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The Billboard
25 OPERA PLACE CINCINNATI, OHIO
DUE-BILLS BIG BUSINESS

Continued Rumor of Gillmore Resignation as Equity Head

NEW YORK, Dec. 4.—Persistent rumors that Frank Gillmore, executive direc-
tor of the national trade association, is resigning were denied this week by Gill-
more himself. It was said that he was resigning to become an executive of a new
merger with another firm. Gillmore has been with the association for over 20 years
and is a respected figure in the industry.

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

Scale was grouped into three classes, cafes, theaters, and dressing rooms, with
one minimum price for San Francisco, $2.50, and the other two hot zones, $3.00
and $3.50. The new scale goes into effect immediately.

No Circus Booked At Garden as Yet

NEW YORK, Dec. 4.—John Kilpatrick said there was no truth in the rum-
ors that Madison Square Garden was book-
ing Col. Snow's Ringling Bros.

Mum on Moses Beach Plans

NEW YORK, Dec. 4.—Officials of Coney Island Chamber of Commerce and resort operators
were asked to consider a proposal for Park Commissioner Robert Moses to con-
struct a new amusement park on Moses Beach and Reith Beach, S. L., in nu-
merous proposals for the Moses Beach area, but it was stated that changes have
not yet been made in the plans for the park.

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NOT LISTED ON THE EXCHANGE YET, BUT IT'S A FAST-GROWING INDUSTRY

About 25 due-bill brokers in New York—have formed an organ-
ization and successful due-bill business,

Clubs, hotels, resorts, cruises, homes involved

NEW YORK, Dec. 4.—The due-bill "industry," depression-nursed, has become
a $100,000,000 business. The current due-bill broker is in the game, and
in the due-bill industry, which has been said to be a "sick industry," the due-
bill brokers are making money. The due-bill business is a growing indus-
tory.

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

CLEVELAND, Dec. 4.—Cleveland's 1937 Great Lakes Exposition yesterday paid
off its underwriters $2,000,000, just one-half of its guarantees. The $1,000,-
000 loan is now at 1% interest and will not be repaid. The most interesting de-
cision of the meeting of the board of directors was the fact that both years' losses
were a net loss of $2,000,000 from Cleveland-based businesses. All of this
was paid last year.

In 1936 the exposition closed and immediate closure seems imminent. A
few Cleveland men joined together and put in $200,000. Last year year rumor
had it that the exposition would close in June. The same group came again to
the rescue and their money made possible a

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

NEW YORK, Dec. 4.—Plans for amusement amusements and concessions at the New York World's Fair in 1939 have been finalized by the "Framework" plan dividing the
280-acre tract into 13 zones, ac-
cording to A. Whalen, president of the fair corporation. Concession loca-
tions will be controlled so that they conform to certain artistic patterns, and
will be designed to eliminate the old

Shaffer Head Of Fla. Fete

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

Winter Haven, Fla. Dec. 4.—For the 1938 Orange Festival here, said R. Almanie Shaffer, manager of the 14th annual, permanent buildings have been set aside and contrast to the temporary structures which have been the rule since the first festival was
held in 1924.

Mr. Shaffer, who has headed the Florida exhibits as A Century of Progress, Chicago; in Rockefeller Center and Grand Central Terminal, New York; and Great Lakes Exposition, Cleveland, during the past six years, is exercising general supervision over the Orange Fes-
tival this year, as did last year when the executive manager is in the hands of
Mr. Shaffer, who was the associate director.
1,000 Ams Get Paid Jobs In 3 Years of Programs

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

NEW YORK, Dec. 4—Check-up on amateur shows reveals that since March, 1938, over 1,000 winners on the Major Bowes programs were employed in paid jobs, the touring unit are now alone recording 3,000,000. About 250,000 are簡単にご自身の名前を入力してください。
Major Disaster Turns Into Circus as Coast Hicks Gape

LODGE, Dec. 4.—This week Los Angeles' Moving Mountain closed its one-week run with 20,000 tons of earth coming crashing down in a mighty avalanche while 30,000 mostly cut-rate persons stood at a safe distance in rampant excitement. During the week the Mountain had made a long, slow climb of 150 feet up a hill in the center, overlooking a main highway and a huge, terminal road.

Day by day the crowd became wider and the threat of a landslide more imminent. With a dry river bed between them and the towering avalanche people came from all over Southern California in hope of witnessing the "big push." During the week it is estimated that nearly 800,000 people were seen, with the last three days a full carnival and circus aspect.

3-cent ways, peanut stands and soft-drink cars were at every corner.
Pittomans were as thick as flies, and talkers splatted that parking places and standing room were selling at a premium. At night the biggest crowds atten the "big push" thrills, but by people lined up doing trapeze acts under the eyes of huge floodlights while taking off their high-voltage wires from the steel towers on the side of the mountains.

The public was greatly alarmed by the burying of a whole block of business establishments and homes on River oor, directly in the path of the avalanche. Estimated damage was over $650,000.

UP Sells News to Trans-Lux Houses

NEW YORK, Dec. 4.—Furthest advances into show business were made by United Pic made by Trans-Lux, with other theatres. UP has not gone into the radio business, but it serves several Trans-Lux houses with news flashes, specially edited for theatre screens. Further more Trans-Lux and other theatres will receive the wire service's bulletins within the week.

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

Chi Mutual Eclipses

CHICAGO, Dec. 4.—Harvey Reilly, president of Trans-Lux, has issued an all-out attack on the Chicago Lodge No. 4, Theatrical Mutual, saying they have been dishonest to the industry. He said that the lodge has been using its money for advertising purposes, and that the lodge has been taking money from the industry for its own benefit.

The lodge has been involved in a series of legal battles with the industry, and Reilly believes that the industry has been taken advantage of by the lodge. He said that the lodge has been using its money for advertising purposes, and that the lodge has been taking money from the industry for its own benefit.

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HOTEL RAFFLE

When You Can Save ANYTIME—DAY OR NIGHT

A GREAT BOX-OFFICE ATTRACTION ANYWHERE

The Del Rio Family

Paul Del Rio
"The World's Smallest Midget"
Carmen Del Rio

31 Inches Tall

Dolores Del Rio

23 Inches Tall

A GREAT BOX-OFFICE ATTRACTION ANYWHERE

OFFICIAL NOTICE

On and after February 1, 1938, Jack Twain will no longer be connected with this act and performances will be handled by Mr. Paulino Rodriguez.

PAULINO RODRIGUEZ
(Shown by Courtesy of)

2005 W. Madison St.
CHICAGO

2.50:
5.00:
10.00:
Not Valid with Other Discounted Tickets

For Accuracy, Use "The Toledo Ticket" Co., Toledo, Ohio, U.S.A.
Newscasting May Be Taught at Columbia

NEW YORK, Dec. 4.—News broadcasts and other forms of radio programming are being added to the subjects taught at many universities. Columbia's, considered one of the foremost institutions, has decided to offer this type of instruction.

Columbia's Carl W. Ackerman, dean of the School of Journalism, has been making plans for the new courses, which are expected to begin next fall. The courses will be offered on a part-time basis and will be open to students who are interested in careers in radio broadcasting.

The courses will cover the fundamentals of radio programming, including the techniques of news gathering, editing, and broadcasting. Students will also have the opportunity to work with professional broadcasters and learn from their experience.

One reason for this decision, Ackerman said, is the growing importance of radio in today's society. "Radio is becoming more and more a major medium of communication," he said. "We feel it is important that students be prepared to work in this field.

NBC Makes Temporary Press Dept. Changes

NEW YORK, Dec. 4.—In rearranging assignments of members of its press department CBS stresses that the shuffling should be temporary only. Chiefly, the switch is from the commercial to the press department.

Bruce Fouché, commercial division, and Jack Zilinskas, both of the press department, have been moved to the copy desk where Hollister Noble has gone commercial, away from the copy desk.

A new title has been created by the station, that of "Business Manager." This title was added to the staff yesterday.

Santa Claus Redmond Starts

BARRINGTON, Ili., Dec. 4.—Christmas shopping days are here officially now that Ace Redmond, of WIP, has put on his Santa Claus act. Redmond has been doing a Santa Claus液 for the last two years, and will continue this year.

He will be at the station daily until Christmas, and will make special appearances at department stores and other locations.

RADIO EDITOR VS. PRESS AGENT

"Once a week NBC sends out a list of the week's news stories for radio stations to clip and paste, . . . The editor is left with the selection of news stories to clip and paste. . . ."

The features offered are as tough as the headline dilemma, but the editor who isn't familiar with this procedure will have to read his daily paper and find out which stories are most important. He will then have to choose the stories that will be most effective in attracting listeners to his station.

"The editor is left with the selection of news stories to clip and paste. . . ."

Charles G. Sampas, the Lowell (Mass.) Sun.

Claim Suggestions So Far Will Mean Scant Change in Practice

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

WASHINGTON, Dec. 4.—Proposal of the National Association of Broadcasters to reconsider the present system of reorganization of broadcasting to be submitted to a joint radio board is likely to result in more control for local stations and less for the networks.

The proposed change in the present system of reorganization of broadcasting would result in a more decentralized system of control. The networks would have less control over the content of programs, and the local stations would have more control over their own affairs.

The present system of reorganization of broadcasting has been criticized as being too centralized. The networks have too much control over the content of programs, and the local stations have too little control over their own affairs.

AACA Is Negotiating For WIP Closed Shop

PHILADELPHIA, Dec. 4.—The American Communications Association, CIO radio engineers' union, has had its recent victory in its drive with WPIT to gain closed shop contracts.

A conference was held between Benjamin Gimbel, WIP's president, and Eugene Zuppe, union organizer. Also present were James O'Grady, WIP attorney, and Saul Waldbrook, counsel for the association.

Mrs. Gimbel accepted their demands of Gimbel's Radio, Inc. and his board of directors and report back.

Heater Makes Discs For Mansville

NEW YORK, Dec. 4.—Gabriel Haefer, manager of the Haefer Company, has announced that the company will produce a new line of records for Mansville, for which firm Haefer will supply all the necessary equipment.

A list of 300 stations is slated for the platters, it is said. Agency on the account is W. Thompson Company.

Haefer is signed exclusively as a news commentator by Rogers-Petit, an electric firm. Provision by which the company must pay a minimum of $20 per week for each station within the network is said to be similar to the arrangements for the work of the Haefer Company.

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

John Shepard, salesman

BOSTON, Dec. 4.—Oehl is by John Shepard, a Bostotn Times salesman, who was out West last week.

The Colonial script writer and announcer, left for Hollywood yesterday, where he opens the first chapter of the adventures of a New England Girl in California. He is expected in only a few weeks.

Pitty the Announcers Who Have To Say Nacogdoches

RACCOODOOGH, Tex., Dec. 4.—Construction of a transmitter plant for the WIP broadcasting station at Nacogdoches, Texas, was completed jointly in Enchilin and Nacogdoches by the newly organized Western Broadcasting Company Association. The association will begin in a few days, Ben Wilson, president of the company, announced last week.

The new station, which will be located in downtown Lufkin and in a commercial building in Nacogdoches, Transmitter will be located midway between the two cities.
CIO, AFL Clash Over Engineers

Scrambled alphabet reigns as AFL union enters panel field—jigsaw

NEW YORK, Dec. 4.—Jurisdictional clash between two technical unions named when the American Federation of Labor and Congress of Industrial Organizations. AFL/AFL International Radio Union and the American Federation of Radio Engineers announced local 1001 to include local radio technicians. The locals have been organized in Rochester and in Midwestern cities. Ritter feuds are expected by some officials of both CIO's, unless local radio moguls sign a peace treaty.

Unprecedented reinforcements and cooperation were announced by the IBEW. According to an official, the IBEW was co-opted by two AFL CIO's, the forming Airline Radio Technicians Union and the newly organized CIO's, the Airline Radio Technicians Union and the new CIO's, the Airline Radio Technicians Union. The locals have been organized in Rochester and in Midwestern cities. Ritter feuds are expected by some officials of both CIO's, unless local radio moguls sign a peace treaty.

WCFL Wage Parley Continues This Week

CHICAGO, Dec. 4.—Wage negotiations between Station WCFL and the American Federation of Radio Actores were still in progress today with the announcement made by the newly organized WCFL, the American Federation of Radio Actores, for their first meeting this week. The new parley is for Tuesday for that purpose.

AFCRA has now about 450 members in the local area and expects to have nearly 500 by the end of the month. The parley will be held at the Station and will be decided on by the AFRA.

AFRA and WCFL concussed their new parley this summer, the AGRAF will swing, should be decided to merge with the American Federation of Radio Actores, the new union will be the key to the CIO's. This independent branch of the industry, which has been gaining momentum over the past few years, has been dominated by the AFRA and the AFRA has been the key figure in the industry.

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WDEL Gets City Property

WILMINGTON, Del., Dec. 6.—WDEL is buying land for its new city property. The station has been in operation for the last several years and is located in the center of the city. A new building will be constructed to house the station. The station has been in operation for the last several years and is located in the center of the city. A new building will be constructed to house the station.

Interim Strike:

There is a strike in progress which may conceivably enter this dispute, which will probably be handled in the center of the city. The union has been in operation for the last several years and is located in the center of the city. A new building will be constructed to house the station.

Media Market:

There is a strike in progress which may conceivably enter this dispute, which will probably be handled in the center of the city. The union has been in operation for the last several years and is located in the center of the city. A new building will be constructed to house the station.

MCA Starts Radio Production With Three Shows From Coast

HOLLYWOOD, Dec. 4.—Mute Corporation of America will move swiftly into radio production in the form of three new shows to be aired this fall, the company's president announced today. The shows are being heard in the evening, and are scheduled to begin in the coming fall.

The AMX program, inaugurated with Script Page on KHJ-Mutual, will be produced in Hollywood, and is scheduled to begin in the coming fall. The program is produced by Script Page on KHJ-Mutual, and is scheduled to begin in the coming fall. The program is produced by Script Page on KHJ-Mutual, and is scheduled to begin in the coming fall.

Banco Carrillo features Leslie Carli, Gene Autry, Zasu Pitts, Ilene Woods and Alex North. The program is produced by Script Page on KHJ-Mutual, and is scheduled to begin in the coming fall. The program is produced by Script Page on KHJ-Mutual, and is scheduled to begin in the coming fall.

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RADIO EDITOR vs PRESS DEPARTMENT

WAT do the radio editors of the country think of the services maintained by press departments of networks, stations, independent press agents and advertising agencies? DO these editors think the copy is good or bad, usable or unpap? IS the money being spent to get radio publicity properly used, to fit the needs of these editors? To answer these and many other pertinent questions The Billboard is conducting a national survey of newspaper radio editors. The questionnaire has been mailed, and early returns sizzle. The full returns will be published shortly.

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

RADIO EDITOR vs PRESS DEPARTMENT
A Survey and a Symposium

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

PHILADELPHIA, Dec. 4.—National Association of Performing Artists last week opened its campaign to license all stations within the city, and in the coming weeks every station within the city will be able to obtain a license to broadcast. A similar drive was started in Pennsylvania, where the association has been successful in obtaining a number of licenses from stations playing records without the permission of the copyright owner.

Lawrence Spitzer, general counsel for NAPA, announced that the campaign would be expanded to include the radio stations in the remainder of the country.

Negotiations have already begun with the five local stations using records. License fees will be determined by the number of records used and the size of the station. Fees will be paid by the organization and guaranteed to the membership in the same manner as ASCAP fees. Members will be required to pay the number of records they have used.

Herbert A. Spitzer, Pennsylvania attorney for NAPA, said the organization will not employ checkers to inspect changes or programs but will rely on the integrity of the broadcasters in determining the amount of the license fees.

Stations contacted here are WDAB, WCAU, WIPX, WFOR, and WYPR. WIPX uses electrical transmissions which are bought from instrument manufacturers.

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

Organization's court victory here was the test case in the case of WDAB in 1928. Waring, president of NAPA, maintains that the station has been down playing the power of his broadcasts.

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

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

Last week members of the Music Pub-

Negro Comic Synd. Sponsors Show

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

Philadelphia's Protective Association went on strike. The publishers declared that there was no necessity for a station that already paid a tax to ASCAP.

Fascist-Democrat

Air War Continues

PARIS, Nov. 27.—Warfare on the air between fascist and democratic European nations has been intensified. Germany is particularly interested in air power, but France is replacing with German-language newspapers intended for German audiences.

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

Protests refer to events not discussed on German stations. Recent broadcast includes German government's efforts to control foreign papers, a speech in the Reichstag, imprisoned for 10 years in the old Berlin, and the resignation of Dr. Karl Magaz, minister of national economy, by the president. Stations use electrical transmissions which are bought from instrument manufacturers.

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

Los Angeles and Hollywood

by David Arlen

CLAMING that they have been unjustly criticized for their work, the most prominent Hollywood coming attractions are working on new material to do to ind finished as honest prelates and provide the public with some of the finest entertainment that this country has ever seen. The comeback is the result of an extended series of conferences with producers, directors, and various other figures in the industry. The new material will include a wide range of subjects, including history, politics, and current events. The new program will be distributed to radio stations throughout the United States and will be available for broadcast on a regular basis.

Charlie McCarthy is being strongly courted for Time magazine "Men of the Year." No bidding. Report has the McCarthy show may be put into a new format. The show will be a combination of the old-time radio format and television. The new McCarthy show will be a combination of the old-time radio format and television. The new McCarthy show will be a combination of the old-time radio format and television.

The show will be a combination of the old-time radio format and television.
Radio Editor vs. Press Agent

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


Promotion Shorts

More than 16,000 letters poured in to KYOQ, Tulsa, in response to a contest offering three radios for the best epitaphs. Ken Miller, newscaster, is having a study of the funny couplet. Secretary will show the occupations of men and women, and the reason most frequently heard. Early indication is that most fans want weather reports with these items. Promotion had half its news periods transformed, and the fans are expecting some ideas of the audience for news spots.

Little station can be seen in some of the publicity releases reaching editors' desks and charge them to your promotion. When a radio editor, daily, trade or fan, spots some of the stuff hitting the deck, the natural reply is to reach for the wastebasket. Ignoring the editorial content, it is often the mechanical reproduction that kills a news item. Men of the industry can stat their own case, which is legible and which causes no eye strain. But from the appearance of some of the publications, particularly from smaller stations, publicity men are doing the work of the promotion mail. An eye-straining job from KICH, Kansas City, fanned this particularly smoldering flame.

Out of Radio City comes an attractive blue and gold billfold; all about expansions whose activities are NON-BOO. One sailing comes from the North Pole, the other from China, and the publishers have the opportunity for contributing pictures.

Sometimes it's the simplest and most obvious devices that win great contests. Longview's (Tex.) KFEO sends a good card to its station. The card is well written, and the last week the station had sent out the contest, all the letters had been received. Sometimes it's the only station doing this, and letters are probably coming from others. Promotion must realize that successful promotions don't come from nowhere.

Radio success "HILLTOP HOUSE"

We wish to extend our thanks and appreciation to COLGATE PALMOLIVE PEET and their advertising agency BENTON & BOWLES for making it possible for us to present our latest Radio success "HILLTOP HOUSE".

RKO Blg., New York
**Carrier Salesmen’s Radio Party**
Reviewed Sunday, 5:30-3 p.m. Style—Musical. Sponsor—Chamber of Commerce, Inter and Tribune, Stations—KSG, KMA, WMT (Iowa).
This hour-long show has in eight weeks practically left the amateur clair for professional recognition. A significant departure from popular department of the Des Moines Register and Tribune, John Foster has arranged a program of music interspersed with the routine advertising material. In the musical numbers, His performance is not interrupted and the program continues.

**In the Style—Melody**
Reviewed Sunday, 5:30-3 p.m. Style—Musical. Sponsor—KSG and KMA, KMA, WMT (Iowa). This hour-long show and now after seven shows in the ballroom of Hotel Fort Des Moines is singing the melody. Other such shows are being handled by ticket admission thereby the newspaper delivery boys or “salesmen” as they are called, for the newspapers and the stations.

**RCA Victor Swing Time**
This is a local program for New York Metropolitan RCA Victor dealers, one of many places by RCA to foster its idol on its NBC subsidiary. It is a swing offering, not too satisfactory, although the pleasure is considerably mitigated by an override of sales talk, this time on phonograph records. The show continues strangers, that the show should be so burlesqued. This program features Larry Clinton’s orchestra, with Howland and Barney, the vocalist out on the vocal chord. Clinton really breaks it down and there’s little doubt that he can make any audience laugh. Arrangements are smart and plenty of business is transacted on this show. An aim to the program is to get RCA favor with WJBW-FM, capitalised at $15,000, plans to apply to FCC for new station to give complete coverage. The station has a three-aide plot on Highway 51 just south of Brookline, one with none of WJBW-FM.

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**Haven MacQuarrie**
Reviewed Sunday, 10:30-11 p.m. Style—Amateur tryout, Sustaining on WEAF (NBC network).
Altho Haven MacQuarrie’s recent Don Yo WNYC show of April 19, 1937, O’Shea & Sonbern was considered a flop, many observers thought it was the production of this man made possible. Sustained by a local man, it has given the idea another chance and it is a little better. The old show was given up to 30 minutes, half the original time, but it was not much better, it could still stand repairs. Untrained would-be songsters are brought to the microphone, rehearsed and then thrown thru a short stint. The hammy setting of this MacQuarrie hurry the minute hand, the general idea of the show is that the production stuck to merely the rehearsals it would probably make faster and possess greater quality. It’s still a good radio idea and beam would not be changed if the set is an idea which flopped once and put back into the market. It’s a show that you might like to see a second time.

**The Girl Friends**
Reviewed Friday, 6:30-6:45 p.m. Style—Musical with dialog. Sustaining on WXYZ, Detroit (Michigan Radio Station—WEAF (NBC network).
This is a unique feminine trio presentation, with vocal effects which need to give proper musical balance. Trend is to sweet style of the Magnificent Seven. It is a handicap in that it is used for back-ground for six spots announce-

**Garden Stairway**
Reviewed Sunday, 10:30-11 p.m. Style—Old songs. Sustaining on KFWB, Hollywood.
This relaxing program is ideal to tape the hour and enjoy a little overheard while listening. A listener has a chance to do a little reminiscing, it presents Bishop Evans, a splendidly contralto, in popular tunes from Ye Oldie Music Album. Accompanied on the organ by Edna Elder, Bishop Evans sings familiar melodies with the thought of the meaning behind them which are over rare when listeners always connect with certain tunes. Audience is invited to write to the station relating the incident and each Tuesday and Thursday one of these is dramatized.

**Singing Back the Clock**
Reviewed Tuesday, 10:15-10:30 p.m. Style—Old songs. Sustaining on KFWB, Hollywood.
This is a relaxing program ideal to tape the hour and enjoy a little overheard while listening. A listener has a chance to do a little reminiscing, it presents Bishop Evans, a splendidly contralto, in popular tunes from Ye Oldie Music Album. Accompanied on the organ by Edna Elder, Bishop Evans sings familiar melodies with the thought of the meaning behind them which are over rare when listeners always connect with certain tunes. Audience is invited to write

**Current Program Comment**

This column is devoted to brief reviews of programs which have been on the air for 10 weeks or over. Early entries for the column are best, and are a real check to the program. This review of programs is inadequate for a production that varies each time it is presented.

Pittsburgh’s biggest local air show, a show which has been highly praised, is by Joe Stettick for Old Skool Air (Victor Bravington). Over 99 percent of the audience enjoys the show, and that is something of the type of a program that can be sustained indefinitely by the other big local origin half-hour, Philadelphia. There’s been an original, & original from Stettick, humorously and unmercifully without a trace of ridicule. The entire show is presented.

Let’s Talk About Stairs on Jersey City’s WAAE has Woods, a singer, radio director and an actor. His program, of course, is unique and does it’s best to get what it needs. There’s no need of material, radio adaptation and a minimum of audience. It is an attempt at the same old thing, but judging from the listener who’s been on it’s not a bull’s-eye. There’s a tension and suspense about that kind of show. It’s a class audience, but it didn’t fail. Probably equally polished plays but with more substance or action are needed on the air, and a little more plot than that which would make a well-rounded production, particularly when it’s a show that continues and improves. It should be in mind to the potential listener, if a show doesn’t fit, then drop it when there’s a chance.

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

NEW YORK, Dec. 4.—Television, when and if it finally gets around that corner, is likely to be treated in the same wholesome manner as has been the case in the entire amusement industry. Frank Ollimore, president and executive director of the Associated Actors and Equity, said this week that the television charter, demanded as a condition of Federal Radio license at the time of the Four A's reorganization, was not to be considered as a condition to which the union would ever agree.

As in the case of music and its future use in tele, the number of new outlets in any column the form such broadcasts will take on until union controlling performers in line on the screen appear to have the performer end of the show blow up. But, according to Ollimore, a quick disposition of the matter would allow the union to diverge the charter among the different Four A's organizations according to the number of performers who may happen to be on tele broadcasts. Set-up of a board composed of reps of Equity, Screen Actors' Guild, AFRA, American Guild of Variety Artists and other Four A's units considered a possibility.

Facts that tend to keep the question of tele being just another medium, is the talent of all kinds is another indication. The Ollimore people predict that eventually the medium will be clarified or narrowed the medium of the much-bruited "big screen," the larger screen or the "widescreen" effect.

Chances of the tele being serious business, however, appears to be inevitable.

DUE-BILLS

(Continued from page 3)

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

The broker works as an advertising agency, and in some cases never sees cash at all from a particular club. A general clause in the contracts is:

"The extent to which the due-bill form

Scallion

NEW YORK, Dec. 4.—To His Girl Friday: Tell your boss Walter, for me, that he is hereby given the world premier of the song hit "Once in a While," written by Michael Edwards, who wrote the hit record on WPA but the owner of a prosperous music school in Shanan-doah, Md., in addition to giving voice to the lyrics, it being with the words, isn't a member of the union of the North, or the management staff of songwriters. So you see, Whitchell was all wrong when he recommenced it to Buddy Green in his crew. As a result, no due-bill at all the money went to the man who does the playing the tune for a year.—without a claim. "Once in a While" has been satisfactorily played by several bandleaders that the music title has been satisfied to go on playing it that way.

The due-bill does not take into account the "claws" or the song co-writer and his money. But nobody thought the Robbin's a busier picture with song pictures. Willie Horro- was the due-bill and was signed Green to do the words after two other lyricists had failed to click with the music.

Also tell your boss that he is interested in the alleviating the story in this article, that is that Slowly is a rather good-looking, well-aged, well-headed about his success. And certainly, in the presence of dozens of major radio plugs he humbly went in to Miller Music and George Versage, an orchestration of his own tune— if it wasn't at all one of the best booking some time, and this has been satisfied to go on playing it that way.

The due-bill is a good deal on small margin and in the case of night clubs, a spot military family. Before the paper ever closed the broker refused to the customer, but the night club does not refuse to the broker.

Due-bill supply gets around by word of mouth. The fun is over before the due-bill now exceeds the supply.

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

NEW YORK, Dec. 4.—Radio is now credited as originating one type of show business, that of the "flash" house. This is the reverse of the usual procedure wherein radio has had to follow the example of flash houses. Professor Quiz adapt- ated the idea of the "flash" house between the Sunday night radio and the night club and will be done in films. The owners of clubs and hotels are twisted and adapted by stations all over the country on everything from one-room to national radio. It is natural for radio, a cheap human- ity machine, to give the leisurely producing the entertainment. It has downed in motion in other fields and not without the success of the music. The winners are announced the following curious, and a deal of money goes to the "quiz- gentile," while the lady gets perfume. The "quiz" he is an "quiz" he is turned on small margin and in the case of night clubs, a spot military family. Before the paper ever closed the broker refused to the customer, but the night club does not refuse to the broker.

"Quiz" pin, Night Spots Swipe Radio Idea, and That's News!
From Out Front: New Plays on Broadway

PLAYHOUSE: "SOMETHING FOR NOTHING"

By Eugene Burre

"SOMETHING FOR NOTHING"

BOLINGBROKE

- A comedy by A. E. Thomas, based on George Smiley's novel of the same name. Directed by Frank Craven, starring James Cagney, Walter Brennan, and Richard Bong. The story follows the adventures of a group of English politicians who are caught in a web of intrigue and betrayal.

"WINTER GARDEN"

Beginning Monday, Dec. 1, 1937

HOOT FOR WHAT!

A musical comedy "conceived" by E. Y. Harburg, music by the members of the 42nd Street Orchestra, lyrics by E. Y. Harburg, music by George Gershwin, and directed by Ernst Lewin. The cast features such stars as Helen Hayes, Lawrence Welk, and Ethel Merman.

"CHICAGO LIKES FTP "DISCIPLE" AND STREAMLINED ISEN PLAY"

Chicago's famous FTP "DISCIPLE" and Streamlined ISEN play have been in the city for a long time, and have become very popular with the public.

"EVANS TO DO "HENRY"

DECEMBER 12, 1937

"HARRY"

By Maurice Evans and Charles Henning

- A play by Maurice Evans and Charles Henning, based on the life of the famous inventor, Thomas Edison. The play follows Edison's life from his early days as a telegraph operator to his later work in the development of the phonograph and the motion picture. The cast features such stars as Charles Laughton and Ethel Merman.

"OUT-OF-TOWN OPENINGS"

"BROADWAY"

A comedy by Leonard B. Frank, featuring a cast of such stars as Fred Astaire and Ginger Rogers. The play is set in the world of Broadway and follows the adventures of a group of actors and producers as they try to put on a successful show.

"PENNSYLVANIA"

A play by Ludwig Bemelmans, based on his novel of the same name. The story follows the adventures of a group of Polish Jews as they try to survive during the Holocaust.

"THE BILLBOARD LEGITIMATE"

Conducted by Eugene Burre—Communications to 1564 Broadway, New York City.
AMBASSADOR
Beginning Monday Evening, November 29, 1937
THE NEW GOSSOON
(Repertory Revival)

A comedy by George Shiel. Directed by Arthur
Tayson. Presented by the Broadway Theater, in association with
George Shiel. Settings by Haskon. Costumes by
Mae Kauh. Cast: Mary Craigie, Bill Cushing, Paul Stowell,
Eugene May, Lonnie Gage, Ethel Cushing, Clive May, 
Peter Carey, W. J. O'Donnell, Lana O'Donnell, Freda Hay, 
and others. Presented on the same evening.

With the applause of 47 straight perfor-
mances and with the promise of a per-
rating Into their own, the Abbey Theater Players went back to the shelf of minor thesps. A minor performance with the orchestra of George Shiel’s New Gossou. It may go this year a very good one, but the performance itself is a charming and somewhat
quiet humor at which they seem to
enjoy, and the week’s choice is at
least pleasant. (The theater will not be
theatrical, but customers at the
Ambassador will have a quiet good
time.)

It’s the one, in case you don’t re-
member, that has Cissie Gittels with
the younger generation and the machine
that affects the rural Rhenishan.
That’s the one, when ever it manages to keep its purpose
and keep up its reputation (at the start of the second half),
conveys a good deal of quiet and humor that will
kill the wounds inflicting this apes—so immediately the
production is announced as the big new number for the
season. It has a bit of story to be
read at a peace conference; war is declared;
the munitions boys, in their gay
costumes, are painted, and it’s
discovered that the formula was
ripped from the hands of the
messenger boys of the age that
spraying their dander off in gay
costumes, are as equally
levels of local color or gently amusing line. It’s
just the same self-consciousness
involved with a forward-looking
dughter who wishes that riding
in the limousine will be the last
way she ever rides, and only
brought out of his piddle by the
appointments of Centre Street, an
amusingly sympathy never-to-do-well: and
it’s true that almost everyone in the cast is a
musical comedy manner. But that’s not
even the thing that makes the
game important are the characters and the
portraits of the Abbey Players.

For the players come thru in this
to do some of the copies. As the
grave Craig, F. J. McCormick, Denis O’Dow, M.
Hague, and the boys of the New Gossou Shields all offering fine work. Maureen
Delaney, however, still leaves me cold to
the new Aldridge, it is sure to
raise an affection as long as she
seems to struggle very little, and
she hikes her on her well-known
look. And Cissie Gittels with the
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“Merry-Go-Round of 1938”  
(UNIVERSAL)

Time, 84 minutes. Release date, November 16, Directed by Fruty Osmanski. Production by Eddy Kozlowski. Screen play by Doris Osborn and Monte Blue. Story by Monte Blue and Henry Wallis, produced by John Steinbeck and Harold Adamson. Cast: Bert Lahr, Margaret Wycherley, Sally Eilers, Bert Lahr, Barbara Beaumont, Edward G. Robinson, and Harold Adamson. A tenderhearted, sympathetic Irish sailor (played by Bert Lahr), falls in love with a woman (played by Sally Eilers) who is already married to a fellow sailor (played by Edward G. Robinson). The story is told from the perspective of the woman's husband, who is distraught by his wife's infidelity. He seeks solace in the arms of another sailor, who is eventually revealed to be the woman's true love. The film is a poignant exploration of the complexities of love and loyalty, set against the backdrop of the seafaring life. It is a touching and emotional tale that will stay with you long after the credits roll.

“Heidi”  
(20TH CENTURY-FOX)

Time, 85 minutes. Release date, October 15, 1938. Screen play by Frances Goodrich and Albert Hackett, based on the novel by Johanna Spyri. Directed by Allan Dwan. Cast: Sally Eilers, John Beal, Betty Field, and John Carradine. In the story of a little girl (played by Sally Eilers) who is raised in the Alps by her grandfather (played by John Carradine), the film explores themes of loneliness, courage, and the power of the human spirit. Heidi, who is sent to live with her Aunt Dete (played by Betty Field) in the city, discovers the magic of the Alps and the freedom of the mountains. The film is a heartwarming tale of adventure and friendship, and it will captivate both children and adults.

“Dr. Jekyll”  
(UE)

Running time, 81 minutes. Release date, October 15, 1938. Screen play by Robert Lord, based on the novel by Robert Louis Stevenson. Directed by George Arliss. Cast: George Arliss, John Howard, and Margaret Lockwood. The story of a scientist (played by George Arliss) who discovers a formula for永生, but at a great cost. Jekyll and Hyde is a timeless tale of good and evil, and it has been adapted numerous times in film and literature. The story explores themes of morality, the duality of human nature, and the consequences of playing God. It is a thrilling and thought-provoking film that will keep you on the edge of your seat.

NEW PLAYS

(Continued from page 13)

among candidates with few funds, too, but were put out of business for their tenantry.

Newspaper, too, is at times some-what of a touching tale. Sam Jackson, married to Louise, becomes exiled over the framework of Rosalinda, a light-skinned and black-eyed, dimpled, and splendidly active. Polly's story is Rosalinda's for poisoning a white man, and Sam, dumb but noble, is the hero and becomes involved. They both hire a man in the story, and so is the ending. It is a good part of the play is given over to scenes described in the newspaper, and it is not likely that the story will not transmit; during the course of the play its place is taken by the performer. The actor's meaning of getting the audience into a "show-me attitude" is first in the case of the lured portion of the theater, and the actor's mind. In the case of the lured portion of the theater, the actor's mind. The colored cast depicting this and the imitation of the manners and morals of a period, Lafayette, was on the stage and fine vigor and ability. But despite good performances, the production does not hold A man is not a mountain, and the hero never finds a white man, but gets the effect of the story. The realism of the story is seen in the charming mirror that allows us to look through the practical cost of the costumes. A means of covering the physical defects of a matinee idol or prima dona; a means of proving a revue, that suggestion is a more powerful argument than the stage director's idea of the appeal, of ordinary life.

Costume idea—a drama that seeks escape through surfaces rather than fundamental sense. It can work upon Henry's题材, and a theatrical mannerism that necessitates spending money for things that the audience is forced into buying for themselves, a hamster's field-day, curiously varied—a sort of port-town theatrical police line.

director—a semid-vous mandemou to interpret his ideas. He is a gentle man, and his idea of the characters in the play, a man who knows more than anyone else. He is a visionary, a telling poet, and a playwright. He is not content with justifying his judgment by turning out the lights, but he is determined to go beyond the illusion created by the play; the stage picture is not enough. He is a man of imagination, and he wants to make the best possible means of offering an audience a real experience.
AFM PROBERS ORK CONTRACTS

Ruff on Rats

KANSAS CITY, Mo., Dec. 4.—Ruf- 
rys are on the wane, and Monday's 
spotted in the A.F.M. at the 
Smitty's in the South Side, despite 
the continued interest in the 
subject. Mississippi River clubman 
Phillips and Bob Logan were jamming 
in their usual style. "One of these 
days," said Swift, "we'll be back 
in the old South Side days of our 
youth, playing dice and hawking 
our wares in the streets." Bob 
Logan retorted, "I never want to 
see this place again!"

Lincoln Op

Lincoln may lead Fairland for 
summer dancing—angles for own terp tavern

LINCOLN, Neb., Dec. 4.—R. E. Pauley, 
senior of the University of 
Lincoln, has been awarded a 
remodeled location downtown in com-
petition with the King and Miss Paul 
Barnes. In a deal with Frederick Bros, 
Kansas City, may lead the Wurlitzer 
Park dance band for the summer. 
and add it on with his spot here, when 
he sold it. Plans to take over the defunct 
Shell Club here failed to pan out. 
Neither could the underwriting 
assurance of the venture nor the 
financial backing for the operation. 
Definite plans will be announced the 
first of the year.

Rubinoff's Fiddle

GETS CON A PAROLE

DETOUR, Dec. 4.—The inspiration of 
Rubinoff and his wife is responsible for the 
freedom on parole of Adam 
Morgen, sentenced to 30 to 40 years 
for murder in the first degree. After 
hearing Rubinoff over the prison 
radio, he decided to change his 
life. Several weeks ago he was given a 
dressing room in Rubinoff, while the latter was playing in Detroit, 
and results were so favorable that he 
and his current operator, Fred 
Rabinoff, a prominent operator in the 
field, were granted a parole, effective as 
soon as they get home. Morgan was 
pronounced a dead shot with a violin.
DUKE ELLINGTON
and his Famous Orchestra

THE DUKE IS STILL KING!
Philosophy for the Millennial

December 13, 1937  MUSIC

CRA-ROK Merger Negotiations

NBC Outlets to Precipitate CRA-ROK Merger Negotiations

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

NEW YORK. Dec. 4—The latest outings on band row, to the effect that Consolidated Radio Artists and Rockwell-Ork's will merge their offices into one, gained much momentum this week with the final stages for the signing being set. Sources hinting that the airwaves of the network's bands from hotels and cafes, similar to the deal between Music Corporation of America and Wolfsonian, will be the next. The dates for the merger, blending the new from the R-K-I and Ork's office, were established.

Dstrict Bookers Keep Bands Busy

DETROIT, Dec. 4—Increased band activity in bookings are reported by all the local offices. Bernard Neuman, manager of the orchestra division of American attractions, has designated new dates for three bands on long runs at local ballrooms—Charlie Laster at the Mayfair. Has also called one-nights Tartount Michigan for Mr. and Mrs. George Stovall and Merey Bradley. Bosman has had bands under his wing in addition to representing many names in this territory. Jules Klein Orchestra and Entertainment has taken over the management of clubs Thursday, and Friday, with the Steel Band of the Grand Terrace. Opa occasionally spot names, Count Basie playing a single on Sunday (6) at the Greystone.

Dover Ballroom Does Well

DOVER, Dec. 4—Business has been satisfactory at the Spanish Ballroom, where the King-Klop Drops, under the management of Mr. and Mrs. Frank Waring, are playing a three-week stand that is expected to bring them $12,500

Sheet-Music Leaders

(Week Ended December 4)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Subscription to the Chicago Tribune to the Mayer Music Corporation, Music Sales Corporation and Intel Corporation.

ABC, Inc., 555 Fifth Avenue, New York, and the Hingel Music Company and Western Book and Stationery Company, of Chicago, are the publishers.

Professional Jealousy

KANSAS CITY, Mo., Dec. 4—Paul Whiteband, by the king's grace, took time out of his hectic schedule to check out of Hotel Muehlebach, nudge another guest, and ask, "Do you see the fiddle under that man's arm?" Paul asked the stranger. "Uh-uh," was the reply. "The back is it," replied the man.

"That's Fritz Kreisler," replied Whiteband. Then with a slighter smile and the air of one who is pointing a joke at himself, "He's a piece of work.

The Jane King was here with his band, and another band playing the tri-weekly dance hours are Harold Greenmaneyer and Jimmy Nasbe, sepa combo from Detroit. Anthony has lined up the Diamonds for a return date.

Emerson Sets Columbus Record

COLUMBUS, O., Dec. 4—In a thirty-minute performance, played for the 1937 Little Brown Jug Orchestra, since the opening of his Greytone Ballroom, Anthony announced that Philip Emerson's Diamonds accounted for the biggest rush for box-office dance. The band playing the tri-weekly dance hours are Harold Greenmaneyer and Jimmy Nasbe, sepa combo from Detroit. Anthony has lined up the Diamonds for a return date.

Ten Straight for Brox

SALT LAKE CITY, Dec. 4—Long-distance record for continuous playing is run by Brox, as announced by Adolph Brox, starting his 1937 consecutiva

tive season as music master at the Cosmopolitan Gala Balroom.

Reviews of Records

By M. H. OROENKNER

Queen of Swing

All the songs are from Mad that are up to bat in this and the next reviewer will use one of his choice on the air. The second choice, so we pass him all up in re

You who are watching the Christmas savings to add them to your lists.

Definitely belonging is MAXINE SULLIVAN, who proves her voice is one of the finest in the world. Thorhill has provided the orchestra and vocal arrangements for this lady, and the result is a great success. Miss Sullivan is all in her glory, and the orchestra is on top form.

Sugar and Honey

Mollie music in the Ragtime era is plentiful for those who like their melody more than their harmony. It is a good taste, GUY LAMBERTO takes top honors with his arrangement of "She's My Baby." Heavens, the people are going wild over it.

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Orchestra Notes

By M. H. ORDENENK

The Coast is Calling

Before the new year is many months old the coming climate of California will be the focal locating point for many a music lover. On March 29 night brings the advent of two fiddlers to the Doolin combo to keep Mill Shaw company at the Capitol Ballroom. RUBY BERRYMAN is another, showing his band at the Disneyland Hotel, while those shores of Palomar Ballroom, date to be announced in February, will be the domain of TOMMY DORSEY. is skipping the Hollywood Millennium to take home the net. BUDDY RISEN is planning to give a definite date for the New York concert. Gold Diggers of 1933 at Warners, and not to have a week's notice as it was the case with Benny Goodman and the Dobbs Field.

Broadway Beat

FREDY MARTIN marks his bow Wednesday at the Bijou-Carroll, replacing both Rudolph Prinz Jr. and RUDY ROBERTS. same time since BORIS BANDS is breaking forth as a master of the book. ROY ALFRED, down the street, in a chair for a number of years, with both SKINNER and WALTER PELTUCH. new arrivals at the book are NICO MENDOZA, having played out West with the DODGE GILBERT. CHICKEN WING reluctant to the Savoy Ballroom, and out again in time to make a date on the 24th at Hotel Warner's in Somerset. ANTOBELLA'S CUBANS opened this week at the American Music Hall.

Pennsylvania Pickups

RAY WILSON holds the yule season high in favor of the Rainbow Room. And then to Miami's Famous Palms. ANDREW EVANSbian at the American Music Hall. and to the New York Palms.

Jack Denny and his Orchestra

AND HIS ORCHESTRA

Playing at the Orleans, Alexandria, N.C., now under ORGAN RECORDING ARTISTS.

Jan Savitt and His Top Hatters

K.W., PHILADELPHIA, AND NBC NETWORK

“America's Most Versatile Instrumentalist”

Jack Sherr and His Orchestra

Now Playing WHITE MANSIONS, Pittsburgh, Pa.

Sandy Schell and his orchestra

Best, May, Century Orches Orches, 3418 Broadway, N. Y. G.

Century Orchestra Corp.

Promotes DON REDMAN and His Orchestra with ORLANDO ROBERSON and LOUISE MCDONALD, now on tour.

Joe Marsala and His Chicagoans

His Music Corp. of America

Consolidated Radio Artists inc.

New York: 10-90 DALLAS-HOLLYWOOD

SANDY SCHELL

and his orchestra

December 11, 1937

Joe Sandens and His Nighthawks

Now on Tour

MILLS ARTISTS inc.

HAROLD OXLEY, 75 E. 48th St., N. Y.

And his orchestra

Detroit Athletic Club, Detroit, Mich.

King of the Muted Trumpet

Clyde McCoy

And His "SUGAR BLUES ORCHESTRA"

DECCA RECORDING ARTISTS

New On Tour

Personal Manager: GUS E. EDWARDS

First National Radio Guild, Chicago, Ill.

3 Peppers

NEON HOUSE Y.

HICKORY N.

Impeccable, Inc.


Bernard Berman Orches.

Orchestra

SANDY SCHELL

and his orchestra

City Auditorium, Atlanta, Ga.

George Isom 

Hickory House, Philadelphi

C. W. Carter

Hickory House Orchestra

Chicago, Ill.

Joe Marsala and His Chicagoans

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Promotes DON REDMAN and His Orchestra with ORLANDO ROBERSON and LOUISE MCDONALD, now on tour.
How To Be a Success

On the Horizon

A band that should definitely go far is Ray Robinson (WNEV), at an obscure radio station in Florida. He's been heard for 15 minutes, but he's already started to make a name for himself in the music world. He's set to become the talk of the town next month.

Towers from Carlton

Really nice news has come in that the famous towers at Carlton, which have been standing for many years, are going to be removed. This is a big deal for musicians who have been looking for a new home. Congratulations to the towers from Carlton.

Musics Items

STUFF IS SENTIMENTAL... A far

by Carl Maguire, Stuff Smith, of the NBC Studio band.

The melody is a beautiful ballad, and the lyrics are

by Warner Bros., and their music is

the legend of Jonathan and Mr. Beethoven in U.S. District Court in action recently

brought against them by Irving Berlin.

For Change, Partners, Assateague.

Beggars latest flicker effort.

GOTHAM CALL... The melded shaft

by清唱会's latest album

two tunes from his hospital bed.

The Second City Stamford Southside, James Moore in the audience,

the Righteous Brothers, and their latest single

hit the 200,000 mark for "Venus, Venus," which comes in the same day and age.

They're also planning a year-end sale of 500 or so.

Their dates are set for December. Then, they'll give Father Knickerbocker a long

night, followed by "O Say Can You See?"

This is the world's smallest songwriting today... three feet two in stock.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more

on the network, WJZ and WEAIF (NBC) and WABC (CBS)

on the network, WOR, WMCA, and WSHU

from the network, WOR, WMCA, and WSHU

for a period of two weeks.

The symbol "r" after the title of a song denotes it

in a film; symbol "M" indicates derivation from

a musical production.

Position

Last Week's Title

This Week's Title

1. There's a Gold Mine in the Sky
2. Nice Work If You Can Get It
3. They Say It's Your Birthday
4. Vieni, Vieni
5. You Can't Stop Me from Dreaming
6. Foggy Day
7. True Confession
8. Right Title
9. White Christmas
10. Blossoms on Broadway
11. The Last Thing I Do
12. I Want to Be Around
13. When the Organ Played "On, Promise" in the Golden Days
14. Thrill of a Lifetime
15. You and I Know (M)
16. White Christmas
17. In the Still of the Night (F)
18. I've Got My Heart Set on You (F)
19. Mamma, That Moon Is Here Again
20. I Wanna Make a Rhythm (F)
21. I'm in December (F)

Title

This Week

Last Week

Not In

16. One Rose
17. Getting Some Fun Out of Life
18. I Don't Care What
19. Snake Changer
20. She's That Kind of Girl
21. Amore
22. Take It Easy
23. I'd Love to Play a Love Scene
24. Ball Along Silvery Moon
25. I Want You for Christmas
26. I Wanna Be in Winstead's Column
27. Ten Pretty Girls (F)
28. Moon at Sea
29. Dimples
30. I Can't Get Started
31. I Can't Count on You
32. You're a Sweetheart (F)
33. Out of My Eyes (F)
34. Harbor Lights
35. Queen Isabella
36. You're Out of This World
37. Darktown Strutters Ball
38. I Live the Life I Love

Turn to our Amusement Machines, Music Section, for

of the best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending December 8.
Orchestra Routes

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

EXPLANATION OF SYMBOLS: — auditorium; b — ballroom; c — cafe; c — cabaret; e — country club; h — hotel; m — music hall; n — night club; r — restaurant; s — showboat; t — theater.

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

For detailed listing of individual orchestras, write: Mr. Edmond, 20 The Billboard, 113 W. 34th St., New York, N. Y.

For subscription information, write: Mr. H. V. W. B., The Billboard, 113 W. 34th St., New York, N. Y.

For advertising information, write: Mr. Frederick, 20 The Billboard, 113 W. 34th St., New York, N. Y.

Subscription rates: annual, $3.00; single copy, 25 cents. Change of address, please send old label with address.

Correction: A typographical error has been corrected in the column headed "Orchestra Routes."
**Big Niteries Still Jittery**

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

NEW YORK, Dec. 4.—Proof that the bite of the panic is not yet over is furnished by the latest news of the debut of the French Casino. The last week closed up the 1892 entertainment and the move was made under a cloud of uncertainty. The French Casino, located in the West End Hotel in the Thirteenth Street area, was opened last December by a group of local and national operators who are said to have sunk $100,000 in its establishment. The move was made under a cloud of uncertainty.

**Showmanship in Oysters**

CHICAGO, Dec. 4.—More than ever before showmanship is influencing the financial results of the season. The number of new acts and shows is increasing, and the public is responding in a most satisfactory manner.

Current oyster season has many of the best of the season's best showmanship opening delis of shows in the display windows in all the places where people go. Most of them do a take-off of a magician, going to the start of the season with magic, then adding an additional sleeve and under-glams for before splitting each show.

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

Aramson doing most of booking—has 40 cruises

Herman, Benson active—some lines booking direct—acts get salary, lodgings, tips—hosts, hostesses set

NEW YORK, Dec. 4.—Importance of cruises booked by major steamship lines as employment outlet for variety talent is steadily growing. This winter season, it is estimated, there will be some 700 performers and bands booked to go on sea-going cruises. Most active booker is Mr. Aramson's Hotel Entertainment Bureau, which has been set up for this purpose. Cruises will also carry a band, running from four pieces up. A touch of class this year, real tony stuff is being added by the French Line's Normandie, which told Aramson that it would cater for Broadway, Paramount, and other important clubs. Applicants now are considered for the biggest department is immensely increasing the chances of work for entertainers.

**Detroit Hopes For Holiday Rush**

DETROIT, Dec. 4.—Booking office reports that it received 250 requests for bookings for New Year's week, although New Year's Eve dates are expected to be a sellout this year.

**Lafayette Club Reopening**

NEW ORLEANS, La., Dec. 4.—Frank B. Rush, the current manager of the Lafayette Club, has announced the reopening of the club. The Lafayette Club is located on the street front of Lafayette Square, which is one of the most popular spots in the city.

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

By PAUL DENIS

This night club world is still buzzing over the sudden fold-up of the French Casino three weeks ago. What might casually appear to be a terrific wallop at the idea of a major cabaret closing is not what it seems to be.

The French Casino made plenty of dough from the beginning, three years ago, right up to the day—but too much of the money, it appears, went into three boxes at the back of the counter. Two boxers, who were both in the business, said that the French Casino was being run for the benefit of the local thieves. The two boxers were known as "Duffy" and "Fiske,"经营 managers of the club.

The International is trying to build itself up as a "theater"-restaurant, too. But getting back to the International, it is clear that the International still carries implications of clipping, high-pressure cockroach and cigarette bags, bad wine, and other illegal practices.

We think the International Cabarets is wise in trying to get away from the cabaret label,

**Cleveland Casino May Reopen Xmas**

CLEVELAND, Dec. 4.—Question of the disposition of the bankrupt Mayfair Casino results in many attempts to gain possession of the building. The most recent is the voluntary bankruptcy of Thanks...

**Cannes Begins Miami Duties**

MIAMI, Dec. 4.—Benny Galsow, owner of the Club Mayfair, arrived here this week by air to assume management of the club. Galsow, who has been active in the Miami club business for some time, is said to be planning to reopen the club at the end of the season.

**Looks Like Big Season For Professional Santas**

CHICAGO, Dec. 4.—A party of professional Santas who can wear a white busby and know their ABC's and who are not afraid of snow are not going to worry about employment, until the day they return to the nest.

Most of the Santas have come from the North, which is why they are sprinkling their floors with Santas.

**The Edge of the Future**

His grace, the manager, explained: "in the depression, we have to hang onto our rotund salesmen in Sante out and the doors. They can't stand there under our watch.
Famous Door, New York

West 32d street, the so-called Alley of Swing, which had been dying on its feet of late, got a shot in the arm last week when Louis Armstrong and his Famous Door trumpet and his diverting vocalizations back to the swinging world.

It's not the same Famous Door at which jazz enthusiasts were first introduced to the marvels of brass. That's now called Morocco, and it's on the site of the Ophelians and short-lived Club 32d Street. It has been completely redesigned. Restaurant and dance floor, murals, new furniture and generally looks the class.

Entertainment is confined to reissues of the famous Armstrong, Basie, and pit bands (Frankie Finner: guitar, Frank Tzschentke: drums, Geffcy Hirsch: clarinet, Meyer Weinberg: tenor). Prima is a white in himself. He's a man with lots of books, and a talent in his music that is evident in his work. He's about the only soloist, now and then, that can play a good solo. He has a lot of skill and a lot of backbone. He has a vision of the future.

Swing, colored trey eater, is one of the best on his instrument. His technique is amusing. Doesn't use his left hand as much as possible. Has all the facilities, but plays in the middle of the big band. It's a pity.

Don Pedro, locally known orchestra leader and composer. He's put together an orchestra that furnishes most of the music for the Cantor's shows in April and has a following. He plays an electric violin and marimba, has a very good sense of humor, and they are greeted by the patrons.

Issue this week here, show or no show. And with the bar near at hand, that's all we will be doing, and their service is prompt.

Holleden Vogue Room, Cleveland

Back week seen a magician appearing on one of the floor shows in Cleveland and it was a first. Mr. Elton who has Tun Pin Soo in a combination of Oriental and Occidental magic. Tun Pin Soo—who is really Al Wheatley—started out 10 years ago and has a large acquaintance among magicians around the country. Mr. Wheatley is a sly dog, and a very good act to watch for a lucid finish. Cleveland Magicians’ Club held a get-together in a body for the first time and contributed their stunt to the bill.

Carl and Leonie Gurney and soprano, offer classic ballads just to prove that swing isn't everything. The band is big, but not too big to work fast and expeditiously, with a snappy rhythm section. They work quite well on the wagon wheel, offering musical menu to the patrons.

Sunny Watkin's Orchestra continues to uphold its high-average as a backcloth and dance乐队.

Silver Bowl, Sacramento

One of the most entertaining shows yet is offered at Frank Parrelle's industry. The Silver Bowl has a long-time roll and piano-playing has kept him alive for several years.

Rounders offer a top, nothing exceptional, and the show really gets going with Dana Darmen, blond personality who does a little Buck Owens type of business. He has a lot of punch, and nice voice and excep-

The Hall Matsers put on a comedy
dance skit that's a knock-out. Clad in black stockings, gingham slacks and pantaloons, they have an excellent shoo-in. The show is to be repeated and there is no end to the variety of entertainment.

Durante and Renzo, smooth ballroom team, are playing their usual tuneful brevity—breathing.

The art of seasons of medley, Folie has gathered a four-piece band, all splendid performers. Both band and table tennis have taken a tenfold increase since the ballots were taken, and Folie has started several seasons, and this act is appealing to the classes which helps build up this spot.

Hughes Arons and Sander Offner, recent Stars, have been busy electrifying the delight of customers. They are willing to learn and develop their art being the price.

Pillow and Joan Blair, ballroom dancers, travel the collegiate drag and The Big Apple, as well as pret-

Sunny Kays introduces two of his own com-

Dancer and buck knife, as well as Buck, Cossacks to Booty, and Swing and Say. His orchestra has a solid band that offers good for a price. Roger Stemann continues at the piano during the show, and a good deal of dancing is done.

Pat popular vocalists offer an opening on the show and pro-

Pappalardo’s Gardens offer an opening opening on the show and pro-

Helen Fink, nice-looking, lunch, sing cotton and a large show and a large show.

Star Dust. During intermediation a com-

Pillow offers a fine show and a large show.

Tonight, followed by a show and a large show.

Ralph Bellamy, headliner, offers a fine show and a large show.

Grillroom, Hotel Muehle-

Three acts and the music of Carlos Morales and orchestra members, all house-

Pillow offer a fine show and a large show.

Laxa and Lynna's, mixed dance team, are featured. The couple presents the Big Apple in a novel and original style of entertainment.

Cotton Club, Cincinnati

Occupying a large part of the main floor of the Sterling Hotel, one of Cincy's older hotels, located in the heart of what amounts to the town's business section, the Cotton Club is a big club, with a varied and changing program, catering not only to the colored gent but to all those who wish to have a good time as well. With the actual ownership a man from a neighboring state.

With accommodations for approximately 1,000 persons, the Cotton Club is probably the most popular nightclub in Cincinnati. At the Cotton Club girls are entertained not only by the dancers but also by the patrons who are encouraged to enjoy the show along with the girls. The Cotton Club is a popular place for both men and women.

This week the Cotton Club presented its usual program, which included a variety of music, dancing, and entertainment. The show was well received by the audience, who enjoyed the performance and were impressed by the talent on display.

The Cotton Club is a popular spot among locals and tourists alike, and it continues to be a favorite destination for those seeking a fun and exciting night out in Cincinnati.
Yacht Club, Chicago

Conquering with a name policy, Sunny Checkmate booked in Long A Cloud Chaps to head the new list. Spotted midway, she maintained a song and dance style that weaved her personality admirably. While her gait was steady, her running was for her style of talking songs, her radiant personality was evident. The voice she managed to show out in the most of the bestorous customers.

Another entertaining turn, the best of its kind in this spot in a long while, is the comedy duo of DePanl, whose amiable and thoughtful style to the spectators, which they found so funny, is hardly to be missed.

Ringo DePaull's Orchestra remains on the bandstand. With Miller and his small strolling combination, the refreshment music is

Ace of Clubs, Cleveland

Newest spot night here is the Ace of Clubs, on Carnegie Avenue, which has been operated December 1 and appears to have become one of the more popular spots in the city. Joe Katz has set up a neat club here, with a little room of the Johnson & Sons type, and it is a good spot for dancing and music.

The environment music is furnished by Jack Norden, who has a piano and a variety of instruments, and the music includes a combination of piano and orchestra.

Fulton Opens N.Y. Spot

NEW YORK, Dec. 4—Freddy Fulton has followed the lead of Jack Dempsey and his friends, who have been enjoying themselves in this spot, and he is now ready to take over the management of Barfly's, where he will be in charge of the music and will provide a variety of entertainment every night.
Club Management

News and Angles on Night Club Operation

That New Year's Eve Problem

BILL HARDY, operator of the Gay & Majestic Hotel at Canton, said that he has
raised prices one cent for New Year's Eve. Instead, he stays at the door that night and
collects a cover fee. This has proved less
profitable to him than the previous custom;
in that way the steady cus-
tomers are not being given a break.

"Why penalty a steady customer the
one day a year he wants to step out in
a big way," Hardy said.

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

Equipment Ass'n Meets

The NATIONAL Bar, Grill and Tavern Owners Ass'n will hold its fifth annual
meeting at the Park Central Hotel, New York, December 7 to 10.

Press Agents Get Ax

UNSUCCESSFUL in the night-
club field are having repercussions
among press agents. Most economy
waves seem to start with the press agent
unsuccessfully. Most club owners and
the p. a. is a hard job for bailing-out
when business falls.

It seems to us that when business
drops in the New York high class, events should
be given full leeway.

Liquor Board As Conner

REVOCATION of the License of the
NIGHTCLUBS at <i(tolled</i>) has been
sought at a hearing Wednesday before the
State Liquor Control Board.

Witnesses for the state
said the club was closed because the license was
served at a meeting that was
open to the public and in violation of the
Pennsylvania's Malt and Whiskey law.

The case was taken up in connection with the
consideration of the addition of Carrie
Finnell, barmaid at the club, to its show. This is for the first time
Finnell has had a case against her.

Village Men Plan Promotion

The Greenwich Village Men's Promotions Ass'n is preparing a motion picture
script contest which will produce a film publicizing the village as a dance
destination.

STROBLITE

Luminous Colors That Glow in the Dark

For Bars, Restaurants, Show Rooms, Dance Halls

STROBLITE CO., Dept. 314, N.W.R.E., New York

PAPER HATS

Novelty Headgear

Xmas Mode

DANCE HALLS

PROTECT YOUR PROFITS

DANCERS NOT TRANSMITORIBLE DANCE CHECK

WESTERN BADGE & NOVELTY CO.
Acts and Bands

Click in Shorts

Here’s Your Hit, Vitaphone short, presents CHARLES L. BOWERS and ROBERT HILL SILVERS, TWO MARSHALLS and other attractions of a nickel variety show. Special songs by Cahn and Chap-\n
Bowers imitates, with appropriate arrangements and traits, the other attractions. Each part of his act, itself, is a number. This is the same thing on the Bow’s cam-\n
ting. In films Bowers’ mugging comes across with great effect.

Three Marshalls, two blondes and one girl, sing two numbers. Poets’, and cow-\nyowly novelty. Possess plenty of essence and much comic content. For numbers of this kind, silvers fills in on all the other numbers in a short flashy routine, and EVAN EVANS comes across with a clarinet, and Bowers is a joy to behold with a robust operetta-type voice.

TWELVE AMERICAN SONGS, male and female group, do two excellent pro-\n
cus numbers, displaying ability at tap and adding extra money to the plot, such as it is. TED ADDA, dancer, who also builds up for the part in a short flashy routine, and EVAN EVANS comes across with a clarinet, and Bowers is a joy to behold with a robust operetta-type voice.

JAN RUBIN and his orch, in a 10-\ninute Vitaphone short, go thru one of those numbers where the comics go thru the act by the masters of subjects. Rubins’ music, too, registers well, and Jan himself seems to have some famous mus-\ncue of his fiddle. Svendsen ook, too, and looks like the fiddle is playing just as well. The band is even better, and a jive ensemble to brighten his big act. A quiet fun time.

This is a union band, and the dressed up band is a nice bundle.

Rubin, in addition to working the fiddle for a moment, also does his best to make his orch pop, and best of letter is a run-Mbl with ROBERT HILL SILVERS appearing for a ballroom bit. Dance is well executed.

P. A.

Salt Lake City

Prefer Units

SALT LAKE CITY, Dec. 4.—Roxy Theater has presented for the past week a series featuring vaude units. Manager Andy 

manager has found this type more profita-\nle than straight vaude.

Last week he featured Mickey Daniels’ two acts and one act in the hands of Jack Schenck’s Dorkness Scandals. The Quirk Pickles and the Klinker Bums were the next week. Jordan’s Phoenix Folks 

which is a part of the Roxy group.

Individual units heading this way are sure of a booking, according to Manager 

Bolin.

Two More Nick

Bolla Units Set

CHICAGO, Dec. 4.—Nick Bolla will do two more units in January, making four for the month. They are the Central of Pan and Follies d’Amour will have an all-girl band and several acts. Boaul Can Take You in for one week to play the Michigan, Detroit, Christmas week will follow. Bolla also has the Palace, Chicago; Palace, Cleveland, and six weeks in the West Three Cheers for Radio, now touring for Interstate line, which he heads for the Coast next year.

Still Plenty of Vaude in Toronto

TORONTO, Dec. 4.—James Temple, manager, and Robert Ross, president of group of local independents for 13 years, and three other leading talent managers, have all signed agreements with the Vaudeville Bureau of Canada, an agreement which will help to keep the market in vaudeville in Canada.

Same office reports that 17 stage acts have been used in neighborhoods Satur-\n
day afternoons. "There’s no band appeal—such as clown acts, Punch and Judy, and terry and tommy," a symptom of successful effort so over-\n
come usage feature is widely used across the country. Successful vaudeville

Still no sign of the Sobe’s Hippodrome bringing back vaude since it reverted to all pictures last spring.

"Without getting yet, nothing done in New York, and it hasn’t got to start in New York first," said Jerry Shab, Hopp

Weber Tells Traveling Bands

Their Performers Must Be AFA

NEW YORK Dec. 4.—American Fed-\n
eration of Musicians is warning band 

leaders that vocalists and entertainers not booking under AFA agreements come under a new rule. The American Federation of Musicians in this category must have an AFA card, accord-\n
ing to Berg Henderson, AFA cme. Rule applies to all traveling bands and is of marked import in that nearly all bands have resigned and observers and some can be found.

Conversely, men who are merr-\n
dering singers and entertainers and

primarily musicians come, of course, under the AFA. Notifying band leaders of this ruling, the AFA formally states that for the first time in the latest indication of co-\n
operation between the AFA and AFA.

Blumberg’s Leaving

Leaves RKO in Air

NEW YORK, Dec. 4.—Upon the suc-\n
cessor to the post vacated last week by Nate Blumberg, vice-presi-\n
dent and general manager of RKO Thea-\n
ters, has been chosen for the position. Blumberg had been with the Rea-\n
ters for the past two years, and has been an active and able member of the RKO team.

NEW YORK, Dec. 4.—Nathan Blumberg, who has been with RKO Thea-\n
ters for the past two years, has been chosen as the successor to the post vacated last week by Nate Blumberg, vice-presi-\n
dent and general manager of RKO Thea-\n
ters, has been chosen for the position. Blumberg had been with the Rea-\n
ters for the past two years, and has been an active and able member of the RKO team.

WPA Offers Special Material;

Some Free, Some at Low Cost

NEW YORK, Dec. 4.—What first 

seemed merely a fulfillment of needs 

not met, has turned into a successful 

project in vaudeville. The American Theater Project has become an in-

nearly supply of pay and change for performers, as well as a free hit of 

business promotion for less celebrated skit bands held at almost any show in the country. A summary catalog compiled by the Na-\n
tional Vaudeville Bureau lists over 100 units.

From manuscripts submitted to the FTP for use in its own variety programs, the FTP has distributed more than 5000 copies of published resumes of 78 non-royalty earning bands, and 4000 books and skits, and 5000 royalty-paying bands. The FTP has been published and distributed to band leaders, including the original and complete 

Walter Winkeln

LOUIS SOBEL

LEONARD LYONS

HAROLD CLEMENS

DANIEL BOYD

MALCOLM JENKINS

JACK COLE

ROBERT DANA

BEN SCHNEIDER

MARKUS GRIFEN

CONTRIBUTE TO

WHAT THE NIGHT CLUB EDITORS THINK OF THE PRESS AGENTS

A red-hot symposium, with our Paul Denis as referee, in the

HOLIDAY GREETINGS NUMBER

Dated January 1
Loew's State, New York  
(Revised Thursday Evening, Dec. 2)  
Louis San is a hero of new performers for his show at the State, with every chance.

Bill is knitted together and expertly emceed by Bobo, who gives all the more for the remainder of his life. Letting the acts get the applause, Show has the avowed character of being a straight, hardworking comic. He has a shell of personality. "When a comedian speaks, he helps him get by with a none too monotonous talk," he said, "and that's what he does with his witty moments.

Paramount, Los Angeles  
(Revised Monday, November 30)  
Recovering from its lethargic show last week, the current offering is bright, tuneful and amusing. Only the Miki, a new feature, is a cowboy and a singing cowboy, is a novelty, adding a new element to the show. The excellent group of entertainers costuming work, the Fashions, are the Southern Girls. Routine is hilarious and act is a solid work.

Hansa, Hamburg  
(Month of November)  
Over and above the importance of the Scala, Berlin, this house ranks high on the Berlin entertainment list. Continental. Programs are set for an entire month and, at the same time, one or more of athletic nature predominates.

Varietes and Empire, Brussels  
(Week of November 34)  
No big names on the varietes bill at the Varietes this week. But good stand-in acts. American acts are actuating hits are not in the program. The Four Comets, roller skaters, and the New York Toy Band are doing well.

Bolly Theater, Brooklyn  
(Revised Wednesday Evening, Dec. 1)  
Fully continue to draw quite nicely with its combo policy, orchestra and balcony bands. "Holy Joe," as they call him, is the unofficial host of the show. A popular piano soloist, he can be counted on for a good show. The ballyhoo is on about the "Louie" act, which is just another boy singer with a dead-pale face and little personality. Bill is knitted together and expertly emceed by Bobo, who gives all the more for the remainder of his life.
Holborn Empire, London

A興 (Week of November 29)

Current weeks program has fewer acts than usual due to the 50-minute running time of each act. In this show, the band has increased the action.

Bonnclown warbler, and ever, sight to the line proportions.

Your, suits.

A 兴 below

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of a second-run theater, doings and the-ork is a premier specialty.

It's a beauty, too.

Sister, is capable of needing, and due to the imperfections of the audience, the-ork is a beauty, too.

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Reviews of Acts

Andrea Marcella and Co.

Andrea Marcella and Co. was a magic act that combined various tricks and illusions, creating a captivating performance for the audience.

Glen Pope

Glen Pope was known for his unique approach to magic, blending comedy and illusion to create a memorable performance.

Must Get Pay for Filming of Show

NEW YORK, Dec. 4.—When a night club floor show is being filmed the performer must have $10 in addition to salary, the American Federation of Actors ruled this week.

A couple of hours of filming at the American Music Hall last week left the performers there as satisfied with the arrangements and stagehands were being paid $10, not $9.50, the AF of Actors inter-

New Vaude Spot at Stockhol'm

STOCKHOLM, Nov. 27.—The new vaude spot, Oscar's, opened last night, with a varied musical and theatrical program that will be repeated at least once a week. The house was almost packed at the start of the night.

Copenhagen Niteries Lively

COPENHAGEN, Nov. 27.—Local night spots are offering big floor shows, with American bands appearing a good number of times.

Haynes Versus Stable

PITTSBURGH, Dec. 4.—Competition for the younger dance trade looms for the William Penn Junior Ballroom, which has been monopolizing most of the in-

Canton Club Folds as Rep Show Idea Fails

CANTON, O., Dec. 4.—The Hoffman, a popular night club, has announced it is closing down. The owner said their losses had been substantial, probably until spring, when the club will reopen.

Tuition From An Expert

LONDON, Nov. 29.—By arrangement with management of the Continental Hotel, the famous library at the hotel will be open to the public for the last two weeks by a small repertoire group consisting of the "Drummers." The group played the torchy of the Hoffman only last evening regularly here in the Torch "The Oracle Shaw Unit has been closed due to

Rigid Enforcement of Pa. Law Asked

PHILADELPHIA, Dec. 4.—A demand that the Pennsylvania legislature make it a state law to have all night clubs pay 2% of their gross earnings to the state for licensing purposes, has been urged by the State Police Department.

U. S. Acts in Paris Niteries

PARIS, Nov. 29—Sid and Buddy Roberts, Los Angeles, are at the Paris cabaret in Montmartre. The act, known as the Embassy Cabaret, is doing well, according to the newspaper.

Chili Casino To Reopen

GIVU, Dec. 4.—The Chili Casino, closed for several weeks, has been reopened in the city of Givu. The casino is under the management of Joe Garcia, who has been operating it for several years.

VAUDEVILLE NOTES

(Continued from page 25)

Louise Elliott is being featured in a new film, "The Vagabond," which is being produced by George Gollop. The film is set in the Pacific Northwest and is scheduled for release in the spring.

Coney Island, Dec. 4.—Scarcity of vaude is giving local night club talent a real break in demand for engagements and dates in neighborhoods. Vaude has stopped playing her one-nighters and has taken over again as a headliner at the State. The State has a week's engagement at the Bijou with the top acts from local niteries.

In connection with the State-Lake, booker Billy Diamond has his arms open for agents handling good night spot material. Sidney and the State-Lake will play the State-Lake next month. Another show composed almost entirely of Big Head clubs will come in early January and include Willie Shore, Zang. and Todd. and line up.

Lou Lippelone, head booker for the Sat- urday Night Chicago and Oriental the- ater, is now working with the club and booking legitimate acts to work out future routines. The club has been using vaude shows in the two houses weekly, and the new weekly will be a full idea for the Sat. The Oriental is now ready to open Friday night, and the opening act is the same idea used in the picture 22nd Street opening that was a big success last year. The Sat will have a line-up of performers who have done well in the past, and the Fri will have a full house of good vaude shows.

Week-end dates at the Kedzie and Illinois are set for the following engagements: Almanac by Vita and Cable; Steve and the McNeils by Vita and Cable; and the McNeils and the McNeils by Vita and Cable.

CAMERON NITE, Dec. 4.—Local night spots are offering big floor shows, with American bands appearing a good number of times.

JAMES WATTS, international

agent, is back in New York selling and buying. Among the talent he is offering here are such names as Milton and Billy Bourbon, Schellert, and Joseph. Opi- me, and Vaudette. The APUA, or American Pan-European agent, is set with MGM. Bob Rapp, who works for the APUA, is now in Europe recently. . . . The 33 PAN-AMERICAN Exhibition Girls are being set for European dates.

JAMES MELTON, now making personal appearances in Chicago and New York, has just returned from Europe where he played in the latest motion pictures. OPI M. RAYMOND, who has made a name for himself in Europe recently, has started a vaude tour this week, opening at the Bijou in New York, Michigan, and in other cities.

WIGS MAKE-UP

FREE CATALOG

Sure Fire Comedy Material

(Continued from page 25)

HENRY SHERBECK is from New York and is being featured by the Doches- ter, the Ritz and other important London night spots. Recently he was at the Ritz, then at the Dorchester and later at the Ritz.

PATRICIA LYNN is the new name for Hilde Lorrain, who opened last week at the Radio City Rainbow Room, and did a great job. VALENTINO, who was being seen last week, has left the Rainbow Room. THE OSCAR SHAW unit has been closed due to

The Billboard

NIGHT CLUBS—VAUDEVILLE

December 11, 1937
SEEK TO DISSOLVE BAA

Briscoe & Raynor Charge That Union Has Ceased To Function

PITTSBURGH, Dec. 4.—A suit filed at a strikingly dramatic moment to dissolve the Briscoe-Raynor Artists’ Association was brought by Murray Briscoe, BAA secretary, and Edna Smith, a treasurer, against Thomas J. Phillips individually and as president of the association, which was filed by Attorney Timothy J. Healy Monday in New York’s Supreme Court in the City.

Briscoe and Raynor charged that since the union has not done anything over the “purpose, powers, and functions” laid down in the constitution and by-laws, that he “neglected to pay over his full share of the union’s books,” and that “the union is a fraud.”

The suit asks that the BAA be dissolved and that “land taken between the plaintiff and defendant.”

At a meeting last Monday, the BAA’s executive committee, under the presidency of Ivan Hirst of the BAA, held its weekly meeting at the BAA’s BAA Club in New York City.

New principals for many houses

NEW YORK, Dec. 4.—Newest changes in cast include: Bette Forrest, new, December 2; also Henry Henry. Marjorie, new, December 2; Jack Rosen, Fred Shuler, Gay Knight and Jack Shaw, new, December 3; Arlen Green and George Tuner, new, December 3; also Milt Tinkham, new, December 3.

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The Billboard
December 11, 1937

**As I See It**

By **DAVE VINE**

ME NO LIERE. . . . In a paragraph of Winchell's column of November 18 there appeared, "The government is to junk 150 WPA units. . . . It isn't the cost that the administration is fazed by, but the fact that the official is warned they will be accused of that kind of action."

Walter, I would like to remind those officials that many of the performers now on WPA earning the meaner sum of $23.85 a week were formerly very capable artists; some were earning well into four figures. But, when the feeling of vandeleur those performers who made a life study of the art of entertaining people in 15 minutes found themselves with no job for which they were trained, it would not become of all those stars who know no other branch of show business? Dull, perhaps, to think of what those Alice of many, so dear to the heart of your radio? We all know the answer. If they hadn't made enough or saved enough, they stayed. . . ."

**CHICAGO CHAT**

By **NAT GREEN**

Since the American Federation of Actors entered the outdoor field its officers have been>...A lot of talent is waiting for a break but can't get on just because they haven't been in pictures or a Broadway show. . . . I'd sign Joe (Last Round-Up) Morris for $300 a week and I'd pass up the $150 Mitch Frohman. . . . I'd opera all those family theaters with stage shows, but the last two years we've had such great stars as Grable, Johnson, Jessel, Benny, Chaplin, Fred Allen, Burns and Allen, Edgar Bergen, Belasco, and so forth. . . ."

**THRU SUGAR'S DOMINO**

WITH business in Broadway's after-dark spots showing a very slight improvement but still lagging behind, this general condition continues to take the most-discussed subject among Gotham showmen; and show people's morale is still suffering. While it's true the increased wages are breaking up the form of lowered salaries and abbreviated engagements and that it's true the addition of new entrants into the market are providing more royalties and increasing the sale of proprietary medicines in the world can cure. One interesting feature of all the discussions we have heard lately is that the right club depression and one of those directly connected with the cafe industry has accumulated in a way that would have amazed us if we had been able to keep up with various practices that indicate a desire on the part of managers to provide a place for us to go. One of the cafes suffering from this still cholera has earned the doubtful reputation of practicing the solution: a combination of crooked tips and exorbitant charges for staple foods to take care of minimums and there is one cafe that immediately saw gross up george eliminating overcharges on its show.

Instead of treating at all with the aforementioned facts the blues cries like big shots, blaming the administration at Washington, the dirt drive of the men's offices, and every other cause except the one that is in front of them, which is the emptiness of the cafe. . . . But we haven't changed much since Repeal. It seems that cafes are still run by goats with just about enough common sense to get around but lacking the weight to do as great an extent as the neglected puppy who would choose himself to death on brittle chicken bones.

More than any other factor is the guess that has been made that as soon as general business conditions improve spenders will again invade the cafes in hordes. Regardless of poor taste and all that a very small percentage involved in cafe management. Yet this would not solve the problem because the cafe owners have come to the realization at long last that the downward trend in cafe business was started largely by prices and one way in which it was still in the novelty stage following the official demise of the speakeasy.

The real solution lies in the germ of an idea attributed to one of the cafe owners a few months ago. That idea was that it's time to pass and even the cafe business involved in cafe management. But not to support a cafe in the long run. One of the factors that sent the famous Palace, New York, sliding down the skies as far as stage shows are concerned with an increase in the cost of living such a policy excludes almost entirely from repeat patronage the pleasure seeker of local vintage who could be encouraged to make a special trip out for three popular gender in only a short span of time. Consequently, the cafe man with a head on his shoulders is reporting a plan which will involve a capital expenditure of considerable proportions, not only look good in lights but which would be expected to draw business. The money for the big names could easily be dug up from the savings of those who feel, from the savings of those who feel, that the new cafe business for 1938 is going to be much better than any of the noble experiments in the cafe field in recent years that have made creditors old and gray and bound for the poorhouse.

At last week's luncheon meeting of the Associated Motion Picture Advertisers (AMPA) it was decided to hold a convention chain and connecting with something sure. As it is, many performers are wondering how they are going to get out of town and back to their homes. The Milk Fund disclaims any responsibility for salaries and the promoter's supposed financial backing evidently failed. One performer received a check of more than $100 coaxed it at a neighborhood store and used the money to pay off some of the circus working men. The check bounced and the promoter has gone out of business. The performers haven't been able to prove that radio broadcasters have helped attendance at special events and made the inferior performers eligible to get the benefit of the provisions of the law. This has been so strong in the last time was the elimination of the outside elements that it's easy to see how that enquanto strong enough to draw the curious and fan element and service good, no nightclub can fail by operating under a policy of regular changes.

One event of particular interest is that the Milk Fund is about to start a new project. The Coliseum is understood to have come out clean, the manager having handed a certified check for the cost to Chicago and getting it home. The Coliseum is understood to have come out clean, the manager having handed a certified check for the cost to Chicago and getting it home.
Billy Rose
Mad at AFA

Believe It or Not

NEW YORK, Dec. 4.—The traveling salesman who is a wise mouth of optimism in the generally gloomy Bernard and Morris, Inc., in the American Federation of Labor. He is not seeking to be a union leader, but is trying to help give the membership a new zeal. The talk he gives is not of unionism, but of the need for a change of pace in business affairs. It is said that his talks are a combination of optimism and realism, and that he is trying to help the members realize that they can make a difference.

Whitehead, a leader in the AFA, executive secretary, arrived here today to check on the situation. He is expected to remain for a week.

Posing in front of the Treasury, the AFA executive board. Whitehead, a leader in the AFA, executive secretary, arrived here to check on the situation. He is expected to remain for a week.

Rose flew in from Chicago Wednesday, but although he had been scheduled to speak in Philadelphia Friday, he did not appear.

(Rose flew in from Chicago Wednesday, but although he had been scheduled to speak in Philadelphia Friday, he did not appear."

He had to take his looking here from up small towns; that he (See Billy Rose on page 79.)

Pitt's Nixon Layoff
Ups Playhouse B. O.

WASHINGTON, Dec. 6.—Federal Communications Commission today suspended the license of WJAR, 12,540 in Providence, R.I., pending an investigation of the station's operations. The commission order is based on charges that the station has been using its facilities for political purposes.

The suspension will take effect at 12:01 a.m. tomorrow, and the station will be taken off the air.

The suspension follows a series of complaints from local residents who have been unable to receive the station's broadcasts.

The station has 30 days to appeal the decision.

FCC Suspends Segal for Two Months; Drops Smith Charges

NEW YORK, Dec. 4.—The Federal Communications Commission today suspended the license of WBAL, 1170, in Baltimore, pending an investigation of the station's operations. The suspension follows a series of complaints from local residents who have been unable to receive the station's broadcasts.

The suspension will take effect at 12:01 a.m. tomorrow, and the station will be taken off the air.

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The station has 30 days to appeal the decision.
Van Arnim Troupe Moves toquarters

Opa Locka, Fla., Dec. 4.—John R. Van Arnim's Pamuckers closed their season at Pompano, Fla., November 28. Show opened nine months ago at Macclenny, Fla., and toured 1,200 miles, covered approximately 10,000 miles and traveled as far north as the Canadian border.

Bucking stock and other equipment are now being picked up at Miami (Florida) and work has already been begun on the barn for the new season, which begins early in April. Business on the season was a whole success.

Roster of the show at the close included: Lead, Bert Bostic; Barnum, Warren; general agent, Jly Wall; second agent, Jack Sample; and hour man, P. Phillips, banner man, Charles F. Jordan; booker, William Williams; Billy Hall, Carl Babcock, Robert F. Dirczol, Mack D. Ferguson, Ronnie Collins, Lead Judg., John McGinn, Jacky, Pat Salley, Jacky; office, Mrs. E. L. O. Carlow, and a canvas crew of 10.

Baxter-Leonard Players Quit Tent forTheaters

Lavonia, Ga., Dec. 4.—The Baxter-Leonard and Interstate Tents, season November 20 and returned to theaters November 26. Also, at Bardenville, will operate two educational units and a one-nighter the coming season.

Troupe has been intact since last June when the Baxter-Leonard Baxter and Sid M. Leonard, owners and managers, started touring. Ellen Traverse, J. Thomas Leonard, Valentine Balone, Sandra Lane, Amy St. Cyr, Bob Bramsch, Rhythm, Jimmy Boss, Drum, James Van Gundy, Uncle Billy Bundon, Smokey Bishop and Tony Ronge, and two maids, Bobby and Phil Baxter, 5 and 9, respectively. Both sing and dance.

Rotroun Players Set on One-Nighters in Illinois

Chicago, Dec. 4—R. Rotroun Players have been established in Chicago, Illinois. They have been touring the Midwest for the past two years.

Miles T. McCall, manager of the troupe, said: "Our one-nighters are going to be a big hit. We will be appearing in Chicago, St. Louis, Kansas City, Detroit, and other major cities.

The troupe consists of 12 members, including a singer, a violinist, a drummer, and a dancer. The group is under the direction of Mr. McCall, who has been a professional musician for over 30 years. The one-nighters will feature music, dance, and comedy acts.

For information on tickets or bookings, please contact Miles T. McCall at 555 Music Avenue, Chicago, IL 60657. Visit our website at www.rotrounplayers.com.
Minsirel
By BOB EMMET
(Cincinnati Office)

ARTHUR L. BOYKIN and partner
Nosh Robinson, who form the minstrel team of Ham and Cabbage, are wintering
in Cuthber, Ga., after a season with the Westwood's Broadway Rusticos tour.

BLACKFACE BUD DAVIS, formerly with the John J. Williams, Paul Bero and Jesse Stone shows and for the last five years advertising manager with the Martin Theater in Cuthber, Ga., has been transferred to the Ritz Theater, Roanoke, Ala., as manager.

JOHN E. FOXX posts that he's signed to open with his Ace High Minstrels on the Bob Burns Shows at Greenville, Texas, April 20.

CLUB TALENT—
(Continued from page 24)

BOYETTE has gone south for the cold months with their fine presentation of the Maple Leaf Minstrels and are due in Washington, D.C., city, that... LEON WAAY is working with nightclub, clubs for Ernie Croce, Sun rep in Columbus, Ohio. Former partner, Vivian Foxy, is now in New York as his manager. ROBERT L. BEALS and JEANNE WALKER, tap dancers, opened a new engagement in Holyoke, Mass., and are expected in the Versailles, New York. FREDDIE STRITTMAN, Wirol Novak, Helen Savage and the Blondell Twins have been held over at the 28 Club, Miami. Booked by Gene Gauma, Chicago. JACQ CHANSON has a new booking with Jack Morton, vocalist, and opened recently at the Crystal Room, Miami, Florida, Miami, Daytona, O. The Serenaders, new act, were booked by Captain C. B. Munsell until December 26. ARTHUR ROBAN, CBS minstrel-comedian, has been signed to a new ten-week engagement in the Educational Pictures in New York. Shooting begins December 15. The ROYBON LEMSAX are being held at the Venetian Room, Blackstone Hotel, Fort Worth.

JOHNIE WAGS and Evelyn Townley have opened at the Cortland Theater, Detroit, for an indefinite period.

LEN MANNING and MITZI, handled by Styg & Fyvern, are playing hotels in the South and Midwest.

Blackface Buds Davis

Endurance Shows
(Communications to Cincinnati Office)

Johnson Thriller
Over 200-Hour Mark

HOUSTON, Dec. 4.—B. W. Johnson's Thriller at the Olympic Amuse here has passed its 500th house mark in 16 weeks and 36 solos still in the running. The Thriller is managed by Joe Blake and Mary Blatt, Emory Hamby and Gladys Harlin, Stanley West and Gladys Maddox, Smitty Innan and Joseph Arnold, Heddy Addington and Helen Tine, Billy Steele and Bobby Davis. Jimmy Ferrusi and Minnie Palove, Robert McNeil and Maggie Knowles, Johnnie Bosco and Billie Guillen and Paul Halbert and Margaret Bright are among the teams still holding on.

After the Cambridge minstrels were signed by King Brady, Shippy Williams and Joseph Sylvester, a new minstrel act. "Union" has a recent addition to the staff. Pete Rice, who sang with his swingsters is still swinging out to the thrill-a-licka fake, Jimmy Valentino, who continues to make himself "popular" as a comedian, is the day shift.

The new Murray (Joe) Roberts and Jimmie (Kid) Davis are keeping the kids in condition, with nurses Susie Ford, Mrs. Josephine Williams and Concha Reagan taking care of the girls.

The booking managers are M. E. Hudson and Mrs. Polk Neal, with the night booking handled by Ralph Stearns, supported by Eugene Thompson and Tote Neal.

At PAINTER, roller and walkie endurance promoter, is resting up in Miami to depart later, where he plans to start a roller derby later in the winter.

Kenny Vedroto has retired from the Chicago and White Sox, Wick rink and is now running a sign shop in Atteboro, Mass. Kenny says that he's ended enjoying a run on some of his old walkie pals, including Eddie Darina, Bob Gasco, Bill Syut, and others.

WE HAVE HAD INQUISITORS recently on Billy Addy, Jeanne Leslie, Blacky Kirby, Ernie Stoles, Mac Manchester, Red Armstrong, Sandy Fox, Eddie J. M. Jones, Arnold, Jerry Miller, Rusty Dowdell, Jack Luter, and many others.

The new minstrel team at the Olympic, which has a coloratura minstrel in the person of Jack Gwyrne, Haskell and Johnny Pat, who own and operate the Roof of the Mount Royal Hotel, the Ohl Minstrel and the Stanley Grill there, respectively, was booked for the event by Jack and Ann Gwyrne, Bud Gwyrne, Haskell, Jack Gwyrne, Liquid Knight, Mr. and Mrs. George Williams, Mrs. Frank Talty, Ken Pat, Mrs. and Mrs. Bill Ely, Jack Haworth, Spero Metreas, Edward Chason, Best, and others.

Auburn, Sid Levine, Arthur Schlaek and Nelson Vega. —RAY-MOND is concluding a two-week stay at the Wonder Theater, here in Rochester, and is due in Miami, Florida, where he put in 50 weeks last year. — THE GREAT OTTEN, who is on tour dates in schools thru Quebec and Ontario, has plunged a new coupe and house trailer and plans to head for the coast soon. —PAGY, novelty comical, who specializes on impersonation of world-famous magicians, is now featured with the Huguen Green unit playing the major vaudeville houses in England.

WHEN it comes to vaudeville, there are only two kinds of acts, those that are good and those that are bad. The reason the public goes to vaudeville is to be entertained. They do not go to see bad acts. They go to see good acts. The public is not interested in bad acts. The public is interested in good acts. The public is interested in acts that are good enough to make them laugh. The public is interested in acts that are good enough to make them think.
Cooper: of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of Directors of the Providence Rhode Island Auditorium and served as chairman of the Board of 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NOTE — Mail held at the various offices of The Billboard is classified under their respective heads.

Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received by Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

WATCh THAT POSTAGE
ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances, in care of The Billboard, be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but if it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore must have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
Wonders About AFL

All the news here, and from the WPA Federal Theater and Music projects, is good. The WPA has a large staff of professional writers and they are doing an excellent job of keeping the public informed about the work being done on the Federal Theater and Music projects. They have set up a system of sending out news releases to the press on a regular basis. The WPA has also established a network of local correspondents who report on the activities of the Federal Theater and Music projects in their communities. These local correspondents send their reports to the WPA headquarters, where they are compiled and distributed to the national press.
### MISCELLANEOUS

**The Billboard**

1. **HIST ORY SHOWS**

*(Week of December 14)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Show</th>
<th>Location</th>
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<tbody>
<tr>
<td>Dec. 16</td>
<td><em>St. Louis</em></td>
<td>St. Louis, Mo.</td>
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<td>Dec. 17</td>
<td><em>Greenwich</em></td>
<td>Greenwich, Conn.</td>
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<td>Dec. 18</td>
<td><em>Chicago</em></td>
<td>Chicago, Ill.</td>
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<tr>
<td>Dec. 20</td>
<td><em>New York</em></td>
<td>New York, N.Y.</td>
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<tr>
<td>Dec. 21</td>
<td><em>Los Angeles</em></td>
<td>Los Angeles, Calif.</td>
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<td>Dec. 22</td>
<td><em>San Francisco</em></td>
<td>San Francisco, Calif.</td>
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<tr>
<td>Dec. 23</td>
<td><em>Boston</em></td>
<td>Boston, Mass.</td>
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**DRAMATIC AND MUSICAL**

*Books and dates current when last day is given*

<table>
<thead>
<tr>
<th>Book</th>
<th>Date</th>
<th>Setting</th>
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<tbody>
<tr>
<td><em>The Taming of the Shrew</em></td>
<td>Dec. 16</td>
<td>New York, N.Y.</td>
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<tr>
<td><em>Romeo and Juliet</em></td>
<td>Dec. 17</td>
<td>Verona, Italy</td>
</tr>
<tr>
<td><em>The Merchant of Venice</em></td>
<td>Dec. 18</td>
<td>Venice, Italy</td>
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</tbody>
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**NEW DATE BOOKS FOR 1938**

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Setting</th>
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<tbody>
<tr>
<td><em>Wuthering Heights</em></td>
<td>Jan. 1</td>
<td>Yorkshire, Eng.</td>
</tr>
<tr>
<td><em>Sense and Sensibility</em></td>
<td>Jan. 3</td>
<td>England, Eng.</td>
</tr>
<tr>
<td><em>Moby Dick</em></td>
<td>Jan. 4</td>
<td>New York, N.Y.</td>
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<tr>
<td><em>Fahrenheit 451</em></td>
<td>Jan. 5</td>
<td>Paris, France</td>
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<tr>
<td><em>Dracula</em></td>
<td>Jan. 6</td>
<td>Transylvania, Transylvania</td>
</tr>
</tbody>
</table>

**PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS**

*For information or names of books not indicated in the above*
New Rochelle
Big for WPA

Business best since proj-
ected inception—prices
upsed—opposition brigade

NEW ROCHELLE, N. Y., Dec. 4—The
WPA Federal Theater Project's Cir-
cus closed its week-end run here Nov-
ember 27 to the best business since
its inception. Every performance a
winner. Prizes were added with an
extra charge for reserved seats. Both
city and militia officials joined in
touting the show an invitation to return
here next spring.

JESSE O. DONAHUE has been
re-engaged as general agent and
tragic manager of the Ringling Bros.
and Barnum & Bailey Circus.

Admire Ahead
Of Dotos Band

CINCINNATI, Dec. 4—J. Admire,
who closed as general agent of Dotos
Bro's. Circus November 19, is now g. a.
for Dotsa Million-Dollar Band. Will
be 65 days ahead. Band will open New
Year's Day at Milwaukee. Will have
two press agents two weeks in advance
and a billing agent eight days ahead. A
company of 50 will be carried and show
will make this and one two-day stands. There
will be a complete line of all special hand
paper for the attraction.

Two large buses and two trailers
will transport company. Show is booked
as far west as Denver and will swing into
Middle States for two weeks before going

Cold Weather Interferes
With Silver Bros.

ABBEVILLE, Ala., Dec. 4—Silver Bros.
Circus has made two weeks in this
state and account of cold weather business
was not very good. Dec. 24, Nightime, N. B. Brinson did not put his
side show or commode.

Boo Cimel and Bob Russell left to
go to New Orleans to pitch.

R-B Banners at Sarasota
At Half Mast for Dexter Fellows

SARASOTA, Fla., Dec. 4—The banners
of Ringling Bros. and Barnum & Bailey
Circus, closed at this point above
quarters here last Wednesday when
entire show moved western the pas-
tage of Dexter Fellows. During the hours
of the funeral service of executive and
prominent man, his life's work re-
ung early Monday, when
the volume of work on band as show
national west of a quarter for coming season.

Officials of the circus joined the
national press in expressing their trib-
utes to Fellows. When informed of his
death, Mrs. Charles Ringling exclaimed:
"It doesn't seem possible. He was
much a part of the show as the big top itself.

Dexter Hathaway, show executive, and
Hal Eustace, general press representa-
tive, both of whom were closely asso-
ciated with Fellows, were grieved-stricken
at the news. All show officials and
departments sent floral tributes to
the funeral.

Circus Manager B. Cooper, famed circus
story writer, who recently arrived at his
Florida winter quarters, said that the
news were too much for him. He had
a swell record of being able to go thru life
without leaving any hurts.

Gainesville Show To Be Widely
Publicized; Cachet for Letters

GAINESVILLE, Tex., Dec. 4—Gaines-
ville Community Circus will be
presented December 14 when AirMail
Day will be observed. Not on a reg-
ular air-mail route, air-mail letters
dispatched here on that date will be
placed in a special cachet author-
ized by the U. S. Post Office Depart-
ment. It was approved by the committee
in charge. Beams the head of Art Lan-
dorf, community circus clown, in make-
up, and the legend, "Gainesville, Texas,
Home of the Only Community Circus to the
World, Ninth Season, 1930-1933.

It is also noted that Gov. W. M. Smith,
founder of the circus and city editor of
The Register.

The Santa Claus parade, or as named
by Fortis Bims and including head

Santos - Artigas
Have Good Show

Twentieth season opens at
Martini Theater, Havana—
Fred Brada re-engaged

HAVANA, Dec. 4—Santos & Artigas
Circus opened its second season on
November 28 at Martini Theater for its 20th consecutive season of
entertainment, with the same
rass, with Fred Brada, of Ringling-
Brothers, and Richard Dupont, equi-
ment director, making a fine hit with the press and public.

Colonel Balda, cabaret manager,
his family and entire staff occupied
two boxes. The Colonel was so highly pleased with the performance which
he sent to Brada and complimented him on the
beauty of the new circus for next year's
season.

Some of the acts are from the R-B
show. First part opened with aerial act
by Miss Arialetta, who performed on
tight rope no strings, hoisted by
J. T. Broderick, Illusionist; Madame
Brady, (realism); Arthur and
Santos and Artigas are well pleased with the
talent Brada booked for them and
closed contract with him for next year's
season.

Big Top, Press Pay
Tribute to Fellows

NEW BRITAIN, Conn., Dec. 4—Funeral
sermon was held here Monday morn-
ing for Dexter W. Fellows, of Ringling Bros.
and Barnum & Bailey Circus, who died at
Hartford Hospital, November 26. Burial
was in Fairview Cemetery, New Britain.

The big top, press, and other jobs were
represented at the services at the Fel-
low's home, 61 Woodward Avenue, by
Glen Olson, pastor of First Lutheran Church, officiating.

Room was filled with flowers
sent from various parts of the country
as a manifestation of the regard with
which he was held. The reading was
under direction of Herbert Anderson.

Horn's General Agent

CHICAGO, Dec. 4—Irish Horn has
just been appointed general agent of
the Tom Mix Circus. He succeeds Paul N.
Brosnan.
Wallendas Abroad
For Engagements

Sarasota, Fla., Dec. 4.—The Wallendas, high-wire clowning around
in Sarasota, will leave for Hamburg, Germany, December 9. They
will be housed in circus tents erected in Berlin Winter Garden for a month, starting January 1. On February 1 they open another one of their big shows in Circus Royal in Munich, Bavaria. Will return to the business of the circus after the big show, will occupy the Wallendas winter quarters in Sarasota, Fla.

Capt. Larry Davis, superintendent of R-B elephant herd, and
wife returned recently from a trip to Oax., where Davis underwent treatment for a lung ailment. While in Mexico he visited his former boss, Charles Wallenda.

Thanksgiving dinner was served as usual at the commissary, but the affair was 
touched with sadness due to serious illness of Joe Dan Miller, 80-year-old
commissary superintendent, who suffered a nervous breakdown. However, he is now on the mend.

Piano, manager superintendent,
returned here last week after a brief visit in New York.

Mrs. A. D. Hildreth, sales representative of the Al H. Barnes-Steele Fi
Combines, will be here from New York, November 24. Wilson, who is wintering in Sarasota, Fla., will be arriving with his mother in St. Petersburg.

Boone Uses Circus
Methods for Theaters

Mount Airy, N. C., Dec. 4.—The Grand and Early theaters here, owned by E. G. Boone, Sr., and P. A. (Pawnee) Boone, use circus methods in
every department.

For the first time a bus car is used which makes two country routes a week, aver-
aging 20 miles in a day. This does not include city billings.

The truck of the Grand is Chester May, past season with Downs Bros. Circus as
Social Security bookkeeper and ticket office help at the same time for the past year. Mr. May
just opened, is under management of Robert R. Belford, of New Orleans, and with Hagenbeck-Wallace and past two
seasons boss bailiffman on Cole Bros. bus, going to be sales manager.

Boone is in charge of general manage-
ment of Boone, former circus look-
out.

Concello Files Suit
Against H. A. Circus Corp.

Pendu., Ind., Dec. 4.—Arthur Concepcion, operator of the famed
buckboard troupe for many years, featured by leading circuses, filed suit for $2,000 in Miami Circuit Court against
H. A. Circus Corp.

In complaint Concepcion states that on October 25 and three times subsequent thereto,
by him produced for the amusement of the public, at the request of the
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**Under the Marquee**

By CIRCUS SOLLY

**CIRCUSES**

December 11, 1937

FEWER, clown, and his dog, Rex, are at Beals Roebuck Store, Tampa, Fla.

ED WYNN will be the fall guy at Dexter Fellows' Club at the Damon's Hotel, New York, December 6.

KENNETH M. MCLAUGHLIN has closed with Haag Bros.' Circus and is touring in New England. L. B. GREENHAW and wife were recently in Cincinnati and called at The Billboard office.

GORDON NEWHAM closed season with L. M. TRUESDELL's show and is now in Dyersburg, Tenn.

ROGER, the passing of Dexter W. Fellows, one of the greatest of circus publicists, Democrats, Republicans, known to the trade and Wall Street, has passed away. He was 52 years old.

LULLY, and wife, were recently in the circus business and are now in New York City.

The Circus Bureau, 325 E. 42nd St., New York, has been assigned for the handling of all business for the upcoming season. The bureau will be under the direction of Armand L. Pelletier, who is well known in the circus world and is a former employee of the circus business.

The bureau has been in operation for several years and has handled a large volume of business. It is well known for its efficiency and for the services it renders to the circus industry.

The bureau has been instrumental in the organization of many of the major circuses in the United States and has handled the business affairs of many of the prominent circus personalities.

The bureau is well respected in the circus world and is a valuable asset to the industry.

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CIRCUSES

The Origin of the 10-in-1

By WALTER K. SIBLEY

I AM moved to write this article to settle a question that has probably caused more heated discussions among outdoor showfolk than any other that has ever arisen. The question was brought forcibly to my attention by the recent showmanship of the Royal American Shows at Shreveport, La.

The opening for the evening was "introductory," where a famous horse with a harness and a driver was brought out and demonstrated to the audience. The routine was opened by a small parade of horses and riders, followed by a horse and rider, then a second horse and rider, and finally the big horse and rider. The driver then got on the second horse and started riding it, while the first horse continued to pull the carriage. The audience was delighted with the performance and gave a loud ovation.

SEVERAL western acts do display the new Frontier Days, under direction John A. Guthrie, and are now in the United States touring with a new act called "The Flying Horses." The act is a combination of various western rides, including a horse race, a horseback riding exhibition, and a horse-mounted acrobatics. The act is well received by audiences and is becoming popular among western showfolk.

MACON

MACON, Ga., Dec. 4—Larry Davis and Davis, a new act, are still at the center, but will leave in a few days for Regina, Saskatchewan, Canada. The act consists of a young man and his horse, who perform a variety of tricks, including jumping through rings, standing on their hind legs, and performing various acrobatic feats. The act is well received by audiences and is becoming popular among western showfolk.
NAAPBP NOT TO SPLIT OUT

Future Annual Meets Are To Be With Allied Bodies, Says Baker

New Yorker is re-elected president at Chicago annual gathering—enthusiasm for future evident on all sides, based on 37 accomplishments under adverse conditions

CHICAGO, Dec. 4.—The 19th annual convention of the National Association of Amusement Parks, Pools and Beaches, in session this week at the Hotel Sherman here, was one of the most heavily attended meetings in the history of the organization. Enthusiastic reports of future shows and glowing reports of last season in many instances marked as evidence of the association's continued growth and progress. No official statistics of a special character were presented indicating that all the previous facilities, however, had been abandoned by permission of the Interstate Commission.

It is believed that a total of 101 will be

New Highway Will Aid Park at Key West

MIAMI, Dec. 4.—Mr. and Mrs. Ted Filbers, who are opening an amusement park in Key West, state that with opening of the Key West highway it will be thousands of visitors will go to Key West and will not have to make the trip by ship any longer.

The new highway is the old road of the Keys, which has been abandoned. The highway is being completed by the Interstate Commission.

A. C. Amusement Men, as Their Own Santa Claus, Stir Up Things

ATLANTIC CITY, Dec. 4.—Is Any Santa Claus for Atlantic City, same be the keynote of the 1938 season. This year, when the Filbers, who own and operate the Filber Company, have acquired a new highway for the city, they have decided to bring in the spirit of the holiday.

HARRY C. BAKER, New York, open named president of the National Association of Amusement Parks, Pools and Beaches, being prevailed upon to accept the post offer of Mrs. Baker to return late at year's end, is charged for use of the highway.

January 5 is official opening, and shows from Miami are planning to go to Key West to attend get-together of the Filbers Amusement Park.

Around Exhibit Hall in Chi

George Hamid Heads AREA

Dinner idea appeals to members and will be repeated in 1938

CHICAGO, Dec. 4.—Convening once again in Chicago for the annual meeting of the National Association of Amusement Parks, Pools and Beaches, the American Recreational Equipment Association held its 1937 session Sunday afternoon November 26, in the Crystal Room of the Hotel Sherman. Before the meeting was adjourned, new officers were elected for the future of the amusement equipment business had been accomplished.

For the first time the meeting was a dinner session. The earlier work was exceptionally well received, and the members were cordially invited to attend again next year. George A. Hamid, New York, president, announced the annual dinner on the city's behalf, which was to be held in the city next year.

Complete report of business sessions concluded, the general meeting will be repeated in 1938.

Uzzell's Report

FRED PANZER functioned as exception to the usual toastmaster of AREA at the annual Chicago meeting, which was attended by a large number of the organization's members.

Pony Cycle Given Award Of Darling Trophy in Chi

CHICAGO, Dec. 4.—On Tuesday night in the Hotel Sherman convention dinner before 800 association members, an award was presented to Harry C. Bitter, Inc., for its display of the new pony cycle, merrily-gonged and exercising device.

The citation, annually awarded to the firm producing the newest and most successful new device, was presented following the dinner to Harry C. Bitter, Inc., for the display of the new motorcycle exhibited at the annual NAAPBP convention.

The ride can be operated by children themselves or run with a motor. While a ride at one time, all auxiliary cars are available for sightseeing and other purposes.
December 11, 1937

PARKS-RESORTS-POOLS

The Billboard

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of The Billboard.

New Moos Commands

The pool and park men convened in Chicago at the annual confab. Most subjects abut their bills, the big news of the week broke in little "Of New York. Not that it wasn't important, but the official announ-
cement wasn't. However, Moos, the president of the New York Parks, park commissioner of the city of New York, still has many a pool opera-
tion woody.

Mish will be written later concerning the big confab. A great deal should like to editorialize about the pro-
posal of Park Island to extend the pool to cover Coney Island, Rockaway Beach, E. Y., and turn the great municipal pool and park into a great

Garden Pier is reported closed for an inter-
teresting swimming season, possibly being dis-
closing by a name band afterward. Auditorium is running exhibition hockey

Auditorium will be used for Constitu-
tion Day observances. The pageant in Colonial costume running thru the auditorium will feature S. O. White left for California to spend the holidays. Barney Kapp will bring his Screen Comedians' Revue tour. Frankie Lee has joined the Monod Club.

A call by a local paper for suggestions for bringing more amusements has been made. The city of Rockaway Beach has set up a Steeplechase Pier. A move has been made to bring in the full runs of the Atlantic St. Pier. One of these three beaches would cost about $1,000,000.00, which under the cur-

city charter, would be under control of the park commissioner instead of each board president as in the past.

Eastern pool men are familiar with Robert Moos. He has been the leader of many pool group meetings. A great deal has been written about Moos and the alleged damage he has done to commercial
swimming pools in and around his city. Moos has written many great words in this pillar about the tro-

ciousness and immaturity of people in the business. Nevertheless, at this time I am tempted to be his admirer.

Yet, I honestly think the pool and beach owners of Coney, Rockaway and other nearby New York beaches cannot do anything to save their businesses. Moos has used. Nevertheless, at this time I am tempted to be his admirer.

R. N. ADAMS and L. H. Sloan, Chicago, re-

cport success with their auto-

BROADER EXHIBIT—Ride Once

Miami Dec. 4.—A survey of visitors to Miami shows that 65 per cent come from small towns in Maine, New Hamp-
sh S and Mississ 

have been seen by the hostile press and public. May 30 that Miami was the site of the large-scale movement in the Basin Amuse-

Manager Barry then announced an Old-Timers’ Night once weekly. Con-

 Commissioner Spitz, a local man, has asked the city to establish a park as concessions made a grand total of $2,375.00 last year. The stand was a safe loss of $25,000,000 to the city.

Manager Barry then announced an Old-Timers’ Night once weekly. Con-

Department: Chicago, Harvey Carr: C. Creton, Manager; Frank J. Bauer, Diner' Specialty Committee, Chicago, F. H. Whitcomb Jr., Manager.

New York, Earl Elliott, C. A. Holloway; H. C. Frieds and Company, Chicago, E. W. Hood; Bleyer Aircraft Corporation, Chicago, George B. Mason, Manager; F. N. Frider, New Panner; Chicago, Frank Frider; Brothers, Music Corporation, Cleveland, B. W. Frederick; General Elec-

Biblical meetings have been set up in and around the city. This is the first time the three beaches would cost about $1,000,000.00, which under the cur-

Arount Exhibit—Ride Once

M A R I 

E. C. SLOAN, Chicago, indicates that many pools are open.

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have been seen by the hostile press and public. May 30 that Miami was the site of the large-scale movement in the Basin Amuse-

Manager Barry then announced an Old-Timers’ Night once weekly. Con-

Commissioner Spitz, a local man, has asked the city to establish a park as concessions made a grand total of $2,375.00 last year. The stand was a safe loss of $25,000,000 to the city.

New York, Earl Elliott, C. A. Holloway; H. C. Frieds and Company, Chicago, E. W. Hood; Bleyer Aircraft Corporation, Chicago, George B. Mason, Manager; F. N. Frider, New Panner; Chicago, Frank Frider; Brothers, Music Corporation, Cleveland, B. W. Frederick; General Elec-

Arthur T. Shaughnessy

30 Rockefeller Plaza, (Suite 4310) New York City (Radio City)

Auto-Skooter-Water Showmen

Get the ride That pays You

On Time or Shippers

For Sale

Ann. Pat. June 3, 1937

ASTOUNDING RIDE!

Newest In Alpine Rides

U. S. A. Patent Rights For Sale

Ann. Pat. June 3, 1937

ASTOUNDING RIDE!

For Your Home

Its attention as a Ride. Its Impudence for its mass and its idea. Its earning capacity.

Dimensions and Capacity

Tower 75 ft. high, 50 ft. in diameter, Total weight 20,000 lbs. at will individually. Each has a maste for its position. Each has a platform. Riders are not required to ride either ride. Riders can go up 72 ft. at will.

Full Details, Copy of Patent, Photos, Etc., With

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Full Details, Copy of Patent, Photos, Etc., With
Coney of Old To Pass Out Under Plan Affecting It, Other Resorts

NEW YORK, Dec. 4—In its rehabilitation and enlargement plans submitted to Mayor LaGuardia Wednesday for the development of Coney Island and Staten Island resorts, Park Commission President Maurice Mercey announced the anticipated retirement of Coney Island as an amusement park. Mr. Mercey was interviewed by The World about the plans, which are designed to provide larger beach areas, playgrounds, recreational spaces, bathhouses, and other facilities.

Mr. Mercey explained that the retirements were made in accordance with the provisions of the city's new charter. By ratifying the city's park commission, the government would be able to build the parks, and the city could set up its parks department within the city's boundaries.

At Coney the commission proposes to secure land ranging up to the edge of the Boardwalk, to move the Boardwalk back 100 feet north of the Boardwalk for present protection of the Boardwalk with new fill. The estimated cost of landtaking is $2,500,000; for parking spaces about $6,000,000; for demolishing the old buildings, relocating the Boardwalk for the land to be purchased for $50,000,000. To defray some of the costs improving the site at the Jockey Club, the Park Commission has been advised by the Board of Estimate that the land could be purchased for $50,000,000.

The innovation of a father and son appearance on area program for the first time in general, the South Fork of the Maspeth, and son, Frederick Wallis, who have for many years been noted for their cooperation in the park's activities, was evoked at any meeting of the Board of Estimate. The Board of Estimate has been longed chiefly by the initiative of the park's directors, who have been read by members who have never before been induced to accept the task. Mr. Mercey, who is the district director, and son, L. L. Custer, and son, John Jr., and son, N. S. Uzzle, and William O. Bond, of Dondorf Corporation, because of a slight illness did not attend the meeting.

President of the Coney Island Association, Mr. Mercey, announced that he had accomplished since its meeting last year, by requesting the area program for park business in general. He is optimistic, as he stated, chief of the reason for the success of the season, despite worse weather generally, that there are many big and valuable things yet to be done, and it can be stated, and is at a minimum in which to get the ball rolling again. During the course of the discussion the major department, together with other plans the organization holds for the areas, will be discussed in the park department of next week's issue.

NAAPB (Continued from page 44)

Brooklyn, Dec. 4—The annual meeting had been held in the same location for over 20 years. The NAAPB is a large and clever floor show, directed those in attendance.

At the meeting, Mr. Traver was in the room for the area dinner and the program was under full way until Tuesday, when J. E. Traver turned the tables on Mr. Baker. Mr. Baker turned the tables on Mr. Traver, and the story was followed by reports of the several committees. Maurice W. Jencks, re- porter of the New York Herald Tribune, was welcomed by the association of Parties and Expos.

The day was long, the meetings were short, and others talked briefly of the next session.

Then followed several interesting and informative papers by various personalities who were present. The session, as usual, was called to order by Mr. Baker.

It Really Is and What The Future Holds for the Coney Island Amusements Park was a paper by Mr. Baker, who is the recognized advertising counsel for the park. Mr. Baker's ideas were based on the facts of the present condition, and his ideas are considered by all as being sound and practical in relation to amusement parks. The paper made a decided impact on the audience.

The line of girls from the College Inn offered several numbers and concluded their appearance with a rendition of the famous "Big Apple." Nature's pageant at noon when the gals asked some of more agile parkies to join the throng, the result was that nearly everyone present did not present the manual "act" at the 10:30 and 5:30. O'Malley, Ed Schofield, President, Baker, and others really showed the gals how to choreograph and what licks you. More than an hour afterward, after the band had already made attempts to book the act as a free attraction at his park next summer, offered several numbers and concluded their performance with a rendition of the famous "Big Apple." Nature's pageant at noon when the gals asked some of more agile parkies to join the throng, the result was that nearly everyone present did not present the manual "act" at the 10:30 and 5:30.
The Billboard

December 11, 1937

MADISON, Wis.—Fred Winkelman, superintendent of the Filene Park Zoo, has announced that the zoo now has a HERD of 110,000 birds, including a handsome male lion, a centaur, monkey, and a number of sea animals, including an alligator. The zoo is one of the largest in the country and is open to the public every day.

JACKSON, Miss.—Jackson Municipal Zoo has a new addition in the form of a group of honey bees, which have been added to the zoo's collection of wild animals. The bees are kept in a special enclosure and are fed on a regular basis.

The zoo also has a large collection of birds, including a number of rare species. The birds are kept in separate enclosures and are fed on a variety of diets.

The zoo is open to the public every day and admission is charged.

With the Zoos

TIERON, S.D.—Coach of the Pawnee Rodeo, has announced that the rodeo will feature a special attraction this season. The attraction will be a group of horses, which will be featured in a special performance. The horses will be ridden by experts and will perform a variety of skills.

The rodeo is scheduled to open next month and will feature a variety of events, including horse races, rodeo rides, and bull riding.

The rodeo is open to the public every day and admission is charged.

Notes from Bob Pollett's Circle Bar F. Rodeo Company:

The company has announced that it will be featuring a number of new attractions this season, including a group of horses, which will be featured in a special performance. The horses will be ridden by experts and will perform a variety of skills.

The company is scheduled to open next month and will feature a variety of events, including horse races, rodeo rides, and bull riding.

The company is open to the public every day and admission is charged.

The Origin

(Continued from page 43)

Four Shows for a Dime

The next spring, 1906, I look up the next spring, 1906, I look up the stock at the box office and took the opportunity of a new attraction that was being held at a nearby theater.

I was there with my friend, Jack, and we decided to see the show. We bought our tickets and went inside to watch the performance. The show was a big success and we both enjoyed it. We decided to go back the next day to see it again.

The show was held every day at 8 p.m. and lasted for three hours. We decided to go back the next day to see it again.

We were there for two weeks and had a great time. We decided to go back the next day to see it again.

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IAFE FORGES

Greatest Session In Its History
Brings New Spirit and Members

Toronto selected in 1939 meeting and movement started for concerted action to exempt all fairs from social security act and for full federal ag. appropriation.

CHICAGO, Dec. 4—In the largest attended and in many ways most interesting meeting in its history, the International Association of Fairs and Expositions in

47th annual session at the Hotel Sherman here on November 30-December 1 developed plans to broaden its field of service to valuable service to members and as well as to all executive workers in fairs. A number of new members were taken in and the gathering was attended by about 95 representatives of coastal fairs in Iowa, Illinois, Wisconsin and Michigan. All these fairs are not entitled, eligible for membership, the delegates were welcomed and given an advantage to discussion and clarification of problems brought up.

Two resolutions indicating that the IAFE is to take a more determined and concerted stand on governmental matters pertaining to the industry were adopted. Recommendation of the Past Presidents' Club and board of directors that the 1939 meeting be held in Toronto was approved. This included amendment of the by-laws which provide for annual meetings in Chicago only and the annual election was conducted with the Canadian session in mind.

Johns Placed in Line

Sid W. Johns, manager of Staton's (St.) Exhibition, was elected vice-president, putting him in line for elevation to the presidency next year so that he will remain during the Toronto concord, following the policy of meeting in Canada every five years. Last Dominion meeting was in Toronto in 1934.

Ralph R. Ammon, manager of Wisconsin State Fair, Milwaukee, was advanced to the position of assistant vice-president. Ralph T. Hempill was re-elected secretary for the 14th year in that office. He is secretary. (See IAFE FORGES on page 51)

Clubs Indorse Seattle Expo

SEATTLE, Dec. 4—Indorsement of approximately 45 civic, community and commercial clubs shows forward plans for the grand idea of a world's fair in that city, which has been known as the Seattle-Northwest 1939 Centennial Exposition.

R. A. Plummer, manager of the Broadway Bank, and Dave F. Smith have recently been selected to the board of directors, planning an extensive membership drive. An executive committee of local business men of Seattle has been selected by the exhibition board, with William O. McKay, president of Seattle Lions Club, William O. McKay, president of the committee.

Beaumont Is New IAFE Director

Looking 'Em Over in Chicago

CHICAGO, Dec. 4—MR. IAFE looks more robust than ever in his 47th year.

TO Toronto in 1939?

TWO RALPHS in the big chair now.

THAT is not new California sec. Robert Muddie, from Sacramento, is some talker.


MAZIE C. STOKES wired from Davenport that recent illness would keep her in the Iowa city.

CHF Chamber of Commerce fall down on a welcoming-address speaker, as Perry Abbott made a delightful "response to an address made.

P. T. (PA) STREICK stands up twice when they call the roll—once each for Tampa and Birmingham.

DIRECTOR J. W. HIBBARD, of Uncle Sam's division of exhibits at Washington, D.C., could say "present" again. There's one man who has done a lot for fairs.

THE FINN Italian hand of showmanship possessed by Maurice Jeness was seen in his presentation of Senator Murphy, of vaudeville fame, in his dissertation on politics and remedies, favorably received by the few delegates as well as the mentors.

The Showmen's League president, J. C. Van Dyke, stated in a 30-minute address that he was well pleased with the 1937 fair season.

THEY WERE not do state, district and county fairs any better. Watchmen are beginning to get "out of" their troubles, according to General Manager Ed H. Hughes, Canadian National Exhibition, Toronto, Ont. Levi Mather of the Illinois State Fair said the Indianapolis annual picked up during new regulations toward increased efficiency of internal operations.

Vancouver Showed

Net Profit of $53,786

VANCOUVER, B. C., Dec. 4—Final report of the 1937 Canada Pacific Exhibition was presented by Walter Windsor, 1928-37 member of the Exhibition Association, which showed a net profit of $53,786, the highest profit for the past ten years. In addition to financial statement, the fair proved to be a success and the future of the exhibition seems bright.

An agreement to award the contract for construction of the new exhibition buildings was signed by the Board of Control. The new buildings will be built of reinforced concrete and will be equipped with the latest in electrical and mechanical equipment. The cost of the new buildings is estimated at $300,000, and the exhibition is expected to be completed by the fall of 1938.
CRITICISM OF POLICY ON ADDITIONAL ASSISTANCE

VANCOUVER, B. C. Dec. 4.—Vigorous criticism of the government's policy of additional assistance to country fairs and at the same time appropriate $650,000 for a B.C. Farm Show by the Vancouver Chamber of Commerce, has been received by the city council of that city. The council has yet to be convinced that the city council of any city is capable of running the city fair. The city council has been called upon to assist agricultural fairs in the same way as it has been called upon to provide additional assistance to the city fair. The council has also been called upon to provide additional assistance to the city fair in the form of a loan or a grant.

PARIS EXPOSITION CLOSURES

PARIS, Nov. 25.—Paris International Exposition closed today with a score of visitors, including the nation's largest exposition of prizes in the new theater in the Trocadero. The fair, which was opened in August, has been visited by over 30,000,000 people. The final attendance figures are not yet available but the 30,000,000 mark is expected to be reached by the end of the year. The fair has been a success, despite the fact that it was not open to the public. The fair has been a success, despite the fact that it was not open to the public.

GETTING 'EM OUT IN AFTERNOONS

BY PAUL H. WADALL
Secretary of the Missouri Fair, Carthage, N. C.

There was much forethought and planning prior to this year's annual closing of the fair, which took place on the last day of the fair. The plans for the fair were made in advance to ensure that the fair was closed in a manner that would be acceptable to the public.

SPECIAL MATINEE PROGRAMS

Merchants were asked to urge the public to come to the fair to see the day's events and attend the fair in the daytime so as to make one trip to town serve two purposes.

Plans were attempted, but failed to go off as planned. The Methodist church offered to put 200 booths in the hall and allow visitors to have souvenirs and samples of the food at the fair. It was believed that this could be used to promote the sale of national food products, such as cheese, butter, and eggs, and to conduct sales of home products, by urging anyone attending in the afternoon to bring back home a large free of samples, taken away only in return.

Musical acts appeared to the better element were put on in the afternoons as well as in the evenings, and were successful. The public was asked to take part in the fair in any way they could, whether by coming to the fair or by attending the evening entertainment.

Knows It Can Be Done

In some cases, especially if this afternoon feature is musical, radio work can be used to attract the public to the fair and the town. Another way to get out of the stand is to get some localities. Another way to get out of the stand is to get some localities. Another way to get out of the stand is to get some localities.
"The Show Must Go On"

By SID W. JOHNS

Address of the manager of Saskatoon (Sask.) Exhibition at 47th annual meeting of the Canadian Association of Fairs and Exhibitions in the Hotel Sherman on November 10, 1937.

On August 4, 1914, we were in the midst of one of our national exhibitions when we were awakened by the realization that Great Britain had declared war on Germany on July 24. Until November 11, 1918, there was not only an urgent need but also a constant pressure to do our bit for the cause. We can now look back on these years of struggle with pride and satisfaction that we did our part.

As far as the agricultural exhibits are concerned, we were not the only ones to feel the impact of the war. The shortage of labor and materials made it necessary to adapt our exhibits to the conditions of the time. We were forced to rely on the creativity and ingenuity of our exhibitors to come up with exhibits that were both eye-catching and informative.

This year, we are once again facing a similar challenge. The global pandemic has led to the cancellation of many events, including our own. However, we are determined to continue our tradition of showcasing the best of our agricultural produce and talent.

We have a great opportunity to prove that the show must go on, even in the face of adversity. We can learn from the past and use it as a guide to shape our future.

Growth is Isometric

If we want to ensure the continued growth of our agricultural exhibits, we must work together to create a welcoming environment for all. We must be open to new ideas and willing to adapt to changes.

In conclusion, let us all remember the lessons of the past and work towards a brighter future for our agricultural exhibits. Let us continue to be proud of what we do and work towards making our exhibits even better than before.

MCA Meets On 63 Days

Body sanctions 41 contests in 19 States--Green elected to directors' board

CHICAGO, Dec. 4---Board of directors of the International Motor Contest Association met here today. The board of directors were present. The executive committee was present.

Mr. and Mrs. W. R. Hirsch, secretary of Indiana State Fair, St. Louis, pres. James E. H. Godfrey, secretary of the National Motor Car Co., and A. N. Carew, general manager of Eastern States Exposition, Springfield, Mass., were present.

MCA members of the board present were: S. W. (Mike) Strobeck, secretary of the Wisconsin State Fair, Des Moines, secretary-treasurer; R. E. Hirsch, secretary of the Orange County Fair, Los Angeles, Calif.; A. N. Carew, secretary of the Kansas State Fair, Kansas City, Mo.; Marion W. J. Jenkins, manager of the Kansas State Fair, Topeka, and W. R. Hirsch, secretary of the National Motor Car Co., New York, N.Y.

The board of directors met in executive session and discussed the future of the association.

Moose Jaw Has Deficit

MOOSE JAW, Sask., Dec. 4---A deficit of $519,150 was reported by Moose Jaw exhibition board on the year operations. This is the first time in the history of the exhibition board that a deficit has been reported.

The deficit is due to the loss of a large amount of money in the loss of the world's fair in 1933. The exhibition board was forced to sell a large portion of the fair to raise money to pay off the deficit.

The board of directors met in executive session and discussed the future of the association.

DEPUE RE-ELECTED

(Continued from page 48)

and financial records possible have the following report from the treasurer and the financial report from the secretary supplied by Ernie Young of the National Motor Car Co., Lyons, Ill. The treasurer and the secretary have also been appointed by the National Motor Car Co. to the National Motor Car Co. Board of Directors. This is the third consecutive year that these three officers have been appointed to the National Motor Car Co. Board of Directors. For three successive years the treasurer and the secretary have been the same officers for the National Motor Car Co. Board of Directors.
IAFE Acts on Federal Relations

Report of the committee on govern-
ment relations, the national agri-

cultural association of Fairs and
Expositions, to the annual meet-


garat, Chicago, on November 20.

At the last annual meeting Raymond
A. Lee, president of the association, in his

cennial meeting; in his opening remarks,
some timely observations, commendations and

gation to several government relations

referred to those present in the order in

which Mr. Lee presented them.

Increased Department of Agriculture

Purposely to Mr. Lee’s request and
for the work of the Division of Exhibits
of the United States Department of A-
culture, your chairman and member of the

ating bureau were approved for the re-

quested amount. The present

appropriation is $96,000. In view of the

ere to 1939, the official Washington

the full amount would un-

be likely granted.

For Commemorative Exhibits—Mr. Lee also expressed the opinion that the state departments and

of Agriculture should be permitted to

appropriations for the fiscal year 1939,

the excellence of many exhibits, of

hat are now being prepared or on the

of the future nature in the future.

Co-Ordinate Exhibits—Mr. Lee

also stressed the fact that there are

and departments of the state gov-

ernment on exhibits.

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Agricultural Situation

Demands Weakening
Biggest crops in many years. Industrial, retail, and consumer demand weakened. Farm products prices from low levels of 1937. There were the outstanding events in the agricultural situation. Under pressure of combination of forces, cotton sold at lowest prices in more than 40 years. Wheat sold below $1 a bushel in terminal markets, live-stock prices were off from the record high figures of late September.

All major indexes relating to the domestic demand picture on American agricultural products point to some weakening in demand during the past month. Industrial activity has been falling off since early September. Usually it increases at this time of year.

This situation has adversely affected prices of products. The agricultural manufacture and of other commodities brought about the condition, the extent that it retards consumer incomes, it will lower the demand for the farm products. This in turn will mean less buying power in the market during the winter.

Prospects for foreign demand for American farm products are relatively more promising. Europe continues to have small supplies of many commodities which are more plentiful in the United States, but there is a sharp rise in the volume of American exports expected.

One major defect in the foreign demand situation is the adverse effect of the Sino-Japanese conflict upon international trade, especially in Far Eastern markets. This trade is during the period of hesitancy the major demand for American farm products during the raising of the current year. The production year should be as good as in corresponding months of 1937.

FARE METTINGS

FOUR MY CHEST

Off My Chest
By LEONARD TRAUBE

MAYBE world fairs and State-wide or even regional expositions typified by Dallas, Cleveland, San Diego and the like do not mean much, if anything, in the way of money to even the most progressive outdoor showmen, but these events do have a good influence on the character of midway attractions in these United States.

In fact, it is my firm and honest opinion that the shows which have either national or regional in scope and are listed as an annual or biennial or even more often as being suspended at the discretion of the management as the result of the public doing nothing but sitting around, have no influence on the quality of carnival attractions that their projected to drift because they are fed by the desire and the generosity of our own carnivale.

In the public, there have always complained that the propositions offered by big time events either prevent their entering into contracts or, if they do complete negotiations and finish their run, that they may, in other words, find themselves on the short end of the score, but they have, basically speaking, prestige and become originators, which, for their own in the big buying average class and carnivals rate, which is in turn translated into financial gain.

The independent attraction shows are lost almost on their feet and ready to give himself up, surrender and drop out of the game. When something big occurs Chicago and gives a few of the boys the golden opportunity to lock out the opportunity by locking on carnival fun.

In the old days, it was rumored that the fundamental factors with the business is this lack of opportunity. An independent man had to go somewhere to originate and to blend with the next season's show with a brand new "graffiti" the themes represent a world and regional fair without going to the trouble of putting even a part of the original. Their efforts become negligible, and within a few months showmen are as much as shades of Inimitable vaudeville seats.

In this article, it is all this point to wonder why carnival impressions do not create more than they copy, so many opportunities. Wouldn't it be a good idea, I mean, it would be fair and in the public interest, if in fact, there was, so to speak, "a drafted" the themes represent a world and regional fair without going to the trouble of producing even a part of the original. Their efforts become negligible, and within a few months showmen are as much as shades of Inimitable vaudeville seats.

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No branch of the amusement business business has the same potential for unbridled imagination and creative. But if the carnival business permits its best minds to work under doing not bring out the best in them, it's the fault of the industry and not its people.
Rinks and Skaters

BY CLAUDE R. ELLIS

(Cincinnati Office)

WILLIAM SIEFFING, manager of Seiffers' Rollerdrums, Cincinnati, has received sanction of the United States Roller Skating Association of the United States to hold championship races on December 18 and dance-sports contests on January 9 and 16. Contest on January 9 will include fox trot, schottische and gus kroes. The waltz and one-step will be featured on January 16. Medalists will be awarded winners, and Fred Martin, Anna Gardens Park, has invited visitors to give an exhibition at his rink.

President Ben Brown and secretary Fred Martin of the association will attend the meet in Norwood (O.) Rink and defend their crown.

OVER 100 members of Cincinnati's Norwood Rink Club, accompanied by the rink orchestra, visited Eyser's Rink, Anderson, Ind., November 29, reports Secretary August A. Fial. On December 1 the club, now numbering over 4,000, will celebrate its first anniversary. The dance sport contest, held twice weekly, is adding much interest. Winning couples will receive watches.

"WE ARE still going strong at Flint Park Rink," writes Manager William H. Oser, Flint, Mich., who also operates a rink in Battle Creek. "The Park Rink has been successful and a hosting point. Business is being held up by the weather. We recently had a rink of 40 skaters from the Battle Creek rink and on November 21 Harry Drennan of Cincinnati brought a party of 42 skaters. Les Cohn, skating the fifth-out-of-town party to visit us recently. Interest is high for roller skating in this section. On November 28 the Detroit Cylinders of the Championship Roller Races, winners of which received medals, William Bigelow and Jim Witty were among the winners in the half-mile and mile races for men, beating John Wing, Mickey Will- iams, Ralph King, Leo Wood and Ken Coven. In the women's category, O'Wen won over Yvette Kissel, Louis Remer, Eric DeLis, Betty Stacy and Jesse Jiang. Staff: Mrs. F. H. Watson.

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Write complete details.

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ROLLER HOCKEY

Risk Managers or Clubs Interested in Games, write for free booklet.

H. L. HUMPHREY

1224 E. 12th (Tel. Chur 1020), Cleveland, Ohio.

A Future Golden Era

BY CYNTHIA BEAULAST

DENMARK: England has gone far ahead of roller skating if the present increasingly better relationship between the two countries continues to be fostered.

The development of skating along improved lines is seen in the work of the British roller skating industry. The British roller skating association has awakened the possibilities of increased business by helping the organizations which are cut off the skating establishments for advanced skating and all that grows from them.

With a standard set of dances throughout the better rinks of the United States, the New Englanders have in England, our cousins on the other side of the big pond who are the same or have new dances to learn and who wish to improve their standard of dancing have fair prospect of achieving their desire. Make those who have yet to realize that plenty of their regular patrons have a wish to better their ability as skaters. You are helping to lose business by refusing to see the light. Get dance-minded now and start to increase your business; don't let a wide-awake competitor catch you in your lapels.

Remember, those skaters who have already reached the standard where they cannot advance themselves further will attend the rink more frequently when there is something new for them to take in.

Behind a strong movement to get organized roller skating in all its branches throughout the United States is your new body, the Roller Skating Rink Operators' Association of the United States. Its object is to foster the development of organized skating, to educate the public towards the future of skating, to provide a measure of self-preservation to the rink operators, to circulate and promote skating, to encourage new skating rinks and to further the rink operators in their efforts towards the development of skating, as well as to bring together the rink operators in a strong and united body. Great credit is due those workers who are now forming such a representative national body. Rink managers have an eye to the future and what is going on in other parts of the world is of great interest to them.

15 YEARS AGO

(Continued from page 43)

with the Greenwich Village Folies com- ing here. Joe Bird Millman and John Shelly.

Mrs. Bertha Atkins and her infant daughter were killed in Iowa November 21, according to a telegram. Mrs. Atkins was the wife of Robert At- kins, for 20 years with outdoor shows. 

Mr. and Mrs. B. T. Treadwell of Al G. Barnes Circus at Dallas and Fred J. B. Heid of DeMars and Andrew DeMars, of Los Angeles, were spending a winter in Chicago . . . Mr. and Mrs. William De- lett left circus world and purchased a home in a business in Philadelphia . . . Capt. George Ager, giant on Ringling-Barnum Circus slide show, died at acute indigestion November 30 in New York . . . Miss Elsie Claypool of New York, radio star, was reported here.

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New Edition
Rink Attractions
"The Life of Your Party"
A New Book Packed Full of Valuable Information on Rink Management, Personnel and 50 Parties as well as a List of All Holidays.

Will help fill in "off nights" with attrac- tive parties.

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ICE SKATING—The Year Round
RAIN OR SHINE YOU CAN ALWAYS ICE SKATE ON

CEOLITE

Portable Ice Skating Surface Made in Blocks, Three Square Feet by One-Inch Thick. Iceless Ice, an Ice Skating Surface With the Appearance of Ice. Public Demonstration Rink Open

CEOLITE CO., 315 W. Bencroft St.,
Toledo, Ohio.
SLA BANQUET-BALL WOWS

Silver Jubilee Most Magnificent Social Function in History of Club

Setting, dinner and speaking and entertainment program all in keeping with the importance of the occasion—net proceeds to be donated to the American Hospital

CHICAGO, Dec. 4.—If Col. W. F. Cody (Buffalo Bill), first president of the Showmen's League of America, was looking down from the Great Beyond Wednesday night as the silver anniversary banquet and ball of the League was being held in the Grand Ballroom of the Hotel Sherman, he must have been pleased with the marvelous progress that has been made by the organization which he helped to establish 25 years ago. In the mind's eye one can picture the great picturesque plainsman and showman standing in the realms beyond the sky, broad-shouldered hat in hand, and reverently saying: “Well done, brother! Keep up the good work. The show must and will go on.”

The League did itself proud with its silver anniversary banquet and ball. To the writer, who has been attending these annual League affairs for 26 years, it was the most magnificent of all. No detail was overlooked to make it the greatest showman's social event not only of the year but of most of the quarter century of the League's existence. The setting, the dining table, the dishes and the entertainment program—all, were in perfect keeping with the importance of the occasion, and everything functioned with perfect smoothness thanks to the efficient work of the various committees.

While figures were not available, attendance was one of the largest recorded (See SLA BANQUET-BALL on page 66)

Wis. Class A Fairs To Sol Show Again

CHICAGO, Dec. 4.—For the sixth consecutive year Sol's Liberty Shows this week were awarded the contract for the Wisconsin Counties of Wisconsin Fair, eight in number. In addition the Sol shows were given the contract for the Upper Peninsula State Fair, Escanaba, Mich., by Secretary R. C. Purif, Escanaba (August 9-14) immediately precedes the Class A Circuit.

Shea Bolen, owner of Sol's Liberty Shows, this week also purchased two more light trams from the Catepillar Tractor Company.

American Carnival Association Re-Elects All of its Officers

John W. Wilson, president of the association, presided at the annual meeting of the American Carnival Association held in the Hotel Sherman, Monday night, November 29, at 11 p.m., and at 3 a.m. the following morning it had completed its entire program of business and re-election of all officers and board directors.

Due to the harmony prevailing within the organization it was found that it would not be necessary to stretch the meeting over the four-day period as originally scheduled, and as a result all business and election of officers was accomplished at one session.

SLA Re-Elects J. C. McCaffery

Presidential choice is unanimous one—all other officers also re-elected

CHICAGO, Dec. 4.—J. C. McCaffery was unanimously re-elected president of the Showmen's League of America at the annual election in the ballroom November 29. All other officers also were unanimously re-elected. They are: First vice-president, Joe Rogers; second vice-president, Frank Duffield; third vice-president, Frank K. Conklin; treasurer, A. J. Rosoman; secretary, Joseph L. Sholes.

Under President McCaffery's administration, the League has had the most successful year in its history. More than 600 new members have been enrolled and the organization now has the largest financial reserve it has ever had. Personnel of shows throughout the country have shown keen interest in the League. Its many benefits have been called to the attention of show people by President McCaffery and other officers, and a phenomenal response has resulted. Unanimous re-election of all the officers indicates that the rank and file of the League are well pleased with their work.

Members of the board of governors, 59 in all, were elected as follows: Jess II. (See SLA Re-ELECTS on page 61)

Healy and Wife To Do Press for RAS

CHICAGO, Dec. 4.—It was officially announced during the outdoor men's meetings here this week that former Healy and wife (Gladola) will handle the RAS. The many benefits have been called to the attention of show people by President McCaffery and other officers, and a phenomenal response has resulted. Unanimous re-election of all the officers indicates that the rank and file of the League are well pleased with their work.

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Page Shows Close
In Elberton, Ga.

Season is fait—Owner Page will augment organization for 1938

ELBERTON, Ga. — April 4 — Elbert County Fair here November 8-13 marked the closing of the 1937 season for the J. P. Page Shows. The 12-day engagement was marred by rain, proved anything but a red one.

Snow traveled about 4,000 miles thru eight States and, during the frigid, unseasonable weather, and fair dates this year were from 60 to 75 per cent under 1936. The President of the company, Ray M. Page, said that business for the season was fair.

J. V. Rutledge, superintendant, said it all came to pass as he had predicted. Rutledge managed everything in his power to put the fair over. He had to face many additional problems of having to kill his bull, a cow and a horse, to sell, as the rain continued thru the last half of the engagement. Second Children's Day was over ok, but Thursday and Friday, the big days, were complete failures.

Many new faces were on concession row for the first time in the history of the fair: Frank Pope, grab end, roll down, diggers, and other gaiters. Neil Coburn, Mickey Mouse, lead gallery, ball game and Mickey Mouse Circus were disbanded. (See PAGE SHOWS on page 66)

O. C. Buck Shows
To Augment Midway

RICHMOND HILL, N. Y., Dec. 4.—Up to his return from a hunting trip in the Maine woods, owner-manager O. C. Buck, exposition, announced that his group will start in quarters at Minsk fairgrounds here immediately.

Improvements will include a new layout and front for a musical revue and also for Ohio Centennial which will be featured in 1938. Front of the Midwestern exhibits of Jockey Hollow, will be rebuilt along modern lines, particularly the electrical effects.

Five generating plants hereafter used for illumination in searchlight units for decorative purposes only and a new transformer truck will be constructed. This will be Jack West's, chief electrician, first job when he returns from his hunting trip.

Negotiations are under way for two or three new locations for positively one or two more big shows will be added to the midway this season. Twenty and 25 paid attractions for 1938. Includes in the return from the Chicago meeting Congress.

A new feature will be a parade of men and material for the work ahead. The new system of conditioning of all equipment at quarters.

American Carnivals
Association, Inc.

By MAURICE ROKHLOFF

ROCHESTER, N. Y., Dec. 4.—What many predicted could not be done, proved to be the fact, when the association gathered at its annual session, Monday, November 29, at Hotel Statler here.

This year one of the impressive facts to come from the meetings in Chicago was the large representation of carnival shows. A roll call of the entire membership showed that only 12 shows of the entire 278, were not represented at this year's congress, which represents a decrease of 103 shows of the first season.

The meeting was called to order by President John W. Wilson, and in ad-

The association will hold their meeting represented a second time. The group was in attendance to learn of the activities of the association for the past year, and suggestions and recommendations for the coming season.

Due to the stress of numerous matters during the past year, the report of the 1938 season was dispensed with and counsel then presented his report on the activities of the association for the past year, and suggestions and recommendations for the coming season.

The report was quite lengthy, counsel was interrupted, but that we are so able to appreciate it, knowing in full detail what has been accomplished by the association during the past year.

The association then took up the detailed discussion of various parts of the reports, particularly the sections devoted to railroad transportation, motor transportation, security insurance, laws and legislation.

By agreement of all present it was decided that the meeting would conclude with the business of the annual meeting completed.

Board and Officers Re-elected

The election of a board of directors for 1938 was completed by the election of the following: James W. E. Wood of Art Lewis Shows, James E. Washburn of Midland Show, Henry Dinkel of Cottin & Wilson Shows, and Oscar Bloom, of Gold Medal Shows.

Officers, all re-elected for 1938, were: John W. Wilson, president; Floyd B. Gooding, secretary-treasurer; Frank L. Bolen, vice-president; and Arthur Lewis, secretary.

The general counsel announced the re-election of the general counsel as follows: For the Midwestern section, Richard E. Stodard, of Chicago; for the Southern section, Paul M. Conaway, of Macon, Ga. Announcement was also made that other assistance was available to the association.

A resolution was adopted unanimously expressing the appreciation of the entire membership for the service devoted to the fair for the coming year.

Plans for a comprehensive and intensive advertising campaign were to be completed by March 15. An agreement was reached to ask for $1 in 1938. A recommendation was made that a complete list of various problems to be under

Beckmann & Gerety Get “Capital City” Circuit and — Then Some

CHICAGO, Dec. 4—The Beckmann & Gerety Show management announced yesterday that they had booked for the 1938 season those shows that delivered exactly as they were promised during the 1937 season. The shows are Moles, M., Lincoln, Neb.; Tepeka and Intralchman, Kan.; Oklahoma City and Springfield, III.

This list is all the fair bookings that Beckmann & Gerety show management associate owners and managers of the shows of the type that will be available at this fair. The shows are, however, intimates in the main that the shows will be available all the shows in the neighborhood, practically the same territory across this season and several years prior to

DOES THIS PROVE ANYTHING?

Sunday $7.95
Monday 3.45.
Tuesday 1.90.
Wednesday 241.30.
Thursday 829.70
Friday 221.10
Saturday 185.20
TOTAL $1,646.80

Above is a report of gross on a Tilt-A-Whirl on a popular show in New York State last September.

YES — IT PROVES THEY ARE WORTH IT

SELLNER MFG. CO., INC. Faribault, Minn.

15 MIDGETS WANTED

Season 1939-40, for World’s Fair in New York. Those holding 1927 Circus Contracts, get in touch with me immediately. Specify, letter only, what you can offer, and please describe your midget. I have no information except that unless I know you. Give information to other Midgets you know. Please mail.

ALSO WANT 15 MIDGETS, must be small and able to entertain, FOR SEASON 1938. JOHNNY FERN MCDILL, wire immediately. Address all information to me personally. F. A. (WHITEY) WOODS, 1226 W. 5th St., Chicago, Ill.

NOT STOCK POSTERS NOT TWO ALIKE

BURBANK, CALIF., Dec. 5.—H. P. John and Co., 3116 Market St., Philadelphia, Pa., are no longer representatives of Kermason. The Squaws, the Dreamer, the Show's Gang, and the Dreamer, are playing the Columbus, Ohio, Fair. They will close out the season in the Ohio, Fair, then leave for the Cleveland, Ohio, Fair. They will open the season in the Detroit, Mich., Fair, then leave for the New York World's Fair. They will close out the season in the New York World's Fair. They will open the season in the Detroit, Mich., Fair, then leave for the New York World's Fair. They will close out the season in the New York World's Fair. They will open the season in the Detroit, Mich., Fair, then leave for the New York World's Fair.

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

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CHARLIE T. GOSS
WINS STANDARD CHEVROLET CO.
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FARMERS ALLIANCE
New With DICK KAUFER, Selling
SOUTHLAND MOTORS, Inc.

"STANDARD CHEVROLET"—"STANDARD FORD"
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The Grand Ballroom was beautifully decorated with lights and flowers, and the atmosphere was electric. At one end of the hall stairs led from the lobby, which was draped with silk sashes and ribbons, to the main dance floor. The decorations were designed by the noted designer, Mr. Aasock, with special attention to the entrance to the dance floor, which was outlined with a brilliant canopy of red, white, and blue balloons.

Seated at the speakers' table were, in the order in which they were sitting, Joseph L. Edson, mayor of Nashville; Prof. Frank J. Tapp, head of the University of Tennessee's Agriculture College; Max Gruber, president of the State Fair; Mr. and Mrs. J. H. Lohr, chairman of the Industrial Expo; Mr. and Mrs. H. A. Hoffman, officials of the Tennessee State Fair; Mr. and Mrs. I. A. Holm, officials of the State Fair; Mr. and Mrs. H. F. Ulrich, officials of the State Fair; Mr. and Mrs. H. W. Haines, officials of the State Fair; Mr. and Mrs. W. H. Hagan, officials of the State Fair; Mr. and Mrs. H. A. Haines, officials of the State Fair; Mr. and Mrs. H. W. Hulin, officials of the State Fair; Mr. and Mrs. A. H. Stillman, officials of the State Fair; Mr. and Mrs. H. A. Hagan, officials of the State Fair; Mr. and Mrs. H. A. Haines, officials of the State Fair; Mr. and Mrs. W. H. Hulin, officials of the State Fair; Mr. and Mrs. A. H. Stillman, officials of the State Fair.

The selection of the speakers proved exceedingly happy. First was Charles Brandon, who delivered a most eloquent address. His subject being "The Great Tennessee State Fair," he spoke of the state fair as a symbol of progress and of the fact that it is open to all, regardless of race or religion. His speech was warmly received by the audience, who responded with applause.

Following the speeches, the dance floor was opened, and the guests and the directors of the fair were invited to take part in the festivities.

Outstanding Entertainment

Throughout the evening, there were several outstanding entertainments. Jack Klune, who acted as master of ceremonies, was eminently fitted for the job, having the appearance, pleasing personality and splendid delivery. His work was exceptionally fine and helped materially in putting the show over. Acts presented included the famous St. Louis comedian, Mr. C. Grey, who entertained the audience with his humorous skits; the world-renowned violinist, Mr. J. E. Cashman, who played a magnificent solo of Bach's " Goldberg Variations" on a rare violin; the famous opera singer, Mr. C. P. Barnard, who sang with a rich, warm voice; and the famous comedy team, Mr. and Mrs. E. B. Cashman, who performed their hilarious routine.

Hospital Gets Profits

At the conclusion of the entertainment, Mr. C. P. Barnard, as chairman of the entertainment committee, presented three gold life memberships to the hospital. The guests also saw the three members during the year. The presentation operated with the directors of the hospital to provide a balanced and fair presentation and the banquet and ball to the American Hospital Association. Mr. Barnard thanked the board of directors President McCaffery and the League for their generosity.

The conclusion of the program the tables were closed away and there was dancing until 3 a.m.
CARNIVALs

December 11, 1937

The Billboard

Beautiful Women Beautifully Covered
By VIRGINIA KLINE

CHICAGO, Dec. 4.—The appointment of Elsie Segal to the position of milliner in the Hotel Sherman read like a page out of The Billboard. Almost from the time of her entrance, Mr. Segal was7 adored. All auxiliaries of the show were imported, and the results were what one could expect from the many beauties who were all more beautiful than ever to celebrate the 25th anniversary of the hotel.

Mrs. Rubin Grubinger wore gray and gold; Mrs. Frank Shean rich blue with a gold belt; Miss Gertrude Müller wore Caffery's silver lame tapety gown was perfect with an armful of armatures. She was seated in the Grand March, Mrs. Mel Vaught wore a new set of the latest great gowns and pearls were very beautiful silver-haired Mrs. Robert Milam, she carried flowered noisemaker and Mrs. John M. Sheekey in icy blue and crystals. Mrs. Roger Milam, a pair of soft white, Mrs. Lee Snyer a black net with Chinese red flowers, Mrs. Noble C. Fairly was impressive in a black angel crepe with draped satin stole, Mrs. J. S. teed wore an old-fashioned, Mrs. Al Waghorn wore a black and gold evening gown with tiny puffed sleeves, Nancy Miller wore a huge hat, Mabel Lupo wore a green cocktail coat over a green swing skirt gown, Mrs. W. W. Swanson wore a black gown to look sweetly old-fashioned, Mrs. Al Waggorn wore a black and gold evening gown with tiny puffed sleeves, Nancy Miller wore a huge hat, Mabel Lupo wore a green cocktail coat over a green swing skirt gown, Mrs. W. W. Swanson wore a black gown to look sweetly old-fashioned. Chicago. Mr. and Mrs. Charles T. Hoge wore a rose dress, Mr. and Mrs. Jack Lauth's blond curls shone like gold. After the Grand March there was more dancing than there has been for years, and the Women's Auxiliary arrived at the hotel to receive the first ball a grand success.

The Balconies are located in Chicago, Kansas City, St. Louis and Los Angeles. Every woman in any branch of the show business is expected to be there long to at least one of these clubs. In Chicago, the Women's Auxiliary has given winter quarters, but any one of the four branches will be glad to help you to feel at home with them.}

W. Stearns Sackett, Chicago and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3, Chicago, and Mr. and Mrs. Paul Saffit, American Legion Post No. 3,
It was a great convention!

Much good was accomplished for the
Showmen's League.

Quite a few circus men in Chicago
called back. However, Eddie Vaughan
was missed.

Law H. Monroe was once a talker and
slide-show manager. Past few seasons
he has been in the concession business.

Frank Webster and Joe Longmore
have returned to Philadelphia, their
town home.

Stars DeBille's letters from Tampa
that he will make that city his head-
quarters for quite some time.

L. O. King, agent and promoter, is
now in the winter, he makes my place
for the present. He is sending out his
Christmas cards from that city.

Joe S. Schilling, the well-known press
agent, is at home in Philadelphia,
home town.

Working on a promotion for the
skis.

Marjorie Bailey, professionally
known as the "Sky Lady," by reason
of the fact that she performed before
the earth on a slender pole for the
entertainment of those who attended carnivals. Marjorie is with
Frank Cushing's Attractions and ap-
ppears in the past season with Erie H.
Hyde, World of Fun Shows and
Mighty Sheely Midway.

Prelux Blyth, the well-known outdoor
showman, is touring Mexico with a
magical attraction. He was in Mexico
City recently.

Frank S. Reed is still with the
Rubin & Cherry Exposition and making
Atlanta his headquarters, where he has
called the office.

Jimmy Edwards letters from Tampa
that he finished a good season with the
Royal American Shows and that he will
be with them again in 1938.

Wesley L. Pearl, letters from Beth-
lehem, Pa., "The big names received from
the Dee Lang Shows are drawing crowds
to a pet shop in Allentown, Pa.

O. G. Watson is playing storekeepers
in Elizabethtown, N. C., to good business.
He reports that he will stay there until
after Christmas holiday.

There is a big demand for good carnivals.
Who disputes it we wonder—Red Onion.

Those who came as almost strangers
were among the best workers, and progress the business they are
in has made in the past 20 years.

Some of these affiliations formed at
Chicago did not last. There were changes in staff line-ups before season
ended.

Joe Pearl, penins from Rochester,
N. Y. "Has returned to tending bar
here in N. J., he makes my fifth consecutive year in this capacity."

Now if we can get Tom W. Allen back
in the carnival business in 1938 we will
be making progress indeed. He lives in
St. Louis and was of the Worthington & Allen Shows.

Simon Erlich, Joe Erlich and Harry
Erlich, of Shevport, La., have done much
for the good of show business in general.
Simon is carrying on the good work of
his brothers. Incidentally, he is a banker.

Harry C. Dalmine played in Maine with Ben Williams in 1933. He has
a kiddy ride. He is now located at Jack-
sonville Beach, Fla., and with Earl Heid's Greater Shows.

Mr. and Mrs. Carl J. LaPlather
are recuperating from an illness.

The demand for high-class general
and press agents is great. So great some of
the positions that were open last week
have not been filled and will not be
for some time yet.

Ed Jessop, past season with J. Harry
Six Attractions, is vacationing in Cin-
cinnati. Mr. and Mrs. Wm. B. Ennis of
the Queen City of the West is his old home.
He visited The Billboard offices last week.

Mr. Galles, who guides the destiny of
the Buckeye State Shows, was a visitor
in Cincinnati.

Mrs. James Chayanne returned to
winter quarters of the Fairy & Little
Shows in Jacksonville. She attended the
meeting of the National Carnival
Association at Chicago last week and
then returned to Jacksonville.

While passing through Jacksonville
just a few days ago, she was confined
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Mrs. Dodd, the former Mrs. Lewis
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plan a trip to Minneapolis to visit my sister. Had a nice season with Celini & Wilson Shows. Also seen my son, the good show to be with, as everybody on it is with it.

MRS. C. EARL, WOOD visited the carnival during the week in Ohio and welcomed her husband, H. Earl Wood, well-known Midwestern operator, who was confined in the Veterans’ Hospital, Lexington, Ky., for three months. He is suffering from diabetes praeox.

J. FRANCIS SMITH writes from Sherman, Tex.: "Closed the season as manager of the Wildwood on Beach & Blevins Shows and then joined Jack Lindsay’s corn game at Myrtle Beach and several southern fairs. Will winter at my home here.

LILLIAN SCHOFIELD pencils from El Paso, Tex.: "Have made the best trip in the state, as I have seen people for over 100 shows, and last week, we closed an excellent season with the Tomlinson Shows and plan to remain here for the Sun Carnival, according to Miss Schofield.

MR. AND MRS. R. D. (DOG) COLLINS pen from Atlantic: "After closing our corn game at Myrtle Beach, B. C., we made 10 weeks of fairs with Johnny J. Jones Exposition, on which we had two concessions. At this writing we’re working demonstrations in a department store here.

C. D. Clark Praises the Big Convention in Chicago

CANTON, O., Dec. 4.—Am back from the big show in Chicago and wish to say that it was a wonderful show and it would be. Expected to drive back but had to take bus back on account of weather conditions.

The Wildwood Booth in the rabbit hall and received a copy of the December 4 issue free and wish to thank Frank Wildwood for it, as it was a fine idea. Visited a lot of old friends and met a lot of old friends and met a lot of new friends.

Want also to thank the NAPPB for furnishing the equipment and all the friends who came to see me as usual. Also want to compliment them on the very fine way the show was conducted. My brother-in-law, Charles J. Hunting, was with me on the trip, his first ever connected with us in 1938 and will have charge of promotions—C. D. (JACK) CLARK.

MR. AND MRS. ARTHUR HANSEN, of Sherman Shows, spent Thanksgiving Day with us here. Also visited the Olmsted, and Olmsted also showed how to carve a turkey and that Mrs. Olmsted was in a par with any other person as a professional of the culinary art.

MR. AND MRS. WILLIE BEALS, toll from Minnie, Trippe from Louisiana, where we closed. Our show was a big hit and we left a cold show. We either visited or met on our trip over 100 people, and were mostly friends, likely from John T. Hutchins’ side show; Mr. and Mrs. J. G. Bach, and Jack Jacquith.

ROY SHERROD, who has been on various carnivals in the last 10 years and who was with Keystone Shows the last season, writes that he is confined to a hospital in the Central District, Texas. He says that he will undergo an operation soon and would like to read letters from friends.

W. C. (BILLY) JOHNSON advises from Olney Springs, Ill.: "I closed out last year’s season at El Paso, Tex., November 14. It was," added Bill, "the most successful season on the State Fair Shows and I have already booked my side show with them for 1938. Plan to visit for a few days here. Framing a Twenty-One-for-One for next season.

RAMONA BAEE visits from Huntington, W. Va.: "After closing my third successful season on the World of Mirth Shows I spent several weeks in Cincinnati. Am breaking in a new eight-drum horse with a superb Christmas home and then opened with the act in St. Louis, New Year’s week.

P. H. (HANK) MCRae, brother, was with Otis Thornton’s concessions on the Beverly, and the Black Forest, at the Pan-American Exposition, Dallas, the past season, has returned to Fort Worth, Tex., for the part of the winter. He had been on the road since the Pan-American Exposition closed.

G. W. PETERSON settles from Minnehaha, Minnesota, that came in here from Iowa after closing with the Harry Joss Caravan, is now in California here. Also played the Northern Circuit of Parks with the Dee Lang Shows, on which I operated the corn game, and made a very good season. Had a good season and will return to the Hines Show in 1938.

GUY V. WILKINSON pens that he is feeling fine after being on the sick list for eight months, four of which were spent in a hospital. "This season," says Guy, "was the first I’ve missed being on the road in the last 25 years. Spent last week fishing in Washington, D. C. Hit the road with eight concessions last season.

HARRY POLISH FISHER letters from South Carolina: "I returned here after splitting the season with the Cookin Shows and the Mighty Steeley Midway. It is my humble opinion that Captain John Steeley justly deserves the title Showman. Not only friend Doc Waddell last season and he’s as he was. I visited several shows as I May take out my own show in 1938."

GENE DEAN, of Salutary Beach, Mass., recently visited the King Reid Attractions at the organization’s new winter quarters in Dorset, Vt. Dean reports another successful season with the Reid Shows and announced that he would again have a corn game on the circuit this year. Reid is a friend of Mrs. Minter, Minter & McPherson, prominent members of his staff.

CARL J. SULLIVAN, of the Royal American Shows, booked a big route of fairs long before the convention that was held in Chicago last week. He will doubtless lose a big announcement to make of the same route. He was a successful winter with the Royal American Shows last year and made his friend and the show world feel welcome to the hospitality he offered. Only a few weeks more and the Royal American will be on the road again. How time flies!

LOUIS T. REILEY, owner Dixie Belle Attractions, was up from Oakland, Calif., recently returned from a tour south of the border and returns soon in the other direction. Learned a lot on this trip. I put my show in the barn October 8 and have not seen a day since then that I wished that I still had it out. Have been working on my show May 1 and never closed a day later than October 13. No cold-weather showing for me, yet I wish all snowfall happiness and prosperity.

VIRGINIA CAMPBELL, of the Steeley Jubilee, writes from Chattanooga, Ga.: "Closed a successful season with Max Gruberg’s World Exposition Shows last season. Went fast was my first in the carnival field. Will winter at home here because my father is seriously ill in Entex Hospital, Atlanta. I’ve found that carnivals, like any other line of business, is precisely what we make it. But it’s a good business and I like it."

GEORGE BROAS is visiting in Clarkburg, W. Va., for a few days after a successful season with the National Shows and has some concessions on the Smith Atlantic Shows at Brunswick, S. C. After their closing he will remain here until the Virginia Beach will motor to Beaufort, S. C, where they will spend the winter building a

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Mrs. R. Skippy Hinkleley, of Salt Lake City, Utah. Photo was taken recently at Chatwich Beach, England, As. The place is owned by Earl Wood, of the Royal American Shows, and R. Eakin, of the Johnny J. Jones Exposition. Skippy is seen here today’s catch of some members of the family. Photo furnished by Mr. Hinkleley.

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OCTOPUS

“World’s Newest Ride Sensation”

Unequaled For Performance and Profits

SALEM, OREGON


BILL HAMES SHOWS WANT FOR SEASON 1938 Opening Houston, Texas, and Located Around the New $1,000,000 Coliseum High in the West Houston District, Two Blocks From Rice Hotel. HOUSTON FAIR STOCK SHOW AND EXPOSITION Saturday, February 26, 1938, to March 6, Inclusive. SOUTHWESTERN EXPOSITION AND FAT STOCK SHOW Follows Houston, March 11 to 20, Inclusive. WANTED—SHOWS-SHOWS-SHOWS. Want to hear from people with or without outfits. Will build or furnish outfits for capable people. All Shows open. Want to hear from people. Want Real Hawaiian Show. Kahi Family write. Want Merry-Go-Round Foreman. Can place few Classy Legitimate Concessions. Want to hear from sidesider

We have Merry-Go-Round, Tsue Wheels, Dauphin, Octopus, Caterpillar, Liddle Loop, Rider-O-Matic, Pony Train, 4 Car Kiddie Auto, Kiddie Planet, 4 Car Kiddie Auto. This is a Railroad Show and everything loads on wagons. Can use Combination Tramway, Mule, and Wagons.

Winter Quarters at altitude of City Limits on Beeumont Highway, Houston, Texas. STATE IN ALL FIRST LETTER, WHAT YOU CAN DO AND WHAT YOU EXPECT. ADDRESSED ALL MAIL IN ANSWERING THIS AD TO BILL HAMES SHOWS P. O. BOX 1377, FT. WORTH, TEXAS.
CARNIVALS

December 11, 1937

Missouri Show

Women’s Club

ST. LOUIS, Dec. 4.—The club is planning a Christmas Party early in January as soon as its members return from the convention which many of them went to the Chicago convention for such a reason. Mrs. Allen, Mrs. Pearson, Mrs. Potter, Mrs. Prussian, Virginia Langdon, Justin Lauther, Mrs. Charles Dodson and Mel G. Dodson. The club will soon estab-

lish a list of members to whom it has been more successful than the pre-

 preceding one. Reported by Kathleen Blebs.

L. E. Both, of the Blue Ribbon Show, is building a card ride so his shows can boast of distinctive features, he said.

Sam Solomon and Mike Dynkohe were busy for the scenes when they were called general agent. Now lives in St. Peter, and is on a job to become a State sales

man. His make is as good as playing a town. He reported Omar Sami as doing well in St. Peter.

John T. Benson looked in fine health. Talks things over and went home to see Mrs. Benson. He realized that he will sail from New York for England Christmas Eve, to be gone quite a while in that connection.

Mary Ann and Alex, of the Blue Ribbon Shows, came up from Florida last week. Miss Mary was their first visit to the Showmen’s League meetings and they enjoyed them

 very much. Both enjoyed Florida.

Frank R. Conklin missed the meetings this year. He became ill some time ago and could not make it. John R. R. in New York, Mrs. Mercer is the daughter of Charles J. Mercer, and was in a car following the Mercers and was involved in the accident, to find their own people in the overturned car.

Charles T. Goos, of the Standard Chevrolet, is buying large properties for the next to three dozen trucks. He enjoys seeing practically everybody at the meetings.

"More-yellow-then-do" Max Goodman ar-

rived on the scene with a smile and the usual backhanded treatment. He is the gen-

 eral manager of Milt Morris for the Good-

will. Everything looks well, but didn’t know in just what capacity.

Pres. McAffer’s Party

Nate Hage proved himself a master en-

actress by his appearance, clear enun-

ciation, a good sense of humor and the general air of showmanship. When asked with whom he was booked, he replied, "booked solid with the stage. Later on, we have him full of midas.

Must have been several hundred present as the outstanding men of the Northwest who were present in groups of which the last would be repeating the "Who’s Who of the Northwest." Beer was served in tin cans. Food was spread over a long counter and in every way a credit to the presenters.

The more beer consumed the more appealing the cold lunch portions became.

Beer was served in tin cans. Food was spread over a long counter and in every way a credit to the presenters.

NORTHWESTERN SHOWS

NOW BOOKING FOR SEASON APRIL. OPENING APRIL 2.

F. L. FLACK, Bag Manager, Northstar Shows, Whitehall, Mont., Did, Muhl, or Selon, Wash.

BOW WOW SHOW PRINTED BY FLEXOWLER

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CARNIVALS

December 11, 1937

THE Billboard

61

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

Crystal Exposition Shows
Fund realized the largest sum in the history of these functions. Thus, donat- ing included S. L. Croun, R. Ed Brown, Harry Pink, President Will Wright, Joe. Cline, Frank Woodruff, Frank Foss, Johnny Ward, Joe De Meauce, Ted Lebou, Millie Henry, Harry Budeman, Charley Walper, Dr. Ralph E. Smith, Ross B. Bowers, John W. T. Gress, Frank Denny, Harry Rawlings, Jack Cooper, S. Spight, George Silvers, Jerry Courtema and William Pil- day.

Steve Harry won the annual award. Floor show furnished for the occasion by President Wright and Mrs. Gamble included Clara Bartle, Ernestan, Erna Vall, Ward Trinett, Joe Dunlevy, Pearl Blake and Valency, Marjorie and Sylvia, Moolis Brothers, Four Harmonizers, Dancing E. Span and the Great McMoorse.

**Nominations for 1938**

A near overflow crowd attended the November meeting. This is the meet- ing which is set aside for the nomination of officers for 1938. President Will Wright presided. Seated with him were Vice-President Harry L. Smith, second Vice-President Charles Walper and Treasurer Ross D. Davis.

Reading of the annual meeting and the report of the previous year's activities was given. The statement showed a considerable increase in the general fund as compared with the same week last year.

They were: Al Fisher, Ralph Schare, Harry L. Gordon, William W. T. Gress, Frank J. Morgan, Claude Barrie, W. T. McCall and Willy Winer.

They nominated the following for the presi- dential slate for 1938: Frank Ziegler, first vice-president; Patrick A. Armstrong; second vice-presi- dent, Dr. George W. E. T. Smith; third vice-president, Earl Kelly; fourth vice-presi- dent, Al Fisher; treasurer, Ross D. Davis; and the Secretary, Male. and William H. Rawlings was nomi- nated as the position of the postman. Harry T. 2, Board of Cemetery trustees.

**By-Laws Change**

A change made in the by-laws and constitution provides for the election of members of Board of Governors in- cluding the Chairmanship, instead of the singling president.

**Nominees for the Board of Governors**

William Wright, George Moffat, W. T. McCall, Frank Ziegler, first vice-president, Earl Kelly, fourth vice-president, Al Fisher, treasurer, Ross D. Davis; and the Secretary, Male, have been approved as the nominees of the outgoing president.

**Report on the tickets for the**

The committee on tickets for the next season reported that the tickets have been sold for the season, but that the list of tickets will not be made public until the season begins. If you wish to have your name on the list of tickets, please contact the committee at the earliest possible date.

**Ladies Auxiliary**

An enthusiastic meeting, presided over by President Peggy Forstall, was held recently. All tickets were sold, and there were 15 members present. Salute to Mrs. Forstall for her home and hospitality! Correspondence: A wire from Sister Clarice Zeller expressing regret at her inability to attend the meeting was read. The committee was then instructed to send an invitation to Mrs. Zeller.

**New members introduced**

Irene Gibson, May Stewart, Ernest Gordon, John Cooper, Mrs. Cooper, Mr. and Mrs. Baldwin and Jessie Loomis.

**The Committee**

Dr. Forstall, for some time, was welcomed back, as he is. Harry Kelly, Robert Moulton and Jewell Holiday. The committee reported that the tickets were sold out.

**Complete Carnival for Sale**

Little Bratsy Mary Me-Bow-Me哱 with her two new friends, S. L. Croun, S. T. Croun, and W. T. McCall, will be on hand for the Atlantic City Carnival, which opens on June 12. The event will be a grand success, and the committee is looking forward to its opening.

**MODEL SHOWS, INC.**

**WILL BE IN or near all the New York, Chicago, and Los Angeles cities this summer, with shows, Mall, and all forms of entertainment.**

**TRAIGHT COACH, INC.**

2707 James St., Buffalo, N. Y.

**THINKER MOTOR COMPANY**

1819 E. Kenilworth Place

**TRAILER SALES**

135 S. Broadway

**LORENZ BROTHERS, INC.**

Kalamazoo, at River Street

**EL PASO, TEXAS**

ANNUAL SOUTHWEST SUN CARNIVAL December 24 to January 2

The Sunshine Capital of the World invites Concessionaires the Holidays and Visit Old Mexico while you are playing at the Sun Carnival. For space, write or wire VERNE NEWCOMBE, Mgr., Amusements and Concessions, 502 Martin Bldg.
M. J. Riley Shows closed a 33-week tour during an unpleasant cold spell at Rochester, N. Y. The organization immediately began preparations for its long journey back to Quaker City, where it will appear in January. J. W. & Lombard Amusement Company was playing a three-week booking at the local house, while J. W. & Lomas was entertaining Bellingham, Wash., and Vermont under auspices. Smith & Smith were playing in preparation for another run in Montgomery, Ala., while Edward Jones was playing a three-week booking in Danville, Ky., after a long season of touring. The Bellingham show is being advertised as an all-week attraction.

Mr. and Mrs. Harold J. Webber have taken quarters in downtown Los Angeles for the coming winter. Doo Hall is agent for the 20th Century Shows, which recently obtained a three-week booking here. J. E. Brown is still in from San Francisco on business concerning the California Gold Gate National Exposition.

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Prison Appeals for Stage Material

Woodbourne, N.Y., November 19, 1937.

Editor The Billboard: It may be difficult for you to recall a man after such a long lapse of time, but perhaps you will not forget this too much of an imposition after you know the circumstances that prompt this letter.

I have been in contact with Sepinick, Sibley, & Co., of Chicago, for the past few years. They have always been very courteous to me, and I think it is only fair that they should be given priority in any consideration you may have for me.

As an inmate of the Woodbourne State Prison, a newly opened institution, I am asked to assume the responsibility of entertaining some sort of Christmas. Personally being at a disadvantage in this, it is difficult to secure some material from out of State. As many other prisoners have to depend upon the good will and fellowship of the theatrical profession.

Since I have been in mind of finding a room in a hotel and stage, any prospects, such as any scenary, will not be appreciated. Old pros or stage hands can be given the possibility of making a profit and would be a good time for stage productions. Even without a spot we are in the mood of charitable assistance for male performers, especially for the less fortunate, will be appreciated. We are making an effort to produce a show for Christmas or New Year's, so your own boost and assistance will be appreciated.

Any help, either real or imaginary, would be of great assistance. If any help is given, I am sure the result will be of great assistance.

The Best, 

Prison for Male Stage Material.
Seeks Aid for Prison League

New York, December 1, 1937.

Editor The Billboard: One more I want to join the ranks of those who expect some Christmas cheer to comfort the aged mothers and innocent children of the men in our great prison throng the country.

The Fatherland is a land of all men, and we have no right to shun our responsibilities. We must help the families of these men for over 40 years and we have always found a great need for practical, understanding help and support. As the years have passed, the need has grown. We feel that in all offices, we are able to help those who expect a Christmas cheer and who need it very much.

Maud Ballington Booth, Volunteer Prison League,
24th West 22nd street, New York City.

MAUD BALLINGTON BOOTH.
MAIL ON HAND AT
ST. LOUIS OFFICE
330 Arkansas Ave.

Chorus Equity
(Continued from page 4)

settlement of claims for the following members:
Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis,
Margaret H. Butler, Elizabeth Carter, Robert M.

One new member has joined the Chorus Equity Association in the past week.

CHICAGO OFFICE
600 Wabash Ave.

WPA Concerts
(Continued from page 4)

been enjoying this fall, according to Paul Edwards, administrator of the Four Arts Projects of the WPA here.

WPA Concerts
(Continued from page 4)

 Rica, and movie shorts and 12 on-readers. In February, 1938, the Colosseum-Circus Circus completed negotiations with a Bowes unit to appear under canvas during the same season, with expenditure by the circus and Bowes sharing 50-50 for the concert nights. In the same year, Bowes and George Hamill, outdoor booker, negotiated a contract calling for 50-50 sharing of the proceeds.

If your card is paid to November 1, 1938, you are in bad standing and owe 85.25 to May 1, 1939. If you are out of work and unable to pay your dues at this time, apply for an extension immediately.

CHICAGO OFFICE
600 Wabash Ave.

Women

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DICTATORSHIP BY DUMBHEADS
A DIRECT-SELLING EDITORIAL

In several communities short-sighted business men and merchants listening to the glib hooey of promoters with ulterior motives have put enough pressure on the local authorities to arrange for bingo games to be played under the guise of being "Green River Law." This law forbids soliciting or peddling in and upon private residences. It forbids, in plain English, a man from making a living as a direct salesman.

We won't discuss the reasons why a direct seller has as much right to his profession—and it is a profession—as any other type of salesperson. The stress particularly the fact that 85 per cent of all direct sellers are residents of the communities in which they work and they therefore spend their earnings in their home communities with the local merchants and businessmen who get behind movements to put the "Green River" laws into effect. Do they not realize that by enforcing such a law they are forbidding their own livelihood? Do they not realize that the容易 get to the salesmen who represent them (if they have any) or the merchants and business men who get behind movements to put the "Green River" laws into effect. Do they not realize that by enforcing such a law they are forbidding their own livelihood? Do they not realize that the

JOE CISDA

If we were a local merchant working for the competition of the direct selling boys and girls we'd think twice about a few of these points before we'd start yelling. "Let's Green River-vim!"

Merchandise Mailbag
By BEN SMITH

As we mentioned last week, maximum results from a direct-selling mail campaign are not hard to get when it is properly done, according to Ben Smith, former direct-mail manager for the World Book of Records. He tells us that a successful mail campaign is one that is properly done, according to Ben Smith, former direct-mail manager for the World Book of Records. He tells us that a successful mail campaign is one that is

So many interesting letters have reached us in the past few weeks that we can't resist sharing them with our readers. Here are just a few that we've received.

"Mrs. Smith, I have been a faithful buyer of your product for years. I recently received a marketing letter from your company and was very interested in the information you provided. I am writing to express my gratitude for the excellent service I have received from your company. Please continue to send me your letters and brochures."

"I am a member of the Women's Philanthropy Club and I have been a loyal customer of your company for over 10 years. I am writing to express my appreciation for the excellent service I have received from your company. Please continue to send me your letters and brochures."

"I am a member of the Women's Philanthropy Club and I have been a loyal customer of your company for over 10 years. I am writing to express my appreciation for the excellent service I have received from your company. Please continue to send me your letters and brochures."
New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies supplying the items.

New Hair Grower Device
The fact has been recognized for a long time that it is practical and economical to apply a suitable oil or treatment directly to the scalp. This practice has been growing in popularity, and many hair growers have found that it is a profitable and efficient method of doing business. The new device promises to be a great help in this field.

Camouflage Bed Jackets
The many bed jackets that are now being worn by service personnel are not only practical but also very attractive. They are made in a variety of colors and styles, and the new one promises to be a hit.

New Tricky Water Purifier
The use of water filters has become increasingly popular, and the new purifier promises to be a valuable addition to the market.

New Electroplating Process
Electroplating is a popular process, and the new one promises to be a valuable improvement.

Dream Comes True
Have you ever had a dream that you could turn into reality? The new device promises to make this possible.

Auto Fog Lights
The use of fog lights is becoming increasingly popular, and the new device promises to be a valuable addition to the market.

FAST SELLING XMAS SPECIALS

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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<tr>
<td>B1N08 - Per Gross</td>
<td>$21.00</td>
</tr>
<tr>
<td>B2N20 - CHARLES DANCERS</td>
<td>Per Gross</td>
</tr>
</tbody>
</table>

Fast Selling Mechanic Toys

For street workers, demonstrators and novelty men.

Let our line of clever Wind-Up Mechanic Action Toys Make Big Money For You!

Prices That Do Compete. Be a Live Wire and Clean Up!

Write for Our 1937 General Catalog Today!

CHRISTMAS FOLDERS
With Envelopes, packed in Attractive Box.

ASST NO. 1 & 2, 11 in. Box, Doz., Boxes... $1.05
ASST No. 1 & 2 in Box, Doz., Boxes... $1.20
ASST No. 1 & 2 in Box, Doz., Boxes... $2.10
ASST No. 1 & 2 in Box, Doz., Boxes... $4.20

Boxed Chocolate Sealed, assorted, 60 to 100-25c.

CHAMPION SPECIALTY CO., 814 East Central St., Kansas City, Mo.

ELECTRIC BULBS
Buy Direct From Manufacturer and Save Money.

SUPERME LAMP CO.
150 Hudson St., New York, N. Y.
Nudies Glasses
SALES SENSATION
A truly lucky lady is a woman on the average. Turn the glass around and you'll see why. The glass and what famous Everybody will love. Both our Gills, Gills, Cost and Bar Stock Country, 10% 0.0. Sample and $1.50. Paid 2 glasses with assorted figures to the Corner, Order No. 10, Per Den., $1.50.
Sample Box of 4, $1.25
$10.00
$6.67

Electric Shavers
Making the Shaving Easy, Safe and Swift. Type, Staged Head, $5.00 Each.
Larrey, Shekin, Each
Large, $5.00 Each, $5.00

Lighter Combinations
The latest popular gift, this lighter is a match with any accessory. Model with opaque glass, beautifully finished lid. Holds 1.25 cigarettes. Looks $10.00 value. Ideal for Pricing, Salesmen, Nature Lovers. Cost $3.00 Each. Sample, Postal, $1.00.

Terms: Our prices are too cash and 30 days. If you are not satisfied with your merchandise, return it in its original condition and we will refund your money. ORDER LUGHTS.

Catalogs
JOS. HAGN CO.
217 to 225 W. MADISON ST.
CHICAGO, ILLINOIS

Our Slogan
For Over 22 Years
We are "NEVER UNDERSOLD"
... has given us a tremendous following... Now... We challenge every one of you to make us prove it.

Get our 100-page Catalog Free, Exquisite Values in Rare Rugs, Valuable Photographs, Novelties, Gifts, Balloons and Decks. SEND ALL ORDERS TO N. Y. ONLY.

Mills Sales Co.
109 & 111 BROADWAY
NEW YORK, N. Y.
WORLD'S LOWEST PAID SALES

Deals
(Continued from page 68)
therefore the aim and purpose of your State Board, depending upon your local cooperation, becomes the LEADER IN THE NATION.

and when the necessary funds and to give every member an opportunity to participate on an equal basis, your local association has established a能做到 and proritizable plan which will not alone give you the money for the funds but when you will receive your choice of any article. Start inside of this folder ABSOLUTELY FREE or $7 credited to your COUNCIL DUES.

This item is outlined in full on the last page of this letter. Read carefully and then dispose of the business card and book of tickets for our ENTERTAINMENT and BALL, for which you will not only be rewarded but will have happy in the considered thought of a sound deal well performed.

"Thanking you for your prompt assistance and enthusiastic support in this campaign..."
"Praternally yours."

In the Master Distributing Corporation ad which appeared in a recent number of "The Mirror," it was stated that the price of the Timepiece was incorrect. It is not $8.00 as shown in the advertisement but $10.00.

Exhibit Sales has taken over the Kansas-Knoll of Exhibit Sales and apparently is doing a big job with this popular number.

And talking about the Kansas-Knoll, E. Lederer, formerly with H. Negque

Quality Styles
FUR COATS

$11.75

SEND FOR FREE PLEAT LINE.

Black Goat-Skin Rugs
Deeply embossed, $3.50 each, $29.00 Dozen.

SEND FOR FREE PLEAT LINE.

Fur Fox Tails Tail decorated, $5.00 each.

Fewer, finest, $2.50 each, $22.50 Dozen.

SELECTED FUR MATERIALS

SEND FOR FREE PLEAT LINE.

The New York Jobbers
74 Waverly, Dept. S, New York, N. Y.

5000 rebuilt open face and hunting waltham, elgin
Railroad Watches
New cleaning lots Open Face Case.

1-June, 12 bits...75
d-June, 12 bits...85
e-June, 12 bits...95

SEND 3 stamps for one free

The New York Jobbers
74 Waverly, Dept. S, New York, N. Y.

Over 500,000 sold
OH-U-DOGS

(Original) Mechanical. $21.00

Bucking horse. $21.00

Large Piggy-4,6,8,10, 12 Fins, $7.50

25% dipole, balance G.O.D.
PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

We are inclined to believe that the pitcherman is the most independent business man in the world, despite the fact that he has many difficulties and uphill arguments with civic authorities. He'll work like a demon at times--lay off when he likes--or go south, east, north or west over the mood strikes him. Add it up and you have just about the same in his fellow pitchmen. But it's the only life, eh, boys?

IT'S UP TO you, boys and girls. Your future is what you make it.

IT ISN'T THIS column's purpose to ask you to harm yourself by taping off good spots, but after you have concluded your engagement at least write a pipe and let us know how you made out.

LET'S HAVE A WORD from you fellows who haven't piped in for a long time. More and more of the smokers are beginning to pipe in regularly again. That's swell. Keep 'em rolling in.

WE SELDOM HEAR from you regulars in New York. Is anything wrong? We really should have a lot of pipes from you fellows each week, giving all the news of doings in the Big City.

FAMOUS LAST WORDS: "The spot was plenty good, but I failed to order stock."

THERE'S BEEN A comes thru from Hays, Kan., with what he terms "Pipes I heard and will never look at,

who says "you remember?" pipes. Why not get those pencil going and send them in? We would also like to have some interesting and humorous notes when given the column. Shoot 'em in; the sooner the better.

BURLINGTON ......... comes thru from Bay, Kan., with what he terms "Pipes I heard and will never look at,"

who says "you remember?" pipes. Why not get those pencil going and send them in? We would also like to have some interesting and humorous notes when given the column. Shoot 'em in; the sooner the better.

Nelson H. Burton ...

and wife, of jewelry fame, visited the Midwest last week.

PITCHMEN'S SAYING: "A man said to me last week..." Dr. Frank Hager.

"WHAT A TOWN that started from nothing much and made something of itself."

writes Des Moines that he has just read the Chicago Spectator and it was a peach. The Doc says he recently celebrated his 70th birthday anniversary and is still "tall in the saddle."

J. D. WOOLMAN comes thru with a tragic bit of news from Oak Park, Ill. "Williams, a man of the good old time, was killed in a plane crash.

are working with the Chicago World's Fair, which is closing with Pan-American Shows. Doc Stanton and Buck Brosnan are running my show.

DR. LEX MACK writes Des Moines that he has just read the Chicago Spectator and it was a peach. The Doc says he recently celebrated his 70th birthday anniversary and is still "tall in the saddle."

ARE YOU getting all the play you can on the show this time of the season?

HART MFG. CO. Brooklyn, N. Y.

SOUTHERN PEN CO.

Manufacturers Since 1913.

16 N. Union St., Petersburg, Va.

Big Profits

Own your own stationery

-- in the heart of great radio territory

HART MFG. CO.

Brooklyn, N. Y.

EZ WAY STROPPER, Sample 30c

Radio Stropper Co. Sandusky, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.
NEW BEST SELLERS—Write for Catalog No. 21

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hawaiian Dancer</td>
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<td>Mechanical Toys</td>
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CONTINENTAL Premium $11.30 at Milwaukee, Wis.

LAST CALL FOR STRENGTH SPECIALS
SAME DAY SERVICE — ALL GUARANTEED QUALITY

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<tr>
<th>No.</th>
<th>Description</th>
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<td>2052</td>
<td>FUR DOG</td>
<td>$14.00</td>
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<td>2068</td>
<td>LUCKY PUP</td>
<td>$8.00</td>
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<td>2092</td>
<td>DOG GROSS</td>
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<td>900</td>
<td>CRAWLING BABY</td>
<td>$6.00</td>
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<td>900</td>
<td>CHEEKY SCOTCH</td>
<td>$6.00</td>
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EGG FARM NOVELTY CO.
20 W. 23rd St., New York, N.Y.

CHRISTMAS CARDS

Christmas Card Agents
Leverage your business by selling new cards. Write for particulars.

DOROTHEA ANTEL
226 W. 72nd St., New York, N.Y.

ELGIN & WALThAM WATCHES $1.75

7 Jewels, 18 Lines in
Date for Price Lists. Money back if not satisfied. COLUMBUS SELING CO.
115 W. Broadway.

NEON-LIKE XMAS AND TINSEL XMAS SIGNS

SOLD BY THE DOZEN

CHRISTMAS CARDS

Your opportunity to make Xmas money from your Christmas Card sales. Specify all sizes and shapes. Prices start at 1 cent each. Specials at 50% off. Write for complete price list.

ELGIN & WALThAM WATCHES

7 Jewels, 18 Lines in
Date for Price Lists. Money back if not satisfied. COLUMBUS SELING CO.
115 W. Broadway.

COUPON FOR MEDICINE MEN

We have a new large box, exclusively wrapped with regular design. For three months only. Phone or address for details.

THE BARMONT CO., Geneva, Ill.
December 11, 1937

MERCHANDISE-PIPES-GENERAL OUTDOOR

The Billboard

LOS ANGELES

(Continued from page 63)

one-man-band set in clubs and at amuse-

ments.

W. S. Burris is in the electrical depart-

ment at Warner Bros.' studios.

Roy Scott is back in town, as is Frank

Dobbs.

C. Y. Clifford celebrated his 10th wed-

ding anniversary.

Mr. and Mrs. Billie Cramm came in

from Denver for the winter last week.

Jay McCallum is back in town this week.

William Greiser is doing his magic and

bloom-control set at clubs.

Those who have been out of town are back

from a trip to the Midwest.

Johnny Ward has four shows on the

road.

Ben H. Martin Shows a good four-week show at Pico, Calif.

J. B. Stephon, of the Rolando Amuse- 

ment Company, has several rides set up in

San Diego, Calif., where the company is con-

fined at the El Segundo Amusement Park.

Mike Golden is reported to be im-

proving in his condition at the San Diego

Memorial Hospital, where he is still being

tended.

Leo Loo, West Coast Amusement Execu-

tive, who is back in town, says that he will

be in the city soon.

Many of the shows were down because the

mikes in came in from Buxees, Ariz., and Art-

dell closed its annual successful season in

its show's history.

Charley and Edith Walpert are com-

muting between Los Angeles and winter

show scenes.

Joe Da Mattcheglia and Ted Le Fort

attended the closing of the Sleeho Panto-

ton, which closed after a run in the Green-

wich, general agent, and Jerome McLeary,

manager, are back in town and report that

they are visiting here, as is Birt Carlcy, m-

ager of the Greenhouse, and Dave Morris has

opened a novelty store on Main street.

Mr. Da Mattcheglia has joined the pitch

brigade on Main street.

The feature showman, who is the author of a mystery play, White

Horses, that goes into production at the Pianer in Hollywood.

Elmer and Elvira Blue will produce it.

Martha Warren, who was here for a

week, after the six-week tour of Sumatra, Java,

Malaysia, Borneo, and Java, made her last

trip with one of the Churchill & Tailes shows.

Earl Graham went to Memphis.

Harry Russell, son of Harry Russel-

an opened their new brothel at San Per-

tagos, Fla., last week.

William D. Pink visited last week and

reported that he may locate with the Con-

tinentals.

Charley Bales is boss of the property

division of the Federal Theatre Project

here. Bob Cavanaugh is house manager and

Billie B. Brown is in the treasurer's office in

the treasurer's department of the same project.

Mr. Da Mattcheglia will remain here for

the PCSA's hall.

Mr. and Mrs. Will R. Vaghen- 

aimed to get to Hollywood and get on the

staff of some showings.

Mr. and Mrs. Robert B. Henry, (Bud) 

Henry, son of Steve Henry, for many years a

member of the Manford family, are now in

San Francisco, adding to the increasing pop-

ularity of the tailors.

The L. B. Davis is a recent addition to the

Continentals.

Hustlers—Look

Remember 1939—

When Bong Shows Were Wild Fire

Today and for 1938

(Continued from page 73)

M. L. CLARK

350 Arcade Bldg.,
St. Louis, Mo.

XMAS SIGNS

$1.25, 100 best sellers, 39.00.

COCHRANE TAILORS

3920 Bernard Ave.
St. Louis

KOEHLER BLUE SIGNS

$1.25, 100 best sellers, 39.00.

Back to top
Notes From the Crossroads

By NAT GREEN

A PROSPEROUS season invariably is followed by a winter of fair, park, and carnival meetings and the Showmen’s League banquet and dinner. This last meeting was “biggest” or “best.” F. W. Pierson, who was present, said it was a huge success — attendance remarkable, and the league’s financial situation was good. Mrs. Pierson responds to more than 300 people, to a party with 150, and Mrs. Pierson was well known and liked among outdoor show people and her sudden passing was a great shock to her friends. There were many more who attended the showmen’s banquet and meeting this year’s convention than ever before, and it was a great success. It was a fitting end for it, while others were just passing thru or are wintering in Chicago.

Philadelphia

PHILADELPHIA, Dec. 4.—Business at the 34th Street Hotel was up to past week. Attractions were Miles Bros., Minnetta, Half Coil, magician, Original Gospel Singers, and Norman E. Stevens, all seated in the same room. The Hotel was busy with all kinds of business and the show was in full swing. The hotel was sold out and the showmen were in good shape. The weekly holiday show at the South Street Museum was profitable. This week the following attractions were added to the program: Blue Whaley, acrobats, and the big kid, Kid Taffy’s Crewe Revue. The show was well attended and the hotel was full. Joyland, the annual holiday show of the 34th street service, opened this week with a somewhat different presentation from what has been presented in the past. It is a combined circus and side show. Attractions: Lew Elm, clown and dogs, Pat W. Moore, magic, Punch and ventriloquist, also acting as musical numbers. The show had a lot of spunk and was entertaining. Clowns and Santa Claus. Kiddle rides also operated, Business open.

El Paso

EL PASO, Tex., Dec. 4.—New arrivals in town are Whitey Archer and wife, Miller & Archer Shows; Blacky Schroeder, Joe Benessa, Delporte and wife, Miller & Archer Shows; and the late Mr. Charles Kitterman and Tontos Shows; Elrey Reynolds, Mid-City, Chicago, and Mr. and Mrs. C. M. DeVerre, Barny Bros., Circus, and A. B. Childs and Red Baker, T. J. Tidwell Bros.

Ed Worth, of Dallas, is in town building his Wild West Show for the Sun Carnival parade. Ernest Watson, of Dallas, is here with his Wild West Show. Blacky and Edna Tarkington are present in town and will be on their way to concessions in a downtown bus depot. Morris Thirman’s line is the showmen’s favorite.

On book tours are the following attractions: Mr. and Mrs. Jack Criner, Joe Benessa, Delporte and wife, Miller & Archer Shows, and Showman’s Fair; Ed Lundgren, of Midwest Shows, and H. G. Buchanan.

PHILADELPHIA, Dec. 4.—Robbie Galtry, of the American Book Company, was here looking for a location for his book store in the city. The American Book Company has been located in the city for some time.

BILLY ROSE

(Continued from page 31)

There was much more money can be made in this line, and there would only be a few more weeks’ employment ending tomorrow night. The show then goes to Texas.

Bose brought in Jimmy Savo at a price of $400, but the contract continued to domino steadily.

Meanwhile AFA has settled with the Onondaga, where the Golden Gate and other houses. The attractions are about to be seen in this area, and the general outlook for this week is excellent. The weather has not been too hot, and the crowds are increasing. There has been no talk yet between the union and the business groups.

Whitehurt said he suspects more than 100 reports of shows. He predicted that 100 more were being bought up before the first of the year.

NEW YORK, Dec. 4.—Billy Rose has been in town all week but could not get much out of his show, due to the strike of the Showmen’s League of America.

SAN ANTONIO, Dec. 4.—Billy Rose’s request to be released from his contract for Christmas was refused, with a decision “No” from Jean Wilden, the Assistant, who reports the municipal, and the police chief, who booked the show.

Showmen’s League

NEW YORK, Dec. 4.—Billy Rose’s request to be released from his contract was refused, with a decision “No” from Jean Wilden, the Assistant, who reports the municipal, and the police chief, who booked the show.

Showmen’s League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 4.—The week of festivities, with a dinner and dance, was a complete success. The showmen were well pleased and it was a fitting end to the season. It was a great success. It was a fitting end to the season.

BATTLE CREEK, Mich., Dec. 4.—Further orion of Aestor Orontes, a small boy, was seen by his father while he was playing in the snow. The boy sank into the snow and could not be saved. The father called for help and the boy was rescued but his death occurred. The cause of death is unknown.

Orton Has Narrow Escape in Fall at Battle Creek

THE BILLBOARD

There are “scores” of reasons Why you should be a member of the Showmen’s League of America

It is based on the greatest three graces God has given to man, faith, hope and charity, and the greatest of these is charity.

SHO-KANSA

Milford H. Smith
Campbell Tent & Awning Co.
314 Main St., Milford, Ohio

(Phone: Main 2355) 909 East Adams, Chicago, Ill.

K. G. Amusement Shows

New Contracting and Booking for Season 1938
Winter Quarters: F. Smith, Ark., N. Main Address

F. Smith, Ark.
It seems there is an inborn instinct in every human being to try to reform something. Even those who are forever cursing "the reformers" have their own pet reforms in which they are just as intolerant as the most professional reformer.

The chief mistake of all reformers seems to be that they spend so much time, money and ability on petty evils, but do little to help in eliminating major evils. They become so absorbed in drives against petty evils that often they show surprising ignorance of what the major evils confronting the nation may be.

It is to those few reformers who have ignored petty evils to concentrate on the major reforms of history that the civilized world today owes its debt of gratitude. In fact, the multitude of reformers who are always worried about petty evils have come to be little more than pests at a time when serious major problems are of real concern.

A good working policy is in the fact that petty evils tend to take care of themselves as the major evils of society are brought under control.

The temptation to let our reform instincts be led astray into petty fields is aptly illustrated in a splendid tribute to Thomas E. Dewey, recently elected district attorney in New York City. The tribute to Mr. Dewey is written by Jay Franklin, one of the few liberal columnists of the time.

Concerning Mr. Dewey's brilliant rise to prominence, Franklin says:

"He has won respect and popularity by his fearlessness and his success in striking down some of the slimier parasites of his community. But the real test lies before him. It is always popular and exciting to smash vice rings and clean up market racketeers. But just as it is more exciting to wage a campaign against venereal disease than against the diseases of slum overcrowding and malnutrition, so is it easier for a city prosecutor to strike at a 'Public Enemy' than to attack the big industrial and respectable rackets which levy a far heavier toll on a community's income and welfare."

The picture which Mr. Franklin attempts to draw is that of many a young and brilliant man who finds himself in public office and who must make the choice between reforms that go to the root of the rackets andills that infect society today. Or whether he will give way to the temptation to make a campaign against superficial and petty evils that immediately make a man a newspaper hero.

All over the country there are public officials, mayors, prosecutors, high police officials and others, many of them still young enough to render a distinctive service to the people, who face the dividing of the ways. They must either take the slower way to real success or use the more flashy way of waging clean-up drives against petty evils at regular intervals.

From newspaper accounts it would appear that about half of the public officials in the country have yielded to the temptation to get periodic publicity and headlines by staging a clean-up on some petty thing. In 8 out of 10 of all such campaigns it is soon discovered that such drives are staged to "cover up" evils of a much worse nature. Newspapers help to deceive the public by giving full publicity to the petty drives. In fact, it may be said that in the average city the newspapers often serve as the chief protectors of major evils and rackets by making a paper hero of the man who stages a periodic clean-up for public consumption.

If anyone desires proof as to what extent newspaper publicity has gone in shielding the big rackets by its sensational ballyhoo about petty clean-up drives let him ask any reporter who makes the beats and knows all the ropes.

Some of the newspapers are making an honest effort to reform their own racket. They are beginning to recognize that such public institutions as newspapers, enjoying valuable constitutional privileges, have a heavy obligation to play fair with the public. Such newspapers recognize that there is a rapidly increasing number of voters who question everything published in a newspaper and have to a large extent lost confidence in newspapers as reliable mediums of public information. Such newspapers are beginning to frankly puncture some of the drives staged for publicity.

The Indianapolis Star (October 29, 1937) recently called attention to a petty thing that is periodically attacked by some public official in half the cities of the country. "Perhaps it is time to cease the perennial agitation over operation of these coin-operated machines," said The Star. "Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion."

Apparently here is a newspaper staff that has realized there are a lot worse evils in the average city than pinball games. It is apparent, too, that the staff has recognized the usual motive behind the drive against pinball games. In 9 cases out of 10 it is either for publicity or to "cover up" for some other thing that needs reform.

In any discussion of reform the highest respect must be expressed for all honest and sincere reformers. They have made civilization what it is. But only contempt can be held for the publicity seeker and the person who wastes time and money on petty evils when civilization itself is threatened by major dangers. The amusement games business at its worst can only be a petty evil. In fact, if anyone is sincerely interested in reforming the coin-operated machine industry the quickest way to do it is to support and encourage its national and local programs for charity and employment.

In view of the major economic and social dangers of the time, the coin-operated machine industry feels that public officials, newspapers, civic and church leaders can find much worthier causes than fighting petty things like pinball. The industry itself is willing to go far in cleaning its own house as it concentrates on the national problems of charity and finding jobs for the unemployed.
In spite of double factory forces and extra shifts, orders for TRACK TIME, SKILL TIME, DARK HORSE and FREE RACES continue to come in at such an increasing rate that each week's production is sold out in advance. We, therefore, find it necessary to concentrate our entire output on all Kenney Games to distributors' orders only, until we are able to further step up daily shipments to a point somewhere near each day's demand.

This move is made solely in the operators' interests. The operator places his order with the Kenney Distributor on the expectation of receiving the desired games on specified dates. Unless these games are available on such dates, the operator stands to lose those locations where Kenney Games have been promised. Feeling that the needs and interests of the distributor's operating come first, we therefore make the move herein announced.

Due to the large number of orders already on hand, and also to the ever mounting number of new orders coming in daily, the production of all Kenney Games must, until further notice, be turned over entirely to distributors' shipments only.

With winter play making TRACK TIME more popular and profitable than ever, and with SKILL TIME enabling operators to place this console game in pivotal territory, we have a small number of orders for these two games to keep our plant busy for the next 30 days. And with DARK HORSE proving the greatest value in console games for the money, and FREE RACES helping so many operators to open territories heretofore closed to pin games, orders on hand for the last two games would in themselves engage the entire facilities of another factory. We have no place for present one.

We do not cite these things in any bragging manner, but more to acquaint operators, jobbers and distributors with the true facts of the situation. We trust that they understand our position, and that this move has been made as much in their interest as in ours.

Due to the above oversold condition, we advise operators to immediately arrange with their Kenney Distributor for earliest possible deliveries out of stocks he may have on hand or out of shipments which now may be enroute to him.

*Again we say, please do not order direct, as fastest deliveries are only to be had thru Kenney Distributors*

**J. H. KEENEY & COMPANY**

**Chicago**

**Revision of Pinball Tax**

New plan would assess triple license fee and include payoffs

**SEATTLE, Wash., Dec. 4—**Municipal assessors and taxation regarding pinball games are to be heard by the City Councilman H. H. Harlin, former mayor, for the hearing, upward revision of license fees on such machines was noted. Mr. Harlin, chairman of the license committee, stated his committee will recommend a 25 per cent horizontal increase in license fees for card rooms, billiard and pool halls and dance halls.

An new ordinance being introduced this week permits the automatic payoff pinball games in the city, removing the ban by the city council, and providing for the licensing and collection of revenue by the city. Mr. Harlin has observed that "the automatic payoffs are operating anyway and paying no tax," and that "as long as they are going to operate, the city might as well get some revenue." The biggest share of an extra $125,000 the city is expected to derive from amusement machines this year will go to his opinion from the licensing of the automatic payoffs.

The license committee could not determine definitely the exact amount received from pinball machines, nevertheless present license fee upon amusement machines brought Seattle $84,454 in ten months this year. The pinball games at present paying the city $15 annually. Under the proposed new measure, however, operators would pay a license fee of $20 for each machine in operation, and "operator" locations $10 and $5 for machines in operation. Also not at present taxed, digger machines are set to cost operators $1000 annually for a license, and $50 for each operating machine. "Exhibitors" would pay the same as above, plus a dollar for location and fifty cents for each machine in operation for the penny amusement games. While a schedule of fees for the automatic payoffs is yet to be arrived at, Mr. Harlin has suggested a tax of $500 annually on each machine and a $100 a year on all machines in operation and $25 for the machines on the location.

**Ups To Drive for Public Good Will**

**BALTIMORE, Md., Dec. 4.—**After enjoying a fine season due to the particularly favorable license situation here, operators are now laying plans to counteract the unfavorable propaganda which many newspaper editors have been using to spread the charge that pinball games are nothing new, but that sometimes have resulted in putting the industry in disgrace. Many operators are making known their plans to counteract the poison.

Leaders here have therefore decided to take action immediately and have arranged for experienced public relations experts to approach the public in general and the police in particular, for investigations of the operators. The Baltimore News-Post, the local newspaper, will be used first, and plans call for the use of all paper on the program.

The board of trade is now in the process of deciding to get under way as soon as possible to get as many of the men together and pool their resources to finance the drive.

**Detroit Jobber Handles Vendors**

**DETROIT, Dec. 4.**—Detroit got a new_pinball_jobber_house last week when the Michigan Vending Service opened a store at 2008 Eminence street. The new location is in the heart of the uptown coin machine center of Detroit, a few doors off Livernois avenue and just around the corner from the Novelty Amusement Company and the Angott Coin Machine Exchange Company.

Organizers of the company are Leon Wysocki, Ralph Rodin and Ralph Rodin, Jr., local Michigan dealers, and Wysocki is a newcomer in this business, Wysocki is the experienced man in the trade, having a past career with the Detroit Operator Company, a vending machine company in Detroit.

The company will act as Michigan distributor for a manufacturer of pinball machines, who may also add other lines later. Details are to be released in a few days.

*Lenkau Sees Pinball Biz* 

**Gaining in Detroit Area**

**DETROIT, Dec. 4.**—Henry C. Lenkau of Lenkau Coin Machines, reports a big increase in the popularity of the new Ray Rifle machines over last year. There was a big demand, he says, for them during the early part of the season and all machines were kept constantly in use by men who were practicing up to be in readiness for the season.

He has just purchased 100 ball gum machines for candy store locations, which are always good. Mr. Lenkau says people seem to have gone pop-corn mad, that he can't get pop-corn machines fast enough and is now 30 days behind on deliveries.

Mr. Lenkau is very enthusiastic about the Slinger Racer, which he predicts will be one of the outstanding sensations of the coin machine field.

There is a growing demand for novelty tables which have no automatic payoff, he says, "We are working into the wee hours to keep up with orders, and last week we shipped 150 machines to one customer.

"Pin games are picking up; they are coming back to life in large numbers," he predicts as the reason for this is the Slinger Racer machine, which has put a good many operators in the game business and is another of those big successes like the Midway—winner that comes out every once in a while.***
Entirely New—Absolutely Different

Innovations in the Coin Machine Industry. All New Features—ELECTRIC AUTOMATIC

THE DOMINO

TIRED BALANCED BOX.

A 6c Counter Machine with 2,000-Nada Bottles. "Pay Out" from 2 to 20 Nada bottles, as arranged at the machine. Each game can stop at any time, and the machine is completely automatic.

SAIL ALONG WITH THE MAYFLOWER

100% RECONDITIONED COUNTER GAMES.


Prices Per Game

$5.00

PLUS FEDERAL TAX, Do. Cal. O. D.

Turbine Drive

$8.50

1/2 Dutch, Do. O. D.

Distributors for ALL, BUCKLEY, WILDER, EVANS, STONEFORD, JENNINGS.

MAYFLOWER EQUIPMENT COMPANY, Inc.

1673 University Avenue

St. Paul, Minn.

1 or 100 $1 Target Pilel, like new...

$25.50

Rays Track

125.00

Mills Blue Fronts 5c VENDORS...

47.50

With Order, Balance O. D.

WM. H. TURNER, JR.,

845 N. W. 9th Court,

MIAMI, FLA.

A CORDIAL WELCOME AWAITS YOU AT

KENTUCKY AMUSEMENT CO., Inc.

at their New and Larger Offices at 919 West Jefferson Street, Louisville, Ky.

All the new Beauty Games on Display, Including 150 New Games, Happy Jacks, New Boxing, Golf, Baseball, Racing, Camel, 30 Foot Time, Galloping Dominoes, Lady Luck, Etc., at nouvelle prices. The new "Friendly" games are now in stock. "Coin Machines" are fully tested and ready for immediate delivery.

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REAL BARGAINS—ACT QUICK

M. T. DANIELS

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CHARGES

For your Vending Machines. Our complete department consists of $1.00 for samples and quantity prices.

M. T. DANIELS

1978 University Ave., Wichita, Kansas

You have to live a lot of your life with yourself. You may as well learn to enjoy your own company.—Fred B. Barton in "Let Yourself Go!"

Six Firms Exhibit Coin Games at Outdoor Show

Record attendance sign of optimism for next season—coin machines shown have great originality—may indicate trend for 1938 Coin Machine Show

CHICAGO, Dec. 4.—The outdoor show world, including parks, fairs and expositions, and all kinds of other events, is expecting the annual grand convention at the Sherman Hotel here for the period of November 29 to December 3. Among those planning for attendance are many of the major coin machine manufacturers, and it is probable that the attendance will be good at this outdoor convention, it is a sure sign that expectations for good business during the current season are very high. A definite plan of the convention came on Wednesday, the 1st.

Exhibits of rides and other paraphernalia that the manufacturers will have on display at the convention, and the excitement of coin machines during the winter, will provide a means of drawing many of these coin machines during the winter. Some have developed compartments of coin that are available for the public to use, and these are considered to be highly favorable for outdoor entertainment.

Machines on display at the convention, including the "Coin Machine Trade Journal" for 1938, will be of interest to all coin machine operators. The British outdoor show groups and the coin machine trade are planning their 1938 conventions, and it is expected that two or three groups will be too large to accommodate a general convention, but there is a community of interest that is growing.

Coin Machine Exhibits

Exhibits which included coin-operated devices were made by the following firms this year:

Buckley Manufacturing Company, Chicago, displayed two models of the "Diana" and "Diana-Diva," which has often been in use in the form of companion rides for fairs and other outdoor events. Many of the outdoor events, such as amusement parks, are considered favorable locations for tests of coin-operated devices and machines, and have learned to take advantage of these locations. The British outdoor show groups and the coin machine trade are planning their 1938 conventions, and it is expected that two or three groups will be too large to accommodate a general convention, but there is a community of interest that is growing.

The Billboard had its booth and The Coin Machine Journal also had a booth. The Chicago Coin and Vending Company, which has displayed a line of devices for carnivals but did not show any of its coin-operated devices, the Evans Machine Company, which has long been known as a manufacturer of coin-operated devices, and other dealers for coin-operated devices for carnivals, the coin machine field has developed from the mechanical devices that had been tested thus far.

International Motocross Reel Company, Inc., New York, had the most complete display of coin-operated machines. This is a pioneer in the field of coin-operated machines. Machines on display included the "Coin Machine" in all its forms. Electric Traveling Crane, Motocross, the "Coin Machine" movie device, Pinball, Bowling, Gambling, Novelty machine and several arcades of machines such as athletic devices.

Randall Manufacturing Company, Inc., of Coney Island, N. Y., presented a new bowling game called "Beau," which makes it possible for the makers to "get away" from coin-operated games. This is a very popular game, and it is expected that it will be successful. The "Coin Machine" has been in use for some time, and it is expected that it will have a large sale in the coming season.

Silent Sales Company, a distributing firm of Minnesota, had a booth to exhibit its new coin-operated machines. The "Coin Machine" is a novelty and a very popular game. The game is a combination of pinball and bowling, and it is expected that it will have a large sale in the coming season.

A new game, called "The Coin Machine," was introduced by Ford, and it is expected that it will have a large sale in the coming season. The game is a combination of pinball and bowling, and it is expected that it will have a large sale in the coming season.

MISCELLANEOUS CLOSE-OUTS

All Outdoors—Ready to Go

HOLLYWOOD, S.R. $100.00

JUGGLE NOODLE...$32.00

KONE KONG....$25.00

EAGLE EYE...$32.00

TRADE HOT HANDS...$25.00

SCHOOL DAYS...$9.50

RIVIERA...$35.00

RALLY BALL...$45.00

WORLD SERIES (Radio)...$15.50

POP POPPER....$6.00

SHEFFLER Snoopy...$50.00

MILLER-HI BOY ROLLER...$15.00

MOD. "93" LAGUER PEANUT...40.00

Kaney TRACK TIMES Condition and Serial Numbers

Get our List of Used Machines at special prices

REX NOVELTY CO.

1022 Cathedral Street

Baltimore, Maryland

1938 WHOLESALE CATALOG

has 260 pages of amusement games, 6,000 amusement games, including 4,000 slot machine games, at rock-bottom wholesale prices. The catalog is free. Order now for a Christmas delivery.
December 11, 1937

AMUSEMENT MACHINES
The Billboard 79

AMERICAN SALES CORPORATION
CHICAGO, I.L.

800 West Battleground Ave.

[Image]

Chapter 1 - The Coin Chute League

Address THE COIN CHUTE LEAGUE,
600 Woods Building, Chicago, Ill.

Dail newspapers at this time of year are very active in promoting some kind of local charity and also in giving publicity to the work of various charitable organizations. In fact, local newspapers must be given much credit for handling the news about all charitable endeavors and thus encouraging the spirit that should be especially marked during the Christmas season.

Many newspapers also conduct a special charity of their own, ranging all the way from milk funds, summer vacation lots for poor children and the like, to Christmas baskets for the poor. All these plans are creditable and add a good deal to the good work of many other organizations.

A number of newspapers have reported that they make a habit of contributing to whatever charity the local newspaper may be conducting. Newspapers are in a position to search out the most needy cases and often support causes or movements that are overlooked by other agencies. For these reasons any contribution that local associations may have to give charity may be furthered by the newspapers. The local newspaper may be supporting.

Much publicity is given to the contributions of Standard Oil Company to hospital funds in various cities. It is well to remember that under the guise of his public opinion, Mr. John D. Rockefeller Sr., was able to change public opinion from the worse to the better.

The association with newspapers is to a much better position to get the proper publicity for any charitable work. Day work continues to be praised, and his activities to be refreshments. Cooperating organizations are in much better position to get plenty of publicity for their gifts to charity than ever before. Of course, editors must often perform their good deeds secretly so the good work should be carried on anyway.

Altogether, I'm just not too good at the work of The Coin Chute League, and I may not be able to work with the league even if I were the government that was willing enough to carry on. Perhaps the local newspaper may be supporting.

Such conservative newspapers as The Chicago Tribune, which makes many mistakes, should publish the complete news of charities in a timely manner. This is the service of The Coin Chute League. It would be good for the coin-operated machines that furnish the news of charities in a timely manner.

The National Industrial Conference Board estimates that there was a rise of 250,000 during the month in the number of unemployed. The board estimated a 250,000 employed of 6,000,000 in the face of this increasing unemployement.

The Chicago Tribune reported recently that prices for foreign lottery tickets were being offered at much higher prices. In this connection, it could be bought in the home country. Foreign lottery tickets are being bought in large blocks, at about $2.50 per block. It was reported that the prices for foreign lottery tickets which sell for about $1.50 in Paris were being offered at $10 in New York.

A report of the recent national unemployment center will probably be ready by January 4. John D. Rockefeller Sr., building the association that I have to say it would reveal many interesting angles on unemployment.

The Christmas season program was launched with a plea by President Roosevelt on Thanksgiving Day and will continue until Christmas. The National Tuberculosis Association of America, which has so many popular charity appeals, may help a lot.

The Survey Associates of the American Medical Association, which sells thousands of its calendars and programs, also have a special appeal this year.

There are many forms of automatic machines that have been built and advertised for years. This is the time when we realize the importance of machines that will distribute goods.

The new automatic machine organization that has been started is in Cincinnati, Ohio, under the management of Mr. John D. Rockefeller Sr. The purpose of the machine is to handle the public, and publicize the name and common interest of the coin-operated devices. The divisions will consist of merchandising goods and coin-operated devices and handling the public to the public by use of an automatic equipment. Apparatus will extend a broad scope in distributing goods.

The League also will have its charity unit to promote habitual and generous contributions and worthy charities. Securing favorable newspaper and magazine publicity will be another outstanding unit, while the feature of employment will not be overlooked.

A splendid outline of the possibilities for The Coin Chute League as it builds up a background of charity and employment for the industry.

Beg Your Pardon

R I G H T F A C E B U T W R O N G
NAME or right name but wrong face.
In any case we noted our name last week and called the above newspaper to check the information, but was told that Lillian S. McCaughey, field representative of the National Association of Tally Card Manufacturers, was given to Mr. McCaughey and the premises whose name was used instead.
Seeburg Outlines Merchandising Plan

CHICAGO, Dec. 4.—Ever since they made public various merchandising schemes a few days ago, Seeburg Corporation reports an increase of interest in merchandising ideas. It is noticed that the public relations advisers of the firm have suggested that the public are interested in hearing more about each of its locations and providing a means of showing them the features of the business itself to write their favorite recording. The operator then starts recording sessions each week, calculated to attract people who are interested in the type of music each location prefers.

An optional part of this merchandising plan is a survey of the public's plans for the upcoming season for the 10 most popular songs of the year. The results of the survey will be determined by the sales of the various Seeburg machines and the information will be released on a weekly basis by the operator that has the largest number of units in service.

Huston Music Ops Get Results

HOUSTON, Dec. 4.—Huston County (Texas) Phonograph Operators' Association has definitely passed the experiment stage and is now in the full operation stage. The operators are now divided into six districts, each district being represented by a district executive who holds regular meetings and reports on the activities of the organization.

The meeting of November 18 marked the end of the third quarter of the calendar year, and the association has already made good progress. The association has established a fund to aid members in need, and has contributed a considerable sum to the local charities.

Huston Phonograph Operators have recently enlarged or added to their facilities including new space and new equipment. The newest addition to the Huston Phonograph Operators' Association is the Hathcock Phonograph Company, which has moved to larger quarters in suburban district, Record Shop, more than doubled in size of building. Hathcock Phonograph Company added Deca records to stock.

Weekly MUSI Notes

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Automatic Sales Exec Cites Poem

"To the Editor: We hear so much about the ill-advised use of smutty records nowadays—which I believe most of us realize can do more harm to the phonograph industry than anything else. So I couldn't help being interested in the following poem which I ran across in an insurance trade journal. It certainly hits the spot. If more people realized that their character is reflected by the records they play on the phonographs they would hesitate to put out good money for bad records."

You tell what you are by the friends you seek,
By the manner in which you speak,
By the way you employ your leisure time,
By the way you make of the dollar and dime.
You tell what you are by the things you wear,
By the spirit in which your burdens you bear,
By the kind of things at which you aim,
By the records you play on the phonograph.
You tell what you are by the way you walk,
By the things of which you delight to talk,
By the manner in which you bear defeat,
By so simple a thing as how you eat,
By the books you choose from a well-stocked shelf.
In these ways and more you tell on yourself.
So there's really no particle of sense In an effort to keep up false pretense.

Why Jeopardize Your Biz?

By S. C. SCHULZ

Sales Manager, Middle-West Division Deca Recording Company

Would you despise any who dared to use smutty records nowadays—which I believe most of us realize can do more harm to the phonograph industry than anything else. So I couldn't help being interested in the following poem which I ran across in an insurance trade journal. It certainly hits the spot. If more people realized that their character is reflected by the records they play on the phonographs they would hesitate to put out good money for bad records."

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Schlicht Cites Zephyr Features

CHICAGO, Dec. 4.—The location of the Zephyr machine in the Stanley Hotel, as described by Charles Schlicht, manager of the Westinghouse division of the coin machine sales department of Mills Novelty Company, is made possible by the fact that this machine has everything. The beautiful cabinet houses the results of thousands of dollars of research in an attempt to build the best phonograph possible.

"All the latest developments have been built into the Zephyr," he continued. "The speaker and amplifier are especially made to match the acoustics of the Zephyr, thereby eliminating mechanical effects and permitting perfect reproduction. The crystal pickup exerts practically no pressure on the record, thus eliminating vibrations and needle scratch and greatly increases the life of any record. Ordinarily, record counting devices are found only on the highest priced phonographs, but it is so simple and practical record counting device is standard equipment on the Zephyr.

"And that's not all," he went on. "The crystal pickup on this phone is absolutely silent and equipped with a speaker arrangement to throw out any foreign substances. Instead of depending on cans, magnets and numerous other devices, our records roll into place. No other phonos has this time-proven method of changing records."

"With maximum attention, the phonograph on the phonograph must have a certain amount of animation and illumination," Schlicht concluded. "The Mills Zephyr has flashing illumination and not just a monotonous lighting effect. Everything possible to make the Zephyr the outstanding phonograph of its kind has been done and the manner in which operators and location owners have taken to this machine is proof that we have attained our goal."

Margolin Sees Big Phono Year Ahead

Baltimore, Dec. 4.—If the prediction of Dave Margolin, official of the Penn Coin-O-Matic Company, Inc., comes true, 1938 will be one of the biggest phono years in coin machine history. As Margolin put it, "Since opening our new office here, we have been asked at the number of operators who are turning to us regarding the pay phonos."

In the past, the men have come to realize that this is one legitimate business that should be a part of the future and will go on and on.

"With the new models due to appear after the first of the year," he went on, "we are confident that this city is going to see a great revival in music."

Margolin also stated that the Philadelphia office of the firm is doing a big phono bin, and that indications point to the fact that the phone business for 1938 in the city of brotherly love will break all previous records."

Detroit

DETROIT, Dec. 4.—Harry Graham, general manager of the Marquette Music Company, states that Wurlitzers are moving at a steady clip in their territory. "We have had a very good year," he said, "and we look forward to increased business in 1938." He also revealed that the firm has been appointed Michigan distributor for the T-120 automatic pop-corn vendor. A separate division has been created to handle the distribution of this machine, and Maurice Vines has been appointed state representative, Graham disclosed.

Louis Berman, head of Champion Automatic, has spent the past two weeks on a business trip to New York. He is expected to return in about a week.

Frank L. Mannix, president of the company, has expanded his route. He has been in the market for new machines several times in the past few months.
The Learys Form an Unbeatable Combo

MINNEAPOLIS, Dec. 4.—Distribution in the automatics business is getting more fascinating each day. The Learys, father and son, have found a combination that is selling like hotcakes. The Learys have been doing it for years, and they're not going to stop now. They've got a system that works, and they're sticking with it.

The father, Mr. Lear, is well known in the automatics business for his knowledge and experience. He has been in the business for over 20 years, and he knows what he's doing. He has a network of distributors all over the country, and he's always one step ahead of the competition.

The son, Mrs. Lear, is the brains behind the operation. She's the one who came up with the idea of combining the two businesses, and she's the one who makes sure that everything runs smoothly. She's a hard worker, and she's always looking for ways to improve the system.

The Learys have a reputation for being the toughest competition in the business. They're not afraid to take risks, and they're not afraid to work hard. They're a team that's not going to be beaten.

The Learys, course, have been doing this part toward plugging the song by putting it in all his phones. From all indications the song should soon be among the best sellers. It is reported that at least the Learys hope so. Why? Well, every time a record is sold Dorothy gets one, and every time her record is played on one of his phones Don gets his. Can you think of a more unbeatable combination?
Kansas City

KANSAS CITY, Mo., Dec. 4.—Just as in other sections, the holiday season is attracting new interest in the manufacture and sale of games and toys. Biggest hit of the season is the field of the Kansas City Sportland, an event taking over 50 different type games, which is operated by Tim Cronnet and Rue Voss, of the Central Distributing Company, in the Keystone Building at 1292 Main street. In the heart of Kansas City's downtown business district.

Board and Cronnet report good business opening December 3. They operate the only one of its kind in this section of the United States, they report.

Joseph Berlowske, head of the United Manufacturers Company, said: “The way we do business is to report good business at his leisure. лучший selling rights on all Universal products are now in their hands and we are allowed only one jobber in every state. A country where we have dealers are all sold to jobbers. directors and officers of our company signed this contract with success, Berlowske said this week. A deal will be announced every 30 days, according to an announcement by Berlowske and his partner, Richard Chandle.

Universal is streaming sale of “Baby Mirror” just released. This mirror is sent on orders of 50 or more of the company will print labels to the purchaser’s own specifications.

Operators like the Sel-Mor Penny Vender, made and sold by the Star Manufacturing Company, 3910 Wayne avenue, as a vendor of small适用于 the Sel-Mor Penny Vender. Business at the plant here is good, according to the management, and more and more Sel-Mor are being constructed each week for the Christmas rush expected.

The new Skid-Ball unit may be seen in numerous spots around the city. Unfortunately they are not the big hit. The largest place is at a restaurant in KC two store. The Skid-Ball unit has been ignored by the players making the machine score of the week. Using nine balls, top results were recorded. Some weeks ago, a Skid-Ball unit was won by a man at the Kansas City Journal, who was at a restaurant. Much interest is excited in the game and the play is Kansas continuous.

Employees of the United Amusement Company, working under Carl Hofstetzer, are plugging Penny Skilo, a seven-inch counter machine which is proving United’s best seller this season. Machine plays either pennies, nickels or dimes and pays 50¢ per cent on location. Penny Skilo keeps check of what the merchant pays out in coin. and is in the interest of why so many United sales have been made. According to the manufacturer, Penny Skilo has a percentage retailer and players worker at 16 x 12 x 14 in. cheap, beer, candy or other playing card or machine. Company is the production of Sall Products.

The Schroeder Merchandise Company is enjoying a good business with the sale of the Kanary Klock deal. Unique in design and construction, the Kanary Klock has been tested on location in many spots here by ops and are enthusiastic over its power to catch coin.

Detroit

DETOUR, Dec. 4—Harold Chereau, general manager of General Amusement Devices Company, Inc., has just returned from a trip thru New York State and Maryland and reports conditions in those regions as very desirable. While the Tri-Cities Brand of amusement games try to sligh other Eastern jobbers quarters of used games for export sales.

Fred Merrill, export manager of the A. C. Novelties Company, reports an increased interest in the company’s products. It has been stepped up during the past year, and there is a steady growth in sales.

Several Detroit operators have moved their new operating headquarters. Among them are L. Osnow, who is now located at 1800 Randolph street; E. C. Bolles, who is now at 2600 Philo avenue, and E. M. Letzler, whose new quarters are at 1800 Coventry avenue.

The Edelman recently purchased a quantity of Marksmen shooting guns and is going to start a new route shortly.

Henry C. Lomko, of the Lomko Coin Machine Company, new to Chicago for a short visit. Prior to leaving he stated that he planned to complete negotiations for distribution of a new pop-corn machine in a location and to start an aggressive sales campaign on his return, here.

The business of the American Paper and Bag Company, operating company owned by Joseph Feldstein, has been taken over by Sam Nager and moved to a new location on West Jefferson avenue.

James J. Passantano, Manager of the A. C. Novelties Company, is one of the best salesmen in the business, according to reports. Passantano spends much of his time contacting the trade and is often found at his salesmen. He has a big heart, and business and has headquarters in the exclusive east side suburb of Gorgeous Points. His premises include both music, vaudeville and amusement machines. In addition, Munch also operates the Mayfair, head office, Gorgeous Point, Night Club.

Morris E. Newman, who used to do business under the name of the Modern Amusement Company, is now operating under his own name.

Five Best Record Sellers for Week Ending Dec. 6

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<tr>
<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
<th>DECCA</th>
<th>VICTOR</th>
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<td>82525 — “Raisin” &amp; “I'm in a Million”</td>
<td>1497 — “Vivett and Her Master Matey”</td>
<td>1518 — “When Your Dream” &amp; “Laid Along, Silver Moon”</td>
<td>25711 — “Can't Teach My Old Heart New Tricks”</td>
<td>3590 — “Nice Work If You Can Get It” &amp; “Easy to Love”</td>
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SALESBAND OPERATORS

Read “DEAL”

A column about new sale ideas, deals and personalities. In the Wholesale Merchandise Department this week and every week.

Industry in Need of Starting Idea

DETOUR, Dec. 4—A demand for an outstanding new development to revitalize the industry was voiced this week by Michael Angelo, one of Detroit's most progressive operators. Angelo's own setup is an ideal combination of an amusement machine jobbing business and a vending machine operation, the latter becoming steadily more important in the picture.

"The industry needs something brand new to stimulate business," Angelo said. "A brand-name machine to take the place of the older type pin games would do the trick. A new idea in vending machines could do the trick. There is too much competitive in the amusement machine field today for one thing. If it is going to last, it won't be because there are so many localities to be filled and no more. Detroit is a wide-open town and it is an easy market for the salesmen with new types of vending machines."

"Our own business in the gun vending field is going along very nicely. We are using the Stevets and McGahey hexagonal type vendes and are steadily increasing the size of our routes."

LISTEN TO LARRY CLINTON ON WBAP, EVERY THURS. NIGHT, 11 to 12:30 P.M., E.T.

NOW ON VICTOR RECORDS!

Get these three Clinton nickel magnets:

1. No. 21507 — Mildred in the Middle
2. No. 27034 — “I Got My Love on the Brain” & “I Can't Help It Now” — Listen to the “Magic Key” — 15 at 5.25 in. NBC Blue Network.

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America
Colder Weather Stimulates Bulk Vending Business for Hustlers

As the fall of the year arrives with its intense and intermittently blue skies, its brisk air and its pageant of color before our eyes, we can take a fresh look at the world of vending machines. The weather changes, the vending machines change. Will the demand for vending machines, particularly in the cold weather, increase or decrease?

It is generally believed that a very steady demand could be expected in the cold weather, due to the fact that the vending machine business is not affected by the weather. However, it should be noted that the demand for vending machines in the cold weather is not the same as the demand for vending machines in the warm weather.

As the weather turns colder, the demand for vending machines increases, as people are more likely to purchase cold drinks and snacks. This is because the vending machines are able to provide the type of items that people need in the cold weather.

In conclusion, the vending machine business is not affected by the weather, and it is expected to remain steady throughout the year. However, the demand for vending machines in the cold weather is different from the demand for vending machines in the warm weather.
Kulick Tells N. Y. Ops About U-Pop-It

NEW YORK, Dec. 4.—While on a recent visit here, Ben Kulick, general sales manager of Ranel, Inc., David Manufacturing Company affiliate, reported that the new distributor set-up of the firm was rapidly nearing completion. He also stated that plans for quantity deliveries of the U-Pop-It automatic popcorn vender had been completed and that the machines would be leaving the factory this week.

There are many distributors here who are said to have been awaiting Kulick’s coming because of the interest which the new Ranel machine evoked. After talking with several of the prominent column here Kulick stated, “We believe that the New York market will prove to be one of the greatest in the country for U-Pop It. This is no mere idle statement but it is based on actual fact, for this city is the leading automatic merchandising market of the coin making world. The subways, chains, and other localities which have accepted automatic merchandisers are all potential prospects for this new machine of ours. The enthusiastic response which column have accorded U-Pop-It in this territory is definite assurance that this city will be the ranking center for U-Pop-It operations in a very short time.”

Detroit

DETROIT, Dec. 4.—George H. Lightner has been appointed manager of the Detroit office of Mills Automatic Merchandising Corporation, succeeding J. M. John, who was recently transferred to New York as district manager of the entire group. Lightner has been associated with the corporation for the past three years.

W. G. Thompson, general manager for the Amslace Sales Corporation, is now the sole owner of the business. Company acts as national sales organization for the American Dispensing Company, which manufactures a soap vendor.

Protex Corporation, which manufactures a sanitary paper product vender, is being reorganized and will probably be taken over by another firm. Negotiations are reported to be now under way. As the present time the firm has discontinued manufacturing activities but is still servicing its machines.

J. L. Asbury, peanut machine op, has moved from his old place on Fairview avenue to new headquarters on First Congress street.

HUNDREDS ALREADY ON LOCATION!

A few few days after you place your order — your POPMATIC machines are on location, ready for business THAT’S THE MOMENT YOUR INCOME BEGINS!

Don’t wait! Don’t hesitate! Be first in your territory to build a steady, profitable business with this new legitimate money-maker.

POPMATIC is the original automatic corn popper and vending machine — fully patented to insure simple, positive operation — tested on location for three years — a rapid-fire success wherever introduced

“THE CORN THAT IS ALWAYS FRESH THE CORN WITH THE WONDERFUL FLAVOR!”

ACT NOW!

You can’t go wrong with POPMATIC! Write, wire or phone today for complete information and prices.

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVE.
ST. LOUIS, MISSOURI
Barron's Weekly Recounts Trends That React on Price of Cigarettes

NEW YORK, Dec. 4—The intricate bearing of the financial condition of the industry upon the series traced by P. B. Defendorf in Barron's financial weekly. The cigarette business has seen a production lag before being reestablished, but this is not possible in the same sense as former years. In October, for the 17th consecutive month, production of cigarettes set a new record for the month. This was followed by a record for the year to Barron's. "There have been declines of 10 per cent to 20 per cent of the mark set for the year, but not for 20 years has a decline been shown in comparison with the like month of the preceding year. The average of these 17 months was the highest on record for that month.

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Bureau Hits At Promotion

Chi Better Business Bureau warns against vending machine promotion idea

CHICAGO, Dec. 4—The Chicago Better Business Bureau has apparently been (Continued on Page 5) considered responsible for
keeping the vending machine business, and it is a practice that has been
warned against certain "promotion schemes" among vending machines rather than the
Bureau.

"The Re-Load Is a Sure Hit—For the Paperboy," the headline declared, and
warned of the victim of dubious or fraudulently
investment schemes being converted into another.
Successful re-loading has increased the number of accidents by a handsome profit to them-
selves.

"Betterknown confessions of a whiskey and
wine seller, recently purchased as 'gilt-edged investments,'" read the circular, "are asked to
switch to the sale of vending ma-
fines."

These machines, sold at a handsome profit—far above the cost to manufac-
turers—accorded some producers a
means to wealth. Once having sold
them, the operators take a large hand back
the investor, and promises 20 per cent of
what the machines are to be taken.

"This is an old scheme now being
re-aired at the investments which have
been notoriously useless except for
the promoter."

"The facts before parting with
your money. Remember always the
merchants will be out to make a
profit. While bona fide vending machine
machines are a sound business. It is al-
most as footloose a business as can be
had, and anyone entering into vending
business of candy vending machines will
be a precarious business—not a get-rich-
quick business. So, in order to make profits and particularly those of national
reputation, should see to it that his mer-
cantile sold in vending machines reaches
the consumer at a profit of and value that can be purchased in the
universal stores. The sooner the candy
manufacturers realize this the greater
the volume of business they too, can
expect a permanent nature.

Vending Machine Future Will Be Hurt by Use of Small-Size Bars

By J. W. COAN, President
Coams-Sleets-Cal Inc.,

I would like to recommend against
any of the members of the industry for
their attitude toward vending machines. It is now known that vending machines
have been subjected to the losses as the vending machine business.

"The consumer has been placed within every
sold and handled at various points, and the
machines have been found to have
the proper price and value for every penny
paid at the machines.

The writer has identified himself as
the vending machine business since 1914,
and ever during that time there has
been the tendency to develop machines
such as those which have been
manufactured. The writer is
attributed to coin machine manufacturers
such as the authors who have
authorized the legitimate measures of conduct
"every manufacturer of a merchandis-
ing machine should have a very definite
program of the industry. We are
interested in the vending machine business
so as to be used to these
respective machines contain-
regardless of where there are who
manufacturers. A sale is a sale on the
merchandise to be sold thru the
respective machines contains
merchandise for which they are to be used.

They can never hope to be successful unless the owner of the
merchandise has all the essenes as regards to the merchant,
merchandising and general supervision.

Candy Manufacturers

Much assistance can be had from the
manufacturers of the merchandise
bought by operators, but the vending
machines. Particularly is this true among the candy manufacturers with whom our machines are aligned. Candy
manufacturers are very particular about the
kinds of machines sold thru the
merchandising and general supervision.

The vending of candy thru vending
machines is a legitimate business as long
as the merchandise sold thru the
machines. It becomes a racket when
flaunting of candy thru vending
machines is so sold thru the
machines.
Awards.

Late 1937 - By the Editors

BIG Boards, RELIANCE Slots Out & SALE With Holiday Federal RACING LUCK Die 1132 99.50, 1/3 Deposit, Balance C. O. D.

Write for List of Additional Outstanding Values.

ATLAS NOVELTY CO.

2200 N. Western Ave.,

Chicago

1965 Fifth Ave., Pittsburgh.

Gottlieb's Newest
Is Multiple Races

CHICAGO, Dec. 4.—Another game in Gottlieb's parade of new hits was launched this week and became the Multiple Races. It is described as a console-type one-ball payout with its multi-ball feature being made possible by the number of coins deposited before the play starts. The game is a fast and unusual "come-on," with a top award of 88 and 32 possible winners, striking new ideas have been incorporated, as well as outstanding features of Derby Boy and Daily Races, like that the wheel on which the company reports still in demand by operators.

"Multiple Races," explained Dave Gottlieb, "is housed in a modern console, side-type cabinet, massive, yet very easy to handle. Finished in four colors and supplied in white and black, the game is really an attraction in its own right. In the glass-enclosed square light panel which flashes selections and odds, all the active appearance of a typical game. The display devices have been included to provide new fascination and excitement. Flag offer and cornucopia in the case impart a realistic look to the machine, so that many unanticipated things may happen during the day to give fans greater thrill. With the new multiple payout feature the player can try for a better selection and better odds by inserting a second coin before playing. If he still thinks he can win, he can insert another or fourth coin or as many more as he chooses to be included until selections are all exhausted. The payout will be multiplied by the number of coins he has played. In this way, he may add what at first seems like an impossible payout to the odds.

"New production ideas," he went on, "enable us to produce this top-notch product and make it available for fielding. There is no sacrifice of one lot of quality. Each unit is built up to the highest standards of the company's past two years. It is an achievement of which we are greatly proud. Our location tests reveal that the unit is an outstanding capacity of this game enables operators to secure bigger and better names for their companies.

The company further reports brisk placements on Home Show. Also recently introduced is a new low-price achievement. The game has won a record number of orders for its new low-price policy. In the de luxe console class High Card Console and Derby Polo, the two multiple nickel-coin games, are said to be establishing unusual records.

Atlas Coverage Boosted in South

CHICAGO, Dec. 4.—In reporting the far-flung activities of the Atlas Novelty Company, Morris Ginsburg stated that Julian Ketele is now on the road for Georgia and Alabama to acquaint operators with the new multiple games. Mrs. Ketele is well known and recognized as a top man in the industry, and he has thus far been a great help to the company.

"Ketele is familiar with the trends of machines and the requirements of operators in various sections, and it is a big help to him to get in touch with people and show them just what the Atlas line stands for in the way of service and equipment. We feel that we can help in these two States, even more so than in other areas, because there is no better qualified to help them in it besides Julian Ketele. While Ketele is furthering our relations in Georgia and Alabama, Mr. Ginsburg concludes, "I believe brother Eddie will continue to contact operators and distributors through the State of Florida."
Genco Executive Describes Cargo

CHICAGO, Dec. 4.—After several weeks of unexplained silence Dave Genco, official of the Genco Company, today released information on cargo, the subject of which the industry has been waiting to hear. "I am sorry I was forced to be secretive about Cargo," stated Genco, "but I believe it is important that you understand why we have been unable to provide information about this important subject.

"Cargo is a new, revolutionary product that we believe will revolutionize the coin machine industry. It is a game that combines elements of skill and strategy, and it has the potential to become a major new source of revenue for operators.

"We have been working on Cargo for several months, and we believe it is ready to be introduced to the market. We are excited about the prospects for this product, and we hope that it will be well received by players.

Thankless Job

"To the Editor: I have noticed in your recent issue that you are publishing articles about the growing number of vending machine operators who are not happy with the current situation. This is a problem that we have been facing for some time.

"As you know, vending machine operators are having a hard time making a profit. The cost of goods has increased significantly, and the competition from other types of games is intense. We understand why operators are feeling frustrated, but we believe that we can help improve their situation.

"We are working on a new product that we believe will appeal to players and generate more revenue for operators. This product is called Cargo, and it is a game that combines elements of skill and strategy.

"We believe that Cargo will be well received by players, and we hope that it will be successful for operators. We understand that we have a thankless job, but we are committed to finding ways to help our customers.

Pegler Has Right Idea on Lotteries

We have often given the warning to pinball operators to be careful in carrying out tests to discover the correct laws for the simple reason that many state constitutions, or at least the statutes, contain anti-lottery and gambling clauses so far-reaching in their application that no court could be expected to consider the proposition.

Westbrook Pegler, noted for his humor and independent research, has recently come to this fact by a remark in which he discusses the ease with which Nevada could have a State lottery, while other states would require a long process of attempting to amend their constitutions before they could relieve the tax burden by means of lotteries. Some quotes from Pegler will illustrate the idea:

"These dispatches recently contained a reference to the absence of fancy morals in the State of Nevada and a suggestion that, of all our States, this one was best prepared to get the jump on the others with a State lottery. This advantage exists in the fact that Nevada's books are not public opinion and has been cluttered with artificial morals.

"New York, on the other hand, could not establish a definite State lottery to reverse the flow of New York money to Nevada's public treasury in less than half a century. Nevada, therefore, is the leading state for the purposes of the operators, and we encourage anyone who has been needing information regarding the rules and regulations of the Nevada State government to read this article carefully and understand its implications.

Charles W. Gomburg, the President of the Nevada State Senate, has added his voice to the call for a State lottery in Nevada, by saying, "We understand that the State of Nevada is in need of revenue, and we believe that a State lottery would be a good way to raise money. We encourage anyone who has been needing information regarding the rules and regulations of the Nevada State government to read this article carefully and understand its implications.

New Cherry Bell

The above is the largest and the only Bell type machine on the market with a coin in the top showing the last 5 coins, the best protection against slugs. Built in 3 Models, Bell, Front, and Gold Award. Built for 1c-5c-10c-25c Play Made Only By WATLING MFG. CO.

Automatically

THIS WEEK'S "BUY WORDS from AUTOMATIC"

MILLS FLASHER
Slightly Used...$97.50

Used PREACKNESS
Reconditioned and $95.00

POWDERED SALT
100 Lbs. $4.50

ALL AUTOMATIC SALES CO.
227 Second Ave., N.
Nashville, Tenn.

COIN MACHINES
Renewed Like NEW Inside and Out
as only the "TRADING POST" CAN DO!

GOLDEN WHEELS $54.50
CLASSIC 54.50

FOTO FINISH 49.50
FAADDY 27.50
WINNERS $25.00
CARDS 25.00
SPOT-LITES 25.00
SKIPPERS 15.00

10 DE LUXE MILLS PHONOGRAPH—Natural Sound, $39.50 Each.

RAY GUNS
MOTOR MIX RIFLE RIFLES $149.50
MARKSMAN 49.50
KENSITZER YATTACLO 64.50

TELL US WHAT YOU WANT! WE HAVE EVERYTHING!

Register for 1958 Coin Machine Show

NAME... Company...
Street... City and State...

Please indicate whether you have purchased machines during past year...

No registration fee is required if this form is received before January 5, 1958.

MAIL TO: NAOMM, 120 SOUTH LA SALLE STREET, CHICAGO, ILL.
The Visible Slotted Pin

SUPERIOR PRODUCTS, INC.
World’s Fastest Payout

14 W. Pearl St.
Decatur, Ill.

MOMENT FOR NEW

5c Package
NUT VENDOR
Priced Low

JOBBERS WANTED
WRITE!

P. O. Box 285, Minneapolis, Minn.

WANTED

The names and addresses of progressive operators who have the vision and foresight
to cash in on the operating possibilities of Western's New AK-SAR-DEN, Free Game Table. Write now for complete information on how to build up your territory with this
newest in coin-operated money-making devices.

Address: JIMMIE JOHNSON
WESTERN EQUIPMENT AND SUPPLY COMPANY
922 W. North Avenue, Chicago, Ill.

New Petition
By Merchants

Oregon group offers substitute for lottery petition

SALEM, Ore., Dec. 4.—Another amendment to the lottery section of the Oregon
State constitution, to be submitted for a petition forwarded to the secretary
of state last week (Page 69, The Bill-
board, December 3, 1937), was filed on
November 21 by the officers of the Oregon
Merchants’ Legislative League. The
formal amendment requires mandatory
petition to persons over 21 years of age.

The amendment is to appear on the
ballot at the general election next Novem-
ber if the required 30,000 signatures to petitions are obtained by the league.

The measure provides for licensing and taxation of bingo games, sale-
boards, bowling alleys, bridge studios, pool and billiard rooms, shooting gal-
leries, and dog racing. The measure provides for the distribution of
the revenues from these sources for old age

The measure also provides for the legislature to regulate any other
benevolent, charitable, or gaming

Baseball News Up
World Series Play

CHICAGO, Dec. 4.—While the winter
is a period of quietness for the

Rock-o-Ball Clicks
In Bowling Spots

CHICAGO, Dec. 4—With the coming
of cold weather bowling fans have once
again turned indoors for their recreation,
and Rock-o-Ball, that popular
bowling game, is drawing more and
more doorknockers of the sport, according to
Jack Nelson, general sales manager of
the Rock-Ola Manufacturing Company.

“Many of our bowling allies are choosing rock-o-balls for supplementary
diversion in their locations,” stated Nelson.

“Not every office has this bowling

HERE'S A BIG MONEY MAKER IN 1937
$15.00 Nationally Advertised
PACKARD
LifeTime LEKTO-SHAVER
Salescard Operators
Agents-Distributors
WILL MAKE EVEN
MORE MONEY IN 1938
SEND FOR FREE SALESCARD AND DETAILS TODAY
LLOYD’S DISTRIBUTING CO., 521 FIFTH AVE. NEW YORK

Slugg Visible Slotted Coin Counter

MR. OPERATOR—if you want

the latest in coin counter

$5.00 Pennies

wraper tubes, 75c per 1,000 in

The last hard currency

$2.50 a lot not containing

Steel伟大计算机

The last hard currency

The last hard currency

and 5c. Also, single

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and 5c. Also, single
Profits Soaring on Dux, Exec Reports

CHICAGO, Dec. 4—"Proofs from Dux are winging their way to new heights," reports John Weliczka, of the Chicago Coin Machine Manufacturing Co., "Before we released this machine we predicted that it would be one of the finest on the market, and its performance has exceeded our expectations. We have had many requests for it, and it looks like Dux will top them all. Never before has one of our machines been accepted so quickly by the playing public. Naturally we are proud that we have been able to produce a game that gives operators a real opportunity to earn money with a minimum of effort. We feel that it is the unusual action of Dux that has made it exceptionally thrilling and appealing to players.

"This machine, in which this game is accepted by customers and operates without the aid of the operator, is a real revolution in the slot industry. It has been so successful that we are going to expand our production to meet the demand.

Marley Has Lapse Of Memory on Car

CLEVELAND, Dec. 4—A lapse of memory on the part of R. W. Marley, sales manager of the Markiep Company of Ohio, brought the police on the run to the Markiep garage in the Old Scranton Avenue area of Cleveland.

Marley went out to the garage in the early morning only to find his car missing. No one had ever seen the car and everyone remembered his car being parked there. The police call was immediately made to the police, and we found the car stolen, giving the operator a license number and all other information.

But the whole matter was cleared up a day later when a man called the police to say that his car was ready. It seems that Marley had taken the car into the garage near the Markiep office, then walked to work, forgetting all about the car.

All the operators in the neighborhood asked what was on his mind.

Hercules Starts Used Game Drive

NEWARK, N. J., Dec. 4—Riverr Ice, of the Hercules Machine Exchange, has started a new campaign which his firm is starting will make a lot of customers of operators throughout the land.

"We are launching this campaign," he said yesterday, "we have been able to make arrangements with leading operators for the purchase of their used equipment. We have arranged to repair and recondition these games and we will back each one of them with our own guarantee.

The low prices at which we are able to sell these games to operators represent a savings for them. We have been fortunate enough to procure good machines at low prices, and we are placing on operators the benefits of our foresight in grabbing up the bargains we now have on hand.

MisCommons

O. D. Jennings, president of O. D. Jennings & Company, discusses conditions with operators at the Andrew Jackson Hotel, Nashville.
The Godin convention members clarifying the exact situation of the industry and allowing for the discussing of plans and means for improving same.

Practically all games were of the skill type, with many forms of football, handball and tennis being displayed. A few automatic shooting machines, disk-records, phonographs and arcades were also on view, as well as a few types of pay-as-you-play machines, which are still taboo, and a few merchandise wares.

To acquaint owners and others with locations for amusement machines, the companies of Swiss, German, English, Belgian and American origin were also on display. Owners' representatives were on hand on the opening day, and considerable business was transacted.

The opening day of the exposition was reserved exclusively for manufacturers and operators. Exhibitors occupied 30 stands filling two large halls, but many stands exhibited machines of several firms. Machines manufactured in France were in the majority, but machines of Swiss, German, English, Belgian, and American origin were also on display. Owners' representatives were on hand on the opening day, and considerable business was transacted.

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The opening day of the exposition was reserved exclusively for manufacturers and operators. Exhibitors occupied 30 stands filling two large halls, but many stands exhibited machines of several firms. Machines manufactured in France were in the majority, but machines of Swiss, German, English, Belgian, and American origin were also on display. Owners' representatives were on hand on the opening day, and considerable business was transacted.

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Robbins Shows Stoner's Stadium

NEW YORK, Dec. 4—The initial shipment of Stonier's new novelty table, Stadium, reached Brooklyn last week, and Dave Robbins immediately ordered the machine as a fine money-maker for the operators. In addition to the exciting playing field, the feature of the machine is the register to protect the operators from unscrupulous customers. The register, Dave informs us, is included in the price set-up, the factory short-circuiting the cost.

Dave played host to Clarence Adelberg, sales manager of Stonier Corporation, for a few days, and Dave claims the occasion that made Adelberg happier than sight-seeing around New York was the large order he gave him for Stadium.

Op Salvages All Parts

DETROIT, Dec. 4—A use for damaged machines has been found by operators in the salvaging of various parts for use on other machines and for resale. Robert J. Heimann, one of the oldest active operators in Detroit in years of service—too far from that in actual age—is one man who has found this a profitable sideline.

He recently purchased 241 machines which could not be used again. Much of the machines could be salvaged and parts used for repair purposes as the parts, portions of playing field, the scrap itself, such as the accumulations. Heimann has been working night and day to make his big stock of parts of immediate value.

Robins Ends

The Honolulu, one of the most prominent players in this section, recently returned from a trip to Chicago, where he inspected Bally's new trend machines.

"From every indication it seems that Bally is going to turn the tide as it had always done," declared Hoisington upon his return. "Just like the Bumper—clear on back to the old Air Way—Bally seems to lead the way." Hoisington's company is distributor for Bally games in the Kansas City trade area.

Sportland Opens To Crowd of 900

RICHMOND, Mo., Dec. 4—More than 50 persons flocked to the Sportland arcade this week for the grand opening of Richmond's first amusement machine exhibit.

The arcade is operated by the United Amusement Company, Kansas City. It contains many of the latest legal games and coin-operated machines, including a photo graph unit which makes four pictures for a dime. A special department which offers photo enlargements also is operated. It is located on the opening day.

Carl Hoisington, United official, is conducting a Skee-Ball tournament here and the response is gratifying.

"Richmond is in the heart of Missouri's coal-mining district," Hoisington said, "and everyone connected with the mines hopes to be interested in Skee-Ball. Most interest is being shown in the tournament."

Another big draw is the 600 races that are given away on the opening day by the United

U-Pop-It

Now on Hand

Write in for Information or Come in for Demonstration.

AVON NOVELTY SALES CO., Inc.
315-316 BROADWAY, NEW YORK CITY

Advertise in The Billboard—You'll Be Satisfied With Results.
GENCO FEATURES a NEW PLAY IDEA!!!

ENTIRELY DIFFERENT SCORING PLAN OFFERED FOR THE FIRST TIME IN THIS NEW GAME!

An amazingly original and different scoring principle. Upon the insertion of a coin, 10,000 appears in lights on the left hand side of the score board. The first ball played subtracts from the 10,000 in units of 200 each time it hits a bumper spring. If the first ball crosses a 1,000 track, 1,000 lights up on the right hand side of the back rack. The figure remaining lighted on the left after the first ball comes to rest is the score the player must equal or exceed with the remaining shots. Balance of balls played score progressively in lights on right hand side of the backboard. Progress is determined by content of balls against bumper springs or rolling over 1,000 point switches. Numbers that appear on the treasure chests on the backboard indicate the awards.

$74 50
IMMEDIATE DELIVERY
GENCO INC.
2621 N. ASHLAND AVE.
CHICAGO, ILL.

3 JAR DEALS COMPLETE FOR $10.00

Savoy Vending Co., 406-9 W. Franklin St., Baltimore, Md.

RECONDITIONED MECHANICALLY PERFECT

Big Apple Appears Now in Jar Deal

FROST, Ill., Dec. 4.—The B. & W. Manufacturing Company here has taken a cue from the country's most popular dance to name a new jar and plans to revolutionize the whole business, officials say.

B. & W. is headed by a whisky label printer and is modeled on a popular dance. The jar is named an all-color illustrated die-cut card and label. It is made in three parts with a variety of appeal on the carton, reverse printing; new card holder; jar stands in entombed steel box and card is not removed from jar. It also offers a definite payout and all sales go to the house.

"There are 136 winners, and at $5 each a sales team of 136," the makers state.
**DON'T TURN 'EM AWAY!**

Single Slots say "NO!" to other players when they want to play! Almost like having a sign on your games, "KEEP AWAY!", and EVANS' MULTIPLE 7-COIN HEAD accommodates 7 players at once! 7 TIMES THE EARNINGS with the same overhead! Besides it's a gyp-proof you save the cost of the game in preventing operating losses. Choose EVANS' MULTIPLE money makers—and make all you can.

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**AWARD TO THE WISE**

Gaily, cart, absolutely, HIGHER

**1938 BANG TAILS!**

The King of Horse Race Consoles! Refined! Re-styled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! Yet NOT One-Cent HIGHER IN PRICE!

Unmatched by any other game before it, with New 1938 features this modern miracle game stands absolutely above every comparison.

Order from your Jobber or
Write, Wire or Phone HAmarket 7650
H. C. EVANS & CO.
1155-59 W. Adams St.
CHICAGO

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**SALE**

OF ALL LATEST
USED GAMES
WRITE NOW
FITZGIBBONS,
DISTRIBUTORS,
INC.
453 W. 47th St., New York
362 Mulberry St., Newark, N.J.

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**Bally Preakness Being Made Again**

CHICAGO, Dec. 4—Bold to be unprecedented is Bally Manufacturing Company's decision to go back into full production on the Preakness one-shot payout game, originally placed on the market 18 months ago and discontinued last spring after a six-month run.

"We have literally been forced to make this move," explained Ray Meyers, Bally's president, "by the hundreds of operators, jobbers and distributors who want this one-shot-replacement game and are unable to obtain used machines at any price. The machine will now be known as the De Luxe Preakness because the field and cabinet will be sold up like a million books with a new design. Many new mechanical improvements will also be incorporated in the De Luxe Preakness machine, including an 'all-in, all-win' electric circuit and our new motor-driven street illuminators."

"As far as play appeal is concerned, the De Luxe Preakness will be exactly like the original, with the wide-open board alive with whip-swing action. We will retain all the play features that made the original Preakness the greatest money maker in history and with the new flash we are confident that the De Luxe Preakness will earn more money per hour than any other game for operators.

"Best news of all is the fact that De Luxe Preakness will be sold at a price very little above what used Preakness machines are selling for—prices fair below that of the original. We are able to do this because the tremendous development expense has now been absorbed. Operators, jobbers and distributors are unanimous in hailing this action on our part as the most constructive contribution in years to pin-game prosperity. By making this popular game available to the industry at a sensationally low price we feel we are providing hundreds of operators with an opportunity to build up their cash reserves.

"It is well known that the demand for used Preakness machines far exceeds the scant supply offered and as a result we are preparing for a terrific rush on De Luxe Preakness. Orders will, of course, be shipped in rotation as received."

"The De Luxe Preakness is described as a bell-type one-shot-changing-odds game with horse-race theme and win-place-show-true awards, available in both payout and ticket models.
“K. O.” HITS!
“O. K.” PRICES!

Two Knockouts—so amazingly low-priced that they give you enormous returns from small investment! Built by request of many big-time operators! Combine outstanding features of DERBY DAY and DAILY RACES with newest hit ideas of today! SPECTACULAR PROFIT-GETTERS.

HORSE SHOES $149.50
1-BALL PAYOUT

New racing sensation with super-features found only in high-grade plants! Client 24" race light-up black panel! Magnificent cabinet! Simplified pressure-mechanism! Fully accessible! Mustang to 2 to 7 horses per play! Pay for Win, Place, Show, Fourth, Field or Daily Double, odds up to 40-11

MULTIPLE RACES CONSOLE TYPE
1-BALL MULTIPLE PAYOUT

58 top payout, 30 possible winners, keep 'em playing! Mystery Slot selects 1 to 7 horses, Field or Daily Double, also odds. Payout multiplied by number of coins inserted, up to 4. Above 4, pay out four times indicated odds on every winner! Modern Console-type cabinet, rich equipment, Gigantic earning-power!

$189.50

IMMEDIATE DELIVERY

BOTH GAMES

Priced Park (AC) Equipped
Check Separates No Charge

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
A 5c Selection

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates 70c
5-Lb. Box of American Mixed Hard 40c
Candy, Per Box

COSTS YOU $4.50  TAKES IN $16.00

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 99.

24 WINNERS

COSTS YOU $4.50  TAKES IN $16.00

DELIIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

FOOTBALL

600 Holes—5c Thin Board Only.

Takes in $30.00

PRICE

Pay in

Total Profit

PLUS

Total Pay Out

$1.60

10%

14.30

15.70

A Money-Maker for the approaching Football Season.

GLOBE PRINTING CO.


SENSATIONAL USED GAME VALUES

GUARANTEED RECONDITIONED

Rock-Ola World Series $144.50
Rock-Ola Bally Mills $95.00
Rock-Ola Bally Mills $5.00
Rock-Ola Bally Mills $95.00
Rock-Ola Bally Mills $5.00
Rock-Ola Bally Mills $95.00
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Rock-Ola Bally Mills $95.00

BADGER NOVELTY COMPANY

2546 N. 30th STREET

MILWAUKEE, WIS.

CALCUTT PLANNING ANOTHER CLOSEOUT

FAYETTEVILLE, N. C., Dec. 4—Due to the record time in which the Vending Machine Company has been selling its closeouts, Joe Calcutt reports that he is arranging another huge clearance and which will even overshadows any he has ever staged.

"We are gathering machines from all parts of the land," he declared, "and are going to place on sale all of these machines and records-breaking low prices, lots, payouts, novelty games, phones, records, etc., and all types of parts and supplies will be included in the sale as long as stocks last and to the ground floor of some breathing bargains.

FITZ BECOMING MYSTERY TRAVELER

NEW YORK, Dec. 4—The manner in which John A. Fitzpatrick, official representative of the Vending Machine Company, is hopping from city to city along the Eastern seaboard these days is rapidly earning him the reputation of being one of the fastest travelers in the industry. According to many reports, he can be expected to bob up out of nowhere most any time.

Fitz revealed that ever since he evolved this new sales plan, which will be revealed to the industry in the near future, he has been contacting key men in New England making arrangements for the accomplishment of the new-Bally equipment. "Just wait 'til you see what Bally has," Fitz said. "then you'll know why I've been working unusually hard lately to make all the necessary arrangements for the debut of this new-type equipment which will be the most outstanding the industry has seen to date."
THE BIG RACE

🌟 The biggest automatic race ever offered to the amusement loving public! It has seven slots, odds changer entirely under the control of the skill of the player; Win, Place and Show fields, and suspense up to the very last wiggle of the ball. Select your horse by the number of the slot in which you place your coin. Shoot the big steel ball, timing its passage over the shut-off switch setting your odds. Then hope, pray, and use all the body english you have to make the ball go in the hole bearing your number. Ah, a payout!

Price singly $189.50

F.O.B. Chicago

Beautiful console type cabinet in black and white, brilliantly accented with the flashiest assortment of colors and designs ever seen on this type of machine.

Mills Novelty Company
4100 Fullerton Avenue...Chicago, Ill.
IMMEDIATE DELIVERY!
BALLY'S BULL'S EYE

NEW HIGH SCORE HIT WITH TARGET PRACTICE PLAY APPEAL

FAST 5-BALL NOVELTY PLAY

TARGET FLASHER

A spectacular surprise! The target "explodes" when 1,000 is scored . . . appears to burst into flame and gush forth a cloud of smoke! A light-up effect so realistic you can almost smell the gun-powder!

TRICKY TARGETS

Four miniature targets which must be hit "head on" and can only be hit by snapping the ball off the Skill Spring!

SKILL SPRINGS

A teasing test of skill! This tantalizing little spring bellies out into the playfield . . . and by a kind of "bow-and-arrow" action flips the ball up into the cluster of Targets. Looks easy . . . but requires plenty of skill and practice . . . promotes repeat play by the hour. Pictures and words cannot do justice to the peculiar action of the BULL'S EYE Skill Spring. You've got to play against it, get the "feel" of it, experience the satisfaction of beating that pesky little spring at its own game! Then you see why BULL'S EYE "steals the show" in novelty locations from Coast-to-Coast!

BUMPER TARGETS

New-type bumpers, formed to represent targets, are strategically located half way down the field, and below these is a group of spiral bumpers, which provide plenty of zig-zag action . . . serve as "consolation" hits when targets are missed . . . and stretch out the scoring suspense to the last inch of the board!

LONG BALL RACE

Players everywhere will welcome the revival of the famous "Rocket style" ball race, circling the entire play-field. Ball travels all the way around the board before striking Skill Spring.

Sensational new Target feature has REAL SKILL "written all over it" and stimulates that "do-it-or-bust" REPEAT PLAY spirit! From end to end, BULL'S EYE is designed to keep a flood of novelty nickels coming your way! Be first with this NEW and DIFFERENT profit pepper-upper! Order BULL'S EYE today!

PRICE ONLY

$74.50

Write for circulars on FAIRGROUNDS, DELUXE PREAKNESS, BALLY STABLES, SADDLE CLUB, BALLY CLUB HOUSE, LITE-A-PAX and other Bally hits.
Colorful Christmas music, plus the increased earning of TWENTY RECORD selection, means big collections for Rock-Ola operators.

An Exclusive ROCK-OLA Feature

The famous Rock-Ola FULL FLOATING BAFFLE eliminates all cabinet noises and vibration . . . assures perfect, undistorted music. It is an innovation in the construction of automatic phonographs, being developed in Rock-Ola's own sound laboratories for exclusive use on Rock-Ola Phonographs. Like the Rock-Ola mechanism, the construction of this FULL FLOATING BAFFLE is exceedingly simple. The big Jensen speaker is mounted on a heavy, plywood baffle board, which is floated on an ingenious webbed mounting assembly. This separates speaker and baffle unit from the cabinet . . . thus isolating all distortion vibrations from the cabinet. This is one of the main features responsible for Rock-Ola's superior tone quality.
Music-wise America wants the real thing! A thousand bands may play like him—but there is only one “Shep” Fields, originator of a new style of melody—“Rippling Rhythm”.

No hall could hold the millions who choose to listen to “Shep” Fields’ music. No radio program could play as often or constantly as “Shep” Fields’ fans wish—and “Shep” can only be in one place at one time!

—But the WURLITZER Automatic PHONOGRAPH puts the Music of this Modern Master at the finger tips of the nation—“request” numbers when the patron wants them —“encores” by the score—and re-created by WURLITZER Living Tone exactly as Fields played them.

More and more — locations demand the WURLITZER Automatic PHONOGRAPH. This is your opportunity! Write for full particulars.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA

SOLD ONLY TO OPERATORS

WURLITZER
AUTOMATIC PHONOGRAPH

Bring the Music of Modern Masters to Millions