Capitol: "Thanks for the Memory" Rialto: "The Shining Hour" Karlton: "The Midnight Intruder" Keystone: "Swing That Cheer" Park: "Valley of the Giants"
Nov. 22.....	Fair—Warm	Capitol: "Thanks for the Memory" Rialto: "The Shining Hour" Karlton: "Midnight Intruder" Keystone: "Swing That Cheer" Park: "Valley of the Giants"

Tuesday thru Sunday, November 15-20, Homer Rodeheaver, evangelist, held meetings. Attendance was 500 Tuesday, 600 Wednesday, 800 Thursday and 200 Friday. On Tuesday there was a Hadassah Ball church service; on Wednesday the Knights of Columbus Hall had a card party and dance; Thursday, a grab bag show at high school and open house at Roosevelt School; Friday, the Women's Missionary Meeting had a grab bag show; Saturday, Shrine Club held a ladies' night party and on Sunday there was an afternoon and evening meeting held at the synagogue.

In sports, Saturday the South Williamsport football team played Milton, and Bucknell Home-Coming Day football game was held at Lewisburg, 30 miles away.

Thursday and Saturday are principal shopping days, with Tuesday, Wednesday and Friday reported good.

# Evening Programs Heard in Williamsport, Pa.

FROM NOVEMBER 15 TO NOVEMBER 21

(Continued from page 7)

Hour Listening	Programs Heard	Program Origin	Station	Listening Number
10:00-11:00	Good Will Hour.....	N	WOR	3
10:00-11:30	NBC Symphony Orchestra.....	N	WJZ	6
10:00-11:30	NBC Symphony Orchestra.....	N	DK	1
10:30-10:45	Uncle Ezra.....	N	WEAF	1
10:30-11:00	Henry Weber's Pageant of Melody.....	N	WOR	1
10:30-11:00	It Can Be Done: Edgar Guest.....	N	WABC	1
10:30-11:00	Cheerio.....	N	WJZ	1
10:30-11:00	People I Have Known: Ransom Sherman.....	N	WJZ	1
10:45-11:00	Story Behind the Headlines.....	N	WEAF	1
11:00-11:05	Press Radio News.....	N	WJZ	3
11:00-11:05	Press Radio News.....	N	WEAF	1
11:00-11:05	Esso News.....	N	WJZ	1
11:00-11:10	John B. Kennedy Looks at the News.....	L	WABC	1
11:00-11:15	Paul Sullivan: News.....	L	WLW	3
11:00-11:15	Amos and Andy.....	N	WSM	1
11:15-11:45	Tommy Dorsey's Orchestra.....	N	WOR	1
11:30-12:00	Lou Breeze's Orchestra.....	N	DK	1
11:45-12:00	Mitchell Ayres' Orchestra.....	N	WOR	1
12:00-12:30	Sammy Kaye's Orchestra.....	N	DK	2
12:00-12:30	Artie Shaw's Hotel Lincoln Orchestra.....	N	DK	1
12:30-1:00	Lights Out.....	N	DK	1

This survey prepared for *The Billboard* by Market Research Corp. of America.

# New NBC Line-Up All Set for Chicago

CHICAGO, Dec. 31.—Top bracket staff at NBC here has finally simmered into some semblance of order following Niles Trammell's appointment as executive vice-president to New York. Final arrangement puts Sidney Strotz, program department head, into Trammell's chair as active vice-president in charge of the Central division, with C. L. Menser coming up from production head to take over the former's program director duties. Menser's former assistant, Jules Herbiveaux, will jump into his old spot, with Wyn Wright, former production man, being brought up to assist. Vacancy left by Alex Robb, head of NBC artists' service, has not been filled, according to Strotz, but decision will be forthcoming within a week or so.

Another move made by Trammell before his departure was the setting up of

a department of information designed especially for direct contact with the public. New section will take care of all mail and phone queries and will be under supervision of Bill Ray, NBC press head. Marge Niess will be in charge, with Margaret Hoffman assisting. Another member yet to be appointed will handle all phone calls, a duty which was formerly carried by the night manager. Angle here is to prevent a customer or listener from getting kicked around from department to department before finding the desired dope.

# Para Plugs Plugs

HOLLYWOOD, Dec. 31.—To answer need of air plugs to help sell flicker product to public, Paramount has assigned Bob Hussey from publicity staff to head new radio exploitation department. Hussey will have charge of arranging Paramount flicker "names" for guest spots on air shows.

# Program Reviews

EST Unless Otherwise Indicated

## "The Market Basket" Vaughn DeLeath

Reviewed Monday, 10-10:15 a.m. Style—Songs. Sponsor—Meigs & Co., Conlin Co., Park City Laundry, Metro Oil Co. Station—WICC (Bridgeport).

Vaughn DeLeath back again on the air, with a voice just as chock-full of personality as when she made her debut with advent of radio itself. Gives out with all her old zest and energy.

Commercial announcements are given a novel twist with Miss DeLeath speaking about the products of the four sponsors in a dialog with Bill Elliott of the station announcing staff between her numbers. *Lefkowitz.*

## "Words Without Music"

Reviewed Sunday, 5-5:30 p.m. Style—Free. Sustaining on Station WABC (CBS network).

Norman Corwin's *Words Without Music* is so different it bulges when stuffed into existing program categories. Yet it is not freakish. Rather it's an ingenious novelty which tempers the experimental

urge with showmanship. Weekly construction shift prevents characterizing the show as poetic reading, narration, drama or comedy. It is one of these one week at a time, leaning toward the dramatic-comedy medium for the Christmas broadcast.

The holiday was a good test, with Corwin's production withstanding the onslaught beautifully. In competition with a heavy run of Christmas programs, he bucked the plethora of tripe with a fantasy matched only by the Santa Claus legend itself and a bit of homely observation about this world of ours.

Thus there unraveled *The Plot To Overthrow Christmas*. Nero, Haman and bedfellows conspired to abolish mortals' annual happiness by destroying Santa Claus. Nero, emissary, not only failed in his assignment but became a convert to the peace on earth, good will to men dictum. Recounting the story is not adequate appraisal. The dialog was a bit of finesse. It's smart, but not too much so.

*Words Without Music* is grand entertainment. Further, it is a family attraction, and a worthy compatriot of *Information Please* as a pioneer for intelligent product. *Weiss.*

## White House Says No FCC Overhaul

WASHINGTON, Dec. 31.—Presumably due to a recent column by Drew Pearson and Robert S. Allen, President Roosevelt was asked by reporters at his press conference this week whether there would be a reorganization of the FCC. A flat no is the reported answer. Although much discussion has followed reports of a Corcoran bill to re-map the Communications Commission, the matter was restricted to questions and answers by the press and Chairman Frank R. McNinch. However, the character sketches of the FCC by Pearson and Allen gave an authentic air to shake-up rumors when the pair prefaced their column with the note that Roosevelt had privately said that "what this Administration needs is a few decapitations." Thereafter the two writers nominated for "decapitation" all of the FCC with the exception of McNinch.

Vitriolic descriptions characterized Commissioner Craven as an ex-Navy man who as "a policy-making executive is beyond his depth." Payne was classed as one who is not disposed to cure the evil; "he only likes to root." The columnists rate the balance of the commission as "deadwood." Sykes a "cigar-smoking Mississippi politician . . . not worried about the dangers of monopoly or mismanagement or bad taste in the radio industry, declares it is sound and clean." Brown is "cherubic and likable (whose) ideas of radio regulation are not vigorous . . . ponderous in thought, noncommittal in answer." Case has an aristocratic bearing, they say, but "aside from this his chief qualifications for the FCC are plenty of money and a strong distaste for work." Walker a "weak and ineffectual member."

To observers close to the scene, however, one bad thing about the column was that it was more important for its omissions than its inclusions. When a seven-man commission can have such

thoroly poor timber in its make-up there must be a joker when one man is expected, according to Washington views. Thus the pair made an exception for the man who knew the least about radio, who has shown more inclination to be a radio czar than any other.

## Avoid Dictators, Trammell Warns

CHICAGO, Dec. 31.—Keeping radio "free" is the biggest problem confronting the broadcasting industry now, according to Niles Trammell, new executive-president of NBC. Trammell made this statement Tuesday at a luncheon thrown by radio scribes here in his honor. He stressed particularly the recent public "misunderstanding" of broadcasters' clamping down on religious and social agitators and claimed that listeners should be more fully acquainted with the industry's policy regarding these speeches; namely, that of impartially giving time to both factions when it felt there was something constructive to be gained by it.

Trammell elaborated by stating that freedom of radio in the future hinged on its ability to pay its own way and that so far it had been able to do so only because there were but four nets in operation and not more. More would increase the time supply to a point where the demand for time would end, leaving the chain in a financial slump and making them vulnerable to dictating groups or individuals. "With radio in its new-found position of being a highly powerful molder of public opinion on social courses," Trammell said, "any monopolistic dictatorship of radio means a dictator for the entire country."

The departing NBC exec also lamented over widened radio and the press breach. He commented that both now had the common problem of protecting their freedom.

Shortly after setting up his belongings in New York Trammell will trek to the Coast for a couple of weeks around January 9. He expects to be traveling a good portion of his time after that also, he said.

LINCOLN, Neb., Dec. 31.—Reported here KMMJ, Clay Center, Neb., will move to Grand Island, Neb., by June 1. KMMJ is managed by Randy Ryan and owned by Don Searle, general manager of Central States Broadcasting Co. Grand Island, Nebraska's third town in trade importance and population, is figured better than Clay Center (6,000).

# Radio Talent

By JERRY LESSER

HAPPY NEW YEAR! There's only one resolution I'm making this year that affects you. I'll never deliberately take a rap at anyone. However, I'll never offer praise either unless deserved. I'm still young (as a columnist) and it's swell to know that my stuff is being appreciated. This is your column; it's for you and it's about you. I'll try to make it informative and at the same time interesting. However, I may slip once in a while, so if you think you know something about yourselves that you think I ought to know please pass it along to me.

Roy Post, author and criminologist, has just been assigned the radio rights to Simon & Schuster's "We Saw It Happen." Should make a terrific air show. . . . Irving Reis dropped into town for a few days' stay. He's now married. . . . Billy Hodapp spent the holidays with his folks in Louisville, Ky.; Jay Jostyn went to Milwaukee; Warren Parker to Detroit; Ken Daigneau to Austin, Tex. . . . Adelaide Klein is substituting for Betty Garde on the "Lorenzo Jones" script for the week,

as Betty is out of town with the new Abbott show, "Primrose Path." . . . Walter Greaza plays Inspector Ross on the Tuesday night "Perfect Crime" series. . . . Johnny Kane and Cledge Roberts are now on the new "Loft" show on WOR. . . . Peter Cappell starts a new role on "Central City," that of District Attorney Greer. . . . Grace Valentine, who does Minnie Grady on the "Stella Dallas" strip, is in rehearsal with the new Kaufman-Hart show, "The American Way," to open at the Center Theater. . . . Tom Davies, NBC actor, has written a comedy mystery drama which may soon see a Broadway theater. Tom wrote many successful vaudeville scripts in the past.

After Fred Allen's program last week, on which Murray (Looney) Lewis worked for the second time, there was considerable talk in the NBC studios that Lewis impressed as a comic who would go far. He was responsible for a series of successive belly laughs, doing his double talk. Allen touches, such as ending the double nonsense with sentences, and Allen giving Lewis the double, added plenty.

# Advertisers and Agencies

By PAUL ACKERMAN

JOHN U. REBER, radio head of J. Walter Thompson, to the Coast for preliminary work on the Kellogg variety program. . . . Ed Rice, writer on the Chase & Sanborn show, in town vacationing. So he went to work on an audition job. . . . Blaine Butcher getting sunburned in Florida. . . . Rockwell O'Keefe producing Enna Jettick program. Will have D'Artaga's Orchestra, Jimmy Fields, Ed Smalle and the Seven Voices, opening February 18 on CBS for 13 weeks. . . . Tom Slater, WOR announcer, a father to a boy the day after Christmas.

Kelly-Smith, stations reps, report a 117 per cent increase for five stations on the Alabama net. . . . Metropolitan Life program, if and when it arrives, will be edited by Tom Everitt, new to Young & Rubicam's radio department. Everitt was on air and newsreel versions of *March of Time*. . . . Bennett Larson, formerly with NBC, J. Stirling Getschell and other agencies, now with Y&R producing staff. . . . Franchot Tome and the McFarland

Twins guest January 12 on Kate Smith program. . . . Leslie Howard and Rita Johnson will guest on Silver Theater January 8.

GREGG WILLIAMSON, of Pedlar & Ryan, vacationing in California. . . . Russell Pierce, Warwick & Legler publicity man, now mulling plans for a barnstorming tour of South America with two pro football teams. . . . Procter & Gamble likely to add a couple of new stations for Camay. . . . Kitty Keene added to CJOR, Vancouver, and CFRB, Toronto, for Ivory Flakes beginning January 2. . . . Benton & Bowles going into 10 major markets with transcriptions for Post's 40 Per Cent Bran as a test. . . . Art Van Harvey, Vic of Vic and Sade, back in studio after recent illness. . . . Cook & Doherty, publicity firm, have split up. Al Cook continues the business, with Joe Hevesi associated. Henry Doherty will go into artist representation. . . . Jack Berch, singer, begins a series of twice-weekly broadcasts over WEAJ January 11 for Sweetheart Soap. Franklin Bruck is the agency.

# Chicago Air Briefs

By HAROLD HUMPHREY

ARCH OBOLER hustled back to New York after spending Christmas with his mother and expects to open his new play there soon in preference to snapping at some attractive Hollywood radio offers. . . . Tony Wons expects to come out of his long hibernation period at his home in Kenosha, Wis., soon and will do his first shot as a guest on Hal Tate's gossip show over WBBM. . . . Ferris & Livingston, publicity firm, has grabbed Frankie Masters' account. . . . Marge Kerr, NBC press department, spent the holidays in Cincinnati with her husband, who is musical director of the *Avalon Time* show. . . . Gale Page, Chi radio canary, who made good in the movies, leaves the home town again next Thursday for the Coast and more picture making. . . . Eddie Chase, WCFL emcee, has ducked out to California on a business mission.

dre Kostelanetz was feted in grand style thruout the week while here to guest on Eddie Guest's "It Can Be Done" show.

# From All Around

WILLIAM A. SCHUDT JR., general manager of WKRC, Cincinnati, spent Christmas at Charlotte, N. C., his old territory. Dick Williamson, WKRC sales manager, at home in Chicago for Christmas. . . . Weaver Brothers and Eivry troupe, presenting a benefit performance together with radio performers from KWTO-KGBX, Springfield, Mo., recently, drew the biggest crowd in the history of the city. Held at the Shrine Mosque, which seats 5,000, ordered doors closed and 1,500 turned away. George Wilson, of station staff, emceed radio part of program, which included Mike Dorsch, Bob and Dick Stahl, Jim and Bob, Willie Wells, Johnnie Thomas, Ish Irwin, Curley and Nina Hansuld, John Borowski, Tootie Bennett, Al Stone, Lonnie McAdams and others. Show was to aid Salvation Army raise Christmas baskets.

HOLLYWOOD TALK: Jimmy Burton will script KHJ's *Eight o'Clock Clipper* program. . . . Murray Bolen takes production reins of the Jello show when Tom Harrington bows out January 1. . . . Norman Sullivan is set for writing assignment for Bob Hope-Pepsodent show. . . . Jaime del Villa has been upped to director of Don Lee televisish unit. Formerly supervisor of transcriptions for the web. . . . Cecil Howard inked contract to script part of Chase & Sanborn show.

**BILLY SWANSON**  
and his MUSIC  
ON TOUR  
Mgt. CONSOLIDATED RADIO ARTISTS.

**RAY KINNEY**  
and his Native HAWAIIAN ORCHESTRA  
NOW APPEARING  
Nightly at the Hawaiian Room,  
**HOTEL LEXINGTON**  
New York.  
Also with His ALOHA MAIDS  
in the New Musical Hit,  
**"HELLZAPOPPIN"**  
And on the Air via NBC Saturday, 1:30 P.M.—Sunday, 11:30 P.M.

# ASCAP'S 1939 HEADACHE

## Music Items

**SONGS AND SUCH**—Ken Hecht and Sid Bass hope to create a sensation in tune circles with their latest effusion along novelty lines, *For Why? For Why? For Why?* Frank Mansfield has just published his newest tune, *Think It Over*. Otto Cesanna picked Duke Ellington to introduce his recently completed *Swing Symphony*, his third published symphonic work, with the premiere set for early in the new year.

**PUBLISHERS' PARAGRAPH**—Modern Melodies Publishing Co., New York, comes up for membership consideration by ASCAP this month. Robbins has exclusive publishing rights to *Run Little Chillun*, title song of the successful Hall Johnson West Coast production. Firm also signed Johnson to a year's contract.

**HOLLYWOOD HIGHTONES**—Roy Del Ruth will megaphone 19 Irving Berlin tunes not used in *Alexander's Ragtime Band* in that hit's follow-up, *Rose of Washington Square*. Chet Forrest and Bob Wright, MGM staff lyricists, have written a new set of words for *Drigo's Serenade*, which they renamed *Love's Serenade* for Nelson Eddy's use in *Song of the West*.

## ASCAP Safe in Neb. With New Att-Gen.

LINCOLN, Neb., Dec. 31.—ASCAP takes heart in Nebraska, partially secure in the hope that Walter Johnson, incoming attorney-general, won't be as tough about the last Legislature's anti-ASCAP law as Dick Hunter, who was defeated at the polls last month. Reason is based on Johnson's previous thought on the matter. He was a legislator when the bill was passed, and refused to cast his vote when it was being considered, feeling it was unconstitutional.

Failing to come up in Federal Court on a constitutionality test in December. It was the last chance the present attorney-general's office had to take a last crack in favor of the bill as it stands. It is believed that Johnson won't fight very hard on the matter, altho he has made no statement other than to tell newspaper men he didn't believe the bill was constitutional when it was passed, and had given it no further thought to change his mind.

The bill, entered by Senator Frank Brady, sought to restrain all music combos from price fixing, not naming ASCAP specifically, but describing it perfectly. Fixed \$5,000 as the penalty for each violation.

## "Lambeth Walk" Leads Germany's Hit Parade

BERLIN, Jan. 2.—Year end finds an English and an American song leading the best record and sheet music sellers in Germany. Top favorite among the dance tunes is London's *Lambeth Walk*, along with *Donkey Serenade* from the *Firefly* movie. The same songs lead the list of tunes most played on the air, as well as those most frequently heard in ballrooms and night clubs, with *Flat Foot Floogie*; *Music, Maestro, Please* and *Says My Heart* as runners-up.

The following American films have been showing during December here: *Chicago*, *Merrily We Live* and *Tropic Night*. The long-awaited *Rosalie* has just been announced, and an English company will soon show an all-colored film, *Drums*.

## "Policy" Score to Davis

NEW YORK, Dec. 31.—For the first time Joe Davis Music Co. adds the entire score of a Broadway musical production to its catalog. Davis is publishing all the tunes from Michael Ashwood's all-colored *Policy Kings*. Songs, written by Louis Douglass and James P. Johnson, include *Deed I Do Blues*, *Walkin' My Baby Back Home*, *Havin' a Ball*, *I'm Gonna Hit the Numbers Today*, *Harlem Number Man*, *Dewey Blues*; *You, You, You*, and *Harlem Woogie*. Last two tunes have been recorded by Tommy Dorsey.

## Sheet-Music Leaders

(For Week Ending December 31)  
Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
1	1	My Reverie
2	2	Two Sleepy People
3	3	Deep in a Dream
3	4	All Ashore
4	5	The Umbrella Man
6	6	You Must Have Been a Beautiful Baby
—	7	You're the Only Star in My Blue Heaven
13	8	They Say
—	9	This Can't Be Love
—	10	FDR Jones
9	11	Heart and Soul
7	12	Have You Forgotten So Soon?
12	13	I Won't Tell a Soul
—	14	While a Cigarette Was Burning
—	15	Jeevers Creepers

## Scale for Arrangers Set

NEW YORK, Dec. 31.—New contract between Local 802, AFM, and Music Publishers' Protective Association for arrangers, copyists and pianists for pub houses was ratified this week. Wages under the new pact, which runs for two years, remain the same, with an increase for arrangers in the employ of music pubs. Song houses also acquiesced to the musicians' union demand that their part-time employees come under the Social Security laws.

## Songs With Most Radio Plugs

# 'Thanks' Leads All; 'Jeevers' Creeps, But 'Christmas' Dives

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, December 29. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
7	1. Thanks for Everything (F)	Robbins	41 32
12	2. Jeevers Creepers (F)	Witmark	34 27
5	3. Deep in a Dream	Harms	33 25
2	4. This Can't Be Love (M)	Chappell	25 22
7	5. You Must Have Been a Beautiful Baby (F)	Remick	24 24
3	6. My Reverie	Robbins	24 21
5	7. Two Sleepy People (F)	Famous	21 22
8	7. What Have You Got That Gets Me? (F)	Famous	20 19
2	8. All Ashore	Shapiro-Bernstein	19 10
—	8. I Go for That (F)	Famous	19 7
7	9. I Must See Annie Tonight	Bregman	18 18
9	9. Room With a View	Bregman	18 14
—	9. Get Out of Town (M)	Chappell	18 12
9	10. They Say	Witmark	17 20
4	10. I Won't Tell a Soul	Crawford	17 15
6	10. Hurry Home	Spier	17 14
9	10. Have You Forgotten So Soon?	Berlin	17 13
13	10. Simple and Sweet	Miller	17 9
13	11. It's a Lonely Trail	Berlin	16 7
11	11. An Old Curiosity Shop	Feist	16 4
—	11. Toy Trumpet	Circle-Music	16 1
12	12. Heart and Soul (F)	Famous	15 16
—	13. Between a Kiss and a Sigh	Santly	14 17
14	13. Love, I'd Give My Life for You	Stansy	14 7
—	14. Please Come Out of Your Dream	Words & Music	13 17
—	14. You're Gonna See a Lot of Me	Ager	13 15
8	14. Ya Got Me (M)	Lincoln	13 12
1	14. Night Before Christmas	Chappell	13 10
—	15. Your Eyes Are Bigger Than Your Heart	Shapiro	12 14
—	15. Ferdinand the Bull (F)	ABC	12 12
15	16. Umbrella Man	Harms	11 19
7	16. Who Blew Out the Flame?	Feist	11 11
14	16. What Do You Know About Love?	Marks	11 11
14	16. Old Folks	Remick	11 10
—	16. FDR Jones (M)	Chappell	11 8
14	16. You Look Good to Me	Bregman	11 7
—	16. I Long To Belong to You	Red Star	11 6
15	16. Angels With Dirty Faces	Fischer	11 3
—	16. Lovely Deb	Fox	11 4
15	17. Girl Friend of the Whirling Dervish (F)	Harms	10 5
—	17. Singing in the Saddle	Powell, Whitcup & Schuster	10 3
—	17. I Have Eyes	Famous	10 1

## Classification First Problem On Calendar for the New Year

Strong agitation in ranks of pubs against present system — Carl Fischer catalog performed most — Harms second — changes expected by March

NEW YORK, Dec. 31.—Establishing a more equitable basis for distribution of income by American Society of Composers, Authors and Publishers to its publisher members is the Society's most important task with the new year and one which it intends to iron out first before turning to the matter of renewals on broadcasting licenses expiring December 31, 1939. Drastic changes in the present system of publisher classification will be made by ASCAP possibly before the next quarter for such changes is at fever heat among pubs, and it is likely that the publishers' classification committee (comprised of all publisher members of the ASCAP board) will meet shortly to work out radical revisions in the system it set up three years ago which has only met with protests since its inception.

## Air Ban Was Pitt Succor

PITTSBURGH, Jan. 1. — Musicians' union month-long ban on remote broadcasts last summer to focus attention on Pitt bands and musicians bears more fruit. Harry Begley and Wanda Shiner have been booked by Music Corp. of America into St. Louis' Statler Hotel; Pete DeLuca, now in Steubenville, O., with a small band for the latter office, is slated for Southern touring; and two other local combos are reported under MCA observation for possible pacting. Brad Hunt's 12-piece band and Dave Gifford's four-some are reputedly being readied for MCA, which formerly booked scores of orks into Pittsburgh but took few out for developing. Helen Jillson, trombonist, is another localite being eyed by a big-timer, Phil Spitalny the interested party.

## Yankee Doodle Dandy

Possibly the greatest hindrance to an easy settlement of the classification problem is the wide chasm of understanding existing between the standard, classical publishers and the popular song firms. Latter are inclined to regard the former as having nothing but reprints, actually not the case, with ASCAP's breakdown for 1937 revealing that Carl Fischer led the list of performance credits with 39 pages of copyrighted works and 28 pages of reprints, against 37 pages of copyrighted compos, primarily musical comedy songs, out of the Harms catalog. Popular song houses don't realize the importance of their classical music confreres, and vice versa, creating a wide breach that must be bridged before a truly suitable system is worked out.

An example of how little pop music men know of standard firms' affairs is found in their dismissal of *Yankee* (See ASCAP'S on opposite page)

## Tune Pix Hit Again As WB Drops Warren

HOLLYWOOD, Dec. 31.—Latest pic studio to bear out the prediction made in *The Billboard* some months ago that film musicals will be at their lowest ebb during 1939 is Warners. Company announced this week that all songwriters under contract to the studio will be out on January 10, at which time Harry Warren, mainstay of the Warner tune-smith contingent, leaves the lot, his contract expiring on that date.

When musical films were the fad Warners had the largest battery of composers and lyricists of any studio, and their failure to retain any writers, even Warren, who has supplied the scores for almost every important Warner musical since the company started making them, is the strongest indication thus far that music in pix is out definitely, at least for the coming year. If songs are needed for WB product in the future they will probably be supplied by staff writers of Harms, Witmark and Remick, Warner-controlled pubs.

Paramount led the field in dropping tunesmiths, with Hoagy Carmichael one of the first to go. Para has since allowed Ralph Freed's option to lapse and at present has under contract only Frederick Hollander, Frank Loesser and the team of Ralph Rainger and Leo Robin.

Music in the Air

By DANIEL RICHMAN

Style

FOR the most part, style bands make the poorest radio listening, with only one or two exceptions. It is not so much the fault of the maestri, the arrangers or the musicians themselves; it is rather the basic set-up, or style, of the band, which, despite the fact that a distinctive pattern is largely responsible for the ork's success, militates against it when the band is merely heard and not danced to or looked at.

The paradox of the designation "style band" lies in the vast difference between the common understanding of the word "style" and its application to a group of music-makers. Style is allegedly smart, striking and distinctive, and, as applied to fashions, is constantly changing. But when a style band affects its particular pattern the utter lack of deviation from it, magnified a hundredfold over a loud-speaker, takes all the distinction out of it in a very short while and the net result is pretty complete boredom. Type bands would be a better appellation; style is a misnomer.

Musical Class

One of the exceptions mentioned above is KAY KYSER (*Madhattan Room, Hotel Pennsylvania, WABC*). There is a liveliness and enthusiasm here that make good listening even though the listener is aware that practically everything he's hearing is in the same groove. Kyser's own personality seems to spread to his music, and his genial announcing of his program is one of its greatest assets. The controversy anent singing titles has been going on too long for anything to be added to it here; the important point is that Kyser does them better. On the vocal end, also, his remote offers more than the usual mediocre male and/or female warbling, with Harry Babbitt and Ginny Sims presenting something a little different in their harmony duets and Sully Mason attending to the comedy lyrics.

Idol of the Air Lanes

JAN GARBER (*Blackhawk Cafe, Chicago, WOR*) basks in the glorification surrounding the self-imposed title *Idol of the Air Lanes*, but for this listener the idol has feet of the softest clay. The Garber style has veered away a bit from that of Lombardo but not enough to take the stigma of imitation off it, and how Garber can expect radio idolization with his stereotyped, boring style of music and presentation is a minor mystery. The set character of his remote is almost humorous in its strict adherence to the fast tune, ballad, fast tune, ballad formula, and that conventional medley in the last five minutes was old-hat long before Radio City.

Of Time and the River

The author of the best-seller of a season or two ago, *Of Time and the River*, might easily have gotten his titular inspiration from listening to GRAY GORDON (*Syracuse Hotel, Syracuse, WJZ*) and SHEP FIELDS (*Biltmore Hotel, Los Angeles, WOR*). The combination of Gordon's tic-toc rhythm and Fields' rippling rhythm, if taken in heavy enough doses, can very well have the same effect on a loudspeaker addict that a drop of water bouncing with deadly regularity on a person's cranium is alleged to have, i. e., you go slightly batty. Gordon's tic-tocking is omnipresent, back of the music, the vocals, even the announcements. His music isn't bad, but the pendulum idea wears pretty thin after a few minutes.

Fields presently isn't quite as monotonous as of yore, only one out of every three numbers sounding alike instead of each one. But the Fields style of orchestrating, with the ripples, the accord and the other familiar tricks, has long since lost its novelty and distinction and is apt to bring only a muttered "this is where I came in" from an arm-chair auditor, along with an attendant twist of the dial. Fields' obvious habit of getting in a plug for his recordings as he announces his show isn't conducive to spreading good will in his favor, either.

ASCAP'S

(Continued from opposite page)  
Doodle as a meaningless public domain number when actually M. L. Lake's copyrighted arrangement of the tune received several thousand air performances last year.  
The committee appointed last May to

Link Leaves Berlin To Head Feist Music

NEW YORK, Dec. 31.—The much-discussed welfare of Harry Link, professional manager of Irving Berlin, Inc., in moving over to Jack Robbins Music family finally became an actuality. Link signed yesterday the Robbins contract that had been in his possession for some time, precipitating at the same time a general shifting around involving several publishers. In leaving Berlin, Link takes over the long-offered general managership of Leo Feist, Robbins subsid. Set-ups at Robbins Music and Miller Music, another subsid, remain the same.

Link's acceptance of Robbins contract came as a surprise to Jack Robbins, who a week ago, altho acknowledging his having offered one, did not anticipate Link's making a change just now. Robbins at that time also denied the possibility of a Feist-Miller fusion. In view of Link's change, it is expected that Nat Goldman, professional manager of Harms, will move over to Berlin in the vacated post, with George Mario, of Marlo Music, going to Goldman's spot.

Lunceford With 35C Solo Betters 5G-Duke Battle

NEW YORK, Dec. 31.—Breakfast race dance last Sunday at Harlem's Renaissance Ballroom with Jimmie Lunceford for swing sensations brought out an overflow crowd of 4,200. And at 85 cents per for a \$3,570 gate, a record was established for the ballroom. Less inspiring for the box office and far below expectations was the battle of music the following night between Lunceford and Duke Ellington in Philadelphia at the Penn A. C. for a high school fraternity open dance. With about 1,600 subscriptions sold at \$3.40 per couple, holiday crowd of 3,300 made for a gate that failed to hit \$5,000, exclusive of the taxes.

Harold F. Oxley has lined up a campus and ballroom tour for Lunceford in February, starting the 3d at Williams College; 4th in Providence, R. I., at Arcadia and the next day in Bridgeport, Conn., at Ritz. Snell's, Syracuse, N. Y., is the 8th stop; 9-11 for Cornell University parties and proms; Broadway Arena, Buffalo, N. Y., 12; Cleveland's Trianon, 13; Duquesne Gardens, Pittsburgh, 14; City Auditorium, Columbus, O., 15; Cincinnati's Greystone, 16; Northwestern U., 17; Purdue U., 18; Chicago's Savoy, 19, and 20th at Greystone, Detroit.

Karzas Aloof in Buying Orks for His Ballrooms

CHICAGO, Dec. 31.—With indefinite conditions facing local ballrooms this new year, Andrew Karzas, operator of the leading Trianon and Aragon danceries here, is marking time in making any definite booking commitments in buying name bands for the immediate future. Dick Jurgens and Griff Williams, at the Aragon and Trianon, respectively, are nestled for indefinite stays and will linger there until conditions warrant the super-name bookings.

Karzas advised that not one name band has as yet been signed for 1939, altho all ork agencies have submitted a crop of faves available in this territory early next year. Critically checking his box-office receipts for the past few months, Karzas found that while a name booked in for a week-end or mid-week solo will stimulate the gate for those dates, it is the lesser known but more established territorial band that proves the more consistent and profitable grosser for his dance emporiums.

Randell's \$550 Plenty Oke

BRIDGEPORT, Conn., Dec. 31.—Making his first appearance here and entirely unknown in this territory, Charlie Randell did plenty good for himself and for Ritz Ballroom last Sunday when 1,000 dancers turned out at 55 cents per for an intake of \$550. Band was well liked and should draw even better on a return trip.

attempt to work out some method of equitable classification has thus far failed to even hold a meeting, and indications now point to the matter being taken out of their hands and given over to the publishers' classification committee, the only ASCAP group qualified to make changes in the basic set-up.

Tie-Up Dates for 1939

Ballroom managers, dance promoters, college committees, civic and private organizations, band leaders and bookers should take fuller advantage of special calendar dates in arranging and exploiting dances during the year. All dates listed lend themselves to special publicity and promotional tie-ups that make for a better box office. Sacred religious days are listed in parentheses.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last dated issue of each month. These lists contain dates of conventions of both business and social organizations, fairs and expositions, sponsored events, special shows, etc.

January

- 1—New Year's Day.
- 2—Tournament of Roses, Pasadena, Calif., and Georgia Day.
- 4—Utah Day.
- 6—New Mexico Day.
- 9—Connecticut Day.
- 10—Opening of the University of South Carolina.
- 13—Friday the 13th.
- 17—Benjamin Franklin's birthday.
- 21—Stonewall Jackson's birthday.
- 26—Michigan Day.
- 29—Kansas Day.
- 30—Franklin Delano Roosevelt's birthday.

February

- 2—Groundhog Day.
- 6—Massachusetts Day.
- 8—Boy Scouts of America founded.
- 9—Nebraska Day.
- 11—University of Missouri chartered.
- 11—Thirtieth anniversary of the Organization of the National Association for the Advancement of Colored People and birth date of James Frederick Douglass.
- 12—Abraham Lincoln's birthday.
- 13—University of North Carolina opened.
- 14—St. Valentine's Day. Also, Arizona Day and Oregon Day.
- 18—Golden Gate International Exposition opens in San Francisco. Also, first settlement made in Texas by LaSalle.
- 21—Charter granted to Amherst College, Boston, Mass.
- 22—George Washington's birthday. (Also, Ash Wednesday — beginning of Lent.)
- 23—University of North Dakota opened.

March

- 1—Ohio Day.
- 3—Florida Day.
- 4—Vermont Day.
- 5—First settler arrived in Indianapolis.
- 8—Williams College, Williamstown, Mass., chartered.
- 12—University of Arizona chartered.
- 15—Maine Day.
- 17—St. Patrick's Day.
- 21—First day of spring.
- 22—Young Men's Hebrew Association founded.
- 25—Greek Independence Day.

April

- 1—All Fools' Day.
- 2—(Palm Sunday).
- 4—(Jewish Passover starts).
- 6—Army Day. Also, North Pole discovered.
- 7—(Good Friday).
- 8—Louisiana Day.
- 9—Easter Sunday.
- 12—University of Alabama founded.
- 15—Baseball season starts next week.
- 18—Paul Revere's midnight ride.
- 19—Patriot's Day.
- 26—Confederate Memorial Day in most Southern States.
- 27—U. S. Grant's birthday.
- 28—Maryland Day.
- 30—World's Fair opens in New York City.

May

- 1—May Day.
- 11—Minnesota Day.
- 12—Florence Nightingale's birthday—of special significance to nurses and doctors.
- 14—Mothers' Day.
- 17—Norwegian Independence Day.
- 21—Col. Lindbergh's New York-Paris flight.
- 22—Trinity College, Hartford, Conn., founded.
- 23—South Carolina Day.
- 25—Argentine Independence Day.
- 29—Rhode Island Day and Wisconsin Day.
- 30—Memorial Day.

June

- 1—Kentucky Day.
- 2—Tennessee Day.

- 8—Daughters of American Revolution, patriotic society, incorporated.
- 14—Flag Day.
- 15—Arkansas Day.
- 17—Battle of Bunker Hill.
- 18—Fathers' Day.
- 20—West Virginia Day.
- 21—New Hampshire Day.
- 22—First day of summer.
- 25—Virginia Day.

July

- 3—Idaho Day.
- 4—Independence Day.
- 10—Wyoming Day.
- 14—French Bastille Day.
- 26—New York Day.
- 28—Beginning of the World War.

August

- 1—Colorado Day. Also, Swiss Independence Day.
- 8—First locomotive ran in America.
- 10—Missouri Day. Also, Herbert Hoover's birthday.
- 11—Fulton's steamboat made first trip.
- 26—Woman suffrage amendment became effective.

September

- 1—Negro Proclamation Day.
- 4—Labor Day.
- 9—California Day.
- 14—(Jewish New Year starts).
- 16—Mexican Independence Day.
- 17—Constitution Day.
- 23—First day of autumn. (Also, Jewish Yom Kippur.)
- 29—Balboa discovered Pacific Ocean.

October

- 2—Stanford University, Palo Alto, Calif., opened.
- 12—Columbus Day. Also, Day of the Spanish Race.
- 13—Friday the 13th.
- 22—Princeton University founded.
- 27—Navy Day. Also, Theodore Roosevelt's birthday.
- 28—Harvard College founded. Also, Czech and Slovak Independence Day.
- 29—National Girl Scout Sunday—beginning of Girl Scout week.
- 31—Halloween. Also, Nevada Day.

November

- 1—(All Saints' Day).
- 2—North Dakota Day and South Dakota Day.
- 4—Italian Armistice Day.
- 7—Election Day.
- 8—Montana Day.
- 10—Rutgers University, New Brunswick, N. J., chartered.
- 11—Armistice Day. Also, Washington Day.
- 16—Oklahoma Day.
- 19—Lincoln's address at Gettysburg.
- 21—North Carolina Day.
- 29—Byrd's South Pole flight.
- 30—Thanksgiving Day.

December

- 2—Monroe Doctrine announced.
- 3—Illinois Day.
- 5—Repeal of Prohibition amendment.
- 6—Irish Free State established. Also, Finnish Independence Day.
- 7—Delaware Day.
- 10—Mississippi Day.
- 11—Indiana Day.
- 12—Pennsylvania Day.
- 14—South Pole discovered. Also, Alabama Day.
- 16—Boston Tea Party.
- 18—Adoption of 13th Amendment abolishing slavery. Also, New Jersey Day.
- 21—Pilgrims landed at Plymouth Rock.
- 22—First day of winter.
- 25—Christmas Day.
- 28—Woodrow Wilson's birthday. Also, Iowa Day.
- 29—Texas Day.
- 31—New Year's Eve.

# Orchestra Notes

By M. H. ORODENKER

## The Fair Field

NEXT fall will find the bands figuring prominently at the outdoor fairs and expositions . . . and it's the wiser band leader and booker that will start almost immediately making contacts for the fair bookings . . . and tho that outdoor season is short, the moneys available for suitable orks far exceeds any phase of the one-night field. . . FRANK KINGMAN, secretary of the International Association of Fairs and Expositions, visited this corner last week for a chit-chat on the orchestra world . . . and if his interest and enthusiasm is any indication, which it is, the fair field promises to become an important factor in ork employment this year . . . one of our more enterprising music makers, incidentally, has ambitious plans for a mobile unit to tour a regular circuit of fair stands next season.

## Theater Tours

The picture palaces continue to figure prominently and profitably in band bookings. . . LARRY CLINTON takes in the January 6 week at the Paramount in Newark . . . and in the same New Jersey town for the same week, Shubert has ROGER PRYOR, aided and abetted by Mrs. Pryor (Ann Sothern) . . . Pryor is also slated for the January 19 week at Loew's State, New York, and then jumps to Cleveland for a similar stretch at the Palace, starting the 27th . . . CARL (DEACON) MOORE holds down the boards at the Orpheum, Memphis, for four days starting Thursday (5) . . . PHIL SPITALNY splits the January 6 week at the Palaces in Akron and Youngstown, both Monarch houses in Ohio . . . TOMMY DORSEY plays the January 27 week at the Earle, Philadelphia, and February 17 week in Pittsburgh at the Stanley. . . Shea's, Buffalo, N. Y., slates BENNY GOODMAN for the February 3 week . . . when PAUL WHITEMAN plays the State, Easton, Pa., for three days starting January 12, it'll be a homecoming occasion for his featured vocalist, Joan Edwards.

## Below the Mason-Dixon

Following his current theater tour, winding up at the New York Strand the first week in March, RUSS MORGAN jumps to Houston for an indef stay at Rice Hotel . . . JAN SAVITT locates for the first time outside of Philadelphia at Claridge Hotel, Memphis, opening the 12th for an indef engagement . . . CY DELMAN opened New Year's Eve for MEYER DAVIS at Miami-Biltmore Hotel, Miami . . . AL MERCY located at Altus Ballroom, Sulphur Springs, Fla. . . . PAUL SIMS, with songbird Carol Lewis, is the new music-maker at Tutwiler Hotel's Continental Room, Birmingham . . . BUDDY HARISS is back in the same Alabaman town at the newly opened Century Club . . . BUDDY FISHER takes in a return trip at Crystal Terrace, Louisville, opened the 12th for a fortnight.

## Broadway Bandstand

SONNY JAMES made his metropolitan debut this week, opening for a two-month stretch at Havana-Madrid . . . Sonny, scion of Atlantic City's salt-water taffy king, signed with CRA for the guidance . . . latter office has also taken SNUB MOSLEY under its wing, the sepla sax-slider opening the 14th at McCloskey's, Belmont, L. I. . . . marks the first time for a music and dancing policy here, with WINGY MANNONE taking over after a fortnight with Mosley . . . it's the third season for JOE ELLIS at Queen Mary Restaurant . . . McFARLAND TWINS draw a holdover ducat at Rainbow Grill and add Judy Abbott for the song selling . . . folks down in Bluefield, W. Va., will better remember Judy as their own Mary Helmintooler . . . BOB ROSEN pacted a personal management for DON MARIO . . . but before Don steps out with a band again, he'll serve as an emcee, opening next week in that capacity at the B-B Nut Club in Brooklyn . . . TOMMY TUCKER opens Friday (6) for a fortnight at Meadowbrook Country Club on the Jersey side . . . and there's a strong possibility that LARRY CLINTON will come in for the follow.

## Prominent

RITA RIO has the call for Duke University's Pan Hellenic on the 13th and

jumps to Waynesboro, Pa., the following day for the annual dance held by the DuPont employees . . . midwinter ball at Penn State on February 10 will be played by AUSTIN WYLIE . . . Villanova (Pa.) College gets the slide syncos of WILL OSBORNE on February 10 . . . MAL HALLETT makes the February 3 and 4 prom dates danceable at Gettysburg (Pa.) College . . . Georgetown Law School dance February 10 at Raleigh Hotel, Washington, has JOE HAYMES . . . campus dates for LARRY CLINTON include University of Pittsburgh on the 13th, Lawrenceville (N. J.) Prep on February 17 and the following Friday at the Waldorf in New York for Columbia University.

## Cocktail Combos

CAL CALLOWAY moves his Bon-Aires to Thomas Jefferson Hotel, Birmingham, Ala., the Versatilians bowling out . . . FOUR AMERICANS open Saturday (7) for a six-week stretch at Omaha's Hotel Hill . . . HAROLD R. BOOS in taking over the management of Steuben Inn, Milwaukee, brings in IDA OERFIELD for afternoon organ interludes . . . MEYER DAVIS has the ADRIAN ROLLINI TRIO doubling the night sessions at the Glass Hat of Belmont-Plaza Hotel, New York . . . THE THREE STRINGS, closing at Hotel Bennett, Binghamton, N. Y., go on tour . . . JUNE CROSBY and her Boy Friends open this week at Binghamton's Coffee Shop for an indef stroll.

## On a Western Wing

HENRY BUSSE plays Detroit's Downtown Casino, starting the 25th thru February 7 . . . Moonlite Gardens, Saginaw, Mich., returns RITA RIO for the February 13 week and has BARNEY RAPP penciled in for the April 17 week . . . Stevens Hotel, Chicago, gets AL KAVELIN late this month . . . BILLY AXTELL, song-writing maestro from Menominee, Mich., has taken to touring the ballrooms again . . . VICTOR L. BRONAIIS relights his Hollywood Trocadero this week with TED FIO-RITO for the band-stand delight . . . KING'S ARTISTS, San Francisco office, has SAUNDERS KING touring the Coast pic houses and DIX BROTHERS locating for the first three months of the new year at Rainbow Ballroom, Fresno, Calif.

## Coast to Coast

CARL (DEACON) MOORE opens the 14th at Olmus Supper Club, San Antonio, and on February 9 jumps to New Orleans for a four-week stretch at Jung Hotel . . . HENRY BUSSE set for the January 21-23 stanza at Paramount Theater, Fort Wayne, Ind. . . . DICK MANSFIELD opens the 9th for a month-er at DuPont Hotel, Wilmington, Del. . . . PAUL SPARR opens the 12th at the Biltmore Hotel, Palm Beach, Fla., for MEYER DAVIS . . . the society maestro, incidentally, will again, for the fourth consecutive year, play for New York society's Butlers' Ball on the 11th . . . and, as usual, Davis will turn his baton over to a butler for one of the dance sets . . . RAY BENSON gets the call for supplying the dance incentives at New York's International Casino, which lit up again this week.

## Notes Off the Cuff

TED WEEMS starts another cross-country theater tour this month, contradicting wild rumors that he is quitting the band biz . . . comes into the Chicago (Ill.) Theater for the January 27 week . . . REGGIE CHILDS gets three NBC air shots out of Ben Franklin Hotel, Philadelphia . . . PAUL WHITEMAN concertizes Friday (6) at the Stanley Theater, Utica, N. Y. . . . GEORGE PIPITONE becomes the first perpetual delegate to the AFM conventions, his New Orleans local voting him a life delegate . . . and in further appreciation for his untiring efforts in behalf of the musicians' union, Pipitone was re-elected prez and appointed to the office of business representative for the next five years . . . at Vitaphone's Brooklyn studios, one-reelers were completed this week by LARRY CLINTON and THE COQUETTES, an all-gal ensemble fronted by Frances Carroll . . . HARRY BABBITT, who has been singing song titles for Kay Kyser for the past two years, has had his option taken up and will continue with the musical knowl-

## Grand by Golly

LINCOLN, Neb., Dec. 31.—Cecil Golly played a mother role here on Christmas. First time any member of his orchestra was ever away from home on Christmas and they were all pretty sad. Golly filled the breach as best he could by having them all in for a feed and S. Claus session on him.

## Glen Island Sues Osborne

NEW YORK, Dec. 31.—Breach of contract suit was filed this week against Will Osborne by the Blue Ridge Corp., asking \$12,980. Plaintiff charges that a contract was signed July 23, 1938, for the operators of Glen Island Casino, New Rochelle, L. I., calling for Osborne to supply music and entertainment, but that the pact was breached on October 11. Osborne filed an answer alleging that the contract was ended by mutual agreement. Band followed Larry Clinton at the spot in September, with the idea of staying there until New Year's Day, which would have been the first time in Glen Island's history that the place would have been open during the winter.

## Slim, Slam Vs. Vocalion

NEW YORK, Dec. 31.—Slim and Slam are taking to court their belief that the record of their Flat-Foot Floogee sold better than Vocalion credits it with. They will demand an accounting of the proceeds. Colored musicians, currently on a vaude tour, believe the Floogee disc sold at least 104,000 copies instead of Vocalion's 80,000 figure. Jimmie Lunceford's suit against Decca for an accounting of profits is now going thru the early legal stages, with definite action expected shortly after the start of the new year.

ELECTION OF Local 60, Pittsburgh, returned Clair Meeder as musicians' union president, Edward Ebbert vice-president, and Charles Graffelder, secretary-treasurer without opposition.

## The Champagne Music of LAWRENCE WELK

Opening CHASE HOTEL, St. Louis, Mo., January 6.  
WCAE and MUTUAL BRUNSWICK-VOCALION RECORDS Making Paramount Short Jan. 3 and 4 Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## MUSIC by GOLLY

CECIL GOLLY and his ORCHESTRA  
NOW ON TOUR.  
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## Ray Noble, Carroll And Union at Odds

HOLLYWOOD, Dec. 31.—After an as-erted tiff with the management Ray Noble failed to show up the second night (27) at Earl Carroll's new nitery. While it was claimed that the maestro and nabob agreed to tear up the contract, the local musicians' union stepped in and refused to let the cancellation go thru until many other discrepancies were ironed out. According to the union, Noble was to step out of the Carroll spot for a half hour each Friday for his stint on the Burns and Allen air show and blocked his contract ripping to protect the radio show. Union is still to be satisfied as to who will pay the money for a substitute band at the nitery while Noble is playing the air show.

Carroll's troubles with the union were not confined to Noble. He had to yank a featured bolero number out of the floor show because the union demanded he pay regular union wages to the tomtom beaters used in the number. And since Noble had not been given sufficient rehearsal time, synchronization of music and line-girl numbers has been spotty and more rehearsals mean more money to be paid out to the musicians.

Until Carroll can find another suitable band it was agreed that Noble would allow his tootlers to remain for three weeks at least. Archie Bleyer will handle the baton during Noble's absence. Meeting this week between Carroll, Noble and union will try to pave the way for Noble to use his own band for the Friday night airer.

## February 11 for Race Dances

NEW YORK, Dec. 31.—One of the biggest nights of the year for promoters of race dances will be February 11. Marks the 13th anniversary of the organization of the National Association for the Advancement of Colored People. And to make it a red-letter day all round it's the birthday of James Frederick Douglass, famed Negro leader, and the eve of Abraham Lincoln's birthday. Already plans are under way for a series of charity balls to be held by Negroes in key cities, paced by the dance here in the 369th Armory with Duke Ellington as the band feature.

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GEORGE C. MacKINNON, "The Wisdom Box,"  
Boston Daily Record.

# The Reviewing Stand

## Jay Mills

(Reviewed at Marine Dining Room, Edgewater Beach Hotel, Chicago)

LEANING on the sweeter side of the musical tempos, this 12-piece combination dispenses tunes softly and rhythmically. When caught the band went overboard on the slumber-bearing stuff, but it is not so out of place in a formal room. Band bows out this week.

Instrumentation is equally divided, with three violins, three sax, three trumpets and three rhythm. Special string numbers feature seven men on fiddles, and the outfit on the whole boasts as many as 20 doubles. Mills makes an entirely pleasing appearance and has an impressionable voice. A former emcee and song and dance artist, he makes himself quite useful on the band stand.

Band swings out little unless requested by the customers, and in dance sessions prefers to air waltzes, clever arrangements of minuets and Latin novelties. Augmenting the band's assets is its glee club, stock but entertaining. They do some heavy pieces and a few in a lighter vein that lend themselves to mass vocalizing. The outstanding vocalist here is Eugenia McGee, dramatic soprano, who displays a trained voice and an impressive, interpretative delivery. The rhythm songstress, Dale Evans, is weak but a decoration on the band stand. Stuart Frazer, romantic tenor, has a refined personality and a voice that is easy on the ear drums. He and Miss McGee form a singing duo of the Eddy-McDonald style. Honigberg.

## George Olsen

(Reviewed at Gold Coast Room, Drake Hotel, Chicago)

ONE of the established band-stand aggregations. Modified swing labeled "music of tomorrow" is emphasized in this four brass, three sax and three rhythm combination, but library includes many standards and sweet stuff spotted frequently in dance sessions.

Novelty, too, is prominent, Olsen going in for plenty of informal comedy in special selections and using the services of four female and three male singers to sell it. Organ and French horn embellishments come in handy in the more showy numbers.

The Tanner Sisters, Southern song trio, are as decorative on the stand as they are vocally effective at the mike. While their voices are of a stock rhythm brand they lend themselves pleasingly to pop swing tunes. Martha Tanner is also spotted as single and does well. Phyllis Colt, youngster with a Judy Garland personality, helps out with sentimental tunes and is a bright carbon of the screen starlet.

Holding up the male singing honors are Jimmy Brierly, the former Paul Whiteman tenor; Bob Burton and Hank Russell, all song stylists who deliver romantic ditties capably.

Olsen added plenty of weight since his last Windy City appearance and, while it is no help to his personality, he happily does not try to pass as a youthful band leader any longer and for that reason fits into the assignment. A vet in the baton swinging field, he keeps busy at every dance set and is equipped with a line of gab that enhances the outfit's commercial value. Honigberg.

## Wayne King

(Reviewed at Turnpike Casino, Lincoln, Neb.)

INTACT as started 13 years ago except for three men lost because of sickness, King brings people to dances who haven't unlimbered their hoofs for years. It's like the missing link, an orchestra that plays music somewhere between the stately minuet and the staccato rhythms which set the jitterbugs on edge. Strictly homey, danceable, melodious tunes pour from the rostrum, a rest and a pleasure after the long string of mile-a-minute pacers predominating the business for two years.

Sax section is the feature, both in ability and color. King himself plays sax in addition to the regulars. Brass is in evidence but muted, the set-up of the band being in trios, three brass, rhythm, sax and violins.

The youngsters would label King's music styled for the Rotary Club stomp or the Townsend Club, but they'll get a big kick out of it when they pull the

swinged cotton out of their ears. To hear melody again as purely handed out as by the King boys is too appealing to be denied by any age. Oldfield.

## Archie Simmonds

(Reviewed at Lincoln Hotel, Lincoln, Neb.)

THIRTEEN members make up Simmonds' newest orchestra, a sweetly swinging group with music coming from four rhythm, three sax and three brass, male vocalizing from Harvey Crawford and femme voicing from Virginia Lee, with Simmonds shaking stick. Like Herbie Kay, Simmonds is loyal to Sigma Alpha Epsilon. Herbie uses *Violets* for his theme and Archie the other SAE song, *Friends*, which leads into all numbers and is used for modulations in the next number.

Crawford's singing is definitely romantic and would attract a following. Not so much can be said for Miss Lee, altho she's satisfactory and attractively brunet. Ork generally is okeh in all departments. Oldfield.

## Don McGrane

(Reviewed at Diamond Horseshoe Bar, Plymouth Hotel, New York)

MCGRANE (violinist) leads his four men (accordion, drums, string bass and piano) for the alternate dancing here—Noble Sissle's Band the featured outfit.

Clad in gay, dashing Hussar costumes, in fitting with the mauve decade motif of Billy Rose's new room, these five men entice full floors of dancers with their rendition of sweet melodies of days gone by.

A lot of old tunes are revived and entire sets of waltzes are played, the orchestra co-ordinating beautifully, considering its small size, and making its music easy to listen to in addition to being thoroly danceable. Denis.

## Southern Gentlemen

(Reviewed at Merry Garden Ballroom, Chicago)

A THREE-YEAR-OLD co-op ork that started out in Greenville, S. C., fronted by Grady (Moon) Mullins, the 12 gentlemen add up as a good dance combo aiming at versatility, with the best work being done on the swingeros and slow, shuffle stomps.

Breakdown among the reed, brass and rhythm sections is in equal portions of four men to each and the resultant product is some good solid tune peddling without many tricky embellishments, but with straight playing of mostly pop numbers designed to please any bunch of leg weavers. Guitarist doubles on an electric set of strings, using it as a bridge to swing over from one number to the next to good effect. Ork's vocal department is also a co-op proposition, with five of the tootlers lending voice. Mullins and two of the sax men harmonize as the Three Colonels for trio work, and guitar strummer Cliff Hudson and Charlie Gramp, bass man, add the solo singing.

Sizing it all up, band should make the grade for the better brackets. Lads are all trying hard and have not lost the enthusiasm that goes with trying to please the crowd. A little polishing here and there combined with proper exploitation will go a long way in forging ahead. Humphrey.

## ORCHESTRA NOTES

(Continued from opposite page)  
edge college under a new five-year binder . . . CHICK KARDALE signed with Decca for 25 additional race records for his race songstress, BLUE LU BARKER . . . Mrs. Maria Kramer is still in the throes of selecting a band to follow Artie Shaw next month at her Hotel Lincoln, New York, with CHARLIE BARNET having the best in—unless Charlie accepts the bid of 52d street's Famous Door . . . and so we send our cuffs to the cleaners.

## Ludington Air Lines Seek Philly Dansant

PHILADELPHIA, Dec. 31.—Plans to give the Philadelphia area a new giant ballroom to house big name bands and even big-time vaudeville attractions has both the blessing and backing of the Ludington Air Lines interests. Ludington operates the Central Airport outside of Camden, N. J., near here, and the ballroom enterprise will be housed near the airport. Situated on a main traffic artery, potential draw would also take in Trenton and all of South Jersey. Associated with Ludington in the proposed ballroom are Frank and Fred Hanley, promoters of wrestling matches at the Camden Armory.

Realization of the plans and their ultimate success will depend primarily on the ability to buy a steady stream of name band attractions. For several years now dance promoters, business interests and bookers have been trying to give this area for the first time a big-time ballroom but have been stymied because the desirable bands have been made unavailable to them. Belief is that New York bookers refuse to sell name bands for public dances in this area because of the proximity of Sunnybrook Ballroom at Pottstown, Pa., which draws dancers from these parts.

El Brendel Jr., son of the movie comic, headed a business group that took over Scottish Rite Temple here last month in the hopes of promoting public dances. But it was no go when bands couldn't be bought. Hunt's Enterprises, of Wildwood, N. J., who buy Rockwell-O'Keefe bands for their resort dansant, are also interested in big-time promotions in these parts when and if bands are made available.

## Krupa Drops Sepia Watson

LOS ANGELES, Dec. 31.—The last of the colored singers featured with pale-face name bands has reached the parting of the ways in the report that Gene Krupa had given Leo Watson, colored scat singer, his notice. Notwithstanding prejudices, past year found several sepia songbirds featured with white bands, but the partings always came suddenly and without comment from the parties involved. Jimmy Dorsey broke the ice first with June Richmond, who is now with Cab Calloway, and last month Artie Shaw split with Billie Holiday.

CLEM H. SCHOECHERT was re-elected prez of the Watertown (Wis.) Musicians' Union. Other officers named are William J. Kehl, v.-p.; Reinhold F. Schmidt, recording and corresponding secretary; Paul H. Hoppe, financial secretary and treasurer; Nicholas Braus, sergeant at arms, and Ray H. Fredrick, trustee for three years.

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

# Orchestra Routes

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

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

**A**  
Ackley, Carleton: (Rancho San Pablo) El Cerrito, Calif., nc.  
Adcock, Jack: (Manoa Inn) Manoa, Pa., ro.  
Alberto, Don: (El Chico) NYC, nc.  
Alomona, Harold: (Pepper Pot) NYC, nc.  
Angelo: (Bertolotti's) NYC, nc.  
Apollon, Al: (Onondaga) Syracuse, h.  
Arden, Art: (Blue Lantern) Detroit, nc.  
Arthur, Zinn: (Roseland) NYC, b.  
Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., ro.

**B**  
Bardo, Bill: (Schroeder) Milwaukee, h.  
Barrie, Dick: (Brown Palace) Denver, h.  
Barron, Blue: (Rice) Houston, h.  
Bartal, Jeno: (Piccadilly) NYC, h.  
Batkin, Alex: (Club Continentale) Miami, nc.  
Baum, Charles: (St. Regis) NYC, h.  
Becker, Howard: (Merry-Go-Round) Dayton, O., nc.  
Becher, Keith: (Colony Club) Chi, nc.  
Benson, Ray: (Montparnasse) NYC, nc.  
Berick, Joe: (Riviera) Pittsburgh, nc.  
Bernard, Stephen: (Dublin) Columbus, O., nc.  
Biltmore Boys: (Carlton) Washington, D. C., h.  
Bon-Aires: (Thomas Jefferson) Birmingham, h.  
Bonick, Lewis: (Dempsey-Vanderbilt) Miami, h.  
Bono, Americo: (Chez Ami) Buffalo, nc.  
Brandwynne, Nat: (Essex House) NYC, h.  
Bragali, Vincent: (Ambassador) NYC, h.  
Braslow, Irving: (Jack Stamp's) Phila, nc.  
Breese, Lou: (Chez Paree) Chi, nc.  
Breese, Joe: (Dave's) New Haven, Conn., nc.  
Brigode, Ace: (Aragon) Cleveland, b.  
Britton, Mill: (Downtown Casino) Detroit, nc.  
Brown, Rudy: (Log Cabin) Atlanta, nc.  
Bryson, Jack: (Taft) New Haven, Conn., h.  
Bundy, Rudy: (Indiana Roof) Indianapolis, b.  
Burkhardt, Johnny: (Club Edgewood) Albany, N. Y., nc.  
Bush, Eddie: (7 Seas) Hollywood, nc.  
Busse, Henry: (Netherland Plaza) Cincinnati, h.

**C**  
Calloway, Blanche: (Congo) Boston, nc.  
Calloway, Cab: (Cotton Club) NYC, nc.  
Candullo, Joe: (Versailles) Hollywood, Fla., nc.  
Carova, Vic: (El Dumbo) Chi, nc.  
Carle, Frankie: (Seven Gables) Milford, Conn., ro.  
Carter, Chick: (Southland) Boston, nc.  
Causar, Bob: (Westwood Supper Club) Richmond, Va., nc.  
Chassey, Lou: (Hollywood Beach) Hollywood, Fla., h.  
Childs, Reggie: (Ben Franklin) Phila, h.  
Coe, Jay: (Governor Clinton) NYC, h.  
Coleman, Emil: (Waldorf-Astoria) NYC, h.  
Collins, Bernie: (Ansley) Atlanta, h.  
Cooper, Al: (Plantation Club) Detroit, nc.  
Coquettes, The: (Astor) Reading, Pa., 5-7, t.  
Cornelius, Paul: (Gleams Dinner Club) San Antonio, nc.  
Cornwall, Joe: (Newhouse) Salt Lake City, h.  
Correa, Eric: (Pelham Heath Inn) Pelham Manor, N. Y., ro.  
Courtney, Del: (Rainbow Room, New Kenmore) Albany, N. Y., h.  
Craig, Carvel: (Century Room) Tulsa, Okla., nc.  
Cromwell, Chauncey: (Grey Wolf Tavern) Sharon, Pa., ro.  
Crosby, Bob: (Stanley) Pittsburgh, t.

**D**  
Daley, Jack: (Corktown Tavern) Detroit, nc.  
Davis, Eddie: (Larue's) NYC, re.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
Davis, Milton: (Hamilton) Washington, D. C., h.  
De Angelis, Harry: (Copley-Square) Boston, h.  
Deas, Eddie: (Congo) Boston, nc.  
De LaRosa, Oscar: (Road to Mandalay) NYC, nc.  
Del Mar: (St. Nicholas) Decatur, Ill., h.  
Delman, Cy: (Miami Biltmore) Miami, h.  
Delys, Leo: (Le Mirage) NYC, nc.  
Deutsch, Emery: (Book-Cadillac) Detroit, h.  
Dingley, Duke: (Town Casino Club) Miami, nc.  
Dix Bros.: (Rainbow) Fresno, Calif., b.  
Donahue, Al: (Rainbow Room) NYC, nc.  
Donath, Jeno: (Walton) Phila, h.  
Dorsey, Tommy: (New Yorker) NYC, h.  
Dorsey, Jimmy: (Adolphus) Dallas, h.  
Duerr, Eddy: (Plaza) NYC, h.  
Duhrn, Dolph: (Green Derby) Cleveland, nc.  
Dukes & Their Duchesses: (Dragon Gull) Corpus Christi, Tex., nc.  
Duranda: (La Conga) Hollywood, nc.

**E**  
Eby, Jack: (Roadside Rest) Miami Beach, Fla., nc.  
Edwin, Earl: (Club Aztec) Milwaukee, nc.  
Eichler, Fran: (Nixon) Pittsburgh, nc.  
Ellis, Joe: (Queen Mary) NYC, re.  
Ellis, Seger: (Hollywood) NYC, nc.  
Engle, Freddy: (University Club) Albany, N. Y., nc.  
Engles, Charles: (Harry's New York Cabaret) Chi, nc.  
Ennis, Skinnay: (Victor Hugo) Los Angeles, nc.  
Ernie, Val: (Versailles) NYC, nc.  
Estes, Robert: (Twickenham) Huntsville, Ala., h.

**F**  
Farber, Burt: (Florentine Room, Gibson) Cincinnati, h.  
Feathers, Eddie: (Club Mayfair) Yatesville, Pa., nc.  
Featherstone, Spike: (La Conga) Hollywood, nc.  
Felton, Happy: (College Inn) Chi, nc.  
Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Fiddlers, Three: (Rome) Omaha, h.  
Felder, Johnny: (Plaza) San Antonio, h.  
Felding, Allen: (Floridian) Miami Beach, Fla., h.  
Fio-Rito, Ted: (Trocadero) Hollywood, nc.  
Fisher, Freddie: (St. Paul) St. Paul, h.  
Fisher, Jack: (Vienna Room) Boston, re.  
Fodor, Jerry: (Front St. Gardens) Toledo, nc.  
Fomeen, Basil: (St. Moritz) NYC, h.  
Forman, Lou: (President) NYC, h.  
Foster, Chuck: (Topsy's) Los Angeles, nc.  
Four Californians: (Congress) Chi, h.  
Franks, Wee Willie: (Ye Old Tap Room) NYC, nc.  
Fredric, Marvin: (Biltmore) Atlanta, h.  
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., ro.

Freeman, Jan: (Casa Manana) NYC, nc.  
Fremont, Al: (Half Moon) Steubenville, O., nc.  
Fulcher, Charles: (Colonial Club) Augusta, Ga., nc.  
Funk, Larry: (Village Barn) NYC, nc.  
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.  
Furst, Joe: (The Brook) Summit, N. J., ro.

**G**  
Gagen, Frank: (DeWitt Clinton) Albany, N. Y., h.  
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.  
Garber, Jan: (Blackhawk) Chi, re.  
Gart, John: (Sheiton) NYC, h.  
Gasparré, Dick: (Ambassador) NYC, h.  
Gates, Marnie: (Royal Palm Club) Miami, nc.  
Gendron, Henri: (Colosimo's) Chi, nc.  
Gillette, Jack: (Henry Grady) Atlanta, h.  
Goho, Billy: (Bedell House) Grand Island, N. Y., h.  
Golden, Neil: (De Witt Clinton) Albany, h.  
Golly, Cecil: (Music Box) Omaha, b.  
Gonyea, Leonard: (Silhouette) Eau Claire, Wis., nc.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Goodman, Benny: (Waldorf-Astoria) NYC, h.  
Gordon, Gray: (Edison) NYC, h.  
Gould, George: (Old-Fashioned Cafe) Boston, re.  
Graff, Johnny: (Benny the Bum's) Phila, nc.  
Grafholier, Frenchy: (El Tivoli) Dallas, nc.  
Granato, Guy: (Bal Tabarin) NYC, nc.  
Gray, Glen: (Paramount) NYC, t.  
Grenet, Eliseo: (Yumuri) NYC, nc.  
Griffin, Jack: (Little Rathskeller) Phila, nc.  
Griss, Murrey: (Belmont Manor) Bermuda, h.  
Gunier, Johnny: (Perkins Club) Kansas City, Mo., nc.

**H**  
Hall, George: (Peabody) Memphis, h.  
Hamilton, George: (Statler) Cleveland, h.  
Harding, Buster: (Savarin) Buffalo, c.  
Hardy, Bob: (Flamingo) Boston, nc.  
Harris, Phil: (Wiltshire Bowl) Los Angeles, re.  
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.  
Heidt, Horace: (Biltmore) NYC, h.  
Heller, Jackie: (William Penn) Pittsburgh, h.  
Herbeck, Ray: (Bill Green's Casino) Pittsburgh, nc.  
Herman, Pete: (Casa Manana) Boston, nc.  
Hernandez, Frank: (Royal Palm Club) Miami, nc.  
Hoagland, Everett: (El Patio) San Francisco, b.  
Hobbs, Elon: (Main Central) Asbury Park, N. J., h.

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

Hodalski, Frank: (Orpheum) Springfield, Ill., b.  
Hoffman, Earl: (Ivanhoe Gardens) Chi, nc.  
Holst, Ernie: (El Morocco) NYC, nc.  
Holmes, Herbie: (Edgewater Beach) Chi, h.  
Howell, Ed: (Buena Vista) Biloxi, Miss., nc.  
Hughes, Merrill: (Oetien's) Brooklyn, N. Y., nc.  
Humber, Wilson: (Southern Dinner Club) Houston, nc.  
Hunter, Bob: (Wonder Bar) Cincinnati, nc.  
Hutton, Ina Ray: (Chicago) Chi, t.

**I**  
Irish, Mace: (Chanticleer) Millburn, N. J., nc.  
Jahns, Al: (Biltmore) Providence, h.  
James, Sonny: (Havana-Madrid) NYC, nc.  
Jay, Johnny: (Campbell's Dinner Club) San Fernando, Calif., re.  
Jenny, Jack: (Onyx Club) NYC, nc.  
Johnson, Johnny: (El Rio) NYC, nc.  
Johnson, Pete: (Lone Star) Kansas City, Mo., nc.  
Johnson, Eddie: (Cotton Club) Jefferson City, Mo., nc.  
Jordy, Harold: (Jung) New Orleans, h.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kane, Allen: (Rose Bowl) Chi, nc.  
Kardos, Gene: (Hungaria) NYC, nc.  
Kassel, Art: (Bismarck) Chi, h.  
Kaye, Sammy: (Commodore) NYC, h.  
Kemp, Hal: (Palace) Columbus, O., t.  
Kerdis, Sonny: (Stork Club) NYC, nc.  
Kenney, Mart: (Vancouver) Vancouver, B. C., h.  
Kent, Larry: (Rainbow Rendezvu) Salt Lake City, nc.  
Ketchin, Ken: (Hollywood) Madison, Wis., nc.  
King, Henry: (Fairmount) San Francisco, h.  
King, Wayne: (Drake) Chi, h.  
King, Jay: (The Brook) East Orange, N. J., ro.  
King's Jesters: (Commodore Club) Detroit, nc.  
Kinney, Ray: (Lexington) NYC, h.  
Kirby, John: (Famous Door) NYC, nc.  
Kirk, Andy: (Savoy) NYC, b.  
Knopp, Johnny: (Southmoor) Chi, h.  
Kuhn, Dick: (Astor) NYC, h.  
Kurtze, Jack: (Victoria) NYC, h.  
Kyser, Kay: (Pennsylvania) NYC, h.

**L**  
Lake, Sol: (606 Club) Chi, nc.  
Lally, Howard: (Five o'Clock) Miami Beach, Fla., c.  
Lande, Jules: (St. Regis) NYC, h.  
Lang, Sid: (Hi Hat) Chi, nc.  
Lang, Teddy: (Club Cavalier) NYC, nc.  
LaPorte, Joe: (Old Reumaniar) NYC, nc.  
Lapp, Horace: (Royal York) Toronto, Ont., h.

Layton, Bert: (Plaza) Pittsburgh, re.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Lee, Julia: (Milton's) Kansas City, Mo., nc.  
Legge, Wade: (Royal Arms) Buffalo, re.  
Leonard, Harlan: (Dreamland) Kansas City, Mo., b.  
LeRoy, Howard: (Orlando) Decatur, Ill., h.  
Levant, Phil: (Groves) Orange, Tex., nc.  
Lewis, Sabby: (Royal Palms) Boston, nc.  
Lewis, Ted: (Palace) Cleveland, t.  
Light, Enoch: (Taft) NYC, h.  
Lombardo, Guy: (Roosevelt) NYC, h.  
Long, Johnny: (Statler) Buffalo, h.  
Lopez, Vincent: (Casa Manana) NYC, nc.  
Loro, Syl: (Garde) New Haven, Conn., h.  
Los Gauchos: (Club Gaucho) NYC, nc.  
Loss, Jimmy: (Oakdale) Augusta, Ga.  
Loveland, Archie: (Olympic) Seattle, h.  
Lowe, Bert: (Lenox) Boston, h.  
Lowry, Babe: (Avalon) Bryan, Tex., nc.  
Lucas, Clyde: (Mark Hopkins) San Francisco, h.

**M**  
McCoy, Clyde: (Palomar) Los Angeles, b.  
McCune, Will: (Bossert) Brooklyn, h.  
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.  
McFarland Twins: (Rainbow Grill) NYC, nc.  
McFarlane, Frank: (Chateau Moderne) NYC, nc.  
McIntire, Dick: (Hula Hut) Hollywood, nc.  
McIntire, Lani: (Lookout House) Covington, Ky., nc.  
McKay, Coyle: (Jefferson Beach) Detroit, b.  
McKenna, Red: (The Eldorado) Detroit, nc.  
McRae Bros.: (Havana Casino) Buffalo, nc.  
McRae, Jerry: (The Gleam) San Antonio, nc.  
McShann, Jay: (Martin's) Kansas City, Mo., nc.  
Manzanares, Jose: (Colony Club) Chi, nc.  
Manse, Art: (Dell's Inn) Poughkeepsie, N. Y., ro.  
Manuel, Don: (So-Ho Club) Springfield, Ill., nc.

Marlo, Ray: (Swing Club) NYC, nc.  
Marsala, Joe: (Hickory House) NYC, nc.  
Martel, Gus: (Club El Rio) NYC, nc.  
Mariani, Hugo: (Club El Rio) NYC, nc.  
Marshall, Harry: (Somerset) Boston, h.  
Marshall, Jack: (Detroit-Statler) Detroit, h.  
Martin, Dave: (St. George) Brooklyn, h.  
Martin, Freddie: (Cocoanut Grove) Los Angeles, nc.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Masters, Frankie: (Tower) Kansas City, Mo., t.  
Master, Freddie: (Nut Club) NYC, nc.  
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.

Maya: (Monte Carlo) NYC, nc.  
Mellen, Earl: (Crystal Terrace) Louisville, b.  
Melvin, Jack: (Midnight Sun) NYC, nc.  
Menking, Ray: (Casa Loma Gardens) Steubenville, O., nc.  
Mercl, Al: (Altus) Sulphur Springs, Fla., b.  
Meroff, Benny: (Golden Gate) San Francisco, nc.  
Meyers, Vic: (Trianon) Seattle, Wash., b.  
Miller, Gene: (Wyatt) Casper, Wyo., h.  
Miller, Glenn: (Paradise) NYC, nc.  
Millington, Basso: (Black Cat) NYC, nc.  
Molina, Carlos: (Stevens) Chi, h.  
Monroe, Jerry: (Greenbrier) White Sulphur Springs, W. Va., h.  
Moon, Billy: (21 Club) Grand Rapids, Mich., nc.  
Moore, Eddie: (Eagles) Ithaca, N. Y., b.  
Moore, Carl Deacon: (Orpheum) Memphis, t.  
Morton, Gerry: (Savoy Plaza) NYC, h.  
Morton, Hughie: (Anchorage) Pittsburgh, nc.  
Moten, Bus: (White Horse) Kansas City, Mo., nc.  
Munro, Hal: (Athletic Club) Milwaukee, cc.  
Murray, Francis: (Ten Eyck) Albany, N. Y., h.  
Murray, Charlie: (Mon Paris) NYC, re.  
Myles, Lee: (Park Central) NYC, h.

**N**  
Nagel, Harold: (Pierre) NYC, h.  
Nichols, Red: (Nicollet) Minneapolis, h.  
Nielsen, Paul: (Moonlight Gardens) Saginaw, Mich., b.  
Niosa, Bert: (Brant Inn) Burlington, Ont., h.  
Noble, Leighton: (Statler) Boston, h.  
Norris, Stan: (Ball-Ball) Chi, nc.  
Nottarage, Al: (Village Cellar) NYC, nc.  
Nottingham, Gary: (Bal Tabarin) San Francisco, nc.

**O**  
O'Hara, Ray: (Greenwich Village Casino) NYC, nc.  
Olmes, Major: (Webster Hall) Pittsburgh, h.  
Owens, Harry: (Beverly-Wiltshire) Los Angeles, h.  
Owens, Freddie: (New Windmill) Natchez, Miss., nc.  
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Hot Lips: (America) NYC, h.  
Page, Gene & Circle G P Cowboys: Charlotte, N. C., 5-9; Raleigh 10-15.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Pancho: (Central Park Casino) NYC, nc.  
Parks, Bobby: (Plaza) NYC, h.  
Paul, Eddie: (Columbia) Cleveland, b.  
Paul, Frank: (Trocadero) Boston, nc.  
Payne, Bert: (Capitol) Washington, b.  
Pedro, Don: (Graemer) Chi, h.  
Pendarvis, Paul: (Palace) San Francisco, h.  
Perez, Chuy: (Club Zarape) Hollywood, nc.

Perry, Ron: (Dupont) Wilmington, Del., h.  
Pettit, Emile: (Everglades Club) Palm Beach, Fla., nc.  
Peyton, Jimmy: (Plaza) Pittsburgh, re.  
Phillips, Wendell: (Medina) Chi, cc.  
Phillips, Ray: (Crawford House) Boston, h.  
Pierce, Ross: (Old Vienna) Cincinnati, re.  
Pooley, Bob: (Deshler Wallick) Columbus, O., h.  
Piemonte, Vic: (Warwick) NYC, h.  
Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.  
Press, Jack Arnold: (Berkeley-Carteret) Asbury Park, N. J., h.  
Prince, Graham: (Show Bar) Forest Hills, L. I., nc.  
Prima, Leon: (Bradford Penthouse) Boston, nc.  
Prima, Louis: (Jitterbug House) Hollywood, nc.  
Pryor, Roger: (Queen) Wilmington, Del., t.

**R**  
Rapp, Barney: (Gibson) Cincinnati, h.  
Ravazza, Carl: (Utah) Salt Lake City, h.  
Reid, Bill: (Club Continental) New Haven, Conn., nc.  
Relyea, Al: (Lenos) Troy, N. Y., ro.  
Renard, Jacques: (Cocoanut Grove) Boston, nc.  
Reyes, Chica: (Continental) Detroit, nc.  
Reynolds, Maurice: (Dreamland Gardens) Oneonta, N. Y., nc.  
Ricardel, Joe: (Yacht Club) NYC, nc.  
Richard, Jimmy: (Commodore Perry) Toledo, h.  
Rimac: (Hollywood) NYC, nc.  
Rinaldo, Nino: (885 Club) Chi, nc.  
Rines, Joe: (Road to Mandalay) NYC, nc.  
Robbins, Billy: (Coronado) Worcester, Mass., h.  
Rodrigo, Nano: (Havana-Madrid) NYC, nc.  
Rogers, Eddy: (Syracuse) Syracuse, h.  
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.  
Rogers, Buddy: (Roosevelt) New Orleans, h.  
Rohde, Karl: (Westminster) Boston, h.  
Rollini, Adrian: (Piccadilly) NYC, b.  
Royal Palm Boys: (New Willard) Toledo, h.  
Royal Ambassadors: (Village Brewery) NYC, nc.  
Ruby: (Palm Springs Club) Palm Springs, Calif., nc.

**S**  
Sachs, Coleman: (Britling) Birmingham, re.  
Salamack, Tony: (Blue Meadow Club) Lexington, Ky., nc.  
Sanavia, Aguste: (Cuban Casino) NYC, nc.  
Savoy, Sultana: (Savoy) NYC, b.  
Schnickelfritz Band: (Shubert) Cincinnati, t.  
Scoggin, Chic: (Show Boat) Fort Worth, Tex., nc.  
Shaw, Artie: (Lincoln) NYC, h.  
Shaw, Maurice: (Dempsey's) NYC, re.  
Shelley, Lee: (Hollywood) NYC, nc.  
Sherman, Maurice: (Oriental Gardens) Chi, re.  
Siegel, Irving: (Herby's) West Palm Beach, Fla., nc.  
Silvers, Buddy: (Penthouse) Sioux City, Ia., nc.  
Sims, Paul: (Tutwiler) Birmingham, h.  
Sissle, Noble: (Paramount) NYC, h.  
Skinner, Fred: (Capri) Hollywood, nc.  
Smith, Joseph C.: (La Rue) NYC, nc.  
Smith, Stuff: (La Salle) Chi, h.  
Spitany, Phil: (Taft) Cincinnati, t.  
Stabile, Dick: (Gibson) Cincinnati, h.  
Steel, Leonard: (Ft. Shelby) Detroit, h.  
Steele, Blue: (Westwood) Little Rock, Ark., nc.  
Stoefler, Wally: (Tantilla Gardens) Richmond, Va., b.  
Strong, Benny: (Brown) Louisville, h.  
Sudy, Joseph: (Sir Francis Drake) San Francisco, h.  
Stutz, Dick: (Brown Derby) Boston, nc.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Thompson, Lang: (Blackstone) Fort Worth, Tex., h.  
Tidona, George: (Stork) Kansas City, Mo., nc.  
Tisdale Trio: (Coq Rouge) NYC, nc.  
Tisen, Carl: (Troika) Washington, D. C., re.  
Tofte, Norman: (El Chico) Binghamton, N. Y., nc.  
Tomaso, Jose: (Club Continentale) Miami, nc.  
Torres, Ramon: (Savoy-Plaza) NYC, h.  
Towne, Loren: (Hi-Ho Club) Wichita, Kan.  
Tolbert, Skeets: (Plantation) NYC, nc.  
Tracy, Jack: (Broadmoor) Denver, h.  
Tucker, Tommy: (Meadowbrook) Cedarbrook, N. J., cc.  
Tucker, Orrin: (Palmer House) Chi, h.

**V**  
Velazco, Emil: (Danceland) Hammond, Ind., b.  
Venuti, Joe: (Belmont Plaza) NYC, h.  
Vouzen, Nick: (Coq Rouge) NYC, nc.

**W**  
Walder, Herman: (Lucille's Paradise) Kansas City, Mo., nc.  
Wallace, Rudy: (Trocadero) Boston, nc.  
Walton, Jack: (Schenley) Pittsburgh, h.  
Walton, Vern: (The Tavern) Reno, Nev., nc.  
Waples, Bud: (Marquette) St. Louis, h.  
Ward, Frankie: (Bradford Penthouse) Boston, nc.  
Weber, George: (Henry) Pittsburgh, h.  
Webster, Ralph: (Rainbow) Denver, b.  
Weeks, Ranny: (Club Mayfair) Boston, nc.  
Weems, Ted: (St. Francis) San Francisco, h.  
Welk, Lawrence: (Chase) St. Louis, h.  
Weldon: (Armando's) NYC, nc.  
West, Ray: (It Cafe) Hollywood, nc.  
Wharton, Harry: (Village Barn) Phila, nc.  
Whiteman, Paul: (State) NYC, t.  
Widmer, Bus: (Plamor) Cheyenne, Wyo., nc.  
Williams, Glen: (Shawnee) Springfield, O., h.  
Williams, Griff: (Trianon) Chi, b.  
Williams, Clem: (Arcadia-International) Phila, re.  
Williams, Ozzie: (Esquire Club) Toronto, Ont., nc.  
Williams, Ernie: (Subway) Kansas City, Mo., nc.  
Wilson, Sammy: (Coronado) St. Louis, h.  
Wintz, Julia: (Top Hat) Union City, N. J., nc.  
Wood, Guy: (Arcadia) NYC, b.

**Y**  
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.

**Z**  
Zarin, Michael: (Roney Plaza) Miami Beach, Fla., h.

# New Plays on Broadway

Reviewed by Eugene Burr

## GOLDEN

Beginning Tuesday Evening, Dec. 27, 1938

### MICHAEL DROPS IN

A play by William Du Bois. Staged by Edward Massey. Setting designed by Eleanor Farrington, built by Vail Construction Co. and painted by Robert W. Bergman Studio. Press agent, Clarence Taylor. Stage manager, Larry Bolton. Assistant stage manager, Robert Caldwell. Presented by Marie Louise Elkins and Edward Massey. Irene Lawrence. . . . . Miriam Jordan Michael Dwyer. . . . . Onslow Stevens Timmie Lawrence. . . . . C. Albert Smith Judy Morton. . . . . Arlene Francis Frank McNeil. . . . . Edmund Dorsay Hattie. . . . . Gee Gee James Philip Adams. . . . . James Todd Nan McNeil. . . . . Lee Patrick The Action of the Play Takes Place in the Lawrence's Apartment in New York City. ACT I—Late Afternoon. ACT II—Afternoon. About Three Weeks Later. ACT III—The Same Evening. Several Hours Later.

*Michael Drops In*, a farce by William Du Bois, dropped into the Golden Theater Wednesday night but failed to make much of a splash. It's a pleasant enough little comedy, mildly amusing and seldom if ever unbearably annoying, and there's no particular reason why it shouldn't have been produced. But, on the other hand, there's no reason why Marie Louise Elkins and Edward Massey, the producers, should have thought that it might lure cash customers to a legitimate theater box office.

It's a story (THE story, rather) about the ugly little school-teacher (secretary) (farm girl) (theater usher) who comes from Sweetwater, Ida. (Squedunk) (Cranberry Corners) (Budapest), and overnight turns into a glamour gal so filled with oomph that without half trying she wins the heart of the big handsome publisher (manager) (banker) (movie hero). It seems wildly optimistic to expect the customers to pay legitimate theater prices for it when for 40 cents or less they can go to the neighborhood picture house and see it twice on the same bill.

As a light comedy it might have gone over yet again if the dialog had had any particular wit or brilliance or polish or sophistication to disguise the painful malnutrition of the script; but Mr. Du Bois' writing is smoothly and pleasantly undistinguished, committing no faux pas whatsoever, but at the same time falling at all points to rise to any level above that of mere competence. Obviously, the plot needed much more, despite the efforts of a really excellent cast and the smooth, pointed and effective direction of Mr. Massey.

The story (don't stop me if you've heard it; I know you've heard it, but I have to get it in for the sake of the records) is about Judy Morton, a geometry teacher from Sweetwater, who has written a novel and who comes to New York to sell it to the young head of an art for art's sake press. She subleaves the penthouse beneath his from his current inamorata and the inamorata's husband—and, of course, the publisher, in the habit of dropping down via the trellis, drops in. She doesn't know that his publishing house is bankrupt; and he, having heard rumors of her wealth, doesn't know that they were, to say the least, unfounded.

He reads her book—finally managing to get around to it after the end of the second act, Mr. Du Bois being no lad for precipitous action—and thinks it's swell. She, in love with him, makes a play; and he, going suddenly noble, runs away from her. Of course, she has awakened all his finer instincts; so he takes her book to a publisher who, strangely enough, appears to be solvent and pays off his own creditors by selling his co-operative apartment. Then, broke, he comes down to say good-by. But then he finds that she, too, is broke and (hold your breath) stammers forth his surging love, having held back hitherto because he thought that she'd think that he was thinking of her money. What Mr. Du Bois was thinking of is beyond me.

Arlene Francis gives little Judy far more than she's worth, turning in a finely pointed yet sympathetic, tender and sometimes amazingly affecting performance. Onslow Stevens is polished and altogether excellent as the publisher, while Lee Patrick, providentially ransomed from the Gold Coast, returns to give the aid of her perfect readings

to a not too wisecracking friend. James Todd does really distinguished work in an ungrateful incidental role. Miriam Jordan, also from the cinema, appears as tho she had been delivered to the Golden stage from a shop window.

There's absolutely nothing against *Michael Drops In*; it's light and pleasant and at least occasionally amusing; but on the other hand there's nothing in its favor except the direction and the cast. You can get it cheaper (and often better) in the movies.

## PLAYHOUSE

Beginning Thursday Evening, Dec. 22, 1938

### OUTWARD BOUND

(REVIVAL)

A play by Sutton Vane. Directed by Otto L. Preminger. Setting designed by Watson Barratt, built by Martin Turner Construction Co., and painted by Louis Kennel. Press agent, Thomas Barrows. Stage manager, May Marshall. Presented by the Playhouse Co. Scrubby. . . . . Morgan Farley Ann. . . . . Helen Chandler Henry. . . . . Alexander Kirkland Mr. Prior. . . . . Bramwell Fletcher Mrs. Clivedon-Banks. . . . . Florence Reed Rev. William Duke. . . . . Vincent Price Mrs. Midgit. . . . . Laurette Taylor Mr. Lingley. . . . . Louis Hector Rev. Frank Thomson. . . . . Thomas Chalmers PLACE: On Board. TIME: The Present. ACT I—In Harbor. Morning. ACT II—At Sea. The Same Evening. ACT III—Scene 1: An Afternoon Six Days Later. Scene 2: The Night of the Same Day.

If anyone wants to enroll for the best possible course in acting in the shortest possible length of time, he need only buy a ticket to the Playhouse, where the newly formed Playhouse Co.'s revival of Sutton Vane's *Outward Bound* is playing. By watching practically all of the performances therein contained he'll arrive at a sure knowledge of what great acting should be like.

This sweeping statement becomes less far-fetched when it is remarked that the cast is headed by Laurette Taylor, returning again to local boards—thank Thespis!—as Mrs. Midgit. Miss Taylor's work is more than merely superlative pretending; it is a goal to be aimed at by all performers who carry in their hearts a high and honest regard for their own profession; and as Mrs. Midgit she rises beautifully to the top of her own form. The part is far from good; the author's conception is routine and some of the lines are practically impossible; but Miss Taylor suffuses it all with the glow and warmth, the consummate artistry and sweeping effect of her own tremendous ability; and it stands as a warm, pulsating, human, lovably and magnificent characterization.

But Miss Taylor's work is not the only feature of the course in acting offered at the Playhouse; there are at least five other performances that would be outstanding if they happened to appear in a cast of merely above-average competence. As it is, they are component parts of an amazing theatrical evening. Bramwell Fletcher, for example, does work that puts him, so far as I'm concerned, among our top half dozen or so performers, as Prior; Vincent Price plays a routine and really deceptively difficult role with amazing sensitivity and beautifully honest effect; Louis Hector turns a typical stuffed shirt into a completely rounded and constantly believable human being; Morgan Farley, hitherto no favorite in this corner, does by long odds the best work of his career, quiet, restrained and beautifully effective, as Scrubby; and Helen Chandler, also rising to her top performance, is heartbreakingly sincere as Ann.

In addition, Thomas Chalmers is startlingly and thankfully right in a smaller role, and Alexander Kirkland manages to maintain a tricky and essential minor note thruout. The only drawback, as a matter of fact, is Florence Reed, who, playing a burlesqued society matron, burlesques it even further and cements her effects with a trowel.

As for the play itself, as may be gathered from casual comments concerning its characters, it is definitely on the dated side—a heartbreaking admission to a sentimentalist who has treasured its memory for years. The fantasy of the newly dead taking a voyage to Judgment and finding that the examiner, like the Mikado, makes the punishment fit the crime, has little but surface fancy to bolster it; its characters are cardboard puppets, its sentimentality takes on the proportions of a proscenium-high cake of maple sugar, and some of its plotting is

so pat that the pat feels, to the customers, a good deal more like a haymaker. But still it has its qualities—and it does serve as a vehicle for the beautiful cast now appearing at the Playhouse; the fantasy of the first act (before it wears thin) is provocative and stimulating, and even the later sentimentality manages occasionally to be both lovable and theatrically effective.

The Playhouse Co., which is presenting it, says in a leaflet that it "has been formed to establish a permanent organization for the presentation of famous as well as new plays with the finest artists available." More power to it; it's something that Broadway has needed badly for many years. And if such a ringer as a reviewer may intrude a couple of suggestions, what about *Berkley Square* and *Journey's End* later on?

The direction of *Outward Bound*, by the way, is by Otto L. Preminger, and it is excellent. And whoever it was who did the lighting deserves a terrific hand for its unobtrusive perfection.

A second-night audience, including such connoisseurs as Tallulah Bankhead, Estelle Winwood and Gloria Swanson, gave the performance almost 20 curtain calls and cheered—literally cheered—Miss Taylor to the echo.

It's that sort of show.

## 46TH STREET

Beginning Monday Afternoon, Dec. 26, 1938

### BLOSSOM TIME

(REVIVAL)

An operetta with book and lyrics adapted by Dorothy Donnelly from the original by A. M. Willner and H. Reichert. Music adapted by Sigmund Romberg, from the originals by Franz Schubert. Staged by Edward Scantlon. Settings designed by Watson Barratt, constructed by William Nolan, and painted by Buell Scenic Studios. Costumes by Veronica. Press agents, C. P. Grenaker and Reuben Rabinovitch. Stage manager, Sam Lamberg. Orchestra under the direction of Pierre De Reeder. Presented by the Messrs. Schubert, Kuppelweiser, a Poet. . . . . Neville Landor Vogel, Tenor at the Royal Opera. Allen Raymond Flower Girl. . . . . Betti Davis Von Schwindt, a Painter. . . . . Joseph Toner Bellabruna, Countess Sharnoff. . . . . Charlotte Lansing Count Sharnoff, the Danish Ambassador. . . . . Wheeler Dryder Schubert. . . . . Everett Marshall Daughters of Kristian Kranz: Mitzi. . . . . Mary McCoy Fritzi. . . . . Marjorie Ford Kitzi. . . . . Gracie Worth Erkman, Suitor of Fritzi. . . . . Ernest Goodhart Binder, Suitor of Kitzi. . . . . Burt Raeburn Domeyer, Restaurant Proprietor. John Wheeler Kranz, Court Jeweler. . . . . Douglas Leavitt Schober, a Viennese Socialite. . . . . Roy Cropper Rosi, Bellabruna's Maid. . . . . Virginia Vonne Mrs. Kranz. . . . . Zella Russell Emmy, Kranz's Maid. . . . . Alyce Chapelle Novotney, a Private Detective. Harry K. Norton Mrs. Coburg, Schubert's Housekeeper. . . . . Ruth Lockwood Danseuse. . . . . Alyce Chapelle ACT I—Domeyer's Prater in Vienna. Twilight in May, 1826. ACT II—Drawing Room in the House of Kranz. Three Months Later. ACT III—Franz Schubert's Lodgings. Two Months Later.

On Monday afternoon the Shuberts brought their road revival of *Blossom Time* (their steenth road revival of *Blossom Time*) to town, complete with Franz Schubert music adapted by Sigmund Romberg and the Willner-Reichert libretto adapted by Dorothy Donnelly. It nestled down in the 46th Street Theater, a nostalgic scrap of lavender and old lace in the erstwhile hot-spot of Olsen and Johnson.

In this version Everett Marshall plays the insistently resuscitated composer, Mary McCoy is Mitzi, Roy Cropper is Schober, and Charlotte Lansing is Bellabruna. Miss Lansing, a veteran of operettas of the *Blossom Time* genre, revealed a surprisingly fine voice, full, rounded and well handled; while Miss McCoy, pert, cute and pretty, walked off with the show. Her voice is clear, sweet and very lovely, taking the pianissimo high notes with ease and breath-catching beauty, and rising easily and excellently to all the requirements of the score.

The book, as has been suspected at various times during the last century or two, is one of the sappiest and most painful atrocities ever perpetrated in even the painful and sappy operetta field; and there can be little or no doubt that the direction of the current revival is the worst direction (or misdirection) ever seen on a Broadway stage. But nothing really, can completely ruin the portions of Schubert that Mr. Romberg left more or less inviolate—and there is also the performance of Miss McCoy to reckon with.

As road revivals go, that's really as much as a veteran theatergoer can reasonably expect.

## GUILD

Beginning Wednesday Evening, Dec. 28, 1938

### THE MERCHANT OF YONKERS

A farce by Thornton Wilder, starring Jane Cowl. Directed by Max Reinhardt. Settings designed by Boris Aronson. Settings built and painted by Studio Alliance. Costumes executed by Eaves Costume Co. Press agents, Richard Maney and John Latham Toohy. Stage manager, Pete Barker. Presented by Herman Shumlin.

Horace Vandergelder. . . . . Percy Waram Ambrose Kemper. . . . . Bartlett Robinson Joe Scanlon. . . . . Philip Coolidge Gertrude. . . . . Carrie Weller Cornelius Hackl. . . . . Tom Ewell Ermengarde. . . . . Frances Harison Melchior Stack. . . . . Joseph Sweeney Mrs. Levi. . . . . Jane Cowl Barnaby Tucker. . . . . John Call Mrs. Molloy. . . . . June Walker Minnie Fay. . . . . Nydia Westman A Cabman. . . . . Edward F. Nannary Rudolph. . . . . Max Willenz August. . . . . Peter Struvel A Cook. . . . . Maida Reade Miss Van Huysen. . . . . Minna Phillips

ACT I—Vandergelder's House in Yonkers, N. Y. ACT II—Mr. Molloy's Hat Store, New York. ACT III—The Marmonia Gardens Restaurant on the Battery. ACT IV—Miss Van Huysen's House.

Time: The Early '80s.

This Play is Based Upon a Comedy by Johann Nestroy (Vienna, 1842) Which Was Itself Based Upon an English Original.

This reporter, never one to miss a chance to say, "I told you so," sticks a figurative finger to an ugly if figurative nose and blithely remarks in the general direction of the Pulitzer Prize committee and the Critics' Circle "Yaaaaaaa!" Thornton Wilder's second play, *The Merchant of Yonkers*, adapted for some reason known only to the self-consciously metaphysical mind of Mr. Wilder from a German script of the 19th century, came to the Guild Theater Wednesday night under the sponsorship of Herman Shumlin. Even those who couldn't see thru the pompous inanity, smug unctuousness, didactic muddle-headedness and asinine incompetence of *Our Town* can hardly hall *The Merchant of Yonkers* as the work of a first-line playwright.

*The Merchant* finds Mr. Wilder in a self-consciously playful mood, unbendingly condescendingly toward his idolaters with the grace of a rheumatic elephant and the gatyety of a hangman doing the town. Whatever was contributed by Johann Nestroy, the unfortunate Viennese playwright who wrote the basis for the Wilder superstructure, is not known to this unlettered and low-brow correspondent; but Mr. Wilder turns it all into a would-be-playful poke at the Victorians, full of synthetic nostalgia, phony flavor and out-and-out, unabashed hoke. I have nothing against hoke when it is good hoke—*Hamlet*, for example, is the hokiest play I know—but the hoke in *The Merchant of Yonkers* is anything but good. It is as corny as a waitress' foot. In addition, there is the usual Wilder penchant for impossibly ridiculous overwriting, and the usual Wilder penchant for getting off a series of would-be philosophical nifties that have the depth of a sheet of tissue paper and the wisdom of a verse by Eddie Guest. Most of the choice nifties are delivered by members of the cast who approach the footlights and speak directly to the startled customers, a procedure that is injected evidently for the sole purpose of proving that Mr. Wilder is still a playwright unbound by the traditions of the stage. Even the most dyed-in-the-wool opponents of traditions must admit that there's something to them after this.

Spooing like mad, being as determinedly gay as a cloak-and-suit on his first visit to New York, forcing his cast to overact energetically in the accepted tradition of opry house kidding, Mr. Wilder transfers the American Music Hall to the Guild Theater—only without the wit, the humor and the drinks. As a matter of fact, the whole affair shapes up as a bundle as precious and militantly quaint as last spring's rather painful *The Two Bouquets*—only in this case the total effect is as tho Lenny, of *Mice and Men*, had suddenly decided to go coy. And any amusement the evening might conceivably offer is crushed just about as thoroly as Lenny crushed the mice that he stroked with his huge, clumsy, idiot's hand.

The plot, such as it is, tells of Horace Vandergelder, a Yonkers skinflint who goes wife-seeking in New York under the guidance of an amenable Mrs. Levi, while his niece runs off with the artist she loves and his two oppressed workers hurry off adventure bound. Then all meet in an almost naughty New York cafe, where they have high jinks that

are too gay for words with Mr. Vandergelder losing his purse, one of the workers dressing up as a girl, Mrs. Levi engineering her own marriage, a couple of millionaires dancing gayly around the tables and Mr. Vandergelder's niece swooning madly all over the place. In the next scene they all meet again at the house of some relative or other, and everything, for no particular reason, is straightened out to the satisfaction of everyone except the customers. It's really as silly as that.

Of course, since it's supposed to be a kidding farce anyhow, its silliness would be nothing against it if it had any gaiety or amusement or wit to make it palatable. But it has none. Its speeches drone on and on, offering platitudes that stalk around thinking themselves epigrams until the boredom becomes positively virulent, and the romping and gaiety are so phony and forced and artificial that it becomes almost constantly embarrassing.

A really excellent cast, headed by Jane Cowl, no less, is involved in the proceedings, working like Trojans to put the piece across—but it's a task beyond even the tremendous powers of Miss Cowl. She, indeed, gives an altogether splendid performance, vivid, colorful and as amusing as the lines will allow, and she is ably aided by Percy Waram, Tom Ewell, Minna Phillips, June Walker, Nydia Westman, Joseph Sweeney and almost all the rest—and particularly by John Call, who is doing the best job of his career—but their united efforts cannot overcome the insuperable drawbacks of the scripts.

Max Reinhardt's direction is almost as good as that of Billy Bryant, of showboat fame, which it sedulously seeks to ape.

**LYCEUM**

Beginning Tuesday Evening, Dec. 27, 1938

**BRIGHT REBEL**

A play by Stanley Young. Staged by William Kilcullen. Settings designed by Yellenti. Settings built and painted by France Scenic Studio. Costumes designed by Lucielle Samuels. Costumes executed by Brooks Costume Co. Press agent, John Peter Toohy. Associate press agent, Ben Kornzweig. Stage manager, H. Philip Minis. Assistant stage managers, Peter Carsart and Francis Swann. Presented by William Kilcullen.

- Harrington.....Francis Swann
  - Peachey.....Mary McCormack
  - Fletcher.....Robert Vivian
  - Mrs. Byron.....Jeanne Caselle
  - Tom Moore.....James MacGuire
  - John Cam Hobhouse.....Maurice Manson
  - Scots Davies.....Michael Willis
  - Lord Byron.....John Cromwell
  - Annabelle Milbanke.....Francesca Bruning
  - Lady Caroline Lamb.....Janice Hanford
  - Lord Melbourne.....Lewis L. Russell
  - Lady Melbourne.....Beatrice Terry
  - Lady Oxford.....Helena Glenn
  - Lady Jersey.....Dana Dale
  - Jarvis.....Richard Aherne
  - Nicholas Kondylis.....Daniel Krewe
  - Augusta Leigh.....Ann Loring
  - Mrs. Minns.....Marie de Becker
  - Dr. Lee Mann.....Henry Vincent
  - Dr. Millingen.....Francis Swann
  - Colonel Stanhope.....Richard Aherne
- ACT I—Scene 1: Newstead Abbey, 1809.  
Scene 2: Melbourne House, London, 1812.  
Scene 3: Byron's Rooms, London, an Hour Later.  
ACT II—Scene 1: Melbourne House, Two Weeks Later. Scene 2: Byron's Rooms, 1816. ACT III—Scene 1: Byron's Rooms, Six

Months Later. Scene 2: Byron's Military Headquarters, Missolonghi, Greece, 1824.

If ever an author has been plagued, haunted and destroyed by actor and director trouble, that author is Stanley Young. Last season his lovely, altogether excellent *Robin Landing* was hamstrung by direction which was, up to that point, about the worst in the world and by a performance in a leading role that was reminiscent of the less capable moments of the Cherry Sisters. This season (to be specific, on Tuesday night at the Lyceum Theater) *Bright Rebel* was annihilated by direction which achieved the stupendous feat of being even worse than that accorded *Robin Landing* and by a leading performance that makes the aforementioned acting job in the previous play seem like a combination of the best points of Maurice Evans, Edwin Booth and David Garrick. The direction was committed by William Kilcullen, who also presented the play, and the playing was the fell deed of John Cromwell.

*Bright Rebel* is a play about Byron—but whether or not a good play about Byron cannot possibly be seen from the presentation it receives at the Lyceum. The chances are that it's not—but at least Mr. Young's grand gift for trenchant statement, gloriously imaginative dialog and sweeping emotion flashes on frequent occasion thru the murk of the production and indicates that his primary qualities are still in good working order and ready to function (as they will function some day) in the finest tradition of the timeless stage.

The plot outline, in seven more or less episodic scenes, shows Byron as a somewhat neurotic and dissipated youth on the receiving end of one of his mother's pathological rages; as a very young literary lion, "shocking a smart drawing room by introducing into it two representatives of the submerged classes; as a troubled young poet anchoring himself fast to the safe and loving heart of Augusta, his half sister; as a not entirely willing suitor for the hand of not the heart of a prim and stodgy miss who, his friends feel, will serve as mental and emotional ballast for him; as a distraught husband and father driven to desperation by his enemies, the misinterpretation (as Mr. Young calls it) of his love for Augusta and the sanctimonious nagging of his wife; as an exile saying good-by to his few friends and his one dear love after the break-up of his marriage, and as a fever-crazed commander in Greece, dying self-consciously and rather pitifully.

As in all episodic plays, the interest rises, breaks, rises and breaks again spasmodically. There are indications that even without the present production the proceedings would be heavy and slow. In trying to whitewash Byron, instead of frankly admitting all the evil rumors and still finding a glorious justification in the man's work and art, Mr. Young further weakens the case of a much-maligned and unjustifiably discounted world genius. And there is little or nothing new contributed either to an understanding of Byron's character or knowledge of the people and events that surrounded him.

But despite all the defects—and beside the unbelievably bad acting and direction—there are flashes of imagination, beauty and great dramatic effect. Mr. Young is still a dramatist to be reckoned with. One can only hope that his next play will find an even barely competent production.

In view of the direction it would be manifestly unfair to judge the efforts of most members of the cast—but no direction could conceivably palliate the histrionics offered by young Mr. Cromwell in the leading role. Failing entirely to bother about the mere meaning of the lines, shading his interpretation with the delicacy of a fence painter, breaking his lines in a way that is matched only by Orson Welles at his worst, intoning constantly in a sort of singsong croon that he probably thought was highly poetic, attacking an intricate and delicate part with the intelligence and finesse of a truck driver, he lacked only a green spotlight and a net between himself and the audience to make his act complete.

The direction is of a piece with the principal performance—as amateur, in-

effective and belligerently opry-house a treatment as could be seen this side of the Punksutawney Literary and Dramatic Club. But breaking thru all the obstacles comes one luminously clear and lovely performance, that of Ann Loring as Augusta. With dignity, restraint, a sure knowledge of stage effect and a sensitive and intelligent series of readings, Miss Loring stands out like a very lovely ring-finger on a handful of sore thumbs. And also managing to crash thru with nice jobs in minor roles are Maurice Manson, James MacGuire and Beatrice Terry. They gave Mr. Young whatever help they could—but they were practically alone in their efforts.

**LONGACRE**

Beginning Friday Evening, December 23, 1938

**WINDOW SHOPPING**

A comedy by Louis E. Shecter and Norman Clark. Staged by Arthur Sircom. Settings designed by Tom Adrian Cracraft, constructed by Martin Turner Construction Co. and painted by Louis Kennel. Stage manager, Fred Harris. Assistant stage manager, Marjorie Blair. Press agent, Lodewick Vroom. Presented by Thomas Kilpatrick.

- Jack Garfield.....Philip Huston
- Secretary.....Patricia Rice
- Janet Dixon.....Ruth Lee
- Ned Korn.....Richard Taber
- Mr. Talbot.....George Spaulding
- Miss Miller.....Jean Mann
- Mr. Frisby.....Mortimer Weldon
- Miss Doolittle.....Alice Fleming
- Mrs. Snodgrass.....Ruth Conley
- Mr. Simpson.....Franklyn George
- Trudy Huber.....Gerta Rozan
- Nurse.....Marjorie Blair
- Herman Garfield.....George Sidney
- Photographer.....Ann Thomas
- Molly Moran.....Gene Thomas
- Penelope.....Edith Leslie
- Inspector Kenny.....W. J. Hackett
- Matson.....Solly Ward
- Walsh.....Phil Sheridan
- McGinty.....William Morgan
- Mrs. Stansbury.....Ethel Strickland
- Judge Polk.....Donald MacKenzie

WINDOW SHOPPERS: Sam Alfonso, Joe Brown Jr., Mavis Butler, J. Dodd, Alice Farley, Frances George, Muriel Johnson, Martha Kaufman, George Knight, Peter Lawrence, Sam Mortimer, Norman Kraber, Texas Thomas, J. Taylor Wood, Lillian Williams.

ACT I—Scene 1: The Office of Herman Garfield. September, 1938. Scene 2: A Hospital Room. That Evening. ACT II—Scene 1: The Store Window. A Week Later. Just Before 9:30 A.M. Scene 2: The Same. That Evening. Just Before Closing. ACT III—Scene 1: The Office. The Next Morning. Scene 2: The Window. Immediately Following.

George Sidney, who plays the leading role in *Window Shopping*, is the only good thing in the play. Unfortunately, Sidney, the contributing brightness wherever possible thru his portrayal of a store owner, cannot sustain the entire piece—and it is no great prophecy to say that authors Louis E. Shecter and Norman Clark will shortly be lifting *Window Shopping* out of the ash can and laying it on the shelf.

A farce comedy presented last Friday at the Longacre, the play revolves around a department store owner who for the sake of attracting crowds permits a young lovely to live in the store window. Gerta Rozan is the gal. She is from Vienna and has an accent, but her only definite merit is shown when she takes most of her clothes off in Herman Garfield's window.

Threads in the plot are the usual ones. The gal masquerades as a countess, dodges immigration authorities and finally marries the boss' son.

Play, in three acts and six scenes, was staged by Arthur Sircom. Sircom, in the way of dialog, had not much to work with. Lines fell flat with the exception of those handled by Sidney, and in Sidney's case it was an example of ability rising above material.

In the cast are Philip Huston, as the male love interest; Ruth Lee, as Janet Dixon, a publicity agent, and Ann Thomas, George Spaulding, Ethel Strickland and others.

Settings by Tom Adrian Cracraft were adequate. Paul Ackerman.

**VANDERBILT**

Beginning Tuesday Evening, Dec. 27, 1938

**DON'T THROW GLASS HOUSES**

A comedy by Doris Frankel. Settings designed by Louis Kennel. Presented by Contemporary Stage. Setting built by Turner Construction Co., painted by Louis Kennel. Lighting by Moe Hack. Alfred H. Tamarin, press representative. Albert Ward Jr., stage manager. Advisory Board of Contemporary Stage: Philip Barber, Lem Ward and Malcolm Atterbury.

- Chef Smith.....John Raby
- Nita Marx.....Margaret Randall
- Burke Morgan.....Jack Yule

Meat Man.....Louis John Latzer  
Murray Tserk.....Don McHenry  
Jean Wilson.....Joan MacCarthy  
Mrs. Wilson Pratt Honifeather.....Rosalind Ivan

ACT I—Living Room of a Farmhouse in Upper New York. Saturday Noon. ACT II—Scene 1: The Same. Saturday Afternoon. Scene 2: The Same. Saturday Night. ACT III—The Same. Sunday Morning. Time—The Present.

Inspired perhaps by the neighborly proximity of the Father Divine cult and farmer Franklin Delano Roosevelt, Doris Frankel has attempted a comic denouement with three anaemic Communists and three would-be specimens of the capitalist class and the Republican Party thrown into a parallel situation on a farm in upper New York. The weak means have produced weak ends.

Ribbing of the political creeds is awfully unoriginal, lifeless and too, too conscious. If the author had even a fair knowledge of Communism she failed to summon her resources to aid the inane twitting submitted as dialog. (See *DON'T THROW GLASS* on page 26)

**LITTLE**

Beginning Monday Evening, December 26, 1938

**RUTH DRAPER**

(Limited Engagement)

Actor-Managers, Inc., presents Ruth Draper in her original character sketches. Press agent, Helen Hoerle. Stage manager, Frank Crogan.

Ruth Draper is a charming artist who paints portraits with words, a causal shrug of shoulders or a leap across the stage. Her technique is unbounded and her following completely sold.

Even the good, however, can be overdone or carried out to the point of diminishing returns. Two hours of monologing was a bit taxing for at least one member of the appreciative audience wallowing in Miss Draper's carefully prepared character studies. It's a wager that the actress could draw as good a box office on a shorter bill. The present plan exhausts her resources too quickly, for, like poets of the same sex (and this is treason), she lacks range.

Taken individually, the studies can't be topped. Of the four titles given at (See *RUTH DRAPER* on page 26)

**OUT-OF-TOWN OPENINGS**

**"Set to Music"**

(Shubert Theater)

**BOSTON**

Revue by Noel Coward, starring Beatrice Lillie. Staged by the author. Settings and costumes by G. E. Calthorp. Presented by John Wilson.

Principals: Beatrice Lillie, Hugh French, Nora Nugent, Anthony Pellissier, Kenneth Carten, Gladys Hensen, Penelope Dudley-Ward, Bronson Dudley, Eva Ortega, Mary Anne Carr, Leonard Gibbons, Maidie Andrews, Sanders Draper, Rosemary Lomax, Sarah Burton, Anna Jackson, Laura Duncan, Angus Mensies, Betty Green, Ray Dennis, Robert Shack. (See *Out-of-Town Openings* on page 25)

**BROADWAY RUNS**

Performances to December 31, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	90
American Landscape (Cort)	Dec. 3	34
Bachelor Born (Broadhurst)	Jan. 25	386
Bright Rebel (Lyceum)	Dec. 27	7
Don't Throw Glass Houses (Vanderbilt)	Dec. 27	7
Everywhere I Roam (National)	Dec. 29	4
Hamlet (St. James)	Oct. 12	77
Here Come the Clowns (Booth)	Dec. 7	31
Kiss the Boys Goodbye (Miller's)	Sept. 28	112
Merchant of Yonkers, The (Guild)	Dec. 28	6
Michael Drops In (Golden)	Dec. 27	8
Oscar Wilde (Fulton)	Oct. 10	97
Outward Bound (revival) (Playhouse)	Dec. 22	14
Rocket to the Moon (Belasco)	Nov. 24	45
Ruth Draper Solo (Little)	Dec. 26	9
Spring Meeting (Morosco)	Dec. 8	28
Tobacco Road (Forrest)	Dec. 4	33,205 6
What a Life (Biltmore)	Apr. 13	307
Window Shopping (Longacre)	Dec. 23	11
<b>Musical Comedy</b>		
Blackbirds (44th St.)	Dec. 20	4
Blossom Time (revival) (46th St.)	Dec. 26	10
Boys From Syracuse, The (Alvin)	Nov. 23	47
Hellzapoppin (Winter Garden)	Sept. 22	120
I Married an Angel (Shubert)	May 11	271
Knickerbocker Holiday (Barrymore)	Oct. 19	85
Leave It to Me (Imperial)	Nov. 9	64
Pins and Needles (Labor Stage)	Nov. 27	37,488
Policy Kings (Bayes)	Dec. 29	5
Sing Out the News (Music Box)	Sept. 24	97

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WINTER TERM BEGINS JANUARY 16.

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

# Club Talent

## New York City:

MARCIA HARRIS returned to the Monte Carlo Club Wednesday. . . . MISS LYNN, of Lynn and Lazzeroni, now at the Village Barn, is very much alive and says reports that she was killed in an auto accident have become very annoying.

RAINBOW ROOM'S new show, coming in January 11, will have Mary Martin, doubling from *Leave It to Me*; Gower and Jeanne, Martinet's trained crew and the bands of Ben Cutler and Eddie LeBaron. . . . ARTHUR AND MYERS were placed by Roger Murrell at the Shoreham Hotel, Washington, beginning December 31. . . . STUART AND GILRONE left the Pelham Heath Inn to start an engagement at the Evergreen Club, Bloomfield, N. J.

## Chicago:

GRACIE BARRIE celebrated her first wedding anniversary here last week, hubby Dick Stabile flying in from Cincinnati that evening to be on hand. . . . MARY RAYE AND NALDI return to the Chez Paree February 10 to head the new show, which will include Gloria Day, Wier Brothers and Romo Vincent.

## Here and There:

GLADYS LEMOYNE, of the LeMoynes, suffered a fractured shoulder while at the Cafe Madrid, Buffalo, N. Y., last week. . . . PEARL FERN and Co. opened at the Algeo Hotel, Toledo, January 2 after completing eight weeks thru Ohio. Booked thru Bingaman & Gruver, Akron. . . . WINTER GARDEN REVUE has just closed a four-week stretch at the Times Square Hotel, Rochester, N. Y. Revue is a 10-people show that played Hamid fairs all summer.

TED AND ETHEL WALKER, Frank Murtha, Marilyn Mayne, Betty Burns and Margaret and Dick Gerner have been held over at the Lighthouse Cafe, Hummelstown, Pa.

Neal Lang and Frances Roberts held over December 25 for an indefinite stay at the New Miami Inn, Toledo, O.

## Music Quiz Hits Shreveport

SHREVEPORT, La., Dec. 31.—Musical quiz has hit this community, with Thursday nights permanently set for novelty night in the Fountain Room of the Washington-Youree. Johnny Miller, of Jules Duke's Ork, plays professor, with questions centering around professionals and new and old music. Club held its candid camera night on December 27.

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

# FRANK PALUMBO

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Philadelphia, and  
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Says:

"The Billboard keeps me in touch with all the information I require concerning entertainment . . ."

# World's Only Chinese Nitery

SAN FRANCISCO, Dec. 31.—"The only Chinese night club in the world" opened here December 22 with an all-Chinese floor show. Charles P. Low is the manager. Spot, tabbed Forbidden City, is located on the outskirts of Chinatown. Three shows are given nightly, with music provided by Van Meisner's Orchestra.

Opening performance had Li Tei Ming, of stage and radio; Jadin Wong, Oriental dancer; Ellen Chinn, in modern dances; George Lee, singer, and Gee Ming, magician. Opening night caught a good crowd of the curious.

# Detroit Holiday Business Awful

DETROIT, Dec. 31.—Pre-Christmas business proved a disappointment to most night spot operators, with a tendency to pick up right after the holidays. Business reached a record low on Christmas Eve, with spots practically deserted. The nadir was reported from the two top-rating swank spots of town, the Book Casino and the Statler Terrace Room.

The Casino had 24 customers, and a party of four of them told Ramona, who has been leading her Men of Music there for four weeks, that they had just left the Terrace Room because they were the only customers.

# B-K's Showing Night on Cuff

CHICAGO, Dec. 31.—Balaban & Katz instituted a "showing night" feature in its newly acquired State-Lake Wednesday, using an average of five acts weekly. Agents and bookers are solicited for

# 316 Niteries Now Under AFA Contract on Wages, Conditions

148 in New York, 81 in L. A., 40 in San Francisco, 39 in Chicago, 4 in Detroit, 4 in Philly, Boston—\$30 to \$60 usual minimum range—more agents taking licenses

NEW YORK, Dec. 31.—The organization drive of the American Federation of Actors to sign up night clubs to closed-shop agreements covering minimum wages, standard contracts and working conditions has resulted in more than 300 contracts in various sections of the country, according to AFA officials. New York and its metropolitan area leads the field in organization with 148 agreements with night clubs providing for minimum wages ranging from \$30 in the smaller spots to \$60 for principals in larger night club floor shows. This range has been put into effect out of town also. AFA's most recent spurt of activity, however, has been concentrated in Chicago and the West Coast. During the past year the Los Angeles branch effected 81 pacts with night clubs for AFA shop agreements; San Francisco, 40, and Chicago, 39. The Detroit branch has four.

Philadelphia and Boston branches of the AFA, which started to organize night clubs several months ago, both signed up two, but AFA officials report that they are about to sign a blanket agreement with the Cafe Owners' Association of Philadelphia covering all night clubs in that city.

American Federation of Actors here reports that 44 agents in Los Angeles and 35 club date bookers in Chicago have been licensed by the AFA and will only book AFA performers under its terms and working conditions.

A list of Los Angeles agents licensed by the AFA follows:

Bert Levy Vaudeville Circuit, Lou Dorn, Bette Murphy, Fanchon & Marco, Ted Gustafson, Keighly and Keete, Roy McCary, Dimitri Senoff (San Diego), Sadie Halperin, Fred Hansen, National Theatrical Agency, Jacqueline Gardner, George Ball; Paul Savoy, of the Coast to Coast Agency; Lloyd Skeels, Al Wager, William Stevens, Grace McKee, Patrick and Marsh, Eddie Gamble, Doc Howe, Evelyn Lenning, Beverly Hills Theatrical Agency; MCA Artists, Inc.; Harry Singer, Martin Ross, Fowler and Montague; Mills Artists, Inc.; Rodney Pantages, Eddie Smith, Ritchie Campbell Agency, Robert Hollingshead, Rockwell-O'Keefe, Arthur Silber, Max Schall, Weintraub and Trinz, Lottie Horner, Betty Fairfax, William Morris Agency; Jack Pomeroy, Inc., and Percival S. Montague.

The Chicago club date agents who signed exclusive booking agreements with the AFA are all members of the Entertainment Managers' Association.

# Talent Agencies

LEE ELMAN, of the Eddie Sligh office in Chicago, will spend most of his time on the road booking and getting new accounts. Will center his activities around Detroit.

ED RILEY, New York agent, left for a Florida vacation last week, his first in six years, he says.

JAYNE JARRELL, Pittsburgh agent, convalescing from a nervous breakdown, expects to be back on the job very soon. She expects to start a tour for the Wirth office about January 15.

# Capitol Bldg., Chi, To Go

CHICAGO, Dec. 31.—The Capitol Building, one of the older edifices on Chicago's theatrical row, is coming down early next year to make way for a modern two-story store building. In addition to housing a couple of theatrical shoe firms, its rehearsal halls were used by line girl producers and orchestras. It was the former headquarters for Actors' Equity and is the present address of the American Federation of Actors.

# L. A. Clubs Look Up

HOLLYWOOD, Dec. 31.—Night club biz seems to be taking an upswing around here. Heavy sliding of the nightly take had been noted by most of the big clubs the past two months, but things seem to be hitting the upward trail again.

After reported low biz the Trocadero closed its main dining room last month, but will reopen it this week. Ted Fiorito will provide the music. Marcel Lamaze is unshuttering the Club Seville on the Sunset Strip. With the new Earl Carroll venture an assured success and the \$500,000 Florentine Gardens opening, the after-dark trade seems to be getting a much-needed hypo.

# Maisie Works New Year's Eve, But Can't Remember Just What

By PAUL DENIS

Dear Paul:

AS YOU might suspect, all of us had been looking forward to New Year's Eve. Nick figured he could clean up that night and make up for the losses during the last few weeks, so he installed some more tables—but didn't realize he had covered up the band stand with tables until the band showed up that night.

Anyway, Nick wanted to splurge for New Year's Eve, so he phoned Joe Pursent, the agent, and asked Joe to send down a high-class ballroom team for \$18.50, a blues singer for \$9 and a knife thrower for \$9.50. Then he ordered Danny, our band leader, to increase the band to six pieces and also booked the Three Reefers, relief band.

WHEN New Year's Eve finally arrived everything went wrong. The waiters went on strike, demanding time off to dope out tomorrow's races at Tropical Park. But Nick argued with them and promised them a bottle of wine each if they stayed on the job. They stayed—but started drinking the wine before the show went on. Most of them got so plastered that the customers had to serve themselves.

When the time came to hand out the noisemakers and trinkets to customers Nick discovered that the waiters had taken them home to their kiddies. Anyway, somehow or other, the show went on at midnight, but no one—neither Nick, the performers, the band nor the customers—remembers what the show looked like. The chorus girls were in a giddy mood and blackened their teeth so that when they smiled at certain customers who were giving them the eye the customers promptly fainted.

Everything was so confused that some of the customers wound up in the dressing rooms wearing chorus costumes and most of the performers were at the tables or under them. They tell me Nick did emcee; but Nick claims he was leading the band all night. Nobody remembers.

Anyway, when it was all over and the customers had left and we opened the doors for fresh air Nick counted up the tabs and said the gross was \$1,138.28. But when he counted the cash there was only \$153 left. It seems that most of the customers were creditors who had signed their tabs, and that some of the waiters don't remember what happened to the money, and that Nick's wife had grabbed off a lump of cash and eloped with the cashier.

I DOUBLED into another date—the annual revel of the Ladies' Pinochle and Cultural Society at the Elks' Hall. I was surprised to find a lot of men in the audience—in fact, I don't remember seeing any ladies at all—but I did my show anyway. Everything was fine until they started shouting, "When's the hot stuff starting?" Then I realized I was playing an affair of the Young Salesmen's Recreation League.

Really, New Year's Eve was such a confusing night. I am beginning to wonder why people pay so much to see a big show that night and then get so tight they don't see it. Even Nick can't understand it. He says: "In the old country we got drunk on wine and sang until we just dozed off. But in this country people get drunk while others sing and then, instead of going to sleep, start fighting. I can't understand it."

P. S.—I read in the papers that Loew's State played Dinty Doyle last week for another one of those personal-appearance-of-newspaper-columnists. I hear a lot of guest stars appeared and that they did it because they love Mr. Doyle so. I guess very few stars can afford not to appear when a big-time columnist asks them.

P. S., P. S.—What surprised me most of all was that Loew should go in for that kind of a booking.

## Billy Rose's Diamond Horse-shoe, New York

Billy Rose's ornate new club, on the site of the old Paramount Grill, looks like another money-maker.

Albert Johnson's design has given the room a mellow warmth that evokes the proper mood for the nostalgic *Turn of the Century* show. The circus red motif, embellished by silver and gold decorations and lovely gaslight chandeliers, fits in perfectly with *The Police Gazette* conception of gay, bawdy New York society during the first decade of the new century.

The John Murray Anderson show is a smartly paced, excellently costumed and thoroughly entertaining affair. For the \$1 minimum dinner and supper the show (and the two dance bands) is an outstanding bargain for night-clubbers who can't afford to spend too much. And with the large room seating at least 800, Rose is after mass patronage.

The white-aproned waiters, the sweet but swingy dance rhythms of Noble Sissle's Band and the enticing Continental strains of Don McGrane's five-piece orchestra make the patrons receptive for the lively hour-and-a-half show.

The show is divided into four parts, called Rector's, Steve Brodie's, Ziegfeld's Midnight Frolic and Delmonico's. The opener has vivacious Beatrice Kay singing *Tararaboomdeay*, while four singing bartenders (George Holmes, Al Terry, Lloyd Colvin and Bert Whaley) lend vocal background, along with a dozen chorus girls and six showgirls. The Four Manean Girls cap the climax with an amusing satire on old-time acrobatics.

The Brodie part has blond Lulu Bates singing *The Lady Known as Lulu*, while Tom Patricola wins applause with his hard-shoe eccentric tapping. The girls flounce around in voluminous corsets and other unmentionables of that era. Clyde Hager drew lusty guffaws with his pitchman's spiel.

The Midnight Frolic section has blond soprano Della Lind singing old Ziegfeld show favorites in pleasing voice, while Buddy Doyle follows with his faithful imitation of Eddie Cantor. A tableau called *The Milk Bath* provides flash of three nudes clustered around a bathtub—the show's only nudity. Frank Libuse won roars with his low comedy, especially the dizzy doings with the dignified prima donna. His comedy style is in perfect contrast to the rather genteel proceedings which he followed. Libuse is doing his comedy waiter here, throwing diners into an uproar between shows.

The show closes with the Delmonico's New Year's Eve number. Della Lind, as Lillian Russell; Patricola, as Diamond Jim Brady; Libuse, as the maitre d'hôtel, and the showgirls, as the Florodora Sextet, are all followed by silver-haired Emma Francis doing a show-stopping tap dance; rubber-faced Willie Solar doing his eccentric singing, another sentimental show-stop; Joe E. Howard, singing a couple of his own songs with surprising vigor; Fritzi Scheff, singing her famous *Kiss Me Again* and again show-stopping; Noble Sissle, singing a snatch from the band stand; Harry Armstrong, baritoneing his *Sweet Adeline*. The finale has the Ruth Pine Quintuplets (colored fat girls) dancing a bit and the entire cast singing or beating small drums for a noisy finish, aided by the distribution of noisemakers among patrons. This makes every night a New Year's Eve here.

Showgirls are Mary Dowell, Mildred Hughes, Kay Fears, Gary Myles, Chris Gustafson and Thea Pinto. Chorines are Mae Bertell, Margaret Donahue, Ellen Patti, Nadine Bonnell, Ellen Howard, Ruth Rathbun, Diane Chase, Lorraine Latham, Polly Rose, Kay Devery, Diane Nelson and Sondra Roy.

Costumes, by Rauoul Pene duBois, are superb. Laurette Jefferson directed the sprightly dances. Carlton Winckler is technical director. Costumes were executed by Jewell Carter and Gertrude Elliott. Show accompaniment was handled beautifully by Sissle's Band.

This spot should click. It is not expensive and, therefore, should get crowds; and it is distinctive in both entertainment and atmosphere, which should make it talked-about and get repeat trade.

Sydney Spier is doubling from the Casa in handling the press here.

Opening night had one show at \$5. Regular policy is two shows a night, 8 and 12. *Paul Denis.*

# Night Club Reviews

## Chez Paree, Chicago

Milton Berle is back in this leading Windy City cafe and this time he is both an entertainer and a box-office draw. Tables are at a premium during popular evening hours, and that speaks well for any individual directly responsible for such a condition. Berle is still his same old self, a fast gag artist who doesn't fail to net laughs. Despite many shopworn bits his refreshing delivery and bright personality carry him across those hurdles and he winds up to solid response.

The new show features the lavishly costumed Chez Paree Adorables in several novel and eye-catching routines concocted by Fred Evans. The girls seemed to have departed from stock parade numbers and buckled down to real work. A doll fantasy is one of their outstanding offerings, each outfitted in different doll costumes and working in wooden style to catchy toy tunes. They also display some graceful ballet work in a waltz executed to a Viennese medley.

Gracie Barrie is back to entertain with a melodious voice, cute arrangements and a striking personality. She limits herself to popular tunes, shaded to fit her individual sweet style.

Lucien and Ashour, new comedy and apache team in these environs, impressed with hard routines. While the woman is heavier than the man, they toss each other around with equal dexterity. Their waltz satire requires them to take plenty of punishment and they take it gracefully.

Everett West, talented tenor, gives out with a pleasing voice in such standards as *Song of the Vagabonds*, *Ah Sweet Mystery of Life*, *Road to Mandalay*, etc. The boy is young and appearance, while somewhat stocky, is neat. Displays possibilities to do well in the romantic song field.

The Robinsons are on early with lightning speed jitterbug cutups. They are cute youngsters and full of steam. Lou Breese continues on the band stand, with Don Orlando furnishing intermission, dance music. Bob Hannon, of the Breese crop, warbles in the production numbers.

Ted Weber is the spot's p. a. *Sam Honigberg.*

## Gray Wolf Tavern, Youngstown, O.

This spot, just outside Youngstown proper, continues to rank high as an after-dark entertainment center. Gradual improvement in business conditions has prompted owner Pete Meyers to augment his weekly talent line-up without upping prices. Patrons are well pleased with improvement both in food and service.

*Port Hole*, a sailor version of Charlie McCarthy, is currently entertaining patrons. His master, Ray Parker, is making his first appearance in this territory and his act is a wow. Act was created a few months ago in San Francisco. It even fooled Edgar Bergen, for the dummy talks and moves while Ray is on the other side of the room, an advanced bit of ventriloquism. Two Macks, one of the cleverest hand-balancing teams to play this section in many months, are also getting plenty of palm beats. The show was augmented for holidays, another act being Markel and Faun, who roll 'em in the aisles with their dignified comedy. Also in the show are Rita and Rubin, adagioists; singing emcee George Mock; the six Coleman Girls, a well routined and dolled up line, and Danny Demetri's fine band, which is practically a show within itself. *Rex McConnell.*

## Town Lounge, Hollywood

This spot has a distinct advantage, as it combines a first-class location with good entertainment. Practically across the street from NBC's new Radio City, it draws a class trade.

Altho the club only uses three entertainers, each one is tops. Larry Norman, featured in many spots around town, holds down top billing. He has a nice voice coupled with the type of personality that makes for a good mixer. Norman's best numbers were *My Own* and *One Alone*.

Femme member of the trio is Alycia Grey. She has the looks and flash necessary for a night spot of this type. Her voice is pleasing.

Bill Haynes doubles between the piano and accordion. He turns out some good

stuff and manages to keep up a continuous round of tunes.

Owned by the Lyons brothers. Place is intimate in atmosphere. *Dean Owen.*

## Two o'Clock Club, Baltimore

One of the few local clubs maintaining a policy of names and a full show, this smart spot continues to attract a large percentage of Baltimore diversion seekers.

The acrobatic dance team of Winston and Lollet offer a group of entertaining routines, including the tango and fox trot, plus encores. They move around with plenty of zip. Lollet tosses his partner, an attractive redhead, about as easily as if she were a feather. While not unusual, they form a limber and pleasing combination.

Thelma Nevins, songstress, is the surprise of the show. This brunet looker had the customers spellbound with her torchy warbling. Using her arms and hands to good advantage, her presentation is truly fascinating. Combining this with a swell pair of pipes and glowing personality, Miss Nevins had them clamoring for more.

The very young protegee of Mrs. Franklin D. Roosevelt and featured in the show, Roberta Jonay gave an unusually fine exhibition of dancing. With poise and rhythm, Miss Jonay's first number was a toe fantasy of high order. Outstanding was her portrayal of a "Strutting Peacock in Jitterbug Tempo." Revealingly costumed as a peacock, she presents a uniquely loose jointed but graceful display of terpsichoring. A looker.

Patsy Chandler returns to emcee this week's presentation. He handles the job well, keeping the show pepped up and evenly paced. His quips bring laughter and, tho at singing he is only fair, his impersonations of famous personalities are well near perfect. A welcome reception attended his return.

The Noel Sherman line of girls, a few of whom are pleasing to the eye, satisfactorily engage in several of the usual chorus routines. However, a number leaning to the classic side and depicting *Morning, Noon and Night* was somewhat out of the ordinary.

Accompaniment for the 52-minute show was amply furnished by Milt Lyon's crew, who also dished out delectable arrangements for the dancers. Nan Woods plays piano requests during the interim.

Spot is under the capable management of Sam Lampe. Show, booked thru Will Weber, of New York, is well balanced. *Phil Lehman.*

## Cafe Society, New York

The newest idea in New York night clubs invaded the basement of a Greenwich Village apartment house Thursday night, and the theme, artistic motif, atmosphere and character of the entertainment has resulted in a complete and clever burlesque of society night clubs, popularly known as Cafe Society. Appropriately enough, this new spot is called Cafe Society, too, but in "lower case"—class angled.

Not only does the floor show strike a new note in cabaret entertainment but the cabaret strikes a new chord in idea and appeal. The opening was heralded with extensive newspaper advertising, self-styling itself as "the wrong place for right people." Wall murals, of which there are many, cast satire and acid at the ruling class and poke fun at their so-called antics, but are probably the cleverest of their type to be found in any night spot. Art work was done by a dozen prominent artists, including William Gropper, Sidney Hoff, John Groth and others. And to top it off, the waiters wear tails while most of the customers wear tweeds.

It's all very screwy, but if opening-night enthusiasm, revelry and turn-aways are any indication of popularity, then Cafe Society has set a very definite niche for itself in the night life scheme. As a matter of fact, the left-wingers better hurry and get a gander of the place before it's taken over by Cafe Society, in upper case.

Unfortunately, the mixed colored and white entertainment didn't match the boasts made about it, nor was the floor show in keeping with the smart burlesquing the place reflects. The show contains very little of the ribbing of Cafe Society that was promised. Jack

Gilford, as emcee, took a long time getting started, but once he fell into form his imitations were decidedly on the funny side. His routine, however, can stand a little tightening and less dramatic interpolations in his descriptive matter.

The only touch of social significance was contained in a skit done by Miss Blix Ruskay entitled *Death in the Afternoon*, but to the cash customers it was *Death at Midnight*. She does a class-conscious Sheila Barrett and is almost as bad. The material has several comical breaks but they aren't brought out.

But the stint that everyone liked and yelled and stomped and cheered for was the "boogie-woogie" piano tickling of Albert Ammons and Meade Lux Lewis, finds of music critic John Hammond, patron saint of swing. The septa ivory-pounding duo, working together as a team, get into the spirit of the customers' feelings and were in the groove thruout. Their jazz interpretations are "sending" stuff for the addicted.

Also featured is Billie Holiday, Negro songstress of stocky proportions, who has plenty of h-m-m-m h-m-m-m in her style and lots of classical oomph in her voice. Especially on songs like *Billie's Blues* (her own). Playing for dancing and other musical chores is Frank Newton's colored band, which gives out on swing tunes thruout the evening.

The room, altho it was just "originally large enough just to hide from Brenda Frazier," has a seating capacity of 300. It cost \$15,000 to open the doors. Prices are exceedingly low (40 cents for popular drinks), and the house carries a \$1 minimum.

Ira Steiner handles the press agenting. *Sol Zatt.*

## Village Barn, New York

It's the eighth anniversary for Meyer Horowitz bonifacing this barnyard setting for Greenwich Villagers. And for the occasion, lending historical significance, Larry Funk and his Band of a Thousand Melodies and nine musicians are brought back for the music making. It was Funk who made for the first band-stand scenic when Horowitz unshuttered his Barn. In fact, it was Funk who gave birth to the idea of affording a rustic meeting and greeting place for cliff dwellers.

Funk not only dishes out the danceable incentives that make for pleasant trips on the polished floor but also proves an adept hand at mastering the ceremonies for the floor show. His vocalist, Helen O'Connell, a blond looker whose chirping falls easier on the eyes than on ears, is also added to the show roundelay.

Terp twain of Don Loper and Maxine Barrett for smart musical comedy dance routines and the tuneful toe work of petite and pretty Vera Fern hold over for the floor divertimento.

New addition is the mixed roller-skating team of Lynn and Lazzaroni. Whirlwind twosome pack plenty thrills on their minute rink. Male member offers free rides to ringsiders of both sexes, the effects of the spinning providing additional merriment at the expense of the cash customers. It's a sock routine on rollers. *M. H. Orodener.*

## Earl Carroll's, Hollywood

Most stupendous night club undertaking here, Earl Carroll's new spot opened with batteries of floodlights and all of flickerdom's Blue Book in attendance; a press agent's dream of a Hollywood premiere.

The theater cafe itself is lavish from every angle. Automatic stages spring into being on both sides, keeping spectators busy craning their necks to see what is going to happen next. All the space devoted by the dailies to building up the Carroll rep for picking shapely chorines ran true to form. From femmes to costumed, the show is eye-dazzling from beginning to end. For those burlesque-minded patrons who are interested solely in pulchritude the show will please. Those who wish to be entertained may not be satisfied.

However, to judge the opening night show too harshly would not be fair either to the management or the performers. The usual run of hard luck hit the initial showing. Routines were ragged, the revolving stages revolved at the wrong time and the curtains had a bad habit of not working when most needed. So far as beauty in production and mountings is concerned the show

is every bit as good as advertised. But the entertainment value is lacking.

In his ambition to produce a lavish show Carroll may have overlooked the fact that beautiful girls and lavish mountings are commonplace here, with flickers, since the inception of sound, being packed with such productions. One very important factor was apparently missed—vaudeville acts. It seems rather strange that after great preparations for the revue two straight vaude acts completely stole the show.

The revue numbers were too long and got the spectators into a jittery mood, causing them to miss much of the production beauty. If the numbers could be cut and two more top-flight vaude acts inserted the show would be sock. The makings of a good revue are at hand if the whole thing can be better paced. While the music is nothing sensational, the tunes are adequate, *By Candlelight* being the best of the lot. *Doing the Tyrolean* was a good chorus number.

Highlights of the show were the two acts, Arren and Broderick and Archie Robins. The first team worked in one, the femme singing with her piano-playing partner. Then the femme goes screwball. The act had punch and these two performers knew how to get the most out of the crowd.

Spotted next-to-closing, A. Robins did his old act of pulling everything imaginable from his pockets. He kept up a gag of plucking bunches of bananas from his coat. Closing found Robins turning all his props into a train and leading them off the stage dressed in an engineer's rig. Brought down the house.

Other principals who did creditable jobs opening night were Beryl Wallace, Vivien Fay, Harrison and Fisher, Susan Miller, Dorothy Gerrin, Reginald Craig, Paul Gerrits, Denise and Louise Burnett. That the Carroll Theater Restaurant is here to stay is a foregone conclusion. With seats selling at \$2.50, there is no place where as much entertainment can be garnered in one evening. The ducat price includes a first-class meal. Only thing extra is the drinks.

According to the best figures available, the spot has a weekly nut of around \$15,000, with the take estimated at \$25,000.

Inner Circle, off the front terrace, was peopled by Carroll's directors and their guests. Only Hollywood biggies are allowed in this special room, where they have their own bar and dance floor.

With a few of the rough spots cleared up Carroll's revue should do consistent biz. There is every indication that the public will go for this.

Eddie Prinz, of Warner, handled the chorines. Irving Parker agency did the p. a. *Dean Owen.*

### Casa Manana, New York

Altho it still remains one of the best buys on the street, whether you look at it from the \$2.50 dinner minimum angle or the \$1 mezzanine spectator-only perspective, the eighth edition of Billy Rose's *Streamlined Varieties* is by far not the best of the productions. As a matter of fact, following the last colossal array of talent offered here, this line-up is quite a letdown. Maybe Billy's method in his madness was to shunt some of his followers to the nascent Diamond Horseshoe.

At any rate, for marquee pullers he has Lupe Velez and Peggy Fears. Velez is moderately effective with poisoned-barbed impressionistic take-offs on members of her sex, among them Dolores Del Rio, Gloria Swanson, Hepburn, Zorina, Shirley Temple and even Peggy Fears, whom she follows directly. The Fears gal, clothed as she is with an aura of society dignity, isn't too disappointing with one or two vocals, but is superbly satisfying in some strutting around, exemplifying showgirl walks of different schools in which she displays a shapely chassis alluringly incased in a beautifully embroidered gown.

Doc Rockwell takes care of the comedy assignment—in a terribly broad fashion. He still does the Glass Woman anatomy spiel with the misplaced illustrative lighting and the gown-shearing bit with the oversized diva that he did with the opening show here last January. To a lesser degree, Shaw and Lee get a fair amount of laughs with pretty weak talking and slightly stronger sight comedy.

Paul Haakon fares best among the better known in the line-up, dishing out two well-chosen ballet numbers for this mammoth place—both being fast, colorful and showy. First is a Portuguese folk piece that is made more attention compelling thru its call for the use of Moorish cymbals. Second is a spirited Russian sailor dance, done in a terrific

tempo and abounding with sensational leaps and whirls.

The 12 Aristocrats, six girls and six boys, in two appearances offer routines in precision tap, a smattering of eccentric and adagio, the latter being built up by long-distance tossing of the girls.

In the singing department proper there is Carol Bruce, sweet-looking brunet, who mixes up both sweet and swing variations with equal success, demonstrating in very impressive manner with *Reverie* and *I Was Born To Swing*. Rose's "Find of the Month" niche is shared by a mixed couple this time, Yoll Galli and George Shelley, and both vocalists. Both strangers to the local scene are rewarded with receptions second to none on the roster. Miss Galli, perfectly poised and with personality to spare, scores instantly with soprano and coloratura renditions of pop and operatic numbers. Shelley, perhaps a bit too restrained, has every other requisite for perfect commercial exploitation—tall, dark and more than nice looking, plus a smooth, exceedingly pleasing baritone.

Beuny Baker, the stooge who has gone places in pretty fast time, seems to have bitten off more than he can comfortably chew with his assignment here as emcee. After getting off a somewhat rapid greeting, he is quite at sea about his duties thereafter, contributing little to the pace or pitch of the show. His main chore is a rowdy *Street Scene*, with himself, a bushy-haired stooge, Peggy Fears and Lupe Velez as the characters. Thru his own ineffectiveness mainly, it peters out to a perfect goose egg.

Vincent Lopez is in his sixth month here as provider of music for the show and dancing, and Jay Freeman's outfit is alternating. Betty Hutton is still a magnet when she vocalizes with the bands, but is not offered as a specialty any more. *George Colson.*

### International Casino, New York

New York's mammoth night club, which has been beset with more hard luck than hair on Jay Flippen's head, reopened its big Casino Room Wednesday after two weeks' darkness, during which the Cliff Fischer revue was re-hashed.

The new show isn't as spectacular as the last one, but it is faster and has more punch. It employs about 70 performers, compared with the 100 of the original revue which opened in August, following the summer run of the ice show. The name-band idea is out and Ray Cavanaugh's 13-piece band now plays the show and also for dance music, along with the relief outfit, the Rhythm Boys with Eddy Brandt, eight men.

Most startling angle to the entire show—which goes on at 8 and midnight—is the use of Jay C. Flippen as emcee. Flippen is obviously the perfect type for intimate spots. He is lost in here. His gags fall flat, his one comedy song, *Small Fry*, died. He just couldn't get to first base here. His booking here is the tip-off that the management is still up in the air on show policy. New money was brought in recently and Bob Christenberry is still head man as representative of the creditors. Joe Moss is still around as general manager.

The show runs an hour, with another 45-minute portion following a 20-minute intermission. First half is composed of four big production scenes and three vaude specialties; the second has three girl scenes and five specialties. In addition, of course, there are shorter specialties highlighting the production scenes.

Georgie Hale revamped the show, bringing in the Gertrude Hoffman Girls (16) and several new acts such as Dennett and Dae, Bo Brummels, the Maxellos. The Hoffman gals, a lively, well trained, attractive lot, go thru interesting routines and formations clad in striking Mayhew costumes. Their fencing number is truly outstanding. Dennett and Dae, boy and girl, offer a rhythm novelty. They drum and tap dance in synopated rhythm, using chairs, cymbals and small drums to lend variety to their routine. A real novelty, altho not presented with any great showmanship.

Franklin D'Amore and Anita start with novelty hand-to-hand balancing, pulling a surprise when the topmounter reveals she is a girl and then climaxing with their chair stunt. A punchy act.

Grace and Nikko work in several spots in the show, but score when they do their own specialty, an amusing satire on ballroom dancing. Harald and Lola again click with their novelty dance number in which the girl simulates a

gliding, coiling serpent. Drew a hefty hand.

The Three Bo Brummels is a knock-about turn of the Three Stooges type. The men, working as a screwball concert group, play instruments, maul each other and do a lot of sight comedy. Some of the bits are swell, but the act as a whole missed fire. The Five Maxellos come thru with standard Risley stunts and then induce patrons to come up for a few bumps—a sure-fire stunt.

Enma and Henry, man and woman comedy acrobats, offer a delightful satire on old-time allez-oopers. Kaja Eric, willowy blonde, sings nicely.

Tito Valdez, handsome young dancer, and Corinne, who has one of those eye-filling figures, provide the show's key act—that is, the act that is talked about most after the patrons leave the casino. They do an exotic dance featuring amorous positions while clad in little more than fig leaves.

The show is still called *Plaisirs de Paris* and the minimum is \$2.50 except Saturday and holiday nights. The management hopes the show will last until the World's Fair.

Ray Benson's Band entertains in the Streets of Paris, which is a Montmartre cafe layout in the lounge. Dinner there is \$1.75.

Len Golos is now the p. a.

*Paul Denis.*

### Balinese Room, Blackstone Hotel, Chicago

Another after-dark rendezvous for the upper crusters, new and becoming increasingly popular. Hotel, managed by A. S. Kirkeby, who guides the destinies of the Gold Coast Drake and the Towne House in Los Angeles, was formerly in the swim for nitery trade with its imposing Mayfair Room. Business, however, was not up to standard and the entertainment policy was curtailed this season. The Balinese hideout, also located on the main floor, is the former Marble Room, which has been converted into a highly modern and attractive combination bar and table food and drink dispensary with a small copper dance floor and midget band stand for entertainment purposes.

Pierre Morel, French decorator, had charge of the redecoration. He retained the marble to frame mirrored spaces, with the mirrors having a painted background of Waldo Bielenberg's Balinese figures. Both the ceiling and dance floor are of copper, an innovation for hotel rooms.

Kirkeby imported the Playboys, rhythm quartet, and Betty Borden, their sweet-voiced songstress, from the West Coast's Towne House for a two-month stay. The boys had a long run in the Far West spot and accumulated a crop of entertaining novelties that are both easy on the ears and dancing feet. Combination includes piano, two guitars and bass. The pianist displays a flowing, easy technique and his activity is prominent in most of the tunes. The other trio are mike warmers and double as vocalists.

Miss Borden has a winning way of delivering popular and novelty ditties and possesses a pleasing and impressive voice. Is a tall brunet and makes a smart appearance in long gowns.

Combination returns to the Towne House's Zebra Room January 15 and a similar outfit, yet to be booked, will be installed. Popular prices and excellent service prevail.

*Sam Honigberg.*

### House-Hyde Unit Set

NEW YORK, Dec. 31.—Unit featuring Billy House and Herman Hyde, just returned from South America, and Sara Ann McCabe has been set for six weeks of theater dates by the Miles Ingalls-Jack Davis office here. Show opens for two weeks at the Palace, Chicago, January 13, and then goes to Cincinnati, Dayton and Akron.

CASS, OWEN AND TOPSY, and not Cass, Mack and Topsy as reported in a vaudeville review last week, were the team that played the State, New York, week of December 22.

## Niteries Say No, AFA Says Yes in Philly Skirmish

PHILADELPHIA, Dec. 31.—Progress of unionization of entertainers in local night spots is being disputed.

Altho Tom Kelly, AFA organizer, last week announced that the issue was "virtually settled," owners of various night clubs declared that Kelly was too optimistic.

Stanley Carroll, president of the Night Club Owners' Association, said that the nabobs resented Kelly's attitude in ordering them to sign or be picketed without having a majority of performers signed up with the union.

A. Rex Riccardi, secretary of the musicians' union here, said that "at least seven spots" had signed up with the AFA, using the AFM office as a clearing house.

"The trouble was that no operator wanted to be the first one to sign up with the AFA," Riccardi said, "so we offered this solution. We are getting the contracts from individual operators without letting anyone know who has inked agreements. When we have them all signed up we'll turn the contracts over to Kelly."

## Bowes Units Do Well in Spokane

SPOKANE, Wash., Dec. 31.—Major Bowes' *Rodeo Rhythm Revue*, playing a Christmas engagement at the Orpheum Theater that took in the two days before Christmas and the day following, "did exceptionally good business on this worst show period of the year and deserves a lot of credit," according to Manager Russell Brown. The take was only slightly under the average for the Bowes shows, which are very popular here. "The show itself was the best the Major has sent us yet," Brown said.

Smoky Wells and company last week ended a five-week engagement at the Empress Theater. Playing three shows week days, five Saturdays and four on Sundays, the semi-burlesque drew "about 50 per cent better than dual bills of subsequent-run flickers had been doing," Manager R. B. Camp reported.

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### Vincent Astor's Gifts

NEW YORK, Jan. 2.—One of the most unusual gifts handed to performers by an employer last week was Vincent Astor's gift of a solid gold bracelet, with miniature gold skates attached, to Dorothy Lewis and the Simpson Sisters, who are appearing in the ice show at Astor's St. Regis Hotel. Astor also gifted skaters Sam Jarvis and Guy Owens with gold cuff links.

## Vaude Grosses

NEW YORK.—Grosses at all of the Broadway houses, both straight pix and presentation, shook themselves out of the pessimistic strains they've been singing for the past few weeks and knocked off some enviable figures during the holiday week. Juveniles for the most part comprised the SRO audiences every day of the week. The top figure for the week was polled at Radio City Music Hall, which did \$102,000. Draw was the annual yuletide pageant and a strong picture, *Christmas Carol*.

Next in line was the Roxy accounting for \$53,000, with a stage show including Walter Cassell, Eddie Rio, Sunny Rice and Charles and Williams, along with pix, *Kentucky*. Abe Lyman's crew at the Strand with *Dawn Patrol* did nicely with \$50,000 in the till. Paramount with Glen Gray's Casa Loma Orchestra and the Andrews Sisters came thru with \$49,000. Loew's State with Dinty Doyle on stage augmented by name guest artists and *Out West With the Hardys* grossed \$30,000.

CHICAGO.—The kiddies, bless them, had their holiday vacation last week and they turned out en masse to the Loop theaters to take in everything they had to offer. A stage bill at the Chicago lacking names but aided all to capably by Jack Benny on the screen in Paramount's *Artists and Models Abroad* netted a good \$27,500, or nearly \$9,000 over the preceding week. The first six-day show at the Balaban & Katz State-Lake ended with an amazing \$16,000, considering the 25c-40c price scale. Bill, headed by Helen Morgan and Dick Foran, started off strong and never let up. The Oriental, with Major Bowes' *Swing School* and *Secrets of a Nurse* on the screen, took in a better than average \$17,500, while the Palace, with Bill Robinson and five acts on the stage and Metro's *Spring Madness*, wound up with a decent \$16,000.

PHILADELPHIA.—A socko stage show, headed by the Ritz Brothers, plus the holiday season, brought \$29,000 to the Earle last week. The gate, a near-record, didn't get any help from the weakie film, *Swing, Sister, Swing*.

CINCINNATI.—Shuberts ran \$2,000 under the normal gross last week with the *Jubilee Follies* vaude unit and pix, *Up the River*, as the attractions, grossing \$10,000 for the week.

INDIANAPOLIS.—The presence of Bob Crosby's Orchestra at the Lyric, along with Marion Mann's Bobcats and the All-American Swing Four and *Up the River*, sent the grosses hurling one-third above average with \$12,000.

MILWAUKEE.—Riverside, with *Royal Circus Follies* (unit) and *His Exciting Night*, did \$4,100. Average gross is \$5,000.

KANSAS CITY.—Herbie Kay and his orchestra and *Down on the Farm* accounted for \$8,000. House has a \$7,000 norm.

SEATTLE.—Palomar was several hundred dollars under the house average with a vaude show headed by Roscoe Ates and a double-feature pix bill, including *Painted Desert* and *Tenth Avenue Kid*.

LOS ANGELES.—Al Pearce and an F. & M. revue, plus Rube Wolf's Ork on the Paramount stage, along with screen fare, *Tom Sawyer, Detective*, had a box-office take of \$14,000. Gross dipped during pre-holiday slump, as the average is \$18,000.

## PAUL WINIK

"A CLASSIC IN TAPS."  
Held Over Second Week.  
FLAMINGO ROOM, BOSTON.

## New Shortage of Strong Acts in Chicago Houses

CHICAGO, Dec. 31.—The weekly State-Lake Theater market for eight standard acts is creating a new talent shortage here. Bookers are worried that the limited supply for the four full-week stands in the Loop and couple of week-end dates in the outlying districts will soon be drained.

Agents explain that no theater operator around here can seriously think of switching to a regular combo policy at this time, for no office can regularly supply him with a sufficient and consistent number of strong acts. Even with the comparatively higher pay in effect in the local downtown houses the offices have their hands full in getting shows together, even tho the majority of the acts are circulated from one theater to the other.

Balaban & Katz, operators of the State-Lake, are determined to continue using eight acts every week to meet the competition of the neighboring Oriental. It was already admitted in the B&K booking department that such line-ups are hard to get, despite the fact that the theater is only in its second week of the season.

The Jones, Linick & Schaefer Oriental in the meantime is scheduled to use an average of one unit a month to give the Billy Diamond Office, house booker, an opportunity to get strong vaude shows for the remaining weeks of the month. House has to resort to Major Bowes attractions and lesser known units making the Midwest rounds, as the more expensive revues will not fit into the Oriental budget, and most of the name bands prefer to play in the Chicago and Palace theaters. While units have already been submitted to the State-Lake for consideration, the B&K boys are holding off from buying any, feeling that they will not draw as well as a strong eight-act bill. The following of the latter policy has been proved this week when the house enjoyed capacity crowds.

### Nine-Year-Old Gives Two-Hour Recital

BALTIMORE, Dec. 29.—The feat of giving a two-hour show all by herself was accomplished here last night at the Shaarei Zion Auditorium by nine-year-old Josephine Rose. Josephine played no less than 10 distinct roles in the various sketches. This talented young artist, befittingly costumed for her varied portrayals, also played the piano, danced and presented several impersonations with skill creditable to many older performers who are specialists in their individual fields.

An expert at pantomime, her dialog is delivered with unusual clarity, while her dramatic roles are marked by intense feeling, indicating the child's possibilities as unlimited. Miss Rose, whose home is in Philadelphia, was accompanied at the piano by Horace G. Christy, while Dorothy Power played several selections faultlessly on the harp to round out the program.

The recital was under the sponsorship of the Shaarei Zion Sisterhood. Also present were Josephine's parents, Mr. and Mrs. Milton J. Greenspan, as well as her personal director, Frances Leedom Hess. Dances were arranged by Pete Conlow. Lehman.

### Ticket Code Temporary Injunction Is Stayed

NEW YORK, Dec. 31.—The temporary injunction granted by New York State Supreme Court Judge William H. Black restraining the League of New York Theaters from enforcing its ticket code in a suit instituted by the Acme Ticket Agency was stayed today by an order of Justice Francis Martin, of the Appellate Division of the Supreme Court. Unless there is a reversal of the order after rehearing the "code of fair practices" will remain in effect.

DOROTHY LEWIS, who has been out of the St. Regis Hotel, New York, the past two weeks due to a skull fracture incurred during a skating practice, puts on skates again January 3 and opens with the revised ice show January 17.

## Night Club Management

By GEORGE COLSON

### Chez Paree's 46 Papers

CHEZ PAREE, Chicago, uses institutional Christmas ads in 46 key-city newspapers, including dailies in London and Paris. Management figures it a good-will gesture since it caters to a large transient trade in most cities looking upon Chicago as a central point. The papers are also used at other times of the year, particularly in the fall when the opening of the new season is officially announced.

### Old Auto Used in Stunt

THE holiday crowd that jammed New Orleans last week was attracted by the appearance of a 30-year-old Hupmobile parked in front of the exclusive Boston Club. In the relic sat a dandy and two ladies dressed in the styles of the turn of the century.

The occasion was Manager Angy Gemelli's way of advertising the appearance at his Chez Paree Club of the "beef trust" chorus of six.

### Palm Readers Sure-Fire

WHETHER patrons believe in the stuff or not, they are more prone to succumb to the intrigue of a handwriting analyst, or graphologist as they are known in the tonier joints, if the little announcement card on the tables do not go in for too flowery promises. Then one is likely to pass it up as "plain bunk."

One such female graphologist in a Broadway club is finding a decided increase in "victims" with her ultra-plain announcement cards and a message that promises only "an interesting reading—about your ability and personality" and then goes on to say that "there is no future or past in handwriting, just character."

### Swinging Carols Flops

CONSIDERING the sweep of the craze and the introduction of swingy arrangements in most every type of well-known music, we were very much surprised at the number of club owners who have confessed to us that the swinging of Christmas carols during the holidays was not as enthusiastically accepted as the owners had anticipated.

Maybe there is a limitation to this swing stuff after all and it would pay the proprietor to think twice before allowing themselves to become unwitting victims of adverse criticism.

## Nick Kenny Ams Dish Out Paid Show, Says TA

NEW YORK, Dec. 31.—Unfriendly relations between Theater Authority and Nick Kenny were intensified this week when Kenny's amateurs played a club date benefit which TA secretary, Alan Corelli, claims supplanted a paid show which had been booked for \$175. Kenny's office denied the accusation. Gold Williams Associates, which had had negotiations with the sponsor, the Young Folks' League of the Brooklyn Hebrew Home and Hospital for the Aged, say contracts for the \$175 show had not been consummated.

Matter came to the attention of Corelli thru complaint of Paul Bartels, who in a letter to Theater Authority, reports having been booked by David Samuels, of the GWA office, and of having gone to the Hotel St. George on Christmas night, to be told his show had been canceled and that the Kenny show was in session.

Corelli's testimony adds that he had cleared the benefit only on condition that the club committee buy the Samuels show to supplement guest stars. Committee, Samuels and Bartels were together in the TA office when this ultimatum was handed down. TA had agreed to deduct the \$175 from the grosses before deducting its usual 15 per cent.

Kenny office contends they had had the date set a month and a half ago.

## Roxy, New York, Negotiating on Actors, Chorus

NEW YORK, Dec. 31.—The Roxy Theater management and the American Federation of Actors opened a series of talks Thursday which are expected to lead to an agreement unionizing its performers and chorus people.

It is understood that the AFA is asking for \$50 a week per principal minimum and \$40 for chorus people, along with restrictions on rehearsal time and rate for overtime rehearsals. Also involved is an AFA shop, ban on cancellations and other features of the AFA's standard contract form.

Irving Lesser and Jack Partington, representing the theater and also F&M, which produces the shows, have been conferring with Harry R. Calkins, AFA organizer.

Originally the AFA had opened negotiations with Warner's Strand, but Warner asked that the AFA meet representatives of all the Broadway houses in a group. This was done. The theater men then suggested that the AFA negotiate with each house separately, with the Roxy as the first one.

### Fay Plans Revue

NEW YORK, Dec. 31.—Another support may be added to the tottering structure of vaudeville if present plans of Frank Fay, former vaude star and lately of the movies, materializes. Arriving from the Coast next Tuesday, he will begin work outlining a revue-type presentation to be called *Fay's Vaudeville Show*. Show will be presented once every night and will be patterned after the familiar Sunday night concerts. Harry Delmar has been engaged to do the staging. Fay hopes to have his revue debut at the Cort Theater on or about February 1. To date Fay has propositioned George Jessel, Ethel Barrymore, the Demarcos and Maxine Sullivan to appear.

### Doc Howe Managing House

PORTLAND, Ore., Dec. 31.—Former manager of Fanchon & Marco shows, "Doc" M. D. Howe has been appointed manager of the Esquire Theater.

## Vaudeville Notes

GIL LAMB, closing the season at the Beverly Hills Country Club, Newport, Ky., goes to the State-Lake, Chicago, January 6, and follows with Akron and Toledo. . . . TEX RITTER, Monogram singing cowboy, starts a personal appearance tour this month covering the West and South. Tour begins in Oklahoma. . . . PANSY THE HORSE has been booked for four weeks at the Palace, Chicago, starting February 5. . . . LUCKY MILLINDER and band just got thru with a short for Mentone. Booked thru the Max Richard office, New York, which is also setting dates now for Midwest fairs for the Lew Rosenthal Enterprises. . . . HENRY SHEREK and CLIFFORD FISCHER sailed this week for Europe. . . . THE RADIO RUBES open a personal appearance tour at Kingston, N. Y., January 6, with dates thruout the State to follow. Set by Abe Feinberg, New York. . . . KENDALL CAPPS closed a full year's run in London and is set for the Scala, Berlin, with the new *Crazy Show* for the month of January. . . . COVINA ROLL DANCERS, a dance novelty based on a comic strip, is being handled for the theater dates by Bob Rosen, New York. . . . ROSENTHAL BROTHERS, Waterloo, Ia., bookers, leased the Capitol Theater in that city and report that they will remodel at a cost of \$25,000.

ALEX GERBER'S unit goes into the Oriental, Chicago, week of January 20. . . . IDA ROSE, line producer at the Rialto, Chicago, is doubling in the Balaban & Katz production department in that city, putting in shape a unit for outlying B. & K. houses.

ANDREW SISTERS have landed the Phil Baker WABC commercial Sunday nights. Also do a guest on the CBS Swing show January 7. . . . JULIAN FUHS, who recently came to this country from Europe, opened Friday as musical director of the Majestic, New York, straight vaude venture. . . . CHARLIE JORDAN, formerly of Jordan and Woods, is doing a new four-people comedy turn in and around New York.

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

**A**

A. B. C. Trio (Paradise) NYC, nc.  
 Abbott, Hal & Honey (Hollywood) NYC, re.  
 Adler, William (Cafe Louis XIV) NYC, re.  
 Adrian, Iris (Leon & Eddie's) NYC, nc.  
 Alene & Evans (Drake) Chi, h.  
 Allen & Kent (Colonial) Dayton, O., t.  
 Allen, Arlene (Village Cellar) NYC, nc.  
 Allen, Roberta (McAlpin) NYC, h.  
 Allen, Beverly (Palmer House) Chi, h.  
 Allen, Vicki (Blackhawk) Chi, nc.  
 American Gauchos, Seven (Shubert) Cincinnati, t.  
 Ames & Arno (Hollywood) NYC, nc.  
 Anderson, Helena (Midnight Sun) NYC, nc.  
 Andre, Julia (Crisis) NYC, nc.  
 Andre & Michel (Hi-Hat) Chi, nc.  
 Andrews Sisters (Paramount) NYC, t.  
 Arden, Elaine (RKO Boston) Boston, t.  
 Arden's, Don, Artist Models (Lookout House) Covington, Ky., nc.  
 Armstrong, Maxie (Ernie's) NYC, nc.  
 Armstrong, Harry (Diamond Horseshoe) NYC, nc.  
 Arren & Broderick (Earl Carroll's) Hollywood, nc.  
 Ails, Roscoe (Bandbox) NYC, nc.  
 Austin, Gene, & Co. (Earle) Phila, t.

**B**

Bacon, Faith (Midnight Sun) NYC, nc.  
 Bailey Sisters (Palmer House) Chi, h.  
 Bailey, Mildred (Famous Door) NYC, nc.  
 Bain, Donald (Cox) Cincinnati 2-4, t; (Hanna) Cleveland 5-7, t; (Cass) Detroit 9-14, t.  
 Baker, Bonnie (Palmer House) Chi, h.  
 Ballero, Mark (Continental) Miami, nc.  
 Banjo Bernie (Plantation) NYC, nc.  
 Banks, Sadie (Old Roumanian) NYC, nc.  
 Barbarino & Pams (Edgewater Beach) Chi, h.  
 Barclay, Dick & Evelyn (Freddie's) Cleveland, nc.  
 Barker, Frederica (Armando's) NYC, re.  
 Barrett, Sheila (El Rio) NYC, nc.  
 Barrie, Gracie (Chez Paree) Chi, nc.  
 Barrie, Mickey (Mother Kelly's) Miami Beach, nc.  
 Bartell, Lee (Hi-Hat) Chi, nc.  
 Barth, Ruby (Yacht) NYC, nc.  
 Barty, Billy (Colonial) Dayton, O., t.  
 Bates, Lulu (Diamond Horseshoe) NYC, nc.  
 Batson, Dr. L. (Zimmerman's) NYC, re.  
 Beaucaire, Pierre (Monte Carlo) NYC, nc.  
 Behan, Arthur (Gay Nineties) NYC, nc.  
 Bell's Hawaiian Follies (Rialto) Durham, N. C., 3; (Imperial) Greensboro 4; (State) Salisbury 5; (Broadway) Charlotte 6-7, t.  
 Belmont Bros. (New Penn) Pittsburgh, nc.  
 Bemis, Beverly (Bal Tabarin) San Francisco, nc.  
 Ben & Grey (Nereto Club) Phila, nc.  
 Bennet, Ethel (Old Roumanian) NYC, nc.  
 Berle, Milton (Chez Paree) Chi, nc.  
 Berman, Herman (Roumanian Village) NYC, nc.  
 Bernard, Freddy (Bedford Rest) Brooklyn, nc.  
 Bernie, Al (Chicago) Chi, t.  
 Birse, Daria (Russian Kretchma) NYC, re.  
 Blackstone (Albee) Providence, t.  
 Blaire, Dorothy (Hungaria) NYC, re.  
 Blue, Ben (Riverside) Milwaukee, t.  
 Bo Brummels, The (International) NYC, nc.  
 Boaz, Jean (Alms) Cincinnati, h.  
 Boice & Ladd (Oriental) Chi, t.  
 Bolton, Jean (Royal Palm) Miami, nc.  
 Bonner, Carl & Leonne (Copacabana) Rio de Janeiro, nc.  
 Borden, Sylvia, & Co. (Pal.) Chi, t.  
 Borg, Igna (Colosimo's) Chi, nc.  
 Bourbon, Ray (Rendezvous) Hollywood, nc.  
 Bouvier, Yvonne (St. Regis) NYC, h.  
 Bowes, Major, Swing Unit (Lyric) Indianapolis, t.  
 Brander, Margot (Diamond Horseshoe) NYC, nc.  
 Brigode, Ace, & Band (Aragon) Cleveland, h.  
 Brock, Heine (Pan-Pacific Rink) Los Angeles, a.  
 Brown, Jimmie (Commodore) NYC, h.  
 Brown, Ralph (Kit Kat) NYC, nc.  
 Brown, Johnny (Crisis) NYC, nc.  
 Brown, Evans (Red Gables) Indianapolis, nc.  
 Bruce, Carol (Casa Manana) NYC, nc.  
 Burke, Johnny (State-Lake) Chi, t.  
 Burns, Kathleen (Crisis) NYC, nc.  
 Burton, Mary (Top Hat) Union City, N. J., nc.  
 Byrnes & Swanson (Hungaria) NYC, re.

**C**

Calloway, Hazel (Plantation) NYC, nc.  
 Calloway, Cab, & Orch. (Cotton Club) NYC, nc.  
 Calvin, Al & Margie (Palomar) Seattle, t.  
 Cameron, Buddy (Maple Grove) Huntsville, Ala., nc.  
 Campbell's Trio (Santa Rita) Tucson, Ariz., h.  
 Carlile, Chas. (Capitol) Washington, D. C., t.  
 Carlton, Charlotte (Swing) NYC, nc.  
 Carpenter, Imogene (Weylin) NYC, h.  
 Carr, Billy (606 Club) Chi, nc.  
 Carr, Alexander (Roumanian Village) NYC, nc.  
 Carter & Bowie (Barney Gallant's) NYC, re.  
 Carter, Betty (Jimmy Kelly's) NYC, nc.  
 Carlos & Carito (Havana-Madrid) NYC, nc.  
 Carpenter, Thelma (Black Cat) NYC, nc.  
 Carroll & Coquettes with Kay Hamilton (Paramount) Springfield, Mass., t.  
 Carer, Charles (Village Barn) NYC, nc.  
 Casa Loma Orch. (Paramount) NYC, t.  
 Cass, Owen & Topsy (RKO Boston) Boston, t.  
 Cassandra (White) NYC, h.  
 Century Dancers, Twelve (Century) Baltimore, t.  
 Cerf, Alyce (Hollywood) NYC, re.  
 Chaney & Fox (Ambassador) NYC, h.  
 Charles & Barbara (Royal York) Toronto, Ont., h.  
 Chase, Chaz (International) NYC, nc.  
 Cherney, Nat (Hi-Hat) Chi, nc.  
 Chiquita (Bedford Rest) Brooklyn, nc.  
 Claire, Jean (Piccadilly) NYC, h.  
 Clare, Peggy, Skaters (Edgewater Beach) Chi, h.  
 Clarissa (Midnight Sun) NYC, nc.  
 Cleary, Michael (La Cava) NYC, re.  
 Clifford, Pete (Swing) NYC, nc.  
 Cobey, Lew (White) NYC, h.  
 Co-Eds, Four (State-Lake) Chi, t.  
 Collegians, Four (College Inn) Chi, nc.  
 Collette, Joan (606 Club) Chi, nc.  
 Colligan, Bill (Crisis) NYC, nc.  
 Collins & Peterson (Colonial) Dayton, O., t.  
 Collins, Larry (RKO Boston) Boston, t.  
 Collins & Beasley (Plantation) NYC, nc.  
 Coloma, Aurelia (St. Moritz) NYC, h.

# Acts-Units-Attractions Routes

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

## EXPLANATIONS OF SYMBOLS

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

Comstock, Frances (Le Mirage) NYC, re.  
 Connors, Jack (Onyx) NYC, nc.  
 Continentals, Three (La Marquise) NYC, re.  
 Cooper & Dixon (College Inn) San Diego, Calif., nc.  
 Coralli (Bublichki) Hollywood, nc.  
 Corlies & Palmer (Queen Mary) NYC, re.  
 Corvino & Ardella (Exposition Hotel) Aurora, Ill., h.  
 Crane, Gladys (Maxim) Bronx, NYC, nc.  
 Crane, Ford (Leon & Eddie's) NYC, nc.  
 Cromwell, Ann (Club Cercle) Hollywood, nc.  
 Crosby, Bob, & Orch. (Stanley) Pittsburgh, t.  
 Cullen, Patricia (Ernie's) NYC, nc.

**D**

D'Amore, Franklin (International) NYC, nc.  
 D'Avalos, Rodolfo (Versailles) NYC, re.  
 Daley, Cass (State-Lake) Chi, t.  
 Dale, Carlotta (Arcadia) Phila, nc.  
 Dandridge Sisters (Cotton Club) NYC, nc.

DeVore Sisters, Three (Shubert) Cincinnati, t.  
 D'Yvons, The (Continental) Miami, nc.  
 Diamond Brothers (Savoy) London, h.  
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.  
 Dixon, Alice (Kit Kat) NYC, nc.  
 Dominguez, Paquita (El Chico) NYC, nc.  
 Donahue, Al, & Band (Rainbow Room) NYC, nc.  
 Donnelly, Harry (Gay Nineties) NYC, nc.  
 Dorsey, Tommy, & Band (New Yorker) NYC, h.  
 Dorsey, Jimmy, & Orch. (Adolphus) Dallas, h.  
 Dorita & Valeroy (El Chico) NYC, nc.  
 Dosh, Freddy (Earle) Washington, D. C., t.  
 Dowling, Tom, & Sis (McAlpin) NYC, h.  
 Downey, Morton (Plaza) NYC, h.  
 Doyle, Buddy (Diamond Horseshoe) NYC, nc.  
 Dracken, Russell (Whirling Top) NYC, nc.  
 Drysdale, Grace (Waldorf-Astoria) NYC, h.  
 Duanes, The (Casa Cubana) NYC, nc.

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

Daniels, Jean (Plantation) NYC, nc.  
 Daniels, Betty (Tiny's) Mountain View, Calif., c.  
 Daniels, Muriel (Hungaria) NYC, re.  
 Daniels, Billy (Mammy's Chicken Farm) NYC, nc.  
 Dario & Diane (Casa Nazionale) Havana, nc.  
 Datsko, Yasha (Russian Art) NYC, re.  
 Davis, Dolly (Lexington) NYC, h.  
 Davis, Joan, with Si Willis (Pal.) Chi, t.  
 Dawn, Alice (Continental) Miami, nc.  
 DeCamp, Ronnie (Old Roumanian) NYC, nc.  
 De Flores, Felipe (Havana Madrid) NYC, nc.  
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.  
 Dean, Birdie (Royale Frolics) Chi, nc.  
 Deauville Boys (Top Hat) Union City, N. J., nc.  
 Debutantes, Sixteen (Strand) Brooklyn, t.  
 Dell, Helen (Bertolotti's) NYC, nc.  
 Denning, Ruth (Club 17) Hollywood, nc.  
 Delaney, Edith (Bedford Rest) Brooklyn, nc.  
 De Thury, Iona (Tokay) NYC, re.  
 Deslys, Leo (Le Mirage) NYC, nc.

Duke, Maralyn (Royal Palm) Miami, nc.  
 Dumont, Valerie (Jockey Casino) NYC, nc.  
 Duncan, Midget (Village (Frank's Casa Nova) Buffalo, nc.  
 Dunn, Jerry (Bungalow Cafe) Sacramento, Calif., nc.  
 Dunn, Vera (Maxim) Bronx, NYC, nc.  
 Duro, Fred (Brevort) NYC, nc.  
 Duval, Dorothy (Fountain Square) Cincinnati, h.

**E**

Edwards & Arden (Graemere) Chi, h.  
 Elite Trio (State-Lake) Chi, t.  
 Ellard, Jimmy (Indigo) Hollywood, c.  
 Elliman, Lois (Plaza) NYC, h.  
 Emma & Henry (International) NYC, nc.  
 Escorts, Three (Wayside Food Shop) W. Springfield, Mass., re.  
 Estelle & Leroy (New Yorker) NYC, h.  
 Everetts, The (New Town Casino) Miami Beach, nc.

**F**

Fagan, Nutsey (Village Nut) NYC, nc.

Fanton, Joe, & Co. (Apollo) Dusseldorf, Germany, t.  
 Farrell, Jack (Minuet) Chi, nc.  
 Farrell, Bill (Place Elegante) NYC, nc.  
 Fawn & Jordan (Mayfair) Boston, nc.  
 Faye, Gladys (Jimmy Kelly's) NYC, nc.  
 Fears, Kay (Diamond Horseshoe) NYC, nc.  
 Fears, Peggy (Casa Manana) NYC, nc.  
 Feeley, Mickey (Boulevard Tavern) Elmhurst, L. I., nc.  
 Feeley, Lois (Bungalow Cafe) Sacramento, Calif., nc.  
 Fellows, Midgie (Strand) Brooklyn, t.  
 Fern, Pearl, & Co. (Algeo) Toledo, h.  
 Fern, Vera (Village Barn) NYC, nc.  
 Fink, Henry (Ike's Chop House) NYC, re.  
 Piske, Dwight (Savoy-Plaza) NYC, h.  
 Fitzgerald, Lillian (Plantation) NYC, nc.  
 Flash, Serge (Hollywood) NYC, nc.  
 Flippin, Jay C. (International) NYC, nc.  
 Flores, Felicia (Cuban Casino) NYC, nc.  
 Florian, Jean (Riverside) Milwaukee, t.  
 Forbes, Marla (Chez Firehouse) NYC, nc.  
 Forrest, Helen (Lincoln) NYC, h.  
 Foster, Gae, Girls, 16 (Earle) Washington, t.  
 Foy, Boy (Chicago) Chi, t.  
 Fox, Dorothy (New Town Casino) Miami Beach, nc.  
 France & La Pell (State-Lake) Chi, t.  
 Frances, Emma (Diamond Horseshoe) NYC, nc.  
 Francine, Anne (Le Coq Rouge) NYC, re.  
 Franklin, Cass (Hollywood Beach) Miami, h.  
 Frazee Sisters (Buffalo) Buffalo, t.  
 Frederick & Yvonne (Blackhawk) Chi, nc.  
 Fredericks, Charles (Midnight Sun) NYC, nc.  
 French, Eleanor (Ambassador) NYC, h.  
 Frost, Jack (Indigo) Hollywood, c.

**G**

Gale, Judith (Fifth Ave.) NYC, h.  
 Garber, Jan & Band (Blackhawk) Chi, re.  
 Gardner, Grant & Ellen (E. K. Fernandez Revue) Honolulu.  
 Garland & Marla (Park Central) NYC, h.  
 Gauchos, Three (Gaucho) NYC, nc.  
 Gaynes, Leila (Club 18) NYC, nc.  
 Gearhearts, Three (Colosimo's) Chi, nc.  
 Ghezis (Paramount) Springfield, Mass., t.  
 Gibson Girls, The (College Inn) Chi, nc.  
 Gibson, Virginia (885 Club) Chi, nc.  
 Gilbert, Gloria (Capitol) Washington, D. C., t.  
 Givens & Karol (Wivel) NYC, re.  
 Glover & Lamae (Copacabana) Rio de Janeiro, nc.  
 Goman, Bea & Roy (Village Casino) NYC, nc.  
 Gonzales & Menen (McAlpin) NYC, h.  
 Gordon, Paul (Strand) Brooklyn, t.  
 Gower & Jeanne (Palmer House) Chi, h.  
 Grace & Nikko (International) NYC, nc.  
 Graffoller, Frenchy, & Orch. (El Tivoli) Dallas, nc.  
 Grauer, Bernie (Gay '90s) NYC, nc.  
 Gray, Jack (Park Lane) NYC, h.  
 Green, Al (Pioneer Nut) NYC, nc.  
 Green, Bennett (Mother Kelly's) Miami Beach, nc.  
 Grey, Betty (Bismarck) Chi, h.  
 Grey, Alycia (Town Lounge) Hollywood, nc.  
 Griffith & Wells (Limehouse) Chi, nc.  
 Grogan, Willie (18) NYC, nc.  
 Guy, Barrington (Plantation) NYC, nc.  
 Gyldenkrone, Baron (Wivel) NYC, re.

**H**

Haakon, Paul (Casa Manana) NYC, nc.  
 Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.  
 Hale, Johnny (New Town Casino) Miami Beach, nc.  
 Hall, Frank (Palumbo's) Phila, re.  
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.  
 Handy, W. C. (Cotton Club) NYC, nc.  
 Hank the Mule (New Town Casino) Miami Beach, nc.  
 Hanson, Bill (Ernie's) NYC, nc.  
 Harold & Lola (International) NYC, nc.  
 Harrington, Pat (Club 18) NYC, nc.  
 Harris, Val (Indigo) Hollywood, c.  
 Harris & Howell (Strand) Brooklyn, t.  
 Harris & Shore (Radio City Rainbow Room) NYC, nc.  
 Harrison, Spike (Gay '90s) NYC, nc.  
 Harvey, Sharon (Hungaria) NYC, nc.  
 Haynes, Bill (Town Lounge) Hollywood, nc.  
 Hayward & Allen (Le Ruban Bleu) NYC, nc.  
 Hayworth, Seabee, Revue (Louisburg) Louisville, N. C., 3; (Carolina) Burlington 4; (Roanoke) Roanoke, Va., 5-7; (Paramount) High Point, N. C., 8, t.  
 Heidt, Horace, & Band (Biltmore) NYC, h.  
 Herbert, Florence (Queen Mary) NYC, re.  
 Herrera, Armanda (Bamba) Hollywood, nc.  
 Higgins, Peter (Park Central) NYC, h.  
 Hill, Florence (Plantation) NYC, nc.  
 Hilliard, Jack (Royale Frolics) Chi, nc.  
 Hoctor, Don & Betty (Biltmore Bowl) Los Angeles, nc.  
 Hodges, Joy (Tower) Kansas City, Mo., t.  
 Holbein, Rolf (Riverside) Milwaukee, t.  
 Holder, Roland (Kit Kat) NYC, nc.  
 Holland & Hart (Earle) Washington, D. C., t.  
 Hornaday, Frank (Earle) Washington, D. C., t.  
 Hourckle, Johnny (Bal Tabarin) NYC, nc.  
 Houston & Harden (Stevens) Chi, h.  
 Houston, Elsie (Le Ruban Bleu) NYC, nc.  
 Hoveler, Winnie, Girls (Harry's New York Cabaret) Chi, nc.  
 Howard, Shemp (Stage 1) Hollywood, nc.  
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
 Howe, Harold (Colonial) Dayton, O., t.  
 Hoysradt, John (Chez Firehouse) NYC, nc.  
 Hubert, John (Fifth Ave.) NYC, h.  
 Hunter, Alberta (Tony's) NYC, nc.  
 Hutchinson, Hal (Biltmore) NYC, h.  
 Hutton, Ina Ray, & Band (Chicago) Chi, t.  
 Hutton, Marian (Paradise) NYC, nc.

**I**

Ice Follies of 1939: Philadelphia 2-8.  
 Iles, Stephen (Gay Nineties) NYC, nc.  
 Irving, Jack (Club Alabam) Chi, nc.

**J**

Jackson, Jigsaw (Cotton Club) NYC, nc.  
 Jackson, Harry (Paradise) NYC, nc.  
 Jackson, Connie (Plantation) NYC, nc.  
 Jai-Le Ta (Club Nomad) Atlantic City, N. J., nc.  
 Janet of France (Janet of France) NYC, re.  
 January, Pepper (Hollywood) NYC, re.  
 Jarvis, Johnny (Fifth Ave.) NYC, h.  
 Jarvis, Sam (St. Regis) NYC, h.  
 Jayne, Estelle (Fifth Ave.) NYC, h.  
 (See ROUTES on page 55)

## New York Critics' Consensus On Return of 3-a-Day Vaude

NEW YORK, Dec. 31.—Below is a consensus of New York's first-string dramatic critics on the return of three-a-day vaude to New York presented by Kurt Robertschek at the Majestic Theater last night. While the general criticisms of the show are mixed, it was the unanimous opinion that the outstanding acts were those of the Weire Brothers and Molly Picon. Al Trahan also drew critical raves from the majority of the drama morticians. All of them also deplored the dearth of originality in the comedy material.

Brooks Atkinson, *The New York Times*: *It's vaudeville, all right. After a dull and talentless beginning, the show that opened at the Majestic last evening catches up with the Weire Brothers—it is easy to recognize them as perfect vaudevillians—fast, expert and vastly amusing. Vaudeville has one foot out of the grave, but the other one still sleepeth.*

Burns Mantle, *The Daily News*: *A program that is a third extraordinarily good and two-thirds pretty common. Yet literally thousands of playgoers who in the old days would have walked out on the two-thirds sat so enraptured thru the other third, and laughed so heartily, there must be some reason for the reaction. But the good features—are so very good that they make up for the rest, and your money, grading down from \$1.10 is—pretty well spent.*

Richard Watts Jr., *The Herald-Tribune*: *It shows vaudeville standing just about where it was 10 years ago. Things are at their most satisfactory.*

Robert Coleman, *The Daily Mirror*: *Vaudeville marches on, boasts abundance of sock talent, but it needs some judicious pruning. The first-nighters liked it a lot and rocked the Majestic's sturdy rafters with their applause.*

Richard Lockridge, *The Sun*: *The show, which is a bit too long, runs over two hours and something happens every minute. This . . . rather puts it up to the vaudeville lovers on whom Mr. Robertschek is betting. . . . The bill, like all vaudeville bills, runs up and down, now brightly good and now . . . pretty awful.*

Arthur Pollock, *The Brooklyn Eagle*: *There was evidence last night that Mr. Robertschek's notion of giving the public vaudeville once more may bring him profit. His first audience found frequent reason for enthusiasm.*

John Anderson, *The Journal-American*: *As a former addict of the lamented Palace, I must admit that I am not one to take vaudeville back on any terms. When it was good, it seemed a fine thing, and if it wants to come back I suggest that it drop those old jokes and maybe all will be forgiven. . . . It would be great, I think, to have vaudeville restored to Broadway, and I pray that Mr. Robertschek will be able to do so. I feel sure there are plenty of eager patrons, as his amiable audience showed last night.*

John Mason Brown, *The New York Post*: *The sad truth is that Mr. Robertschek's first program is a pretty dreary and a dull affair.*

Robert Rice, *The Morning Telegraph*: *To Miss Picon for her song impressions. . . . To the Weire Brothers for an act which will probably land them in Hollywood. . . . To Fats Waller, who is almost the best piano player extant, three cheers. To vaudeville and its array of uninspired virtuosos a short life and I hope a merry one.*

F. T. F., *The World-Telegram*: *We should like to give vaudeville a better mark on its report card, but Mr. Robertschek should have put together a better show.*

Majestic, New York

(Reviewed Friday Evening, December 30)

The nation's only straight vaude policy got off to a good start tonight. The three-hour show is no \$3.30 revue, but for the 50 cents to \$1 scale it's a real bargain.

It took Kurt Robitschek, a European, to come here and convince Americans that the straight vaude idea still has plenty of followers. Judging from the friendly, enthusiastic first night audience and the surprise advance sale, a lot of people are eager to patronize straight vaude.

The house seats 1,700, and three shows a day means it can handle more than 35,000 people a week. The house can gross more than \$25,000 a week.

Opening bill employs 26 performers and 12 musicians and ran too long, but the usual trimming should take up the slack and make it even more enjoyable than it is now. Altho Robitschek employs no elaborate production effects, he has added some smart touches that take the bill

out of the conventional class. He has three mistresses of ceremonies—which is a distinct novelty—and has also interspersed a couple of sketches. The opening is novel, but the finale certainly could be more rousing. There is practically no scenery used and the lighting needs improvement. The music was hardly perfect.

The mistresses of ceremonies introduce the acts in rhyme, another novelty, but neither Marianne Mosner nor Vera Nargo do anything except with their lines. They're beauties, however, and displayed a handsome wardrobe. Cinda Glenn, the main enser, scored easily. She is a vital, dynamic redhead who gave life to poor talk material and then socked herself across with her unusual novelty contortionistics. Frank Galen and Abe Burrows wrote some of the special songs and material, but reveal no unusual flair.

Outstanding is Molly Picon, whose four

song impersonations comedy numbers held the audience spellbound. She is a fine performer and adept at weaving the ludicrous with the tragic. Abe Ellenstein led the orchestra during her turn. Al Trahan socked over his standard piano comedy act, assisted by blond Sandra Lynde, but stayed on too long. He has a couple of new bits in the act.

The Wiere Brothers, three, billed as Europe's foremost comedians, were a distinct delight and gave the bill its first shot in the arm. They are original and uncork a surprising series of silly dancing, mugging, pantomimic and mauling bits that kept the audience roaring. A show-stop. Eddie Garr also pleased mightily, offering his impersonations, gags and sure-fire bits such as the drunk, etc. Show-stopped, too.

Don and Bud Gilbert, young equilibrists, drew heavy applause and an encore call with their swell gymnastic stunts. Bernice Stone made a solid impression with her fast, novel acrobatic dancing. Mark Plant, tall and handsome, sang a few special numbers but failed to impress. Fats Waller, at the piano, and Myra Johnson, singing, combined to make the jitterbugs happy. Fats is an outstanding jazz pianist and personality, and Miss Johnson makes a perfect partner, especially at light comedy song numbers.

Herma, displaying a distracting gorgeous figure, and Frederico Novello, working atop a ladder, offer an interesting novelty in which a dog climbs the ladder. The Five Jansleys run thru their usual sock Riskey stunts and then climaxed with amusing comedy when they balanced Picon, Trahan and Glenn.

A special number presents a batch of youngsters as *Youth, 1939*. White and Manning, doing comedy ballroom, fared the best. Blond and shapely June Hart did okeh with tap on toe. Mei Toy, Chinese girl, started off with Chinese singing and then swung out with *A Tisket*. A novelty. Brunet June Boyd held attention with a xylophone and tap combo act. Gloria Rich, young and cute accordionist, did a fair number. Earl MacDonald worked in a couple of sketches and handled his lines well.

Opening bill is called *Vaudeville Marches On* and new bill, *Laughter Over Broadway*, is to open January 15. Policy will be changed every second week. Julian Fuhs leads the orchestra. *Paul Denis*.

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Vaudeville Reviews

The Vagabond King she projected effective salesmanship.

Johnny Burke with his monolog on the last war still remains bright humor despite its age. It is his droll delivery and general picture of the doughboy skit that puts him over with a bang. France and La Pell close with a precariously perch act. Use three types of poles and on each display thrilling feats. Spanish musical background and costumes lend Latin atmosphere to the finale.

Al Kvale leads the house band and emcees the show. Business pretty good first evening show opening day. On screen, Columbia's *Crime Takes a Holiday*. Sam Hontigberg.

Loew's State, New York

(Reviewed Thursday Evening, Dec. 29)

Paul Whiteman, jazz classician who occasionally invades the sanctity of Carnegie Hall, has the stage here this week. Whiteman has been around a long time and needs no orchids, but judging by audience reception he is in no danger of losing his niche.

Band delivered solidly, drawing plenty of material from standard selections as well as current pops. Outfit, of course, featured its notable instrumentalists, including Jack and Charlie Teagarden, Al Gallodoro, Mike Pingitore, the Swinging Strings and Goldie, comedy trumpeter. Roy Bargy, ace pianist, was on hand, but did not get a special spot.

Whiteman's singing contingent was strong, Joan Edwards performing with sparkling freshness. Like Whiteman's new male vocalist, Clark Dennis, Miss Edwards has beautiful enunciation. Her tunes were well chosen and varied in style, including *You Go To My Head*, *Small Fry* and *Oh, Where Is My Little Dog Gone*. Girl has expression and versatility. Dennis, a radio singer, has volume, excellent quality and control. He is a valuable acquisition.

Four Modernaires, harmony group with a flair for mugging and hoke, clicked with *Ferdinand* and *Piper's Son*. Goldie, comedy trumpet, came in on this session to take one of the biggest hands with a nut dancing session. Other instrumentalists who scored heavily were Mike Pingitore, banjoist, and Gallodoro, sax, and Sax-Soc-tette, eight woodwinds.

Les Leiber, young lad, added some novelty, playing two 10-cent piccolos simultaneously.

Pic, *Young in Heart* (Selznick International). Packed house late show. Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Evening, December 30)

The new combination of eight acts of vaudeville and "B" pictures is clicking in this house, reopened by Balaban & Katz last week. New price lows of 25 cents matinees, 40 cents evenings and children 10 cents at all times will undoubtedly prove a strong drawing feature and should bring in many new flesh patrons. Just where the B&K bookers will dig up eight strong acts weekly is more than a minor mystery and will certainly be an added feather in their collective cap if they manage to come up with entertaining bills consistently.

The second bill, perhaps not as top heavy as the first, is good enough. It gets away with speed thru some fast acrobatic work by the Four Co-Eds, lively kids with flashy tricks in their routines, and by Le Paul, the personable card manipulator, who further holds up the honors with some masterful work.

Walker and Walker, colored boy and girl tap team, are on for a brief spell with machine-gunning routines. The boy stands out with a chair bit.

Cass Daley was a show-stopper with her clever and nonsensical comedy songs. She is funny and not offensive which makes her a good bet in both theaters catering to family trade and night spots. Opens with the zany *Spreadin' Rhythm Around*, has a clever satire using lines from various pop tunes and struts off with an "ants in pants" hilarity.

The Elite Trio did an impressive burlesque of a waltz which included several good legit tricks. The girl is a petite brunette and has a clean appearance. The men hoke the affair up with come-apart coats and familiar entanglements.

Lillian Roth is a bright personality and has a surprisingly good voice. She should concentrate on straight singing, however, as her comedy antics are comparatively below par. In such offerings as *I Married an Angel* and a medley from

Loew's, Montreal, Que.

(Reviewed Tuesday Evening, Dec. 27)

Always a prime favorite in this city, which can't be persuaded to part with its cash by anything less than a name, Harry Blackstone, maker of magic, tops the bill. He not only tops it, he begins it, dominates and ends it. And that isn't easy to do, even if it is your own show.

A better booking for this spot or time or both could hardly be envisaged. Moreover, besides drawing those followers of legerdemain who are legion, he's up at dawn to stage a run of kid shows.

Latter feature is a big point in this town, which is in a province which won't allow youngsters under 16 to darken a movie theater's doors so long as a foot of celluloid is shuttling thru the projector gates. Morning shows like Blackstone's will doubtless help the present drive here on everybody's part to convince the politicians that kids are starving for diversion.

More compact, even the bigger, than his previous productions locally, Blackstone's revue runs a bit better than an hour and never lets down. Moreover

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he's on the boards himself for the larger chunk of that period, doing wonders with everything from colored hamdarkerchiefs to an Arabian charger, used in a disappearing illusion.

Another highlight of a swell spectacle is Blackstone's version of sawing a woman in two. He's improved this number a lot, too; the sawdust isn't in evidence and the contraption itself is an imposing piece of machinery that reminds one of certain rearmament program. There are other tricks, big and little, good and bad, but it's tough to recall 'em. That's the chief virtue of this show; it moves, mystifies and satisfies—and you can't remember much after.

On the screen, *Five of a Kind*, with the Dionne kids. *De Conlay.*

### Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 30)

Not to be outdone by the avalanche of talent in the around-the-corner State-Lake, the Jones, Linick & Schaefer house patched together another lavish bill for the New Year week trade. Management prefers to call it *Casa Continental*, as good as almost any other title, using 12 showgirls in addition to its line and seven acts.

Opening is dipped in Spanish atmosphere, the tall beauties parading to the Latin rhythms tenored by Dick Schreiber with the 16-girl line topping the spec with a flashy tambourine routine. Schreiber has a full, pleasing voice and a sharp delivery.

Sonny and Sonny, two swing tappers from Harlem, do all and more expected of a colored team. While the act on the whole is not polished, some of their individual steps rate top applause. Boice and Ladd, comedy team, still use their old talk routine and the lines are plenty weak. What semblance of quality is to be found in their act is recognized in Tommy Ladd's fine vocal rendition of *Trees* and their closing toast song.

Another showgirl parade introduces Kamia, nude, in a design she prefers to call *The Dance of the Seven Sins*. It is a daring disrobing display, lengthy and rather out of place in a family house. While not performed distastefully, it is a routine for the theater-restaurant trade.

Bee Kalmus, blues singer, has a good sales personality that is marred by the abundant activity of her hands. A more reserved style will go a longer way in selling her selections, particularly since she has a fair enough voice and delivery. Opened with *Pocketful of Dreams* and continued with a special Irving Berlin medley (not new anymore) and a composite picture of stars recognized by famed tunes.

Buster West and Lucille Page precede Miss Kalmus with a somewhat altered act that has a little more talk and employs the services of a straight man (Chick Gagnonn). West's eccentric and hilarious dancing and Miss Page's fine acrobatic work still remain the highlights, however. Comedy and dancing went over big.

Borrah Minevitch's Harmonica Rascals were the other comedy stronghold, the act punctured with laughs. The bits are clean and well timed. The little fellow with the big nose, the funniest in the lot, rates billing. The boys apparently didn't have time to stay on longer for some straight harmonica work due to the length of the show, a feature, however, that should not be neglected regardless of the length of the act. They are recognized as capable harmonica artists and the audience is expecting to hear a tune or two sans nonsense.

A typical, gay New Year's finale brings out the girls in a novel inflated balloon number. On screen, *Tarnished Angel* (RKO-Radio). Business big first show opening day. *Sam Honigberg.*

### Radio City Music Hall

(Reviewed Thursday Evening, Dec. 29)

In deference to the New York World's Fair, the Music Hall is offering for the New Year revelers *Dawn of a New Day*, which calls into action all the mechanical greatness of this stage. Its certainly an eye-filler for both local hicks and visiting sight-seers.

Opens with the pit symphony on stage, paying tribute to Jerome Kern with a medley of his more popular tunes. Fair symbols and colors prevailed thruout the short but spectacular production. (Time: 35 minutes.)

The Glee Club displayed an unusual degree of animation, actually enhancing their musical renditions in a sedate jam session climaxed by Whitey's Jitterbugs. Four Negro teams put on a successful precision variation which helped lift

them from a monotonous category.

Corps De Ballet, featuring attractive Jeanne Devereaux and Jane Sproule, pepped things up a bit to the accompaniment of spirited bits including the *Yankee Doodle*. Toe work of whole company was a thing to behold.

Each unit was heralded with an elaborate fanfare of gongs and bells, and entered the scene from the pit, remaining in tier formation on the stage until the finale.

Before the Rockettes tapped new dances by Gene Snyder, the Les Juvelys awed the trade with neat and skillful balancing numbers. As an act, Les Juvelys outstripped anything else on the program, but the show was meant to promote World's Fair. It did. *Sylvia Weiss.*

### Keith-Boston, Boston

(Reviewed Monday Evening, Dec. 26,

Vaudeville returned to Boston Christmas Day and its comeback was at a Keith house, the 3,500-seat Keith-Boston, where four capacity houses on the holiday and nearly as many on the following day loudly applauded and welcomed the return of flesh. Division Manager Charles Koerner stated that it would be the policy of the Keith-Boston to present one headliner and five other acts, with newsreels and double features.

Lillian Carmen headed the opening-day bill and offered a repertoire of songs, new and old, done in modern rhythm. Proved a decided hit with opening-week audiences; her vocal excellence was on a par with her pulchritude.

Also from Broadway is Emmett Oldfield, who presented a unique comedy turn. One of the real successes of the premiere.

Harris and Howell, steppers from Harlem, offered many new dance steps, with the Gray Sextette following in several original dance routines. An added feature was Hank Ladd, formerly on the air as Beetle, the Phil Baker stooge. Ladd acted as emcee.

On the screen are *Crime Takes a Holiday* and *The Little Adventuress*.

If the opening week's reception is to be accepted as a criterion, vaude is on its way back in the city where it was born. *Floyd L. Bell.*

### Orpheum, Los Angeles

(Reviewed Wednesday Evening, Dec. 28)

Opening act this week found the Keen Twins doing some tumbling tricks that had the crowd on the edge of their seats. The four performers know their showmanship angles and got a nice hand.

Billed as Edgar Bergen's only rival, Paul Winchell does a ventriloquist turn with a dummy that is tops. How Winchell works up a sneeze and makes it appear as if it's coming from the dummy is hard to figure out. The best bit was the scrambled nursery rhymes. Burns, Moriarity and Dell, two males and a femme, do some fancy stepping. Attired in evening clothes the act has a flash that is pleasing to the eye.

Ted Leary comes back to the Orpheum this week in his role of emcee. He does a creditable job and seems to be the best crowd pleaser since the days when Wally Vernon held down the spot. Leary does an act in one also. Some clever gags with a finish of his *Doughnut Dunkin'* done to the tune of *Tipi Tipi Tin*.

Top act on the bill was the Great Lester. Act opens with Lester doing magic trick while balanced on slack wire. Lester has a glib tongue and each trick is connected with a story in some way that seems to give the act greater continuity than most. Climax was sawing a woman in half, but this time with a buzz saw. Good performance thruout.

Dare and Yates did a comic hand-balancing act in which they twisted each other into pretzel-like shapes. George Givot came out in one and gave his standard act. His material was somewhat on the raw side, but the crowd seemed to like it.

Closing was an animal act, *Jungle Pals*. An elephant, camel, pony and dog. Routine stuff save for bit when the femme trainer had the elephant lie across her body without touching her.

House packed at this performance. Biz on the upswing here. *Dean Owen.*

### New Club in Seattle

SEATTLE, Wash., Dec. 31.—Opening in time for the holiday rush was Le Chateau, four miles north of the city limits on the Everett highway. With music by Gene Coy's 14 Black Aces, an all-colored revue has Gibson and McDonald, taps. Frank Manns is emcee. Other performers are Tony Anthony, singer, and Prince Marko, magician and fire eater.

## New Act Review

### Ethelind Terry

(Reviewed at Benny the Bum's, Philadelphia. Style—Singing.)

This former Ziegfeld Follies star is making a comeback via the night club trail. Still a looker and with good pipes, she's a natural for the class spots.

Miss Terry has just returned to this country from an extended tour of Australia. With a pleasing manner, a mobile face, she was socko in putting over musical comedy numbers that put her on top. When caught, she sang a medley of light opera airs plus a couple of modern favorites.

Was handicapped a bit by the small house. *Shultz.*

## Review of Unit

### "Stars Over Broadway"

(Reviewed at the Palace Theater, Akron, O., Sunday Evening, December 25)

Count Berni Vici, who defines revue showmanship as feminine beauty and abundant stage decoration, puts forth his best efforts in his new unit.

The count's large company pleases the eye with girls, lights and colors, and the ear with music. He also tosses in a fair quota of laughs and thrills. Easily one of the best balanced units to play here this season; business was gratifying.

Specialty acts moves across the double-deck stage that the count keeps constantly changing from one extravagant setting to another—with occasional tableaux added to attract a few extra gasps. His production numbers are on par with any the Palace has had in couple of seasons. The opening number, Western scene, and Moloch scene, the bolero number, jewel number and the Southern melodies finale are showman's gems. Using a two-level stage, with the beauties offered above the orchestra and the intimate numbers, comics and dancers before it, he gives you a fast-moving, beautiful and genuinely entertaining hour's show.

Ever devoted to the human form, particularly the undraped feminine, he has, however, in the main turned to the newer trend of clothing his girls in brilliantly colored, expensive costumes. Directing his own orchestra, Berni Vici offers an all-girl band that is competent in swing and in accompaniment.

Sam Schleppeyman, radio comic, is featured, offering a comedy patter that is well applauded and closing his act with a violin novelty. Roberta, a lovely eye-filler, presents the star dance, a neat turn in the undrape.

Acts include Lane and Lane; Larue and Carroil, a good adagio pair; Bill Guthrie, singer; Lenore O'Neal, and Esther Harsh, electric organ and swing harpist; Gene Gory, funny nut violinist; Gil Lamb, comedian and eccentric dancer; Tommy Sanford, harmonicist; Deconti and Romaine, another good adagio team, and others.

Screen entertainment, *Smashing the Spy Ring* (Columbia). *Rez McConnell.*

## Lipstone Goes To Paramount

CHICAGO, Dec. 31.—Louis Lipstone, head of the Balaban & Katz booking department here, was named musical director for Paramount Pictures this week, replacing Boris Morros, who leaves that post January 15. Lipstone, a former violinist, attained experience in the musical field with house bands in B&K theaters before becoming booking head. Lipstone returned from Los Angeles today, where he arranged the final details with Y. Frank Freeman, of Paramount. He will leave again as soon as a successor to his local post is named.

It is assumed that Nate Platt, manager of the downtown Balaban & Katz theaters, will pilot the booking department until a suitable head is signed. There is also a possibility that Platt may be on double duty for the time being.

### Kenmore, Boston, Opens

BOSTON, Jan. 2.—Starting as a picture house with the promise of vaude within a few weeks, the new Kenmore Theater opened Christmas night with the Morse Brothers and Rothenberg as owners and operators, George French as manager and Sidney Solomon as press agent.

The Kenmore is of the intimate type, seating an even 700, and built ideally for vaude.

### Straight Vaude, One Night

SEATTLE, Wash., Dec. 31.—With 25 turns and 75 performers in a host of vaude novelties and specialties, the first vaude show in a number of years was brought to the Moore, local playhouse, for New Year's Eve. No pictures.

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## Carroll's New Club Straightens Out Union Mix-Up

HOLLYWOOD, Dec. 31.—Imminent union troubles on the eve of its debut were staved off Monday when Earl Carroll made a last-minute capitulation to the demands of both the Screen Actors' Guild and the American Federation of Actors after the unions had threatened placing the \$500,000 Carroll theater-cabaret on the unfair list.

The agreement affected performers, stagehands, bartenders and kitchen workers. The musicians were not affected, as they had previously come to terms with Carroll.

Dander of the SAG and AFA was aroused when the unions were notified that Carroll had signed contracts with the 60 girls in his employ for a \$40-a-week salary and that they were obligated to kick back half of all moneys earned by them above the stipulated salary while with Carroll and for a year's period after they left his employ. Carroll contended that no provision for such a division was extant unless the girls earned over \$100. Union heads insisted that no contracts would be accepted that provided for any division of earnings by any of members.

Of the 60 girls employed by Carroll, 21 were members of SAG and several belonged to the AFA.

## Agents, Actors In Philly Feud

PHILADELPHIA, Dec. 31.—The feud between the local AFA and the EMA is scheduled for another blow-off. This time it's over the reappointment of Victor Girard, State enforcement officer for the booking agent law.

Girard, altho a Democrat, is being backed by Tom Kelly, AFA business agent here, who claims Girard has done a fine job to stop mixing and other evils in Philly.

Florence Bernard, EMA head, however, charges that Girard did nothing to stop chiseling bookers who thumbed their noses at the State law and refused to pay \$100 fee. She said he refused to enforce the law to stop out-of-town bookers from working here without Pennsylvania licenses.

## Fire at Republic, But Strip Tease Cools 'Em

NEW YORK, Dec. 31.—The quick-thinking actions of the burly company at the Republic Theater narrowly averted what might have been a panic among 600 spectators when smoke began to fill the theater and a fire raged in the basement, due to a leak in the oil heater.

When the fire spread upstairs and the Republic was full of smoke, the patrons began to squirm about in their chairs, Phil Bundy, comedian, rearranged his routine and gagged about the fire saying, "the smoke is getting a little thick here. You may not be able to see us, but you'll be able to hear us." Then he explained that there was no danger and that if everyone remained calm there would be no accidents.

So while Ruth Donald went thru a strip tease the patrons filed out of the house and had their admissions refunded.

## Lew Fine in Seattle

SEATTLE, Wash., Dec. 31.—Lew Fine is the new comedian at the State, burly house.

## Billie Bird Succeeds Railey

SAN FRANCISCO, Dec. 31.—Billie Bird has taken over the job of producing burlesque at the Liberty, bringing in a new line of girls. She replaces Jack Railey, who has gone east. Present cast of principals will remain.

Harry Farros, manager of the Liberty, has shelved idea of starting a chain of burlesque houses in Northern California. He had an eye on opening Sacramento and Oakland. Said the thing would be too much of a risk.

## Burlesque Reviews

### Minsky's Million-Dollar Pier, Miami Beach, Fla.

(Reviewed Saturday Evening, Dec. 24)

It's a fact! Art has entered Minsky's, this resort's only burlesque, which opened to a capacity house of oglers last night.

While hardened burlesquers will shudder at the thought, it may be added right here that the result is only an additional filip to the imagination. This is not the art that will detract from the hearty human flavor of the presentation, for it is not a purified show you see, but a more beautiful one.

The babes are the same—with a few attractive additions—but the costumes are new. The colors all match and blend. There is some attempt to put a red dress on a girl who looks well in that color—and a pink and apple green on a girl who can wear pink and apple green behind the footlights.

Eddie (Nuts) Kaplan is back and his entrance was greeted with cheers. Maxine Deshon stopped the show with her strip. The girl is a No. 1 teaser and does a terrific job. After three encores Maxine looked even more beautiful than when she first made her entrance.

A half-man, half-woman number by Jeanne Rochelle was excellently done. Miami audiences have only seen this once before here, at Bouche's Villa Venice, where it drew plenty applause. As Bouche doesn't seem to be south-bound this semester, the act will probably be "unique." Incidentally, the number is far more effective in Minsky's, as Bouche could go so far and no farther.

Comedians Stinky Fields and Shorty McAllister are okeh. Stuff is fast and—naturally—dirty. Audience consists of about 60 per cent women. Grand evening for grandma.

Audrey Allen staged the show.

Lee Simmonds.

### Casino, Toronto, Ont.

Show last week sets a new b.-o. high for pre-holiday season. Chuck Gregory really does a swell job presenting his line, well costumed, in a snappy routine seldom seen in burlesque. The 14 fluttering flames bring the house down in their Russian number.

Fifi D'Orsey holds the fans for 20 minutes with her sock act. Billed as the well-known radio, pic and stage star, she attracted plenty of space in the local sheets.

La Rose, striking brunet, cracked this audience with a neat display of disrobing. Kay Johnson and Kitty Ellis were also on the bill as peelers.

Bob Ferguson and Fay furnish the funny stuff. Bob is best in the bedroom scene. Not too much obscenity. This audience liked it.

Rhythm Boys, colored dance team, added attraction for this show, offered a bit of neat hoofing and didn't try to sing *Shoe Shine Boy*.

The flicker was Joe Penner in *Mr. Doodle Kicks Off*.

Art Woods.

# Burlesque Notes

(Communications to New York Office)

### New York:

CHARLES (RED) MARSHALL and Murray Leonard, with the closing of their Hirst Circuit show on the one-nighters January 4, open January 6 at the Rialto, Chicago, on the Midwest circuit thru Milton Schuster on a 12-week guarantee, large-salaried contract. Both were Hirst wheel features the last three years. . . . BOO LAVON and Billy Fields, of the same show, open January 9 at the Shubert, Philly, and Gladys McCormack January 11 at the Triboro here. . . . JIMMIE AMATO WHITE, Boston burly expert, was a visitor here for a day, December 28, with a rave about the lengthy stay and popularity of Mae Brown and Mandy Kay at the Columbia in Beantown. . . . HAZEL WALKER replaced Amy Fong at the Republic December 30, with Amy entraining for the Miami Beach Million-Dollar Pier, where she opens January 6. . . . ED DEVELDE'S Christmas greetings reveal the former burly straight now doing emcee at the Lamar Inn, Hattiesburg, Miss. . . . BETTY BROWN, former burly star, is now Mrs. Walter Layton, retired in Homelake, Colo.

ESTA ALJA, Gertie Beck, Snookie Woods, I. B. Hamp, Bobby Vail, Charles Evans, Eddie Yubel and Perry and Green compose the cast that reopened the Atlanta Theater, Atlanta, Ga., Christmas night under Jack Kane's supervision and with Jimmy Allatin number producer over a chorus of 20. Teddy Underwood is concession manager for Oscar Markovich. Latter reports a sellout for the first performance. . . . WALT STANFORD, comic, relieves Fred Walker at the Republic January 6. . . . NADINE MARSH, at the Republic, has been joined by sister, Annamae Blair, another principal, here from Buffalo to share Nadine's home in Hackensack, N. J., and to return to the New York stage. . . . KITTY ALLEN, new strip-teaser, talker and singer, opened at the Eltinge December 23 for a week's stay and then in two weeks to the Gaiety. . . . BENNIE LERNER, formerly a Dutch comic, is now a stage manager at the Eltinge and assisting in the bits.

LARRY NATHAN, manager of the Roxy, Cleveland, tells of how the *Yuletide Follies*, a Midwest circuit show, in December 23 week headed by Gloris Gayle and with Irene Cornell, Vilma Joszy, Joan Dare and Dolly Dawson, co-principals, together with the male part of the cast and chorus, were Christmas dined at the Back Stage Club by General Manager George Young, who, with Operators C. E. Flanagan and Warren Irons, also Christmas gifted every house employee. . . . NEW YEAR'S week the Roxy company had Jack LaMont and Harry Clellx, comics; Charmaine and Alvena, featured, and Marie Voe, George Kaye, Ceil Von Dell, Chick Hunter, Robert Quigley and Sally Stone. . . . BEVERLY CARR started number producing last week at Werba's, Brooklyn, and Triboro, Harlem, in place of Kenneth Rogers. . . . LUCILLE WRAE and Mary Joyce new principals at the Eltinge December 30. Exiting were Kitty Allen and Jean Caton. . . . JULIE BRYAN, of the Gaiety, enjoyed quite a real merry Christmas with a big win of \$350 on the horse, Kirmond, on December 23.

GLADYS CLARK opened the second week of renewed stock at Werba's, Brooklyn, Christmas Day. Co-principals were Al Golden Jr., Jack O'Malley, Irving Selig, Billy Wallace, Bunny Mitchell, Georgia Sothern, Margo Lopez, Eleanor Samuels, Yvonne and St. Clair and Rudy Horne. In the other rotating stock at the Triboro Winni Garrett replaced Boots Burns. . . . JUANITA BARRY doubled between a strip-tease specialty and the chorus at the Republic last week. . . . ROSE LA ROSE, back in town after a lengthy absence on the Coast and in the West, stayed a few days and turned right around and left. Reopened on the Midwest circuit December 30 in Cincy. . . . FRANK BRYAN is producing at the Palace, Buffalo, a Midwest circuit spoke, which had as a recent feature the *Black Panther Girl*. . . . JOAN WRAE, who spent almost three years in niteries as a nudist dancer following her first trip in burly at the Irving Place, is back with more interpretative dance routines in the Werba-Triboro stocks.

### Chicago:

OPENING BILL at the Empress, Milwaukee, booked by Milt Schuster, includes Gladys Fox, Mickie Dennis, Fred Neeley, Merrill Sevier, Frieda West and Buster Graves. . . . LOUISE MILLER, singer, returned to the Rialto. . . . MARY SUNDE opened a week at the Howard, Boston, January 1. . . . ROSE LA ROSE is picking up an additional eight weeks on the Midwest circuit, starting this week at the Gaiety in Cincinnati. . . . IRENE CORNELL and Gloria Gayle are new additions to the unit playing the Roxy, Cleveland, this week. . . . EDDIE INNIS, Coast comic who has been a juvenile on Midwest circuit shows, was tested out for a comedy assignment at the Rialto last week.

RED MARSHALL and Murray Leonard moved to the Midwest circuit, opening at the Rialto January 6. . . . THE DENOVE TWINS opened their burly engagement in that house last week.

### From All Around:

DE CARLOS AND GRANADA, society dance team, opened with Al Golden show last week at Gayety, Baltimore. Other newcomers were Leona Thurston, who was stripping on the Diamond show, and Billy Anselny, fresh from California. . . . JACK (TINY) FULLER, comedian, is currently on the Western wheel. . . . A doorkeeping record is claimed by JOHN KERNAN, who now holds that post at the Gayety, Baltimore. Kernan has been doorkeeping in that city for the past 30 years. . . . DAWSON SISTERS were among the attractions this past week at the Roxy Theater, Cleveland. . . . NED CRANE and wife passed thru Baltimore recently on their way to Miami, where they will produce for Weinstock. . . . FRANK AND WINNIE SMITH have joined the Ann Corio show, which opened at the Gayety, Washington, Christmas Day.

### Youngstown Burly Resumed

YOUNGSTOWN, O., Dec. 31.—Henry Prather, who managed the Princess Theater here several years ago under the late Ralph Pitzer, is again at the helm of the local burlesque house, which has been reopened with a grind burly-vaude policy at pop prices.

Princess has been dark since the closing of stock burlesque three weeks ago. Prather plans twice weekly change of program.

### Burbank Adds Negro Revue

LOS ANGELES, Dec. 31.—In an attempt to boost box-office take, the Burbank is installing an all-colored revue on top of their straight burly show. New idea will be tried for two or three weeks. Understood that sepiu unit has most of principals from quick-closing *Shuffle Along* show here.

New stripper was added this week, Mary Marva.

### Vic Travers Turns Writer

DETROIT, Dec. 31.—Victor Travers, for some 20 years manager of the National Theater in Detroit, is now writing shorts for Columbia Pictures in Hollywood.

### Marian Morgan Pinched

LOS ANGELES, Dec. 31.—Marian Morgan, stripper at the Burbank burly house, was taken into custody by police after assertedly participating in an indecent performance. Ted Cohen, manager of the theater, was also booked. Those arrested are now out on bail.

### Vaude in Toronto

TORONTO, Dec. 31.—Shea's Theater, which dropped vaude last year in favor of double features, returned to a vaude policy again last week and will drop one film. House, prior to the departure in policy last year, had been a leading vaude house for 35 years.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

(This Column was handled this week by a member of The Billboard editorial staff in the absence of its regular scribe, Bill Sachs, whose father, Christian Sachs, died on December 29.)

**DR. ARTHUR MARCUS**, "The Mad Magician," who is appearing at the Florentine Room, Hotel Gibson, Cincinnati, visited *The Billboard's* editorial offices last week and entertained members of the staff with his clever card work, double talk and comedy. . . . **HORACE E. ROSE**, after holidaying it in Meriden, Conn., left for the South, where he will present his magic, punch and vent in schools and theaters. Harry Leny is handling the advance chores. . . . **MYS-TERIOUS HOWARD**, Chattanooga magicker, continues to click to good results playing school, club and convention dates in Mississippi. He cards that magicians are conspicuous by their absence in that territory. . . . **BILL SIROS**, "Crazy Magician," has been booked for a two-week stand at the Hotel Brady, Rome, Italy, under National Geographical Society auspices. He sailed on the S. S. Tarlington on January 6, and will present his tricks in the ship's dining room while en route. . . . **DECLEO**, who spent the holidays at his home in Marysville, O., infers that his magic and illusion act, under Pilot Harry Gibbons, has been clicking in Central Ohio picture houses and school auditoriums. . . . **JOAN BRANDON**, after a successful engagement in the Apollo Theater, Dusseldorf, Germany, is now appearing in Berlin. . . . **BOSCART**, who closed for the holidays in Wauhatchie, Fla., and then motored to Miami, where he filled in some hotel and club dates, resumes his Florida tour at Auburndale on January 5. . . . **RALPH PIERCE**, who presented his turn at a special Christmas benefit for more than 600 members of the Mooseheart Children's Home, Mooseheart, Ill., on December 22, begins his Western tour about January 15. Charles K. Lake will handle the advance. . . . **GREAT BALLANTINE** (Carl Sharpe), after his engagements at Castle Farms, Lima, O., and the Continental Club, Huntington, W. Va., will head for the West and Los Angeles. . . . **C. THOMAS MAGRUM**, youthful wonder worker, after completing a tour of the New England States purveyed his tricks at high schools in Pennsylvania, Ohio, Michigan and Kentucky before laying off for the holidays in Erie, Pa., birthplace of the late Harry Keller.

**THAT** those rumors you heard about Will Rock packing his "Thurston's Mysteries" in moth balls and returning to his headquarters in Detroit, with his angel in the venture dropping a neat four grand, were false was substantiated last week by a wire from Rock, which read: "Thurston's Mysteries" are booked solid despite the fact that several have tried to create false statements of Rock's exclusive show." Further proof of the fallacy of the rumors came from Claude H. Long, unit's pilot, who said the show has not and will not close, adding that Rock himself has been financing the venture and will continue to do so. . . . **ARMAND** (Armand Stoltz) has pocketed his magic turn for the present at least in favor of teaching school in Pompeii, Mich. . . . **GENE FOLE**, ace Pittsburgh trixter, is doubling as emcee for Art Shaul's All-Star Continental Revue now playing the Torch Club, Canton, O. . . . **HENRY HAVILAND** writes that he has returned from the wars and is once again making the rounds in New York. He's still doing his "Capers with Papers" fooler. . . . **VANTINE & CAZAN**, after a successful stand in Winnipeg, Ont., are playing children's homes and hospitals in Minneapolis under Shrine auspices before opening at the big Shrine Indoor Circus there on January 12. Cazan was the recipient of some swell after notices in *The Winnipeg Tribune* in the manner in which she presented her strait-jacket escape nifty. . . . **JOHNNY DEVANT** concluded his third week in the Hotel Bradford's Penthouse, Boston, last week. He's emceeing the show in addition to his magic work. . . . **MAL CAMERON** left Boston recently and headed for Florida to play a string of Southern dates. . . . **EDWIN BURCHELL** (Eddie Lee) is current at the swank Aladdin Room, New Bedford City, Boston. After winding up in the Hub City he will go to a Portland (Me.) hotel for a

two-week stand. . . . **RUSSELL DRACKEN** is now in his sixth month at the Whirling Top, New York nitery. . . . **PLATO & JEWEL** last week concluded a successful two-week stand in Boston's smart Towne Club in the Latin quarter. . . . **LAFOLLETTE** has been busy playing show and club dates in the Hub City with his spook show. . . . **WEE WILLIE DEE** is still out with Harry Berry's unit and continues to click with his smooth card and cigaret work. . . . **LARAY** has just concluded a two-week engagement at the Crawford House, Boston.

## OUT-OF-TOWN OPENINGS

(Continued from page 16)

**elton**, Helen Hudson, Verna Long, Tilda Getze, Sylvia Dale, Anne Graham, Hilda Knight, Laurie Douglas, Victor Cutrar, Florence Britton, Carol Louise Wanderman, John Matthews, Ray Dennis.

Beatrice Lillie went to town for Noel Coward in the opening of the hilarious musical revue, *Set to Music*, at Boston's Shubert Tuesday night. Coward, dramatist, songwriter and what have you, has long confessed to a desire to write a musical for the vivacious Lady Peel, and the comedienne likewise had a yen to open in Boston on Christmas, since it has been established as an axiom that a Noel Coward show which opens in the Hub on Christmas cannot fail. So the twain, accompanied by at least one-third of the celebrities of the Broadway district, came to town and proceeded to open with an enthusiasm which augurs well for the future success of the interesting, entertaining musical.

*Set to Music* is a typically British revue. It is happily designed for Miss Lillie's widely famed characteristics, a quick succession of laughs, songs, dances and skits. Impressionistic scenery is used in profusion.

That the new show is intended to appeal primarily to the sophisticated is obvious from the rise of the first curtain. Boston theatergoers found it highly amusing and richly delectable, and New York, we believe, will place a seal of certain approval upon it.

The versatile English lady of title is in the spotlight in no less than nine of the 20 numbers, singing half a dozen congenial songs in such a way as only Bea Lillie can sing them. As always, she was the real life of the party.

It is a furiously funny show, yet it never screams to the rafters as one might suspect. It never begs for laughs, gliding from scene to scene smoothly, and the author's wit is clearly apparent every moment. There are no tawdry moments, no sly bawdry.

While it's a purely Beatrice Lillie show, there are many others in the big cast who do splendid work, and to the credit of Miss Lillie be it said that she on every

possible occasion neatly directs attention to them. Bronson Dudley is a slick young dancer who has the grace and the style of Fred Astaire; a sly comedian named Richard Hayden gives many a real laugh to the audience; Eva Ortega, of the night club circuit, provides plenty of fun, and Penelope Dudley-Ward is refreshing. There is a row of statuesque girls who are reminiscent of the Ziegfeld days, and there are four young men who sing in merry mockery of the English cricket fields type.

The music is pretty, tuneful and catchy. *Mad About Boys* will undoubtedly be the hit of the revue.

There is nothing "smart alecky" about the show; it is sophistication boiled to a neat turn where it becomes appealing to persons of real intelligence and discernment. *Set to Music* is Noel Coward, but more than that it is Beatrice Lillie. That it will be a long-time success on Broadway is the confident prediction of this reviewer.

Floyd L. Bell.

## WEAK RETURN

(Continued from page 4)

day at the Grand Opera House after a two-week run despite deserving favorable notices given the new line-up in what is rated a comparatively weaker Clifford Odets brain child.

The leads are capably handled by Phillips Holmes and Jean Muir, both better known to flicker rather than foot-light fans. But despite their Hollywood training, their performances are surprisingly consistent and in their love-making scenes, in particular, manage to be convincing. The role of Joe Bonaparte, the young violinist who is seduced to follow a fighting career for fame and fortune, is not easy to portray, because of the odd circumstances the diffused plot has him in and some of the exhausting speeches Odets penned for him. In a measure it is also true of the part of Lorna Moon, the "bum from Jersey" who finally winds up with Joe in a fatal auto crash. Taking these disadvantages in consideration, the team work of Holmes and Muir is a pleasant surprise.

Robert Leonard has the role of Joe's father created by Morris Carnovsky and makes it as weighty and as tolerant as Odets undoubtedly intended it to be. His Italian accent fails him at times but that mishap is not frequent. Will Lee is the original *Golden Boy* member, netting laughs with his portrayal of Siggie. Others in the cast are Walter Coy, John O'Malley, Wolfe Barzell, Adele Wilde, Nicholas Conte, Louis Polan, Curt Conway, Bernard Zanville, Bert Conway, George Spelvin, Alan Wolfson, Alfred Thatcher, William Anderson, Francis Reid and James O'Rear.

Robert Louis handled the direction while Mordecai Gorelik's original sets have been retained. Sam Honigberg.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Hamby and Tyne Cop Honors In Dunlap Chicago Contest

**CHICAGO**, Dec. 31.—Ray (Pop) Dunlap's walkie, housed in Rainbow Gardens, closed December 11. Harry Hamby and Helen Tyne beat out Billy Willis and Ruthie Carroll for top honors, the final sprint lasting 37 minutes. Other prize winners were Hughie Hendrixson and Marge Berquist, third; Jack Berquist and Ruth Smith, fourth; Al Smith and Marie Groves, fifth; Johnny Groves and Rella Finney, sixth. Awards were distributed at the Victory Ball, held the night after the wind-up.

Dick Edwards, Lenny Paige and Tex Swan emceed the show, with Bill Stein working the mike both on the stand and on the air. Dick Laver and Jimmie Passo handled judging duties, assisted by trainers Jimmy Smith and Romeo Passo. Marge King and Betty Steele were nurses.

## Johnson City Biz Perks With 12 and 3 Still Going

**JOHNSON CITY**, Tenn., Dec. 31.—Off to a slow start December 6 with 35 teams and eight solos, the local endurance contest is playing to good returns, with the field now cut to 12 teams and three solos. Music is furnished by Gil Dickerson's Dixieland Swingsters. Contest is broadcast twice daily over WJHL.

Teams remaining are Gladys Houghton and Lou Jarvis, Fritzoid and Jimmy Brugnone, Jack Reynolds and Sophie Oyer, Jackie Andrews and

Dusty Rhodes, Jimmy Leahy and Jerry Clark, Pete Trimble and Bobbie Davis, Johnny Makar and Peggy Jackson, Billy Gay and Catherine Flanagan, Dan Stevenson and Mary Martin, Schnozzle Snyder and Mary Lou Anderson, Bob Wann and Lenora Collins, Cecil Overstreet and Doris Furchess. Solos are Gene Williams, Jack Broadwell and Everett Bonnett.

The staff includes Jimmy Sherwood, manager; Larry Cappel and Ernie Steele, judges; Marge Sheffield and Midge Taylor, nurses; Hi Hill and Lou Barnett, trainers; Ernie Young, Jimmie Hoffman and "Wiggles" Royce, emsees; Steve Lako, Mahala Bolin and Gladys Maddox, cashiers; Frank Major, Pat Calahan, Bud Coleman, Olin Laughead and Don Ramon, concessions. Publicity is handled by Frank (China Boy) Wright and Donlin Tucker.

**AFTER DROPPING** out of the Dunlap show in Chicago, Roy and Millie Meyers went to the latter's home in Kalamazoo, Mich. Millie strained the ligaments in one of her legs and is forced to rest for a while.

**IF ETHEL HENNING**, who started in the Wellston, Mo., contest with Itsy Bachrach, will get in touch with the endurance editor she will learn information that will aid her in recovering the clothes she lost recently. Be sure to include your address, Ethel.

**FRANKIE LITTLE** is making his home in Chicago for the present, where he reports he has been working night clubs.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**GEORGE TREWELLYN MARTIN**, of the Elks Club, Shreveport, La., altho retired, reports that he's still singing. The seasons of 1889-90 he signed with the Bostonian Opera Co. and played to the Coast and back. He was instrumental in organizing the Verdi Male Quartet in Boston, which appeared on the Keith Circuit. In 1904 Trewellyn signed with the West Co. and later with the Al G. Field Minstrels, with which he remained for five years. He then was billed in vaudeville and played to the Coast, returning to Shreveport, where he retired in 1911.

**WALTER BROWN LEONARD** recently visited Eddie Bogart, Neil O'Brien's old partner, in Binghamton, N. Y., where Eddie has a thriving engraving business.

**BUCK LEAHY** and Billy Kramer, while playing the Blue Moon night club, Providence, recently, met for the first time since they trouped together on the Guy Bros.' Minstrels in 1917.

**HI-BROWN BOBBY BURNS** finally made the front page of *The Courier-Journal*, Louisville, after working stores there at Christmas time as a clown for the last 10 years. The paper carried a sizable story on Bobby December 24, together with a two-column cut.

**DID YOU KNOW THAT** six of the greatest minstrel singers were Richard Jose, Chauncey Olcott, Banks Winters, Frank Howard, Manuel Roman and George Gale? That the first six black-face minstrel attractions were the Virginia Serenaders, the Ethiopian Serenaders, Buckley's Serenaders, the Congo Melodists and Orday's Aeolians? That J. K. Haverly, M. B. Leavitt, George Primrose, Lew Dockstader, Al G. Field and Hi Henry were among the most popular minstrel owners and managers in the history of the business?—From the records of Prof. Walter Brown Leonard.



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**WANTED FOR JOHN W. VOGEL'S BIG HONEY BOY MINSTRELS**, High-class Minstrel Talent in all lines. Comedians, Singing, Talking and Dancing End Men, Solo and Chorus Singers, all voices, and Organized Quartet. Band and Orchestra Leader, Musicians all instruments. High-class Specialties suitable for Minstrel. Those doubling given preference. State if you have car. Place sober Billing Agent with car. Rehearsals, Columbus, O., January 15. HOMER MEACHUM, Producer; JOHN E. LAMP-TON, Agent. State lowest salary, pay your own. Address JOHN W. VOGEL, Park Hotel, Columbus, Ohio.

## Hopkins Players' Business Holds Up

HOUSTON, Dec. 31.—Monroe Hopkins Players, in their third week at Walker and Crawford here, continue to draw good patronage despite colder and wetter weather. Comedy-drama, *She Couldn't Be Bought*, was the Christmas vehicle, with a Christmas tree party given by troupe after last Saturday's show when patrons remained to see players exchange gifts and sing carols. The patrons were served refreshments and everybody had a grand time.

It was the sixth time the Hopkins Players held a Christmas Eve party in Houston. Show has added S. S. Henry, magician, to entertain between acts.

## Clark's "New Deal Revue" Winds Up Extended Tour

DAVENPORT, Ia., Dec. 31.—Billy Clark's *New Deal Revue*, after a tour which took it from South Dakota to the Rio Grande Valley of Texas, has closed its season, with the various members of the troupe going to their respective homes. Show paraphernalia is being stored at the show's quarters here.

Show's roster, which remained intact thruout the season, included William E. Baker, owner-manager; Mrs. Frances Baker, soubret and characters; Keith A. Baker, straights and specialties; Delores Baker, comedienne; John Baker, blackface comedian and producer; Billy Clark, comedy and specialties; the Musical Playboys and the Montana Ridge Runners.

## Starnes Settling in Tampa

WORTHINGTON, Ind., Dec. 31.—Alex Starnes, owner-manager of the Starnes Stock Co. and who has resided in Worthington for many years, has gone to Tampa, Fla., where he plans to make his permanent residence. He became interested in Tampa recently when he went there to visit Joe and Gussie Livingston, former tent show performers.

## Seymour Joins Michaels

KANSAS CITY, Mo., Dec. 31.—Schnitz Seymore, local theatrical agent, joined hands last week with J. C. Michaels, veteran booker and producer of revue units and free attractions in the Reliance Building, where Seymore has moved his office. Seymore will have full charge of dramatic and vaude departments.

## Rep Ripples

FRED EADER, formerly with a *Thousand Pounds of Harmony*, arrived in Kansas City recently from the Coast. . . . JIM WARREN opened his musical-dramatic stock tour December 31 at the Palace Theater, Lawton, Okla. . . . FLOYD WHITE, formerly with J. Doug Morgan, and Margaret Lillie, now Midwest representative of an Eastern music corporation, is holidaying in Kansas City, Mo. . . . PRINCESS STOCK CO., which has been circling in and around Sheridan, Ark., since closing the tent season, is headquartered in Piggott, Ark. . . . MANY former repertoire folks attended the tacky dance of the Heart of America Showmen's Club in Kansas City December 30. . . . BRIGGS-DARLING PLAYERS are reported to have opened under canvas in San Antonio for an indefinite stand. . . . MARY DEMILLE has returned from Arkansas to resume her duties as pianist in a Kansas City, Mo., nitery. She was formerly with the Hila Morgan Players. . . . FRANK SMITH closed his Texarkana circle, but is expected to reopen soon with headquarters at Little Rock, Ark. . . . BOB GRANDI, veteran ex-manager of Grandi Bros.' Stock Co., is now in commercial lines in Kansas City, Kan. . . . RONALD McBURNEY left Kansas City, Mo., recently to join Jim Warren's musical-dramatic stock in Lawton, Okla. . . . ETHAN ALLEN, veteran character man, has joined Don Null's one-nighter now touring Texas. . . . JACK AND DORA SCHAFF spent the holidays with relatives in Little Rock, Ark. . . . WALLACE BRUCE PLAYERS opened their Kansas circle on December 26 with the following cast: Wallace and Ruby Bruce, Jimmy

and Edith Erlon, Esther Macklin, Dick Lauderbach and Riley King. . . . FRANK DELMAINE, former Equity representative, attended the New Year's Eve party of the Heart of America Showmen's Club in Kansas City, Mo. . . . DENNY'S COMEDIANS, after 52 consecutive weeks in Colorado, are looping it in Kansas with the following line-up: Ralph Dennis, manager; Verna Dennis, Trixie Maskew, Bush Burrichter, Clyde Hird, Dee Wentz, Jerry Rouse and Bernardine Dennis. . . . VERNE AND MARCIA DOUGLAS are said to be making arrangements for the opening of a 10-night opy to play a night spot in California. . . . SLIM AND LUCILLE ANDREWS, with Davis-Brunks Comedians the past season, recently arrived in Kansas City. . . . JIMMY MURPHY and Beverly Sutherland left Kansas City, Mo., recently to join the Kirkman Players now circling in Kansas. . . . NIG AND JESSIE ALLEN are playing Oklahoma towns with headquarters at Perry. . . . MR. AND MRS. JOE CHENOWETH, after closing with Kennedy Sisters Stock, are visiting relatives in Kansas City, Mo. . . . BOB HANZLIK, former Midwest repertorian, is managing a wardrobe shop in Chicago. . . . MARGIE MASON GILMORE, formerly with Edgar Jones Popular Players, now is a permanent resident of Bishop, Calif. . . . HAZEL CLARKE, formerly with Dubinsky Bros.' Stock Co., was sighted on Kansas City's rialto recently. . . . SID KINGDON CIRCLE in Northern Missouri layed off during Christmas week, but troupe is going around the loop this week for the nth time. . . . S. G. DAVIDSON, former manager of the Hazel Cass Shows, is now a resident of Kansas City, Mo., where he is doing educational work. . . . EDWIN GEORGE, formerly with the Orpheum Players, is playing a few dates in Peoria, Ill. . . . ADDISON AULGER, of Aulger Bros.' Stock Co., was spotted visiting relatives and friends in Kansas City, Mo. . . . TED HAWKINS, after many weeks with the Dewey Campbell Players, has terminated his contract and is vacationing in Wisconsin. . . . TILTON-GUTHRIE PLAYERS, after a week's lay-off during Christmas week, are back in harness again. . . . SAMMY BURRS, light comedian and saxophonist, formerly with the Beasley Players, an Indiana tent outfit, has organized a dance band and is booking dates in the Hoosier State. . . . THE BIG OLE CO. is playing a two weeks' circle in Minnesota with headquarters in St. Cloud. . . . FRANK WILDER has booked some new towns for his Rambo Co., circling Minnesota territory exclusively, with headquarters at Fairmont. . . . CECIL AND RUTH

PHELPS, who have been visiting relatives in Kansas, returned to Texas to reopen with the Brunk's Comedians the latter part of January. . . . JOHN (DUCKY) RHODES, who has been playing Maryland with a small repertoire company, closed for the holidays and will reopen January 5. . . . AL AUDRY has his stock company going good in Michigan, with the circle including 10 spots. Company works out of Jackson and features "Toby" bills. . . . MR. AND MRS. FRANK SMITH, who have been trouping in Texas for several months, are visiting in their home town, Mt. Vernon, Ill.

BENNY WILKES, owner-manager of the tent organization bearing his moniker, which has trouped thru Illinois, Indiana and Kentucky the last quarter of a century, has already begun work on rebuilding his outfit for next season at his quarters in Albion, Ind. . . . EDUCATIONAL PLAYERS, Indiana rotary, reopened Monday (2) after shutting down for a brief spell to avoid the usual weak holiday grosses. . . . ROLAND L. SPRAGUE is arranging a circle for a small outfit to swing out of Austin, Tex. . . . THE BILLY BLYTHES, who spent the holidays at High Spire, Pa., are slated to reopen their unit next week with a list of new plays. . . . FORREST (BUZZ) BROWN, formerly for a number of years agent with Billroy's Comedians, will have charge of the Lewis Bros.' Circus advance car for the 1939 season. . . . CLINTON W. CURRIER, formerly of the rep field, is framing a traveling museum in Portland, Me., to do the Maine resorts the coming summer.

BEN AND LILLY HEFFNER, the Heffner-Vinson advance force, are now visiting Lilly's mother in Lexington, Ky., and will head southward towards Florida around January 15. Aside to Billy Wehle: Keep those cold ones on ice. . . . RALPH R. MOODY, manager of the Hazel McOwen circle in Nebraska, pipes that biz has been okeh to date. . . . MAURICE LUCKETT, pianist, after closing with the Ritchinson Show in North Carolina December 17, journeyed to his home in Eddyville, Ky., to spend the holidays. . . . THE BATISTE FAMILY is playing schools and halls in Quebec with a dramatic unit. . . . BILL AND BEULAH CUMMINGS, still trouping with the Stout Jackson Tent Theater in Texas, pencil that they recently enjoyed a visit with Jack and Evelyn Turner, now on the Barney Bros.' Circus. The foursome formerly trouped together on the Dude Arthur opy. Bill and

Beulah also recently visited on the Kennedy Sisters' Show, wintering in Bishop, Tex. . . . WALLACE BRUCE PLAYERS, after rehearsing a repertoire of new plays, began on their Kansas circle December 26, with Hutchinson as the base. . . . PAUL AND DIXIE HERBERT, with Heffner-Vinson the past season, started north recently to join up with an Indiana circle but have since retraced their steps and elected to spend the winter in the southland. . . . JIM HEFFNER, they say, is planning on launching an opy to play Florida houses right after the first of the year.

## DON'T THROW GLASS—

(Continued from page 16)

Dragging in sex as childishly as herein demonstrated is not only pathetic but a sad commentary on some folks' judgment of what the public will take. There is nothing else about this number to offer any consolation or justification for its presence. From all appearances, fortunately, the loss shouldn't be great.

The play, which had a summer tryout at the Tamarack Playhouse, Lake Pleasant, N. Y., pits three young comrades of the Party against an ambitious mother, a limp-minded daughter and her screw-loose fiancé, who are supposed to represent the money class. The Reds, who are really only pastels, constitute a free-love triangle wherein the feminine member of the group manages to keep both men satisfied. Faced with hunger on a week-end jaunt, the trio tries but fails to capitalize on the unexpected visitors, who are victims of a flat tire and spark-plug trouble. Hashing process experiments with romantic pairs and then reverts to the moral, with introduction of marriage among the Reds and sealing of bond between the slap-happy money folks.

Also, there seems to have been a political reconciliation between the Republicans and farmer Roosevelts, but when reviewed the punch line was tragically muffed.

Even if the cast were well directed and capable nothing much could come of the whole thing. *Sylvia Weiss.*

## RUTH DRAPER—

(Continued from page 16)

Thursday's matinee the six short thumbnail sketches incorporated under the title of *In a Church in Italy* were Miss Draper's best showing. They constituted a full show in themselves. First there was the take-off on the would-be artist copying a masterpiece or several on a 10-day trip. An old beggar woman follows, and then comes the typical American tourist, a honey. A romantic girl in a secret meeting, a German tourist and a madonnalike worshipping peasant complete the set to leave no doubt that Miss Draper is an astute student of human nature among women. Her mirrors may be too fine for her more self-conscious ladies, but they certainly get a reception from the men folks. Still in the lighter vein of analysis is *A French Dressmaker*, who extends to madame all pompous flattery the designer could muster while bellowing orders to subordinates in every corner of the shop.

*A Quiet Morning in Bed* obviously turns out to be another hectic round of telephones, dates, letter writing and gab sessions for the feminine gadabout who just adores things that are too, too divine and raves over coming home from a date at 6 a.m.

Doctors is a typical "I-knew-someone-who-didn't-have-it-half-as-bad-and-died" sort of yarn where the girls all help support society doctors. In presenting *A Dalmatian Peasant in the Hall of a New York Hospital* Miss Draper accomplished a great feat. Reversing the above techniques, she painted this woman with great economy but choice selections of words. The character was deep and dramatic.

Thruout the limited engagement for the holidays Miss Draper presented a changed bill at each performance with a total repertoire of 19 titles. As both author of the scripts and actress she deserves double praises. *Sylvia Weiss.*

## SUGAR'S DOMINO—

(Continued from page 4)

There are more benefit shows staged now than at any time since anti-benefit sentiment was first expressed in these columns. . . . We feel more or less responsible for the TA and in line with that responsibility we hope the TA will check its course and proceed to its scheduled destination without the delays and excursions that have characterized its voyage of late.

## You Can't Get Away With It!

By E. F. HANNAN

ONE of the meanest practices in show business is the pirating of material. This goes on more widely than is suspected and invariably acts as a boomerang to the performer or show stooping to it. It has so bothered the radio industry that managers and directors of small stations, with limited funds at their disposal, are becoming wary about everything offered them in the form of dramatic entertainment.

Court action has been instituted in several cases and, as the easiest way to smooth such matters is in the nature of a settlement without trial, invariably the producers settle and thus save their faces or, more particularly, the reputation of the station manager or program director. An Eastern play publisher has recently taken action against a small traveling organization which he accuses of presenting one of his well-known plays under a false name. The show stands to be exposed and, while few outsiders may learn of the incident, it remains a black mark against the perpetrators, a reputation that won't be worn down even by time.

A current New York revue is using a sketch written many years ago for use in burlesque and, while the bit has been done so often that any rights to it have been abandoned, the fact remains that those who recognize it (and there are always such) hold the producers and the show in less esteem and soon, if not already, the flaw will be pointed out and to the detriment of the show.

Imitators in show business were never successful and there is no spot on the map of America where you can be sure that pirated material will not be recognized. The smallest hamlet turns up someone who knows enough of show business to recognize a successful play being masqueraded under a phony name. I have noticed that the successful operators of small shows are those who stand on their own feet and do not try to ride on the name or reputation of others. Those who fail are many times the ones who stoop to such practices as pirating the material of others. While it may slip past for a while, in the long run you can't get away with it.

## 3,000 Greeting Cards Go To the Dead-Letter Office

For several weeks *The Billboard* published announcements in its Letter List warning readers to watch the postage used on holiday greeting cards when sent to friends in care of *The Billboard* Mail-Forwarding Department. They were told to be sure to use first-class postage (3 cents per ounce) if the cards were placed in envelopes, and that this applied whether the envelopes were sealed or unsealed.

Despite this warning, about 3,000 cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) were received by *The Billboard* office in Cincinnati alone to be forwarded, but this could not be done, as only mail with first-class postage can be forwarded. In consequence, these 3,000 cards must be sent to the dead-letter office.

## SHORT CAST PLAYS FOR LEASE

Tab and full length versions for repertoire and circle stock. Send for list and state how your cast is framed and what territory you play.

JOHN LAWRENCE, Worthington, Ind.

# The Final Curtain

**ASTRY**—O. J., 71, who owned and operated two of the first motion picture theaters in Salem, O., there December 19 of a heart attack. His widow, two sons and a daughter survive. Services and burial in Salem.

**BEERS**—Leo, 53, former vaude monologist, in Brentwood Sanitarium, Long Island, N. Y., December 28.

**BRINKMAN** — Ernest, 66, stage and screen actor, in Los Angeles December 28. For many years he toured vaude circuits with an act billed as Brinkman and the Steele Sisters and had lately played character roles in movies. Survived by his widow, the former Mary Steele.

**CAPEK** — Karel, 48, Bohemian playwright who introduced the robot into the modern drama, of pneumonia in Prague, Czechoslovakia, December 25. His mechanical man in one of his best known plays, *Rosom's Universal Robots*, set a trend for many motion pictures and plays in the 1920s. Although he won his principal renown in the theater, Capek was also a prolific writer of short stories. Among his better known plays are *The Robber*, *The Insect Play* and *The Makropulos Secret*.

**COLE**—Herman J., 56, operator of the Old Trails Theater, Indianapolis, in that city recently. Survived by his widow.

**CROSSMAN**—Mrs. Edwina Booth, 77, daughter of Edwin Booth, famous tragedian of the stage, at the home of her son in New York December 25. Mrs. Crossman was born in England during one of her father's tours there and came to this country when she was very young. She married in 1885. She changed to Crossman from her true name, Grossman, during the World War. Survived by two children and three grandchildren.

**CUMMINGS**—Richard H., 80, veteran actor, at his home in Los Angeles December 25. He retired several years ago. Cummings had played in vaudeville, minstrels and started in pictures in

1912 in New York with the old Thannhauser company. He also had a role in D. W. Griffith's picture *The Birth of a Nation*.

**CUMMINGS**—Charles H., 40, in Saginaw, Mich., December 23 after a brief illness. He was the son of the late John G. Cummings, composer, widely known in musical circles. Survived by his widow, Loretta Schnell Cummings; two daughters, his mother and two sisters, all of Saginaw.

**DARZENS**—Rodolphe, 73, poet, journalist and theatrical man in Paris, December 29. He began his theatrical career as secretary to the Theater Libre organization and later directed the Theater des Arts.

**DE ANGELIS**—Mrs. Charlotte Elliott, 43, former actress and widow of Jefferson De Angelis, famous comedian, at her home in New York December 22. She married in 1927 and appeared in a number of plays with her husband, but retired from the stage at his death in 1933. A sister and a brother survive.

**DOYLE**—J. Howard, 29, former announcer for Station WLW, Cincinnati, in an automobile crash in Chambersburg, Pa., recently. Doyle also had been connected at various times with a number of Ohio stations, including WCOL, Columbus. He also worked for the Mutual Broadcasting System. Services in Columbus.

**FARRELL** — Mrs. Sophie Huber, 78, widow of Tony Farrell and former member of the Leland Sisters, song and dance team in vaude more than a half century ago, at her home in Patchogue, L. I., N. Y., December 28. Mrs. Farrell was born in St. Louis and with her husband appeared in productions for Klaw & Erlanger and for Tony Pastor. After leaving the stage they operated the Shore Inn, St. James, L. I., a hotel for theatrical folk. Her husband died in 1928.

**FERGUSON**—Murray, 73, in the Clinac Mountain Hospital, Olean, N. Y., December 24 after a six-day illness. Ferguson entered show business in 1889 with Peck & Fersham's, Daniel Boone Co., later entering vaudeville ranks under the name Ferguson, Lewis and Redfield. For the past two years he and his wife, Alma, had been playing theaters and night clubs with a comedy singing and dancing act under the name of Alzora and Hank Ferguson. Body was cremated in Buffalo, and remains sent to Battle Creek, Mich.

**FLANDREAU**—Frederick B., for many years with the billposting department of several circuses, including Barnum & Bailey and Ringling Bros., at his home in Tarrytown, N. Y., December 22. He had been in poor health for about 12 years and seriously ill since June. Survived by his widow and two brothers. Services December 24 and burial in Oakland Cemetery, Yonkers, N. Y.

**GALE**—Zona, 64, novelist, playwright and essayist, of pneumonia in the Passavant Hospital, Chicago, December 27. She had been in an oxygen tent since December 21. A prolific writer, her works consisted of fiction, plays and poetry. Her *Miss Lulu Bett* won the Pulitzer Prize in 1921. Survived by her husband, William Llewellyn Breese. Services at her home in Portage, Wis., December 29, with interment in Silver Lake Cemetery there.

**HALL**—Nellie, 61, who with her husband, Lee, had been associated with the circus and carnival field since 1905, of paralysis in Austin, Tex., December 26. Interment in Oaklawn Cemetery, Pittsburg, Kan.

**HARPER**—Peter N., 73, who formerly operated a circus by that name in New England, at his home in Shrewsbury, Mass., December 28 after a brief illness. He had been in show business for 50 years. His widow, Sarah, and a son, Dr. Edward E. Harper, of Worcester,

survive. Burial in Notre Dame Cemetery, Worcester, December 30.

**HATFIELD**—Joseph E., 80, brother of the late Al G. Field and former advance agent and assistant manager of the old Al G. Field Minstrels, December 27 at his home in Columbus, O., after a year's illness. About four years after the Field Minstrels were formed Hatfield became advance agent for the troupe and continued in that capacity until the death of Mr. Field in 1921. From that time until the show was dissolved he was assistant manager. His widow and a sister survive. Burial in Green Lawn Cemetery, Columbus. Pallbearers included former members of the minstrel troupe.

**HECKAMAN**—Lester E., 39, musician, in Aultman Hospital, Canton, O., December 23 after a lingering illness. For many years he had been identified with Canton orchestras and musical organizations. He was a member of the Lyceum and Palace theater pit orchestras and at the time of his death was vice-president of the Canton Musicians' local of the American Federation of Musicians. His widow and four children survive. Services in Canton and burial in Forest Hill Cemetery there.

**HESS**—Mrs. Lena, 72, mother of Robert A. Hess, Wisconsin counsel for the American Society of Composers, Authors and Publishers, December 25 in a Milwaukee hospital following a month's illness. Besides her son, two daughters survive.

**JICE**—Roy E., 54, outdoor showman and promoter, of a heart attack in Cleveland December 18. Jice had shows of his own on the road for a number of years and had been affiliated with Luna Park, the Old Dunham Tavern, Cleveland, and at one time managed the Excel Circus for two seasons. He was also concession manager of the Berea (O.) fair two years ago. Survived by his widow, Jillie, and a brother, Burt. Services in Cleveland December 21. Among the show people who attended were Clarence Smith, Doc Seibert, Max Rosen, Richard A. Johnson and Mr. Carr, owner of the Casino Amusement Co.

**KAUFMAN** — Frederick, 49, founder and manager of the Tower night club of the Cathay Hotel, Shanghai, there December 26 after a month's illness. Kaufman was a native of Berlin and formerly managed the Jockey Club there.

**KRUG**—Harold S., 40, at his home in Grosse Pointe Park, Mich., December 26. He was the son of Adolph Krug, dean of Detroit's violin makers. Survived by his father and two brothers. Burial was under the auspices of Palestine Lodge No. 357, F. and A. M.

**LAWRENCE**—Florence, 52, screen star of the silent picture days, in the Beverly Hills (Calif.) Emergency Hospital of poisoning December 28. She appeared with such stars as Clara Kimball Young, Mary Pickford and Maurice Costello and had been working for the past three years with a stock company at MGM studios.

**MAITLAND**—Gertrude, 58, actress, in Lenox Hill Hospital, New York, December 28. Born in Boston, she appeared in repertory and stock before coming to Broadway in *The Brat* in 1916. Other plays in which she appeared were *Lady Butterfly*, *Five o'Clock*, *A Royal Divorce*, *Little Jessie James*, *She's a Good Fellow*, *The Kingdom of God* and others. Survived by her husband, also an actor, two sisters and a brother.

**MALLOY**—John J., 65, veteran stage manager, at his home in Buffalo December 26 after a year's illness. Malloy was associated for many years with the late Michael Shea in the operation of the Garden and Court theaters, Buffalo. Survived by a sister, Teresa Dale, actress.

**MORRIS**—John Vaughn, 78, veteran magician, ventriloquist and marionette operator, in Salem, O., December 25 from injuries sustained when he was struck

by an automobile. Morris had been in vaudeville for more than 50 years and had recently retired. A brother, U. A. Morris, of Youngstown, O., survives. Services and burial in Salem.

**MYERS**—Harry, 56, veteran motion picture actor, in Hollywood December 25 after three days' illness. His most noted portrayal was the star role in the silent version of *A Connecticut Yankee in King Arthur's Court*. Other pictures he appeared in are *City Lights*, *Mississippi* and *Hollywood Boulevard*. Survived by his widow, Rosemary Theby.

**PARKER**—June, 4, and Jackie, 2, children of Jack Parker, Michigan carnival man, last week as the result of burns sustained in a fire in their apartment in Detroit.

**POWERS**—Lawrence J., 56, prominent Champaign (Ill.) musician, of angina pectoris at his home there December 25 after three months' illness. Powers was known from Coast to Coast in operatic and vaudeville circles and had been active in local music circles for many years. He went to Champaign about 25 years ago and was orchestra director at the old Walker Opera House the last two years of its existence. He also played in the orchestra at the Orpheum Theater for 15 years. Survived by his widow, two brothers and three sisters. Services December 28, with burial in Roselawn Cemetery, Champaign.

**PRESS**—Michael, 67, violinist, December 22 in Lansing, Mich., of a heart attack. Press served as assistant conductor of the Boston and Philadelphia Symphony orchestras, as well as guest conductor of the Detroit Symphony, and also served on the faculty of the Michigan State College for 11 years. Ill health caused his retirement in September, 1937. His first wife was a music teacher in New York. He was divorced last April and later married Marjorie Hoyt. Survived by his widow and three daughters, all musicians and all residing in Europe.

**PROOTHERS** — Thomas, 62, better known as Tommy Dog, old-time circus and outdoor showman, of a heart attack at his home in Pittsburgh December 20. Survived by three daughters. Interment in Mt. Royal Cemetery, that city.

**RANZ**—Albert C., 48, retired musician, December 19 in Milwaukee. An ex-service man, Ranz formerly was a drummer in orchestras at the Wisconsin, Palace and Majestic theaters, Milwaukee, and also played on the road with musical shows and on chautauqua circuits. Survived by his widow, a son, his mother, three sisters and a brother.

**REINECKE**—Frank C., 53, owner of two movie theaters in Akron, O., at his home there December 28. His widow and a son survive. Services in St. Mary's Church, Akron, with burial in Holy Cross Cemetery.

**RUSSELL**—Samuel B., 55, president of Pennsylvania State Association of County Fairs and president-secretary of Mifflin County Fair, Lewistown, Pa., in Hahnemann Hospital, Philadelphia, December 27 after an operation for a kidney ailment. Born in Lewistown January 7, 1883, he was educated in public schools there, Chambersburg (Pa.) Academy and Penn State College. After working a number of years in the Baldwin Locomotive Works, Philadelphia, and for the Standard Steel Works Co., Burnham, Pa., he entered the employ of the private banking company of his father as cashier in 1914 when it became the Russell National Bank of Lewistown. Upon the death of his father he became president, holding that post at the time of his death. Active in the interests of Pennsylvania fairs, he was credited with having done much to advance them since becoming president of the State association two years ago. Survived by three sisters and two brothers. Funeral and interment in Lewistown December 31.

**SACHS**—Christian, 66, father of William J. (Bill) Sachs, member of *The Billboard's* editorial staff in Cincinnati, of a heart attack at his home in that city December 29. Deceased for 30 years operated a cafe and restaurant in Cincinnati and numbered among his friends many showfolks. Services January 3 at Phillipus Evangelical Church, with interment in Vine Street Hill Cemetery, Cincinnati. Survived by his widow, son, two grandchildren and a brother in Germany.

**SATO**—Masazo, 76, retired importer and father of Ruth Sato, Boston newspaper woman and Japanese chorus girl, from complications of bronchial pneumonia in the Presbyterian Hospital, New York, December 2. Cremation at Fresh Pond Crematory December 2. Besides his daughter, a son, Arthur, survives.

**SCANLAN**—Fred, 35, concession agent (See *FINAL CURTAIN* on page 54)

## George Wombold

George Wombold, 80, former boss canvasman known in private life as George Wormald, at Norwalk, O., December 26 of chronic myocarditis. He was born at Maysville, Ky., March 19, 1858.

Wombold had been in circus business for more than 40 years as a canvasman or boss canvasman. He started tramping in 1874, when 16, with Sells Bros.' Wagon Show. From there he went to Van Amburg Wagon Show and later joined the John H. Murray Railroad Show and the Thayer & Noyes Crescent City Circus (steamboat show). Deceased was also with Hemmings, Cooper & Bailey's Wagon Show out of Louisville; John Robinson Circus, 1882-'83; Sells Bros.' Railroad Show, 1884; R. W. Weldon Circus, 1885; S. H. Barrett Circus (the little Sells Circus); the Burr Robbins' Wagon Show, 1886-'87, and the French & Monroe Steamboat Show in 1888. He did steamboating as a mate every winter when not on a show in Western and Southern waters.

In the early '90s Wombold was with the George W. Hall Show and then joined the Albert M. Wetter Circus as boss canvasman, remaining there one season. He then went to Gentry Bros.' Circus for a short period and after that tramped with Norris & Rowe Circus six years and later with Gollmar Bros.' Circus. Deceased was side-show boss canvasman with Forepaugh-Sells Bros.' Circus in 1910; with Young Buffalo Wild West, 1911-'13, as boss canvasman; Hagenbeck-Wallace Circus two and one-half seasons as boss. He was with the Al G. Barnes Circus but a short time when he injured a leg. His last tramping was with Sun Bros.' Circus for two seasons, following which he became associated with the Time Recorder Co., Cincinnati, where he remained 10 years. He was also employed for a time at Manhattan Bathing Beach, Dayton, Ky., and at one time was with the Horne Stock Co. In late years he had been at the National Elks' Home, Bedford, Va., and the Soldiers' Home at Sandusky, O. He was a Spanish-American War Veteran.

Wombold was a member of the Baraboo, Wis., Lodge of Elks; Henry Barnes Masonic Lodge, Dayton, Ky., and Knights of Pythias, Bellevue, Ky., where he had lived for many years. Survived by a brother, Charles. Interment December 29 in Evergreen Cemetery, Southgate, Ky.

## E. M. BURK

E. M. Burk, pioneer outdoor showman, at his home in Oakland, Calif., December 25 of pneumonia after a period of ill health. More than 80 years old, he had lived a life of retirement for nearly a decade.

One of the founders of the Foley & Burk Shows, one of the outstanding carnival organizations on the Pacific Coast for the past 25 years, he had disposed of his interests to his partner, E. M. Foley, about 10 years ago. He was a brother of Thomas Kelley Burk, a former partner in the King & Franklin show and later successfully operated the Kelley Burk Circus for many years. His thoro show experience also included service as contracting agent of the Wallace, Ringling Bros. and other old-time circuses, including the John Robinson show.

Services December 27 in the California Crematorium and Columbariums in Oakland and, according to his wishes, the remains were cremated.



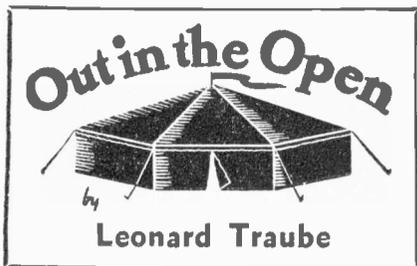
- Brockhahn, Geo. Brod, Maury Brodie, Louis Brodie, Jack Broerman, Bill Brokaw, Woody Brownell, Herbert Brookings, Bob Brooks, Johnny Brooks, Thomas Brothers, Dale Broughton, Ivy Broussard, Blackie Brovold, Peter Brown & Ingalls Show Brown, Bill Brown, Eddie Brown, Goldie Brown, Gypsy Brown, J. Edw. Brown, J. T. Brown, Jack Brown, Jos. Staten Brown, Pat Brown, Paul Brown, Peck Brown, Plute Brown, R. E. Brown, Richard (Dick) Brown, W. A. Brown, W. B. Brown, W. F. Brown, Walter T. Brown, Ray Brownie, Bud Browning, I. F. Bruce, Al Bruce Shows Bruce, Del Brun, Joe Brun, Paul M. Bruno, Louis J. Bryan, Bush Bryant, Capt. Sam Bryant, B. D. Herb Co. Bryant, Howard Bryant, Robt. O. Bryer, Ollie Brynes, Jimmie Buchanan, Donald Buchanan, K. W. Buck, Chas. Buddy Buck, Oscar Buckhannon, Eddie Buckingham, Keith Buckley, M. Budd, A. J. Budd, Billy Budtha, Frence Buffington, Joe L. Bullock, Bob Bullock, R. T. Bunts & Benjamin Bunyard, W. C. Clay Burch, Bob Burch, C. C. Burdige, H. A. Burdick, Iva Bures, Ted Burke, O. C. Burke, Dan Burke, Eddie Burke, Frank Burke, Geo. Burke, Harry J. Burke Jr., James T. Burke, Jerry Burke, R. F. Burkhardt, Pete Burkuun, Nick Burnett, Jean Larson Burnett, Edw. W. Burney, Albert Burns, Dick Burns, "Hi-Brown" Bobby Burns, Moriarty & Dell Burns, Norman Burns, Ossie Burrell, Jerry Burston, Bob Burton, Bob Burton, Frank P. Burton, Harry Bush, Prof. C. Bush, Jerry Bush, Wm. Butler, Bill Butler, Itoy Butts, Albery N. Butts, Nip. Shows Byers, Chester Byers, J. W. Byrd, Mickey Byres, Scotty Byrne, Bush. Show Byzbee, W. C. Cable, Paul Caggan, Frank Cain, J. L. Cain Jr., Wm. Calamari, Bill Caddy, J. D. Caldwell, E. J. Caldwell, Ward California Goldgate Shows Calk, L. D. Calkins, C. F. Calkins, R. J. Callahan, J. Calvert, Magician Campbell, Geo. Campbell, William Canler, Att. Cando, Curly Cann, Harvey Doc Canestrelli, Frederino Cannon, Frank D. Cauby, Billy Canoe, Chief Frank Canter, Homer Centanni, Michal Shows Capess, Jack Capner, Don Carey, E. A. Carey, Roy Cararias, Geunimos Carey, Tommy Carlike, Henry Carlotta, Carl Carlson, Happy Carpenter, Charlie P. Carr, J. H. Carr, Julian Carr, Wm. (Clark) Carrier, Roy Carroll, Dave Carroll, Harry (Red) Carson, Andy Carson, John Carson, Tommy Carsey, Bee Carswell, J. C. Cartar, Fred Caruthers, R. C. Cary, Victor Cason Show Co. Caspar, Col. Casper, Joe Cass, Danny Cass, Ray W. Cassidy, Edward Caswell, Johnny Caswell, Johnnie Catalano, Tony Cave, Jack Cerrone, Vito Chambers, Bob Chambers, Earl Champlin, Carl Chapman, L. Chapman, William Chappell, Ben Chapplear, Thos. Chase, Howard Chase, (Slim) Chavanne, Jimmie Chesterfield, Dr. Chickola, C. V. Childs, George Chilo, Walter Chiodo, Jos. J. Chipman, Harry Choats, Robert Christensen, Alward Christensen, Oscar Crider & Nelson Crider, The Hal Cristiani, Ernesto Critzer, Paul Cross, C. C. Skeet Crotty, Michael Crow, Ned Crowley, Doc Crowley, A. Cruz, Dewey Cruz, Tom Cudney, C. H. Culverhouse, J. L. Cummings, B. G. Cummings, Julius Cummins, T. A. Cunningham, A. W. (Slim) Cunningham, Buster Cunningham, Con Curran, J. W. Curry, Arthur Curtis, Date & Fay Curtis, Pats Cutshall, Geo. Dabney, M. P. Daebber, Duke M. Dagmar, Robt. Daily, Bert Daley, Blackie Daley, J. Frank Dale, Bobby Dale, Dr. John H. Dale, Dr. X. X. Dalrymple, Ernest Daniel, Theodore Danials, Lee Daniels Taggart Daniel, Dare-Devil Danis Show Danley, Whitey Danley, William Dannewell Baylo Darc, Jack Darby, J. W. Darling, Harry Darling, N. Dell Darnaby, J. A. Darnlap, Dr. Ted Darwin, The Magician Darwood Circus Daughenbaugh, Samuel Edw. Davenport, B. C. Davidson, B. I. Davidson, Brady Davidson, Frank E. Davidson, Morris Davis, Buddy Davis, C. D. Davis, Cal & Essie Davis, Carl Davis, Carl O. Davis, Ches Davis, Everett Davis, Gene Davis, Gene Davis, Harry R. Davis, John B. Davis, John L. Davis, Maurice J. Davis, Orel E. Dawson, Dr. A. L. Dawson, Beck Day, Eldon Dearo, Pert Deering, Walter O. DeCarra, Sam DeChenne, C. A. DeCobb, Al DeCruz, Michael DeLaCruz, John & Martina DeLage, Al DeLorge, Boisey DeLoye, China Deis, Cary A. Dell, Millison DeMarloe, Harry DeMay, Lester B. DeMay, Walter DeKell, Frank DeRosignob, Louis de Rosselli, Rex DeWitt, Harry DeWolf, Linton Dean, Doc M. Dean, Ray Deater, C. O. Dechter, Jos. Decker, Otis Decker, Ralph Deery, Darrel Delaney, Pat Delaney, Paul Delaney, Sam Decker, Harry Decker, Jack Delebat, Ernest DeLone, Ralph Dell, E. M. Delmonte, Jos. Demay, Lester B. Dember, James Demetro, Tom Cowan, Bud Cowans, The Verne & Tommy Coy, E. B. Craford, Edward Crazer, H. R. Crager, Herb Cragmiles, Lanas Craig, Merton Crain, Alfred Cramer, Burton Cramer, Henry & Dolly Cramer, Joseph Cramer & Zorsky Cramer, Attractions Crane, Sidney Crawford, Al Crawford, Chester Crawford, Frank R. Crawford, James Crawford, Vogel Crenshaw, Orvill Creson, Lee Cribbs, Geo. Wilson Cronin, Billy & Stella Cronin, S. L. Cropper, Tommy Crosby, Theodore Cross, Lawrence Crower, Ray Crowley, Doc Crowley, A. Crider & Nelson Crider, The Hal Cristiani, Ernesto Critzer, Paul Cross, C. C. Skeet Crotty, Michael Crow, Ned Crowley, Doc Crowley, A. Cruz, Dewey Cruz, Tom Cudney, C. H. Culverhouse, J. L. Cummings, B. G. Cummings, Julius Cummins, T. A. Cunningham, A. W. (Slim) Cunningham, Buster Cunningham, Con Curran, J. W. Curry, Arthur Curtis, Date & Fay Curtis, Pats Cutshall, Geo. Dabney, M. P. Daebber, Duke M. Dagmar, Robt. Daily, Bert Daley, Blackie Daley, J. Frank Dale, Bobby Dale, Dr. John H. Dale, Dr. X. X. Dalrymple, Ernest Daniel, Theodore Danials, Lee Daniels Taggart Daniel, Dare-Devil Danis Show Danley, Whitey Danley, William Dannewell Baylo Darc, Jack Darby, J. W. Darling, Harry Darling, N. Dell Darnaby, J. A. Darnlap, Dr. Ted Darwin, The Magician Darwood Circus Daughenbaugh, Samuel Edw. Davenport, B. C. Davidson, B. I. Davidson, Brady Davidson, Frank E. Davidson, Morris Davis, Buddy Davis, C. D. Davis, Cal & Essie Davis, Carl Davis, Carl O. Davis, Ches Davis, Everett Davis, Gene Davis, Gene Davis, Harry R. Davis, John B. Davis, John L. Davis, Maurice J. Davis, Orel E. Dawson, Dr. A. L. Dawson, Beck Day, Eldon Dearo, Pert Deering, Walter O. DeCarra, Sam DeChenne, C. A. DeCobb, Al DeCruz, Michael DeLaCruz, John & Martina DeLage, Al DeLorge, Boisey DeLoye, China Deis, Cary A. Dell, Millison DeMarloe, Harry DeMay, Lester B. DeMay, Walter DeKell, Frank DeRosignob, Louis de Rosselli, Rex DeWitt, Harry DeWolf, Linton Dean, Doc M. Dean, Ray Deater, C. O. Dechter, Jos. Decker, Otis Decker, Ralph Deery, Darrel Delaney, Pat Delaney, Paul Delaney, Sam Decker, Harry Decker, Jack Delebat, Ernest DeLone, Ralph Dell, E. M. Delmonte, Jos. Demay, Lester B. Dember, James Demetro, Tom Demsey, Wm. H. Denham, Capt. Elton Denke, W. C. Denent & Kenesny Shows Dennis, Buckey Dennis, Harry Dennison, Ernie Dent, Roger Derby, Buck Dero, Bert Deshon, Doral Devine, J. M. Devoes, W. D. Dexter, Bert Dexter, Bob Diamond, J. W. Dick, Billie Dickinson Shows Dietrich, Ted Dillard, S. E. Dilard, Bill Dillard, Wm. E. Dionne, Ed. E. Dissell Jr., Charles DiSanti, J. Dittmar, Harold Dix, Dan Dixie Four Quartet Dixie Medicine Co. Dixon, Dave Dixon, Jimmie Dixon, Sam Dooley, Jack Dobbins, George Dobbins, H. T. Dodson, Eddie Doggett, Art Doile, Harley R. Doll, Earl Dolo, Bert C. Donaldson, Bert Donato, Russell Donnelly, Frank Donley, W. L. Donnie, Danny Donnelly, Capt. Geo. F. Donnell, J. W. Donohue, Chas. Donohue, Don Donoghur, James F. Donovan, Forest Doughty, Tom Doolan, Rich Dooley, Jack Dorman, Chas. R. Dorman, Geo. Dorris, Joe & Chuck Doss, Frank Doss, Jimmie & Dougherty, Peggy Douglas, E. O. Co. Shows Doyle, Guss Doyle, Pat Drake, Bob Drane, Billy Draper, Richard Dress, Frederick W. Dressler, Ronnie Drey, Loyal Drill, Chas. W. Drushkev, Joe Duane, John H. Duffy, S. E. Dugan, Blackie Dugan, Ed Dunbar, Archibald Dunbar, Ward McD. Dunbar, Ward (Dad) Dunbaoy, J. Dunbar, John Dune, W. J. Dunkel, Harry Dunlap, Dr. Ted Dunluey, James H. Dunn, Albert (Buddy) Dunn, Chet Dunn, Lonnie Dunn, Lyman H. Dunn, Scottie Dunsmuir, Dave Dupile, Fred Dupille, J. A. Fox, Jack Fox, Roy J. Fox, Walter P. Foy, Jack Fra-Divels Magic Frampton, Freddie Francis, Dave Francis, Jimmie Francis, John Francis & Wally Franee, the Magician Frank, P. G. Red Frank, Tony Frankenstein, L. H. Franklin, Daniel P. Franklin, Eugene Franklin, P. C. Franks, Abe Franks, W. E. Franzelon, Fearless Frazier, Bob Frazier, Harry Frazier, R. L. Frazier, Freddie Frederickson, Dave Frederick Amuse. Co. Fred, Harry T. Freedman, Abe Freeman, Mitch Freeland, R. F. Freeman, Ivrel Freeman, Johnnie Freidman, Abe French, Geo. French, James French, Art Friedrichsen, Fred Friedrichsen, Knud Frondi, Louis (Frandez) Fry, James Fuggal, Thomas Fullen, E. M. Fuller, Hubert Fuller, Robt. X. Fulmer, James Fulton, C. Stanley Fulton, G. P. Funnell, Burton Fustano, Phillips Gabe, Maxine & Ethel Gardner, Eddie & Diane Garrett, Edw. Garwood, L. C. Gary, Joe Gasdia, Donald Gates, A. L. Gates, Curly Gatewood, Cliff. Gathlin, Joe Paul Geffron, Roland E. Geller, Jack Gemson, Eddie Gentry, John H. Gentsch, J. T. George, Samie Gerry, Frank J. Geyer, Birt & Billie Gibboney, Harold Gibbons, D. N. Gilbert, Art & Euna Gibson, Billey Gibson, David Gibson, Don & Irene Gilbert, Eddie Gilbert, Harry L. Gilbert, Jack Giles, Vern Giles, Oscar Giles, Eddie Gillette, L. C. Gilliam, Dick Gilliland, H. F. Gilliland, Mr. M. E. Gilmore, Pat Gilmore, Roy Giroud, Wm. Gish, Lew O. Gison, O. A. Gladden, Clyde Gladden, L. D. (Doc) Hall, Dale L. Hall, Ed L. (Doc) Hall, Harold Hall, John Hall, Jos. Hall, Larry Hall, Otis Hall, Preston Hall, Raymond Haller, Oscar J. Halley, Chas. M. Hallie, Pinky Halluma, Robt. Halm, Eugene J. Halstead, Arthur Hamilton, Doc Hamilton, Leo Hamilton, Ray Hamilton, W. D. Hamlet, Pee Wee Hamlin, Mel Hammack, Coy D. Hammel, Roy Hammeroff, Allen Hammoock, Coy Hammond, Doc (Charles) Hammond, Earl Hammond, L. Loyd Hampton, Russell Hanski, P. S. Hackett, Glin Handel, Louis Hanes, Robt. Handnaker, Ben Hannah, Billy Hannon, W. F. Hansen, Leo Hanson, Happy L. Harbaugh, Chas. Harbo, Ches & Babe Hardigg, Bill Hardman, Chas. F. Harman, Jerome T. Harrington, Jim E. Harris, Bill Harris, Buzz Harris, Boyd Harris, Chappie Harris, Dan Harris, Dick Harris, Howard Harris, John (Pearl) Harris, Nelson A. Harris, Ray Harris, Rome Harris, Wally Harris, W. E. Harrison, Buck Harrison, Dan Harrison, Edw. S. Harrison, Fred Harrison, Jack & Flo Harrison, Jess Harrison, Pop Harrison, R. Harnett, Billie Hart, Barney Hart, John B. Hart, Phil Hart, Tommy D. Hart, Thomas S. Hartsman, Billy Harvey, Henry Hater, Ray A. Hartnagel, Geo. Hartz, Ben Hartzberg, Amos Hartzberg, C. A. Hartzog, H. W. Harvey, Leon Harville, L. R. Harwell, R. W. Hascal, Maurice Haskell, V. G. Haskins, Berle Haskins, Wayne Clyde Horner, Harry Hastings, Harold Hatcher, Ward Hatfield, I. E. Hauth, Eddie Haun, Ed Haverstacks Comedians Havery, Ted Havins, Lowell Hawkins, Frank Hawkins, E. H. Hawkins, Ilay Hawn, D. C. Haworth, J. W. Hayes, Frankie Hayes, Harold W. Hayes, Happy Hayes Sr., Robt. Hayes, Suicide Robt Hazlewold, Shelton Head, Russell Hearn, Clark C. Hearn, Frank Healy, V. A. Heatley, Arthur Heaton, Charlie Hedder, Jack Hegeman, Bill Hegeman, Wm. Heller, Al Heller, Geo. (Red) Helvey, Neale Henicus, Bill Hendershot, J. B. Henderson, Art Henderson, Cartus Henderson, T. M. Henderson, Warren Hendricks, Cecil Hendrick, Fred Hendrick, Walter Hendrichs, Paul Henry Hendrix, Paul C. Henry, Arthur Henry, Bulldog Hunter, Charlie Hunter, Harry V. Hunter, Paul Enterprise Hunter, Wilbur J. Huntsinger, S. G. Hurler, Joe Hutchison, Charlie Hutchison Jr. Jack Hutton, M. C. Hyler, Ed Ibberson, Bert Ihle, Jos. T. Illington, Clarice Illinois, R. C. Ingram, Rex M. Inglet, E. L. Iman, J. S. Iman, Will Irving, Martin Isham, Walter Isham, The Musical Ishikawa, Ishi Jackson, Jerry Jackson, Red Jacobs, Jack Jacob, Lou Jacobs, Harry Jacobson, J. D. James, Alf & Kitty James, Curly Jameson, Eddie Jansen, Frank January, Jos. Jarvis, Morris Jarvis, W. M. Jason, Fred Jay & Lucille Jefferson, E. E. Jenkins, Jomey Jennier, Walter Jennings, Ted Jernigan, Michael Jessamine, Mr. Jimmae, Mystifer Jimiso, Eddie Johnson, Frank Johnson, Arthur W. Johns, R. I. Johns, Vincent C. Johnson, Cleo Johnson, Clyde Johnson, Eldin Red Johnson, Emmett Johnson, Harry Lee Johnson, J. Johnson, J. W. Johnson, James Howard Johnson, Jesse Johnson, Jimmie Johnson, Jos. G. Johnson, Mike Johnson, Sweet Johnson, Dick Jones, Ben R. Jones, Bob Jones, Bull Jones, Cory Jones, Isham Jones, Jack Walsh Jones, Kenneth Jones, Miles Jones, Mack Jones, Owen Jones, Paul C. Jones, Peg Jones, Pete Jones, Scottie Jonson, Charlie Jordan, Clyde L. Jordan, Jo Jo Jordan, Oscar Jourden, Wm. K. Joy, Jimmie Joyce, Jack Judd, H. W. Jurgast, Geo. W. Julian, Frank Jukes, Jimmie Julius, Harry Jung, Paul Justus, Donald Kafka, John Kable, Harry Kain, Whitey Kalen, Mose Kallas, Peter Kallsbeak, Asa Kane, Earl J. Kane, Edward Kane, Henry J. Kane, Jack Kane, Max Karkeet, Geo. Kam, Edward Karn, Joe Karoll, Jack Karsh, Edward Karsh, Leonard M. Karston the Magician Kasher, Kash Kates, Karl Kaufman, Harry Kaupp, L. J. Kean, Scotty Kearns, Jack Keating, Bob Keating, Renee & Jack Keck, Eddie Keen, Bill Kellem, Walk Keller, Henry Kelley, C. F. Kelley, Earl Spot Kelley, Lawrence H. Kelley, C. K. Pop Kelley, J. W. Kelley, T. W. Kelleys Gr. Show Kellogg, Bill Kellogs, Happy Kelly, Gastonia Kelly, George Kelly, L. A. (Red) Kelly, Mickey Kelly, Newt Kendall, Chas. Kenold, Johnny Kennedy, Joe Kennedy, John O. Kennedy, L. B. Kennon, C. W. Kent, Leo & Bertha Kent, Willard Kenyon, Jack Kern, Johnnie Kerns, Leo Kerr, S. A. Kessler, Blacky Keubler, Carl Kidd Jr., Texas Kilgore, J. D. Kilpatrick, H. J. Kimball, Chas. Kimball, Lee Kimball, Romaine Kimball, Bill Kimmer, Marvin Lester King, Allen King, Austin King, Doc Sidney King, F. B. King, Floyd King, Harry King, Henry King, John King, Kelly King, Kenneth King, Pat King, W. J. King, W. L. Kinko Kirby, Alvin Kirk, Blackie Kirkendall, Merlo Kirkland, Monroe Kirkland, Murphy Kirkland, R. B. Kirkman, W. E. Kirker, Dr. J. J. Kirma, Dr. Fred Kiser, G. B. Kitterman, Tony Kitvoro, Wm. Klark, Ken Klauder, Erwin Klein, C. A. Klemic, Frank Klein, James Klines, Elmer & Elmira Kling, Peter Kline, Pete Kline, Arnold Knapp, Bernard Knapp, Vincent Knight, Adrian Pat Knight, Jack Knight, Jack Knight, Herb Knoll, Paul Knox, Harry Koban, Kaichi Koculik, Michael Koher, L. W. Kohlbrand, Fred Kohler, Larry Kohler, Vern Koley, Frank Kongee, Leo Korras, Sam Korte, Lew Koschland, Carl F.

## 3,000 Greeting Cards Go To the Dead-Letter Office

For several weeks *The Billboard* published announcements in its Letter List warning readers to watch the postage used on holiday greeting cards when sent to friends in care of *The Billboard* Mail-Forwarding Department. They were told to be sure to use first-class postage (3 cents per ounce) if the cards were placed in envelopes, and that this applied whether the envelopes were sealed or unsealed.

Despite this warning, about 3,000 cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) were received by *The Billboard* office in Cincinnati alone to be forwarded, but this could not be done, as only mail with first-class postage can be forwarded. In consequence, these 3,000 cards must be sent to the dead-letter office.

- Kramer, A. W. Lewis, Shadow
Kramer, Karl K. Lewis, T. C. Harry
Kraemer, Danny Lewis, Ted P.
Kreager, Ed Lewis, Wm. W.
Kreider, Herb Libby, Frank
Kristol, Cecil Lieberwitz, Sam
Krug, Clarence A. Lilly, W. E.
Kugler, Prof. Jas. Limbaugh, Jimmie
Kuhn Circus Lims, H. L.
Kuhn, Freddie Lind Jr., Art
Kuhnert, Otto Lindstruth, Wm.
Kuma the Great Linsay, Mr. Patsy
Kunze, John H. Linton, Bob
Kuykendall, H. F. Lippincott, Mal B.
Kyle, Charles Little, Phil
LaBell, Cecil Littlejohn, Robt. E.
LaBelle, Ray Litts, G. F.
LaDale, Billy Litz, Herbert
LaFleur, Art Lockard, Henry
LaGrane, Bert Lodge, Paul
LaMar, Pee Wee Loftis, C. M.
LaMaar, G. F. Lokey, Speedy
LaMont, Frank Lollar, Roy
LaMont, Louis Lon, Art
LaPalmer, Joe Long, Hariman
LaParr, Henry Long, Jack
LaPurl, Chas. Lonsdorf, Bernie
LaReine, Fred Lopresti, Thos.
LaRose, Renville Lord, Archie
LaRose, Thos. Loring, Harold R.
LaRouch, Dannie Losos Bros.
LaRue, Bobbie Lotliff, E. H.
LaRue, Fred Lou-Louette
LaStrange, Jean Love, Frank
LaVell, Frank X. Lovell, Mitchell
LaVella, Frank X. Lowe, E. S.
LaVona, Don Lowe, George
LaZella, The Lowen, Michael
Laird, Albert Lowery, P. G.
Laird, James Lubling, Laddy
Lamarr, Harry Lucas, L. B.
Lamb, Al Lucas, O. W.
Lambe, Hank Lucas, Harold
Lambert, Wm. H. Lund, Victor B.
Lambert, Wm. Lundgren, Ed
Lambo, Frank C. Lundquist, Kinkus
Lamont, Charles Lush, Doc
Lamont, C. R. Lusk, Lloyd
Lamont, Frank Luttringer, Al
Lamont, Geo. A. Lyman, Orville E.
Lamont, Goldie Lyons, A.
Lamont, Jevon Lyons, Bert L.
Lamont, Zeke Lyons, Leland
Langham, Neal Lyons, Leo
Langavine, Alfred MacAdoo, Robt.
Langford, Bluch MacAliese, John A.
Lane, Mike MacFarland, Harry
Langford, Walter MacKay, Jerry
Langford, Walter MacGregor, Harry
Langhear, Jack MacKnight, H. A.
Large, Henry MacVathy, Ray
Large, H. P. McAllister, Wm.
Larkin, Roger McArthur, Jack
Larson, Olof McAtee, Ben
Lasher, Charles McBride, J. C.
Lasher, Pete McBride, Jack
Lasater, Carl McBride Jr., John
Lasswell, Paul K.
Latell, Dr. Harold E.
Laughlin, George
Laughlan, Jimmie
Laughter, A. M. Dal
Lautem, George
Lavellee, Russell
Lavinie, Walter
Law, Eddie
Laws, Esq., C. D.
Lawrence, C. A. Durl
Lawrence, Gibson
Lawson, Eckard
Lawson, Frank
Lawson, Gus
Layton, W. C.
Lazoue, Elmer
LeClaire, Jack
Leah, Lee R.
Leaver, Robt. E.
Leavitt, Larry
Lee, Bob
Lee, Earnest
Lee, Frank B.
Lee, Jack
Lee, J. F.
Lee, Jimmie
Lee, Jos. J.
Lee, Robt. E.
Lee, Robt. T.
Leeman, H. E.
Leeman, Walter
Leeman, Wm.
Leffert, Harry
Lehman, Herbert
Leidman, Wm.
Leland, Robt. B.
Lemont, John C.
Lempton, Jack E.
Lennon, R. J.
Lennon, Harry
Lentini, Frank A.
Leo, Prof. Al
Leonard, Al
Leonard, Frank
Leonard, Fred & Betty
Leonard, Hario & Mario
Leonard, Harry
Leonard, Harry (Clown)
Leonard, John
Leo's Side Show
Lepper, W. C.
Leroy, Chas.
Leroy, Frank
Leroy, John F.
LeVan, Howard
Leroys, Flying
Leslie, Don
Lester, Allen J.
Lester, Noel
Lester, Thos. H.
Lester, Wm. J.
Leubuscher, E. C.
Leuthold, Woodrow
Lewis, Charles
Lewis, Curley
Lewis, Curley & Betty
Lewis, Dick
Lewis, H. D.
Lewis, Harry V.
Lewis, Hugh
Lewis, Herman W.
Lewis, E. Murray
Lewis, Jack
Lewis, Joe
Lewis, Nate Candy
Lewis, R. V.
Lewis, Sammy
Lewis, Shadow
Lewis, T. C. Harry
Lewis, Ted P.
Lewis, Wm. W.
Libby, Frank
Lieberwitz, Sam
Lilly, W. E.
Limbaugh, Jimmie
Lims, H. L.
Lind Jr., Art
Lindstruth, Wm.
Linsay, Mr. Patsy
Linton, Bob
Lippincott, Mal B.
Little, Phil
Littlejohn, Robt. E.
Litts, G. F.
Litz, Herbert
Lockard, Henry
Lodge, Paul
Loftis, C. M.
Lokey, Speedy
Lollar, Roy
Lon, Art
Long, Hariman
Long, Jack
Lonsdorf, Bernie
Lopresti, Thos.
Lord, Archie
Loring, Harold R.
Losos Bros.
Lotliff, E. H.
Lou-Louette
Love, Frank
Lovell, Mitchell
Lowe, E. S.
Lowe, George
Lowen, Michael
Lowery, P. G.
Lubling, Laddy
Lucas, L. B.
Lucas, O. W.
Lucas, Harold
Lund, Victor B.
Lundgren, Ed
Lundquist, Kinkus
Lush, Doc
Lusk, Lloyd
Luttringer, Al
Lyman, Orville E.
Lyons, A.
Lyons, Bert L.
Lyons, Leland
Lyons, Leo
MacAdoo, Robt.
MacAliese, John A.
MacFarland, Harry
MacKay, Jerry
MacGregor, Harry
MacKnight, H. A.
MacVathy, Ray
McAllister, Wm.
McArthur, Jack
McAtee, Ben
McBride, J. C.
McBride, Jack
McBride Jr., John
McCarroll, Bob
McCarroll, J. T.
McCarter, R. C.
McCarthy, Geo. F.
McCarthy, Patrick
McCauley, Pete
McClellan, H. C.
McClellan, Homer
McClellan, C. S.
McClung, W. J.
McClung, C. C.
McCluskey, Frank
McCollester, Eli J.
McCormick, Red
McCormick, Bill
McCormick, Malcolm
McCoy, I. B.
McCrary, E. D.
McCree, Reno
McCullough, Oliver
McDough, Trusty
McDillon, Wm.
McDonald, Edward
McDonner, C. J.
McDonnell, J. B.
McDougal, Cliff
McFarland, Jack
McFeeters, Harry
McGe, Lester
McGinnis, Bob
McGough, Bobby
McGowan, Mack
McGrath Jr., Jos.
McGrath, N.
McGregor, Donald
McGuire, F. W.
McGuire, F.
McHugh, Frank J.
McIntyre, Arnold
McIntyre, Thos.
McKay, Wm.
McKee, Show
McKenna, Jerry
McKenney, Frank
McKee Family
McKinley, Joe
McKinney, Mac & Joyce
McKnight, H. R.
McLaughlin, Bill
McLaughlin, C. L.
McLaughlin, Harry
McLaughlin, Jas. J.
McLean, Mac
McLennore, V.
McLeod, Donald S.
McLeod, Lloyd
McMachen, Walter
McMahon, Pat
McManus, Wm.
McMillan, S. Henry
McMullen, Geo.
McNee, M. N.
McNeef, Jack
McNeef, Jack & Jimmie
McPherson, E. C.
McPherson, James
McQuage, Jimmie
McSweeney, Joe M.
McStav, Frank
McWhethy, Roy
McWilliams, Paul
McWilliams, Roy
Maar, L.
Mabry, Harry
Mace, Jim
Mack & LaRue
Mack, Blouide
Mack, Capt.
Mack, Ringman
Mack, Doral
Mack, Eddy & Ruth
Mack, Otto
Mack, Tiger
Mackey, Jerry
Mackey, Paul
Macurio, Jack
Madden, Tom
Madieu, Tom
Madigan, Eddie
Madison, Perry
Magridge, Ray
Mahoney, Daniel
Majestic Expo.
Malcolm, Cliff
Mallison, Carl
Mallory, Clyde
Malone, James
Man, Geo.
Mana, Jos. B.
Manouse, Lew
Mancusso, Angelo
Mann, Joe
Manningham, E.
Mansfield, Emil
Mansfield, Frank
Marchetti, Robert
March, Al & Virginia
Mansholt, Hank
March, Walter
Mar, Archie
Marques, Henry
Marie, Stauley
Stanley
Marino & DeVal
Marton, Ray
Marks, Jacob
Marx, Wm.
Marlor, Walter
Marohl, E.
Marquette, John
Marquett, Raymond
Marquis the Magician
Marr, James Al
Marshall, Billy C.
Marshfield, Slim
Martin, Arthur W.
Martin Bros. Circus
Martin, Ed
Martin, Pat
Martin, Harry P.
Martin, Herbert
Martin, Jules
Martin, Mickey
Martin, Terry
Martone, Tony
Marvin, Russell H.
Mascoe, Fred
Masielek, Philip
Mason, Bert
Mason, Charles
Mason, Harry
Mason, K.
Mason, Marvin
Massaro, N. M.
Massey, Elvort
Mathabson, Jimmy
Mathews, Al
Mathews, Ben
Mathews, H. D.
Matthias, Walter
Matsson, Ed
Maunice, Fred
Maximo
Maxwell, J.
Maxwell, Jack
Maxwell, Joe
Maxey, H.
May, Lester B.
Mayberry, Jas. R.
Mayer, Frank
Mayer, Geo. F.
Mayer, Vickie
Mayley, Frank & Lillian
Maynor, Fred
Mayman, David
Mayman, Gil
Mead, J. E.
Meck, Dave
Meeks, Lenord
McEfford, Buddy
Megele, Howard
Mehl, Tom
Meis, Lee
Meiter, Bill
Melton, Bob
Melville, Freddie
Mendez & Ramons
Mercy, Al
Merchant, Ted & Betty
Mercy, Frank
Merkel, Art
Merlin, Jack
Merritt, Eddie B.
Merriman, Joe
Messel, Wm. J.
Messick, Tommy
Mexes, Chiel
Meyers, Fred
Meyer, Gypsy Bob
Meyers, Clint
Meyers, Joe & Arjine
Meyers, John J.
Mias, Lee
Mical, Johnny
Michael, J. C.
Midwest Show
Miers, Harry
Miles, Chas.
Mikola, Francis
Millaki, John
Millard, C. W.
Miller, Abie
Miller, Al H.
Miller, Bobby
Miller, Brown E.
Miller, Cash
Miller, Dave
Miller, Daniel P.
Miller, Elrom
Miller, Frank B.
Miller, Fred M.
Miller, George
Miller, H. Billy
Miller, Leland
Miller, Marvin
Miller, Nate
Miller, R. A.
Miller, Van
Milletta, Ira
Milliken, Geo. P.
Milliron, Rae
Mills, Geo. W.
Milne, Ed
Miner, Bert
Miner, Harry
Mines, Fred W.
Mitchell, Alex
Mitchell, Clyde
Mitchell Bros., Concession
Mitchell, G. C.
Mitchell, George
Mitchell, Green
Mitchell, Lawrence
Mitchell, Mike
Mitchell, Leo
Mitchell, Oel
Mitchell Sound System
Mitchell, Tom
Mitchell, Walter
Mix, Art
Mize, Lee
Modernistic Show
Moffett, Henry M.
Mofford, Gustave
Moll, James Slim
Molitor, Joe
Montgomery, Bert
Montgomery, Don
Montgomery, Harry
Montgomery, Paul
Montgomery, Wm. Patrick
Moore, Edwin
Moore, G. B.
Moore, J. H.
Moore, James
Moore, Patrick H.
Moore, Percy
Moore, C. B. Slim
Moore, W. F.
Morales, Pedro
Moran, James J.
Moran, Johnny
Morell, Cosco H.
Morey, Ben
Morey, Henry A.
Morey, Jack
Morey, Ralph
Morgan, Billie & Ann
Morgan, Chas.
Morgan, Orville
Morgan, T. Aral
Morn, W. A.
Morning, Star
Morrin, James
Morning, Arthur
Morrin, Jimmie
Morrill, M.
Morris, Allen
Morris, Chip
Morris, Claude
Morris, Harry
Morris, Milton
Morris, Nat Henry
Morris, J. Raymond
Morris, Robt. K.
Morris, Whitely
Morrison, James
Morriss, Billie
Morrison, Sandy
Morrow, Tom
Mortensen, Leo
Mosler, Leo & Pearl
Moseley, W. P.
Moss, Chuck
Mossant, J. S.
Mott, Luckey
Mott, Ben
Moutan, Jack
Mounts, George
Maurice the Ossified Man
Mover, Capt.
Mullolland, Jim
Mullica, Lee
Murdock, Frank
Murphy, Al H.
Murphy, Claude
Murphy, James
Murphy, Pat C. C.
Murphy, Mr. Roly
Murphy, R. Lee
Murphree, Jeff
Murray, Charles
Murray, Ed
Murree, Fred
Murrey, Bright Star
Murrey, Jack A.
Murry, Joe P.
Myers, Charley
Myers, Everett
Myers, Freddie
Myers, Sammy O.
Naidi & Perez
Naim, Charles
Nabandian, Jake
Nash, Edwin F.
Naito Troupe
Nation, Al
Nauroth, P. B.
Naylor, W. R.
Neal, Edgar Curley
Neal, Eugene F.
Nealand, Walter D.
Nealand, L. B.
Nealy, Sam
Neidabach, Chief
Neid, J. J.
Neiber, Louis
Neiberde, Louis
Nelson, Bert
Nelson, Bud
Nelson, Earl
Nelson Jr., Jas. N.
Nelson & Lee
Nelson, Bolby
Nelson, Carl
Nelson, Leonard
Nelson, Morris
Nelson, Vic
Nelson's Cats
Nemars, J.
Nessley & Norman
New, Bert
Newby, Don
Newcomb, Harry
Newland, T. De
Newman, Art E.
Newman, Daniel P.
Newman, Danny
Newman, Martin
Newman, Allen
Newton, Cly & Violet
Newton, Earl
Newton, Glenn
Newton, H. V.
Newton, Horace
Newton, R. S.
New York Amu-co.
Nickolas, Francis
Nickolas, J. C.
Nickolas, John
Nickoles, Jay
Nichols, Les
Nixon, James
Noble, Ace
Noble, George
Noek, Stuart
Noel, Chas. S.
Nogel, Clint
Nolan & Kenny
Nolan, Larry
Nolte, Erwin
Noranda, Yogie
Norris Bros. Circus
Norval, Wm.
Novak, Robert
Novikoff, George
Norwid, Chas.
Nueman, Doc X.
Nuger, Sol
Null, Don
Nye, Charlie
O'Brien, Chas.
O'Brien, Gillick
O'Brien, Emmett
O'Brien, Fredie
O'Brien, John
O'Brien, Francis
O'Brien, Pat
O'Brien, Sergeant
O'Brien, Wm. Patrick
O'Bryan, Jimmie
O'Bryan, Pat H.
O'Dare, Barney
O'Dare, Tim
O'Day, Tommy
O'Dea, James
O'Dell, Blackie
O'Donnell, Eugene
O'Donnell, Wm.
O'Hearn, Jimmie
O'Kada, George
O'Keefe, Ralph
O'Neil, Lig
O'Neil, Bob
O'Neil Bros.
O'Neil, Phil
O'Neil, Wm. B.
Oakley, Julius
Olette, Roy
Ocurrin, Happy
Odum, Danny
Oelgario, Anacleto G.
Oglesbee, Blackie
Ogliore, John
Ohman, Theodore
Okada, Geo.
Oldfield, B. H.
Olmer, Chas.
Olivera, Ruben
Olsen, Slim
Olympia Boys, The
Olsen, Chas. Waxie
Olsen, Ollie
Oruan, Frank
Orme, Herbert
Ormond, Frank
Ort, Jack
Orton, Gordon
Osborne, Paul
Osteen, J. L.
Oswald, Billy
Ott & Prescott
Outton, Arthur
Owens, Billy
Owens, Chas. W.
Owens, Frank
Owens, W. L.
Pablo, Juan J.
Pacific Whaling Co.
Padden, Ed J.
Paddock, Buddy
Page, Samy Boy
Paige & Jewett
Paige, Geo. W.
Paige, Jack
Paige, Otto
Painter, Al
Palen, Bud
Palmer, Dick
Palmer, Richard
Palmer, Bob
Palmer, Charles
Palmer, H. S.
Palmer, Judge
Paramount Tent Show
Palouian, John
Pape, Billy & Concha
Parish, Billy
Park, Joe Allen
Park, Robt
Parker, Bob
Parker, John
Parker, Robt. K.
Parish, Jimmy
Parks, Bill
Parks, Bobby
Parks, Ora O.
Parker, H. L.
Parr, Clifford
Parr, Archie
Parsons, Carl F.
Parsons, John L.
Parsons, J. E.
Parsons, Jack
Partello, E. P.
Partlow, P. A.
Paslay, Bert
Pastor, Frank
Paterzyk, Edward
Paterik, Jack
Patterson, Archie
Patterson, Ben
Patterson Circus
Paul Jr., Charles B.
Paul, F. W.
Paul, Richard
Paulert, Albert
Pavon, Louis
Payne, James
Payne, Joe
Payton, W.
Peabody, Eddie
Pearson, James
Pearson, Ralph
Peasley, Bob
Peavey, Jack
Peck, A. M.
Peel, Wooda
Pelkey, Chester
Pelley, Whitey
Penry, A. B.
Penry, R. D.
Pentz, Frank
Percival, Thomas
Perdriat, Eugene
Perdue, Angus
Perluo, John Kelly
Perkins, Bob
Perkins, Lonnie
Perkins, Syd E.
Perkins, Tom
Parkinson, Perk
Perry, Bert
Perry, Bill
Perry, Bob & Jenny
Perry, C. H.
Perry, Ernest
Perry, Gene
Perry, J. N.
Perry, Jack
Perry, Lee
Perryman, A. C.
Perry, Paul Popeye
Pesa, Fred
Peters, E. L.
Peters, Ernie
Peters, Lowell
Peters, Pete
Peterson, H. V.
Peterson, Henry
Petros, Dale
Peterson, S. A.
Petters, Wm.
Petzigrew, Bill
Pevine, Slim
Peyton, Wm.
Phillion, Chas.
Phillips, Choc
Phillips, Edson
Phillips, Frank
Phillips, J. D.
Phillips, D. Ray
Phillips, W. A.
Pileen, Phil
Pickens, Grant
Piercy, Howard
Piercy, Ralph
Pierson, W. A.
Pietro, Tommy
Pikard, Dave
Pinewitt, Bob
Pitt, Wm.
Pitod Pete
Pistier, R. C.
Pisara, James
Pittington, Elmer F.
Pivin, Geo.
Plambeck, Frank
Plante, Texas
Plavcan, Tom
Plan, Gene
Pockery, Ethel & Dutch
Pockery, Ethel
Poc, James
Pogson, Alan
Polkovic, Josep F.
Pontico, Joe
Pope, Billy
Popell, Seymore
Poplin, Tommy
Porter, John L.
Porter, Teddy
Porter, James H.
Porter, P. A.
Post, Chas.
Postelwaite, Wm.
Powell, E.
Powers, Doc Frank J.
Powers, G. W.
Powers, Pappa Lou
Pratt, Ralph
Pratt, Wm.
Pratt, Henry
Prentiss, Pete
Prescott, F. L.
Presley, Arthur
Prestell, Joe
Preston, R. L.
Prevo, Frank
Prevo, Jack
Price, Al
Price, Ben
Price, Billy
Price, Chas.
Price, R. C.
Prince, James
Pringle, Johnny
Pritchett, Jack
Pritchett Jr., Clyde
Provins, Edgar
Pruett, Fred
Pruitt, Thomas
Puckett, Ray
Pudis, Geo. W.
Pullen, Don
Purchase, Wm.
Purtie, Earl
Pyane, L.
Pyor, Jacob
Quenten, Albert
Quimby, Howard
Quinn, Floyd
Quinn, John
Quinn, N. J.
Quinn, Wm.
Rae, Jimmy
Raftery, Jimmy
Ragland, Geo.
Ragland, John
Ragsdale, L. H.
Raine, Fred R.
Raine, H. E. Jack
Raine, H. E.
Raley, Silver
Ramash, Harry
Ramelli, Tony
Ramirez, Tony
Ramsey, Darrel
Ramsey, Ted
Rancher, J. C.
Randalls, C. W.
Randolph, Bing
Randolph, John Y.
Rangoon, Wm.
Rankin, Capt. Red
Rankin, Howard
Rapidier, Duke
Rarnes, Roger A.
Rasmussen, Andy
Ray, Ala
Ray, Arthur
Ray, Gordon
Ray the Pony Boy
Ray, Ralph V.
Ray, Reuben
Ray, Thos. H.
Rays, Doc, Med.
Raymer, Lew
Raymond, George G.
Raymond, N.
Rayette, Ray
Raymer, A.
Reading, L. E.
Readrick, Spud
Reano, Eddie-Whip
Reano, Eddie-Whip Cracker
Rear, Johnnie O.
Redding, L. E. Fat
Redman, E. K.
Redmond, Norton
Red, Edwin Denton
Red, Jimmy
Reed, Billy X.
Redding, Joe
Regan, George
Reid, Jimmie
Reid, John
Reid's Gr. Show
Reicher, Edw.
Reimer, Herman
Rekoma & Loretta
Reilly, Bill
Reidy, J. P.
Remiet, Joe
Renand, Howard
Renault, Francis
Renfro, L. A.
Reuo, Ed
Reuo, Paul
Replogle, Carl
Reser, Ira
Resse, Jack
Restorick, J. W.
Revolt, Paul
Reynolds, Clyde B.
Reynolds, E. W.
Reynolds, James
Reynolds, Jerry
Reynolds, Bob
Reynolds, P. C.
Reznick, Bernard
Rhinehart, Jack
Rhodes, Sam
Rhodes, T. A. Slim
Rice, Cecil C.
Rice, Dan
Rice, L. Stretch
Rice, Lucien Lee
Rice, L. Z.
Riech, W. B.
Richard, Franco
Richards, A. L.
Richard, Earl N.
Richards, J. T.
Richards, Ralph
Richards, Wallace
Richardson, Earl
Richey, E. S.
Rice, G. D.
Ridenour, Fay
Ried, Tent Show
Riegel, H. B.
Riegler, Hugh
Riggs, H. W.
Riggs, Harley
Riggs, Steve Dick
Riehl, Steve Roy
Riley, Art
Riley, Dan
Riley, Ed Speed
Riley, Mike O.
Riley, Razor
Riley, R. T.
Riley, Raymond
Riley, Tommy
Ringlin, Geo. K.
Ringol, Leo
Link, Wright, Duo
Reno, Thos. A.
Repinsky Troupe
Roach, J. S.
Roark, Charles
Roberson, Billy
Roberts, Bus
Roberts, C. L.
Roberts, Esq. Bugs
Roberts, F. O.
Roberts, Josia
Roberts, Regenal
Roberts, Victor
Roberts, Will & Geo.
Roberts, P. A.
Roberts, Thayer
Robertson, W. C.
Robinson, Bus
Robinson, Dr.
Robinson, Harry E.
Robinson, John
Robinson, Roy
Robinson, Zed
Rocco, R. W.
Rocco, Phil
Rocco, W. C.
Roche, Joe L.
Rockford, Ben
Rockman, Jack
Rodgers, Cotton
Rogels, Ken
Rogers, Al
Rogers, Eddie
Rogers, C. W.
Rogers, H. V. Bill
Rogers, Slim
Roland, Jeff
Roland, Norris P.
Roland, Oliver A.
Roley, Silver
Rollins, Harry
Rollins, Joe
Romahu, Charlie
Romali, Tony
Romeo, A. J.
Romero, Rex & Irene
Rose, Dave
Rose, Tedy
Rosen Bros. Show
Rosen, H.
Rosen, Joe & Ethel
Rosen, Mike
Rosen, Neke
Rosenberg, Dave
Rosenberger, Bert
Rosin, Joe
Rose, T. J.
Ross, Alex
Ross, Harry
Ross, Leonard
Ross, Little
Ross, Stanley
Ross, Paul
Rothbarth, Benj. L.
Rounds, James & Edna
Rouse, Lee Edw.
Rowan, Jos. A.
Rowan, Jos. E.
Rowes, Jimmie
Rowlands, Dave
Rowland, N.
Roy, J. Geo.
Royal, Dannie
Royal, Charles
Royal, Hubert
Royal, Richard S.
Royal United Show
Royster, Nat
Rubin, Harry
Rumbell, E. J.
Rumbell, Red
Runge, H. E.
Runge, Whitey
Rush, Carl
Rush, Gladis & Austin
Rusler, Al
Russ, Charley
Russell, Hector
Russell, Paul
Russell, Jas. Al
Russell, Rob
Rutherford, Harry
Ryan, Dannie
Ryan, H. E.
Ryan, James J.
Ryan, Walter
Sabott, Chas.
Sackett, B. R.
Sacks, Louis
Saez, E.
Sage, Louis
Sailer, Ervin
Sallee, Paul
Sallee, Sandy
Salmon, Art
Salzer, Ray
Samson, Jack
Sanders, Doc W.
Sanders, Max
Sanders, Thos. L.
Sandy, John
Sanford, Joseph
Santantav Med. Co.
Saulvan, Sammy
Samdres, Bert
Samder, Frank
Savage, Charles
Savage, R. E.
Saylor, John T.
Schaaf, Jack
Schaffer, Jack
Scharding, Prof.
Scharding, Prof. Jack
Scharrer, Louis R.
Schass, E. D.
Schlor, Wm.
Schnetzer, George
Schriver, Eugene
Schoen, Sammy
Schreiber, Harry
Schuez, E. A. Red
Schuler, Ann & Gene
Schultz, Harold
Schulze, Gus
Schuyler, Walter
Scifres, J. N.
Scott, Archie
Scott, Chas. E.
Scott, H. H.
Scott, Joe
Scott, R. Dewy
Seaville, Fred
Searcy, Harry
Seary, Lee
Sechrest, Clarence
Seemuller, A. C.
Seidner, Chas.
Seifried, G. W.
Seigrest, Joe & Bebo
Seip, Charles
Self, Frank
Seltzer, Leo A.
Senon, Si
Senlen, Sam
Sewell, George
Sewler, Dare
Seward, Harry M.
Sexton, Thos. J.
Seymore, Capt.
Shaboo, Eddie
Shadgett, T. E.
Shaler, J. Co.
Shankle, Floyd
Shanick, Peter J.
Shano, Prof.
Sharkey, Ted
Sharon, Fred
Sharp, Oscar H.
Shaw, Glen H.
Shaw, Geo.
Shean, Frank D.
Shean, Tim
Sheftall, Sam
Shell, J. K.
Shelton, James
Shelton, P. C.
Shelton, Toby
Shenandoab Valley Show
Sherman, W. R.
Sherman, G. B.
Shepherd, Charles
Shepherd, Frank
Shepherd, Roy & Betty
Sherck, W. E.
Shewin, Dan
Sherlock, Joe
Sherman, Jack
Shiel, Wm.
Shoemaker, Hoyt
Shults, Robt.
Shorty, A. P.
Shote, Robt.
Shows, Roy E.
Shriner, Allen H.
Shriver, Thomas
Shroeder, C.
Shuk, E. T.
Shumaker, Wm.
Shulman, Ray
Shults, Traveling
Shumaker, Hoyt
Shumway, Zeke
Siebold, Emil
Siebrand Bros.
Siegfried & Co.
Signor, Art
Sikes, O. L.
Sikes, Tom
Silliman, G. Walter
Silver, Hal
Simms, Arnon
Simonds, Harry
Simpson, Jack & Flo
Simpson, Jimmy
Simpson, Wm.
Simpson, Wilfred G.
Simus, Eudd
Sine, Sampson
Singalee—Fire Eater
Singer, E. H.
Sink, Percy
Sindik, Stanley
Sisco, R. H.
Sitts, A. W.
Sizemore, John
Skating Swingers
Skinner, Doc
Skinner, Maurice
Skuller, Charles
Slinker, Lloyd
Slott, Dave
Slusser, Earl
Small, Harry
Smalley, Charlie
Smart, Herbert I.
Smart, Robt.
Smiga, Joe
Smiley, L. R.
Smith, the Clown
Smith, Aerial
Smith, Arthur D.
Smith, Benj.
Smith, Bert & Vi
Smith, Bob
Smith, Chris
Smith, C. M. Sid
Smith, Earl
Smith, Edward B.
Smith, Ford
Smith, Frank
Smith, Frank Shows
Smith, Grover
Smith, Hank
Smith, Harry
Smith, Henry
Smith, (Dope Show)
Smith, Jack J.
Smith, J. Lacy
Smith, Joe Bush
Smith, Leonard
Smith, Luther I.
Smith, Mel
Smith, Norman
Smith, R. D.
Smith, R. M.
Smith, Ralph
Smith, Sid
Smith, Speedy
Smith, W. F.
Curley
Smithy, Texas
Smuck, Guy
Smuckler, Bernie
Snearly, L. E.
Amuse.
Snediker, B. W.
Snediker, Ray
Snelberger, Chas. H.
Snyder, Bill
Snyder, D. E.
Snyder, Tex Leon
Sobough, Jimmy
Sokol, Sammie
Solberg, O.
Solover, Mory
Sommers, Ellsworth
Sontag, Clarence
Sorge, Clarence
Soubier, John
Southern Am. Co.
Southern, Burt
South, Earl
Soverby, L. S.
Spahr, Freddie
Sparks, J. A.
Sparks, Jesse
Sparks, Joe
Spaulding, Bill
Spaulding, Geo.
Spaun, Byron
Spellman, Hank
Spencer, C. L.
Spicer, Earl
Spicer, Mr. Patsy
Fish Bowl
Spraggins, Geo. W.
Sprague, Ralph
Speedie, J.
Speights, Sol
Spencer, Art
Spencer, Bennie
Sprague, Paul
Spring, Tony
St. Clare & O'Day
St. Johns, Art
St. Leon, George
St. Ouge, Joe & Co.
Stacey, Tom
Stack, Robt.
Stalac, Anthony
Stalac, Paul
Staley, John
Stalker, Ben
Stanhard, C. II.
Stanley, E. B.
Stanley, George R.
Stanley, Edward
Stanley, Geo.
Stanley, Goy
Stanley, J. C.
Stanley, L. L.
Stanton, Pete
Stantou, Steve
Starbuck, H. G.
Stark, Abie
Starker, John
Starching, D. B.
Starkie, George R.
Staton, Wm. Mule
Staton, Sam
Steenburg, Wm.
Stear, M. M.
Stebler, V.
Stecl, Bob
Steiger, W. J.
Stein, A. E.
Blackie & B.
Stein, Billy
Steinwinder, Jimmie
Stephen, Karl
Sterling, D. B.
Sterling, Col. Frank
Steve, Miller
Stevens, Gale
Stevens, Jack
Stevens, J. J.
Stevens, M. H.
Stevens, R. W.
Stevens, Tom A.
Stevenson, George
Stevenson, Leo & Luella
Steward, A. D.
Stewart, Dan
Stewart, Harry
Stewart, John Todd
Stillman, Francis
Stock, Jack
Stockwell, Jay
Stoever, Wm. H.
Stoltz, Geo.
Stone, Dennis C.
Stone, Edwin J.
Stone, Geo. B.
Stone, Jack
Stone, J. M.
Stone, Leonard
Storr, Lloyd
Stone, O. L.
Stout, R. W.
Stover, Dan
Stover, Pat Foster
Strasser, Russell
Street, Dr.
Franklin
Strickel, Robert
Strickenburg, Henry
Strickel, Tommy
Stroke, Bill
Stroud, Bill
Struble, O. F.
Strum, Peter
Stryker, Andy
Stuart, Ben Tex
Stuart, Frank Doc
Stupee, Earl H.
Styles, Talmadge R.
Student, Wm.
Succaw, J. E.
Sugget, J. W.
Sullivan, Hughie
Sullivan, J. S.
Sullivan, Jim
Sullivan, P. J.
Sullivan, W. O.
Summers, Shorty
Summer, Jack
Sutherland, Capt. John
Sutton, F. M.
Sutton, J. A.
Sutton Show
Swain, Col. W. I.
Swartz, Herman
Swibel, Jack
Swicegood, Carl
Swinger & Swinger
Swisher, Ralph
Swinn, Bill & Lona
Sykes, Chas.
Sylvester, Shorty
Sylvia, Joe
Talent, Bill
Tarpley, Gladstone
Tappan, Shortie
Tassell, Barney
Tatern, Cecil
Taylor, Andy
Taylor Bros., Amuse.
Taylor, Earl
Taylor, Frankie, Revue
Taylor, Rex
Taylor, Richard
Taylor, Slats Virgel
Taylor, T. F.
Taylor, Tillman
Teague, Ralph L.
Tebbs, W. E.
Termaat, Gilbert
Terrell, Billy
Terrell, Buck
Terry, E. L. Ted
Thompson, Fred
Thompson, G. R.
Thompson, Geo. L.
Thompson, Geo. W.
Thompson, J. C.
Thompson, Jesse
Thompson, Jim
Thompson, K. B.
Thompson, Lester
Thompson, Ray & Joy
Thompson, J. W. W.
Thompson, Lee
Thompson, R. D.
Thompson, Butch
Thompson, Fred L.
Thompson, B. W.
Thompson, F. M.
Thompson, Fred
Thompson, G. R.
Thompson, Geo. L.
Thompson, H. G.
Thompson, John
Thompson, Lee
Thompson, Phylis
Thompson, Ray
Thompson, T.
Thornon, Admiral
Thornton, Charles
Thornton, Chester
Thornton, Dewey
Thornton, Robt.
Thornton, Thomas
Thorpe, Clarence
Tibby, Harry
Ticke, Billy
Tiebor, Roland
Tierney, Billy
Tierney, Frank
Tierney, Eddie
Tierney, James E.
Tietiens, Wm.
Timmons, Bobbie
Tipton, Jake
Tirko, Billy
Todd, Alec
Todd, Ed
Todd, Keith W.
Todd, R. Walter
Toff, Miller
Tom, Steve
Tomlinson, Jimmie
Tomkins, Al
Tomkins, Tommie
Torres, V. L.
Tosh, Ben F.
Townsend, Chick & Dortha
Toyer, Herbert
Tracy, J. P.
Tramp, Edmund
Trattner, Sam
Traves, Lode
Trenery, Frank N.
Trivanday, Al
Trout, LeRoy
Troutman, Ross
Trotman, Elmer
Trotter, Geo.
Troyle, Wm.
Trusale, Lyman
Tucker, Al
Tuller, Joseph
Turk, Franko
Turner, Bert Clown
Turner, Frank Leo
Turner, Jack
Tucker, Wm.
Turnquist, Carl
Turthill, Edw. G.
Turn, Dan
Twist, Egan
Twitty, Wm.
Twohouse, Chief
Ucar, Joe
Ucar & Jones
Novelties
Uley Bros.
Ullmann, Jacque
Umpleby, Chet
Underhill, Howard
Underwood, Teddy
Unick, Joe
Unton, James
Vagell, Mickey
Valalsky, John
Vale, A.
Valier, Bud
Valentine & Bell
Van Ame, Pete
Van Berkum, Nick
Van, Herman
Vanderburg Bros.
Van Meter, A. L.
Vann, Dan & Ervie
Vansandt, Helen
Van Valkenberg, Alfred
Van Zandt, K.
Varga, D. J.
Varnadore, Varnie
Varo, Frank
Vaughn, Eddie
Vejraska, M. J.
Venus, Bunny
Vernick, Joseph A.
Vienson, Bill
Vierra, George W.
Vierick, Wm.
Villeteaux, Harry
Villiponte Co.
Violent, Romo
Violas, The
See LETTER LIST on page 48



The Whirl of Today

WHAT'S this about Charlie Sparks being definitely on the move to send his Downie Bros. Circus out on rails? The rumor has been cropping up annually for the last five years or so, but this time the circus maestro really means business. . . . And what's that about whoosis concentrating around Springfield, Mo., for circus equipment, with the name of Howard Y. Bary being mentioned? . . . And 'tis also said that much of the equipment of the founded Tim McCoy outfit is being sought for purchase, with a former legal adjuster being involved as a broker on the deal or something. . . . C. E. (Jimmy) Rice, whose trapeze performing career on Barnum & Bailey started and ended in the same year (1902), when he fell from his rigging and suffered dislocations, is now chief steward for La Posada in Radium Springs, N. M. Rice is head of the dining and cocktail works, offering magic shows at twilight for the guests. He hasn't been up in the air (except maybe in a plane) for 36 years, but under his stewardship the grosses at La Posada are reaching into the clouds. . . . A show physician (with a midway biggie) is playing the peeve because his good work as a group medicinet was related in your favorite show paper. The good doctor is either modest to a fault or he missed the intent of the article completely. It is to his eternal credit that he did not seek the spotlight, the story having been handled without his knowledge, which seems fair and certainly ethical—as ethical as his professional organization, to which it is assumed he belongs, would want it.

The executive committee of the Dexter Fellows Tent of the Circus Saints and Sinners Club of America met the other day and put up a handsome trophy for The Billboard "Favorite Outdoor Performer Contest." Other organizations which are donors are the Circus Fans of America and the National Showmen's Association. The contest editor has asked this column to state that the first returns in the balloting are published this week in the general outdoor section.

THE Public Prints. . . . A Fascist newspaper in Italy says "the Italian people consider Roosevelt to be like those charlatans who, at our country fairs, sell porous plaster, razor blades and miraculous ointment." Italian country fairs are apparently as backward in what they offer to the public as the government itself. Over here we have drug stores. Nevertheless and notwithstanding, over here we can say better or worse about our political leaders—without press censorship, which makes attack or praise more satisfying, more sincere and generally more accurate. . . . An AP item relates that to demonstrate that a lion would not bite, a man thrust his hand into a cage at a Santa Monica (Calif.) park where he was employed. The lion clawed him so badly the man's arm had to be amputated, and the animal was destroyed because its owner feared it might become a killer. What we and others would like to know is just what is proved when it is established that a lion will not bite when tempted at a given moment? Does man think he is endowed with mystic powers that beasts must submit to? If so, man should be in cages, thus eliminating amputations. . . . An obscure item in a European newspaper relates that Herr Leinert, of the Monster Cannon Act, will be projected over four Ferris Wheels when he appears in the United States on the Strates Shows. Question 1: Does the show have four Ferris Wheels? Question 2: How would the European newspaper know, inasmuch as no European show has that many Ferrises? This case comes under the heading of Reasonable Doubt.

In praising Dr. J. S. Dorton, head of the new "syndicate" fair in Charlotte, N. C., *The Charlotte Observer* committed a neat typo, stating that the good veterinarian is no flash-in-the-plan (and we hope our own typesetters exercise more than the usual care with that last line.)

. . . . Back in late spring a children's mag ran a circus account pegged partly around the "Save the Circus Movement." F. Darius Benham, of the Circus Saints and Sinners Club, whose name appeared in the article, claims he has received more than 5,000 letters from kids asking him how they could help. Just go to the circus, kids, and take the folks with you. . . . W. Winchell reports from his Miami vacation-stand that Professor Seward, "who probably read your palms on the Atlantic City Boardwalk," has built one of the most beautiful hotels (the Le Roy) in the world. . . . "from coins people spent wanting to know their futures." Which assured the professor's future, at any rate.

Battling for Tex Sherman in current *Ranch Romances*, Herb Maddy reveals in *Tex's Out of the Chutes* column that Fog Horn Clancy's real tag is Frederick Melton Clancy. . . . Read *Rodeo's Dilemma* in the January *Hoofs and Horns* and find out what's wrong in the rodeo biz. Who wrote it? Who could write it but Guy Weadick? The Guy says a lot of clever things in his lengthy discussion, but I like his finish best: "Rodeo is a business, and any time one is held and can't get by on its merits, it should fold up. It can't expect to function very long upon the free services of novices or the honeyed words of well-wishers who make their money in other businesses but insist upon theories in rodeo business to pay the shot." . . . Circus collectors and others will like *Poles East* by Fred H. Phillips in *The Maritime Advocate*. . . . And we hope all of you read *Take Your Coat Off and Go to Work* by Cy Bond (park department) and Max Cohen's illuminating opinion on the Wage and Hour Law as it affects carnivals. Both articles appeared in the Holiday Greetings Number of *The Billboard*.

## Hartmann's Broadcast

OPERATORS of frozen custard machines on trucks in Florida or contemplating entering the State face a stiff law. It is known as the frozen desserts law with certain sanitary requirements for the production and sale of ice cream and other frozen desserts, and is in force, John M. Scott, chief milk inspector of Florida, informs.

The law is tough on frozen custard machine operators on all traveling shows in or entering the State, but especially on those with circuses because of its several requirements. Operators moving from place to place must pay a license fee of \$10 for each spot at which they operate, and each license must be obtained prior to opening for business at the spot covered by the license.

In addition to this, each frozen-custard truck must be equipped with hot water and steam for cleaning and sterilizing the utensils used in the handling and manufacture of frozen desserts, and the truck must be equipped with a wash sink for washing all equipment. The freezer on the truck must be inclosed with glass so as to keep out all dust and foreign matter from the product and the frozen product sold thru a small opening.

Too, all handlers of these frozen products must secure health cards from a recognized medical doctor in Florida, and they must buy their mix from which these products are made from some licensed manufacturer in the State, as they will not be allowed to make up their mix on the grounds or in the truck.

Another requirement is that all freezing equipment must be dismantled once a day, thoroly washed and sterilized with live steam.

It is hoped by Mr. Scott that thru the publication of this information in *The Billboard* the Milk Inspection Division of Florida will secure the co-operation of the frozen desserts manufacturers. "We feel sure," he says, "your subscribers want to co-operate with the enforcement officials and comply with all State regulations regarding food products and supply the consumers the very best quality of products."

† † †

J. A. WAGNER, past president of the J. Circus Fans' Association and general manager of Des Moines Union Railway, is of the firm belief that the circus needs a "czar" the same as the motion picture industry and baseball now have. In a full-page advertisement in *The White Tops*

(Christmas Number) he urged the appointment of such a man for the purpose of eliminating strife between labor and circus management and unfair practices between circuses. *The Des Moines Register*, issue of December 26, carried a story on the subject, based on the greeting-card advertisement in *The White Tops*.

Among other things Mr. Wagner (who, by the way, has been confined to his home with an attack of arthritis and neuritis but is much improved at this time) said that it would be a sad picture if he were to emphasize the many unusual, unprecedented acts, whether thru the need of the situation or not, that happened to the circus en tour last summer. "True," he declared, "there were business conditions that contributed to this unusual situation and no doubt the managers had to meet them as they thought then, quickly, and follow the motto: 'The circus must go on.'"

"There should be no continuation of failure to pay the salaries agreed to be paid to the performers. There would be no circus if there were no performers who risk their lives daily to attract a paying audience. They must be assured of their compensation. Labor is worthy of its hire and there should be open, fair, co-operation between management and the circus personnel.

"The covering of each other's paper, conflicting dates, rental of lots to keep out opposition circus and other things I am ashamed to mention but with which the public is familiar thru the press must be abandoned.

"Great amusement enterprises which must sell their wares to the amusement world have found it necessary to have a conciliator to iron out the differences that arise with the public, the personnel that is responsible for the presentation of the entertainment, the financing of the entertainment and guard the attractiveness of the performance that will draw the audiences.

"The moving picture industry has its Will Hays; baseball, its Judge Landis. Circus owners, managers, performers and employees should reach an agreement by which matters of great importance to all of them and to the public can be weighed carefully by a conciliator whose instructions they will all agree to follow. This is a man's job. It can be done. It ought not to be an expensive set-up. The returns, in my opinion, would warrant the effort.

"President Green (of the AFL) has gone out of his way to prove his desire to retain the circus. We—the Fans, the owners, the performers and all the personnel of the circus—must aid in 'cleaning our own house.'

"If all these things could be brought about we could have support from our city, State and national governments if not thru financial assistance at least thru the enactment of more favorable legislation."

Opinions of circus owners and managers will be welcomed.

## Notes From the Crossroads

By NAT GREEN

HOLIDAY meanderings: Holidays are terribly upsetting to established schedules, but maybe it's a good thing! The longer one lives the more he realizes that it's not a bad idea to kick over the traces occasionally—if for no other reason than to bring home a realization of the soundness of an orderly life. Mind you, we're not advocating running hog-wild. But there's a bit of the primitive in all of us, and mildly "going native" once in a while tends to make us more tolerant of other folks' shortcomings and less restive under the necessary restraints of everyday life. With this preaching, no doubt superinduced by a mild regret over likewise mild holiday excesses, the Crossroads philosopher wishes everyone a happy, healthy and prosperous New Year.

Al Irwin, former circus man and now manager of the Coliseum-Music Hall at Houston; Mrs. Irwin; Hazel Hays, manager of the Will Rogers Memorial Auditorium at Fort Worth, and Edna Christensen, manager of Memorial Hall, Racine, Wis., came in for the Sonja Henie party and the ice show at the Chi Stadium and from all indications

# 45th YEAR The Billboard

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A. C. HARTMANN, Editor

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E. E. SUGARMAN, Editor

Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

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had a grand time. . . . Max Goodman back in Chi to confer with his new general agent, C. W. Finney, who spent the New Year holidays in Indianapolis. . . . Bob Stevens, of the Ringling-Barnum show, in town for a few days on business. . . . A letter from J. D. Newman says everything is okeh on the West Coast, but he misses the Chi gang. . . . N. Harry Cancie, vet showman, remembered many of his showfolk friends with the customary gift of candy. . . . Friends of Mr. and Mrs. Nate Eagle will be sorry to learn that their baby daughter, born the Thursday before Christmas, died the following Sunday. . . . Omer J. Kenyon spent Christmas with his family in Des Moines and expects to be in Chi this week for the Shrine circus.

There's a lonesome note in Mickey Coughlin's letter from Hot Springs. . . . Nobody around the Majestic, he says, but Art Hopper, Bernie Head, George Reader and Mazie and Leone Stokes, and it's almost impossible even to get a hearts game going. . . . That rotund white-maned gentleman strolling along Randolph bareheaded was Bohumir Kryl, once noted band leader and still active in his field. . . . Those gorgeous costumes in the Sonja Henie show must have cost a fortune. . . . We can't imagine Don Harter quitting the banking business to go into the circus supply field, but anything is liable to happen these days! . . . It took the carnivals to teach the circus something. . . . Those three new train loaders that will be a part of the Ringling-Barnum equipment will be patterned after the loader developed by the Royal American Shows. . . . Jack Polk, of the Barnes-Carruthers sales force, back to his own bailiwick, Lincoln, Neb., after a sojourn in Chicago. . . . Louis and Ned Torti's Loyal Order of Royal Tin Bucketees will be in session in Milwaukee about the time this issue hits the news stands. . . . Our card certifies we're in good standing—and we'll be there without soup 'n' fish but with a ravenous appetite!

Biggest of the many Christmas cards received was the one-sheet of Billy Blencoe, of Central Printing and Illinois Lithographing Co. Many others received were highly individualistic. There isn't space here to mention each one, but we enjoyed them all immensely. Be sure to write it "1939."

## Rose Denies "Jumbo" Title Is Leased; To Sue for Injunction Against Nat'l Circus Syndicate

NEW YORK, Dec. 31.—Billy Rose denies that the National Circus Syndicate has leased the title and part of the opening number of his recent *Jumbo* show, as reported in the issue of *The Billboard* dated December 24.

Rose says he has notified his attorney, Arthur Garfield Hays, to sue for an injunction, restraining any use of the title or material or score from *Jumbo*. He says he expects John Hay Whitney's attorney to take similar action. Whitney was the backer of *Jumbo*.

Claiming he has a deal pending with Metro-Goldwyn-Mayer for its purchase of the film rights to *Jumbo*, Rose threatens to send out an advance man ahead of the Morrissey-Paige *Jumbo* show, which opens in Chattanooga, Tenn., January 2, the job of this advance man being to publicize the show as using the *Jumbo* label illegally.

CHATTANOOGA, Dec. 31.—Practically all acts have been set and plans almost complete for the premiere of the *Jumbo* Indoor Circus here next week. Show officials deny that this is an infringement on Billy Rose's title, *Jumbo*.

An intensive ticket sale has been conducted. Civic clubs and other organizations have purchased large blocks of tickets to be given to underprivileged children, the Rotary Club alone purchasing a block of 7,500 children's tickets.

Opening January 2, performances will be given nightly, a matinee Wednesday with three performances Saturday for school children. Tickets will be 40 cents balcony, 75 cents dress circle and \$1.10 box seats. On Saturday a special price of 15 cents for school children is announced.

National Circus Syndicate is said to be planning to take the show on tour

depending on outcome of performances here.

### Other Acts Booked

Among acts booked and not already mentioned in *The Billboard* are:

Three Larkins, featuring death slide; Kaichi Koban, who walks up stairs on his head; Viola Hauser, head balance on swinging trapeze; Harry Rooks, head-balancing trapeze; Ernie (Upside-Down) White, the man who spins on his head; Martha Principini, dainty miss in a web; Bedell Troupe, teeterboard acrobats; Three Flying Covets, trapeze artists; Misses Silvia Forrest and Bedell, iron jaw; the Delbos and Two Aces, comedy acrobats; Jeanette Wallace and Ruby Hughes, elephant act; pony act.

## Jarmes Framing 10-Car Show at Owatonna, Minn.

CINCINNATI, Dec. 31.—Glenn J. Jarmes writes that Owatonna, Minn., will be the winter and head quarters of the new Glenn J. Jarmes and Bailey Bros.' Combined Railroad Shows, which will take to the road the coming season as a 10-car show, possibly 15. Equipment will be assembled at the fairgrounds, and elephants and other animals will be housed on a farm one mile from there. The cars will be placed on the Milwaukee Railroad side tracks.

Jarmes will be president and general manager and D. C. Hawn general agent and traffic manager. The show will stage a parade. Jarmes received many answers to his recent advertisement which will be answered as soon as possible.

## WPA, Idle for Week, Resumes in Brooklyn

NEW YORK, Dec. 31.—The WPA Federal Theater Project's circus, which was idle last week, was at the 106th Infantry Armory, Brooklyn, this week.

Show opens New Jersey run January 6, first spot being Paterson.

Letters continue to pour in from members of the Circus Fans' Association indorsing "Circus Fans' Night" on the show evening of February 3, reports Wendell J. Goodwin.

## January 25 Is Final Date For Filing McCoy Wage Claims

WASHINGTON, Dec. 31.—Word from Wilmington, Del., reaching here on the subject of McCoy wage claims establishes the fact that dividends on back pay tied up in the McCoy bankruptcy probably will not be paid before June of next year.

Sybil U. Ward, trustee for the bankruptcy, has written Richard A. Harman in this city that the "final date for filing claims is January 25, 1939. The attorney for the trustee will not be in a position to check the claims after that date. As there are some 600 claims against the bankrupt estate, this checking of claims will take some time." According to the explanation from Wilmington, the attorney for the trustee says he will not be "in a position to pay a dividend on the estate probably until about June, 1939."

Harman, attorney for many former McCoy crew members, made exception to the trustee's statement. In a written reply Harman pointed out that many of the wage claimants were in no position to wait until June, 1939, for their money. One or more dividends should have been declared previous to this date, he declared, and wage claims should be paid in full immediately under the priority of wages over other creditors. Further "checking" of claims should be unnecessary, he pointed out, because they have



JOE B. WEBB, who has been re-engaged as legal adjuster with the Parker & Watts Circus.

## Name Committees For CSSCA-NSA Troupers' Home

NEW YORK, Dec. 31.—Remmie L. Arnold, national president Circus Saints and Sinners' Club of America, has appointed committees from all tents to confer with a committee delegated by the National Showmen's Association in connection with proposed troupers' home, a joint sponsorship.

Committeemen named are: Harold G. Hoffman, chairman; Fred P. Pitzer, Tex O'Rourke, E. D. Thornburgh, F. Darius Benham and Orson Kilborn, of Dexter Fellows Tent, New York; J. R. Callum, Judge Harry Guthrie, Col. Charles H. Consolvo, of Charles H. Consolvo Tent, Norfolk, Va.; J. Franklin Pond, Hon. Morton G. Goode and Dr. G. H. Reese, of Will Rogers Tent, Petersburg, Va.; Fritz Sitterding, John C. Goode and Charles A. Somma, W. W. Workman Tent, Richmond, the parent tent.

George Hamid, NSA president, said he would appoint his committee shortly.

## IABPBD Local No. 1 Loses Three Members in '38

CHICAGO, Dec. 31.—The Billers' Alliance, Local No. 1, lost three of its old members by death in the past year. Jack Trotter was killed in an accident and Frank Johnson and Frank Lynn died of sickness.

At the recent election of officers Bill Sloan was made sergeant at arms for the ensuing year.

## LeMaire Working On Sketches for Costumes of R-B

SARASOTA, Fla., Dec. 31.—Charles LeMaire arrived at the quarters of the Ringling Bros. and Barnum & Bailey Circus last week and has already launched work on sketches for costumes, etc., for next spring. At present he is the sole tenant of the palatial John Ringling hotel, having set up a temporary studio in that winter hostelry, which does not open for the season until mid-January.

Definite plans for the building of the 1939 edition of the show will not be formulated until the return of John Ringling North from his European tour in February. Among momentous decisions awaiting his return is action on the tradition-shattering proposal to reshape the big top, making it shorter and wider, in order to give spectators at the ends more of a break. The plan calls for making the tent nearly round in shape, and also includes installation of box seats in front of the grand stand. It would probably entail the elimination of stages and the closer grouping of the rings.

The exact number of cars in which the show will travel is another decision that awaits North's return. Semi-official sources predict that an increasing tendency toward mechanization will make it possible for the show to eliminate a number of cars, their argument being that tractors, etc., take up less room than draft horses.

### Planning Large Menage Act

Whether or not draft houses are on the verge of bowing out, the equine performer will enjoy a banner year in the ring, it is indicated. One of the largest menage acts in history is planned, with probably between 70 and 80 horses in the rings and on the hippodrome at the same time.

More than 100 members of the executive staff and the winter quarters crew sat down to Christmas dinner in the mess hall at quarters as guests of General Manager George W. Smith and Commissary Superintendent Joe Dan Miller. Henry Ringling North was present, as were Roland Butler, Charles LeMaire, McCormack Steele, Charles Bedeaux Jr., and others attached to the Big Show executive staff.

Here for a holiday visit with Mrs. Ida Ringling North and Henry North are Mr. and Mrs. Randolph Wadsworth and family of Cincinnati. Mrs. Wadsworth is the former Salome North. Mrs. Charles Bedeaux Sr. spent Christmas in the city visiting her son.

A number of performers, including the Uyenos, Canestrellis, Lou Jakob and others appeared in a Christmas Day circus at the U. S. Veterans' Hospital in Bay Pines, near St. Petersburg.

Equipment, stock and performers for Shrine winter circuses left here last week for Chicago. Included in the shipment were 20 elephants, with Capt. Larry Davis in charge; four camels and 41 head of ring stock. Gordon Orton and Jack Foley were in charge of the Liberty horses. Jimmie Reynolds was in charge of equipment.

Fred Bradna and the Loyal-Repenskis returned from Cuban engagements to leave with the Shrine contingent, along with the Naittos, Paul Mortier and Ed and Jennie Rooney. Merle Evans will lead the band for the indoor dates.

Ed Kelly last week gave assurance to the Sarasota Junior Chamber of Commerce that the circus would, as usual, co-operate in the staging of the annual Pageant of Sara de Sota, midwinter fete.

## Mrs. George Steele Hurt

DECATUR, Ill., Dec. 31.—Mrs. George D. Steele, wife of the legal adjuster, and Mrs. Leonora McMahan suffered injuries last Saturday afternoon when the car in which they were riding skidded into a ditch in Litchfield. Mrs. Steele's legs were injured.

## Bary Buys McCoy Wagons

CINCINNATI, Dec. 31.—A report has reached *The Billboard* that Howard Y. Bary has purchased all the wagons of the Col. Tim McCoy Wild West Show from the Springfield (Ill.) Wagon Works.

### Tribute to Merrick

Genial, kind-hearted, generous William N. Merrick, veteran bandmaster and composer, is dead, and grief fills the hearts of all who knew him.

William N. Merrick, or Bill Merrick as he liked to be called by his friends, was a man who stood foursquare among his fellows. Honest and courageous in his convictions, his associates were never in doubt as to his attitude on any issue confronting him. Generous to a fault, he gave freely of his time and means to aid those less fortunate. His ears were ever attuned to the cry of distress, but he was wholly unostentatious in his beneficences. He attained to the ripe old age of four score and three years, but his heart was always young and as long as his health permitted him he took an active interest in present-day affairs and looked to the future with undimmed optimism.

William N. Merrick was one who loved his fellowmen and the record of his long and useful life will be cherished on the tablets of love and memory by friends beyond count.—Zanesville (O.) *Times-Recorder*.

## B-C To Produce Chi Stadium Show

CHICAGO, Dec. 31.—Sam J. Levy, vice-president of Barnes-Carruthers Fair Booking Association, announced this week that it will produce the Chicago Stadium Circus next spring. The show will be on a scale comparable to circuses that have appeared at the Stadium in recent years and many well-known acts will be in the line-up. Dates set are April 14 to 30, inclusive.

Arthur M. Wirtz, of the Stadium Corp., states that it is probable the circus also will play a number of other cities in auditoriums controlled or affiliated with the corporation.

### Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.

First returns in the FAVORITE OUTDOOR PERFORMER CONTEST appear this week in the General Outdoor section. Look them over and then send for your ballot.

# Under the Marquee

By CIRCUS SOLLY

FRANK L. ANDERS, legal adjuster, is wintering in Miami, Fla.

JOE BAKER cards that he clowned during holiday season at Woolworth's in Tacoma, Wash.

ARCHIE McBETH, who was with Robbins Bros.' Circus, is in the trucking business at Stamps, Ark., his home town.

BOB PRINTY, wrestler, who has been with circuses, cards that he has several matches booked.

THE CHRISTMAS number of the *White Tops*, with a number of illustrations, is a very interesting edition.

ELIZABETH PENN visited with Irv J. Polack and wife when Polack Bros.' Circus recently played in Montgomery, Ala.

KEYES BROS.' Circus of Peru will open January 25 at Battle Creek, Mich., playing thru that State, Illinois and Indiana.

W. G. LeTOURNEAU has been re-engaged as equestrian director of Siebrand Bros.' Circus. Has been with the show the past three years.

DON'T BOTHER about the other fellow's business. Your own will keep you plenty busy.

R. L. FRAZIER cards that Mack Hodge, formerly with Scott Bros.' Shows, is now on Mighty Haag show with his brother, Monroe.

MRS. P. E. GEORGE pens that Willie C. Clark clowned and did foot juggling in Toyland in the Sears-Roebuck store in Tuscaloosa, Ala.

FLYING BEHEES, managed by Clayton Behee, wintering in Florida, are practicing for coming season. Two members of act had appendix operations past year.

THE KLINES (Charles and Peggy), who closed a five weeks' engagement in

Lansing, Mich., will appear at several conventions in January and February.

BOB MERRILL is back with the J. R. Malloy Circus unit, doing comedy acrobatic work and hand balancing, after being confined to his home in Pittsburgh, Pa., for two weeks.

THE AMERICAN BELFORDS, many years with major circuses, are being featured with Earl Taylor's 1939 *Revue Glorified*, now playing thru the Middle West.

RIP W. WINKLE, of World Bros.' Circus, has a cafe, the Hippodrome, in Miami, Fla. The show, which closed at Drew, Miss., is in quarters at West Memphis, Ark.

MOST OF THE INDOOR circus dates have been exceptionally good. It's an excellent sign for the outdoor season.

CIRCUS PERFORMERS on bill at the State Theater, Pontiac, Mich., December 25-26 were Slack-Wire Crawford and Rex Cole and wife, lariat throwers and whipcrackers.

NATE LEON, brother Maurice and their dad, who were in Hot Springs, Ark., for a month, are now at Miami Beach, Fla. Nate and Maurice were banner men with Downie Bros.' Circus past season.

J. LAMONT and wife, with cockatoo act, who were at the Famous-Barr store in St. Louis five weeks, are now in Florida, where they will remain until their park and fair season begins.

RALPH GRIBBLE and Peggy Waddell are doing nice business with the pit show on Barney Bros.' Circus. Next season Gribble will have the outside stands with the show.

MARK ANTHONY pens that he made the Sontason Parade in Boston, also clowned department store for Captain Mack's Small Fry Circus. Anthony is now working night spots in the Bean City.

FIFTY YEARS ago, December 28, Richards Southern Circus and Show was in Alexandria, La. *The Alexandria Daily Town Talk* had a half-column story on this old-time show.

WILLIAM J. GILMAN writes he had quite a visit with Manny Gunn, for years contracting agent for Fred Buchanan's Yankee Robinson and Robbins Bros.' circuses, at Tucson, Ariz.

MRS. CARL SOLT, of Aerial Solts, has returned home at Denver, Ind., from Woodlawn Hospital, after having undergone a major operation December 1. She will be back on the trapeze in May or June.

SUGARFOOT WILLIAMS, with Hagenbeck-Wallace and Downie Bros.' shows last season, is in Memphis, Tenn., working night clubs and broadcasting with (See UNDER THE MARQUEE page 49)

15 Years Ago  
(From The Billboard Dated January 5, 1924)

A telegram to *The Billboard* December 31 from the Golden Bros.' Circus, Anaheim, Calif., denied the report that A. G. Barnes had purchased the Golden show. . . . Because of a contract with the Ringling-Barnum circus, the May Wirth riding act was forbidden to play the Hippodrome Theater, New York, and the Hannefords were booked to appear there instead. . . . Ringling-Barnum gave a free performance for more than 2,000 of Bridgeport's (Conn.) poor children in the Remington Arms Co. Building December 24. . . . Roy Barrett signed to work with Fred Bradna's winter show, which was to open for five weeks January 7. . . . Big Bill Erickson, for the past few years with the Al G. Barnes Circus as manager of the No. 1 advertising car, signed with Golden Bros.' Circus to hold the same position.

Eddie Ward's flying act closed at the Hippodrome Theater, New York, because it was too large for the stage. . . . The Al G. Barnes Circus won the suit against it by the United Advertising Co., of Paterson, N. J., for alleged bannering of the circus on the advertising company's latest places. . . . George Tipton was engaged to manage the cookhouse with the Al G. Barnes Circus. . . . Hughie Fitz, acrobatic clown and contortionist, finished a six weeks' engagement at a department store in New York. . . . Clarence Auskings closed his season as general agent of Campbell's New Orleans Minstrels.

Joe Baker, for several seasons with advance cars on the John Robinson, Al G. Barnes, Sparks and Ringling-Barnum circuses, was managing Arnold Krauss, Roumanian violin virtuoso, touring the California coast. . . . Freddy Nelson and Bernie Griggs, of the Bostock Riding Act, were playing the Keith Circuit in and around New York, and the Rotaivas, novelty ring performers, were playing vaude dates in New York. . . . Charles Wetterman, veteran circus musician, died December 23 at Bethesda Hospital, Cincinnati. . . . Eddie Stendahl, former agent of the John Robinson Circus, and Hazel Galloway, daughter of the late Billy Galloway and member of the Galloway Sisters, specialty team with various rep companies, were married Christmas Eve at Dayton, O.

## Rawls Replaces Noble

YORKTOWN, Tex., Dec. 31.—W. A. (Willie) Rawls is now manager of the Barney Bros.' Circus Side Show, replacing Ralph Noble. The Rawls are doing their mental act.

NO CIRCUS NO THRILL

Without THE EARTH'S No. 1 AERIALIST FLORESQUE

who is still EUROPE'S newest importation, with his two breath-taking Aerial Acts the show business ever knew.

Care THE BILLBOARD, Cincinnati, O.

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## TENTS - BANNERS

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THEY'RE "TOPS" IN THE SHOW BUSINESS

Universal Electric Plants.

First choice among America's traveling shows, carnivals, etc. The reason? Universal lighting plants are light, compact, simple to operate, economical to own. All sizes to handle from 10 to 5,000 bulbs. Ask for Catalog B-1.

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SHOW and TRAILER CANOPIES

## TENTS

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ST. LOUIS DALLAS MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, KAN.

WPA FEDERAL THEATRE

Presents Its

### 3 RING CIRCUS

Featuring CAPT. ENGERER'S FIGHTING LIONS

WANTED — Circus Acts for Indoor Circus. Send photos and make your prices right for this date, January 30 to February 4, as this office may be able to place you for several weeks more. Can use clown who has wardrobe and can produce Clown Numbers. Also any Bands or Vaudeville Acts coming down this way, get in touch with us, as we may be able to place you. Write or wire VA.—TENN. PRODUCING CO., Room 611, Reynolds Arcade Bldg., Bristol, Va.

### CIRCUS PHOTOS

Christy Bros., Sparks, Sells-Floto, John Robinson, 101 Ranch, Etc. Sample and PRICE LIST 10c. 11x17 Black and White Lithographed 1882 Barnum-Bailey, Hutchinson "Jumbo" Poster. Price \$1.00, including three sample photos.

Art "Doc" Miller

202 So. Main St., Elmira, N. Y.

SEASON'S GREETINGS —COMING SOON—

WAIT FOR THE BIG NEW R. R. SHOW.

GLENN J. JARMES & BAILEY BROS.

Greatest Show Under the Sun. The Railroad Circus Magnificent.

Gen'l Offices and Winter Quarters. Owatonna, Minn.

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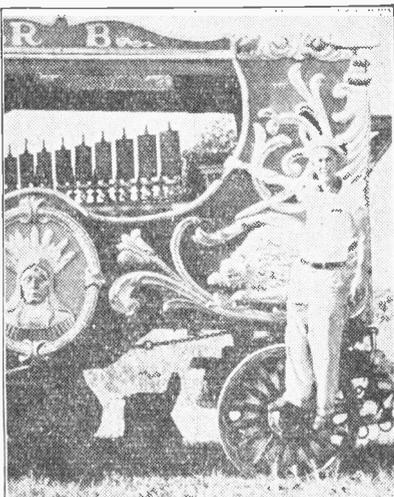
America's Fastest Double Trapeze Act.

MEDINAH TEMPLE SHRINE CIRCUS, CHICAGO.

Thanks to Orrin Davenport.

## EXPOSITION TRAIN WILL BUY

Big Elephant, Zebra, small Camel, Water Buffalo, large Chimp, or big Ape. Need one or two outstanding living Human Curiosities, also other strong Feature. HUTTON & ANFENGER, Gen. Del., San Antonio, Tex.



L. RAY CHOISSER (Crazy Ray), calliope player, who was with Robbins Bros.' Circus, is spending the winter at his home in Pinckneyville, Ill. The past season was his 15th with Jess Adkins. Choisser recently bought a steam calliope.

# TENTS

3 CANVAS LOFTS - ATLANTA - DALLAS - ST. LOUIS

Shuredry — USAMP and DFMP Canvas made by Fulton Bag & Cotton Mills and preferred by show people everywhere.

Save transportation charges by sending your order to our nearest plant.

## Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

"Wonder Show of America"

## PARKER AND WATTS CIRCUS

WANTS FOR THE ADVANCE

### BILL POSTERS - LITHOGRAPHERS - BANNER MEN

And other Advance People who desire to associate themselves with a circus acclaimed by press and public "The Wonder Show of America". We want for our advance the highest type of American manhood, sober, capable, industrious, experienced Circus Billers who appreciate good treatment and the best of accommodations. To men of this caliber and experience we offer a long season and salary in full every week.

L. B. GREENHAW, General Agent, 615 Ferry St., La Fayette, Ind.  
CLAUDE MORRIS, Supt. of Outdoor Advertising, Olds Hotel, Detroit, Mich.

# The Corral

By ROWDY WADDY

BILL AND MARY PARKS are wintering and contesting at rodeos in Florida.

DON CUMMINGS is presenting his roping act in the Tower Theater, Kansas City, Mo.

EARL STRAUSS is playing the Cowboy Inn, Kansas City, Mo., with his high school horse.

TEDDY MOSS is in Miami Beach, Fla., making preliminary arrangements for the rodeo which he will promote at Flamingo Park there under local American Legion auspices.

SNAKE HORSE ROGERS, one of the Brahma Twins, with his wife, Wild Horse Nell, spent Christmas with relatives in Houston. The other half of the twins spend the holiday in De Land, Fla.

EDYTHE STERLING and her Pueblo Indians are playing school dates in Chester, Pa. Tex Sherman is handling the organization's booking and publicity chores.

MONTE REGER, rodeo emcee and who owns the trained longhorn steer, Bobby, has purchased a home in Woodward, Okla., where he and his family are cosily ensconced for the winter.

LUCKY BOY WILLIAMS, colored bronk rider, is wintering with friends in Pittsburgh, and is frequently seen with "Blacker-en-hell," a dusky lad who, years ago, portrayed the role of a horse thief in an act with King Bros.' Rodeo.

LEM PEARSON, formerly with the Douglas Hertz Rodeo and Pony Express outfit, is breaking horses on a ranch near Alder, Mont. During the summer he contested at a number of rodeos near his home spread.

TOMMY HORNER and wife, Mildred Mix Horner, who motored to Brady, Tex., to visit with Mrs. Horner's relatives at the close of the Baton Rouge, La., rodeo, have returned to Woodstown, N. J., where they are holidaying it with Horner's mother.

OFFICIALS of the Will Rogers Rodeo to be held in the Will Rogers Stadium, Broadmoor, Colorado Springs, Colo., will add one more day to the 1939 event. This year five night and one matinee performances will be presented.

AMONG the many Wild West and rodeo hands playing Florida events are Johnny Davis and wife, Mary; Jack Jackson, Dave Sanford, Floyd Lingle, Pat Plaskett and Buddy Mefford, with the last-named looking after the second annual Bradenton Legion Rodeo, which will be held soon.

AT THE CLOSE of the Madison Square Garden rodeo Ted Allen, champion horse-shoe pitcher, attended a directors' meeting of the Allen Horseshoe Co. in Denver, and then headed for Alhambra, Calif., where he spent the holidays with his parents.

FRISCO, paint mare, a feature at several Texas rodeos in recent years, died from a stomach ailment last week following a performance for Frank Walter's Underprivileged Children's Circus in Houston. Part of her act included firing a rifle, pushing a baby buggy around the ring and picking out numbers.

AL SUTPHIN, Cleveland Hockey Arena, is starting preliminary work for his second annual rodeo there, as is John Harris, manager of the fourth annual Duquesne Garden Rodeo, Pittsburgh. Col. Jim Eskew will furnish stock at both shows and direct the arena. Chief Onelda's Indian band will again be featured with the Eskew outfit.

FOG HORN CLANCY, with his wife and son, Pat, spent the holidays with their daughter, Helen Clancy Hamerschmidt, in Baltimore. Clancy is wintering at the JE Ranch Rodeo quarters in Delaware City, Del., where he is assisting Colonel Eskew and Herbert S. Maddy in laying out publicity chores for next season.

ACE NEWTON and Pinkey Barnes, trick ropers, are still playing night club dates in Kansas City, Mo. Pinkey also is instructor of the Santa Fe Trail Junior Rough Riders, comprising 40 children

ranging from 6 to 15 years old. Newton is planning a vaudeville tour which he may embark upon soon.

WITH SHARP INCREASE in prizes promised, concentrated activity in behalf of the rodeo and horse show held in connection with the 1939 Houston Fat Stock Show and Live-Stock Exposition started last week. President J. W. Sartwelle has appointed the following committee to promote those features: Joe D. Hughes, chairman; W. A. Lee, Frank Y. Dew, W. B. Warren, Tom Booth and Reese B. Lockett. Show will get under way a day earlier than in 1938 and several well-known riders and bulldoggers have been contracted. Sartwelle announced. W. O. Cox, manager of Chamber of Commerce, is show secretary.

This column and The Billboard extend their best wishes for success to the Rodeo Association of America in its deliberations at the convention in Livingston, Mont., January 6-7. We have for over a quarter of a century supported Wild West and the rodeo in its best efforts and we desire to see it continue to grow and prosper. But there can be no denying that the time has arrived when clear-cut policies and practical methods for the conduct of this amusement feature must be inaugurated and maintained if the public support is to be expected. Clear-cut and honest understandings must be arrived at and reasonable agreements entered into between managements and contestants. These must be rigidly lived up to if success is to be attained. We hope these things will be given earnest and sincere consideration and experienced decisions at Livingston.

A reader submits the following relative to the rodeo subject: "In your Christmas Number Guy Weadick hit the nail on the head when he suggested that rodeo managements, contestants and events be classified. When this is done those entitled to high rank will receive credit for their efforts. Of course, those who usually do almost all of the talking at conventions (making rules to suit themselves) won't like Weadick's plan, because it will place many of them in low positions, both in the managements and contestants ranks. It will also cause many folks to be rated far lower than their noisy claims in the past would indicate their standing. For instance, the RAA allows its member managements two votes each at the convention regardless of size, experience or knowledge. In looking over its official bulletin it is noted that one of the member contests offers the staggering purse of \$310 in RAA events for a two-day show. They also have listed many more members who offer purses in RAA events from \$350 to \$800 in shows which run from two to three days. These managements have as much to say about making rodeo rules and regulations as a management which has been paying thousands of dollars for years, and as much as \$1,000 a day for several days. This, of course, is a joke. The sooner those who style themselves heads of rodeo organizations realize that such tactics don't make for real government the better.

Another communication states: "If the RAA ever expects to be recognized as meaning anything in the rodeo business it had better line up its members, play no favorites and conduct things on a sane basis. It states it wants to protect contestants. For that reason it ruled that all organization members must place a financial guarantee in the RAA office at least 60 days before the opening date of their rodeo. In this way payment of all cash purses offered in RAA events is assured. That is as it should be. However, the fact that a management is an RAA member doesn't necessarily mean its advertisements as to purses or anything else will be fulfilled. Now the RAA's last bulletin announces that many of its members object to placing such a guarantee, which would insure contestants being paid the purses as advertised. Some managements claim they have to borrow money from their local banks for a 60-day period and pay interest on it. It would seem that rodeo contest managements feel that contestants should not expect to be assured all cash purses will be paid if inclement weather or other conditions prevent the money from coming in the gates. If members of local rodeo managements haven't enough faith in their outfit to guarantee the costs of producing their show they can hardly expect contestants or others who contribute goods and services toward bringing in revenue to donate their services. It's time the RAA stopped trying to run an organization to please its various factions. If it is to succeed it's time it sent some experienced persons into action. Conventions don't mean much when the

social features are apparently the main object."

FOLLOWING IS ANOTHER communication received at the Corral desk last week relative to the current rodeo situation: "If the rodeo business wants to progress it will have to be honestly run by experienced men from the ranks of both managements and contestants, men who consider it a business and not merely a side issue. As Guy Weadick stated in his recent article, classification of rodeos, rodeo events and contestants is the only practical way to line up the sport. Then all will know what must be done to obtain higher ratings. Contestants can hardly expect to have all the say in selecting judges from their ranks. It is not done in other sport competitions. Judges should be men who no longer compete but who have the knowledge and ability as well as the confidence of both managements and contestants. Rules should be made to cover management as well as contestants, and they should be enforced. Heretofore there has been too much talk at these annual meetings by people who have little in the way of experience to back up their spiels. Let's hope that both sides realize they need each other when they go into session at Livingston. Rodeos can be held without organized supervision. They always were until recently, but it's better for all if a real organization can be obtained. It must, however, be headed by men on both sides who rate high on merit, not on speeches."

## Letter From Stanley Dawson

LOS ANGELES, Dec. 31.—Showmen in the Los Angeles region enjoyed a wonderful Christmas. The usual Christmas tree was not apparent at the Baldwin Park winter quarters but 108 pounds of turkey served to the men in charge. Mike Wisinger and wife were guests of honor and the turkey was cooked and served by William Jones and staff. Among those present were H. E. Leeman, Buster Brown, Cheerful Gardner, James M. O'Connor, Curly Strom, William Bendell, George O'Brien, Dr. George Burnett, Dad Fisher, Joe Gleason, Curly Woodson, Lou Clayton, John Riley, B. Gray, Albert Zeroske, Charley Rogers, James Pratt, Edward Brannon, George Saunders, Charles Mangold, Walter Covert, Leo Dollinsky, Zomo Disko and James Brogsdale. The boys of Jones' staff were William Thomas, Earl Brown, Earl Warfield, Willie Taylor and Jasper Brown.

In another part of town Con Colleano and wife, Winnie, held open house from 5 until 8. Among those who called were Mrs. Tina Burrows, Mr. and Mrs. Frank McCluskey, Everett Hart, Frank Miller and many others whose names the writer did not catch.

Cheerful Gardner and crew have been busy at the Universal and Republic studios under the superintendency of Paul Eagles.

Poodles Hanneford and Jake Posey are daily visitors at the Baldwin Park quarters. Frank Chicarella and Skinny Matlack are operating the Matrella Circus, a winter show that has been in operation four years. Capt. Frank Phillips is breaking an act of jungle-bred Nubian lions to fill some picture engagements. The animals are at Baldwin Park and the big steel arena has been erected for purpose of breaking the act.

Mabel Stark and Eddie Trees were visitors at Baldwin Park just before the holidays. Ralph Clawson makes a daily call at quarters, as does Eagles. Vern Williams will, as usual, be at the Santa Anita track for the 1939 meet. Johnny Brassil and Jack Austin are in town. Yellow Burnett is living at the Rutland in L. A.

Mrs. William Denny, widow of Bill Denny, is quite ill at her home in Culver City. Besides the nurses in attendance 24 hours a day, she has her daughter and son-in-law, Mr. and Mrs. Jack MacAfee, Leo Forstall, after visiting Cuba and New York, arrived in L. A. last week and immediately left for a rest at his mountain home. Mr. and Mrs. Sylvester Cronin are leading a quiet life at their San Marino home. Just learned that Leeman lived five doors from the home of the late "Cow" O'Connell at W. Lynn, Mass.

Happy Brannon is in San Francisco. Mrs. Ruth Alexander may spend the summer at the exposition there. Jack Beech, Jack Grimes, Murray Pennock, Harry Levy, Overland Gibbe, Red Ball, Johnny Kotez, Red Larkin and a score of other well-known showmen can be seen daily at the Cecil. Ted Le Fors and wife frequently visit the Rutland.

Crazy Ray Cholsser has been getting



With the  
Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH  
716 Evans Bldg.,  
Washington, D. C.  
Secretary W. M. BUCKINGHAM  
Thames Bank,  
Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 31.—The organization meeting of the Merle Evans Tent No. 27 was held in the Connor Hotel, Joplin, Mo., December 17, with Merle Evans, the Tent's namesake, the honored guest. S. Warren Cogilizer was made temporary chairman and called the meeting to order. He explained briefly the purpose of the meeting and what the Circus Fans of America stood for, introducing the members and guests.

Paul F. Van Pool, an active Circus Fan, was unanimously elected the Tent's president. Others elected were Harold W. Field, of Picher, Okla., vice-president; S. Warren Cogilizer, secretary-treasurer; O. Neal Walters, historian, and George W. Potter, chaplain.

At 5:15 the meeting was adjourned and members and guests retired to Parlor A in the hotel where refreshments were served and a fanning bee held until 6:15, when Evans was escorted to Station WMBA and made an address over the radio.

At 7:15 banquet in Gold Room of the hotel, which was decorated with numerous circus bills. The center piece at speakers' table was a replica of a three-ring circus, sawdust and all. Very clever decorations for remainder of the tables were made by using bananas and carrots to represent circus animals and persons. Van Pool presided as toastmaster and Evans made the address of the evening. The Des Moines Register of December 25 carried a lengthy article on J. A. Wagner's Christmas greeting published in the holiday number of White Tops. Mr. Wagner is still confined to his home from an arthritis attack he suffered some time back. However, he managed to get down to his office for about 10 minutes the day before Christmas.

Regular meeting of the John Davenport Tent, of Chicago, was held in Hotel Sherman December 29.

Lorabel Richardson, CFA of Marshalltown, Ia., writes that her mother is still confined to her bed from an operation she underwent in August.

Frank H. Hartless, of Chicago, past president of the CFA, left the first of the week for Buffalo, N. Y., to attend the secretaries' meeting of the Linen Supply Association of America, of which he is national secretary. He will then attend the executive board meeting in Pittsburgh, Pa., after which he will spend some time in San Antonio, Tex.

## Haag Bros. Set To Close Jan. 28

MONROE, La., Dec. 31.—Haag Bros.' Circus is still in this State, playing to fair business in the cane country. Closing date is set for January 28, after which show will go into quarters here. Only a few changes have been made in performance since opening last spring. Show will exhibit in Hammond New Year's Day, auspices of American Legion.

Ed Hiller, general agent since Bennie Fowler left (he is now on West Coast), has kept show moving and playing every Sunday. Elmer Yancey has the brigade with two billers, Bill Durant and Walter Lawrence. Hiller spent Christmas in New Orleans with Jockey Day, agent of Honest Bill Shows, and his billers, also Willie Clark and Fredericks, bannerman of Haag Bros. Haag employees presented Roy Haag with an Elgin watch as a Christmas present.

lots of publicity lately by the way of human-interest stories concerning his lifelong occupation of calliope player and particularly stressing anecdotes of his life on a river boat. He carries pilot's papers for many of the major rivers of America, including the Ohio, Mississippi, Cumberland, Illinois and Muskingum.

Ben Piazza and family entertained Sam Myers and wife at Christmas. Ben is on vacation and has been touring the West in a trailer. Mark Kirkendall has been spending his time hunting.

# NEB. OFFERS TO QUIT BETS

## Indiana State Utilizes Numerous Ad Angles To Deliver Big Gates

Excerpts from address on "Methods of Advertising a Fair" by Harry G. Templeton, manager of Indiana State Fair, Indianapolis, before the 48th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30.

We have 16 members on the board of directors of Indiana State Fair. Fifteen departments are set up. The 16th director is the president of the board. He handles details of no special department, but has general direction of the fair. One of the departments is set up under the title of "Publicity and Amusements." Levi P. Moore, director of that department, spends six months each year planning his campaign and publicizing Indiana State Fair—and results show that he does a real job.

Advertising of a fair or exposition has been considered by many boards of directors as a few weeks' job just before the fair by some person who is supposed to be in the advertising business. But it is much more than that. It is one of the biggest jobs to handle at any fair or exposition, if it is handled in the proper way.

The person who handles the publicity should not, in my opinion, be just a writer of articles and advertisements. He must be able to sell the fair not only to exhibitors and the public who attend the fair, but to the newspapers, magazines, radio stations, moving picture theaters, etc. For example, every once in a while a newspaper man or radio man who sells advertising figures out an idea and wants to sell the publicity director a big contract of \$800 to \$1,000 worth of advertising for his special paper or radio station during the year. Then it is the job of the publicity director to sell the

newspaper man, radio man or moving picture theater operator the idea that it is the people's State Fair and that the articles written by the publicity director are news and are really worth money to the newspapers, radio stations, etc., because they are the kind of articles that are interesting to all their readers and listeners.

There are 386 newspapers in Indiana to which are sent sets of articles in the form of news releases. Each set contains (See INDIANA STATE on page 39)

## Westerners Will Talk Entertainment At Annual Session

SAN FRANCISCO, Dec. 31.—About 90 fairs and show organizations will be represented when President Ed G. Vollmann calls to order the 23d annual meeting of the Western Fairs Association which will meet here on January 5-7 in the Palace Hotel. Delegates are expected from annuals in Nevada, Utah, Washington and Oregon.



E. G. VOLLMANN

There will be much discussion as to how to entertain the expected millions who will be en route to the 1939 Golden Gate International Exposition here. Allocation of pari-mutuel funds, estimated at nearly \$1,000,000 for the 1938 calendar year, will be reported by the State department of finance.

The meeting is a means for listing (See WESTERNERS WILL on page 38)

## Victor Repeats in S. C.

SPARTANBURG, S. C., Dec. 31.—Paul V. Moore, secretary of South Carolina State Fair, Columbia, announced here that the State Fair, Spartanburg Fair and Orangeburg (S. C.) Fair signed on December 25 with James F. Victor Attractions, Inc., for presentation of the Music Hall Revue at the 1939 annuals. He said the Victor engagement in 1938 was most satisfactory and that the 1939 bill would include Victor's Band, personally conducted, and eight acts.

## Young Revue Is Contracted Again at Two 1939 Annuals

CHICAGO, Dec. 31.—Announcing that Ernie Young's Revue will be a feature grand-stand attraction at the 1939 Florida Fair and Pan-American Hernando De Soto Exposition, Tampa, Ernie Young said it will be the fourth consecutive year for the Young revue there and that it will play for two weeks instead of the usual one week.

More money is being spent this year on the Tampa grand-stand program, he said.

Ernie Young's Follies Internationale has been contracted for the fourth consecutive year at the All-Iowa Fair, Dairy and Junior Live Stock Exposition, Cedar Rapids.

## Favors Change in Class A Midways If Quality Equal

SASKATOON, Sask., Dec. 31.—That it would be in the best interests of Western Canada Class A fairs to make a change in the midway attractions was the opinion expressed by J. H. Warren, chairman of the midway committee, in a report to a directors' meeting of Saskatoon Exhibition board.

Provided quality of different shows was equal to what it has been in the past, it would be a good idea to change, Mr. Warren said.

## Robinson-Lavilla Go With Barnes-Carruthers

CHICAGO, Dec. 31.—Ethel Robinson and Camille Lavilla, for many years prominent in the fair booking field, have returned to the Barnes-Carruthers office. Both are known to practically every fair secretary in the Middle West.

First returns in the FAVORITE OUTDOOR PERFORMER CONTEST appear this week in the General Outdoor section. Look them over and then send for your ballot.

"Who or what is this so-called French Syndicate reported in the process of signing a contract for a 'Casino of Nations' at the fair?" your reporter asked the World of Tomorrow. The W. of T. could only say that a lot of Frenchmen



J. H. PETERSON, secretary of Clay County Fair, Spencer, Ia., has given a creditable account of himself during his first year in that post. The 1938 fair had operating profit of \$25,499.62 and attendance of 139,970 despite rainfall of over 5½ inches during the week. Formerly in newspaper business, he aided his editor employer in management of a Southern Minnesota county fair and later was connected with various departments of Clay County Fair.

## G. G. Premiere Fete To Herald Expo's Opening

SAN FRANCISCO, Dec. 31.—At Golden Gate International Exposition's Premiere Festival the city will "go Western," starting on February 13 and climaxing in formal opening of the fair on February 18. There will be parades, music, dancing, strolling musicians, fireworks, with each district and each foreign group in San Francisco holding its own frolic as part of the festival.

Benny Goodman is at the post as No. 1 musical attraction for the opening two weeks of the exposition. A proposed contract would pay an unprecedented \$12,000 per week and awaits only the signature of Harris Connick, exposition director, and Jules Stein, president of the Music Corp. of America, who was here this week to work out the deal. (See G. G. PREMIERE on page 36)

## New York World's Fair

Shop Talk, Chatter and March of Progress

By ROGER LITTLEFORD JR.

NEW YORK, Dec. 31.—All is quiet on the Flushing front, with holiday spirit (remember!) accounting for no new major or even minor attraction contracts signed, or at least ready to be announced officially. Next week is promised as the one in which half a dozen or more signatures will be affixed to documents calling for items to be annexed to the ever-increasing amusement zone.

One big-time operator who functioned at the Chi C. of P. during both years ('33 and '34) and who has a W. F. contract with a deposit said to amount to 5 Gs, is reported on the frantic search for bank roll going heavily into six figures. It seems he has to post another deposit at a given deadline, which is not far off. It's a cabaret conch, according to the dope, so it can't be the op you and you and you are thinking it is.

have been around the place, but whether they are in an official capacity or representing the syndicate mentioned was something else again. Anyway, this is another would-be (or actual) project involving fancy sugar. The name of Newark, in the good old neighboring commonwealth of New Jersey, seems to be part of the speculations on the subject. (By a stretch of imagination might that involve that race-track mogul who works out of that teeming city?)

"The Dawn of a New Day on Fifth Avenue—the City's Greatest Retail Shopping Street" is that swank thoroughfare's contribution to the New Year's ballyhoo fostered by the Flushing fiesta with the co-operation of the town's entertainment, eaterie and shopping spas, not forgetting the hostleries, whose respective bonifaces are already rubbing their hands in anticipation of capacity turnstiles during the fair.

The Children's World, hugely endowed project under supervision of Frank W. Darling, an old hand at major amuse- (See N. Y. WORLD'S FAIR on page 38)

## But Board Asks Big Tilt in Aid

State Fair wants \$10,000 added to \$135,000 set-up if mutuels are dropped

LINCOLN, Neb., Dec. 31.—The Legislature can give the State Fair here an extra \$10,000 for maintenance and get rid of pari-mutuel betting at the 1939 annual. Secretary Perry Reed offered to make the no-betting concession after a meeting with the board when it was decided the fair could get along without the ponies and mutuels if the appropriation were increased. It is said the board plans to cut the admission price from 50 to 25 cents.

Submitting the budget to Governor Cochran for inclusion in his message to the Legislature, the fair board had asked for an increase to \$135,000 for the next biennium, against \$74,000 appropriated for the last two (1937-'38) years. This would bring the fair's asking to \$145,000.

Take from the ponies (gross) this last year was slightly more than \$30,000, \$28,000 coming directly from the percentage off the money handled at the windows, the rest from entry fees and sale of racing programs.

Inside talk indicates the ponies will continue to run, however, and fair patrons to wager. The governor's office has been host to all sorts of representative groups demanding that taxes be decreased and the Legislature whack appropriations as much as 50 per cent. In the face of continued pleading from constituents, it is doubtful whether the solons will spread themselves to drop the curtain on the State Fair's three (See NEB. OFFERS on page 38)

## Midwayless Annual Quits

MEADVILLE, Pa., Dec. 31.—Crawford County Fair, which has been discontinued on a temporary basis since 1934, was abandoned permanently at a recent meeting of directors of Crawford County Dairy Association here. Fair operated as an educational institution, with no racing or midway revenue, depending on State and county appropriations and sale of advertising in the premium list, and rapid growth of vocational fairs eligible to receive appropriations left insufficient funds to operate. Fair was formerly housed in the Temple of Music and sheds in Conneaut Lake Park which are no longer available.



SAMUEL B. RUSSELL, further details of whose death in Philadelphia on December 27 appear in the Final Curtain in this issue, was president of Pennsylvania State Association of County Fairs and president-secretary of Mifflin County Fair, Lewistown, Pa. Because he traveled extensively visiting other fairs, he was widely known outside of his home State. Photo by L. C. (Ted) Miller during Camden (N. J.) engagement of Cetlin & Wilson Shows.

## Claimed Exemption of CNE Aired Before Appeal Board

TORONTO, Dec. 31.—Differences arising between the Canadian National Exhibition here and the Canadian Performing Rights Society when the CNE brought in name bands this year have been aired before the Copyright Appeal Board in Ottawa. T. G. Daghish, secretary of the CNE, contended that a charge of \$1,000 made against the exhibition was excessive. Col. Biggar, solicitor for the CPRS, wanted to know why the exhibition should begrudge \$1,000 to composers when it spent \$60,000 hiring performers.

Secretary Daghish told Justice MacLean, chairman of the board, that the CNE had paid nothing to the society because it claimed exemption under the act and that the dispute was before the courts. He said \$60,000 paid to bands was not all for performance, but that some of it was for publicity value of name bands.

"We consider the tariff excessive, and the basis upon which it is charged is entirely wrong," said Mr. Daghish. "It is based on the assumption that everyone who goes to the exhibition listens to music."

Col. Biggar contended that since the grounds were equipped with loudspeakers, practically everyone there heard the music. Hearing was to consider the society's proposals for 1939 and any objections to them.

## Leaders on Raleigh Bill

RALEIGH, N. C., Dec. 31.—On the tentative program for the annual meeting of North Carolina Association of Agricultural Fairs in the Sir Walter Hotel here on January 20 and 21. Program Chairman J. S. Dorton, Shelby, announced, are Revenue Commissioner Allen J. Maxwell, who will discuss county fairs; W. E. Fenner, Rocky Mount, who will tell of North Carolina's participation in the New York World's Fair, and W. H. Dunn, Wilson, who will discuss modernization. Saturday's program will include a discussion by Manager Charles A. Somma, Virginia State Fair, Richmond, on publicity, and Norman Y. Chambliss, Rocky Mount, will talk on *Making Grand Stands Pay*.

C. L. (JACK) RAUM, manager of Raum's Circus, reports from Troy, O., that the show is booked solid for 1939 and that inquiries are so heavy he contemplates putting out a 15-act No. 2 unit to play small fairs. He said the show had a good 1938 season, playing 12 fairs and breaking records for at least one night at each fair. Show carried 30 circus turns and 15 thrill show acts.

MINEOLA, L. I., N. Y.—Contract for construction of a courthouse on the site of Mineola Fair is to be awarded within a few days. Fair, one of the nation's oldest, acquires another site near by.

## Fair Meetings

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Association of Georgia Agricultural Fairs, January 12, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

Minnesota Federation of County Fairs, January 11-13, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16 and 17. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

Maine Association of Agricultural Fairs, January 17 and 18, Penobscot Exchange Hotel, Bangor. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 18 and 19, Ft. Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Forkner, secretary, Langdon.

North Carolina Association of Agricultural Fairs, January 20 and 21, Sir Walter Hotel, Raleigh. A. H. Fleming, president, Louisburg.

Mississippi Association of Fairs, January 20 and 21, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 22 and 23, Havre Hotel, Havre, Mont. Jack M. Suckstorff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn - Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

## Fredericton Lets Contracts

FREDERICTON, N. B., Dec. 31.—Fredericton Exhibition Co., operating the yearly fair here, awarded the contract for the 1939 grand-stand program to George A. Hamid, Inc., which office has been furnishing the outdoor show at this fair some years. Fair Secretary C. L. Sypher said more money will be available for the show than in 1938. Contract for rides, shows and concessions went to the Ben Williams Shows, which have provided the midway for 14 years.

COLUMBUS, O.—Earl H. Hanefeld, retiring State director of agriculture, declared he is not an applicant for the post of manager of Ohio State Fair here, spiking a recent report. He has served eight years as director of agriculture.

## Fair Grounds

WASHINGTON, Ga.—After a lapse of eight years, Wilkes County Fair will be revived here this year under auspices of the American Legion Post, reports Lewis H. Amason, chairman.

HUNTSVILLE, Ala.—Tennessee Valley Fair and Exposition here, formerly Madison County Fair, will be expanded next year to take in five counties, officials report.

DELAWARE, O.—Officials of new Delaware County Fair have let a \$7,729 contract for improvements, to include construction of a race track, exhibition buildings, grand stand and swimming pool.

WOOSTER, O.—The 1938 report of Secretary Walter J. Buss read at the recent annual meeting of Wayne County Fair here showed payment of \$10,646 was made in premiums; \$4,933, repairs; \$2,298, permanent improvements, and \$2,000, debts.

MENOMONIE, Wis.—R. L. Pierce, re-elected secretary of Dunn County Fair, reported at the annual meeting on December 19 that the 1938 event made a profit, altho weather and economic conditions took toll. Receipts amounted to \$16,236 and expenditures were \$15,745. Grand-stand receipts showed a 20 per cent increase over the previous year but midway and auto admission receipts fell off by about the same figure. Stockholders voted to continue the free-gate policy. Society owns a 50-acre tract upon which improvements were made last year. Additions were a brick rest building and nursery which accommodates over 6,000, lighting equipment and landscaping.

CHATHAM, N. B.—H. B. McDonald, who was re-elected secretary-treasurer at the annual meeting of Miramichi Exhibition here, reported that the 1938 event made a profit and officials voted to revive harness racing after a lapse of about 10 years. A stock issue is being considered to finance rebuilding of track, buildings and grand stand. Others re-elected were A. G. Dickson and S. D. Heckbert, co-managers; J. Mac O'Brien, president, and T. F. Dolan and W. R. Jones, vice-presidents.

MONROE, Wis.—Stockholders of Green County Fair here adjourned the annual meeting to January 10, when action is expected to be taken to meet a \$2,400 deficit incurred by the 1938 fair.

DETROIT.—Common Council was advised by Walter Barlow, chief assistant corporation counsel, that assessments against the State Fair grounds, amounting to \$65,849, were not legal. Cancellation of the charge, however, was delayed and President Jeffries said, "We can't assess them; that is true, but we don't have to give them these services unless they agree to pay." Board of fair managers has been requested to appear before the council.

FORT WORTH, Tex.—Several special events are being planned to draw extra attendance to the 1939 Southwestern Exposition and Fat Stock Show and Rodeo here. The rodeo is scheduled to have cowgirl honor-guests events. John M. Hendrix, who handled special events for the show and rodeo here in 1938, will have charge of publicity.

AMHERST, N. S.—Cash premiums at the November Maritime Winter Fair here were largest in history of the annual, said W. A. Mackenzie, secretary-manager, total being \$11,019. While at the Royal Winter Fair, Toronto, Mr. Mackenzie discussed a proposed new arena for the Amherst plant with dominion officials. A federal architect has been in charge of plans.

## Fair Elections

AUBURN, Ind.—H. E. Hart was elected president and concession manager of DeKalb County Fair here. He also served as president in 1937.

WASHINGTON, C. H., O.—Fayette County Agricultural Society re-elected Ray Bandenburg, president; Walter Solars, vice-president; George Gossard, secretary; George Steen, treasurer.

MENOMONIE, Wis.—Dunn County Fair here elected S. B. Ingram, vice-president for the past five years, president, succeeding Emil J. Jensen; Hugh C. Campbell, vice-president. R. L. Pierce and H.

C. Olson were re-elected secretary and treasurer, respectively, and C. M. Peddycoart, H. L. Barnhart, Ole Halvorson, W. E. Owen and Richard Brackett, trustees.

CHILTON, Wis.—Calumet County Agricultural Association re-elected Carl J. Peik, president; Oscar Moehrke, vice-president; T. Henry Week, secretary; Herbert Harder, treasurer.

EUNICE, La.—Tri-Parish Fair Association re-elected Ferdinand Quirk, president; Mike Scanlan, vice-president; M. M. Milburn, treasurer; E. Q. Guillory, secretary-treasurer; Mrs. R. S. Parrott, assistant.

SUPERIOR, Wis.—Douglas County Fair Association re-elected F. S. Campbell, president; Charles Armstead, vice-president; Max Lavine, secretary; A. J. Wentzel, treasurer. Because of expenditure of \$5,100 for materials used on WPA projects, the fair has a \$1,929.24 deficit.

PICTOU, N. S.—Pictou Fair Society elected Herbert Priest president, succeeding J. J. Ross, and re-elected Col. J. A. Adamson secretary-treasurer. A 1938 deficit of \$200 was attributed to expenditure of \$2,000 on repairing and painting buildings.

PRINCE ALBERT, Sask.—Prince Albert Agricultural Society elected C. C. Young president, succeeding F. T. Graves, who held the post seven years. Re-elected were Vice-Presidents Rex Puttack and E. L. Sherwood and Secretary-Treasurer J. P. Curror. Indorsement of the organization of Canadian Midwest Fairs Association, a new circuit embracing Yorkton, Lethbridge, Moose Jaw and Prince Albert, was voted. A successful year was reported despite late dates and adverse conditions.

OAK LAKE, Man.—Oak Lake Agricultural Society elected: President, W. W. Smith; vice-president, J. L. Johnston; secretary-treasurer, Alex Forrest. It was decided to hold a fair in 1939, the 1938 fair, held after a five-year lapse, having been successful.

ALBION, N. Y.—Earl Strickland was elected president of Orleans County Fair Association here; Howard Pratt, vice-president; Walter Hardenbrook, treasurer. Wilbur M. Hull, secretary for six years, declined to run again.

CROTON, O.—E. J. Hunter was elected president of the annual Hartford Fair here.

LEESVILLE, La.—A. J. Heard was elected president of Vernon Parish Fair Association, succeeding Lovett Word, who becomes secretary-manager.

MILLERSBURG, O.—Holmes County Fair re-elected Fred Schnell, president; Galen Groves, vice-president; H. C. Logsdon, secretary, and Bert Glaque, treasurer.

## G. G. PREMIERE

(Continued from page 35)  
Goodman, if engaged, will play in Treasure Island Ballroom and in addition stage an afternoon "swing concert" on opening day.

Henry Rudick, who will do some engraving novelties at the expo, was an exhibitor at the Dallas expo. Pierre and Paulette Andre, international dance team, who will probably appear here, now at Palm Beach, Fla.

Eddie Saunders, sports promoter, has been engaged as an assistant to Major Art McChrystal, sports director. Saunders popularized six-day bike races here.

## Huge Crane Arrives

Altho no official word is out, there are predictions that the public will be banned shortly from Treasure Island until opening day. Reason is to permit final speeding up of construction.

Rehearsals for Al Vollman's Cavalcade of the West will start on January 15 on the 10-acre outdoor theater. Forty expert riders will be picked for roles in the spcc.

At expo headquarters, conferring with Fred Weddleton, concessions director, on Wednesday, was Franz Stirnimann, French showman, who brought his 160-foot sky crane from the Paris and Brussels expositions. The crane came on the French steamer San Diego, which docked here on Christmas from Bordeaux. Work on setting up will begin immediately.



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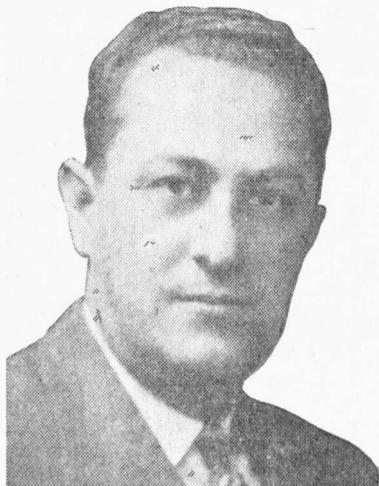
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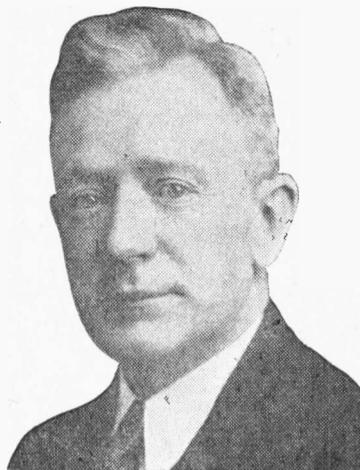


DAVID B. ENDY, general manager of Funland Park, Miami, Fla., which he operates during a short winter season with Ralph N. Endy as treasurer and W. J. Tucker as secretary of the organization. As manager of Endy Bros.' Shows he has been preparing a Florida route, having last week added to it the first annual 10-day Dade County Fair, Miami.

## Endy Is Birthday Host to Showfolk

MIAMI, Fla., Dec. 31.—Ralph N. Endy, treasurer of Funland Park here, celebrated his 42d birthday on December 21, having among guests at his home Mr. and Mrs. W. J. Tucker; Manager David B. Endy, Mrs. Endy and daughter, Joan; Mr. and Mrs. Lyman Truesdale, Mr. and Mrs. Johnny O'Rear, Mr. and Mrs. Ben Weiss, Elmer and Arthur O'Rear and Claude A. Lord.

G. C. Hastings, assisted by Vernon Strain, opened his wax museum in the park on December 21 when the Mae Rose dance recitalists appeared during the selection of Miss Dade County. Secretary W. J. Tucker is expecting Michael Roman, former concessioner, and Mrs. Roman to arrive soon from Tenafly, N. J. Recent visitors were Charles Lenz and Frank Miller. Reported by Glenn Ireton.



FRED L. MARKEY, Exeter, N. H., who, as chairman of the legislative committee of the National Association of Amusement Parks, Pools and Beaches, worked with that body last year on reporting measures affecting the industry, including efforts to secure a ruling on the responsibility of operators for Social Security taxes on traveling bands.

## Plan Beach Damage Confab

FIRE ISLAND, L. I., N. Y., Dec. 31.—Barriers and other storm construction work to prevent a recurrence of damage as wrought by the hurricane of September 21 have been badly battered, a survey has shown. According to details of one recently made from the air, the beach along many miles of Long Island's south shore is in "precarious condition." Meanwhile officials of Nassau and Suffolk counties with federal representatives are expected to discuss a unified plan to combat ocean storms on the south shore.

## Hagenbeck Visitor in Cincy

CINCINNATI, Dec. 31.—Erich Hagenbeck, representative of Hagenbeck Bros., wild animal dealers, Hamburg, Germany, consulted with Cincinnati Zoo officials Thursday on their animal requirements for next year. Hagenbeck spent the day with Joseph Stephan, general superintendent of the Zoo, whom he visits regularly. While actual orders for new animals for the Zoo were not placed with Hagenbeck, Stephan took him on a survey of the entire collection so that he would know what the Cincinnati Zoo needed. Hagenbeck came to Cincinnati from St. Louis. He is touring major zoos in the country before he returns to Germany.

## High Act Is Drawing Well At San Francisco Playland

SAN FRANCISCO, Dec. 31.—Gilbert Attell, former welterweight boxer and nephew of Abe Attell, one-time world's featherweight champion, has joined the Hollywood Skyrockets, now doing a high act at Playland-at-the-Beach nightly with Reggie and Arlene Marrion. Act, which came in November 24, has drawn well, engagement being extended thru-out January.

The beach midway will remain open all night New Year's Eve, with dancing and a floor show a highlight of festivities at the Cliff House.

Midway this week mourned the death of Officer Arthur J. Dolan, of the police department, who died Monday. He was a familiar figure at the beach, which he patrolled on horseback for nearly 30 years. Dolan was the hero of more than 200 beach rescues.

## Puritas, Near Cleveland, Gets 18-Acre Addition

CLEVELAND, Dec. 31.—Owners of Puritas Springs Park near the airport here recently purchased 18 acres which will be used for general expansion of the park and for added parking space, reports Pearl Gooding Visoky, who is sojourning in Miami, Fla.

The 1938 season closing on Labor Day was reported to be successful.

The park roller rink remained open, having been operated nightly and with Saturday and Sunday matinees until the closing party on December 18.

## Long Island

By ALFRED FRIEDMAN

This yuletide season found many concessioners who ordinarily make winter jaunts south hanging around the local scene eager to keep up with any development that may turn up regarding their biz and the World's Fair. Harbor Rest, Belle Harbor, reopens on March 1, management has announced. Some smaller beach resorts that will make a bid for attention next summer will include Point Lookout, Rockaway Point and Roxbury. A big New York City real estate outfit has acquired properties at Montauk Beach.

Strictly enforced ruling of Long Island State Park Commission banning advertising at any park, beach or roadway under its jurisdiction is likely to bring opposition next summer from several advertising agencies. Incidentally, the measure restrains the commission from raising thousands of dollars in revenues from this source each year.

ROCKAWAY BEACH: Plans of Rockaway Chamber of Commerce for bringing about construction of an ocean pier on the lines of those of Atlantic City have been virtually abandoned because of lack of enthusiasm on part of prospective sponsors. Fire insurance rates on properties in local amusement zones continue among highest in the country. Joe Schwartz, former bathing pavilion operator, has relinquished that for a local auto agency. Polar Bear Club, winter bathing unit, has suspended because of dwindled interest.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Notes and Bolts

Harry J. Batt, managing director of Pontchartrain Beach, New Orleans, is plotting a big new bathhouse and pool for his beach enterprise.

Understand they're planning an elaborate water show for the w.-k. Radio City Music Hall in New York. Original idea was to have Eleanor Holm headline the show.

Paul Lowman, Warsaw, Ind., who has trained lions to go aquaplaning, may "show" his act for the first time in New York next summer.

Two recent visitors to the NAAPPB convention from the pool group often get their mail mixed because they have the same sounding name, tho it is spelled differently. One is Dickson, James H., from Cascades Plunge, Birmingham, Ala., and the other is Dixon, Minette, from Lake Winnepesaukee, near Chattanooga, Tenn.

Some pool men have come to the defense of Charlie Schroder, Boulevard Pool, Philly, and declare the things I recently wrote about his convention speech were untrue. The paper read by Charlie at the Chi meeting is in possession of this department and if I get many more letters claiming that he didn't say what the column said he did I may be tempted to publish his speech in full.

### Social Security Swims

At St. Francis School, Brooklyn, N. Y., it's "pay as you swim." Both the paying and swimming are progressing at top speed, too, for Coach Tom Booras' boys are parlaying their "6 cents a day" plan into another Catholic schools' swim (See POOL WHIRL on page 38)

## "The Misplaced Tropical Storm and Fed. Loans"

Remarks by Wallace St. Clair Jones, Boston, president of New England Section, National Association of Amusement Parks, Pools and Beaches, at the hurricane damage of September 21, 1938, before the annual dinner meeting of the American Recreational Equipment Association in the Hotel Sherman, Chicago, on November 27.

Just a few words about the financing of this hurricane situation. That is not an easy problem because a lot of fellows do not have very much cash reserve. The Reconstruction Finance Corp. is set up and one of its provisions is that it will not lend money to any amusement park. Harry Baker may have a good one that is worthy of a loan. George Hamid may have a very bad one that is not worthy of a loan. But the RFC says, "We will lend neither of you."

Now I think it is time that some of us got up on our hind legs and said, "We want every loan judged on its merit." We do not all want to be thrown out on our ears because we are amusement park men. I cannot see why we should remain silent and let that thing stand.

Under the RFC is the Reconstruction Mortgage Corp. and they loan money on mortgages. They will not loan to amusement parks, so they say. Under that also comes this new corporation, the Disaster Loan Corp., and that will lend money to amusement parks. Those who have been damaged can borrow from this corporation only to replace the damage but not to expand. They will lend on 3½ per cent, with 17 years to pay back, the interest begins four and a half months after the loan is made. Now, that is not too bad for the fellow who has the right kind of financing.

The Reconstruction Mortgage Corp. will not lend to amusement parks, but they will say this: "You go to your local bank and get a mortgage on your property and the Reconstruction Mortgage Corp. will take 75 per cent of that loan." What bank in your territory will not lend you 25 per cent on a first mortgage? Some of us perhaps doubt that, but I can tell you that two of our cases in New England have already gone thru on that basis, and others can go thru, and we think they probably will go thru because we are working on some others right now.

That is all I can say about the Reconstruction Finance Corp., but if anybody has any questions afterwards I will be glad to tell them our experience in New England.

First returns in the FAVORITE OUTDOOR PERFORMER CONTEST appear this week in the General Outdoor section. Look them over and then send for your ballot.

## AREA Officers and Committees Of 1939 Are Announced in Roster

NEW YORK, Dec. 31.—Roster of officers and committees of the American Recreational Equipment Association for 1939 have been announced by President George A. Hamid, New York. The executive committee comprises President Hamid, First Vice-President C. V. Starkweather, Second Vice-President R. E. Chambers, Treasurer Harry C. Baker, Executive Secretary R. S. Uzzell; Maurice Plesen, John Wendler, members at large; George H. Cramer, ex-officio.

Insurance committee, John Logan Campbell, chairman; Clem Schmitz, George Lauerman. Exhibit room, W. F. Mangels, chairman; Abner K. Kline, Richard F. Lusse, Harry C. Baker, R. S. Uzzell. Finance, W. St. C. Jones, chairman; Norman Bartlett, L. L. Custer, Herbert P. Schmeck, Nat Green.

New York World's Fair, Harry C. Baker,

chairman; W. F. Mangels, William Rabkin, Norman Bartlett, George H. Cramer, John R. Davies, James A. Donovan, Maurice Plesen, C. V. Starkweather, Fred Fansher, R. S. Uzzell. Membership, Maurice Plesen, chairman; C. D. Bond, Fred Fansher, W. St. C. Jones, Charles Keller, Abner K. Kline, William Rabkin, Herbert P. Schmeck, John Logan Campbell.

Export, R. S. Uzzell, chairman; Richard F. Lusse, George H. Cramer. Program, Fred L. Markey, chairman; William Rabkin, L. L. Custer, Fred Fansher. Credits, R. S. Uzzell, chairman; Alvin Bisch, C. A. Curtis, H. C. Ritter.

Contracts, C. V. Starkweather, chairman; C. D. Bond, R. E. Chambers, Herbert P. Schmeck Nominating, Harry C. Baker, chairman; W. F. Mangels, R. E. Chambers.

## NAAPPB Legislative Group Takes Up Fireworks and Tax on Bands

Report of the legislative committee read by Chairman Fred L. Markey, Exeter, N. H., before the 20th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 29.

Again this year Julian M. Bamberger, of Lagoon Amusement Park, Salt Lake City, has requested that this association sponsor or encourage some type of national control or legislation to curtail the manufacture of fireworks and supervise their sale, as he feels that the promiscuous use of fireworks by the public in amusement parks might start a conflagration which would destroy thousands of dollars' worth of property.

This matter has been considered quite thoroughly by your legislative committee. It is our opinion that the strict regulation

placed upon the manufacture and use of fireworks by an increasing number of towns, cities and States is bringing about the desired results.

However, if it is felt that this association should sponsor or encourage such legislation, it will be necessary for this convention to authorize the committee to proceed.

In August of this year the matter of payment of Social Security tax on traveling bands was called to the attention of the legislative committee by Leonard B. Schloss, of Glen Echo (Md.) Park, the question being whether the park companies are responsible for this tax or the proprietors of the bands.

It was the feeling of the legislative committee that the parks were not liable (See NAAPPB on page 38)

## American Recreational Equipment Association

By R. S. UZZELL

Not since the early days of this organization have so many members been paid up on their dues. Perhaps no other fact attests so well our renewed strength. You are gradually enabling us to accumulate a working fund with which to serve the needs of our individual members.

The wage-and-hour law demands our careful attention. From the nature of our seasonal business we require a leeway on overtime during our spring rush. A ruling on this subject in our behalf will be obtained early in 1939. There is a strong possibility of an exception to the 44-hour week in our industry for a duration of 14 weeks. This should help us over the spring hump. But what shall we do on rush overtime on export orders later in the season?

### Historical Hot Dogs

Wallace St. C. Jones has come so frequently in contact with John T. Benson, of wild animal fame, that he has evidently acquired, subconsciously, Benson subtleness in appropriating, without charge, a page in Boston's best dailies. His concern bearing the name of his wife's grandfather, William B. Berry, gets the credit of introducing the "hot dog" to the world. This was done in an old sheet-iron charcoal burner at Revere Beach, Boston. Back in 1878 this tinsmith (tin knocker they called it then) grandfather brought to Boston from out Cape Cod way an innocent little idea that has found its way around the world. They have gone into the American Navy; i. e., the hot dog machines are on the battleships and the dogs go into the sailors.

Hence we have dubbed Jones the admiral of the sea dogs. Perhaps they have gone into Davy Jones' locker. In the spread is a cut of Mrs. Roosevelt serving and the President eating the lowly dog. Mayor La Guardia comes in for one of the morsels, and Al Jolson discards the books of etiquette for one that nourishes and satisfies. Since August, 1878, the fame has flourished until now 2,000,000,000 annually are consumed. Put on the mustard, please.

Now Russell Jones is of the fourth generation in direct line producing hot dog machines. England thought its people would never do it, but they have gone to the dogs, and how! Never mind what they are called abroad or in refined circles at home. Any child here knows what we mean when we say "hot dog."

### Benson Out-Bensoned

Perhaps the William B. Berry Co. is on the way to emulate a vehicle concern in India. It was organized 2,000 years ago to vend chariots and has kept abreast of demand by supplying the latest and best in transportation thru the ages. Ox carts, wagons and buggies each had their day of ascendancy. Then the agency for the Ford car, followed now by the latest in airplanes. They have an air-mail contract. Old but ever new. Outdo your dad, Russell, because your descendants are sure to outdo you. If you have no sons, adopt one and let your mantle fall on him, but first justify yourself in your contribution and service to the industry.

Surely in the American Museum of Public Recreation there will be a cove allotted to the hot dog. And Wallace St. Clair Jones is and has been a contributor to our museum. Only the Dentzel concern exceeded in age the Berry Co. Had our beloved Billy lived nine years longer the Merry-Go-Round would have been produced in one family for a century. If Billy only had left a son to carry on the story would have been continuous. Benson has at times out-Barnumed Barnum and for once Jones out-Bensoned Benson.

## With the Zoos

MILWAUKEE.—A lion cub born to Queenie and Sim in Washington Park Zoo will be named Shorty because it was born on the shortest day of the year, said Ernest Untermyer, zoo director. The parents have already raised two youngsters in the zoo.

COLUMBUS, O.—Service Director Llewellyn Lewis announced a WPA program involving extensive construction at the zoo. Plans have been completed for construction of five tropical animal houses costing \$56,000 each and five

other modern animal houses costing \$11,000 each. In addition walks, roads and grounds are to be improved to make the zoo second to none in this section. It is hoped to get the project under way soon after the first of the year.

## POOL WHIRL

(Continued from page 37)

title. This is nothing new for Booras, for his teams have won the CHSAA crown five years of the six he's been coaching at the Brooklyn Institution. But the methods this year are new. St. Francis has no pool, so Booras takes his team downtown to the commercial Pier-report indoor tank every afternoon for practice. This runs into money, and to finance the idea the boys, and Booras, too, chip in 6 cents a day. As in the Social Security plan, the school pays again as much as the boys. All of which sounds like a swell idea. Might be something for other inclosed natoriums thruout the country to follow and to contact their nabe schools which do not have swim tanks and try to sell them on the same plan.

### Second Installment

Continuing the paper prepared by Julian M. Bamberger, presented at the recent national confabs on *Co-Operation With Health Authorities*, the Salt Lake City pool operator says: "There can be no question that much can be gained by a close co-operation between pool operator and health officials. A friendly spirit of willingness to try to comply with sensible reasonable health regulations and to carry out suggestion for sanitary requirements in and around the pool will not only result in an appreciation by health officials but is certain to bring additional patronage to the pool because of improved conditions that will result from these efforts.

"The pool operator who tries to outsmart the health inspector is only fooling himself. Taking water samples from intakes or from favorable portions of the pool only; trying to doctor water samples with overdoses of chlorine; misrepresenting amounts of chemicals used and the record of PH or chlorine residual or other information desired by authorities may get an operator by for a while, but sooner or later will get him in bad repute.

"If the health officer has surveyed your pool and knows its general condition of operation you'll have to be pretty smart to fool him for a very long time, and what will it get you? You may put something over on him and save yourself a few pennies, but wouldn't you be better off to co-operate with him and have him help you solve your problems and make your pool a better place so that more business can be secured?

"Why not take the health official into your confidence? Tell him your problems, ask him to help you solve your circulation difficulties, your chemical headaches, your filter idiosyncrasies or whatever ails your particular situation? Don't only send water samples that you know are good, but also send some that you think might be questionable from portions of the pool where you might expect trouble. How much better it is to know that something is wrong and have the help of health officials in solving the problem than for you to continue to operate a plant where some one of the public may experience real serious difficulty. Certainly that would be an expensive way to find out your shortcomings.

"If you have been truthful and square in your dealings with the health official he will be your best booster. You have no idea how many times citizens, schools, lodges, doctors and many of your patrons ask the health officials as to whether it is safe to swim in your pool. The public will accept the health department recommendation above all else, and in spite of your advertising or claims an adverse attitude of the health authorities is a handicap your pool cannot overcome. Therefore don't be stubborn and fight, but try to discuss your situation and meet the official at least part way."

## NAAPB

(Continued from page 37)

but that this was a matter for which the individual owners of the bands were responsible. A notice had been sent out by Joe N. Weber, president of the American Federation of Musicians, directed to all bookers or personal agents of bands and orchestras, calling attention to a ruling made by the commissioner of internal revenue on August 31, 1937, in

which ruling the commissioner held that the party in whose place or for whom the band or orchestra, traveling or otherwise, actually plays, is the employer, and as such is responsible for the payment of the taxes under the Federal Social Security Act, except only in the case of what the decision technically denominates as "name" band or orchestra, in which case it was held that the leader is liable for the tax. The legislative committee thereupon directed a letter to Hampton Magruder, collector of internal revenue at Washington, on September 2, 1938, and asked for a ruling on this question at the earliest opportunity, which letter was as follows:

"Dear Mr. Magruder:

"There seems to be a difference of opinion as to the persons responsible for the payment of Social Security taxes under the following circumstances:

"Amusement parks, beaches and recreation piers enter into a contract with a booking office for a one or two weeks' engagement for which is designated as a "name" traveling band or orchestra. Said band or orchestra is operated by a leader who probably has engaged the musicians, ranging in number from 9 to 15, all members of the American Federation of Musicians, and who conducts his band or orchestra. The leader has full jurisdiction of their employment. At times the leader is compelled to make changes in personnel due to many causes, such as illness, incompetency, resignation, etc., or if the leader gives proper notice to accept a more lucrative engagement.

### Band Set-Up Is Given

"The band and orchestra goes in its entirety as one organization to accept and play engagements under contract, signed by the leader for the limited engagement called for under the contract, be it a one-night stand engagement or for one or two weeks, and when the engagement is finished the band travels to the next point contracted for by his booking agent and accepted by the leader thru signing the contract with the operator of the place where the engagement is to be fulfilled. In other words, the band travels from city to city in its entirety to the places booked by the booking agent for the leader at a specified place. At no time is the operator of the place aware of the salary paid the individual members of the leader's band other than the pay being the minimum rate established by the local union of the American Federation of Musicians.

"The booking agent or office receives from the leader a fee for the contract price paid the leader for the booking made and for other services, such as furnishing photographs, press material, etc., to the management of the places booked.

"Under the above circumstances and under the internal revenue ruling of August 31, 1937, is it not a fact that the leader is the employer of the men and then responsible for the payment of the employer's tax as well as being responsible for the payment of the tax out of his employees' salaries thru withholding the tax each pay day and then making payment to the collector of internal revenue when filing his return?

"Will you please be good enough to advise me at 205 East 42d street, New York City, with reference to this matter at your very earliest opportunity? If necessary, I shall be glad to arrange a conference with you in order to discuss this matter in more detail.

Sincerely yours,

"HARRY BLOOM,

"For Legislative Committee."

### Power of Attorney Asked

On September 17 the committee received a reply from Mr. Magruder, of Baltimore, advising that the communication had been transmitted to the Bureau of Internal Revenue for ruling and that immediately upon receipt of information from that department the committee would be notified. There was no further word from the government until October 19, at which time a letter was received by the association at its Chicago office from Mr. Magruder asking for a great deal of additional information with reference to the problems submitted and inclosing forms of power of attorney. These power-of-attorney forms have been executed and forwarded to the government

with a detailed letter of explanation and a ruling is awaited on the question.

Respectfully submitted,

FRED L. MARKEY, Chairman.

## N. Y. WORLD'S FAIR

(Continued from page 35)

ment morsels (Playland, Rye, N. Y., Thompson Scenic Railway, transformation of Williamsburg, Va., into Colonial village, etc.), is receiving plenty of department store assistance via the direct exhibit-show route. For instance, there's Titania's Palace, the English doll house of Sir Neville Wilkinson, with 16 rooms and a flock of minnie antiques. The house will be brought from England and exhibited at the Children's World by B. Altman & Co. Other local emporia hooked up with the Darling extravaganza ("for the young in years and the young in heart") are Gimbel's and Macy's. . . . On Wednesday of last week they shot pictures of the C. W.'s models, which then went out to the hands who are charged with execution and construction. The pictures are for the records (and publicity). The records are for posterity. Posterity is always around the corner, always out of reach.

Last week's severe cold wave (severe for New Yorkers, the sissies) found workmen out Flushing way dressed a la eskimo while doing their chores. . . . Some civic-minded conscientious objectors object to the occupation on the island opposite the Palace Theater Building of a replica, in trees and leaves, of the Trylon and Perisphere, with minnie insignias trimming the Trylon. They objected because they do not think city-owned portions of Times Square should be commercialized, and also because the replica hides the statue of Father Duffy looking north. 'Twas all unofficial criticism, of course.

## WESTERNERS WILL

(Continued from page 35)

dates of coming fairs. But it was not always so. To Charles W. Paine, Sacramento, goes the laurels of insisting two decades ago that the association be representative of all shows instead of one or two interests. Identified with it since inception of the association, he was succeeded two years ago as secretary-treasurer by his son, Tevis Paine, who is assistant secretary of California State Fair, Sacramento. Annual dinner and frolic on January 6 is expected to attract 250 delegates, attendance embracing concessioners and representatives of youth organizations, Future Farmers of America and 4-H Clubs.

President Vollmann, who served as head of the association prior to the present term, is secretary-manager of San Joaquin County Fair, Stockton. Among past presidents are H. E. Patterson, Fresno; Jesse Chambers, Santa Maria; Congressman A. J. Elliott, Tulare; W. Coburn Cook, Turlock, and J. K. Macomber, formerly of Tulare and now of the State Horse Racing Commission.

## NEB. OFFERS

(Continued from page 35)

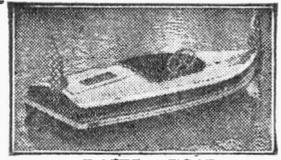
years of horse playing. The howl for tax cuts has been louder than any howl against moral influences of gambling on a State-supported enterprise.

After four years' legality in Nebraska, pari-mutuels have made up a pot of \$100,723, which, under State law, has been distributed in equal "dividends" to the State's county fairs. Last year's payoff to each county was \$240. Racing commission's expenses in that length of time have been about \$20,000.

If betting windows shutter, it will be a great break for carnival and concession people, they believe, since horse players make grand-stand crowds look good but are no contributors to the midway. The horse-playing take has increased every year.

LARGEST MANUFACTURERS OF MECHANICAL  
**SHOOTING GALLERIES**  
PARKS-RESORTS SPORTLANDS-CARNIVALS  
CATALOGUE FREE  
W.F. MANGELS CO. CONEY ISLAND, N.Y.

**Auto - SKOOTER - Water SHOWMEN**  
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.  
**LUSSE BROS., INC.,**  
2809 N. Fairhill St., Phila., Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 45 Kingway, London W. C. 2, England.



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

C. J. UTHOFF, operator of Forest Park, Genoa, O., reports that he and Joe H. Dodge, of Miami, Fla., are planning to erect a 150x250-foot roller rink in Miami, floor to be of concrete and terrazzo. Rink will be available for open-air and indoor skating.

REOPENING of Baumgart Sisters' Sunset Park Roller Rink, Williamsport, Pa., was marked by a gala celebration on December 31. A matinee and night session was held on January 1. Rink will be open on Thursday, Friday and Saturday nights for remainder of the season.

JORDAN TRIO, who recently played Pere Marquette Hotel, Peoria, Ill., visited Frank Dixon's New Fairland Roller Rink in that city, they report.

BERT RANDALL plans to re-establish roller hockey in Detroit, where it has been dormant several seasons. He has been discussing erection and financing of a new building to house the required rink, as no rink there has a floor suitable for the purpose, he said, that might not be ruined by a hockey season.

PALOMAR Skateland, Hartford, Conn., scheduled to open on Park street under management of Conrose, Inc., comprises 12,000 square feet and has been redecorated with a new foyer and band shell. Conrose announced dancing to name bands Saturday nights and skating the remainder of the week.

JOHN RUSHER dropped into *The Billboard's* Chi office to report that a party of 15 couples enjoyed a roller party in Idyl Wyld Roller Rink, Marion, Ind., night of December 25.

ROLLING CLOUDS, Billie and Bobby, recently appeared at an entertainment in M. E. Church, Asbury, N. J., and played the Elks' Club, Phillipsburg, N. J., on December 23, they report.

TWO WHIRLING STARS, formerly with Ace Roller Trio, now working independently, recently completed a successful three-week engagement in New York and are working out of Philadelphia, they report.

PURITAS Springs Park Roller Rink, near the airport in Cleveland, reports



**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
*The Best Skate Today*

**SKATING RINK TENTS**  
SHOW AND CONCESSION,  
NEW & USED TENTS.  
**CAMPBELL TENT & AWNING CO.**  
Monroe at Third, Springfield, Ill.

**FOR SALE**  
Completely Equipped Portable Rink, 140x50. Well Made Tent, used only four months. Floor A-1 condition. Reasonable price, cash only.  
BOX 512, WATERLOO, IND.

**Tramill Self-Locking Sectional Floors**  
Can and are being used in buildings as well as under tents. Send 10 cents for information on our sectional floors and special rink tents. They are getting the money everywhere. Have built portable floors over 25 years.  
**TRAMILL PORTABLE SKATING RINK CO.**  
3900 East 15th Street, Kansas City, Mo.

Pearl Gooding Visoky, of the park management, closed with a party on December 18. Rink continued in operation nightly and with Saturday and Sunday matinees after closing of the park season on Labor Day.

FLYING WHIRLOS, roller-skating trio, who concluded a limited engagement in the Hawaiian room of the Mayflower Hotel, Akron, offer a pleasing and difficult routine. Rose Emanuel is supported by her sister, Eleanor, and their partner, Johnny Babey.

LEASE of part of the Palace of Fine Arts, San Francisco, for a roller-skating rink is being considered by the park commission. Interested party is said to be Mrs. Ethel K. Kibbe, who would rent the spot for \$1,000 monthly. Operating permit would be for five years with a five-year option for renewal. Negotiations center on the question of a cash deposit covering equipment. Palace of Fine Arts is a holdover from the 1915 World's Fair and has been little in use for the past few years.

## Lidstone Impressions

By CYRIL BEASTALL

DERBY, England.—Interviewing Jimmy Lidstone upon his return from America, I found his impressions of American hospitality most creditable to the folks on the other side of the big pond, but he was not so favorable in his comments about the standard of fancy skating over there. Jimmy and his sister, Joan, British amateur figure-skating champions, and Billy Watson, runner-up, made about a month's tour of rinks in the States under sponsorship of the Roller Skating Rink Operators' Association of the United States.

He thought that Mineola (L. I.) Rink; Arena Gardens, Detroit; Cecil Milam's Wheeling (W. Va.) Rink, Sefferino's Rollerdom, Cincinnati, and Victor J. Brown's Dreamland Park Rink, Newark, N. J., were the finest rinks he visited in the States and he named the first three as the most promising centers of fancy skating, with development being made along better lines. He named Fred A. Martin's Arena Gardens as the best managed rink he has seen anywhere, with Cincinnati Rollerdom a close second and Wheeling and Mineola rinks practically on the same level. He was full of praise for Fred Martin and what he is doing as an organizer for the sport and thought a lot of the ability of Bill Sefferino, Cecil Milam, Victor J. Brown and Earl Van Horn, of Mineola.

Lidstone declared he saw very few fancy skaters with any real ability, altho there must be plenty of natural ability among the younger skaters to work on, as they are doing in Detroit and Mineola. He said he saw a speed skater in Cincinnati who could "leave any of ours standing," but he could not remember the name. Maybe Friend Sefferino can give it.

He was particularly impressed with the fine floors on which he skated, particularly in Arena Gardens, and the quality of music via hand-played electric organs. He said he could skate to the playing of Russell Bice with the greatest of ease. That is something, because Lidstone is very sensitive to either good or bad music, and he takes some pleasing!

## INDIANA STATE

(Continued from page 35)  
three of four articles all set up as they will appear in the newspaper. These are prepared and sent out to newspapers, beginning in April. They are written in such a way that it appears that one of the newspaper's own men has written them. A set of these is sent out to the newspapers once every two or three weeks. All the printer has to do is reset them and they are ready for the paper. This year from the 386 newspapers we received from the clipping bureau between 5,000 and 6,000 clippings.

A letter is sent out to each of these newspapers early in the spring telling them that they will receive two tickets good for the entire week of the fair and that they will also receive 12 inches of advertising, five inches to be run in one issue about two weeks before the fair and seven inches to be run the week before the fair. Along with these about 15 articles are sent out from the Western Newspaper Union. Many of our weekly newspapers and several dailies make a State Fair issue out of these articles, using all of them a couple weeks before the fair.

This costs us between \$1,700 and \$1,800 a year. Of course, this does not include

the three big Indianapolis papers, in which city the State Fair is held. Two of the Indianapolis papers receive \$500 each year and the other \$300. The three Indianapolis newspapers put out special State Fair editions a few days before the fair opens, containing from 16 to 34 pages. And during the entire week of the fair these papers are filled with articles which are prepared in our publicity office during the week of the fair by the publicity staff hired by the fair. The Associated Press sends out many articles during the week of the fair. The object of the publicity director in advertising the fair is at all times to have plenty of articles on hand and never refuse to write an article at once whenever a magazine or newspaper requests one.

## Converting Radio Stations

There are eight radio stations in Indiana and we use all of them for about six to eight weeks before the fair. The publicity director must also sell them the idea that the people are glad to receive the news that is sent to them and that this news contains information about the fair that listeners want to hear. The radio stations are supplied with good speakers and the speeches are written by the publicity man. Then the radio stations are sent 25 to 30 short plugs about the fair every week. These plugs contain four to 10 lines on what will be going on at the State Fair. The stations that broadcast from the fairgrounds during the week are paid \$50 each for the year for their services and the four stations that do not operate on the grounds of the fair but still send out the news are paid \$25 each for their services. In other words, the eight radio stations boosting the Indiana State Fair cost us around \$300 for the year. It took several years to sell the radio stations the idea that they were receiving the very best news in the State for their listeners at no cost to them, but now we have them convinced and they are very anxious to receive this news every week.

Then moving pictures that are made every year are shown thruout the State in farm bureau meetings, county agents' meetings, fair booster meetings or by any organization that would like to show them. Then we make each year a 160-foot short reel of talking pictures made of our commissioner of agriculture, Lieut.-Gov. Henry F. Schricker, talking about the State Fair. Thru the Theater Association of Indiana we have been able to run this a week at a time in each theater over the State, starting the first of August with 35 reels of pictures. After these first 35 moving picture houses run this reel for a week, they are sent a stickler with an address on it and these reels are forwarded on to the next 35 theaters for a week's run and this is continued until the fair starts. They reach from 140 to 145 theaters for a total sum of the cost of the moving picture, around \$700 to \$800, and \$500 to the Theater Association of Indiana to run the talking pictures in these 140 to 145 theaters.

Courtesy Committee Aids  
Of course, there are many other medi-

## Winter Production of SKATING RINK TENTS

- 1—NEW FABRICS.
- 2—BEAUTIFUL TRIMMINGS.
- 3—LASTING QUALITIES.

Write—Wire—Phone

**BAKER - LOCKWOOD**  
17th & Central, Kansas City, Mo.  
AMERICA'S BIG TENT HOUSE.  
Eastern Representative—A. E. CAMPFIELD,  
152 W. 42nd St., New York City, N. Y.

ums of advertising used, such as posters, bumper signs and steel signs put up along the roads 30 days before the fair with an arrow pointing toward the State Fair. These signs are taken down right after the fair and the date is changed on them for the next year. Then we have a fine, four-color, 12 by 18 poster which we send out every year by mail at the cost of 3 cents postage each. These have a hole punched in the top and are sent to every barber shop, bank, elevator and hotel in Indiana about three weeks before the fair. The Chamber of Commerce of Indianapolis co-operates nicely by organizing a State Fair Courtesy Committee and by putting out posters in all filling stations, drug stores and other places. They also have a nice paper badge about six inches long and a couple of inches wide to pin on all policemen, firemen, filling station attendants and drug store clerks in Indianapolis the week of the fair. Printing costs the association about \$350 and these are given to a committee of 30 appointed by the Chamber of Commerce to distribute to all co-operators in the city.

One of the big things that helps make Indiana State Fair a great success was started 15 years ago. This was the calling together of about 16 of the 80 county agents in the State at that time and talking to them about the State Fair. We ask them to take the message back home. This has grown in the past 15 years until in the last few years we have held seven State Fair Booster meetings over the State. We invite to these meetings county agents, vocational agriculture teachers, superintendents of schools, State senators, representatives, president and secretary of the Farm Bureau, president and secretary of the breeders' association, presidents and secretaries of county fairs, newspaper editors and others, such as exhibitors who are interested in the State Fair. This meeting is in the form of a banquet paid for by the State board of agriculture at a cost of 60 to 75 cents a plate. The program that is worked out at these meetings is as follows: The manager of the fair gives a talk about what happened at last year's State Fair and the new things there will be at the coming fair, accompanied with 1,000 to 1,200 feet of moving pictures.

(Continued next week)

## Let's Go Roller Skating



*New 1939 Calendar  
Is on Its Way to  
Your Rink*

If you want some to give to your Patrons with your imprint, one line as shown in opposite illustration, send your order in NOW. Your cost with the imprint

50 Calendars	.....	\$ 6.00
100	"	10.00
500	"	45.00
1000	"	88.00

**CHICAGO ROLLER SKATE CO.,** 4427 W. Lake Street, CHICAGO, ILL.

## RINK MEN..NOW..A WIDE FIBRE

**WHEEL FOR YOUR RINK SKATES FOR ONLY \$1.00 PER SET AND LESS WHEN YOU BUY IN LOTS**

EQUIP YOUR RINK SKATES WITH THIS NEW OVER AN INCH HOCKEY FIBRE WHEEL THE BEST IN THE U. S. — ORDER NOW.  
NEW AND BIGGER MAPLE WHEELS ONLY 75c PER SET. REFIBRE OR REWOOD OLD 2-PC. BUSHINGS FOR 60c PER SET.  
OMAHA FIBRE PROD. CO., 5202 Maple St., Omaha, Neb.

## Detroit Signs Hennies Bros. Shows Again

CINCINNATI, Dec. 31.—Hennies Bros. Shows will furnish the midway at the 1939 Michigan State Fair, Detroit.

This organization had the midway contract for the State fair the past two seasons.

The following telegram was received by *The Billboard* under date of December 29:

"Michigan State Fair board had its meeting today and awarded Hennies Bros. Shows the contract for the 1939 fair. (Signed) Orville Hennies."

## Zimdars Showfolk Guests At Christmas Eve Party

NORTH LITTLE ROCK, Ark., Dec. 31.—Harry and Vivian Zimdars proved ideal hosts to some 25 attaches of their shows at a party in quarters here on Christmas Eve, reports Charles Seip. Quarters were decorated in holiday motif and a brilliantly illuminated Christmas tree was laden with gifts for all attending. Thirteen-year-old Bette Belle Muse was mistress of ceremonies and distributed gifts.

Event marked the 83d Christmas Party attended by Charles Seip, press agent, and his fifth consecutive one with the Zimdars organization. Those attending included Harry and Vivian Zimdars, Al and Helen Fine, Mr. and Mrs. W. H. (Bill) Kelly, Al and Edith Crowe; Sailor, Pearl and Bette Harris; Frank Woods, Dobey Smith, Ed Kelley, Ed (Pop) Harrigan, Red Carter, Eddie Bell and Sunny Boy Duch and wife.

## Two More Fairs for Conklin

HAMILTON, Ont., Can., Dec. 31.—Carnival contracts for the Ste. Hyacinthe and Valleyfield exhibitions, both in Quebec, have been awarded to the Conklin Shows.

## Mrs. Linderman on Mend

NEW YORK, Dec. 31.—Mrs. Fanny Linderman, of the World of Mirth Shows, injured by side-swiping auto last week while crossing the street with her husband, Max, manager of W. M., is improving at her Bronx home.



**HATTIE DOLAN**, past two seasons secretary and treasurer of the Bright Lights Exposition Shows, has been re-signed in that capacity for 1939, according to General Manager John Gecoma. Miss Dolan is spending the winter at her home in Virginia.

## Baysingers Hosts to K. C. Folk at Spaghetti Dinner

KANSAS CITY, Mo., Dec. 31.—Mr. and Mrs. Al Baysinger, of the shows bearing their name, entertained with an Italian spaghetti dinner in Il Pagiacta Restaurant here last week, first of a series of dinners for friends residing in or near this city, reports Virginia Kline. Meeting at the Reid Hotel the group went to the Stevens Bar for cocktails and then to the restaurant where a special table had been prepared for them.

The Baysingers proved wonderful hosts and all present reported an enjoyable evening. Guests included Mr. and Mrs. George Howk, Mr. and Mrs. Louis Landes, Mr. and Mrs. Ellis White, Mr. and Mrs. Chester Levin, Mr. and Mrs. Abner K. Kline, Mr. and Mrs. Charles Nathan and Elmer (Slim) Johnson.

## HASC Auxiliary's Christmas Party Proves Gay Event

KANSAS CITY, Mo., Dec. 31.—Christmas party staged by the Ladies' Auxiliary of the Heart of America Showmen's Club in their clubrooms in the Reid Hotel here on December 23 proved a gay event, reports Helen Brainerd Smith. Festivities got under way following a brief business meeting, which was presided over by President Myrtle Duncan. Each member, upon entering the rooms, placed a gift under the Christmas tree, which had been trimmed and decorated the night before by a committee headed by Ruth Martone.

Since no gifts cost more than 10 cents, there was much laughter and merriment when the members stepped up to the tree to accept their packages. Bingo then held sway and 15 games were played, with a prize being awarded the winners. President-elect Virginia Kline furnished the luncheon, which consisted of a large punch bowl filled with the ingredients for Tom and Jerry, the bowl being surrounded by a clock face, with red stick candies forming the numerals; hors d'oeuvre sandwiches and sugared English walnut meats, which Mrs. Kline brought from her own trees in Oregon.

With Jess Nathan accompanying them at the piano, the members polished off the evening by singing Christmas carols. Among those attending were Elsie Brizendine, Jess Nathan, Bird Brainerd, Lettie White, Georgia Brown, Jessie Mellor, Margaret Haney, Myrtle Duncan, Martha Walters, Loretta Ryan, Ruth Ann Levin, Lucille P. Hemingway, Jackie Wilcox, Mickey Ingersol, Freda Hyder, Molly Watterson, Maude Baysinger, Ruth Spallo, Nellie Weber, Gertrude Parker Allen, Boots Marr, Mrs. C. W. Parker, Margaret Ancher, Nina Adams, Harriet Calhoun, Ruth Martone, Hattie Howk, Virginia Kline and Helen Brainerd Smith.

## Endy Gets Dade County Fair

MIAMI, Fla., Dec. 31.—Manager David B. Endy, of Endy Bros.' Shows, has been awarded a contract for the first annual 10-day Dade County Fair here in Roddy Burdine Stadium, reports Glenn Ireton. Endy also will provide midway and free attractions at Dade County Colored Fair.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Brass End, Fla.

Week ended December 31, 1938.

Dear Mixer:

Shopping for winter quarters at the last minute cost the show thousands of dollars in railroading but gave the office a nice midwinter privilege car and sleeper gross. Undecided as to where the show would hibernate, the bosses decided to keep moving until a suitable location could be found. Some 10,000 miles of Florida territory was covered by the train, which traveled down one coast, then up the other, crisscrossing the State from the east to the west coast and vice versa, stopping in every town long enough to find out if a suitable barn for the show was available.

Arriving here early Friday morning, the Brass End Chamber of Commerce offered the brothers free winter quarters on the Sifting Sand County Fair grounds providing the show would furnish the midway for the fair and agree to purchase all supplies from local merchants. Due to our people being broke and not wanting to place clean linen in the berths this late in the year, the bosses accepted the offer, which also gave them an opening date minus booking expense.

The fairgrounds proved to be one of the finest of the long string of bona fide fairs that our show will play. With no fence around to slow down the moving on of our wagons, nightfall found each nicely lined up on the 10-acre open grounds, and the erecting of tents for our different mechanical shop departments was well under way. Work of repairing an abandoned lumber camp railroad track will go under way immediately after the New Year's festivities. Then

all cars will be parked alongside of our palatial canvas winter home. There are some 200 miles of this road and should we book other fairs on that abandoned route then the entire system will be put into shape by our men for the winter tour. Several logging engines are also on the switch, which can quickly be converted into useful power for the moving of our five sections; at least, for 200 miles or more.

The office announced today that General Agent Lem Trucklow has been re-engaged for the 1939 season. He will again operate his root-beer barrel and pay toilets back with it and has agreed to furnish the toilets in quarters in exchange for six weeks' privilege on our winter tour. Trucklow stated today that he would leave for an extensive booking tour and attend all fair meetings, leaving as soon as his bed-roll is aired out and when the missus got his shoe-box lunches packed.

Where they will winter: Pete Ballyhoo will return to his old job of driving a patrol wagon. Side-show freaks will play several store show dates (this as a bonus for faithful service and taking it on the chin during the season). Girl Revue is to be booked by several restaurants, laundries and chambermaid agencies. The entire personnel's winter destinations cannot be given at this writing, but many will represent farm papers, mush awnings, hustle razor blades, sharpen lawn mowers, house-to-house with rug cleaner and take up their many other off-the-road vocations. The show will remain here indefinitely; at least until the winter route is all set.

MAJOR PRIVILEGE.

First returns in the FAVORITE OUTDOOR PERFORMER CONTEST appear this week in the General Outdoor section. Look them over and then send for your ballot.

## MSA's Initial Holiday Party Voted Success

DETROIT, Dec. 31.—Michigan Showmen's Association's first annual Christmas Party for members and friends in the organization's clubrooms here on December 24 proved highly successful, reports Secretary George H. Brown. More than 900 attended and enjoyed turkey, goose, chicken and other kinds of meats and vegetables, salads, pies, cakes, coffee, beer and other beverages, all of which were served free of charge. There was no admission charge. Event, which started at 7 p.m., lasted until early morning.

Credit for success of the party went to President Margolies and the committee in charge, which comprised Harry Ross, chairman; Frankie Hamilton, Hymie Stone, Irving Barker, Harry Modelle and Custodian Sammy Burd. Leo Lippa, general chairman of the club's third annual dance and entertainment to be held in Detroit Hotel on January 17, was on hand to assist committeemen. A large reception committee also was present to greet guests.

## Flemington Fair to Model

NEW YORK, Dec. 31.—C. J. Franco, general agent of the Model Shows, announced this week that he had signed contracts with Major E. B. Allen, general manager of Flemington (N. J.) Fair, for the organization to furnish the midway attractions there in 1939. It will be the first time the shows play the territory.

## Benway Active in N. Y.

NEW YORK, Dec. 31.—Pete Benway, of Western States Shows, Dallas, Tex., has been active locally in securing slants on current merchandise for his stands. From here he went to Boston to visit his mother, then goes to Texas to await opening of the show, carded for middle February.

## Tommy Allen Is Married

AIKEN, S. C., Dec. 31.—Wedding and Christmas bells rang simultaneously for T. M. (Tommy) Allen, manager of the Johnny J. Jones Exposition, when he was married to Mary Jane Davies here on December 25. Judge Rupert Taylor performed the ceremony. Many well-wishers, including Tom Murphy, Bobby Cohn, Joyce Bruce, George Palge and Morris Kaplan attended.



**E. M. BURK**, one of the founders of the Foley & Burk Shows, whose death on Christmas morning removed a veteran figure of the outdoor show world. During his long career he operated the Kelley Burk Circus and had been contracting agent of the Wallace, Ringling Bros. and numerous old-time circuses, including the John Robinson show. More details in the Final Curtain.



**LEO LIPPA**, veteran outdoor showman, who has been named general chairman of the third annual ball of Michigan Showmen's Association to be held on the night of January 17. A ticket drive is on and many committee members are hustling to make the occasion the most outstanding in history of the organization. Proceeds will be placed in a fund founded to purchase a new home for the association.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 31.—League members have been regular callers at the rooms this week and the holiday spirit prevails. House committee extends sincere thanks to Brothers Lou and Ned Torti for the material for decorations sent in by them for the New Year's party. President J. C. McCaffery left on a flying trip to Florida but promised to return soon. Al and Mrs. Cohn also left for Florida. Lou Leonard will meet them there.

Duck Wayne Barlow and Mrs. Swift, Danville, Ill., visited the rooms last week. Brother Harry Paul is still confined in the American Hospital here, and Colonel Owens, Tom Rankine and Tom Vollmer are still on the sick list. Brother Jack Maxwell is receiving medical attention in Detroit. Bernie Mendelson is racking his brain to set a proper date for the party honoring Past President Sam J. Levy.

Welcome letters were received from Fred Beckmann, O. C. Buck, Lewis B. Herring Jr., Donald MacLeod and Al H. Fine, while greeting cards came from Mr. and Mrs. M. J. Doolan, Ida and Bruce Chase, O'Henry Tent and Awning Co., La Motte Dodson, Dorothy Bernardi, H. H. Hancock, Dave Robbins, Lou Henry, J. A. Schneck, Casey Concession Co., Sunny Bernet, Amusement Corp. of America Hennies Bros.' Shows, Conklin Shows, Jimmy Morrissey, Toronto Convention Bureau, Harry L. Small, Colonel and Mrs. Owens, Rube Liebman, Johnny J. Jones Exposition, Al and Isabel Cohn, G. E. Kohn, Mr. and Mrs. R. L. Lohmar, Parker & Watts Circus, John Bullock, Sam Feinberg, George Bischoff, Ben O. Roodhouse, B. J. Schilling, Bob Miller, the J. W. (Patty) Conklins, Jack Cousins, John Lempart, Max Linderman, Fairly & Little Shows, Peg Willins Humphrey Lincoln G. Dickey, Tommy Thomas Ideal Exposition Shows, George A. Golden, E. J. Casey Shows, Walter F. Driver, Jack Auslet, Curtis and Ivah Velare, Charles DeKreko, L. S. Hogan, Maxie and Betty Herman and Harry Mazey.

Orville Hennies, still here on business, visited the club on Christmas Day. Several members found time during the holiday rush to send in their dues. It's a fine gesture and one that should be followed by many others. What about yours?

### Ladies' Auxiliary

Club's regular biweekly meeting was held on December 22 in the Sherman Hotel with the following officers presiding: President Leah M. Brunleve, First Vice-President Ida Chase, Second Vice-President Edith Streibich, Secretary Elsie Miller and Treasurer Phoebe Carsky. Invocation was rendered by Chaplain Mrs. Mattie Crosby.

Third Vice-President Maude Geiler was unable to attend because of a heavy cold. Mrs. Charles Driver was reported ill and messages of cheer are being forwarded to her. Sisters Frances Keller and Lucille Hirsch, who were in charge of the Christmas baskets for needy families, reported everything was being taken care of in that line.

Sister Pearl McGlynn donated a large

box of chocolates which was awarded to Sister Phoebe Carsky. Welcome letters were received from Sisters Mrs. Mabel F. Strates and Grace Goss. After adjournment cake and coffee were served.

Members are anticipating having Sister Ethel Baillie with them at this week's social. She has returned from her recent tour of Mexico City, Mex. At present she's visiting her folks in Iowa but expects to arrive here in time for the social. Ida Chase will be hostess at the December 29 social. Plan to attend and bring your friends along. Be sure to address all mail to the secretary of the Ladies' Auxiliary, in care of Showmen's League of America, 165 W. Madison street, Chicago, Ill.

## Michigan Showmen's Association

DETROIT, Dec. 31.—Members were high in their praise of the club's first annual Christmas party held in the clubrooms on December 24. Plans for the third annual dance and entertainment to be held in Hotel Detroit on January 17 are progressing. A well-known orchestra and several big acts have been contracted and the various committee reports are encouraging. General Chairman Lee Lippa reports that several hundred tickets are out and the advertising program is proceeding successfully. Reception committee is working hard for the affair.

President Louis Margolies has appointed a nominating committee and it has placed the names of the following as candidates for officers in 1939: Harry Stahl, president; Ed McMillen, first vice-president; Harry Ross, second vice-president, and Hymie Stouc, third vice-president. Almost all members are of the opinion that it is best to be in accord and go down the line with an open ticket if possible. Election of officers will be celebrated on the night of January 17 in connection with the third annual dance and entertainment.

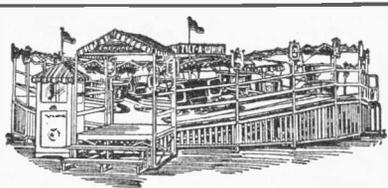
Membership of the club is well pleased with the progress it has made in the past three years and is looking forward to building a treasury until it can buy its own headquarters. It recently made a donation to the Good Fellows Club and during 1938 helped many members who appeared to be in need.

## 15 Years Ago

(From The Billboard Dated  
January 5, 1924)

Heart of America Showmen's Club's second annual Christmas tree celebration in the lobby of the Coates House, Kansas City, Mo., on Christmas night proved a huge success. . . . Diamond Palace Amusements, new carnival, was being organized in quarters in Bellaire, O. . . . Charlie Williams, former carnivalite, purchased a garage and service station in Anderson, Ind., his home town. . . . Quarters occupied by Narder Bros.' Shows in Salisbury, Md., were destroyed by fire on December 27. . . . The body of Cyrus Nelson Fairly, who died in Richmond, Va., from injuries sustained in an automobile accident, was taken to Lawrence, Kan., for burial in the family plot.

Brown & Dyer Shows were safely ensconced in Luna Park, Miami, Fla., for the winter. . . . Lee Driver, well-known concessioner and associated with Embree United Shows, was burned to death De-



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TILT-A-WHIRL**

**Flashy --- Reliable --- Money Getter**

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## UNITED STATES TENT

**S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.**

**OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."**

701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

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NO MIDWAY IS COMPLETE WITHOUT A BOOMERANG

Capacity  
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Loose Sheets (not in Pads), per 1,000 . . . \$1.25  
Numbered Pads of 25 Each, per 1,000 . . . 1.50  
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Largest Sheet on the market. Immediate delivery. Samples free.

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**"MAC" McNALLY**  
(Formerly Allentown, Pa.)  
Handles Show Folk's Business on  
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With  
**SOUTHLAND MOTORS, Inc.,** Miami, Fla.

## REYNOLDS & WELLS UNITED SHOWS

Now Contracting Shows and Concessions for Season of 1939.  
Nothing but the best need to apply.  
Address **WINTER QUARTERS, Wentworth, Mo.**

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CONTRACTING SHOWS, RIDES AND CONCESSIONS.

Will book any Attraction that does not conflict. Address  
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## Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.  
**CHAS. T. GOSS**  
With **STANDARD CHEVROLET COMPANY,** East St. Louis, Ill.

with the carnival industry who will write us requesting it. Visitors at the ACA office during the past week included Harry Lewiston, who is operating a store show in this city.

### Denies Dublin, Ga., Fair Contracted for Carnival

CINCINNATI, Dec. 31.—C. E. Barfield, manager of the Cosmopolitan Shows, in a letter to *The Billboard* this week denies that the Dublin (Ga.) Fair had contracted the Funland Shows for the 1939 fair there, as reported in last week's issue.

"I noted the story on page 121 of last week's issue relative to the fairs recently contracted by the Funland Shows," he writes, "and was surprised that the Dublin (Ga.) Fair was included. I showed the date last October and recently saw in Atlanta Attorney Peter S. Twitty, commander of the American Legion, which sponsors the event. He informed me that they had made no plans for 1939, but assured me that my agent would have first consideration."

"I wired him on December 28 and received a telegram reading, 'Have made no contract with anybody, Peter S. Twitty, commander.'"

ember 18 in a fire which destroyed the Capitol Hotel, Houston. . . . Irish Jack Lynch again signed as general announcer and side-show talker with Wise & Kent Shows. . . . Tom Burke, after closing the season with Macy's Exposition Shows, worked Christmas goods on streets in Princeton, W. Va. . . . W. E. Sullivan, president of the Eli Bridge Co., was doing nicely at his home in Jacksonville, Ill., after returning from a hospital in Rochester, Minn. . . . Among showfolks wintering in New Orleans were Fred Coleman, L. B. Howard, C. R. Leggette, Jack Stanley, A. Kelley and the Flying Levans.

A. H. (Punch) Allen, after closing with Johnny Bejano on the Morris & Castle Shows, went to Dallas, where he had a profitable engagement in Sanger Bros.' department store doing Punch and Judy during the holiday rush. . . . Harry A. Schultz was handling routing and business manager chores with the Marine-Firestone Co. . . . Mesa, Ariz., proved a winner for Snapp Bros.' Winter Shows. . . . Due to last-minute changes, Dykman & Joyce Shows were wintering in New Orleans instead of Memphis. . . . William Judkins Hewitt traveled from New York to Buffalo to eat Christmas dinner with W. C. (Bill) Fleming. . . . Bob Crawford, formerly with carnivals, was doing the talking at the Westlake Museum, Los Angeles.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 31.—The association starts the new year in the midst of more activity than has been experienced in some time. A condensed version of our report to the association's wage and hour law committee was released in the last issue of *The Billboard* and already it is evident that much interest is being taken in our opinion rendered in that report. While it is too much to expect that everyone will be in agreement with us on the subject, we shall, of course, be pleased to have the views of all concerned, regardless of what those views may be.

Within the next few days we shall send to the committee members a full version of our report on the subject, together with a reprint of the condensed version, and endeavor to ascertain their composite view of the situation and what their recommendations in behalf of the association shall be. We shall be pleased to send a reprint to anyone affiliated

## 3,000 Greeting Cards Go To the Dead-Letter Office

For several weeks *The Billboard* published announcements in its Letter List warning readers to watch the postage used on holiday greeting cards when sent to friends in care of *The Billboard* Mail-Forwarding Department. They were told to be sure to use first-class postage (3 cents per ounce) if the cards were placed in envelopes, and that this applied whether the envelopes were sealed or unsealed.

Despite this warning, about 3,000 cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) were received by *The Billboard* office in Cincinnati alone to be forwarded, but this could not be done, as only mail with first-class postage can be forwarded. In consequence, these 3,000 cards must be sent to the dead-letter office.

## Showmen's League of America



165 W. Madison St., Chicago

**SHOWMEN'S HOME FUND**  
Previously Acknowledged . . . \$20,350.00  
Late Receipts . . . . . 500.00  
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.  
**A Home for Aged and Infirm Showmen**

**Showmen's Home Trustees**  
FRED BECKMANN — Chairman  
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**PENNY PITCH GAMES**  
 Size 46x46", Price \$20.00.  
 Size 48x48", With 1 Jack Pot, \$30.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price .....\$12.00

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 75-Player Complete .....\$5.00  
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SEND FOR CATALOGUE.  
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 Samples of the 4 Readings, Four for 25c.  
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 Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
 Gazing Crystals, Ouija Boards, Planchettes, Etc.

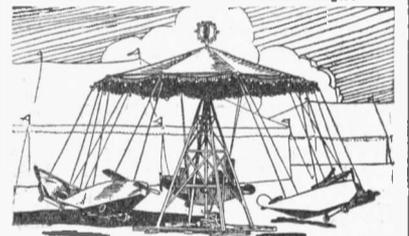
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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
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 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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 Instant delivery. Send for Wholesale Prices.

**The NEW KIDDIE AIRPLANE SWING**  
 Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.  
**SMITH & SMITH, Springfield, Erie Co., N. Y.**

**BUDDHA PAPERS—SUPPLIES**

1938-'39 ASTRO DAILY, HOURLY FORECASTS  
 Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.  
 148 Page Illustrated Catalog Ready.  
 Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

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**DAN CRISTIE'S**  
**"Little Old New York"**  
 120 East 14th St., New York City  
**CAN USE AT ALL TIMES**  
 Novelty Acts of Merit, Girl Revues, Colored Troupes, Oriental and Hawaiian People, Etc.  
 Give All Particulars and Salary.

**SAM SPENCER EXPOSITION SHOWS**  
 WANT FOR SEASON 1939

First-Class Cook House, Frozen Custard, Photo Gallery, Fish Pond, Bowling Alley, Guess-Your-Weight Scales, Cigarette, Lead Gallery, Hoop-La, Ball Games, Palmistry (American only), Stock Wheels of all kinds, Candy Floss, Penny Pitch, Cane Rack, Girl Review, Posing Show, Ten-in-One or Five-in-One, Plant Show, Large Snake, Penny Arcade, Hill Billy, Hula Panel Fronts and Show-Tops, WANT Lion Motorbike, Hullo Plane, Merry-Go-Round, also Ride Help.

**SAM E. SPENCER, General Manager;**  
**WM. C. MURRAY, General Agent,**  
 20 South Main, Brookville, Pa.

**FOR SALE FOUR KIDDIE RIDES:**  
 Merry-Go-Round, 8 ft. high; 10 Long Horses, Don't Jump, \$200.00; Ferris Wheel, 14 ft. high, built like Eli, \$200.00; Mixup, \$100.00; Six-Car Auto Track, \$100.00; Organ, Ticket Box, Arch with lot; Evans Fish Pond, complete with 12/16 Frame, Canvas, \$100.00; Evans Bowling Alley, complete, 12/18 Frame, Canvas, \$100.00. All above ready to operate. **W. E. WEST**  
**MOTORIZED CARNIVAL, Box 175, Cherryvale, Kan.**

Send your correspondence to advertisers by mentioning The Billboard.

**Midway Confab**

By THE MIXER  
 (Communications to 25 Opera Place, Cincinnati, O.)

FAIR meetings and jackpots now!

ANOTHER veteran passes: E. M. Burk.

BOB FOX, well-known special agent, is wintering in Corinth, Miss. He owns a farm in that neck o' the woods.

YES, Clarice, there is a wide difference between a joint spot and a spot joint.

ROBERT F. QUILLAN, well known in carnival circles, is now associated with Campbell United Shows.

CHARLIE WESTERMAN, well-known carnival supply man in Detroit, is recovering from recent serious illness.

NO, Johnny; you can not advertise 40 concessions as 40 attractions in Old Mexico.

MR. AND MRS. LOUIS SAGE and family, of the Art Lewis Shows, are wintering in De Land, Fla.

CHARLES LEWIS, frozen custard operator on the Art Lewis Shows, is spending the winter in New York.

BURNING up a spot is "burning your bridges behind you" with a vengeance.

H. NEWMAN, who spent many years in indoor and outdoor amusement fields,

with Hilderbrand's United Shows has been in Phoenix, Ariz., where he is producing the show at the Romona Theater.

JOE BAKER, legal adjuster for Dodson's World's Fair Shows, is now in the same capacity with Campbell United Shows.

THERE are a few novelties stored in the winter quarters of Duke & Shilling's Midway but among them are no BEANS.

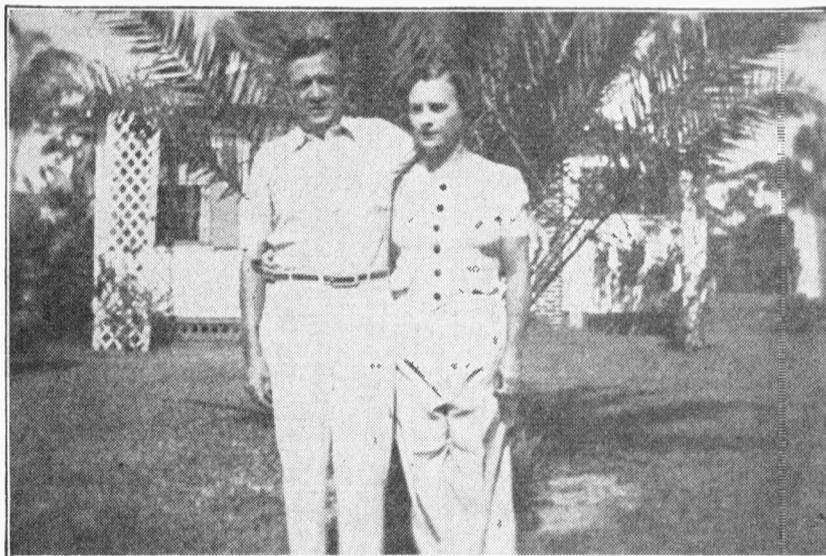
GENE SHRIVER, concessioner with the Cetlin & Wilson Shows for the past several seasons, and his wife are wintering in Jacksonville, Fla.

PAT F. LYNN, well known in outdoor show circles, is confined in the Government Hospital, Lake City, Fla., with a severe case of arthritis.

THE cookhouse general agents are already cutting up the few routes that have been announced.

CHARLIE STEWART, formerly with Flack's Northwestern Shows, and now of Des Moines, recently visited Detroit, where he is planning to re-enter the bingo operating field.

MOBILE newspapers recently gave front-page publicity to the "little red



WILLIAM G. DUMAS, co-owner of the Happyland Shows, Detroit, is shown here with Mrs. Dumas, with their winter home in Gibsonton, Fla., in the background. Numerous other Happylanders, including Mr. and Mrs. Frank Ahen, are members of the showfolks' colony in "Gibtown." John F. Reid, partner of Dumas, holds down winter quarters activity in Detroit but generally manages to work in a few vacation trips during the off-season.

will return to the road in 1939 as special agent of the Johnny J. Jones Exposition.

THE Lobby Loafers have no walking delegate.—Colonel Patch.

W. R. HARRIS, manager of the Model Shows, infos from St. Petersburg, Fla., that Cliff J. Franco has booked several Eastern fair dates for the organization.

MR. AND MRS. Harry H. Zimdars have returned to North Little Rock, Ark., after a flying trip to Dallas to visit relatives of Mrs. Zimdars.

SHE told me that she was a ball-game queen. But she couldn't fool me; she didn't have a dog.—Cousin Peleg.

A TESTIMONIAL dinner was recently tendered in Buffalo to Sheriff-Elect H. William Pollack, of Pollack Poster Print, who assumed office on January 2.

JACK BRADFELD, wintering in St. Petersburg, Fla., writes, "Let's all get together in 1939 and make it a year to be remembered."

WITH everybody's holiday spending done, those troupers without a winter b. r. now have plenty of company.—Mrs. Upshaw.

E. D. GRACE, after a successful season with the De Luxe Shows, is handling advance and banners for a store show playing West Virginia dates.

MEL JEAN RENNICK since closing

wagon" which Walter B. Fox sent City Commissioner Cecil F. Bates for Christmas.

IF YOU can't locate 'em in the South just now, you can meet 'em at the Tampa fair.

LOUIS GOLD, concessioner, is wintering in St. Petersburg, Fla., with his former partners, Mr. and Mrs. Jack Fyvolent, who operate the College Shop there.

DICK COLLINS went into Tampa as usual on his way back from abroad and has since been visiting with Harline Barkoot, Frank Rupp and Al Herzon, among other friends.

THERE are some fellows who are not capable around the lot or in the office wagon—and then there is Billie Owens!

AFTER AN ENJOYABLE visit in the North Mr. and Mrs. W. N. Chalkais returned to quarters in Tarpon Springs, Fla., in time to make preparations for a Christmas dinner for the crew there.

MR. AND MRS. Arthur E. Walsh, who took the baths at Hot Springs, Ark., after close of Wallace Bros.' Shows, have returned to Mobile, where they will spend remainder of the winter.

IT'S a good idea to turn over a new leaf. And some cases call for the starting of a whole new book.

AL BERESOFF reports from Tampa, Fla., that he has been signed as general agent with the Winters Attractions for 1939. He has also booked his One-Man Band with the organization.

VISITORS ARE NUMEROUS at the Kortez World's Fair Museum in New Orleans, reports Roy B. Jones. The Mardi Gras city seems to be the mecca for hundreds of outdoor showfolks, with all seemingly grinding out a fair existence.

SOME of those "50-50" independent showmen last season carried a half dollar with a head on both sides.

MR. AND MRS. C. D. SCOTT, owners of the shows bearing their name, have returned to quarters in Mobile, Ala., after attending funeral services for Scott's mother, Mrs. E. L. Scott, in Roanoke, Va. They had been at her bedside three weeks previous to her death.

BOBBY KORK, since closing with Max Gruberg's World's Exposition Shows, has been working the Club Hollywood, Trenton (N. J.) nitery. Kork is planning another girl revue for next season and is now at work on new wardrobe, scenery and special lighting effects.

THEY spend summers near cool resorts and in Canada and winters in Florida and California. No, they are not millionaires—just some showfolks trying to get along.

MR. AND MRS. PETE KORTES, operators of the World's Fair Museum in New Orleans, recently had as week-end guests Mr. and Mrs. McDougal, of Beckmann & Gerety Shows, and Mr. and Mrs. Harry Golub, of the Orpheum Theater, Denver.

FRED WEBSTER cards from Seminole, Okla., "Spending the holidays with relatives here. Just returned from a hunting trip in Meno, Okla., where I bagged 35 quail in three days. Spent the last two seasons with Crowley's United Shows but will not be with it in 1939."

DON'T know how it looks but my head feels as tho I was looking into one of them funny Coney Island mirrors.—Lizzie Schmidt, of the All-Hawaiian Revue.

FRIENDS of Eddie Pasterson were grieved last week to learn that his mother died recently in Poland. Eddie is well known in outdoor show circles and has operated the Auto Skooter ride on the Royal American Shows for the past six years. Because of delays in obtaining passports and time required to reach his former home town, Pasterson held private

**NEW MODEL ELI POWER UNIT**  
 V-BELT DRIVE  
 16-HORSE POWER

The economical Power Unit for all Portable Rides. ELI Power unit soon pays for itself.  
**ELI BRIDGE COMPANY**  
 Builders of Dependable Products,  
 N. West Street, JACKSONVILLE, ILL.

**3 PROVEN MONEY MAKERS**  
**LOOP-O-PLANE**  
**OCTOPUS**  
**ROLLOPLANE**

Developed and produced by one manufacturer in less than 5 years.  
 Write for descriptive literature. Place your order for spring delivery NOW.  
**EYERLY RIDES GUARANTEE BIG PROFITS**  
**EYERLY AIRCRAFT CO.**  
 Salem, Ore.  
**ABNER K. KLINE, Sales Manager.**  
 European Suppliers  
**LUSSE BROS., Ltd., Blackpool, England.**

services in a Tampa, Fla., funeral home chapel for her.

GENERAL AGENTS who gathered in El Paso, Tex., for the Southwestern Sun Carnival there included Louis Ringgold, State Fair Shows, and Mrs. Ringgold; Don Brashear, T. J. Tidwell Shows, and owner Paul Towe, Silver States Shows.

MANY a quip in these columns is meant largely in fun. But The Mixer intends it all to be for the betterment of showfolks and show business.

HERMAN SCHWARTZ, well-known concessioner, after sojourning in Hot Springs, Ark., left for Atlanta, where he spent the holidays with Mr. and Mrs. Johnny Green and son. Later on he will go to Florida for remainder of the winter.

MR. AND MRS. SAUL SALSBERG left quarters in Ollie Trout's Trailer Camp, Miami, Fla., recently to attend the marriage of their daughter, Hilda, to Dr. Irving Flrestone in New York on Christmas. Immediately after the ceremony the newlyweds left for a two-week honeymoon in Miami. The Salsbergs returned to the trailer camp.

HE'S in a fog since winter hit. He lived joyously like a grasshopper all summer and now it looks as tho he'll have to hibernate like a ground hog.

MRS. C. N. ANDREWS, who with her husband has operated concessions on almost all of Eastern shows, is seriously ill at her home in Harrisonburg, Va. She suffered a paralytic stroke on December 21 and two days later had another attack. They were with the King Reid Shows last season.

LAWRENCE LA LONDE and wife, who operated their Ten-in-One Show on several West Coast carnivals the past season, are playing independent theaters thru New Mexico and Arizona with their Oddities on Parade attraction. They report they plan to hit the road again next spring with their Ten-in-One.

MORE towns have been closed by the leaving of littered, filthy lots than would patch Hades the proverbial mile. Adage: "Tis a bad bird would befoul its own nest."

FLODELL ROBERTS DUNHAM, former motordrome rider with the Wortham Shows and various other outdoor attractions, underwent an operation in Burk Street Hospital, Fort Scott, Kan., December 12. Upon his release he plans to enter the State Hospital, Norton, Kan., where he will remain for at least six months.

BILL BROWN, Baby Lee and Patricia Sherry, museum performers, are operating a store show at 409 Church street, Nashville, Tenn. Line-up includes Bill Brown, owner-manager; Baby Lee, fat girl and secretary; Patricia Sherry, tickets and treasurer; Murphy Hastings, human volcano; Twisto, man with 1,000 faces, and Mary Lou, cook.

LIVES there a concessioner with soul so dead, who never to the manager has said, "I am perfectly satisfied with the route booked by your agent."

MRS. ALYNE POTTER MORENCY, after an extended visit with relatives in Dallas, has returned to quarters of the Art Lewis Shows in Norfolk, Va., where she and her husband, Percy, are once again enjoying the life of trailerites. The Morencys were guests of Mr. and Mrs. M. B. Howard at their Ocean View home on Christmas. Howard is Southern representative for George A. Hamid, Inc.

SOME of these winter quarters fishing stories are strangely remindful of the box-car numbers tales heard on midways in summer.

RAMON METTLER letters from Frankfort, Ky.: "Have accepted the secretaryship of the Sam E. Spencer Shows for 1939. Last season I had the band and handled the press on the Royal Exposition Shows and then joined Bantley's All-American Shows for their early-fall tour thru the Carolinas en route to Key West, Fla. Also had the band with the latter organization in 1936-'37."

MANAGER of Great Pin Head Shows to his fourth executive assistant: "Make some

openings in the back of the midway so that we can get some customers in that way."

A. V. WRIGHT, special agent of Don's United Shows, cards from Bristol, Va., that Mrs. Lydia Martin has been appointed general agent for 1939 and is now in the East booking for the organization. Bill Spain, according to Wright, will handle the lot, while Charley Sutton is expected to be added to the staff. Winter quarters work will get under way next week.

COMMENTING on the permanent closing of another "educational fair": "It is plain to see how much a midway helps small fairs. When they have no midway they soon give up," observes Mel Olson, of Olson & Wilson Shows.

THERE was considerable comment last year about the Dipsey Doodle. It was among the top-money rides every time it played for Max Gruber's show, and the same can be said for the four weeks it was with Art Lewis' show. A number of Dipsey Doodles are now being manufactured. One (eight cars) has been booked for the Tampa fair, Frank West and Sam Prell have also booked them. All of the devices are streamlined. The ride is self-controlled after the style of the Hey-Day but in the air instead of on a track.

HOW ABOUT a woodenware wheel for 1939? It could be flashed with rolling pins,



TWO-YEAR-OLD Richard Sedway, grandson of Mr. and Mrs. Max Glynn, of the Marks Shows. Dickie lives with his parents in Beverly Hills, Calif., and is shown in front of their home.

clothespins, chopping bowls, mixing bowls, hammer handles, etc. Then all the hard-to-please concessioners would have to do would be to play a tune on the counter with their merchandise.

ED WELSH, last season with Wallace Bros.' Shows, is now with C. D. Scott's winter show in and around Mobile.

FRANK SUTTON, Osceola, Ark., who, it is reported, will have the Great Sutton Shows on the road next season, was seen in Memphis recently.

FAMOUS last words: "I do not need an agent. MY show is so well known that I can book it myself."

ABE AND EDNA FRANK, of corn-game note, are spending the winter in Clarksdale, Miss., where their son, Buddy, is attending school.

DANIEL A. KLEIN is recuperating in Veterans' Hospital, Mountain Home, Tenn. Mary Klein is spending the winter with her mother in Williamsport, Pa.

MANAGER of the Great Pin Head Shows will greatly augment his midway next season, having recently purchased a two-headed baby for his side show.

FRANK J. LEE, general representative of Morris Millican's Modern Museum, writes from Chattanooga: "Congratulations to The Billboard on the Holiday Greetings Number and its 164 pages of news and views."

WHEN H. William Pollack, of Pollack Poster Print, took the oath of office as sheriff of Erie County, Buffalo, N. Y., on January 2 among the telegrams he received was this one from Walter B. Fox: "Felicitations, congratulations and what

# CONKLIN SHOWS

Canada's Only Railroad Show

CAN PLACE FOR 24 WEEKS

Outstanding Side Show Attractions. Salaries paid by office. Send photos. State lowest salaries. Would consider furnishing equipment to capable Side Show Manager who has a well-organized Side Show.

Apply J. W. PATTY CONKLIN  
P. O. Box 31, Hamilton, Ontario, Until January 14th.  
Hotel Fort Garry, Winnipeg, January 15th to 19th.

# C. W. NAILL SHOWS Want for Season of 1939

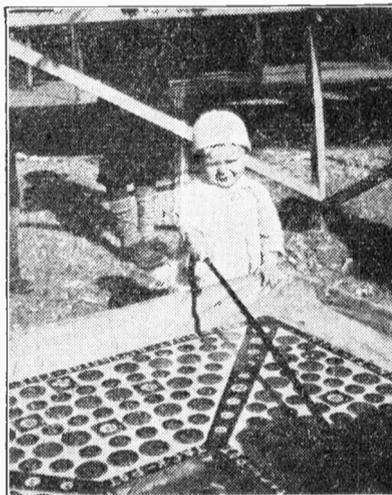
(OPENING DATE AND PLACE TO BE ANNOUNCED LATER).

SHOWS—Mechanical Show, Fun House, Big Snake, Fat Girl or Midgets, Animal Show, Penny Arcade, or any Single Pit Attraction. Will finance any real money-getting Show. Have complete Outfit, Top, Stage, etc., for first-class Girl Show with own Musicians. NO KOOCH SHOW.

RIDES—Will book Octopus with own transportation, Foreman for Whip, Wheel and Mix-Up. Also Second Men with ability to sell Tickets. All Ride Men must be able to drive Semi-Trailers, as am leaving barn completely motorized. If you are boozers, don't answer this ad.

CONCESSIONS—Medium sized Cook House capable of feeding Ride Help and Show Folks. Will guarantee privilege in meal tickets to right kind of Cook House. Will sell exclusive on Corn Game. All Stock Concessions open. Write, as we may be able to place you. Ball Games, Long Range Shooting Gallery, Cane Rack, Hoop-La, Frozen Custard and Snow for season. Also Popcorn and Peanuts. Privilege will be right. Address all mail to C. W. NAILL, 417 Layton Ave., Monroe, La. Phone: 4018.

have you upon your induction into the ranks of those who wear gold-plated badges. Always give your guests plenty of outdoor exercise, feed them roast turkey each Christmas and fried chicken every Sunday and you will never be plagued by sit-down strikes."



MARJORY BURNS, said to be the youngest concession owner on the Kaus Exposition Shows, is shown here pointing out the winning number at the penny pitch stand. Marjory's parents, Mr. and Mrs. J. J. Burns, also are concessioners with the Kaus organization.

"LET there be light!" John Q. Public and his family cannot be expected to patronize the back end of the midway if they are unable to find their way around.

MR. AND MRS. MEL H. VAUGHT, owners of State Fair Shows, are back in El Paso, Tex., after leisurely returning from the Chicago meetings. They visited in St. Louis and Dallas before going to El Paso.

AMONG SHOWFOLK who attended a Christmas dinner as guests of Mr. and Mrs. Dave Stock and the Goodman Wonder Show in the organization's quarters in Little Rock, Ark., were Mr. and Mrs. James Dunlavey, Mr. and Mrs. Charles Zern, Mr. and Mrs. Eddie Latham, Mr. and Mrs. Tom Bowers, Mr. and Mrs. Clarence Woods and son, Mrs. Doc Welch and daughter, Speck Williams, Don Knicely, Bob Baldwin, Joe Griffith, Deafy Wilson, Eddie Johnson, Elmer Henriksen, Wanda Jenkins, Mrs. Jimmy Goodbrake and Barney Galazin. Mr. and Mrs. Grant Chandler were unable to attend because of the death of Chandler's father.

WHERE there is smoke there is fire, 'tis said. When there is a fire all that is left is cinders and ashes. Cinders and ashes are great for muddy lots. What good is a muddy lot if you haven't a carnival to put on it. Avoid smoke, fire and cinders and keep a carnival clean, even if in the mud.—Milo (Not So) McCoof.

# 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8.75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

# THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50  
Lapboards, white cards, 8 1/4 x 14, Per C. . . . 1.50  
Stapling Bingo Cards on same, Extra, per C. . . . .50  
Bingo Card Markers, in strips, 25,000 for 1.80  
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.  
19 W. Jackson Blvd. Chicago

# SMITH'S GREATER ATLANTIC SHOWS

Wishes All The Very Best of Season's Greetings

AND MAY 1939 BE HEALTHFUL AND SUCCESSFUL FOR ALL.

Am now ready to book Shows, Rides and Concessions of all kind. Want a good, fast-stepping General Agent; also a High Sensational Free Act. Will open the latter part of March in or around Raleigh, N. C. All Address K. F. (BROWNIE) SMITH, 118 S. Clay St., Salisbury, N. C.

FOR SALE—1 Smith & Smith 24-Seat Chair Swing, 2 years old, same as new, for adults, complete, ready to set up and operate; 1 No. 125 Wurlitzer Organ, same as new; 1 2 1/2-ton International Truck, 1 1/2-ton Chevrolet Truck with 18-ft. Steel Trailer, in A-1 condition; 1 1 1/2-ton Chevrolet House Car, also 10 Concessions, all new with flash, complete, ready to operate. All this equipment same as new; 1 Switch Box and Wire complete for all. Trucks will carry all. This entire stock will go cheap for cash. Can be seen in quarters at Clarksdale, Miss. Write or wire H. P. LARGE, P. O. Box 804, Clarksdale, Miss.

# MODEL SHOWS, Inc. WANTS

FOR EASTERN TERRITORY, SHOWS, RIDES AND CONCESSIONS. Sell X on Corn Game and Diggers. Write DICK HARRIS, Mgr., 323 Ninth St., South Petersburg, Fla., or C. J. FRANCE, 2327 Crotona Ave., Bronx, New York.

# GOLD MEDAL SHOWS

NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939 Address: P. O. BOX 8, New Albany, Ind.

End your correspondence to advertisers by mentioning The Billboard.

**HAPPYLAND SHOWS, INC.**  
Best in the Middle West.  
Contracting Shows and Concessions for 1939 Season.  
Address: GIBSONTON, FLA.

## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

### John H. Marks

RICHMOND, Va., Dec. 31.—Beginning January 2 much activity will prevail at the new winter quarters here. Work crew will be increased to 20 men. Construction of show fronts and rehabilitation of rides will get under way immediately so all will be in readiness for show's spring opening here. Christmas dinner was served in quarters on Christmas Day, with the genial owner, John H. Marks, as host. The boys reported they enjoyed the bountiful spread of turkey and all the fixings.

Many troupers are wintering at the trailer colony, which has been named "Marksville." They include Mr. and Mrs. Harry Ramish, Mr. and Mrs. Cash Miller, Mr. and Mrs. S. L. (Sandy) Hogan, Joe Lee and Mr. and Mrs. James Zabriski, Mr. and Mrs. Tommy Rice and Mr. and Mrs. Cash Miller, respectively, drove to Boston and Manchester, N. H., to spend the holidays. Rice is manager of a Richmond Uto concern during the winter. Mr. and Mrs. Jimmy Zabriski, who spent the holidays in Hartford, Conn., are expected back tomorrow. William F. Trysk

is convalescing after a lengthy confinement in Memorial Hospital here. Capt. Fred Delmar, lion trainer, has returned to quarters from Elks' Indoor Circus, Boston, where he played a two-week engagement.

Francis Leslie (Francis-Frances) and Mary Casey are wintering here. Recent visitors included Mrs. Allyn Morency, Ban Eddington and Bill Lewis. Charlie Metro, ride manager, is wintering at his home in Everett, Mass. Reported by Walter D. Nealand.

### Olson & Wilson

MEADVILLE, Pa., Dec. 31.—Quarters here have been busy with building plans. Manager Kenneth (Duke) Wilson will return here about January 1. The writer has been on a booking tour thru New York and just returned with some contracts. Mr. Ross, who has been in charge of quarters during the writer's absence, has kept the quarters crew busy. A new front for the Ten-in-One has been completed. Wilson reports the purchase of a new marquee and some new show tops. Work has been suspended until after the holidays, but shortly thereafter activity will be the watchword.

William Durham will arrive about January 15 to frame his illusion show and he plans to play a few theaters here, too. Plans also are going forward on the Monkey Speedway. Reported by Mel Olson.

### Crowley's

CORPUS CHRISTI, Tex., Dec. 31.—Santa Claus visited quarters here and a large neon and electric-lighted tree attracted attention of passers-by. Gifts were received by everyone on the roster. A stage was erected and local and Crowley talent, under direction of Ted Reed and Gabe Garrett, presented an interesting program. Maj. William Myler was toastmaster. Principal speakers were Jack Wilson, publisher and editor, and Porter Oakes, managing editor *The Daily Chronicle*. Hundreds of local citizens and their families attended. Air calliope music was rendered by Charles (Doc) Gardiner.

Immediately following the festivities Owners Mr. and Mrs. George C. Crowley and daughter, Georgeanna, and Crowley's father, Dr. C. C. Crowley, motored to Richmond, Mo., their home town. All quarters work has been suspended until Owner Crowley's return. Visitors included Mr. and Mrs. George Bolce, May Nolsch, Mr. and Mrs. Earl Kemmerer and son, Mr. and Mrs. A. E. Beasley, Frank Whitney, Dr. W. E. Burk, John K. Blackstone, William C. Young, Dr. R. O. Best, Harold Schleier, Guy Cude, S. A. Blundell, Tom McElwee, Ann Minturn, James R. Richmond, Mary Andres, Laurence Ludwig and mother and Mr. and Mrs. C. C. Williams and daughter. Capt. George Webb, high act, is here preparing for his third season as shows' free act. Reported by Doc Waddell.

### Zimdars

NORTH LITTLE ROCK, Ark., Dec. 31.—Favored with good weather, work has progressed nicely in quarters here. On the night of December 24 all work was stopped, and Sailor Harris, who is in charge, instructed all to lay off until after the holidays, when work will resume with a full crew of builders and painters. At present only the following are here: Pop Harrigan, Dobby Smith, Al Crowe, Ed Kelly, Frank Woods and foreman Sailor Harris.

Harry and Vivian Zimdars have returned from Dallas, where they were guests of Vivian's parents. Al Fine returned for the holidays and after a conference with General Manager Zimdars will leave on an extended booking trip. Present plans call for the shows to have all new fronts and installation of a new lighting system. Dorothy Wilson has been contracted to present her revue, with her husband, Max, presenting his posing show.

Rex Cole will have the feature attraction, presenting his Western Riders, in connection with the regular line-up of midway attractions. Al Fine reports that several fair and celebration contracts have been signed. The Munns report enjoying the baths at Hot Springs,



A. M. (JAKE) BRAUER, special agent, funhouse operator and past season cookhouse operator on the Beckmann & Gerety Shows, will return to the organization in the last-named capacity in 1939. Since breaking into show business in 1903 with Price's Floating Theater, he has been associated with such organizations as Gentry Bros.' Circus, 101 Ranch and C. A. Wortham and J. George Loos shows. He has been with Beckmann & Gerety since 1934. Brauer, who has been spending the holidays visiting his aunt in Cincinnati, his home town, visited *The Billboard* offices last week before returning to B. & G. quarters in San Antonio.

as does Art Zimdars, shows' electrician, and his wife, LaVerne. Reported by Charles Seip.

### Art Lewis

NORFOLK, Va., Dec. 31.—As the new year approaches all executives are busy planning new ideas for elaboration of the organization. Show has been in quarters six weeks and all mechanics and designers have been hard at work daily. The new marquee entrance is almost completed and ready for painters and decorators. Construction has started on the new Balero Show front. As soon as it has been completed work will start on the new Vanities front. General Superintendent Rogers, altho kept busy watching over quarters and purchasing materials, finds enough time to see all the sights here. Otis Slever has almost completed overhauling work on the shows' motive power.

The Howard Bellevues are fishing at Daytona Beach, Fla., while the Eddie Vieras are enjoying their layoff at Los Angeles. The Jack Montagues are trailering in Bradenton Beach, Fla., and the E. B. Bradens are doing some hunting in Braden Hollow, Tenn. The H. Barkoots, with their partner, Frank Rupp, are busy in Tampa, Fla., manufacturing the new Dipsy Doodle ride. The Stokes Family is commuting between Miami and Tampa, Fla., while the Holmes Family, midgets, are sojourning at Dorchester, Mass. Julia and Gene O'Donnell are operating their bingo stand in North Carolina. Wild Dick, Myrtle and Dickie Jackson are hibernating on their ranch at Cisco, Tex., this winter. Melba and Russell Tulley are looking over the sights of the coming World's Fair at San Francisco. S. A. Kerr is battling the elements in the North. Mr. and Mrs. Bill Palmer and son, Billy Jr., are comfortably housed in their bungalow at Eustis, Fla., opposite the airport, where Bill is teaching the natives to fly. Reported by F. Percy Morency.

### Johnny J. Jones

AUGUSTA, Ga., Dec. 31.—While en route to Washington Owner E. Lawrence Phillips, accompanied by General Representative J. C. Thomas, arrived in quarters long enough to issue the orders which will start activities. A skeleton crew, retained here since the show closed, is rushing installation of shop machinery as well as getting each shop department ready for action. Manager T. M. Allen left on a brief honeymoon but will return early to superintend construction. Superintendent Joe Mc- (See WINTER QUARTERS on page 52)



Palace Theater Building,  
New York.

NEW YORK, Dec. 31.—Nonresidents and members who will be out of town for the annual election of officers and governors on January 31 are requested to write Executive Secretary J. M. Liddy for their ballot so they may cast their vote by mail. This is published now to give those members plenty of time to make their request in writing, as per that section of the by-laws dealing with elections which was quoted here last week.

Holiday cheer still prevails in the clubrooms. The past two weeks have seen many guests and visitors, what with the Ladies' Auxiliary holding open house on December 23 and over 100 dinners being served on Christmas Day. A vote of thanks is due the auxiliary for its gracious aid in the matter of serving the dinners, not forgetting genial Harry Schwartz, of course, who as major-domo of the club cafeteria was charge d'affaires on this occasion.

Club will make a full report on the January 3 meeting next week, at which time the nominating committee as appointed by the board of governors will be announced. Then come the regular second and fourth Wednesday of the month meetings on the 11th and 25th, with elections scheduled for the 31st.

(See NATIONAL SHOWMEN'S page 52)

## Crafts Planning Many Improvements for '39

NORTH HOLLYWOOD, Calif., Dec. 31.—O. N. Crafts, owner of Crafts Enterprises, this week announced plans for launching what he terms will be one of the greatest arrays of riding devices and attractions in his career on both his 20 Big and Golden State shows next season. World's Fair Shows, No. 3 unit, will remain in quarters until late spring. The 20 Big Shows' midway will be streamlined, orders having already been placed for modernistic cornices for almost all of the old rides. New lighting effects have been installed and a new Allan Herschell Rocket and Ro-Lo, funhouse, purchased. They will arrive in time for the season's opening.

Dare-Devil Curtis, high motorcycle act, has been contracted as the free act, while novelty night airplane advertising stunts, with neon signs reading, "Crafts Shows Are Here" are contemplated. Give-aways to school children of clown photo cards, with wax phonograph strings which when pulled will actually speak, saying "Crafts Shows Are Coming," is a new feature which will be used by the advance staff. Paint is being used freely and all equipment thoroughly overhauled. Crafts five-acre quarters here is nearly completed. Roy E. Ludington and William Hobday, managers, respectively, of 20 Big and Golden State shows; Phil Williams, general agent; Ray Smith, special agent, and O. N. Crafts are at present attending various fair meetings.



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ASSOCIATION

An Organization by and for  
Showmen and Allied Fields.

**BENEVOLENT  
PROTECTIVE—SOCIAL**

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

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## Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and  
MAKE MONEY!

Buy Potatoes for  
2c A POUND

Sell Them as  
Vita-Sealed Chips  
for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash.

EVERYTHING FURNISHED — You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chip), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking.

DON'T BUY ANYTHING — Just send your name and address on a postcard for this Free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. HARDT, 620 N. Michigan Ave., Dept. E-121, Chicago, Ill.

## Sol's Liberty Shows

NOW BOOKING FOR  
SEASON 1939  
Box 223, CARUTHERSVILLE, MO.

## DUAL LOOP-O-PLANE

Factory No. 1038.  
Guaranteed A-1 Condition Mechanically and Appearance, including Ticket Booth, Iron Fence. Stored here. Price \$1,500 Cash.  
LEW HOFFMAN,  
3108 30th Ave., S., Minneapolis, Minn.

SECOND-HAND SHOW PROPERTY FOR SALE  
\$1.65—500 Pairs Richardson Fibre Rink Skates, all sizes. Four-For-a-Dime Camera, sell cheap, with Booth and Lights. \$60.00 Beacon Portable Sound Projector, complete with Amplifier. Candy Floss Machine, late model, sell cheap. \$16.50 Genuine Gibson Guitar, sweet tone. WE BUY ALL KINDS OF RINK SKATES AND GUESS-YOUR-WEIGHT SCALES. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

## DINTY MOORE

WANTS

WHITIE HERCHA, SAILOR MCKEEN, also all Ride Men, to get in touch with me at ONCE. Address General Delivery, Brownsville, Tex.

## Wanted for all Winter's Work

Concessions, Pitch, Hoop-La, Pop Corn, String Game, Bumper or any Side that works stock. CAN PLACE Mitt Camp, Colored Musicians, Trumpet, Piano, Sax. Write or wire Homerville, Ga., this week; Lakeland, Ga., week January 9.

MANAGER TIP-TOP SHOWS.



# Golden Gate Exposition Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Dec. 31.—William P. Day, director of works of the GGIE, who is responsible for transformation of a barren, soggy pile of sand into a veritable fairyland, regardless of his ability and ingenuity, is almost self-effacing. His voice is low, calm and smooth. Even under the most trying circumstances he is cool, calm and collected, and don't think that building a world's fair would not try the patience of Job! Encomiums have been heaped on his head by visitors from all over the world, but he still wears the same sized hat.

Dick Ryan, Los Angeles, representative of Larry Sunbrock Rodeo Co., a recent caller, is negotiating with Ezra Fjeldsted, who is handling the great coliseum, regarding production of Sunbrock rodeo attractions during the fair.

Thomas E. (Fuzzy) Hughes, operator of riding devices at many Coast resorts, dropped into town and has been visiting with John Alexander Pollitt.

R. S. Quaintance, former partner of John Alexander Pollitt, cards from Honolulu that he is in real estate business on the islands and is building a flock of modern houses. He hopes to visit California during the expo.

Eddie Leis, of Traver-Baker interests, has arrived and will start installing the fun devices for the Laffland attraction, one of the concessions of the company. He has been designing and building this type of attraction for Harry C. Baker more than 15 years.

Contracts have been signed between Clyde Beatty and Ross Churchill and associates whereby Beatty will be feature attraction of a "March Thru the Jungle," an animal show epic to be sponsored by this company. Arthur Hoffman will be general manager of the attraction, being built according to Hoffman's ideas. The contract with Beatty provides that all the animals owned by him shall be either worked or exhibited.

Careful survey of hotel accommodations in San Francisco shows 75,000 rooms in the city proper. The metropolitan district is better able to care for visitors than any other city of similar size in the world, it is declared.

Harry Hoyer and Eskew Roberts, mechanics for the Harry A. Illions giant wheels, arrived on December 26 from Dallas. Both will stay here for duration of the exposition.

I gratefully acknowledge the many hundreds of kind wishes and other things so thoughtfully sent to my wife, my pooch and myself during the holidays. Yes, the pooch was remembered with stockings full of bones, balls and other playthings that help to make a little dog happy. A thousand thanks to everyone and especially to *The Billboard*, because without this great publication 'twould not be known that we are still in the ring, but, fortunately, we are, and "we are still going strong."

Harry A. Illions blew into town after motoring from Los Angeles, where he and Mrs. Illions have been for the last few days. They drove from Dallas and Harry is raving about the trip. As it is more than 10 years since he has been on the Coast he is more than surprised at the remarkable progress made in this part of the country. Treasure Island astounded and thrilled him. Riding devices that he has booked here have arrived and construction will start immediately.

Nate Miller is back in town awaiting arrival of the new Skooter building that his mechanics have been constructing at Ocean Park, Calif. He is enthusiastic about possibilities of fine profits at the expo.

Julian Harvey, veteran motion picture theater operator, has perfected his plans for the Lux Theater he is to install on Treasure Island. It not only will be a motion picture show but thru a cleverly constructed front of plate glass all inner workings of a motion picture projecting machine will be shown.

## CRAFTS 20 BIG SHOWS ANNOUNCE FOR SEASON 1939

The Most Outstanding and Progressive Midway Rides and Carnival Attractions in the West. Featuring the NEW ROCKET RIDE and ROLO FUN HOUSE. Also America's Most Sensational Free Act. DARE DEVIL CURTIS—Great (Sky High) Thrilling SKI JUMP Performed on a Motorcycle Jumping Through FIRE.

### POSITIVELY NO PAY GATE

SEASON OPENS FIRST OF FEBRUARY. WE PLAY AGAIN TWO MAJOR SPRING EVENTS. IMPERIAL VALLEY FAIR AND NATIONAL ORANGE SHOW. ALWAYS A 40-WEEK SEASON — NO RAIN, NO WIND, NO MUDDY LOTS.

WANT — WANT — WANT — For Number One and Number Two Show, Billposter, Truck Drivers, Ride Help for Skooter, Hey Dey, Lindy Loop, Rockette, Ely Wheels and Other Rides. Karl Miller wants Girls for Revue, Side Show Performers Also write us immediately.

CAN PLACE: 10 in One, Deep Sea Monsters, Snakes or Grind Shows. Also Legitimate CONCESSIONS EXCEPT Wheels, Bingo, Ball Games and Eats. Line up now with CALIFORNIA'S GREATEST CARNIVAL — ALWAYS FIRST TO OPEN AND LAST TO CLOSE.

Address: CRAFTS SHOWS, 7283 Bellaire, North Hollywood, Calif.

## WANTED HAWAIIANS WANTED

Real Hawaiian Men and Women that can Sing, Dance and Play Musical Instruments. Would consider Troupe of Five.

Send photo and full particulars. We open in April with World of Mirth Shows. Want to hear from A-1 Opener. Johnnie Kendell, write.

Address All Letters to

CLIFFORD S. KARN, Mgr.

Route 3, North Little Rock, Ark.

P. S.—Eddie Karn wants to hear from all Fat People. Same address.

## WINTERS ATTRACTIONS

NOW BOOKING FOR 1939 SEASON

HAVE AT PRESENT 10 BONA FIDE FAIRS, 5 MORE PENDING. ALSO 6 CELEBRATIONS.

We Have Long Season, Proven Territory. We Own our Own Rides.

WANT the following Shows that own their own outfit and transportation: Midget Show, Illusion, Mechanical City, Crime Show, Posing Show, Fun House. Will book any Shows of merit. Following Concessions: Candy Floss, Cook Show, Candy Apple, Custard, Penny Arcade, Bingo, Photo Gallery, Mitt Camp, Mickey Mouse, Long and Short Range Shooting Gallery, String Game, High Striker, Scales, Penny Pitch, Balloon Pitch, Jingle Board, Hoop-La, Ball Games, Grocery Wheel, Pitch-Till-You-Win, Novelty Store, Fish Pond, Cane Rack, Erie Diggers. Must be all legitimate. Wheels that work for percentage or stock. Want to hear from Free Acts. Dick Pamiltree, Medusa, Dicks Motordrome, Wade Beard, Jobber Midgets, John Young, Len Porter write me.

WANT sober, reliable Ride Help and Truck Drivers. Would like to hear from Celebration, Centennial and Fair Committees, Home Comings. Address all mail to HARRY H. WINTERS, General Manager, 2810 Clark St., Tampa, Fla.

## HELLER'S ACME SHOWS, INC.

NOW BOOKING SHOWS.

SEASON 1939, RIDES.

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## Museums

Address Communications to Cincinnati Office

### Cold Wave Fails To Deter Lauther's Pittsburgh Biz

PITTSBURGH, Dec. 31.—Despite a severe cold snap, Carl J. Lauther's Oddities on Parade opened the second week of an indefinite run here to capacity business on December 26. Christmas spirit reigned supreme immediately following close of business on Saturday night when the personnel, together with several guests, participated in the big Christmas party, an annual event with this organization. A big turkey dinner was enjoyed by all on Christmas day.

Immediately after the dinner, Mr. and Mrs. Lauther, Carl Lauther Jr., Ralph Sprague, Mary McKennon, Mr. and Mrs. Al Fisher and son, Billy, departed for Washington, Pa., where they were further entertained by Manager Lauther's

brother, Edgar. Recent visitors here included Homer Moore, Mr. and Mrs. Edgar Lauther and family, Mr. and Mrs. Al Fisher and Ray Roma. Unit plans to remain here for several weeks. Reported by Paul D. Sprague.

### Kortes Winning in N. O.; Holiday Party a Success

NEW ORLEANS, Dec. 31.—Business at Peter Kortes' World's Fair Museum at 620 Canal street here continues up to expectations, Manager Kortes reports. Unit concludes its fourth week here tonight. Present plans call for the show to remain at its present location until after the Mardi Gras. Roy B. Jones, who has been engaged to handle publicity, has started the ball rolling on an extensive campaign.

With Santa Claus appearing in person and the holiday spirit prevailing, personnel of the show was entertained by Mr. and Mrs. Kortes at a Christmas party after the show closed on Christmas Eve. Santa, in the person of Harry Golub, manager of the Orpheum Theater, Denver, who is visiting here, was emcee and distributed the gifts. A local orchestra was engaged and dancing prevailed until early morning. Golub also was judge of the kangaroo court and handed out fines compelling everyone to do a specialty number. Evening's highlight came when Manager Kortes was compelled to do a Hawaiian hula, but he came thru in good style.

Museum children, consisting of Ginger Rody, Kay Johnson, Lucille and Ruth Peterson and Larry Young, received nu-

merous gifts. All reported they enjoyed Santa's visit. Included on the list of entertainers, employees and visitors were Mr. and Mrs. Joe Preveaue, Athella, Barney Nelson, Harry Lewis, Alice From Dallas, Frank Julian, Swede Peterson, Alice Greenstreet, Mr. and Mrs. George Rody, Wallie and Sue Waldron, Mr. and Mrs. Peterson, Robert Bruns, Mr. and Mrs. Larry Johnson, Tiny Kistler, Thelma and Doris Patent, Paul Herold, Alfred Green, Ben Pardo, Irish Jack Lynch, Ed Duffy, Mr. and Mrs. Blaine Young, Mrs. Pam Gibbons, Ed Duffy, Darlie Wander, O. J. Nugenfind, Mr. and Mrs. Charles McDougal, of Beckmann & Gerety Shows; Mr. and Mrs. Harry Golub, Roy B. Jones, Mr. and Mrs. Pete Kortes and Hank Gowdy. Reported by Roy B. Jones.

### Rochester Continues Good For H. Lewiston's Museum

ROCHESTER, N. Y., Dec. 31.—Harry Lewiston's Traveling Museum continued to play to good business here last week, its second at the 97 South Clinton avenue location. Olga Heth, "headless girl alive," presented by Dr. Johnny Reeves, is proving popular, as is Leona Young, fire act. Earl (Smoko) Hall, a Ripley oddity, joined here December 19.

Laurello and Frisco, wonder dog, were recipients of a full-page story in the local *Democrat Chronicle*. Piece was accompanied by several photos. Unit will remain at this location until tomorrow, when it moves to a Main street spot. L. E. (Fat) Redding and Kongee, pain-

proof man, are suffering from colds and are being treated daily by Dr. Reeves, show physician. Madame Johanna (Mrs. Harry Rittley) is clicking with her mentalist act. Ann Getling enjoyed a visit from her father, of Pittsburgh, on Christmas Day. Visitors included W. C. (Bill) Fleming, Griff Strong, C. C. Hall and Max Cohen. Reported by O. F. Friend.

### Philadelphia Houses

PHILADELPHIA, Dec. 31.—South Street Museum reported a good business this week with the following attractions: On the main stage is McLaughlin's Dog and Monkey Circus. Platforms have Baby-Face Joe, fat man, and Jay Meyers, tramp juggler. Dancing girls are in the annex. Eighth Street Museum has Ted Burgess and wife, impalement act; Nagami, juggler; Captain Peterson, sword swallower; Poses Plastique; illusions. New dancing girls are in the annex. Jim Thompson and Fat Lorraine are now handling the front. Business is reported excellent.

### Birmingham Proves Fair For M. Miller's Museum

BIRMINGHAM, Dec. 31.—Despite inclement weather, Morris Miller's Modern Museum continued to play to fair business at its Third avenue location this week, its second here. Owner Miller tendered the personnel a dinner on Christmas. (See MUSEUMS on page 49)

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a U. S. Penny, carded, \$4.50 gross; sample order, 2 dozen, \$1.00. **PERKINS**, 1104 Lawrence, Chicago, Ill. x

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wallpaper like magic. Banishes housecleaning drudgery. Sensational demonstration. Samples sent on trial. Rush name. **KRISTEE**, 125, Akron, O. x

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**A.B.T. PISTOLS—LATE MODEL F's, IN A-1**  
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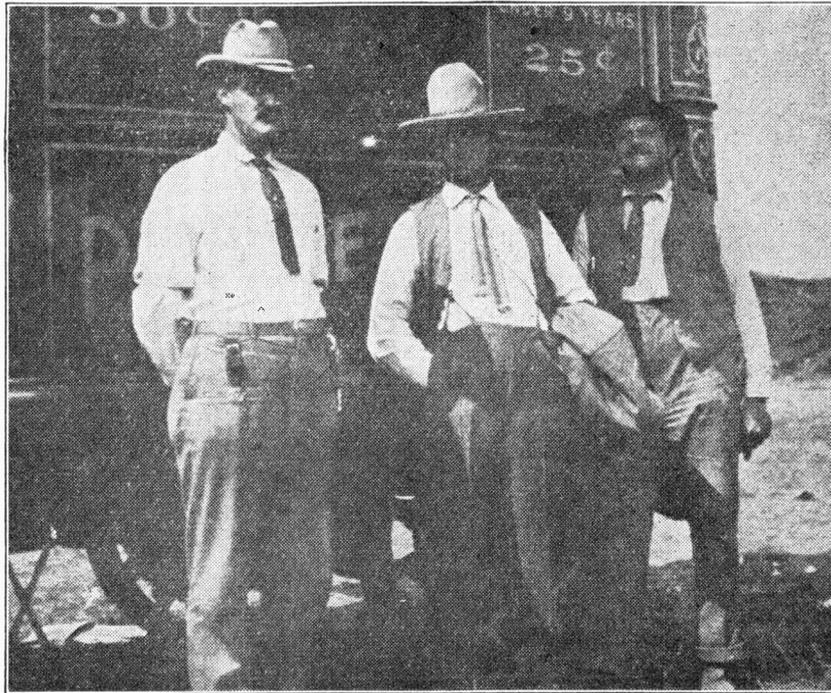
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**Show Family Album**



**THREE officials of the Buffalo Bill-Pawnee Bill Wild West Show, season of 1909. From left to right are Dr. Hayes, show physician; Tom Smith, superintendent of stock and part owner of the show, and Charles Metrius, treasurer. General admission to the show in those days was 50 cents for adults and 25 cents for children under nine years of age.**

*The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

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**AGENT — Would like to represent a good Free Act**  
at Minnesota Federation of County Fairs Convention, January 11-13, for 1939 bookings. Write at once. **EARL C. PETERSON,** Minneapolis, Minn. ja14

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**AT LIBERTY—FOR COCKTAIL BARS, HOTELS,**  
Clubs. Well-known Swing Combination. Four men. Drum, Vibraharp, Bass Fiddle, Guitar, Clarinet, Alto Sax, Piano. Carry own miniature piano for table numbers. Two vocalists. Many novelties. Can cut any floor show. Tuxes, own bus and library of four hundred tunes. On present location six months. Press book and photos. Consider only spot that appreciates good hard work from its employees. Write or wire **ORCHESTRA LEADER,** 621 1/2 S. 19th St., Omaha, Neb.

**HOTEL TRIO — VIOLIN, CELLO, PIANO;**  
doubling Reed, Rhythm. Woman, two men. Appearance, union. Experience, ten years, three States. Car. New location anywhere. Hotels, clubs, resorts. Bookers write **TRIO,** 77 Walnut, Elmira, N. Y. ja7

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**PSYCHOLOGIST AND HYPNOTIST — SUPERB**  
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**ALTO SAX—DOUBLING CLARINET, VIOLIN.**  
Union. **LEO JOHNSON,** General Delivery, Galveston, Tex.

**CELLIST-GUITARIST — HOTEL OR CONCERT.**  
Florida for the season. Details in first letter please. Records and photo to right contractor. **MUSICIAN,** 535 Cedar, Washington, D. C. ja21

**DRUMMER—ALL REQUIREMENTS, SWING OR**  
commercial. Location preferred. Can join immediately. Please don't misrepresent. Write or wire **JOE WIMER,** 614 N. Second St., East Grand Forks, Minn.

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floor shows. Young, reliable. Duplex equipment. Will cut or else. Can furnish other men. On last job two years. **GEORGE PELLETIER,** Erie, Ill.

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**PIANO PLAYER—A-1 MUSICIAN, ALL ESSEN-**  
tials for dance bands. Also experienced with all types of shows. Young, reliable and sober. Wire, write details. **EDDIE FELLOWES,** 3962 Wallace St., Philadelphia, Pa.

**SOLID STRING BASS, DOUBLING GUITAR.**  
Name band experience. Available immediately. **BOX C-48,** Billboard, Cincinnati. ja14

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**TRUMPET — STAGE OR DANCE, WELL EX-**  
perienced. Can join at once. **ROBT. ENGELHART,** High St., Bellevue, O.

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years' experience in theater, radio, dance. Age 38, go anywhere if steady. **DAN SALAZAR,** Hotel Palms, San Antonio, Tex. ja21

**CRUISE SOUTH or Southern Location—Vocals and**  
double four instruments. Columbia and Mutual broadcasting. European training. Appearance and wardrobe 100%. Can furnish Girl Singer for cocktail lounge. Write **MUSICIAN,** 160 School St., Greenfield, Mass.

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strong trumpet and violin. Read and jam. Union, all essentials, age 30. Prefer small unit on location. Address **JAY WALLICK,** 357 N. College Ave., Fayetteville, Ark.

**STRING BASS—Modern, solid rhythm, read and**  
fake readily, all essentials. Philly experienced. Write or wire, stating all. **"DING" ELLIS,** Fred ericksburg, Ia. ja14

**AT LIBERTY PARKS AND FAIRS**

**CHAS. AUGUSTUS — High-Class Trapeze Artist.**  
Committees wanting a real feature novelty act for indoor circus and other events. get in touch with me. I have complete and flashy apparatus and do a real act. Literature and price on request. Address **CHAS. AUGUSTUS,** care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

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acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. **Bradner,** Ohio. ja21

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**NAME BAND PIANIST —**  
Desire Change. **BOX C-65,** Billboard, Cincinnati.

**PIANO MAN WANTS LOCATION — EXPERI-**  
enced all lines. Union, sober, reliable, married, age 24. Read, fake, take-off. No panics. Address **MUSICIAN,** Box 222, Mexico, Mo. ja14

**AT LIBERTY—Dance Pianist. Reader, fake stand-**  
ards, improvise. Prefer home State location. **RED SEVERSON,** Battle Lake, Minn. ja7

**Additional Ads Under This Classification Will Be Found on the Next Page.**

EXPERIENCED PIANIST—Read, fake, transpose. Want med show or beer garden work. State salary and full details in first letter. Will also consider salary, room and board proposition, or what have you. TED ASHLEY, 415 E. Columbia St., Detroit, Mich. ja7

PIANO MAN—Read, jam and take-off. Hines style. Neat, sober, reliable, married. Arrange some, tune pianos. Age 30, experienced night clubs and shows. Have house trailer. Cut or no notice. AL RUCKER, care Mrs. Ida Moore, Welsh, Okla. ja14

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FEATURED MALE VOCALIST—21 YEARS OLD. 9 years' experience in radio, night clubs, ballrooms, stage and orch. Can front-MC floor shows. References. HANDSOME, Box 1012, Gallup, N. M. ja14

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AT LIBERTY—Team. Two real people for any real show. Singers, doubles, acts, bits, piano. Have car. What have you? State salary. BOX C-61, Billboard, Cincinnati. ja7

AT LIBERTY—Champion Rope Spinner. I do an S-Loop Spin, the Double Butterfly over the Arms, the Leg Roll and all the rest. Also use a Whip. JESS NICKELL, Eloy, Ariz. ja7

AT LIBERTY—Lady Singer, Dancer and Talker. A-1 in acts, change 10 nights. Reliable, need ticket. GUSSIE FLAMME, Box C-68, Billboard, Cincinnati, O. ja7

AT LIBERTY—Price and Gentry. Helen, piano, piano accordion, general business or characters. Walter, comedian, banjo in orchestra, single and double specialties. Have car. Join on wire. BOX C38, Fayette, Ala. ja14

AT LIBERTY—Blackface Comedian for week and two-week stand show. Specialties, comedy in acts. Make good any place. Salary your limit. Sober, reliable. Need ticket, have baggage to secure you. Address SAM CHARLES, 28 Sassafras St, Dexter, Mo. ja7

DANCE PRODUCER—Young man. Go anywhere. Latest ideas for chorus, Tambourine, Spanish, suitcase number, ballroom tap, soft shoe, line routines or any type number you want in tap or acrobatic. Also work myself. Dance and emcee. High-class units only. SLIM HAMILTON, 154 Second St., California, Pa. ja7

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Gurvey, Henry  
Guzzee, Jimmie  
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Hamilton, Paul  
Hamp, I. B.  
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Harris, Robin  
Harris, Rodney  
Hartley, T.  
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Henry, William  
Henderson, John J.  
Hinkle, Milt  
Hoagland, Leroy  
Holly, Don  
Houston, William  
Howard, James A.  
Howard, Jay  
Hudspeth, Fred  
Hustrel, Alfons  
Huttle, John  
Hurb, Jimmie  
Jennier, Walter  
Johnson, The Great  
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Judge, Mr. & Mrs.  
Jones, Billy  
Kane, Buddy  
Kaplan, Mavis  
Kaplan, Morris  
Kaplan, Sam  
Kay, Mandy  
Kay, Victor  
Kaye, George  
Keate, J. Q.  
Keller, Hans  
Kelley, Lawrence

Rice, Billy  
Richard, Harry  
Riley, Matthew  
Rivers, Joseph  
Robb, Fred  
Roberson, James  
Roberts, Thayer  
Robinson, Dock  
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Rodello, Roy  
Rogers, Al  
Rooney, Arthur  
Rooney, Slim  
Rosen, Ben  
Ruediger, Albert  
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Schnell, Carlyle  
Schwick, Herbert  
Scott, Paul  
Shope, N. & Billie  
Sheat, Frank Doc  
Shinnfield, Herbert  
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Smith, N.  
Smithly, Wally  
Snyder, J. P.  
Stanton, Steve  
Stetson, Jack  
Stevens, George  
Storey, William  
Strauss, Bernie  
Sully, Frank  
Swallow, Fred  
Tatman, Harry  
Taylor, Raymond  
William

Thorne, Jerry  
(Serpentina)  
Three Playboys  
Three Samuels  
Trombley, Leo  
Troy, Larry W.  
Tucker, Albert  
Tyrer, O. H.  
Underwood, Teddy  
Valdez, Armand  
Vally & Lee  
Voigt, Ralph L.  
Vokel, George  
Vosburg, Kenneth A.  
Vox, Valentine  
Wadrassi, Kadar  
Wainstock, Joe  
Waldo, The Great  
Wallace, Frank  
Walkey, Johnny  
Warren Warren  
Weber, Sam (Blind Pianist)

Weisman, John S.  
Wells, S. Dale  
Western, Stanley  
Whitaker, Casey  
Willard, Clarence E.  
Willi, Arthur  
Wilson, C. J.  
Winetski, S.  
Wolfe, T. A.  
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Yorio, John  
York & Lewis  
Youngblood, Zeke  
Zaharee, James W.

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Miller, Murray  
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Reyan, George W.  
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404 Woods Bldg.,  
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Buckland, Dolores  
Butterfield, Virginia  
Byerd, Gay  
Carmalta, Princess  
Castello, Bess  
Castelman, Mrs.  
Lange, B.  
Phylis  
Clark, Mrs. Ruby  
Conley, Mrs. Ted  
Davies, Dorothy  
Fianza, Madam  
Frazier, Lucille  
Gamble, Inez  
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Goldman, Mrs. Sam  
Halo, Nazario  
Haslum, Hazel  
Heberg, La Rosa  
Heth, Mrs. Ann

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Jacyna, Gen  
Kenitz, Arlene  
Kilduff, Helen  
La Varre, Jerry  
Leslie Sisters  
Lorow, Mrs. B. J.  
Madden, Alma  
Maye, Jessie  
Lazor, Frances  
Melroy Sisters  
Merkle, Mrs. June  
Mura, Corinna  
Murrah Sisters  
Norris, Harriet  
O'Dea, Shannon  
Ohrel, Del  
Rosenheim, Mrs. J.  
Sandich, Mrs. Frances  
Siegfried, La Rosa  
Signor, Floyd  
Smith, Anne D.  
Teeter, Jaqueline  
Tuttle, P. T.  
Vaughan, Mrs. W.  
Wilson, Mrs. Bob

Ackerman, Paul  
Adler, Felix  
Carterbury, Lewis  
Allen, J. J.  
Alen, Alfred B.  
Arenz, Tommy & Lucy  
Balzer, Mr. & Mrs. Ray  
Barfield, Mr. & Mrs. Eugene  
Beatty, Mr. & Mrs. Sam  
Bedwell, Mr. & Mrs. Otto  
Bennett, Tommy  
Berzandine, Jake  
Brodsky, Mr. & Mrs. Issy  
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Bruce, John A.  
Cards, Thos. H.  
Carsky, Mr. & Mrs. Al  
Castang, R.  
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Cockey, Willie  
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Du Rose, Geo. Don  
Duffy, Bobby  
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Edridge, Wm. A.  
Elman, Chas.  
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Fernandez, Mr. & Mrs. Jose  
Fink, Harry  
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Sister, Bob  
Sistrunk, Johnnie  
Sillers, Mr. & Mrs. Hal  
Simpson, Mr. & Mrs. Jack  
Singale, Edwin  
Small, Mr. & Mrs. E. E.  
Smith, Mr. & Mrs. B. E.  
Smith, Gordon  
Sonnenberg, Mr. & Mrs. C. A.  
Spencer, Geo. C.  
Starnes, Harry  
Strayer, Mr. & Mrs. R. T.  
Strickland, Smokey  
Strout, Mr. & Mrs. Earl  
Swisher, Ralph  
Sykes, Harry  
Thompson, Mr. & Mrs. S. W.  
Todd, Buster  
Tidwell, Mr. & Mrs. Royce  
Vantine, George  
Vaughn, Eddie  
Vining, Bill  
Voisine, Hugh T.  
Walton, Raymond  
West, Luther  
Wilson, Burt L.  
Winnie, Dave  
Wolters, Trio  
Wood, Francis  
Wright, Rink  
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Vincent, Frank

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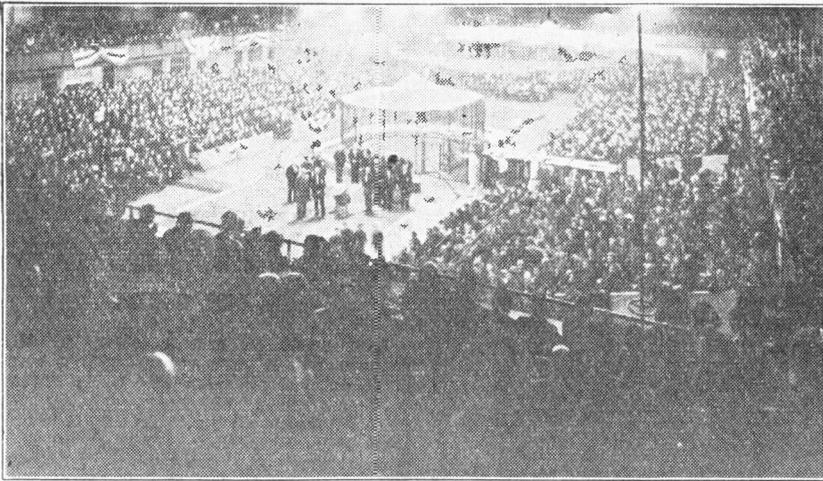
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# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)



A VIEW OF FRANK WIRTH'S ELKS' CIRCUS in Portland, Me., December 5-10. The cage is that of Capt. Roman Proske's tiger act.

## Long Street Line-Up Marks El Paso Fete

EL PASO, Tex., Dec. 31.—Cold nights crimped opening of the fifth annual Southwestern Sun Carnival midway, but sun by midweek gave indications of record crowds for New Year's Eve and New Year's Day. Verne H. Newcombe, director, has six blocks of shows, rides and concessions on downtown streets for the date, December 24-January 2.

On Newcombe's staff are Ray Stoelker, secretary; Harold Lindbergh, treasurer; Paxton H. Dent, head press, and Nat Carpenter, assistant; Jerome Kelly, advertising; Shorty Wells, lot superintendent; Jimmy Dunn, electrician, and Jimmy Borchedeau, assistant; Al Anderson, fireworks; Gladstone Shaw, Charles White, legal adjusters; Blacky Tarkington, superintendent of concessions; Al Barton, superintendent of tickets, and Mrs. Al Barton, wardrobe.

Free acts are Capt. Speedy Phoenix, high net diver, and Dare-Devil Daniels, perch. Band members are Bat Brown, Lee Glover, Jimmy Stevens, Henry Brown, William Davis, Ottom Martinez and Russell McGinnis. Snowball Ellington plays calliope.

### Array of Shows

Shows: Sid Presson, fan dancers; Charlie Greiner, girl show; Montmavr's Mexican circus, McKay's headless woman, Crowley's monkeys and Anthony's snakes. Line-up of Milo Anthony's Circus Side Show: Captain Sweet, sword swallower; Tiny Cowan, fat man; Electra, neon lady; Lady Zeldia, mentalist; London Punch and Judy show; Mechano, wax man; Major John Hall, midget; Edna and George, joined-together twins; Capt. Bob Wallace, tattooed man; Professor Peterson, one-man band; Mineola, blade box; De Land, magician; Ho Jo, ostrich boy; Geraldina, alligator girl, and Patagonian pygmies.

Ralph Forsythe has rides with the following staff: Bill Smith, business

manager; Clyde Hetzel, Merry-Go-Round; Ed Glantz, dual Loop-o-Plane; Arthur L. Bradner, Octopus; E. F. McCracken, Ferris Wheels; E. Wunch, baby auto ride; H. E. Kindschi, Jitterbug, and Archie Boyd, Mix-Up.

Bruce J. Duffy's cookhouse crew includes Bob Snyder, waiter; Frank Burton, chef; Mrs. Gladstone Shaw, cashier; Bob Jacobs, kitchen; Fat Gleason, cook; Zeke Gleason, griddle; Rose Douglas, waitress, and Alberta Barton, cashier.

### List of Concessioners

Jack Burslem is in charge of salesmen, including Sun Bowl football game and Sun Carnival parade. They include Frank Beaumont, Gabe Floto, Eddie Confer, Babe Dixon, Al Rosen, Jack Simons, Paul Davis, George Murphy, Homer Cantor, Willie Moon and Mike Silvers.

Concessioners and assistants include Louill James, Jimmy Archer, Melvin Wes Morley, Pete Thomas, Whitey Archer, Bill French, Dick Havens, Johnny Graves, Johnny Delaporte, Myrtle Havens, Clifford Smith, Jack Smith, Frank Smith, Mary and Bert Gibson, Steve Jones, Poda Butler, Chester Arthur, J. M. Stone, Floyd Bishop, Albert Latham, Mr. and Mrs. J. D. Rider, Eddie Clark, Mrs. Eddie Bales, Buddy Thornton, T. Bachman, Tony and Minnie Spring, Jimmy and Ada Dupree, Frosty McGinnis and Tree-top Buchanan.

## Veterans' Bazaar a Success

MEADVILLE, Pa., Dec. 31.—Bazaar and dance sponsored by the Veterans of Foreign Wars Post here on December 14-16 and directed by Al Ross was a success, reports Mel Olson, an advance ticket sale going over big. On the program, emceed by Eddie Malhoney, were Shy Lockson and his orchestra; Dorothy DeRose; Billy Roche, acrobat; Elaine Moore, comedy dancer; Joan Dixon, tap dancer; Helen Craig, toe dancer; Buddy Treacy, vocalist, and Vernie Garber, rumba dancer.

## Vets To Sponsor Circus

GREENVILLE, S. C., Dec. 31.—Veterans' Relief Council will sponsor a six-day circus and exposition in Textile Hall here to raise relief funds, reports Jack

Arnold, director, who is being assisted by Charles Moffett, former showman. Circus and vaude acts will be presented on the second floor, while 13,000 feet of space on the first floor will be devoted to about 100 merchants' booths. Dancing will be a nightly feature. There will be auto, baby and style shows and contests.

## El Paso Shrine Net \$2,300

EL PASO, Tex., Dec. 31.—El Maida Shrine Circus last month broke all records for receipts, officials of the Shrine announced after a final check. Event, under direction of Verne Newcombe, netted the Shrine \$2,300, officials said. Circus, formerly an indoor date, was played under canvas for the first time.

## Waterbury Contract Goes To Wirth for Sixth Year

NEW YORK, Dec. 31.—Frank Wirth Booking Association has announced contracting of Zindah Grotto, Waterbury, Conn., and Jamaica Hospital, Jamaica, L. I., for spring indoor circus dates.

Waterbury contract gives Frank Wirth his sixth consecutive play there. Mack Kassow has been placed in charge of the advance. Jamaica date is Wirth's third straight, with Elmer Purdue in advance and Harriet Purdue in charge of office.

## MUSEUMS

(Continued from page 45)

mas Day, and Chef Paul Lary, aided by Norman McKee and Raymond Horn, prepared a swell repast, which included baked chicken, oyster dressing, mashed potatoes, candied yams, fruit and vegetable salads, English peas, cranberries, fruit cake with wine sauce, candies and plenty of oranges, apples and bananas.

General Agent Frank J. Lee handled the invocation and brief talks were made by Manager Miller and Adj. R. T. Moore of the American Legion. Dinner guests included Mr. and Mrs. Guy Waters, Mr. and Mrs. Jack Kelly, Ralph Krooner, Dick Disco; Rosalie, Juan and Martini De La Cruz; Frank Zorda, Mr. and Mrs. Marvin Smith, Dave Dixon, Dick Hilburn, Carlton Hodges, Eddie Shuman, Robert Wineshall, Bill and Beasie Itauri, Bob Wallace, Harry Williams and Oswald. Music was provided by the radio shop next door.

Visitors this week included Irving J. Pollack, Duke Mills, Police Chief T. R. Riley, American Legion Commander George L. Martin, Mr. and Mrs. Jimmy Simpson, Sam Wirebacker, Joe Sullivan, Paul Herring and Sidney Middleton. Reported by Frank J. Lee.

## UNDER THE MARQUEE

(Continued from page 23)

Bob McKnight's Band over Station WERC. Williams is doing his old line, blackface.

JAKE POSEY landed in "This Curious World" (syndicated cartoon), by William Ferguson. last week. Showed the old-time boss hostler handling 700 feet of reins while driving a 40-horse team.

BERNIECE KELLY Circus Revue was at the Medina Temple, Chicago, December 17 on the Commonwealth Edison Co. program. Three performances were given to large crowds. On December 23, animal acts of the Kelly revue were at two children's programs in Chi for the Salvation Army.

K. C. DeLONG, advertising manager of *The Evening Independent*, Massillon, O., writes: "Doc Waddell's tribute to the late William N. Merrick were words well spoken. Bill was a gentleman in the true sense of the meaning. The recent article by Doc, *Between the Lines*,

## WANT MORE REVENUE for YOUR ORGANIZATION?

Read

### "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

**THIS WEEK and EVERY WEEK**

published in *The Billboard*, was interesting and food for much thought."

THE OLD ANNIE OAKLEY homestead, north of Greenville, O., is to be sold soon. The small wooden structure that once sheltered Annie Moses, the girl who became famous as the crack shot of the country under the name of Annie Oakley, was built in 1876 by her brother, John Moses. Here Annie started practicing marksmanship with an army musket in the family household.

HERB TAYLOR closed his 18th Christmas season as producing clown for the Jordan Marsh Co. store in Boston. Business was big. Other joeys there were Fred Gravelle and Prince Paul, midget. Christmas parade on streets drew big crowds. Taylor will play the Grotto Circus, Worcester, Mass., and then some schools and other indoor circuses. Paul opened for Orrin Davenport in Chicago. "Sa So," clown, worked at a store in Worcester, Mass.

A COUPLE of jokes from Jake J. Disch, Cudahy, Wis.: A portly man was trying to get to his seat at the circus. "Pardon me," he said to a woman, "Did I step on your foot?" "I imagine so," she said. "all the elephants are still in the ring." Here's one by two kids. One says, "Don't you wish you was a bird and could fly way up in the sky?" The other says, "Naw, I'd rather be an elephant and squirt water thru my nose."

THOMAS J. FOLSOME states that Charles E. Davis, general agent, and Dave Carroll, press agent of Col. James T. Hilderbrandt's London Hippodrome Circus, completed arrangements with Knights of Malta in Memphis, Tenn., to present show under canvas during Easter Week. It will be first stand under a new big top, an 80-foot round top with three 30-foot middles. Folsome adds that he expects to be with show with his new dog and pony act.

IN LAST WEEK'S issue appeared a story of the passing of Zanesville's (O.) big show lot and that shows would likely encounter difficulties if they contact that city because there are no lots that will accommodate the larger shows. Frank A. Bowen, a member of the Muskingum County Fair Board and chairman of the grounds committee, states that the fairgrounds are available for any size show.

THE FOLLOWING is from the December issue of *Minnesota History*: "A collection of arrow points consisting of 268 items and representing Indian tribes in every section of the United States has been presented to the Crow Wing County Historical Society by Elizabeth Cowden, of Geneva, O. The collection was given as a memorial to the donor's brother, the late Fred Cowden, who assembled the arrowheads during his extensive travels over a period of more than 40 years as a member of a circus company."

HARRY AND LORETTA LaPEARL had a few jobs in Houston, Tex. during the Christmas season. Loretta worked her dog act before Christmas at Lipscombe Co. Store Toyland, also presented it at several parties. Boy Scouts Circus was presented at Houston Coliseum December 24. Harry had charge of the comedy production and produced all clown numbers, put on by the Scouts. Turnaway at night show. Connors Trio, comedy trampoline acrobats, played a week at the Palace, Houston, as did Glenn Purdy, of the LaPearl troupe, who did comedy, dancing and juggling. Purdy also played at Mandarin Club. Harold McEvoy, clown, went home to spend the holidays with his folks in Hornell, N. Y. Will rejoin the LaPearls.

- |                     |                  |
|---------------------|------------------|
| Reynolds & Collette | Vogel, Ralph     |
| Rooney, Jack        | Vogstad, Geo.    |
| Rose, Louis         | Wahl, Ted        |
| Rosenbalm, Ted      | Ward, James A.   |
| Scatterday, Dick    | Waters, Timothy  |
| Scott, C. B.        | Watts, Ira       |
| Sewell, Dave W.     | Webb, E. S.      |
| Shelley, Herbert L. | Wells, W. M.     |
| Skeene, L. G.       | West, Glenn      |
| Skyrocket           | Wilcox, W. F.    |
| Smallwood, Bruce    | (Bill)           |
| Smith, Norman       | Wilhelm, Gene    |
| Stanley, Lazie      | Williams, Gene   |
| Stanley, Paul       | Williams, Mark   |
| Stanley, Sam        | Wilson, Dutch    |
| Stevens, T. A.      | Wilson, F. W.    |
| Sullivan, Charles   | Wilson, Jack J.  |
| Sullivan, W.        | Wilson, Tom      |
| Sweeney, John J.    | Wingert, Billy   |
| Thomas, Booster     | Woods, Eugene B. |
| Thunderbird, Chief  | Woods, George    |
| Timmons, A. E.      | Wotring, Paul E. |
| Tyree, O. H.        | Wright, Chas.    |
| Vaughan, Eddie      | Yancey, Beeman   |
|                     | Young, Bill Toby |

# 3,000 Greeting Cards Go To the Dead-Letter Office

For several weeks *The Billboard* published announcements in its Letter List warning readers to watch the postage used on holiday greeting cards when sent to friends in care of *The Billboard* Mail-Forwarding Department. They were told to be sure to use first-class postage (3 cents per ounce) if the cards were placed in envelopes, and that this applied whether the envelopes were sealed or unsealed.

Despite this warning, about 3,000 cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) were received by *The Billboard* office in Cincinnati alone to be forwarded, but this could not be done, as only mail with first-class postage can be forwarded. In consequence, these 3,000 cards must be sent to the dead-letter office.

# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## Variety of Wares To Be Shown at Two Mdse. Shows

NEW YORK, Jan. 1.—The beginning of a new year is always the signal for the announcement of plans for the number of gift and novelty shows usually held thruout the country during late winter and early spring. While not directly interested in such shows, wide-awake sales-board ops, bingo ops, concessioners and other users of prize and premium merchandise usually find it worth their while to look over the exhibits because not infrequently an item or two appears that later proves to be a red hot hit.

The first of the merchandise trade shows scheduled here is the New York China, Glass and Novelty Show, which opens for four days in the Hotel Pennsylvania January 24. Much of the merchandise that will be exhibited at this show undoubtedly will be of the gift type, yet a good percentage of the local men interested in prize and premium types of wares are sure to give the booths the once over.

The first show on the West Coast will be the Ninth Semi-Annual California Gift and Art Show, to be held January 29 to February 1 in the Biltmore Hotel, Los Angeles. Advance reports indicate that 800 lines of merchandise, both from the California and leading Eastern markets, will be previewed. Among merchandise items expected to attract prize users and buyers interested in items for salesboard use are stationery, pottery, lamps, woodenware, leather, glass and metalware, china, toys and gift novelties.



HERE WE ARE a full week into the new year and bingo, despite the blues singers, is still with us. With us, we might add, stronger than ever. True, territories have been shut down, but a number of those which had been previously closed have reopened, and in those territories where the game is running reports say it is more popular than ever.

A LETTER from G. C. White in La Porte, Ind., seems to us proof enough of the game's ever-increasing popularity. It reads:

"Dear Mr. Cary:

"I have just finished reading your article on bingo business. I am running a bingo game for the Veterans of Foreign Wars. We, being the first to start bingo in this town, have been doing fine business. Now, however, every organization is playing bingo and our attendance is beginning to fall off.

"I am wondering if Jumbo or Marko, both of which you have discussed in your column, would make a hit. Please send me information as to how they are played."

WE HAVE FORWARDED to Mr. White our columns in which the two bingo variations were outlined and all we can say about them here is that several organizations reported to us that they tried Marko and Jumbo and did well with them.

S. J. BLOCK, prominent Massachusetts operator, sent us last week a sample of his poker-bingo card. Block has done an attractive job on this and is considering putting the cards on the market. Of course, any such venture has the element of risk, but we are inclined to believe that poker-bingo will be nicely re- (See BINGO BUSINESS opposite page)

## Where the Promoter Fits In

By JOSEPH W. BECK

President James Bell Co., Newark, N. J., and New York City

(EDITOR'S NOTE: During the past few months we have received numerous inquiries from organizations interested in staging bingo games, bazaars and other fund-raising activities. Most of these inquiries sought information about the advantages and disadvantages of placing their events in the hands of a professional director. Anxious to get the best opinion available, we've approached Mr. Beck. He has been actively engaged for the past 20 years in fund-raising work from the director's side of the fence, as well as in furnishing merchandise, equipment and counsel to those who prefer to conduct their own particular undertakings. He and his organization enjoy an enviable reputation and a widespread clientele among fraternal organizations and churches. His views naturally are his own, but we are certain that they will be found of interest to all engaged in the important task of raising the wherewithal with which to carry on in the field of fraternalism or in the parochial sphere.)

IT would be difficult for anyone, no matter what his experience, to set down hard and fast rules which any organization could use to figure out whether or not it should place its fund-raising activities in the hands of an experienced director of such events. In this respect I am reminded of the story of the doctor who took his young assistant along to visit a sick Irishman. The patient was complaining of pains and fever. The doctor looked him over, slapped him on the back and told him to get himself a good plate of corned beef and cabbage—and the next day the Irishman was feeling first rate. The assistant made the following note in his memo book: "Pains and fever—corned beef and cabbage." The following week the youthful medico was called to the bedside of a German who complained of pains and fever. "That's all right, old man," the doc cheered him up, "just get yourself a good plate of corned beef and cabbage." The next day the patient was dead.

So my purpose is not to prescribe the same patent medicine for all cases. My purpose is simply to tell you what I, as a fund-raising director of long experience, do to decide whether I can be of help to an organization that approaches me to take over its fund-raising program, and also to include some frank tips to committees on the points they should consider in their dealings with a director.

### The Director Decides

No fund-raising director worthy of the name will contract to handle an event where he cannot be of help. This at times calls for the high courage of restraint—the restraint manifested by a youngster who loves to pick apples but who knows that green ones will give him an awful tummyache. A director who does not exercise good judgment in choosing his contracts is headed for some great big flops and the toboggan. A doctor may lose a patient or a lawyer may lose a case and their reputations remain untarnished. But let a director direct one of two failures and the news spreads so rapidly that even folks in far off Timbuctu seem to know about it before final figures have been compiled.

What then does the experienced director do to determine whether or not his services will be of help to an organization? The first move he makes is to check the standing of the organization in the community. He finds out what the town-folks think of the group. Is it respected? How large is its following? Is it alive or dead on its feet? The answers to these questions are all-important. Nine times out of 10 they determine whether the director will take the contract or advise the group to run its own fund-raising event or perhaps not to run it at all.

In general, organizations can be placed in four classifications:

1. Those that possess a good potential appeal to public support but whose active heads are lukewarm in their enthusiasm and endeavors.
2. Those that possess slight public appeal but that have an active, live bunch of workers.
3. Those organizations that have neither of the above qualifications.
4. Those fortunate groups that have both an active committee, a live membership, and a good human-interest appeal to the public.

Let me point out at this time that the size of the group is not the determining factor toward a successful outcome. A church or a lodge with a large membership but devoid of spirit is not as well qualified to conduct a sponsored event as a smaller group that has the right esprit de corps. For example, let us take the St. Francis Hospital in Jersey City. This hospital has but a handful of people on its board, but by skillfully exploiting its human appeal we were successful in jamming 13,000 people into the Jersey City Armory last month at a one-night bingo party that it sponsored. And each of these persons paid \$1 to get in! And most of them spent another dollar before they got out! Take as another example St. Aedan's Church, of Jersey City. This church probably ranks fourth or fifth in parish population, yet due to its active committees and dynamic priests it constantly conducts circuses, bazaars and bingo parties that net up to 100 per cent more than similar affairs conducted by larger parishes. So, you see, it's not size but spirit and reputation that count.

### A Matter of Policy

The James Bell Co. handles hundreds of fund-raising events every year. These range from bingos and bazaars to carnivals, circuses and other forms of outdoor and indoor affairs. The fact that not one of these under our direction has failed to make money for the organization sponsoring it during the past five years has made our organization favorably known amongst lodges, clubs and churches in the States of Connecticut, New York, New Jersey, Ohio, Virginia, Maryland and Pennsylvania, where we operate. Consequently, besides our regular clientele, we receive requests from 400 to 500 organizations a year asking us to promote some kind of an event for them. The greater portion of these requests we are forced to turn down, not because we lack the facilities or because we

(See Where the Promoter on page 52)



By BEN SMITH

Last week we ran a letter in this column which gave an interesting slant on a typical operator and some of the problems he faces while out in the field. It came to us from Ed Graham, who also sent along his deal with a request for some constructive criticism. The deal works on a 48-hole card—only 16 numbers less than 29 cents—and gives away two major awards—either an Airmeter clock or an Ingraham wrist watch—and two pen sets as consolation awards—on a \$12.28 take, 1 to 29 cents. The payout averages about \$4 and the profit around \$8. He puts out an average of eight cards a day, four days a week and averages about 25 per cent or eight collections per week. He collects on Saturdays and Mondays. His locations include Ford and Buick plants (mechanics), hotels, hospitals, large restaurants (kitchen and storerooms), bakeries, laundries, breweries, factories and elevator operators. He gives his route two or three checks, going back once and sometimes twice to the preceding town. He works alone and does his own placing and collecting.

### Graham's Questions and Answers

"Would I do better with better merchandise on this size card?"

In our opinion you would do much better with better merchandise on this size card. There is at present too great a spread between the merchandise cost and the take, and because you have limited yourself to a \$4 top you have not been able to offer merchandise with enough consumer appeal to get the individual working the card to really extend himself to complete it. Unless the worker is so anxious to obtain one of the major awards for himself that he will literally break his neck to complete the card, the percentage of completions is bound to remain low. Under the circumstances you could well afford to spend an additional \$2 on major awards.

"Should I lower the 29-cent top with more punches, or more punches and a straight 1 to 29 cents with no skips?"

One of the most popular cards in use today is a 50-hole skip card, 1 to 25 cents, with a \$11.90 take. After much experimentation operators have found this card produces best results.

"If I raised the merchandise to \$6 or so and put on one or two men, what commission could I pay them, as I would have to pay a collector about \$45 a week?"

On a \$11.90 card with the merchandise cost \$6 you can afford to pay a placement man \$2.50 on every card completed. As a rule it is not necessary to pay a collector a flat salary. If he knows his business the collector would much prefer to work on a drawing account against an overwrite on collections that come thru, customarily \$1 on every collection. A collector can take care of approximately 150 locations a week and if he is capable can earn much more than the \$45 you suggest. On this basis your own cut would be comparatively small, nowhere near the \$8 spread you now have, but your total income should be much greater, for your placement men and collector would have a real incentive to go out and hit the ball and you would have an overwrite on all collections that come thru.

"Would you suggest a larger card, say \$13.95 or so?"

The answer to this is no. The \$11.90 card in our opinion is much the better.

### About Locations

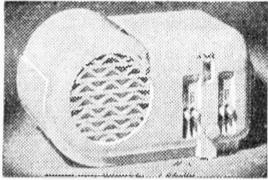
It seems to us that Ed Graham has taken the line of least resistance in se- (See DEALS on opposite page)

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## New Radio

Silver Mfg. Co. has announced an addition to its radio line that is reported to be ideal for sales-board operators and premium users. Set is housed in a white plaskon cabinet and the manufacturer claim it has plenty of eye-appeal. Automatic push-button tuning is a feature which is said will break down sales resistance. Item is available at a price that can meet most any budget, it is said.



## Lodge Key Rings

A popular new idea which the manufacturer says will boost key rings right up into the big money-making class is the offering of emblem key rings by the Pearl Novelty Co. The rings come with the emblem of the prospect's lodge or fraternity. Made of catalin, they come in an assortment of colors and are furnished on a display card of 24.

## Post Card Duplicator

The Printo-o-Press Post Card Duplicator being marketed by Professional

Products Co. is meeting with widespread success thruout the country, according to the makers. Press is a small type duplicating machine using stencils similar to mimeograph. The Post Card Duplicator turns out cards by hundreds or thousands 3 1/2 x 5 1/2 inches in size from stencil with true rotary principle, it is said. Firm states that a big market for this item exists with business houses, churches and fraternal organizations and that low cost assures a worth-while profit margin. Comes complete with necessary supplies.

## DEALS

(Continued from opposite page)

curing his locations. The spots he mentions are the easiest to get but by no means the best type to work. Because individuals at these spots haven't enough intimate contacts with prospects who would be likely to take a chance on a card, live-wire operators have found that cards left with them have a slow turnover, a high percentage of kills and produce little repeat business. And it is only thru a volume of repeat orders that an operator can establish a successful, permanent operation. Otherwise the operator is really nothing more than a canvasser and is washed up in a town as soon as he has hit every spot that will take a card from him.

We know operators who would not touch any of the locations mentioned by Graham with a 10-foot pole. They work on the principle that the harder it is to get a location the better it is likely to be. Instead of going thru the back door they walk right into the front offices of concerns like electric and telephone companies, large brokerage houses and banks. They have been able to place cards in these offices with practically every type of person on the staff, from the switchboard girls to president, believe it or not. It is all in the manner of approach and not as difficult to accomplish as it may seem. Of course, it requires a certain amount of selling ability and a complete lack of an inferiority complex. But an operator who can not sell will never become a real producer.

### A Suggestion

A salesboard operator is basically a distributor of merchandise and salesman, with this advantage over other salesmen: He has a powerful selling whip in the salescard. But he can nullify this advantage if his sales presentation does not follow a planned sequence. In most cases the operator should play up his item to a prospect before showing him a card or mentioning the deal. He should excite the prospect's interest in the item and then when the prospect's appetite has been whetted knock him over by telling him how he can obtain the item without cost to himself. Coming right out with a solicitation for a card place-

ment, especially in large offices, will more often than not be met with a cold turn-down.

When a switchboard operator or reception clerk takes on a card she will probably run it off herself. When an executive takes on a deal he may work the card himself as a lark or turn the card over to one of the boys or girls in the office. But regardless of who works the card, the percentage of completions in this type of location is high, in many cases 50 per cent or better. And what is most important, repeat orders are the rule and not the exception. Such locations are good for a turnover all year around, merchandise being changed as a deal shows signs of petering out.

### About Placement Men

A capable placement man should be able to lay about 10 cards a day in good spots or 50 cards in a five-day week. However, if for one reason or another he can't click in the front office and goes after the mill locations, he should be able to hit from 15 to 20 spots a day. In the latter case it means heavy pavement pounding, but there is no other way out, for under the circumstances he must depend upon volume placements and the law of averages to make real money.

### Team Work

Wherever and whenever possible one man should devote all his time to securing locations and another to taking care of collections. In this way more locations can be obtained, locations can be watched more closely, completions speeded up and merchandise pulled promptly from spots which prove unsatisfactory. It is the wisest way to run an operation.

HAPPY LANDING.

## BINGO BUSINESS

(Continued from opposite page)

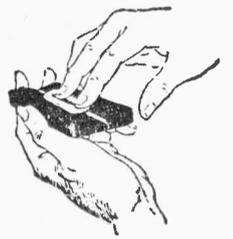
ceived when and if it is made available to the general market.

RUMORS ARE CIRCULATING that a new racket is being worked against bingo operators in some quarters. The racket-gent buys his way into the game, but he carries with him a complete set of numbers on paper exactly the same color as that of the special game cards used at the event. He waits until the big special game of the evening, buys his special and then as the mike man calls the numbers pastes the numbers he has brought (they have gummed backs) on his card. He, of course, wins the game and shows a nice profit for the evening. This dirty trick is, according to our information, being worked on operators in the East, and we are hereby tipping the boys off to watch for the swindlers.

LET'S START the new year with a bang by shooting in new game ideas as they develop. New ideas can and will keep bingo's popularity on the upgrade.

## Razor Blade Sharpener

For Single or Double-Edge Blades. Size 2 3/8 x 1 1/2 Ins. Each in Attractive Tuck Box. B4C334— Per Gross \$2.00



## N. SHURE CO.

200 W. ADAMS ST., CHICAGO.

# WHAT IS

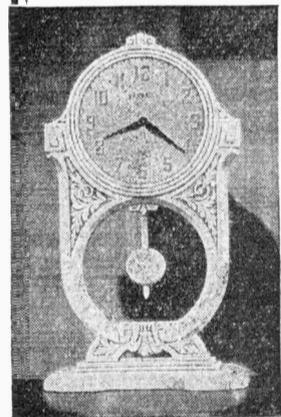
"Pick It Up and . . . GO"?

Is it brand New? Yes, it's as new as 1939! Is it a PREMIUM item? Yes, it's a "natural" money-maker for operators! Is it EXCLUSIVE? Yes, man! Is it a SENSATIONAL VALUE? More than that . . . It's colossal! Will it increase your sales and profits? Just as sure as there are fish in the sea. Does it have APPEAL? Well, does Hedy LaMarr? Are complete details worth writing for? Double your postage back if you don't think so!

## EVANS NOVELTY CO.

946 DIVERSEY, Chicago

## HOWARD 1939 Electric Pendulum Clock



WRITE FOR QUANTITY PRICES

EARL CHROME CO. 2757 N. Lincoln Ave., CHICAGO, ILL. 1939 Majestic Radio Cat. Write.

**ELGIN CANDID CAMERA**  
Fast Seller for Department Store Workers and Sales Card Operators. Ea. \$1.20  
25% Deposit on C. O. D. Orders.  
**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**LATEST STYLE FUR COATS**  
Genuine Fur Coats, all types, all sizes, Fof'd Seal, Swaggers or Semi-Fitted Models. Latest styles in Black Caracul, Black and Brown Coney, Gray Krimmer, Skunk Bolero, Skunk Chubby. Finest quality. A-1 workmanship. Excellent prizes for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history. Send for New Illustrated Catalog Showing Coats We Sell You.  
**M. SEIDEL & SON**  
243 W. 30th St., N. Y. C.

**Extra Value!** \$2.25 Each  
5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.  
**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

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OUR 1938 CATALOG COVERING A FULL LINE OF XMAS GIFTS IS NOW READY

WRITE FOR COMPLETE CATALOG AND LISTINGS.

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1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

**BE THE FIRST WITH THE LATEST BINGO — PREMIUM — SALESBOARD OPERATORS**  
BETTER BUSINESS BIGGER PROFITS  
NOW READY — FIRST RUN — HOT 1939 WINNERS  
DON'T MISS—Get in on Our PRE-INVENTORY SPECIALS at Greatly Reduced Prices. Complete Stock of Last-Minute Mechanical Toys at Close-Out Prices.  
WRITE FOR CATALOG TODAY.

**1-day Service**  
**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST., ST. LOUIS, MO.

HAVE YOU HEARD? — THEY'RE HONEYES !!!  
1-WHITE PEN & PENCIL DEAL! — 2-MIDGET KNIFE DEAL!  
3-ATTRACTIVE ASSORTED MERCHANDISE DEALS!  
• Newest Thing Out!—VISIBLE ELECTRIC TOASTER. Guaranteed—Each only 59c (Include Postage).  
• New Electric Clocks, Lamps, Premiums, Perfumes, Notions, Blades, Carded Goods, Side Line Merchandise. Box Chocolate Deals.  
• Wagonmen, Pitchmen, Premium Workers, House-to-House Canvassers—Write for Catalog Today!  
**CHAMPION SPECIALTY CO.,**

**ELECTRIC SHAVERS**  
Individually Boxed. Each 85c  
12 for \$10. Include Postage.  
814-F CENTRAL ST., KANSAS CITY, MO.

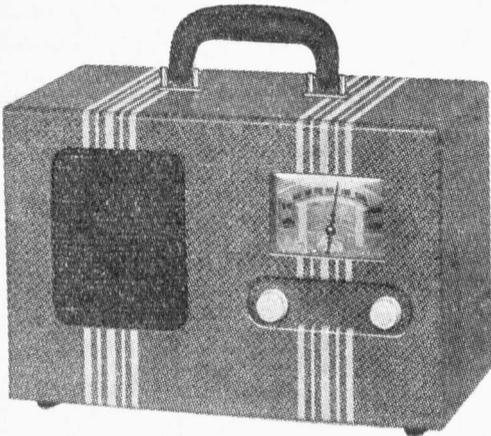
**JANUARY SPECIALS**  
POP BOATS . . . . . \$0.75 DOZ.  
BIG O. U. DOGS . . . 1.75 DOZ.  
TUMBLE CLOWN . . . .80 DOZ.  
RUNNING TURTLE . . .35 DOZ.  
WIGGLE BUG . . . . .40 DOZ.  
25% DEPOSIT WITH C.O.D. ORDERS.  
**LEVIN BROS.**  
TERRE HAUTE, IND.

**BINGO GAMES**  
500, 1,000, 1,500, 3,000 Specials. Markers, Lap Boards, Cages, Numbered Balls, etc. Lowest Prices.  
SERIAL PAPER PADDLES  
**SCHULMAN'S** 11 East 19th St., New York, N. Y.  
End your correspondence to advertisers by mentioning The Billboard.

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No Electricity — No Aerial — Self Powered  
PLAYS ANYWHERE — GETS DISTANCE

RETAILS \$39.95



FULLY GUARANTEED

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- ANY ROOM IN THE HOME
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- BEAUTIFUL AIRPLANE LUGGAGE CASE
- BATTERIES SELF-CONTAINED

"IT'S A NATURAL" ONLY \$17.95 COMPLETE READY TO OPERATE  
ORDER NOW

With the Troubadour you will have the latest radio on the market to offer your trade. Everything is self-contained in the beautiful airplane type luggage carrying case. No aerial or ground—just turn switch and it plays anywhere. Long life standard batteries.

JOBBER, DISTRIBUTORS, WRITE FOR PROPOSITION  
TERMS—25% DEPOSIT WITH ORDER, BALANCE C. O. D.

**PADCO PRODUCTS**  
1493 MERCHANDISE MART CHICAGO, ILL.

and Elizabeth—and never have settlements been anything but mutually satisfactory.

### Some Committee Pointers

What should the committee do which plans to stage a bazaar, bingo or some other fund-raising event? Perhaps these suggestions will be of value. If the committee is approached by a professional director its first step should be to investigate thoroughly every claim and statement he makes. By that I mean that they should check with other organizations for which he has conducted events as to what kind of a job he did for them. It seems peculiar, but some committees do not exercise the same judgment and caution in dealing with the financial affairs of their lodges or churches that they use in their own private businesses. This shouldn't be. Some years ago an article appeared in *The Elks' Magazine* entitled *Whooping Up the Brothers*, which exposed tactics of unscrupulous promoters who swindled organizations solely because the organizations didn't have the foresight to investigate the extravagant claims these men made in order to get a contract. Any legitimate director will welcome such an investigation; the others should be eliminated.

The next point that a committee must bear in mind is that the promoter or director it engages is only the architect of its fund-raising event. He draws up the plans which they must carry out. Without full support and co-operation of the committee his efforts will be of little avail. Some committees think that once they engage a director their worries are over and that all they have to do is to sit back and let everything up to him. Nothing could be farther from the truth. The experienced director is well versed in the art of organizing committees and working with them. On the co-operation which these committees give him depends the success of failure of the event.

How much good can a director do an organization? Perhaps it is best to look at the record for the answer to that question. The Queens Boro Lodge of Elks did a bang-up job putting on an annual bazaar by itself. Their crowds were always good and their average net profit about \$45,000. Two years ago the James Bell Co. contracted to co-operate in the directing and operating of this event. That year the organization netted more than \$65,000 and this year the net total jumped to more than \$70,000. This is but one instance of many that could be cited to prove that an experienced director when given a live committee and an organization that has good standing with the public can make full-grown roses where the organization's unaided efforts produced only buds.

The director of fund-raising events is an expert in his line just as the doctor is an expert at diagnosing and curing human ailments. He knows all the angles of promotion, publicity and other details that make a sponsored event a success because he has made a study of them. Years of experience and application qualify him to do a much better job than the average committee because it is his means of livelihood and not simply the result of being appointed by a chairman. Consequently he should and does conduct a fund-raising event in better style. That's why, in the final analysis, organizations seek him out to put into his hands their fund-raising events.

### NATIONAL SHOWMEN'S

(Continued from page 44)  
We again ask members to check off these dates.

At the last meeting of the board of governors it was agreed that new members coming in after January 1 need only pay six months' dues to July 15. Governors also voted on the subject of delinquent members, who have until January 15 to remit unless an appeal is made in writing for an extension of time.

NSA hereby acknowledges the receipt of Christmas and New Year cards from members and friends and thanks them one and all. Space does not permit listing the cards received. Thanks go to the Johnny J. Jones Exposition for a crate of oranges from Florida. When the crate was opened the members began to eat—and how they ate!

House committee chairman Sam Rothstein reports that the cardroom is very popular these days, so much so that a 2 a.m. closing rule has been posted. Well, you can't blame the boys, Sam, especially in this chilly weather.

Our hard-working Vice-President Art Lewis brought in the applications of Jack Pearl and Philip Gold this week, and Brother Arthur Scott proposed Dan Cristie for membership. These applica-

tions have been approved by the eligibility committee.

Birthday congratulations and greetings from the officers and members to the following: Clyde L. Jordan, January 9; Samuel Cohen and Bert Spence, January 10; Cornelius Stapleton, January 11; Russell Herbert Jackson, January 13, and Max Cohen, January 14.

The NSA desires to thank *The Billboard* for its presentation of a framed picture for our gallery of the late William H. Donaldson, founder of *The Billboard*. "It is the wish of *The Billboard* and its present management, which remains in the Donaldson family, that the life of the late great journalist, crusader and publisher, in whose heart charity was big and malice nonexistent, serve as an inspiration to all showmen everywhere. We of *The Billboard* cherish his memory and are inspired by his leadership, which remains with us as a natural bequest. Were Bill Donaldson alive today he would be a leader in this association and would applaud its objectives." The quotation is part of the presentation.

### Ladies' Auxiliary

Altho we missed President Packman at our meeting, we must compliment the first vice-president on presiding for her. Vice-President Rose Lang fulfilled her duties very well.

The meeting was chock-full of business. The results of the board of governors' meeting were discussed. We are waiting, as a matter of courtesy, for our president to return so that she can look these results over before they are acted upon.

There were many fine season's greetings sent to the auxiliary and to the secretary, and to all of these senders we say thanks and the same to you.

The auxiliary thanks *The Billboard* for all the fine co-operation received and wishes it and the entire staff the very best of everything.

### WINTER-QUARTERS

(Continued from page 44)

Kennon will be here by New Year's to start designing and building of new midway equipment. A full crew will report about February 1, but the present crew will have accomplished much before its arrival.

Many new and original surprises are being planned for not only midway patrons but the show world as well. Ralph Lockett is handling the office correspondence, and booking of new attractions is under way. Treasurer Arthur Atherton, who is on vacation, will return to quarters soon. Danny Boyd, winter commissary department steward, prepared a swell Christmas dinner for the boys. Everything to make the occasion an outstanding one was provided by the boss. Reported by Starr DeBelle.

LITTLE ROCK, Ark., Dec. 31.—At regular meeting of the Billposters' Alliance, Local No. 125, the following officers were elected: I. E. Stillman, president; Woody Rogers, vice-president; R. E. (Bob) Crouch, secretary-treasurer and business agent; Al Eppert, Joe Renz and C. J. Koon, trustees. Pat Rogers is wintering in Macon, Ga., and W. F. Wilcox in Kansas City.

### LADIES WATCHES

No. B13W13—9 3/4 L. size. Smartly styled chrome cases with dainty link band to match. Guaranteed jeweled movements. \$10 value. A fine flash for premiums, schemes, promotions. Attractively boxed.



Each in Lots of 12 ..... \$2.25  
Less than 12, Each ..... \$2.45

No. B13W77—10 1/2 L. Size Larger \$2.00 as Above. Each in lots of ten ..... \$2.50  
Sample Postpaid ..... \$2.50  
25% Deposit on C. O. D. Jewelry, Novelty and Premium Holiday Cat. No. 388 sent on request. Mention your business. We do not sell retail.

**JOSEPH HAGN CO.**  
Wholesalers and Importers Since 1911.  
217-223 W. Madison St., Chicago, Ill.

### WHERE THE PROMOTER

(Continued from page 50)

don't want more business, but because our investigations show that they do not possess the requirements necessary for us to be of sufficient service to them. Extreme care is exercised in studying the contracts submitted by representatives of our firm, and a thoro analysis is made prior to acceptance.

What benefit accrues to either the director or to the sponsoring organization if at the close of the affair there is little to divide? Far better would it be for that organization to have promoted the event on its own. Consequently in all cases where it appears that the organization is not strong enough or doesn't possess a potential public appeal to put over an event on a large scale it is our policy to advise the staging of it by itself.

Another rigid policy of ours is to use only first-quality standard merchandise in all events where merchandise awards are used. Shoddy, cheap prizes only make discontented customers and can do much to harm future attendance. Especially is this true in the case of bingo, where the success of a series of games depends on repeat patronage. To that end our buyers are constantly searching the markets for things that are new and have strong eye-appeal.

Another radical departure from the usual procedure is our insistence that the committee with which we are working handle all the money. This practice has earned immeasurable amounts of good will for us. Not only does it establish confidence in our organization, but it also allays any suspicion that might otherwise be directed against the directing organization or its representatives. This policy was adopted as a result of our intimate experiences with committees. We sensed the unspoken thoughts in the minds of most committees, namely, the innate fear that the promoter will pack up and skip before the final settlement. Unfortunately, past history reveals that there have been such instances. By letting the committees handle all money this fear is immediately banished, and a feeling of respect and fair play takes its place. That this is not a new policy with the James Bell Co. is evidenced by the fact that for the past 18 years we have worked in this way with Elks' Lodge in Newark, Jersey City

### FREE SPORS

Wholesale Catalog  
Has 260 pages of world-wide bargains; 4,000 salesmen's specialties; selling plans; new creations; outstanding values—at rock-bottom wholesale prices. This catalog is free. Send for a copy today.



No.	Item.	Gross.
T674	Lady Vee-Ja Beauty Powder	\$ 2.48
D383	L. V. Powder and Perfume, Cellophane Wrapped	4.32
R93	Fountain Pen and Pencil in One.	16.90
N310	Men's Quality Pocket Combs	1.98
V89	Charms, Assorted	.55
N203	Home Needle Book, 22 Needles	1.09
N126	Mending Kits, 6 Spools, Thimble, Etc.	6.45
M584	Quality Pipe with Cleaner	6.95
M74	Cigarette Holder with Filter	4.45
E317	Imperial Dry Shavers, Each	.69
H563	Smooth Sailing D. E. Blades, 1,000	2.95
H564	Smooth Sailing S. E. Blades, 100	.50
M207	Genuine Leather Billfolds	6.95
V59	Tie and Collar Holder Sets	1.85
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**ELGIN—WALTHAM**  
RENEWED & GUARANTEED SMALL SIZE 7-J POKET WATCH. Attractive Yellow Case and Dial.  
\$2.95  
25% Deposit, Balance C.O.D. SEND FOR OUR FREE 1939 BIG BARGAIN CATALOG  
**LOU MALTZ**  
139 S. 8th St., PHILA., PA.

REPEAT ORDERS ASSURED BY OUR  
**FUR COATS FREE!** CATALOG  
Smartest fall models in Coats, Scarfs, Capes. All fur styles sizes. EX: Pileed Seal Dyed Coney FUR COAT (Swagger or Fitted Style)—\$9. Guaranteed best workmanship and value at this price. 1/4 Dep. Bal. C.O.D.  
Genuine Lambskin About 2x3 Ft.  
**H.M.J. FUR CO. FURRUGS \$1.06 EA**  
150 W. 28 ST. White, Brown, Gray. N.Y.C. 1/4 Dep. Bal. C.O.D.

**ELGIN & WALTHAM \$2.95**  
RENEWED GUARANTEED Men's Wrist Watches  
Wholesale Jeweler Since 1914.  
Send for Free Catalog. 25% Deposit, Balance C. O. D.  
**LOUIS PERLOFF,**  
729 Walnut St., Philadelphia, Pa. Watch, 7 Jewels New Cases, Now Leather Strap.

# SOCIAL SECURITY

(New) Photo Plate . . . . . 6c Each.  
 24-Gauge High Polish Brass Social Security;  
 Catholic, General Identification Plates, 5c  
 Each; \$45.00 per Thousand.  
 (New) Social Security Money Clip, 12 1/2 c Each.  
 (New) Key Ring Tags, Social Security; Cath-  
 olic; General Identification, \$1.75 per 100;  
 \$15.00 per 1,000.  
 (New) Dog Collar Plates . . . . . 3c Each  
 (New) Mail Box Plates . . . . . 3c Each  
 (New) Luggage Plates . . . . . 3c Each  
 Double Fold (Brass Corners) Leatherette  
 Cases . . . . . 3c Each  
 Single Leatherette Cases . . . . . 1 1/2 c Each  
 Salesmen, Agents, Operators, write, wire im-  
 mediately for complete New Name Plate Line.  
 Single Samples 10c Each; Complete Sample  
 Line 50c.

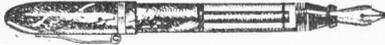
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**\$19.95**  
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 Weight 14 Lbs.  
 Terms: 25% Cash Deposit With Order,  
 Balance C. O. D., F. O. B. New York City.  
**SOCIAL IDENTIFICATION CO.**  
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## WRIST WATCHES \$2.95

In New Cases,  
 Send for Circular, showing the Biggest Bargains in  
 Rebuilt Watches and unredeemed Diamonds in  
 the country.  
**H. SPARBER & CO.**  
 106 North 7th Street, St. Louis, Mo.

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**PLUNGERS—Special \$18.00 PER GRO.**  
 PENS • PENCILS • COMBOS  
 Buy Direct From Manufacturer.  
**GRODIN PEN CO.,** 693 Broadway, New York City.

**SOCIAL SECURITY PLATES**  
 Size 3 1/2 x 2  
 100 Plates, \$ 5.00  
 1000 Plates, 45.00  
 100 Double  
 Cases, 3.00  
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 Cases, 2.00  
 Sample Plate 10c;  
 with Name and Num-  
 ber, 25c.  
 Send for Circular,  
 311 Degraw Street,  
 Brooklyn, N. Y.

**HART MFG. CO.**

  
**\$18.00 Per GROSS**  
**for BETTER PLUNGERS**  
 3 Assorted Samples, Postpaid 50c.  
**ASS'TD PEN, Mfrs., 187 Lafayette, N. Y. C.**

**LOWEST PRICES GUARANTEED**  
 Sharp Needles (Retail \$2) 1,000 Needles 28c  
 Tailor Needles . . . . . 1,000 Needles 50c  
 Millinery Needles . . . . . 1,000 Needles 97c  
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 Self Threading Needles . . . . . 1,000 Needles \$1.30  
 Needle Threaders on Cards . . . . . Gross 35c  
 Army & Navy Needle Books . . . . . Gross 1.15  
 World's Fair Needle Books 100 Complete 4.50  
 Needle Package With Needle Threaders  
 Big Seller (Big Profits) 100 Complete 1.95  
 Samples 25c. Small Orders Gladly Filled.  
 Deposit on C. O. D. Orders. Free Circular.  
**PILGRIM NEEDLE CO., 874 Broadway, N. Y.**

**PER GROSS \$18**  
**BETTER PLUNGERS**  
 3 Assorted Samples Postpaid 50c  
**ASS'TD PEN, Mfrs., 187 Lafayette, N. Y. C.**

**★★★★ BLADES**  
**WORLD'S BEST VALUES**  
 No. 1—5 to a Box, Cellophaned, 1,000 Blades, **\$2.50**  
 No. 2—Famous "Champion" Brand, 5 to a Box, Cellophaned, 1,000 Blades, **4.25**  
 No. 3—Pilgrim De Luxe "Heavy Duty," A Real He-Man's Blade, 5 to a Box, Cellophaned, 1,000 Blades, **7.00**  
 Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. O. D. Orders. (Big Profits.) Samples 10c.  
**SINGER BLADE CO.,**  
 901 Broadway, New York.

We Manufacture a Complete Line of Fountain Pens,  
 Mechanical Pencils and Gift Sets.  
  
**SOUTHERN PEN CO.**  
 Manufacturers Since 1913.  
 16 N. Union St., Dept. "X", Petersburg, Va.  
 Send \$2.00 for Samples. Prompt Shipments.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**BOB POSEY** . . . . . tells from Muncie, Ind., that Christmas business was just so so. He wonders what has become of Edward Lauray, Al West, Al Varnox, Skippy Davis, the Wesner family, Billie Barlow, Doc Colly and Doc Haley.

**JOE W. KEOWN** . . . . . after closing in Center, Tex., December 20, is at his wife's home in Hamburg, Ark., where he will remain until the first of the year; then he will go to Hot Springs, Ark., for the baths. Says he will open in Oklahoma and leave the leaf for a while and go back into the med game with his old standby, Sargolax tonic.

**WHAT ABOUT those resolutions for the New Year? Let's have some of them.**

**DOC DAY** . . . . . was seen recently in Gilmer, Tex.

**MARY E. RAGAN** . . . . . and Chet Wedge pen from San Francisco: "There is no place to work here. The streets are closed and no licenses for pitch stores are issued. We are fortunate to get back into the market. Saw where some pitchmen and pitchwomen got in dutch for knocking million-dollar concerns. Why not talk about your own products and leave the others to the companies that sell them? I believe my husband and I handle as much medicine as anyone in the business and we never knock other products. Have all we can do to tell them about Maratone. Will know soon whether they are going to give us a license for next year. Just heard that one fellow was picked up on the streets and given 10 days. They just can't get by on the streets here."

**MOST IMPORTANT** on this scribe's list of resolves for 1939 will be to save a little dough each week next summer.

**HOT-SHOT AUSTIN** . . . . . was sighted in Mansfield, La., recently by Joe W. Keown, who says Austin winters there each year.

**ARTHUR CLARKE** . . . . . pens from Hagerstown, Md., that he has been working department stores with novelty jewelry and watches to fair returns during the holidays. He says merchants declare that the Christmas trade is off 25 per cent this year in that section. Arthur is going south for the next few weeks and would like to see pipes from Doc Scanlon, Bill Wilson, Tom Reid and the rest of the boys.

**WHO'S WORKING** demonstrations in chain stores? Let's hear from them.

**SPEEDY ROSE** . . . . . is at the home of his in-laws in Pittsburgh following the death of his wife in Brooklyn December 20.

**HAROLD (TOMMY) THOMPSON** . . . . . tells from Madison, Wis., that he recently concluded a three-week engagement to swell business with tie forms in Kresge's, Green Bay, Wis. After a few days' rest he went to Columbus, O., to spend New Year's Eve. Business in Wisconsin stores was reminiscent of old times, Tommy reports.

**IT'S PERFECTLY OKEH** for you to place your claims for next year, but don't become too lazy to go out and collect the benefits.

**C. J. BUTTERFIELD** . . . . . is reported to have clicked at a three-week stand in Appleton, Wis.

**B. GLAUNER** . . . . . fogs from Detroit that not many of the boys were there for the holidays. He writes that he worked tops and just made the nut and adds that the boys working the lots claim they made nothing. Glauner says he will give the town a rest, as it's below zero and is snowing.

**WARREN LEWIS** . . . . . scribes from Ypsilanti, Mich., that nearly anyone can sell there and to a small reader. He infos, however, that a per-

son must see the city clerk before attempting to work. C. G. Casey Jr. and family are associated with Lewis.

**CHARLES F. KISSINGER** . . . . . is reported to be enjoying himself at the Knights of Pythias Home, Springfield, O.

**HOW DOES 1939** look to you boys and girls?

**CHIEF RED FEATHER** . . . . . pipes from St. Louis: "Gave up my med show on Broadway because it was n. g. I did, however, work the coal district of Illinois down along Frankfort and Harrisburg to good results. Money there is okeh. Had to buy a reader to work in some towns, but none of them exceeded \$2.50. Would like to read pipes from friends. Chief Buffalo is stopping here with me."

**BILL DUBOIS** . . . . . genial block and blade exponent, blew into Cincinnati last week after a successful holiday stand in Pittsburgh. During a visit to the pipes desk, he infoed that he would remain in the Queen City for a few days before heading for Louisville and New Orleans.

**WHY NOT MAKE 1939** the year of great opportunity for pitchmen?

**GUY LONSBERRY** . . . . . and Harold Newman worked coils to good results in East Liberty, Pa., during the holidays.

**LUCILLE ROBERTS** . . . . . scribers from Auckland, New Zealand, that Stromberg condensers are selling there at about \$3 in American money without a demonstration. What a paradise, she says, for Blacky Beard, Jack Ruskin, Bert Cramer or the Anthony brothers. She recently saw a worker in a Woolworth store selling can openers and glass cutters for what is the equivalent of 60 cents in American money. "While in Auckland," she says, "I gave my mental arithmetic demonstration at His Majesty's Theater on the same bill as Nicola, the magician." Both acts received favorable notices in *The Auckland Star*. After leaving Auckland, Lucille went to Invacagle, where, she says, business continues good.

**GETTING A TIP** is comparatively easy, but you can't expect to get results unless you give the public it's money's worth.

**MRS. W. D. GIBBONS** . . . . . is reported to be clicking in Louisiana working glass fruit knives.

**BILL GATES** . . . . . was recently sighted working knives in a Boston department store to good takes.

**OSCAR MANDEL** . . . . . is purveying vegetable preparers and glass knives on Washington street, Miami Beach, Fla., to good results.

**IT IS SURPRISING** how little initiative some would-be pitchmen have.

**LIONEL HIRSCH** . . . . . is reported going strong in St. Petersburg, Fla., with a line of peelers and glass knives.

**MAC WEINER** . . . . . had a big season at E. H. Macy's store, Asbury Park, N. J., with Dur-X glass knives, according to reports from that sector.

**TRIPOD OPININGS:** "Knowledge is power only when it is correctly applied."

**F. C. KEITH MED SHOW** . . . . . suspended operations over the Christmas week-end to stage a reunion and celebration at Carbon City, Ark., infos Frank C. Keith from Ratcliff, Ark. A Christmas tree, bearing presents for all, was erected beneath the big top and a festive board was spread. Telegrams were received from absentees, including Benton and Clark, Tommy Thompson, Mr. and Mrs. Clayton Yeager and Doc and Dinah Ward. It was also the wedding anniversary of Harry and Bessie Mae Dawson, who were presented with a huge cake.

Walt Disney's  
**FERDINAND**  
 the **BULL**  
 OAK-HYTEX Balloons offer this popular character in the toss-up illustrated, and in a series of "prints" on several sizes of balloons. Reap the profits now while everybody's interested.  
 Sold by Leading Jobbers.  
**The OAK RUBBER CO.**  
 RAVENNA, OHIO.



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**Leaders for PITCHMEN & DEMONSTRATORS!**

**COMBINATION SHARPENER, GLASS CUTTER AND BOTTLE OPENER.**  
 One of the fastest selling demonstrators on the market! Get our rock bottom prices!

**MASTER CRAFT COMBS**

- AMBER COLOR.
- UNBREAKABLE.

Three fast-selling styles in the popular light amber color. Excellent for demonstrating purposes, as they are unbreakable and non-combustible. Write for prices today!

**GELLMAN BROS.** 119 North Fourth St., MINNEAPOLIS, MINN.

**New!**

*Revolutionary Improvement*  
**IN-**  
*Razor Blade Industry*

**REMCO**  
 MICROTESTED  
**RAZOR BLADES**  
 Send 10c for Samples, Catalog, Selling Plans and Outline of Valuable Free Premium Deals.  
**REGENT MFG. CO.** 132 West 32nd St., New York City.

**FUR COATS**  
**\$11.50**  
 Guaranteed Non-rip Genuine Fur Coats.  
 \$2.00 Deposit, Balance C. O. D.  
 Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$8.00.  
**WAYNE FUR CO.**  
 8761 Linwood Ave., Detroit.

**If I Send YOU THIS FINE SUIT—**

Will You Wear It and Show It to Friends? I need a reliable man in your town to wear a fine made-to-measure, all-wool DEMONSTRATING SUIT—advertise my famous Union clothing—and take orders. You can make up to \$12.00 in a day. My line contains over 150 quality wools, all sensational values, guaranteed. You need no experience or money. I supply everything required. FREE of extra cost. Write me today for FREE details.  
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 Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. Spring St., Columbus, Ohio.

**SPICY COMIC BIRTHDAY CARDS**  
 Hot, peppy, laughable; every adult buys; 20 new designs, spice and flash, white card printed two colors with envelopes. No cheap junk, but fast 10c sellers.  
**AGENTS! SALESMEN! STOREKEEPERS!**  
 Amazing profits on small investment. 100, \$2.50; 500, \$10.00; 1,000, \$18.00; samples, 20 for \$1.00.  
**COMIC SHOP, 2463-A Kensington Ave., Phila., Pa.**

**Veterans Wake Up!**  
 Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonal features, Holiday Flashes, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE,** 169 Duane St., New York City.

Send your correspondence to advertisers by mentioning The Billboard.

Those present were Leo and Jewel Thompson, Billy and Eva Auton; Ray, Isabelle, Peggy, James, Paul and Grandma Cochran; Buddy Morris, Charles McDaniel, Art and Ruth Holloway, Capt. F. H. Holloway, and the host and hostess, Frank and Orla Keith. Inclosed in Keith's pipe was a lengthy poem written especially for the occasion by Harry Dawson. Space limitations, however, will not permit publication of it at this time.

**Pitchdom Five Years Ago**

Roy Crandell enjoyed swell business with his Russian art store on Adams street, Cleveland, during Christmas week. . . . E. A. Pine and wife were clicking in Eastern North Carolina. . . . Harry Corry had his pitch store in St. Louis, corraling the lucre. . . . Al Wagner returned to Cleveland, his home town, to work the National Farm and Dairy Show there. . . . Tisha Bhutia was collecting the geedus in Ike and Mike's store in New York. . . . Madaline Ragan was vacationing in Miami. . . . Tom Sigourney returned to State street, Chicago. His roster included Doc Kukle, Rube Nelson, Jack Lamore and Ben Feldberg. . . . Al West, teamed up with Ed Pine and wife on coils, polish and solder, was gathering the shekels in Washington. . . . J. C. (Dude) Murphy, of shampoo note, blew into Cincinnati, and visited the pipes desk. It was his first appearance in the Queen City in 12 years. . . . Doc T. R. Marshall was having a wonderful time visiting with acquaintances and taking in the climate in St. Petersburg and Tampa, Fla. . . . Doc W. R. Kerr's Indian Remedy Co., which closed its 1933 tour at Drayton, S. C., December 22, opened its new season at Ridgeland, S. C., January 1. . . . Ned H. House was making Scranton, Pa., his winter quarters. . . . Burd Simms was vacationing in Clyde, O., for the holidays after closing a successful season at the Armory there December 11. . . . Morris Kahntroff meandered from his summer and early fall pitching in the North to the more sunny climes of Texas and Louisiana and he and the kiddies were holidaying it in the latter State. . . . Birmingham was proving a lucrative spot for Clyde (Southern Jack) Wilson. . . . Earl B. Wilson, of auto polish and windshield dope note, and his family were spending the winter in Cincinnati. . . . Among demonstrator-pitchmen in Indianapolis for the pre-Christmas trade were Lew Marcuse, leather goods, and Al Eisenberger, pens. . . . Doc Les Williams' son, Buster, was spending the winter with him in Texarkana, Ark. . . . William C. Perry and his partner, Chief Black Hawk, were working to good results in Baltimore. . . . That's all.

**DID THE HOLIDAY trade prove a Santa Claus to you boys and girls?**

**DOC VICTOR B. LUND** . . . sends the dope on what he terms one of the grandest Christmas celebrations ever held by members of pitchdom at the Victoria Hotel, Oklahoma City. Ed Felix, manager of the hostelry, gave the trouper full sway in the lobby and said it was the first real celebration since 1929. Everyone was called upon to do something and all responded. Lund and Cal Hicks were the emsees. Much of the credit for the success of the party went to Gabe King and Joe Newstadter. Among those present were W. C. Madison, Mr. and Mrs. James Harrell, John and Harley Craig, W. O. and H. G. Long, Doc and Hazel Gooden, Joe and Billie Newstadter; Gabe and Grace King and Gabe's father, Pop Soller; R. D. Whitlow and wife, Joe Leftwertz, Lee Walter and wife, Floyd R. Johnstone, Ben Donley, Mrs. Cal Hicks, Duke Doebber, Mr. and Mrs. Herbert Heath, Charley Warner and wife, Jim Coppinger, Mr. and Mrs. Ray Moss, Professor Bob Laidlaw, Fred Webster, Jack Lamore and wife, Chuck (Bozo) Wilson, Smiley Washburn, Glen Atkins, Jack Delaney and wife, Jeff Jefferson and John West. Mr. and Mrs. Harry Kincheloe were called away just as things were getting under way. They spent the day with Mr. and Mrs. Bill Elkins.

**PITCHMEN'S SAYINGS:** "Yes, sir, give me your handkerchief for a minute and I'll put a pretty picture on it."—W. S. (Dad) Parker.

**S. H. SHACKELFORD** . . . at the recent Nazi show at Grand Central Palace, Asbury Park, N. J., bowled 'em over with juicers and Dur-X glass fruit knives.

**GET OUT THOSE writin' sticks, fellows, and let's make this year the newscist of them all. What do you say? You'd be surprised at the little time it takes to scribble a pipe and send it in.**

**J. M. (DOQ) KAHN** . . . pencils from Tulsa, Okla., that numerous trade paper men spent the holidays there and that all were working and apparently prosperous. He adds that while visiting in Galveston, Tex., Irving Schoenwald, of Kansas City, Mo., narrowly escaped drowning when a wave swept him off a

pier into the Gulf of Mexico. Schoenwald was saved only because he is a powerful swimmer.

**DEMONSTRATING WHAT you sell is what pays off.**

**DOC TOM McNEELY'S** . . . satanic med unit recently concluded a successful season in Colorado, with Skeeter Snow, wife and daughter, pipes Doc from Pueblo, Colo. He and his wife spent the holiday there. They plan to drive to Denver soon to buy a new house trailer before opening in halls.

**Events for 2 Weeks**

- (January 2-7)
- COLO.—Delta. Poultry Show, 4-6.
  - FLA.—Miami. All-American Air Maneuvers, 6-8.
  - GA.—Augusta. Celebration, 2-7.
  - ILL.—Chicago. Shrine Circus, Int'l Amphitheater, Dec. 31-Jan. 15.
  - KAN.—Junction City. Poultry Show, 5-10.
  - MICH.—Grand Rapids. Auto Show, 2-7.
  - MINN.—Lakefield. Poultry Show, 3-6.
  - MO.—Macon. Poultry Show, 3-6.
  - N. Y.—New York. Poultry Show, 4-8.
  - New York. Dog Show, 8-9.
  - S. D.—Watertown. Poultry Show, 3-6.
- (Jan. 9-14)
- CALIF.—San Francisco. Dog Show, 14-15.
  - CONN.—Middletown. Poultry Show, 11-13.
  - FLA.—Largo. Pinellas Co. Fair, 10-14.
  - Palmetto. Manatee River Fair, 10-14.
  - LA.—Lafayette. South La. Mid-Winter Fair, 13-15.
  - MASS.—Boston. Poultry Show, 11-15.
  - N. Y.—New York. Dog Show, 8-9.
  - New York. Dog Show, 16.
  - PA.—Pittsburgh. Poultry Show, 9-14.

**FINAL CURTAIN**

(Continued from page 27)

for Mr. Rocco on Goodman Wonder Shows the past season, at his home in Chicago December 2. His mother, Mrs. Margaret Scanlan, two brothers and one sister survive. Burial in Holy Sepulchre Cemetery, Chicago.

**SCOTT**—Mrs. E. L., 65, mother of C. D. Scott, of Scott Bros.' Shows, recently in Roanoke, Va., from a streptococcal infection. She is also survived by her husband, E. L. Scott; two sons and three daughters. Burial in Evergreen Cemetery, Roanoke.

**SLADE**—Catherine, 72, wife of Sam I. Slade, veteran Detroit singer, at her home in Detroit December 24. Besides her husband she is survived by a son and two daughters. Services at their Franklin, Mich., home.

**STROHMAIER**—Otto R., 47, concessioner and ride owner, in Graham Hospital, Keokuk, Ia., December 24. He had been confined in the hospital, where he underwent several abdominal operations, since November 9. For the past six years he had been associated with the Sunset Amusement Co. and previously was with the William Hoffner and Enterprise shows. He was a Mason and Shriner. Burial in Keokuk December 26. His widow, a brother and three sisters survive.

**TORNOW** — Albert Von, 71, noted Shakespearean actor who played under the name of Albert Henderson, at his home in Hollywood December 28. Born in New York, his stage experience included roles in this country and Europe with Edwin Booth, Louis James, John Mason, John Kellard and Robert Mantell. Survived by his widow, known on the stage as Eleanor Wesselhoft, and a daughter, Georgina.

**TOWNSEND** — Babe, 28, circus and stage performer and wife of Cal Townsend, in Ross Sanitarium, La Fayette, Ind., where she had been confined for four months.

**WILLIAMS**—Jeffrey, 78, member of the cast of the old-time melodrama, *The Drunkard*, found dead at his home in Los Angeles December 27.

**WILLIAMS** — J. C. (Happy), retired farmer and father of Maude Kiel Williams, of the Royal Midway Shows, suddenly in Richmond, Mo., recently.

**YOUNG**—Howard R. (Ted), 41, well-known Upper Ohio Valley night club operator, December 25 at the home of his parents in Wellsville, O., of a heart attack. For several years he had operated Light-house Tavern, Steubenville, O. His parents, two sisters and three brothers survive. Services in Wellsville and burial in Spring Grove Cemetery there.

**Marriages**

**ALLEN-DAVIES**—T. M. (Tommy) Allen, manager of Johnny J. Jones Exposition, and Mary Jane Davies in Aiken, S. C., December 25.

**ALLISON-RAMEY** — Lyman J. Allison,

**Hargraves PCSA Prexy for 1939**

**Decisive vote cast for all officers--reservations coming in for banquet**

LOS ANGELES, Dec. 31.—Annual election of officers of the Pacific Coast Showmen's Association here on December 27 saw Harry Hargraves assume the presidency of the organization on a ticket which was decisively elected. Other officers chosen were Joe Glacy, first vice-president; Phil Williams, second vice-president; Mike Krekos, third vice-president; Ross R. Davis, treasurer, and Ben Dobbert, secretary. Event drew the largest crowd of the winter meetings.

Elected to the board of governors were: C. F. Zeiger, chairman; Pat. Armstrong, Johnny Branson, Ben Dobbert, E. M. Foley, Sol Grant, Elmer Hanscom, O. H. Hilderbrand, Al Fisher, Cal Lipes, Ted LeFors, Roy Ludington, Moe Levine, Harry B. Levine, John M. Miller, Nate Miller, George Moffet, Milt Runkle, Dr. Ralph E. Smith, Harry Phillips, George Silvers, Jack Schaller, Nick Wagner, Charles J. Walpert, Hugh Weir, A. E. Weber, George Tipton, Frank J. Downie and W. T. Jessup.

Club's usual business meeting followed the election, but the intense interest in result of the election cut it short. It was ordered that the membership drive be closed for the year, with the gold life membership card going to Joe Glacy. The prize this year was again donated by Brother Johnny Branson. He was given a tremendous vote of thanks.

Date for the club's annual Memorial Services was set for January 15 in Showmen's Rest. Past Presidents' Night will be held January 16 and the annual Charity Banquet and Ball will take place at the Hotel Biltmore January 17. Retiring President C. F. Zeiger stated the last-named event would measure up to any previous effort. Claude Barie, banquet and ball chairman, reports that reservations of several tables for large parties have arrived, including one for Fred D. Weddleton, concession director of the Golden Gate Exposition, and his party of 25. Weekly award was dispensed with this week.

of Dodson World's Fair Shows, and Ruth Joy Ramey, nonpro of Huntington, W. Va., in Catlettsburg, Ky., October 10, it has just been learned.

**BOWERS-DAWSON** — Wayne Bowers, former catcher with the Flying Sensations, and Pat Dawson, of Cohoes, N. Y., there December 23.

**DENNIS-VANCE**—Clark Dennis, radio singer, and Jane Vance, former vocalist with Paul Whiteman's and Johnny Hamp's orchestras, in New York December 27.

**FAITH-METTLER**—Eldridge Faith, Indiana State University student, and Mary Elizabeth Mettler, daughter of Ramon and Bessie Mettler and former member of the Mettler Band, in Frankfort, Ky., December 25.

**HEROLD-DIXON**—Joseph Herold, assistant chief engineer at Station WOW, Omaha, and Lee Dixon, secretary to Harry Bannister, sales manager of Station WWJ, Detroit, recently.

**IBEN-WALKER**—Howard Iben, Peoria, Ill., attorney, and Jeanne Walker, tap dancer, in that city recently.

**MACMAHON-CAMPBELL**—Horace MacMahon, actor, and Louise Campbell, actress, formerly of Chicago, in St. Michael's Catholic Church, Chicago, December 26.

**SHIREMAN-BLAESSER** — Richard E. Shireman, member of the sales staff of Station WISN, Milwaukee, and Lois Jeanette Blaesser December 25 in Manitowoc, Wis.

**Births**

A 7 1/4-pound son to Mr. and Mrs. Dorris Jewell in Columbus, Ga., December 30. Parents were with the Cumberland Valley Shows the past season.

A son, Van Marshall Jr., to Mr. and Mrs. Vance King, in Hollywood recently. Mother is the former Hazel Wright, dancer and actress.

A 6 1/4-pound son to Mr. and Mrs. Clifford R. Buechel, in St. Joseph's Infirmary, Louisville, recently. Father is manager of the Mary Anderson Theater there.

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**ROUTES**

(Continued from page 21)

Jaxon, Ventriloquist (Club Hollywood) Madison, Wis., 2-5, nc; (Avalon) Plattville 6-7, t; (Sparta) Sparta 8-10, t.  
Jessel, George (Strand) Brooklyn, t.  
Joel & Anette (606 Club) Chi, nc.  
Johnson, Mae (Cotton Club) NYC, nc.  
Johnson, Myra (Yacht) NYC, nc.  
Johnson, Charlie (Black Cat) NYC, nc.  
Johnson, Johnny (Edison) NYC, h.  
Johnson, Marjorie (Garbo) NYC, re.  
Johnson, Mary Vee (Midnight Sun) NYC, nc.  
Jones, Owen (Leone's) NYC, re.  
Joyce, Beatrice (White) NYC, h.  
Joyce, Marion (Bedford Rest) Brooklyn, nc.  
Joyita & Maravilla (El Chico) NYC, nc.

**K**

Kalmus, Bee (Oriental) Chi, t.  
Kamia (Oriental) Chi, t.  
Kapelova, Klavdia (Russian Kretchma) NYC, nc.  
Karavaeff, Simon (Russian Kretchma) NYC, nc.  
Karina, Karin (Tokay) NYC, re.  
Karolis (Biltmore Bowl) Los Angeles, nc.  
Karoszy, Ethel (Tokay) NYC, re.  
Karson's, Maria, Musicales (Onesto) Canton, O., h.  
Kay, Dolly (Royale Frolies) Chi, nc.  
Kay, Beatrice (Diamond Horseshoe) NYC, nc.  
Kaye, Evelyn (Biltmore) NYC, h.  
Kaye, Marilyn (Ernie's) NYC, nc.  
Keller, Greta (Le Ruben Bleu) NYC, nc.  
Kellv, Paula (Rainbow Room) NYC, nc.  
Kemp, Hal, & Orch. (Pal.) Columbus, O., t.  
Kemper, Charlie (Midnight Sun) NYC, nc.  
Kermit & Demris (Washington-Youree) Shreveport, La., h.  
Kidoodlers (Buffalo) Buffalo, t.  
King, Anna (Garbo) NYC, re.  
King, Charlie (Red Mill) Bronx, NYC, nc.  
King the Wonder Dog (Radio City Rainbow Room) NYC, nc.  
King, Mary Lou (Mayfair) Yatesville, Pa., nc.  
King, Carol (Paradise) NYC, nc.  
Kinney, Ray (Lexington) NYC, h.  
Kramer, Leon (Hungaria) NYC, re.  
Kress, Carl (Onyx) NYC, nc.

**L**

La Carmelita (Gaucho) NYC, nc.  
Lafayette & LaVerne (Lookout House) Covington, Ky., nc.  
LaGrande, Sally (Gay Nineties) NYC, nc.  
Lane Lovebirds, Jack (Paradise) NYC, nc.  
Lane, Mary (Jimmy Kelly's) NYC, nc.  
Lathrop Bros. & Lee (Shubert) Cincinnati, t.  
Laurie, Jack (Swing) NYC, nc.  
LaValle, Billy (Wonder Bar) NYC, nc.  
La Vernes, The (Monte Carlo) NYC, nc.  
LaZellas, Aerial (Nite Spot) Dallas, nc.  
LeBaron, Peggy (Wivel) NYC, re.  
Le Barron, Karre, Trio (Riverside) Milwaukee, t.  
Lee, Bob (Wivel) NYC, re.  
Lee, Joe & Betty (Mt. Royal) Montreal, Que., h.  
Lee, Eddie (Bedford Rest) Bedford, Mass., nc.  
Lee, Julia (Milton's) Kansas City, nc.  
Legg, Harris (Pan-Pacific Rink) Los Angeles, a.  
LeMaires, The (College Inn) Chi, nc.  
Le Moynes, The (Madrid) Buffalo, c.  
Leinomi (Lexington) NYC, h.  
Lengel, Maxine (Pioneer Nut) NYC, nc.  
Le Paul (State-Lake) Chi, t.  
Lerner, Max (Lyman's) Los Angeles, nc.  
Le Shay & Leda (Top Hat) Union City, N. J., nc.  
Lester, Ted (Wivel) NYC, re.  
Lewis, Dorothy (St. Regis) NYC, h.  
Lewis, Texas Jim (Village Barn) NYC, nc.  
Lewis, Hank (Mattoon's) Stockton, Calif., nc.  
Lewis, Ted, & Band (Pal.) Cleveland, t.  
Lewis, Betty (Bandbox) NYC, nc.  
Lewis, Joe (Hi-Hat) Chi, nc.  
Liberto & Owen (Village Casino) NYC, nc.  
Libuse, Frank (Diamond Horseshoe) NYC, nc.  
Lilliane & Mario (Netherland Plaza) Cincinnati, h.  
Lind, Della (Diamond Horseshoe) NYC, nc.  
Liszt, Margaret (Hungaria) NYC, re.  
Lit, Bernie (Ionoff's) Harrisburg, Pa., nc.  
Lombardo, Guy, & Band (Roosevelt) NYC, h.  
Lombard, Leda (Queen Mary) NYC, re.  
Long, Avon (Plantation) NYC, nc.  
Loper & Barrat (Village Barn) NYC, nc.  
Los Rancheros (Wynlin) NYC, h.  
Los Calaveras (El Chico) NYC, nc.  
Lucien & Ashour (Chez Patee) Chi, nc.  
Lynn & Dearing (Jimmy Kelly's) NYC, nc.

**M**

McArthurs, The (Boulevard Tavern) Elmhurst, L. I., nc.  
McCabe, Sara Ann (Earle) Phila, t.  
McCane Mabel (College Inn) Chi, nc.  
McCoy, Clyde, & Band (Palomar) Los Angeles, b.  
McKenna, Joe & Jane (Chicago) Chi, t.  
McLennan, Ross (New Yorker) NYC, h.  
McMahon, Larry (Village Casino) NYC, nc.  
McCullough, Gene (Chez Patee) Santa Ana, Calif., re.  
Macks, Three (Hollywood) NYC, nc.  
Madera, Nedra (Gaucho) NYC, nc.  
Madison, Rudy (Gay Nineties) NYC, nc.  
Makarenko, Daniel (Rainbow Inn) NYC, re.  
Manet, Gloria (Village Casino) NYC, nc.  
Mangan Sisters (Diamond Horseshoe) NYC, nc.  
Mara (Old Rumanian) NYC, nc.  
Marble, Alice (Waldorf-Astoria) NYC, h.  
March, Patricia (Swing) NYC, nc.  
Marget (Tokay) NYC, re.  
Marin, Fjola (Chateau Moderne) NYC, nc.  
Marka (Piccadilly) NYC, h.  
Marley, Madge (Gay Nineties) NYC, nc.  
Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.  
Marsh, Lita & Jerry (Belmont Plaza) NYC, h.  
Martin, Claire (Essex House) NYC, h.  
Marvey, Gene (Warwick) NYC, h.  
Masters, Frankie, & Band (Tower) Kansas City, Mo., t.  
Mau Ice & Cordoba (Plaza) NYC, h.  
Maxellos Pivo (International) NYC, nc.  
Modina & Mimosa (Zarape) Los Angeles, nc.  
Mediano & Donna (Waldorf-Astoria) NYC, h.  
Meehan, Neeces (Ionoff's) Harrisburg, Pa., nc.  
Merry Macs (Onyx) NYC, nc.  
Michon Bros. (Earle) Phila, t.  
Michon, Michel (Russian Kretchma) NYC, nc.  
Miller Trio Jim (Gay Nineties) NYC, nc.  
Minevitch's, Borrah, Original Harmonica Rascals (Oriental) Chi, t.  
Minor & Root (El Rio) NYC, nc.

Moffett, Adelaide (Road to Mandalay) NYC, nc.  
Moke & Poke (Plantation) NYC, nc.  
Mona, Jean (Hi-Hat) Chi, nc.  
Montmartre Boys (Jimmy Kelly's) NYC, nc.  
Monoff, Yvonne (Rose Bowl) Chi, nc.  
Monroe & Grant (RKO Boston) Boston, t.  
Moody, Gertrude (Village Brewery) NYC, nc.  
Moore, Carl Deacon, & Band (Orph.) Memphis, t.  
Moreno, Consuelo (Cuban Casino) NYC, nc.  
Morgan, Petty (Jung) New Orleans, h.  
Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.  
Morgan, Helen (State-Lake) Chi, t.  
Morrison Twins (Cafe Venice) Galveston, Tex., nc.  
Murray & Alan (Old Rumanian) NYC, nc.  
Murray, Steve (Little) NYC, nc.  
Murray, Alan (Esquire) Miami, nc.  
Murray, Ken, & Co. (Earle) Phila, t.  
Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.  
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.  
Murtah Sisters, Three (Drake) Chi, h.  
Myers, Helen (New Yorker) NYC, h.

**N**

Nadine & Charles (Royal Palm) Miami, nc.  
Nash, Nyra (Century) Baltimore, t.  
Natasha (Harry's New York Cabaret) Chi, nc.  
Naturals, Three (Netherland Plaza) Cincinnati, h.  
Nazarenko, Iasha (St. Regis) NYC, h.  
Neil & Clark (Midnight Sun) NYC, nc.  
Nesbit, Evelyn (Maxim) Bronx, NYC, nc.  
Nicholas Bros. (Cotton Club) NYC, nc.  
Nichols, Red, & Band (Jung) New Orleans, h.  
Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.  
Nolan, Bob (Royal Palm) Miami, nc.  
Noland, Nancy (Mansfield) NYC, nc.  
Norman, Larry (Town Lounge) Hollywood, nc.  
Norvo, Red, & Band (Famous Door) NYC, nc.  
Novello Brothers (Stevens) Chi, h.

**O**

Oakland, Will (Sawdust Trail) NYC, nc.  
O'Day, Darlene (Bismarck) Chi, h.  
O'Dell, Dell (Warwick) NYC, h.  
Oliver, Josie (Black Cat) NYC, nc.  
Olivette, Nina & Dmitri (Park Central) NYC, h.  
Orla, Nina (Gaucho) NYC, nc.  
Ortega, Eva (St. Regis) NYC, h.  
Ortega, Rosita (Havana-Madrid) NYC, nc.  
Ortiz, Joe (Club Cece) Hollywood, nc.  
Ortons, Four (Lyric) Indianapolis, t.  
Owen, Guy (St. Regis) NYC, h.

**P**

Paige, Ken & Roy (Leon & Eddie's) NYC, nc.  
Paley, Nellie (Gallant's) NYC, nc.  
Pan-American Trio (Mother Kelly's) Miami Beach, nc.  
Pancho & Dolores (Havana-Madrid) NYC, nc.  
Paris, Frank (Paramount) NYC, t.  
Parker, Murray (Barkley's) Brooklyn, nc.  
Parker, Al (Riptide Club) Miami Beach, Fla., nc.  
Parraga, Graziella (Larue's) NYC, re.  
Patricola, Tom (Diamond Horseshoe) NYC, nc.  
Patsy & Ginger (Bat Gornly's) Lake Charles, La., nc.  
Paul & Queta (Rendezvous Villa) Youngstown, O., nc.  
Paulette (Buckingham) NYC, h.  
Payne, Johnny (Elysee) NYC, h.  
Pearl, Mabel (Gay Nineties) NYC, nc.  
Pedro & Dolores (Harlem Casino) Pittsburgh, nc.  
Person, Tiny (Harry's New York Cabaret) Chi, nc.  
Pierce & Roland (St. Moritz) NYC, h.  
Playboys, The, with Betty Borden (Blackstone) Chi, h.  
Poliakova, Nastia (Russian Kretchma) NYC, nc.  
Powell, Scats (Earle) Phila, t.  
Powell, Ethel (La Cava) NYC, re.  
Price & Rita (Mayfair) Yatesville, Pa., nc.  
Prime, Alberta (Black Cat) NYC, nc.  
Princess Michi (Midnight Sun) NYC, nc.  
Princess Luana (Paradise Isle) Hollywood, nc.  
Pritchard & Lord (RKO Boston) Boston, t.  
Pryor, Roger, & Orch. (Queen) Wilmington, Del., t.

**R**

Rabb, Joseph (Tokay) NYC, re.  
Radio Ramblers (RKO Boston) Boston, t.  
Rajney, Evelyn (Midnight Sun) NYC, nc.  
Rambeau, Clay (Alms) Cincinnati, h.  
Ramon & Lucinda (Cuban Casino) NYC, nc.  
Randolph, Amanda (Black Cat) NYC, nc.  
Raye & Naldi (Road to Mandalay) NYC, nc.  
Readinger Twins (Tower) Kansas City, Mo., t.  
Reed, Diane (Village Casino) NYC, nc.  
Reed & Mele (Royale Frolies) Chi, nc.  
Rhodes, Dorothy (Black Cat) NYC, nc.  
Richman, Harry (Road to Mandalay) NYC, nc.  
Rigas, Belle (Oetzen's) Brooklyn, N. Y., re.  
Rios, Rosita (Road to Mandalay) NYC, nc.  
Rita (So-So) Springfield, Ill., nc.  
Roark, Edith (La Marquise) NYC, nc.  
Robbins, Archie (Stage 1) Hollywood, nc.  
Roberts, Mary (Gay Nineties) NYC, nc.  
Roberts Twins (Donovan's) Sacramento, Calif., nc.  
Robinson Twins (Chez Patee) Chi, nc.  
Rochelle & Rita (Old Vienna) Cincinnati, nc.  
Rogers, Buddy, & Orch. (Roosevelt) New Orleans, h.  
Rojo, Leo (Zarape) Los Angeles, nc.  
Rollickers Trio (Victoria) NYC, h.  
Rolling Cloud, Chief, Dog Town Follies (Academy) Lynchburg, Va.; (Lee) Appomattox 12-13, t.  
Rooke, Lala (Village Casino) NYC, nc.  
Rooney, Pat (College Inn) Chi, nc.  
Rose, Johnny (Pioneer Nut) NYC, nc.  
Rosini, Paul (Belmont Plaza) NYC, h.  
Ross, Geraldine (Midnight Sun) NYC, nc.  
Ross, Nester Al (Wonder Bar) NYC, nc.  
Ross, Pierre & Sweeney (Shubert) Cincinnati, t.  
Ross, Benny (Shubert) Cincinnati, t.  
Roth, Lillian (State-Lake) Chi, t.  
Rotov, Alexis (Town Club) Boston, nc.  
Royal Duo (Midnight Sun) NYC, nc.  
Rugel, Yvette (Colosimo's) Chi, nc.  
Russell, Robert (Hollywood) NYC, re.  
Ruiz, Maclovio (El Chico) NYC, nc.  
Ryan, Tommy (Commadore) NYC, h.

**S**

St. John, Alice (Wivel) NYC, re.  
Saksonsky, Simeon (Russian Kretchma) NYC, nc.

Sanborne, Fred, & Co. (Paramount) NYC, t.  
Sandoval, Eduardo & Nicardo (Gaucho) NYC, nc.  
Sandow, Leon (Garbo) NYC, re.  
Sava, Marussa (Russian Kretchma) NYC, nc.  
Savoy, Harry, & Co. (Earle) Washington, D. C., t.  
Scheff, Fritzi (Diamond Horseshoe) NYC, nc.  
Schnickelfritz Band (Shubert) Cincinnati, t.  
Schreiber, Dick (Oriental) Chi, t.  
Scott, George (Garbo) NYC, re.  
Scott, Virgie (Black Cat) NYC, c.  
Scully, Bill (Pepper Pot) NYC, nc.  
Sedgwick, Edna (Drake) Chi, h.  
Sedley, Roy (Queens Terrace) Woodside, L. I., nc.  
Setz, Val (Shubert) Cincinnati, t.  
Shaw & Lee (Casa Manana) NYC, nc.  
Shaw, Alma (Ernie's) NYC, nc.  
Shaw, Helen (Old Rumanian) NYC, nc.  
Shaw, Ralph (Holland) NYC, h.  
Shaw, Miriam (Edison) NYC, h.  
Shea & Raymond (Paramount) Springfield, Mass., t.  
Sherr, Lew & Les (Embassy Club) San Francisco, nc.  
Shipstead, Roy (Pan-Pacific Rink) Los Angeles, a.  
Shore, Willie (Rose Bowl) Chi, nc.  
Shry, Mildred (Lyman's) Los Angeles, nc.  
Simon, Harry (Lyman's) Los Angeles, nc.  
Simpson Sisters (St. Regis) NYC, h.  
Slate Bros. (Capitol) Washington, D. C., t.  
Sloan, Bert, & Co. (Royal Palm) Miami, nc.  
Smith, Cyril (New Town Casino) Miami Beach, nc.  
Solar, Willia (Diamond Horseshoe) NYC, nc.  
Southern Sisters (Royal Palm Club) Miami, nc.  
Sperry, Frank (Roosevelt) NYC, h.  
Spitainy, Phil (Taft) Cincinnati, t.  
Spivak, Eli (Penthouse) NYC, re.  
Stander, Lionel (Earle) Phila, t.  
Steele, Larry (Harlem Casino) Pittsburgh, nc.  
Stephany, Karen (Orange City) Orange City, Fla., h.  
Sternard, Ralph & Helen (Ray-Ott) Niagara Fall, nc.  
Stone, Mary (Colosimo's) Chi, nc.  
Stone, Paula (New Town Casino) Miami Beach, nc.  
Stuart, Gloria (Ernie's) NYC, nc.  
Stuart & Gilrone (Pelham Heath Inn) Bronx, NYC, re.  
Sue, Lyda (Strand) Brooklyn, t.  
Sullivan, Maxine (Colony Club) Chi, nc.  
Sullivan, Lee (Paradise) NYC, nc.  
Suzanne & Christine (Continentale) Miami, nc.  
Szita & Anis (Bismarck) Chi, h.

**T**

Tate, Katherine (Queen Mary) NYC, re.  
Temple & Jaren (Raleigh) Washington, D. C., h.  
Templeton, Alec (Radio City Rainbow Room) NYC, nc.  
Terrace Boys (Barney Gallant's) NYC, nc.  
Terry, Muriel (Garbo) NYC, re.  
Tex & Shorty (Bob's Grill) Chi, re.  
Texas Comets, Twenty-Four (Capitol) Washington, D. C., t.  
Thomashofsky, Boris (Rainbow Inn) NYC, re.  
Three Peppers (Mammy's Chicken Farm) NYC, re.  
Timmie & Freddie (Cotton Club) NYC, nc.  
Tiffany's, The (Show Boat) South Bend, Ind., nc.  
Tip Top Girls, Four (Colonial) Dayton, O., t.  
Tisdale Trio (Coq Rouge) NYC, re.  
Titan Trio (Palmer House) Chi, h.  
Tomack, Sid, & Reis Bros. (Royale Frolies) Chi, nc.  
Trixie (Paradise) NYC, nc.  
Tucker, Sophie (Versailles) NYC, nc.  
Tullah & Miy (Colosimo's) Chi, nc.

**U**

Underwood & Underwood (Black Cat) NYC, nc.  
Uppercue, Virginia (Mon Paris) NYC, nc.  
Uppman, John (White) NYC, h.  
Usonoff, Mischa (Russian Kretchma) NYC, nc.

**V**

Valda (Plantation) NYC, nc.  
Valdez, Vern (Tivoli) San Francisco, nc.  
Valli, Pedro (Gaucho) NYC, nc.  
Van & Victor (Village Cellar) NYC, nc.  
Velez, Angela (Barney Gallant's) NYC, nc.  
Velez, Lupe (Casa Manana) NYC, nc.  
Velita (Jimmy Kelly's) NYC, nc.  
Vestoff, Floria (Boulevard Tavern) Elmhurst, L. I., nc.  
Villanueva, Estrellita (Cuban Casino) NYC, nc.  
Villon, Renee (Leon & Eddie's) NYC, nc.  
Virginia Sisters (Leon & Eddie's) NYC, nc.  
Vodery's, Will, Choir (Cotton Club) NYC, nc.

**W**

Waldez & Corinne (International) NYC, nc.  
Walker & Walker (State-Lake) Chi, t.  
Walker, Don, & His Swing Strings Trio (La Fontaine) Huntington, Ind., h.  
Walker, Buddy (Maxim's) Bronx, NYC, nc.  
Wally, Nathan (St. Regis) NYC, h.  
Walsh, Mary Jane (Belmont Plaza) NYC, h.  
Ward & Van (Riverside) Milwaukee, t.  
Wells, Petey (Mayfair) Yatesville, Pa., nc.  
Wemdling, Mary Louise (Hungaria) NYC, nc.  
Wences (Dorchester) London, h.  
West, Ray (It Cafe) Hollywood, nc.  
West, Willie & McGinty (Pal.) Chi, t.  
West, Buster, & Lucille Page (Oriental) Chi, t.  
West, Everett (Chez Patee) Chi, nc.  
Weston, Ruth (Crisis) NYC, nc.  
Whalen, Maurice & Betty (Century) Baltimore, t.  
Whaley, Bert (Brevoort) NYC, h.  
White, Ann (Queen Mary) NYC, re.  
White, Jack (18) NYC, nc.  
White, Eddie (Pal.) Chi, t.  
Whiteman, Paul, & Orch. (State) NYC, t.  
White's Lindy Hoppers (Cotton Club) NYC, nc.  
Whitney, Eleanore (Earle) Phila, t.  
Wicke, Gus "Popeye" (Radio Frank's) NYC, nc.  
Wilbert, Raymond (Capitol) Washington, D. C., t.  
Wilkins, Dorothy (New Yorker) NYC, h.  
Williams, Pearl (Hickory House) NYC, re.  
Williams & Charles (Palomar) Los Angeles, nc.  
Williams, Gwen (Queen Mary) NYC, re.  
Willard, Harold (Gay Nineties) NYC, nc.  
Willis, Claire (Brevoort) NYC, h.  
Wilson, Charlie (Commadore) NYC, h.

Wilson, Bugs (Donovan's) Sacramento, Calif., nc.  
Wink, Paul (Flamingo Room) Boston, nc.  
Wolandi (Flamingo Park) Miami Beach 6; (Biltmore) Miami 7-8, h.  
Wonderley, Laurie (Donovan's) Sacramento, Calif., nc.  
Wong, Joe (Monte Carlo) NYC, nc.  
Woodrow, Bill (Lexington) NYC, h.  
Woods, Johnny (Paramount) Springfield, Mass., t.  
Woodsum, Gertrude (Copley-Square) Boston, h.  
Wright, Charlie (Buckingham) NYC, h.  
Wyte, Una (Bandbox) NYC, nc.  
Wyse Jr., Ross (Tower) Kansas City, Mo., t.

**Y**

York & Tracey (Strand) Brooklyn, t.  
Yost Men, Four (Diamond Horseshoe) NYC, nc.  
Yvette (Lookout House) Covington, Ky., nc.

**DRAMATIC AND MUSICAL**

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

Along Came Juliet: Central City, Neb., 4; Omaha 5; Tyndall, S. D., 6.  
Angela Is 22: (Hanna) Cleveland 2-4; (Cox) Cincinnati 5-7.  
Barrimore, Ethel: (Davidson) Milwaukee 2-4; Dubuque, Ia., 5; Davenport 6; Cedar Rapids 7.  
Cohan, George M.: (Municipal Aud.) Kansas City, Mo., 2-4; (Forum) Wichita, Kan., 5; (Shrine Aud.) Oklahoma City, Okla., 6; (Convention Hall) Tulsa 7.  
Dear Octopus: (Plymouth) Boston.  
Golden Boy: (Grand) Chi.  
Hayes, Helen: (His Majesty's) Montreal, Can.  
Lunt & Fontanne: (Erlanger) Chi.  
Of Mice and Men: (English) Indianapolis 2-4; (Hartman) Columbus 5-7.  
Our Town: (Cox) Cincinnati 2-4; (Hanna) Cleveland 5-7; (Cass) Detroit 9-14.  
Pins and Needles: (Shubert) New Haven, Conn.  
Shadow and Substance: (Selwyn) Chi.  
Set to Music: (Shubert) Boston.  
Susan and God: (Cass) Detroit.  
Tobacco Road: (Hartman) Columbus, O., 2-4.  
What a Life: (Locust) Phila.  
White Steed: (Chestnut St.) Phila.  
Women, The: (Forrest) Phila.

**MISCELLANEOUS**

Arthur, Magician: Russell, Miss., 4-5; Ozark, Ala., 6-7.  
Birch, Magician: Siloam Springs, Ark., 9; Ft. Smith 10; Van Buren 11; Paris 12; Morrilton 13.  
Boscart, Magician: Auburndale, Fla., 5; Highland City 6; Bartow 9; Pierce 10; Brewster 11; Fort Meade 12; Mulberry 13.  
Burro Ball: Lenoir City, Tenn., 5; Rutledge 7; Harriman 9; Spring City 11; Athens 12; Bristol 13; Mountain City 14.  
Campbell, Loring, Magician: Wichita, Kan., 2-8; Sedan 9.  
Craig's Show: Harney, Md., 2-7.  
Daniel, B. A., Magician: Cadiz, Ky., 4-5.  
De Cleo, Magician: (Lux) Milford Center, O., 4; (Prospect) Prospect 5; (O. H.) W. Mansfield 11; (Grand) Richwood 12.  
Kinsey, Madge, Players: (Grand O. H.) Canton, O., 2-7.  
Ingham's Indians: Moravian Falls, Wilkesboro, Lincoln Heights, N. C., 4; Mulberry, Union and Champion 5; all schools.  
Long, Leon, Magician: Henderson, Tex., 3-4; Overton 5-7; Arp 9-11.  
Lippincott, Magician: Center, Tex., 4; Carthage 5; Shelbyville 6.  
McNally's Variety Show: Williamstown, N. J., 2-7.  
Marquis, Magician: Tulla, Tex., 4; Amarillo 5; Pampa 6; Shamrock 7-9.  
Oddities on Parade: Pittsburgh, Pa., 2-7.  
Ricton's Dog Circus: Blackville, S. C., 2-14.  
Rippel, Jack Splash: Smoaks, S. C., 2-7.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am. Co.: Bonneau, S. C.; Jamestown 9-14.  
Evangeline: Raceland, La.  
Great Southern: Foley, Ala.  
Liberty Am. Co.: Bigwells, Tex., 2-8.  
Sorensen Bros.: Tarrytown, Ga.  
Tip Top: Homerville, Ga.; Lakeland 9-14.  
Virginia Am. Co.: Ruffin, S. C.

**CIRCUS AND WILD WEST**

Davenport, Orrin: (Int'l Amphitheater) Chicago Dec. 31-Jan. 15.  
Mills: (Olympia) London, Eng., Dec. 22-Jan. 26.  
Polack Bros.: (Municipal Auditorium) Birmingham, Ala., 6-12.  
WPA: (113th Infantry Armory) Paterson, N. J., 6-8.

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## Clyde Beatty Leads Stark and Herbert In First Returns

### Favorite Outdoor Performer Contest

● Sponsor—THE BILLBOARD ●

**DONORS:** Circus Fans of America; Dexter Fellows Tent, CSSCA; National Showmen's Association.

For ballot with detailed explanation send request postcard to Contest Editor, 1564 Broadway, New York. Active performers not eligible to vote.

Compilation of early votes in the Favorite Outdoor Performer Contest shows **CLYDE BEATTY**, wild animal trainer, in the lead with 24 points. His nearest threat is **MABEL STARK**, also a wild animal trainer, who has polled 17 points. On her heels is another of the female species whose work is also with animals but not of the wild variety—horses. She's **DOROTHY HERBERT**, who stands third with 16 points.

Unusually close to the first three are **THE SPURGATS**, **SIX STOKER BROTHERS**, **CAPT. SOL SOLOMON** and **CAPT. TERRELL JACOBS**, all with 10 points apiece.

**FELIX ADLER** and **GREAT PETERS** divide the next niche with 9 points each, and the next two, **THE REIFFENACHS** and **CAPT. ROMAN PROSKE**, have 7 points apiece.

Next in line are **POLIDOR** and **D'ARCY GIRLS**, 6 each; **MICKEY KING** and **KINKO**, 5 each; **HELEN REYNOLDS SKATERS**, 4 each; **TOM MIX**, **POODLES HANNEFORD**, **MAY HOBSON** and **BLUCH LANDOLF**, 3 each; **CONCELLOS**, **CORINNE HODGINI** and **LUISITA LEERS**, 2 each; **ERIC THE GREAT** and **WALLENDAS**, 1 each.

The contest is of such a nature that any one of those who at present are at the bottom of the list can, with a first-place choice and a sprinkling of fourths or even tenths, grab the leadership.

Every voter is entitled to 10 choices from 1 to 10. Points are computed as follows: 10 for first choice, 9 for second, 8 for third and so on. To take an extreme case, an artist with 11 places in the No. 10 listing on the ballot, or a total of 11 points, is ahead of an artist who receives but one first place, or 10 points. This is fair and democratic—and all ballots are secret, of course.

In looking over the early returns it is interesting to note that voters are leaning toward performers who work with animals, 10 of the total individuals mentioned being in that category. It is also worthy of mention that the first two leaders are wild animal trainers. Eight artists or troupes of the total are

in the high or aerial act class. Four clowns appear in the balloting, which indicates that the joey has not lost his hold even in the profession, a very good sign for the boys who are as much associated with the circus as elephants and, as far as the layman is concerned, peanuts, pop corn and pink lemonade.

Returns will be tabulated in this department as often as possible, every week should the occasion demand. Already three organizations have entered the contest as donors of cups, medals, trophies and certificates, so that at least half a dozen performers or troupes, whether they are first or sixth, are certain to receive an award. The contest will run until the end of next December. Send for YOUR ballot!

### Rubin & Cherry

**MOBILE, Ala., Dec. 31.**—Mess hall at quarters here on Christmas afternoon was the scene of a social gathering and banquet that will long remain a pleasant memory to all present. Hall was decorated in holiday motif and a massive Christmas tree occupied one corner. At the base of the tree was placed an elaborate hand-painted plaque, the work of Artist Marconi, on which was set forth the menu, the speaker of the day and compliments of the season from Mr. and Mrs. Gruberg. Tables were attractively decorated for the occasion.

Before the diners were seated and after a blessing was asked Secretary Frank S. Reed read holiday greeting telegrams from Mr. and Mrs. Gruberg and daughter, Edith; J. C. McCaffery; Robert Lohmar, shows' manager 1939, and Peazy and Cleo Hoffman. Place cards in the form of greetings from Mr. and Mrs. Nat Worman guided the folks to their seats, and an elaborate dinner was served. Chef Rube Keefer and his capable staff, augmented by Superintendent Worman, soared to the heights of perfection in the preparation of the repast. Holiday festivities actually got under way early last week with the arrival of a 75-pound porker, the gift of a Mobile friend. A tasty sauce concocted by Superintendent Worman added a finishing touch to the feast which followed. Reported by Lee J. Young.

### Richard To Be Enlarged

**FALL BRANCH, Tenn., Dec. 31.**—Officials of Richard Bros.' Circus state that show will be enlarged for the coming season. A number of semi-trailers will be added and improvements on show are now under way at quarters here. Personnel will remain about the same. Recent visitors were Joe Hodgini and Nick Carter.

### Chas. Seip Passes

**LITTLE ROCK, Ark., Dec. 31.**—Charles Seip, of Zimdars Greater Shows and well known in outdoor show business, died in County Hospital here today of a heart attack. He was 79 years old. An effort is being made to contact his relatives.

### ROTARY ROAD

(Continued from page 3)

sponsors may expand the plan the following year, estimating it as a \$100,000 business.

Tho some were inclined to view the

### "Strange As It Seems"

**NEW YORK, Dec. 31.**—Strange as it seems, the Dufour & Rogers' Strange As It Seems (John Hix) show at the World's Fair actually dug into history for pick and shovel with which to break ground for yesterday's official ceremony in Flushing in the presence of President Grover Whalen, other W. F. officials and extra-added trimmings, including those of the fem persuasion.

The pick and shovel used are special models loaned to D. & R. by American Patent Models, Inc. Pick model represents an improved method of attaching handles, an invention documented on June 8, 1869, by one Thomas H. Neal, of Allegheny, Pa. Shovel is also an improvement, with shank strengthened at attachment point and top edge turned over to make a solid edge on which the foot is placed to dig, forcing shovel into ground. This is an invention by P. O. DeForrest on April 16, 1878. Both models are scheduled for display in a Fifth avenue store in line with that thorefare's ballyhoo of the fair on a wide scale.

P. S.: D. & R. are hard at work picking their oddities which will be shoveled over to the Flushing front on or before April 30, 1939. Oddities all improved models.

Oberfelder enterprise as competition to the ATC program, official spokesmen for the council have taken the broader view of the idea, approving it and any other which goes out to build up the road business. Furthermore, the ATC plans call for full-week and half-week stands for the start anyway. One-nighters for the ATC are possible but remote. ATC will manifest its good faith by including a story of the rotary plan in its next weekly bulletin to the country's dramatic editors.

The salient features of the Oberfelder plan, seen as possible keys to his success, are his insistence on the right to use name of original producer as stamp of authority, his intention to corral as much of the original New York casts as possible, cash sales to organizations—which are tantamount to guaranteed audiences—instead of percentage arrangements, decisions to use auditoriums, cowbarns, college assembly halls or any other spot that has a stage if theaters are not available, and an itinerary which avoids long jumps, thus keeping transportation costs down. Handling of housing problem as outlined may, if successful, break the backbone of the real estate monopoly held by the picture companies.

In return for production rights producers will receive a flat weekly stipulation which will not fluctuate with the box office. Dramatists will get the usual 5, 7½ and 10 per cent scale. Tho schedules are still tentative, Oberfelder claims to have received bids enough for three weeks of playing time, six nights a week. Portland, Ore.; Seattle, Vancouver and, of course, Denver, are among the first towns applying for the shows, he says. In all, survey shows there are 321 towns capable of supporting the unit. Chicago backers, who will be in on the tours with Oberfelder and said to be incorporated as the Legitimate Theaters Corp. of America under Illinois statutes, are counting on a 20 to 40-week season, all-Equity casts and compliance with rulings of all unions having jurisdiction.

### BROADWAY HANGS

(Continued from page 3)

Monday night there were 28 standees for the five-hour production: Tuesday, 18; Wednesday, 48, and Thursday, 54.

For New Year's Eve *Hellzapoppin* was sold out two weeks ago at \$6.60 prices. *Abe Lincoln in Illinois* set \$5.50 as top scale for the drama and sold itself out for that date by December 26. At the same time *Boys From Syracuse* boasted similarly with a top of \$6.60, with *Oscar Wilde* close to the finish at \$5.50.

Typical of the rushing trade at brokerages was the "best-in-the-past-seven-years" total at William McBride's agency. On Wednesday McBride had to summon two policemen to maintain order in his place. "Even if there were two World's Fairs going on, we couldn't do more business. We could have handled more shows tho," he reported. Symptoms were such, he explained, that business for the next five months should be,

similarly, record breaking in comparison with past few years. Totals for number of tickets sold by all the brokers reached approximately 90,000 for October, 100,000 for November and up to Christmas 70,000 for December, which is always a bad season for the theater. The past week practically equaled the rest of the month.

Observers on the street expressed great hope at survey of the more youthful element gorging the legitimate theaters. They visualize possibilities of cultivating a more constant and larger patronage from among them. At about matinee curtain time crowds were so great on Broadway and Seventh avenue both pedestrian and vehicular traffic were practically stationary.

Vaudeville and straight motion picture houses received part of the holiday crowds, too, most of them selling standing room all day. Radio City Music Hall had to open an hour earlier for the Wednesday crowds. Roxy and Paramount reported upturns particularly in the afternoon. Capitol Theater dividends are 17 per cent better this year than ever before for the holiday week.

While it's not the lot of night clubs to experience as good a trade as the theaters during Christmas week, Billy Rose's Diamond Horseshoe reversed traditions. The outlook for New Year's Eve for hotels and night clubs is extremely rosy as borne out by early reservations.

### AGMA TO

(Continued from page 3)

broadest stretch of the employment agency law makes it almost imperative, according to officials, for the union to take over such control. Unwillingness of Columbia Concerts Corp. and NBC Artists' Service to be classed as subject to licensing is being laughed off by AGMA. Consistent sympathy of the courts in litigations over fees raises hope that Guild can reduce present 20 per cent on the gross to 15 per cent on the net income of the artists.

### CHI FT REVIVES

(Continued from page 4)

coln by spying as a Copperhead, a name of an organization in 1861 that opposed the principle of the combat. Then 40 years later his past casts a shadow over the business and romantic life of his granddaughter. But gramps is still around to tell the truth and to be honored by the town's leading citizens.

Ian Keith does not lend much strength to the titular role. He is also credited with the staging of the show, a task that rates him more credit considering the comparatively poor acting material he had on hand. Margaret Shanna is a brighter spot in the cast, managing to be somewhat convincing as Mrs. Shanks, who suffers the shame of her husband's open activities. Others handling leads in rubber-stamped fashion include Violet Leclair, Glen Beveridge, Herbert Hadden, John Connor, Carl Rodgers and Audrey Totter. Sam Honigberg.

### PURCHASE OF WPTF

(Continued from page 4)

Francisco. However, WPTF officials would rather get out than have the option forever hanging over their heads, while NBC has indicated it might operate the station unless a suitable deal can be made for local ownership.

Final angle developed this week when NBC officials came to Raleigh to confer with representatives of the proposed Carolina Radio Corp. Reportedly, a satisfactory verbal agreement was made to take over for the option, with \$150,000 in cash and \$60,000 in deferred payments. Contract will be prepared by Percy K. Ladner, NBC attorney, and Swager Sherley, retained by the proposed purchasers. William Hedges and Frank Russell, NBC vice-presidents, attended the conference here with Ladner.

Thirty-three business and professional men of Eastern and Central North Carolina have subscribed the capital stock necessary.

Officials of WPTF, commercially valuable as the most powerful station in Eastern North Carolina, still hope FCC won't allow NBC's option to stand.

### NAB'S RADIO

(Continued from page 4)

The Microphone, Radio Receivers, Radio Channels, Need for Regulation, Federal Communications Commission, Classes of Stations, American System of Broadcasting. A Quote From Church Council on Radio. Analysis of Program Material, Network Programs and Broadcasting and Transcriptions.

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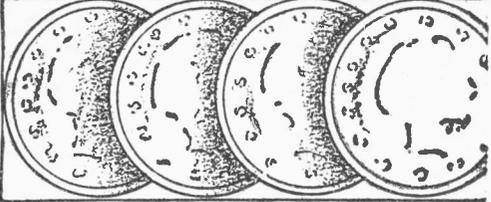
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## NEIGHBORS

During the past Christmas season there seemed to be a unanimous and voluntary effort on the part of all publicity and news mediums to encourage humanity and good will as never before. Such effort, even tho it may not prevent wars in the near future, will at least prove encouraging to all who prefer peace and prosperity at home and abroad.

The same desire to encourage better relations among human beings as such should also prevail in business itself. Anyone who studies modern competition is aware that a better spirit is needed among those who engage in business.

Good will—fair dealing—progressiveness—co-operation are all terms that suggest the best ideals that we can know in business.

A better spirit is not only needed within industries taken singly but also among industries on the whole as they come into competitive relationships. A broader spirit of co-operation between industries is needed to help restore better conditions in America.

To apply these idealistic statements to the coin-operated machine industry the trade has long needed to take some concrete steps in cultivating the acquaintance and friendship of men in the public eye and of leaders in other lines of industry. The coin machine industry needs that good will.

In *The Billboard*, February 2, 1935, the suggestion was made on this editorial page that the coin machine industry should invite two newspaper men to its annual convention as the special guests of the industry. These two men had befriended the industry in a special way—and the failure of the industry to thank them for their kindness has led to a train of ill will that is too long to relate.

But it now seems that a new day has arrived in the coin machine industry.

At the convention sponsored by the National Association of Coin-Operated Machine Manufacturers, held at the Stevens Hotel, Chicago, December 12 to 15, 1938, a new landmark was achieved in the industry by initiating what was called a Celebrities Luncheon. Special guests of honor at this luncheon were well-known persons from sports, business, aviation and the show world.

It was a good step in reaching out to cultivate good will and possibly to pave the way for some favorable publicity.

### TOBACCO MEN

Now the Coin Machine Manufacturers' Association announces a neighborly exchange of friendly relations with other industries that in my opinion is one of the greatest steps ever taken by the industry, even tho the visible results may not be evident at the present time.

The CMMA will hold its annual convention at the Sherman Hotel, Chicago, January 16 to 19, 1939. The National Association of Tobacco Distributors will hold its annual convention and trade show at the Palmer House January 18 to 21. There will be two days in which the two conventions are in session at the same time.

The encouraging growth of the cigaret vending machine division during the last two years puts the coin-operated machine industry definitely in the tobacco business. At first

it seemed there might be organized opposition among the tobacco men to cigaret machines. But broader vision and the progressive spirit have prevailed and today some definite plans of co-operation are in the making.

What better business foresight could be shown than that both conventions should arrange a mutual exchange of courtesies?

That is what has happened. The CMMA announces that badges of admission to the coin machine show will also admit delegates to the tobacco show without further details. So that coinmen interested in any way in the tobacco field can see the exhibits at the Palmer House, while tobacco men interested in any way in cigaret machines, or other coin-operated machines, may attend the coin machine show on their own badges.

It is understood that there will be exhibits of cigaret machines at the tobacco convention, and some excellent exhibits of cigaret machines are already scheduled for the CMMA show. Those who saw the displays of modern cigaret vending machines at the recent NACOMM show will know what is in store for those who are interested in cigaret venders.

### REFRIGERATION

The All-Industry Refrigeration and Air-Conditioning Exhibition will be held at the Hotel Stevens January 16 to 19—exactly the same dates as the coin machine convention at the Sherman Hotel.

The coin machine industry is definitely interested in refrigeration, and the refrigeration field is naturally interested in any new fields into which it can expand the use of its equipment. The CMMA announces that a mutual exchange of admission badges will also prevail during these two conventions so that delegates from either convention may enter the exhibit floors of the other without further registration.

Many people in the coin machine industry are unaware of the long story of efforts to bring refrigeration into certain types of coin-operated machines. One of the earliest stories I wrote for the coin machine industry was a study of experiments at that time to develop refrigerated vending machines. Many worthy efforts in 1929 and 1930 proved to be unprofitable.

But refrigeration and the vending machine industries have come a long way since that time. Chief interest in refrigerated vending machines at the present time seems to be centered in the drink dispensers, both those which vend bottled drinks and those which dispense bulk liquids. The drink dispensing machines may now be said to be a demonstrated success. Refrigerated vending machines for selling ice cream and frozen confections have had the hardest and longest struggle. New machines are ready to be introduced to the trade, which will mean that refrigeration and the coin machine industry are brought closer together.

These are modern examples of business co-operation that should help to start 1939 off in better spirit for our trade and for other lines of business too. Let's boost the idea to get a good send-off for 1939!

**PHONOGRAPH OPERATORS and JOBBERS**

WE ARE PLEASED TO ANNOUNCE THAT WE HAVE BEEN APPOINTED EXCLUSIVE DISTRIBUTORS FOR

**ROCKOLA'S**

Luxury Light Up and Standard Model Phonographs FOR THE STATES OF VIRGINIA AND NORTH CAROLINA.

Write, Wire or Telephone us for Prices.

15 MILLS MELON BELLS, 5c	\$49.50
13 MILLS MELON VENDERS, 5c	52.50
4 CHERRY BELLS, 5c (Serial 325-000-330,000)	49.50
Above machines clean, like new.	
4 MILLS RED FRONT G. A., 5c	35.00
11 MILLS BLUE FRONT G. A., 5c	35.00
2 MILLS PACE FRONT JPV, 5c	12.50
1 MILLS RED FRONT G. A., 10c	39.50
3 MILLS BLUE FRONT G. A., 10c	35.00
2 MILLS WAR EAGLE, 10c	22.50
1 MILLS REG. G. A., 10c	25.00
1 MILLS RED FRONT G. A., 25c	45.00
1 MILLS RED FRONT FUTURE PAY, 25c Play, No. 378008	45.00
1 MILLS REG. G. A., 25c	25.00
1 WATLING WONDER BAR, 5c Twin JP Vender	17.50
4 WATLING TWIN JP, 5c	17.50
1 WATLING ROL-A-TOP, 10c	20.00
1 WATLING GOOSENECK, 10c	15.00
1 WATLING SINGLE JP, 5c	10.00
1 WATLING 1c G. A., No. 31837	19.50

WE HAVE MILLS VEST POCKET BELL FOR IMMEDIATE DELIVERY AT \$49.50

**13th Month Specials**

MACHINES BELOW ARE SLIGHTLY USED, LIKE NEW AND OFFERED SUBJECT TO PRIOR SALE.

**SLOT MACHINES**

8 MELON VENDERS, 10c	\$55.00
3 MELON BELLS, 10c	55.00
6 MELON VENDERS, 25c	55.00
5 MELON BELLS, 25c (Serial 426-000-432,000)	55.00
12 MILLS BONUS VENDERS, 5c	52.50
1 WATLING BELL, Single JP, 25c Play	7.50
1 JENN. CHIEF CONSOLE, 5c	60.00
1 JENN. CHIEF, 5c	10.00
4 JENN. SIDE VENDER, No JP	6.00
1 JENN. SIDE VENDER With JP	7.50
1 JENN. 5c JP VENDER	9.00
1 JENN. REG. G. A., 5c	20.00
3 JENN. LITTLE DUKE, Triple JP, 1c Play	15.00
1 JENN. LITTLE DUKE, Single JP, 1c	8.00
1 JENN. BELL, No JP, 25c	15.00
1 JENN. CENTURY, 25c	15.00
1 PACE BANTAM, 1c Bell	15.00
1 PACE COMET, 10c, No. 26022M	22.50
1 CAILLE CONSOLE, 5c	60.00
1 CAILLE BELL, 25c	10.00
2 AC 7-SLOT, 5c, Like New	50.00
50 MILLS FOLDING STANDS	1.75
100 MILLS SAFE STANDS	4.25
4 MILLS DOUBLE SAFE	20.00
4 MEILINK DOUBLE SAFE	20.00

**5-BALL NOVELTY**

1 BALLY ARCADE	\$22.50	1 FLEET	\$30.00
4 PALM SPRINGS	32.50	2 SUPER ZETA, F. S.	50.00
2 BALLY RESERVES	20.00	1 DOUBLE TRACK	20.00
4 ZETA	30.00	3 BALLY WORLD'S FAIR	25.00
1 BALLY ZEPHYR	20.00	1 EXHIBIT HANDICAP	22.50
1 BALLY'S BULL'S EYE	20.00		

**1-BALL**

3 ROCK-OLA 3 UP	\$40.00	1 DE LUXE PREAKNESS	\$35.00
2 MILLS 1-2-3, Original Model	39.50	1 REG. MOD. PREAKNESS	25.00
3 FOTO FINISH	15.00	1 GOLDEN WHEEL	12.00
1 MILLS 1-2-3, Latest Model	100.00	1 FAIR GROUND	37.50
1 SPORT PAGE, Like New	100.00		

**CONSOLES**

7 KEENEY SKILL TIME, 1938	\$145.00
1 PACIFIC DOMINOLE	17.50
1 EVANS BANG TAIL, 5c CP	50.00
1 GENCO PADDLE WHEEL	110.00
3 TRACK TIME, 1938	110.00
1 HOLLYWOOD RIFLE GAME	40.00
1 BALLY CLUB HOUSE	35.00
1 PACES RACES, Black Cab., Cash Pay, Serial 3836	85.00
1 TRACK TIME, 1938 Model	145.00
1 BANG TAIL, 5c Play, Cash Pay, Red Cabinet	90.00
1 WESTERN AFRICAN GOLF, F.S.	160.00

**COUNTER GAMES**

1 DELUXE GRIP TESTER	\$10.00
2 ABT TARGETS, Used 10 Days	17.50
3 JENN. GRAND STANDS, 5c	15.00
1 PACES RACES, Check, 5c, No. 5293	145.00

THE ABOVE PRICES ARE EFFECTIVE JANUARY 7, 1939.

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O. Express or Telegraph Money Order.

NOTICE TO OPERATORS AND JOBBERS: Any Machines shown at either Show will be available for delivery as soon as they are released by the respective manufacturer.

SPECIAL NOTICE TO PHONOGRAPH OPERATORS AND JOBBERS IN VIRGINIA AND NORTH CAROLINA: We are exclusive factory representatives for Virginia and North Carolina for Rock-Ola's new Luxury Light Up and Standard Model Phonographs. The Light Up Luxury Model now in stock and ready for delivery. Standard Model will be available for delivery as soon as released by the manufacturer. Write, Phone or Wire for Prices, Descriptive Circular and Set Up of Price and Trade-In Allowance.

**MOSELEY VENDING MACHINE EX. Inc.,** 800 BROAD ST. Richmond, Va.  
Day Phone 3-4511 Night Phone 5-5328

<b>NEW COUNTER GAMES</b>	
25 VEST POCKET BELLS	\$49.50
10 BABY RESERVES	20.50
5 GINGERS	21.50
<b>USED COUNTER GAMES</b>	
10 SMOKER REELS	\$21.50
5 TALLYS	21.50
5 SPARKS	26.50
5 PENNY PACKS	5.00
9 SUPERIOR CIGARETTE REELS	6.00
<b>CONSOLES</b>	
10 KENTUCKY CLUBS	\$110.00
5 RED HEAD TRACK TIMES	92.50
3 GREY HEAD TRACK TIMES	59.50
9 PAMCO ROSEMONT'S	27.50
1 BALLY SKILLFIELD	59.50
3 ZETAS	44.50
2 EXHIBIT RACES	44.50
1 BALLY TURF SPECIAL	49.50
2 JOCKEY CLUBS	44.50
1 BALLY FAVORITE	39.50
<b>PAY TABLES</b>	
40 1-2-3's (one week old)	\$120.00
6 FLEETWOODS	54.50
5 PREAKNESS	22.50
4 HEYDAY	69.50
7 BIG RACES	44.50
3 FAIRGROUNDS	52.50
1 STONER'S CHAMP	57.50
2 AK-SAR-BEN	55.00
1 DAILY DOZEN	21.50
11 FLICKERS	7.95
1 BALLY ENTRY	33.50
9 NEW DEALS	9.95
1/3 Certified Deposit With Order Balance C.O.D.	
MODERN AUTOMATIC EXCHANGE, INC. 2618 Carnegie Ave., Cleveland, Ohio.	

**Munves Notes Business Increase**

NEW YORK, Dec. 31.—Now that the Mike Munves Corp. offices have quieted down from the turmoil of their official opening, Munves and his helpers have the opportunity to look around and note

**Using Editorials for Good Will**

Many suggestions have come from readers on how to use our editorials for publicity purposes. Here is an interesting plan. Permission to use editorials will be gladly given upon request.

"To the Editor: We have met on several occasions in the past but I don't think you will recall me by my name. You will remember me by my firm name.

"As a reader of *The Billboard* I have confined my attention to the current market buys in games and to your editorials. Your editorials have been interesting and constructive. In fact, I have made a practice of filing your editorial page for the past year, as I intend to use several of them as a basis for a publicity campaign to be sponsored by the Amusement Board of Trade of New Jersey, of which I am director. Until such time as we have a considerable appropriation for this type of contact in promoting good will, I am asking your permission to use them verbatim.

"I intend to be in Chicago for the January show and look forward to the opportunity of talking this over with you."—D. M. STEINBERG, Stirling Distributors, Inc., 54 Elizabeth avenue, Newark, N. J.

**Patents and Inventions**

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The *Billboard's* sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,137,276. Pertaining to automatic phonograph. Application, March 11, 1935. Issued November 22, 1938. Number of Claims, 8. Inventor's Name—Ralph R. Erbe, Fort Wayne, Ind. Assigned by mesne assignments to Reconstruction Finance Corp., Chicago, Ill.

A unit-type coin-actuated controlling mechanism including a stationary control plate having an upper coin-receiving aperture, an axial bore and a detent notch adjacent to the aperture; a rotatable actuating disc coaxial with the plate; a drive shaft in the bore and having a hub portion connected to the disc, said hub portion having an axial coin pocket; and a latch element on the disc normally engageable in the detent notch for locking the disc against rotation in the plate.

Patent No. 2,136,891. Pertaining to visible coin chute. Application, August 3, 1936. Issued November 15, 1938. Number of Claims, 12. Inventor's Name—David C. Rockola, Chicago, Ill.

A visible coin-chute mechanism, for use with manually operable coin slides, comprising an elongated body having a transparent side wall, a plurality of adjacent coin pockets extended longitudinally along one side of said body and a plurality of adjacent coin pockets with their openings disposed oppositely to those of said first pockets along another side of said body, a longitudinally slidable member between said pockets having a plurality of studs to retain coins in the pockets on one side of said chute when said slidable member is normally positioned, and to permit gravitating movement of such coins to

the said oppositely disposed pockets when said member is moved from normal position, whereby coins may be simultaneously advanced from pocket to pocket thru said chute, means for moving said longitudinally movable member including a cam plate pivotally supported on said chute for driving engagement with said longitudinally movable member, and means operatively connecting said cam plate with a said coin slide.

Patent No. 112,180. Pertaining to design for a coin-operated machine casing. Application, August 16, 1938. Issued November 15, 1938. Inventor's Name—Jean O. Reinecke, Chicago, Ill. Assigned to Lion Mfg. Corp., Chicago, Ill. The ornamental design for a coin-operated machine casing.

Patent No. 2,136,891. Pertaining to visible coin chute. Application, August 3, 1936. Issued November 15, 1938. Number of Claims, 12. Inventor's Name—David C. Rockola, Chicago, Ill. A visible coin-chute mechanism, for use with manually operable coin slides, comprising an elongated body having a transparent side wall, a plurality of adjacent coin pockets extended longitudinally along one side of said body and a plurality of adjacent coin pockets with their openings disposed oppositely to those of said first pockets along another side of said body, a longitudinally slidable member between said pockets having a plurality of studs to retain coins in the pockets on one side of said chute when said slidable member is normally positioned, and to permit gravitating movement of such coins to

Patent No. 112,180. Pertaining to design for a coin-operated machine casing. Application, August 16, 1938. Issued November 15, 1938. Inventor's Name—Jean O. Reinecke, Chicago, Ill. Assigned to Lion Mfg. Corp., Chicago, Ill. The ornamental design for a coin-operated machine casing.

**Rothstein Plans New '39 Campaign**

PHILADELPHIA, Dec. 31.—I. H. Rothstein, president of the Banner Specialty Co., reports that his firm plans to open a new campaign for 1939 "to better acquaint operators and jobbers with the services which our firm has to offer."

Rothstein stressed the service point with the statement: "We have always specialized in carefully and logically guiding our customers. We make it a major point at all times to insure the customers' welfare by obtaining only the best machines for them. It is this policy that has built up our business to its present heights and therefore we shall continue it.

"The same policies which we will employ at the home office will be in force at our branch offices in Pittsburgh and Newark, N. J."

**Lucky Boy!**

CHICAGO, Dec. 31.—Eve Ginsburg, office manager of Atlas Novelty Co., and sister of Eddie and Morrie Ginsburg, has announced her engagement to George Finger, of Chicago.

Her friends in the Middle West coin machine circles, who are personally acquainted with Miss Ginsburg, have been pouring in their congratulations since the announcement. Commented one Atlas customer: "This explains the exceptionally pleasant ring of her voice over the telephone during the past several weeks."

**INVENTORS**

Time counts in applying for patents. Don't risk delay in patenting your invention. Send sketch or model for instructions or write for new 48-page FREE booklet, "Patent Guide for the Inventor." No charge for preliminary information. Prompt, careful, efficient service. CLARENCE A. O'BRIEN AND HYMAN BERMAN, Registered Patent Attorneys, 6021 Adams Building, Washington, D. C.

# CMMA Announces Firms To Exhibit at Coin Machine Show

CHICAGO, Dec. 31.—“Our booth space is quickly reaching the stage of exhaustion,” declared Jim Gilmore, secretary-manager of the Coin Machine Manufacturers' Association, “and in a short while I believe I will have the pleasure of announcing that we have sold out completely every exhibit booth.” With this statement Gilmore released a partial, newly revised list of exhibitors as of December 29, 1938, for the CMMA annual coin machine show to be held at the Sherman Hotel, January 16-19, 1939.

Continued Gilmore, “In this partial list are a large number of exhibitors who will insure that operators attending will see all kinds of the newest coin operated machines and allied products in the music, amusement and merchandise fields. Not included in this list are a good many firms that have indicated very strongly that they will exhibit at the show.”

### List of Exhibitors

A. B. T. Mfg. Co., Chicago; Acme Novelty and Mfg. Co., Chicago; Atlas Novelty Co., Chicago; Automat Games, Chicago; Automat Age, Chicago; Automatic World, Ft. Worth, Tex.

Bally Mfg. Co., Chicago; Bearse Mfg. Co., Chicago; The Billboard Publishing Co., Cincinnati; Blackhawk Mfg. Co., Chicago; Block Marble Co., Philadelphia, Pa.; Brunswick Record Corp., Chicago; Buckley Mfg. Co., Chicago.

Central Stand Mfg. Co., Chicago; Chicago Coin Machine Mfg. Co., Chicago; Chicago Lock Co., Chicago; Coan-Slettedland Co., Madison, Wis.; Caille Bros. Co., Detroit, Mich.; Churchill Cabinet Co., Chicago; Coin Machine Journal, Chicago;

Coin Machine Review, Los Angeles, Calif.; Corcoran Cabinet Co., Chicago; Crabb Mfg. Co., Chicago.

Daval Mfg. Co., Chicago; Electrical Products Co., Detroit; R. C. Emerich, Flossmore, Ill.; Etching Co. of America, Chicago; Evans Novelty Co., Chicago; H. C. Evans & Co., Chicago; Exhibit Sales Co., Philadelphia; Exhibit Supply Co., Chicago; Filben Mfg. Co., St. Paul; Philip Florin, Inc., New York City.

Gardner & Co., Chicago; Gay Games, Inc., Muncie, Ind.; General Electric Co., Radio Division, Chicago; Genco, Inc., Chicago; D. Gottlieb & Co., Chicago; Grand National Sales Co., Chicago; Great States Mfg. Co., Kansas City; Groetchen Tool Co., Chicago; Guardian Electric Mfg. Co., Chicago; Karl Guggenheim, Inc., New York City; Gam Sales Co., Peoria, Ill.

Hamilton Enterprises, Inc., Kansas City; Hamilton Mfg. Co., Minneapolis; Illinois Lock Co., Chicago; Independent Lock Co., Fitchburg, Mass.; International Mutoscope Reel Co., Inc., New York City; Jacobs Novelty Co., Stevens Point, Wis.; Jasper Brokerage Co., Chicago; King & Co., Not Inc., Chicago; Louisville Novelty Mfg. Co., Louisville.

Merchandise Sales Syndicate, Chicago; Monarch Coin Machine Co., Chicago; Muncie Novelty Co., Muncie, Ind.; National Coin Machine Exchange, Chicago; National Manufacturers, Inc., Canton, O.; Hecht Nielsen, Chicago; Operators Supply Co., Chicago.

D. A. Pachter Co., Chicago; Pan Confection Factory, Chicago; Paris Bead and Novelty House, Chicago; Peanut Specialty Co., Chicago; Permo Products Corp., Chicago; Persia Mfg. Co., Chicago; Popcorn Robot Co., Detroit; Pop-O Products, Inc., Chicago; D. A. Robbins & Co., Brooklyn, N. Y.; Rock-Ola Mfg. Corp., Chicago.

N. Shure Co., Chicago; Shyvers Mfg. Co., Chicago; Spin-O Sales Co., Inc., Minneapolis; Standard Transformer Corp., Chicago; Stewart & McGuire, Inc., New York City; Superior Products, Inc., Chicago.

Townsend Mfg. Co., Baltimore, Md.; Traders Syndicate, Chicago; Trimount Coin Machine Co., Boston; Underwood Industries, Inc., Chicago; U-Need-a-Pak Sales, Inc., St. Louis; Universal Mfg. Co., Kansas City.

Thos. A. Walsh Mfg. Co., Omaha; Watling Mfg. Co., Chicago; Werts Novelty Co., Inc., Muncie, Ind.; Western Products, Inc., Chicago; W. W. Wilcox Mfg. Co., Chicago; Winner Sales Co., Chicago.

## Mr. & Mrs. Remny Pollard Get Pre-Christmas Gift

Wrapped in pink and weighing approximately six and three-fourths pounds, a little bundle of happiness was the pre-Christmas present made to Remny Pollard, of the Royal Coin Machine Co., and his wife.

Mr. and Mrs. R. Pollard, as well as the new baby girl, are doing fine, according to the latest reports. The arrival of the Christmas package took place on Friday, December 23, at three o'clock in the afternoon.

Phonograph Owners' Association, Inc. They have set up offices at 250 W. 54th street.

At the first meeting the temporary officers elected were William Goetz, of the Capital Automatic Music Co., president, and Robert Grenner, of the Robert Grenner Music Co., secretary-treasurer.

In discussing the purposes and plans of the new group Robert Grenner stated: “We have gathered together a group of pioneer phonograph operators who are amongst the largest in the city. It is our desire to eliminate all unethical and undesirable practices and lift the coin operated phonograph business to a high level.”

## Conventioneers To See Other Shows

CHICAGO, Dec. 31.—It has been announced by the officials of the Coin Machine Manufacturers' Association that they have arranged for an exchange of courtesies with the National Association of Tobacco Distributors meeting at the Palmer House January 18-21, 1939. “We have also arranged for a similar exchange of courtesies with the All-Industry Refrigeration and Air-Conditioning Exhibition which will be held at the Hotel Stevens the same dates as our show, January 16-19,” they announced.

“Our badges will admit anyone interested to either of these shows and their badges will admit any of their group interested in our show without further registration or ceremony. The reason for this interchange of courtesies is that there will be exhibits in both the other shows which will doubtless be interesting to those attending the coin machine convention and likewise among the other groups. The arrangement was made in the hope that it would be mutually profitable and agreeable to all concerned.”

## John Kovacs a Papa

MOOSIC, Pa., Dec. 31.—John Kovacs, popular phonograph operator of the Wilkes-Barre district, became the father of a daughter recently. “The industry must be doing all right if operators can afford these rather expensive items,” says Benjamin Sterling Jr., Wurlitzer dealer here. Mr. and Mrs. Kovacs are bearing up well under the happiness of a new addition to the family, Sterling reports.

## N.Y. Music Ops Form New Assn.

NEW YORK, Dec. 31.—A group of some of the largest, most prominent and oldest music machine operators in New York received a charter this week and formed an association which will be known as the

**Start the NEW YEAR RIGHT with these KEENEY GAMES:**

### PASTIME

9-coin console with new match-point principle

### SPINNER WINNER

8-coin, counter game

### RECORD PURSE

1-ball, jackpot, payout table

### TRIPLE ENTRY

TRACK TIME

### STABLE MATE

**J. H. KEENEY & CO.,** Not Inc.

2001 Calumet Avenue  
CHICAGO

## Art Nagel Says:

“Rock-Ola's sensational combination table will pay for itself in 2 or 3 days in most locations. Why pay more? Order now. Real low prices that will surprise you.”

# 3-UP

AND

## ACROSS THE BOARD

WIRE TODAY

### AVON NOVELTY COMPANY

2923-25 Prospect Ave.  
Cleveland, Ohio.

## A LITTLE CURIOSITY

IS A MARVELOUS THING . . . Curiosity is responsible for most of the outstanding successes in American Life—curiosity about science—curiosity about merchandise—curiosity about anything that is DIFFERENT. Aren't YOU curious about the outstanding SUCCESS of PHOTOMATIC operators? . . .

**INVESTIGATE**  
International Mutoscope Reel Co., Inc.  
518 West 34th St., New York

## 2 MACHINES FOR THE PRICE OF 1

**JENNINGS SILVER CHIEF \$79.00**

Arlington .. \$22.50	Palm .. \$35.00
Air Derby .. 15.00	Peerless .. 8.00
Air Races .. 15.00	Pikes Peak .. 18.50
Fairgrounds .. 47.50	Post Times .. 8.00
Feed Bag .. 75.00	Preakness .. 25.00
Fleetwoods .. 45.00	Quinellas .. 75.00
Foto Finish .. 12.50	Racing Forms .. 12.50
Golden Wheel .. 12.50	Regattas .. 45.00
Mills 1-2-3 .. 47.50	Ritz .. 52.50
Mills Big ..	Sportsman .. 20.00
Race .. 42.50	Stables .. 19.50
Paddles .. 32.50	Winning ..
Paddock .. 20.00	Tickets .. 149.50

## SAM MAY & COMPANY,

2011-13 Maryland Ave. Balto., Md.

End your correspondence to advertisers by mentioning The Billboard.



**\$49.50**  
ONE-THIRD DEPOSIT.

## MILLS VEST POCKET BELL

**AUTOMATIC PAYOUT**

The Hottest Money Maker for Operators in the past three years.

### DON'T WAIT A MINUTE

Write, Wire or Phone your order today to

The “Gold Dust” Twins

### BIRMINGHAM VENDING CO.

2117 3rd Ave., N., Birmingham, Ala.

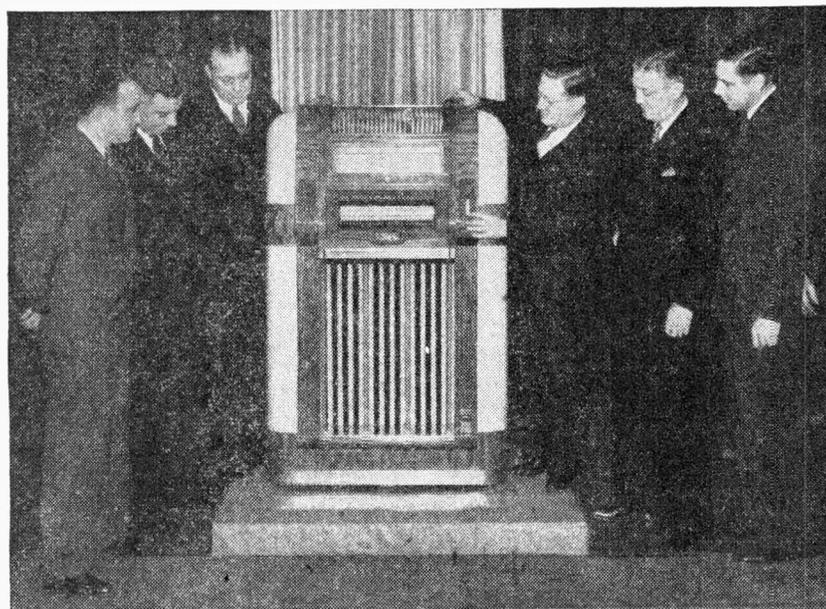
## PRE-INVENTORY CLEARANCE

Airway .. \$25.00	Jungle .. \$19.50
Auroran .. 9.50	Line Up .. 9.50
Atlantic City .. 17.50	Lightning .. 24.50
Beamite .. 7.50	Nags .. 27.50
Bull's-Eye .. 10.50	Play Ball .. 11.50
Bambino .. 21.50	Bally Reserve .. 16.50
Cargo .. 14.50	Register (De Luxe) ..
Carnival .. 7.50	Ritz .. 32.50
Chico Baseball .. 7.50	Swing or Snappy ..
Daily Dozen .. 17.50	Sluggo .. 19.50
Easy Steps .. 12.50	Sluggo .. 7.50
El Toro .. 9.50	Splash .. 28.50
Exposition .. 29.50	Spokes .. 29.50
Free Races .. 49.50	Triple Play .. 44.50
Fiesta .. 27.50	Tops .. 9.50
Fleet .. 29.50	Thunderbolt .. 34.50
Globe Trotter .. 12.50	Vogue .. 5.50
Hit Number (Free Play) .. 39.50	War Admiral .. 6.50
Handicap .. 32.50	Zephyr .. 11.50

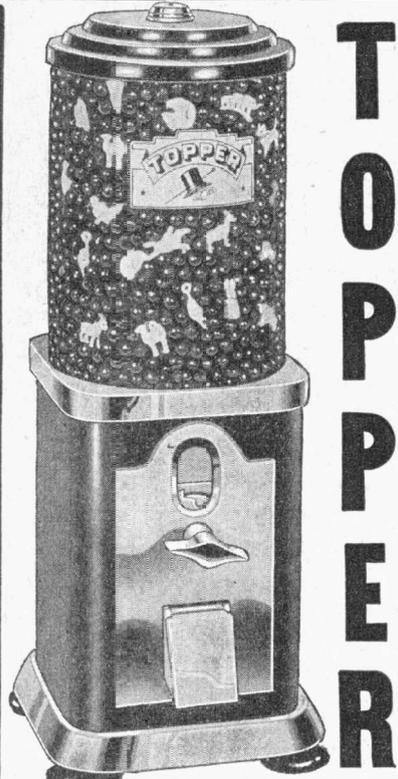
1/3 Deposit, Balance C. O. D.

## ACE DISTRIBUTING CO.

1125 Broad St., Newark, N. J.



ADMIRING THE MILLS PHONOGRAPH above, left to right, are Gus Guarnera, Art Cooley, Charlie Schlicht, Midge Ryan, Frank Lorden and Charlie Zender, members of Mills sales division. The phonograph was introduced at the recent NACOMM coin machine show.



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**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago



**Hart Featuring  
New Charm Line**

NEWARK, N. J., Dec. 31.—Frank Hart, Eastern Machine Exchange, announces that he is planning to start off the new year with another feature in charms. "We are now arranging for a large shipment of the new charm hit, Snow White and the Seven Dwarfs. This will be our opening special for 1939.

"Charms have brought back the bulk venter business to a high point. They are certainly going to continue to be just as interesting and just as powerful aids for increased profits in '39 as they were in '38. Leading department stores and other merchandising outlets made a big feature of charms this past Christmas. In this way they have aroused greater interest in charms than ever before. We feel sure that 1939 is going to be a great charms year for all vending machine operators."

**Roy Torr Pleased  
With Challenger**

PHILADELPHIA, Dec. 31.—Roy F. Torr, well-known Philadelphia distributor, left Chicago after the NACOMM show elated over the prospects of the new Challenger bulk merchandising venter, according to reports. The Challenger is manufactured by the Victor Vending Corp.

"I am thoroly sold on the quality, construction and performance of the new venter," said Torr. "The large order I have placed for Challenger machines will start the profit ball rolling for my operator customers. I enjoyed the recent show and am confident that the year 1939 will be a prosperous one for those connected with the industry."

**Cig Tax Revenue  
Over 40 Million**

WASHINGTON, Dec. 31.—November revenue collections on cigarets reached a total of \$40,520,274.89, as compared with \$38,362,249.20 collected in November a year ago.

Cigars were a source of \$1,314,710.84 revenue during the month of November, according to figures just released by the Bureau of Internal Revenue, Treasury Department. This is compared with \$1,311,686.29 collected during the corresponding period of 1937.

**The Future of  
Bulk Merchandising**

By W. E. Bolen  
President Northwestern Corp.

Here we are approaching the end of one year and the beginning of a new one and so it is an appropriate time to review the steady progress of the business of operating bulk merchandising equipment.

When we consider the many thousands of substantial, prosperous operators who are making their livelihood solely with bulk vending machines we cannot help feeling that the whole bulk vending equipment industry should be proud of the important place it occupies in the business world.

In glancing thru the trade journals of a decade or more ago we find that the bulk venter was already an important figure among coin-operated machines. Since that time countless machines of many types and purposes have made their appearance, some to prosper, others to fade rapidly into oblivion. But the one impressive thing that remains with you after looking over the old trade journals is the fact that the bulk venders were always there. Another fact you can count on is that the bulk venders are here today and will be here tomorrow, too, at the top of the list as a

steady, profitable and dependable business.

What is the reason for this enduring popularity? What is the secret of the bulk venter—what magic quality does it possess that is lacking in the other coin machines that could not withstand the gaff of time and tide?

The answer is simple. Income dependability, no element of chance is involved. You are dealing with a food product and give the public full value for its money. As long as people eat you need have no fear about the popularity of the bulk venter.

The new, modern 1939 models will be more in demand than ever. And it likewise follows that the operator of the modern equipment will have the choice of the best locations. The general public has become vending machine-conscious. The old, unattractive machine that has outlived its usefulness is no longer patronized to any great extent. The smart operator realizes that the earning power of modern machines is so much greater that he cannot afford to spend his time in servicing obsolete equipment.

The bulk vending industry has made rapid strides in the past few years, but from all indications the future has never looked brighter than it does now for the operator who decides to concentrate his entire efforts in the bulk vending field.

**Mechanized Puppet  
Latest Invention**

CHICAGO, Dec. 31.—Mechanized puppetry to be used in connection with "gramophones, radios or other musical instruments" is described in a recent issue of *The World's Fair*, British amusement trades paper. The article, authored by a writer who signs himself, *I. E. F.*, follows:

"Mr. V. Mellor, a highly-skilled engineer and works manager of Central Motor Works, Ltd., Welgate, Rotherham, is patenting an invention which may have a revolutionary effect on amusements of a certain type in arcades at seaside resorts.

"Last week he demonstrated to me what he called a 'Radio Cabaret' in which he had arranged a dance band, diners seated at tables, and performers in the center. The whole resembled a well-lighted stage. The remarkable fact, however, was that no matter what time he played on the gramophone or over the radio, the figures moved in perfect synchronization, the performers dancing, diners beating their legs and arms in time to the music and the instrumentalists, including the pianist and drummer going thru all the evolutions of true jazz players. The models, which he has made himself, are suspended by cotton from the roof, and, in fact, the invention is a form of mechanical puppetry arranged simply by the motive power being provided by sound radiations.

"Mr. Mellor told me that he had spent three years on the invention, which was now perfected, and he had amusement arcades in view principally. The show could be connected with gramophones and arranged on the penny-in-the-slot system. Any type of record could be played as the invention makes it possible to synchronize to any tune in perfect unison. There would, of course, be no need even to stick to the standard figures I have made and any kind of show could be arranged, including a circus performance.

"The Radio Cabaret is arranged in a large-sized cabinet and apart from this Mr. Mellor showed me a life-size model of a clown's head, the jaws of which synchronized to the sound system.

"Many engineers and electrical experts have seen the attractive little show, and all their theories have been confounded as it was deemed previously that sound radiations were not strong enough to create motive power.

"The gadget I have made is quite easy to make and it will shortly be patented," added Mr. Mellor.—*I. E. F.*

**TOPPER!**



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.75**

Special Introductory Offer:  
1 Topper  
10 lb. Candy  
1 gr. Toys  
All for \$8.75.

**PEANUT & GUM  
VENDING MACHINES**

New, direct from factory.  
Only **\$2.40** and up  
Over 60,000 sold.  
1/3 Deposit With Order, Balance C. O. D.  
Send for circular and easy terms.  
Order Now  
Factory Distributor

**TORR 2047A-SO. 68  
PHILA., PA.**

**Beech-Nut To Exhibit at  
New York's World Fair**

CANAJOHARIE, N. Y., Dec. 31.—The Beech-Nut Packing Co, manufacturer of candy mints and chewing gum, announced that its building at the New York World's Fair in 1939 would be of "functional design." It will be constructed of white stucco, both front and back, which will be contrasted with red on the sides. The Beech-Nut building will cover approximately one-half of the acre plat which the firm will have. The rest of the land will be used for shaded lawns with seats for visitors.

The entrance of the building, which will be air-conditioned, will be of curved glass and will be brightly illuminated at night.

**Otto Schneering To Speak  
At Tobacco Trades Meet**

CHICAGO, Dec. 31.—Otto Schneering, president of Curtiss Candy Co., here, and chairman of the Merchandising-Advertising Committee of the NCA, will be one of the featured speakers at the seventh annual convention of the National Association of Tobacco Distributors. The convention will be held at the Palmer House, Chicago, January 18-21.

*Boston*

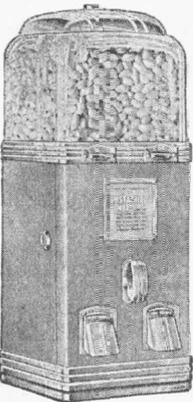
BOSTON, Dec. 31.—G. J. Young, traveling manager for the Fitzpatrick Co., local distributor for Rock-Ola, states that the company will introduce its new models at a showing to all interested to be held in its Boston offices January 21 to 23, inclusive. All of the music machine operators in this district have been invited to attend, refreshments will be served and special entertainment will also be on tap for the visitors. Manager Young is of the belief that the new 1939 De Luxe and standard models will prove a real sensation this year and says that advance orders are far in excess of the same time last year. He also predicts at least a 50 per cent increase in business for the ensuing year.

George J. Scarfi, office manager at local Rock-Ola offices, is one of the up and coming young managers of this section for whom is predicted a brilliant future in the coin machine business.

Ben Palastrant returned from the Chicago convention highly enthusiastic over the prospects for 1939 and is of the opinion that the coin machine business is definitely headed for its greatest year.

Boston coin machine dealers are all optimistic and enthusiastic over the new year and ask that their greetings be extended to dealers in other sections of the country.

**NORTHWESTERN  
DE LUXE**



The World's Finest Bulk Vender. Slug proof. Porcelain finish. Operates on either penny or nickel. Vends peanuts, pistachio nuts, small candy and many other kind of confection. Sample venter complete with 20 pounds SPECIAL CANDY... \$17.95

\$1 Cash With Order, Balance C. O. D.

**M. T. DANIELS**  
Wichita, Kan.

1027 B University Ave.,

**MODEL "E" SEL-MOR**

**\$6.25**  
SAMPLE  
(CHEAPER IN QUANTITIES)

GUARANTEE FOR 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

(We will exhibit only at Hotel Sherman, Jan. 16-19.)



**GREAT STATES MFG. CO.**  
Dept. E. 16C1-09 E. 38th St., Kansas City, Mo.  
Exclusive Chicago Distributors: Central Vending Co., 3718 Ogden Ave., Chicago, Ill.

**LIMITED TIME ONLY  
LUCKY BOY VENDOR**

AMERICA'S MOST BEAUTIFUL VENDOR.  
A Great Machine at Any Price. Vends Everything.

SPECIAL INTRODUCTORY OFFER:

ONE VENDOR, 5 Lbs. Candy or Peanuts, or 500 Balls Gum.  
1 Wall Bracket Complete Outfit.  
Lots of 10, \$55.50 Complete.  
**RUSH YOUR ORDERS.**  
Single—Cash With Order.  
Lots—1/3 Cash, Balance C. O. D.  
Send for Price List of Other Good New and Used Machines from \$2.00 Up.

**RAKE**

5438 Woodland Ave., Philadelphia Pa.

# cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

*Editor's Note: Since the following article appeared in the October 22, 1938, issue, we have received numerous requests for reprints. It was written by A. Bernard Goldstone, CPA of New York, who audits the books for the CMA of New York and several of its members. With a new year getting under way, we are reprinting this article so that operators anxious to get started on the right foot can ascertain their costs of operations by setting up the procedure Goldstone recommends. Operators will find it to their advantage to fill in their own figures on the form Goldstone lists below.*

## Computation of Costs for the Vending Machine Operator

By A. Bernard Goldstone, C. P. A., New York

During the past decades the science of accounting has progressed to the point where the accountant is no longer satisfied with merely presenting facts and figures based on past operations, but is more anxious to analyze these figures, with the aim in view towards budgeting future operations. In order to operate a business successfully today it is of the utmost importance that the business man have at his command accurate figures based on past experience, which he can use to plan and budget future operations successfully. The average vending machine operator is interested in costs primarily, because he must know how few packs any given location must sell in order to make a profit. In other words he must know, in relation to his own business, just how much business a machine must do in order to be able to afford leaving it on location.

### Direct Cost

In discussing costs we must bear in mind that there are two distinct elements of cost which, however, cannot be computed alike. The first element of cost is known as "Direct Cost." Direct cost ordinarily refers to the actual cost of goods sold, and the total will normally vary in direct proportion to sales. In the vending machine industry direct cost ordinarily includes: (1) Actual cost of cigarettes, (2) direct taxes on cigarettes, if any, (3) cost of matches dispensed, (4) depreciation of machines, (5) rebates or commissions paid to owners of locations.

Upon analyzing the above we find that these costs vary directly with sales and further that they are direct or positive ones. The average vending machine operator can easily compute the costs mentioned above on his various locations and can therefore ordinarily arrive at the gross profit (total sales less direct costs) on each location.

### Indirect Costs

The second element of cost is known as "Indirect Cost." Indirect cost—or "overhead"—normally refers to the actual expense of operations, and this figure usually remains constant. Altho these costs may be increased as operations are increased they will not, however, vary in the same proportion to sales as direct costs will.

The vending machine operator can, from past experience and present commitments, estimate the total expense cost of operating his business. He should make certain that all expenses are included and should compute them on an annual basis. The total arrived at, divided by 52, will result in a figure representing the average overhead of his business each week. By taking the total number of machines and subtracting a reserve of 5 per cent to cover machines inoperative and under repair, the operator can arrive at the marginal profit each machine must bring to cover expenses by dividing the net—or 95 per cent—of his machines into the estimated weekly overhead expense. This result represents the marginal profit which each machine must bring in weekly—and under which amount no machine can be operated profitably.

### How It Works

To show just how this works out let's consider as an example an operation of 100 machines. In order to take an outside figure we'll suppose that the total overhead expenses for a year will be \$15,000. (Of course, all ops will realize that no operation of 100 machines could turn a \$15,000 a year net and show a profit, but these figures are merely examples and the operator can fill in his own figures in the spaces below to arrive at his own cost.—Ed.) This total of \$15,000 a year is made up by the following yearly expenses:

Salaries of service men, clerical help, etc.....	_____
Salary of owner, partners or officer.....	_____
Rent .....	_____
• Telephone .....	_____
Stationery and printing .....	_____
Light and heat .....	_____
Insurance .....	_____
Auto maintenance and repairs .....	_____
Foreign coins, slugs, break-ins, shorts, etc.....	_____
Repairs and maintenance of equipment.....	_____
Taxes (Social Security, unemployment insurance, etc.).....	_____
Professional services .....	_____
Association dues and subscriptions .....	_____
Protection and sanitation .....	_____
Interest and discount .....	_____
Placement and location expense .....	_____
General and miscellaneous expense .....	_____
<b>Total estimated overhead for year.....</b>	<b>\$15,000.00</b>
Average overhead per week (\$15,000 divided by 52).....	<b>\$ 288.46</b>
Average overhead per machine per week (\$288.46 divided by 95) ..	<b>\$ 3.04</b>

After computing the direct costs in the above manner, the operator figures his gross profit on each pack of cigarettes vended thru his machines. This, we will

## Detroit

DETROIT, Dec. 31.—"The past year has been pretty good for me, and I look for a good year ahead," O. D. Griffin, Detroit amusement game operator, said recently.

Griffin, incidentally, believes in giving fast service to his location owners and takes care of his service calls whenever they come in, even long after midnight on some occasions.

He has been the victim of petty thieves lately, as have other operators. The thieves are apparently working with the aid of keys with which they are able to open the coin boxes on certain types of locks.

Following this experience, he solved the problem by installing a small burglar alarm on each machine. This consists simply of a pair of electrical points so placed that contact is made when the door is opened and a small alarm of the bell or buzzer type, operated by batteries inside the machine, is set off.

The thieves attempting to pilfer a machine set off the alarm, then ran out, leaving the machine open. The location owner, like others on Griffin's routes, was informed of the new connection, but in this case was unable to catch the thieves. However, they have failed to touch one of Griffin's machines since, altho reports indicate that other operators are still losing money thru pilferage.

Operator Wilbert J. Dean has been busy buying some cigaret venders from Frank D. Noble.

Jake Huddleston, Detroit operator, has discontinued games entirely and is now devoting his entire attention to the music machine end of the business. He recently added two new Wurlitzers. Huddleston specializes in Polish locations. Headquarters, formerly at 5714 Chene street, have been moved to 15920 Rossini drive.

## Houston

HOUSTON, Tex., Dec. 31.—The last business meeting of the Music Operators' Association of Houston for 1938 was marked by the initiation of six new members, all owners of major operating firms. It just about makes the association 100 per cent in this district. Those admitted were Jack Armstrong, George Cunningham, C. O. Harrington, A. H. Shannon, J. H. Birdwell and A. J. Fredricks. At the next business meeting a vote will be taken on joining the National Phonograph Association and thus become affiliated with AFL thru the IBOE. At present sentiment seems overwhelmingly in favor of the union affiliation.

A. H. Shannon did not attend the last Chicago show. That's news in Texas. Some of those from Houston who did attend were William Peacock, Lester Hearn, Sam Ayo, Harold Horton and Hans Von Reydt.

Mrs. A. L. Gidden, widow of I. D. Gidden, who was killed in an accident some weeks ago, is continuing with the extensive phonograph operating business built up by her husband. Her operations include El Campo and surrounding territory.

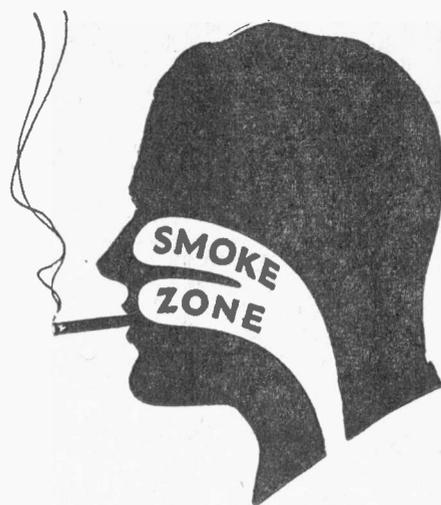
Many friends and customers of the firm of Stelle & Horton received beautiful and serviceable pencils as a Christmas remembrance.

On the evening of December 19 Hans and Maria Von Reydt opened their beautiful new home, located in the exclusive

say, he finds to be 1½ cents a pack. In view of his average overhead per machine of \$3.04 a week, his marginal sale per machine would be 203 packs a week (\$3.04 divided by 1½ cents). In other words, each one of his machines must sell 203 packs a week in order for him to cover the cost of operation and break even. Any machine selling less than that amount would be operating at a loss. Consequently an operator who has computed his costs accurately in the above manner knows just how many packs a location must sell in order to make it worth his while to service the location.

The reader, of course, will bear in mind that all of the above figures are arbitrary and should be used only as a guide to compute his own costs.

We realize that each operator has his own problems and that costs will vary in different sections of the country, due to local conditions. Should your individual problem not be completely covered in this general discussion on costs, just drop us a line stating your problem and we will make every effort to solve it for you.



# SPUDS

## Now \$6<sup>25</sup>

### PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Axton-Fisher Tobacco Company  
Louisville, Ky.



## CANADIAN FIRM

SEEKING AMERICAN AGENCIES.  
METROPOLITAN SALES OF CANADA  
73 Adelaide St., W., Toronto, Ont., Can.

Riverside Terrace addition. The event was celebrated with a house-warming party and literally hundreds of guests from different parts of the State were present to compliment this popular young couple.

Josephine Cruz, sister of Mrs. Von Reydt, greeted the guests and assisted the hostess. Mrs. Cruz, Mrs. Von Reydt's mother, presided over the tea table.

The ladies exclaimed at length on many of the outstanding features of beauty and convenience in the new home, but the men, after one look at the gameroom, a glazed-in affair on the third story and roof, were blind to most everything else.

H. M. Crowe and R. M. McCormick, Decca officials, attended the Sugar Bowl football game at New Orleans and had seats on the 50-yard line. Joseph Spadafora was also in New Orleans but did not attend the game.

# MUSIC MERCHANDISING

## Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

### MILT HERTH

When Milt Herth left his job as theater organist in the Paramount-Publix house in Kenosha, Wis., to become a sustaining artist on Station WIND in Chicago his friends deemed him to be slightly touched in the head to give up a nice, steady position at one of the largest salaries paid a theater organist to fool around with an electric organ, then an unknown and musically unqualified instrument.

But it took only a couple of weeks for Herth to prove to them that possibly they were wrong and that there might be a future for the electric organ—the way Milt Herth played it. In less than a month on WIND Milt was doing as many as 11 broadcasts a day, and in slightly more than 30 days he had been advanced to musical director of the station.

Milt acquired his skill at the organ thru his parents, both of whom were skilled musicians. One of his sisters is carrying on the Herth musical tradition as a well-known concert violinist. Milt himself had started with Publix when he was quite young, and by the time he left he was pulling down a remarkably high salary for a house organist.

While Herth was with WIND he made a guest appearance on a Fibber McGee and Molly program which Al Pearce happened to catch. Pearce invited Milt to New York to do a guest shot on his show, which turned into four consecutive ones. Staying in New York, Milt went in for some concentrated experimentation and discovered that he could simulate the sound of every musical instrument on the electric organ with the exception of violin-type instruments.

Along about this time his swing records, made by Decca, began to sell in large quantities, with his version of *The Dipsy Doodle* rolling up a greater total of discs sold than Tommy Dorsey's Victor platter of the same. Herth's next move was to form a trio, with Frank Froeba at the piano and Dick Ridgely handling the drums. The combination is currently heard over WEA-F in New York and the NBC network each morning and on WJZ and the Blue network Friday nights.

Society lately has taken to Herth and his swing organ. Recently he played for the debut parties of two of Manhattan society's most prominent daughters, and another choice morsel plucked by the trio is the super-colossal coming-out affair for Brenda Frazier, this season's No. 1 glamour girl.

## Deaton Boosts Rock-Olas in Ohio

CHICAGO, Dec. 31.—“The State of Ohio and surrounding territory will soon be 100 per cent Rock-Ola if the enthusiasm and aggressive spirit of W. C. Deaton, of Galion, O., are any indication,” commented Rock-Ola officials recently. Deaton is district manager for the firm and is a coinman of many years' experience.

Deaton, in attendance at the recent show, stated: “Rock-Ola's phonograph, in my opinion, is far above anything that has ever been presented. The machine has everything the operator and customer could possibly want. Operators who visited the show were delighted with the Luxury Lightup features. They liked very much the extension of the plastics around to the side and top of the cabinet so that a customer, no matter where he might be seated, could see and be attracted by the lighting effects.

“I was gratified to see so many of my friends and associates at the December show. I will be in attendance at the CMMA show at the Sherman Hotel January 16 to 20 and look forward to seeing countless friends there.”

## Record Buying Guide

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

#### GOING STRONG—KEEP THEM IN

**I Won't Tell a Soul.** Continuing its strong popularity for a second week is this weepy ballad, with Andy Kirk's record still the standout among waxed versions. Tommy Dorsey has a nice platter, also.

**Jeepers Creepers.** A good phono number, in tune with the times, and doing very well for operators with Al Donahue's disc under the needles. Dick Powell does it in his latest soon-to-be-released Warner picture, *Going Places*, the general showing of which will send the ditty even higher in public favor.

**Angels With Dirty Faces.** Altho there is no connection between the song and the Warner film of the same title starring Jimmy Cagney and Pat O'Brien, the box-office power of the picture has pulled the tune along with it to a position of importance, especially in the machines. Cab Calloway's recording should be in every one of them.

**Umbrella Man.** One of the most appealing novelty waltzes in some time, this has climbed to an important notch in popular music's current catalog. Kay Kyser has an exceptionally nice arrangement, with Johnny Messner following close behind.

**I Must See Annie Tonight.** Another novelty tune, in fox-trot tempo this time, that is one of the biggest numbers these weeks. Guy Lombardo has the favored disc version, altho you can have your choice of Benny Goodman, Kay Kyser and Al Donahue, all solid waxings.

#### COMING UP—BETTER STOCK THEM

**I Have Eyes.** This is going to be an operator's idea of heaven very shortly. All the elements of phono profits are here, what with the song coming from Bing Crosby's forthcoming Paramount starrer, *Paris Honeymoon*, which practically guarantees it being a hit, and also the Crosby record, which would be a hit in the machines regardless of what the song itself does. Benny Goodman has a disc out but Bing's will be the one.

**You're a Sweet Little Headache.** The same thing applies here. This is a companion piece to *I Have Eyes*, and may be just as popular, if not more so. Ops should stock up on both numbers without further ado.

**She Ups to Me.** A cute novelty song that may be pushed into deserved popularity by Guy Lombardo's excellent waxing. The trio and the Royal Canadians make it sound even better than it really is.

**My Heart Belongs to Daddy.** This perhaps belongs in the section directly under this, because it's not likely that the song itself will mean much as a hit tune in the strict sense of the word. However, it's from Cole Porter's score for the new smash Broadway musical, *Leave It to Me*, and as a new number published and recorded along usual lines it cannot be classed as an operator's special. It's a natural for locations where the accent is on sophistication, with the lyric in the typical smart Porter vein. Larry Clinton has a dance version, and Mary Martin, who nightly makes a hit with the number in the show, recorded a vocal disc backed by Eddy Duchin's Band.

**Thanks for Everything.** Mack Gordon and Harry Revel, 20th Century-Fox's ace songwriting team, come thru with another tune, from the movie of the same title, that may take its place alongside some of their past successes. If it does, it means a must for the machines. Tommy Dorsey made it, and well.

#### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**Pluckin' on the Golden Harp.** Patricia Norman, remembered fondly by operators because of her profitable *Old Man Mose* hit, gives out with another which looks as tho it will develop into the logical successor to the classic of last summer. Better put this in immediately and take no chances.

**Jumpin' at the Woodside.** This is a real rug-cutting swinger worth anybody's nickel, and as Count Basie beats it off it will send the jitterbugs as few recordings have been able to in recent weeks. A good bet for almost any location.

**Sweet Sue.** Tommy Dorsey cut this perennial favorite in the same style as his now famous *Marie*. One hearing demands a second, and it ought to turn into as successful a record as its distinguished ancestor.

**My Honey's Lovin' Arms.** Coupled with another oldtimer, *Farewell Blues*, this should attract its share of attention, especially when they see Benny Goodman's name on the identification slip. It's in the groove that gave Benny his King of Swing title.

**For Men Only.** Here's an intriguing tag that is almost certain to part them from their nickels in order to find out what it means. The number is good aside from its enticing title. Larry Clinton waxed it.

**The Devil With the Devil.** Another Clinton opus, this time by the maestro himself, that they seem to like. It may not last too much longer, so ops ought to be cashing in on it right now.

**Bumble Bee Stomp.** Benny Goodman again, with what might appropriately be called a stinger. *Ciribiribi*, the classic waltz number, is whipped up on the reverse in typical B. G. style.

**Dardanella.** The old favorite, plus *In the Good Old Summertime* for companionship on the back, in a rhythmic and toe-tapping version without blasting dynamics by Horace Heidt.

#### GOING DOWN—NOT WORTH PUSHING

Mexicali Rose, Change Partners, All Ashore, My Reverie, Jump Session, Lambeth Walk, My Own, While a Cigaret Was Burning.

## Rock-Ola Swings Into '39 Production

CHICAGO, Dec. 31.—Production of the new Luxury Lightup Phonographs by the Rock-Ola Mfg. Corp. is now well under way, according to reports from the firm. Said one official: “All records for coin machine show business were broken at the recent show. We are now in a position to meet the unprecedented demand for our 1939 phonographs which developed upon their presentation at the show.

“The new line consists of two Luxury Lightup models, the De Luxe and the Standard. One innovation on the De Luxe is an adjustable automatic coin divider and a double cash box. The purpose is to make nickels available to locations at all times.

“Another innovation of the new line is the use of greater lighting effects. Both feature the ‘Borealis Animation’ which causes a fascinating color effect of a rainbow shimmering thru moving clouds.

“The Monarch and Windsor 20-record phonographs introduced at a previous show have been continued, making a total line of four phonograph models for 1939.”

David C. Rockola, president, stated: “Never before in the history of our business have we had so many orders on hand for immediate delivery. The show at the Stevens Hotel was unquestionably the most successful from an order standpoint that we have ever experienced. There were times when the customers were waiting in line to place their orders for the new models. We shall take care of these orders as quickly as possible. Our entire manufacturing system, manned by a most efficient personnel, is working with the utmost speed to insure early delivery.”

## Walco Reduces Needle Prices

NEW YORK, Dec. 31.—Bob Grenner, of Walco Distributors, recently announced a reduction of prices on the Walco Sapphire Needles, effective January 1, 1939. “This reduction,” he stated, “is due to the large quantity production set-up we have arranged. Since the introduction of the sapphire needle to the phonograph operators our business has increased by leaps and bounds until we were forced to create a method for turning out the needles in large quantities. Now this method of high-powered production permits us to reduce drastically the price of the needle.”

Grenner stated that he was pleased with the reception which the Walco needle received at the recent coin machine show. He announced that he had arranged at the show for many distributors throughout the country to handle it exclusively.

“There are only a few Midwest States to be covered, and when distributors have been appointed we shall have complete coverage and operators will be able to get immediate service anywhere in the United States,” he concluded.

## Yaeger Given Corcoran Agency

CHICAGO, Dec. 31.—E. George Bennett, sales manager of the Corcoran Cabinet Co., announced recently the appointment of Bud Yaeger, well-known Minneapolis coinman, to handle the Corcoran Cabinet line in the Minneapolis territory.

Stated Bennett: “Yaeger has a very large acquaintance throughout the territory in which he resides. I am sure that he will be of great aid to operators in his area who desire to learn more about our cabinets.”

Yaeger after his appointment said: “I am glad to be associated with the ever-growing Corcoran Cabinet Co. Their product is meritorious and I am sure it will be a good line for me to handle judging from the increased interest in the cabinets in this territory.”

Bennett at the same time announced that the Corcoran Cabinet Co. would exhibit at the CMMA show at the Sherman Hotel. They will occupy Booth 251.

Quantity Production Permits  
**REDUCTION IN PRICE**  
ON

**THE WALCO**

GENUINE **PHONOGRAPH**  
*Sapphire* **NEEDLE**

EFFECTIVE JAN. 1, 1939 **42 1/2c Ea.** Quantity Prices On Request.

**MORE THAN 4000 PLAYS PER NEEDLE**  
Flawless uniformity GUARANTEED. Every Note filtered through a GENUINE Sapphire! Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"



**WALCO DISTRIBUTORS**  
250 WEST 54th ST., NEW YORK  
ALL PHONES: CIRCLE 7-1384

**What the Records Are Doing for Me---**

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to  
**WHAT THE RECORDS ARE DOING FOR ME,**  
**THE BILLBOARD PUBLISHING COMPANY,**  
1564 Broadway, New York City.

Thru the South

December 31, 1938.

To the Editor:

This is one contribution to your column that is going to be different. As you know I am *The Billboard* representative in Asbury Park, N. J. Altho I'm not an operator of music machines, I've taken an active interest of late in this business and have been spending a lot of time with ops in my territory discussing hit tunes, orchestras, etc. Consequently, I believe the ops who read this column will realize I'm fairly well qualified to make the following report on hit tunes in the various cities and towns I passed thru on my trip from New Jersey down the Coast to New Orleans and from there up the Mississippi to Natchez.

It is interesting to note the differences in music tastes exemplified by the tunes the people in the various cities prefer to hear. While their preferences differed, however, their love for music dished out by the coin-operated phono remains at a constant high pitch.

Along the Jersey Coast ops reported that *My Reverie* by either Clinton or Bing Crosby was the leading nickel getter. South of Washington, D. C., however, it was Count Basie's tunes that were on top. Andy Kirk's *Messa Stomp* and Benny Goodman's *I Must See Annie Tonight* were the leaders in the area surrounding Danville, Va.

At Greenville, S. C., Tom Worley's machines were doing a big biz with *I Found My Yellow Basket* done by the Fitzgerald-Webb organization, with Crosby's *Reverie* and *All-American Girl* next in line. Worley seems to mix up his records in just the fashion the patrons there like with a fine combination of tunes to please both melody lovers and jitterbugs.

Traveling thru Georgia, residents of Toccoa were going strong for Guy Lombardo's *Show Boat Medley*. La Grange residents exhibit a very catholic taste in music preferences since it takes all kinds of music to please them. Ops told me that leading tunes were *Mexicala Rose*, *You Gotta Be a Football Hero*, *You Look Good to Me*, *My Idea of Heaven*, *Tea for Two* and *Darktown Strutters' Ball*. One peculiar thing is that hillbilly tunes, usually strong in this section, only gather dust in this town it seems.

Alabama's capital city, Montgomery, is going strong for Jimmy Lunceford's *I'll See You in My Dreams*, with *Found My Yellow Basket* in the runner-up spot. *My Reverie* is also better than good. In the area north of New Orleans toward Baton Rouge *My Reverie* was also tops. Kay Kyser is the No. 1 orchestra in Natchez, Miss., and his tunes are getting a heavy play.

All the ops I've called upon anticipate a big after-holiday business and seem fairly optimistic over prospects for the coming year. Incidentally, many of them are close followers of *The Bill-*

board's Record Buying Guide and use it to gauge what numbers to buy.  
SAM ABBOTT,  
Long Branch, N. J.

**Grenner Reports On Show Results**

NEW YORK, Dec. 31.—Bob Grenner, in charge of sales for Walco Distributing Co., reports that "operators at the NACOMM show went for the Sapphire Point Needle in a big way.

"I took a large quantity of needles with me," stated Grenner, "and before the show was over had distributed all of them as samples at the sample price. In addition, I took many orders for quantity shipments which will be sent from the home office. I was very well pleased with the results obtained at the show."

**All Northern Ohio Operators**

Are invited to attend the first showing of the new

1939 Rockola Phonograph  
At Our Show Room,  
2923-25 Prospect,  
Cleveland, O., Saturday,  
January 7, 1939.

Refreshment and Entertainment.

AVON NOVELTY SALES CO., Inc.

End your correspondence to advertisers by mentioning The Billboard.

**STREAMLINE BOXES**

OFFER

**\$8.50 Weekly Average Returns**

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

*The More A Phonograph Plays — The More It Is Played*

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 to 20 NICKELS."

NATIONALLY PRICED

Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50  
Cable 5c Per Foot Instrument Casting, 35c "T" Joint Boxes, 45c  
Now Also Available With National Slug Ejector

**SHYVERS MANUFACTURING COMPANY**

2315 W. HURON STREET CHICAGO, ILLINOIS  
PHONE: ARMitage 0896

**WHILE THEY LAST**

**SPECIAL! SPECIAL! SPECIAL!**  
WURLITZER P-12's .....\$44.50  
WURLITZER 412's .....\$59.50

All equipment in A-1 condition, ready for immediate delivery, and ready to go on location. Phone, write or wire. Send 1/3 deposit with shipping instructions.

**SOUTHERN AUTOMATIC MUSIC COMPANY**

312 W. Seventh St. Cincinnati, Ohio 620 Massachusetts Ave. Indianapolis, Ind 542 S. 2d St. Louisville, Ky.

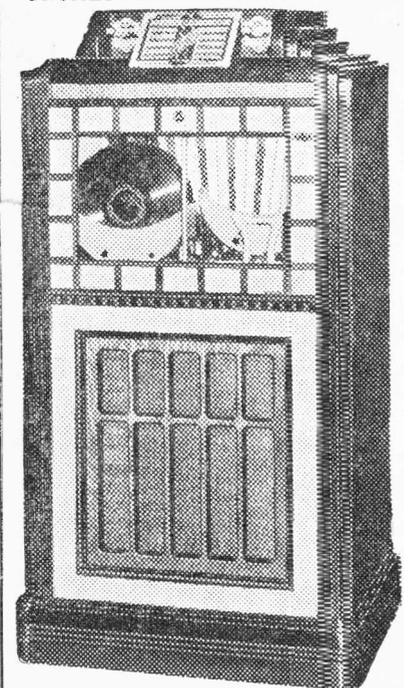
**WURLITZERS**

AT SENSATIONALLY LOW PRICE Write or Wire

**616**

**BABE KAUFMAN** MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y. C.

**CAPEHART ORCHESTROPE PHONOGRAPHS**



10 RECORDS—10 SELECTIONS, Excellent condition in appearance and mechanically. Tone quality superior to any Phonograph on market today. You will be satisfied with its performance and appearance. 1/3 Cash With Order.  
**\$19.50**  
**SUN SALES COMPANY**  
549 Lincoln Park Drive, Cincinnati, Ohio.

**RECORD MONEY MAKERS WINNERS OF THE WEEK**

- 1—"HOLD TIGHT"  
Take a Tip from Walter Winchell—Order Today!
- 2—"THE HARE AND THE HOUND"  
You Won't have to Hunt for Nickels with this Unusual Novelty Number.
- 3—"PRELUDE TO A KISS"  
Duke Ellington's 1939 Ballad Hit.

*Irving Mills*

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

**WANT TO BUY USED RECORDS**

From Phonograph Operators. We Pay 2c per Lb. and freight.

**ACA CO.**  
1358 Ridge Ave., Philadelphia, Pa.  
Phone: Stevenson 5928.

*Decca* Just Out! **BOB CROSBY Swings**  
**BIG BASS VIOL** • **BIG BASS VIOL**  
and *MARION MANN* Sings the Vocal  
No. 2206 *A Terrific Record for Coin Machines*

**What's NEW for '39?**

"In the past few days we've been continually asked the above question. We would like to answer that we have something entirely different. But, we feel pretty sure that just because it would be radically different everyone would be afraid to buy it. Therefore we answer the above question with the names of the games we are featuring here. Why? Because they're already bringing operators the BEST and BIGGEST PROFITS of the New Year! And, what's more, they're games YOU CAN BUY WITH CONFIDENCE—AND BUY RIGHT!"



George Ponser

- Chicoin's **MIAMI**
- Daval's **SIDE KICK**
- Keeney's **PASTIME STABLE MATES STEPPER UPPER SPINNER-WINNER**

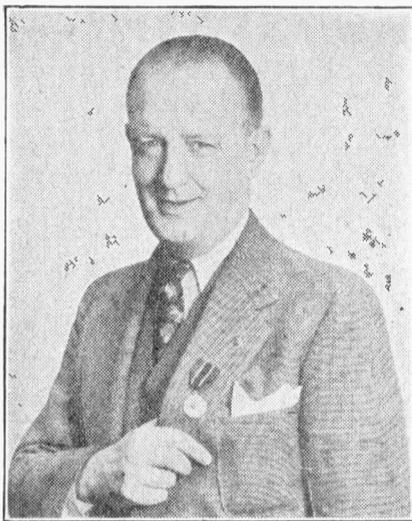
**GEORGE PONSER ORGANIZATION**

33 WEST 60th ST., NEW YORK CITY  
 11-15 East Runyon St., NEWARK, N. J.  
 1435 Bedford Ave., BROOKLYN, N. Y.  
 900 North Franklin, PHILADELPHIA, PA.

**Sees New Fields And New Machines**

CHICAGO, Dec. 31.—That Exhibit Supply Co. would display its games and other products in four booths at the CMMA convention, opening here on January 16, was announced by officials of the Exhibit firm this week. The Exhibit display stretching some length along one side of the exhibit hall has become a familiar sight to annual convention goers.

"We want to contribute our share to the unity of the industry," said Leo J.



LEO J. KELLY

Kelly, an official of the firm. "We will have some new machines that we think will be worth seeing. The variety of our line is familiar to the trade and we hardly need elaborate on that. When we say we will display some new products it indicates that we will have a variety.

"We have reports which indicate some new fields will be opening up to amusement games and we have tried to develop some machines with new territory in mind. We believe attendance at the convention will be helped by the fact that new territory promises to open up, and that among the convention delegates will be some new faces who want to get a good start for 1939. New fields and new machines are a combination that offers promise for the new year."

Kelly also explained that his firm would issue the article, *Meet the Coin Machine Man*, in booklet form for distribution to the trade. The article was written by Mr. Kelly and had a wide circulation in broadside form.

**Coin-Women**

One rare phenomena; not to be understood by coinmen as a whole, is the female operator. The experienced operator, knowing the difficulties and trying features of the coin machine business cannot comprehend the fact that a woman can be successful as an operator. Likewise, they do not believe that a woman can be an able jobber or distributor; a successful merchandiser of rebuilt as well as new machines.

**ATLAS VALUE PARADE**

STARTING THE NEW YEAR RIGHT! A FEW OF OUR MANY BARGAINS

MILLS RECONDITIONED	DO RE MI	PHONOGRAPHS POLISHED.	\$44.50
SEEBURG MODEL A	\$ 59.50	KEENEY 1938 KENTUCKY CLUB	\$119.50
SEEBURG MODEL B	59.50	BALLY SKILLFIELD	72.50
SEEBURG REX	149.50	BUCKLEY TRACK ODDS	119.50
WURLITZER P12	49.50	JENNINGS PARLAY RACES	117.50
WURLITZER 312	69.50	PACES RACES (Black Cabinet)	69.50
WURLITZER 412	69.50		
WURLITZER 616	119.50		
WURLITZER 716	119.50		
ROCK-OLA REGULAR	59.50		
MILLS SWING KING	39.50		

**MILLS VEST POCKET BELL—BOY!! What A Money Maker**  
 ONLY \$49.50  
 A Midget Bell With Earning Capacity of a Blue Front.

Illuminated Grills Installed on All Models. \$10.00 extra.  
 Write for Our New Convention Special Price Bulletin Listing Complete Line of Reconditioned Paytables, Consoles, Novelty Games, Phonographs, Slots and Counter Games. Also New Equipment.  
 TERMS: 1/3 Deposit, Balance C. O. D.

**ATLAS NOVELTY CO.**  
 2200 N. Western Ave., CHICAGO, ILL. 1901 Fifth Ave., PITTSBURGH, PA.  
 Associate Office: ATLAS AUTOMATIC MUSIC CO., 3151 Grand River Ave., Detroit, Mich.  
 Cable Address: "ATNOVCO."

**AMERICA'S LARGEST DISTRIBUTORS**

Just such a woman, as the rank and file of coinmen do not believe exists, has been found in Toledo, O. Rose Knollmiller, one of the few lady distributors in the field, owns and operates the Toledo Coin Machine Exchange, located at 1823 Adams street in Toledo.

She began her career in the coin machine field as an office girl for the Toledo branch of a prominent coin machine distributor. Within a year she had gone into business for herself. Since that eventful and rare moment she has constantly developed her business to the point that is now one of the most successful and well-thought-of firms in the trade.

Ernest M. Marley, a well-known coinman, made the following comment in recognition of her ability: "Miss Knollmiller is just as aggressive and well informed as any man on the problems of the industry."

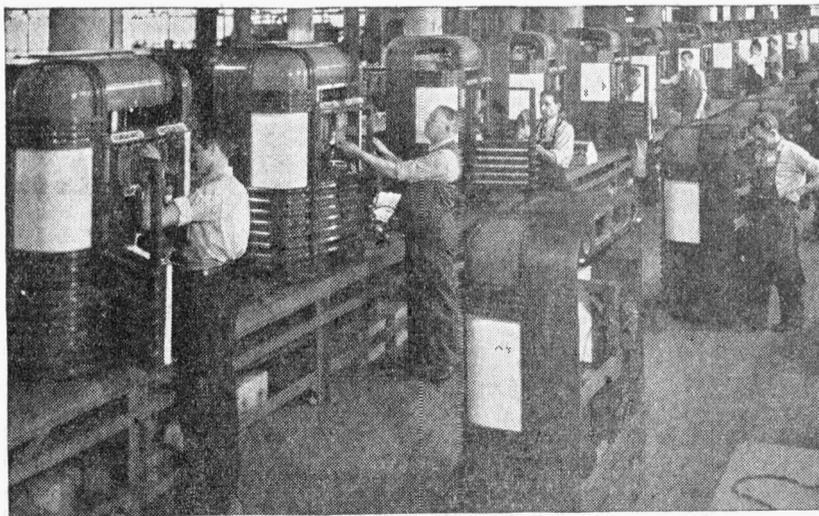
**Asbury Park, N. J.**

Patronage of coin machines has been at a standstill here for the past week due to the advent of tax time. Holiday shopping also curtailed this business, but operators are expecting to see a decided increase in all biz within the next few days. No machines are to be moved or changed because of the slump. Prosperity is just around the corner, operators contend.

Harry Zink, Irv Klrsh, Art Seger and Willard Ashmore have returned from the big meeting at Chicago. They all report a swell time and were glad of the opportunity to view new machines.

Babe Kaufman had a very happy Christmas. Her sons came from military school to spend the time with her. They brought guests and attended a round of parties at Atlantic Highlands and in New York City.

The gameroom at the Berkeley Car-



ROCK-OLA'S 1939 Luxury Lightup phonographs gradually take form as each artisan on the assembly line contributes his skill in phonograph production.

**SALESBOARD OPERATORS**

Read

**"DEALS"**

A column about new salesboard ideas, deals and personalities.

In the

**Wholesale Merchandise Department**

THIS WEEK and EVERY WEEK

teret Hotel has been moved inside. It was located in the lobby or hallway to the ocean. It has been moved into a better lighted room. The Laskys—Sol and Julius—are in charge of the spot.

The Paramount Amusement Co. at Avon is active in this section. The summer season looming ahead brings forth concerted effort to get machines placed. The firm has some choice locations.

A number of location men were seen in Asbury Park recently looking over some new machines which have just arrived. They are getting ready for the work which will follow the snow. From the number of plans under way, there will be a banner year chalked up this season.

**Ginsberg and Stern Plan Sales Trip.**

CHICAGO, Dec. 31.—Eddie Ginsberg and Al Stern, Atlas Novelty Co.'s road men, will hit the sales trail thruout their Midwest territories immediately after the first of the year, they announced recently. The first stop scheduled by Ginsberg is "to visit my operator friends in Iowa." Stern will travel thru Illinois.

"We are," stated Ginsberg, "equipped to offer operators all of the best there is in new and used games of every type and quantity. We feel justly proud of the reputation we have earned in connection with our rebuilt games; our constantly increasing volume of biz in this department proves the skill of our factory-trained mechanics."

Morrie Ginsberg, Atlas official, is sporting a new hat as a result of a wager with Bert Davidson, advertising executive.

**Wedding Bells**

Judy Kushner, popular secretary-bookkeeper for Bob Grenner, steps down the aisle with Joe Bauman January 17. The couple will spend the next few weeks honeymooning in the South.

**MILLS VEST POCKET BELL AUTOMATIC PAYOUT**



\$49.50  
 5¢ PLAY ONLY

**ATTENTION OPERATORS!!**

DON'T OVERLOOK THIS EXCEPTIONAL OFFER. Effective until midnight, January 15, we will make a liberal allowance for each used counter game, in trade, one for one, on new MILLS VEST POCKET BELLS, the world's smallest automatic payout bell machine, priced at \$49.50 F.O.B. Fayetteville. Remember this offer is effective only until January 15, so rush your order at once.

**THE VENDING MACHINE CO.,**  
 205-15 Franklin St., Fayetteville, N. C.

**LOOK**

FOR SALE—500 MILLS LATEST 5-10-250 BLUE AND YELLOW FRONTS; SINGLE AND DOUBLE JACKPOTS. PRICE, \$35.00 AND DOWN. Also 500 Steel Lock Stands, \$3.00 each.

HARRY MURDOCK  
 NAMEOKI, ILLINOIS.

17 NEW JAR DEALS—COUNTER CARD DEALS—CIGAR BOX DEALS—ALSO TIP BOOKS. Send for Descriptive Price List. PICK & GRIN—1140 Tickets and Jackpot Card. One set \$2; Doz. sets, \$16. The average profit on this set is \$23. 1/4 Cash, Balance C. O. D.

**BARNES PRINTING CO.**  
 New Paris, Ohio.

**CANADIAN OPERATORS**

Meetings will be held at HOTEL SHERMAN during the SHOW to discuss PROPOSED CHANGES to CANADIAN LAWS.

Sponsored by ONTARIO COIN MACHINE OPERATORS' ASSOCIATION, Gordon M. Noble, Gen. Secy.

**SPECIAL NOTICE TO ALL OPERATORS**

EXCLUSIVE PREVIEW OF ALL NEW ITEMS IN ROOM 524, SHERMAN HOTEL, C. M. M. A. CONVENTION, JANUARY 16-19. PASSES MAY BE OBTAINED AT OUR BOOTH 164 ON THE MAIN AISLE. ONLY KNOWN OPERATORS AND DISTRIBUTORS WILL BE ALLOWED TO VIEW THESE SPECTACULAR NEW ITEMS.

?	<b>NEW CARDS</b> SKYSCRAPER LIMITED MAGIC TIP	?	<b>NEW PLAY</b> JARTIME BINGO DICE GAME	?	<b>NEW IDEAS</b> GOLDEN EGGS LUCKY DOGS ROLL 'EM	?
---	--	---	--	---	---	---

SEE THESE AND MANY OTHERS AT THE SHOW.  
FULL DETAILS OF THESE NEW MONEYMAKERS WILL BE RELEASED AFTER THE SHOW TO ALL OPERATORS, JOBBERS AND DISTRIBUTORS.  
**WRITE TODAY TO DEPT. BB-1,**

**WERTS NOVELTY CO., Inc. MUNCIE, IND.**

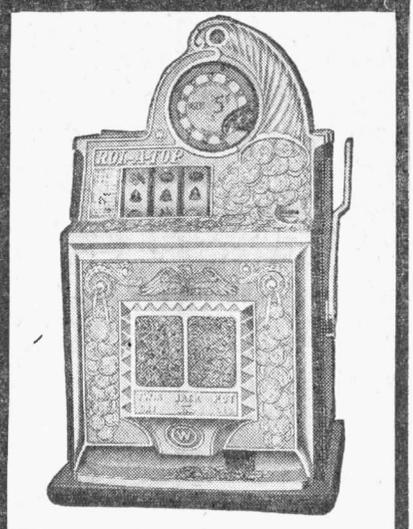
**CMMA Offers To Arrange Rooms For Meetings**

CHICAGO, Dec. 31.—“Officials of CMMA, after very careful consideration, have decided definitely to avoid any meetings or entertainment which will detract from operators, distributors and manufacturers from having as much time together as possible to discuss among themselves problems peculiar to the industry and to each group,” declared Jim Gilmore, secretary-manager of the Coin Machine Manufacturers’ Association.

“The CMMA will provide meeting rooms for any association or group that wants to hold their own meetings while they are here,” he continued. “The only arrangements necessary for that purpose is that their executive officer should contact me 24 hours in advance of their meeting time so that I may arrange for a meeting place and properly publicize the meeting.”

“Any meeting of our own would necessarily attract attendance of operators, distributors and jobbers away from the exhibits. This we don’t want to do. Coinmen come to our convention and show to see and learn for themselves what is new and startling in the display, whether it be pin games, bells, amusement machines, counter games, music or vending machines, scales, salesboards, jar deals, premiums or novelties.

“Therefore we have decided on this policy. It is our belief that all coinmen will find this arrangement to eliminate breaking into exhibition hours to their advantage.”



**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

**Built in 3 Models,**  
Bell, Front Vender and Gold Award.  
**Built for 1c-5c-10c-25c Play**  
Made Only By  
**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.  
Est. 1889—Tel.: COLUMBUS 2770.  
Cable address “WATLINGITE,” Chicago.

There’s Nothing Cheaper Than Quality.

<b>WHO ELSE? . . .</b>	Bull’s Eye \$12.50	\$7.45—3 for \$21.	<b>EXPORT</b>
puts such REAL WORK into reconditioning used games? We fix ‘em, we clean ‘em, we even paint ‘em! TRY US! Send for FREE ILLUSTRATED CATALOG and Semi-Monthly Price List.	Buttons . . . 38.50	New Rocket	“We Cover the World.”
	Cadet . . . 24.50	Miss America	Cable Address:
	Daily Dozen 18.75	Vogue	“NATNOVCO.”
	Fleet . . . 32.50	Jo Jo	Merrick, N. Y.
	Globe Trotter 16.50	War Admiral	
	Grand Slam 27.50	Boo Hoo	
	Register . . . 17.50	Ricochet	

F. O. B. Merrick, L. I. 1-3 with order. Balance C. O. D., MERRICK L. I., N. Y.

**Scientists Find Method To Make Glass Invisible and Glareless**

SCHENECTADY, N. Y., Dec. 31.—Discovery of a coating that makes glass perfectly transparent or invisible was announced recently by Dr. Katharine B. Blodgett, research scientist. This invention is of great value to the coin operated machine industry which uses millions of feet of glass yearly. If it is at all possible to produce the new invisible glass commercially at a price somewhat near the present cost it may not be long before coin machines will be using this type of glass. In addition, the glass will be of tremendous importance to automobile manufacturers, department stores for display windows and counter cases, optical glass wearers and for countless other purposes.

Ordinary thicknesses become clear as air and reveal how much human eyes have been missing in looking thru even the finest glass. Purest glass transmits about 92 per cent of light, against more than 99 with the new coating. One of the “invisible” coated panes is visible only by its dimly outlined edges.

The glass never reflects light from any angle, no matter how strong the glare. Clock, dial face and show case glass and windows apparently do not exist. Eye-glasses would not bother wearers with reflection of stray beams from side or behind.

**Done With Thin Film**

An incredibly thin film on both surfaces of glass is the secret of this scientific miracle. The film is about four millionths of an inch, or one-quarter the wave length of light in thickness.

Dr. Blodgett is of the General Electric Company’s research laboratory. The key to the invention was the discovery that an oily film a single molecule thick can be spread on the surface of water.

This discovery was made by Dr. Irving Langmuir, of General Electric, winner of the Nobel prize in chemistry. Miss Blod-

gett is his associate. They found that by dipping a piece of glass thru the floating film the single molecule layer would transfer to the solid surface. Each dip adds one layer. Glass is dipped usually 14 times to build the thickness of a quarter wave length of light.

**Convinces Scientific World**

Even the scientific world was incredulous when Dr. Langmuir first announced the mono-molecular films. However, he demonstrated their reality by their color changes, which showed that reflected light was broken up in the films, like rays which give the iridescence to the wings of a beetle.

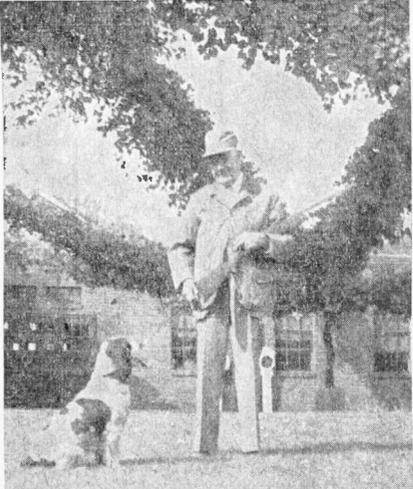
This fact was applied practically by Dr. Blodgett. Films one-quarter of a wave length thick are just right to cause the crest of one wave to overlap the trough of another as the light tries to reflect. The result is cancellation of wave motion which causes reflection.

This cancellation of reflection does not, however, result in any loss of light. The light that ordinarily would be reflected all goes on thru the glass. A small fraction of 1 per cent of light is absorbed in the glass itself and this is the only loss. It is too slight to be seen, unless the glass is very thick.

**Formula Not Revealed**

The chemical formula of the coating is not made public and neither the process nor its products are on the market for commercial sale. The problem has been to get a film that would not wipe off. Unofficially it is reported this has been done.

The films have another interesting trick. When light passes thru any medium, like air or glass, the rays are bent. The amount of bending differs in air and glass. The films must have a bending effect about midway between these two. The films, furthermore, are slightly porous, to imitate the porosity of air. This sponginess is obtained by sowing thru the film some minute particles that can be dissolved with acid after the coating.



W. C. FAIRBANKS, veteran Mills coin machine operator, gets into his hunting clothes and grabs the old gun. His dog, Rex, is on the quiet and eager to go.

**Test Case Probable On Chuteless Games**

RALEIGH, N. C., Dec. 31.—Several days ago “remote control” pinball games made their appearance here and now it seems this type of machine will be on its way for a test in the high courts of the State. Appeal has already been made to the Superior Court.

The games in question have no coin chutes, but the player pays a coin to the attendant. The games were being tried out since an unusually strict law had been applied to games having the regular coin chute. It was felt that possibly removal of the coin chute would put the games in another classification. Enforcement officers immediately took action to test the new idea. Judgment was suspended in the lower court in order to advance the test case.

It is understood that “remote control” games have been used in a few other places, and that in France for a while games without coin chutes were permitted when the coin chute itself had been banned.

**Keeney Employees Enjoy Xmas Party**

CHICAGO, Dec. 31.—“We’ll say there’s a Santa Claus—and his initials are J. H.,” is the statement attributed to employees who attended the Christmas party held at the J. H. Keeney & Co. plant several days before Christmas.

It is reported that various members of the office and factory forces went home with either a fat check or a fat turkey as a result of their visit to Santa Jack Keeney. The Keeney factory was closed from Friday night to Tuesday morning to give each employee a three-day holiday.

**Budin Cleans House**

NEW YORK, Dec. 31.—With 1939 at his doorstep and inventory time at hand, Herman Budin, of Budin Specialties, reports he is clearing out all his used equipment.

“We need the floor space,” claims Budin, “not only for other used equipment which continually comes in, but also to display the new games which the Stoner and Exhibit factories are sending in. We are offering our used equipment to the operators at very low prices and expect to have our floors clear within a week or so.”

**SPECIAL CLEARANCE SALE**

4 Mills Cherry Venders, 5c Play . . . \$40.00 Ea.	Grand, 2 Round the World, 1 Fireball, 1 Skooky, 1 Dux, 1 Globe Trotter, 1 Swing, 1 Bally Zephyr.
1 Mills Cherry Vender, 25c Play . . . 40.00	LOT OF 15 AUTOMATIC PAYOFF GAMES ALL FOR \$125.00.
3 Mills Blue Fronts, 5c Play . . . 30.00 Ea.	2 Caroms, 1 Flicker, 1 Western Paddles, 1 Stop and Go, 2 Queen Mary, 1 Racing Form, 1 Challenger, 1 Sunshine Baseball, 3 Fortune, 2 Jumbos.
1 Mills Blue Front, 10c Play . . . 30.00	MISCELLANEOUS.
2 Jennings Dixie Bell, 5c Play . . . 27.50 Ea.	1 Jennings Derby Day Console . . . \$50.00
1 Jennings Dixie Bell, 25c Play . . . 30.00	2 Gottlieb Console Derby . . . 50.00 Ea.
3 Pace Comets, 5c Play . . . 25.00 Ea.	4 Rock-Ola 1936 Regular Phonographs 39.50 Ea.
1 Pace Comet, 10c Play . . . 25.00	5 Gottlieb Daily Races, Jr. . . . 7.50 Ea.
2 Pace Comets, 25c Play . . . 25.00 Ea.	2 Daval Track Reels . . . 7.50 Ea.
1 Watling Wonder, 10c Play . . . 22.50	1 Double Safe Stand . . . 15.00
1 Watling Rotatop, 10c Play . . . 25.00	2 Single Safe Stands . . . 5.00 Ea.
1 Caille Doughboy, 5c Play . . . 17.50	1 Gottlieb Three-Way Grip Scale . . . 9.00
LOT OF 21 NOVELTY GAMES ALL FOR \$125.00.	
2 Hideho, 1 Country Club, 1 Scotty, 1 Shyver Line-Up, 1 Home Run, 2 Happy Days, 1 Stoner Races, 1 Slugger, 1 Bounce ‘Em, 1 Wirard, 1 Fifty	

All games quoted, F. O. B. Nashville, Tenn., and subject to prior sale. One-Third Deposit Required.  
**H. G. PAYNE COMPANY, 312-14 Broadway, Nashville, Tennessee**

**PRICED FOR QUICK CLEARANCE!**

ARCADE . . . \$25.00	<b>LOOK!!—WORLD’S FAIR</b> Brand New, in Original Cases, While They Last . . . \$39.00
FLEET . . . 27.50	
BAMBINO . . . 20.00	
RESERVE, Double Box . . . 15.00	
DAILY DOZEN, Single Box . . . 18.00	

1/3 DEPOSIT WITH ORDER, BAL. C. O. D., F. O. B. N. Y.

**JOHN A. FITZGIBBONS, 453 W. 47th St., NEW YORK**

## HAVE A HAPPY AND SUCCESSFUL NEW YEAR WITH THESE EXHIBIT GUARANTEED MONEY MAKERS

### "REQUEST"

5-Ball Novelty Table—True Successor to Regatta—'Nuff Sed.

### "BOUNTY"

The BEST OF ALL FREE-PLAY TABLES.

### "FLIGHT"

A High-Score Game With Reserve Appeal.

Get them from your Jobber or write for prices today.

#### THE EXHIBIT SUPPLY CO.

4222-24-26-28-30 W. Lake St.  
Phones: Van Buren 3100-3101-3102-3103-3104.

CHICAGO, ILLINOIS

## SPECIAL TICKET SALE

2280 Ticket, Card, Holder and Jar Complete Deal, \$2.35 Each.  
2520 Ticket, Card, Holder and Jar Complete Deal, \$2.60 Each.

Choice of the following Cards (Labels included): BOARD OF TRADE, LET'S GO FISHING, BAGS OF GOLD, PLAY BALL, GOLD MINE, ARLINGTON, DOUBLE DRAW, MAJOR LEAGUE, BANK NITE, PIMLICO.

#### CARDS AND LABELS

\$8.00 PER DOZEN.  
2280 Tickets Only \$12.00 Per Doz.  
2520 Tickets Only \$15.00 Per Doz.  
Card Holders, \$3.60 Per Doz.  
Jars, \$3.00 Per Doz.

ORDER NOW! 1/3 Dep., Bal. C. O. D. Write for Prices on Red, White and Blue Tickets, Slot Machine Symbol Tickets, In Jars, Cards.

**MONARCH**  
COIN MACHINE CO.  
1731 W. BELMONT, CHICAGO.

#### WE LOAN-U-MONEY

OPERATORS OF SLOTS, PIN GAMES, VICTROLAS, POOL TABLES.

If Your Territory Closes, Why Sacrifice Equipment?

CAN HANDLE ANY AMOUNT OF SLOTS OR PIN GAMES.

We Storage Your Equipment Under a Bona-Fide Guarantee Against the Following Losses: Fire Insurance, Theft Insurance, Seizure Insurance.

Liberal Loans Made on Your Equipment. Write or Wire for Full Details, and What Your Money Needs Are.

Loans Strictly Confidential.

#### SIMCO COIN MACHINE EXCHANGE

1162 Broad Street, Augusta, Ga.

ENGINEERING DEPARTMENT of Metal Manufacturer has designed and tooling up for Making Modernistic Machines to Vend 1c **HERSHEY BARS**. Production 1,000 weekly. Would like to hear from Salesmen and Distributors who can purchase in 100 lots or more direct.  
BOX 358, Billboard, Chicago, Ill.

## Fort Worth

FT. WORTH, Tex., Dec. 31.—Several Ft. Worth ops have been deer hunting in the southern part of the State. One op bagging his full quota was Ernest Walker, of the Walker Sales Co. Ernest got two fine bucks the first trip and has been busy distributing gift portions of venison among the ops along the row.

Operator Johnny Wilson Jr. has just moved into his new and modern home in the elite Oakhurst section. Johnny has a beautiful place, overlooking the entire business section of the city. The scenic view from the place is very unusual and attractive.

Ft. Worth operating firms are exerting unusual efforts toward eliminating all unprofitable locations. This program is being carried out with much system but is proving very successful. Phonos, cigaret machines, amusement machines and bulk venders are being checked closely in order to determine the value of a spot. Locations that fail to show a profitable return will simply have to go without machines until a time when the location owner decides he can boost the equipment enough to make it profitable for the operator. This is one of the best moves ever made by the Ft. Worth operators. It is causing many location owners to wake up and realize that coin machines are not just for the purpose of decorating their places.

Operating conditions in and around Ft. Worth are improving considerably and wide-awake operators are looking forward to a good year during 1939. Several have some extensive plans under way which include the buying of a lot of new equipment.

We have just learned that Ft. Worth has several side-line lady operators who operate bulk merchandise machines. The wife of two railroad men and the wife of one post-office employee leave their housework long enough to service a string of bulk merchandise venders.

Outside penny scale spots in Ft. Worth are proving profitable to their operator owners. The Christmas season increased scale receipts almost 50 per cent, says one scale op of this town.

Ft. Worth has a chain of drive-in stores called Totum Stores that are proving good locations for vending machines. These little drive-in places are open seven days a week, and some remain open all night.

The reservations for the big train journey to the coming January coin machine show are arriving daily. Two cars have already been filled and a third car will have to be used. Several Oklahoma operators will join the Texas group at Ardmore, Okla. Other Oklahoma ops will step on at Oklahoma City. Dallas will have the largest representation of any single city unless it is Houston, which is now running a close second. Waco will send a nice group, as well as Corpus Christi. Wichita Falls will be well represented on the train, as well as Beaumont and San Antonio. It will truly be a trainload of operators and their wives. The Santa Fe Railroad is the official road and the various offices of the company are working day and night in an effort to see that every passenger is well taken care of and invited to join the big Southwest delegation. It now looks like the Southwest will be well represented at the Sherman during July 16 to 19. Ft. Worth will be represented by no fewer than six or eight operators. Delegation will arrive in Chicago Sunday morning at 9:30, Santa Fe station.

Jack Maloney, Bennie McDonald, Bob Cowan and their ladies; Leslie and Sam Frankrich, Bea Frankrich and sister, Dad Johnson, Mr. and Mrs. Johnny Wilson and others of Ft. Worth attended a preview showing of phonographs in Dallas Wednesday, December 28. The preview was sponsored by the Electro Ball Co.

Mrs. Ruth, of the Ruth Music Co., Ft. Worth, is another Southwest lady operator. She operates phonographs and has been active in the operating business for several years. She also conducts a music firm located on Main street.

Good used counter machines are hard to find in this man's town and when found demand a nice price. Counter games are being used by almost every

cowtown operator, along with other equipment.

Bennie McDonald has ventured into the phonograph operating field and has several pieces going in the Ft. Worth territory. Bennie left the circulation manager's desk of *The Ft. Worth Press*, an evening newspaper, to enter the pin-ball operating business some four years ago. He has been very successful with his operating business. He also conducts a filling-station business.

When the Ft. Worth Traction Co. started replacing trolley cars with motor busses it offered the old trolley cars for sale. The result is that at every highway leading into Ft. Worth, as well as at many points in the city proper, these trolley cars, without wheels, offer locations for coin-operated devices. Most of them have been converted into small cafes, eating places and midget taverns. Such names as Ted's Trolley, Stop and Snack, Roll Inn, Rest-a-Bit and the Trolley Den stand out on the front of these small business places where thousands of customers play coin machines daily. And now that the traction company is lifting up its last trolley line, no doubt more of these little snack stands will be created. They make very attractive places when a little attention has been given to the construction and remodeling idea.

Holiday operating business continues good with operators here. The Christmas days created a new high for cash boxes since automatics were put in the moth balls. Cigaret venders continue to receive good patronage, as well as the bulk merchandisers and ball-gum machines. Scales are holding up well in earnings, and novelty amusement games are being played.

Some sort of a report is going around to the effect that a modern high-class penny arcade might soon be opened in the heart of the downtown section. Only machines of the newest type will be operated, and daily gifts will be offered to all who enter the arcade. It will be publicly announced that no "smutty" mutoscope pictures will be shown. Every type of machine will be the kind that children and grown-ups alike can play and enjoy. Outstanding lighting effects will be used, and girl attendants will be on hand to serve the customers. Every machine will be of the legal type that can be operated openly anywhere.

Lots of visitors on the row lately . . . operators still going hunting and bagging their quota . . . serviceman Elbert Whitt reported to be working on plans for a new home . . . phono ops all enthused over the new Permo needle magnifiers because they fill a long-felt want . . . Helen Savage breezes by and stops long enough to say howdy to the gang on the row . . . Waco ops stop to rake the mud from their shoes and extend greetings . . . Christmas ties, socks and cigars are showing up among the ops and a heavy fog or smoke screen is being laid down.

## Attend the COIN MACHINE MANUFACTURERS ASSOCIATION

Show & Convention  
January 16, 17, 18, 19, 1939

HOTEL

# SHERMAN

1700 ROOMS

1700 BATHS

HOME OF THE

COLLEGE INN

YOU CAN DRIVE YOUR CAR RIGHT IN HOTEL SHERMAN

CHICAGO



## 1939 Automobile To Be 1st Prize At CMMA Show

CHICAGO, Dec. 31.—Jim Gilmore, secretary-treasurer of the CMMA, recently announced that the CMMA would feature a galaxy of prizes for operators at the coin machine show at the Sherman Hotel, January 16-19. "Our association will donate as first prize a 1939 fully equipped deluxe model of one of the best and most popular automobiles," he declared. "The prizes, as usual, will be awarded at the banquet held on the evening of the closing day of the show.

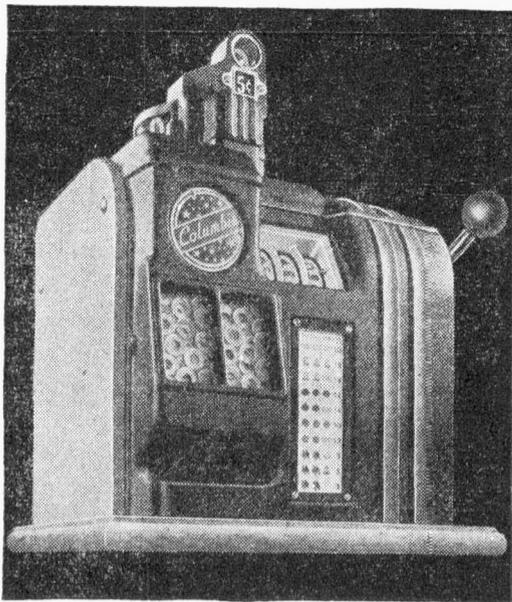
"In addition, we will present as second prize the latest model of one of the best radios manufactured; and as third prize, a luxurious traveling bag. These three prizes must go to certified and properly identified operators. In addition to these three major prizes we have asked our exhibitors, who care to do so, to contribute a prize from their display to be given away at our banquet immediately following distribution of the major prizes. It is planned that there will be no restrictions as to who may receive these added prizes, dependent upon the wishes of the individual prize donor. It should be noted that we are departing from the practice of distributing prizes on the basis of purchases during the show because we know this is not a satisfactory method.

"As to our banquet—we have it very definitely understood with the Hotel Sherman that they must serve a really first-class meal in every respect and that we do not want to hear any complaints either of the meal or of the service. As for entertainment, everybody in the coin machine industry knows that when Dick Hood is chairman of the entertainment committee they are going to see the best show it is possible to provide."

## Lane Hints at Coming Surprise

NEW YORK, Dec. 31.—Without letting the cat out of the bag, Bert Lane, of Seaboard Sales, New York, intimates that he has a definite surprise up his sleeve. "I am not yet at liberty to divulge all the details," he said, "but plenty of eyes are going to be opened when the right moment comes to break the news. The development will be of decided benefit to every live-wire coinman in the Eastern territory. And it's not a gag!

"The remarkable job being done by our fast-stepping organization, both here in the home office as well as by Fred Iverson, our regional sales manager in up-State New York, New England and Connecticut, and our Pennsylvania representative, Harold Lawrence, is causing much complimentary comment in the industry these days," he continued. "We try our best to do a good, clean, solid business, giving as fine service as we can, offering a really fair break in prices and not trying to outfox the other guy."



**MODERN STYLING**

of the latest Model Columbia Jackpot Bells focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Rimes and Quarters, change from nickels to other coins quickly made.

Completely slugproof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

**GROETCHEN TOOL CO.**  
130 N. UNION ST. CHICAGO

See the 1939 Columbia Models at the CMMA Show, January 16-19, Sherman Hotel, Chicago.

**Chicago Coin Introduces Miami**

(New Game)

CHICAGO, Dec. 31.—Sam Wolberg and Sam Gensberg, officers of the Chicago Coin Machine Mfg. Co., have announced the release of a new novelty game, Miami, in both straight novelty and free game play.

Said Wolberg, "Timeliness, color and appeal, characteristic of previous Chicago Coin hit releases, have been built into Miami in more than average quantity and with above average quality. Miami is a timely game in that the winter season is in full swing around the Florida resort sections, and the name Miami is more or less a by-word among Northerners when the wintry blasts hit. Then, too, we have put plenty of sunshiny color into the game as to design. Added to this appeal is the fundamental challenge of high score play, with a flashing scoring chart on a typical seashore background on the backrack."

"Play is really fascinating," advises Gensberg. "Location tests, exhaustive in every detail, prove that Miami not only can take it physically but does plenty of taking as far as the nickels are concerned. Fast five-ball play, a triple light playing field with bumper scoring and thousand point scoring on skill lanes while lights are lit and a free ball feature have proved Miami a profitable game. Production is under way on a full-time basis."

**Simplicity Best In Jar Deals**

CHICAGO, Dec. 31.—"Simplicity is the keynote to all successful deals. In all the new ideas and new merchandise that will be released soon by the Werts Novelty Co., Inc.," stated Fred W. Werts, president of

the firm, "simplicity along with added player appeal is more than evident. We feel that jar game and tally card players are interested in two things. That is, 'How much can I win?' and 'How do I go about it?' All of our newer deals are designed to catch the player's eye and then answer these two questions in a few plain words.

"Large amounts to the winners are boldly displayed, and our color schemes are made to attract the player and improve the appearance of the deal without confusing the player. Such names as Jar Time, Skyscraper, Limited, Bingo, Lucky Dogs, Golden Eggs, Roll 'Em, Dice Game, Magic Tip, Five on One and many others will soon be on the lips of every operator in the country. All these new ideas will be explained at our showing at the Hotel Sherman at the CMMA convention in January."

**New Orleans**

NEW ORLEANS, Dec. 31.—Operators and distributors of the Crescent City area are wishing each other a Happy and Prosperous New Year with considerably more enthusiasm than a year ago. It's a strong contrast between the dark and dismal outlook at the start of 1938 and the opening of the promising days of 1939. There is every indication that the New Orleans delegation to the January show will set a new high mark, and if this alone is not convincing that the outlook is very bright for the new year several of the larger distributors of coin equipment are still behind in filling recent orders.

President Julius Pace is bending every effort to get as many New Orleanians to join the procession to Chicago for the CMMA show January 16 thru 19 and reports that he is already assured that the delegation will surpass that of any previous year. He is being aided in the "push" for attendance by Secretary

Jules Peres and other officers of the local coin venders' association.

Over 500 young hearts of Jefferson Parish (suburban New Orleans) yelled with glee and enjoyed a fine Christmas week that would otherwise been missed were it not for the generosity of Mark and Louis Boasberg, members of the firm of the New Orleans Novelty Co. It was the Boasbergs' annual treat to their little not-so-fortunate neighbors and they did it with the usual finesse. Hot-dog sandwiches, cakes, candies and hundreds of toys were dished out by the Boasbergs, aided by their friends and other members of the company.

Most of the operators of New Orleans are busy this week handling the best business in many months as the Sugar Bowl events climax on New Year's Monday with the TCU-Carnegie Tech football game. Practically every operator in town has every available piece of equipment on location to meet the added influx of visitors. The boys from the Lone Star State have invaded the city in droves and are easily discernible by the wearing of their hats.

A rosy tint to the 1939 horizon is seen by Emil Iacononelli, head of the Bell Distributing Co. Iacononelli, known to his many friends as Yockey, is O. D. Jennings and H. C. Evans distributor in this territory, and he forecasts that both of these companies will furnish him all the material needed to make the year a success.

Returning from an extensive trip thru North Louisiana and South Arkansas, F. W. King, of the C. & N. Sales Co., finds business prospering in those areas, thanks to the growing oil boom. King says that he is being pressed for shipments of new equipment with colder weather and he looks for the brisk demand to last well into the first quarter of 1939. He is looking forward to a great January show in Chicago after attending the December show.

With opening set for soon after New Year's Day, the Dixie Coin Machine Co. is sending out special invitations to operators of this section to come in and inspect its new and larger quarters at 912 Poydras street. The firm is planning to give all callers a souvenir to remember their first visit to the new display rooms.

**now**



**CHUBBIE**

**WITH FREE GAME UNIT AT \$84.50**

**STONER CORP.**  
AURORA, ILLINOIS

**INVENTORY CLOSE OUT -- BARGAIN PRICES**

AIRWAYS . . . . . \$10.00	SWING . . . . . \$18.00	ODD BALLS . . . . . \$45.00
BULL'S EYES . . . . . 11.00	BAMBINO . . . . . 20.00	PALM SPRINGS . . . . . 33.50
TURF KING . . . . . 6.50	WORLD'S FAIR . . . . . 29.50	STONER'S ZETA . . . . . 32.50
BALLY RESERVE . . . . . 17.50	BALLY VIEW . . . . . 47.50	STONER'S RITZ . . . . . 35.00
ATLANTIC CITY . . . . . 19.50	RAGTIME . . . . . 45.00	NAGS . . . . . 30.00
SNAPPY . . . . . 18.00	FLEETS . . . . . 29.50	EXHIB. PLAY BALL . . . . . 22.50

DISTRIBUTORS FOR STONER'S "CHUBBIE" and EXHIBIT'S "REQUEST", 1/3 Deposit, Balance C. O. D. Write for Complete List of Used and New Games at Lowest Prices.

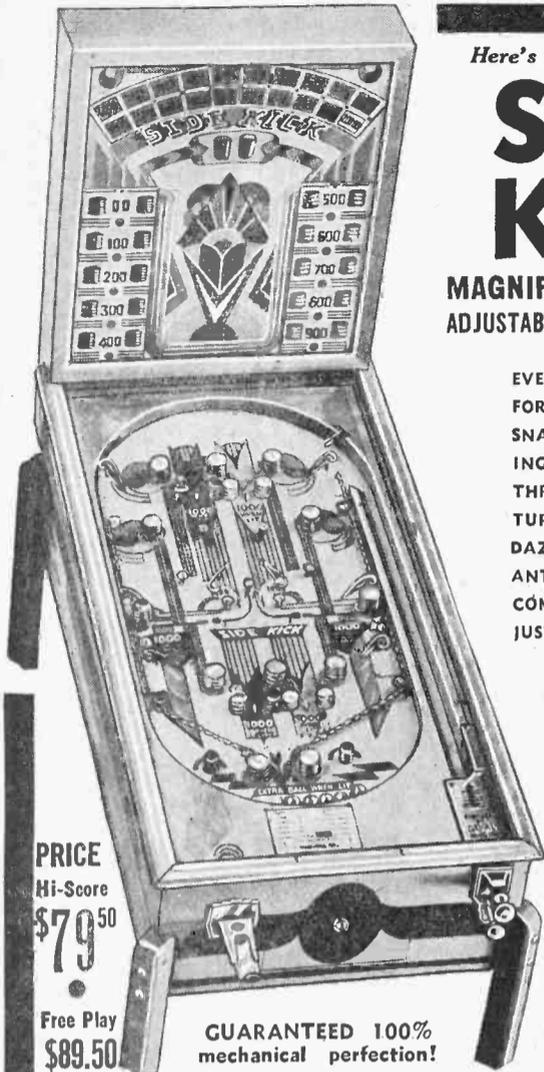
**BUDIN'S SPECIALTIES, Inc.** 174 S. Portland Ave. BROOKLYN, N. Y. Tel: Nevins 8-7528



KEENEY EMPLOYEES drank a Christmas toast to J. H. Keeney at the Keeney Christmas party.

**FOR QUALITY SALESMEN ONLY.**  
We can show you a deal that is good for \$1,000 weekly commission to live-wire salesman who can handle a vending machine deal of \$700 cash up. We don't expect to hear from any \$1,000 a week men, as we think we have most of them in our sales force, but we would like to hear from some hardworking, conscientious salesman who can show a record of \$100 to \$200 weekly. To them we will show how to step up their earnings. When applying, give age, references and brief history of sales experience. Postals and curiosity seeking inquiries ignored. Ambitious men with clean records only wanted. BOX 359, Billboard, Chicago, Ill.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**



Here's Your Money-Making

# SIDE KICK

MAGNIFICENT NEW FULLY-ADJUSTABLE 5 BALL NOVELTY GAME

EVERYTHING YOU EVER HOPED FOR IN ONE GAME—ACTION, SNAP, SPEED, SUSPENSE, SHIFTING LIGHTS, FREE BALLS, THRILLING SIDE-KICK FEATURE, COLORFUL BEAUTY AND DAZZLING LIGHT EFFECTS, ANTI-HEAT PROTECTION, COMPLETE METERING JUST EVERYTHING!

ORDER SIDE KICK!

## 3 MODELS

1. Straight Hi-Score.
2. Hi-Score With \$50.95 Reserve Bank!
3. Hi-Score With FREE PLAY!

PRICE  
Hi-Score  
**\$79.50**  
Free Play  
**\$89.50**  
Reserve  
**\$89.50**

GUARANTEED 100% mechanical perfection!

DAVAL • 315 N. HOYNE • CHICAGO

## Fitzgibbons Orders Game Clearance

NEW YORK, Dec. 31.—John A. Fitzgibbons, Bally's Eastern regional factory representative, ordered one of the biggest clearances in the firm's history this week, he reports.

"All our games are going out regardless of price," he said, "to make way for our 1939 inventory check-up. We are going to offer some of the best bargains in our history this week and next. In fact, until every single game has been cleared away. This is an unusually fine opportunity for every operator to get the machines that he wants at prices that will never again be repeated.

"Jack Devlin, sales manager, is in charge of the clearance," he explained. "Not only is this one of the greatest bargain clearances that we have ever featured, but, most important, every single one of the games is guaranteed to be perfect as to condition and appearance regardless of price advertised.

"We not only are almost giving these great machines away, some of them the greatest games that Bally ever built, but we are as usual living up to our reputation of giving the operators the finest reconditioned machines that they have ever received. Our large repair department is hard at work right this minute going over every single game that we have advertised."

## Keeney Planning Private Showing

CHICAGO, Dec. 31.—J. H. Keeney, in announcing plans for the showing of their games during the month of January, stated recently: "J. H. Keeney & Co. will hold a private showing of their 1939 games from January 14-19. It will be held at the Keeney factory in Chicago. All recognized operators, jobbers and distributors of coin games are invited. The exhibit will be open daily, including Sunday, from 10 a.m. to 6 p.m.

"The new Keeney console, Pastime, will be on display. Likewise Keeney's new counter game, Spinner-Winner, and a new payout table, Record Purse, will be shown. There will also be two or three other new games which have not been shown before. Refreshments will be served and several stunts have been prepared for the entertainment of all visitors."

## Eastern Operators Okeh Side Kick

NEW YORK, Dec. 31.—George Ponsler reports: "Daval's new novelty-action pin game, Side Kick, is clicking with Eastern jobbers and operators.

"Daval has given us another game," Ponsler stated, "that equals the play appeal of Odd Ball. Side Kick is just what the ops and jobbers wanted and they are being used just as fast as they are shipped in. We believe that Side Kick will prove to be one of the best games that we have ever featured and that the number which will be sold within the next few weeks will be equal to that of any of the best novelty-action games that we have ever handled."

Milt Soffer, George Ponsler Co. sales manager at the New York offices, stated: "Operators and jobbers have said that one of the many attributes of Side Kick is the fact that the game is mechanically perfect and that from the moment it is

## NO MONEY ever WILL

tempt us to budge one iota from our 22 Year Old Policy to recommend **ONLY THE BEST** and to protect our customers' investments as carefully and honestly as we try to protect our own.

We never did, never will, employ luring words to make statements or claims to help us pile up great volume of sales.

We rightfully maintain that **BANNER** customers are always **GAINERS**, by dealing exclusively with us whenever they are in the market for the latest new machines and the very finest quality used equipment of every description.

Join the list of **GAINERS**—make sure your investment will always be protected.

## BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA.

1840 FIFTH AVENUE, PITTSBURGH, PA.

1125 BROAD STREET, NEWARK, N. J.

## CORRECTION

The Bally Reserve (single box) which was advertised in December 31 issue of The Billboard by John A. Fitzgibbons, New York City, at \$13.00 should have been priced at \$18.00.

placed on location the play starts heavy and that the game stands up. "We believe that Daval stepped right into the market at the right time. There was need of a good game and Side Kick proved to be just the game wanted. The play action is as fascinating as Odd Ball."

## 1938 a Good Year, Says Western

CHICAGO, Dec. 31.—"1938 turned out to be a good year for Western," reports Don Anderson, sales manager for Western Products, Inc.

"Not only have operators found the games they've been able to operate profitably among the payout tables we have offered this year, but they have also found a game that has been a source of steadily increasing profits. That game is our Baseball, a console-type coin-operated game that permits the player to actually play the national game against the machine.

"With a background of good games in 1938 and a continuation of several of those games, including Baseball, for 1939 production, we will have a mighty optimistic outlook for this new year. New games will be forthcoming, including many of unusual design and playing theme."



## Get Ahead FASTER with HAMILTON Person-Weighing Scales

Non-Clogging—Long Lived—Lower Cost Attractive Design—Unvarying Accuracy

Nothing in vending machines earns more than person-weighing scales especially HAMILTON Low-Cost, High Profit PERSON-WEIGHING SCALES. Unsurpassed for steady, year-in and year-out service. Pick good, average locations in your own home town, watch earnings step up, and then level off for a steady, high annual income. Your first investment is far less, and your net income much more, when you place HAMILTONS.

If Your Distributor Cannot Supply Hamilton Scales, write direct to

**THE HAMILTON SCALE CO.,** 1916 VERMONT AVE., DEPT. A., TOLEDO, OHIO.  
Largest Exclusive Mfrs. of Person-Weighing Scales.

## LOOK OVER THESE LOW PRICES AND SAVE \$\$\$\$

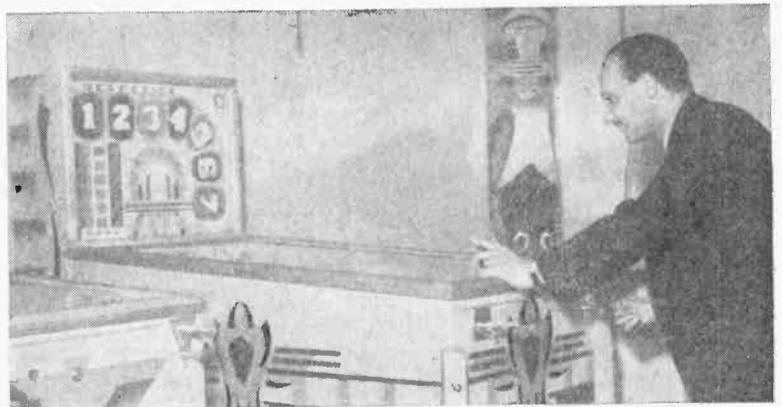
All Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C. O. D.

Seeburg Ray-O-Lites . . . \$99.50	Keeney Targette Ray Guns . . . \$24.50	Rock-Ola Rhythm Master 12 . . . \$49.50
Wurlitzer Skee Ball (Latest) . . . 99.50	ABT Targets, Mod. F. . . 14.50	Rock-Ola Rhythm Kings 12 . . . 49.50
Rock-Ola World Series . . . 89.50	Wurlitzer 616 . . . 99.50	Mills De Luxe Dance . . . 34.50
Bally Eagle Eyes . . . 69.50	Rock-Ola Imperial 20 . . . 99.50	Rock-Ola Regular 12 . . . 34.50
Pamco All-Star Baseballs . . . 34.50	Rock-Ola Rhythm Master 16 . . . 69.50	Mills Regular Dance Masters . . . 19.50
Bally Racers . . . 24.50	Mills Do Re Mi . . . 49.50	
Exhibit Hi-Balls . . . 24.50		

Used Phonograph Records. All Usable, Our Choice, per 100, \$2.50. Write for Our New Bargain List Listing Over 500 Reconditioned Machines.

## BADGER NOVELTY COMPANY

2546 N. 30TH ST., MILWAUKEE, WISCONSIN



HERM SEIDEN, of Troy, N. Y., tries his skill on Eureka, 4-way, free-play multiple during recent visit to Bally Mfg. Co. plant.

**USED CLOSE OUT BARGAINS**  
SPORT PAGE . . . \$100.00 | DERBY TIME . . . \$75.00  
FAIRGROUND . . . 45.00 | DERBY DAY CONSOLE . . . 37.50  
TRACK TIME R. H. . . 89.50 | '38 SKILL FIELD . . . 59.50  
WRITE US FOR LIST OF OTHER USED BARGAINS.

**MARKEPP Co.** 3328 CARNEGIE AVE. CLEVELAND, O.  
1410-12 CENTRAL PARKWAY CINCINNATI, O.

**PHONOGRAPH HEADQUARTERS**

**SPECIAL**

- 2 RED HEAD TRACK TIMES \$99.50
- 1 GREY HEAD TRACK TIME 69.50
- 6 TAN FORAN 34.50
- 3 DERBY DAY CONSOLES 39.50
- 3 RAY'S TRACK 44.50
- 1 DERBY CHAMP 59.50
- 50 JENNINGS Chiefs, 5-10-25.29.50

**300 PHONOGRAPHS**

- MILLS DANCE MASTER...\$49.50
- ROCK-OLA No. 2 ..... 69.50
- WURLITZER P12 ..... 69.50
- WURLITZER 312 ..... 79.50
- WURLITZER 616a .....139.50

**GERBER & GLASS**

914 DIVERSEY BLVD.  
CHICAGO, ILL.

**Werts Employees Get Xmas Bonus**

MUNCIE, Ind., Dec. 31.—According to reports, all employees of the Werts Novelty Co. received their annual Christmas bonus. Each employee was presented with a bonus check commensurate with his position and service record.

Commented Fred W. Werts, president: "We have furnished our employees with steady employment thruout the entire year and have given them this bonus in appreciation of their efforts. We consider our employees to be the very best and because of this we have distributed nearly \$5,000 to them, averaging about \$83 for each individual."

"We feel," he continued, "that the Werts plan of bonus compensation is a very good one and that any employee is entitled to a share of the profits of any enterprise. The year 1939 is unusually promising and we expect it to be a banner year, and in keeping with the Werts plan, the employees will again share in the increased profits."

**Robbins Introduces Criss Cross Ball**

(New Game)

BROOKLYN, Dec. 31.—D. Robbins & Co. have announced the addition of another low-priced game which they call Criss Cross Ball Gum Vender to their line. It is planned to show the game to operators for the first time at the CMMA convention at the Sherman Hotel, Chicago, in January.

"It has been on test location in New York for the past 60 days," states Dave Robbins, "and has proved to be extremely popular with the public. Production has gone into full swing so that immediate deliveries can be made."

"The idea of the game is to skillfully place three rubber balls in a line. Players get a real kick out of playing Criss Cross. We predict that this game



DOWN THE PRODUCTION LINE come Rock-Ola's new 1939 phonographs ready for shipment to waiting distributors and operators.

*Oklahoma City*

OKLAHOMA CITY, Dec. 31.—Oklahoma conventioners all safely back home and full of talk about the first of the two big coin shows in Chicago. It appears the Oklahoma bunch received a pleasant surprise at the size and quality of the show and all were pleased with the many new models shown.

Christmas Day was celebrated in a big way by Mr. and Mrs. Carl Jackson, of Seminole. All State operators were invited to attend open house at their beautiful new country home. Jackson has successfully operated practically all types of coin machines during the past several years. He is head of the Western Novelty Co.

A gala celebration for employees and guests of the Boyle Amusement Co. was held December 21, with Jim Boyle playing the host. Kid Dorland's night club was reserved for the occasion and a big chicken dinner was served. Those attending were Mr. and Mrs. Luther Sweeney, Mr. and Mrs. Warren Morey, Mr. and Mrs. Buford Holland, Mr. and Mrs. Wyatt Barbee, Mr. and Mrs. Cecil Clark, Mr. and Mrs. Otis Bealmear, Mr. and Mrs. J. N. Cobb, Mr. and Mrs. Roland Cummings, Mr. and Mrs. Val Domoney, Mr. and Mrs. Ray Bollard, Mr. and Mrs. Johnnie Bourbonet, Mr. and Mrs. Pal Markwith, Mr. and Mrs. Fred Pringle, Mr. and Mrs. Wyley Nicholas, Mr. and Mrs. Frank Wanic, Mr. and Mrs. Dorland, Mr. and Mrs. J. A. Patterson, Hazel Chappell, Mrs. Clara Earls, Bill Patterson, Mr. and Mrs. Charles Boyle, Mr. and Mrs. Bernard Boyle and the hosts, Mr. and Mrs. James Boyle and son, James Jr.

Tulsa operators report that the ordinance providing for a license fee on coin-operated phonographs was voted down in their city recently. The bill provided for annual operators' fees and machine fees.

Byrd Berry and Red Huffman recently renewed operations in Wewoka and report a satisfactory amount of business with their diversified equipment in that part of Seminole County. Berry is a well-known restaurant man and Huffman a veteran coin machine operator.

Some out-of-towners in the big town buying equipment and talking shop the past week: J. B. Largent, Bryce Martin, W. B. Atkins, Ray Davis, H. B. Dacus, Joe Todd, Paul Taylor and Boyd Dixon.

will enjoy even greater sales than Bingo, a similar low-priced game.

"Criss Cross Ball Gum Vender was originated by Irving Mitchell, of D. Robbins & Co. Mitchell has invented a number of games which have proved to be excellent money makers," concluded Robbins.

It is reported that operators in attendance at the CMMA show will be given a chance to win a Criss Cross game. D. Robbins & Co. will be in Booth 107.

# STOP and GO

THE FASTEST  
SELLING NOVELTY  
GAME ON THE  
MARKET!

Stop and Go Now Available in Reserve-Type Model. Reserve Builds Up to \$50.00.

\$89<sup>50</sup>

STRAIGHT NOVELTY

\$74<sup>50</sup>

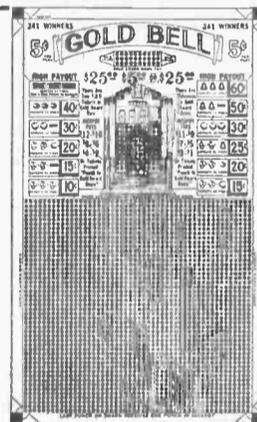
FREE GAME

\$89<sup>50</sup>

**GENCO, INC.** 2625 N. Ashland Ave.  
CHICAGO

**SPECIAL NOTICE!**

**SLOT MACHINE OPERATORS**... Superior proudly presents the most perfect slot machine board ever manufactured. Even the spinning reels are silent! Tickets bear slot symbols in full colors. 241 winners, \$52.80 (or 1056 punches) go back into the board, leaving a total of 1344 playing holes.



Jackpot dumps 13 times, players may win from \$1 to \$12, or advance to Gold Award, where they may win \$5 or two \$25 winners!

Cost of board far below cost of actual slot machines, with profits and appeal at new heights. Weekly commitments invited. We sell to operators only; inquire for full details.

**SUPERIOR PRODUCTS, Inc.**  
14 No. Peoria Street,  
Chicago, Ill.

*Asbury Park, N. J.*

ASBURY PARK, N. J., Dec. 31.—Irv Kirsch, general manager of the King Amusement Co., took a little too much time out to dress and had to be rushed to New York by automobile to catch a train to the NACOMM. When he gets back to Asbury watch the new convention ideas go into effect.

About the latest thing is pin games in pipe shops. You should see how the customers stand around puffing leisurely on their pipes while figuring out shots. Exhibit's Regatta and Daval's Spinner are the gadgets giving the customers at Zimmer's a run for their money. After all there is nothing better than a good pipe and a good skill game.

Art Seger and Willard Ashmore, of the Casino Amusement Co., attended the big show in Chicago.

Petite Molly Brooks, secretary at the King Amusement Co., recently returned from her vacation, spent in Washington.

While on the subject of King, they've got those new Paramount games by Bally. The staff is more than pleased with the way they are being received.

Knute Capibianco has joined the staff of the J. & A. Music Co.

**OVER 2500 BINGO GAMES**  
NOW ON LOCATION PROVE THAT **Fast Pennies Are Better Than Slow Nickels!**

Bingo Is Legal Everywhere. A Ball of Gum for Each Penny.

3 Different Ways To Play. Extra Score Cards Free.

If you Want "Long-Life" Profits **ORDER BINGO TODAY**

● Only \$17.50 ●

COMING SOON!  
"CRISS-CROSS," Another Counter Game Winner!

**D.ROBBINS & CO.** 1141-B DEKALB AVE.  
BROOKLYN, N.Y.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# HAWTHORNE

New 10-WAY MULTIPLE BY Bally  
WITH DOUBLE RESERVE FEATURE

You CAN increase your multiple earnings. The new HAWTHORNE Double Reserve Feature guarantees continuous repeat play. No slump when Red Reserve is hit—because the Green Reserve remains as big as ever. Player can play 10 or more coins and multiply award by number of coins played (up to 10) . . . and you're practically guaranteed at least 5 nickels per game, because 5 nickels guarantees the player a crack at both Reserves. See HAWTHORNE at your jobber—or write today for complete CONFIDENTIAL details.



Write for descriptive folders on Bally Novelty and Payout Tables, Consoles, Counter Games, Bally Twin Bell, Bally Beverage Vender and other Bally hits.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO  
BOOTHS 19, 20, 21, 22, JANUARY 16 SHOW

## GLOBE 1939 SPECIAL

2520 HOLES PLENTY of ACTION 5 CENTS BARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets; 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and 87 \$1.00.  
Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00.  
Takes In \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

**GLOBE PRINTING CO.**

1023-27 Race Street, PHILADELPHIA, PA.  
WRITE FOR OUR 96-PAGE CATALOG.

### RECONDITIONED AND GUARANTEED

CONSOLES		Bally Entry	
Track Times	\$85.00	1938 Pick 'Em	\$75.00
Tanforans	37.50	Teasers	25.00
Dark Horses	39.50	ONE BALLS & RESERVES	
1937 Skill Field	59.50	Bally Reserve	\$17.50
1938 Skill Field	69.50	Zetas	35.00
Jennings Derby Day	39.50	Stoner's Champs	65.00
Jennings Liberty Bell	39.50	Fairgrounds	45.00
Galloping Dominoes	69.50	Fleetwood	45.00
De Luxe Bells	25.00	Preakness	22.50
Bally Bells	25.00	Foto-Finish	14.00
Chuck-a-Lotte	39.00	Derby Day	14.00
Multiple Exhibit Races	45.00	High Card	14.00
Jockey Club	45.00	Paddles	39.50
		One-Half Deposit, Balance C.O.D.	
		15 Flat Top Merchantmen	\$39.50
		10 Dome Tops	25.00
		15 Roll Chute Mutoscope	30.00
		30 Streamlined Mirror Back Electro Holists	35.00
		15 Assorted Diggers	15.00
		1 Late Type Magic Finger	45.00

CLEVELAND COIN MACHINE EXCHANGE, 2336 Prospect Ave., Cleveland O.

FREE GAME MACHINES	4 SWINGS	2 LIGHTNINGS
8 KEENEY HITS	7 ODD BALLS	2 EXHIBIT RACES
4 RAGTIMES	6 BALLY RESERVE CONSOLES	(7-Coin Head)
7 MULTI FREE RACES	2 STONER ZETAS	1 BALLY CLUB HOUSE
9 FREE RACES	(Used One Week)	1 KEENEY DARK HORSE, Used 2 Weeks
NOVELTY GAMES	11 KEENEY RED HEAD TRACK TIMES	
3 THUNDERBOLTS		
6 SNAPPYS		

### SOUTHERN AMUSEMENT CO.

619 MONROE AVENUE, MEMPHIS, TENN.



THE GREATEST - FASTEST  
SALESCARD DEAL EVER OFFERED!!  
GIVE AWAY GENUINE  
ACTUAL WHOLESALE VALUE \$27.50

## FUR COATS

### IMPORTANT

Do not confuse the coats offered on this deal with the \$8.00 and \$9.00 coats on the market. THESE FUR COATS ARE FAR SUPERIOR and REAL VALUES!

RETAIL VALUE \$50

DON'T LOSE A MINUTE. Write, Wire Today and Cash In.  
**M. SEIDEL & SON** D-18, 243 W. 30 ST. NEW YORK, N. Y.

Send Today for FREE SAMPLE CARD and large DISPLAY PHOTO AND EASEL OF COATS.

Card has 100 holes, 1 to 49C. Winner gets absolutely FREE a gorgeous Fur Coat. Person who sells the Card also gets Fur Coat absolutely FREE. Your only investment to start is \$12.50 for 100 Salescards and 100 large photos of fur coat on beautiful model, mounted on hard frame-like board with easel to stand on counter, etc. You don't have to buy the fur coats until the cards have been completely sold and you have collected your profit. If you still hesitate about investing in this amazing proposition, we'll send you one complete deal absolutely FREE.

## Distributors Boost New Chi Coin Game

CHICAGO, Dec. 31. — "There is no greater vindication of a manufacturer's judgment," said Sam Wolberg, Chicago Coin Machine Mfg. Co. official, "than to have a distributor show immediate and highly co-operative enthusiasm for a game released by that manufacturer. You can imagine our satisfaction at the response to samples of our latest game, Miami, a response that indicates a long run on the game and a great public acceptance.

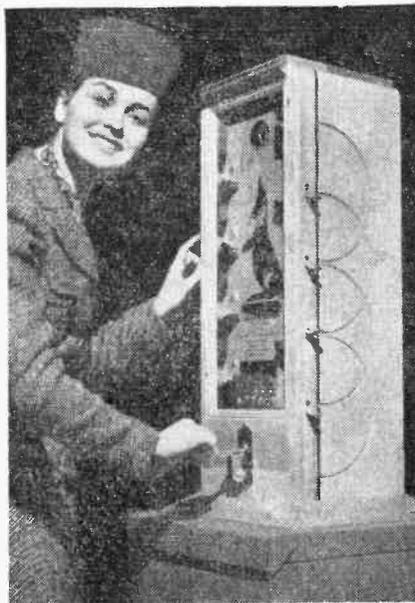
"We are especially pleased with the reactions of the men connected with the George Ponsler Co., our Eastern distributor. From Ponsler and his branch managers has come much praise. Ponsler has shown his thoro approval by placing advance orders of an amazing quantity.

"From the Newark office Irv Morris advises that Miami, in both straight novelty and free game models, is a natural to which operators have been instantly attracted. 'They are going for it hot and heavy,' said Morris. Ben Becker, manager of the Brooklyn office, said, 'I am happy to have Miami to offer my customers because it looks and plays like another Chicago Coin hit, and that means profits from the word go.'"

## Stop and Go Setting Records

CHICAGO, Dec. 31.—"Booming along in almost unabated production volume" is Stop and Go, the recent Genco, Inc., release, according to Meyer Gensberg, company official.

"We can safely claim a modern production run record for Stop and Go," said Gensberg. "Tho a month of production on a novelty game is considered above average, Stop and Go has gone far beyond that, thanks to the features that have made it so powerful a game on location. From the first day Stop and Go has been in heavy demand wherever novelty games and free game adaptations are being operated. Not only can we claim a production record for this sensational game, but for itself it claims numerous location records for earnings."



MISS COIN MACHINE tries her hand at Mills Flip Skill, a game made by the Mills Novelty Co., which has been described as having true skill features.



\$49.50

## MILLS VEST POCKET

Automatic Bell Payout Counter Machine. Size 8x7x8". We now have in stock for immediate delivery conservative models—Bell Reels or Cigarette Reels. Specify when ordering.

**KEYSTONE NOV. & MFG. CO.**  
26th & Huntingdon Sts.  
PHILADELPHIA, PA.

## NOTICE SALESCARD — BINGO OPERATORS

Our Firm, as one of the oldest established Fur Coat manufacturers, specializes in Fur Coats SOLELY. Because of this fact, we produce UNSURPASSED VALUE in Fur Coats as premiums. We have not offered any salescard plans to our dealers, as they prosper best with their own plans. Our best recommendation is the dealer who now handles our line—ask one. Example: Plo'd Seal Dyed Coney Fur Coat, \$9. Send for FREE CATALOG and Price List of complete line. 1/4 Dep., Bal. C. O. D.  
H. M. J. FUR CO.,  
150 W. 28th St., New York City.

**McCALL'S WEEKLY SPECIALS**

NOVELTY GAMES	Turf Champs (Tkt.)	\$18.50
Bally View (Reserve)	Air Races	12.50
Chico Marvel (Reserve)	CONSOLES	
Jitterbug	Bang Tails	\$85.00
Chico Cadet (Reserve)	Track Time	85.00
Grand Slam (Reserve)	Track Odds	39.50
Stoner's Races	Bally Lincoln Fields	65.00
Chicago Coin	Bally Club House (Tkt.)	49.50
Dux	MISCELLANEOUS	
Turf Kings	Popmatic (Like New)	\$29.50
AUTOMATICS	Wurlitzer 412 (Elec. Frts.)	75.00
Exhibit Zaap (Tkt.)	WE BUY, SELL OR EXCHANGE.	
	3147 Locust St., St. Louis, Mo.	

## YEAR END SPECIALS

ALL EQUIPMENT IN A-1 CONDITION

- 3 (WESTERN) AK-SAR-BEN, 6-Coin MULTIPLE \$40.00
- 1 (BALLY) STABLES, Single Coin.. 37.50
- 1 (ROCK-OLA) ACROSS BOARD.. 40.00
- 2 (KEENEYS) KENTUCKY CLUB CONSOLES 115.00
- 2 (STEWART-McGUIRE) CIGARETTE PACKAGE VENDORS With Free Match Attachment 12.50

The above equipment is in the best of condition and will still take in money to pay obligations with.

1/3 Deposit, Balance C. O. D.  
**EMERY J. GOUSSET**  
272 S. Schuyler Ave., Kankakee, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**"Watch for BUBBLES" OUT NEXT WEEK!**

**WANTED**  
COIN-OPERATED BINOCULARS OR TELESCOPES  
Good Condition.  
331 Euston Rd. London, England, N. W. 1.

**Eastern Flashes**

NEW YORK, Dec. 31.—Governor Moore of New Jersey has just signed the bill that will allow the Skeeter State's citizens to decide whether they want legalized horse race betting or not on June 20, the date that the votes will be cast. . . . George Penser started the holiday season off with real happiness. He reports that Deval's new novelty game, Side Kick, is clicking, but big. . . . Dave Robbins leaves for Florida with his family but will be back in New York in time to get set for his display at the CMMA show, where he will feature his new counter game, Criss Cross, a sequel to his Bingo. . . . Nat Cohn and Mrs. Cohn are making it a second honeymoon trip this winter. They'll be at the Dempsey-Vanderbilt in Miami. They're leaving the children at home.

Mike Munves, who is doing great with Chubbie, is now telling all and sundry about a new game by Exhibit that requires two players. It's an auto race machine. As Mike Munves knows, the game is unusually popular in England and was brought from there by two prominent British distributors on their recent visit. . . . Herman Budin is already making plans for a big celebration in honor of his firm's silver anniversary. . . . Eastern coinmen loudly praised Joe Calcutt's (the Vending Machine Co.) ad in *Billyboy* regarding good will. . . . That Christmas card issued by Byrde, Richard & Pound New York ad agency is being framed by many who received it. It reads, "It's great to be an American."

Hal Meeks, formerly with the Walter Baker chocolate machine firm in Cambridge, Mass., recently with Stewart & McGuire directing the sales of their gum machine, is now with Manning distributors on Fifth avenue guiding the popular 1-cent charms vender, which is stated to be going to town. . . . Frank Hart, of Eastern Machine Exchange, Newark, starts off the new year keeping his title "the charm king" by featuring a big sale of those latest charms for venders. . . . Jack Fitzgibbons has pleased many an op with that miniature flashlight that he is giving away. . . . Nat Cohn, of Modern, was seen playing around with a fistful of those expensive diamond incrustated, solid gold money clips. Nat was planning some select gifts. . . . Bert Lane reports, "It looks mighty fine for '39," and that's saying something everyone wants to hear.

Mac Perlman, formerly of Acme Automatics, reports that collections held up well during the holiday week. . . . Sergt. Joe Hirsch, well-known New York op, leaves for a Florida vacation, where he will loll on the sunny sands of Miami Beach. . . . Interesting to hear ops make suggestions to improve certain games to distributors who, in turn, pass the word along to their manufacturers. "But," one prominent distrib stated, "nothing ever happens after that." . . . Irv Orenstein, of Hercules, Newark, has sore knees from playing with the electric

train he bought his kiddy for Christmas. . . . I. H. Rothstein, the coindustry's leading horticulturist, starts a big campaign right after the first of the year to better acquaint ops with his firm.

Earle C. Backe, of National Novelty, Merrick, L. I., has won the reputation as one of the East's fastest growing distributors. His reconditioned machines have won compliments from all over the world. . . . Nat Cohn will return to New York before going on to CMMA show in Chi. . . . Ciggy manufacturers will be at the Palmer House in Chi during CMMA show, where they will be displaying their machines to the National Association of Tobacco Distributors. . . . Used games market in New York is now a buyers' market due to unloading for inventories which started this week. . . . Marty Roth, prominent New York op, is planning a nice long winter vacation down south. . . . Phil Turk, New York op, reports he has no complaints to make for the holiday week take. . . . Henry Swick, one of the busier New York ops, was around wishing everyone good cheer this past week. . . . Jack Devlin, popular Fitz sales manager, was busy all week with out-of-town shipments.

Teddy Seidel, former boxer, is one op who knows how to make used games pay and pay and pay. . . . Sam Waldman, Sol Jaffe and Jules Stamm are among the New York ops reported going great as the new year begins. . . . Louis and Fred Cartiglia, of Country Vending, come all the way from Port Chester, N. Y., to do their buying in New York City. . . . Ops in Schenectady, Utica, Syracuse and Troy are trying hard to get their machines back in the bars and grills. Hope seemed bright for a time last week. . . . Alan Schill and Dell Heneman, of Schenectady, visited Broadway last week to buy games and see the sights. . . . Milt Soffer and his bride (he's G. Penser Co. sales manager) spent the holiday week in Richmond, Va., visiting in-laws. . . . Joe Forsyth, New York op, starts the new year with bright hopes and a bright new Buick. . . . Lou Rosenberg goes a bit more modest with a brand-new Plymouth.

Bill Pragnell, well-known oldtimer and secretary of the Amalgamated, is saddened by illness of his wife, who is in hospital. . . . Can't stop George Karlin from raving about his wife. He calls her "the acme of feminine pulchritude." . . . Sanford Goldie, Hercules, Newark, mechanical master mind, has been getting it hot and heavy from this column's Newark readers ever since we labeled him "the ace mechanic." Ops plague him with fact that "ace" means competitor (Ace Distribs, also of Newark). To set matters right, we meant that Goldie is one great mechanic, believe it or else. . . . Before buying a route in New York City smart ops call on Joe Fishman, who has records of almost every location. In this way they get a pretty good check. Joe claims this to be but one of the services rendered to members. . . . Jack Kay, of Ace Distribs, Newark, is making a special trip to Fayetteville, N. C., to learn how Joe Calcutt makes all the intricate parts of his big organization tick so harmoniously. . . . Bally's Coca-Cola vender has some of the boys planning plans.

Special train on the Pennsy is being planned for the CMMA meet. Will leave Saturday afternoon, arriving in Chi early Sunday morn. Complete bedroom car is to be reserved, with special club car and bar thrown in for good measure by railroad officials. Train will pick up ops in Newark, Trenton, Philadelphia, Pittsburgh and all the way on. Bill Gersh has been asked to handle reservations. . . . More and more new trucks are being bought by Eastern ops every day. Requests have come to us for most practical body for a coin truck. Suggestions will be appreciated. . . . Sure looks like the CMMA show is going to get a big turnout of Eastern ops.

Moe Zeichner, truckologist for Modern Vending Co., claims he is the oldest employee in point of service, having delivered games for Modern right from the inauguration of the firm. . . . Sam Rabinowitz, associate of Babe Kaufman, riding a new La Salle. Sam is intrigued by the authoritative sound of the horn and blasts it on the slightest provocation. . . . Red Margolis, Philadelphia music op, in daily conference with Bob Grenner and Charlie Epstein in New York City during the past week about that new vending machine.

**EVANS' 1939 BANG TAILS**

**GREATEST RACING CONSOLE**  
NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

**EQUIPPED WITH EVANS' NEW 7-COIN HEAD!**

Acknowledged by big-time operators as the foremost coin head advance in the industry! Positively eliminates overlapping and jamming of coins. Stops grief from thick coins, slugs, gum, string, steel strips, celluloid and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Engineered to accept the new Jefferson nickel. Patented and manufactured by Evans — available only on Evans' multiple-play consoles!



**IMITATED — BUT NEVER EQUALLED!**

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Feature with Gold Award meets Skill game requirements. Evans' NEW 7-Coin Head stops losses—increases your profits. New Steel Inner Wall prevents tampering with operating mechanism. Silent action precision mechanism, non-drop power pak and dozens of other NEW features make it the stand-out racing game for 1939!

**OTHER EVANS HITS:**

Galloping Dominos, Rolletto Jr.

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

**SEE THE NEW JACKPOT MODEL and LUCKY LUCRE**

**AT THE CMMA SHOW! BOOTH 29, 30, 37, 38**

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**



**PRICE \$5.50 EACH**

Send for Folder NC-17 — It's Packed With New Profit-Makers.

**HARLICH MFG. CO.** 1413 W. Jackson Blvd., CHICAGO, ILL.

**ALL THE PROFITS ALL THE ACTION of a Slot in 3-Bar Jackpot**

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes. Takes In \$120.00; Average Payout, \$65.56; Average Gross Profit, \$54.44.

You're Invited to Visit Our Factory Showroom While Attending the Conventions.



**BAR, BELL & FRUIT JAR DEAL TICKETS**

Tickets are printed in colors using slot-machine characters to designate the play.

**TICKETS TO DEALS**

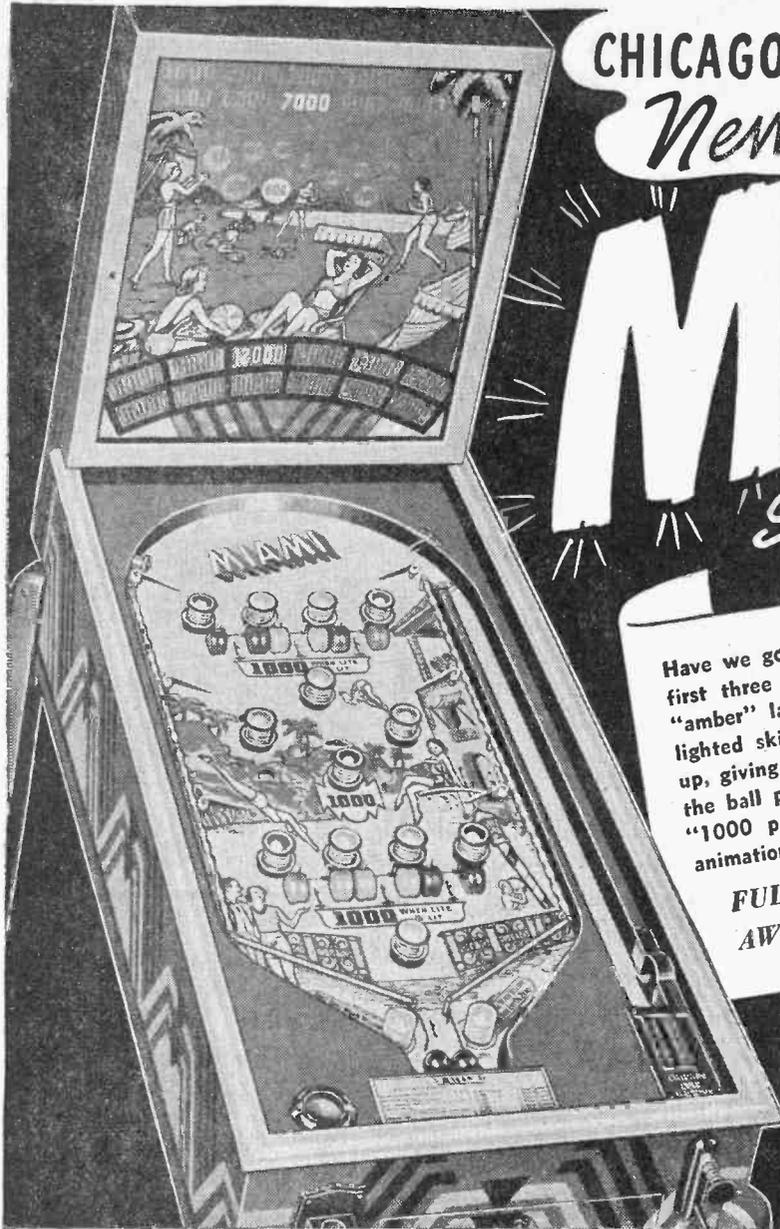
2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

**SOLD ONLY to JOBBERS**

Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.

**SUBSCRIBE TO THE BILLBOARD Be Ahead of the Crowd**



CHICAGO COIN'S  
*New*

# MIAMI

*"So Good we couldn't hold it for the Show!"*

Have we got something? Read this play and decide for yourself! The first three hits lite up the "red" skill lanes, the next three hits the "amber" lanes and the next three the "green". Balls passing over a lighted skill lane register 1000. On the tenth hit all skill lanes lite up, giving the player 1000 points thru any skill lane and a free ball if the ball passes over the "out" switch at the bottom of the board. A "1000 point" bumper adds spice to the play. Exceptionally clever animation on the backrack. See Miami—You'll like it!

**FULLY EQUIPPED WITH HIGH SCORE AND TOP AWARD METER FOR OPERATOR'S PROTECTION**

MIAMI NOVELTY

**\$79.50**

FREE GAME MODEL

**\$89.50**

**CHICAGO COIN**

MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD.  
CHICAGO, ILL.

Still Going Strong!  
**TROPHY**  
Straight Novelty **\$79.50**  
Free Game Model **\$89.50**

**R**  
**TO ELIMINATE HEADACHES**  
OPERATE PLENTY OF  
**STOP AND GO**  
THE GAME THAT HASN'T STOPPED GOING!  
"Doctor" Bert Lane  
**SEABOARD SALES, INC.**  
519 TENTH AVENUE, NEW YORK, N. Y.  
Phone: Wisconsin 7-5688

## Evans Promises Unusual Exhibit

CHICAGO, Dec. 31.—"Among the radical departures in coin-operated machines that H. C. Evans & Co. have promised to disclose at the CMMA show in January is one which will be a startling innovation. It is expected to start a new trend in the industry. Details are not yet available," said R. W. (Dick) Hood, president of the firm, "but it will be fully disclosed to the entire industry at the coming show."

"We purposely held back on this and several other of our new creations for 1939," he explained, "so that we could introduce them when the crowds gather at the CMMA convention at the Sherman Hotel in January. Weeks ago we forecast that these revolutionary new hits will set new standards for the industry in 1939, standards which will enable operators to boost their collections tremendously."

"It took years of experience and many months of study, experiment and research on the part of the Evans engineers to produce and perfect them, but we feel that it is an achievement that marks a great forward step in the industry. I feel certain that every member of the industry has a pleasant surprise awaiting him. Invitations are extended to visit our display in Booths 29, 30, 37 and 38 at the CMMA Show at the Sherman Hotel."

in the approved manner, with syrup and water accurately gauged, carbonated by the positive-agitation method used in modern bottling plants. They know that Bally-vended cups, drawn by the dozens in rapid succession, are always uniform in flavor and gas content. They know that rush-hour business cannot result in loss of sparkle and zest. They know, on the other hand, that a few slow days cannot cause water-stagnation.

"A new invention, available only to Bally Beverage Vender operators, blends and charges the beverage in the operator's own headquarters, under accurate control and at amazingly low cost. Packaged in stainless steel barrels, which are quickly attached to the vending unit, the beverage is held under constant pressure, thus retaining indefinitely the sparkle and flavor demanded by soft-drink connoisseurs."

## Backe Comments On Foreign Trade

MERRICK, L. I., Dec. 31.—Earle C. Backe, of National Novelty Co., reports that he is greatly pleased with the past year's achievements for his firm.

Backe stated: "We opened a large international market for our reconditioned equipment in 1938. We have since been gratified by the constant repeat orders we have received from foreign countries as well as from almost every State in the Union."

"At the start of the year our business with Europe and other continents was just opening up. We hadn't as yet made any attempt to specialize in this field. But as the months went by we placed much energy back of gaining the good will and the confidence of the foreign purchaser and have since felt tremendously pleased with our achievements in this direction."

"At the same time we have developed a very fine business everywhere in the country. The operators and jobbers who are dealing with us know that they can depend upon us to give them the very best of quality reconditioned equipment at all times."

## Design Machine For Fussy Folks

CHICAGO, Dec. 31.—Discussing the new Bally Beverage Vender, Jim Buckley, general sales manager of Bally Mfg. Co., stated, "The machine was definitely designed to get fussy folks' money."

"Fussy folks' money," he said, "is repeat-sale money. If you've got what fussy folks want they keep coming back for more. That's why the Bally Beverage Vender is favored by operators who check the facts. They know that carbonated beverage drinkers are very fussy folks, demanding the true tang and flavor of a properly prepared beverage. They know that a Bally-vended beverage is prepared

**3-UP**  
AND  
**ACROSS THE BOARD**  
**HURRY! HURRY! HURRY!**  
Get Rock-Ola's sensational money-making combination one-shot table. Wire your order immediately. **SPECIAL LOW PRICE** makes it possible to pay for machine in 2 or 3 days in most locations.  
**LABEAU NOVELTY SALES CO.**  
1946 University Ave.  
St. Paul, Minn.

**SPECIAL**  
7 WURLITZER 616-A, In Good Condition, \$115.00 Each.  
KEENEY'S MULTI-FREE RACES, While They Last at \$70.00 Each.  
10 WATLING TWIN J. P.s., 1c Play, \$14.00 Each, and Same in PACE BANTAM, 1c Play.  
PACE COMETS TWIN J. P.s., 5c and 10c Plays, \$20.00 Each.  
MILLS D. J. P.s., 5c Play, in Good Condition, \$12.50 Each.  
WAR EAGLES, 5-10-25c Play, \$18.00 Each.  
Send 1/3 Deposit With Order.  
**D. & S. NOVELTY CO.**  
1005 BROADWAY. ROCKFORD, ILL.

**YES**  
WE HAVE  
**MILLS VEST POCKET BELLS**  
No stalling or alibis. Immediate Delivery.  
**Bally's Latest One-Shot "HAWTHORNE"**  
our tip to you  
"The King of All One-Shots"  
**ENID MINT COMPANY**  
C. M. McDaniel  
711 N. INDEPENDENCE,  
ENID, OKLA.



**\$49<sup>50</sup>**  
1/3 Deposit

**Mills Vest Pocket Bell--Automatic Payout**

The tiniest Automatic Slot Machine in the world with mystery payout. Only 8x7x8, weighs only 15 lbs. Vest Pocket Bell will earn for you the same profits as the large size slots. A convenient machine to operate in closed territory. Cash box holds \$45.00 in nickels.

**SICKING MFG. CO. Inc.**  
1922 FREEMAN AVE. - CINCINNATI, O.



**FLIP FLOP FLUZZEE**  
Watch the Pennies  
LOOP THE LOOP

Not a make-shift... a real game. Player drops, spins or shoots coin. Accurate record of payouts. 6-tumbler lock. Triples cigarette sales.

**LEGAL...CLEVER AMUSING!**  
Sample \$3.95  
No 1/2 Dep., Bal. C. O. D. Personal Checks. (Cheaper in Quantities)

**STAR MFG. & SALES CO.**  
3901-05 WAYNE - KANSAS CITY, MO.

**KEENEY'S MULTI FREE RACES... \$67.50**

- |                |         |                |         |
|----------------|---------|----------------|---------|
| Fleet          | \$27.50 | Klick          | \$45.00 |
| Old Ball       | 42.00   | Ritz, Stoner   | 28.00   |
| Robin Hood     | 32.50   | Review, Exhib. | 33.00   |
| Reserve, Bally | 14.00   | World's Fair   | 25.00   |
| Airway         | 9.00    | Line Up        | 14.00   |
| Beamlite       | 8.00    | Silver Flash   | 9.50    |
| Bambino        | 19.50   | Ski Hi         | 15.00   |
| Bull's Eye     | 11.00   | Hit & Run      | 7.00    |
| Jungle         | 19.00   | Snappy         | 19.00   |
| Cargo          | 15.00   | Tops           | 13.00   |

**FOLLOWING \$7.00 Each:** Auto Derby, Chico Baseball, Carnival, Chicago Express, Mercury, Replay, Rocket, Skooky, Turf King, Vogue.

1/3 Cash Deposit. Under \$10.00 Full Cash. For Export Cable: "COINMACHIN", N. Y.  
**MAX MUNVES**  
555 West 157th St., New York, N. Y.

**RECONDITIONED & GUARANTEED**

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|------------------------------------|------------|
| 4 PACES RACES, Brown Cabinet       | ..\$150.00 |
| 10 KEENEY'S WINNING TICKETS        | 139.50     |
| 2 KEENEY KENTUCKY CLUBS            | 95.00      |
| 5 KEENEY '37, RED HEAD SKILL TIMES | 89.50      |
| 3 KEENEY RED HEAD TRACK TIMES      | 85.00      |
| 3 EVANS BANGTAILS                  | 65.00      |
| 2 EVANS GALLOPING DOMINOES         | 65.00      |
| 1 EXHIBIT RACES, 7-Coin Head       | 49.50      |
| 2 EXHIBIT JOCKEY CLUBS             | 39.50      |
| 5 MILLS ONE-TWO-THREE              | 39.50      |
| 3 LIBERTY BELLS, Flat Top Consoles | 29.50      |

1/3 Deposit, Bal. C. O. D., F. O. B. Baltimore. Immediate Shipment.

**SAVOY VENDING CO.**  
406-2 W. FRANKLIN ST., BALTIMORE, MD.

**Bally Hawthorne Is 10-Way Multiple**

(New Game)

CHICAGO, Dec. 31.—"Multiple earnings will be bigger than ever in 1939," declared Ray Moloney, president of Bally Mig. Co., as he announced the release of Bally's Hawthorne, 10-way multiple with double reserve feature.

"New tested money-making features," he continued, "have been built into Hawthorne, with the result that collections make the very best Grandstand and Thistledowns collections look like papa's pocket-book the day after Christmas. And I don't mean just because it's a 10-way job. No; the fact that players can play up to 10 nickels a game is not what makes Hawthorne such a high-speed money-maker—it's the fact that they will invariably play at least five nickels every game. This is due to what we call the fifth nickel insurance idea.

"To explain fifth nickel insurance it is first necessary to point out that the game has two complete reserve feature mechanisms instead of one—both climbing up, up, up towards a \$50 top. This in itself is a powerful repeat play feature—because even tho one reserve has been hit the other reserve is still on the job.

"A reserve award can be won only when the feature light is lit. This lights up at mystery intervals often enough to stimulate play. But it always lights up when the fifth nickel is deposited and then remains lit until the end of the game. Thus five nickels guarantee the player a crack at both reserves—certainly a real incentive to play at least five nickels.

"Mechanically, Hawthorne is a job Bally can really brag about. We've given it the works and we know it's right. As to flexibility and adjustability, Hawthorne can be operated with or without multiple and also with or without the reserve; and adjustments go farther than ever before," Moloney concluded.

**Western Baseball Sales Increasing**

CHICAGO, Dec. 31.—Officials at the plant of Western Products, Inc., state that they are able to answer the question: "Who ever heard of baseball being played in the middle of winter, except in milder climes?"

Say they: "Wherever Baseball, Western's high-earning console machine, is on location, many games are being played each and every day. Players claim it to be the most realistic and lifelike baseball machine ever offered by the industry.

"Race Meet, Western's outstanding console, really is doing a swell job. Operators in every section are commenting on the splendid earnings. One of the many operators, who have recently sent in complimentary letters, writes as follows: 'The Race Meet machines which we have already received have turned in exceptionally fine performances. They are beautiful in appearance and very well constructed. We are completely satisfied with our purchases and if territory conditions permit, our order will be placed for at least 50 machines within the next few days.'

"With these two great numbers, the outlook for 1939 is exceptionally bright for Western. The regular production of Race Meet and Baseball, plus the preparations for the new machines which Western will present at the annual show in January, are certainly keeping things humming at the plant."

**Push Production Of Melody Gum**

ST. LOUIS, Dec. 31.—Gumatic Corp., commenting upon the demand for its product, Melody Gum, stated recently: "The Gumatic Corp. announces the addition of an extra shift of men to complete the production program started December 1. With these additional facilities Melody Gum units are now available without delay. Future orders will be shipped promptly and no delay will be experienced."

Walter Gummershimer, president, and Rudolph Greenbaum, secretary and treasurer, were enthusiastic over the reception of the new item. Said they: "We want to express our thanks for the reception given us by distributors and operators thruout the country."

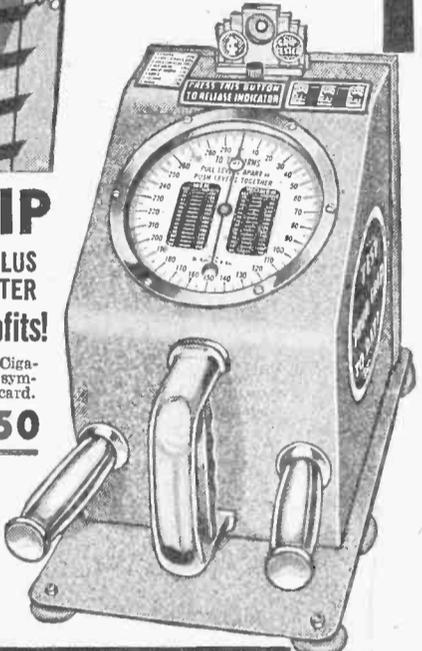


**MAN-O-WAR 1-BALL CONSOLE**

BY THE MASTERS OF PAYOUTS!  
MULTIPLE PAYOUT  
MYSTERY DAILY DOUBLE  
MYSTERY SELECTION & ODDS

**FIRST**—with Mystery Payouts in multiples of 3!  
—with Flicker Light Field and Illuminated Win Pockets!  
—with Mystery "Daily Double" Pockets and TOP AWARD OF \$12 CASH!  
Greatest game of recent times!  
Mystery Selection of 1 or more horses... Multiple or Single operation by simply throwing switch... Odds 3-1 to 240-1... absolutely bug-free mechanism! Earnings that mark a new era! Order quick and clean up!

**\$189<sup>50</sup>**



**VISIT BOOTHS 31-32-33 CMMASHOW**  
**DUO-GRIP**  
TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER  
Gives You Double Profits!

Besides testing strength of Push, Pull and Grip, Cigarette Reels spin with each grip... winning symbols entitle player to award shown on award card. Available with fruit bell symbols or numbers. Combination 1c to 25c Slot. Stand, \$2.50.

**\$24<sup>50</sup>**

Still Going Strong:  
**DE LUXE GRIP SCALE**  
3-WAY STRENGTH TESTER \$19.50

**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St., CHICAGO

**ONE HALF FREE**

Brings in the Cash

1500-Hole F-4885  
Takes in.....\$37.50  
Pays out.....\$20.00

**PRICE \$1.17 EACH**

Write for new low prices on Thick and Semi-Thick Boards

**CHAS. A. BREWER & SONS**  
The Largest Board and Card House in the World.  
6320 Harvard Ave.  
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**WE BUY, SELL and EXCHANGE**

- |                           |                       |           |                         |           |
|---------------------------|-----------------------|-----------|-------------------------|-----------|
| <b>WANTED TO BUY.</b>     | Fairgrounds           | ..\$50.00 | <b>COUNTER GAMES.</b>   |           |
| Handicappers              | Derby Day             | 15.00     | Grandstand              | ..\$20.00 |
| Grandstands               | Mills 1-2-3, Improved | 60.00     | Zephyrs, New            | 15.50     |
| Winning Tickets           | Mechanism             | 22.50     | Peanut Machines, Modern | 2.00      |
| <b>CONSOLES FOR SALE.</b> | Preakness             | 17.50     | <b>NOVELTY TABLES.</b>  |           |
| 1937 Track Times          | Photo Finish          | 45.00     | Bally Arcade, Like New  | ..\$35.00 |
| Derby Days                | Fleetwood             | 50.00     | Zeta, Like New          | 40.50     |
| Liberty Bells             | Ak-Sar-Ben            | 59.50     | Bally Reserves, Latest  | 22.50     |
| Rosemonts                 | Across the Board      | 12.50     | Homestretch             | 10.00     |
| Bang House                | Miss America          | 10.00     |                         |           |
| Club House                | Heavyweight           | 25.00     |                         |           |
| <b>PAYOUT TABLES.</b>     | Rover                 | 27.50     |                         |           |
| Derby Champs              | Arlington             | 27.50     |                         |           |

**CLEVELAND-CHICAGO AMUSEMENT SALES CO.**  
2729 PROSPECT AVENUE, CLEVELAND, O.

**THIS WEEK'S SPECIAL**  
**49 BALLY RESERVE** SINGLE, \$16.50  
LOTS OF 5 ONLY \$15.00  
These games have been thoroughly reconditioned, are in perfect shape, and ready for location. A wonderful buy. First come, first served. Phone, wire or mail your order today. Terms: 1/3 with order, balance C. O. D.  
If you are interested in equipment of other types, write for our Bargain Sheet.

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**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

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TO THE  
GRAND SPECTACLE OF 1939**

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**SHOW**

**SHERMAN**

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**JANUARY 16 TO 19**

**COLOSSAL DISPLAY OF THE INDUSTRY'S  
LATEST AND GREATEST CREATIONS!**

On to Chicago . . . and the greatest coin machine show in history! The stage is set . . . practically every inch of display space is sold out . . . every branch of the industry will be fully represented. You'll see the most phenomenal array of new ideas ever assembled! Spectacular innovations revealed for the first time . . . novelty game hits, payouts, consoles, counter games, slots, scales, vending machines, phonographs, sales stimulators, premiums, novelties, salesboard and jar deals . . . many of which will mark a new era! A complete program for your enjoyment is provided! — Entertainment, Dancing and a Super-Banquet topped off with valuable awards!—Major prizes of automobile, radio, luggage, etc., and approximately 150 coin machines donated by individual manufacturers will be awarded. Keep step with your industry—see this super show without fail!

**THE ONE EVENT YOU CAN'T AFFORD TO MISS!**

**EXCITEMENT!  
THRILLS!  
Over 150  
Major Prizes!**

*Grand Prize of  
Chevrolet Auto!  
No Purchase Orders  
Needed to Win!*

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Automatic Age, Chicago.  
Automatic World, Fort Worth, Tex.  
Bally Mfg. Co., Chicago.  
Bears Mfg. Co., Chicago.  
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Coin Machine Review, Los Angeles, Calif.  
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General Electric Co., Radio Division, Chicago.  
Genco, Inc., Chicago.  
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Grand National Sales Co., Chicago.  
Great States Mfg. Co., Kansas City, Mo.  
Groetchen Tool Co., Chicago.  
Guardian Electric Mfg. Co., Chicago.  
Karl Guggenheim, Inc., New York City.  
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Hamilton Enterprises, Inc., Kansas City, Mo.  
Hamilton Mfg. Co., Minneapolis, Minn.

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Independent Lock Co., Fitchburg, Mass.  
International Mutoscope Reel Co., Inc., New York City.  
Jacobs Novelty Co., Stevens Point, Wis.  
Jasper Brokerage Co., Chicago.  
King & Co., Not Inc., Chicago.  
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Merchandise Sales Syndicate, Chicago.  
Monarch Coin Machine Co., Chicago.  
Muncie Novelty Co., Muncie, Ind.  
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National Manufacturers, Inc., Canton, O.  
Hecht Nielsen, Chicago.  
Operators Supply Co., Chicago.  
D. A. Pachter Co., Chicago.  
Pan Confection Factory, Chicago.  
Paris Bead & Novelty House, Chicago.  
Peanut Specialty Co., Chicago.  
Permo Products Corp., Chicago.  
Persia Mfg. Co., Chicago.  
Popcorn Robot Co., Detroit.

Pop-O Products, Inc., Chicago.  
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Rock-Ola Mfg. Corp., Chicago.  
N. Shure Co., Chicago.  
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Trimount Coin Machine Co., Boston, Mass.  
Underwood Industries, Inc., Chicago.  
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Universal Mfg. Co., Kansas City, Mo.  
Thos. A. Walsh Mfg. Co., Omaha, Neb.  
Watling Mfg. Co., Chicago.  
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Reservations are pouring in! Don't wait another minute—write, wire or phone your reservation at once (no extra charge) to any of the following . . . but do it NOW:

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**G**REAT --- for the companies planning progressive selling and advertising campaigns.  
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## The Billboard

The Billboard assures advertisers complete coverage of ALL OPERATORS — music, vending, bell, service and amusement machines, whether in Chicago or Singapore. Why take less when you can get it all!

The Convention Issue will be dated January 21, distributed at the Sherman Hotel, Chicago, Tuesday, January 17. Special mailings will also be made to operators throughout the country in addition to the regular weekly circulation. Take advantage of this complete coverage.

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**MAIL YOUR COPY TODAY — FORMS CLOSE JAN. 13**

**The Billboard Publishing Co.**

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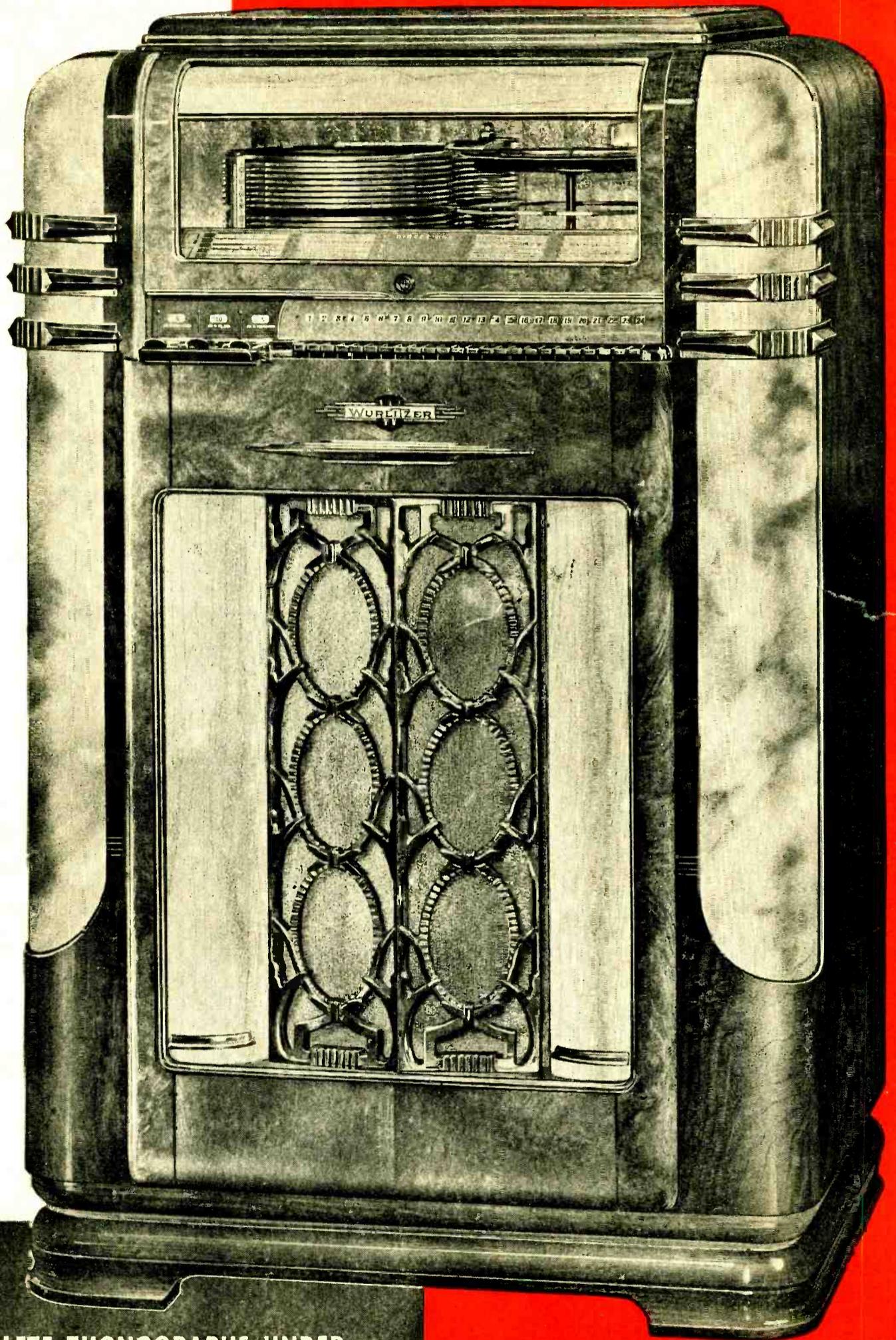


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• Today, as when they were introduced last August, Wurlitzer Automatic Phonographs stand alone in distinctive styling and dignified design. Nor has anyone even approached Wurlitzer standards of cabinet craftsmanship, mechanical perfection and living tone.

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# WURLITZER'S

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